

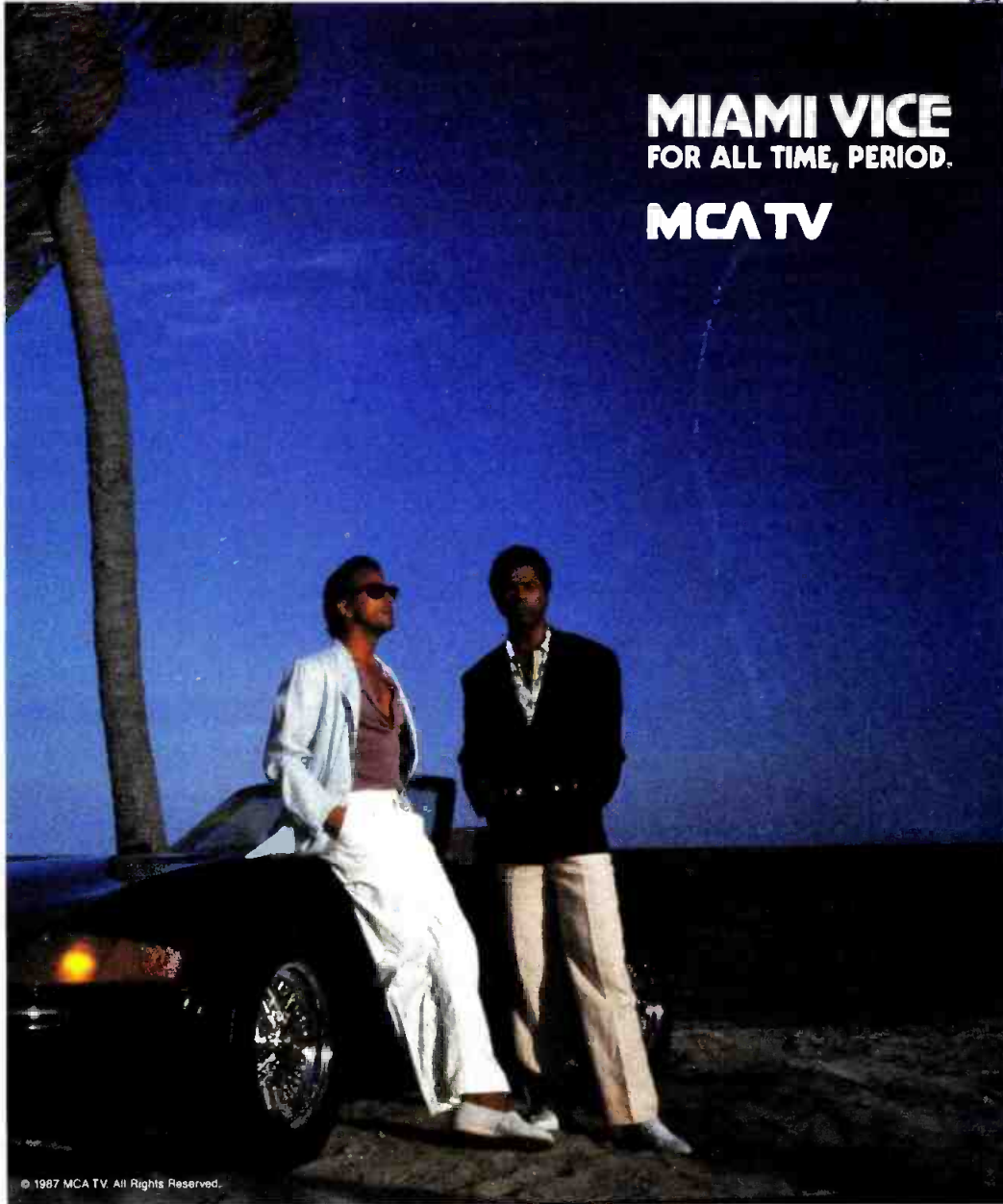
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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Feb 2

February 2, 1987



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Jim & Jane Hall
Owners



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Broadcasting Feb 2

Group W pulls out of KHJ-TV Los Angeles purchase Advancing on the NAB board meeting "At Large" with programing reps □ The news from NATPE

PULLING OUT □ Westinghouse bows out of its \$310-million purchase of RKO's KHJ-TV, throwing uncertainty into RKO settlement case at FCC. **PAGE 39.**

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TAFT LEAVES TAFT □ Dudley Taft to leave Taft Broadcasting and take WGHP-TV Greensboro, N.C., with him. **PAGE 43.**

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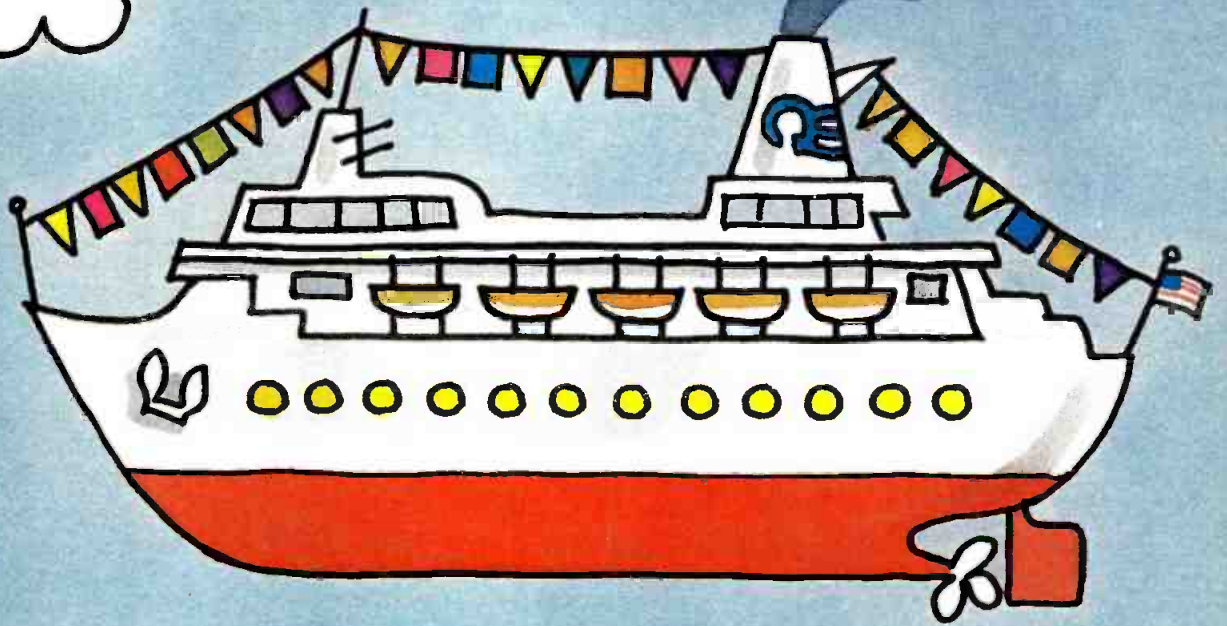
GEORGIA ON THEIR MINDS □ Boosting sales is the theme of the Radio Advertising Bureau's Managing Sales Conference, to get under way this weekend in Atlanta. **PAGE 85.**

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HEAVY FLEXIBILITY.

The Love Boat's laughter is not only contagious, it's also flexible.

You can program hours or half-hours.

And because light-hearted comedy is appealing for any time period, this fun-filled ocean liner can be docked virtually anywhere in your schedule.

More stars than any television series in history.

The Love Boat II. 115 episodes now available in hours and half-hours.

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**The World's Leading Distributor
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NBC O&O STATIONS

THE BEAT OF SUCCESS

The beat goes on and on as the folksy world of the 60's bumps into the glittery punk world of the 80's.

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24 FIRST RUN HALF-HOURS



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**EVERYTHING
ABOUT
MIAMI VICE
IS NEW.**

**NOTHING
ABOUT IT IS
TEMPORARY.**

Miami Vice is the most innovative series on television.

But viewers watch it, not only for what's new, but for what's permanent.

Viewers keep tuning in because it's got the staying power of classic entertainment.

Our research shows conclusively that what holds viewers are the enduring qualities of superb action, suspenseful plots, the ingenuity of the heroes, and the irresistible chemistry between them.

Someday, in the future, Miami Vice may not be innovative. But what it will always be, is watched.

**MIAMI VICE
FOR ALL TIME, PERIOD.**

MCA TV

March for must carry

FCC staff reportedly believes it can have must-carry reconsideration ready for vote by commissioners by March, unless Congress inundates agency with additional advice on how item should be rewritten. It is believed that carriage aspects of rules will remain same and that five-year sunset will survive but that agency will take steps to moderate mandatory nature of A/B switch requirements.

New world service

Voice of America will soon have competition in broadcast of news worldwide. Christian Science Monitor Syndicate has plans for network of shortwave transmitters that will blanket globe with news, public affairs and entertainment programming. It already is operating 100 kw transmitter on Saipan to cover Far East and Australia, and will bring 500 kw transmitter near Bangor, Me., on line on March 1 to broadcast to Europe and Africa. It expects in next couple of months to file application for two 500 kw transmitters, to be built in Southeast U.S., to beam signal throughout western hemisphere. Network is being built under federal statute that encourages private parties to participate, along with government, in shortwave broadcasting. Christian Science Monitor Syndicate will operate as commercial network with English-language service around clock.

Satellite by summer

CBS-TV has set July target date to begin scrambling its affiliate satellite feed, network told stations privately during Los Angeles affiliate meeting last week. CBS had already announced in late 1985 it would scramble with Videocipher I system, which differs from consumer VideoCipher II encryption technology now in use by number of satellite programmers. Start of CBS scrambling follows completion of network satellite interconnect, now on line at virtually all affiliate stations.

Seeking bigger role

Association of Program Distributors may soon attempt to beef up its presence. Despite industry-threatening changes including television station bankruptcies, must carry, source licensing, and encroachment on station schedules by

home shopping, group representing 85 companies still has no full-time employee. Most association activities over last several years have been led by Marvin Grieve, president of M/G Perin. Grieve said that although major studios are represented by Motion Picture Association of America and barter syndicators by Advertiser Syndicated Television Association, there is no organization that concerns itself with distribution industry as whole. Grieve said he may ask APD members to increase, on trial basis, annual membership fee, currently at several hundred dollars: "We now have to be able to lobby, and hire bankruptcy attorneys and accounting firms to audit the situation."

Untying family ties

Another family media empire will soon come to end. Charleston, W. Va.-based Clay Communications, owned primarily by brothers, Lyell B. and Buckner Clay, and their sister, Julie Clay Alexander, is said to have hired Morgan Stanley to auction off properties, which are: WAPT(TV) Jackson, Miss.; WWAY(TV) Wilmington, N.C.; KJAC-TV Port Arthur and KFDX-TV Wichita Falls, both Texas. Also on block are Clay's four newspapers including largest property, *Charleston (W. Va.) Daily Mail*. One informed source said company's total 1986 revenue was roughly \$40 million, producing cash flow of about \$11 million.

Plateau

Outlook for national spot radio business in first quarter is not much better than 1986's performance, which, when compiled, is expected to finish only marginally ahead of Radio Expenditure Reports' 1985 rep-reported figure of \$900,954,900. (Official RER data for 1986 is not yet available.) For first-quarter 1987, radio rep executives are projecting sales to be anywhere from flat to 4% over first-quarter 1986's \$168,152,200, with good portion of that activity occurring in top 10 to 15 markets.

Big time

After few false starts, Microband Corp. of America hopes to launch "very soon" multichannel television service in New York and Detroit. Microband Chairman Mark Foster was reluctant to talk specifics but said enough MDS and ITFS channels and programming services had

been lined up.

Major piece of New York puzzle fell into place last week. Microband, which now enjoys financial backing of Boston-based TA Associates, purchased Pay TV of Greater New York for undisclosed price, giving it base of 85,000 single-channel MDS and STV subscribers and distribution rights to HBO and SelecTV.

Foreign affairs

Anglovision, NBC joint venture to deliver TV news programs to European hotels via satellite, has hired Cable News Network's former European sales head, Charles Bonan, as top man in London. Bonan left CNN last fall, and after extended courtship is now Anglovision vice president of operations, overseeing all European aspects of project, including advertising and marketing.

Noncommercial news

American Public Radio's plans for around-clock, seven-day-a-week, hourly news feed of perhaps five-minute length have received vote of support. APR surveyed its 315 affiliates and found much interest. According to Eric Friesen, senior vice president, programming, more than half of 260 licensees with APR-affiliated stations responded, 80% favorably. APR board is looking into costs involved, money available in system, and potential for underwriting, and will discuss issue further with affiliates at April conference in Columbia, Md. Friesen said most stations showed interest in five-minute segments. He made "wild guess" that service would cost \$1 million per year and would be available early in 1988.

Ampex in demand

List of serious bidders for Ampex has narrowed to approximately dozen U.S., Japanese and European companies, although more than 40 parties have expressed interest in video equipment manufacturer since it was put up for sale by parent Allied-Signal in December. Ampex will begin accepting bids—it expects to go for under \$1 billion—in early March, with final negotiations to begin immediately afterward. Although list of bidders is not known, large number are consumer electronics manufacturers, possibly attracted by Ampex's important holdings in patents for videotape recording, which cover consumer VCR's as well as professional products.

Bird troubles

Crimson Satellite Associates, the joint venture of HBO and RCA Americom, has been having a tough time selling transponders to cable programmers on Satcom K-3, the Ku-band satellite it plans to build and launch in 1989. And RCA Americom, despite the help of HBO, is having trouble leasing transponders to them on Satcom K-1, a similar satellite already in orbit, while the programmers await the launch of Satcom K-3.

One of the reasons is the high cost of the transponders, relative to that of today's C-band slots. Another, less obvious one, is that some cable operators disapprove of programmers using either of the Ku-band birds to distribute their product. They fear that programmers will use the satellites to bypass cable systems and deliver their programming directly to homes. Signals broadcast by the satellite can be received by home satellite dishes as small as one meter.

To assuage the concerns of the operators, HBO has proposed giving operators exclusive distribution rights to Ku-band signals of HBO services (HBO, Cinemax and Festival) within their franchise areas. That means neither HBO nor any third party other than the cable operator would be allowed to sell Ku-band HBO signals within cable franchises.

The proposed Ku-band policy is a departure from HBO's C-band policy. Under the latter, HBO is selling C-band signals along with cable operators to backyard dish owners within cable franchises and HBO alone is selling them outside the franchises. For a time, until Congress force it to stop, HBO sent rebates to cable operators for every home satellite subscriber HBO signed up within the operators' franchises.

The proposal was made at a gathering of top cable operators in Hawaii two weekends ago for an HBO-sponsored Super Bowl party. And the reaction from some of the cable operators there was guarded. James Whitson, president of Sammons Communications, and Ken Bagwell, president, cable communications division, Storer Communications, said they wanted to see something in writing before they passed judgement.

Another operator who wasn't present, but who was aware of the proposal, said he has some questions for HBO. Chief among them: "How good is the exclusivity?" A court could declare such exclusivity to be illegal, he said, or congressional pressure could force HBO to abandon it as it did the operator rebates.

Cable competition

Metropolitan Cablevision, the "wireless cable" or multichannel television (MCTV) system serving Cleveland, is now offering consumers a better deal than some cable operators offer: For \$18.95 a month, Metropolitan is providing 12 (soon to be 16) channels of cable programming, including Showtime, and a Zenith set-top converter featuring remote control.

Metropolitan President James Theroux won't reveal how many subscribers Metropolitan has attracted with the offer, but Theroux predicts that the company will break even next summer.

In addition to Showtime, the Metropolitan lineup includes CNN, ESPN, MTV, SCORE, BET, Nickelodeon, WTBS(TV) Atlanta, WOR-TV New York, WGN-TV Chicago, a local weather channel and an educational channel produced by the licensee of noncommercial WVIZ-TV Cleveland. Within the next six months, Metropolitan expects to add C-SPAN, The Nashville Network, CBN and its own adult movie service.

Instead of coaxial cable, Metropolitan uses a mix of 2 ghz channels allocated to the multipoint distribution service and instructional television fixed service to broadcast the channels to subscribers equipped with special antennas and receivers/descramblers. The signals are scrambled with the Zenith Z-TAC system.

The signals presently reach about half the homes in the city, but Metropolitan is asking the FCC for approval to increase the power of its transmitters from 10 watts to 50 watts so that it can reach all the homes in the city as well as many in the close-in suburbs.

Metropolitan has no competition from cable in the city. The city has awarded a franchise to a local company, North Coast Cable, which has been unable so far to put together the financing to begin construction.

Theroux believes it will be "very tough" for cable to make it in Cleveland. Cable is struggling in Chicago, unable to achieve the penetration needed to make conventional cable viable, he said. And if cable can't make it in Chicago, it can't make it in Cleveland, where the demographics and income per household are worse, he said. Metropolitan is doing "fine," he said, because the start-up costs and the break-even point of wireless cable are so low.

Metropolitan has made the city a standing offer. If the city awards it the cable franchise, it will provide service to every home in the city with a hybrid system. Homes unable to receive the line-of-sight signals would receive them indirectly over small scattered coaxial cable systems.

One of the keys to Metropolitan's success is getting and keeping the rights to popular cable programming services. So it's not surprising that Theroux is concerned about a group of MSO's buying into Turner Broadcasting System, the owner of two of Metropolitan's offerings, CNN and WTBS. The MSO's have a powerful incentive to keep cable programming out of the hands of wireless cable operators and any other medium that threatens to compete with them, he said. He warned that Metropolitan is prepared to take antitrust action against any programmer that refuses to deal with it or discriminates against it in pricing. TA Associates, which is backing Metropolitan and other pioneer wireless cable operators, has invested tens of millions of dollars in wire-

less cable and is willing to spend another \$1 million in legal fees to protect that investment.

Scrambled video

MTV Networks has begun "test" scrambling of all its network feeds using the VideoCipher II system. According to MTV's fixed key test schedule, Monday through Friday, VH-1/Video Hits One will be scrambled from 4:30-4:45 a.m. (NYT); the East Coast feed of Nickelodeon from 5:05-5:20 a.m. (NYT), with the West Coast feed of that service from 5:05-5:20, Pacific time. MTV: Music Television will be encrypted from 5:45-6 a.m. (NYT).

Three for free

Citing growing competition in providing subscription services to home satellite system owners, Home Box Office Inc. said last week that effective yesterday (Feb. 1), home TVRO owners who pay for nine months of service in advance to either HBO or Cinemax will receive three months of service free. (Currently, subscribers to HBO/Cinemax pay for 10 months in advance and receive two months free.)

According to Bob Caird, HBO vice president of direct broadcast, the price for home TVRO owners choosing to prepay a new annual subscription to both HBO and Cinemax will be \$179.55 (roughly \$15 per month). Dish owners subscribing to only one of those services on a prepaid annual basis, will pay \$116.55, he said, adding that the annual prepaid rate for HBO and Cinemax is a 25% savings over subscribing for a year at the monthly rates. Dish owners who pay on a monthly basis can subscribe to either service at \$12.95 per month or to both services for \$19.95 per month.

Also beginning in February, HBO will increase its incentive to TVRO retailers from \$30 to \$50, for those dealers selling a VideoCipher II consumer descrambler to a dish owner who then subscribes to both pay cable services on an annual basis.

Caird said that "experience has shown us that the sale of programming to home TVRO owners is made at the retail level, either at the retailer's store or when the TVRO is installed. We know the retailer plays the determining factor in closing the sale, and we expect this incentive increase to support and encourage more of that aggressiveness on a local basis."

Color of choice

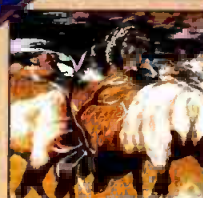
It may not be the most important question facing television today, but whether Turner Broadcasting System should continue colorizing classic black-and-white movies for syndication continues to generate discussion.

To gauge what the viewers of Louisville, Ky., think about colorization, WDRB-TV there presented "Yankee Doodle Dandy," the 1942

GREAT AMERICAN ADVENTURE



14



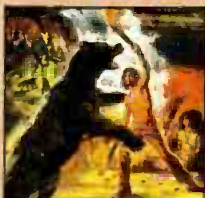
BLOCKBUSTER ACTION-ADVENTURE FILMS FOR SYNDICATION



THE ADVENTURES OF THE WILDERNESS FAMILY
 VANISHING WILDERNESS
 WILDERNESS FAMILY PART 2
 THE DREAM CHASERS
 ACROSS THE GREAT DIVIDE
 THE GREAT ADVENTURE
 YOUNG AND FREE • COLD RIVER
 MOUNTAIN FAMILY ROBINSON
 CHALLENGE TO BE FREE
 MYSTERY MANSION • SACRED GROUND
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Belvedere wows NATPE with high concentration of women + kids!



Mr. Belvedere has the same winning profile for syndication success as *Diff'rent Strokes* and *Gimme A Break!***

Belvedere has a higher women + kid concentration than *The Cosby Show*, *Who's The Boss*, *Growing Pains* and just about every other network sitcom.* With a profile like Mr. Belvedere's, you can't miss!

Mr. Belvedere virtually matches Webster in women + kids' ratings!

Demographically, Belvedere mirrors Webster in these categories – which prove to be the keys to off-network comedy success.*

Mr. Belvedere keeps more of its lead-in than *Family Ties* and *Night Court!*

As the second half of a sitcom block, Belvedere keeps **99%** of

Webster's lead-in HH rating which is better retention than many other network sitcoms.

Mr. Belvedere helps k.o. *The A-Team* this season!

And in its first full season Belvedere captured its Friday night time slot – helping to run *Knight Rider* off the road and put *The Twilight Zone* into – the twilight zone.



**IT'S
NO RUMOR.
EVERYONE'S
BUYING OUR
SECRET.**

SECRETS
A N D
RUMORS

THE #1 CELEBRITY GAME SHOW CHOICE FOR 1987-88. 25 different stars every week!

Entertainment, not challenges, for your audience.

Secrets and Rumors gives your viewers what they want most:

Entertainment, pure and simple. No bells, whistles or gimmicks. Just nonstop fun and comedy.

Everybody loves a juicy secret.

Each fast-paced half hour takes your audience on location wherever the stars are. Each celebrity bares a deep, dark personal secret (or is it a rumor?) that has everybody guessing.

Harvey Korman leads the action.

Korman, one of television's most popular personalities, keeps the laughs coming as he gets our contestants to decide whether

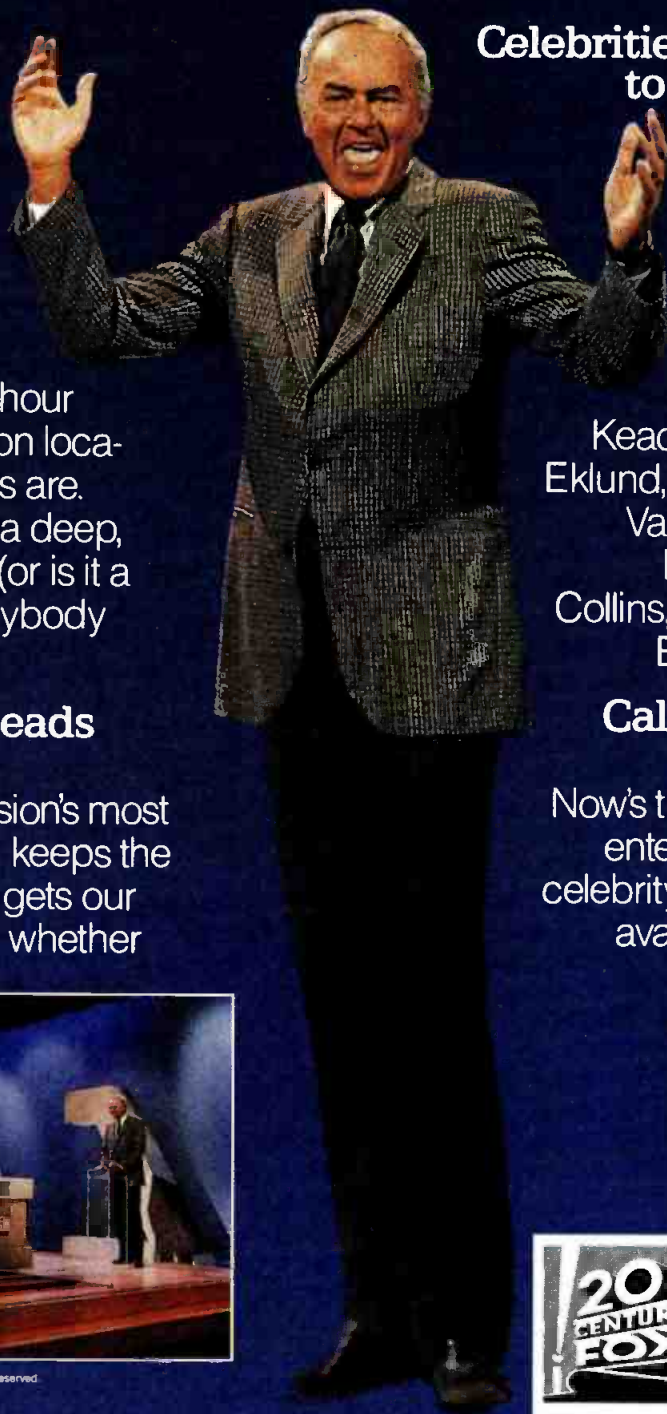
the celebrities are telling the truth — or just spreading rumors. (And, wow — do our contestants have their own secrets to reveal!)

Celebrities who can't wait to tell their secrets.

Your audience will be teased by the likes of Joan Rivers, Tim Conway, Dr. Ruth Westheimer, Vincent Price, Tom Poston, Stacey Keach, Richard Moll, Britt Eklund, James Sikking, Joan Van Ark, Sally Struthers, Bubba Smith, Jackie Collins, Emma Samms and Ed Asner. For starters.

Call now before the secret's gone!

Now's the time to lock in this entertaining, fast-moving, celebrity-filled, half-hour strip, available September '87.



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classic featuring Jimmy Cagney, in alternating colorized and black-and-white segments and invited viewers to phone in their preference. The result: 67.2% (2,071) went for the color; 32.8% (1,011) liked the original black-and-white.

"We thought it would be a good idea to show the audience both products side by side so that they could see for themselves what the strengths and weaknesses of the [colorization] process are," said Elmer F. Jaspán, president and general manager, WDRB-TV. "We're very happy with the tremendous response we received."

The station plans to present another colorized movie, "The Maltese Falcon," next Monday (Feb. 9). It will be broadcast only in color.

Cable in Colorado

It's well known that Colorado, Denver to be exact, is a major hub of cable activity—the home of several MSO's, including the nation's two largest, Tele-Communications Inc. and American Television & Communications. Just how important cable is to the state's economy was spelled out in a study commissioned and released by the Colorado Cable Television Association.

The study, which was prepared by the Denver-based firm of Browne, Bortz & Codding, found that cable is responsible, directly or indirectly, for 9,600 jobs in the state, generating \$230 million in personal income. The cable systems in the state employ 1,200 people, and the state's seven MSO's employ another 1,400 at their corporate headquarters. The MSO's, which serve 27.4% of the nation's cable homes, generate \$2.8 billion in annual revenue.

Various cable suppliers in the state, which garner \$150 million in annual revenue, account for 1,400 jobs with personal income of \$45 million, the study said. What's more, it said, the suppliers "are responsible for an in-flow of \$90 million to Colorado from out-of-state sources."

"Cable operator and supplier expenditures on personnel and goods and services indirectly result in an additional 5,500 Colorado jobs as these dollars work their way through the state economy," the study said.

People meter problem

Turner Broadcasting System said it "strongly objects" to A.C. Nielsen's plan to measure viewership with people meters alone starting Sept. 1.

"Nielsen's decision is terribly premature," said Robert Sieber, vice president of research, TBS. "The Nielsen Television Index commitment to the so-called 'integrated' approach—using a single sample to measure both set activity and viewing by persons—is motivated primarily by business considerations, not sound research."

Nielsen adopted the people meter-only approach without offering TBS a "shred of evidence" that it will result in more accurate measurement of the number and types of people watching TBS's three networks—CNN, CNN Headline News and superstation WTBS(TV) Atlanta, Sieber said. Nielsen has "sidestepped the issue of whether obtaining both set tuning and people data from the same households will produce an overall measurement that is more accurate," he said.

Nielsen has an obligation to serve all its clients equitably, Sieber said. "But, in reaching a decision on the most fundamental change in national television measurement to occur in the last 30 years, Nielsen has paid little attention to the needs of the cable networks. Clearly, Turner Broadcasting does not have sufficient information to determine whether... the new measurement will provide more accurate viewing data for advertisers; worse, neither does Nielsen."

Ready to rate

The Discovery Channel, whose universe of cable homes has risen rapidly over the past several months to more than 13 million, expects to have Nielsen ratings to show potential advertisers in April. According to Discovery chairman and chief executive officer, John Hendricks, the one-and-a-half-year-old service has penetrated 150 Nielsen-metered homes, enough to qualify for Nielsen daypart measurements. He said negotiations are under way with Nielsen for rating reports, starting with the current quarter. He

said he hopes to conclude and sign the deal early next month.

Request schedule

Request Television has announced that it will change to a biweekly schedule for all its movies beginning in April. Currently, the pay-per-view service schedules a minimum of two films on a weekly basis, with two showings of the same title during prime time. Under the new schedule, at least four films will be offered each week during a 14-day cycle. Additionally, two different films will be offered back-to-back during prime time, Request said. Among the films that will be scheduled in April are Universal Pictures' "Legal Eagles," Paramount Pictures' "Ferris Bueller's Day Off" and New World Pictures' "Soul Man."

Harnessing horses

The Madison Square Garden Network was scheduled to introduce yesterday (Feb. 1) *The World in Harness*, a half-hour weekly look at "standard bred racing" in North America, MSG said. Hosted by harness broadcaster Stan Bergstein, the program will feature highlights of the previous week's races throughout North America, as well as interviews and handicapping tips.

Showtime on Showtime

Showtime has sent to its affiliates "Motown on Showtime" marketing kits, containing advertising and promotional materials to support three Motown specials on the cable network in 1987. The first features Michael Jackson in an hour-long special airing in April, followed by specials with the late Marvin Gaye and Smokey Robinson. Included in the affiliate promotional package are "customizable ad slicks" promoting the series or performers; samples of direct-mail post cards and bill stuffers; a catalogue from which affiliates can order gifts to use for local contests and radio promotions; a Motown poster, and order forms for customizable 30- and 60-second television and radio spots.



ACE high. HBO was the big winner of Awards for Cable Excellence, capturing 34 of the 60 presented by the National Academy of Cable Programming in ceremonies in Los Angeles. At left are the co-casts of the nationally televised (WTBS-TV) Atlanta ceremonies at which the principal ACE's were presented: Garry Shandling, host of Showtime's *It's Garry Shandling's Show*, and Bernadette Peters, who won an ACE for her work in Showtime's *Sunday in the Park with George*. At right are some of

those responsible for HBO's *Comic Relief*, which won for best comedy special (l-r): Billy Crystal, one of the chief organizers and co-host of the benefit-special; Michael Fuchs, chairman and chief executive officer, HBO; Pat Tourk-Lee, executive producer, *Comic Relief*; Bob Zmuda, executive producer, *Comic Relief*; Chris Albrecht, senior vice president, original programming, West Coast, HBO, and John Moffitt, executive producer, *Comic Relief*.

VOLUME 27

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When it comes to broadcast systems, it appears our competition has been erased. Because no other format can match the spectacular performance of M-II from Panasonic.

With M-II's metal particle tape system, you can use the same compact 90- or pocket-size 20-minute cassette from ENG/EFM 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.

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

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AU-500 Field Recorder. The AU-500 offers the portability and functions demanded by ENG/EFM 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.

To get the complete picture, call or write Panasonic Broadcast Systems Company, One Panasonic Way, Secaucus, NJ 07094. (201) 348-7671.

MII

THE NEW STANDARD
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Business Briefly

TELEVISION

California Department of Commerce □ Tourism is being promoted in eight-week campaign starting this week as part of effort estimated to cost \$2.5 million. Commercials will focus on diversity of different California regions and appear in key cities of state. Prime, fringe and

prime-access dayparts will be used for commercials. Target: adults, 25-54. Agency: Keye/Donna/Pearlstein, Los Angeles.

Yazoo Manufacturing □ Red Ryder lawn mowers will be promoted in four-week flight beginning in March in 23 markets.

Commercials will be carried in daytime, fringe and sports periods. Target: men, 25-54. Agency: Goodwin Advertising, Jackson, Miss.

McCauley's □ Office products retailer will stage co-op campaign in two markets, starting in mid-February. Fringe, prime and weather periods will be used for commercials. Target: adults, 25-54. Agency: Simons Michelson Zieve, Troy, Mich.

Lykes Meats □ Eight-week flight is scheduled to be launched this week in 15 to 20 markets. Commercials will be shown in all time periods. Target: women, 25-54. Agency: Beber, Silverstein & Partners, Miami.

AdVantage

Army drafts Y&R. U.S. Army last week awarded its \$100-million advertising account to Young & Rubicam, New York, terminating 19-year relationship with NW Ayer, New York, and resulting in warning from Ayer that it is planning law suit against Army. Account is heavily involved in broadcasting, with about 60%-70% of its budget allocated to radio and television. Contract is for five years and calls for spending \$100 million in first year and has four one-year renewable options also at \$100 million per year. In contention for account in addition to Y&R and Ayer were BBDO, DFS Dorland Worldwide and SSC&B, all New York, and Ogilvy & Mather of Chicago and Weimar Group of Woodbridge, Va. Stage was set for cashing of Ayer early last year when Ayer vice president pleaded guilty to receiving \$60,000 in kickbacks from subcontractor on Army account. Ayer immediately dismissed executive and denied that any other employees were involved in misconduct. Army suspended Ayer last November as its agency saying it had new information that Ayer had engaged in time-card mischarging and had conspired with subcontractors to submit "collusive, rigged, noncompetitive bids." Ayer denied these accusations. Louis T. Hagopian, Ayer chairman and chief executive officer, released statement saying Ayer planned to sue Army to "recover from the damage unjustly inflicted." Another Ayer official explained that Army had encouraged Ayer to remain in competition despite problems it was facing. He estimated that Ayer spent about \$500,000 on activities associated with competing for account.

□
\$150-million raisin rhubarb. Plattsburgh, N.Y., distributor of raisin products last week filed \$150-million suit against California Raisin Advisory Board and its agency, Foote, Cone & Belding, San Francisco, charging them with copyright infringement. Robert Reiter, chairman-president of Cory, Van-Rijn, said his company started to distribute Raisin People product in 1983 and that packaging includes cartoon characters with human features on packaging. Their names included Sunny, Plumpy and Dr. Vinestein. Reiter filed suit after CRAB started to run television commercials featuring animated characters with faces, sun glasses and dancing feet. These characters, in Reiter's view, were take-off on characters he had created. CRAB began advertising last November. Campaign has been praised by viewers and has generated national publicity, included story on *Entertainment Tonight*. Both CRAB and FCB have denied Reiter's charges, insisting idea for campaign came from FCB. Campaign's theme is centered on Marvin Gaye's 1968 hit, "I Heard It Through the Grapevine."



California raisin commercial



Hart Motor winner

Top auto commercials. Three car dealers and three dealer associations received major awards in 11th annual Television Bureau of Advertising/National Automobile Dealers Association Commercial Competition. Dealer winners were Howard Pontiac, Elmhurst, Ill. (markets one to 50); Hart Motor Co., Salem, Va. (markets 51 to 100), and Williams/Wilson Automobiles (markets 101 plus). Dealer groups winning top honors were San Diego Toyota Dealers Advertising Association (markets one to 50); Pulaski County (Ark.) Ford Dealers (markets 51 to 100), and Watsonville (Calif.) Auto Row (markets 101 plus).

RADIO

TranSouth Financial □ Various financial services will be spotlighted in four-week flight to begin on Feb. 15 in six Southern states covering 30 to 40 markets. Commercials will be presented in all time periods. Target: adults, 25-54. Agency: Loeffler Mountjoy, Charlotte, N.C.

Westin Hotels □ Nine-week campaign began last week in one market, with two more markets to be added this week. Another one-week flight will be added in spring and next winter. Commercials will run in all dayparts. Target: adults, 35-54. Agency: Taylor Brown & Barnhill, Houston.

Leean Chin Restaurants □ Chinese eateries will be promoted in Chicago for four weeks, starting on Feb. 23, and campaign is expected to move to Dallas where firm is opening new restaurants. Company, which operates 18 restaurants, also has outlets in Minneapolis. Commercials will be carried in all dayparts. Target: adults, 25-54. Agency: Grey Direct, New York.

RADIO & TV

Mariner Motors □ Outboard products will be spotlighted in four-week flight set to begin this week in nine markets. Commercials will be shown on news, prime and sports programming on TV and in drive times on radio. Target: men, 25-54. Agency: Martin Williams Advertising, Minneapolis.

Fina Oil Co. □ Firm has launched six-week campaign in eight markets and will take hiatus of several weeks and

OVERHEARD AT NATPE...

JWT heir today, gone tomorrow. A boardroom power struggle has led to the firing of the JWT Group's number-two executive. The company's chief executive officer, Don Johnston, last week dismissed the executive vice president, Joseph W. O'Donnell, after the latter made an independent approach to the company's board members. Reports said that O'Donnell, who headed JWT's largest unit, ad agency J. Walter Thompson Co., had discussed a major change in the company's ownership with an outside investment banker and presented the plan to JWT's outside directors. It was reported that at the same time, O'Donnell also suggested that Johnston hand over most of the parent company's authority to the agency.

O'Donnell did not have the board's support, as was made clear when Johnston dismissed him with the board's approval. The agency head also resigned his membership on the board of directors. It was not known whether other agency executives who might have had knowledge of the failed plan were also in danger, although the company did announce last week that J. Walter Thompson's chief financial officer, Victor S. Gutierrez, would remain. It was reported that a meeting of top JWT executives around the world was to have been called last Friday to discuss the recent events.

The financial firm which developed the plan, the Claremont Group Ltd., reportedly described its proposal as an exploration of a "recapitalization of the company with a substantial amount of employee ownership through an ESOP, or employee stock ownership plan." Despite the JWT board's rejection, some outsiders said the company might receive additional buyout proposals. Last week, the price of JWT shares rose several dollars to 34 1/4, on heavier-than-usual volume.

resume flight in late March. Commercials will be positioned in all dayparts. Target: adults, 18-54. Agency: Levenson & Hill, Dallas.

Yamaha □ Japanese motorcycle manufacturer will kick off one-week campaign in early March in 14 radio and 16 television markets, including Miami, Birmingham, Ala., and St. Louis. Commercials will be carried in all dayparts. Target: men, 18-49. Agency: Decker, Kelley & Brown, Atlanta.

Chicagoland/Northwest Indiana Dodge Dealers □ New campaign broke last week on eight to 10 Chicago-area radio stations and will begin on television on Feb. 19 and run through March 31 on six Chicago TV stations. Television and radio commercials will feature Chicago broadcast personality Eleanor Mondale, daughter of former Vice President Walter Mondale, as spokeswoman. Commercials will be carried in all dayparts. Target: adults, 25-34. Agency: BBDO Chicago.

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Hollywood: 1680 North Vine Street, 90028
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Continental Europe: Lucassen International, John J. Lucassen, Kamerlingh Onneslaan 67, 1171 AC Badhoevedorp/Amsterdam, Netherlands. Phone: 31(2968)6226. Telex: 18406 harke nl. ■ United Kingdom: John Ashcraft & Co., 12 Bear St., Leicester Square, WC2H 7AS London, England. Phone: 01-930 0525. Telex: 895 2387 answer g ashcraft. ■ Japan: Masayuki Harihari, Yukari Media Inc., 17-2 Chitosedai Ichome, satagaya ku, Tokyo-157 Japan. Phone: (03) 484-2847. Telex: 02423928.

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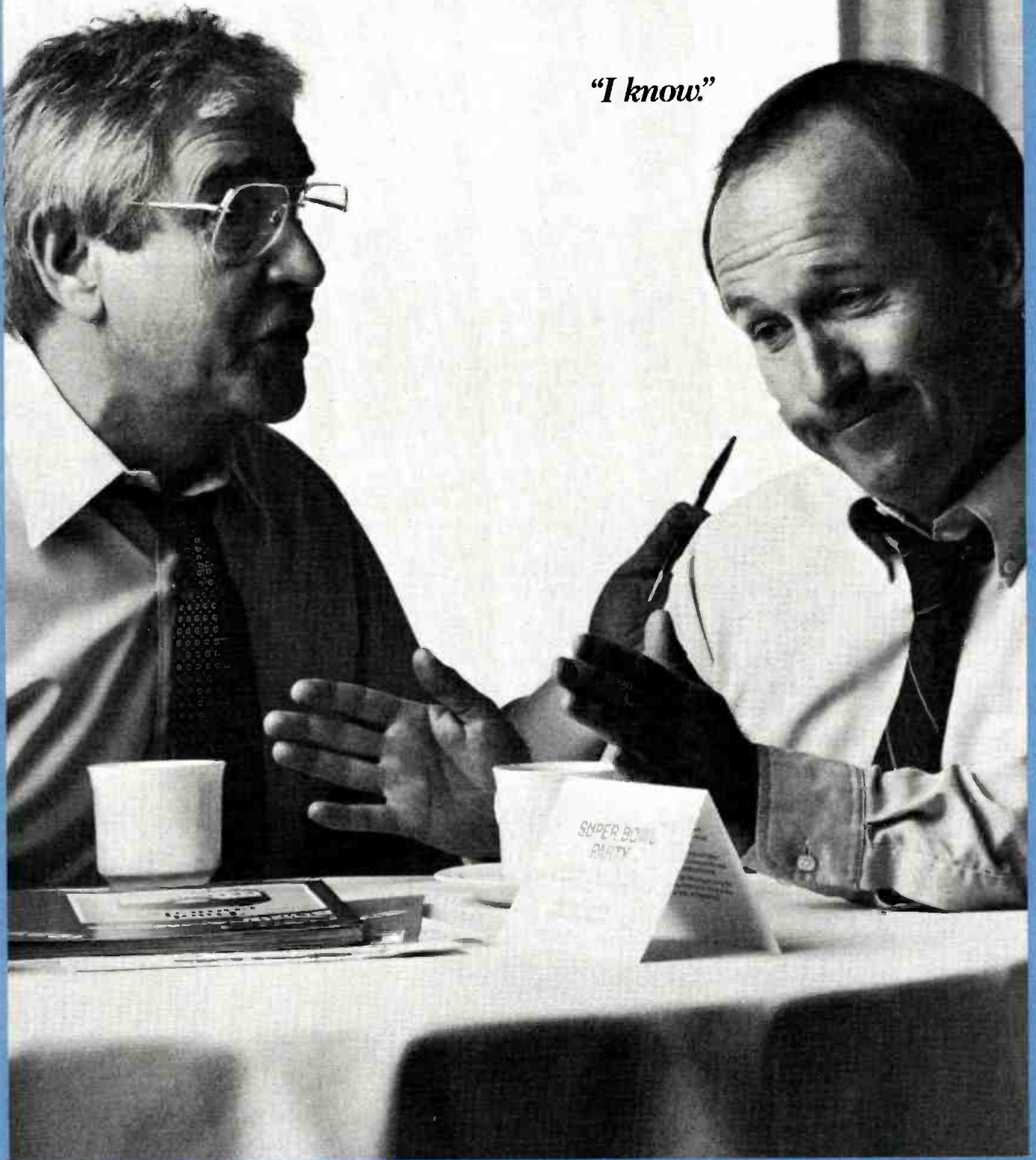
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*"You've gotta hand it to them.
Nobody even came close."*

"I know."



Datebook

This week

Jan. 31-Feb. 4—*National Religious Broadcasters* 44th annual convention. Theme: "Communicating Christ to the Nations." Sheraton Washington. Information: (201) 428-5400 or (202) 628-4831.

Feb. 1—Deadline for entries in *American Bar Association's* Gavel Awards. Information: (312) 988-6137.

Feb. 1—Deadline for entries in *Retirement Research Foundation* National Media Awards, for films, videotapes and television programs on aging. Information: Chris Straayer, Center for New Television, 11 East Hubbard, Chicago, 60611; (312) 565-1787.

Feb. 1—Deadline for entries in 39th annual *Florida Associated Press Broadcasters* news competition. Information: (305) 594-5825.

Feb. 2—Deadline for entries in Achievement in Children's Television Awards, sponsored by *Action for Children's Television*. Information: (617) 876-6620.

Feb. 2—*Minnesota Broadcasters Association* sales seminar. Thunderbird motel, Bloomington, Minn.

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

■ **Feb. 3**—*Television Bureau of Advertising* board of directors meeting. TVB headquarters, New York.

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

Feb. 3—*Advertising Club of Greater Boston* meeting featuring *Time* magazine's Laurence Barrett, national political correspondent. Ritz-Carlton, Boston.

■ **Feb. 3**—"20 Years of Washington Week in Review," seminar sponsored by *Museum of Broadcasting*. MOB, New York. Information: (212) 752-4690.

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. 4—*Ohio Association of Broadcasters* sales workshop. Radisson hotel, Columbus, Ohio.

Feb. 4—Presentation of 45th annual Alfred I. duPont Awards for broadcast journalism. Low Memorial Library, Columbia University, New York. Information: (212) 280-5047.

Feb. 4—*Academy of Television Arts & Sciences, New York chapter*, luncheon featuring Reese Schonfeld on television home shopping. Copacabana, New York. Information: (212) 765-2450.

Feb. 4-5—*Arkansas Broadcasters Association* meeting. Capital hotel, Little Rock, Ark.

Feb. 4-8—*International Radio and Television Society* faculty/industry seminar. Roosevelt hotel, New York.

Feb. 5—*International Radio and Television Society* newsmaker luncheon, featuring Brandon Tartikoff, NBC Entertainment president; Monica Collins, TV critic, *USA Today*, and Paul Schulman, advertising buyer/handicapper. Waldorf-Astoria, New York.

Feb. 5—"The Comparative Process," last of three seminars sponsored by *American Bar Association Forum Committee on Communications Law and Federal Communications Bar Association*. FCC, Washington. Information: R. Clark Wadlow, (202) 463-2948; Howard Weiss, (202) 659-4700, or Randy Nichols, (202) 863-6130.

Feb. 5—"The Evolution of Network News," featuring Ernest Leiser, vice president-deputy director of news coverage, CBS News. Symposium sponsored by

Pennsylvania's Annenberg School of Communications. Annenberg School, Philadelphia. Information: (215) 898-8658.

Feb. 5-6—"The Technologies of the Electronic Mass Media," tutorial sponsored by *Washington Program of Annenberg Schools of Communication*. Washington Program, 1455 Pennsylvania Avenue, N.W., suite 200, Washington. Information: (202) 393-7100.

Feb. 6—Deadline for entries in JCPenney University of Missouri Television Awards for Community Leadership, sponsored by *University of Missouri-Columbia School of Journalism*. Information: (314) 882-7771.

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

Also in February

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, "People Meters—The Management Perspective." Panelists: Jerry Dominus, CBS Television Network; Kay Koplovitz, USA Network; Richard Kostyra, J. Walter Thompson U.S.A., and Marcella Rosen, NWAyer. Viacom Conference Center, New York. Information: (212) 867-6650.

Feb. 10—*Electronic Media Marketing Association* meeting. Yale Club, New York. Information: (203) 625-0101.

■ **Feb. 10**—"First-Run Syndication," panel sponsored by *Academy of Television Arts and Sciences* on "how to get first-run syndication shows sold, from inception of ideas through first ratings." Directors Guild Theater,

Major Meetings

Jan. 31-Feb. 4—*National Religious Broadcasters* 44th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington. Future meetings: Jan. 30-Feb. 3, 1988; Jan. 28-Feb. 1, 1989, and Jan. 27-31, 1990, all Sheraton Washington and Omni Shoreham, Washington.

Feb. 6-7—*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—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—Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville.

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

March 28-31—*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—*Cabletelevision Advertising Bureau* sixth annual conference. Waldorf-Astoria, New York.

April 1-5—*Alpha Epsilon Rho, National Broadcasting Society*, 45th annual convention. Clarion hotel, St. Louis. Information: (409) 294-3375.

April 21-27—23d annual *MIP-TV, Marches des International Programmes des Television*, international television program market. Palais des Festi-

vals, Cannes, France.

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

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

May 17-20—*National Cable Television Association* annual convention. Las Vegas Convention Center, Las Vegas. Future meeting: April 30-May 3, 1988, Los Angeles Convention Center.

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

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

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

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

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

June 10-14—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* 31st annual seminar. Peachtree Plaza, Atlanta; June 8-12, 1988, Bonaventure, Los Angeles, and June 21-25, 1989, Renaissance Center, Detroit.

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

Aug. 16-19—*Cable Television Administration*

and Marketing Society 14th annual meeting. Fairmont hotel, San Francisco.

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

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

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

Oct. 6-8—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 18-21—*Association of National Advertisers* 78th annual convention. Hotel del Coronado, Coronado, Calif.

Oct. 30-Nov. 4—*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.

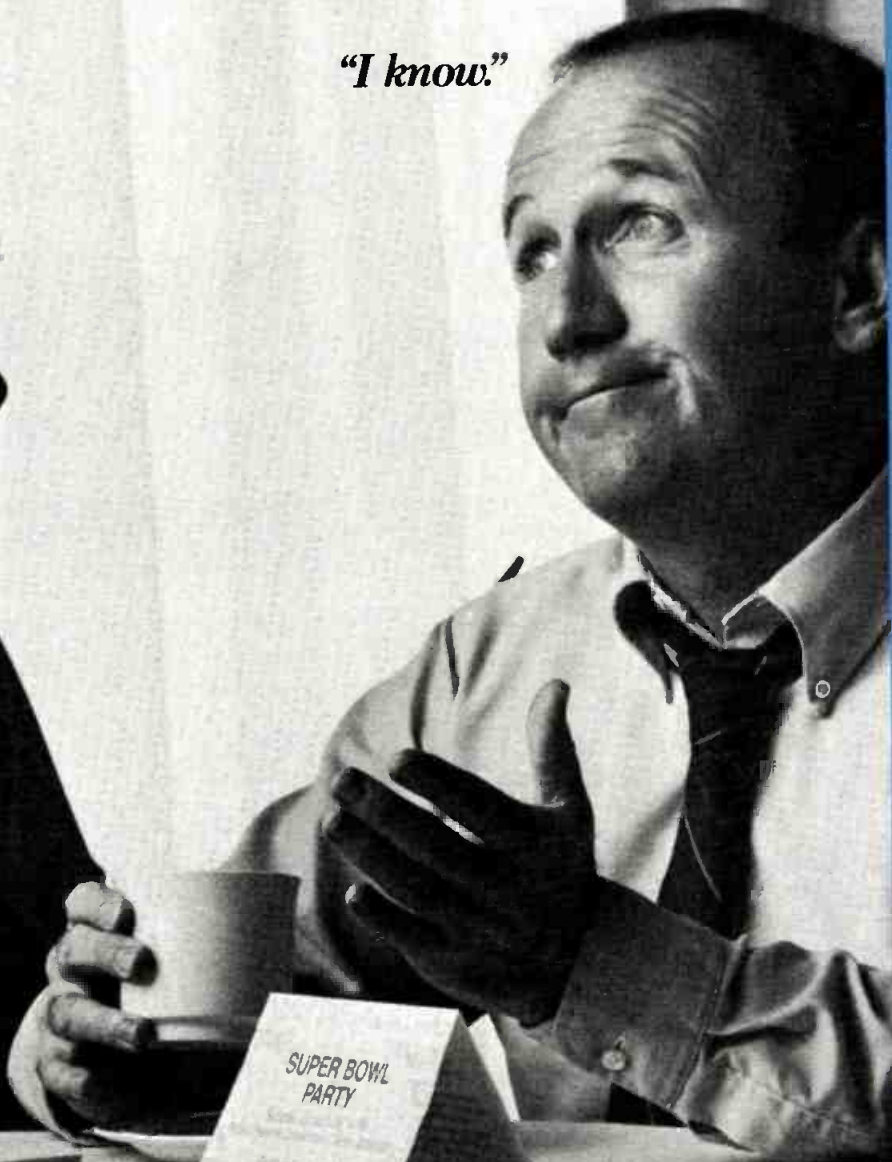
Nov. 11-13—*Television Bureau of Advertising* 33d annual meeting. Atlanta Marriott.

Jan. 6-10, 1988—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles. Future convention: Jan. 4-8, 1989, Century Plaza, Los Angeles.

Feb. 26-29, 1988—*NATPE International* 25th annual convention. George Brown Convention Center, Houston.

*"They own everything now.
They've got it all."*

"I know."



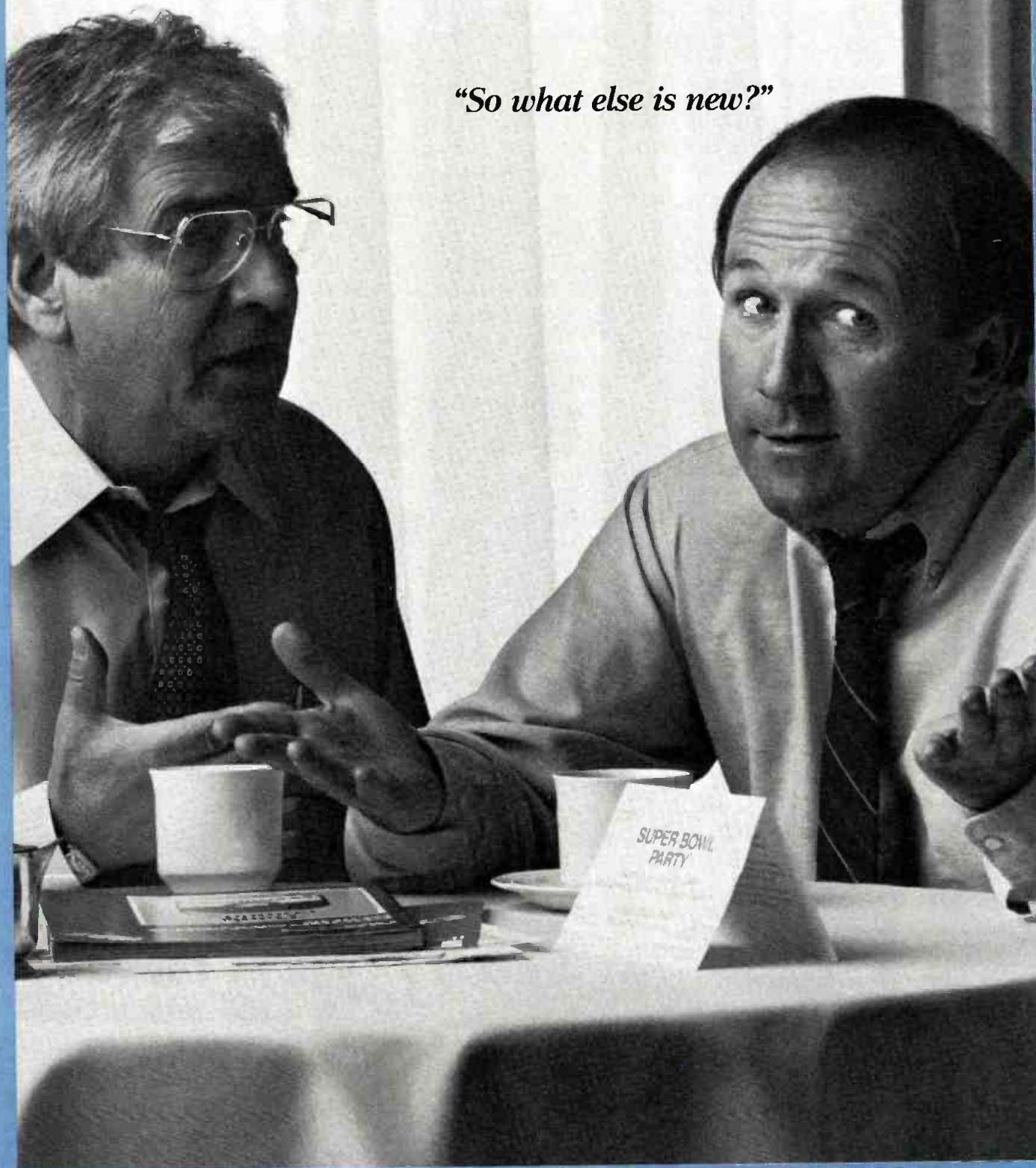
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PARTY

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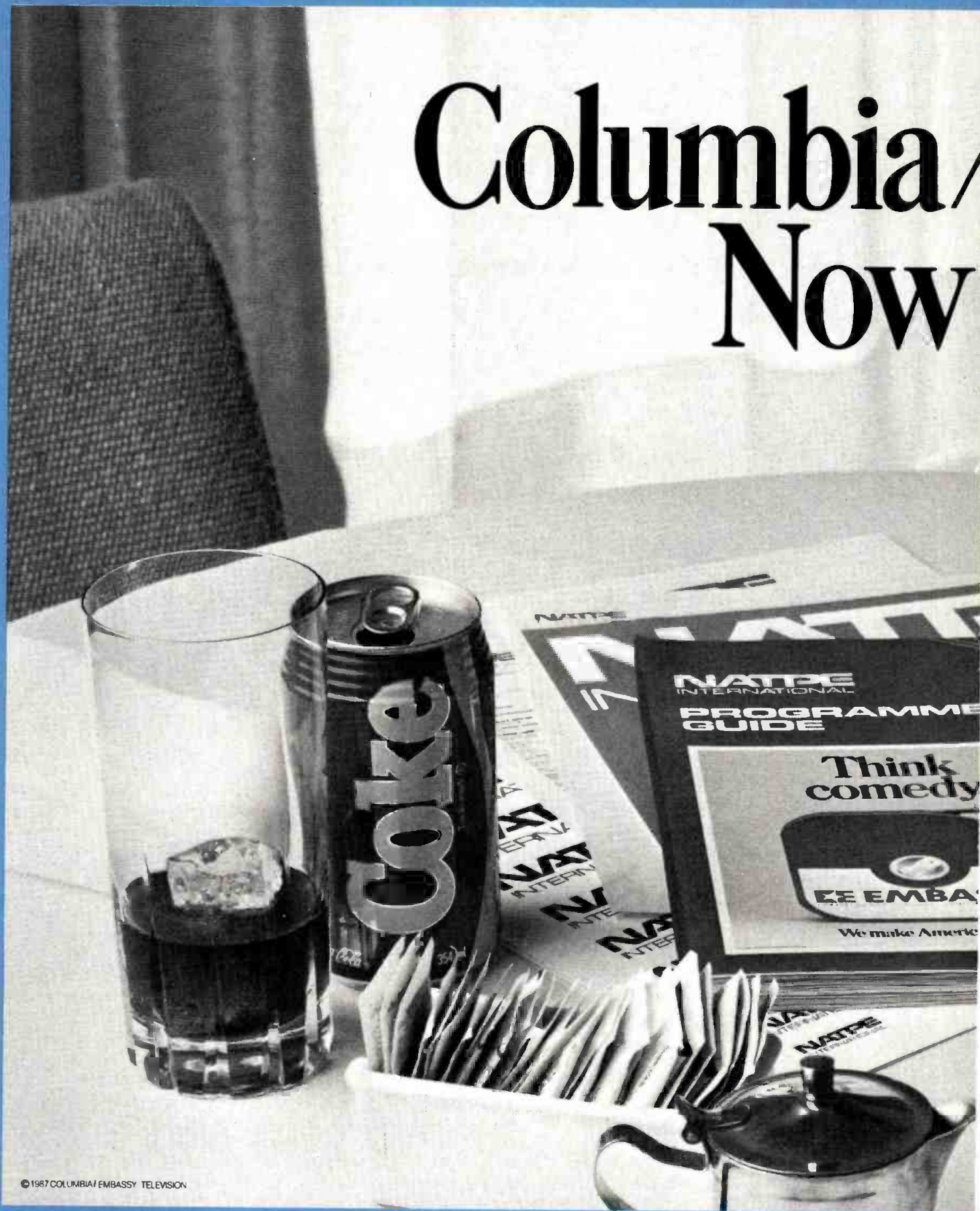
- **Feb. 10-11**—Two seminars with producer/director John Rich, presented in association with *Directors Guild of America*. Tuesday seminar titled "John Rich on Comedy"; Wednesday seminar titled "John Rich on Drama." Museum of Broadcasting, New York. Information: (212) 752-4690.
- Feb. 11**—*Academy of Television Arts & Sciences, New York chapter*, luncheon featuring Mark Monsky, news director, WNBC-TV New York. Copacabana, New York. Information: (212) 765-2450.
- **Feb. 11**—*International Television Association, St. Louis chapter*, meeting. Rosenthal Productions, St. Louis. Information: (314) 725-4334.
- Feb. 12**—"The Documentary of an Endangered Species," featuring Burton Benjamin, former senior executive producer of CBS News. Symposium on network news sponsored by *Pennsylvania's Annenberg School of Communications*. Annenberg School, Philadelphia. Information: (215) 898-8658.
- Feb. 12-13**—"The Technologies of Communications Common Carriage," tutorial sponsored by *Washington Program of Annenberg Schools of Communications*. Washington Program office, 1455 Pennsylvania Avenue, N.W., suite 200, Washington. Information: (202) 393-7100.
- Feb. 13-15**—*Oklahoma Association of Broadcasters* annual winter meeting with Society of Broadcast Engineers, Oklahoma City and Tulsa chapters. Doubletree hotel, Tulsa, Okla.
- Feb. 15**—Deadline for entries in 15th annual *Clarion Awards* sponsored by *Women in Communications Inc.* Information: WICI, Box 9561, Austin, Tex.; (512) 346-9875.
- 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**—*California Broadcasters Association* government relations conference. Hilton hotel, Sacramento. Information: (914) 444-2237.
- Feb. 17-18**—*Wisconsin Broadcasters Association* annual winter convention. Concourse hotel, Madison, Wis.
- Feb. 18**—*Texas Cable TV Association* annual membership meeting. Convention Center, San Antonio, Tex.
- Feb. 18**—*Cable Television Administration and Marketing Society* first general manager seminar, to be held during Texas Cable Show (see above). Marriott, San Antonio. Information: Linda Dowell, (202) 371-0800.
- Feb. 18**—Deadline for entries in Roy W. Howard Award, for public service reporting, sponsored by *Scrapps Howard Foundation*. Information: SHF, 1100 Central Trust Tower, Cincinnati, 45202.
- Feb. 18**—*Ohio Association of Broadcasters* Toledo managers' meeting. Hotel Sofitel, Toledo.
- Feb. 18-19**—*Texas Association of Broadcasters* TV Day. Westin Galleria hotel, Houston.
- Feb. 18-19**—Fifth Cable Television and Satellite Broadcasting Conference, sponsored by *Financial Times*. Intercontinental hotel, London. Information: (01) 621-1355.
- 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 '87, 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 Premiere hotel, Los Angeles. Information: Terry Soley, (213) 410-7310, or Sandi Padnos, (818) 569-7811.
- **Feb. 18-20**—*Television Bureau of Advertising* sales advisory committee meeting. Gene Aulry hotel, Palm Springs, Calif.
- 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**—*American Women in Radio and Television, Washington chapter*, reception for new members of Congress. Cannon Caucus Room, Washington.
- Feb. 19**—"60 Minutes on 60 Minutes," featuring Richard Salant, former president of CBS News. Symposium on network news sponsored by *Pennsylvania's Annenberg School of Communications*. Annenberg School, Philadelphia. Information: (215) 898-8658.
- Feb. 19**—*Vermont Ad Club* meeting, featuring John D.C. Little, MIT, on "The Impact of Marketing Variables." Radisson-Burlington hotel, Burlington, Vt.
- 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. 19-21**—*South Florida Black Media Coalition* third annual communications conference. Doral Country Club, Miami. Information: (305) 579-0021.
- Feb. 21**—*Alpha Epsilon Rho, National Broadcasting Society*, north central regional convention. University of Wisconsin-Platteville, Wis. Information: Jamie Doerge, (608) 342-1180.
- Feb. 21**—"A Conversation with Paul Duke (moderator of *Washington Week in Review*)," one in series of lectures sponsored by *WETA-TV Washington*. WETA studios, Arlington, Va. Information: (703) 998-2713.
- 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**—*Broadcast Pioneers* annual Mike Award dinner. Plaza hotel, New York.
- Feb. 24-25**—*Association of National Advertisers* television and media workshops. Marriott Marquis, New York. Information: (212) 697-5950.
- Feb. 24-26**—"Sports Issues 1987: Economics, Contracts, Drugs," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.
- Feb. 25**—*National Press Foundation* awards dinner, featuring presentation of fourth annual Sol Taishoff Award to Robert MacNeil and James Lehrer of PBS's *MacNeil/Lehrer NewsHour*. Sheraton Washington hotel, Washington.
- Feb. 25**—*Academy of Television Arts & Sciences, New York chapter*, luncheon featuring Stuart A. Hersch, chief operating officer, King World, on "Phenomenon of Oprah." Copacabana, New York. Information: (212) 765-2450.
- Feb. 25**—*Academy of Television Arts & Sciences, New York chapter*, screening and discussion of Worldnet with Alvin Snyder, director, USIA Television and Film Service. New York. Information: (212) 765-2450.
- Feb. 25-26**—*Illinois Broadcasters Association* Washington trip. J.W. Marriott, Washington.
- Feb. 26**—"See You on the Radio," seminar on using radio more effectively, sponsored by *Houston Association of Radio Broadcasters*. Luncheon speaker: CBS's Charles Osgood. Westin Galleria, Houston.
- Feb. 26**—Roundtable discussion about CBS founder William Paley, led by Sally Bedell Smith, *New York Times* reporter. Symposium on network news sponsored by *Pennsylvania's Annenberg School of Communications*. Annenberg School, Philadelphia. Information: (215) 898-8658.
- Feb. 26**—American Film Market, sponsored by *American Film Market Association*, for international sales of independent English language feature films. Beverly Hilton, Los Angeles. Information: (213) 275-8505.
- Feb. 27**—Deadline for entries in Edward R. Murrow Award for outstanding contributions to public radio, sponsored by *Corporation for Public Broadcasting*. Information: CPB, (202) 955-5211.
- Feb. 27**—Deadline for entries in Ralph Lowell Award, recognizing outstanding contributions to public television, sponsored by *Corporation for Public Broadcasting*. Information: (202) 955-5211.
- Feb. 27**—Deadline for entries in Edward R. Murrow Brotherhood Awards, for "television and radio news production that best promotes human understanding and good relations among people," sponsored by *B'nai Brith Cinema/Radio/TV Unit*. Information: (212) 686-3199.
- 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
- March 1**—Deadline for applications for KOMO minority scholarship, sponsored by *ABC Information Radio and ABC Television affiliates*, for western Washington minority students. Scholarship provides up to three nonwhite high school or college students with college tuition for up to one year. Information: (206) 223-4024.
- March 2-3**—"First Amendment Values in Space: Freedom 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 3-4**—*Ohio Association of Broadcasters* Ohio Congressional Salute. Hyatt on Capitol Hill, Washington.
- March 4**—*Academy of Television Arts & Sciences, New York chapter*, luncheon featuring David Hall, general manager, Nashville Network. Copacabana, New York. Information: (212) 765-2450.
- 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. Grosvenor Resort, Buena Vista, Fla. Information: (212) 486-1111.
- March 5**—*UCLA's* fifth biennial communications law symposium, "Following the Footprints: Protecting Film and TV Rights in the World Satellite Marketplace," sponsored by *UCLA School of Law, Communications Law Program*. Beverly Hilton hotel, Los Angeles. Information: (213) 206-0534 or (213) 825-6211.
- March 5-8**—Athens International Video Festival, sponsored by *Athens Center for Film & Video*. Seigfried Hall, Ohio University, Athens, Ohio. Information: (614) 594-6007.
- 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 6**—*Ohio Association of Broadcasters* Youngstown managers' meeting. Youngstown Club, Youngstown, Ohio.
- March 6-8**—Sixth annual *Northern California Radio-Television News Directors Association* convention and awards. LeBaron hotel, San Jose, Calif. Information: Darryl Compton, KRON-TV San Francisco, (415) 561-8760.
- March 6-8**—*Women in the Director's Chair* film and video festival. Facets Multimedia, Chicago. Information: (312) 281-4988.
- **March 9-11**—"Racial Diversity-The Media: A Blueprint for Action," conference sponsored by *Institute for Journalism Education*. Westin hotel, Washington. Information: (415) 642-8288.
- March 10**—*International Radio and Television Society* "Second Tuesday" seminar. Viacom conference center, New York. Information: (212) 867-6650.
- March 10**—*Ohio Association of Broadcasters* Akron/

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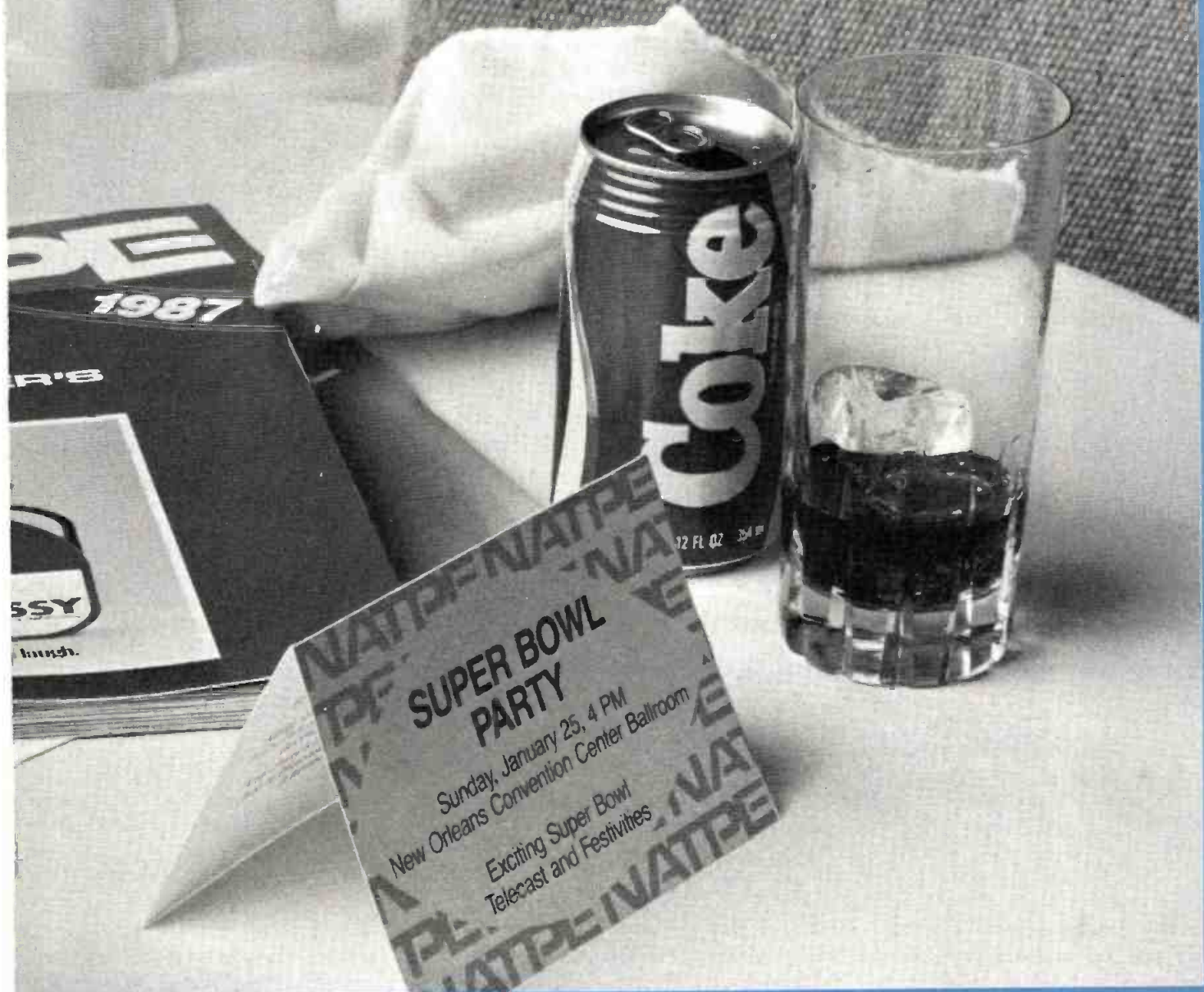
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Canton managers' meeting, Quaker Square, Akron, Ohio.

March 10—*National Association of Broadcasters* "group fly-in," open forum meeting for radio group chief executive officers and presidents. Westin O'Hare, Chicago. Information: (202) 429-5417

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

March 11—*American Women in Radio and Television, Washington chapter*, meeting, "Where Will the Jobs Be in 1997?" National Association of Broadcasters, Washington. Information: Lisa Tate, (202) 628-3544.

March 11—*Electronic Media Marketing Association* meeting. Yale Club, New York. Information: (203) 625-0101.

March 11—*National Academy of Television Arts and Sciences, New York chapter*, lunch featuring John Coparone, president, INN, Copacabana, New York.

March 12-13—*American Advertising Federation* spring government affairs conference. Keynote speaker: Warren Burger, retired chief justice of Supreme Court. Other speakers include Senator Ernest Hollings (D-S.C.) and John Dingell (D-Mich.). Willard hotel, Washington. Information: (202) 898-0089.

March 13—*Ohio Association of Broadcasters* Cleveland managers' meeting. Stouffers, Cleveland.

March 15—Deadline for entries in 10th annual Home-town USA Video Festival sponsored by *National Federation of Local Cable Programmers and Fuji Photo Film's magnetic products division*. Awards are made to local origination productions "that address community needs, develop diverse community participation in the production process, challenge the conventional commercial television format and move viewers to look at television in a different way." Information: Julie Ormelchuck, NFLCP, 906 Pennsylvania Avenue, S.E., Washington 20003; (202) 544-7272.

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

March 16-17—*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 17-18—*New York State Broadcasters Association* sixth annual call on Congress. Capitol Hill, Washington.

March 18—*Academy of Television Arts & Sciences, New York chapter*, luncheon featuring Bruce Christensen, president, Public Broadcasting Service, Copacabana, New York. Information: (212) 765-2450.

March 18—*New Jersey Public Broadcasting Authority* board of commissioners meeting. New Jersey Network, Trenton studio. Information: (609) 530-5252.

March 19—*Television Bureau of Advertising* regional

sales training conference. Airport Holiday Inn, Portland, Ore. Information: (212) 486-1111.

March 19—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

March 20-22—*Intercollegiate Broadcasting System* national convention. New York Penta hotel, New York. Information: Jeff Tellis, (914) 565-6710; Andy Moore, (803) 782-7413.

March 22-26—*National Computer Graphics Association* Graphics '87 conference. Philadelphia Civic Center, Philadelphia. Information: (703) 698-9600.

March 24—*American Women in Radio and Television* 12th annual National Commendation Awards luncheon. Waldorf-Astoria, New York.

March 24—*Federal Communications Bar Association* luncheon. Speaker: Tom Brokaw, NBC. Washington Marriott, Washington.

March 24—*Television Bureau of Advertising* regional sales training conference. Meriden, San Francisco. Information: (212) 486-1111.

March 24-26—"How States and Cities Are Coping as Federal Funds Shrink," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

March 25—*Illinois Broadcasters Association* college seminar. Illinois State University, Normal, Ill.

March 25-27—*Virginia Cable Television Association* 21st annual convention. Homestead, Hot Springs, Va.

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

March 25-29—"Television and the New Video Technologies," sponsored by *Popular Culture Association*. Queen Elizabeth and LeChateau Champlain hotels, Montreal. Information: William Rugg, Oklahoma State University, School of Journalism and Broadcasting, Stillwater, Okla.

March 26—*Television Bureau of Advertising* regional sales training conference. Airport Hilton, Los Angeles. Information: (212) 486-1111.

March 26—*National Academy of Television Arts and Sciences, New York chapter*, luncheon featuring Michael Jay Solomon, member, office of the president, Lorimar-Telepictures, Copacabana, New York.

March 26—"An Evening about Public Broadcasting: How to Participate in PBS Programming," sponsored by *Academy of Television Arts and Sciences*. Directors Guild Theater, Los Angeles.

March 27—Deadline for nominations for seventh annual Hugh Hefner First Amendment Awards, "honoring individuals who have been involved in the vigorous defense of First Amendment rights," sponsored by *Playboy Foundation*. Information: (312) 751-8000.

March 27-29—*Broadcast Education Association* annual meeting. Dallas.

March 28—"A Conversation with Susan Starnberg (co-host of National Public Radio's *Sunday Morning Edition*)," one in series of lectures sponsored by *WETA-TV Washington*. WETA studios, Arlington. Information: (703) 998-2713.

March 28-31—*National Association of Broadcasters*

65th annual convention. Dallas Convention Center, Dallas.

March 29-31—*Cabletelevision Advertising Bureau* sixth annual conference. Waldorf-Astoria, New York. Information: (212) 751-7770.

March 30-April 1—Council on Foundations 38th annual conference, including film and video festival. Atlanta. Information: (202) 466-6512.

March 31—*Television Bureau of Advertising* regional sales training conference. Airport Clarion, Denver. Information: (212) 486-1111.

March 31—*Broadcast Pioneers* breakfast. Loews Anatole, Dallas.

April

April 1—*Academy of Television Arts & Sciences, New York chapter*, luncheon featuring Bob Shanks, executive producer, CBS's *The Morning Program*. Copacabana, New York. Information: (212) 765-2450.

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

April 2—*Television Bureau of Advertising* regional sales conference. Airport Hyatt Regency, Chicago.

April 3-4—Cable-Tec Expo, annual show sponsored by *Society of Cable Television Engineers*. Hyatt Orlando hotel, Kissimmee, Fla. Information: (301) 468-3210.

April 7—*Television Bureau of Advertising* regional sales conference. Amfac East, Dallas.

April 7—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

April 8—Ohio State Awards ceremony. National Press Club, Washington. Information: (614) 292-0185.

April 8—Satellite teleconference on role of media in current U.S./USSR relations, hosted by ABC anchor Peter Jennings on U.S. side, held in conjunction with *American Society of Newspaper Editors* and *Gosteleradio*. Fairmont hotel, San Francisco. Information: (212) 877-4070.

April 9—*Television Bureau of Advertising* regional sales conference. Marriott North, Columbus, Ohio.

April 10-12—*Oklahoma AP Broadcasters Association* annual convention. Marriott, Tulsa, Okla.

April 13—*Electronic Media Marketing Association* meeting. Yale Club, New York. Information: (203) 625-0101.

April 14—*Television Bureau of Advertising* regional sales training conference. Sheraton Music City, Nashville.

April 16—*Federal Communications Bar Association* luncheon. Speaker: Supreme Court Justice Antonin Scalia. Washington Marriott, Washington.

April 16—*Television Bureau of Advertising* regional sales training conference. Westin Peachtree Plaza, Atlanta. Information: (212) 486-1111.

April 16—*National Association of Black Owned Broadcasters* third annual communications awards dinner. Washington hotel, Washington. Information: Lynne Taylor, (202) 463-8970.

April 17—*National Committee on Films for Safety* 45th annual competition of films and videotapes that have as their objective "accident prevention in order to increase safety and health consciousness." Information: Christine Taylor, NCFSS, 444 North Michigan Avenue, 28th Floor, Chicago 60611; (312) 527-4800.

April 17-18—Ninth annual Black College Radio convention, sponsored by *Collegiate Broadcasting Group Inc.*, Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

April 21—*Television Bureau of Advertising* regional sales training conference. Americana, Albany, N.Y. Information: (212) 486-1111.

April 21—*Scripps Howard Foundation* National Journalism Awards banquet. Cincinnati. Information: (513) 977-3826.

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

April 21-27—23d annual *MIP-TV, Marches des International Programmes des Television*, international pro-

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Programs must be aired, for the first time, on or after April 1, 1986 and before April 1, 1987

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For rules and an entry form, contact: Public Affairs Office, American Psychological Association, 1200 Seventeenth St., N.W., Washington, D.C. 20036, Telephone: (202) 955-7710.

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gram market. Palais des Festivals, Cannes, France.

April 22—*Academy of Television Arts & Sciences, New York chapter*, luncheon featuring Neal Pilson, president, CBS Sports and Broadcast Operations. Copacabana, New York. Information: (212) 765-2450.

April 22-24—*Electromagnetic Energy Policy Alliance* annual meeting and symposium. Westin hotel, Washington.

April 23—*Television Bureau of Advertising* regional sales training conference. Dunfee City Line, Philadelphia. Information: (212) 486-1111.

April 24-26—*Federal Communications Bar Association* annual seminar. Wintergreen resort, Wintergreen, Va.

April 25—"A Conversation with David McCullough (host of WETA's *Smithsonian World*)," one in series of lectures sponsored by *WETA-TV Washington*. WETA studios, Arlington. Information: (703) 998-2713.

April 26-29—*Broadcast Financial Management Association* 27th annual meeting. Marriott Copley Place, Boston. Information: (312) 296-0200.

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

April 26-29—*American Public Radio* affiliates conference. Columbia Inn, Columbia, Md. Information: Diane Engler, (612) 293-5417.

April 28—*Illinois Broadcasters Association* membership "phoneathon." Hilton hotel, Springfield, Ill.

April 28—"Religion and Politics in America Today," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

April 29—"How Television Is Transforming Politics," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

April 29-30—*Illinois Broadcasters Association* spring convention and awards banquet. Hilton hotel, Springfield, Ill.

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

May

May 5-6—*Ohio Association of Broadcasters* spring convention. Hotel Sofftel, Toledo.

May 6—*Broadcast Pioneers* George Foster Peabody luncheon. Plaza hotel, New York.

May 6—*New Jersey Public Broadcasting Authority* board of commissioners meeting. New Jersey Network, Trenton studio. Information: (609) 530-5252.

May 8-10—*Texas AP Broadcasters Association* 26th annual convention. Marriott Capitol, Austin, Texas.

May 9-16—27th Golden Rose of Montreux, television festival for light entertainment programming. Montreux, Switzerland. Information: (212) 223-0044.

May 12—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

May 12—*Electronic Media Marketing Association* meeting. Yale Club, New York. Information: (203) 625-0101.

May 12-14—*Florida Association of Broadcasters* legislative day. Radisson hotel, Tallahassee, Fla.

May 13—*American Women in Radio and Television, Washington chapter*, meeting, "New Advances in Satellite Technology." National Association of Broadcasters, Washington.

May 16-23—Fourth International Festival of Comedy Films, sponsored by *Committee for Culture, Bulgarian Filmmakers Union, Committee for Television and Radio, Bulgarian Cinematography Corp.* and *House of Humor and Satire-Gabrovo*. Gabrovo, Bulgaria.

May 17-20—*National Cable Television Association* annual convention. Theme: "Television Serving America." Las Vegas Convention Center, Las Vegas.

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

May 17-21—*Nebraska Videodisk Workshop*, sponsored by *Videodisk Design/Production Group of Nebraska ETV Network/University of Nebraska-Lincoln*. UN campus, Lincoln, Neb. Information: (402) 472-3611.

May 21—*Federal Communications Bar Association* luncheon. Speaker: Jack MacAllister, chairman and CEO, US West. Washington Marriott, Washington. Information: Patricia Reilly, (202) 429-7285.

May 21—*Illinois Broadcasters Association* sales seminar. Pere Marquette hotel, Peoria, Ill.

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

May 25-28—*Canadian Satellite User Conference*, sponsored by *Telesat Canada*, private commercial corporation which owns and operates Canada's Anik satellites. Theme: "Directions for the Future." Ottawa Congress Center, Ottawa, Canada. Information: (617) 727-0062.

May 26-27—"Gambling in America: Where Are the Lotteries Taking Us?" conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

May 26-30—Fifth annual JCPenney-Missouri Television Workshop, sponsored by *University of Missouri-Columbia School of Journalism*. UM campus, Columbia,

Mo. Information: (314) 882-7771.

May 27-29—*Prix Jeunesse Munchen*, children's television seminar. Bayerischer Rundfunk, Munich. Information: (089) 59-00-20-58.

May 27-30—*International Television Association* international conference. Washington. Information: (214) 869-1112.

May 28-31—*NATPE Educational Foundation* management seminar for program executives. University of Colorado at Boulder, Boulder Colo. Information: (212) 949-8890.

May 30-June 1—Fourth annual ShowBiz Expo, exposition and conference for film and video professionals. Los Angeles Convention Center. Information: (213) 668-1811.

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

June

June 4-7—*Missouri Broadcasters Association* spring meeting. Rock Lane Lodge, Branson, Mo.

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

June 7-13—*Eighth Banff Television Festival*. Banff, Alberta, Canada. Information: (403) 762-3060.

June 8-10—*NBC-TV* annual promotion executives conference. Peachtree Plaza, Atlanta.

June 9—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

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

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

June 10-14—*Broadcast Promotion & Marketing Executives/Broadcast Designers Association* seminar. Peachtree Plaza, Atlanta. Information: (212) 757-7232.

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

June 15-30—*American Film Institute* second TV writers' summer workshop. AFI campus, Los Angeles. Information: (213) 856-7743.

June 16—*Electronic Media Marketing Association* meeting. Yale Club, New York. Information: (203) 625-0101.

June 17—*International Radio and Television Society* annual meeting and "Broadcaster of the Year" luncheon, honoring late William B. Williams, long-time New York radio personality. Waldorf-Astoria, New York.

June 17—*American Women in Radio and Television, Washington chapter*, meeting, "Women as Managers." National Association of Broadcasters, Washington.

June 17-19—*Audio Engineering Society* second regional convention. Tokyo. Information: (212) 661-8528.

June 18—*Federal Communications Bar Association* luncheon. Speaker: FCC Chairman Mark Fowler. Washington Marriott, Washington. Information: Patricia Reilly, (202) 429-7285.

June 18-20—*Maryland/District of Columbia/Delaware Broadcasters Association* annual convention. Sheraton Fontainebleau, Ocean City, Md.

June 18-21—Third annual *NATPE* Production Conference. Opryland hotel, Nashville. Information: (212) 757-7232.

June 18-23—29th American Film & Video Festival, sponsored by *Educational Film Library Association*. Vista International, New York. Information: Sandy Mandelberger, (212) 227-5599.

June 20-22—*Georgia Association of Broadcasters* 53rd annual convention. Peachtree Sheraton conference center. Peachtree City, Ga. Information: (404) 993-2200.

June 23-26—*National Association of Broadcasters* board of directors meeting. NAB headquarters, Washington.

June 23-26—*National Broadcast Editorial Association* annual convention. Seattle Sheraton & Towers, Seattle.



Diagnosis

EDITOR: The "Monday Memo" of Jan. 12 about health and medical news hit a nerve. I spent 12 years with CBS-owned KNXT(TV) (now KCBS-TV) Los Angeles before joining a physician-owned malpractice insurance company, so I know both sides well.

When a station sends an experienced medical reporter, there is usually no problem on either side. But most of the reporting is by general assignment reporters who don't know the subject.

Unfortunately, most editors don't know the subject well, and sloppy or one-sided reports go by them undetected. But, the medical people watch the news and they know if it's a bad job, or a biased job, as happens all too often, and then they are leery

of getting involved.

The best answer is to use reporters-specialists, but that is not often feasible. Another answer is for editors to follow medical stories as closely as they would taxes or politics, which they understand better, so they can detect bad reporting. (The editor can try to fit this into his 27-hour day.)

In the current controversy over the litigation crisis, I'd add another caution: Remember that the plaintiff's lawyer who is so persuasive in saying insurance companies are getting rich (physicians usually are covered by their own nonprofit companies) is the same one who will sue for libel and smear a reporter just as glibly.—Howard S. Williams, vice president, *communications, Physicians Insurance Management Inc., Orange, Calif.*

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A satellite commentary from Representative Howard Coble and William A. Russell Jr., Washington

Video terrorists on the horizon?

The recent publicity over the FCC's relatively swift apprehension of "Captain Midnight" should not obscure the very real and continuing problem of securing our satellite-based communications systems. Captain Midnight's successful capture of the Home Box Office program signal should send our country a clear message that our satellite-based communications systems are vulnerable to deliberate interference. To some people, Captain Midnight's interruption of the HBO movie, "The Falcon and the Snowman," by sending his own video signal off the HBO transponder on the Hughes Galaxy I satellite to millions of cable subscribers, was merely an amusing prank. To HBO, which has hundreds of millions of dollars invested in satellite and transmitter hardware and in programming, it was certainly no prank. And to the FCC, which must protect all of this nation's domestic and international satellite services from both accidental and deliberate interference, it was a frightening preview of what could happen to any of the satellite services.

In this country we either take for granted or don't realize the services that are provided by satellite. Network television, local and national news feeds, cable services such as HBO and C-SPAN, radio and many of our long distance telephone services are what normally come to mind. But deliberate interference threatens such diverse services as the national editions of *USA Today* and *The Wall Street Journal*, business video conferencing, national exchanges of medical information, stock market trading and international banking transactions.

The government satellites that are used for national defense or national security purposes are less vulnerable. The national security community has taken steps to protect its satellite systems, but the vulnerability of our commercial satellite systems also has deeply troubling national security implications for which we need to prepare.

There is the quite frightening possibility that terrorists might attempt to seize control of one of our video signals just as Captain Midnight did. What better way for some radical group to get worldwide media attention than to override a presidential press conference, or a major congressional hearing or even the Super Bowl? Such an activity could be an effective vehicle for making blackmail demands or distributing some terrorist political message. Or suppose that such a group merely wanted to jam certain data communications and shut down our stock exchanges or disrupt international financial exchanges at a crucial time. The resultant havoc could cause severe short-term economic disloca-



Howard Coble (left) is a Republican member of the U.S. House of Representatives from Greensboro, N.C. A lawyer, he was elected to the North Carolina House of Representatives in 1969; served as assistant attorney in North Carolina; was on that state's commission of the Department of Revenue, and was elected to the 99th Congress on Nov. 6, 1984, and appointed to the Judiciary and Small Business Committees. Congressman Coble is the author of the Satellite Communications Protection Act of 1986 which was passed during the last Congress as part of the Electronic Communications Privacy Act of 1986.

William A. Russell Jr. is the president of William Russell & Associates of Washington, a government and public relations firm specializing in telecommunications. From May 1981 until August 1986, he served at the FCC, first as director of the Office of Public Affairs and, later, as the director of the Office of Congressional and Public Affairs. While at the FCC Russell coordinated the commission's efforts to assist Congressman Coble with the passage of the Satellite Communications Protection Act of 1986.

tions.

We need to take steps now to discourage those who might be tempted to emulate Captain Midnight or, worse, who might engage in video terrorism. During the Captain Midnight investigation the FCC found that there were almost 600 private satellite transmission facilities (uplinks) in the United States with sufficient power and size to duplicate Captain Midnight's feat. Of particular concern are the additional 150 large mobile uplinks that could be moved from location to location. These trailers and trucks could prove extremely difficult to track in a short time.

The first and most immediate step is to increase security at uplink facilities. Although the operations have shown a commendable willingness to cooperate in this area, the FCC needs to conduct random inspections of facilities to assure that the operations are limiting access at their facilities to authorized personnel and that they have adequate supervision of the authorized person-

nel. The FCC's enforcement budget for its Field Operations Bureau needs to be protected from further cuts if it is to retain a minimum capability to track down sources of both deliberate and accidental interference. In effect, the minimal budget savings incurred by cutting the enforcement budget places at risk a multibillion-dollar national telecommunications system, from traditional over-the-air broadcasting to space-based telecommunications.

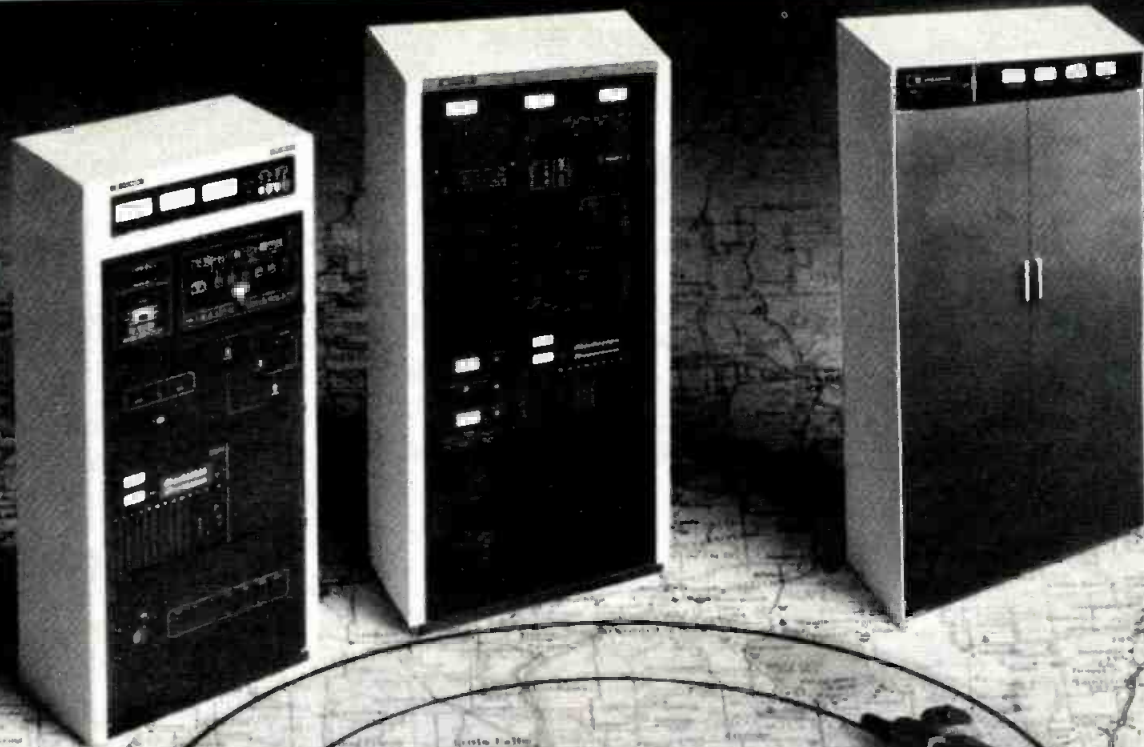
The FCC currently has an outstanding notice of proposed rulemaking and notice of inquiry examining the technical feasibility and cost of putting individual identification codes in transmitters. It is technically feasible, and the cost is within reason. There is ample reason to believe that such codes would be cost justified in all transmitters.

As a third step, the manufacturers of our next generation of satellites should build into them defensive systems capable of thwarting signal takeover and minimizing service interruption from deliberate jamming. While this won't lessen the vulnerability of existing satellites, it should dramatically lower the costs of resolving interference problems providing security.

Finally, satellite operators can use new technologies and revisions in current operating agreements with service users to assist in rapidly pinpointing the source of accidental or deliberate interference. Those steps would have an immediate positive impact on satellite security. Thanks to the leadership of the FCC, HBO, Hughes Aircraft and others, many parties have already started this review of operating procedures and security coordination. All parties ought to get involved in this process as soon as possible.

As a potential deterrent to some would-be Captain Midnight, the penalties available under existing law have been strengthened. The recently passed Electronic Communications Privacy Act included language providing for a prison term of up to 10 years and a fine of up to \$25,000 for deliberate interference of satellite communications. This provision was placed in the Criminal Code, giving the Federal Bureau of Investigation jurisdiction to assist the FCC, if needed. Although the FCC very effectively conducted the Captain Midnight investigation on its own, FBI or other governmental assistance may be crucial in the future.

We have grown complacent about accidental and deliberate interference to our communications system except when a dramatic incident such as Captain Midnight occurs. In a world where groups unfriendly to democracy have the means and the will to carry out terrorist actions against this country, we must replace that complacency with a commitment to securing our communications systems.



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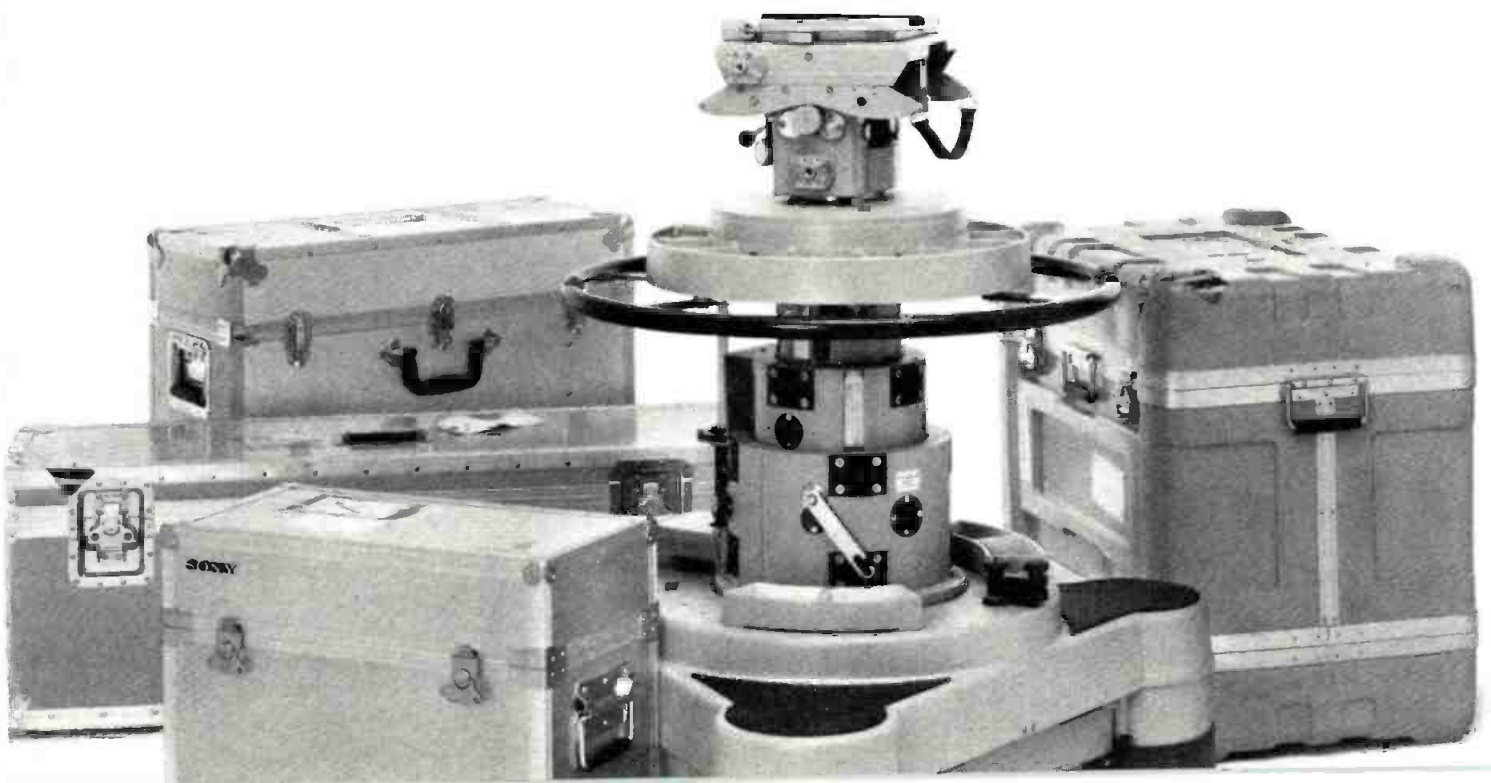
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TOP OF THE WEEK

Group W pulls out bid for KHJ-TV

It says a year is too long to wait for settlement of RKO station deal; other RKO fates still unknown

Westinghouse Broadcasting has bailed out of its proposed \$310-million acquisition of RKO General Inc.'s independent KHJ-TV Los Angeles, fueling speculation that RKO's efforts to settle its way out of broadcasting may come to naught.

The value of independent TV stations has appeared to be on a decline since Group W and RKO announced their proposed deal more than a year ago (BROADCASTING, Nov. 11, 1985). Yet a Group W spokesman said the Westinghouse Electric board's decision to walk away Jan. 31, as permitted by contract, was driven by the length of time—one year—that the proposed settlement has been pending at the FCC and by uncertainty over how and when the issue would be resolved. "It became an issue of allocation of corporate resources," the spokesman said. "We're talking about a company that's anxious to get on with growth and acquisition." (In a press release, Westinghouse said it intended to "continue its active pursuit of other properties to complement its five TV and 13 radio stations.")

The efforts to settle the contests for RKO's 13 remaining stations under an FCC-provided mediation process that was scheduled to expire Jan. 31 appeared unpromising as well, with no deals announced as of late Friday afternoon (Jan. 30) and with most parties that were talking reported to be still squabbling over their relative worths. James McKinney, FCC Mass Media Bureau chief and RKO mediator, said there was still "great activity" in about four of the nine markets where the 13 stations are located. "There's some that are close, but I'm no more hopeful than in the past," said McKinney. "It's greed," added one of the attorneys involved. "Everybody thinks they are worth more."

Under the proposed KHJ-TV deal, Group W would have paid Fidelity Television, the long-time competitor for KHJ-TV, \$98 million, and RKO \$212 million more.

Both RKO and Fidelity appeared game to considering new suitors last week. "If some other buyer is interested, we will certainly listen," said an official for GenCorp, RKO's parent. Nathaniel Emmons, an attorney for Fidelity, which filed its competing application for KHJ-TV's facilities more than 20 years ago, said that company was "not excluding" the possibility of working out another settlement if a "reasonable situation"

presents itself. "If not, we'll continue litigating," Emmons said.

McKinney told BROADCASTING that if RKO and Fidelity work out an agreement with a new party, a fresh transfer application, and appropriate pleas for special relief and waivers, would have to be filed, and the process would be open to petitions to deny. One GenCorp official speculated it might take six months for such an application to wind its way through the FCC.

The impact of Group W's decision on the parties attempting to negotiate settlements for RKO's remaining 13 stations is unclear. One attorney involved in the proceedings said the parties were "shell-shocked." McKinney was reported to be particularly disturbed that the announcement came just as the four-month mediation process, which was spurred by the proposed KHJ-TV deal, was coming to its conclusion. In a formal statement, McKinney said Group W's announcement was "not helpful" to the other settlement negotiations. "But this turn of events need not be considered a death blow to these negotiations," McKinney said. "If, as I understand the situation, we still have willing sellers of KHJ-TV, another buyer could take the place of Westinghouse and the issues to be resolved by the commission would be unchanged."

The FCC has lacked appetite to dispose of the KHJ-TV deal on its own. At the time the agency set up the mediation process, FCC officials were conveying a sense that the KHJ-TV deal was being held hostage to settlement in the nine proceedings for the other 13 licenses (BROADCASTING, Sept. 15, 1986). The agency also rebuffed McKinney's request, during the mediation process, for immediate action on the KHJ-TV deal (BROADCASTING, Dec. 29, 1986). McKinney, after time in the trenches, was contending that uncertainty over what the FCC would do with the KHJ-TV proposal was acting as a brake on the negotiations. "rather than the spur which the FCC apparently envisioned."

On the move. As of today, Feb. 2, BROADCASTING is occupying new Washington headquarters. The magazine's editorial, business, advertising, circulation and production staffs, as well as the staffs of the BROADCASTING/CABLECASTING YEARBOOK and the Book Division, will be based at 1705 DeSales Street, N.W., 20036; and the new phone number will be (202) 659-2340.

Diane Killory, FCC general counsel, told BROADCASTING the public interest argument for granting waivers necessary to approve settlements in this case is resolution of litigation. With only one unsettled market, the major litigation involved over RKO's basic qualifications—currently at issue in an overarching hearing being presided over by FCC Administrative Law Judge Edward Kuhlmann—would continue. "That's why the public interest benefits would be greater if all of the parties settle," Killory said.

Kuhlmann's hearings into RKO's basic qualifications to remain a licensee continue. The parties to that proceeding are scheduled to make their final pleadings in the case in April (the deadline for proposed findings of fact and conclusions of law has been extended one week to Feb. 13), and attorneys familiar with the case think Kuhlmann, who is believed by some to be likely to rule against RKO, may issue his decision as soon as September. His decision appears critical to the prospects for settlement in the future. Some observers believe RKO won't be predisposed to settlements if Kuhlmann's initial decision finds the company disqualified, both because RKO may then be in no position to argue for pieces of any settlement pie and because it may feel compelled to attempt to clear its corporate name through the appeals process.

Once the formal mediation process ends, the unresolved cases head back for hearings aimed at determining the best competitor for RKO in each market. Parties believe they can continue trying to settle after McKinney bows out, yet what they can achieve is open to question. "If we haven't been able to work out settlements with Jim's [McKinney's] efforts, I can't imagine we're going to do a lot without his help," said one GenCorp official.

The public interest rationale for granting settlements would also appear to diminish as time passes and hearings progress. Said the FCC's Killory: "The further along the litigation goes, the less public interest benefit in approving settlements because the public interest benefit is in ending litigation."

McKinney said no extension of the mediation process was being contemplated and that he will file his final report tomorrow (Feb. 3). "I'll be out of it, and I have no intention of playing a further role," McKinney said.

In a statement, A.W. Reynolds, GenCorp chairman, said the company would "continue its efforts to resolve the KHJ-TV proceedings and the settlement discussions relating to its other broadcast licenses." □

Beefing up radio, must carry on NAB directors minds

Winter joint board meeting in Laguna Niguel, Calif., will tackle those topics plus music licensing and comparative renewals; Kizer and Turner running for chairmanship

Directors of the National Association of Broadcasters will be put to work this week (Feb. 2-6) at their annual winter joint board meeting at the Ritz Carlton hotel in Laguna Niguel, Calif. For the most part they'll pick up from where they left off after last year's summer session: NAB's radio board will concentrate on plans to give radio greater visibility with the public and advertisers; television directors will continue to focus on must carry and music licensing—with, perhaps, more attention paid to cable copyright issues—and the joint board will deliberate over a government relations agenda that includes a proposal to seek legislative relief from the comparative renewal process.

Since last year's merger between NAB and the National Radio Broadcasters Association the radio board has concerned itself with making sure the union works. A special task force (BROADCASTING, Jan. 19) will present a report containing several recommendations designed to insure that the goals of the merger agreement are being carried out. An essential element of the NAB-NRBA merger deal is to see that radio's interests are aggressively pursued by NAB and that a more autonomous radio department be created.

Identified as a "hefty agenda item," radio directors were preparing for a lengthy discussion on the report. The task force was reported to have reached no consensus on some matters and would meet Monday, Feb. 2, before its presentation to the board. It's expected the task force will suggest that NAB join the Radio Advertising Bureau in conducting a study on how to improve radio's image before the advertising community and the public. The study is said to cost around \$32,000 (NAB would pay half) and will be used by NAB and RAB to develop an image campaign. Still at issue is a suggestion to establish a separate five-member radio executive committee or a radio advisory council. But that's likely to be modified.

Another matter expected to surface during the task force's presentation is the desire of some directors to see NAB's radio division with its own president (an idea that seems to lack support) and to increase NAB's role in radio sales. At this juncture, however, the NAB-RAB project is being viewed as about as far as NAB will go in the sales area.

Last June the board wrestled with these issues but to no avail. It did agree that "strong radio leadership" is needed but differed on what approach to take. The matter was temporarily resolved by deciding to have the radio chairman serve as chief spokesman for the industry. Some board members feel the issue might be put to rest by finding a radio spokesperson, who would probably be featured in the NAB-RAB campaign.

But the campaign doesn't go far enough for radio director William O'Shaughnessy of WVOX(AM)-WRTN(FM) New Rochelle, N.Y. O'Shaughnessy is scheduled to address the board on the "financial health of the radio industry." The New York broadcaster says he won't propose any specific solutions but wants to put several ideas on the table for discussion. "There's a crying need out there for sales help," O'Shaughnessy said. Many state broadcasting associations are loading up their convention programs with sales sessions, he said, adding that NAB needs to jump on that bandwagon.

"If I had my druthers, I'd make RAB NAB's radio division. However, I am willing to acknowledge that there may be other ways to achieve a better synergism between the two organizations for the good of the profession," said O'Shaughnessy. The issue goes beyond industry politics, he said, and out of these discussions he hopes the "champion and spokesperson radio needs and deserves" will emerge. "We can't always assume that the future radio chairman will be as gifted as [current chairman] Bev Brown

[of KGAS(AM) Carthage, Tex.] and Ted Snider [of Snider Corp., Little Rock, Ark., former radio chairman and current joint board chairman]," said O'Shaughnessy.

Despite these loose ends, there is a general feeling among the directors that the merger is working. Jeffrey Smulyan of Emmis Broadcasting, Indianapolis, a former NRBA director appointed to the NAB board and a member of the radio task force, expressed his satisfaction with the progress that's been made. "I think radio is coming more and more into the forefront than ever before." Smulyan was also elected an NAB director last year. Like Smulyan, Carl Hirsch of Legacy Broadcasting, Los Angeles, believes the NAB-NRBA union is working, but he wants to make sure the momentum continues to "pick up." Hirsch also would like to see the winter board meetings condensed and held in a "less attractive setting." He said he doesn't have the time to "devote a week to a vacation-type board meeting."

Other action on the radio side includes updates on AM improvement issues, AM stereo and developments in radio alloca-

Edward Markey new head of

Democrats choose subcommittee members; Republicans still undecided

Representative Edward J. Markey (D-Mass.) was chosen last week to chair the House Telecommunications and Finance Subcommittee. He was elected chairman by a caucus of Democratic members of the parent Energy and Commerce Committee and is expected to be confirmed by the full committee at its first organizational meeting, scheduled for next week. Democrats also completed the bidding process for subcommittee assignments and as a result there are five new members. On the minority side, however, Republicans were still deliberating over assignments.

It was no surprise that Markey, who had been the frontrunner, would take the post (BROADCASTING, Dec. 22, 1986). He succeeds Tim Wirth, now a Democratic senator from Colorado. His views on communications issues are not likely to differ much from Wirth's. Initially, finance issues are expected to dominate much of the subcommittee's agenda. Conjecture that the subcommittee's jurisdiction would be altered was

on target; it will no longer oversee consumer protection issues.

New to the 25-member subcommittee are Democrats Ralph Hall (Tex.); Dennis Eckart (Ohio); Bill Richardson (N.M.); Frederick (Rick) Boucher (Va.), and Jim Cooper (Tenn.). Boucher and Cooper joined Energy and Commerce this year.

Among staff changes, Lawrence Sidman, staff director for Markey's Subcommittee on Energy Conservation and Power in the last Congress, will be staff director for telecommunications. Larry Irving, legislative director for subcommittee member Mickey Leland (D-Tex.), is said to be the leading candidate for counsel to the subcommittee responsible for mass media issues.

Not returning to the subcommittee are Henry Waxman (D-Calif.), Thomas Luken (D-Ohio), Jim Bates (D-Calif.) and James Scheuer (D-N.Y.). In light of a new bidding process, subcommittee chairmen like Waxman and Luken (Luken was named to head a new subcommittee on transportation and hazardous materials; Waxman chairs the Health and Environment Subcommittee) were bumped from telecommunications be-



Boucher



Cooper



Sidman



Collins

tions. A proposal by director Lowry Mays of Clear Channel Communications, San Antonio, Tex., to increase power for class A FM stations is slated for discussion. Also, daytime broadcasters have to decide what they'll do under the new daylight saving time legislation.

Radio board member David Palmer of WATH(AM)-WXTQ(FM) Athens, Ohio, said he'll broach the issue of obscene and indecent programing. Palmer feels that if broadcasters don't "live up to their responsibility of being licensees in this regard, then a higher authority might take action." It may result, he fears, in the FCC regulating program content.

There appears to be some sentiment among radio task force members that it's "time for radio to go it alone on Capitol Hill." More specifically, there may be a push for a radio-only deregulation bill. But as the task force's chairman, John Dille of Federated Media, Elkhart, Ind., noted: "We've talked about a radio-only bill before and it's been a course of action acceptable to NAB." However, he insisted that it is not a specific recommendation but that the task force will "urge NAB to select comparative renewal as a target and pursue that post haste."

A heated discussion should emerge concerning a recent proposal by Representative Al Swift (D-Wash.) for legislation that would give broadcasters relief from the comparative renewal process but not without some trade-offs (BROADCASTING, Jan. 19). The trade-offs are unknown, although Swift may be more forthcoming as he is scheduled to participate in a two-day legislative forum NAB is hosting prior to the board meeting (Jan. 31-Feb. 1).

He has indicated that a major centerpiece of such a bill would be a "reassertion of the public interest standard." There is a possibility that language to restore the FCC's anti-trafficking rules might also be included in exchange for getting rid of competing applicants. FCC Chairman Mark Fowler has advised broadcasters not to make any trade-offs. And as one board member noted: "We'll have to decide if we want to listen to Al Swift or Mark Fowler." It will be interesting, said one director, "to see if the board is in a compromising mood."

Last June the joint board spent all week trying to reach a unified position on the public trustee concept of broadcasting regulation. Some advocated that NAB abandon the public trustee concept and seek complete

deregulation. Those arguments will likely be restated. NAB's resolution of the issue did not take a strong deregulatory stand, nor did it wholly embrace the trustee concept.

Still another matter for the joint board is the FCC's minority ownership inquiry. The board will be asked to decide what position NAB will take. NAB's minority executive council has already recommended that the association file in support of continuation of the FCC's minority and women's preferences and the commission's distress sale and tax certificate policies. The council's chairman, Robert Munoz, KCIK-TV El Paso, Tex., said in addition to the council's recommendation, he'd like to see a minority representative on the executive committee.

The association's Broadcast Marketing Task Force is slated to recommend to the joint board that NAB seek the expertise of a advertising-public relations firm in developing a campaign to "enhance the public image of broadcasting." Two bylaw changes are scheduled to be presented to the joint board. One concerns the eligibility of NAB members to serve on the radio and TV boards and would require that a member be either a station owner or manager. The bylaws committee may also suggest that the same criteria be

House Telcommunications Subcommittee

cause they weren't permitted to bid for seats on other subcommittees until the rest of the members had a chance to make their second bid. Consequently the more popular assignments were snatched up first. Waxman has been a strong ally of the Hollywood production community and Luken is viewed as a friend of the broadcasting industry.

Representatives Al Swift (D-Wash.), Leland, Cardiss Collins (D-Ill.), Mike Synar (D-Okla.), Billy Tauzin (D-La.), Wayne Dowdy (D-Miss.), Jim Slattery (D-Kan.) and John Bryant (D-Tex.) kept their seats.

On the Republican side, the lineup is expected to remain virtually the same: Matthew Rinaldo (N.J.) as the ranking member, Carlos Moorhead (Calif.), Thomas Tauke (Iowa), Don Ritter (Pa.), Dan Coats (Ind.), Thomas Bliley (Va.), Jack Fields (Tex.), Michael Oxley (Ohio), Howard Nielson (Utah) and one new member.

As for the House Copyright Subcommittee there are three new Democratic members—George Crockett of Michigan, Bryant of Texas and newly elected Benjamin Cardin of Maryland—and two Republicans, Dan Lungren of California and D. French

Slaughter of Virginia. Left off the subcommittee were Jack Brooks (D-Tex.), Romano Mazzoli (D-Ky.), Barney Frank (D-Mass.) and Patrick Swindall (R-Ga.). Republican Thomas Kindness of Ohio did not return after an unsuccessful run for the Senate.

Returning with Chairman Robert Kastenmeier (D-Wis.) are Democrats Synar, Patricia Schroeder (Colo.), Bruce Morrison (Conn.), Howard Berman (Calif.) and Boucher. Republicans Moorhead (ranking member), Henry Hyde (Ill.), Michael DeWine (Ohio) and Howard Coble (N.C.) are also back on the subcommittee.

Fifth Estaters are likely to hear more from

those four members who now sit on both the Telecommunications and Copyright Subcommittee—Democrats Synar, Bryant and Boucher, and Republican Moorhead. Synar has been particularly active on copyright issues, introducing legislation on behalf of cable superstation carriers (United Video and Tempo Enterprises are based in Tulsa, in Synar's district). Bryant has supported broadcasters' efforts to obtain must-carry protection and backed them in opposing the so-called superstation scrambling bill. Boucher is the author of music licensing legislation that television broadcasters would like to see adopted. □



Markkey



Hall



Eckart



Richardson



Synar



Tauzin



Dowdy



Slattery



Bryant



Leland

applied to eligibility to run for joint board chairman.

This issue of eligibility arose in connection with the expected upcoming contest for joint board chairmanship between TV Board Chairman Peter Kizer, manager of government relations of WTTV(TV) Indianapolis, and William Turner of KCAU-TV Sioux City, Iowa, who is vice president and special assistant to the president of Citadel Communications, New York. Some NAB members have expressed concern over whether Kizer and Turner currently have hands-on responsibilities at their stations. Kizer said he has not decided if he will run, although in accord with association tradition he is next in line for the joint board chairmanship.

There is a move afoot to draft Television Vice Chairman Wallace Jorgenson of Jefferson-Pilot Communications, Charlotte, N.C., as a candidate for joint board chairman.

Jorgenson said he's keeping his options open. But if the "vibrations are strong enough," he'll respond. Also, according to sources, Turner is said to be willing to step aside if Jorgenson runs.

Board members often launch their campaigns for the chairmanships and vice chairmanships on the executive committee at the winter meeting. Other than the joint board chairmanship, no immediate contests have emerged. For television, both the chairmanship and vice chairmanship are open. Mentioned as a possible candidate for TV chairman is Thomas Goodgame, head of Westinghouse television stations. But Goodgame says he's not seeking the post. For TV vice chairman, two names have surfaced: Margo Cobb of WLBY-TV Bangor, Me., has been encouraged to run but has yet to decide. And Benjamin McKeel of Nationwide Communications, Columbus, Ohio, is thinking about running.

On the radio side, vice chairman Jerry Lyman of RKO Radio, New York, said he intends to run for radio chairman. (Bev Brown steps down as chairman in June.) As for Lyman's successor as vice chairman, no one has announced an intention to run for that post.

Political advertising is another legislative issue high on NAB's government relations agenda. Broadcasters are concerned that Congress will introduce legislation on political advertising as it examines campaign finance reform. There appears to be some congressional interest in cutting the lowest unit rate charge in half as a means of reducing campaign costs.

The board should hear more on that subject from the congressmen participating in NAB's legislative forum. Saturday morning, a panel with Senators John Breaux (D-La.) and Paul Trible (R-Va.), and Representatives Matthew Rinaldo (D-N.J.), Swift, Tom Tauke (R-Iowa) and Mickey Leland (D-Tex.) will discuss license renewal reform. It will be followed by a session on copyright featuring Representatives Henry Hyde (R-Ill.), House Copyright Subcommittee Chairman Bob Kastenmeier (D-Wis.), Ron Mazzoli (D-Ky.) and Carlos Moorhead (R-Calif.). Sunday morning, Senators Ted

Stevens (R-Alaska) and Edward Zorinsky (D-Neb.), with Representatives Norman Lent (R-N.Y.), Hal Rogers (R-Ky.) and Larry Smith (D-Fla.), will participate on a panel called "Advertising—A Legal Product and a Truthful Message." Later that morning, all the members will share their views on such issues as political advertising and the fairness doctrine.

Not only are NAB directors attending the forum, but the association expanded the program this year by inviting group broadcasters to the two-day affair. Among the groups that will be represented: Fisher Broadcasting, Bonneville, Sandusky, Freedom Newspapers, Infinity, Times Mirror, Harte-Hanks, LIN Broadcasting, McGraw-Hill and Cosmos.

On the regulatory front, the joint board can expect to hear some predictions from NAB staff on what might occur at the FCC under a new chairman. Mark Fowler will resign that post this spring, and Commissioner Dennis Patrick is expected to succeed him. One television director was already expressing reservations about Patrick. "We might as well be the potato industry in Patrick's mind," said one TV director who doesn't think Patrick "understands" the broadcasting industry and is concerned about what he feels are Patrick's strong ties with Hollywood. "It's like putting the fox in charge of the hen house," this director said. But another television director said he was more concerned about what will happen two years from now. "It's very likely we'll see the pendulum swing the other way from a deregulatory process to a reregulatory process."

For television directors, must carry remains a chief priority. A status report on must carry will be presented, but an even

broader examination of cable copyright issues is likely to occur. For the most part, said Chairman Kizer, the board feels cable is the "unlicensed gatekeeper" of broadcasters' signals. He said that the cable-broadcasting compromise on must carry was viewed as one way to resolve that problem. NAB wants that compromise enacted. Still other television directors may think NAB should seek repeal of cable's compulsory copyright license as a means of creating a "level playing field."

Director Harold Protter of WNOL-TV New Orleans is going to make a pitch to the board to allocate additional funds to extend NAB's role in the development of compatible high-definition television systems. Protter said he'd also like to see the board meetings compressed so they'd take less time.

Television directors will be asked to adopt bylaw changes affecting the relationship of the Television Information Office and NAB. The changes are designed to strengthen NAB's oversight of TIO. The association's Television Information Committee, to which TIO reports, has already endorsed the changes.

Listed with other association business is review of NAB's fiscal 1987-88 budget. The joint board will be asked to approve the proposed budget of approximately \$13.3 million with operating expenses of slightly less than \$13 million. NAB's executive committee is slated to reveal its choice for the 1987 Distinguished Service Award winner to be presented at its annual convention in Dallas March 28-31. Several candidates have been mentioned including Martin Umansky, formerly of KAKE-TV Wichita, Kan., and Jim Duffy, Capital Cities/ABC president of communications, network and broadcast divisions. □

ABC goes to court over dish dilemma

It says SBN sales of O&O signal to home earth stations is in violation of copyright law; CBS, NBC also write SBN over its retransmission plans

Whether satellite carriers may pick up broadcast signals and feed them to backyard earth stations without incurring copyright liability was left unresolved when the Copyright Act of 1976 was enacted. A copyright infringement suit that Capital Cities/ABC Inc. filed last week against Satellite Broadcast Networks Inc. may lead to a resolution of the issue.

SBN last month began picking up the programming of ABC's WABC-TV New York, CBS's WBBM-TV Chicago and NBC affiliate WXIA-TV Atlanta and transmitting the signals to backyard earth stations all over the country by way of RCA Americom's Satcom II-R (BROADCASTING, Dec. 8, 1986). The action sent a shockwave of concern through the networks and their affiliate groups, and virtually invited a suit. CapCities/ABC's probably will not be the last.

SBN believes it can serve the home earth station market as a "wireless cable" system, paying fees for a compulsory cable license, as a conventional cable system does. SBN officials contend the definition of a "cable system" in the Copyright Act is broad enough to include "wireless systems" that retransmit distant signals to subscribers by satellite. SBN next month will start scrambling the signals it transmits and charging \$49.95 monthly for the programming. SBN, which is to begin testing its scrambled programming this month, says it is already receiving advance orders for the service.

The CapCities/ABC suit, filed in U.S. district court in New York City, asks the court to order SBN to refrain from retransmitting ABC programs to home earth station owners. It says SBN's use of WABC-TV's programming is unauthorized and constitutes a violation of the Copyright Act. What's more, the suit alleges SBN's actions threaten the relationship between the network and its affiliates. For by retransmitting the signals of WABC-TV to home earth station owners in communities served by other CapCities/

ABC stations, the suit says SBN "directly interferes" with the "fundamental right" of those stations to have first call on all ABC network programming in their respective communities.

And ABC's senior vice president for affiliate relations, George H. Newi, in a letter to affiliates explaining the suit, said SBN would be distributing the network programming in the mountain and Pacific time zones in advance of the hour they are broadcast on some stations. On others, Newi said, affiliates' programming will be duplicated throughout the service area. The letter also denounces SBN for attempting to build "a counterfeit network," contending: "It is using our inventory to stock its shelves."

But SBN, in a press release issued last week, said the ABC suit is "totally without merit," and expressed confidence the court would uphold SBN's "statutory right to sup-

ply network programming" to home satellite dishes. "We feel we have a federally granted statutory right to retransmit network programming to people who cannot get it otherwise," SBN said in the release. "That's the base business of Prime Time 24," the service mark for the three signals SBN distributes. And Kazie Metzger, SBN president, was quoted in the release as saying that SBN two weeks ago rejected ABC's "demand" that SBN halt its supply of programming to earth stations, "and is proceeding with its plans to launch Prime Time 24 in the first quarter."

The release also cited what it saw as "a definite paradox" in ABC's position. "For years," it said, "ABC has shown no interest in providing programming to dish owners and little or no interest in serving those homes itself, but is now seeking to deny our right to do so."

Indications are that CapCities/ABC will

have a number of allies in its court fight. As CapCities/ABC did in advance of filing its complaint, CBS and NBC wrote SBN to warn that its retransmission of their signals would constitute a violation of their rights as copyright owners and that they would take whatever action was necessary to protect their rights. However, spokespersons for those two networks said no decision had been made as to whether copyright-infringement suits would be filed against SBN. Some believe that the ABC, CBS and NBC affiliate groups will participate in the case, possibly as intervenors. When SBN announced its plans early in December, James Lynagh, of Multimedia Inc., who is president of NBC's affiliates' board, said it "will be very aggressive" in opposing the importation of network affiliates into local markets. There is no indication he has changed his position. □

Taft Broadcasting now Taft-less

Dudley Taft leaves vice chairmanship and takes TV station for \$55 million; Lindner increases holdings and gets clearance to match Bass Group; entertainment division may be sold

There is no longer a Taft at Taft Broadcasting, and soon there may not be a Taft Entertainment. Last week Dudley Taft, the company's vice chairman and, until recently, its president and chief operating officer, is reliably said to have resigned his post and board seat, taking with him WGHP-TV Greensboro, N.C., whose continued ownership by the company was in doubt following its purchase of co-located cable systems included in the acquisition of Wometco Cable TV. Also the company issued a statement last week saying that it was "evaluating" its entertainment group, which primarily comprises primarily a program distribution arm, Worldvision Enterprises, and television production through the Taft Entertainment Co. (TECO) and its animation subsidiaries, Hanna-Barbera and Ruby-Spears. That evaluation, the statement said, might result in the sale of those operations.

Meanwhile American Financial Corp. said last week that its ownership in Taft was increased to 15.6%—up from 14.3% at year end and 13.1% a month before that. The Robert M. Bass Group, which was a co-purchaser with Taft in the \$620-million Wometco deal, held its ownership position at 24.9%, while the stock itself missed the recent market upturn and continues to flutter around the same price level it has held for the past six months. There is no shortage of rumors suggesting that other major changes may soon be announced.

The rumored purchase price for WGHP-TV was \$55 million, a \$15-million increase over its assessed value two years ago when Taft purchased the ABC affiliate from Gulf Broadcasting. The station is said to be the first part of what will soon be a group headed by the former vice chairman, who is also said to be contemplating the purchase of another station not owned by Taft. Taft's depart-

ure did not come as a total surprise. It was earlier reported that he had bid for the company's five independent TV stations that instead are to be sold to TVX Broadcast Group ("Closed Circuit," Nov. 17).

Observers do not have a hard time figuring out why the Robert M. Bass Group has not increased its ownership in Taft, since a nudge over 25% might raise an ownership-transfer question at the FCC. The Fort Worth-based Bass Group already has four members on Taft's 16-member board.

American Financial Corp.'s SEC filing last Thursday said that regulatory approval was given for AFC to increase its holdings to up to 24.9%. The filing added the co-located insurance/finance company had no plans to acquire control of Taft, although it reserved the right to change current plans, "depending on future developments."

Taft is now reported to be AFC's largest stock investment, at roughly \$150 million, although since the purchases began last fall, the investment has not performed very well. Media companies have long been favored as investments by AFC, which previously owned the *Cincinnati Enquirer*, and currently owns more than 5% of Scripps Howard Broadcasting.

As for any additional AFC motives, there



Dudley Taft

are many guesses but no answers. Some think that the insurer's chairman and 45% owner, Carl Lindner, may have decided to play the "white knight" for Taft's management—Lindner and Taft Chairman Charles S. Mechem Jr. are reportedly nearby neighbors—in the event that the Bass Group's presence on the board becomes too powerful. Another possibility is that Lindner is thinking that the Bass Group influence will, over the long term, increase the value of the stock, or perhaps AFC may see itself as a broker in any future power struggle.

Last Tuesday Taft released its third-quarter results, reporting revenue of \$143.4 million, up 5%. Losses related to the announced sale of its five independent television stations ("Top of the Week," Nov. 24, 1986) reduced net income by \$57.1 million, resulting in a total net loss for the quarter of \$54.5 million, or \$5.85 per share. Taft said that revenue for its affiliate television stations was up 14%, to \$46.5 million, while operating profit for the stations was up 21%, to \$19.6 million. For the entertainment group, revenue increased 81% to \$80.9 million, while operating profit dropped 33%, to \$5.8 million.

The announcement that Taft is considering a sale of its entertainment operations to concentrate on its radio, affiliate TV stations and cable holdings would seem to confirm rumors that Bass representatives on Bass's boards have been questioning the future of that business and of obtaining an adequate profit from it.

One oft repeated rumor at Taft suggests that the difficulty of achieving entertainment profitability has led some board members to suggest selling at least part of that group. Lindner might be in a position to find a buyer; AFC also owns 10% of Spelling Productions, which has neither its own syndication division nor production facilities. Meanwhile the corridors of Taft's hilltop headquarters are less crowded these days. Another officer, John D. Chapman, senior vice president, corporate affairs, is expected to soon leave the company. □

Chrysler pulls 'Amerika' spots

Auto manufacturer says mini-series is too intense for its upbeat ads

A stunned ABC received word from Chrysler Corp. last week that the car manufacturer was pulling out of its major sponsorship position in the controversial mini-series, *Amerika*, scheduled for broadcast in two weeks. Chrysler denied that it had succumbed to pressure from groups that have opposed the airing of the program in its present form. The auto maker said it had not realized how "intense and emotional" the program content was until a recent screening and that its current upbeat and patriotic television ads were simply "inappropriate" for airing in the mini-series. The network said it would proceed with the broadcast as scheduled.

ABC indicated last week that *Amerika* had been 90% sold with the Chrysler commitment. According to agency sources close to the situation, the network asking price for the 204 30-second units in the program had been \$200,000, but that it was actually getting advertisers to pay \$175,000 per unit. That would mean the network has generated about \$32 million in gross sales for the show, including the roughly \$6.6 million Chrysler is believed to have paid for some 38 commercial units in *Amerika*. (The program cost about \$32 million to produce.) The advertiser made the buy some time ago and is still contractually obligated to pay for the time, whether it uses it or not.

H. Weller (Jake) Keever, vice president, advertising sales, ABC-TV, said last week that Chrysler's decision to pull out was "very disappointing." He also said the network was "making some progress" in attracting substitute sponsors for the program, but declined to elaborate. Keever, reached last Friday in Phoenix during an ABC management meeting, reported that up to that time, no other sponsors of the broadcast had pulled out. Several screenings of the program are

scheduled for advertisers in New York this week. "There may be one or two small defections," he said, but added he did not expect any other major pull-outs on the order of Chrysler's. He declined to state who the other advertisers in the program were, but confirmed published reports that General Foods was a major sponsor of the program. GF went on the record last week saying it would stay in the program.

The network put out a statement last week indicating its disappointment in the Chrysler decision, and criticizing those who would put pressure on advertisers or condemn the program sight unseen. "While we welcome thoughtful comment and criticism, we are appalled that *Amerika* is being condemned and pre-judged before the program has been completed and broadcast."

Some agency executives were surprised by the timing of the Chrysler pull-out. "I am shocked by the whole thing," said Paul Schulman, who heads his own media buying company. "When they originally committed they knew they were not buying *The George Gershwin Story*. They knew they were buying a very controversial show, and to wait to the end of January is not a real good thing to do when there are only three networks [to deal with]. They are planning on being on ABC in the future, I think. It was quite a surprise to everyone on the street."

Although Chrysler denied it last week, one observer suggested that a factor in the decision may have been a move made two weeks ago by General Motors Corp. to offer a six-year, minimum 60,000-mile warranty on all 1987 cars and beyond. Until that point, Chrysler had the longest warranty in the business, five years and 50,000 miles, and touted that fact in many of its ads. The GM decision, said the observer, "made a lot of Chrysler commercials not very useful." Perhaps the company decided, he said, given the controversy surrounding the program and the fact it would have to re-edit some of

the spots in the campaign fairly quickly, it would be more expedient to pull out of the broadcast. Chrysler Chairman Lee Iacocca was expected to address the warranty issue at a meeting of auto dealers in Las Vegas this past weekend.

Even with the pullout, there was a silver lining for ABC. Whatever time is left over from the Chrysler pull-out, noted Shulman, could be used as very valuable make-good time. "ABC has had quite a few programs in prime time this season that are disappointing," he noted. "If *Amerika* gets as high a number as they hope, a few of those spots would offset what they might have to give away on a Friday, Saturday or Thursday."

The network is scheduled to meet again early this week with Theodore Sorensen, the New York attorney who is representing the United Nations in talks with network over concerns it has with the way the UN is portrayed in the mini-series (BROADCASTING, Oct. 20, 1986, et seq.). Sorensen has said, and reiterated last week, that at this point talks will focus on getting the network to offer a disclaimer on the program, or a discussion of the concerns in some outside broadcast (such as *Viewpoint*), as opposed to any editorial changes in *Amerika* itself. □

CBS, western affiliates hear each other out over compensation

Among suggestions: factoring in station's ratings and altering compensation depending upon daypart

CBS executives appearing at a western regional affiliates meeting last week in Los Angeles indicated they were sensitive about cutting compensation payments for markets smaller than the top 100, but station executives from top markets remained skeptical about the network's intentions. "One to 100 was not even broached," a station executive said.

Sources reported that when affiliate representatives asked point blank whether the estimated \$150 million in annual compensation payments would be cut, the CBS executives—Gene Jankowski, president of the CBS/Broadcast Group; Thomas Leahy, president of the CBS Television Network, and Tony Malara, executive vice president of affiliate relations—said they just wanted to make the system "more efficient." "Everyone walked in there expecting a big battle" over compensation, "an affiliate member said. "We expected them to try and shove it down our throats and say: 'If you don't like it, tough.' But there was none of that."

The network has no formal compensation plan yet, but is in the process of gathering input from affiliates. CBS will conduct discussions in early March with the affiliate economic advisory committee, and is expected to present a formal compensation



ABC Entertainment President Brandon Stoddard (r) with 'Amerika' executive producer, writer and director, Donald Wrye, at the world premiere of the mini-series in Lincoln, Neb

proposal to the full affiliate board on March 30.

Phil Jones, president of the CBS affiliate board and vice president/general manager of KCTV(TV) Kansas City, said the affiliate board opposes any reduction in compensation payments, but added, "We'll look at what they have out of respect for our relationship." The general consensus of the board, Jones said, is that "people in our business are being pressured from enough sides right now. The one relationship you don't want to see come unraveled is the one with your partner."

During discussions between affiliate board members and network officials, Jones said CBS executives expressed their "sensitivity" toward stations in markets 101 and above. ABC recently announced it would not cut compensation to affiliates in those markets for the World Series, 1988 Olympics and National Football League games (if the Monday night pact is renewed). However, ABC said that stations in the first 100 markets would not be compensated at all. (BROADCASTING, Jan. 26).

If affiliates are to accept a restructured compensation package, members said they want CBS to take a tough stand with Hollywood to keep down program costs. A station executive said at last week's meeting the network brass reported CBS had already taken such steps—the most recent example being the departure of actress Victoria Principal from *Dallas*. According to sources, network officials told Lorimar they were not willing to pay higher license fees to give her a pay boost. A network executive told affiliate members that one of the "female stars" of *Dallas* had asked for between \$50,000 and \$75,000 per week, and neither Lorimar nor CBS was willing to go along with the demand. Principal, however, denied she left the show over money.

Affiliates at the meeting suggested the network address the disparity they see existing between compensation payments in similar sized markets. If two operators are starting at roughly the same base level and one is doing a better job, that station "should be rewarded for it," an affiliate member said. They want CBS to consider such fac-

tors as a station's ratings and how many dayparts it clears in awarding compensation payments. Because many affiliates do not clear CBS's late-night programming, a station executive speculated that "there may be a restructuring of how much is paid for the various dayparts."

As if to make it clear to affiliates about its concerns over preemptions, CBS executives took the time to cite the results of a network study comparing ratings and shares of network vs. nonnetwork programming. Using Arbitron figures from the November 1986 sweeps, the study showed 29 affiliates preempted 52½ hours of prime time programming. Syndicated shows averaged a 9.4/16, giving CBS programming a 38% advantage in both rating and share during those hours, a network official said. Local movies fared worse, according to the study, averaging an 8.3/14 compared to 13.6/23 for CBS movies—a 64% network advantage in ratings and share. Local news with a network lead-in also outperformed syndicated product by an average of 3% in ratings and 12% in shares, the study showed. □

Low-key NATPE pleases some



No new breakthrough programs or hot genres emerge at show; among hot topics was high cost of productions and rejection of 'Cosby' in Tampa

By most accounts, this year's NATPE convention in New Orleans two weeks ago got off to a slow start and remained sluggish, at least from a buying-selling perspective. A number of reasons for the somewhat down atmosphere were cited by observers, not the least of which is the changing nature of the syndication marketplace and NATPE's role in it.

As John von Soosten, vice president, programming, Katz Communications, points out in a separate debriefing on this year's con-

vention (see page 50), most program syndicators no longer use NATPE as a launching pad for new shows. Not only are programmers out there selling 12 months a year, but the show itself has been held in January in recent years, at least six weeks earlier than it was originally held. In many cases, stations are not prepared to make a number of programming decisions until they have seen the February sweep results. Next year's show will be in Houston on Feb. 26-29, which may provide enough time for stations to reach program decisions, but others may still want the sweeps results before making final decisions.

Scott Towle, president, Orion Home Entertainment, said that program clearances in

the fourth quarter, leading up to NATPE, were slow and that the convention was, in effect, "a disruption of the sales season. It should have been held six weeks from now."

There were other reasons for the sluggish NATPE marketplace this year. Many already highly rated syndicated shows continue to gain momentum, such as *Wheel of Fortune* and *Jeopardy*, and, to a lesser extent, *Hollywood Squares* and a handful of situation comedies. That means there are fewer time periods for new programs to compete for. As a result, observers suggest, no new program or genre emerged as a real breakthrough or standout at the show. Some executives last week were suggesting that the lack of innovative programs this year may have been

partially by design, since programmers knew coming into NATPE the chances of succeeding were reduced because fewer time slots were available.

The one possible exception may be talk shows, of which *The Oprah Winfrey Show* was a smash success last year. King World marketed the program last year as an early-morning show, but it did so well that it's being moved to the more lucrative late afternoon time period in September. And a number of stations (about 50) have renegotiated contracts so they can go with *Oprah* in the afternoon as early as February or May. That has left room for the new talk shows being introduced this year to battle it out for the hole left by *Oprah* in the morning. A few new entries attracted attention at NATPE, especially *The Wil Shriner Show*. Group W Productions reported last week that *Shriner* had been cleared by 50 stations covering about 60% of the country. Unless clearances come to an abrupt halt, the show is almost certain to launch, company officials suggested. *Gerardo Live!* also generated some attention at the show. Tribune said the show had cleared 65% of the country. *On the Move*, with Rita Moreno, was announced closer to the start of NATPE, and did not appear to have generated as much interest as the other two talk vehicles. Multimedia declined to say how many stations had picked it up.

The high cost of programs appeared to be the issue at this year's show, and that was reflected at formal panel discussions and on the convention floor as well. William Baker, president, Group W Television, observed what he termed a "new conservatism" on the part of stations participating in this year's NATPE marketplace. The basic reason for it, he said, was the general softness in the station economy. "Stations are less willing to take chances. There fewer buyers of the Grant [Broadcasting] order." But, he added, "I think it is temporary. There are more shows chasing fewer time periods. All of these things tend to go in cycles. Two years from now NATPE will be an up and crazy time."

Robert Jacquemin, senior vice president, Buena Vista Television, agreed. He saw this year's show as simply a "correction" in a bull market for syndication. But others weren't so sure. Joe Indelli, president, syndication, MTM Television Distribution Group, saw this year's NATPE as "really getting back to normal. It's really been a boom for the couple of years," he said, and those who thought the last few years offered a sign of things to come were overly optimistic.

On the station side, some suggest the slow pace at NATPE this year was one sign that program prices are coming down. "I loved NATPE," said Tim McDonald, president, TVX Broadcast Group Inc. "This was my favorite NATPE of all time. Nobody is buying, and I love it because I'm convinced prices are coming down." The reason is twofold, he said. "The first is the reluctance of the customer base to spend and the second is an oversupply of product." Both factors, he noted, appeared to be dominating the NATPE marketplace. "The best news of the convention" for broadcasters, said Mc-

Donald, was the story that all stations in the Tampa, Fla., market, including three aggressive independent stations, passed on the off-network offering for *The Cosby Show*. "We need prices to come down so the independent industry can rebound. It was escalating program prices that hurt the business and declining prices will help it."

TVX contracted for two group deals at the show, both for first-run barter programs—a nine-market deal for Paramount's new *Star Trek*, and a groupwide deal for *T 'n' T* (with Mr. T) from Hal Roach Studios. "Overall, it was a dead convention in terms of actual product sales," said McDonald. He added that he is convinced prices will fall considerably in the next six months. So convinced, he said, that he "walked away from some series and feature films that were down to 25% of the high-water mark for those kinds of shows."

While most programmers reported reduced business at this year's show, some were reporting their best show ever. Two suppliers in that category were King World and Lorimar. Sid Cohen, president, domestic television distribution, King World, said that in terms of business written up, "this was our best NATPE." The belief in most quarters last week was that King World may have had the best show of any exhibitor, just about all of it accounted for by renewals of *Wheel*, *Jeopardy* and *Oprah*. Cohen reported that *Oprah* is now cleared in about 90 markets and the expectation is that it will be cleared in 150 markets by September. *Jeopardy* and *Wheel* are both cleared in about 190 markets, he said. The company's new entry this year, *The Laugh Machine*, is cleared in about 42% of the country, said Cohen.

Lorimar's Jim McGillen, president, first-run syndication, said the company also had its best show ever. The company announced at the show that it was going with four new programs, including *Truth or Consequences*, apparently the hottest new game show this year, now cleared in 73% of the country. Other new shows being cleared by Lorimar are *Suddenly Sheriff*, *Value Television* and *The Comic Strip*.

Michael Lambert, executive vice president, domestic syndication, 20th Century Fox, reported that although the company wrote less business than usual, "we did quite a lot of business. It was a good convention, but not a great convention," in terms of sales, he said. He declined to say how much business the company wrote in total, but others said Fox probably did about \$40 million in sales. The big news for Fox, said Lambert, was that The New Program Group, the station group consortium that is a financial partner with Fox in the first-run comedy, *Small Wonder*, has agreed to back two more years worth of episodes (48). That will put 96 episodes of the show in the can, which assures its availability as a back-end strip. Lambert also said Fox had cleared \$100,000 *Pyramid* on KJH-TV Los Angeles and WOR-TV New York and that the show will be renewed for a third year.

Other news in the aftermath of the show: ■ Group W Productions pulled *Together Again* from syndication, saying the deficits

needed to finance the show cannot be recouped in that market. Group W's Kevin Tannehill said the company was trying to put together another deal with the show, perhaps with a broadcast network. Tannehill also reported that the new gothic soap, *Salem's Children*, has a "50-50" chance of making it to the air.

■ Orion has renewed *Hollywood Squares*, last year's hit game show. *High Rollers* is still a question mark. Orion's Towle said the company has been a little disappointed with station reception of the off-network *Cagney & Lacey*. Sales have been sluggish so far, with 15 clearances, while the bids in several markets have been unacceptable. Towle said Orion would hold it back in some markets rather than accept too low a price. *Cagney* is scheduled for release in 1988.

■ MTM's Indelli reported sluggish sales for *St. Elsewhere* (1988) and *Remington Steele* (1987), even with a marketing approach that will allow stations, in *St. Elsewhere's* case, to pick up the show for one year only. *Newhart* (1988) is fairing better, cleared in 51 markets so far.

■ At MGM-UA, Dick Cignarelli, executive vice president, domestic syndication, reported that *Sea Hunt* has cleared 25% of the country, and that among those clearing it so far are KNBC-TV Los Angeles and several West Coast ABC affiliates which are considering using it as a prime time preemption. *Rat Patrol* has not generated the interest the company was hoping for, said Cignarelli, and MGM-UA is exploring opportunities in other markets, such as cable.

■ Buena Vista Television's Jacquemin reported that its new game show entry, *Win, Lose or Draw*, had cleared almost 30 stations, but that it was too early to give it a firm go. He said that a two-hour movie was being produced to kick off the launch of the company's *Ducktales* animated cartoon series.

■ Worldvision reported clearing *Superstars 10*, a package of two-hour debut movies from Hanna-Barbara, on the Fox-owned stations for a fall 1987 debut. The first run of the package is sold on a barter basis, and the following five runs are for cash. Worldvision also reports that coming out of its first season, the first-run sitcom, *Throb*, will be a firm go for its second year. WNBC-TV New York, KNBC-TV Los Angeles, WMAQ-TV Chicago and WKYC-TV Cleveland are among the major-market stations that will carry the show in its second year.

■ MCA-TV reported that *The Lou Kelly Show*, launched at NATPE, has been cleared on the Chris-Craft/United stations, along with 17 other markets for late night play. Shelly Schwab, president of MCA-TV Enterprises, said that MCA-TV was pleased with its convention business. On the sitcom front from MCA-TV, *Out of This World* (cleared on the NBC-owned stations) and *Bustin' Loose* (cleared on the Tribune stations) entered the convention with clearances covering 60% of the country, and left with 70% each. Schwab said that MCA-TV will have an announcement on a group deal for *The Home Shopping Game* as early as this week. □



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Clockwise from left: BROADCASTING's Don West and Kim McAvoy; Petry Television's Dick Kurlander; HRP's Dean McCarthy; BROADCASTING's Steve McClellan; Katz's John Von Soosten; BROADCASTING's Scott Barrett and Jim Benson.

Many came, but few were chosen

In the closing hours of this year's NATPE International conference in New Orleans, BROADCASTING editors sat down with three of the rep world's leading programing experts to consider the state of the art in syndication and otherwise. Their conclusions—briefly, that fewer shows will make the cut this year, and in the face of greater price resistance than heretofore—are presented herewith.

It's our hope to determine, insofar as we can, the state of the syndication and program businesses at this point. John, will you kick it off by giving us your post-NATPE view.

Von Soosten: I think it was an active convention, but with no breakthrough shows, nothing that really stood out. I didn't get a sense of urgency on the part of any station or any of the buying community, saying: "I gotta buy this show!" I didn't sense any breakthroughs, I didn't sense anything that was really any different than what we'd seen in previous years, with the exception of a lot of talk about home shopping and of course the first-run sitcoms which we knew were going to be talked about. But that's not really news at this point; we've been expecting that for most of the year. A couple of years ago *America* was the big talk at the convention, last year *Oprah* was the big talk. There was nothing like that this year.

There are a lot of good shows out there, although nothing that is a must have. I think most stations are more concerned with what they have currently—will it continue to work, how much will they pay for it? How much do you want to pay for a *Wheel of Fortune* renewal, how much do you want to pay for *Cosby* when they start coming around? Nobody that I've talked to is willing to get up and put out top

buck for any of the new shows that are here. I think they're willing to try them, but there is no sense of urgency for them; they're not desperate to get the shows.

Dean, how did it strike you?

McCarthy: I concur with much of what John said. I think that your major marketing organizations—and I'm talking about Telepictures and King World and so on—have been very successful in getting, in the case of King World, in getting *Oprah* renewed with substantial rate increases, or getting it switched, and I think that Telepictures has done far better with *Truth or Consequences* than they thought they'd do. And they have signed a lot of stations; there's no doubt about it.

I think stations are very concerned about price, and I think they're very concerned about looking at the property they currently own. Some stations have been able to make very good renewal deals—in fact, paying less on renewals than they paid the first time around. I think there's a desire on the part of the buyers to acquire new programs, but I think they're going to take their time in many cases. They're going to look at the February book and they're going to say, "OK, how is what we've got doing and do I really have to replace it,

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and if I do, can I replace it at an economically feasible price?"

Certainly we're all aware that the spot market is soft, although I think it's going to improve as the year goes on. But based upon what's happening right now, it's not exactly what we'd call a barn burning first quarter; that's for sure. And I think that we've sort of gotten mixed up—I don't think we did as reps, but I think a lot of stations got mixed up—on the whole sitcom situation. We really are talking about two different subjects. We're talking about checkerboards on one hand, and we're talking about first-run sitcoms on the other, and they're not necessarily one and the same. One is a program form and the other is how you present it.

I think the checkerboard is dead; I don't think NBC sees it as very successful and I don't think they will. But I think that sitcoms and some of the action adventure half hours, *Sea Hunt* for example, give stations an opportunity of looking at selective prime time preemption, and I think they're going to do it. The networks don't bat a thousand; it would be marvelous if they did, and they will tell you they do, but the fact remains that they don't. And I suspect by the time we get through the May affiliate presentations, that the stations who have negotiated properly and have the flexibility of moving the shows around, especially those that have less barter in them and are not all-barter shows will see some of those shows popping up on their schedules.

I think people are looking ahead on that basis, and I think they're looking for opportunities. And some of the programing that's being presented affords us that opportunity.

Kurlander: I wouldn't disagree with anything that's been said, although I'm not sure you can really put the nail in the coffin of the checkerboard. I think there are some additional stations other than NBC's that are going to attempt it.

The only other thing I'd add was that there seems to be a lot of action, certainly on *Wil Shriner* and, to a lesser extent, *Geraldo Live*. I think both of those shows will definitely be launched. Well, *Shriner* is already launched and I think *Geraldo* will be launched.

McCarthy: I agree.

Is that because of their own merit or because of Oprah's success last year?

McCarthy: When we talk about *Oprah*, I think we have a tendency to overlook the fact that Mr. Donahue has been pretty successful, too. His November share this year against a year ago is up substantially, and he has made the transition rather successfully from mornings to afternoons. I think what really happened was with moving those kinds of programs into afternoons, we opened up the morning time periods for new forms of that program.

Von Soosten: Basically, *Wil Shriner* could not exist were it not for *Oprah's* success.

McCarthy: Absolutely correct.

Von Soosten: Because *Oprah* has been so successful, and has been moved to the afternoon, and *Donahue* as well—as Dean said, you can't count *Donahue* out at all, as that show is as successful as ever. Stations that moved those to the afternoons have an hour to fill, or in some cases two, in the mornings, and I think *Wil Shriner* certainly will be a morning show in most cases, and *Geraldo* may get on the air. And if it does, it will go in the morning.

But I think there is a question mark next to *Geraldo's* name where there is none next to *Wil's*.

Would Wil Shriner work in the mornings, since he's in some ways like David Letterman?

Von Soosten: I think he will work and I think that Group W should be and probably is sensitive—I know we've said it and I'm sure my colleagues have said it as well—to the fact that about the only shortcoming we see in *Shriner* as a personality is a similarity in some of his humor to David Letterman, who did not work in daytime. And I think that if they can play that aspect down, *Shriner* could become like an old shoe and just be very comfortable and charming.

And if you look at the successful talk shows in the past, all those talk show hosts on the air have been nice, likable people. Now

behind the scenes they may be totally different, but on the air—the Mike Douglases, the Merv Griffins, the Johnny Carsons—they've all been nice, likable people that you want in your living room; they're not controversial. Whereas *Geraldo* has that controversial air about him, and that gives me a bit of concern over that show.

Of course, I think *Shriner* will be the type of guy that you want to invite into your living room each day. He's interesting, he's fun, he's a good interviewer. They just have to avoid portraying him as a nighttime personality but go for the daytime personality, and it'll be fine.

Kurlander: It's really interesting; all of us have really been very strong on that statement to Group W and to all of our stations. The very exact point, that if he becomes too much like *Letterman*, too Lettermanesque, it can really hurt the show. Because he has a tendency to do that.

Von Soosten: Group W certainly has the experience, with all the talk shows they've done. Whether it be *Merv Griffin* or *Mike Douglas* and certainly *Hour Magazine* with Gary Collins. Gary is white bread, he's not pumpernickel, and Letterman happens to be pumpernickel. Well, they need white bread. It's not that they should change *Shriner*, just direct him—and I think he'll be fine. But that's what they need there.

McCarthy: Inherently he's a warmer personality than Letterman is to begin with, and if he can continue that warmth and redirect it as John suggests, I think the guy is going to be very successful. I really do.

Kurlander: On the other hand, I think *Geraldo* has the potential to break out and be a real megahit at some point; I don't think *Shriner* is a megahit, I think *Shriner* can exist at a certain level for a number of years. I wouldn't think it would be at an absolute hit level, however; I think it would be a level of success.

Von Soosten: *Shriner* is not a compelling personality like *Oprah* or *Donahue*. He will not burst upon the scene: I think he'll grow in time and become a morning staple over the years if he's handled right and if the show is produced right.

I think, as Dick suggests, that *Geraldo* may do that, although my feeling is that he's probably not as likely to. But if either of them were to, he'd be the one that would be the breakthrough. But I really have a lot of doubts about adapting *Geraldo's* personality for this purpose. I think he's wonderful when he does those occasional specials, when you look for the guy to open the vault or to see what's at the bottom of the ships or whatever he's doing, but on a day-to-day basis to invite him into the living room, I don't see audiences being comfortable with him as a companion, as a person they'd want to invite into their homes.

How badly are these lawsuits going to affect his success, if at all?

Von Soosten: Well, the syndicator is claiming that they're slowing up sales, but that might just be syndicator talk. I shouldn't think they would affect it overall, because I think that the show they're talking about for the daytime is not going to be the drug busts; it's not going to be that kind of show, so I don't think that stations are too concerned about that.

None of the other stations I've talked to have brought that up. They've looked at him as a personality, they look at the show, not a single one has mentioned *Geraldo* being involved in a lawsuit. I don't see that as being a real reason, I see that as being a syndicator's reason for why it's not getting clearances.

McCarthy: I think there is some concern about the way *Geraldo* approaches journalism, and the subject matter that he might want to incorporate. But I think the real concern is whether *Geraldo* can do five days a week. When you're doing specials versus doing it five days a week is a different ball game entirely.

I happen to have been involved with *Geraldo* when I was at ABC in New York and I went through the whole Willowbrook thing, so I know *Geraldo* from way back. And a little bit of *Geraldo* goes a long way.

What's the story at this convention as far as game shows are concerned? You mentioned Truth or Consequences. Is that the whole

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DEMOS	NOV 86 LEAD-IN % INCREASE	NOV 85 TIME PERIOD PROGRAMMING % INCREASE
HOUSEHOLDS	UP 33%	UP 36%
WOMEN 18+	UP 58%	UP 32%
WOMEN 25-54	UP 82%	UP 46%
WOMEN 18-49	UP 77%	UP 45%
WOMEN 18-34	UP 73%	UP 47%
MEN 18+	UP 88%	UP 14%
MEN 25-54	UP 113%	UP 22%
MEN 18-49	UP 66%	UP 27%
MEN 18-34	UP 70%	UP 13%
TEENS 12-17	UP 74%	UP 27%
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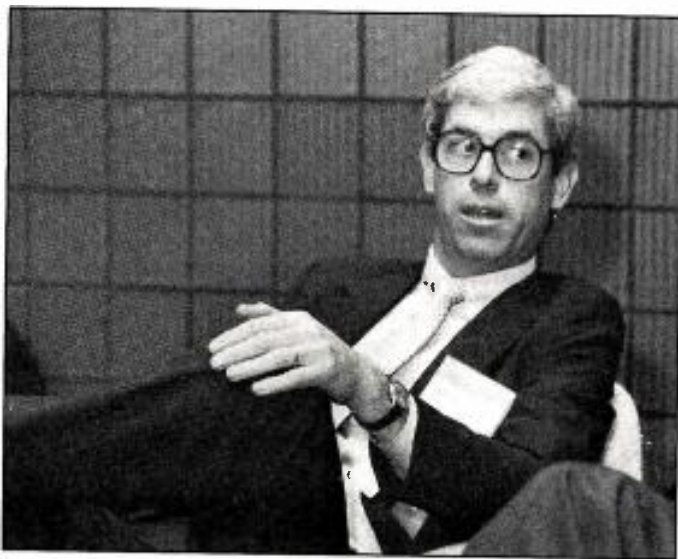

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story, or are there others?

McCarthy: Well, the story is still *Wheel* and *Jeopardy*. It's what can be put against them. I think the story really is that these shows are not game shows—*Truth or Consequences* and *Win, Lose or Draw* are comedy shows. And I think those kinds of programs will have an opportunity; they're certainly going to get exposure; they're going to get a start. But by and large, this is not a game show convention as it was two years ago or even as it was last year, because people have found that game shows are not really the viable alternative to *Wheel* and *Jeopardy*.

Von Soosten: Just as there were no breakthroughs overall, there were no outstanding breakthrough game shows. *Win, Lose or Draw* is probably the best of the entertaining game shows, as opposed to pure game, and *Truth or Consequences* is certainly a contender. But neither of those shows is a breakthrough. I think if a station is looking for a show, they're fine. But they're in the same vein as a *Hollywood Squares* or a *New Newlywed Game*. They're entertaining game shows as opposed to pure games. There will be no *Wheel* or *Jeopardy* hit game shows this year. *High Rollers* would probably be the best of the straight game shows, and that's a daytime show more or less, and that's not going to be a breakthrough show. So I think stations that are in the game show mood would be best to just stick with what they



Katz's Von Soosten

have at this point, and if they have a hole, then fill it with one of those three shows. But not to look for any breakthroughs. Nothing is going to knock off *Wheel* or *Jeopardy* for the next year or two.

And I think stations that are renewing through 1990 for *Wheel* are probably smart for renewing. They've got to be careful about pricing and not let them get out of hand, but I think the *Wheel* franchise will continue for several more years at least, and possibly beyond.

Wouldn't a comedy program work effectively against *Wheel* or *Jeopardy*?

Kurlander: It would work effectively, but how effectively? It's not going to win the time period against *Wheel*.

Von Soosten: At best, you're going to get second place. You're not even going to come close to *Wheel* or *Jeopardy*.

Kurlander: Hopefully it could do as well as *Squares*.

What will it take to knock off *Wheel* or *Jeopardy*?

Von Soosten: Nothing this year. What it will take will be either a strong independent with an off-net sitcom, a strong one. I don't know that *Cosby* is the one, but it could be a *Who's The Boss* or something of that nature, that could do what *M*A*S*H* did for so many years, and win a time period.

Do you feel a wariness on the part of the syndicators holding back to see what the market will be?

Von Soosten: I think the syndicators who are involved in off-network are certainly holding back. I think Columbia Embassy—what I call Columbassy—I think they'd be out with *Who's The Boss* right now, except they want to see how *Cosby* ends up. I've not gotten a great sense of off-net business being done this convention, at least not off-net sitcoms. It's been very quiet in that area.

Kurlander: Basically it's all sold. There's nothing new except for *Cosby*, and that's market by market, so there's really nothing to buy.

Are there other comedies out there that you think are being held back besides *Who's The Boss*?

Von Soosten: Not held back. If you take a look at what Warner Bros. has done with *Growing Pains* where they started marketing it before the first season was complete, nobody has started doing that, although some companies may decide to jump the gun and get involved early before a show starts to run into network trouble. Because they sense that there may be an opportunity to make some sales now rather than wait a year, and that's probably what Warner Bros. did—they said the show is going great, and let's jump quick before any problems develop.

And so far the show has been holding up, so they're doing OK. Obviously, when you get out within less than 12 months of a show's premiere, it's kind of jumping the gun a bit, and I think stations have to be cautious about committing to 110 episodes when only 20 some odd have been filmed at the time of purchase, and now of course it's the second season for *Growing Pains*, but it's still taking a risk with a show that could be canceled, presumably at the end of the first season, and to be committed to all of those initial first-run episodes.

How much evidence of price resistance is there this year?

Von Soosten: Well, I don't know that I can quantify that, but I know that virtually every station that I've talked to is very conscious of pricing, and seems to have the attitude of, "I'll go talk to a syndicator about a show, but I'm not necessarily willing to take the pricing that he offers. I'm going to be very cautious on pricing and make sure that I can get it at an affordable price so I can keep my costs in line."

Everybody is very concerned with the independent stations that are having financial problems, the ones that have gone into Chapter 11, the ones that aren't able to pay bills, and I think that coupled with a soft spot marketplace and the economy in general has a lot of station managements very concerned.

At this point, I think the message is going out to the syndicators that the glory days of the last couple of years, with prices going through the ceiling, may be coming to an end. Stations are saying: "We're not going to just pay the price that you ask." What happened with *Cosby* in Tampa [where no stations bid on the series] is a perfect example.

Kurlander: On the other hand, what's also happening is that the *Oprah* renewals, and shifting to afternoons, are getting absolutely extraordinary numbers—in many cases, approximately five times what the previous station or the station that had it was paying for the morning time period, and that's adding up to a lot of money. And *Cosby* is directly related to *Oprah* in this case. In other words, as King World has seen with the stations so far—except for Tampa—it equates what they're willing to pay for *Cosby* to what in their mind *Oprah* deserves, and they are demanding those kinds of numbers.

In light of the problems that some independents are having with the soft market, is there any sense among the three of you that there may be a fundamental change evolving in the way syndicators structure deals with stations?

McCarthy: I think there already is. When MCA sets aside \$50 million as a cash reserve, and Telepictures sets aside \$37 million for a cash reserve against bad debt, I think they're learning, too. But what's happening out there is that the independent stations came on, so rapidly, and so many, and were a source of revenues for syndicators, that maybe they didn't do as careful a financial check as they should have.

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who wants to buy your product." And that's where the distributors are—between a rock and a hard place. So far it's only been independent stations that have had known financial problems. There are a lot of financial problems out there that haven't reached the Milt Grant stage yet.

Among affiliates and independents alike?

McCarthy: I'm sure there are some affiliates who are not exactly singing roses these days. I couldn't attach a number to it. I mean, I know from talking to stations—as I'm sure my colleagues do—that there are some that, although they're not ready to go under, they are looking at tough financial times.

And you've got to remember that with some of the expensive off-network programing becoming available this year—I'm talking about *Cheers* and *Family Ties* and *Simon and Simon* and so on—you know, these people are committed to this programing. It's on the books and they've got to pay for it somehow or another. And with heavy amortization and programing costs, and a soft marketplace, everybody is saying what John was saying earlier about taking it easy and looking at what you've got already and what you're committed to.

It's a source of concern, no doubt about it. The whole network compensation picture is a source of concern. It's been a rather handsome source of revenue for many, many years, and all of a sudden it's likely to be changed.

As for the syndicators' concern, given the downturn in the broadcast economy, do you see network preemptions honestly opening up as another sales avenue?

McCarthy: I do absolutely, and not only a sales avenue, but as a programing avenue.

Von Soosten: I think you will see a new opportunity for syndicators and for stations to program prime time—affiliates I'm talking about. If there is a weak spot on the network schedule, many, not all, but many stations will be looking to make the changes there, saying: "I can do better programingwise, as well as financially, by putting in a syndicated show."

Are you recommending such changes at the present time?

Von Soosten: I wouldn't say that we are recommending it, but we're looking at it with our stations and examining it. It's a little bit early, but I think we're examining the opportunities that are there. Basically, what you have to look at—going back to Programing 101—is that we're programing 24 hours a day, even affiliates. And what the affiliates have basically done is turn over to one syndicator half their day. The syndicator may be called ABC, CBS or NBC, but they're basically a syndicator. They're providing programing just as a syndicator does.

But just because a syndicator has a lot of shows available, it doesn't mean that you take every show that that syndicator has, and I think stations are beginning to realize they don't have to take every show that a network has or air it in the time frame that the network schedules it, which is why you see delays of some shows like *Nightline* or stations preempting daytime soaps.

Well, the next logical extension is to do it in prime time which really has been sacrosanct all these years because the networks rightfully say that the strength of the network depends on the number of clearances, and "if you guys don't air it, it's going to mean the network," and it's kind of a vicious circle.

But now the stations are saying, "Gee, if the network isn't going to be an equal partner as they have been in the past and play ball with us—they're going to be cutting back on comp and they're going to concede a time period as ABC has done on Thursday night at 8, just basically giving up and throwing in the towel—do we really want to stay as strong a partner? We have to watch out for our own towel. We're in the business to be on the air and to make money, so if the networks won't do it for us, then we're going to have to do it ourselves."

And I think that stations are now reexamining the relationship. I don't know if stations are going to be jumping to do it; I think they are reexamining first. I don't know of really too many that have

made the decision to do it, but I think they're looking at it and questioning whether they should be considering it.

Are you confident of the ability of syndicators to fill those needs with programing of high enough quality to take the bumps and bruises of the deficits and so on?

Von Soosten: I'm not confident of it, but I'm expecting that they will attempt it, and I think that we'll have to see both based on the progress available this year, as well as what happens in the next 12 months. I'm sure if the stations begin to do this, the syndicators will rush to the market with programing. That doesn't mean that it's going to be any better than what the network is offering—it may be worse. But I think the stations will look at the opportunity to play programing and say: "Look, if I'm able to do X rating with the network, if I can do even 90% of X with a syndicated program but keep 100% of the revenue, I may be better off in the long run."

Kurlander: The other thing with respect to that is, don't forget that preemptions and nonclearances have been going on in prime time for a long time. It's nothing new. Especially those who have sports franchises, and many affiliates do have sports franchises where they may be preempting 100 hours of prime time a year with basketball, baseball or whatever—and taking advantage of movie situations to inventory their specials.

Von Soosten: I think that what stations are saying is that in the past "we may have made primarily a programing decision—let's say a network was not effectively programing an hour, and we could do better. Now it's not only a program decision, but it's also an economic decision because of the comp being cut more. We're losing X amount of revenue and it's going to affect my bottom line—so how can I get some of that revenue back? Well, I can charge X amount for 12 minutes of commercial time in prime time. Where do I get that? I'll look at the weakest hour the network has, pull out on ABC on Thursday from 8 to 9, and I'll put something else in there, and I'll make 100% of revenue."

What are the most likely shows that might have a chance of being used as a substitute for a prime time show?

Kurlander: Any of the NBC checkerboard sitcoms would be interesting to put in there because you'd have much less to lose under those circumstances.

Von Soosten: Even off-net sitcoms. I wonder how King World would react to putting *Wheel of Fortune's* sixth day, not on a Saturday, but on a Thursday at 8 o'clock in prime time? Can you imagine doing a double run of *Wheel* on Thursday nights, 7:30 and 8, two episodes back to back? Keep that audience into prime; that might be an interesting counterprograming to *Cosby*.

How significant is the Tampa experience?

Von Soosten: To use Dick's phrase before, I don't think it's a nail in the coffin for *Cosby*, but I think it's the first crack—the first opening with a market saying, and I presume individually saying, "We're not happy with the pricing and we're not going to pay for it." It's like the scene in the movie "Network" where everybody was opening their windows and screaming, "I'm not going to take it any more." They're basically saying: "Hey, we're willing to do business with you, but not at the price you're asking. Come back to us."

Kurlander: It's unfortunate that it took so long to happen. Things would be quite different if it had happened around New York.

Von Soosten: Yes. I think Viacom would have been very smart to have marketed the show in the entire country in one day—open every market in one day, give you 24 hours to respond, and close every market in one day. There wouldn't be a chance to see who bid and who didn't bid. Can you imagine the hysteria there would have been?

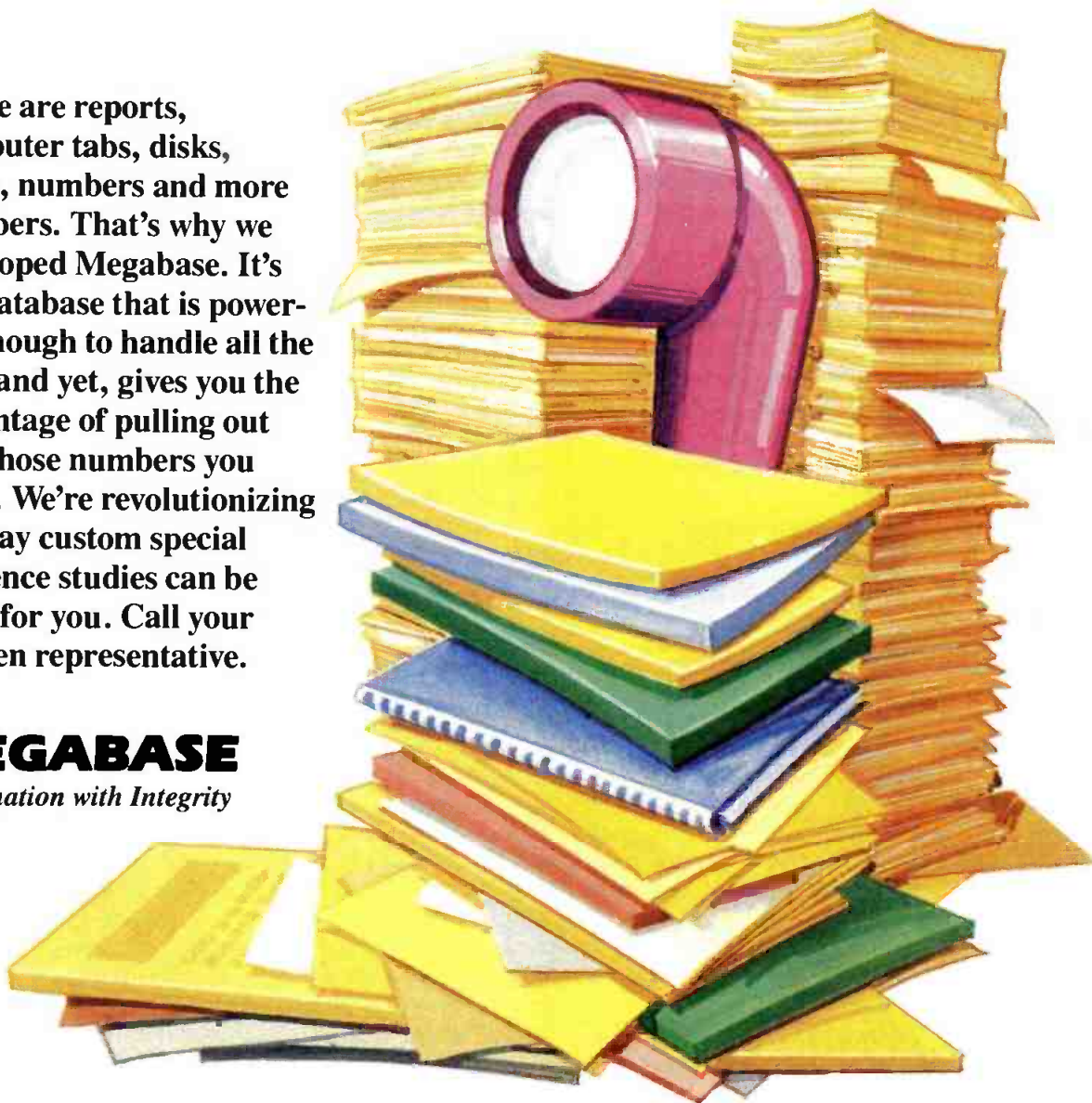
Viacom commented after the pass in Tampa that it had gone into this thing expecting that 10% to 15% of the markets would pass the first time around. Is that sort of situation unusual for a megahit like *Cosby*?

McCarthy: You've got to remember that of all the off-network pro-

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grams, none has ever been offered this way before—I mean, this is a whole new ball game. You're talking about stations who say, "How much is it going to cost me per episode?" Well, *Cosby* is not per episode, and although I'm sure you can figure out what the per episode of *Cosby* is going to be, that's not the way it's being marketed.

And the other part of it that I think really upsets a lot of stations, particularly where there's cable penetration, is same day and same date for the same show. I mean, I've got markets where three or four different stations could have *Cosby* before my station ever got it on the air. And it's going to be the same show whether you do it at 8 in the morning or 7:30 at night.

Kurlander: I think Viacom had to have been extremely surprised. First of all, it's embarrassing going into NATPE in that fashion. There was no way that Tampa was going to pass, no chance.

McCarthy: You have to give them credit; they selected their markets very well and they had no failures, until somebody made a mistake and picked Tampa.

Von Soosten: They selected the markets presuming they would get good prices when it hit those markets. They decided what markets to go to. They picked that market and they failed in that market, so it has to be embarrassing.

Kurlander: They had also specked out a couple of others—such as Minneapolis—where there was no interest, so it wasn't formally opened.

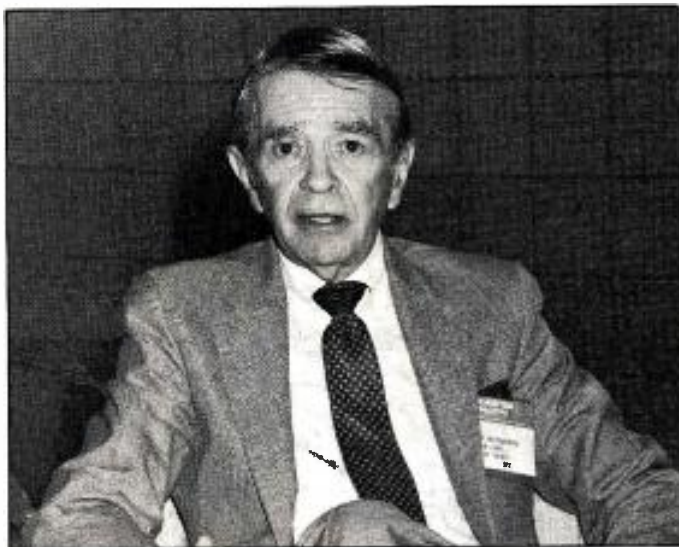
Von Soosten: And they pulled it back real quick after they sensed that.

So is the bloom off the rose? Do you expect prices to go down now?

Kurlander: No, they'll still stay extraordinary. Look at the amount they'd have to fall just to be somewhat less extraordinary.

What about barter? Is that another network?

Von Soosten: Sure, absolutely. Because networks themselves are barter. Barter with some cash back to the stations in the form of comp. But they're basically barter. So, barter syndication is just a



HRP's McCarthy

form of networking; it's not an interconnected wired network, as the three original networks are, but it's a networking form.

If some of the conventional networks fall back, are the Coca-Colas of the world gearing up to move in?

Von Soosten: Well, Fox is doing that already with its network. Is Fox a syndicator or is it a network? Well, they're a network, but not in the sense of the three established networks because they don't offer full program service throughout the entire day. But they are a network under the FCC terms. They're interconnected, and although they haven't reached the maximum 15 hours a week of programming [to 25

affiliated licenses in 10 or more states] of a full-fledged network, they're very much a network.

Yet, they really are also a syndicator. They're kind of walking down the middle, although they are going toward the full network eventually.

How significant a force do you think that type of network will be in the programming business?

Von Soosten: If Fox is successful, and so far I think they are successful—they can always be more successful with *Rivers*, but I think that show has been a success—you're bound to see somebody else try the idea. It takes very deep pockets, as Murdoch apparently has, to do it, but I would not be surprised to see a syndicator and a station group get together or a co-owned syndicator station group, just as Fox is, and try that. But they'd have to say, "Gee, there are already four of these guys in existence, do I want to be the fifth—is there room for me as a fifth network?" The loaded question is, "Is there room for a fourth network?"

Do you think there is?

Von Soosten: Well, I think there's certainly room because independent stations have been signing up. I don't think anybody expects to knock NBC off. Not this year. Maybe 10 years down the road they'd like to knock off NBC, but I think at this point, they're looking to improve what they've been able to do—and *Rivers* has certainly improved what those independent stations have collectively been able to do. It is doing substantially better than what those stations had done with syndicated programs.

So there's certainly room for them, as long as the current program schedule, the one they're about to introduce on Saturday and Sunday nights, as long as that performs, there will certainly be room for it. But if that schedule does not perform at the end of two years, those stations will have the option of going back to syndicated shows. At this point, there seems to be room for it. They've signed up a lot of stations, and that indicates right there that there's certainly room and that the stations are willing to commit—not just to a show, but to a network. They could not sign up just for the *Joan Rivers Show*, they had to sign with the Fox Network. Which is what they've done, and so yes, there is room for it.

If I can get back to barter. You hear a lot of stations complaining about so much barter being sold and how it's encroaching into their inventories. Is that so much posturing, or are we quickly reaching a ceiling on the number and amount of bartered programming out there?

Von Soosten: I think we're reaching a point where stations have been reexamining how much barter they can commit to. You've seen that with the NBC stations and their checkerboard. They put a maximum of a minute and a half of barter time. They said we want to keep as much as five minutes a night ourselves, and not give up the three or three and a half minutes that the syndicators had been taking.

Fox has made some very strong statements recently on barter, and David Simon, their programming vice president, has been called the "Barter Buster." I think large station groups are certainly concerned about it because it represents a lot of money to them, especially ones that are heavily sold, as the Fox stations are and the NBC O&O's are—they have heavy sellout rates. Higher perhaps than many other stations because of the markets they are in and because of their ability to generate ratings and to generate sales.

So it's real money as opposed to supposed money. There are stations that have plenty of inventory to give up, and the barter doesn't really hurt them. But for stations in the larger markets and the stronger stations, certainly they feel the impact of barter. I think that they are cutting back on the amount of barter that they're taking, whether it be overtly or just by not taking as many barter shows as they might have.

Plus, they're looking at the performance of some of these shows, and saying, "Gee, if the show doesn't perform and I want to move it, I'm still committed to the barter time. I hate to be in the situation of having to give up more barter time to replace the show to run off the barter from the first show. Therefore, it would be double barter."

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McCarthy: Absolutely.

What about alternatives? Do alternatives exist currently since independents counterprogram the affiliates with kids' programming? Is there anything else that could fill the void?

Kurlander: Well, I'm not sure it will fill the void, but first of all, everything has to play its course because of commitments made last year and two years ago for the fall of '87 and the fall of '88. What seems to be also happening though is that the softer kinds of animation tend to be doing better than the high-tech animation. *Ducktails* will be an interesting show to watch. One would assume that it would do just fine, and hopefully that will get back up a bit.

McCarthy: What's happening is that a lot of independent station groups are cutting back on the amount of animation they're running, and coming back to the old standby of off-network sitcoms. And they do play—and they play very well for them, and they reach that audience. So that is an alternative.

People argue that the business is cyclical and that the changes we've undergone both in the station community and the syndication community in the past year are nothing that won't pass over a certain point in time, and this will be just another wave in the whole advertising economy. Do you agree?

Kurlander: The advertising economy will come back, but that doesn't address the extraordinary prices that the stations have paid for product.

Will this wave cause any permanent changes in the terrain, both for syndicators and the stations?

Kurlander: I think you see it already, as we've talked about it. Aside from the megahits, people are not willing to pay the price any more. They're just not going to do it.

That's one of the good things about the reality genre, the talk show area. If *Geraldo* makes it, if *Shriner* makes it, at least that will tend to fill the market so that you'll have a lot of choices, and just the law of supply and demand should work. In terms of not driving those prices any higher on those kinds of shows. And if *Donahue* walked into your market right now for a 30% renewal, you'd tell him to go jump in the lake.

Von Soosten: Basically it's more of a buyer's market than a seller's market. Forget the *Cosbys* and the *Wheels*, obviously the megahit shows, but for most shows it's a buyer's market, it really is.

McCarthy: The buyer has got control of the marketplace again this year.

What about *Oprah*?

Kurlander: Well, *Oprah* is a different story; that's in the megahit variety. If you want to put *Oprah* on in the afternoon, you're going to have to pay the price, you have no choice.

McCarthy: And if you don't want to put it on in the afternoon, you probably won't get it renewed.

Kurlander: There are many markets where it's gone to bidding, such as Dallas and others, where it's just as competitive as the *Cosby* situation. Not the same numbers, but the same situation.

There weren't many programming holes in schedules walking into this convention. Was that because things were successful enough in terms of ratings, or was it because people were not willing to drop shows because they didn't want to have to go through the hassle of finding a replacement now that times are a little tougher?

McCarthy: Probably a combination of both. But you know, the thing about the season to date in the syndication and station barter business, unlike a year ago when we had *America*, is that we had no colossal failures this year.

Where are we going to be a year from now? Is there any idea of where holes may be developing now, and where syndicators might be?

McCarthy: The court area has been very successful, and it's very successful again this year.

Kurlander: And also the *Newlywed-Dating Game* area could be a big

hole.

Will there be as many first-run sitcoms next year?

Von Soosten: If the checkerboards continue not to work, there will be a surplus of first-run sitcoms on the market, which will all be forced into very limited weekend time periods, and a lot of them will drop out. So that the real proof will be with the NBC O&O's this year, at this point because the sitcom genre as a checkerboard has not been successful, I think syndicators have to be a little worried about that. Yes, they have clearances now, and yes, they will be on the air this fall, but where will they be a year from now?

Kurlander: If the *CBS Morning Show* should fail, that will open up a significant hole.

Von Soosten: When you talk about network preemptions, that's an obvious area. We've seen a couple of affiliates already preempting in the morning, and others have just been waiting to see what the new show would be like before they made that move. If the numbers don't improve on the CBS morning thing by next September, you're going to see wholesale defections.

McCarthy: Or sooner.

Kurlander: There are encouraging signs on that show, but there are a lot of CBS affiliates who'd just as soon have it for themselves.

McCarthy: And you've also got another burr in the aspect of that area. When ABC changes its cast of characters in February in the



Petry's Kurlander

morning, and whenever you change the cast of characters, the viewer has a choice to go someplace else.

Syndication sounds like a school of piranhas circling and waiting to pounce on any of these weaknesses in the network schedules.

Kurlander: That's right. And also late night. CBS late night has always been vulnerable, but continues to have problems getting clearances.

Are you optimistic about home shopping?

Kurlander: On commercial television?

Yes.

Kurlander: Between the hours of 6 a.m. and midnight, I'm not.

So you think it's an overnight phenomenon?

Kurlander: I just don't think it's commercially viable on a commercial station that's looking for ratings. I mean, forget 2 a.m. to 6 a.m., that's a whole different story. But for the hours of the day when you're looking for ratings, I just don't see it.

Von Soosten: But are ratings necessary when you have revenue coming in? I think the real question is how much revenue can you make? Let the ratings be damned; if I can make money on it, more

money than I'm making now, which is why some stations may be considering it, but I don't see it in the long run being commercially viable. I see it as being a short-term thing, and within a year it will start to fade.

Will it work on the cable side?

Kurlander: From a philosophical standpoint, that's what it was designed for, and of course that would include those open channels that have been set aside for that. That's what the whole nature of cable was designed for, if you set out to design it now. It's narrowcasting. We're broadcasting; they're narrowcasting.

Do any of you have a sense at this point of what firm go's will come out of this convention?

Kurlander: *Truth or Consequences* and *Wil Shriner*.

McCarthy: And *Win, Lose or Draw*.

Do you have any favorites that you think ought to?

Kurlander: I think *Geraldo* deserves a shot. It may not come out with a go, but I think soon after it will make it.

McCarthy: I would agree with that. By and large, the programs already mentioned are the programs that I wanted to see be a go anyway, and they are.

Kurlander: I'd like to see *Getting in Touch* be a go. I think it's a great show and it is being ignored by too many people who should see it. I think it's a really very good show, and this guy is excellent. But it's the chicken and the egg, and it's the big guy syndrome. Nobody wants to be among the first to go ahead, and they keep saying: "Who owns it? Who's buying it?" Well, someone has to start. So that show is having a lot of hard times, and it deserves a shot, in my opinion.

McCarthy: My opinion, too. I feel very strongly about that show.

Von Soosten: You know, it's interesting. We've just named the first-run shows that we think will become a definite go. You can count them without taking your shoes off, so it's really very few when you come down to it. To come out of a convention of this size with this many syndicators and this many shows coming into the market, to have no more than 10 shows as being go's—it's interesting.

Any others besides the ones you've just named?

Kurlander: *High Rollers* is going to be a go.

Von Soosten: Yeah, *High Rollers*, *Truth or Consequences*, *Wil Shriner* definitely, possibly *Geraldo* and five first-run sitcoms, *Win, Lose or Draw* and that's about it. Oh, and maybe the new *Star Trek*. That would be a once-a-week thing; that could go.

Would it be fair to say fewer shows and lower prices?

Von Soosten: Yes, I think so.

McCarthy: Yes, and I think quite frankly what the marketplace has begun here will not be totally consummated until several months down the line.

Is that something new this year?

McCarthy: Ordinarily, decisions have been made in the past more right here than almost anywhere else in the world, and they probably will continue to be, but people are going to wait on certain programs with the possibility that two or three of them might make it later on.

Von Soosten: What's happening this year is an expansion of the time frame for marketing a show. It's starting earlier and ending later.

Kurlander: It starts in September and now ends in June.

McCarthy: But I don't think the marketing is over with and I don't think it will be when we all leave New Orleans. It's going to go on for some time.

Bang-up NATPE for action-adventure shows

There's growing interest, both foreign and domestic, in first-runs of that genre, following glut of sitcoms

This year's NATPE convention turned out to be something of a stargazer's paradise, with the glitterati from first-run projects seen everywhere on the floor of the New Orleans Convention Center. Not all of those stars were affiliated with first-run sitcoms, however, as made evident by the almost inescapable presence of Mr. T, the star of the new Hal Roach half-hour action adventure series, *T 'n' T*, available as a weekly in January 1988. In fact, Mr. T's appearance seemed to herald the return of action-adventure series to syndication, a genre that now includes eight shows.

According to the distributors of those shows, the move into action-adventure is designed to avoid the "sitcom monster," as one syndicator described it, that now exists in first-run syndication. With the exception of one of the new shows, *Force III* from Orbis Communications, each is a weekly, which lends them, like the first-run sitcoms, to use by affiliates wishing to preempt weak spots in network lineups, as well as for placement in checkerboards.

The eight new action-adventure shows are *Star Trek: the Next Generation* and *Friday the 13th: The Television Series*, both hours from Paramount; *T 'n' T* and *Crossbow*, half-hours from Hal Roach Studios; *Rat Patrol* and *Sea Hunt*, half-hours from MGM/UA;

Cathoun, a half-hour from ITC Entertainment, and Orbis's *Force III* half-hour.

Syndicast Services had planned to introduce another show, *Neat and Tidy*, but based on the production quality of the two-hour pilot that aired in December, and its ratings, the project was scrapped. But Robert Silberberg, Syndicast executive vice president, said it is possible the show's concept may be revived in the future.

The entry in the first-run market of the eight action-adventure shows is a novelty this year but has historical precedence. During the late 1950's and early 1960's *Sea Hunt* lived in syndication. And just two years ago, Tribune Entertainment launched *Dempsey and Makepeace*. That show is now cleared by Viacom Enterprises.

According to many distributors, the glut of sitcoms on the market for fall 1987 was a big factor in going forward with action-adventures. As a demographic alternative to the sitcoms, the shows are being sold for use in blocks on weekends, or for late night as in the case of *Friday the 13th: The Television Series* and *Star Trek: The Next Generation*.

Dick Cignarelli, executive vice president, domestic syndication, MGM/UA Television, said that along with avoiding direct competition with the large number of sitcoms now on the market (MGM/UA has *We've Got it Made*), *Rat Patrol* and *Sea Hunt* have the advantage of a desirable male demographic skew. In the case of the former, men 18-34 are the target, while the latter has a broader

appeal. And both of the shows, Cignarelli said, have nostalgia as another sales motivator.

MGM/UA will produce 22 episodes of each of the shows, and is selling them on a cash-plus-barter basis, retaining three 30-second spots and leaving five minutes for stations.

That six of the eight new shows are half-hours is attributed to the generally low ratings that one-hour syndicated action adventures are currently getting. Half-hour shows are considered much more salable.

Nevertheless, each of the shows still has to contend with the problem of production at a reasonable cost. Action-adventures now on the networks average \$1 million or more per episode to produce. The action half-hours in syndication will also have to get around the problem of production at a deficit, without cutting corners. And the new action-adventures, replete with outdoor scenes and explosions, will not be cheap to produce.

But action-adventure shows possess an inherent advantage, salability abroad. Unlike comedies, action-adventures are readily accepted by foreign buyers. Indeed, some of the syndicators are co-producing the shows with foreign partners.

Mort Marcus, president of domestic distribution at Hal Roach Studios, said that 100% of the production costs of *T 'n' T* are expected to be covered by barter distribution domestically, "given the right lineup," and

foreign sales. Marcus said the series has been cleared in 35 markets covering 30% of the country. He said *T'n'T* will cost \$500,000 per episode, with much of that going toward its action scenes. Roach will produce the show in conjunction with Nelvana Productions, which will sell the show internationally. In *T'n'T*, Mr. T plays a lawyer, who can transform himself into a superhero.

There are already 24 episodes of *Crossbow* in the can. That show, shot in English by Robert Halmi Inc. and France's FR3, currently plays in France.

Orbis's *Force III* is being produced at a budget of roughly \$350,000 per episode. John Ranck, Orbis executive vice president, said that show, about three Vietnam veterans who do special work for the CIA, has already been well received by foreign buyers. Each of the three main characters will drive a specially equipped car, and the show has a licensing deal with Lewis Galoob Toys. *Force III* will be produced by F/M Entertainment Inc., headed by Edward S. Feldman, and Charles R. Meeker, producers of the theatrical movies, "Witness" and "The Golden Child."

Producers of the action/adventures will also resort to a now-familiar method of keeping costs down—producing in less expensive locales, such as Canada. Although ITS's *Calhoun*, starring Bruce Fairburn, formerly of *The Rookies*, is the story of a New York policeman, the show's pilot was shot both in New York and Toronto. No production budget for the show has been set, but, according to Arthur Kananack, president of ITC, production of the show's 24 episodes abroad is being considered.

Not all of the shows will be able to achieve such production economies. MGM/UA's Cignarelli said that *Rat Patrol* will be produced, as were the original episodes, in North Africa. *Sea Hunt* will be shot in the Caribbean.

Despite the downward trend in advertising this past year, producers of the shows were still bullish on the prospects for good revenues in syndication. Paramount, for one, is saying that it is putting *Star Trek: The Next Generation* in syndication because it could not get adequate license fees on the networks. *Star Trek: The Next Generation* is being produced at a budget of \$1.1 million per episode by Paramount's network division; *Friday the 13th: The Television Series* is being produced at a \$650,000 per episode. *Star Trek: the Next Generation* is covering its costs though an unorthodox barter split—seven minutes for Paramount, and five minutes for stations. Barter shows almost always are cleared with a split that leaves more advertising time for stations than distributors.

Another way in which economies are being achieved on the action shows is through sales to network affiliates for preemptions. Paramount has sold *Star Trek: The Next Generation* to 10 affiliates for preemptions and *Friday the 13th: The Television Series* has been sold to four affiliates.

Indeed, selling to preempt network programming has become the goal of some shows. *Dempsey and Makepeace* was first offered by Tribune Entertainment on a barter basis and was cleared by a lineup of 90%

On the stump. At a NATPE luncheon, Richard Frank, president of the Academy of Television Arts & Sciences, and president of Walt Disney Studios, made an impassioned plea to broadcasters to step up their fight against substance abuse. "I realize that this issue is not new to many of you," he said, noting that many stations are already airing antidrug PSAs and special programing devoted to the subject. But he wants television stations to screen out programing that promotes or glamorizes drug use. "As you shop around for programing next year, try and scrutinize how drug and alcohol use was portrayed in the shows you are considering. Is it excessively glamourized? Is it unnecessarily casual? Is there a subliminal message that as long as you don't get caught, drugs are OK?"



Frank said he understood that affiliates don't get to pre-screen the network programs they broadcast. And, he noted, both independents and affiliates are committed to air the entire package of syndicated programs they purchase. He suggested, however, that affiliates insist the networks feed them programing far enough in advance of air time to permit a review. Also, Frank said, broadcasters might have written into their contracts a right to refuse to air individual episodes they find objectionable. "If you, as station executives, feel that a particular episode sends out the wrong message to your viewers, you should have the right to refuse to air it and to refuse to pay for it."

The Hollywood producer said he realizes that his suggestions are likely to create problems for him as well as stations, but he believes the change is necessary. "To be sure these suggestions will not change television overnight. Nor should they. The drug problem has been festering for decades. We should not treat it as the latest fad and respond with a single season of sanctimonious sermonizing only to return to business as usual."

independents. According to Dennis Gillespie, senior vice president of marketing at Viacom Enterprises, a 90% affiliate lineup, under cash sales, is now desired. Gillespie said that more episodes of the show are not planned, since that would create more deficits. And with one-hour shows not doing well in the market, Gillespie said that aiming the show toward affiliates for preemption makes more sense than building up episodes for a strip. □

Panelists debate effectiveness of first-run syndicated checkerboards

The pros and cons of first-run sitcom checkerboarding were hashed out by syndicators appearing on a panel during a NATPE brunch. The majority felt checkerboards work and defended the practice of scheduling different first-run syndicated sitcoms in the same time slot five days a week.

In the minority was Bob Jacquemin, senior vice president of Buena Vista Television. Buena Vista, he explained, made a conscious decision not to get into the business of first-run sitcoms. First-run syndicated sitcoms flourished, he said, at a time (between 1983 and 1985) when there was a scarcity of

available sitcoms coming off the network. Today, however, the situation is different. Starting in fall 1987 and through 1990, 26 such network programs will be available, Jacquemin said. Furthermore, he said, at least half of those comedies will remain on the networks long enough so that first-run production is unnecessary. The capital-intensive nature of first-run comedies also contributed to his company's decision.

Jacquemin felt checkerboards presented several problems. He maintained that the success ratio of checkerboarding is not predictable and the practice entails enormous risks. During the late 1970's, when game shows were checkerboarded, the weaker programs, he said, pulled down the stronger ones. As a result, those programs were harder to sell as a strip.

A first-run sitcom advocate was David Salzman, vice chairman of Lorimar-Telepictures. He contended that sitcoms give stations an advantage. They provide broadcasters with network-quality programing and "offer viewers a choice." He disagreed with Jacquemin's contention that promoting first-run sitcoms is costly. "The number-one way to promote any show is your own air. You can't spend five times as much unless you start buying billboards and bus cards," Salz-



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NATPE pointers. In picking winning shows, advised Farrell Meisel, program director of WOR-TV New York, "use your rep, look at what works in similar markets, and use your research director." Meisel was one of several panelists who shared their experiences in programing with NATPE attendees. Joining Meisel (l-r): moderator, Jim Lutton, program director of WFSB(TV) Hartford, Conn.; Ann Pace, program director, WJXT(TV) Jacksonville, Fla.; Barry Thurston, Columbia/Embassy Communications, Los Angeles; Deb Zeyen, program sales, Group W TV, and Meisel.

Thurston urged program managers to "be prepared" when entering negotiations with syndicators. "You need to know where you want to go," he said. In dealing with a syndicator, said Zeyen, it's critical to "take the panic out" of the negotiations. Quite often, she said, it's difficult to gauge whether a syndicator is manufacturing a sense of urgency. "Watch a product, give yourself time to cool off and then go back to the product," Zeyen said. "Know your market, know what works and what your viewers expect from you," Pace suggested.

man said. "If you're not a *Wheel of Fortune* station, what alternative do you have? You have to try something new and dramatic to capture the audience."

Steven Bell, senior vice president of KTLA(TV) Los Angeles, spoke highly of checkerboarding. It's an approach that's worked well for Bell's station. He argued that promotion has been the key to that success. "For us necessity was certainly the mother of invention for our 7:30 checkerboard. We found ourselves last summer with four first-run shows ready to premiere in September and one first-run comedy scheduled to premiere in January. We looked at our options and we said to ourselves that these shows presented us with more of an upside potential than what we had in terms of new programing," Bell said.

The station discovered, he said, that the shows fit together well because they all appealed to a younger audience. "So we decided to commit promotion to the project and decided to throw caution to the winds and the rest is history." In the November sweeps, KTLA was number one in children, number one in teens, number one in 12's-to-34's and number two in women 18-to-49, he said.

NBC's owned-and-operated television stations are planning to use checkerboards next fall. Weston Harris, vice president for programs, NBC Television Stations, explained why the approach is appealing. "It seemed to us to be a good idea to try to capitalize on the success we were having in prime time." In more recent years, NBC stations have been using primarily game shows in access. But, Harris said, they wanted to take another approach: "To present in access network level programs which would be compatible with the programing that follows."

Harris noted that the most serious risk in terms of scheduling occurs during the first year. "We're not looking at this scheduling

configuration as a quick fix; it's a building process."

Donald Taffner, president of D. L. Taffner, and a pioneer in the development of first-run sitcoms, said his company had found such ventures profitable and planned to stay in the first-run sitcom business. □

Television producers review the business side of creativity

Television production, like television broadcasting, has become more bottom-line-oriented. Four producers discussed the new demands and constraints of their jobs in "Today's Executive Producer: The Business of Creation," a panel moderated by John Goldhammer, president of Goldhammer Productions, Los Angeles.

According to Goldhammer, the changes that have taken place in the television industry's first 40 years have been "nothing short of breathtaking," and much of the success of the industry is due to its being a business from day one. The profitability of the business has fluctuated, said Goldhammer. But "because the potential for financial success, as well as creative fulfillment, has always been there, we've been able to attract some talented people with enormous drive and innovative approaches to problem-solving," he said.

"The one thing that can attract the creative

people to this medium is the creative freedom," said Charles W. Fries, chairman, chief executive officer and president, Fries Entertainment Inc., Los Angeles (*Jacques Cousteau*, more than 30 made-for-TV movies and mini-series). Asked whether business is beginning to run the creative end of production, Stephen Cannell, president/executive producer, Stephen J. Cannell Productions, Los Angeles. (*The A-Team*, *Hardcastle & McCormick*), said: "I hope not." Cannell said that before he accepts a job he asks himself whether he would be willing to write a script for the program three years later. "I don't know what the marketplace is going to be like in five years. The only way you can do this job is believe in your material," he said.

But John Rich, executive producer/director, Paramount Pictures Corp., Hollywood (*Gunsmoke*, *All in the Family*, *MacGyver*), called the current business climate "troubling." Producers today are "developing according to somebody's perceived need at the moment" for a certain type of program, said Rich. "Ten years ago, they allowed us to do shows. We were showmen. Today, we're business appendages, and I don't like it," he said.

According to the panelists, the major television networks have a great deal of control over the production marketplace. When a network owns and produces a show, "it has a vested interest in keeping it on the air" and will sometimes do so longer than it should, Cannell said. For an independent producer "developing against a network-owned show, you're almost dead in the water. If it's an identical or similar type of concept, the network, unless theirs really doesn't work, is going to go with their show," he said.

Fries claimed most production companies would not exist if it were not for the financial interest and syndication rules. The issue of whether to give the networks a chance to share in syndication profits "will be a matter of negotiation for many years," he said. Rich described "the tripoli that we deal with, the three networks," as entering negotiations with "everything going their way." But Fries predicted that there will be some sort of compromise. "I think Congress is essentially very careful and very concerned about independent television stations and about distribution," he said, "and I think that we're probably in this new administration going to see a little tougher and a little tighter regulatory attitude."

Ralph Edwards, Ralph Edwards Productions (executive producer of *The People's Court* and *Superior Court*, creator and MC of *Truth or Consequences*), said the participation of owned station groups in production would not affect his company. "Frankly, I don't care which way it goes, because we've



Rich, Fries, Edwards and Cannell

been on an island in entertainment for so long that it doesn't matter a whole lot," he said.

But television production has changed, and the panelists have developed new approaches in an effort to improve the bottom line. Cannell said his company has taken programs to the Fox Broadcasting Co. because it offers competitive license fees. Producers go out of the country to take advantage of lower production costs. Rich said his company could not have made up production deficits alone: "Thank goodness we have a partner with very deep pockets called Paramount."

The panelists offered their advice on choosing the distributor for a show. "You want a syndicator with a good track record, certainly, and a willingness and ability to finance all or part of the production of the pilot," Edwards said. Fries said he looks for a distributor who can use his product and "does not have a lot of competitive product." Cannell recommended choosing "the company that had the most enthusiasm, had the greatest belief in the product," but said he decided to handle distribution himself because "when you take a look at what the distribution fees are that you pay to a distributor, and even though they do a good job and get you a lot of money," that distributor may take 40% for a month's work when "you've been working on [the program] for six years." □

Press, syndicators assess the state of the programing business in wake of deregulation

Economics, the quality of television programing and the effects of deregulation were the focus of "View from the Fourth Estate," a NATPE session featuring representatives of six trade publications and four syndication companies. The consensus of the panel was that the broadcasting business has changed, but the strong will survive and the problems in the industry will be corrected by Congress if not by the marketplace.

There are new players in the game, and a "new morality," according to Les Brown, editor-in-chief, *Channels of Communications*, who described the "big money" owners and investors who have entered broadcasting recently as "coming without any passion for the industry at all, with passion for the bottom line."

Jonathan Banner, president and owner of View Communications, defended broadcasting's right to concentrate on the bottom line. "I think there is a responsibility to the community, but I think [broadcasting] should be considered and understood as a business. It is a business," he said.

According to the syndicators on the panel, the industry's recent economic problems are a result of poor station management. Gary Lieberthal, chairman and chief executive officer of Columbia/Embassy Television, cited "undercapitalized, naive investors overpaying for [stations, then] not being able to service their debt." Dick Robertson, member of the office of the president, Lorimar-Telepictures, claimed many "thinly financed" UHF independents started up with business plans "based on the best of times," including com-



Chances for advancement. For television stations looking for some extra income, there was "New Business Opportunities," a panel moderated by Ken Rees, director of program services, wcco-TV Minneapolis-St. Paul. Four panelists presented strategies ranging from home video production to cable interconnects.

Paul Raymon, vice president and general manager, WAGA-TV Atlanta, shared his station's success in marketing a television special on videocassette. *The Holy Land*, one of the station's 12 annual prime time specials, raised \$300,000 in advertising revenues in three television airings, and has since sold several thousand copies through on-air ads and direct mail. WAGA-TV pays a company \$10 to distribute each tape, which sells for \$19.95. Raymon said about half the station's specials would be marketable as home videos.

Willis Duff, senior partner, Audience Research & Development, suggested repackaging news clips on topics such as computers to produce whole programs that then could be narrowcast to specific audiences in late-night spots. Computer buffs would be willing to watch commercials that offered them products they use in their trade, Duff said. "I'm a big believer in two-minute commercials if you've got a captive audience."

Bill Craig, general manager, Midwest Cable and Satellite, a division of Midwest Communications, which owns wcco-TV, said Midwest formed a cable interconnect because it was prohibited from owning cable systems in its marketplace. Through the interconnect, it sells ads and shares revenues with cable operators, cross-promotes its broadcast properties, reruns news programs, provides live coverage of high school sports, offers a 24-hour weather channel and experiments with pay-per-view.

Ryan Tredinnick, client services director, WJXT-TV Jacksonville, Fla., said his station formed TV4 Productions in 1980, with a \$1-million investment that went toward new technical equipment including a one-inch editing suite. The six-person service has not made "any major capital purchases since 1980," he said. It is on an operating budget of \$210,000 and expects to push revenue to \$500,000 for the year.

Raymon and Craig offered somewhat opposing theories on expanding into the marketplace. Raymon told the audience: "You can probably go a little too far afield and get your eye off the main target, which of course is the television business." However, Craig said: "When the going gets tough, you don't retrench, you seek out new fields."

Pictured above (l-r): Rees, Raymon, Tredinnick, Duff and Craig.

pounded double-digit advertising growth, and then "could not weather the storm." Lieberthal questioned the business sense of station groups that are 90 to 120 days past due in payments and announce to syndicators that they are "putting in a station in yet another small market. They're using our money to finance their expansion," he said. In the past, said Michael Lambert, executive vice president of 20th Century Fox, "it went without saying that you were going to be paid" by stations for programs. Today, his company demands full financial statements, and "you look at some of these business plans and they're a joke. There's no way these guys are going to stay in business," he said. Robertson voiced the new concern of the syndication world: "I believe that those of us who sell programs are going to be a little bit more careful about how we structure reserves for those sales."

But *Channels'* Brown saw the escalating costs of syndicated programs as a major factor in the health of the industry. He questioned whether it is economical for stations to pay 10 times more for a program that might draw a 6 rating rather than a 2.

The syndicators disagreed over the issue of allowing stations to renegotiate financing

of programs they carry. Lambert said 20th Century Fox is refusing all requests, a "shakeout" he termed "healthy." Robertson said Lorimar is considering renegotiation on a station-by-station basis. And Joseph Zaleski, president, domestic syndication, Viacom Enterprises, advocated helping founding stations. "I think it's important for us to keep our customers with their lights on instead of their lights off" so that there are more markets for programing, he said.

The growth of independent stations has stimulated the programing marketplace, said Lambert. "Somebody has certainly lit a candle under Hollywood and said: 'Good morning, there is a thing called syndication,'" he said.

With the increasing number of program offerings comes the question: What is quality? "Is the *Newlywed Game* quality?" asked Banner.

"Who are you or anybody else to say that something is quality?" countered Robertson. "I would like to think that the American public has enough good sense to understand what they want to watch and what they don't want to watch, and a good rating means that enough people out there in a democratic society voted that this is what they want to



Moderator Charlie Rose, CBS Television; Sol Paul, *Television/Radio Age*; West; Robertson; Lieberthal; Brown; Zaleski; Lambert; Banner; Syd Silverman, *Variety*; and Persson.

watch," he said.

"The American public is smart enough to make that choice," agreed David Persson, publisher of *Electronic Media*.

Lieberthal claimed that likewise "the advertiser, who is trying to communicate to the buyer, will do so through television, and through the highest quality television shows."

Robertson said stations must provide outstanding news and entertainment programming, among other services, to generate cash flow, and thus the obligation to serve the public interest "is automatically taken care of."

But Donald West, managing editor of **BROADCASTING**, claimed there is a new climate in the industry, and the law, which once called for a public interest standard, in the past 10 years "has eroded to the point that broadcasting stations could be sold in a market like pork bellies." Economics are driving the industry, not programming, West said. The quality of programming is a minor issue, he said, compared to "whether or not your station is going into bankruptcy. Whether or not your network has been taken over, has done away with your job, has started to change all the players on the scene. Whether or not in the station business you can afford to keep up with prices, whether you can service your debt."

The syndicators did not see the future as being quite so dreary. Zaleski claimed that MCA's write-off of \$50 million was an effort to avoid paying taxes on additional income in 1987 under the new tax laws, and Viacom is also taking a write-off of \$1.4 million, he said.

Robertson said Lorimar's write-down of receivables, announced during the convention, represents less than 5% of the receivables of the company. "It is not a widespread problem," he said. "The sky is not falling, and this business is still a great business."

"It's still basically a healthy business," said Lieberthal.

Brown predicted the industry will "see a backlash to deregulation," and in fact will demand a return to regulation such as the antitrafficking and three-year rules. "The FCC has been so casual about the financial qualifications, and that burned a lot of people," he said.

According to West, public trusteeship will return, either through the efforts of Congress or through the demands of the marketplace.

The stations that deserve to succeed, will succeed. "I think the weak will go away and the strong will stay," Zaleski said. □

NATPE panelists foresee changes ahead for broadcasters from new Democratic Congress

The climate is changing on Capitol Hill, said Mark MacCarthy, staff member with the House Energy and Commerce Committee, who feels the tide has turned on deregulation. He believes the return of the Senate to Democratic control and congressional concern over the Iran arms sale and the insider trading scandal on Wall Street have contributed to a less favorable attitude toward deregulation and will result in government taking a more "proactive role."

MacCarthy was one of several NATPE panelists offering their view of the new Congress and some of the broadcasting issues that might crop up. He was joined by John Summers, senior executive vice president for government relations of the National Association of Broadcasters; Tom Herwitz, vice president of corporate legal affairs for Fox Television Stations, Washington; Charles Firestone, communications attorney with Mitchell, Silberberg & Knupp and a member of the UCLA law faculty, Los Angeles (he was director of UCLA's communications law program in 1977-86), and Andrew J. Schwartzman, executive director, Media Access Project, Washington.

Not only are members of Congress thinking twice about deregulation, but MacCarthy thinks the broadcasting industry's position on deregulation has also shifted. He said he hears fewer broadcasters calling for "deregulation for the sake of deregulation."

As for specific communications issues, MacCarthy stressed that there's a consensus among lawmakers in favor of local television cable carriage rules (must carry). He said that the FCC's handling of the must-carry issue has already met with a "firestorm of criticism" and he doesn't expect that criticism to disappear until some form of must-carry is enacted.

To Herwitz, must carry insures that broadcasters are operating in a "balanced market-

place." He argued that as long as cable has a compulsory copyright license and broadcasters are denied syndicated exclusivity, must carry is needed. "If we could get to a point where there is real competition out there, then I'd just assume broadcasters not be granted any of these protections. But until that time comes, there's a need to protect cable subscribers," he said.

The FCC's policy on minority and women's preferences is yet another area that Congress is watching, MacCarthy said. Members are worried, he said, that the agency will eliminate the policy. The House staffer also anticipates "widespread support" on the Hill for legislation to restore the FCC's antitrafficking rule requiring stations to be owned three years before being sold.

NAB's Summers said that his association has not taken a stand on whether the rule should be reinstated, but if he had to venture where the industry stood, it would be 60 to 40 against reviving the rule. Later Summers indicated that NAB, "standing alone," would oppose a return to the rule. Schwartzman, on the other hand, argued for the three-year rule. He maintained that since its repeal, "the basis of the broadcasting industry" has been destroyed.

Schwartzman also expressed concern about broadcasters who air home shopping programs. "I think it's a mistake... using a scarce broadcast property to sell cubic zirconians. It's a real threat to the future of a business whose service is programming," Schwartzman said.

He clashed with Summers over the fairness doctrine and the comparative renewal process. A proponent of the doctrine, Schwartzman argued for its continuation. Judging from the prices of stations today, scarcity is still a valid rationale for the doctrine, he said. And, he added, there is "strong" bipartisan support for the doctrine in Congress. Congressmen, he said, "mistake too much concentration of power in private hands." This isn't an issue, Schwartzman maintained, "to take to the Supreme Court; it's been decided already."

But Summers insisted it is a matter for the Supreme Court. Furthermore, he said that the court has invited the FCC to revisit the issue. In the area of comparative renewals, Summers said NAB was not seeking passage

of a broad deregulation bill, only elimination of competing applicants and the "payoffs" involved with petitions to deny. But Schwartzman vehemently denied that these so-called pay-offs occur frequently. "I haven't noticed the industry foundering from the present system."

If the FCC tampers with the fairness doctrine, UCLA's Firestone predicted, Congress will jump in and codify the doctrine.

Another issue that is sure to come before the Congress, said Fox's Herwitz, is negative political advertising. Both Schwartzman and MacCarthy think the Corporation for Public Broadcasting will fall prey to some congressional scrutiny. Schwartzman thought CPB's proposed content analysis study would "self destruct" and that public broadcasting would come out "bloodied but unbowed." MacCarthy told the NATPE audience that there is also some concern about management of the corporation, which he noted, has had two presidents in 18 months. □

NATPE/BEA seminar participants discuss positioning, counterprogramming

"Positioning" was addressed from the perspective of television networks, syndicators, station sales representatives and a station during an all-day seminar co-sponsored by the NATPE Educational Foundation and the Broadcast Education Association. The audience, primarily teachers of college communications courses, were given a nuts-and-

bolts introduction to four areas of broadcasting so that they can better prepare their students for the working world.

Offering some practical advice was luncheon speaker Jack Blessington, vice president of broadcast relations for CBS. A former academician, Blessington stressed that every college communications department ought to offer a course in interpersonal communications. "Every human being yearns to be understood. Make it easy for another person to be understood, and you will rise up," he said. Blessington said he would rather hire a person who gets along with others than a person who is extremely bright. "If you try to run a university department or CBS with nothing but stars, you have an atomic explosion and you destroy the place," he said.

Blessington said a liberal arts background is best for students who want to get into broadcasting. He cautioned students not to enter the industry "to save it from itself... We don't need reformers in television, we need informers and we need people who love the business," he said.

The network approach to positioning product in the television marketplace was defined by David Poltrack, vice president, CBS/Broadcast Group. Poltrack said CBS relies increasingly on motivational research in determining how programming will fare in the marketplace. The networks can no longer afford to air "broad-scale programming to attract everyone. We just can't attract everyone. There are too many alternatives out there," Poltrack said. "We have to move from the broadly drawn, exaggerated char-

acters of the past to finely drawn, empathetic characters."

Counterprogramming has increased, according to Poltrack, who said the networks now concede that certain shows on other networks are hits and, to counter those hits, CBS instead "look[s] for the disenfranchised audience." The problem comes in trying to counterprogram NBC's *The Cosby Show*, he said, which appeals to every demographic, or in trying to introduce a new program like *The Morning Program*, which must compete with two programs of the same genre that have loyal audiences, leaving CBS "the odd man out." Poltrack said *The Morning Program* is targeted at housewives, who constitute a major part of the morning audience. "You can talk about counterprogramming, but you can't put on a male appeal show when there are no men [watching]," he said. CBS also hopes to profit from the departure of David Hartman, co-host of *Good Morning, America*.

Tricks of the syndication trade were revealed by two officials of Lorimar-Telepictures—Bruce Rosenblum and Leonard Bart, vice president and director of research, respectively. According to Rosenblum, "NATPE is really the Super Bowl of positioning if you're a syndicator, because it's the syndicators that do the best job of positioning at this convention that will come away with the most shows on the air and their shows cleared in the best time periods."

Rosenblum and Bart described various tactics used to promote syndicated programs. *Taxi* was shown as similar in appeal

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I understand the spots will be sent without cost or obligation.

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Station _____

Street Address _____

City _____

State _____

Zip _____

to the highly successful *M*A*S*H* when it went into syndication; made-for-TV movies were touted any time they performed better than theatricals; women's programs were offered to counterprogram *Monday Night Football*, and action programs were offered to counterprogram nighttime soaps.

Best television fare honored with Irises

WBZ-TV Boston, WTVF(TV) Nashville and noncommercial KETS(TV) Little Rock, Ark., each won two Iris awards in NATPE's annual honors for the best in local television programming. WBZ-TV won in the entertainment and talk/service/information categories for *Tender Places* and *People Are Talking: What Makes a Survivor*, respectively. WTVF won for *Senior Stars* (sports) and *Aging: A Family Affair* (talk/service/information). *Summer's End* (children's) and *Fort Smith: Hell on the Border* (entertainment) were KETS(TV)'s winning entries.

NATPE's Award of the Year went to television producer Norman Lear, for his "enormous contributions to television entertainment."

President's awards were given to NBC and the British Broadcasting Corp. for their outstanding service to the broadcast industry and to Bob Bernstein, president of NATPE's public relations firm, March Five, for "his 18 years of dedication and loyalty to the

association." NATPE is moving its headquarters from New York to Los Angeles and is conducting a search for a new public relations firm.

The complete list of Iris winners follows.

Iris of the year
Norman Lear

President's Award
NBC, British Broadcasting Corp., and
Bob Bernstein, president, March Five



Lear



Bernstein

International Iris

CJOH-TV Ottawa and John Beveridge □ *High School Confidential*.

Markets 1-20

KABC-TV Los Angeles □ *Free At Last* (public affairs).
WKYC-TV Cleveland □ *Cleveland Vice* (program segments).
WPLG(TV) Miami □ *In the Beginning* (sports).
WCAU-TV Philadelphia □ *Kidside* (children's).

WBZ-TV Boston □ *Tender Places* (entertainment)
KGO-TV San Francisco □ *Doctor Edell's Medical Journal* (magazine).
WBZ-TV Boston □ *People Are Talking: What Makes a Survivor* (talk/service/information).
KNBC-TV Los Angeles □ *The Spirit of Southern California* (short subjects).
WBBM-TV Chicago □ *Lourdes: An American Pilgrimage* (all other).

Markets 21-50

Maryland Public Television □ *Streets of War* (public affairs).
KGTV(TV) San Diego □ *Addictor Boats* (program segments).
WTVF(TV) Nashville □ *Senior Stars* (sports).
WOWK-TV Huntingdon, W. Va. □ *The Art of Computer Animation* (children's).
WLAE-TV New Orleans □ *St. Charles Streetcar: Our Oldest Line* (entertainment).
KSL-TV Salt Lake City □ *Canyonlands* (magazine).
WTVF(TV) Nashville □ *Aging: A Family Affair* (talk/service/information).
WHIO-TV Dayton, Ohio □ *Fly* (short subjects).
WFTV(TV) Orlando, Fla. □ *Life in Stress Lane* (all other).

Markets 51-214

WHA-TV Madison, Wis. □ *Fall From Grace* (public affairs).
WTV(TV) Chattanooga □ *Side Roads: Favorite Haunts* (program segments).
KGUN-TV Tucson, Ariz. □ *Two for the Road* (sports).
KETS(TV) Little Rock □ *Summer's End* (children's).
KETS(TV) Little Rock □ *Fort Smith: Hell on the Border* (entertainment).
KGMB(TV) Honolulu □ *Hawaiian Moring Company* (magazine).
KGAN-TV Cedar Rapids, Iowa □ *Harvest of Discontent* (talk/service/information).
WBIR-TV Knoxville □ *The Heartland Series: A Gift for Jacob* (short subjects).
WNPB-TV Morgantown, W. Va. □ *Do You Hear the Rain?* (all other).

Super Bowl was super for CBS

CBS took the ratings week ended Jan. 25, week 18 of the prime time season, with an 18.5 rating/28 share over NBC's 17.9/27 and ABC's 14.6/22. The broadcast of Super Bowl XXI took first place on the chart with a 45.8/66, moving NBC's *Cosby Show* to second place. *Cosby*'s 41.3/56 was a record breaker for the series, topping the show's previous ratings record of 39.0. *Family Ties* came in third place with a 39.2/53, while the Super Bowl postgame show pushed into fourth place for the week with a 34.0/49 and moved *Cheers*, also on NBC, to fifth with a 30.7/42.

Last year the week went to NBC with a 21.2/32 over CBS's 16.0/24

and ABC's 14.4/22. In this year's season-to-date race, NBC has a 17.9/28, while CBS has a 16.2/26 and ABC a 14.1/22.

The evening news race went to NBC with a 13.4/22, a slim victory over CBS's 13.3/22, but comfortably ahead of ABC's 11.6/19. Last year's news numbers for week 18 were: CBS 13.6/23, NBC 12.2/21 and ABC 11.5/19.

Homes using television (the HUT level) was 66.5%, up from last week's 65.4% and up from last year's 65.7%.

CBS took three nights: Monday, Friday and Sunday. NBC won on Thursday and Saturday, leaving ABC with Tuesday and Wednesday.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Super Bowl XXI	CBS	45.8/66	26.	Facts of Life	NBC	17.9/30	49.	St. Elsewhere	NBC	14.1/23
2.	Cosby Show	NBC	41.3/56	28.	Magnum P.I.	CBS	17.9/28	50.	Cobys	ABC	13.4/19
3.	Family Ties	NBC	39.2/53	27.	Cavanaugh	CBS	17.8/25	51.	Simon & Simon	CBS	13.2/20
4.	Super Bowl, post-game	CBS	34.0/49	28.	Hunter	NBC	17.6/30	52.	Sungray	NBC	12.8/20
5.	Cheers	NBC	30.7/42	29.	Falcon Crest	CBS	17.4/28	53.	Ohara	ABC	12.8/20
6.	Golden Girls	NBC	28.4/42	30.	20/20	ABC	17.2/27	54.	Spenser: For Hire	ABC	12.4/21
7.	*Tortellis	NBC	25.1/38	31.	Unsolved Mysteries	NBC	17.1/29	55.	Sledge Hammer	ABC	12.3/20
8.	Moonlighting	ABC	24.4/36	32.	Out on a Limb, pt. 2	ABC	16.8/25	58.	Valerie	NBC	12.3/17
9.	Who's the Boss?	ABC	24.2/35	33.	Perfect Strangers	ABC	16.8/25	57.	Mike Hammer	CBS	12.1/18
10.	Growing Pains	ABC	24.2/34	34.	MacGyver	ABC	16.7/23	58.	Sidekicks	ABC	11.8/20
11.	Newhart	CBS	22.9/31	35.	Hotel	ABC	16.1/28	59.	Starman	ABC	11.8/19
12.	Dallas	CBS	22.3/34	36.	Hill Street Blues	NBC	15.9/23	60.	The Wizard	CBS	11.8/17
13.	Amen	NBC	20.9/33	37.	Amazing Stories	NBC	15.8/21	61.	Easy Street	NBC	11.2/18
14.	227	NBC	20.7/34	38.	Equalizer	CBS	15.6/26	62.	Supernight Super Bowl	CBS	11.1/19
15.	Matlock	NBC	20.2/29	39.	Scarecrow & Mrs. King	CBS	15.4/24	63.	CBS Tuesday Movie	CBS	11.1/17
16.	Miami Vice	NBC	20.0/30	40.	Jack & Mike	ABC	15.2/25	64.	Our House	NBC	9.7/14
17.	*Hard Copy	CBS	19.8/33	41.	NBC Sunday Night Movie	NBC	15.2/23	65.	Shell Game	CBS	9.3/13
18.	Kate & Allie	CBS	19.8/27	42.	Webster	ABC	15.0/23	66.	Disney Sunday Movie	ABC	8.3/12
19.	My Sister Sam	CBS	19.7/27	43.	Mr. Belvedere	ABC	14.8/23	67.	Our World	ABC	7.7/10
20.	Dynasty	ABC	19.6/28	44.	Cagney & Lacey	CBS	14.6/23	68.	Gungo	ABC	7.4/11
21.	Highway to Heaven	NBC	19.5/28	45.	NBC Monday Night Movies	NBC	14.5/21	69.	CBS Saturday Movie	CBS	6.8/11
22.	L.A. Law	NBC	19.1/30	46.	Pointer Sisters Special	NBC	14.4/23	70.	Dads	ABC	6.4/10
23.	Head of the Class	ABC	18.8/27	47.	Gimme & Break	NBC	14.4/21				
24.	ALF	NBC	18.4/25	48.	ABC Sunday Night Movie	ABC	14.2/21				

*Indicates premiere episode

Taking stock of cable and public TV programming

The amount of first-run programming on cable will increase in future years, industry representatives said at a NATPE meeting. But the move toward more original shows may not bode entirely well for Hollywood producers and syndicators, since some cable companies are beginning to move into in-house production.

"The way to go now is in-house production. . . . It makes a lot more sense," said Chuck Gingold, vice president of programming for the Lifetime Network and moderator of the panel session. Geraldine Laybourne, executive vice president and general manager of Nickelodeon and Nick At Night, went one step further, saying the network philosophy of working with outside producers "may have become obsolete."

Laybourne said in-house production has become so important for Nickelodeon that "our future hinges on [it]." The "biggest change" in the management philosophy of Nickelodeon, which produces programs for the children's market, has been to hire more creative people for the executive ranks, she said. It gives the company more control over production values and the revenue generated by the programs—an important factor for a service like Nickelodeon that operates on a limited budget. Still, she added, the company will consider proposals from independent producers and place them in competition with ideas submitted from within.

The "next logical step," according to Laybourne, is for cable companies to get into co-ventures with other parties. In the case of Nickelodeon, she said, it would be toy manufacturers.

Other panelist argued that cable programmers should not primarily limit themselves to in-house production. "We are willing to go any place, anywhere, to get good programming," said David Kenin, senior vice president of programming for the USA Network. But Kenin said even USA has stepped up its original programming efforts. The cable industry "will have to do that" to survive, he added.

Jack Petrik, executive vice president and general manager of superstation WTBS(TV) Atlanta, said his company will continue to pursue all programming opportunities and try to provide a mix of in-house and outside production.

□

Why do affiliates of the Public Broadcasting Service attend NATPE? Public station representatives asked themselves that question at their affiliate meeting, titled "What Are We Doing Here?"

The six panel members, moderated by WPBT(TV) Miami's John Felton, offered a variety of perspectives but came to a consensus: Public broadcasters attend NATPE to see the product, meet the players in the broadcast industry and make public television's presence felt on a wider scale.

What NATPE won't do for public television is provide programming to build the network's audience, according to David Leroy, chairman and co-founder of Tucson, Ariz.-based PMN TRAC, a public television research company. Leroy claimed that the public television audience has leveled and is not likely to grow. What the distributors at NATPE have to offer PBS affiliates is programs that "service" the existing audience, satisfying viewers who will then become contributors to public television, he said. Bob Davidson, program director, the Eastern Educational Network, claimed major American programs of public television quality are rarely found on the NATPE floor.

Meanwhile, the panel agreed, public television is facing increasing competition from cable television services and independent stations. "At the moment, there is some sort of horse race going on," said Ron Devillier, president of Devillier-Donagan Enterprises, a program distributor based in Washington. Devillier cited the inroads made by the Discovery Channel, the Arts & Entertainment Network and Turner Broadcasting, which buy programming similar to that shown on PBS affiliates. The cable services "are beginning to eat into significant properties that previously would have gone in first-stop shopping to public television stations," he said.

In addition, according to Frank Miller, president of Lionheart Television, now owned by the BBC, "some of the smarter independent stations are starting to go after your audience with the kind of programming that you have put on quite successfully." A member of the audience voiced the concern that competing services "blur what we are" in the minds of viewers. Warren Park, director of programming for New Hampshire Public Television, stressed that public television stations have got to "find ways to finance our programs so they're only seen on our stations." And the need for promotion must be taken into account when a station sets its initial program purchase budget, said Cindy Browne, director of programming for KTCATV Minneapolis-St. Paul. But Leroy claimed that the threat from other services is overrated. "I don't really see them as significant threats to public broadcasting," he said. As an example, Leroy said the Arts & Entertainment Network's average rating is between 0.4 and 0.6. "My electric razor gives out a larger rating," he said.

Two attorneys probe problems and solutions of bankruptcy ills

NATPE provided a forum to address, in at least hypothetical form, the problems associated with Chapter 11 filings in the broadcast industry. The session, "Chapter 11: A New Storyline for the Industry," moderated by Robert Ordin, a former bankruptcy judge and now professor of contracts and creditor rights at Loyola Law School, looked at a hypothetical situation from the views of two attorneys, one representing a bankrupt station and the other a program syndicator.

"There is life after Chapter 11," according to Ordin, who began the session by asking whether a debtor station can legally continue to air a program and collect advertising revenues without paying license fees. The answer given by the fictional independent station's lawyer, bankruptcy attorney Joseph Eisenberg, with Levene & Eisenberg in Los Angeles, was a qualified yes. If the contract between a bankrupt station and a syndicator calls for termination of program use as soon as notice of default is given, further use of the program is forbidden. But if the contract provides a typical 10-day "cure" period, then the station owner who declares bankruptcy by the ninth day after default essentially stops the clock, Eisenberg said. According to Michael Kearns-Weiss, a bankruptcy attorney with Loeb & Loeb in Los Angeles, who represented the fictional syndicator, distributors of programming would do well to make sure their contracts contain an immediate termination clause.

Asked whether syndicators can be required to deliver to a bankrupt broadcaster the balance of a multipart program or series, the answer was again a qualified yes. "Vendors and suppliers of necessary services and product can be compelled to continue to deliver" if the debtor is paying the syndicator post-bankruptcy royalties, said Eisenberg.

Ordin emphasized that bankruptcy court is not designed for the benefit of syndicators. "The Chapter 11 court and the Chapter 11 system has as its objective what is called in the law 'the rehabilitation of the debtor,'" he said, and there is "an attitude in that court to give the benefit of the doubt and to lend the court process to techniques that will aid the rehabilitation."

Among the circumstances that aid the debtor, said Kearns-Weiss, is "a notion in the bankruptcy law that when someone is delivering product post-petition, the debtor only has to pay the reasonable value for the product." In the current market, he pointed out, the product being delivered by the programmer may no longer have the value it did when the contract was signed, and the debtor station may say, "Yes, you have to deliver the product to me, but I don't have to pay you hundred cents dollars." The syndicator's view is that "they have a contract, and the reasonable value for the use of that property is the contract rate for that property," said Kearns-Weiss. Advertising, royalty and promotion costs are built into that price, he said, and "that money flows out to a lot of people, not just [syndicators] yourselves." Kearns-Weiss conceded that syndicators are not really hurt when they are forced to take payments at the current market value, but "that

is not a situation that we would allow to go on indefinitely."

Also discussed was whether a bankrupt station should be allowed to assign its right to air a program when it transfers its assets to a new company. Although a contract may specify that the rights to a program are non-assignable, Eisenberg said, bankruptcy law holds that "for the greater good, to accomplish an overall rehabilitation of a troubled debtor—in whatever industry—license agreements or contractual rights which could be valuable assets ought to be marketable, and the antiassignment provision in any document is simply not enforceable." That assignment is subject to certain conditions, including payment of pre-bankruptcy fees, compensation for "any pecuniary loss" suffered by the syndicator, and assurance of future performance by the proposed assignee. "I cannot assign that contract unless I make the syndicator in this example whole," he said.

Although Eisenberg and Kearns-Weiss were set up for the hypothetical case as adversarial attorneys, they tended to try to reach solutions amicably. "As a practical matter," said Kearns-Weiss, "the requirement of adequate assurance of future performance and the requirement of curing of all past defaults on the agreement usually makes most programers and lenders and nondefaulting parties quite happy. They're more than willing to go along with that kind of situation," he said. □

Panelists say that economic troubles of stations are overblown

At an upbeat panel session during the NATPE convention on the "economic revolution" occurring in the broadcasting industry, some panelists attempted to temper the gloomy predictions generated by the round of takeovers at the networks, the softness in the advertising market and the economic troubles syndicators and independents have experienced in recent months.

Media analyst Paul Kagan estimated that "50 to 60" stations are experiencing some economic problems, and that two dozen of them "have the most financial difficulties." But Kagan blamed the press for magnifying the situation, saying the amount owed to syndicators by UHF independents is about a 10th of the \$1 billion often cited in unofficial reports. "People get carried away with the excessiveness of the situation," he said. The stories, according to Kagan, also lead readers to believe these stations cannot pay any of their programing bills, which he asserted is false.

Station executives, meanwhile, are taking advantage of the publicity, using it as a "negotiating ploy" with creditors, he said. The troubles, Kagan added, merely represent the "first significant correction" of a five-year boom in the syndication business.

Most of the stations experiencing money woes did not count on the advertising market going soft. Panelists sounded some old

themes to explain the turnaround: lower inflation, network economic troubles, more independents, superstations, cable and ad-hoc barter networks competing for the advertiser's dollar, industry mergers and acquisitions.

Jeff Epstein, a vice president at First Boston Corp., said that while there will continue to be a large number of mergers "across the board," there will be fewer media mergers and fewer "break up" acquisitions. With the repeal of the general utilities doctrine, he said, it will be more difficult to eliminate competition through buyouts because the tax rate for such merger transactions will be doubled.

As for the management changes occurring at the networks, Epstein expressed optimism that in "another year or so" their troubles will come to an end. "I'm bullish on the networks," he said. The one major change that will come out of this retrenching period will be a fundamental realignment in the relationship between networks and their affiliates, according to Epstein. Because affiliates are by far the largest profit center in broadcasting today, he said, the networks will "get more out of affiliates or they will change their negotiating pattern" to obtain cost reductions.

On the other side of the coin is the independent television operator. Unless a station is the number one independent in a market, panelists said, the chances for success are bleak. □

Journalism

International media meeting plans to fight press censorship

Among results of London conference is to be establishment of press hotline and fund to fight news suppression

Representatives of some 140 media organizations in 34 countries assembled in London to exchange stories of the problems they face as they attempt to exercise press freedom. The stories they told—in panel sessions and speeches—of government intimidation of journalists and of indirect and outright press censorship were echoes of complaints heard before. And the conference's call for "press

freedom throughout the world" was not new, either. What was new was the adoption of a program to combat restrictions of press freedom.

The Declaration of London, adopted at the conclusion of the conference, calls for such actions as the creation of a "fund against censorship," the establishment of a censorship "hotline," the production of broadcast and print advertisements to spotlight "examples of news censorship" and the organization of an "early warning system" to provide information on restrictive press

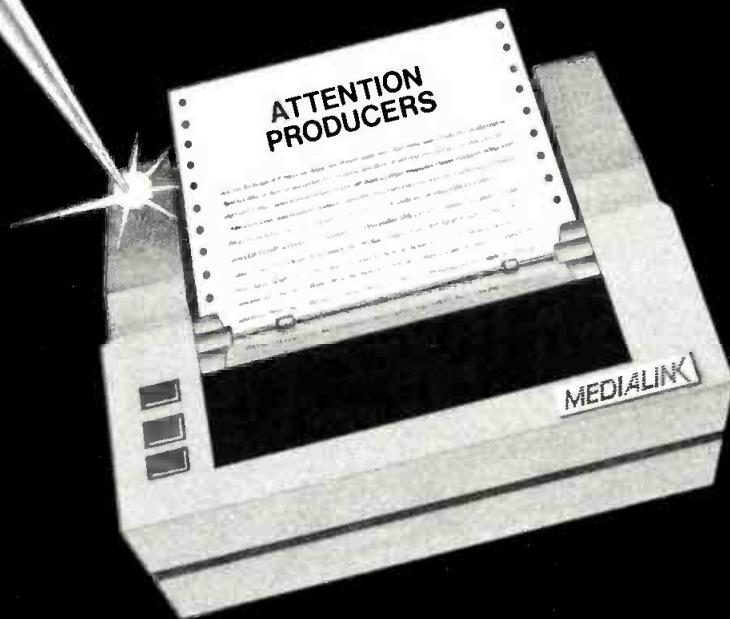
laws, even the dispatch of journalistic missions to investigate conditions that severe censorship is allegedly intended to conceal.

The conference is significant also in the role played by broadcast journalists and the attention the declaration pays to broadcast journalism. Seventeen of those participating were from broadcasting. Ernie Schultz, president of the Radio-Television News Directors Association, along with Richard M. Schmidt Jr., of Cohn & Marks and counsel to the American Society of Newspaper Editors, prepared material on problems U.S. journalists face that was adapted for inclusion in the principal working paper for the conference (BROADCASTING, Jan. 19). And the declaration makes specific references to broadcasting, as in the assertion that "independent news media, both print and broadcast, must be allowed to emerge and operate freely in all countries."

"Challenging the Censors: A World News Media Action Conference" was organized by the World Press Freedom Committee, a group of national and international media organizations, and the Edward R. Murrow Center of Public Diplomacy of the Fletcher School of Law and Diplomacy at Boston's Tufts University, and five other international groups: the International Federation of



Freedom writers. On the dias for the "Challenges Facing Broadcasters" session at the World Press Freedom Committee meeting are (l-r): Luis Alberto Sole, director general, International Association of Broadcasting; Tom Fenton, CBS News chief European correspondent; Joachim Braun, freelance West German television correspondent, and Ian MacIntosh, general manager, Australian Broadcasting Corp.



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Newspaper Publishers, the International Press Institute, the North American National Broadcasters Association, the Inter American Press Association and the International Federation of the Periodical Press. The sponsors were The Reader's Digest Association Inc., Time Inc., Samuel I. Newhouse Foundation, CBS Inc., Capital City Press, *Los Angeles Times*, *The Washingtonian* and the Philip L. Graham Fund.

The conference heard reports that journalists are being gunned down—a delegate from Mexico said four journalists were fatally shot in his country last year, 31 in the last 15 years—that threats by governments to withdraw publishing or broadcasting rights were made to restrain the media, and that economic pressure, available to governments through their control of press telecommunications facilities and the distribution of newsprint, as well as their allocation of government advertising, succeed in “muting voices that those in authority do not wish to be heard.” The editor-in-chief of *The Star*, in Johannesburg, South Africa, spoke of the peculiar problems of a press with a 150-year history of freedom now confronting “more than 100 laws curbing freedom of information.”

“We of the print, broadcast and electronic media believe that our primary responsibility is to our readers, our listeners and our viewers, and that our obligation is to inform them to the best of our professional ability,” the declaration says. “Thus it is to challenge those who would put fetters on the free flow of news in word and image that we reporters, photographers, editors, publishers and broadcasters from 34 countries throughout the world have gathered in London... for the first international conference convoked specifically to combat censorship.”

The declaration enunciates a number of principles that it says “should apply in maintaining a universal, free and uncensored flow of information”—the first being that “censorship, direct or indirect, is unacceptable.” It also says that print and broadcast media must be allowed to operate freely, that



Congratulations. Vice President George Bush was one of about 300 people who turned out for a reception celebrating the fifth anniversary of ABC's *This Week with David Brinkley* at Washington's Willard hotel. Capacities and ABC News executives welcomed a number of congressional, government and media representatives and many of the people who had been guests on the show.

governments accord all media the same treatment, “economic or otherwise,” and that the access of print and broadcast media within a country to outside news and information services should be unrestricted. It also says “national frontiers must be open to foreign journalists.” And it calls for the elimination of restrictions on free entry into the field of journalism through such means as licensing, and maintains that “journalists, like all citizens, must be secure in their persons and be given full protection of law.”

How is the application of those principles to be obtained? The conference, through the declaration, says it intends “by this meeting to help create an atmosphere in which censorship is recognized for what it is—a denial of human rights.” And from the declaration, the conferees promise to move forward to “joint action.” The first step would be to continue to publicize and protest “abuses against press freedom.” The declaration says that makes it “clear to the world what others would hide, and has proven helpful in aiding journalists in difficulty.” As for specific action, it calls for:

■ “Creation of a ‘fund against censorship’ to support legal challenges to censorship measures and to other abuses of press freedom.” In addition, lists of lawyers capable

of supporting those challenges would be compiled.

■ The “establishment of a ‘censorship hot line’ as a clearing house for complaints by journalists subjected to direct or indirect censorship.” Journalists could use it for assistance and advice. It would also “help in focusing international publicity on the abuses to which they have been subjected.”

■ “Production... of public service advertisements” which the print and broadcast media could use to spotlight “particularly severe or striking examples of news censorship or other abuses against press freedom.”

■ “Organization of an ‘early warning system’ to provide information on restrictive press laws, regulations or other measures being prepared or proposed, in order that international attention be brought to bear in time to oppose their adoption.”

■ “Dispatch of journalistic missions to regions where official suppression of the news is especially severe, in order to investigate fully those conditions or events which the censors would conceal.”

The details of how that “joint action” would be implemented were not spelled out. However, the conference adopted a motion assigning responsibility for implementation to the organizers of the conference. □

Washington Watch

‘New media’ news. Establishment of center to advance First Amendment rights of what are called “new media” has been announced by Media Institute. New media are said to include satellite newsgathering, cable television, teletext, videotex and on-line databases—but not broadcasting. Patrick D. Maines, president of Washington-based nonprofit organization that publishes studies related to media and communications policy, said he believes broadcasting is entitled to same First Amendment rights as print press, but, he said, it has long had people “in place” to make that argument. Lack of such support for new media’s First Amendment rights, he said, is reason for establishing what will be known as First Amendment Center for the New Media. Center, which will function as program entity of Media Institute, will publish studies and monographs, convene seminars and conferences and file briefs with regulatory agencies and courts, Maines said. Advisory council comprising representatives of law, academia and industry is in place. □

Not all the way. Arizona Justice Committee, group of radio station licensees, has asked FCC to refrain from totally eliminating obligation for broadcast licensee to maintain studio in its market, as is being contemplated in pending rulemaking (BROADCASTING, Dec. 29, 1986). In reply comments at FCC, committee said total elimination of requirement could provide economic incentives to abandon local broadcast production capabilities that “could lead ultimately to the transformation of full-service broadcasting into a high-power translator or satellite service.” Committee also said such “drastic” change would raise risk of judicial reversal to unacceptable level. Committee, whose petition spurred rulemaking, wants FCC to adopt modified studio location rule that would require licensees to maintain studio within their service areas and to insure “access to the station’s studio from the community of license by the equivalent of a local telephone call.” □

Roof row. Dispute between Democrats and Republicans over microwave antenna on roof of Senate Hart office building has been settled. Senate Democrats agreed to let Senate Republican Conference keep its antenna on building’s roof pending development of plan by Capitol architect for antenna system. Senate is putting in fiber optic cable to eliminate use of microwave trucks and has request from 15 news organizations (ABC, CBS, NBC, CNN, Washington stations WUSA(TV), WTTG(TV), WRC-TV and WJLA-TV, Group W, Conus, Storer, Cox, Bonneville, C-SPAN and INN), to install antennas on Hart roof. Republicans use their antenna to send television signals to stations in their states. Originally, Senate Rules Committee Chairman Wendell Ford (D-Ky.) ordered that antenna be removed, saying it would give committee flexibility it needs to devise “long-term plan.” But Ford didn’t ask that antenna used by television networks come down, and Republicans reacted by suggesting decision was partisan ploy. Architect is said to be planning to issue report within month.

Super stereo

The New York Giants may have won Super Bowl XXI on Jan. 25, but Denver Bronco fans had at least one edge. Those with new multichannel sound TV sets were able to hear the game in stereo on Denver's CBS affiliate, KMGH-TV, while New York's WCBS-TV New York offered viewers only the mono version of the telecast.

CBS had been planning to send a stereo feed of the game over the network for at least a year, and, according to KMGH-TV General Manager Robert L. White, the Denver station converted its facilities to multichannel sound last December in part so it could carry the network's stereo feed of the event.

But WCBS-TV, as well as CBS O&O's in Los Angeles and Chicago, all declined to make the conversion to stereo. Explained a CBS representative: The O&O markets have too few stereo TV sets to make the conversion worth the cost.

Only the CBS-owned WCAU-TV Philadelphia offers stereo sound; it converted in June 1985.

Fiber on

After more than two years of experimentation with fiber optics, ABC-TV opened its first digital fiber optic link between New York and Washington on Friday, Jan. 23, at 3 p.m.

The link got its first on-air use, according to Brent Stranathan, network director of telecommunications, during that evening's broadcast of *Nightline*. He said the link has been used successfully since, with only minor production-oriented "hiccups."

The New York-Washington network, which has used telephone land lines since the late 1940's, carries a heavy flow of closed-circuit and on-air program feeds for *Nightly News*, *Good Morning, America*, *Nightline* and other network shows ("In Sync," Jan. 19).

The phone line backup will remain in place for another three months, Stranathan added.

Satellite gateway

Wold Communications has begun jointly marketing a full-time, two-way satellite channel between North America and Europe on Intelsat's Major Path One.

The C-band satellite transponder is held by France's government-operated telecommunications carrier, DGT, which has a lease on the transponder through 1987 and an option to extend it for two more years.

According to Robert N. Wold, Wold chairman and president, it is the company's first such international "pipeline," and one that he told BROADCASTING will allow him to take

advantage of the growing international video traffic, not only in programming, but in news services, private networking and teleconferencing.

The major customer on the transponder is the United States Information Agency, which now uses it to transmit its Worldnet system for 10 hours a week, and is considering an expansion to 20 hours next spring. Other traffic on the transponder, Wold said, includes ad-hoc news feeds, primarily from U.S. network new bureaus in Paris to the U.S. and from the European Broadcasting Union in Washington back to Europe.

Transponder rates will be \$1,500-\$2,500 per hour from Paris to Wold operating centers in New York, Los Angeles or Washington, through Comsat's earth station facilities in Andover, Me. Time increments of 10 minutes or more are available, for both occasional and regularly scheduled uses.

The footprint of the satellite, located at 325.5 degrees east longitude, covers more

than 50 nations in Europe, the Middle East, Africa and North, Central and South America, and Wold added he is hoping to arrange government-approved reception of the feeds in the United Kingdom, Italy and Israel in addition to France.

Going gold

KLAS-TV Las Vegas has joined Conus Communications, becoming the satellite newsgathering partnership's 50th member. According to Robert Stoldal, news director for the Landmark Communications-owned CBS affiliate, the station initially will participate in Conus by taking its daily feeds through a receive-only satellite dish to be installed in February.

The station is also considering purchasing a satellite newsgathering vehicle later this year or next and expects to make a decision before mid-1987.



Futuristic newsroom. NBC-TV's *Today* show's 35th anniversary special last Saturday night, Jan. 31, opened with a look 35 years ahead into the 21st century, and in the resulting futuristic newsroom sequence, producers used some of today's most sophisticated technologies, compositing video of a network newscaster with miniature sets and sophisticated graphics in a 50th generation picture edited on a disk-based digital video recorder.

According to producer-director Peter Caesar of New York's Caesar Video Graphics, an award-winning graphics designer who worked with NBC in the 1970's, his company worked for a month on the four-minute segment, including one week on the video compositing and editing.

To build the segment, Caesar had a brushed aluminum model news set built, only two feet by four feet at its base, and shot the model with various lighting sets using an IMC animation stand. Caesar's crew then videotaped *Today* correspondent Mike Leonard, who also scripted the sequence, using blue screen Ultimatte and later inserted him in the set.

Then using Quantel's digital record-edit system Harry, Caesar shot additional graphic elements, such as the floating cameras and other animations, and keyed them all on top of the previous image. The Quantel system allowed the sequence to build up to 40-50 generations without unacceptable video noise, Caesar said.

RIDING GAIN

O N R A D I O

And then there were two

The National Association of Broadcasters' Radio Audience Measurement Task Force (RAMTF), which, in its quest for different ways to measure local radio listening had narrowed the field of companies proposing services from 22 to three over two years, has invited two of the finalists: Birch Radio, Coral Springs, Fla., and McNair Anderson, North Sydney, Australia, to give presentations, along with Arbitron Ratings, at the upcoming NAB convention in Dallas, March 28-31. (Data supplied by Audits & Surveys, New York, the other finalist, was not as complete as the Birch and McNair Anderson proposals, according to the task force.) That decision was made during an RAMTF meeting last Tuesday (Jan. 27) at NAB headquarters in Washington, where nine of the 14 task force members were on hand.

Birch, which employs a telephone methodology, has been in the radio ratings field since 1978, and McNair Anderson, a subsidiary of AGB Research which uses a personal

diary retrieval system, is the radio ratings source in Australia. Arbitron's diary methodology continues to be the dominant radio ratings service in this country. (Arbitron was not a participant in the RAMTF process.) "We are inviting the industry to take a good look at these companies," said Ken MacDonald, chairman and CEO of WSAM (AM)-WKCC(FM) Saginaw, Mich., who is chairman of the task force.

At the NAB workshop, scheduled for Saturday, March 28 at noon, the three groups will be asked to address 11 criteria that the task force has deemed essential for a quality ratings service: cost, sample size, response rate/nonrespondent listening, turn-around time, undersampling of special segments, oversampling of special segments, life-style representation, product purchase behavior, qualitative analysis, accuracy and ability to make cross-media comparisons.

Not yet completed is an NAB legal and economic study of the current radio ratings marketplace being conducted by the Washington-based law firm of Howry & Simon.

The study is expected to be finished by April 29, the scheduled date of the next task force meeting. The RAMTF will remain in existence through the end of June.

Full court press

The CBS Radio Network, in conjunction with Host Communications, Lexington, Ky., will for the sixth year offer radio coverage of the NCAA's post-season basketball tournament. Broadcasts will begin with the first regional semifinal game, scheduled for Thursday, March 19, at the Meadowlands Arena in New Jersey, and conclude with the national championship from the New Orleans Superdome on Monday, March 30. CBS will also air a pair of three-hour, call-in NCAA basketball programs on March 8 and March 27.

No go

After only six months, DIR Broadcasting, the New York-based radio program subsidiary of Lorimar-Telepictures, is terminating production of *The National Howard Stern Show*, with the last broadcast slated to air on Saturday, Feb. 14.

The weekly, three-hour music/interview program hosted by Howard Stern, a personality at album-rock WXRK(FM) New York, was taped in front of a studio audience and featured guests. "The program is very expensive to produce, and it hasn't generated enough income [ad revenue] to warrant its continuation," said DIR Broadcasting President Bob Meyrowitz. As of last week, the show was being cleared by just under 100 stations.

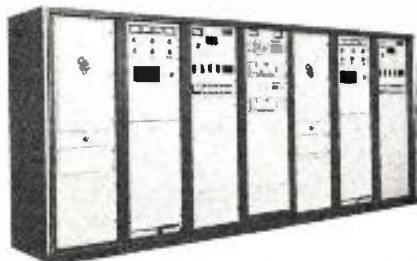
Stern has been the subject of an FCC probe concerning alleged obscenity. Asked whether the probe discouraged advertisers' support for the national broadcast, Meyrowitz said he had no "direct evidence," but "it [the probe] certainly didn't help."

Playback

United Stations Programming Network is planning a three-hour Valentine's Day special, for airing the weekend of Feb. 13-15, that features the music of former Beatle Paul McCartney. Called *The Love Songs of Paul McCartney*, the program is sponsored, in part, by Velamints and Zales jeweler. The show will be hosted by WCBs-FM New York personality Don K. Reed.

□

Transtar Radio Networks, Colorado Springs, has premiered a new, five-hour, special weekend music series that features what company executives describe as the "greatest love songs" from the 1950's through the



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1970's. Entitled "Romancin' the Oldies," the program has been designed for Transtar's "Format 41" as well as other soft/adult contemporary stations. "Listeners throughout the country can call a toll-free number to make special requests and dedications," said Transtar Radio President Gary Fries.

"Romancin' the Oldies," is hosted by K100-FM Los Angeles Program Director Craig Hines and originates live from Transtar's Los Angeles studio each Sunday from 3 to 8 p.m. NYT—with different time zone re-feeds—via Satcom I-R.

□

The Programing Consultants, Albuquerque, N.M., has released "Classic Country," a 720-song collection of country hits from 1947 to

1976. According to Steve Penny, director of country services for the company, "Classic Country" is designed to be used as either a "source library" from which stations can duplicate the songs (from reel-to-reel tapes) on cartridges or as a "core category" for a 24-hour format.

Adding up

WFMT(FM) Chicago's six-month old classical music programing service, the Beethoven Satellite Network (BSN), has accrued an affiliation base of 28 stations, according to David Levin, director of development for BSN. Of that figure, three are commercial outlets

and the rest noncommercial.

BSN offers programing from midnight to 6 a.m. in all time zones. Beginning Feb. 1, BSN plans to begin its service two hours earlier, Levin said, "allowing affiliates to join the service during the evening." Additional plans call for expanded weekend service in different dayparts, he said.

Number 700

Satellite Music Network, Dallas, has signed its 700th affiliate—WCZR-FM (formerly contemporary hit WBEA(FM)) Cleveland—to its "Z-Rock" format. The network company has seven, 24-hour live formats.

Business

VS&A study sees double-digit annual growth for cable, broadcasting

Investment firm projects broadcasting industry will have nearly three times revenue of cable industry in 1990

The rapid revenue growth of the cable industry over the first five years of this decade will slow down in the second half, according to Veronis Suhler & Associates, which issued a report detailing the past financial performance of 244 publicly held communications companies. Through 1985, the New York-based investment banking firm said, the cable industry, including both public and private companies and including cable programing, had grown at a compounded annual rate of 31.2%, achieving 1985 revenue of \$8.7 billion. Through 1990, VS&A said, cable's annual growth rate will be 11%, compounded, rising to \$14.7 billion.

That total will still be significantly less than the \$38.3 billion expected to be posted by the broadcasting industry, whose growth rate will decline less, from 12.5% in the decade's first half to 10% in the remainder. (All percentages are compounded annual growth.)

VS&A expects the broadcasting industry to slightly close the gap with the newspaper industry, which the firm said posted an 11.2% growth rate between 1981 and 1985, and which is expected to increase by 9% through 1990. Newspapers are still expected to be the largest revenue category in the communications industry, with \$41 billion in 1990. The only industry groups that VS&A expects to increase their rate of growth in the remainder of the decade are recorded music, consumer magazines and business magazines, all of which underperformed the com-

munications industry average between 1981-1985.

Other industry group revenue projections

for 1990, and their compounded growth rates for both 1981-1985 and 1986-1990, are books (\$14.9 billion, 8.9% and 8.5%); film-

Fifth Estate Earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
Ackerly Comm.	Third	\$24,845	8	(\$2,130)	NM	(\$0.31)
Adams-Russell	First	\$11,487	11	\$205	-89	\$0.03
Centel Corp.	Fourth	\$363,863	12	\$4,509	-85	\$0.15
	Year	\$1,369,912	3	\$109,002	-15	\$3.88
Century Comm.	Second	\$19,043	26	\$481	825	\$0.02
The Walt Disney Co.	First	\$755,487	50	\$89,831	159	\$0.66
General Electric	Fourth	\$12,270,000	41	\$730,000	14	\$1.60
	Year	\$35,210,000	24	\$2,492,000	9	\$5.46
LIN Broadcasting	Fourth	\$57,580	43	\$29,328	182	\$1.05
	Year	\$195,340	38	\$66,240	85	\$2.37
Park Comm.	Fourth	\$38,313	19	\$5,318	2	\$0.30
	Year	\$136,938	20	\$14,923	-2	\$1.08

Ackerly Communications had net loss in previous third quarter of \$1.7 million. In most recent quarter operating profit before depreciation and amortization of \$6.7 million, up 13%, which company said was primarily result of "increased advertising business" from KVOS-TV Bellingham, Wash. (Seattle), and KSGO(AM) Oregon City and KGON(FM) Portland, both Oregon. Company added that recent acquisitions have put it in default of certain subordinated debt covenants limiting long-term debt to 450% of operating income. Options, it said, include obtaining noteholders' consent to change covenant, or redeeming debentures. It has obtained commitment from banks to "refinance this debt at a lower rate" but that debentures' trustee has not indicated decision on matter. ■ **Centel Corp.** results were negatively affected by pre-tax charge of \$41.6 million, to record write-down of investment in long-distance telephone service, The Argo Group. Combined with other special items, after tax reduction of income was \$26.7 million for full year. ■ **Century Communications** attributed revenue and income growth to, "... the assimilation of recent acquisitions and the impact of cable TV rate increases." Second quarter cash flow (operating income before depreciation) jumped 39% to \$10.7 million. ■ **Walt Disney Co.** said "filmed entertainment" revenue in first quarter was \$262.3 million, up 109%, while division's operating income was \$53.7 million, up 134%. Company said: "A substantial portion of the revenues and related expenses attributable to the domestic television syndication of two major packages from the Walt Disney Studio's library are included in the first quarter." Total operating income was \$186 million, up 101%. Both net interest expense and general administrative expenses declined. ■ **General Electric** said revenue included \$2.59 billion from RCA in fourth quarter and \$5.7 billion since merger on June 1, 1986. Company said various operations which "did not fit GE's long-term strategies," including records, life insurance and carpets, were disposed of in 1986 for \$1.4 billion cash.

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ed/video entertainment (\$14.2 billion, 18.2% and 9.5%); business information services (\$12.1 billion, 16.3% and 12.5%); advertising (\$11.6 billion; 15.4% and 11%); consumer magazines (\$11.3 billion, 8.4% and 9.5%); recorded music (\$6 billion, 3.4% and 6.5%), and business magazines (\$3.3 billion, 6.5% and 9.5%). Miscellaneous communications businesses in 1990 will take in \$9.3 billion, with VS&A projecting a communications industry total of \$176.8 billion.

The VS&A projections are stated at nominal dollars and are not adjusted for inflation, which the firm assumes will grow at a compounded rate of 4%, equivalent to that registered in the first five years of the decade.

A review of previous filings for publicly held cable companies showed them with a cash flow (approximated by adding back depreciation and amortization to operating income) growing margin of 32.9%. That compared to a cash flow margin of 21.2% for publicly held station group owners and related programming companies. The broadcasting average is weighted down by that of the television networks, all of which are publicly held, which have traditionally shown lower margins. □

Bottom Line

Rocking back. Dick Clark Productions has completed 1.6-million-share initial public offering of common stock at \$6.50 per share, reduced from preliminary estimated price of \$8 to \$10. Last Tuesday stock closed at 6%. □

Between the lines. Consolidated Communications Group has appointed Shearson Lehman Brothers as financial adviser to "review various alternatives for its cable television operations." Point Pleasant, W. Va.-based MSO has systems serving 36 communities in Kentucky, Ohio, Tennessee, Virginia and West Virginia. □

Telephone bill. Decision by Consolidated Stores to cancel planned teleshoppping service has resulted in lawsuit filed in U.S. District Court in Dallas. Suit, by Irving, Tex.-based Advanced Telemarketing Corp., alleges that one-year contract to provide telemarketing services to Consolidated was canceled by latter with nine months remaining on agreement. Suit claims past due payments of more than \$600,000, continuing losses of \$700,000, and asks for damages of \$11.4 million. □

Talk time. Representatives of Capital Cities/ABC and CBS began negotiations in New York with Writers Guild of America for new contract affecting about 600 news staffers at two networks, including writers (some of whom also serve as producers), editors, desk assistants, researchers and promotion writers at ABC and CBS, production assistants at ABC and graphic artists at CBS. Current three-year contracts expire March 1. Guild also represents promotion writers at NBC, whose contract also expires March 1, and separate negotiations will be conducted on their behalf, guild said.

The Media

Religious broadcasters prepare for annual gathering

Washington to host 44th annual NRB convention Jan. 31-Feb. 4

More than 5,000 religious broadcasters are expected to converge on Washington this week for the 44th annual National Religious Broadcasters convention. The five-day event, scheduled for Saturday through Wednesday (Jan. 31 through Feb. 4), will be headquartered at the Sheraton Washington hotel, and will feature more than 50 workshops, a three-day media exposition, musical entertainment and speeches by broadcasters and religious leaders. "Communicating Christ to the Nations" is the 1987 conference theme.

President Reagan and Vice President Bush have been invited (although neither had replied at midweek) to address the convention Monday afternoon at a Presidential Plenary session, along with Gary Bauer, under secretary of education, and communications attorney Richard Wiley of Wiley, Rein & Fielding, Washington, who will give an FCC report. U.S. Attorney General Edwin Meese will speak at Wednesday's Sixth National Prayer Breakfast in honor of Israel, which will also be attended by former U.N. Ambassador Jeane Kirkpatrick and Representative Jack Kemp (R-N.Y.). Tuesday's FCC luncheon will feature greetings from FCC Chairman Mark Fowler and an address by D. James Kennedy, president, Coral Ridge Ministries.

The convention opens Saturday night with

a speech by author-lecturer Josh McDowell, president of the Josh McDowell Ministry, and will close with a speech by evangelist Jimmy Swaggart at Wednesday night's anniversary banquet. In between, attendees will hear from TV personality Steve Allen; Hollywood producer Vincenzo LaBella; radio Bible teacher J. Vernon McGee; Love Worth Finding Ministries preacher Adrian Rogers; motivational speaker Zig Ziglar, and Joseph Barbera, of Hanna-Barbera Productions, among others. NRB President Robert Cook will give the convention's keynote address Sunday night, and NRB's executive director,

Ben Armstrong, will report on 20 years of religious broadcasting. Evangelist Jerry Falwell will introduce the NRB Foundation Wednesday night.

The panels, speeches and entertainment will be supplemented by a three-day exposition to be held Monday through Wednesday at the Sheraton hotel. About 250 companies have registered to exhibit, filling all of the 100,000 square feet available. Among the exhibitors will be equipment manufacturers, publishers, program producers, missions, advertising agencies and satellite services. About 500 foreign broadcasters are expected

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to attend, including representatives from Taiwan, Brazil and parts of Europe and South Africa. Live radio and television coverage of the convention will be provided via GTE Spacenet II. □

CPB board reelects officers, studies '88 budget proposal

Four of the seven members of the board of the Corporation for Public Broadcasting made it through the snow in Washington to meet last Monday (Jan. 26), following postponement of the board's meeting Jan. 22-23. Chairman Lee Hanley, a Republican; Democrats Sharon Rockefeller and Dan Brenner, and independent Howard Gutin formed a presidential search committee, unanimously reelected the organization's officers, received the proposed fiscal 1988 budget and handled other business items. The controversial proposal for content analysis of public television programming was not discussed.

According to Hanley, content analysis would probably not have been discussed even if a quorum of the mission and goals committee had been present at the meeting, because the CPB research department was not scheduled to have its recommendations ready until Feb. 1. "I'm interested in seeing what was submitted, and what the recommendations are," Hanley said. "And none of us [on the board] have any idea" what is

contained in the proposals. "I think that this has been one very successful operation, where everybody has stayed closed-mouthed, as I think it should be," he said.

The search committee is to be headed by Brenner, with Republican board member Kenneth Towery and Gutin also serving, and the members will probably concentrate on the resumes that have already come in, Hanley said. (A total of 173 resumes were submitted to the CPB personnel office, which will forward the names of qualified candidates to the board.) Hanley estimated that the search committee would move "with reasonable speed," hoping to make a decision in a few months. Acting President Donald Ledwig, selected at the November 1986 board meeting following the ouster of former President Martin Rubenstein, was reelected vice president-treasurer and will continue as president until a permanent president is named.

Also unanimously elected to one-year terms were David Brugger, vice president-telecommunications; Arthur Pankopf, vice

president-general counsel and secretary, and Rozanne Weissman, vice president-corporate communications. Ron Hull, director of the CPB Program Fund, and Mara Mayor, director of the Annenberg/CPB Project, were reappointed unanimously.

A proposed FY 1988 budget of \$220.7 million was introduced by CPB management and will be considered in its final form by the board at the March 5-6 meeting in Seattle. The proposed budget would distribute \$108.3 million to television stations and \$34.2 million to radio stations through community service grants; \$36.1 million to television programming; \$10.6 million to national radio programming; \$3.4 million to the Radio Program Fund, and \$28.1 million to discretionary activities. The money would be used for a new radio audience growth project, replacement of the satellite interconnection system and creation of minority radio production centers.

The board will meet May 7-8 instead of May 14-15, when originally scheduled, and July 1-2 instead of June 18-19. □

Changing Hands

PROPOSED

KKRD-FM Wichita, Kan.; **WWVA(AM)-WOVK(FM)** Wheeling, W.Va., and **WJSU(TV)** Anniston, Ala. □ Sold by John Price Broadcasting to Osborn Communications for \$25.1 million. **Seller** is Salt Lake City-based group of five AM's, seven FM's and two

TV's, headed by John Price. **Buyer** is New York-based group of three AM's and six FM's owned by Brownlee Curry, chairman, and Frank Osborn, president. Included in sale is Capitol City Music Hall in Wheeling. **KKRD(FM)** is on 107.3 mhz with 100 kw and antenna 884 feet above average terrain. **Wwva** is on 1170 khz full time with 50 kw. **WOVK** is on 98.7 mhz with 50 kw and antenna 390 feet above average terrain. **WJSU(TV)** is CBS affiliate on channel 40 with 724 kw visual, 93.3 kw aural and antenna 880 feet above average terrain.

KMJK(FM) Lake Oswego, Ore. □ Sold by 107 Ltd. to Bruce L. Engel for \$3.9 million cash. **Seller**, based in Portland, Ore., is owned by Victor Ives, general partner, and 12 others. It owns three AM's and two FM's. **Buyer** is majority owner of Capps Broadcasting Group Inc., Bend, Ore.-based group of two AM's and one FM. **KMJK** is on 106.7 mhz with 100 kw and antenna 877 feet above average terrain. **Broker: William A. Exline.**

KKZX(AM) Davenport, Iowa, and **WXL(FM)** Moline, Ill. □ Sold by Guy Gannett Broadcasting Services to Goodrich Broadcasting for \$1.8 million. **Seller** is Portland, Me.-based publisher and group of four AM's, four FM's and four TV's. Broadcast division is headed by Robert Gilbertson; parent is headed by John DiMatteo, president. **Buyer** is owned by Robert Goodrich. It also owns **WVIC-AM-FM** Lansing and **WSNX-AM-FM** Muskegon, both Michigan. **KKZX** is on 1170 khz full time with 1 kw. **WXL(FM)** is on 96.9 mhz with 50 kw and antenna 500 feet above average terrain. **Broker: Jack Maloney.**

KTNS(AM) Plano, Tex. □ Sold by NMR Inc. to Radio Plano Inc. for \$530,000. **Seller** is owned by John Pickens, who has no other broadcast interests. **Buyer** is owned by Marcos Rodriguez, former owner of **KESS-FM** Fort Worth. **KTNS** is on 1600 khz with 5 kw day and 1 kw night. **Broker: Chapman Associates.**

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SMPTE conference looks to year 2000

Advanced TV research and future applications among hot topics at San Francisco meeting

Top technical executives from the North American broadcast networks, researchers from leading television laboratories in Europe, Asia and the U.S., and experts on videotape recording and videographics will join with hundreds of other TV engineers in San Francisco this week to examine technology trends into the 21st century.

The television conference, sponsored by the Society of Motion Picture and Television Engineers (SMPTE), will be held at San Francisco's St. Francis Hotel Feb. 6-7. More than two dozen technical talks and panels are scheduled, and 16 equipment manufacturers will also hold a concurrent technology exhibit.

The annual SMPTE gathering, which in the past has examined advances in digital video, high-definition television and video-recording, this year will focus largely on global research programs, with an eye toward progress into the next century, and will also explore how networks in North America see future developments affecting their operations, according to the program chairman, Joseph Roizen of Telegen.

A day-long, Saturday, Feb. 7 session on those issues begins with reports from researchers at Japan's NHK, RCA Labs, British Broadcasting Corp. and other facilities in Europe and the U.S., and concludes with forecasts from executives at Capcities/ABC, CBS, NBC, PBS and the Canadian Broadcasting Corp.

Among the afternoon speakers are NBC's Michael Sherlock, president of operations and technical services; Joseph Flaherty, vice president and general manager of engineering and development at CBS; PBS's Richard Green, senior vice president, broadcast operations and engineering; Guy Gougeon, vice president of engineering at the Canadian Broadcasting Corp., and Capcities/ABC Broadcast Operations and Engineering's Max Berry, vice president of engineering, and Robert Thomas, director of technology planning.

Reports on advanced television research begin earlier on Saturday, and include papers from two U.S. researchers, John Clemens of RCA Labs and William Schreiber of Massachusetts Institute of Technology. Clemens will discuss "video research for the human viewer" and Schreiber will review MIT's work on improved television systems.

From Great Britain, the BBC's M. Moffat will discuss TV engineering research at BBC's labs, and John Forrest of the Independent Broadcasting Authority will examine large-screen TV developments.

TV research in Japan will be reviewed by

Masahiko Ohkawa of the NHK; France's Jacques Sabatier and Jacques Poncin will provide an overview of research at the French CCETT (Centre Commun d'Etudes de Telediffusion et Telecommunications), and West Germany's Ulrich Messerschmid will review the role of his company, the IRT (Institut fuer Rundfunktechnik), in international TV developments.

The session will end with an hour-long panel discussion and question-and-answer period with all of the day's speakers.

Videotape recording formats, currently one of the industry's hottest topics, will be covered at a Friday afternoon, Feb. 6, session. Network experiences with half-inch, small-format systems will be the core of the session, with CBS's Bernard Dickens discussing his company's implementation of the Sony Betacam format and Steven Bonica of NBC reviewing that broadcaster's use of Matsushita M-II format equipment.

Fuji Photo Film representatives also will speak on the half-inch metal particle videotape used in M-II and Sony's Beta SP recording systems.

Digital video recording formats will also be discussed during the session. The development and future potential of component digital videotape recorders using the "D-1" standard will be the subject of a talk by Jurgen Heitmann of Broadcast Television Systems, the Bosch-Philips joint venture. An Ampex spokesman will also review the company's composite digital recording format.

Also to be reviewed by Sony's Peter Dare and R. Katsumi is the possible professional use of rotary digital audio tape, or R-DAT, a new consumer format said to have the quality of compact digital audio disk recordings.

The next generation of videographics technology is another topic to be covered at the conference, with seven papers beginning Friday morning. Following an overview of the current state of videographics by Peter Lowten of Pixel Consulting, papers will be presented by Quantel's Richard Taylor, Cubicomp's Edwin Berlin, Aurora Systems' Richard Shoup and Alvy Ray Smith of Pixar.

Other events at the conference include a luncheon Friday with guest speaker Bryce McCrimrick, BBC director of engineering. □

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Shortwave session could produce short tempers

U.S. and Algeria may end up at odds over frequency plans at five-week ITU WARC session in Geneva

Representatives of some 120 countries are assembling in Geneva today (Feb. 2) for the start of the second session of a World Administrative Radio Conference to develop a plan for the use of the HF, or shortwave, band—between 3 and 30 mhz. The session, scheduled for five weeks, could be a fractious one, with developing countries, led by Algeria, squaring off against the U.S. and other developed countries including the So-

viet Union.

As has been the case with other International Telecommunication Union-sponsored conferences over the past several years, developing countries see the existing system as working against them and their needs for spectrum while accommodating the needs of the developed countries. Algeria is supporting a computer-based plan that tests indicate would fail to meet the needs of most countries. Algeria's response, reportedly, is that "all should share the pain." The U.S. and its allies feel they have a better idea. But with the views of about half the participating

countries still unknown as the second session was about to begin, forecasting a result last week was chancy.

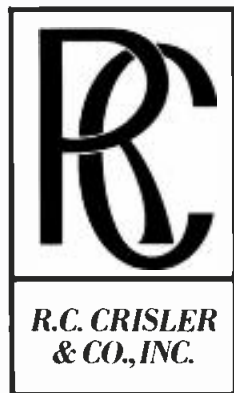
The U.S. and its allies are pushing a proposal that calls for modifying the existing system—under which countries simply register their needs with the International Frequency Registration Board and then, when incompatibilities with other countries' needs emerge, work them out in bilateral discussions—and, more important, calls for a relocation conference to increase the number of HF frequencies. Some developed countries will also propose transforming over an extended time the existing double sideband system of shortwave broadcasting to a single sideband system. That could save a considerable amount of spectrum, perhaps as much as 30%.

The problem confronting the WARC, as the State Department's Anatole Shub, executive director of the U.S. delegation, says, is "to fit a size 11 foot into a size 7 shoe." He said studies show that the theoretical capacity of the shortwave band is 18,000 frequency hours daily, while the actual use, as monitored, is up to 23,000 hours. That constitutes a 25% overload. "We need a larger-size shoe," Shub said.

The first session, in February 1984, was saved from failure at virtually the last minute by an agreement to develop a plan in which computers would be used to sort out and assign frequencies based on requirements submitted by the member countries. Through a piece of diplomatic sleight-of-hand, Algeria left with the impression the proposal had been accepted, while the developed countries stress that the plan was to be tested before a final decision was made.

With the tests now having been conducted—by the IFRB—the developed countries are convinced the plan is unworkable, according to Shub. The IFRB ground out assignments based on four sets of requirements—one for each season, to accommodate differing propagation conditions, and the results, Shub said, "were disappointing." The tests showed the proposal would not satisfy the requirements of most countries, and where requirements were satisfied, the quality of the frequencies assigned would be poor. What's more, in conducting the test, the IFRB made no effort to assure continuous use of a frequency; a broadcast outlet—and its listeners—would often be required to switch frequencies after only short periods of time.

The results of the tests are particularly unacceptable to the largest users of the shortwave spectrum—the USSR, the U.S., China, Brazil, the United Kingdom and West Germany, in that order. They often use the spectrum in terms of frequency hours. (While the U.S., the UK and West Germany use shortwave exclusively for international broadcasting—primarily the Voice of America and Radio Free Europe/Radio Liberty in the U.S., the BBC in the U.K. and the Voice of Germany in West Germany—the others make heavy use of it domestically, as well.) "Almost everybody else is disappointed



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also," Shub said, adding: "But Algeria says, 'Let everyone share the pain.'"

But the U.S. is making it clear it will not accept a plan that does not permit it to meet its needs. "Congress has authorized billions of dollars for the VOA and RFE/RL," Shub said. "We're not expecting any plan that would wipe out those programs."

Apart from the "disappointing" results of the IFRB-conducted test, Shub contended that the proposed procedure itself is seriously defective: It does not distinguish between real and phantom requirements. It treats them all the same. Under the present system, on the other hand, countries constantly monitor the spectrum to determine whether frequencies that have been requested are actually in use. "The existing system does not tolerate for long fictitious requirements," Shub said. The IFRB tests showed requirements of up to 40,000 hours during the fourth test period—more than twice the shortwave spectrum's theoretical capacity. "This is believed to reflect phantom requirements," Shub said.

The U.S. sees yet another mechanical problem. The proposal "makes no allowance for jamming," Shub said. "It assumes all frequencies are of equal quality. Yet the signals on channels adjacent to those being jammed are adversely affected." And jamming is a major problem worldwide. Monitoring campaigns conducted by the IFRB since the first session detected more than 1,300 jamming locations and located 200 channels where signals were all jammed at one time. What's more, jamming is not only

conducted by the Soviet Union and its East European bloc allies. Iran jams Iraqi broadcasts; the People's Republic of China, Taiwan's; several Arab countries, Israel's, and Libya, Tunisia's.

The jamming issue is likely to be discussed at the conference, but it is not clear what might be accomplished—beyond, possibly, a resolution calling on those who are engaging in the practice, in violation of international law, to stop it. U.S. officials, who visited Moscow in preparation for the upcoming WARC, expect the Soviet Union to take the position that the issue has a long history and is now being discussed by the U.S. and USSR at a high political level. (U.S. Information Agency Director Charles Z. Wick and his opposite number in the Kremlin initiated discussions on the issue at the Iceland summit last October.) As a result, Shub said, "the Soviets will say: 'There is nothing this conference can or should do, so let's move on to other matters.'"

The "big question" confronting delegates as the conference begins, Shub said, is what position will be taken by some 60 to 70 countries—mostly in Africa and Asia—that have said they have not been able to study the results of the IFRB-conducted tests. "Will they follow Algeria and try to insist that the second session adopt the first session's planning method, which could lead to a deadlock in the second or third week of the conference?" Shub wondered. "Or will they, once they understand the issues... work for something realistic?"

As for the plan that the developed coun-

tries will present, the proposed modification of the present system, would have countries submit their requirements to the IFRB twice a year instead of four times, as at present. This would help Third World countries by reducing some of their costs. Another proposed modification calls for use of the propagation prediction method that was developed for use with the computer method favored by Algeria.

But the more significant proposal that the U.S. will support (Shub indicated the U.S. would not introduce it) provides for the introduction of a resolution calling on the ITU's administrative council or the plenipotentiary conference, to be held in 1989, to schedule a conference early in the 1990's to reallocate spectrum for shortwave broadcasting. Shub said such a conference might be held in conjunction with one that would reallocate spectrum for mobile radio and communications satellites, users of which are complaining about lack of spectrum capacity.

Shub said the U.S. would not take the lead—"our position will be one of tolerance and cooperation"—in connection with proposals expected to be made to phase out double sideband shortwave radio and replace it with a single-sideband system. The Soviet Union is talking of a transition period of seven to 10 years, while Algeria is talking of one lasting up to 35 years. And whatever period, if any, is adopted, could leave open the date the transition would begin.

Shub said the U.S. believes additional study is required. The ITU's CCIR (International Radio Consultative Committee), he said, could monitor developments in the private sector as to the manufacture of transmitters capable of single-sideband transmission, and of shortwave radios capable of receiving such signals. When it has completed its study, Shub said, the CCIR could report to the administrative council or the plenipotentiary conference as to when a transition period might start.

But as Shub indicated, the U.S. is not particularly concerned about a transition to single-sideband shortwave radio. It is determined to oppose any effort to deny it the frequencies it feels it needs. It did not seek the HF conference; and while it would not like to see the conference fail, it is content with the current system of allocating shortwave frequencies. That would probably give it some leverage when decisions are being made.

The U.S. delegation list follows.

Leonard H. Marks, chairman, State Department; Anatole Shub, State Department; Phillip Terry Balazs, State Department; Jonathan David, FCC; Stanley Leinwoll, Radio Free Europe/Radio Liberty; Warren Richards, State Department; Charles M. Rush, NTIA; Frank Urbany, NTIA; Thomas M. Walsh, Voice of America; Ambassador Diana Lady Dougan, senior adviser, State Department; Thomas Bruce, House Foreign Affairs Committee staff; Mark Bench, Bonneville Corp.; Dexter Anderson, VOA; David Cohen, NTIA; Bruce Doerle, VOA; Howard W. Hardy Jr., USIA; Howard H. Horan, State Department; George Jacobs, Board for International Broadcasting; William H. Jahn III, State Department; Harry Montgomery, U.S. Mission, Geneva; Lawrence Palmer, NTIA; Norbert Schroeder, VOA; Mary W. Sowers, Richard Swanson, NTIA. □

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January 1987

Condom ads gaining wider acceptance

With most citing AIDS threat, growing number of stations, groups and print media outlets decide to accept condom advertising

The crashing sounds coming from the Fourth and Fifth Estates last week were those of advertising barriers falling, as more and more media outlets began accepting condom advertising, traditionally a taboo on television and far from commonplace in print. At press time, the list of those who were changing policy, or whose changed policies were coming to light, was growing.

ABC affiliate WXYZ-TV Detroit last week began airing advertisements for LifeStyles condoms, and an executive of parent Scripps Howard said the policy of acceptance applies to all its stations. The NBC affiliate in the market, Post-Newsweek's WDIV(TV), also decided to accept condom ads, as have the other Post-Newsweek stations, as has the Detroit CBS affiliate, WJBK-TV, after discussing the issue with its owner, Storer Communications. At the same time, a number of major print media including the *New York Times*, Time Inc. publications, *Newsweek* and *U.S. News & World Report* citing the AIDS threat, changed long-standing advertising policy and announced they would accept condom ads.

The news followed, although in a number of cases the decisions apparently predated, announcements last week by KRON-TV San Francisco and WRTV(TV) Indianapolis that they would air condom spots (BROADCASTING, Jan. 26).

According to Joel Chaseman, president, Post-Newsweek Stations, in the past two months, the four P-N stations—WDIV, WFSB-TV Hartford, Conn.; WPLG(TV) Miami, and WJXT-TV Jacksonville, Fla.—independently concluded that the time had come to accept condom ads, after all received pressure to do so from community groups. The ads will be accepted on a case-by-case basis, and subject to restrictions, slightly different at each station, but along the traditional guidelines on content and air times applied to personal product spots.

Donald Perris, president of Scripps Howard Broadcasting, said SHP policy is to accept the contraceptive advertising under the same rules that apply to all material. It must receive the general manager's OK and meet continuity acceptance, production and placement requirements.

According to Scripps Howard's WEWS(TV) Cleveland vice president and general manager, James Knight, the station received a continuity acceptance query from Ted Bates on four spots for Carter-Wallace's Trojan brand condoms. He found all four acceptable, and, assuming that the station got an order, he would run them.

The spots on WXYZ-TV began a year after

the station decided it would accept such spots, according to Jeanne Findlater, vice president and general manager, who actively sought out the advertisements. Although the ad carries an AIDS theme, that was not a station criterion. "We feel that contraception advertising belongs on TV," Findlater said.

In November 1986, an ad for Ansell-America's LifeStyles condoms was submitted and approved, with conditions similar to those applied to other personal products: that the spot be in good taste and that it would run only between 9 a.m. and 3 p.m. and after 11 p.m. It was that spot that had its first airing

last week. Produced by Della Femina Traviano & Partners, New York, the commercial features a young woman looking intently into the camera. She says that AIDS is a serious concern and talks about it being a sexually transmitted disease. She says that sex is a part of her life and that she buys LifeStyles condoms. The commercial ends with her observation that "I do a lot of things for love, but I'm not ready to die for it."

A spokesman at Della Femina said the LifeStyles spots were running on WDIV and WXYZ-TV and that the agency hoped to place them in New York and Los Angeles. □

RAB's MSC focuses on boosting sales

Seventh annual managing sales conference in Atlanta looks for ways to improve sales picture

With the radio industry experiencing basically a flat 1986 in national spot business and only a single-digit percentage increase in local advertising, a majority of sessions at this year's Radio Advertising Bureau Managing Sales Conference will focus on new and improved ways to bolster sales revenue. The theme of the conference is "Team Radio '87: Building For Success."

Although the format will basically be the same as that of past years, the seventh annual meeting, slated for Feb. 7-10, will feature at least one major difference: locale. The conference has moved from the Amfac hotel at the Dallas-Fort Worth airport—site of the previous six meetings—to the Hyatt Regency hotel in downtown Atlanta.

The site will not be the only first. The attendance figure has already reached an all-time high. The total preregistration count was cut off last week at 1,475, surpassing the RAB's attendance cap of 1,200, which was also the number of registrants at last year's meeting—the RAB uses the cap to try

and limit the size of workshops. The Hyatt Regency hotel is sold out for the event, said an RAB spokesman. He added that overflow will be handled by three other hotels: the Sheraton Atlanta, Peachtree Plaza and Guest Quarters.

RAB President and CEO Bill Stakelin is scheduled to give his "State of the Industry" remarks at the opening general assembly Sunday morning (Feb. 8). Also slated for that morning is a 10-minute videotaped address by President Reagan.

Other speakers for the 1987 MSC: ABC Radio Commentator Paul Harvey, who will address the Sunday luncheon, NBC Radio Talknet personality Sally Jessy Raphael, who will speak at lunch the following day, and economist Ellen Berland Gibbs, who will present her outlook on the advertising marketplace for radio and other media during Tuesday's (Feb. 10) breakfast. Following Gibbs at 9 a.m. will be sales expert and author Tom Hopkins, who will address the closing general assembly.

The upcoming conference will feature 23 separate workshops, many of which will be repeated, and four, two-and-a-half-hour forums. □

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For the Record

As compiled by BROADCASTING, Jan. 22 through Jan. 28, 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.

Facilities Changes

Applications

AM's

Tendered

- KTLD (930 khz) Granby, Colo.—Seeks CP to increase power to 4.5 kw. App. Jan. 27.
- WNZK (690 khz) Westland, Mich.—Seeks CP to increase

power to 1 kw. App. Jan. 26.

- WSDS (1480 khz) Ypsilanti, Mich.—Seeks CP to change city of lic. to Canton, Mich.; increase day power to 750 w. and make changes in ant. sys. App. Jan. 27.

- WEHH (1590 khz) Elmira Heights, N.Y.—Seeks CP to add night service with 480 w; install DA-N, and make changes in ant. sys. App. Jan. 27.

- KRJH (1520 khz) Hallettsville, Tex.—Seeks CP to increase power to 300 w. App. Jan. 27.

Accepted

- WMOO (660 khz) Mobile, Ala.—Seeks MP to reduce power to 25 kw and make changes in ant. sys. App. Jan. 26.

- KGST (1600 khz) Fresno, Calif.—Seeks mod. of lic. to operate transmitter by remote control. App. Jan. 26.

- WGGG (1230 khz) Gainesville, Fla.—Seeks CP to change TL and make changes in ant. sys. App. Jan. 26.

- WLTG (1430 khz) Panama City, Fla.—Seeks CP to change TL and make changes in ant. sys. App. Jan. 26.

- WZOM (750 khz) Brookport, Ill.—Seeks MP to move SL to Metropolis, Ill. App. Jan. 26.

- WBSO (650 khz) Clinton, Mass.—Seeks MP to change TL. App. Jan. 26.

- WQCC (1540 khz) Charlotte, N.C.—Seeks mod. of lic. to operate transmitter by remote control. App. Jan. 26.

- WCLW (1140 khz) Mansfield, Ohio—Seeks MP to augment nighttime standard pattern. App. Jan. 26.

- KAGI (930 khz) Grants Pass, Ore.—Seeks MP to reduce night power to 140 w and change TL. App. Jan. 21.

FM's

Tendered

- *WFTI (91.7 mhz) St. Petersburg, Fla.—Seeks mod. of CP to change TL and change HAAT to 282.08 ft. App. Jan. 28.

Accepted

- KVEE (92.3 mhz) Grand Junction, Colo.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 1,864.35 ft., and make changes in ant. sys. App. Jan. 23.

- WFBQ (94.7 mhz) Indianapolis—Seeks CP to change TL; change ERP to 47 kw. and change HAAT to 891.5 ft. App. Jan. 21.

- KPCH (97.7 mhz) Debach, La.—Seeks mod. of lic. to move SL. App. Jan. 26.

- WPXC (103.1 mhz) Hyannis, Mass.—Seeks mod. of CP to change freq. to 102.9 mhz; change TL, and change HAAT to 309.96 ft. App. Jan. 23.

- KWWR (95.7 mhz) Mexico, Mo.—Seeks CP to install aux. sys. App. Jan. 26.

- *WRSU-FM (88.7 mhz) New Brunswick, N.J.—Seeks CP to change ERP to 1 kw and change HAAT to 149.96 ft. App. Jan. 27.

- WNYQ (98.3 mhz) Rotterdam, N.Y.—Seeks mod. of CP to move SL to Schenectady, N.Y. App. Jan. 26.

- WZLD (96.7 mhz) Cayce, S.C.—Seeks mod. of lic. to move SL to 2334 Airport Boulevard, West Columbia, S.C. App. Jan. 26.

- KOOV (103.1 mhz) Copperas Cove, Tex.—Seeks CP to install aux. sys. App. Jan. 26.

- KQZY (105.3 mhz) Dallas—Seeks CP to install aux. sys. App. Jan. 26.

TV's

Accepted

- KRDU (1130 khz) Dinuba, Calif.—Granted app. to increase day power to 5 kw and night power to 6.2 kw and change TL. Action Jan. 16.

- WPLG (ch. 10) Miami—Seeks CP to change ERP to vis. 117.6 kw. aur. 19.24 kw; change HAAT to 545 ft., and replace ant. App. Jan. 22.

- WTAU (ch. 19) Albany, Ga.—Seeks MP to change HAAT to 1,134.88 ft. and change TL. App. Jan. 22.

- *KAID (ch. 4) Boise, Idaho—Seeks CP to change ERP to vis. 56.6 kw and change HAAT to 2,474 ft. App. Jan. 23.

- *KISU-TV (ch. 10) Pocatello, Idaho—Seeks CP to change ERP to vis. 122 kw and change HAAT to 1,527 ft. App. Jan. 23.

- KOFE (1490 khz) St. Maries, Idaho—Granted app. to change freq. to 1240 khz and change night power to 500 w. Action Jan. 16.

- WPTY-TV (ch. 24) Memphis—Seeks MP to change ERP to vis. 3,161.9 kw. aur. 632.4 kw and change HAAT to 1,061.1 ft. App. Jan. 23.

- KLDS (ch. 20) Denison, Tex.—Seeks MP to change ERP to vis. 4.1 kw. aur. 410 w; change HAAT to 232 ft., and change TL. App. Jan. 22.

- KUUY (650 khz) Cheyenne, Wyo.—Granted app. to change city of lic. to Orchard Valley, Wyo.; change freq. to 650 khz; change power to 750 w. Action Jan. 16.

Actions

AM's

- WASG (1140 khz) Atmore, Ala.—Returned app. to change freq. to 550 khz and reduce power to 700 w. Action Jan. 20.

- KOFY (1050 khz) San Mateo, Calif.—Granted app. to operate transmitter by remote control. Action Jan. 14.

- WRCD (1430 khz) Dalton, Ga.—Returned app. to in-

TRUMPER COMMUNICATIONS, LTD.

(Jeff Trumper, President)

has completed its acquisition of

KKCW (FM)

Portland (Beaverton), Oregon

from

HERITAGE BROADCASTING OF PORTLAND, LTD.

The undersigned, assisted by
Donald R. Bussell, Vice President/Radio Division,
exclusively represented the seller and initiated the transaction.



Gammon & Ninowski
Media Investments, Inc.

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Stock Index

	Closing Wed Jan 28	Closing Wed Jan 21	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N (CCB) Capital Cities/ABC	285 1/4	275 3/4	9 1/2	3.44	26	4,588
N (CBS) CBS	138 1/8	137 7/8	1/4	.18	26	3,238
O (CLCH) Clear Channel	14 1/4	14 3/4	- 1/2	- 3.38	20	41
O (INFTA) Infinity Broadcasting	13 3/4	14 1/4	- 1/2	- 3.50	72	143
O (JCOR) Jacor Commun.	6 3/4	7 1/4	- 1/2	- 6.89		38
O (LINB) LIN	61	57 7/8	3 1/8	5.39	46	1,615
O (MALR) Malrite	12 1/2	9 3/4	2 3/4	28.20	15	104
O (MALRA) Malrite 'A'	11	8 5/8	2 3/8	27.53	15	46
A (PR) Price Commun.	9 1/4	11 5/8	- 2 3/8	- 20.43		90
O (SCRPP) Scripps Howard	84 1/2	83	1 1/2	1.80	30	872
O (SUNN) SunGroup Inc.	3	2 7/8	1/8	4.34	30	4
N (TVB) Taft	113	112	1	89	92	1,024
O (TVXG) TVX Broadcast	10 1/2	10 1/4	1/4	2.43	43	61
O (UTVI) United Television	30	30 3/4	- 3/4	- 2.43	28	328

BROADCASTING WITH OTHER MAJOR INTERESTS						
N (BLC) A.H. Belo	53 1/2	52 7/8	5/8	1.18	27	615
A (AAR) Adams Russell	21 1/2	21 1/8	3/8	1.77	17	133
A (AFP) Affiliated Pubs	42 3/8	80 1/4	- 37 7/8	- 47.19	21	748
O (ASTV) Amer. Comm. & TV	1/16	1/16				4
N (AFL) American Family	31	28 5/8	2 3/8	8.29	20	1,239
O (ACCMA) Assoc. Commun.	26 1/4	26 3/4	- 1/2	- 1.86		250
O (BMAC) Bus. Men's Assur.	28	28 1/4	- 1/4	- 0.88	16	296
N (CCN) Chris-Craft	19 5/8	20 1/2	- 7/8	- 4.26	8	128
N (DNB) Dun & Bradstreet	118 7/8	115 1/4	3 5/8	3.14	28	9,036
O (DUCCO) Durham Corp.	43	41 1/4	1 3/4	4.24	11	244
N (GCI) Gannett Co.	41 5/8	40	1 5/8	4.06	26	6,684
N (GY) GenCorp	76 3/4	78	- 1 1/4	- 1.60	18	1,715
N (GCN) General Cinema	48 3/4	45 3/4	3	6.55	20	1,774
O (GCOM) Gray Commun.	205	204	1	.49	35	101
N (JP) Jefferson-Pilot	35 1/2	35 3/4	- 1/4	- 0.69	11	1,484
N (BJ) John Blair	12 7/8	12 7/8				104
O (JSON) Josephson Intl.	12 5/8	12	5/8	5.20		59
N (KRI) Knight-Ridder	51 3/8	48 7/8	2 1/2	5.11	23	2,885
N (LEE) Lee Enterprises	34 3/4	24 5/8	10 1/8	41.11	28	880
N (LC) Liberty	38	39 1/2	- 1 1/2	- 3.79	16	383
N (MHP) McGraw-Hill	64 3/4	61 1/2	3 1/4	5.28	22	3,264
A (MEGA) Media General	48 3/4	49 7/8	- 1 1/8	- 2.25	21	686
N (MDP) Meredith Corp.	33	33 1/4	- 1/4	- 0.75	13	625
O (MMEDC) Multimedia	46 1/2	45 7/8	5/8	1.36	-422	510
A (NYTA) New York Times	40 1/4	38	2 1/4	5.92	27	3,256
O (ROC) (PARC) Park Commun.	27 1/2	27 1/2			26	379
T (SKHQ) Selkirk	19	18 1/2	1/2	2.70	41	154
O (STAUF) Stauffer Commun.	135	135			22	135
A (TO) Tech Ops Inc.	30 3/8	30 1/8	1/4	.82	6	66
N (TMC) Times Mirror	74 3/4	72 3/4	2	2.74	22	4,818
O (TMC) TM Communications	2	2			10	15
O (TPCC) TPC Commun.	1/4	1/4				2
N (TRB) Tribune	68 3/4	65 3/8	3 3/8	5.16	22	2,791
A (TBS) Turner Bcstg.	17 1/4	17 1/2	- 1/4	- 1.42	39	375
A (WPOB) Washington Post	165	164	1	.60	21	2,144

PROGRAMING						
O (ALLT) All American TV	5 3/4	5 3/4				6
O (BRRS) Barris Indus.	16 1/2	17 1/4	- 3/4	- 4.34	27	146
O (CMCO) C.O.M.B.	29 3/4	30 1/2	- 3/4	- 2.45	50	343
N (KOC) Coca-Cola	42 7/8	41 1/8	1 3/4	4.25	22	16,549
O (CLST) Color Systems	16	15 1/2	1/2	3.22		11
A (DEG) De Laurentis Ent.	13 3/8	13 3/4	- 3/8	- 2.72		128
N (DIS) Disney	55	53 1/2	1 1/2	2.80	38	7,115
N (DJ) Dow Jones & Co.	49 5/8	46 1/4	3 3/8	7.29	35	4,801
O (FNNI) Financial News	12 1/8	13	- 7/8	- 6.73	202	134
A (FE) Fries Entertain.	4 1/8	4 1/4	- 1/8	- 2.94	7	21
N (GW) Gulf + Western	70 1/4	68 1/2	1 3/4	2.55	20	4,343
O (HRSI) Hal Roach	9 1/2	9	1/2	5.55		52
A (HHH) Heritage Entertain.	8 1/2	8 5/8	- 1/8	- 1.44	9	23
A (HSN) Home Shopping Net.	36 7/8	34	2 7/8	8.45	83	1,424
N (KWP) King World	18 5/8	17 1/2	1 1/8	6.42	35	572
O (LAUR) Laurel Entertainment	5 1/4	4 5/8	5/8	13.51	20	12
A (LT) Lorimar-Telepictures	17 3/8	17 1/2	- 1/8	- 0.71	17	589
N (MCA) MCA	43 1/8	43 1/4	- 1/8	- 0.28	19	3,366
N (MGM) MGM UA Commun.	11 5/8	10 3/4	7/8	8.13		593
A (NWP) New World Pictures	10 3/4	12 3/8	- 1 5/8	- 13.13	20	114
N (OPC) Orion Pictures	16 1/8	15 3/8	3/4	4.87		153
O (MOVE) Peregrine Entertain.	9 3/4	10 3/4	- 1	- 9.30		17
N (PLA) Playboy Ent.	8 1/2	8 1/2				79
O (OVNC) OVC Network	20	19	1	5.26		130
O (RVCC) Reeves Commun.	9 1/2	9	1/2	5.55		118

	Closing Wed Jan 28	Closing Wed Jan 21	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING						
O (RPICA) Republic Pictures 'A'	9	9 3/4	- 3/4	- 7.69	64	26
O (RPICB) Republic Pic. 'B'	10	10 1/4	- 1/4	- 2.43	71	7
A (RHI) Robert Halmi	3 5/8	3 1/4	3/8	11.53	32	68
O (SMNI) Sat. Music Net.	6	5 3/4	1/4	4.34		40
N (WCI) Warner	25 3/4	26 1/8	- 3/8	- 1.43	17	3,177
O (WWTW) Western World TV	1 5/8	1 5/8				10
O (WONE) Westwood One	34	30 3/4	3 1/4	10.56	53	277

SERVICE						
O (BSIM) Burnup & Sims	3 7/8	3 3/4	1/8	3.33	-7	61
O (CVSI) Compact Video	4	4				23
N (CQ) Comsat	31	30 1/4	3/4	2.47		561
N (FCB) Foote Cone & B.	54 3/4	54 1/2	1/4	.45	13	208
O (GREV) Grey Advertising	113	106	7	6.60	15	136
N (IPG) Interpublic Group	34 3/8	32 7/8	1 1/2	4.56	20	749
N (JWT) JWT Group	34 1/4	30 1/2	3 3/4	12.29	14	310
A (MOV) Movielab	6 7/8	6	7/8	14.58		11
O (OGIL) Ogilvy Group	34 1/2	34	1/2	1.47	16	471
O (OMCM) Omnicom Group	25 1/4	24 3/8	7/8	3.58	22	144
O (SACHY) Saatchi & Saatchi	38	34 1/4	3 3/4	10.94	18	1,965
O (TLMTB) Telemation						
A (TPO) TEMPO Enterprises	10 7/8	11 7/8	- 1	- 8.42	27	62
A (UNV) Unitel Video	8 7/8	8 7/8				19

CABLE						
A (ATN) Acton Corp.	2 3/8	2 3/8				-1
A (CVC) Cablevision Sys. 'A'	20 1/8	20 3/4	- 5/8	- 3.01	-6	422
O (CRDF) Cardiff Commun.						
N (CNT) Centel Corp.	60 3/4	61 5/8	- 7/8	- 1.41	13	1,680
O (CCCO) Century Commun.	16	16 3/4	- 3/4	- 4.47	320	310
O (CMCSA) Comcast	19 5/8	19 3/8	1/4	1.29	26	417
N (HCI) Heritage Commun.	28	27 3/8	5/8	2.28	103	626
O (JOIN) Jones Intercable	11 3/8	12 3/8	- 1	- 8.08	27	147
T (MHPQ) Maclean Hunter 'X'	20	19 1/2	1/2	2.56	27	737
O (RCCA) Rogers Cable A.	11	10 7/8	1/8	1.14		56
O (TCAT) TCA Cable TV	18 1/4	17 3/4	1/2	2.81	31	197
O (TCOMA) Tele-Commun.	27 3/8	27 7/8	- 1/2	- 1.79	210	2,631
N (TL) Time Inc.	78 1/8	75 3/4	2 3/8	3.13	24	4,904
O (UACIA) United Art. Commun.	19 7/8	19 1/8	3/4	3.92	94	816
N (UCT) United Cable TV	26 3/4	27 1/2	- 3/4	- 2.72	66	651
N (VIA) Viacom	41 1/2	40 7/8	5/8	1.52	40	1,421
N (WU) Western Union	4 3/4	4 5/8	1/8	2.70		115

ELECTRONICS MANUFACTURING						
N (MMM) 3M	131 3/4	129 3/8	2 3/8	1.83	21	15,156
N (ALD) Allied-Signal	46 3/4	44 3/4	2	4.46	-10	8,242
O (AMTV) AM Cable TV						25
N (ANX) Anixter Brothers	13 3/4	13 3/4				506
N (ARV) Arvin Industries	31 3/8	30 3/4	5/8	2.03	13	506
O (CCBL) C-Cor Electronics	10 1/4	9 3/4	1/2	5.12	-6	30
O (CATV) Cable TV Indus.	2 1/8	2	1/8	6.25	-10	6
A (CEC) Cetec	4 7/8	5 3/8	- 1/2	- 9.30	-7	9
A (CHY) Chyron	6	5 7/8	1/8	2.12	28	60
A (CXG) CMX Corp.	1 1/8	1 1/8				5
A (COH) Cohu	7 1/2	7 5/8	- 1/8	- 1.63	15	13
N (CAX) Conrac	14 1/4	13 3/4	1/2	3.63	12	94
N (EK) Eastman Kodak	77	74 1/2	2 1/2	3.35	65	17,394
O (ECIN) Elec Mfg & Comm.	1 7/8	1 3/4	1/8	7.14		7
N (GRL) Gen. Instrument	20 1/2	20 3/8	1/8	.61		664
N (GE) General Electric	101 1/2	97 1/8	4 3/8	4.50	19	46,281
O (GETE) Geotell Inc.						
N (HRS) Harris Corp.	37 3/4	35	2 3/4	7.85	25	1,519
N (MAI) M/A Com. Inc.	13 1/2	13 1/2				587
O (MCDV) Microdyne	4 1/8	3 7/8	1/4	6.45	37	18
N (MOT) Motorola	45 1/4	43 3/4	1 1/2	3.42	53	5,779
N (NPH) N.A. Philips	42 1/4	44 5/8	- 2 3/8	- 5.32	17	1,222
N (OAK) Oak Industries	1 1/8	1 1/8				38
A (PPI) Pico Products	2 1/8	2 1/8				7
N (SFA) Sci-Atlanta	13 3/8	13 1/8	1/4	1.90	23	313
N (SNE) Sony Corp.	20 3/8	21	- 5/8	- 2.97	12	4,709
N (TEK) Tektronix	39 3/4	76 3/4	- 37	- 48.20	13	777
N (TVK) Varian Assoc.	25 7/8	25 1/8	3/4	2.98	36	551
N (WX) Westinghouse	63 3/4	64	- 1/4	- 0.39	17	9,794
N (ZE) Zenith	24 5/8	24 5/8				569
Standard & Poor's 400	309.33	300.20		9.12		3.04

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. Notes: * Two-for-one split, Jan. 26. ** Two-for-one split, Jan. 27.

crease power to 5 kw. Action Jan. 20.

- WINZ (940 khz) Miami—Dismissed app. to change power to 50 kw. non-DA. Action Jan. 14.
- WKHX (590 khz) Atlanta—Granted app. to make changes in ant. sys. Action Jan. 15.
- WACN (830 khz) Franklin, Kan.—Dismissed app. to change TL. Action Jan. 15.
- WGL (1250 khz) Fort Wayne, Ind.—Returned app. to increase day power to 2.4 kw and night power to 2 kw and make changes in ant. sys. Action Jan. 14.
- WMIN (1030 khz) Maplewood, Minn.—Returned app. to change night power to 1 kw and change to DA-2. Action Jan. 14.
- KLOH (1050 khz) Pipestone, Minn.—Returned app. to increase power to 10 kw and make changes in ant. sys. Action Jan. 14.
- WACK (1420 khz) Newark, N.Y.—Granted app. to make changes in ant. sys. Action Jan. 15.
- WRFD (880 khz) Columbus, Ohio—Dismissed app. to

change TL. Action Jan. 15.

- WCUE (1150 khz) Cuyahoga Falls, Ohio—Returned app. to increase day power to 2.5 kw; change TL. and make changes in ant. sys. Action Jan. 14.
- WRSS (1410 khz) San Sebastian, P.R.—Returned app. to increase day and night powers to 2.5 kw and change to non-DA. Action Jan. 14.
- KVSN (1500 khz) Tumwater, Wash.—Granted app. to increase power to 1 kw. Action Jan. 12.

FM's

- KXDZ (103.1 mhz) Anchorage—Returned app. to change TL; change ERP to 3 kw, and change HAAT to minus 156.13 ft. Action Jan. 14.
- KQZE (95.7 mhz) St. Johns, Ariz.—Returned app. to change TL and change HAAT to 1,003 ft. Action Jan. 14.
- WRMF (97.9 mhz) Palm Beach, Fla.—Granted app. to operate former main ant. as aux. Action Jan. 16.
- *WJTG (91.3 mhz) Fort Valley, Ga.—Granted app. to

change TL and change HAAT to 459.2 ft. Action Jan. 14.

- *KOJC (89.7 mhz) Cedar Rapids, Iowa—Granted app. to change TL; change ERP to 210 w. and change HAAT to 88.56 ft. Action Jan. 13.
- KXLP (93.1 mhz) New Ulm, Minn.—Granted app. to change TL and change HAAT to 655.02 ft. Action Jan. 15.
- WWOJ (106.3 mhz) Avon Park, N.J.—Granted app. to move SL outside community of lic. Action Jan. 2.
- WNCX (98.5 mhz) Cleveland—Returned app. to change TL; change ERP to 16 kw, and change HAAT to 959.73 ft. Action Jan. 14.
- KZKQ (92.1 mhz) Mangum, Okla.—Returned app. to change TL. Action Jan. 14.
- WJLT (102.3 mhz) Crozet, Va.—Dismissed app. to change TL; change ERP to 3 kw, and change HAAT to 239.44 ft. Action Jan. 13.
- WBCS-FM (102.9 mhz) Milwaukee—Dismissed app. to change HAAT to 433 ft. and change to non-DA. Action Jan. 14.

TV's

- KSCH-TV (ch. 58) Stockton, Calif.—Granted app. to change HAAT to 1,833.52 ft. and change TL. Action Jan. 20.
- *WRES (ch. 18) Cocoa, Fla.—Granted app. to change ERP to vis.: 28.3 kw, aur. 2.8 kw; change TL. and change HAAT to 400 ft. Action July 3, 1986.
- WNPL-TV (ch. 46) Naples, Fla.—Granted app. to change HAAT to 1,198 ft. and move SL outside community of lic. Action Jan. 16.
- WXFL (ch. 8) Tampa, Fla.—Granted app. to change HAAT to 1,930 ft. and install new ant. Action Jan. 15.
- KBUZ (106.5 mhz) Arkansas City, Kan.—Granted app. to change TL and change HAAT to 1,968 ft. Action Jan. 21.
- WLLA (ch. 64) Kalamazoo, Mich.—Granted app. to change TL. Action Jan. 16.
- KCTZ (ch. 7) Bozeman, Mont.—Granted app. to change ERP to vis.: 44.1 kw, aur.: 4.41 kw; change HAAT to 816 ft., and change TL. Action Jan. 16.
- KGBT (ch. 4) Harlingen, Tex.—Granted app. to change HAAT to 1,298.9 ft. Action Jan. 16.
- KRVL (94.3 mhz) Kerrville, Tex.—Granted app. to change TL; change ERP to 1.5 w. and change HAAT to 424.76 ft. Action Jan. 20.

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Summary of broadcasting
as of October 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,856	170	5,026
Commercial FM	3,936	418	4,354
Educational FM	1,254	173	1,427
Total Radio	10,046	761	10,807
FM translators	1,115	766	1,881
Commercial VHF TV	547	23	570
Commercial UHF TV	435	222	657
Educational VHF TV	111	3	114
Educational UHF TV	192	25	217
Total TV	1,285	273	1,558
VHF LPTV	255	74	329
UHF LPTV	180	136	316
Total LPTV	435	210	645
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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TELECASTINGS



Literacy lauded. ABC, the Corporation for Public Broadcasting, National Public Radio and the Public Broadcasting Service were among organizations honored by the Delta Sigma Theta sorority for contributions to the "national adult literacy effort." Recipients were presented with a Distinguished Service Award.

Above, James Duffy, president of communications, network and broadcast divisions, Capital Cities/ABC, receives an award for the joint ABC/PBS Project Literacy U.S. (PLUS) from national Delta Sigma Theta President Hortense Canady.

Investment help

Twelve Wall Street experts and public television's financial analyst, Louis Rukeyser, will gather on Feb. 28 for a four-hour, closed-circuit, pay videoconference, *Wall Street Investment Seminar*. More than 60 noncommercial television stations in cities that include 16 of the top 20 markets will pick up the conference from 1 to 5 p.m. NYT, offering it to registrants for a \$95 fee, half of which will be donated to the station where the individual views the seminar. The conference is sponsored by Lotus Development Corp., Cambridge, Mass., and will be carried live from the studios of WNET(TV) New York. Three subjects will be covered by the panels—value investing, market strategy and mutual fund investing—and each panel will feature four investment professionals and one financial correspondent. Rukeyser, host of *Wall Street Week with Louis Rukeyser*, will moderate.

Astra risk

Thames Television, the largest independent television contractor in Great Britain, is to become a shareholder in Luxembourg's Societe Europeenne des Satellites, which plans to launch its medium-power Astra satellite in February 1988. Thames has been authorized by the Independent Broadcasting Authority to become a shareholder in SES, but the deal still requires authorization from the Luxembourg government. After that is received and the next equity issue is completed, Thames TV said, it will take a 5% stake in SES, and Richard Dunn, Thames managing director, will join the SES board. SES, which was founded in March 1985, now has 12 European shareholders. Astra, SES's entry into competition for providing television programming direct to homes and cable television systems in Europe, will transmit 16 television channels with sufficient power to be received by a 34-inch-diameter dish antenna.

Los Angeles celebration

On Jan. 22, at 8:30 p.m., KTLA(TV) Los Angeles celebrated its 40th anniversary on the air. The station's first program that night in 1947 was the *Western Premiere of Commercial Television*, hosted by Bob Hope. KTLA said it was the first television station west of the Mississippi. At the time of the station debut, there were only 350 television sets in Los Angeles. Among the station's firsts in its market, it said, were the first color program, the first live news coverage and the first flying remote unit, its "telecopter."

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RADIO

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Experienced broadcast sales representative. Leading broadcast equipment manufacturer has opening in sales staff. Technical or broadcast background desired. Proven sales ability required. Equal opportunity employer. Send resume and salary history to Box P-24.

General manager: Southeast. Must be aggressive with a good track record and good references. EOE. Box P-45.

Sales manager. Southeast, small market. FM with good ratings. Must be aggressive with good track record and good references. EOE. Box P-46.

24 hour NBC affiliate needs general manager with strong personal sales background. Opportunity to purchase station on reasonable terms if you can produce. Interested. Phone 205-533-0400.

GM wanted for forthcoming acquisition of smaller market FM in NE, PA. Selected candidate will work closely with ownership team. All replies confidential. Resume to Mark O'Brien, WZZO, Westgate Mall, Bethlehem, PA 18017. EOE.

Growing group station in Pensacola, Florida seeking an organized, people-oriented leader for sales management. Necessary to understand importance of training, discipline and control. If you are a leader, organized, a teacher and practice the marketing concept, including co-op and vendor development, send resume to Joe Vincent, Vice President-General Manager, WJLQ-FM, P.O. Box 12487, Pensacola, FL 32573, or if you are attending the RAB Managing Sales Conference in Atlanta, contact me at the Hyatt Hotel. EOE.

General manager: Honest, experienced, aggressive, performance oriented manager wanted to manage a station owned by financially strong regional broadcast group. Most desirable Arkansas location. Medium market. Excellent growth opportunities. Guarantee plus incentives. Box Q-15.

General manager: for St. Thomas, Virgin Islands FM station. Excellent opportunity with a growing company for a strong sales oriented GM. Send resume to: George Harvey, Jr., Family Group Broadcasting, 5401 W. Kennedy Boulevard, Suite 1031, Tampa, FL 33609. Equal opportunity employer.

Sales manager wanted for AM/FM combo. Must have a proven ability to build and lead a winning sales effort. Excellent opportunity and benefits. Send resume to General Manager, P.O. Box 1276, Billings, MT 59103. EOE FM.

Manager: Seasoned professional with proven track record to develop, train and motivate the sales staff. Produce results and take over the station. Salary, commission, override, profit sharing. Great opportunity for an aggressive, result-oriented leader with this solid progressive AM station. Good schools and city life in the middle of lakes and green hills of Ark./OK. We had snow on the ground four days last winter; trace so far this season. EOE. Our employees know of this so send your philosophy, salary range and resume to Box Q-18.

News reporter: Fulltime position with #1 rated suburban NYC station. Seeking self-starter who can anchor. Send resume and tape to Norm Weil, News Director, WFAS AM/FM, Box 551, White Plains, NY 10602.

HELP WANTED SALES

Energetic sales manager. Small market AM/FM combo in booming southern California high-desert region. Grow with us if you have sales, promotion and management skills. Reference/resume to: Box P-70.

Would you like to live in one of America's loveliest areas forty five miles north of San Francisco? Market of 150,000 with a sixty percent market share! Write George Carl, KVON/KVYN, 1124 Foster Road, NAPA, CA 94558.

Is selling radio your life? Do you really love it? Do you possess ego-strength and enthusiasm? Are your technical selling skills honed and polished? Do you have excellent people skills? Do you really want to make money? Do you want to live in a market where quality of life is outstanding, and is also the fastest growth market in the nation? An opportunity knocks! Send resume to: Douglas Kight c/o WQEZ-FM 17843 San Carlos Blvd. Fort Myers, FL 33931. E.O.E.

Sales manager wanted: Class A stand-alone FM in New England small market with Class C signal needs manager. Great environment. Excellent opportunity for right person. Send resume, references, financial requirements to Box P-76.

Local sales manager: Growing Griffin Group needs top rated player to fill sales manager slot at top rated WPYX/WTRY, Albany, New York. Previous management experience (including hiring & training) necessary. Send resume to: Carol Reilly, General Manager, WTRY/WPYX, 1054 Troy-Schenectady Road, Latham, NY 12110.

Account executive needed for forthcoming acquisition of smaller market FM in NE PA. Great opportunity to join growing company. All replies confidential. Resume to Rick Huyett, WZZO, Westgate Mall, Bethlehem, PA 18017. EOE.

Sales manager: 50,000 watt CHR in Pittsburgh looking for upbeat professional leader. Opportunity to join unique management team. EOE/MF. Send resume to WYDD, 810 Fifth Avenue, New Kensington, PA 15068.

Sales manager: For top rated CHR FM in Midwest market. Need a leader with solid sales background. Excellent advancement possibilities. Send resume with salary expectations and professional references. Box Q-4. EOE.

HELP WANTED ANNOUNCERS

Small AM/FM/TV operation in water-sports oriented Southwest resort community needs strong personality announcer with great production ability. A fine opportunity with excellent advancement possibilities in a very desirable location. Box P-87. Come grow with us!

Morning person/show needed for forthcoming acquisition of smaller market FM in NE PA. Also accepting applications for announcers for possible openings. T&R to Rick Strauss, WZZO, Westgate Mall, Bethlehem, PA 18017. EOE.

HELP WANTED TECHNICAL

Experienced broadcast sales representative. Leading broadcast manufacturer has opening in sales staff. Technical or broadcast background desired. Proven sales ability required. Equal opportunity employer. Send resume and salary history to Box P-24.

Technical director: handles technical operations for statewide radio network. Coordinates engineering and technical production; provides technical support to staff and member stations; requires formal audio and electronics training; substantial experience engineering audio news; excellent technical and audio engineering skills and standards; knowledge of public radio satellite system; position available April 1987. Salary DOE. Full benefit package. Send letter, resume, 3 references to Alaska Public Radio Network, 4640 Old Seward Hwy, Ste 202, Anchorage, AK 99503. EOE. Minorities and women are strongly encouraged to apply. Deadline February 16.

HELP WANTED NEWS

News director: Peabody Award-winning station wants seasoned professional to lead into information-age future. Belief in the power of radio news, creativity, energy, maturity and integrity are musts. Very attractive pay and benefits for our most important hire of this decade and the next. Start with a phone call to "Bill" 701-237-5346. E.O.E. M/F.

News reporter: Full-time position with #1 rated suburban N.Y.C. station. Seeking self-starter who can anchor. Send resume and tape to Norm Weil, News Director, WFAS AM/FM, Box 551, White Plains, NY 10602.

WTTS/WGTC is looking for a news director to supervise a five-person news department. Ability to manage department, plan a budget, motivate the staff, and cover local news for the city's number 1 broadcast information source. Applicant must have broadcast news experience and people-managing skills. We are looking for a bright, aggressive, organized individual to be a leader/motivator. Good salary/benefits and one of the industry's finest facilities. Bloomington is a dynamic, diverse community and home of Indiana University. Immediate opening. EOE. Tapes and resumes to Dave Nathan, General Manager, WTTS/WGTC, 400 One City Centre, Bloomington, IN 47401.

Serious, aggressive reporter/anchor seeking growth with a serious, aggressive NJ combo. T/R salary. News director. WNNJ/WIXL, Box 40. Newton NJ 07860 M/F EOE.

WRKT-AM seeks news director for Space Coast's local news leader. Tape/resume. R Michaels, P.O. Box 3845, Cocoa, FL 32924. EOE.

Business and economics reporter for statewide public radio network. Position based in Detroit. Excellent journalistic and production skills required. Resume and tape to: Donovan Reynolds, MPRN, 283 Communication Arts Building, Michigan State University, East Lansing, MI 48824-1212.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Audio specialist - TV station. Progressive, state of the art TV station in Southeast, looking for an energetic, creative, knowledgeable audio producer to direct the producing of audio for programs, commercial, promotion spots, etc. This will mean hands on as well as training, consulting an advising for equipment plus producing techniques. A tremendous challenge. Are you ready for it? Send resume and samples of your work to Human Resources Dept. WRAL-TV, P.O. Box 12000, Raleigh, NC 27606.

Program Director: WBGK-FM Milwaukee seeks program director to continue growth in unique A/C format. Applicant must possess extensive programing experience, have good organizational skills, and be people oriented. Send resume and salary history to Charles P Harper, Executive Vice President, WBGK FM, 520 W. Capitol Drive, Milwaukee, WI 53212. Absolutely no phone calls please. Confidentiality assured. EOE/MF

Fresh air, an interview program, is expanding to produce live, daily national program INTERVIEW PRODUCER to select schedule, assist with interview preparation for daily guest. Requires two years experience with public affairs, arts interview program production; knowledge of related issues; advanced tape editing, broadcast writing, & excellent communications skills. Previous contact with publicists desirable. ARTS CONTRIBUTORS PRODUCER to supervise production of reviews; select and provide editorial guidance for contributors; edit and post produce arts segments; write copy. Requires extensive knowledge of current books and arts; familiarity with national publications; advanced tape editing and broadcast writing skills. Editorial and postproduction experience desirable. EDITORIAL ASSISTANT/DIRECTOR to edit taped interview and review segments, exercising editorial judgement; direct live daily broadcast; schedule satellite time, prepare refeeds, etc. Requires advanced tape editing and postproduction skills; knowledge of radio magazine production. Knowledge of arts and popular culture; broadcast writing skills desirable. PRODUCTION ASSISTANT/RESEARCHER for extensive library research on interview guests; assistance w/administrative and production duties. Requires effective research abilities; wide ranging knowledge of public relations, arts, popular culture and public affairs. Previous interview program experience desirable. Degree or equivalent experience required for all positions. Send letter, indicating which position (s) sought, salary requirements, nonreturnable tapes ad writing samples to: Fresh Air Search, c/o Personnel Office, 150 North Sixth Street, Philadelphia, PA 19106. EOE M/F.

WAMU-FM Washington, D.C., is seeking an experienced program director. The station combines strong news/talk with traditional American music-- primarily bluegrass -- in a format that is unique in the Washington market and reaches over 200,000 listeners weekly. The ideal candidate for program director will have a strong news/talk programming background, knowledge of American traditional music and the ability to interpret and use audience research. Strong staff management skills are required. Candidate should have experience developing and managing budgets, and extensive knowledge of the public radio system is highly desirable. Salary is competitive, with excellent university benefits. WAMU-FM offers a challenging position working with an outstanding staff in a highly professional environment. Send letter of application and a resume to: F. Kim Hodgson, General Manager, WAMU-FM, 4400 Massachusetts Avenue, NW, Washington, D.C. 20016. Deadline: February 20, 1987. An EEO/AA University.

Senior producer/announcer. Public radio stations KUNI (100 kw FM) and KHKE (10 kw FM) need host-producer of daily music programs. Will also produce remotes and features. Emphasis on jazz and classical music. Broad liberal-arts background, and ability to project bright, informed image in ad-lib situations. Highly developed professional production and interview skills are a must. Minimum B.A. 3-5 years professional experience as producer/on-air host. Salary range: \$19,036 to \$21,358. Successful candidate will work with talented staff of radio innovators, enjoying Iowa's clean air, quality of life, informal lifestyle, and cultural and professional opportunities. Send letter of application, resume with references, and recent audition tape to: Carl R. Jenkins, Program Director, KUN-I/KHKE, University of Northern Iowa, Cedar Falls, IA 50614-0359. Open until filled. UNI is an AA/EOE.

SITUATIONS WANTED MANAGEMENT

Station manager, 13 years experience in small & medium markets, well-versed in all aspects, seeks new position. Prefer NW areas, will consider all replies. Box Q-12.

Increase numbers and sales 30 years, all phases. Management, OPS director, P.D. West or SW. Roger Carroll, 1300 Oakmont DR. #6, Walnut Creek, CA 94595.

SITUATIONS WANTED SALES

CRMC supersalesman available February 15th. Can train new salespeople to RAB standards. Box P-66.

Nebraskan sales oriented, experienced. 20-year career includes 10 selling successfully. One management. Familiar with all phases of radio. Honest. Looking for challenge (but not a hopeless case). Career includes stops of 11 years, 7 1/2 years. Welsch, Carnegie trained. Box Q-5.

SITUATIONS WANTED ANNOUNCERS

Soup to nuts (news to production) seeks new sun-coast gambit, preferably AOR. Currently based Florida. Tape/resume 212-794-1562.

Not just another jock. Talk show, DJ, PXP, P.D. Reasonable, West or SW. Roger Carroll, 1300 Oakmont Dr. #6, Walnut Creek, CA 94595.

Qualified, experienced, educated air personality looking for fulltime air or air/sales position in medium market of anywhere in the Northeast. Andy, 718-979-3171.

SITUATIONS WANTED TECHNICAL

21 years experience for sale: SBE certified senior broadcast engineer seeks position with manufacturer, consulting firm, or group willing to take advantage of extensive transmitter experience and complete array of test equipment. Box Q-14.

SITUATIONS WANTED NEWS

Baseball play-by-play. Have headphones. Will travel. Available this spring. Experienced, educated. M.S. Communications. Former sports production company owner. Current college basketball PBP. Tom 316-231-6875.

Looking to break into radio news. Some non-commercial experience. Tape including "street interviews", resume, writing, samples. Robert Brown, work numbers, 212-867-7020.

Anchor/reporter/ND (140K market). Committed to excellence. 4 years experience, with good writing and delivery skills. Looking for move to staff of larger operation. Orla Reese, 313-364-8841.

Experienced female radio journalist. Want to relocate. Currently afternoon drive anchor-reporter at full service medium market news/talk AM. Top 50 market only. Box P-90.

Looking for work in sports. 4 years experience, play-by-play, sportscasts. Will work in other areas as long as I can be involved in sports. Resume-tape, call Andy 405-360-6795.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

Wife says programing is my true love. Seek medium market position at gold. MOYL or country station or medium or major mkt position. Leader with 18 years experience. Write Box Q-13.

Looking for urban PD. Presently employed as asst. PD at the nation's highest rated and most respected urban station in the nation. Seeks on air PDship of black/urban FM in top 100 market, at a station that is committed to winning and that will provide full promotional support. Experience includes working in both urban and CHR formats as well as AC. Extensive knowledge of programing, music, promotions as well as research. If you're looking for someone who possess maturity, leadership and people skills then let me take your station to the people to the top. Let's talk. 504-346-7525.

TELEVISION

HELP WANTED MANAGEMENT

Florida UHF needs veteran manager experienced in station start-up operations and network affiliations. Great opportunity to build one right. Box P-81.

Director of marketing and programing. Great opportunity to wear two hats. Job includes supervision of writers, producers, art department and outside services in providing total station marketing. Plus assist general manager in evaluating and purchasing programing. Great opportunity to grow with this top network affiliate and major television group. Creative geniuses only, please. Send resume and tape to: Ron Pulera, President and General Manager, WTEN-TV, 341 Northern Blvd., Albany, NY 12204.

Local sales manager-KUSI-TV: San Diego's fastest growing independent looking for LSM. Must understand the local direct approach and have good retail background. If you've demonstrated success in these areas and want to live in the finest city in America, send a resume to: Andy Feldman, GSM, KUSI-TV, 7377 Convoct Ct., San Diego, CA 92111.

Controller for TV broadcast group. Experience in budgeting, financial statement preparation, audits. 25-30% travel. Degree required. Send resume, salary history and salary requirement to James C. McCreary, 6th Floor, 7 West 51st St., New York, NY 10019. An EEO employer.

Program/operations manager. Greater Dayton Public Television, Inc., which operates two television stations, WPTD/Channel 16 in Dayton (top 50 market) and WPTO/Channel 14 in Oxford (located between Dayton and Cincinnati), is seeking a qualified professional to join our management team in the position of program/operations manager. Responsibilities will include developing program services, planning broadcast and non-broadcast program schedules, acquiring programs, evaluating audience needs, coordinating program services with various station departments, and supervising traffic area. A college degree is required, with emphasis in communications, marketing, education or related field preferred. Excellent interpersonal skills and organizational skills with attention to detail are essential, and experience in dealing with the public is important. Broadcast experience, familiarity with audience research methods, and experience in program acquisitions, scheduling and distribution, particularly relating to educational programing, will be helpful. Salary \$30,000+ with generous benefits. Send letter of interest and resume as soon as possible to: Jerry Wareham, President & General Manager, Greater Dayton Public Television, Inc., 3440 Office Park Dr., Dayton, OH 45439. Applications accepted through February 27, 1987. EOE.

Assistant business manager. Top 50 indy in South Atlantic market is looking for a good assistant business manager. Must have two years experience in broadcasting and be a strong accountant with computer experience and not afraid of hard work. We are a growing company and there is room for advancement for the right person. Send resume to: Box P-89. EOE, M/F.

General sales manager. Group-owned network affiliate in Midwest 100+ market looking for professional, dedicated, general sales manager. Person must be aggressive, and possess motivational and training skills with strong local broadcast sales background. Excellent opportunity for advancement. Send resume and salary history to Box Q-2. EOE.

HELP WANTED SALES

Account executive: 3 years sales experience with proven track record in broadcast. Must have strong presentation skills/weekly travel. Send resume to: Adams Communications, 2242 N. Great Neck Rd., Virginia Beach, VA 23451.

National sales manager-KRIV, Fox Television, Houston, Texas is looking for a national sales manager. One to two years sales management experience required. Send resume and salary history to Gayle Brammer, VP/GSM, KRIV, 3935 Westheimer Rd., Houston, TX 77027 EOE.

Account executive: Seeking aggressive and creative sales person to compliment a strong local sales staff, someone who's looking for a solid opportunity for professional growth with a major broadcasting company. Minimum 2 years television sales experience required. Send resume to C. Allison, LSM, KJRH-TV, Scripps-Howard Broadcasting Co., 3701 S. Peoria, Tulsa, OK 74105.

Local sales manager: Wanted for up-and-coming local independent television station. Experience required. Must be able to bring enthusiasm to sales force. Call collect 313-767-8866. EOE.

Retail marketing specialist. KMPH-TV is looking for experienced salespeople to create strategies, develop prospects and make presentations that will result in new business. Applicants must be aggressive, organized and motivated. Broadcast experience is preferred. If you're idea-oriented and can sell, send a complete resume with references to: Personnel Department, KMPH-TV 26, 5111 E. McKinley Ave., Fresno, CA 93727. No phone calls, please. An EOE, M/F/H.

HELP WANTED TECHNICAL

Immediate opening for chief engineer for VHF independent in Portland, Oregon. Must have at least 10 years television experience. Minimum BS degree in electrical or electronics engineering. Have good skills in personnel management, communication and budgeting. Have experience with VHF x-mitter, studio and ENG cameras and maintenance. Salary commensurate with experience. Attractive benefits. EOE. Send resume and salary requirements to Personnel, KPTV, P.O. Box 3401, Portland, OR 97208.

Chief engineer wanted: Southwest affiliate needs experienced engineer ready to be chief. If you're #2 or #3, with good maintenance and management skills, we want to hear from you. Must have "hands-on" technical experience and strong organization skills. Resume and salary history to: Box Q-6.

Videotape editor: Experienced in post-production editing, knowledgeable in set-up and operation of associated equipment. CMX340X editor, Sony one-inch videotape recorders experience preferred. Resume to: WDCN-TV, P.O. Box 120609, Nashville, TN 37212, ATTN: Ron Sealy, AA/EOE employer.

Chief engineer for PTV station in Southwest. Requires BSEE degree plus six years experience in television broadcast engineering, including UHF; or an equivalent combination of education and experience: FCC General Class Radiotelephone license. Proven ability to evaluate needs, establish procedures, direct personnel. Will supervise procurement, installation, maintenance of equipment; supervise and schedule technical staff; prepare technical documents; maintain inventory. Salary \$32,000 minimum, plus benefits. Send resume, names of three professional references to: Jim Dryden, KRWG-TV, Box 30001, Las Cruces, NM 88003. Deadline: February 20, 1987. New Mexico University is an EO/AA employer.

TV maintenance engineer: Skilled in component level maintenance of television studio equipment. Experience with Sony and RCA videotape recorders and cameras, Vital switchers, CMX-340X editing equipment a plus. Resume to: WDCN-TV, P.O. Box 120609, Nashville, TN 37212, ATTN: Ron Sealy AA/EOE.

HELP WANTED NEWS

Weekend anchor. Report weekdays. Shooting & editing required. No phone calls. No beginners. Tape, resume & letter to ND, WVIR-TV, Box 769, Charlottesville, VA 22902. EOE.

#1 station in North Florida needs evening co-anchor to complement female anchor. Also weekday assignment editor. Anchor needs at least two years experience. Live and remote experience, editing and computer skills a plus. Assignment editor needs reporting, editing, producing, and computer skills. Organization a must! Resume, tape, salary requirements to Anne Wilcox, P.O. Box WCJB, Gainesville, FL 32602. EOE.

National video news magazine has opening for qualified correspondents, producers and photographers. Applicant should have minimum of two years experience at network or top ten level. Science or health background helpful but not essential. Must be willing to travel and live in Houston. Resumes and tapes to: A.D.R., P.O. Box 22375, Houston, TX 77227-2375.

Medical reporter/writer to do national breaking medical news in Chicago. Send tape & salary requirements to Orbis Productions, 3322 N. Lakewood, Chicago, IL 60657.

Reporter: Two years experience, good writing and producing skills will get you this job. Resumes and tapes to: David Nolan, WROC-TV, 201 Humboldt St., Rochester, NY 14610. EOE, M/F.

Weathercaster: Weekend weathercaster and weekday back-up. Meteorologist with reporting ability preferred. Must be familiar with computer graphics. Absolutely no beginners. Send non-returnable tape, resume and references to Ken Middleton, News Director, WTSP-TV, (Tampa/St. Petersburg), P.O. Box 10,000, St. Petersburg, FL 33733. EOE.

Sportscaster: For weekday early and late newscasts. We want a communicator who can provide both information and enjoyment. Eight to ten years experience minimum. Send non-returnable tape, resume and references to Ken Middleton, News Director, WTSP-TV, (Tampa/St. Petersburg), P.O. Box 10,000, St. Petersburg, FL 33733. EOE.

The Channel 12 Eyewitness News team has an opening for a weekend anchor-producer for its #1 Saturday and Sunday newscasts. This person must have strong reporting, writing and anchoring skills. In addition, this person must be able to use these skills to produce an aggressive, informative and well-balanced newscast consisting of news, weather and sports. (College degree and experience required.) Please send resume and tape to Sherry Lorenz, WRDW-TV, Drawer 1212, Augusta, GA 30913-1212. EEO.

News: Award-winning newscast in a highly competitive Northeast market has openings for a producer & an assignment editor. At least 2 yrs. exp. with a nightly broadcast news operation a must. Send resume to Box Q-8.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Promotion director. Southwest Florida independent TV station seeks experienced promotions director. Send tape and resume to Deborah Abbott, WFTX, P.O. Box 150036, Cape Coral, FL 33909. EOE.

Television producer/director in Northeast with experience in fast paced newscasts and demonstrated expertise in writing and producing commercials. Candidate should be energetic, creative person with people skills. EOE. Box P-49.

Audio specialist. Progressive, state of the art TV station in Southeast, looking for an energetic, creative, knowledgeable audio producer to direct the producing of audio for programs, commercials, promotion spots, etc. This will mean hands-on as well as training, counseling and advising for equipment plus producing techniques. A tremendous challenge. Are you ready for it? Send resume and samples of your work to Human Resources Dept., WRAL-TV, P.O. Box 12000, Raleigh, NC 27606.

WLNE-TV has an opening for a director to do studio production and commercials. There will be some news directing required. Person hired must be familiar with a Grass Valley 300 switcher and NEC, E-FLEX DVE. Please send resume and demonstration reels to Truman Taylor, WLNE-TV, Inc., 430 County St., New Bedford, MA 02741. WLNE-TV is an equal opportunity employer.

Promotion producer. East Coast network affiliate seeks writer/producer to join expanding department. Minimum 2 years experience in promotion and/or commercial production. Successful applicant must possess a demonstrated talent for producing compelling spots. Send resume/reel/salary requirements to: Promotion Manager, WJAR, 111 Dorrance St., Providence, RI 02903. No calls.

Editor/writer: Public Broadcasting (WNED, WNED-FM, WEBR). At least 2 years experience. Constant deadlines, long hours. Write, edit, produce 32-page monthly program guide of features, information and radio/TV listings. Also, heavy ad copy writing. Weekly press releases, quarterly press kits. Must know publications mechanics. Need conscientious self-starter with high motivation. Send samples with resume to Publicity Dept., WNED-TV, Dept. B, Box 1263, Buffalo, NY 14240. Application deadline: 5 p.m., February 6. Former applicants need not reapply. No telephone calls, please. An equal opportunity employer.

Energetic Southwest Florida sports team looking for creative photog/editor. Must have sports experience. No beginners. Send tape to Sports Director, WBBH-TV, 3719 Central Ave., Fort Myers, FL 33901. No calls.

Producer/director: Major market in-station production facility has opening for experienced, creative producer/director for commercials, industrials, special projects, etc. CMX, ADO experience preferred. Send resume and salary requirements to Box Q-10. Tapes will be requested after review of qualifications.

Field producer/correspondent: Exciting weekly regional arts magazine airing in #1 and #4 markets. Needs proven track record. Must edit own 3/4" packages. Arts background required. On-air experience desirable. Send resume and tape to: Al Rose, Program Director, NJN, CN 777, Trenton, NJ 08625.

Associate producer: Exciting weekly regional arts magazine airing in #1 and #4 markets. Excellent writing and research skills. Strong arts background. 3/4" editing experience desirable. On-air experience desirable. Send resume and tape to: Al Rose, Program Director, NJN, CN 777, Trenton, NJ 08625.

Advertising/promotion director. Top 50's Midwest NBC affiliate seeking creative manager with proven track record. 4 plus years experience required with min. 2 years in management. Copywriting, special events and news promotion skills a must. Send tape and resume to Bill Sikes, KSNW TV-3, P.O. Box 333, Wichita, KS 67201.

Public service director-KRIV, FOX Television, Houston, Texas is looking for a public service director. Position requires one to two years experience as a public service director. Send resume to Roz Brown, VP/Program Director, KRIV, 3935 Westheimer Rd., Houston, TX 77027. EOE.

Producer. KWTW in Oklahoma City is looking for a producer to help us build on our strong #1 position. Must have degree and 2 years experience. Send tape, resume and references to Billye Gavitt, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. 405-843-6641. EOE, M/F.

Northeast medium market has opening for a strong, creative director/producer. Prior experience of computer editing systems and paint systems very helpful. Switching skills essential. Send resume to: Ron Farina, Director of Program Operations, WIXT-TV Inc., 5904 Bridge St., E. Syracuse, NY 13057. EOE.

Videographer. Expanding PBS affiliate located at the University of Florida needs experienced professional to shoot/edit a wide variety of television programs. BA in communications or three years experience required alternate qualifications are available. Send letter of application, resume, references, no tapes, by February 23, 1987 to: Central Employment Center, 4th Floor Stadium, University of Florida, Gainesville, FL 32611. Requests must refer to position identification number 21237 to guarantee consideration.

Qualified 2", 3/4", and 1" tape machine operator with editing and on air switching. Six months experience required. Equal opportunity employer. Call Bruce Sloan, 907-562-3456.

SITUATIONS WANTED MANAGEMENT

GM of profitable LPTV looking to move to growing broadcast group. Write Box P-91.

Wasting promotion, advertising \$\$\$\$? GM, top 20 PR-AD firm, national award winner wants to crossover from agency side to help you move up in your ratings. Do you get maximum distance from your advertising and promotion budget? Are you certain it adds audience? I can get more results from your agency for less. Box P-79 or call 703-836-6374 after 7pm.

General manager: Successful, experienced, dedicated GM. Have developed all areas of TV station into a profitable and professional operation. Strong in news, sales and programing. Small and medium market experience. Ready for challenge in a larger market. Box Q-1.

Business manager/controller: Degreed, 5+ years experience with top 60 network affiliate. Responsible for general ledger, operating budgets, cash flow and capital expenditure budgets as well as accurate, affective and productive business procedures. Seeking employment within a quality organization. Call Dan Pavuk 419-385-3359.

20 years management experience in medium market. Good sales achievements. Effective cost control. Available March. Personal interview only. Box Q-11.

SITUATIONS WANTED TECHNICAL

Network operations engineer available now. 8 years master control, satellites, videotape experience. Consider anything secure. Great references. Mary 818-359-2491.

27 years experience as broadcast engineer. Nineteen as chief or equal. Built both VHF and UHF transmitters. Effective communicator. On time and on budget. Full information first contact. Box Q-3.

SITUATIONS WANTED NEWS

Weathercaster. AMS seal. National and top ten experience. Personality oriented. Strong on community involvement. Family man looking for main weather position in livable Eastern medium market with long term potential. Reply Box P-83.

Minority male reporter/anchor looking for employment in a larger market. Now working in Texas. Box Q-7.

Attention teens and 20's! Black female anchor/reporter. Aggressive, articulate and beautiful. Experienced and smooth on-air. Call 616-375-8532.

Small markets: ND/anchor position sought by veteran medium market anchor/reporter who's done it all, including producing, live, editing and photography. Contact through: 607-785-8128.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Video editor seeking position in southern California. Experienced 2 years post-production. 1" and 3/4" formats. Demo available. Call M. Lynn 313-822-2612.

Writer seeks creative position in Big Apple. Degree, comedy, newswriting experience. Bill Quinlivan, 205 Stevenson, Buffalo, NY 14210.

Producer/director: Black female with top 10 experience, network background, more than ten years in the biz. Will freelance Washington, Baltimore, Philadelphia/relocate (almost) anywhere. 301-445-4909.

MISCELLANEOUS

Antonelli sales training package. Improve performance of your local sales staff. Train new people. Developed by Martin Antonelli, President, Antonelli Media Training Center, 20 years in broadcast. Includes 100 page training manual, one hour videotape, prospecting, packaging, selling the independent, much, much more. Sold to stations all across the country. 212-206-8063.

Attention job-hunters! Our list of availabilities is tops in the industry. Solid leads, plus valuable advice on potential openings. All areas, all levels. We canvass companies daily to give our subscribers the winning edge! Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273. 813-786-3603.

Primo People: The news director's best friend when you need to fill an important opening in a hurry. We can deliver the best in screened and available talent, immediately. Steve Porricelli or Jackie Roe at 203-637-3653. We will answer all your questions.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Graduate Assistantships for Master's degree in Communication in an award winning program. Stipend is \$4500 plus waiver of all tuition and fees. Teach two classes in basic public speaking. You may pursue interpersonal, public or intercultural communications; mass communication; broadcasting, journalism or public relations. Complex color television studio with cable connection and 100,000 watt FM public broadcasting station, both with satellite linkage. Write or call Graduate Coordinator, USL Box 43650, Lafayette, LA 70504 or 318-231-6103. Openings in August as well as January. Graduate Record Exam (GRE) required and GPA of 2.5 or more.

The University of Illinois at Urbana-Champaign has reopened a search for an experienced television and/or radio journalist to teach broadcast journalism courses. This is a fulltime tenure-track job effective August 21, 1987. Applicants should have at least a Master's degree. Salary depends on qualifications. Address questions or applications to Search Committee, Department of Journalism, 119 Gregory Hall, 810 South Wright Street, Urbana, IL 61801 University of Illinois is an affirmative action/equal opportunity employer.

Journalism Department Chairperson: Saint Michael's College. Applications are invited for position of chairperson of the Journalism Department at Saint Michael's College, a Catholic liberal arts and sciences four year college with a student population of 1600. These are approximately 125 journalism majors in a department of three full time and five part time faculty. Earned doctorate preferred but outstanding professional credentials and master's degree will qualify. Desired qualifications include an interdisciplinary approach to mass communication, effective interpersonal and management skills, college teaching and media experience along with expertise in granted program development. Apply to the Personnel Office, Saint Michael's College, Winooski, VT 05404 for hire date July 1, 1987. An equal opportunity/affirmative action employer.

Fixed-term lecturer position (two years) to replace person on leave, Available August 19, 1987. Teach broadcast fundamentals, radio production, TV announcing, sales/management; also business and professional speech. At least M.A. required. Send resume, official transcripts and 3 recent letters of recommendation to Chairman, Theatre Arts Dept., East Carolina University, Greenville, NC, 27858-4353, by March 10, 1987. AA/EEO.

HELP WANTED TECHNICAL

Expanding N.Y.C. post facility seeking chief engineer. Responsible for daily operations, troubleshooting, maintenance, knowledge to component level. Familiar w/CMX ADO, GVG. Salary commensurate w/exp. Good apply/nice people. Box Q-9.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

The University of South Dakota, Mass Communications Department has two positions available; advertising/public relations, and radio and television production. These are assistant professor positions, tenure track, with competitive salaries. Duties include advising, service and research in addition to teaching at both undergraduate and graduate (M.A.) levels. Ph.D. strongly preferred. Send letter of application, vita and references by February 15 to: Search Committee, MCOM Department, USD, Vermillion, SD 57069 AA/EEO.

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.

For sale: MDS transmission time. Single channel MDS station in San Antonio, Killeen, Victoria, Texas. Any time slot available for video and/or data programs. For info call Judi at 512-223-6383.

EMPLOYMENT SERVICES

Government jobs \$16,040 - \$59,230/yr. Now hiring. Call 805-687-6000. Ext. R-7833 for current federal list.

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, 303-665-3767.

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

Have unused tower needing removal? We will buy and remove. 200 to 1,000 ft. 300 miles from La Crosse, WI. DJ Enterprises. 507-895-2285.

Help! Need immediately! Used Gates BC10-H or BC10-P transmitter. KSMM, 1530 AM - 612-445-1866.

Wanted, five (5) transmitters 55 or 30 kw for channels 22, 23, 48, 55, 62. Used or new sent bids to Carlos Ortiz, P.O. Box 1975, San Benito, TX 78586.

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), CCA 2500DS (1972) **20KW FM-CCA 20000D (1973), Harris FM 20H3 (1973) **10KW FM RCA BTF 10D w/ Mosley exciter **5KW FM-Elcom Bauer 605B, **3KW FM-CCA 3000DS **2.5 FM-Sparta 602A, Collins 831D2, Transcom Corp. 215-884-0888. Telex 910-240-3856.

50KWAM Continental 317, RCA BTA 50H **10KWAM-RCA BTA 10H-on air**5KWAM-CCA 5000D, RCA BTA 5T1-on air**250 Collins 250G, Transcom Corp. 215-884-0888. Telex 910-240-3856.

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, 60kw redundant, 120kw redundant. Bill Kitchen, Quality Media, 303-665-3767.

New RCA 60kw UHF transmitter. RCA closeout. Fast delivery. Price: \$325,000 - includes tubes. Bill Kitchen, Quality Media, 303-665-3767.

New RCA TTG-30H Hi-band VHF transmitter. RCA closeout. Fast delivery. Price reduced to \$85,000. 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.

Excellent equipment! UHF-VHF transmitters: 110 KW, 55 KW, 30 KW - used: 1 KW AM, 5 yrs old - perfect! Grass Valley 950/955 sync, 1400-12 switcher Laird 3615A; antennas - TX line; much more! Call Ray LaRue 813-685-2938.

Maze Broadcast will be in booth 789 at the National Religious Broadcasters Convention in Washington, DC, February 2-4th. Come by and let's get acquainted.

Production house ceasing operation. Full 3/4" Sony editing suite, Hitachi cameras, Sony ENG, lighting, test equipment, more. Cost \$550,000.00. New '81. Will consider all offers. For listing, call Maze Broadcast, 205-956-2227.

Over 100 AM/FM trans. in stock All complete - all books - all spares - all powers. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600. New # 214-276-9725.

Harris FM-5K/MX-15 exciter, 5 KW-FM stereo. 1983, mint-available approximately June. 814-643-3340.

Macom MA-2G 2 Ghz microwave system, complete with 4' dishes. Bogner ENG antenna, audio. Brand new. Cost 40K. Consider trade. Maze Broadcast, Inc. 205-956-2227.

Paltex ABR-1 AB edit system for Sony 5800/5850 w/time code, cables. Less 50 hrs use. Cost 15K. Sell \$6500. Maze Broadcast, Inc. 205-956-2227.

Crosspoint 6150BK master control switcher, less 50 hrs. use. Cost, 11K. Sell \$5500. Maze Broadcast, Inc. 205-956-2227.

Cel EFX-1 digital effects with TBC, freeze frame & store. Less 50 hrs use. Cost 10K. Sell \$6,000. Maze Broadcast, Inc. 205-956-2227.

AM transmitters: 50, 10, 5, 2.5, 1, .5, and .25kw, Continental Communications, Box 78219, St Louis, MO 63178. 314-664-4497.

FM transmitters: 25, 20, 15, 5, 1, and .25kw, Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

Multi-camera video truck: 1985 32' Ford F-600, 22' control room w/ 2 entrance doors, Grass Valley switcher, Ikegami cameras, Chyron CG, isolated audio booth w/ Yamaha 16 channel board, Sony tape machines, & RTS intercom system. \$295,000. 512-458-4343 or 512-453-5122.

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 evaluated 3/4 videocassettes guaranteed broadcast quality. To order call Carpel Video Inc. 301-845-8888, or call toll free, 800-238-4300.

Copper! For all your broadcast needs. #10 ground radials, 2, 4, 6, 8" strap, fly screen, counter poise mesh. 317-962-8596.

TCR-100s ACR-25, VPR-2Bs, Vital 114s, HL-79As and DALs, BVU-800s, RTI film cleaner, AVR-2s, TR-600s, Sigma sync and proc, Crosspoint 6112, BVH-1100s, SK-80s. Call Marvin Luke 919-977-3600.

Sony BVH 1000A \$17,000; Microtime 2020 plus TBC w/Image X \$2,900; Phaser II TBC/Frame Sync \$3,900; Ikegami 730 \$4,750. Call for list 213-876-4055.

RCA TP-66 16mm Telecine refurbished \$11,995- RCA FR-35B 35mm Telecine low hours \$16,000; RCA TP-7B slide Telecine \$4,500; Eastman PD-1 multiplexer \$2,500; GE 240 camera \$2,000; RCA TK-27 & 28's: Accepting film cameras, editing, and other film gear as part trade. International cinema equipment 6750 NE 4th CT. Miami, FL 33138 305-756-0699. TLX 522071.

TCR-TR60 combo. 1000 carts. Available now Sell as unit or TCR for parts. Make offer. KOAA-TV Ken Renfrow 303-544-5781.

Sony 1100 & 1100A one inch machines, console & tabletop versions. Dynamic tracking, BVT 2000 time base correctors, etc. \$31,000 and up. Video Brokers 305-851-4595.

Sony BVM 800 machines, zero timed. Brought to like new condition in our facility with heads, rollers, etc. Available first quarter '87 @ \$9,500. Taking orders with 10% deposit. Video Brokers 305-851-4595.

Sony BVM 500A portable one inch recorder \$17,500 RTS intercom system \$1,950. Sony BVT 2000 TBC \$7,900. Video Brokers 305-851-4595.

ACR 25's recently decommissioned. Many spares and extra carts ready for immediate delivery From \$13,000. Video Brokers 305-851-4595.

Grass Valley 1600 & 16080 switchers, /mlkegami monitors (TM 20-9), Sony monitor/receivers (3), call for pricing. Video Brokers 305-851-4595.

Kliegl & Colortran lighting instruments; 1K/2K, scoops, fresnel, doors, scrims, arms. Over 50 units (with spares) - \$4,800 or by the piece. Video Brokers 305-851-4595.

RADIO
Help Wanted Management

OPS MANAGER
(\$300 - \$400 weekly)

Top 20 AM/FM radio station (easy listening - MOR) seeks disciplined person to co-ordinate syndicated program format on highest rated stations in America's great sunbelt city. Airshift included (may be early evening) and moderate copy-production ability. Good benefits and working conditions.

Send resume: Box P-72.

BROADCAST ENTREPRENEUR

Fast track radio executive to join aggressive young group. All around knowledge with sales/marketing and flexibility to fill assignments as needed including GM/SM. This is a ground level sweat equity opportunity. Strict confidence assured. Let's talk at Hyatt - RAB, Atlanta, or resume to J. Taylor Monfort, Box 484, Oakton, VA 22124. EOE

Help Wanted Sales

1. BROADCAST
2. EQUIPMENT
3. PROFESSIONAL
4. SALESPERSON

Do you fit this description? We must have a power hitter... a street fighter to handle our NE U.S. accounts. Can you make it in NYC? If you can sell in the presence of the top people in the #1 market, we need each other. If you have the track record, we'll give you the keys to the city and the NE territory. Call me in complete confidence.

Dave Burns 317-962-8596

Help Wanted Programing,
Production, Others

Commercial Producer

WJR, 50,000 watt Capital Cities/ABC station is expanding its production department. We need a specialist who can create an idea, write the copy, voice and produce it

Join one of America's great radio stations in newly equipped state of the art facilities.

Tapes and resumes to:

Gary Berkowitz, Operations Manager, WJR,
2100 Fisher Building, Detroit, MI 48202.
WJR is an equal opportunity employer.

TELEVISION
Help Wanted Sales

REGIONAL TV SALES EXEC.

WLIG-TV, Long Island's only commercial TV station, seeks an individual exp'd in local & regional sales to develop our expanding market. Excellent growth opportunity with salary + bonus + benefits + company car. Send resume with salary history to:

Shari Reisman, WLIG-TV
P.O. Box 84, Woodbury, NY 11797 EOE

Help Wanted Sales
Continued



TV
SYNDICATION SALES
MAJOR
TERRITORY AVAILABLE
■NORTHEAST■

Experienced in TV syndication or TV station sales

- Self-starter
- Ability to think on feet
- Good base plus

Please reply in writing to:

Mr. Dick Jolliffe

VP, National Sales Manager

Republic Pictures Corporation
12636 Beatrice Street
P.O. Box 66930
Los Angeles, CA 90066-0930
213-306-4040

LOCAL SALES MANAGER

Growing broadcast group needs local sales manager for its East Coast top 25 independent. This individual should have substantial independent sales experience. They should be able to develop and train a large local sales force. The person we want must be committed to winning and be self-motivated. Financial and career goals are excellent for the right person. EOE. M/F. Reply:



Lee Rudnick
VP/Gen. sales Mgr.
WTIC-TV
One Corporate Center
Hartford, CT 06103

Help Wanted Technical

SuperStation
WTBS

TELEVISION ENGINEERS

Turner Broadcasting System, the leading news, sports and entertainment system in satellite communications, has career opportunities for engineers with broadcast maintenance experience. These positions demand an extensive background in television engineering. Turner Broadcasting System offers an excellent benefit and compensation program. Send resumes to:

Jim Brown, Engineering
Turner Broadcasting System, Inc.
1050 Techwood Dr., NW
Atlanta, Georgia 30048-5264
TBS is an equal opportunity employer.

ASSISTANT
CHIEF ENGINEER

Expanding Sunbelt VHF network affiliate needs assistant chief engineer with RCA G-Line transmitter and microwave experience. U-Matic VTR and studio experience helpful. FCC license required. We offer competitive salary and excellent benefits package. Send resume to:

Mr. Wendell Neilson
WMBB-TV
P.O. Box 1340
Panama City, FL 32402

Equal opportunity employer

VIDEO PRODUCT ENGINEER

CMC division of Datatape Incorporated seeks an individual with minimum 2 years experience in electronic field service in video tape maintenance, knowledge of Ampex and Sony "C" format video tape recorders and familiarity with TV broadcast industry. Will assist in preparation of marketing strategies, market presentation plans and order forecasts for the video product line. Through customer contact, will maintain awareness of customer requirements for current and future products. To apply, please send a resume, indicating salary history and professional area of interest to: CMC Technology, 2650 Lafayette Street, Santa Clara, CA 95050, Attn: E. St. John. An equal opportunity employer.

Help Wanted Technical Continued

SATELLITE COMMUNICATIONS ENGINEER

Extensive travel with a transportable earth station for distribution of television signals nationwide. Experience: broadcasting engineering (general class license); truck driving; satellite communications. Will train. Send resume & photograph to: American Uplinks, Inc., P.O. Box 699, Idaho Springs, CO 80452.

Help Wanted Programing, Production, Others

Designer

WFSB TV/Hartford, a CBS affiliate and #1 in the market, seeks an experienced designer with responsibilities that include the implementation of graphics for use by news, promotion, programming and sales. Candidate should also have hands-on knowledge of electronic graphics systems (Paint Box and Chyron), exposure to the Compugraphic typesetting systems and experienced in set design and printing techniques.

We're a Post-Newsweek station, committed to quality and excellence.

Send resume and salary requirements to:

Marty Rossman
Design Director
WFSB TV
3 Constitution Plaza
Hartford, CT 06115

3

An Equal Opportunity Employer

TELEVISION DIRECTOR

Top 10 network affiliated station seeks strong Directing talent.

The right candidate has 7-10 years' Directing experience. Desired reel includes: Talk, Drama, Variety/Performance and Live Remotes. Correct individual will be a strong leader with good pre-production/post-production skills and a solid work history.

Send resume to Box P-84

An Equal Opportunity Employer

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 Programing, Production, Others Continued

PROMOTION WRITER/PRODUCER

WTTG's award-winning Creative Services department seeks a top-notch WRITER-PRODUCER. Excellent writing and production skills with at least 2 years experience producing news and entertainment promotion. We offer a great working environment, state-of-the-art equipment and a chance to spread your wings.

RUSH your best spots and resume to:
Anne Connolly/Personnel Director/WTTG-TV
5151 Wisc. Ave., N.W./Washington D.C. 20016

EOEM/F



WILDLY ATTRACTIVE

Great on-air credentials as host, reporter and syndicated broadcaster. Strong background in health & medicine. Author of Simon & Schuster book to be published in fall '87. Free to locate in major market. Box P-42.

For Fast Action Use
BROADCASTING'S
Classified
Advertising

ALLIED FIELDS

Help Wanted Programing, Production, Others

AMPEX AUDIO-VIDEO SYSTEMS DIVISION

The world leader in television technology has a number of exciting, challenging positions in

Product and Applications Marketing

Our continued expansion into new product and market areas has created a number of new positions on our product management team responsible for Analog and Digital VTRs, ADO™ Digital effects, Video graphics and Video Switchers.

These positions are responsible for developing and defining new products and the formulation and implementation of the marketing strategies for those products. Knowledge and understanding of the technology and the marketplace is essential. These positions provide challenging work, unlimited advancement potential, excellent compensation, and worldwide responsibility. They are based in our Redwood City, CA Corporate Headquarters.

If you have a BS, BA or MBA and significant industry experience that you feel would qualify you to become part of a high powered marketing team, call or write Marilyn Metz, Ampex Corporation, 401 Broadway, M/S 3-40, Redwood City, CA 94063-3199. We are an equal opportunity employer.

AMPEX

Ampex Corporation

Help Wanted Sales

We are a rapidly expanding broadcast software company and need sales representatives to cover radio stations across the U.S., Canada, Mexico and the Caribbean. We have experienced explosive growth in the last few years and our foresight and knowledge of the industry has caused us to blaze ahead of other companies in our field. We prefer someone with no or very little computer experience, but you must have a comprehensive knowledge of the radio broadcast industry. Immediate employment. Send resume in confidence to National Sales Manager. Box P-78.

Experienced Broadcaster Sales Representative

Leading broadcast equipment manufacturer has opening in sales staff. Technical or broadcast background desired. Proven sales ability required. Equal opportunity employer. Send resume and salary history to Box P-24.

Employment Services

WE PLACE ENGINEERS

ALL CATEGORIES FOR TV & VIDEO
(EXCLUDING OPERATORS)

America's Leading Source for a Decade

(TV STATIONS, PRODUCTION FACILITIES, CORP. TV, MFG., CATV)

For information phone or write Alan Kornish



key systems

479 Northampton Street
Kingston, PA 18704

Employer
Paid Fees

(717) 283-1041

JOB HUNTING?

If you need a job, you need MediaLine. We give you job listings in news, weather, sports, production, programming, promotion, engineering and sales. For \$37.50 you get a daily report for 6 weeks. **1-800-237-8073** (In Missouri 314-442-3364). MediaLine, P.O. Box 10167, Columbia, MO 65205-4002.

MediaLine
THE BEST JOBS ARE ON THE LINE

LOOKING FOR A JOB? No one looking at you?

BROADCAST TALENT AGENCY can help you compile many of the tools you need to get the radio job you want. For FREE information, send a self-addressed stamped envelope to:



Broadcast Talent Agency

73-255 El Paseo, Suite 9
Palm Desert, CA 92280

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

Miscellaneous

VENTURE CAPITAL DEBT FINANCING

For broadcasters
Sanders & Co.
1900 Emery St., Ste. 206
Atlanta, GA 30318
404-355-6800

Consultants

FAIRNESS COMPLAINTS?

Contact
BROADCAST MEDIA LEGAL SERVICESSM

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 DISCOVER

For Sale Stations

TEXAS FM

Number-one FM in market of
over 175,000. Solid, positive
cash flow. Asking \$3 million.

BILL WHITLEY
(214) 680-2807



CHAPMAN ASSOCIATES
nationwide media brokers

RELIGIOUS BROADCASTERS

AM with authority to dramatically increase power day and night. Fine dial position in 81st ADI, MO. Would make dominant religious facility. Turn-key at \$800K.

Also, FM's, Combos, Indy and network TV.

John Mitchell or Joe Miot
MITCHELL & ASSOCIATES
Box 1065 Shreveport, LA 71163
318-868-5409 318-869-1301

For Sale Stations Continued

"25 YEARS EXPERIENCE
GOES INTO EVERY SALE"

H. B. La Rue,
Media Brokers

TV • RADIO • CABLE • APPRAISALS

EAST WEST
500 East 77th Street Suite 1909
New York NY 10021 (212) 288-0737

9701 Wilshire Boulevard
Suite 701
Beverly Hills CA 90212
(213) 275-9266

SOUTH
11285 Elkins Road
Suite J-8
Roswell GA 30076
(404) 442-5711
HAL GORE, Vice-pres.

ROCKY MOUNTAINS

AM w/ full-service Class C FM
in good market. Price now reduced
significantly; asking \$1.25
million with \$275,000 down.

GREG MERRILL
(801) 753-8090



CHAPMAN ASSOCIATES
nationwide media brokers

JIM MARTIN

JAMES MARTIN & ASSOCIATES
NEWSPAPER & BROADCAST BROKERS
ACQUISITIONS • APPRAISALS • FINANCING

(614) 889-9747
(614) 889-2659

SUITE 1000
65 E. STATE ST.
COLUMBUS, OHIO 43215

■ AM/FM Central Minn. resort area. \$340,000. Terms.

■ FM 50,000 watts. ERP plus good fulltime. FM #1 in market. Western Maryland. \$1.75 million.

■ AM/FM in Southcentral Ohio \$440,000. Terms.

Business Broker Associates
615-756-7635, 24 hours

Class III AM

in growing area 40 miles from Atlanta. Profitable. Great cash flow. I need to move to operate my station in larger market.

Box Q-17

R. E. Meador & Associates

MEDIA BROKERS

2 Fulltime AM's Lower Midwest in top 100 ADI Ideal for combined operation with one mgr. or available separately. Both Profitable - Good Staff. PRICED TO SELL.

Ralph E. Meador
P.O. Box 36
Lexington, MO 64067
816-259-2544

Randy Meador
Kansas City, MO
816-455-0001

The Holt Corporation

TOP 25 MARKET FM

Well-rated, with excellent equipment. \$3.1 million cash. Call Gary Kirtley at our Washington office for more information.

Washington:
703-698-8824

Allentown:
215-865-3775

Atlanta:
404-859-0301

TEXAS COMBO

Market-leading combo: Full-time AM with Class C FM; Superior technical facilities. Asking \$3,000,000. Contact:

BILL WHITLEY
(214) 680-2807

CHAPMAN ASSOCIATES
nationwide media brokers

WESTERN VHF-TV

Network affiliate located in small market. Attractive price; some terms available. Contact:

BRIAN COBB
(202) 822-8913

CHAPMAN ASSOCIATES
nationwide media brokers

CLASS A FM

Small market, Southwest Missouri. Built 1984, all new equipment. Good programming and base billing established. Motivated seller wants cash offer, or will consider terms from qualified buyer. Call NOW Paul or John 612-222-5555.

**FLORIDA
CLASS A FM
SERVES MAJOR COASTAL METRO
\$3.5 MILLION CASH
BOX Q-16**

MIDWEST BROADCASTING, INC.
has acquired
WCSJ AM-FM
Morris, Illinois
from
GRUNDY COMMUNICATIONS, INC.
for
\$600,000
BURT SHERWOOD, INC.

served as broker of record in the transaction
Burt Sherwood, Inc. 3125 MAPLE LEAF DRIVE GLENVIEW, IL 60025
312-272-4970

EARLY DEADLINE NOTICE

Due to the holiday Monday, February 16, 1987, all classified advertisements for the February 23, 1987 issue must be received by noon, Friday, February 13, 1987.

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036

Payable in advance. Check, or money order only. Full & correct payment MUST accompany ALL orders.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (NO telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word. \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue. No personal ads.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media

Alan Bell, senior VP, station development, and **Joe Goldfarb**, senior VP, broadcasting, Lorimar-Telepictures Broadcast Group, Culver City, Calif., named members of office of president, newly formed Lorimar Broadcast Group. **Leah Rosovsky McIntosh**, VP, corporate projects, Lorimar-Telepictures Administration Group, named VP, finance and administration, Lorimar Broadcast Group. **Becky Hartman**, recent graduate, Harvard University, joins Lorimar Broadcast Group as manager, finance and administration.

Hal Rosenberg, VP and general manager, Lotus Communications Corp.'s KFSD-FM San Diego, named executive VP, Lotus Communications, Hollywood-based owner of nine AM and six FM stations.

Greg R. Anderson, regional programing executive, Multimedia Radio, Greenville, S.C., named VP, radio operations, Multimedia Broadcasting Co. Multimedia Inc. is Greenville-based newspaper publisher, multiple cable system operator and owner of four AM, four FM and five TV stations.



Anderson



Rudd

S. Wheeler Rudd, general sales manager, Cosmos Broadcasting Corp.'s WAVE-TV Louisville, Ky., named VP and general manager, co-owned WTOL-TV Toledo, Ohio.

Abraham Thompson, station manager, WGCI-AM-FM Chicago, joins WRIF(FM) Detroit as general manager.

Ira L. Slakter, general sales manager, WDTN(TV) Dayton, Ohio, joins WNOW(TV) Toledo, Ohio, as VP and general manager.

Bob Scherner, station manager, KKS(NAM)-KKL(FM) Portland, Ore., named general manager.

Mike Ginsburg, general sales manager, KSSS(AM)-KVUU(FM) Pueblo, Colo., named general manager.

James McQuade, vice president and general manager, WCBS(AM) New York, named VP, radio division, CBS, reporting to CBS Radio President Bob Hosking. McQuade was replaced by Ed Kiernan, vice president and general manager, CBS Radio Representatives ("In Brief," Jan. 19).

Edward V. Chevlot, president, KMOL-TV San

Antonio, Tex., retires after 35 years at station.

Dianna L. Kirby-Clark, operations director, noncommercial KCLC(FM) St. Charles, Mo., joins noncommercial KCFV(FM) Ferguson, Mo., as general manager.

Appointments at Beverly, Mass.-based American Cablesystems: **David S. Prescott**, treasurer and chief financial officer, adds duties as corporate executive VP; **Roni A. Lip-ton**, senior VP, legal and regulatory affairs, and **Joseph L. Winn**, VP and corporate controller, to corporate senior VP's; **Nancy B. Larkin**, VP, corporate communications and training, to corporate VP; **Michael B. Mil-som**, corporate counsel, to corporate assistant VP; **Ernie B. Schultz**, general manager, Chicago operations, adds duties as senior VP, operations, Midwest region; **Liann J. Bow-man**, general manager, Rolling Mills, Ill., cable system, adds duties as assistant VP; **Thomas G. Walsh**, general manager, Pompa-no Beach, Fla., cable system, adds duties as VP; **Daniel J. Olmetti**, from intergovernmental and employe relations division, American Cablesystems, adds duties as assistant VP and general manager, western Florida region; **Wil-lam P. Riley**, assistant VP, engineering, **John J. King**, manager, southern Massachusetts region, and **Edward T. Holleran Jr.**, general manager, Cambridge, Mass., system and manager, northern Massachusetts region, named VP's.

Bill Byrd, general sales manager, WAKA(TV) Selma, Ala., named station manager.

Wayne Daugherty, VP, sales, WTVM(TV) Co-lumbus, Ga., adds duties as station manager.

Richard Sperry, from Epsilon Direct Market-ing, Boston, joins Comcast Cable Communi-cations Inc., Bala Cynwyd, Pa., as VP, market-ing and sales.

Michael Adamchak, Colorado regional manager, Scripps Howard Cable, joins C4 Media Corp., Vienna, Va.-based multiple cable system operator, as general manager, mid-Atlan-tic region. **Janice F. Hill**, from Arter & Had-den, Washington communications law firm, joins C4 Media as director, legal affairs.

Jeff Byers, executive producer, WOR(AM) New York, named operations director.

Richard Bennett, traffic manager, WIXT(TV) Syracuse, N.Y., named operations manager.

Tom McGuire, program director, WXCL(AM) Peoria, Ill., joins WKRZ-AM-FM Wilkes-Barre, Pa., as operations manager.

George Thurman, head of instructional de-sign and production, noncommercial WPSX(TV) Clearfield, Pa., named operations director.

John Davis, producer, midday programing, WAAM(AM) Ann Arbor, Mich., adds duties as director, broadcast standards.

Julie Heberer, district controller, Continental Cablevision, St. Louis, joins KMOV(TV) there

as associate business manager.

Andrew Scott, afternoon announcer, WVOT (AM) Wilson, N.C., named operations man-ager.

Marketing

Patrick Hehir, senior VP, treasurer and mem-ber of board, McCaffrey & McCall Inc., New York, named executive VP and chief financial officer, succeeding **Dick Passanant**, vice chairman and chief financial officer, retired.

Jerry Siano, president, N W Ayer/New York, named chairman.

F. Christopher Labash, creative director, Ket-chum Communications, Pittsburgh, named executive VP and executive creative director.



Labash



Frank

Betsy Frank, VP and associate media research director, DFS Dorland, New York, named senior VP.

John Weaver, VP and executive producer, Young & Rubicam Inc., New York, named senior VP. **Cathy C. McCarthy**, **Edward J. Da-ley** and **James E. Frankum Jr.**, account super-visors, named VP's.

Eugene J. Dichiaro, senior VP and manage-ment supervisor, ICE Communications Inc., Rochester, N.Y., marketing firm, named ex-ecutive VP and director, account services.

Jeffrey G. Vetter and **Carole Christie**, VP's and creative directors, D'Arcy Masius Ben-ton & Bowles, St. Louis, named senior VP's. **Andre P. Nel**, senior art director, and **James S. Welborn** and **Ben Counts**, senior copywriters, named associate creative directors.

Jeff Abbott, VP and creative director, HBM/Creamer, Hartford, Conn., joins W.B. Doner & Co., Detroit, as VP, Canadian creative.

Mark Guleff, media planner, Doner, named senior media planner. **Chris Kelley**, graphic artist, named art director. **Rick Maertens**, broadcast traffic executive, Doner, and **Janet Maycock**, copywriter, HBM-Creamer, Bos-ton, named copywriters, Doner, Detroit.

Herb Farber, general sales manager, KPIX-TV San Francisco, joins Konjolka & Co., Welles-ley, Mass., media marketing firm, as VP, marketing.

Jane Schoen, assistant research director, McGavren Guild Radio, New York, named research director. **Jeff Edgley**, from KLZ(AM)

Denver, joins McGavren Guild Radio there as regional radio specialist. **Paddy O'Brien**, regional manager, Hillier, Newmark, Wechsler & Howard, Minneapolis, joins McGavren Guild Radio, Los Angeles, as account executive.

Sandra Winans, former local sales manager, KIMN(AM)-KYGO(FM) Denver, joins Blair Radio as manager, new Denver office. Appointed at Blair Radio: **Vincent J. Gambino**, account executive, Blair Radio, Dallas; **Howard M. Frank**, research analyst, and **John (Jay) Wisse**, account executive, WKIX(AM)-WYLT(FM) Raleigh, N.C., to account executives, New York; **James M. Hawkes**, senior regional account executive, D'Arcy Masius Benton & Bowles, Los Angeles, and **Vicki L. Kramer**, account executive, Lotus Hispanic Reps, Los Angeles, to account executives, Los Angeles; **Mark D. Meech**, from Harris-Lanier, Chicago, and **Ann Pantalone**, account executive, Blair Radio, Detroit, to account executives, Chicago.

Craig Smith, creative supervisor, Cranford Johnson Robinson Associates, Little Rock, Ark., named associate creative director.

Andi Bardino, media planner/buyer, Mintz & Hoke Inc., Avon, Conn., named information systems manager.

Maureen Aichs, executive secretary, BHN/Advertising, St. Louis, named broadcast production and traffic manager.

Brett Edwards, media assistant, DDB Needham Worldwide, Chicago, named media planner.

Anthony Wrath, account executive, Branham Newspaper Sales, Los Angeles, joins Torbet Radio there as account executive.

Marilyn Hansen, local and national sales manager, WDZL(TV) Miami, named general sales manager.

Lawrence R. Ryan, local sales manager, WDTN(TV) Dayton, Ohio, named general sales manager, succeeding Ira L. Slatker who joins WNWQ(TV) Toledo, Ohio, as general manager (see "Media," above).

Mike Knox, general sales manager, KGU(AM) Honolulu, joins KMEZ-AM-FM Dallas, in same capacity.

Patrice Watson Chaney, sales manager, WDOJ(AM)-WUBE(FM) Cincinnati, named general sales manager.

Ron Briggs, national sales manager, KCCI-TV Des Moines, Iowa, named general sales manager.

Bill Ohlson, local and regional sales manager, KNAZ-TV Flagstaff, Ariz., named general sales manager.

Art DePasqua, national sales manager, WVIT(TV) New Britain, Conn., named general sales manager.

Doug Sheldon, national sales manager, WBAP(AM)-KSCS(FM) Fort Worth, named general sales manager.

Karen Hansen, local sales manager, KKSJ(AM)-KLLI(FM) Portland, Ore., named general sales manager.

Michael Brunette, local sales manager, WWMT(TV) Kalamazoo, Mich., adds duties as general sales manager.

Dennis Mockler, account executive, WIBC(AM)-WNAI(FM) Indianapolis, joins WELP(AM)-WTLT(FM) Easley, S.C., as general sales manager.

Phil Johnson, general sales manager, KESI(FM) Terrell Hills, Tex., joins KMOL-TV San Antonio, Tex., as local sales manager.

Mary Ann Cooper, sales manager, WQBK-AM-FM Albany, N.Y., joins WGY(AM)-WGFM(FM) Schenectady, N.Y., as sales executive.

Bob Zimmerman, national sales manager, Edens Broadcasting's KOY-AM-FM Phoenix, adds duties as national sales manager, co-owned KLZZ-AM-FM San Diego.

Bryce Benedict, national sales manager and former general sales manager, KAKE-TV Wichita, Kan., retires after 32 years with station.

Marcia DeHaven, account executive, WRKZ(FM) Elizabethtown, Pa., named co-op coordinator.

Lauralee Mohr, media supervisor, Media Masters Inc., Detroit, joins WOMC(FM) Detroit as director, retail development.

Jane Temple, producer, *The Morning Exchange*, WEWS(TV) Cleveland, named creative services and marketing director.

Richard V. Giordano Jr., recent graduate, Antonelli Media Training Center, New York, joins WMAR-TV Baltimore as account executive.

LuAnn Rippke, account executive, KWSL(AM)-KGLI(FM) Sioux City, Iowa, joins KTIV(TV) there as sales marketing coordinator.

Betsie Sauereisen, sales representative, Select Radio Representatives, Boston, joins WMEX(AM)-WMJX(FM) Boston, as account executive.

Carlene Gotthardt, national direct sales executive, KAAM(AM)-KZPS(FM) Dallas, joins KQZY(FM) there as account executive.

Gloria Feldser, former sales manager, WTHU(AM) Thurmont, Md., and **Dennis Greenbaum**, former account executive, Seidel & Kayanan Advertising, Baltimore, join WARX(FM) Hagerstown, Md., as account executives.

Randy Jacobs, from KZBS(FM) Oklahoma City, joins KCLR(FM) Edmond, Okla., as account executive.

Programming



Brenner

David Brenner, VP, advertiser sales, MCA TV, New York, named senior VP, advertiser sales.

Dennis E. Doty, producer, Rule/Starger Co., Los Angeles, joins D.L. Taffner/Ltd. there as senior VP.

Lonnie Guida, from USA Network, New York, joins Hughes Television Network there as senior VP and chief financial officer.

Mark (Bruno) Cohen, news director, KPIX(TV) San Francisco, joins Buena Vista Television, Los Angeles, as executive director, programming.

Michael Zarour, treasurer, U.S. operations, Thorn EMI, New York, joins Lorimar-Telepictures, Culver City, Calif., as director, corporate finance, administration group.

Richard Elkind, marketing manager, WCBS-TV New York, joins King World there as research director.

Linda Ekizian, program assistant, Council for International Exchange of Scholars, Washington, joins Devillier-Donagan Enterprises, Washington TV program distributor, as director, sales administration. **J. John Esteban**, recently awarded masters degree from Marymount College, Arlington, Va., joins Devillier-Donagan Enterprises, as business manager.

Mark Wagenheim, former director, network affiliates, dick clark productions, Los Angeles, joins Fries Distribution Co. as Eastern sales manager, New York. **Tim Newman**, account executive, Worldvision Mid-West, Chicago, joins Fries Distribution there as Midwestern sales manager. **Mike Murashko**, senior account executive, Goodson-Todman Productions, Los Angeles, joins Fries Distribution there as Southwest account executive.

Gary G. Reynolds, production assistant and announcer, Kingsbury Broadcast Consultants, Springfield, Mo., radio syndicator, named director, new programs and development.

Joe McSweeney, account executive, Satellite Music Network, Chicago, joins Tribune Radio Networks there in same capacity.

Julius Efflandt, director, programming and operations, KWCH-TV Hutchinson, Kan., named VP, programming.

Debbie Hale-Sweeney, assistant program director, KMPH(TV) Visalia, Calif., named program director.

Rich Wood, independent consultant, joins WPIX-FM New York, as program director. **Jack Spector**, from WNBC(AM) New York, joins WPIX-FM as afternoon announcer.

Joseph Alfenito, manager, operations and promotion, NBC's WKYS-FM Washington, named program manager, co-owned KYUU(FM) San Francisco.

Robert O. Patterson, program/operations manager, WSJT(TV) Vineland, N.J., joins WLYH-TV Lancaster, Pa., as program director.

Ray Miller, program director/office manager, Reams Broadcasting Corp.'s WWCK-AM-FM Flint, Mich., joins co-owned WBVE(FM) Cincinnati in same capacity.

Art Wander, from WREC(AM)-WEGR(FM) Memphis, joins WBUF(FM) Buffalo, N.Y., as program director.

Ben Ball, operations manager and announcer, WRDU(FM) Wilson, N.C., named program director.

Jim Conlin, from WTBO(AM)-WKGO(FM) Cumberland, Md., joins WARK(AM)-WARX(FM) Hagerstown, Md., as production director and morning announcer. **Sue Burns**, from WJEI(AM)-WWMD(FM) Hagerstown, joins WARK-WARX as midday announcer and public affairs

director.

Appointments at Pennsylvania State University's noncommercial WPSX(TV) Clearfield, Pa.: **R. Bruce Adams**, head of program production, to director, programming, production and development; **Ned Faust**, producer and director, to head of program production; **Frank Wilson**, producer and director, Penn State's department of instructional media, to head, instructional design and production.

News and Public Affairs

Leonard Shapiro, deputy sports editor. *The Washington Post*, who was named deputy managing editor, sports, United Press International, Washington ("Fates & Fortunes," Jan. 26), has changed his mind and decided to continue at *Post*.

Peter Vesey, Washington bureau chief. Cable News Network, named London bureau chief, succeeding **Francoise Husson**, named manager, satellite operations, London.

Dan Mohler, assistant producer and sportscaster, WMUB(FM) Oxford, Ohio, joins the Weather Channel, Chicago, as account manager. **Carolyn M. Schultz**, marketing executive, Gourdie Products, Schaumburg, Ill., joins The Weather Channel as cable sales representative, central region. **Mary Brown**, from WBRC-TV Birmingham, Ala.; **Neal Estano**, from WGME-TV Portland, Me.; and **Marshall Seese**, from KENS-TV San Antonio, Tex., join The Weather Channel as on-camera meteorologists.

Gary Krakow, producer, NBC-TV, New York, named producer, *Live at Five*, WNBC-TV New York. **Allan Schear**, chief photographer, WTAF-TV Philadelphia, joins WNBC-TV as manager, electronic journalism operations.

Ralph Vartigian, noon news anchor, WTEN(TV) Albany, N.Y., named editorial director.

Steve Rondinaro, weekend anchor and reporter, WTVJ(TV) Miami, joins WESH-TV Daytona Beach, Fla., as 6 p.m. and 11 p.m. anchor.

Linda MacLennan, anchor, *Canada AM*, CTV, Toronto, joins WBBM-TV Chicago as reporter and morning anchor.

Jennifer Romm, writer and field producer, KMGH-TV Denver, and **Louisa Craft**, KWGN-TV Denver, join noncommercial KRMA-TV there as co-anchors and reporters. *Stateline*, political news program.

Mike Shuster, editor and reporter, National Public Radio, Washington, joins noncommercial WNET(TV) Newark, N.J., as host, *Metroline*, weekly public affairs show.

Eadie Fawcett, reporter, KCRG-TV Cedar Rapids, Iowa, named anchor.

Pamela Graham, weekend anchor, and **Don Dudley**, morning anchor, WSPA-TV Spartanburg, S.C., named noon co-anchors. **Rob Sawyer**, noon anchor, and **Kathy Foster**, reporter, named weekend co-anchors.

Johnny Bench, former catcher, Major League Baseball's Cincinnati Reds, joins WLWT(TV) Cincinnati as announcer for Reds broadcasts.

Mike Gartner, right wing, National Hockey

League's Washington Capitals, joins WTOP (AM) Washington as host, *The Mike Gartner Show*, daily two-minute report.

Bill Kubota, producer, WLNS-TV Lansing, Mich., joins WJRT-TV Flint, Mich., as producer, 6 p.m. newscast.

Ken Broo, from WTSP-TV St. Petersburg, Fla., joins WLWT(TV) Cincinnati as sports director and anchor.

Jane Robelot, anchor and reporter, WSPA-TV Spartansburg, S.C., named 6 p.m. and 11 p.m. anchor.

Joan Goodman, western Massachusetts bureau chief, WFSB(TV) Hartford, Conn., joins WWLP(TV) Springfield, Mass., as reporter, anchor and producer.

Diane Dawson (Daurora), anchor, KDEB-TV Springfield, Mo., joins WCHS-TV Charleston, W.Va., as weekend anchor.

Appointments at WHNT-TV Huntsville, Ala.: **Michele Muro**, anchor, KMIR-TV Palm Springs, Calif., to weeknight anchor; **Rudy Koski**, from WAPT(TV) Jacksonville, Miss., to reporter; **Andy Artis**, from WSB-TV Atlanta, to photographer.

Scott Wieditz, intern, KTIV(TV) Sioux City, Iowa, named general assignment reporter and photographer.

Technology

Ken Harple, independent venture capital consultant, joins Analogic Corp., Peabody,

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The William Benton Fellowship Program at The University of Chicago, now entering its fifth year, provides a unique opportunity for professionals—television and radio reporters, news executives, producers, writers—to expand their expertise on essential issues, free from deadline pressure. The Program is sponsored by the William Benton Foundation.

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The application deadline is March 2. Fellows will be notified by June 1. The 1987-88 Program begins September 21, 1987.

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NAME

TOTAL YEARS OF PROFESSIONAL EXPERIENCE

TITLE

STATION/NETWORK

ADDRESS

TELEPHONE

Mass., as VP and general manager, signal processing group. **Charles Brewer**, VP, sales and marketing, Artel Communications Inc., Worcester, Mass., joins Analogic Corp. as VP and general manager, industrial technology group.



Mellen

F. Gillis Mellen, VP and general manager, components division, Augat Inc., Attleboro, Mass., named VP and general manager, Augat Elfab, following Augat's acquisition of Elfab, Lewisville, Tex., components manufacturer.

John F. Johnson, branch manager,

AT&T, Chicago, joins Anixter Brothers Inc., Skokie, Ill., as executive VP, manufacturing.

Donald R. Lockett, director, operations and engineering, noncommercial WHMM(TV) Washington, joins National Public Radio there as director, operations and engineering.

Paula Sullivan, manager, affiliate relations, Event Television, New York, joins Science Dynamics Corp., Cherry Hill, N.J., as manager, market development, cable products.

Steve G. Romeo, manager, market development, Bose Corp., Framingham, Mass., joins JBL Professional, Northridge, Calif., as market manager.

Larry Sowder, manager, broadcast sales division, ASACA/SHIBASUKY Corp. of America, Los Angeles, joins Omni Technology, Fort Lauderdale, Fla., as VP, sales.

Ted Nahil, from Greater Media Corp., Detroit, joins WSSH(FM) Lowell, Mass., as director, engineering.

Promotion and PR



Walsh

Gene Walsh, VP, press and publicity, NBC-TV, Burbank, Calif., named VP, media relations, NBC Productions.

Kim Reed, national director, television publicity, Lorimar-Telepictures, Culver City, Calif., joins MGM/UA Television Productions, Los Angeles, as

VP, advertising, publicity and promotion.

Maggie Begley, senior publicist, Warner Brothers Television, Burbank, Calif., named director, publicity, advertising and promotion.

Michael Capes, manager, public affairs, Lifetime Cablevision, New York, named director, public affairs. **Meredith Wagner**, press representative, CBS Television Stations, New York, replaces Capes as manager, public affairs. **Felice Linder**, producer, on-air promotion, Lifetime Cabletelevision, New York, named senior producer, on-air promotion.

Susan Bluttman, director, public affairs, Lifetime, New York, joins The Disney Chan-

nel, Burbank, Calif., as manager, national consumer press.

June Shelley, director, advertising and promotion, ABC Video Enterprises, New York, named director, theatrical sales, advertising/promotion.

Judith C. Wolf, press secretary, Ed Struikma, former acting mayor of San Diego, joins Laura Walcher Public Relations, San Diego as account executive.

Carolyn Brown, account executive, The Lippin Group, New York; **Jan Fisher**, publicist, Solters/Roskin/Friedman Inc., Los Angeles, and **Debra Davis Lipson**, publicist, Columbia Pictures, Los Angeles, named account executives, The Lippin Group, Los Angeles.

Allied Fields

William W. Marsh, director, Radio in the American Sector, Berlin, joins Radio Free Europe/Radio Liberty, Munich, West Germany, as executive VP.

Jay Morgenstern, executive VP/general manager, Warner Brothers Music Inc., and president, Warner Brothers Publications Inc., New York, named to board of directors, American Society of Composers, Authors & Publishers, New York.



Morgenstern



Pierson Sr.

W. Theodore Pierson Sr., senior partner and co-founder of Washington law firm of Pierson, Ball & Dowd, retired Jan. 1. Retiring on same date was **William F. Wetmore Jr.**, another partner, who will remain counsel to firm. Pierson, Ball & Dowd was founded in 1940 to specialize in communications law, later branching into other practices as well. **W. Theodore Pierson Jr.**, remains as partner.

Matti A. Prima and **Hylton M. Philipson**, VP's, Henry Ansbacher Inc., New York media mergers and acquisitions investment banking firm, named senior VP's. **L. Mark Stone** and **Bruce Brown**, associates, named VP's.

Eugene B. Johnson, VP, mergers and acquisitions, Cable Investments Inc., Englewood, Colo., broker and investment banker, named senior VP, mergers and acquisitions.

Lou Miles, retired lieutenant colonel, U.S. Army, and former executive officer, American Forces Network, Europe, joins Armed Forces Radio and Television Service Broadcast Center, Los Angeles, as television program manager.

Carole E. Handler, former senior VP and general counsel, MGM/UA Distribution Co., Los Angeles, and **Wesley S. Caldwell III**, former New Jersey deputy attorney general, join law firm of LeBoeuf, Lamb, Leiby & MacRae. Handler will be based in

firm's Los Angeles office and Caldwell in Edison, N.J.

M.A. (Mike) Kautsch, associate professor, journalism, University of Kansas, Lawrence, named dean, university's William Allen White School of Journalism and Mass Communications.

Appointed to Washington office, Kaye, Scholer, Fierman, Hays & Handler, New York-based law firm following its merger with Shrinky, Weitzman & Eisen, Washington communications law firm: **Jason L. Shrinky**, to partner; **James M. Weitzman** and **Bruce Eisen**, to Washington counsels; **Allen G. Moskowitz**, to associate.

James Bouras, secretary, general attorney and VP, Motion Picture Association of America, Washington, joins Motion Picture Licensing Corp., Stamford, Conn., as president. **Jack Lusk**, senior VP, MGM/UA Distribution Co., New York, joins MPLC as executive VP. MPLC is year-old company seeking to create new business, obtain blanket performance licenses for theatrical showing of home videocassettes.

Michael D. Fierstein, account executive, advertiser/agency television sales, Arbitron Ratings, Chicago, named Northwestern regional manager, advertiser/agency television sales, San Francisco.

Kathleen Ferguson Chapman, former editorial page production editor, *Washington Times*, joins Gannett Foundation, Rochester, N.Y., as staff writer, communications department. Gannett Foundation is nonprofit organization which supports journalism education.

Lilly Eide, director, communications, WBBM-TV Chicago, joins Museum of Broadcast Communications there as executive director.

Deaths

Jerry A. Adams, 47, president, general manager and part owner, WKBJ(AM)-WYNU(FM) Milan, Tenn., died Jan. 20 of heart attack at Jackson-Madison County General hospital. Before moving to WKBJ-WYNU, Adams was VP and general manager, WYHY(AM) (today WSEV(AM)) and WMYU(FM) Sevierville, Tenn. He is survived by his wife, Julia, son and three daughters.

Samuel Elber, 71, retired actor and broadcaster, died Jan. 25 of complications from lung cancer, at New York hospital. Elber was director of promotion, WERE(AM) Cleveland, when he was elected VP and one of founding directors of Broadcast Promotion Association (now Broadcast Promotion and Marketing Executives) in 1956. He is survived by his wife, Phyllis, VP, WNYW(TV) New York, and three sons.

Aram A. Avakian, 60, film editor, died Jan. 17 of heart failure at his home in New York. In 1955-1958, Avakian edited film for Edward R. Murrow's *See It Now* on CBS-TV. He is survived by son and daughter.

Stan W. Metzler, 40, Los Angeles bureau manager, United Press International, died Jan. 20 of cerebral hemorrhage at Beverly hospital, Montebello, Calif. He is survived by his wife, Sylvia.

Stuart Hersch: choice of Kings

It was the last day of the NATPE International convention in New Orleans. Traffic at the King World booth, with its bold blue neon letters identifying what some describe as the hottest syndicator of first-run product today, was beginning to die down. Stuart Hersch, the company's 36-year-old executive vice president and chief operating officer, had granted an interview for noon and was running late. "He's never been on time for a meeting," kids one Hersch admirer. "He's on his way," assures a harried public relations executive at the booth, walkie-talkie in hand.

Sure enough, some 10 minutes later, Hersch arrived at the booth, looking tired but ready to proceed. "I only wish my voice was here," he said. Technically, the voice is there, but it is pretty hoarse from a week of almost nonstop meetings with clients, station people, analysts, production executives and potential co-venturers. One more day of it, said Hersch, happily, and then it would be off to the Caribbean and a chartered boat—without a telephone—for a week of R and R.

In more ways than one, the intensity and energy found at NATPE are a reflection of the pace of Hersch's life. His weekdays are devoted to the company, from running its day-to-day affairs to pursuing and closing program ventures or distribution deals, all the while contemplating potential opportunities. When he's not at the office or on business travel, he's out meeting with a client or business associate, often in a social setting, but with the potential to spark a new business relationship usually there. "It is a life style," he says of his work at King World.

That life style has made Hersch a wealthy man. He was the one who orchestrated the company's going public in 1984. Some 30 million shares of common stock are currently outstanding, 50% held by the public, 48% held by the King family and 2% held by Hersch. The stock started trading at \$10 per share and for those who bought in at the beginning, is now trading at the equivalent of about \$114 per share when stock splits are factored in.

The growth has hinged primarily on the phenomenal success of two game shows—*Wheel of Fortune*, now in its fourth year, and *Jeopardy*, now in its third—and *The Oprah Winfrey Show*, which burst on the syndication scene last year to challenge *Donahue* as the premiere syndicated talk show. This year, King World brought the new *Laugh Machine* to NATPE and cleared about 65 stations, although it's too early to tell whether the show is a go.

Before Hersch arrived on the scene in 1983, King World was very much a family affair, jointly run by brothers Roger, Michael and Robert King (the last has since left the



STUART ALAN HERSCH—executive vice president and chief operating officer, King World Productions, New York; b. Jan. 2, 1951, Brooklyn, N.Y.; B.S., labor relations/economics, Cornell University, 1972; attended London School of Economics, 1973; JD, New York University Law School, 1975; associate, Webster & Sheffield, 1975-78; partner, Hardee, Barovick, Konecky & Braun, 1978-83; present position since Nov. 15, 1983; single.

company) and founded by their father, Charlie King, in 1964. Hersch became the first outsider to join the company's executive ranks. Most agree that he was brought on because of his knowledge of the business side of the business, particularly his familiarity with Wall Street.

After graduating from New York University Law School in 1975, Hersch practiced securities law for the New York firm of Webster & Sheffield. He quickly became bored with securities work, which he likens to being "an intellectual scribe." In 1978 he made the move to entertainment law, signing on as a partner with the firm of Hardee, Barovick, Konecky & Braun. The difference between securities law and entertainment law, he says, is that on the entertainment side "you are much more active in the business end as well as the law. In the time a client may do one TV show or movie I may have done 20 or 30 deals. They can come to you for advice on a different level." It was at Hardee, Barovick that Hersch first met the Kings, and did work for their company, as well as other entertainment companies such as Telepictures, Embassy, the three networks and individual producers and talent.

The bond with the Kings grew over the four or five years that Hersch represented the company as outside counsel. He talks of the "mutual respect" that emerged, and his perception that King World could be a really big player if the family were willing to take the company public. In fact, he says, if the Kings had not been willing to take that step, he would not have joined the company. "I

would not have left the practice," he said, "unless they were committed to building the company and one way of building the company is going public. They could have kept it private and been very wealthy or they could take that money and reinvest it in the product and people and build and see if we could become a major factor in this business. And much to their credit they said: 'Let's go for it.'"

From the outside looking in, the leadership of King World appears to be a partnership between Hersch, the deal maker, company manager and liaison with Wall Street, and the King brothers, Roger and Michael, who are strongest in program development, marketing and sales.

Hersch has held up his end. Wall Street has fallen head over heels for King World. Lee Isgur of Paine Webber believes that the company's earnings will increase by a minimum of 50% this year and next. Net earnings this year, he said, will probably come in at about \$30 million on gross revenues of \$200 million. And in fiscal 1988, he believes, the comparable numbers will approach \$50 million and \$250 million.

The year it went public, King World was a \$30-million company with net earnings of a little more than \$3 million. "It's definitely the hottest company in syndication today," says Isgur. Jessica Reif of Arnhold & Bleichroeder agrees. "King World is the strongest of all the syndicators," she said. "They are one of the very few that had a good NATPE." She credits Hersch with taking the company "from a family operation and making it what it is today." Adds Barry Kaplan of Goldman Sachs: "Hersch is a very good deal maker and manager. He has been very important in managing the company's enormous growth."

Those who know him describe Hersch as "personable," even "happy go lucky." He's not afraid to get in front of the camera on occasion, as evidenced by a recent appearance on *Oprah Winfrey*, in a segment on "successful eligible bachelors."

Although Hersch has pretty much given up his weekday life to King World, the weekends are all his, to "recharge the batteries," as he puts it. That usually means escaping to his house in Bridge Hampton on Long Island on Friday nights for a weekend of bike riding (and swimming in the summer), socializing or just picking up a good book. On weekends, "I try to stay as far away from the business as I can," he says.

At 36, Hersch has come a long way in a short time. He's often confronted with the question: What next? But to hear him tell it, he's happy where he is. "There is no reason to go anywhere else. There is nothing like being on top." If he does leave, Hersch says, the motivating factor would be if things got boring. But for now, he adds, "things never get boring at this place. It's constant energy and motion." ■

According to agency that handles **Carter-Wallace's Trojan condoms**, Ted Bates, over **60 stations say they are favorably inclined to carry 15-second spots advertising condoms** as preventative measure against spread of AIDS. Joining KRON-TV San Francisco and WRITV(TV) Indianapolis, which have already agreed to carry spots, are WGBS-TV and WHLL-TV, both Philadelphia, WGBO-TV Chicago, WXYZ-TV Detroit and KCNC-TV Denver. No New York or Los Angeles stations have agreed to carry spots.

FCC Mass Media Bureau staff is reportedly attempting to determine whether voting stock interests in **proposed \$2.7-billion leveraged buyout of Viacom International Inc.** (BROADCASTING, Oct. 27, 1986) have changed enough since original transfer application was filed as to constitute major change. Major changes are subject to 30-day public comment period and petitions to deny. Viacom has reportedly told bureau staff it doesn't believe changes at issue constitute major change and has indicated it will provide bureau with documentation supporting that argument. Under changes, independent investors Leonard Shaykin and T.J. Dermot Dunphy would acquire 49.6% of voting stock (37.6% for Shaykin and 12% for Dunphy) and Equitable Life Assurance Society would go from 40% voting stock to nonvoting interests.

Lorimar-Telepictures will introduce **all-night home shopping show** later this year titled VTV Late Night. Jim McGillen, president of Lorimar's first-run syndication division, said new program, in development for four months, will be launched whether or not ratings improve for two-week-old, hour daytime *ValueTelevision*, which averaged 1.6/6 during its first 10 days in Nielsen's 12 metered markets. Overnight program will be offered to stations free, with Lorimar making its money from sale of merchandise. Stations keep 5% of gross and get revenue from 96 30-second commercial spots per show. According to development plan, VTV Late Night will be

Mudd moves to PBS. Veteran news correspondent Roger Mudd ended his seven-year association with NBC News last week to join the Public Broadcasting Service's MacNeil/Lehrer NewsHour, on March 1. Mudd, who will be based in Washington, has a one-year contract to contribute regular essays to the PBS evening news show and will also develop long-term series and projects for MacNeil/Lehrer Productions. The essays, he said, "will not be sit-down-at-the-desk commentaries, but will be produced, illustrated essays."

Mudd, 58, said he left NBC because after 1986 was canceled, his relationship with the network "changed. There sort of crested, at roughly the same time, a growing feeling it was in fact time for me to move on, that network television news had changed so much in the last five or six years because of new economic pressures, new owners, new management. . . that I no longer felt comfortable there." Mudd said "in many instances, the emphasis was in the wrong place and that the news itself was becoming less important or secondary to the whole theory of news promotion and advertising."

Mudd said he is "delighted" to work with NewsHour co-hosts Robert MacNeil and Jim Lehrer, whom he called "fine journalists" who "have their priorities in the right order, and have got them straight." He added that "to be doing what I want to be doing, with people for whom I have respect, in a city that I know intimately, and to be doing serious work, is a combination that is very compelling."

NBC has bought out the remainder of Mudd's contract (which reportedly guaranteed more than \$1 million per year and was to expire in 1990). Mudd said the decision to leave NBC was his. Lawrence Grossman, president of NBC News, said: "We appreciate the outstanding work Roger has done for NBC and understand his desire to take a new direction in his distinguished career. He leaves with our best wishes for continued success." PBS President Bruce Christensen said Mudd's move to PBS "proves once again that public television is the natural home of those who pursue serious journalism."

live, satellite-fed, seven days-a-week strip show that will last nine hours, with stations required to air minimum of four hours. Two or three teams of hosts will rotate shifts. Show will share some similarities with VTV daytime—most notably executive producer Susan Winston—but will also have some unusual features, starting with its origination point in Las Vegas casino. Lorimar hopes locale will help attract celebrities to program, which will also feature interactive games for viewers to play at home.

Home Box Office Inc. said last week **HBO and Cinemax grew more in 1986 than year before. HBO had 15 million subscribers** as of Dec. 31, 1986, compared to 14.6 million subscribers in 1985. **Cinemax had 4.1 million subscribers** at end of last year, compared to 3.7 million year earlier. **Disney Channel** gained 625,000 subscribers in 1986, closing year with **3.175 million subscribers**, including record gain of 138,000 in December. Executives from both companies attributed increases to **improved marketing**. Michael Fuchs, HBO chairman and chief executive officer, said success of HBO and Cinemax "had a lot to do with the energetic way the HBO/Cinemax combo was promoted. We had tremendous affiliate support for our services in marketing campaigns," he said. Disney Channel President John F. Cooke attributed increased viewer acceptance to combination of factors, including "dramatically improved" programming that has been broadened "to make it appealing to all members of the household." Cooke also said Disney has "influenced and encouraged" cable operators to "properly retail-price [the channel] and package it. . . at a price that makes sense." Cooke said Disney will introduce more original programming in 1987, including two new prime time "network quality situation comedies," new made-for-TV movies "appealing to adults that will not be offensive to children," and new pre-school show in early morning.

Several programming announcements from **CBS-TV: The Wizard** (Tuesdays, 8 p.m.), from 20th Century Fox has been given full-season renewal and will move to Thursdays at 8-9 p.m., beginning Feb. 19. Midseason show, **Shell Game**, which joined schedule only month ago, will have last broadcast Feb. 12. Filling *Wizard's* Tuesday slot will be new midseason show, **Spies**, from Lorimar-Telepictures, which will debut March 3. *Spies* stars George Hamilton as secret agent. CBS has also issued revised daytime schedule with new soap, **Bold and Beautiful**, premiering in 1:30-2 p.m. time slot on March 23. **As the World Turns** will move back half hour to 2-3 p.m., bumping *Capitol* off schedule at 2:30 p.m. Latter's cancellation was announced last December. Rest of schedule stays same. Also, CBS said it was renewing **Pee-Wee's Playhouse** for second season on Saturday mornings (10-10:30 a.m.).

For week of Jan. 12, Charles in Charge (MCA-TV) was **highest rated first-run sitcom in syndication** with 6.3 NTI rating. *Charles in Charge* had been on for three weeks by that time.

Sconnix Broadcasting Corp., Laconia, N.H.-based group operator of eight radio stations, reportedly secured **winning bid on John Blair & Co.'s eight radio properties for upwards of \$150 million**. Radio stations have been on market as group since late last year (BROADCASTING, Nov. 24, 1986.) Bids were handled by investment firm of Drexel Burnham Lambert, general partner with Reliance Capital Corp. in Reliance Capital Group Ltd. Partnership with Blair's new owners. Blair's radio stations are: WFLA(AM)-WPDS(FM) Tampa, Fla., WIB-C(AM)-WEAG(FM) Indianapolis, WHDH(AM)-WZOU(FM) Boston and KVIX(AM)-KVIL(FM) Dallas.

Gannett Co. has sold WCZY-AM-FM Detroit to Sky Broadcasting Corp. for \$15.5 million. Sky Broadcasting's stations were being purchased by former Sky president, Dennis Israel, but Israel withdrew from transfers and resigned from Sky to concentrate on his own stations in Albany, N.Y. Replacing Israel was former Gannett Radio Division head, Joseph L. Dorton. Joining Sky in ownership of stations are general manager Betty Pazdernik and long-time morning DJ, Paul (Dick) Puritan. Gannett was forced to sell because of its cross-ownership of *The Detroit News*. Gannett is Arlington, Va.-based

group of eight AM's, eight FM's and eight TV's, publisher of *USA Today*, 93 daily newspapers and 40 nondailies. WCZY is on 1500 khz with 50 kw day and 5 kw night. WCZY-FM is on 95.5 mhz with 100 kw and antenna 428 feet above average terrain.

Public Broadcasting Service member stations are midway in **choosing new programs for 1987-88 season.** Two shows—*Sesame Street* and *Mr. Rogers' Neighborhood*—were chosen Jan. 21, and in most recent Station Program Cooperative preference round, held Jan. 28, nine more programs were added: *Nature*, *Nova*, *Wall Street Week*, *MacNeil/Lehrer NewsHour*, *Reading Rainbow*, *Mark Russell Comedy Specials*, *Frontline*, *Wonderworks* and *Great Performances*. Five programs have been dropped; 19 are still to be decided. Next voting round will be Feb. 4.

Nickolas Davatzes, Arts & Entertainment president and chief executive officer, said last week that "key turning point in making cable consumer-friendly would be standardized regional channel line-ups," with each **cable network "identifiable with a channel number."** During speech before New York Chapter of National Academy of Television Arts & Sciences luncheon, Davatzes also recommended that cable industry adopt "simpler, clearer, integrated [programming] guide along the lines of the weekly TV guide. or for that matter, *TV Guide*."

Negotiators for **3,000 technical and other staffs at NBC** last week charged network contract offer would "wipe out" employes' union, if accepted. NBC spokesman argued proposed changes are necessary to keep NBC competitive. In statement to union members, negotiators for **National Association of Broadcast Employees and Technicians** cited company proposals to extend daily hires, eliminate work rules and jurisdictional restrictions and change seniority classifications. "[We are] offended at the devastating effect the proposed changes the company is seeking would have," statement added. According to NBC Executive Vice President Eugene McGuire, chief network negotiator, NBC believes "structure of the business has changed. Combined with technology changes, we're just trying to keep on equal footing" with other networks and competing media.

International Brotherhood of Teamsters executive board Friday (Jan. 30) approved **merger with Screen Extras Guild**, which will increase clout of guild as it enters **strike against studio management's Alliance of Motion Picture & Television Producers.** SEG members, who recently voted 2,951 to 311 to affiliate with Teamsters, were scheduled to put up first **informational picket line in front of Disneyland** in Anaheim, Calif., Sunday morning (Feb. 1).

Intelsat's board of governors, at its meeting later this month, will consider **proposal that France's Telecom I-A satellite**, which now provides service to metropolitan France and its possessions in Western Hemisphere, enter **international service.** Satellite, at 352 degrees east, would provide television signals to Haiti, in Caribbean, and Madagascar and Mauritius, both in Indian Ocean. Question to be considered in consultation on Telecom I-A is whether proposal will cause global system economic or technical harm. Principal items on agenda—previously announced—involve fall-out from meeting in December, when board fired Director General Richard Colino and Deputy Director General Jose L. Alegrett in connection with investigation of financial irregularities. Board, at Feb. 17-20 meeting, will receive status report from special committee set up to oversee investigation that Intelsat's outside counsel is conducting into those irregularities. Board will also select from nominees submitted by signatories those candidates for director general's post it will interview at meeting in March. Election will be held at that meeting.

Sid Davis, former head of NBC News bureau in Washington, has been **named director of programs for Voice of America.** VOA Director Richard Carlson announced Davis's appointment as part of new management lineup that VOA said is designed to strengthen programming and technical management. Davis, who assumes new post today (Feb. 2), has been senior Washington correspondent for



'Morning' person. As expected, ABC News correspondent Charles Gibson was named last week as co-host of the network's Good Morning, America program, replacing David Hartman, who has hosted the program since it began more than a decade ago. Gibson will share hosting duties with current co-host, Joan Lunden. He will join the broadcast the week of Feb. 23, when GMA will originate for a full week from Miami, as the program's New York set is renovated. Miami was selected as a cite with a number of good story opportunities, such as the ethnic changes taking place there, and the drug traffic. Gibson has been chief correspondent at the House of Representatives for ABC since 1981, and prior to that had been a general assignment correspondent for the network since 1977. At a press conference last week, Gibson said he would continue to have involvement with ABC News, contributing pieces now and then, as his schedule at GMA permits. No word last week on the length of his new contract or salary. Gibson, who has substituted for Nightline anchor Ted Koppel occasionally, as well as for Hartman in the GMA seat, emerged last fall as a leading contender to replace Hartman when he announced he would leave the show. Hartman's last broadcast as GMA co-host is Feb. 20, although he will appear periodically on the program after that with special assignment reports.

NBC News since 1982. He had served as vice president and Washington bureau chief from 1979 until 1982. He had served as director of news in that bureau from 1977 to 1979. Davis has total of 30 years experience in commercial broadcasting, including 18 with Westinghouse Broadcasting Co. as White House correspondent and Washington news bureau chief. In his new post, Davis will have day-to-day responsibility for all VOA programming. In other personnel moves announced by Carlson, former director of broadcast operations, Alan Heil, becomes deputy director of programs; former director of news and English broadcasts, Edward DeFontaine, becomes acting director of broadcast operations, and William Anderson, career senior executive officer, becomes acting director of news and English broadcasts.

British Broadcasting Corp. director general, Alasdair Milne, resigned last Thursday, **Jan. 29**. Move followed long series of programming and political disputes, as well as apparent displeasure with his management of noncommercial television and radio service in period of financial stress and industry change. Milne, 30-year-veteran of BBC who reached its highest post in 1982, cited "personal reasons" for resignation.

Peggy White, information specialist in **FCC's Office of Public Affairs, retired** on Friday, Jan. 30, after 33 years with agency. White, who is well known to communications law firms and reporters whom she fed daily releases and texts of commission orders, will be given reception in commission meeting room, 856, on Feb. 6, beginning at 3 p.m.

Editorials

Thinking big about radio

The radio directors of the National Association of Broadcasters, meeting in their annual winter joint board meeting, will be asked to respond to a major question this week: Are drastic measures needed to reinvigorate the association's efforts in behalf of the aural medium?

It appears certain that the board will not accept the concept of a radio division president, which would elevate dramatically the demands upon and stature of the person in day-in and day-out charge of radio's positioning in the national media competition. Nor is it likely to become involved in hands-on sales activity, which some feel is needed to assist all NAB radio members in improving their bottom lines.

Both of these ideas were high on the list of imperatives—many thought they were demands—that the National Radio Broadcasters Association brought as a dowry to its merger with the NAB. Since then, many of the ex-NRBA directors have either moderated their views, fallen silent or disappeared altogether. Yet the itch remains. However difficult it is to agree on what to do next, there is a widespread sense that the present level of association activity is not enough to create a new momentum for radio.

An alternative proposal may work its way to the surface in California this week. It would have the NAB contribute \$1 million to a many-faceted radio industry image-building campaign—a project that might accomplish some of the medium's needs without threatening the present NAB status quo.

It's worth remembering that the NAB-NRBA merger was to have been the first step toward federation, in which both radio and television media would have their autonomous places in the trade association sun, each with its own advocates. Considering that ancient wisdom—that a journey of a thousand miles begins with a single step—it wouldn't hurt to take a stride or two in Laguna Niguel this week.

Nice try

RKO General hasn't been on what anyone would call a lucky streak in recent years. Aside from certain sins of its parent that were visited on it, there were managerial problems of its own and enough hungry challengers circling its licenses to put generations of lawyers yet unborn through the best law schools.

It had another unlucky break last week when Westinghouse exercised its right to scrub its proposed acquisition of RKO's troubled KHJ-TV Los Angeles the minute the deal became scrutable. Nobody can blame Westinghouse. The total of \$310 million that KHJ-TV was to fetch, \$210 million for RKO and \$98 million for Fidelity, a competing applicant in a 20-year hearing, was a better price for the buyer a year ago than it is today. Besides, as Westinghouse suggested, there was no way to know how good or bad a price it would be by the time the government concluded its review of the transaction.

Ay, there was the rub, as was said some time ago of another disappointing circumstance. An FCC that professes mad desire for the unshackled marketplace contrived to kill the KHJ-TV deal as surely by inaction as by a vote denying its approval. Not the highest mark for bureaucratic vigor that has been scored by this FCC.

Perhaps another buyer can be found for KHJ-TV, although it would be hard to find one more qualified than Westinghouse. Perhaps James McKinney, the FCC's Mass Media Bureau chief, who has been acting as, let's be sure to write this right, "mediator-facilitator" in attempted settlements of challenges to 13 other

RKO licenses, will pass a last-minute miracle. Absent such developments, the meters will go on running in law offices all over Washington, RKO hunkers down for nobody knows how many more years in FCC hearing rooms and the marketplace grows weeds. Next case.

Tempest in a samovar

Feb. 15 may be circled in red for more reasons than one. That date marks the premiere of ABC's mini-series, *Amerika*. It will be interesting to learn how many people mistake the UN-like force—or the unlike-the-UN force—in the program for the real thing, or who mistake the series for a documentary. As to the latter, a hint: How many news documentaries get 14½ hours of prime time in a week on a 1987 television network? From the right wing to the left, from the UN to the USSR, the program has been under attack (see story, page 44), having been raised to the status of an international incident. A little perspective, please.

It is clear from the four hours available for screening—was it only four hours?—that the piece is clearly fiction, set in a future that is anybody's territory to chart, however fancifully, and hardly deserving of all the international brouhaha, although ABC must surely be welcoming the publicity. Who will be first to invoke the fairness doctrine and demand that ABC air the opposing fantasy of life in the Soviet Union under U.S. domination (entitled *USSA*, perhaps)? Isn't this where we came in?

New voice

A successor has been chosen to Larry Speakes, the President's principal spokesman, who has opted to trade the White House podium for a private platform at Merrill Lynch; he is Marlin Fitzwater, who has been spokesman for Vice President Bush. Early returns from the press corps indicated the choice was popular in those quarters: Speakes's announcement of the selection was greeted with applause.

Fitzwater has apparently earned high marks for credibility over a lengthy career as a government press officer. No small accomplishment there. It is of no little importance that the official voice of the administration have the respect of the Fourth and Fifth Estate journalists who rely on it.

Fitzwater also appears to understand the best—and only—way to keep that respect. In an interview in the *Washington Post*, he said that government officials, particularly spokesmen, "should tell the truth in all cases." It is a worthy goal and a comment worth putting on the record.

Now if he can just pass that word on to some of his superiors.



Drawn for BROADCASTING by Jack Schmidt
 "This panel will be closed captioned. They're speaking in tongues."

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