


The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Nov 18

THE TENTH INTERNATIONAL GOODWILL GAMES JULY 1986.

Goodwill Games 

Direct from Moscow. July 5-20, 1986. From Turner Network Television.
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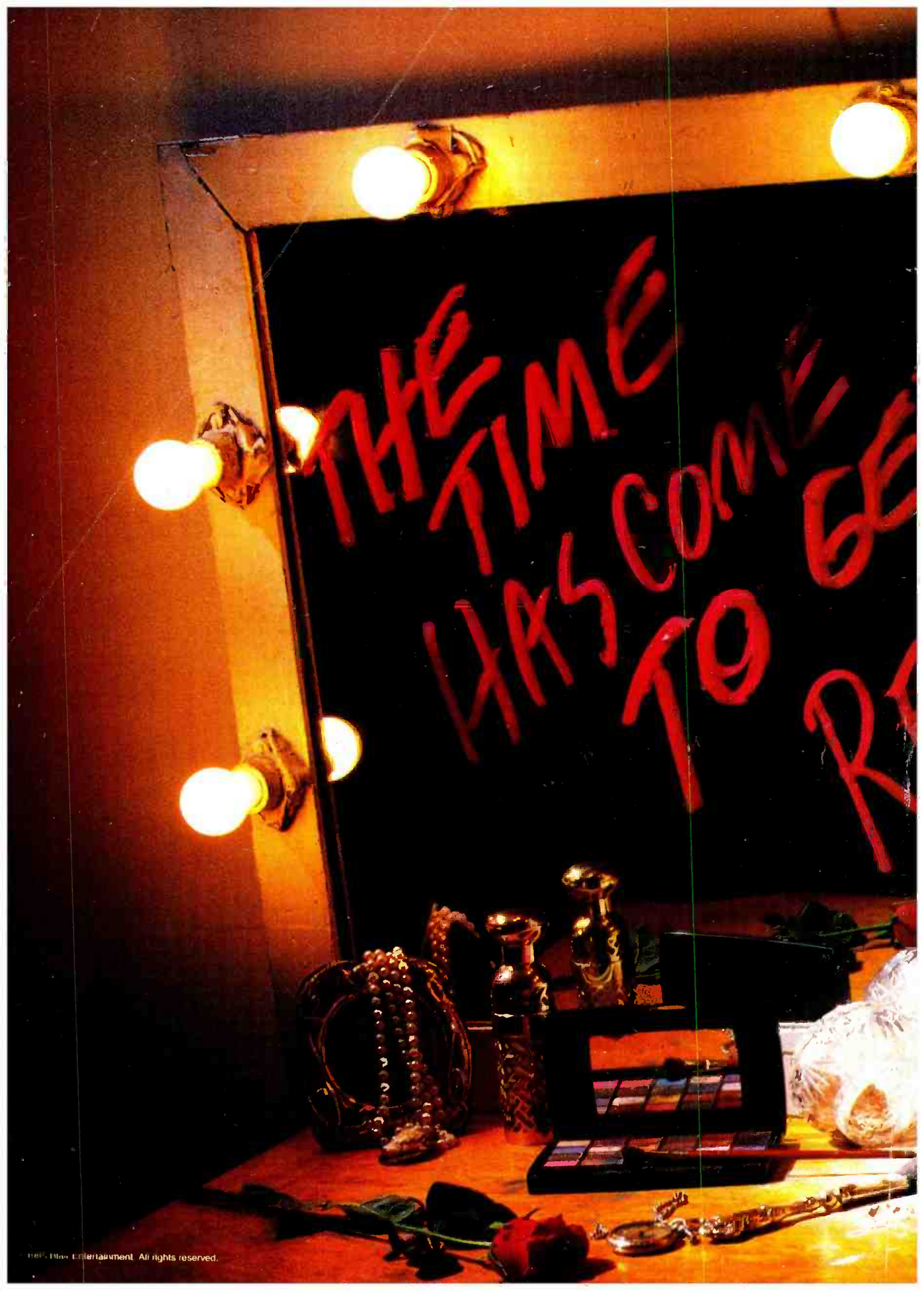
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55th Year 1985

Capcities, Murdoch clear FCC
AT LARGE
Update on cable
programming





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Source: Nielsen, October '85

National Advertising Sales Representative: Orbis Communications, (212) 685-6699.



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Broadcasting Nov 18

Capcities, Murdoch get FCC clearance Stoddard named ABC Entertainment president At Large with Baruch, Fuchs, Horowitz and Wussler

GETTING THE NOD □ FCC approves Capcities/ABC and Murdoch/Metromedia deals, giving both companies waiver periods each had requested. **PAGE 39.**

ON WITH MUST CARRY □ FCC opens notice of inquiry/notice of proposed rulemaking on must carry issue. **PAGE 40.**

TAKING UP THE OFFER □ Some 550 CBS employees, out of 2,000 eligible, elect to take early retirement, including James Rosenfield. **PAGE 43.**

SHIFTING FORTUNES □ Thomopoulos resigns from ABC; Stoddard shifted to presidency of ABC Entertainment. **PAGE 44.**

NEW OWNERS □ Mexican businessman combines forces with Texas bidder to win control of UPI. Price tag is \$41.7 million. **PAGE 45.**

GEARING UP □ Networks count down final days before U.S.-USSR summit in Geneva. **PAGE 46.**

CABLE DEALERS □ In this "At Large," BROADCASTING gathers together some of cable's top programers for a pre-Western Cable Show discussion on where the industry has been, and where it is going. **PAGE 48.**

BUDGET CUTS □ ABC trims back staff in documentary unit. **PAGE 78.**

MESSANGER □ President Reagan uses variety of media to get his message out to the world before

the Geneva summit conference. **PAGE 78.**

SPOT PLAYER □ Ampex is considering nonstandardized format for new spot player system. **PAGE 82.**

ROCKY SEAS □ New PBS news program, *America Tonight*, finds some rough waters in search for funding. **PAGE 86.**

MINI-SERIES RISES AGAIN □ Five nights of *North and South* mini-series help ABC to prime time victory. **PAGE 88.**

MIXED RESULTS □ National spot radio business off to a slow start in fourth quarter, although network is faring better. **PAGE 94.**

TVB COUNTDOWN □ Some 1,100 expected in Dallas for Television Bureau of Advertising convention. **PAGE 96.**

CABLE TUSSLE □ Montgomery county, Md., and cable franchisee there, Tribune-United, do battle in franchise dispute. **PAGE 99.**

PREFERRED TREATMENT □ Supreme Court elects to take up Preferred cable case. **PAGE 102.**

QUARTERLY LOSS □ CBS reports that profits were off \$114 million in third quarter. **PAGE 106.**

RADIO IS REP HOT □ Blair Radio President Charlie Colombo remains excited and challenged by medium to which he has devoted his 23 years in broadcasting business. **PAGE 125.**

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BREAK the BANK



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A WISE INVESTMENT

It's fast, it's funny, it's outrageous. And it's the best investment you can make for your station.

Because only Break the Bank offers the winning combination for ratings success—Big Money. Big Laughs. Strategy. Tension. And big, big fun. All in fast-paced half-hours guaranteed to earn high interest from your audience.

In fact, Break the Bank consistently outperforms its lead-in shares in major markets like New York (+ 19%), Detroit (+ 17%), and Los Angeles (+ 29%), to name a few.* Now it's ready to bring its assets to your market.

Join host Gene Rayburn as he challenges viewers to the most exciting game in town. It's Break the Bank. And it's the one programming opportunity you can bank on.

*Source: Nielsen October 1985

Created and Produced by Richard Kline in association with Blair Entertainment, Storer Communications and Hubbard Broadcasting, Inc.

National Advertising Sales Representative:
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Bird at risk

RCA is conservative company but may take big gamble next week. RCA Americom is scheduled to launch its first Ku-band satellite, Satcom K-2, aboard space shuttle Atlantis on Tuesday (Nov. 26) without insurance. If anything goes wrong, RCA could be out as much as \$100 million. That satellite and launch are being "self-insured" is not RCA's fault. Costly satellite losses over past two years have dried up underwriting and driven up premiums to point where value of insurance becomes dubious.

Users of satellite are to include NBC, Hubbard Broadcasting's Conus Communications, RCA's new syndicated programing distribution service and AT&T. If satellite is lost, they could be accommodated on Satcom K-1, similar satellite scheduled for launch on Dec. 18.

Rep consolidation

As of late last week, John Blair & Co., New York, was said to be on verge of completing agreement with Selkirk Communications Ltd., Toronto, to acquire its two national radio representation firms, Selcom Radio and Torbet Radio. Officials from both Selkirk and Blair were unavailable for comment. Purchase would further bolster Blair's radio rep portfolio, which currently includes Blair Radio and Blair/RAR—latter formerly Group W Radio Sales before Blair acquired it from Westinghouse early last year ("Riding Gain," Feb. 27, 1984.) Industry sources say Selkirk will keep Seltel, its national TV rep company.

State wins

Wallace Johnson, former chief of what was then FCC Broadcast Bureau and now consulting engineer, is to be named chairman of U.S. delegation to Regional Administrative Radio Conference on use of 100 khz of spectrum that has been allocated to AM band. Announcement of Johnson's selection, which could come at any time, would mark end of struggle between State Department's Diana Lady Dougan, who backed Johnson, and FCC Chairman Mark Fowler, who vigorously backed FCC Mass Media Bureau Chief James McKinney.

Dougan thinks highly of McKinney and would like him to serve as one of three deputy chairmen of delegation to conference to be held in Geneva in April. But State prefers to go to private sector

for chairmen of delegations to International Telecommunication Union-sponsored conferences. Dougan feels that preference has been vindicated, particularly by service of attorneys Leonard Marks and Dean Burch as chairmen of delegations to ITU conferences in 1984 (shortwave WARC) and 1985 (Space WARC).

State Department officials were surprised by vigor of Fowler's advocacy. Although decision is nominally State's, it is not made without White House approval. And Fowler reportedly carried his fight to fairly high level in White House. "He pulled out all the stops," one State Department official said.

Merely a beginning

On its face, FCC's proposal to ease equal employment opportunity reporting burdens of broadcasters (see page 42) appears modest indeed. But broadcasters can always request more relief than proposed. Key FCC source also said Commission on Civil Rights, Department of Justice and Office of Management and Budget are expected to use proceeding to launch assault on commission's use of EEO processing guidelines.

Action at indies

Milt Grant is on move once again. With third station, WGBS-TV Philadelphia, having just signed on air (seven share sign-on-to-sign-off on first day) Grant last week was touring country with Drexel Burnham Lambert investment bankers to raise \$100 to \$150 million through private placement of debentures (bonds). Grant declined to comment on size of offering but told BROADCASTING proceeds would be used mainly for operation of existing properties—other two being WBFS-TV Miami and WFBN-TV Joliet (Chicago), Ill. But he added that some of money might find way toward yet another purchase.

In general, independent television seems to be in active realignment at moment. With uncertainty of must-carry and economy; competition intense, and station prices still relatively high, some have decided to be buyers and others sellers. Investment banking community says at least one independent television station is up for sale in every major market. Those on lookout as possible buyers also include, besides Grant, TVX Broadcast Group, which recently tidied up balance sheet with initial public offering of stock. Neither in buy or sell mode. WNOL-TV New Orleans is thinking: "If

you can't beat 'em, join 'em" and is seeking to merge station with larger group. Station's president, Harold N. (Hal) Protter, said. "We have found it is an error to try competing against large groups that have program purchasing leverage and other advantages."

News archive

As part of industry effort to preserve historic television news broadcasts, ABC, CBS and NBC have agreed to two-year moratorium on destruction of news videotapes. Step was taken at urging of Elton Rule, former ABC president, in role as TV chairman of National Center for Film and Video Preservation in Los Angeles. Adherence to moratorium was also requested of over 60 major group owners and TV production studios in letter sent out by Rule. Two-year grace period will allow center to form guidelines on future preservation of tapes.

Man of many seats

John Brademas, president of New York University, has filed for waiver from FCC's multiple-ownership rules. Brademas is director of both NBC parent, RCA, and Loews Corp., currently 12% owner of CBS. If Loews in future is deemed to be controlling CBS shareholder—it has received SEC permission to increase CBS holdings to 25%—Brademas could then be considered director of both CBS and RCA, putting him in violation of FCC rules. Additional filing was required because Brademas is also on board of Notre Dame University, licensee of WNDU-TV South Bend, Ind. Roy Stewart, chief of FCC's video services division, said request for waiver was received Oct. 15 but that backlog of media mergers before commission has prevented him from even looking at it. Although Brademas's directorships could hypothetically make him privy to secrets of both CBS and RCA, both Loews and RCA intend for him to stay on as director, said Brademas's assistant, Michelle O'Connor.

Dishing it out

Representative Bill Richardson (D-N.M.) is working on legislation to require label on all backyard earth stations to inform consumers of rights and responsibilities associated with use of equipment under Cable Communications Policy Act. Act gives consumers right to receive unscrambled cable programing under certain conditions.

**If you don't have the
real one,
you don't have a ghost
of a chance.**

THE REAL GHOST

BACK AGAIN TO

From the creators of the blockbuster movie



STIBUSTERS

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AVE THE WORLD.

. 65 animated half-hours.



SDX show

Members of Sigma Delta Chi, the Society of Professional Journalists, attending the journalism fraternity's annual convention in Phoenix last week received a first-hand lesson on how the media use and abuse each other.

It started last Wednesday when SDX officials told C-SPAN that it would not be allowed to cover a roast of CBS News correspondent Walter Cronkite on Thursday, despite having received permission weeks earlier. The officials were accommodating roaster Andy Rooney, who said he could not properly roast Cronkite in front of a television audience.

At that point, C-SPAN President Brian Lamb in Phoenix and C-SPAN spokeswoman Susan Swain in Washington started working the press. By the morning of the roast, the story of Rooney's objection to television cameras and SDX's subsequent ban on them appeared in the *Washington Post* and the *Arizona Republic*. It also appeared on the Associated Press wire and NBC's *Today* gave it a mention.

In the *Arizona Republic* article, Carl Rutan, C-SPAN's producer for the coverage, hit hard on the irony of the situation. "The editors and publishers would scream to high heaven if they weren't allowed to cover a newsworthy meeting, yet they organize a newsworthy meeting and turn around and say, 'We're different, no cameras, please.'"

It seems that the inquiry from reporters alone on Wednesday night was enough to get the SDX officials to reconsider their position. After an early morning meeting, they announced that they would leave the final decision up to Cronkite. And when the roaster hit town Thursday afternoon, he issued his pronouncement: C-SPAN was welcome.

"It's unfortunate that this entire issue became controversial," said Lamb. "But it certainly has come to a satisfactory conclusion."

The SDX board, after reflection, corrected what was a mistake. I'm happy to see the system is working."

UV ups fees for WPIX

United Video said it is considering discontinuing the distribution of WPIX(TV) New York to cable systems. The superstation's fate will hinge in large part on the willingness of the superstation's 37 charter affiliates to accept an increase in affiliate fees, the Tulsa, Okla.-based programmer and satellite carrier said.

"Financially we've fallen way short of our initial projections for WPIX revenue, and are now sustaining very large losses for a company our size," said Roy Bliss, executive vice president, United Video. "We are now forced by the economics of carrying the service to go to our charter customers for a price increase.... We're giving them a chance to play a role in deciding on [the superstation's] future." Most systems carrying the superstation pay 10 cents per subscriber per month, but charter systems pay a discounted rate.

If the price increase, which goes into effect Jan. 1, 1986, doesn't improve the superstation's financial picture, Bliss said, United Video will go ahead and drop WPIX.

Ignoring the alligators

National Cable Television Association Chairman Ed Allen advised cable operators two months ago against attempting to extract some kind of compensation from local broadcasters for the carriage of their signals in the absence of the must-carry rules—at least not until it's clear that they can do so with impunity. "A wise man doesn't insult the alligators until he's across the river," Allen said.

But at least one small operator has decided to ignore such advice. A few weeks ago,

Paul Gearheart, head of Tel-Cor Inc, operator of a 9,500-subscriber system based in Harold, Ky., sent a letter to Gary Dreispul, manager of WVAH-TV Hurricane, W.Va., asking for four 30-second spots on the station every hour, which it would sell to local advertisers. It would be the same kind of arrangement the system has with the basic cable services like ESPN and CNN that it carries, Gearheart said. WVAH-TV is one of 22 signals that Gearheart carries on the 40-channel system.

Gearheart doesn't explain in the letter why WVAH-TV should consider turning over its valuable advertising time to him, and he wasn't available for comment last week. But James Campbell, the system's office manager, said that if the must-carry rules are not resurrected in some form, "we feel all the local channels should pay us in order for us to carry them because they are competing with us for advertising." The basic cable services are sharing ad time with the system, he said. "It stands to reasons that the broadcast stations should too."

Sunbelt Pioneer

Pioneer Communications of America will sell \$1.7 million worth of its BA-2500 addressable converters to Group W Cable's Tampa and West Palm Beach, Fla., cable systems. Both systems will also purchase the manufacturer's M3 headend controls, which can manage up to 600,000 subscribers, according to the Columbus, Ohio-based Pioneer Communications, the cable TV division of Pioneer Electronic Corp.

Cable vs. Colorado

United Cable Television of Colorado, American Television and Communications Corp., Jones Tri-City Intercable and Mile Hi Cablevision have asked the FCC to preempt all Colorado regulation of cable TV facilities that are "capable" of originating and terminating interstate communications. In a joint filing at the FCC, the cable companies alleged that Colorado law requiring a state license to offer intrastate services acts as a barrier to the provision of institutional cable and other nonvideo services. The cable operators said that under the state law, certification can be denied a cable operator if the telephone company is providing a like service or simply proposes to provide one.

Western update

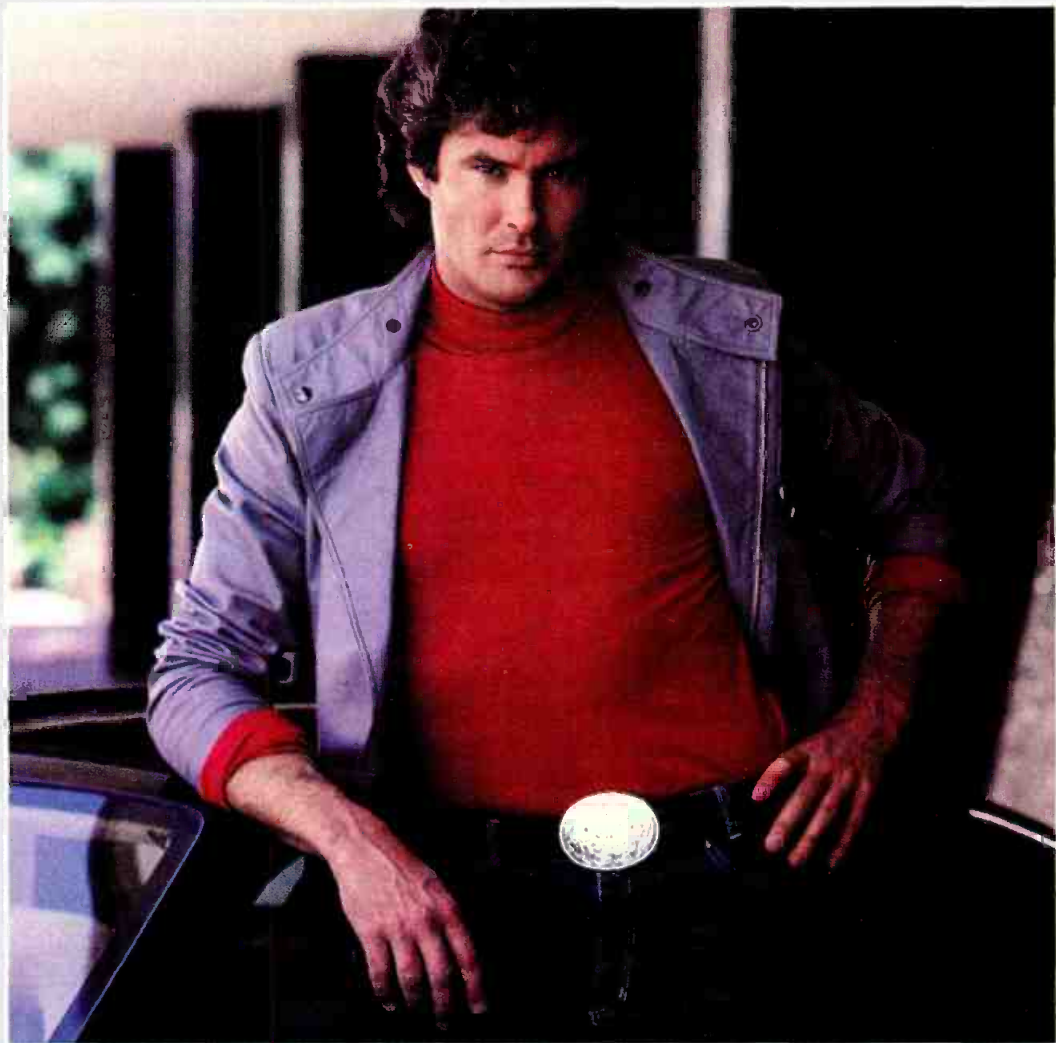
Organizers of the California Cable Television Association's Western Cable Show, slated for Dec. 4-6 at the Anaheim (Calif.) Convention Center, reported that the show will feature more exhibitors than originally expected. Two months ago, they said 175 would be on hand, but now the number will probably top 190.

That's the good news. The bad news is that the show will still be considerably smaller than last year's, which had 217 ex-



New offices. Communications Equity Associates held a reception at The Phillips Collection in Washington to celebrate the opening of new offices in that city. More than 200 attorneys, bankers, group owners and industry officials attended, including FCC Chairman Mark Fowler (l), pictured above with E. Stratford Smith (c), CEA vice president of regulatory affairs, and CEA Chairman Rick Michaels.

**SELF-STARTER.
WORKS WELL WITH WOMEN.
WILL RELOCATE.
HAS OWN CAR.
EXCEPTIONAL EARLY FRINGE BENEFITS.**



KNIGHT RIDER

The series that never quits.

Starring David Hasselhoff. Coming soon.

MCA TV

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hibitors, and 1983's, which had 270. Judging from pre-registration, a CCTA spokeswoman said, the convention is expected to draw around 8,000 people, a 10% drop from last year.

The CCTA also released the latest lineup of panel sessions. Cable programmer and would-be movie producer Ted Turner will join Bob Clausen, chairman and chief executive officer, Comcast Cable Communications Inc., and Marc Nathanson, president, Falcon Communications, for the opening keynote panel, which will "explore strategies for the future" of cable.

A Friday morning (Dec. 6) session will look at the competition for viewers by the various media. It features John Sie, senior vice president, Tele-Communications Inc. (moderator); Greg Nathanson, vice presi-

dent of programming and film acquisition for syndication, KTLA(TV) Los Angeles; Jules Haimovitz, president, entertainment group, Viacom International; Brandon Tartikoff, president, NBC Entertainment; Ron Berger, president, National Video Inc., and Richard Frank, president, motion pictures and television, Walt Disney Pictures.

Arguments for and against resurrection of the must-carry rules will be heard during the convention's final session which will feature Robert Ross, vice president, general counsel, Turner Broadcasting System; Preston Padden, president, Association of Independent Television Stations; Edward Allen, chairman, National Cable Television Association, and Peter Fannon, president, National Association of Public Television Stations.

Arts guide

The Arts & Entertainment Network said last week that it will publish a monthly program guide for viewers. A&E vice president Andrew Orgel said the guide was developed in response to program inquiries from viewers. The first two issues of the guide (November and December) will be mailed free of charge to those requesting it. But beginning in January, it will be available on a subscription basis for \$18 annually. It will offer the network's daily 20-hour listings, feature articles about some of the programming and preview upcoming specials.

Ace hosts

Comedian Joe Piscopo, formerly of *Saturday Night Live*, will co-host the 1985 ACE cable programming awards with actress and producer Shelley Duvall on Dec. 3. The awards ceremony will be televised on Dec. 6 (8-10 p.m.) by WTBS(TV) Atlanta.

Live Nobel

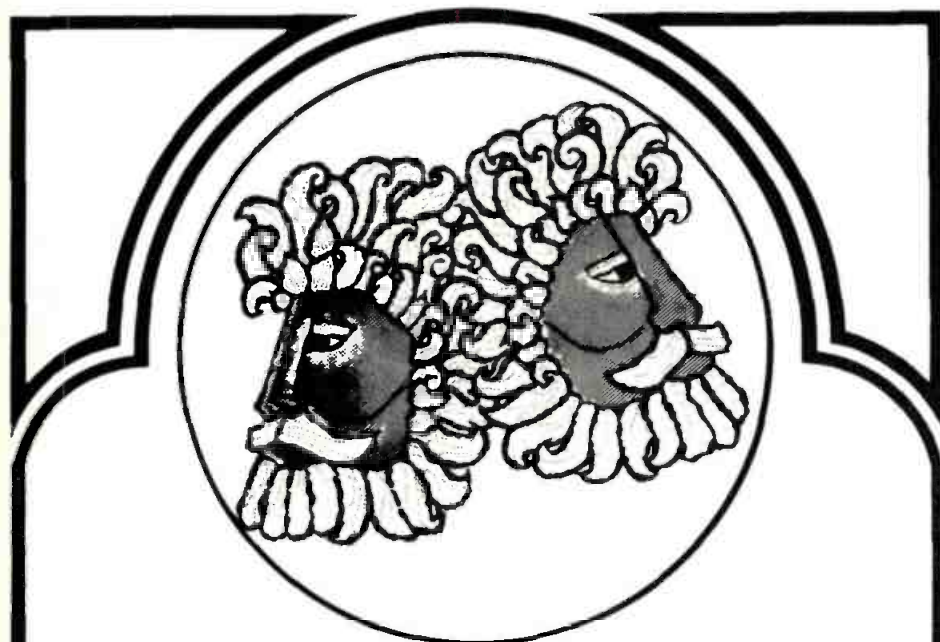
WTBS(TV) Atlanta said last week it will televise this year's presentation of the Nobel Prize ceremonies on Tuesday, Dec. 10 (10:30 p.m.-12:30 a.m.), in a delayed broadcast from Stockholm and Oslo, the two cities where the ceremonies will take place. WTBS said it purchased the exclusive U.S. rights to the program from Trans World International, London, which is producing the show. British newscaster Angela Rippon will host the event.

Duvall pact

Actress and producer Shelley Duvall has entered into two-year exclusive contracts with Showtime/The Movie Channel Inc., Viacom International and Warner Home Video to develop and produce programming for the three companies. The contracts also stipulate that Duvall will appear in television acting roles only in projects produced for the three companies, they said last week. But they stressed that Duvall is free to accept any roles for theatrical films. Under the arrangement, Showtime/TMC would get the exclusive pay-TV distribution rights to projects produced by Duvall's company, Platypus Productions. Viacom would have syndication rights and Warner Home Video would have home video rights. However, the syndication and home video rights do not extend to Duvall's *Faerie Tale Theatre*, which has been on Showtime for the past three years, or *Shelley Duvall's Tall Tales & Legends*, which will debut on Showtime in December. Those two programs are being produced by Platypus in association with Gaylord Productions, which has syndication rights to both.

Busch is back

ESPN said last week it renewed a five-year sponsorship agreement with Anheuser-Busch, extending the brewer's commitment to the network through 1990. A-B signed its first five-year pact with ESPN, valued at \$25 million, in 1980. It expires this year. Neither party would publicly confirm the value of the new agreement, but it is understood to be worth around \$70 million.



ENTRIES ARE NOW
BEING ACCEPTED FOR THE

1986 JANUS AWARDS

FOR EXCELLENCE IN PRESENTING
ECONOMIC AND FINANCIAL NEWS

Entries are now being accepted for the oldest and most prestigious award for excellence in financial broadcasting — the JANUS Award. Recent JANUS Award Winners have included:

Dan Cordtz, ABC-TV
John Dancy, NBC-TV
Lou Dobbs, CNN
Robert Krulwich, National Public Radio
Jennifer Moore, WDIV-TV, Detroit
Jane Bryant Quinn, CBS-TV
Dave Rush, NBC Radio News
Tony Sargent, ABC Radio
Alan Schaertel, AP Radio
Alec Sirken, KSDK-TV, St. Louis
KNX News Staff, KNX Newsradio,
Los Angeles

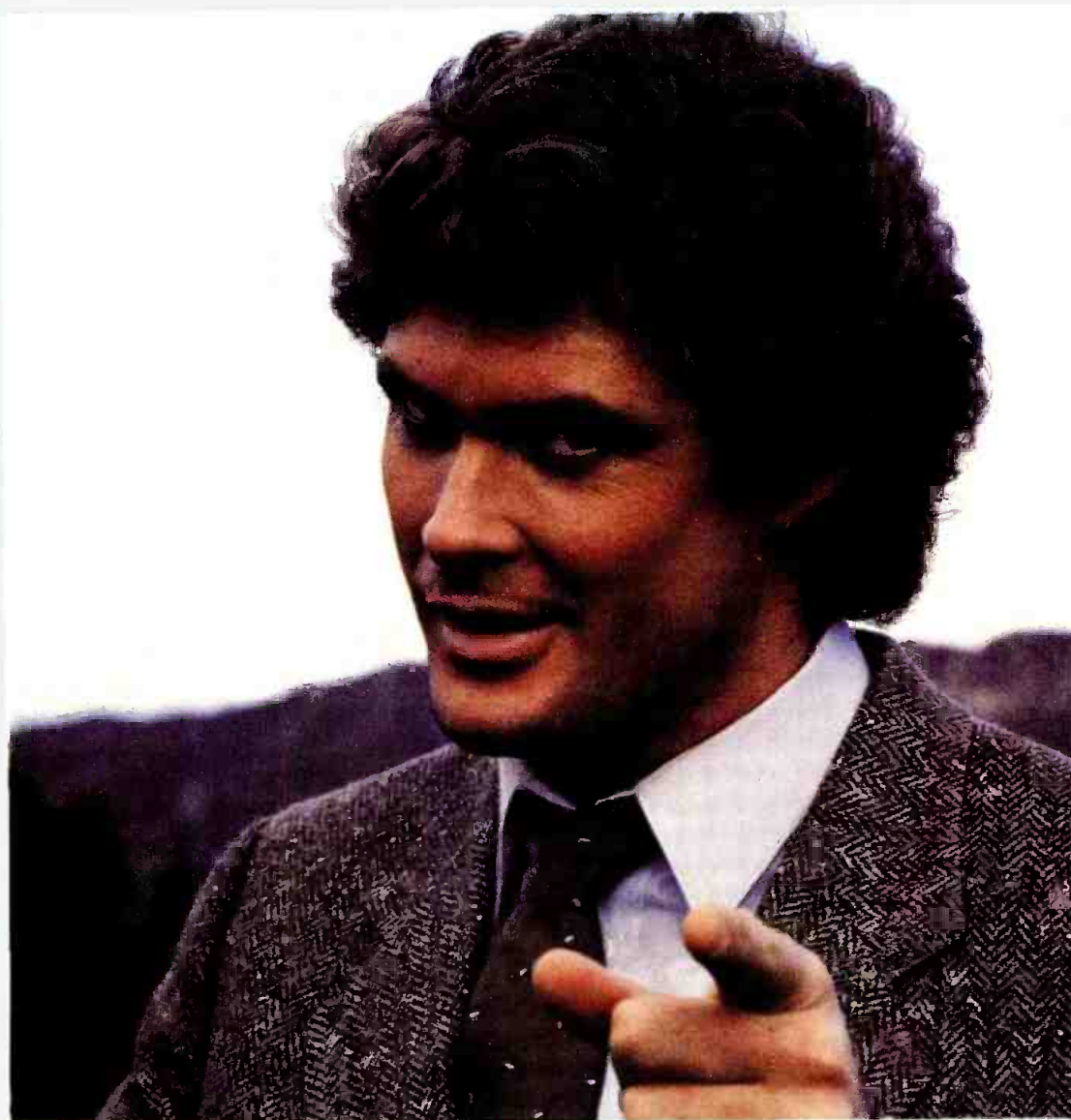
This coveted award, now in its 16th year, is presented to radio and television stations or networks whose financial and economic news is of an outstanding nature.

The Mortgage Bankers Association of America will present the awards at its National Conference on May 5-6, 1986, in New York.

All entries must be postmarked no later than February 3, 1986. For further information and for entry forms, please contact:

Tom Marder
Mortgage Bankers Association
of America
1125 Fifteenth Street, N.W.
Washington, D.C. 20005
(202) 861-6568

**IF COSBY IS NUMBER TWO
IN VIEWERS-PER-HOUSEHOLD,
GUESS WHO'S NUMBER ONE?**



KNIGHT RIDER[®]

The series that never quits.

Starring David Hasselhoff. Coming soon.

MCA TV

Source: N11 1984-85 season averages 8-11 pm. Subject to qualifications, available upon request.

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Business Briefly

TV ONLY

State of Florida, division of Tourism □

In its first use of cable television advertising, state agency has begun three-month campaign on Cable News Network and Weather Channel, bolstered by spot TV effort for one month in 29 markets outside of Florida. Spot effort will resume in January for one month and again in April for one month. Commercials will be placed in all dayparts. Target: adults, 25-54. Agency: Beber, Silverstein & Partners, Miami.

RADIO ONLY

Amoco Gasoline □ Flights lasting up to six weeks are scheduled to start this week in six or seven markets in Southeast, including Miami and Orlando, Fla. Commercials will run in all dayparts. Target: adults, 35-64. Agency: D'Arcy Masius Benton & Bowles, Atlanta.

Purity Cheese □ Test flight will be

conducted in Miami and West Palm Beach, Fla., for one week in late December and during December for two three-day campaigns. Commercials will run in all dayparts. Target: women, 25-54. Agency: Levenson & Hill, Irving, Tex.

Richman Bros. □ In pre-Christmas push, men's retail chain will undertake two-week flight starting in early December in 12 markets, including Chicago, Pittsburgh, Indianapolis and Milwaukee. Commercials will be carried in all dayparts. Target: men, 25-54. Agency: Cabot Advertising, Boston.

Farmer Peters □ Meat packing company will promote ham and bacon in three-week flight in Kalamazoo, Muskegon and Grand Rapids, all Michigan, starting in late November, with additional flights in other markets planned for next spring. Commercials will be presented in all dayparts. Target: women, 25-54. Agency: Sefton Associates, Grand Rapids, Mich.

Meineke Mufflers □ Two-week flight is

set to begin in mid-January in about 100 markets, including Chicago, Washington, Los Angeles and Miami. Commercials will run in all time periods. Target: men, 18-54. Agency: M & N Advertising, Houston.

RADIO AND TV

Honey Baked Ham □ Campaign in Southeast U.S. will include one week in November and one week in December on radio in eight markets and one week in November and two in December on television in 18 markets. Commercials will be placed in all time periods. Target: adults, 21-54. Agency: Smeltzer Communications, Atlanta.

Jacobson Stores □ Two-week flight is set to kick off this week in 14 radio markets and 10 television markets, including Toledo, Ohio, and Grand Rapids, Mich. Commercials will be presented in all time periods. Target: adults, 25-54. Agency: Simons, Michelson, Zieve, Troy, Mich.

Hickory Farms of Ohio □ To stimulate sales of its Christmas food gift packages, company is mounting widespread advertising effort on spot television and spot radio in about 200 markets. Campaign is set to run for up to six weeks before Christmas. Commercials will be carried in all dayparts. Target: adults, 25-54. Agency: W.B. Doner, Southfield, Mich.

AP SALABLE UPCOMING FEATURES

WIRECHECK: AP RADIO WIRE

THE BIG MEN ON CAMPUS — AP previews the upcoming college basketball season by taking a close look at the traditional power houses, as well as the long shots. Find out who's got the jump in this year's race for the final four. Series moves the week of November 18.

PEOPLE IN THE NEWS — AP focuses on the personalities that make headline news — entertainers, politicians, athletes. This two-minute feature moves twice a day. Watch for it in the evening and before morning drive.

TODAY IN HISTORY — This regular AP feature jogs the memory and puts current events into perspective. Synopses run just before the first Newswatch. Also, get a week's worth of scripts two weeks in advance every Sunday.

AIRCHECK: AP RADIO NETWORK

HOW TO JUDGE A BOOK — Each day, in his series of 90-second shows entitled Best Sellers, Martin Levin reviews one of the hottest books on the shelves. Plus, he tells you which new authors have the best shot at making the best seller list. Feature shows are fed Monday-Friday at 10:32 a.m. ET.

TUNING IN TO VIDEO TECH — Bob Moon delivers news about the latest developments in home video equipment, from recorders to games. Plus, he tells you what to watch for when choosing and maintaining your video equipment. 60-second feature shows run Monday-Friday at 10:32 a.m. ET.

For more information call (800) 821-4747

AP ASSOCIATED PRESS BROADCAST SERVICES

Rep Report

WDTX(FM) Detroit: To Republic Radio from Selcom.

□

KEZX(FM) Seattle: To Eastman Radio from Hillier, Newmark, Wechsler & Howard.

□

KMPS-AM-FM Seattle and KFYE(FM) Fresno, Calif.: To McGavren Guild from Eastman Radio.

□

WFBR(AM) Baltimore: To Republic Radio from Major Market Radio.

□

WKXX-FM St. Louis: To Republic Radio (no previous rep).

□

KPKE-AM-FM Albuquerque, N.M.: To Eastman Radio from Katz Radio.

□

WOYK(AM) York, Pa.: To Republic Radio from Shelly Katz.

**HE'S FOUGHT AND WON MANY PRIMETIME BATTLES.
HIS ARMY OF LOYAL VIEWERS FOLLOW HIM
WHEREVER HE GOES.
SOON THE BATTLEFIELD SHIFTS TO EARLY FRINGE.
THE KNIGHT IS READY TO MAKE YOUR DAY.**

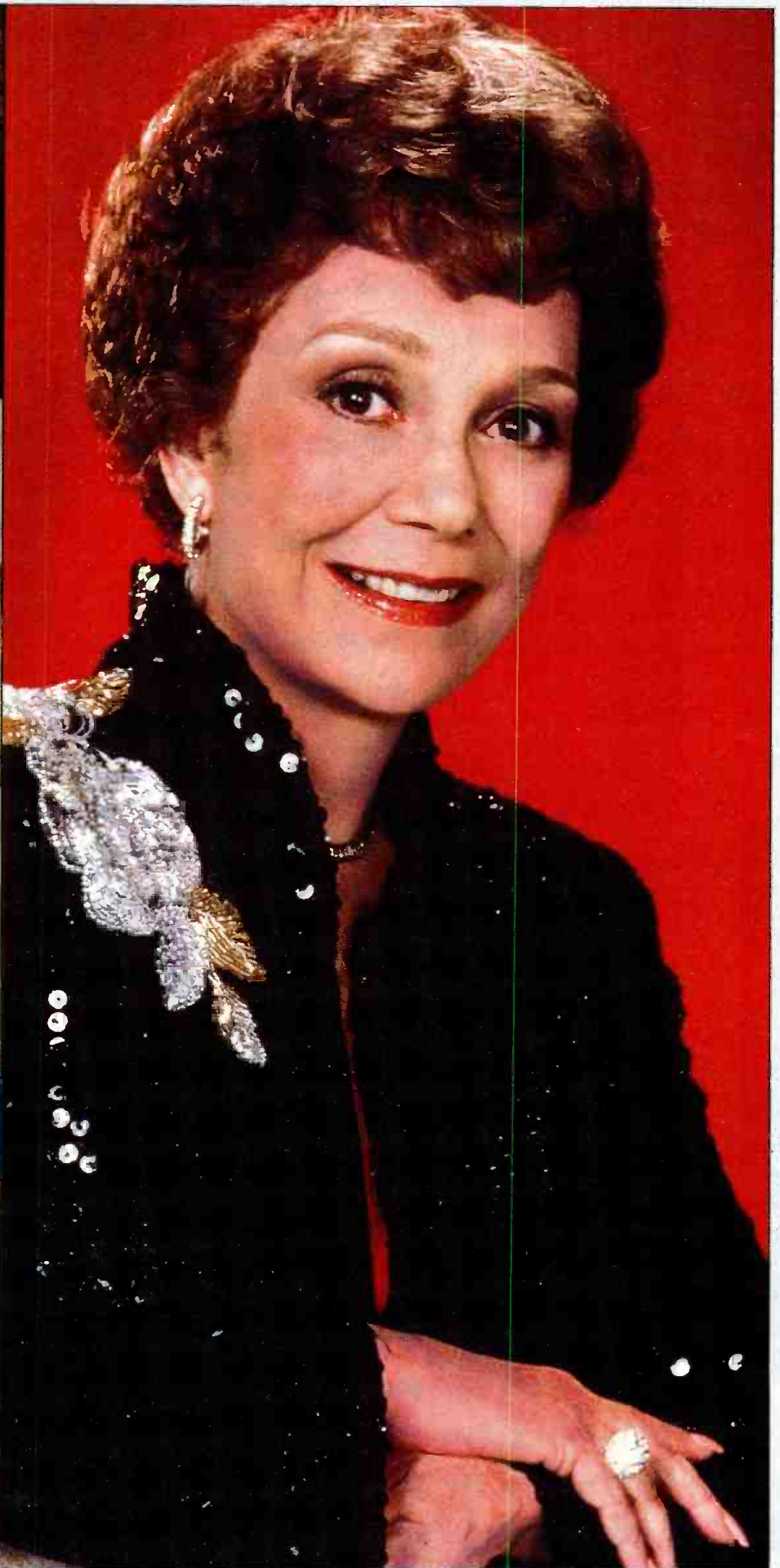
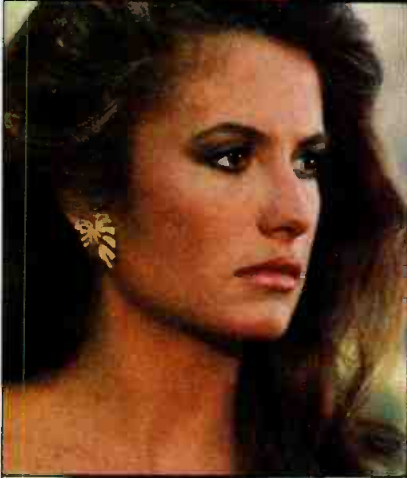


KNIGHT RIDER

The series that never quits.
Starring David Hasselhoff. Coming soon.

MCA TV

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FOR FALL 1986

Falcon Crest

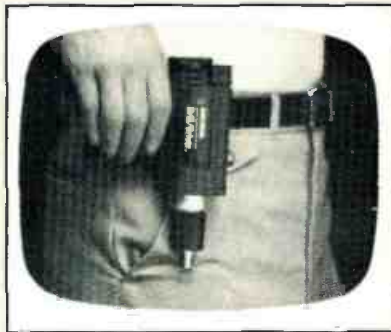
BARTER ONLY,
NO CASH-PLEASE!

LORIMAR[®]

AdVantage

Restructuring. Grey Advertising is creating new, wholly owned subsidiary, Grey Entertainment & Media, to handle entertainment and communications advertising. New unit will be formed by merging two existing divisions of agency.

New tool. Black & Decker is introducing new Drill/Driver, light-weight, compact combination power drill and screwdriver in spot television campaign starting this week in 30 markets. Commercial will be shown through end of year. It will be carried in prime access and fringe times and will be targeted to adults, 25-54. Product's ability to perform light-duty home repairs reportedly has appeal for women. Agency: BBDO New York.



Black & Decker



Santa

Synergism. Eastman Kodak Co., Rochester, N.Y., is unveiling special yuletide TV commercial for its disk camera that ties in with new Christmas film spectacular, "Santa Claus—The Movie." TV commercial, which makes its debut on all three networks this week, uses elf characters and scene situations shown in upcoming movie. Tie-in tag in new commercial reminds viewers to "see more great scenes like these" in new feature film. Movie makes its theatrical premiere on Wednesday (Nov. 20) in New York. Agency for Kodak is J. Walter Thompson/New York.

Now conduct better listener surveys for just pennies per call

WKSJ AM/FM of Mobile, Alabama quadrupled their listener survey response rate for just pennies per call with Microlog's Voice-Com auto-dialer.

Every week, the Voice-Com automatically dials lists of phone numbers and plays hooks from songs currently being aired. It asks questions, records each listener's age group, gender and numerical rating of the songs via Touch-Tone response. Then the Voice-Com prints out all survey data with correlation patterns of your choice.

Available as a stand-alone unit, or personal computer model, the Voice-Com does your listener research quickly and inexpensively.

When WKSJ used part-time people to make the calls, the result was too little information for too much money. They found that the Voice-Com works when

you need it: evenings and weekends, when people are home. And during the day, it can answer the phone and play recorded information for callers, saving your staff valuable time.



For more information on how Voice-Com can increase your survey responses for less money, call toll-free 800 562-2822.

MICROLOG
CORPORATION

18713 Mooney Drive
Gaithersburg, MD 20879
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Donald V. West, vice president
David N. Whitcombe, vice president
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Phillippe E. Boucher, assistant treasurer

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in 1946. Television * acquired in 1961. Cablecasting *
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TELEVISION. Cablecasting.

The Remarkable Imprint of People & Ideas

"For some time, I have had an idea for improving communications between the U.S. and developing countries. Through my work at the Gannett Center, I am turning the idea into reality."

The speaker is Tom Winship, former president of the American Society of Newspaper Editors, who retired last January as editor of the *Boston Globe*. A month later, he became an Inaugural Fellow at the Gannett Center for Media Studies: A Gannett Foundation Program at Columbia University.

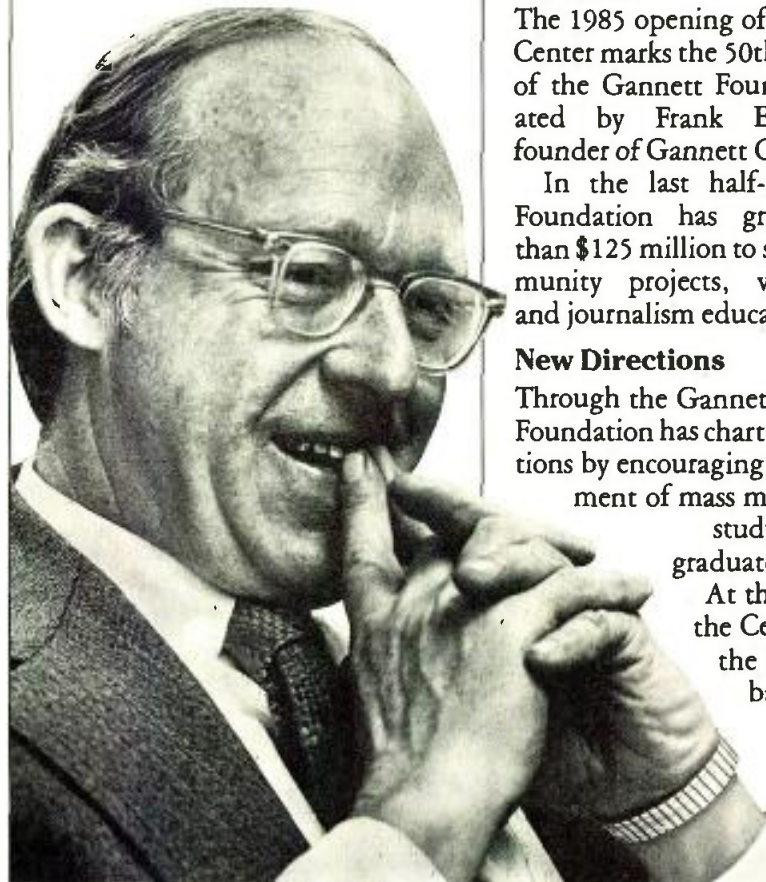
The Boston editor, who led his newspaper to 12 Pulitzer Prizes, has spent this year developing and establishing an information and training center for Third World journalists.

A First in the Nation

Tom Winship is one of more than a dozen resident fellows to pursue their ideas in the inaugural year of the Gannett Center—the nation's first institute for the advanced study of mass communication and technological change.

The fellows include media professionals, journalism educators and scholars from other fields. Their work covers a broad spectrum—from media ethics to the ways TV influences U.S. politics.

Tom Winship, retired editor of the Boston Globe, describes his "second career" as an Inaugural Fellow at the Gannett Center for Media Studies.



The Center also develops major seminars on timely media issues, leadership institutes for journalism educators and hands-on workshops in communications technology.

50th Anniversary Celebration

The 1985 opening of the Gannett Center marks the 50th anniversary of the Gannett Foundation, created by Frank E. Gannett, founder of Gannett Co., Inc.

In the last half-century, the Foundation has granted more than \$125 million to support community projects, volunteerism, and journalism education.

New Directions

Through the Gannett Center, the Foundation has charted new directions by encouraging the advancement of mass media through study beyond the graduate school level.

At the same time, the Center furthers the Foundation's basic mission—to invest in people and ideas.

Gannett Foundation

Lincoln Tower • Rochester, New York 14604

A program-length television commentary from Frank Cannella, A. Eicoff & Co., Chicago

Selling the merits of program-length commercials

It is astonishing that few stations, agencies or advertisers have recognized the opportunities spawned by the FCC's deregulation of commercial television. That deregulation has opened the door for numerous revenue-producing concepts. Unfortunately, not many executives have been bold enough to walk through that door.

The June 1984 deregulation decision allows a station to determine how many commercials to run in an hour, the type of non-entertainment programming it can broadcast and whether to air program-length commercials.

This last category strikes me as a golden opportunity. Imagine the benefits of a 30-minute infomercial. Advertisers would finally have the time required to tell a new or complex product story; the story behind a revolutionary new computer, for instance, wouldn't have to be crammed into a 30-second spot or relegated to the print medium. Agencies, too, would be presented with a marvelous vehicle to pioneer new, creative techniques.

Individual stations, however, would have the greatest opportunity of all. If they would run 30-minute infomercials, they would immediately realize four significant benefits.

- Stations would receive free programming that could be equal or superior to their present programming. If a major advertiser and agency collaborate on such a significant project, stations can be sure they will insist on a high standard of quality. They won't create a program that is blatantly promotional or poorly produced.

- Stations could gain immediate, sizable revenue. Most of these 30-minute infomercials would have a response vehicle—a toll-free phone number to call for information or orders. By definition, longer commercials appeal to direct marketers. Generating an immediate response—a lead or an order—requires time. The more information a direct marketer can communicate, the better the chance the viewer will respond. Given this direct response format, a successful program can be a continuing source of revenue. Like any direct response offer, buys continue to be made as long as the buy produces a profitable return.

- Stations could fill advertising-poor gaps in nonprime time periods. In most cases, 30-minute infomercials wouldn't run in prime time. Advertisers won't want to compete with highly rated programming. Instead, they'll want to compete with reruns, old movies and weekend shows. Traditionally, many stations have a difficult time attracting advertisers to these time periods—late night, early morning and weekends. A 30-minute



Frank Cannella is vice president/management supervisor and director of Canadian operations of A. Eicoff & Co., Chicago. He joined the agency in 1971 as a media buyer. In 1981 he left to become operations manager of a Los Angeles music publishing firm. He returned to Eicoff in 1982 as an account supervisor.

infomercial would solve this problem.

- Stations could stockpile 30-minute infomercials, running them when avails permit. Station executives know that time unbought is revenue lost forever. With a library of extended infomercials at their disposal, stations could make sure that their valuable time didn't go to waste.

Is all this a pipe dream? Will any advertiser actually create a 30-minute infomercial? Those questions are rhetorical. A number of 30-minute spots have already been created and are presently airing. They include a show produced by a real estate group designed to draw viewers to real estate seminars; a fund-raising program for a not-for-profit charitable organization; a documentary produced by an issue-oriented advocacy group, designed to solicit membership in the group, and a "talk show" that showcases new products, soliciting orders for those products.

The diversity of this group is instructive; a spectrum of organizations are experimenting with this new advertising vehicle. To my knowledge, most of these experiments have been successful—both for stations and advertisers. One of the keys to their success seems to be their ability to "isolate" a commercial message. The 30-minute infomercial doesn't have to compete with other commercials for the viewers' interest.

In addition, these extended infomercials have a targeting effect. Viewers who watch the 30-minute programs are likely to have a natural interest in the subject.

All this doesn't mean that stations should automatically accept every 30-minute infomercial that they're offered. No station should accept a spot that is insulting or demeaning to its viewers—one that hits view-

ers over the head with a "buy this product" message, for instance. But if a 30-minute show provides useful information in an entertaining format, it should be acceptable.

Stations should also carefully evaluate the agency that is submitting the extended infomercial. Reputable agencies will submit reputable infomercials. It's also a good sign if the agency has a direct-response track record. Because most 30-minute infomercials will include a direct response vehicle, it is important that the vehicle be used properly. If the toll-free number doesn't come up at the right times—or doesn't stay on the screen long enough—the entire infomercial can be ruined. And stations will lose if the infomercial doesn't generate response.

Finally, stations should evaluate the track record of the infomercial itself. How many stations has it run on? What have been the results? Answers to those questions will tell a station whether the infomercial is a winner or loser.

If the submitted infomercial clears those hurdles, there is no reason why stations shouldn't accept it. Still, the concept will face opposition. There will be those who say that such infomercials are inappropriate; that they violate an unwritten agreement between station and viewer; that they are deceptive.

In fact, they are nothing of the kind. They are simply a different type of programming—advocacy programming might be an appropriate term. They are no more deceptive than the advertising supplements containing editorial material that are becoming a common ingredient in magazines and newspapers.

In one sense, the 30-minute infomercial is more beneficial for viewers than a 30-second one. The longer-length format allows the advertiser to provide viewers with more information—to give them more facts with which to make an educated buying decision. And no advertiser in his right mind will fill those 30 minutes with puffery and hard-sell promotion—that approach will turn off viewers faster than a finger on the zap button. Ideally, the extended infomercial will best serve advertisers with a story to tell. And they will tell that story in an informative and entertaining fashion.

It is time that everyone within the television industry recognizes that the traditional 30-second commercial is no longer the status quo. Varying commercial lengths—from 10 seconds to two minutes—are already a reality.

The 30-minute infomercial is one aspect of television advertising's evolution. Though it will never replace shorter spots, it will become another tool for advertisers to consider. And the value of that tool will be directly related to stations' acceptance of it.

If they accept it with open minds—and attractively priced avails—then it will be a valuable tool indeed. ■

CHARLES OSGOOD — CBS NEWS CORRESPONDENT. ESSAYIST. AUTHOR. RESIDENT POET.



**And one of the
most listened-to
voices in all radio.**

Charles Osgood reaches nearly 11,000,000 listeners* every week on the CBS Radio Network. For fans of *Newsbreak* and *The Osgood File* it's good news that he'll continue to make his unique contributions to the CBS Radio Network for many years to come.

Like Osgood, the news correspondents and reporters you see on the CBS Television Network are those you *hear* anchoring and filing stories for the CBS Radio Network. That association with the most prominent and respected news staff in the industry is an invaluable asset to affiliates and advertisers.

CBS RADIO NETWORK

*Source: RADAR 31

This week

Nov. 18-20—*Television Bureau of Advertising/Sterling Institute* managing sales performance program for sales managers. Anatole, Dallas.

Nov. 19—*Awards for Cable Excellence* luncheon for winners in ACE Award competition, sponsored by National Academy of Cable Programming. Speaker: Jack Valenti, president of Motion Picture Association of America. Beverly Hills hotel, Los Angeles. Information: (213) 278-3940.

Nov. 19—*Southern California Cable Association* seminar, with National Academy of Cable Programming, "A Salute to the Ace." Marina del Rey Marriott, Marina del Rey, Calif.

Nov. 19—*Northern California Broadcasters Association* membership luncheon. Speaker: Gerold Rubin, president, Needham Harper Worldwide. Topic: California lottery advertising account. Trader Vic's, San Francisco.

Nov. 19-21—National television issues conference, "Television 1985-86: Issues for the Industry and Audience," sponsored by *Hofstra Television Institute, Hofstra University*. Hempstead, N.Y. Speakers include Frank Stanton, president emeritus, CBS Inc.; Brandon Tartikoff, NBC Entertainment; James Duffy, ABC Broadcast Group; James Rosenfield, CBS/Broadcast Group; Bruce Christensen, PBS; James Quello, FCC; Charles Dolan, Cablevision, cable MSO, and George Back, All-American Television. Information: (516) 560-6800.

Nov. 20—Sixth annual Chet Huntley Memorial Lecture, sponsored by *New York University, NBC* and *Levine, Huntley, Schmidt and Beaver*. Speech to be delivered by Diane Sawyer, CBS's *60 Minutes*. Topic: "When the History of Television News is Written." Loeb Student Center, New York University, New York.

Nov. 20—*American Women in Radio and Television, western New York chapter*, meeting, "Seoul-Selling: The 1988 Olympics in Korea," featuring Robert Prazmark, VP, International Sports and Leisure Marketing, Hyatt Regency, Buffalo, N.Y.

■ Indicates new entry

Nov. 20-22—*Television Bureau of Advertising* 31st annual meeting. Anatole, Dallas.

Nov. 20-26—Seventh annual New York World Television Festival, underwritten by *NATPE International, Kodak, IBM* and *SFM Media*. Invitational reception: Lotus Club, New York. Screenings: Mark Goodson Theater, New York. Other festival activities: Department of Cultural Affairs. Information: (212) 757-7232.

Nov. 21—Bay Area animation showcase, sponsored by *International Animation Association, Bay Area chapter*. Bank of America Center, San Francisco.

Nov. 21-22—"The Role, Scope and Relevance of International Facilities Planning," meeting sponsored by *Washington Program of the Annenberg School of Communication*. Madison hotel, Washington.

Nov. 22-24—*Intercollegiate Broadcasting System* West Coast regional convention, hosted by noncommercial KFJC-FM Los Altos, Calif. Speakers include rock singer Frank Zappa. Sainte Claire Hilton, San Jose, Calif.

Also in November

Nov. 25—International Emmy Awards and gala, sponsored by *International Council of National Academy of Television Arts and Sciences*. Sheraton Centre, N.Y.

Nov. 26—Presentation of winners of fourth annual World Hunger Media Awards, funded and sponsored by entertainers Kenny and Marianne Rogers. United Nations. New York.

Nov. 26—*International Radio and Television Society* newsmaker luncheon. Speaker: Pete Rozelle, commissioner, NFL, Waldorf-Astoria, New York.

■ **Nov. 26**—Eighth annual Frank E. Gannett Lecture, sponsored by *Washington Journalism Center* with grant from *Gannett Foundation*. Capital Hilton, Washington. Information: (202) 331-7977.

December

Dec. 1—Deadline for papers for Fifth International Conference on Television Drama, sponsored by *Michigan State University*. Information: Ellen Serien Uffen, MSU, (517) 355-4666.

Major Meetings

Nov. 20-22—*Television Bureau of Advertising* 31st annual meeting. Anatole, Dallas. Future meetings: Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 11-13, 1987, Atlanta Marriott, Atlanta.

Dec. 4-6—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

Jan. 5-9, 1986—*Association of Independent Television Stations* 13th annual convention. Century Plaza, Los Angeles.

Jan. 17-21, 1986—*NATPE International* 23d annual convention. New Orleans Convention Center, New Orleans. Future convention: Jan. 24-27, 1987, New Orleans.

Feb. 1-4, 1986—Sixth annual Managing Sales Conference, sponsored by *Radio Advertising Bureau*. Amfac Airport hotel, Dallas.

Feb. 2-5, 1986—*National Religious Broadcasters* 43d annual convention. Sheraton Washington.

Feb. 7-8, 1986—*Society of Motion Picture and Television Engineers* 20th annual television conference. Chicago Marriott, Chicago.

March 6-8, 1986—17th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4488.

March 15-18, 1986—*National Cable Television Association* and *Texas Cable Television Association* combined annual convention. Dallas Convention Center. Future convention: May 17-20, 1987, Las Vegas.

April 13-16, 1986—*National Association of*

Broadcasters 64th annual convention. Dallas Convention Center. Future conventions: Dallas, March 29-April 1, 1987; Las Vegas, April 10-13, 1988; Las Vegas, April 30-May 3, 1989; Dallas, March 25-28, 1990, and Dallas, April 14-17, 1991.

April 13-17, 1986—*National Public Radio* annual convention. Town and Country hotel, San Diego.

■ **April 24-29, 1986**—22d annual MIP-TV, international television program market. Palais des Festivals, Cannes, France. Information: David Jacobs, (516) 364-3686.

April 27-30, 1986—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. Loew's L'Enfant Plaza hotel, Washington.

April 27-30, 1986—*Broadcast Financial Management Association/Broadcast Credit Association* 26th annual conference. Century Plaza, Los Angeles. Future conference: April 26-29, 1987, Marriott Copley Place, Boston.

April 27-29, 1986—*Cabletelevision Advertising Bureau* fifth annual conference. Sheraton Center, New York.

May 14-17, 1986—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 18-21, 1986—*CBS-TV* annual affiliates meeting. Century Plaza hotel, Los Angeles.

Dec. 1—Deadline for entries in *Women in the Director's Chair* festival, to be held in Chicago in March. Information: (312) 477-1178.

Dec. 1-3—Videotex and teletext conference, sponsored by *Institute for Graphic Communication*. Holiday Inn, Monterey, Calif. Information: (617) 267-9425.

Dec. 2-6—*North American Section, World Association for Christian Communication*, 16th annual conference. Hilton Inn, Fort Lauderdale, Fla. Information: (313) 962-0340.

Dec. 3—*National Cable Television Association's National Academy of Cable Programming* ACE awards ceremony and dinner. Beverly Theater and Beverly Wilshire hotel, Los Angeles.

Dec. 3—*American Advertising Federation's* ninth annual advertising law and public policy conference. Loews L'Enfant Plaza hotel, Washington. Information: (202) 898-0089.

Dec. 3-6—*North American Telecommunications Association* annual convention and showcase. Infomart, Dallas. Information: (202) 296-9800.

Dec. 4—*Ohio Association of Broadcasters* sales workshop. Embassy Suites, Columbus, Ohio.

Dec. 4—*Direct Broadcast Satellite Association* annual meeting. Mayflower hotel, Washington. Information: (703) 768-9495.

Dec. 4-5—"World Telecommunications," conference sponsored by *Financial Times*, examining relationship between business and telecommunications. Hotel Inter-Continental, London. Information: (01) 621-1355.

Dec. 4-6—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

Dec. 5—*Massachusetts Institute of Technology* communications forum on high-definition television. Bartos Theater, Wiesner Building, MIT, Cambridge, Mass. Information: (617) 253-3144.

Dec. 5-6—"Cable Communications Act: A Legislative Analysis and Update," workshop sponsored by *Washington Program of Annenberg School of Communications*. American Society of Association Executives, Washington. Information: (202) 737-8563.

Dec. 6—Deadline for entries in 26th international

May 21-25, 1986—*American Women in Radio and Television* 35th annual convention. Westin Hotel Galleria, Dallas.

June 2-5, 1986—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 8-11, 1986—*NBC-TV* annual affiliates meeting. Hyatt Regency, Maui, Hawaii.

June 11-15, 1986—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* annual seminar. Loew's Anatole, Dallas. Future conventions: June 10-14, 1987, Peachtree Plaza, Atlanta; June 8-12, 1988, Bonaventure, Los Angeles, and June 21-25, 1989, Renaissance Center, Detroit.

June 14-18, 1986—*American Advertising Federation* national convention. Grand Hyatt, Chicago.

June 19-22, 1986—*NATPE International* second annual production conference. Adam's Mark hotel, St. Louis. Information: (212) 757-7232.

June 22-25, 1986—*Cable Television Administration and Marketing Society* annual convention. Westin Copley Plaza, Boston.

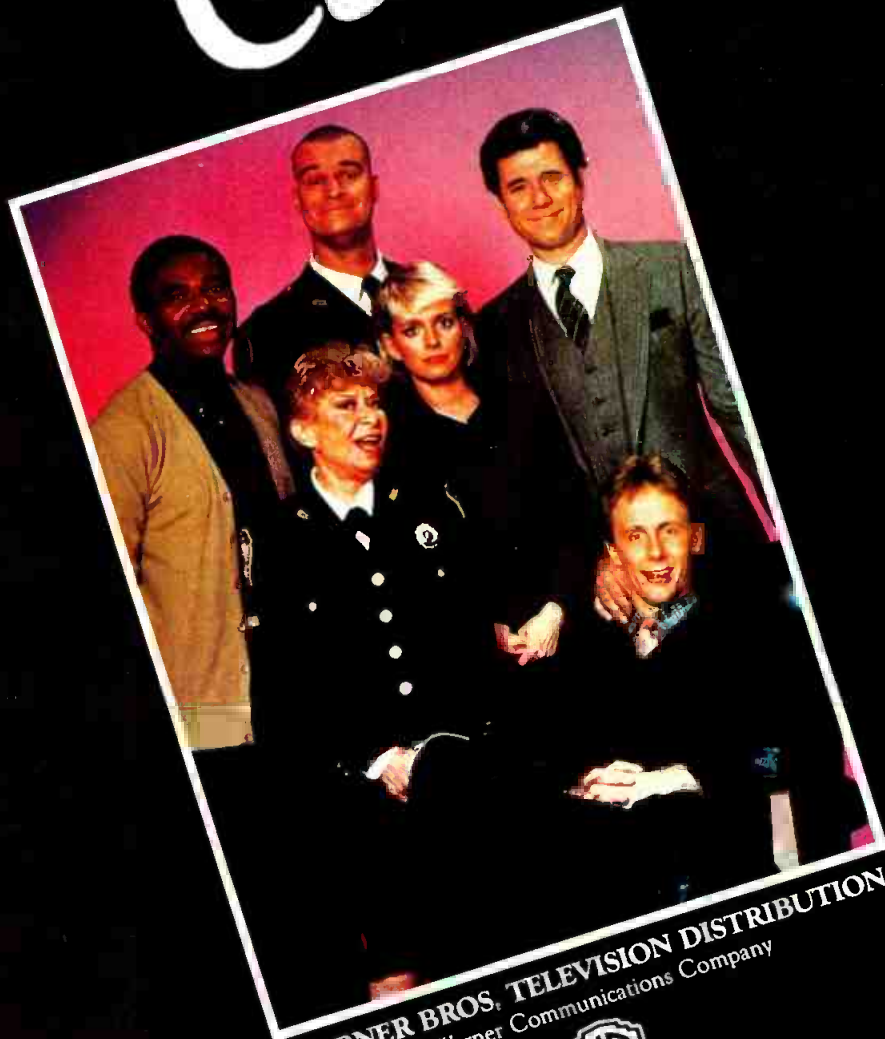
July 24-26, 1986—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Atlanta.

Aug. 26-29, 1986—*Radio-Television News Directors Association* international conference. Salt Palace Convention Center, Salt Lake City. Future convention: Sept. 1-4, 1987, Orange County Convention Center, Orlando, Fla.

Oct. 28-30, 1986—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Everyone's Wild About Harry!

Night Court



WARNER BROS. TELEVISION DISTRIBUTION
A Warner Communications Company





THE TRANSFORMERS

MORE THAN MEETS THE EYE!

**Again #1
in the National Nielsens!**

WARRIORS™

**Still the runaway co-leader
(with G.I. JOE) in kids syndi-
cation with a fantastic
4.9 CAR household delivery
in the Nielsen NTI ratings!**



MARVEL PRODUCTIONS LTD.



Source: Nielsen Syndication Service (NTI) Fast Weekly Household Audience Report week ending November 3, 1985.

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G.I. JOE[®]

A REAL AMERICAN HERO

**Again #1
in the National Nielsens!
G.I. JOE continues as the
explosive co-leader (with
TRANSFORMERS) in kid
syndication with a rock solid
4.9 CAR household delivery
in the Nielsen NTI!**

Claster
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TRIBUNE
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Source: Nielsen Syndication Service (NTI) Fast Weekly Household
Audience Report week ending November 3, 1985.
Audience estimates subject to qualifications upon request.

broadcasting awards, honoring "world's best television and radio commercials of 1985," sponsored by *Hollywood Radio and Television Society*. Information: HRTS, 5315 Laurel Canyon Boulevard, North Hollywood, Calif. 91607.

Dec. 6—*Broadcast Pioneers, Washington area chapter*, sixth annual awards banquet. Kenwood Country Club, Bethesda, Md.

Dec. 6—Deadline for entries in *Global Village's* 12th annual documentary festival. Information: (212) 966-7526.

Dec. 6-8—*Alpha Epsilon Rho, National Broadcasting Society*, Southeast regional convention, hosted by *University of Central Florida, AERho chapter*, University of Central Florida campus, Orlando, Fla.

Dec. 7—*Associated Press TV-Radio Association of California-Nevada* regional seminar on "creative use of sound for radio and TV" and "treatment, misconceptions and impact of AIDS." Oakland Airport Hilton, Oakland, Calif.

Dec. 8-9—*NBC* midseason promotion executives conference. Doral Country Club, Miami.

Dec. 10—*Washington Executives Broadcast Engineers* monthly luncheon. Roma restaurant, Washington.

Dec. 10-11—*NBC* promotion workshop. Doral Country Club, Miami.

Dec. 10-13—General assembly of *Unda-USA*, national Catholic association of broadcasters and allied communicators, including 20th annual Gabriel Awards banquet. St. Anthony Intercontinental hotel, San Antonio, Tex. Information: (215) 668-9842.

Dec. 11—"Superwoman: Myth or Reality," panel sponsored by *Washington chapter, American Women in Radio and Television*. National Association of Broadcasters, Washington.

Dec. 11—Deadline for reply comments in *FCC's* Mass Media Docket 85-108, FM/aviation interference. FCC, Washington.

Dec. 12-13—"The New Telecommunications Era After the AT&T Divestiture: The Transition to Full Competition," seminar co-sponsored by *Practising Law Institute and Federal Communications Bar Association*. Capital Hilton, Washington. Information: (212) 765-5700.

Dec. 15—Deadline for entries in eighth annual Henny Penny Playwriting Contest for young people, ages 5 to 17, sponsored by *Children's Radio Theater*. Information: Children's Radio Theater, 1314 14th Street, N.W., Washington, D.C. 20005.

Dec. 15—Deadline for entries in second annual media awards, sponsored by *President's Committee on Employment of the Handicapped and American Association of Disability Communicators*. Information: PCEH, suite 600, 1111 20th Street, N.W., Washington, D.C., 20036.

Dec. 15—Deadline for entries in 17th annual Abe Lincoln Awards for broadcasters, sponsored by *Southern Baptist Radio and Television Commission*. Information: Bonita Sparrow, (817) 737-4011.

Dec. 19—*International Radio and Television Society* Christmas benefit. Entertainment: Ashford & Simpson, Waldorf-Astoria, New York

January 1986

Jan. 5-8—*Association of Independent Television Stations* 13th annual convention. Century Plaza, Los Angeles.

Jan. 8—"New Technologies and Opportunities," panel in series sponsored by *American Women in Radio and Television, Washington chapter*, "Women at the Top." National Association of Broadcasters, Washington.

Jan. 9-10—*Virginia Association of Broadcasters* winter meeting and legislative reception. Marriott hotel, Richmond, Va.

Jan. 9-12—International winter consumer electronics show, sponsored by *Electronics Industries Association/Consumer Electronics Group*. Las Vegas Convention Center and Hilton and Sahara hotels.

Jan. 13-17—*National Association of Broadcasters* winter board meeting. Sheraton Mullet Bay Resort, St. Martin, Netherland Antilles.

Jan. 14—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

Jan. 15—Deadline for submissions to 36th annual Sidney Hillman Awards for outstanding achievements in media communications, sponsored by *Amalgamated Clothing and Textile Workers Union, AFL-CIO*, "to recognize contributions by the media which explore and advance the human condition." Information: Sidney Hillman Foundation, 15 Union Square, New York, 10003.

Jan. 15—Deadline for entries in Champion-Tuck Awards, recognizing outstanding reporting that improves the public's understanding of business and economic issues. Awards are sponsored by *Dartmouth College, Amos Tuck School of Business Administration*. Information: (603) 643-5596.

Jan. 17-21—*NATPE International* 23d annual convention. New Orleans Convention Center, New Orleans.

Jan. 23-24—*Broadcast Promotion and Marketing Executives* board meeting. MGM Grand, Las Vegas.

Jan. 26-28—*California Broadcasters Association* winter convention. Sheraton Plaza, Palm Springs, Calif.

Jan. 29—*National Association of Broadcasters*' seminar on how to reduce business costs related to telephone service. NAB, Washington. Information: (202) 429-5380.

Jan. 30—Presentation of Sunny Awards for radio commercials produced in southern California, presented by *Southern California Broadcasters Association*. Sheraton Premiere hotel, Universal City, Calif.

February 1986

Feb. 1-4—Sixth annual Managing Sales Conference, sponsored by *Radio Advertising Bureau*. Amlac Airport hotel, Dallas.

Feb. 2-5—*National Religious Broadcasters* 43d annual convention and exposition. Sheraton Washington, Washington.

Feb. 4—*Broadcast Pioneers* Mike Award dinner. Pierre hotel, New York.

Feb. 4-5—*Arizona Cable Television Association* annual meeting. Phoenix Hilton. Information: (602) 257-9338.

Feb. 7-8—*Society of Motion Picture and Television Engineers* 20th annual conference. Chicago Marriott.

Feb. 9-14—21st annual engineering management development seminar, sponsored by *National Association of Broadcasters* in conjunction with *Center for Management Institutes*. Purdue University, Stewart Center, West Lafayette, Ind.

Feb. 11—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

Feb. 12—"The Politics of Office Survival," panel sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington.

Feb. 13-16—*Howard University* communications conference. Theme: "Communications: The Key to Economic and Political Change." Howard University campus, Washington. Information: (202) 636-7491.

Feb. 17—Deadline for papers for *National Association of Broadcasters*' broadcast engineering conference, held in conjunction with NAB convention. Information: Engineering conference committee, science and technology department, NAB, 1771 N Street, N.W., Washington, 20036.

Feb. 17—Deadline for entries in William Harvey Awards, for writing on hypertension, sponsored by *American Medical Writers Association, National High Blood Pressure Education Program and Squibb Corp.* Information: Harvey Award, Squibb public affairs, P.O. Box 4000, Princeton, N.J., 08540.

Feb. 18-19—*Institute of Electrical and Electronics Engineers* annual meeting. Theme: "The Impact of Cultural Values on Engineering Excellence." Red Lion Inn, San Jose, Calif. Information: (212) 705-7647.

Feb. 20—Presentation of Angel Awards, for excellence in the media and for "outstanding productions of moral and/or social impact." Ambassador hotel, Los Angeles. Information: (213) 387-7011.

■ **Feb. 21-23**—*Ohio Association of Broadcasters* annual winter meeting. Marriott hotel, Oklahoma City.

Feb. 25—*National Press Foundation's* annual awards dinner, including presentations of annual Sol Taishoff Award for Excellence in Broadcast Journalism and 1986 Editor of the Year Award. Washington. Information: (202) 662-7350.

March 1986

March 1—Deadline for entries in fourth annual Alcoholism and Communications Marketing Achievement Awards, sponsored by *National Foundation for Alcoholism Communications*. Information: NFAC, 352 Hal-laday, Seattle, 98109; (206) 282-1234.

March 4-5—*Ohio Association of Broadcasters* Ohio congressional salute. Hyatt on Capitol Hill, Washington.

March 4-7—*Audio Engineering Society* 80th convention. Congress Center, Montreux, Switzerland. Informa-

Errata

WKVV Vicksburg, Miss., was misidentified as television station in Nov. 4 "Changing Hands" item. Station is actually WKVY-FM, operating on 106.7 mhz with 100 kw and antenna 360 feet above average terrain. It holds CP for antenna increase to 914 feet.

□

Quote in Nov. 11 programming story, "NBC Seeing Demographic Improvements," from Larry Hyams, ABC associate director of research, that "data really changes" between fast-evening persons reports and pocketpieces should have read "data rarely changes."

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■ **March 6**—*National Association of Black Owned Broadcasters* second annual communications awards dinner. Hyatt Regency hotel. Washington. Information: (202) 463-8970.

March 6-7—Advanced cable television seminar for senior professionals, sponsored by *Washington Program of Annenberg School of Communications*. American Society of Association Executives conference center. Washington. Information: (202) 484-2663.

March 6-8—17th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4488.

March 7-9—*Women in the Director's Chair*, women's film and video festival. Chicago. Information: (312) 477-1178.

March 11—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York.

March 12—*American Women in Radio and Television* Commendation Awards luncheon. Waldorf Astoria, New York.

March 12—"Lobbying," panel sponsored by *American Women in Radio and Television*, Washington

chapter. National Association of Broadcasters, Washington.

March 15-18—*National Cable Television Association* and *Texas Cable Television Association* combined convention. Dallas Convention Center, Dallas. Information: (202) 775-3606.

March 17—Deadline for entries in Samuel G. Engel International Television Drama Awards competition, sponsored by *Michigan State University*. Information: Kay Ingram. WKAR-TV, Michigan State University, East Lansing, Mich., 48824-1212; (517) 355-2300.

March 28-29—8th annual Black College Radio convention, sponsored by *Collegiate Broadcasting Group Inc.* Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

April 1986

April 2-3—*Illinois Broadcasters Association* spring convention and awards banquet. Ramada Renaissance hotel, Springfield, Ill.

April 7-10—Infocom '86, sponsored by *Institute of Electrical and Electronic Engineers*. Sheraton Bal

Stay Tuned

A professional's guide to the intermedia week (Nov. 18-24)

Network television □ **ABC:** *Dynasty II: The Colbys** (drama series), Wednesday 10-11 p.m.; *The American Video Awards*, Friday 9-10 p.m.; "Ewoks: The Battle for Endor" (fantasy), Sunday 8-10 p.m. **CBS:** *Kane & Abel* (three-part mini-series), continuing Monday and Tuesday, 9-11 p.m.; *We Are the World: A Year of Giving* (musical special), Tuesday 8-9 p.m.; *Lost in London* (comedy-drama), Wednesday 9-11 p.m.; *Chase* (drama), Saturday 9-11 p.m.; *Doubletake* (two-part drama), concluding Tuesday 9-11 p.m. **NBC:** "Walt Disney's Dumbo" (live action/animated special), Monday 8-10 p.m.; *The Patti LaBelle Show* (musical special), Thursday 10-11 p.m.; *Mussolini: The Untold Story* (three-part mini-series), Sunday 8-11 p.m., continuing next Monday and Tuesday, 9-11 p.m.; *Chagall's Journey* (documentary), Sunday 5-6 p.m. **PBS** (check local times): *First Platoon* (documentary), Monday 10-11 p.m.; *War: The Knife Edge of Deterrence* (documentary), Tuesday 9-10 p.m.; *The Creation of the Universe* (science special), Wednesday 9-10:30 p.m.; *Musical Comedy Tonight III* (musical special), Friday 9-10:30 p.m.

Cable □ **Arts & Entertainment:** *Purlie* (musical satire), Tuesday 9 p.m.-midnight; *The Girl of the Golden West* (opera), Thursday 8-10:20 p.m.; "The Inspector General" (farce), Saturday 8-9:40 p.m.; "The Rage of Paris" (comedy), Saturday 10:30-11:48 p.m. **Cinemax:** "Songwriter" (comedy), Monday 8-10 p.m. **HBO:** *Fortress* (suspense drama), Sunday 8-10 p.m. **The Movie Channel:** "Star Trek III: The Search for Spock" (fantasy), Monday 8-9:50 p.m. **Showtime:** *Martin Short Concert for the North Americas* (comedy), Wednesday 8-9 p.m. **The Nashville Network:** *The Stroh Mile** (racing series), Sunday 11 a.m.-noon. **WTBS(TV) Atlanta:** *Challenge of the Caucasus* (documentary), Monday 8:05-9:05 p.m.; *Breaking the Spell: A U.S./Soviet Dialogue* (satellite conference), Monday 9:05-10:35 p.m.



Top right: PBS's "Musical Comedy Tonight III." Above: HBO's "Fortress."

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**** NTI 9/16-9/29/85
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■ **April 9**—"Radio: In Search of Excellence," session in "Women at the Top" series sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 347-5412.

April 9-13—*Alpha Epsilon Rho, National Broadcasting Society*. 44th annual convention. Sheraton Park Central Towers, Dallas.

April 11—*Broadcast Promotion and Marketing Executives* board meeting. Loew's Anatole, Dallas.

April 13-16—*National Association of Broadcasters* 64th annual convention. Dallas Convention Center.

April 13-17—*National Public Radio* annual convention. Town and Country hotel, San Diego. Information: Carolyn Glover, (202) 822-2090.

April 15—*Broadcast Pioneers* annual breakfast, during National Association of Broadcasters convention.

Dallas.

April 18-21—Presentation of fourth annual Alcoholism and Communications Marketing Achievement Awards, sponsored by *National Foundation for Alcoholism Communications*. Awards ceremony to be held during *National Council on Alcoholism* convention. St. Francis hotel, San Francisco. Information: (206) 282-1234.

April 18-20, 22-27—*Global Village* 12th annual documentary festival. Grants are made by *New York State Council on the Arts* and *National Endowment for the Arts*. Global Village is nonprofit video resource center. Public Theater, New York. Information: (212) 966-7526.

■ **April 24-29**—22d annual MIP-TV, international television program market. Palais des Festivals, Cannes, France.

April 27-30—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. Loew's L'Enfant Plaza hotel, Washington.

April 27-30—*Broadcast Financial Management Association/Broadcast Credit Association* 26th annual conference. Century Plaza. Los Angeles.

April 27-29—*Cabletelevision Advertising Bureau* fifth annual conference. Sheraton Centre, New York.

May 1986

May 6-7—*Ohio Association of Broadcasters* spring convention. Stouffer Inn on the Square, Cleveland.

May 7—George Foster Peabody Awards luncheon, sponsored by *Broadcast Pioneers*. Plaza hotel, New York.

■ **May 7-14**—26th *Golden Rose of Montreux Festival*, competition "open to light entertainment programs (music, comedy, variety)," which may be submitted by independent producers and national broadcasting organizations. Organized by *Swiss Broadcasting Corp.* and *City of Montreux*. Palais des Congres, Montreux, Switzerland. Information: (212) 223-0044.

May 11-15—*National Computer Graphics Association* seventh annual conference and exposition. Anaheim Convention and Exposition Center, Anaheim, Calif. Information: (703) 698-9600.

■ **May 14**—Session on engineering, sponsored by *American Women in Radio and Television, Washington chapter*, as part of "Women at the Top" series. National Association of Broadcasters, Washington.

May 14-17—*American Association of Advertising Agencies* 68th annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 16-18—*NBC* promotion executives conference. Sheraton Premiere hotel, Los Angeles.

May 17-21—*Fifth International Conference on Television Drama*, featuring presentations on drama, advertising, children's programming and international television, and presentation of Frederick I. Kaplan Prize. Michigan State University, East Lansing, Mich. Information: (517) 355-4666.

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

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

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

June 1986

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

June 8-11—*NBC-TV* annual affiliates meeting. Hyatt Regency, Maui, Hawaii.

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

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

June 14-18—*American Advertising Federation* annual meeting. Grand Hyatt, Chicago.

June 19-21—*Maryland/District of Columbia/Delaware Broadcasters Association* annual convention. Sheraton Fontainebleau Inn, Ocean City, Md.

June 19-22—*NATPE International* second annual production conference. Adam's Mark hotel, St. Louis. Information: (212) 757-7232.

June 22-25—*Cable Television Administration and Marketing Society* annual convention. Westin Copley Plaza, Boston.

■ **June 26-28**—*Iowa Broadcasters Association* annual convention. New Inn, Okoboji, Iowa.

June 29-July 2—*Virginia Association of Broadcasters* annual meeting and summer convention. Cavalier, Virginia Beach, Va.

July 1986

■ **July 13-16**—*New York State Broadcasters Association* 25th executive conference. Sagamore Resort hotel, Lake George, New York.

July 15-17—*Community Antenna Television Association* annual convention. MGM Grand hotel, Reno. Information: (703) 691-8875.

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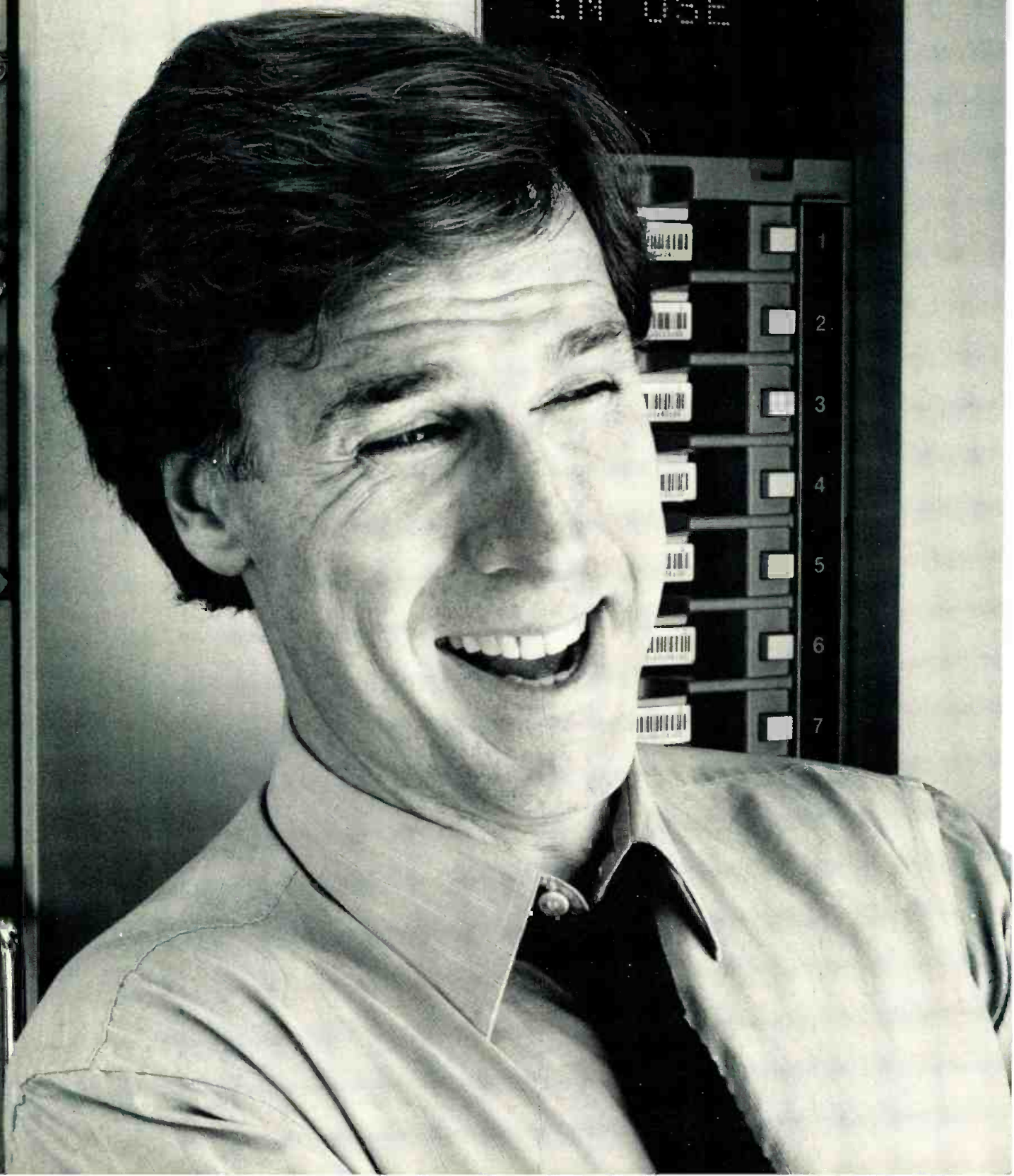
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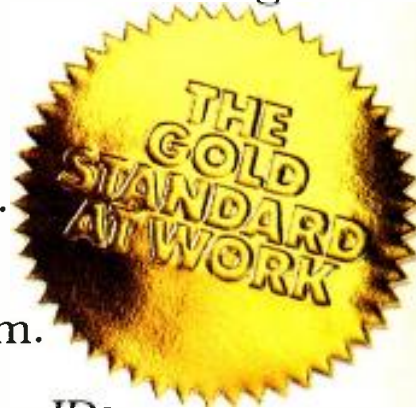
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Canadian Imperial Bank Group

Broadcasting Nov 18

Vol. 109 No. 21

TOP OF THE WEEK



Yea-sayers Quello, Fowler, Dawson and Patrick

Home free: FCC approves Capcities, Murdoch deals

Commission OK's \$5-billion worth of deals, granting relief buyers had requested on divestments

The FCC last week approved Capital Cities Communications' \$3.5-billion acquisition of ABC and Rupert Murdoch's \$1.5-billion acquisition of six Metromedia television stations. It also approved the \$450-million spin-off of Metromedia's WCVB-TV Boston to Hearst Corp.

In so doing, the FCC granted Capcities and Murdoch the relief they had requested, without condition. Capcities was granted a permanent waiver of the FCC's duopoly rule to retain its WPVI-TV Philadelphia and ABC's WABC-TV New York; Murdoch was given the full two years he requested to sell his daily newspapers in Chicago and New York, where Metromedia's WFLD-TV and WNEW-TV, respectively, are located ("Closed Circuit," Nov. 4). In addition, the FCC granted Capcities an 18-month waiver from the commission's one-to-a-market rule to break up ABC's grandfathered radio-TV combinations in New York (WABC-TV and WABC[AM]-WPLJ[FM]), Los Angeles (KABC-TV and KABC[AM]-KLOS[FM]), Chicago (WLS-AM-FM-TV) and San Francisco (KGO-AM-TV). It gave it the same time to divest itself of cable systems in areas where it will own broadcast stations. (The Washington Post Co. has agreed to purchase all but two of Capcities' 55 cable systems for \$350 million [BROADCASTING, Aug. 26]. Closing on that deal is contingent upon Capcities completing its acquisition of ABC. The FCC said it believed 18 months would be a "reasonable" period in case local approvals can't be obtained for the

cable divestitures by the time Capcities assumes control of the ABC stations.)

The permanent waiver of the duopoly rules for Capcities caused little difficulty. (That rule prohibits ownership of broadcast stations in the same service with overlapping signals. FCC officials said the overlap of WPVI-TV and WABC-TV covered 2,813 square miles, an area with 2.2 million people. One FCC official said the area of overlap, if broken off into its own TV market, might be the nation's 14th largest.) Murdoch's request for a temporary waiver was greeted by protest, however, despite precedents. The commission in 1975, under the chairmanship of Richard Wiley, gave Joe Allbritton three years to take care of the crossownership difficulties attending his acquisition of then WMAL-AM-FM-TV Washington and the now-defunct *Washington Star* (BROADCASTING, Dec. 22, 1975).

The day before last Thursday's meeting at which the transfers and waivers were approved by the FCC, House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) and Representatives Ed Markey (D-Mass.), Henry Waxman (D-Calif.), John Bryant (D-Tex.) and James Scheuer (D-N.Y.) stressed their concern about the commission's "apparent attitude that temporary waivers are justified solely upon mere allegations that possible financial hardship or distress sales would result." In a letter to FCC Chairman Mark Fowler, the congressmen reminded him of his own testimony to the subcommittee where Fowler, according to the congressmen, had said the commission shouldn't grant waivers unless a "compelling case is shown which demon-

strates that a waiver would either not disserve the purpose of the rule and would serve other important policy goals or that it would serve the purpose of that rule."

Fowler had his own ideas about why Murdoch may have become a target. "One might reach the conclusion that the keen interest in the News America waivers is disingenuous," said Fowler in a statement he read at the meeting. "Rupert Murdoch, the News America principal, is a frank, outspoken entrepreneur with a well-known personal philosophy. I suggest that if this is really what the din of congressional and so-called consumer group concern is all about, it's a vivid reaffirmation of the electronic press's need for full First Amendment protection from the government. For no matter how cleverly cloaked, a public official's distaste for the content of an applicant's speech must never be used to prevent the grant of a license if that applicant is qualified. It's precisely that type of misuse of government processes that the First Amendment was intended to prevent. With some bumps, detours and delays in these cases, the First Amendment has won out."

Responded Wirth: "Fowler's statement is an ideological response that evades the public policy issues at stake. The issue is not Rupert Murdoch; the issue is the chairman of the FCC and his commitments as to how crossownership waiver requests would be handled. When Mr. Fowler testifies before us, the public can be assured that he will be sworn in under oath so that commitments to Congress cannot be brazenly ignored in the future."

At the meeting, Commissioner James

Quello said he was "somewhat concerned" by opposition of "congressional and other sources" to the Murdoch waiver. "I would have been satisfied with 18 months, but my staff and the chairman reminded me that if I voted for three years for Allbritton... what's wrong with two years for Murdoch?" said Quello.

Commissioner Mimi Dawson said she was "astounded" by the request of the Telecommunications Research and Action Center that the commission hold nonevidentiary hearings because Murdoch might form a networking operation. "I think 24 [months] was certainly justified, and I have great hopes for what I think will be a new resource of entertainment and programing for the American people," Dawson said.

Fowler said the waiver also served the purposes of diversity better than "blind enforcement" of the rules. "The applicant has shown, among other things, that there are a substantial number of media outlets; that the temporary waivers sought are within the boundaries of reasonableness which the commission specifically contemplated in its decision adopting the rule (so as to avoid harsh and harmful distress sales of media facilities); that the universe of buyers of daily newspapers is small, and is smaller than that for other media properties; that the mar-

gins on which the papers are operating make more difficult their sale, and that diversity wouldn't be served by closing down the papers or selling them to competitors," said Fowler.

Fowler said the permanent waiver for Capcities was based on the New York and Philadelphia markets being separate, on the stations each being ABC affiliates, on the number of other media outlets in the service areas, on Capcities proposals to increase service for Delaware and New Jersey, and on "the special congressional concern for states without adequate VHF service [that is, Delaware and New Jersey] enunciated in Section 331 of the Communications Act."

Quello agreed that the waiver would further the purposes of Section 331, and noted, among other things, Capcities proposals to provide auxiliary studios in Trenton, N.J., and Wilmington, Del., and news bureaus in Atlantic City and Harrisburg, Pa. "I think they've paid the price for the waiver," said Quello.

Dawson said all of the commissioners supported the local ownership rules. "I do think, however, common sense must enter into play at some point," Dawson said. "And I think that common sense suggests that these are two distinct markets."

Concluded Commissioner Dennis Patrick:

"In light of all the circumstances . . . the permanent waiver of our duopoly rule with respect to the New York and Philadelphia stations is well justified and in the public interest."

In a press release, the FCC also said it had approved other transactions related to the Capcities acquisition, including the sales of Capcities' WFTS(TV) Tampa, Fla., to Scripps-Howard Broadcasting Co.; WTNH-TV New Haven, Conn., to Cook Inlet Communications Corp.; WKBW-TV Buffalo, N.Y., to Queen City Broadcasting of New York; WKBW(AM) Buffalo, N.Y., to Empire State Broadcasting Corp.; KLAC(AM)-KZLA(FM) Los Angeles to Malrite Radio and Television; WPAT-AM-FM Paterson, N.J., to Park Radio of Greater New York. It also said it has approved the sales of ABC's WXYZ-TV Detroit to Scripps-Howard Broadcasting Co.; WRIF(FM) Detroit to Silver Star Communications; KTKS(FM) Denton, Tex. (Dallas), to Combined Communications Corp. and KSRR(FM) Houston to Malrite of Wisconsin.

James McKinney, FCC Mass Media Bureau chief, said Silver Star, the buyer of WRIF, was the subject of an FCC investigation on whether it had carried out its acquisition of WMJM(AM)-WFAV(FM) Cordele, Ga.—pursuant to a distress sale—as it had indicated to the commission it would. □

FCC begins look at must-carry proposals

It will fold TV stereo, teletext and data transmission issues into notice of inquiry and rulemaking after court's rejection of rules; comment period limited to 40 days

The FCC last week, as promised, agreed to launch its combined notice of inquiry/notice of proposed rulemaking on must carry. But it was unclear whether the notice offers broadcasters or cable operators anything to cheer about.

The notice, said to encompass all of seven pages, won't propose a specific rule. It will seek comment on all of the proposals submitted. Those include one from the Association of Independent Television Stations looking toward carving out a "may-carry" rule to prompt cable carriage of local television signals. It's based on the FCC's supposed authority to determine what signals may be carried under cable's compulsory copyright license (BROADCASTING, Oct. 7). Another was filed by public broadcasters, who recommended a rule requiring cable carriage of all public television stations furnishing Grade B or better service to a system's community (BROADCASTING, Oct. 21).

The notice also requests comments on the general concerns raised by the National Association of Broadcasters and Henry Geller, former head of the National Telecommunications and Information Administration. The NAB and other broadcast organizations urged the FCC to launch a rulemaking but did not recommend a specific rule (BROADCASTING, Oct. 7). Geller, according to an

FCC official, is recommending that cable systems in the top 50 or 100 markets be prohibited from importing distant signals.

In addition, the notice requests comment on the communications policy implications of cable's compulsory copyright license in light of the decision of the Court of Appeals in Washington's finding in *Quincy* that the must-carry rules are unconstitutional. The notice also requests that other specific proposals be submitted and that they provide a clear justification of the public's need for them and be carefully crafted to meet the constitutional strictures of *Quincy*.

The NOI/NPRM is being placed on a fast track: there will be 40 days for comment, and 20 for replies. That would appear to be of particular concern since the FCC has also consolidated its pending proceedings exploring the must-carry obligations for TV stereo, teletext and data transmission on the vertical blanking interval with this proceeding.

At the meeting, Commissioner James Quello said he believed the commission should appeal the court's decision. "The controversial court decision granted cable disproportionate power," said Quello. "They threw the baby out with the dishwasher on that decision," he added in the metaphor of the week.

In a concurring statement, Quello also said he hoped the commenters would focus on the constitutional issues raised by *Quincy* and describe "reasonable" solutions to the practical problems involved in imposing carriage obligations on cable systems. "I also wish to note my concern about consolidating

into this docket the issues raised in three separate dockets involving mandatory carriage of TV stereo, teletext and data transmission on the vertical blanking interval," Quello said. "In my view, this is not a sound procedure. Only a short comment period has been provided here, and this new docket should focus on the crucial issue of what mandatory carriage rules would meet the concerns raised in *Quincy*. It would be unfortunate if the parties' comments are diffused by discussion of issues that are clearly peripheral to the legal questions raised in *Quincy*. A wiser course of action would be to leave the other dockets open pending resolution of this NOI/NPRM. If the commission chooses not to adopt any mandatory carriage rules, these other dockets could be dismissed as moot. And if mandatory carriage rules are adopted, these peripheral issues could then be addressed on their quite separate merits at that time."

Commissioner Mimi Dawson said she had asked the bureau to expand upon the specifics of the INTV proposal in the NOI for several reasons. "One, because I think they should be congratulated for putting forward to this commission a specific proposal," Dawson said. "From my perspective, it is a proposal I believe holds the most valid hope for resolution of this issue. I am most interested in seeking comment on the issue of the authority of this commission to move in that area.

"I think that there are many of us—three of us, at least—who felt when the court decision was made that that was a decision we chose not to tamper with," Dawson contin-

ued. "However, when we issued a statement making that decision, we said we thought an inequity had been created, a disequilibrium had been created again. And I for one am committed to balancing that disequilibrium. And I would not want anyone to think that the fact that we have a seven-page NOI/NPRM is somehow an indication of at least my commitment to move in this area and to seek a resolution of this issue at the commission."

Commissioner Dennis Patrick urged commenters to provide as "specific" proposals as possible, and to understand that those proposals are going to have to "square constitu-

tionally with the Quincy decision as well as be justified in traditional public interest criteria." He also said he thought TV stereo, teletext and the vertical blanking proceedings were "alive in some sense." But he added that he thought it "appropriate that they be rolled into the NOI generically with respect to must carry because they must now be analyzed in the context of the Quincy decision and the burden and balancing test that is therein set forth."

Said Chairman Mark Fowler: "I commend INTV for coming in with a fleshed-out proposal. I don't take any stand on the merits. All of us will want to look at the entire re-

cord, but I commend them for that and their leadership. I'm disappointed that NAB didn't do likewise. I hope that we'll hear more from NAB; they have a lot at stake in this."

Eddie Fritts, NAB president, said the association was applauding the FCC's action. "The action is an important first step in the process of restoring the right of American viewers to receive local television service, their primary source of news and information," said Fritts in a statement.

A spokesman for the National Cable Television Association said NCTA had no comment. □

INTV's Preston Padden: the man with the plan

The contest over must carry—or a post-*Quincy* equivalent thereof—is now squarely before the FCC, which voted last Thursday to launch a combined notice of inquiry/notice of proposed rulemaking on the subject (story page 40). But even before comments start coming in there is clearly one option more equal than others.

It is the position of the Association of Independent Television Stations, cited by two of the four commissioners in public (Chairman Mark Fowler and Commissioner Mimi Dawson) and believed to have the interest—if not yet the vote—of the other two. INTV wants the FCC to pass over the creation of new must-carry rules and, instead, concentrate on a novel application of the compulsory copyright license. Because early indications are that the INTV plan will serve as the basis for much of the FCC's deliberations, BROADCASTING sat down with INTV principals last week to explore their explanation of the concept and its rationale.

INTV is urging the creation of a new rule that would encourage carriage of local television signals by cable systems as a condition for their exercise of the compulsory license (BROADCASTING, Oct. 7). It argues, further, that the FCC has authority to determine which signals may be carried under that license—a position explained by INTV President Preston Padden and INTV vice president, government relations, Jim Hedlund.

"We had a prior indication that Commissioner Dawson thought there might be some merit to our filing. We were very encouraged by her public statement and we were very encouraged by the chairman's kind remarks," said Padden, explaining that INTV concluded a copyright approach was best after discussions with FCC staff revealed that "the chairman's clear preference was to do something other than a plain, old-fashioned must-carry rule." And, Padden noted, Henry Geller's (director of the Washington Center for Public Policy Research) must-carry petition, which talked about the commission's authority to designate permissible signals under Section 111 of the Copyright Act, also influenced their decision.

After a day-long conference with INTV counsel, Pierson, Ball & Dowd, and other representatives of major independent opera-



tors, a plan emerged. According to the resultant petition, the rule would say: "Cable television carriage of television broadcast signals is permissible, for purposes of Section 111 (c) of Title 17 of the U.S. Code, if the cable system carries, as part of the basic tier of cable service regularly provided to all subscribers at the minimum charge, the entire signals of all local television broadcast stations without discrimination or charge. A television broadcast station is 'local' as to a cable system if the cable system lies within the 'local service area' of the television station, as defined in 17 U.S.C. Sec. 111(f)."

Padden argues that the proposal sets up two alternative playing fields. "The cable operator can do business in an environment that has both a local carriage obligation and the compulsory license, or he can elect to do business in an environment that has neither. The option is his." To that extent, he explained, the proposal seemed philosophically consistent with INTV's understanding of where Fowler stood. "He [Fowler] didn't like the must-carry rules, but he didn't like the compulsory license either," Padden said. "And he felt it was a disequilibrium when you had one gone and the other one still

there. This proposal gives him an opportunity to set up a situation where there are two alternative environments, and the cable guy can choose between them."

Furthermore, the INTV president continued, "it's our judgment that a reasonable local carriage obligation would not be a great burden to the cable industry." Indeed, Padden underscored INTV's belief that the compulsory license is a "great benefit and subsidy to the cable industry...it's our judgment that given that choice, the cable industry would think a reasonable local carriage obligation a bargain price to pay for the benefit of the compulsory license."

Moreover, Padden insisted that INTV is "not wedded to the old must-carry formula." He said independents are willing to make "reasonable accommodations" to the "legitimate objections" the cable industry might have to the proposal. An example of INTV's flexibility on the issue, Padden believes, is represented by its support of legislation introduced by Representative Barney Frank (D-Mass.) that promotes local carriage under the compulsory license.

"If you look at Barney Frank's bill, it exempts 12-channel systems or systems with

a small number of subscribers [from any must-carry obligations]. We're not digging in our heels for the old rules." Although the INTV petition does not include any of those exemptions, he expects, as the process unfolds, "that it may be modified."

But INTV is not pinning all its hopes on the FCC. "We've made it clear; we're not putting all of our eggs in one basket," Padden said. "We're pursuing negotiations, we're pursuing an FCC rule, we're pursuing legislation. This is a major, major problem for independents. We're going to pursue every available avenue to get it fixed." INTV wants even more legislation. It has enlisted the support of Representative John Bryant (D-Tex.), who is expected to introduce a bill similar to INTV's FCC proposal.

As for negotiations with cable, Padden said the plan broadcasters presented to NCTA President James Mooney last month (BROADCASTING, Oct. 28) "required major compromises" on the part of independents. "If we had our choice of having the FCC enact what we've proposed, or that compromise enacted, it's a pretty easy choice." But, he said, INTV could live with either.

The proposal now on the table at the NCTA is one that the National Association of Broadcasters and the Television Operators Caucus also support. It would exempt cable systems with 12 or fewer channels from any must-carry obligation. Systems would not have to carry duplicative network signals (NAB and TOC advocate no duplication of public broadcasting stations as well, but INTV still disagrees on this point.)

Also under this proposal, cable operators with more than 12 channels would have to set aside no more than 40% of their channels to carry local stations within 50 miles of the cable system. (INTV has reservations with this cap but would accept it; originally, TOC and NAB advocated one-third channel capacity at 35 miles.) It would be up to the cable operators to decide which local signals are carried to meet the 40% capacity requirement. That discretion, Padden explained, is considered a key element of the proposal.

Broadcasters think there is a strong likelihood of its being "blessed" on review by the court, on the critical grounds of constitutionality. INTV, however, feels its FCC petition is more attractive on that score. "It appears consistent with the philosophy expressed by the statement issued by a clear majority of three of the commissioners." And, he continued, this kind of an approach can stand up in court. "You can say, 'Your honor, this doesn't compel any speech, it doesn't forbid any speech. All this does is to reasonably condition the exercise of a benefit, a subsidy under the Copyright Act.'" NCTA. Padden noted, has said repeatedly that the broadcasters have to come up with a proposal that has some constitutional rationale to it. "And that's exactly what we did."

Another advantage of their plan, Hedlund thinks, is that unlike a must-carry rule, if the Congress were to abolish the compulsory license, this rule ceases to exist. "Until such time as the FCC undid a new must-carry rule, you'd have cable in the situation of

incurring copyright liability every time they complied with the commission's rule. This just says you've got to carry all the local signals to get the compulsory license. It can be seen by the commission as a temporary rule until such time as the Congress does what they think it ought to do, which is repeal the compulsory license, and it then requires no further action," Hedlund said.

As for what might be considered reasonable local carriage to independents, Padden explained, it would be based on the mandate handed down by his board. "Our board gave us the following charge. They said we are in the business of selling advertising time within our ADI or DMA in competition with the affiliates in our market. All we want you to do, INTV, is to make sure that our independent stations are carried on cable throughout

the ADI or DMA, which is our business area, just exactly the same as the signals of our affiliate competitors."

If during the process somebody says: "Maybe you shouldn't have to carry duplicating affiliates," you're not going to get any gripes from us," he added. "If somebody else come along and says: 'Well if you have a real saturated-system situation, there ought to be some relief,' we're not going to fight on that. We're perfectly prepared to deal with all of the legitimate objections the cable industry had to must carry prior to the Quincy decision. But what we can't deal with is this attitude, 'We hold all the cards...and we're not going to negotiate.'"

INTV says it is also not "locked in concrete" on the petition's definition of a local service area, which originates from the old

FCC wants to change EEO standards

The FCC has proposed to ease the equal employment opportunity reporting burdens of broadcasters by exempting licensees with no more than five employees (the current ceiling is no more than four) ("Closed Circuit," Nov. 11). It also has proposed to change its EEO model program reporting forms to emphasize that the FCC's primary concern is EEO efforts, not numbers, and to make them less burdensome for broadcasters. Full-time and part-time employees could be lumped into the same table in annual employment reports, instead of separately, as required now.

Said Chairman Mark Fowler: "We're being attacked on all sides, even for putting the NPRM [notice of proposed rulemaking] out. I think it's a very balanced item. I think we're frankly walking on eggshells in constitutional terms because any time we link broadcast employment practices with race and then try to draw hard-and-fast rules, we run the risk of excluding some and putting others in, and this could be unconstitutional. And I think without careful moderation, we possibly could commit new wrongs."

In a concurring statement, Commissioner Dennis Patrick said he continued to be concerned about the "undesired effects of the commission's formal incorporation of processing guidelines into our EEO evaluation process." He also said he believed that EEO efforts, rather than numbers, should be the focus of the commission's compliance program. But he added that he feared the proposal to permit licensees to combine full-time and part-time employees in the employee data section of proposed new annual employment form might not give the commission all the information it needs to monitor EEO compliance. "Currently, licensees are required to report full-time and part-time employees on a separate basis," Patrick said. "Under the proposed combined format, a licensee could, for FCC reporting and compliance purposes, improve its minority employee profile overall by hiring minorities on a part-time basis only. My tentative view is that reporting full-time and part-time employees on a separate basis will give the commission a more accurate picture of the licensee's hiring practices."

The revisions of the EEO model program reporting form are, according to FCC officials, aimed at meeting the objections of the Office of Management and Budget. Four years ago, OMB refused to approve the form, objecting to the requirement that it be filed routinely at renewal time. OMB has permitted the commission to continue using the form through the end of this month. And without further FCC action (the commission could have always rejected the OMB recommendation with a majority vote), use of the form wouldn't have been authorized past then. But the FCC voted to reject OMB's recommendation by adopting the rulemaking. Alan Stillwell, a policy analyst for the Mass Media Bureau, said the notice of proposed rulemaking will contain a clause pointing out that the commission will continue using its current reporting forms pending resolution of the rulemaking. "That's a nice way of saying we're going to do our own thing," Stillwell said.

Tom Rogers, senior counsel to the House Telecommunications Subcommittee, said anything the commission does that would lessen the scrutiny it gives to the EEO efforts of broadcasters would meet with "very sharp resistance from this committee."

Added Larry Irving, an aide to Representative Mickey Leland (D-Tex.): "The congressman is determined to insure that it [the rulemaking] is only a fine-tuning and nothing is done to weaken the rights of minorities and women."

must-carry rules. "We've said, nevertheless, that the commission may decide it should make minor changes in the definition of a local signal as applied to broadcast signal carriage by small saturated cable systems. We don't want to negotiate with ourselves over here. But it's going to be our policy to seek the broadest possible carriage for our members' signals within their ADI and DMA," said Padden.

While INTV's attack on the compulsory license might be viewed as a tactic to force cable to accept must carry, Padden is quick to point out that none of its proposals call for complete repeal of the compulsory license. And, he underscored, INTV is "simply pointing out the interrelationship between a local carriage obligation and the compulsory license." The cable industry denies they're linked, Padden noted, but three sitting FCC commissioners say they are. "Now we have the National Telecommunications and Information Administration issuing a report that says they are linked [BROADCASTING, Nov. 11]. We have Bob Kastenmeier (D-Wis.), chairman of the House Copyright Subcommittee, saying that the link between the two is self-evident."

Padden hesitated to predict any outcome. He admits INTV is taking a "gamble." Cable operators may choose to negotiate on their own for distant signals, bypassing local broadcasters altogether. However, for independents, Padden believes, it's a risk worth taking.

Whatever the eventual results in the real world, Preston Padden and INTV seem to have the inside track at the FCC. In the early morning line, theirs is the horse to beat. □

Rosenfield among 550 electing CBS's retirement plan

Company gets 28% response to early retirement offer; move is part of cost-cutting measures

About 550 CBS employees elected to accept CBS's one-time early retirement offer extended two months ago.

On Sept. 3, CBS announced that it was offering early retirement to 2,000 (or 7%) of the company's 30,000 employees. The early-retirement incentive was part of a CBS corporatewide effort to reduce operating costs in the wake of Ted Turner's unsuccessful takeover attempt. In blocking Turner, CBS spent nearly \$1 billion to buy back its own stock and incurred substantial debt in the process. As a result, CBS earmarked the divestiture of \$300 million in assets after taxes and committed to reduce projected 1987 corporate overhead by \$20 million.

Employees aged 55 or over with at least 20 years of service with CBS were eligible. Eligible employees effectively had five years of service added to their tenure—thus increasing their personal benefits.

Anne R. Luzzatto, vice president, corpo-

rate information, CBS, said the positive response rate (28%) was "greater than expected." The acceptances were 32% within CBS Publishing, 25% within CBS Records and 23% within the CBS/Broadcast Group. At the corporate level, the response rate was 30%. Luzzatto said there would be no more layoffs after CBS completed its 1986 budget at the end of the month, but she did not rule out further job eliminations if some divisions were unable to make budget without reducing staff.

The highest ranking broadcasting executive who decided on early retirement was CBS/Broadcast Group Senior Executive Vice President James H. Rosenfield, 56. Rosenfield, who was responsible for CBG's finance, operations and engineering, CBS Productions and long-range planning, had been the point man on a number of recent CBS ventures, including its investment in the Rainbow Programming Service, the DBS study and the distribution of CBS programming in markets abroad.

Rosenfield, the second-highest-ranking executive in CBG, had three years left on his contract. He was one of four executive vice presidents appointed by CBG president Gene F. Jankowski in 1983 as part of a restructuring of senior management responsibilities in that division. Rosenfield had previously been executive vice president in charge of CBS Entertainment, CBS Television Network and CBS Sports.

Rosenfield told BROADCASTING that his decision to take early retirement was "obviously very difficult" but that he had been "thinking for a long time about my long-term future." Rosenfield said that it was no surprise to people who knew him that he intended to leave "corporate life" by age 55. But until CBS offered the early retirement opportunity, he said, it was not financially possible.

He also admitted another factor in his decision was an unrealized ambition of becoming president of the Broadcast Group. "Being number two is OK, but only for a short period of time." Rosenfield said he plans to establish his own company, probably in partnership with other industry executives. He declined to elaborate on the kind of company it would be except to say it would be "my business in this industry. There are many people who know what I have in mind and will probably join me."

In a statement, Broadcast Group President Gene Jankowski said that Rosenfield's "contributions to the company and to the industry over two decades have been extraordinary." He said Rosenfield "has been a central figure in all major areas of operations."

Although Rosenfield's early career was principally in sales, he has in the last couple of years been involved in negotiating business deals for the network and was put in charge of investigating the potential of DBS for CBS. Rosenfield's staff eventually recommended against entering the DBS business at that time. His appointment in 1983 to senior executive vice president was widely interpreted then as a move out of the hot seat since he was relieved of responsibility for

operating divisions. However, Rosenfield said that his most recent duties of finance for the entire broadcast group as well as new business development have broadened his industry skills and have given him the springboard to go out on his own.

CBS said that no replacement will be named for Rosenfield and that his responsibilities will be divided among current senior CBS executives. "This will probably trigger some kind of reorganization," said Rosenfield. Plans call for him to leave by Friday, Nov. 29.

Within CBG, 240 employees requested early retirement out of 1,000 who were eligible. The broadcasting division employs 8,000. The largest component of CBG employees who opted for early retirement was in the Operations and Engineering Division, which, with 2,200 employees, is CBG's largest division. More than 100 employees requested early retirement in that division, and most of them were said to be technicians.

Other CBG divisions where employees opted for early retirement included: CBS Television Stations, 40; CBS Radio, 20; CBS Television Network, 10, and CBS Productions, four.

At CBS News, 21 executives and personnel took early retirement. They include Robert Chandler, senior vice president, administration; Burton Benjamin, senior executive producer; Ernie Leiser, vice president and deputy director of news coverage; Casey Davidson, vice president of operations; Richard Hottelet, United Nations correspondent; Dallas Townsend, correspondent and radio anchor; Hal Classon, director of technical operations, New York, and *60 Minutes* producers Al Wasserman and Paul Loewenwater.

Within CBS Sports, only three of 81 salaried employees were eligible for early retirement. Sid Kaufman, director of technical planning, was the only CBS sports executive to opt for early retirement. (CBS Sports, according to a spokesman, has a preponderance of younger employees. In addition, about an equal number of CBS Sports employees are on contract, which excludes them from the pension fund.)

Another senior CBS broadcasting executives who opted for early retirement was Gene P. Mater, 59, most recently senior vice president of administration and policy for CBS/Broadcast Group Worldwide Enterprises ("In Brief," Nov. 11). Mater said he will continue in a communications policy role with another Fifth Estate company.

Others included: D. Thomas Miller, 50, vice president, international division (Miller was president of CBS Television Stations Division from 1970 to 1977); Bernard Krause, director of operations and business affairs, CBS Radio; Joe Bellon, vice president and managing director, production and marketing, CBS Productions, and Norm Bacon, director of planning and administration, KCBS-TV Los Angeles.

CBS News recently laid off 74 employees and CBS Records laid off 40. Last week, 29 out of 55 positions at CBS Software were cut in a reorganization of that division. □

ABC shuffles its deck

Thomopoulos resignation comes as surprise; divisions will now report to Pierce, bringing him closer to broadcast and creative processes; Stoddard named president of ABC Entertainment; Erlicht named president of ABC Circle Films and senior VP of ABC Entertainment; Cohen takes on added responsibilities for West Coast

ABC shuffled executives and reorganized its senior management after ABC Broadcast Group President Anthony D. Thomopoulos abruptly resigned last week, bringing about at least a partial response to frequent rumors that major executive changes were in the wind at ABC because of its slide in the prime time ratings and pending merger with Capital Cities Communications.

ABC announced last Monday, Nov. 11, that Thomopoulos had decided to resign, on his own will. The next day, it followed with the announcement that ABC Motion Pictures President Brandon Stoddard had been promoted to president of ABC Entertainment succeeding Lewis H. Erlicht, who was named president of ABC Circle Films and senior vice president, ABC Entertainment.

ABC president and chief operating officer, Fred Pierce, said that as a result of Thomopoulos's resignation, all operating divi-

sions of the ABC Broadcast Group would now report directly to him. Previously, the only ABC broadcasting executive to report to Pierce was ABC News and Sports President Roone Arledge, on matters of news division policy.

Mark H. Cohen, executive vice president, ABC Broadcast Group, will continue to di-



Thomopoulos



Stoddard



Erlicht



Pierce

rect the financial and day-to-day operating aspects of the Broadcast Group and will take on the added responsibility for the West Coast business affairs office. Cohen, who previously reported to Thomopoulos, will report to Pierce.

The changes, according to ABC, will move Pierce closer to the operations of ABC's broadcasting business and give him

more "hands-on control" over the creative process.

Pierce told BROADCASTING that the subject of Thomopoulos's leaving was originally broached by Thomopoulos after the announcement of the merger with Capital Cities Communications. "We had an informal discussion about the new organization and he felt it was time to leave. We came to a very amicable parting of the ways."

Sources said that with ABC going back to

primarily a broadcasting company after the merger with Capital Cities, and Pierce expected to take a more active hand in the running of that part of the company—ABC's publishing division is expected to be folded into Capital Cities' publishing division—Thomopoulos felt he and Pierce "would be stepping on each other's toes." Thomopoulos appeared to agree with this when he said in interviews after his resignation that the company was entering a "new era" and management would be "leaner."

Others inside the company tended to agree that with Pierce now concerned solely with the broadcasting side of the company, his job and Thomopoulos's job essentially would have been redundant.

Thomopoulos, 47, was appointed president of the ABC Broadcast Group in June 1983. He had previously been president of ABC Entertainment. He joined the company in 1973 as vice president, prime time programs. As president of the Broadcast Group, he had all of ABC's broadcasting divisions—television stations, network, entertainment, radio, news and sports—reporting to him. Last March, a week before the merger was announced, ABC announced a reorganization of the Broadcast Group, increasing the divisions reporting to Thomopoulos from four to seven.

Pierce denied a report that ABC's chairman and chief executive officer, Leonard Goldenson, wanted the elimination of Thomopoulos's position. "The changes were stimulated by me," he said.

But the answer to the question of whether Thomopoulos jumped or was pushed out of the company depends on who is asked. Last week, there was definite expression in some corners, including inside the company, that Thomopoulos did not leave of his own volition. One source close to the situation said that the ABC chief executive "really put pressure" on Pierce to ask for Thomopoulos's resignation.

Pierce said that Capital Cities executives were told about the changes "as a courtesy," but had nothing to do with the decision. Cap-

Beginning a Legacy

Robert F.X. Sillerman, the 37-year-old entrepreneur and investment banker who recently purchased KDWB-AM-FM Minneapolis-St. Paul, WLLZ(FM) Detroit and KPKE(FM) Denver from Doubleday Broadcasting for \$27 million and KHOW(AM) Denver for \$11 million from Metromedia ("Top of the Week," Nov. 4), will merge his new group of stations with Carl Hirsch's just-formed Regency Broadcasting. (Hirsch, the former Malrite Communications president, purchased KJOI(FM) Los Angeles from the San Diego-based Noble Broadcast Group for a record \$44 million and formed Regency Broadcasting ["Top of the Week," Oct. 28]).

Hirsch will have a majority interest in the new firm, holding 51% of the company's stock, while the Sillerman Communications Group will have 49%. According to Sillerman, the merged company will be called Legacy Broadcasting. The company, which will start with a base of six radio stations, will be headquartered in Los Angeles.

Hirsch will be co-chairman of the board as well as president and chief executive officer, with Sillerman as the other co-chairman. Other members of the board are attorney Howard Tylel, who is executive vice president, general counsel and secretary for Sillerman, and Phyllis Hirsch, wife of Carl Hirsch, who is vice president of Regency.

"This deal happened very quickly. I first met Sillerman while going through the financing process for KJOI," said Hirsch. Sillerman said the decision to merge with Hirsch's company was reached after he agreed to purchase the one Metromedia and four Doubleday stations. Sillerman said he intended to be "active" in the management of his new group when the purchase was made, but later decided that an arrangement with Hirsch would be beneficial in helping to "maximize" the growth potential of the stations. "I was impressed by both his [Hirsch's] credentials and with him personally," said Sillerman.

Hirsch added that the "possibility exists" that the new company may eventually go public. The New York investment banking firm of Donaldson, Lufkin & Jenrette is said to have been retained by Legacy Broadcasting to explore such a move.

Sillerman (who is the son of Keystone Broadcasting founder Michael Sillerman) is also in partnership with William Magee in Sillerman-Magee, an investment banking firm, with offices in Hartford, Conn., and New York, that is primarily involved in financing broadcast properties. Magee is also an officer of Legacy Broadcasting.

ital Cities Chairman Thomas S. Murphy declined comment.

Observers said Pierce probably did not relish the developments: He and Thomopoulos have been close both professionally and socially.

Pierce said the decision to reorganize and have all divisions report directly to him is the latest in a series of changes at ABC to make the company more competitive.

Over the past year, ABC has divested its leisure parks division, sold the ABC Entertainment Center real estate complex in Los Angeles, disposed of a printing plant and paper mill in Pennsylvania, laid off nearly 400 employees, and most recently, shut down its motion picture business. "We've tried to prune down those areas that are not productive," said Pierce. "It could be interpreted as preceding the merger but it would have occurred whether there was a merger or not."

The new president of ABC Entertainment is by most accounts an atypical Hollywood executive. In a business known for its image consciousness, industry executives say Stoddard has a reputation for ducking the hype, allowing the programs to speak for themselves.

Stoddard, who declined to be interviewed, may be just the person ABC needs in the job at this time, according to producers. "He can say 'no' more graciously than most people can say 'yes,'" said Esther Shapiro, producer of ABC's *Dynasty* and *Dynasty II: The Colbys*. Shapiro, who worked under Stoddard at ABC Entertainment in 1977-79 as vice president of novels for television, said Stoddard is "enormously fair and open. He has this incredible talent for picking material. It is the one appointment that can really change the whole company."

Stoddard's relations among the Hollywood creative community are said to be among the best in the business—an attribute that producers said has been in short supply elsewhere at the network. He also is described as a creatively oriented executive who knows how to administer and manage a company—a rare skill in a town where executives are labeled either "business-affairs guys" or "creative types."

But the question in the minds of a lot of observers is whether Stoddard, who has built his reputation on developing made-for-TV movies, mini-series and special projects for the network, can transfer his skills and talent to the grind of regular series television—the heart of a network's schedule. That too may not be an obstacle. Producers note that he represented the network in such dramatic series as *Vega\$, The Love Boat, Fantasy Island, Eight is Enough* and *Hart to Hart* in the late 1970's.

Stoddard has also been the ABC executive who spearheaded some of the most controversial programs of all time, including ABC Theater presentations "The Day After" and "Something About Amelia." In his most recent position at president of ABC Motion Pictures, Stoddard was responsible for motion pictures for theatrical distribution, made-for-TV movies, mini-series and ABC

Circle Films—the in-house production arm.

Lewis H. Erlicht, who will become president of ABC Circle Films and senior vice president of ABC Entertainment, will oversee ABC's in-house productions, which presently include made-for-TV movies and the series *Moonlighting*. The appointment represents a turning of the tables. In matters regarding ABC network programming, Stoddard reported to Erlicht (regarding theatrical motion pictures, which ABC got out of last month, Stoddard reported to Pierce). Now Erlicht will report to Stoddard.

One of the reasons for Stoddard's popularity in both producer and critic circles is that his name has been associated with ABC programs that have been simultaneously a critical and commercial success. He was the network's man behind the mini-series *Roots* and *Roots: The Next Generation*; *Rich Man, Poor Man*; *The Winds of War*; *The Thorn Birds*; *How The West Was Won*; *East of Eden*, and *Masada*.

"He's a very classy guy and he gets on terrific with the creative community," said

David Wolper, who has produced several mini-series under Stoddard's domain, including *North and South*. "He will elevate ABC's programming. I kind of think of him like Grant Tinker; same kind of person. They come from different areas but they have that same taste and feeling about things."

Indeed, some observers were saying that ABC is signaling that it will now take the high road when it comes to programming a la NBC. ABC's past programming, said ABC President Fred Pierce, has "had a stamp of quality as well as being commercially successful," but he added "that is synonymous with what I would like ABC to stand for in the future."

One of the reasons Stoddard took the job, said a source, "was that he realized he could have the kind of influence on an everyday basis that he had in long-form programming." According to sources, Pierce put a "full-court press" on Stoddard and brought in others, such as ABC Chairman Leonard Goldenson, to convince him to take the job. □

UPI picks new owners

Mexican publisher/broadcaster Mario Vazquez Rana and Houston real estate developer Joe Russo turn in bid approved by wire service after long search; much of \$41.7-million price tag will go to paying off creditors

UPI's management, union and creditors committee—the three groups that have been working to reorganize the company under bankruptcy court proceedings—selected a bidder last week from six finalists who sought to acquire the debt-ridden news agency. In last-minute wheeling and dealing, two of the finalists merged their interests into one bid selected by the company. The controlling partner is Mario Vazquez Rana, a Spanish-born Mexican publishing magnate who also has interests in Mexican radio and television outlets. Vazquez Rana has a 90% interest in the bid. The other 10% is held by Houston-based real estate developer Joe E. Russo, who withdrew his solo bid for the company. UPI said that the sale price was \$41.7 million, most of which will go to working capital for the news agency over the next two years and payments to unsecured creditors. The bid provided for no compensation to UPI co-owners Douglas Ruhe and William Geissler, who bought the news agency from Scripps Howard in 1982 for \$1. Earlier this year, George Bason, the bankruptcy court judge hearing the UPI case, excluded the co-owners from the reorganization process.

Despite the apparent agreement by UPI management, employees and creditors to back the Vazquez Rana-Russo (VR-R) proposal, one other bid was still on the table at deadline last week—tendered in person to UPI Chairman Luis Nogales by Financial News Network President Paul Steinle last Wednesday. However, due to some last-minute revisions in the proposal required by

UPI, it came almost 24 hours after the company struck its agreement with VR-R. Nevertheless, the bid, financed by six outside backers, was described last week in some quarters as "far superior" to the VR-R bid, at least in terms of the payout to unsecured creditors. According to Porter Bibb of Ladenberg Thalman & Co., one of two investment firms selected by the co-owners and the company to review the bids, FNN is offering between 55 cents and 60 cents on the dollar to unsecured creditors, compared to the 40 to 50 cents offered by VR-R. UPI officials last week downplayed the difference, saying that, in total, the FNN bid offered \$14 million in payments to creditors, only \$500,000 more than VR-R.

Ladenberg's Bibb (his firm represented Ruhe and Geissler in the bid-review process) also said last week that according to the procedures agreed to at the start of the selection process, a hearing would be required in which Judge Bason would review bids if the two investment companies differed in their choices of the best one. Bear Stearns, representing UPI management in the process endorsed the VR-R bid last week, according to a UPI spokeswoman. She also contended that while Bibb was correct as to the agreed procedure, it did not apply to FNN because its bid came in late. Despite UPI management's stated position,



New owners Russo and Vazquez Rana

Bibb wrote a letter to Nogales, the creditors committee and the union last week after they endorsed the VR-R bid stating his belief that the FNN-backed proposal is "incontestably a more beneficial offer" both in terms of payments to unsecured creditors and to the "continued growth and development of the business." He also said the FNN bid should be submitted in final reorganization papers for Judge Bason's consideration.

Reached in Brentwood, Tenn., last week, Ruhe suggested that the creditors committee may have a "fiduciary responsibility to the impaired creditors they represent" to reconsider the endorsement of the VR-R proposal, which he said was a "lower bid and less beneficial to the future of UPI." According to Jules Teitlebaum, an attorney representing AT&T, a major unsecured creditor of UPI, and chairman of the creditors committee, the VR-R bid is a "true consensus candidate." Other factors were considered in evaluating the bids, he said. One was that the VR-R bid offered payment to creditors "without contingencies." The FNN-backed proposal had two major contingencies as of last Tuesday—a call for an independent audit of UPI's books and a drop in payments in the event of a change in the tax loss carry-forwards law in 1986. As the law currently stands, FNN's investors would gain \$35 million in tax loss carry-forwards if it bought UPI. But efforts have been in the works to change the law for some time.

It is uncertain whether any of the UPI interests will take another look at the FNN bid. UPI management seemed to be signaling last week that it hoped FNN would pack up and go away. Wire Service Guild President William Morrissey did not return repeated calls to his office last week. As to the status of FNN's bid at deadline last week, or whether the creditors committee would reconsider its commitment to VR-R, Teitlebaum replied. "No comment."

In addition to the money that VR-R has pledged to the unsecured creditors, a figure described as "fluid" (estimates last week ranged from \$9.5 million to more than \$16 million), it has guaranteed \$15 million in working capital for UPI over the next two years. The partners have also promised "continued editorial independence" for the news agency and will form a UPI board of directors and separate editorial review board to insure that the promise is kept. VR-R has also agreed to post \$2.5 million in interim operating funds and another \$2.5 million to pay for all administrative costs of the bankruptcy proceeding. The bidder has also agreed to pay \$3.4 million in back taxes and \$4 million in claims by current and former employes (both of those liabilities falling in the unsecured debt category) and \$8.5 million for secured creditors.

They also promised job security for current U.S. reporters for one year and a 3% wage increase in December in exchange for a wage freeze for all of 1986. The bidders also pledged 7.5% of annual gross profits to employes.

Vazquez Rana is chairman and controlling shareholder of Mexican Publishing Organization, Mexico City, which publishes 70 dai-

ly newspapers in that country with a combined circulation of 2.1 million. UPI officials were unclear last week as to exactly what broadcasting interests were held by

Vazquez Rana in Mexico. A spokeswoman in Mexico City said he owns a radio station in Mexico City and a TV in Durango, and his son owns about 15 radio stations there. □

Media marshal resources for summit

Meeting of Reagan and Soviet leader Gorbachev in Geneva will be scene of press blitz

Superpower summits don't occur every day, not even every year. In fact, the last involving leaders of the U.S. and the Soviet Union occurred in 1979, between President Jimmy Carter and the late Soviet leader Leonid Brezhnev. So it may not be surprising that the world's press is responding to the Ronald Reagan-Mikhail Gorbachev meeting in Geneva this week as though it were a feast following a long famine. Some 3,000 reporters, photographers and radio and television personnel from around the world are said to be on hand to cover the two-day event that starts tomorrow (Tuesday). And the Americans, not surprisingly, bulk large in that assemblage.

ABC, CBS, CNN and NBC are on hand in force. For them, like other news organizations, the summit is another arena in which to compete for audience and prestige. President Reagan and Secretary of State George Shultz did what they could to hold down expectations: An arms control agreement is unlikely, they have said. And much of the information provided will be spoon fed, in the form of statements from official spokesmen or leaked by officials with a slant to promote. But judging by the number of journalists and broadcast technicians swarming in Geneva, looking for stories with which to beat the competition, hopes for major stories are high.

And not only among the American media. For the first time, the Soviets are exhibiting sophistication in their coverage of an international event. Soviet television crews were seen in Geneva in the weeks preceding the summit, making preparations. And Soviet spokesmen contacted all of the American networks to advise them that Soviet officials would be available for briefing and for appearances on interview shows. So, said NBC News Vice President Timothy Russert, "the competition is not only at the conference table, it is in trying to get the media's attention."

The networks have assembled correspondents and camera crews and other assorted personnel from bases in Washington and New York and Europe. The network stars—CBS's Dan Rather, NBC's Tom Brokaw and ABC's Peter Jennings—are shining from Geneva, as each network originates regularly scheduled and special news programs out of space leased in hotels in the city. The morning news shows are full of the story. And each network is served by earth stations transmitting material by satellite to the U.S. The ABC and NBC earth stations, in fact, are capable of transmitting two signals at the same time: they are serving not only the networks but the networks' owned stations and

affiliates that are represented by correspondents dispatched to give a local slant.

Thus, it is not only the major networks that are covering the summit. Besides correspondents for affiliates and owned stations, there are correspondents for such outfits as Independent Network News and Spanish International Network, as well as the Mutual, UPI, AP and United Stations radio networks. The U.S. Information Agency's radio service—Voice of America—is represented. So is USIA's television service: A 10-member crew is producing material for Worldnet's *America Today*, the two-hour, weekday program transmitted to U.S. embassies—and to TV stations interested in picking up and using the signal—in Europe. And among the passengers on the press plane that left Washington for Geneva on Saturday was a correspondent for Radio Marti, the VOA's new service that broadcasts to Cuba.

Reports from Geneva were seen on the networks last week. But if coverage of the summit had an official start it was probably Saturday morning, when cameras captured Reagan as he left the White House to begin the journey to Geneva. Then the Sunday talk shows originated in Geneva, and Gorbachev's arrival, in Geneva, at 5:45 a.m. NYT, today, was to be covered live by the networks. The coverage was to continue through the end of the meeting of the two leaders, on Wednesday. Then the scene will shift to Brussels, where Reagan will meet on Thursday with about a dozen heads of government of North Atlantic Treaty Organization countries. And the President will return to Washington on Thursday, in time to address a joint session of Congress, and the nation, about his trip.

Preparations for the press invasion of Geneva began during the summer, and the advance guard began arriving in Geneva last week. CBS, usually thought of as the bluest of the blue-chip news organizations—its recent cutbacks in personnel to the contrary notwithstanding—is operating with the leanest crew among the big three; it has some 100 assigned to the story in Geneva. NBC has the largest contingent—150, while ABC is operating with about 125 and CNN, 50.

None of that comes cheap. NBC is understood to have budgeted between \$1.5 million and \$1.7 million for summit coverage, ABC about the same. And while CBS has put out word it is spending \$600,000, NBC officials scoff. The big ticket items—satellite time (\$450,000) and pool costs (\$150,000)—they say, are the same for everyone. CNN, with far fewer people on the scene but with as much satellite time booked as anyone, has budgeted \$800,000 for its coverage.

But what's money when, as NBC's Russert says, the leaders of the two superpowers may "change the course of history"? □

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Clockwise from left: HBO's Michael Fuchs, Viacom's Ralph Baruch, Turner's Robert Wussler, NCTA's Char Beales, BROADCASTING's Steve McClellan, MTV's David Horowitz, BROADCASTING's Don West.

All those ACE's up cable's sleeve

Whatever high marks the world has been willing to accord the cable industry as it grows closer and closer to maturity, credit for its record in programing has rarely been among them. In the opinion of the four cable executives interviewed herein, that recognition is long overdue. Each are members of the board (and one is the chairman) of the National Academy of Cable Programing, established in March this year to administer the annual ACE Awards (Awards for Cable Excellence) and, in general, to assure that cable's programing light is no longer kept hidden beneath a bushel. In this "At Large," BROADCASTING editors discuss the ACE's in general and cable programing in particular with Ralph Baruch, chairman of the board of Viacom International (and chairman of NACP); Michael Fuchs, chairman of Home Box Office; David H. Horowitz, president of MTV Networks Inc., and Robert J. Wussler, executive vice president of Turner Broadcasting System.

Generally speaking, we want to discuss the whole area of cable programing, the future of cable programing, and in addition we want to touch on such topics of current interest as scrambling and the growth of cable advertising. But I'd like to get us rolling with some questions about the National Academy of Cable Programing. Ralph, as chairman, could you set the stage for us as to what the academy is up to and what it hopes to accomplish?

Baruch: For some time it was felt that the cable television industry was after all, putting out an enormous amount of creative programing, yet did not recognize in the way it should the creativity that comes out of the cable television industry—both from the pay cable networks and the basic networks.

And so, under the auspices and the umbrella of the National Cable Television Association, we formed the cable academy, with the understanding that its participation was going to be not only the creative elements of the industry, but also all those who directly or indirectly are involved in programing. This means the networks, the producers, the cable operators and all those who participate with cable operators in the marketing, promotion and other aspects of the cable programing area.

The response has been very gratifying, and with the help of the people who are assembled here today and many others, we have been able to generate an enormous amount of enthusiasm from all areas, and hopefully will make the ultimate recognition of this creativity in the ACE Awards, and even a more meaningful advantage in terms of cable television programing.

Will that be evident in this year's awards?

Baruch: I think it will begin to be. In the past, with the generosity of Turner Broadcasting System, we have been able to spend about \$300,000 on this event. This year the industry has added another nearly quarter of a million dollars to make this event better, more meaningful and have a better reach. For example, we hope to have not only an East Coast feed of the awards but also a West Coast feed so that both feeds will be in prime time in their respective time zones.

What has been the principal factor in holding back the ACE Awards and keeping them from becoming a major event?

Fuchs: I think it's just time and tradition. The World Series has been in existence for decades. You can't grow an event overnight. Cable is

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an industry that has been quite busy doing other things, and I think now the sensitivity is moving more towards programing, and I think we're on the right path right now in trying to elevate or raise the awareness, which is what this whole organization is about.

I'd like to have seen what the first Emmys were like. Probably not so different from what we've done with ours.

Wussler: The cable industry is a gigantic industry. It's much bigger than network broadcast television. It's much bigger than the Hollywood motion picture industry—and those are terrific industries. But in cable, with its myriad number of local presentations and the vast numbers of networks involved, it's taken us time to get our arms around this gigantic elephant—to put a noose around and put a net over and try to capture it into a meaningful two-hour television program.

Is it possible to correlate the ACE's difficulties and lack of recognition with the general state of the art of cable programing itself, the difficulty of cable programing in achieving a nationwide stature?

Fuchs: I don't think so. I mean, we hear a lot about cable not fulfilling its promise, and I think that, first of all, the promise that was promised was probably not the cable industry's promise, but was—and I go back to when I was in law school and read "The Wired Nation," we were going to vote by cable and shop by cable and bank by cable—I mean, cable not only was going to revolutionize our



Viacom's Baruch

lives, it was going to slay the dragon, that is, commercial television. The vast wasteland was going to be altered by cable.

Narrowcasting became the newest concept. And quite honestly, I've had people in the press say to me, you know, we created a lot of that. And the reality of that is it was never there. And we have been judged against that standard. I'd like to go back 10 years and read some of the more intelligent criticisms of television. And if you could ever speak to people 10 years ago who were in the country and who were lucky to get three stations, I think television in America has been revolutionized.

And cable was the driving force. I think going up in a satellite in 1975 was as dramatic an event as anything in the history of television since color. I think it's totally altered the whole spectrum of what's happening in this country and will continue to do so.

On the networks, when there is a successful show like a *Cosby*, it generates tremendous publicity and attention. You have to look at cable a little bit differently; cable is a little bit more derivative because it's younger than network. Pay television is still primarily based on feature motion pictures. But cumulatively, you look at what cable has done, from news services to music services, to the pay service to C-SPAN [the Cable Satellite Public Affairs Network].

I was at a hotel in Washington a couple of weeks ago and they had no cable in that town, and I went through the dial and it was looking at a desert. I mean, in the 1980's, television without cable is not television anymore. People are out there spending thousands of dollars, not to get the network signal, but to get the cable signals with backyard earth stations.

If you really turn to the subscribers or the television viewers in this country, I think that cable—cumulatively, not one channel—is more than a match for broadcast networks.

Horowitz: What cable has done is to provide diversity, to vastly improve the network choices which the viewer has. And I think in that respect, cable has really fulfilled its promise, and that's why cable is the industry that is today.

Wussler: Collectively, we've got so much more on the air that never would have seen the light of air in this country, whether it's foreign broadcasts, special audience broadcasts. Even the broad-based services, such as USA or WTBS, have done their part in getting things that otherwise never would have been aired at all.

Horowitz: Is there a chance that a channel solely devoted to children's programing—children's programing of a pro-social nature—would ever have gotten on were it not for cable? I think that's a rhetorical question. That's the kind of diversity which cable offered.

Baruch: You and I both remember the terrible fights this industry had to get pay cable moving, and the big argument that was made at the time was: "Why doesn't cable television produce its own material instead of stealing broadcast signals and stealing broadcast programing?"

What we see today is not only the proliferation of programing—not just three commercial networks and maybe one public broadcasting service—but you have 20 different networks programing for the audience, plus the creativity of new and original programing that has gone into this industry, be it on the mini-series that HBO is doing, be it the *Broadway on Showtime* series that Showtime is doing, or the amazing amount of news diversity and news programing that CNN is doing or the children's programs on Nickelodeon.

We are in fact doing our own thing and are producing our own programing to an extent that we never would have thought possible. And it is this very thing that the academy is trying to recognize now and in the years to come.

All that having been said, it seems that on the pay side, at least, we've reached a plateau, and on the basic side the growth isn't there this year as it has been in the past. Is it a matter of there just not being enough disposable income out there, or is there a significant group of people saying that cable isn't meeting all of their needs?

Fuchs: Well, I'm not ready to say that pay has gone into a total stall. I mean, HBO for instance, is the largest monthly subscription service in the world. If someone told us 10 years ago it would be this size, we would have been astounded. So it really depends on what your expectations are. Quite honestly, we expect to grow.

You know, we have run into a new technology, the VCR, and I think it's had some impact on the growth of our business; I think the pay television business has to alter its programing, alter its approach to adjust to that technology. I don't think you can turn like a speedboat—I think you turn a little bit like an oil tanker in this business—but I think that is going on right now.

A couple of years ago when cable came storming in, everyone wrote the scenario that the networks were going down—I heard people saying 50 shares and 40 shares and the network business is falling apart. We've seen the network business stabilize to some extent. Now I think we've had the first rough year or two of cable, and I think there are going to be means from which we grow. The growth will never be at the speed with which we did in the formative years, but we think we have a damn good business, with steady growth. I think our business will grow as fast as we make it attractive to the consumer.

Baruch: And I think the marketing outlook of the cable operator in the next few years is going to have to change, and I predict that in the not too distant future, you're not just going to see services being sold, such as those represented around this table, but a total entity called television will be sold. Eventually, those who are being approached to subscribe to cable television will associate television with cable television. Now that's a very difficult concept to under-

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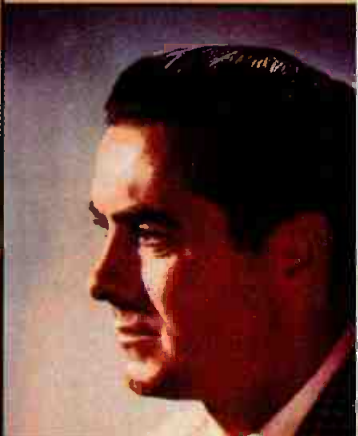
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stand for some people, but I think that sooner or later it has to come.

What is the pivot point when that sort of awareness takes over in the country?

Baruch: As the new generation of cable operators come through, differentiated from the old timers who were more concerned with the hardware than some of us who are more concerned about the programming side of what cable can deliver. When is any point in time, and some of you may have a better idea as to when that would be. I can't predict.

Does it have much to do with penetration?

Wussler: About four years ago we all said that when basic reached 30% penetration, it was going to be a major milestone, akin to what network television did in 1955. I think we have to get ourselves away from saying it's going to be "Dec. 4, 1987."

I don't think any of us know when that date is going to be, but I think we're becoming more and more a fabric of the American way, which is something that cable didn't feel two or three years ago.

There's the matter of differentiating programming, also. Network television can provide you with some terrific entertainment, but it has to fit into a certain boundary. Cable TV programming has the opportunity to go far outside of that. Whether it's a broadcast on Nickelodeon, whether it's ladies weightlifting on ESPN or the *Larry*



HBO's Fuchs

King Show on CNN, those are broadcasts that would not on a regular basis get on to network or independent broadcasting in this country.

But they are by definition broadcasts that reach far fewer people than do the network programs against which you are competing for national recognition. Is that an indefinitely self-defeating process? Can you never win, as long as the name of your game is diversity and the name of their game is popularity?

Fuchs: What is winning?

Winning is having the ACE Awards more important in the public mind than the Emmys.

Wussler: What we're looking for is a place on the shelf. I think that's one of the cruxes of the thing. It's not always cable having to vanquish broadcast. We're not saying that. The broadcast industry is a very healthy industry: It's there to stay.

Fuchs: The fact that the cable industry is as large as it is, in 10 years has come in right next to this big elephant at the watering hole—let's say we're a big hippo and they're a big elephant and we're both drinking out of the same watering hole—I mean, that's quite a tribute to what this industry can do. I mean, when broadcast broke in they didn't have to fight an entrenched cable industry. They came in and it was sort of virgin territory.

I don't think that cable is going to blow broadcast away, but I think it has altered broadcast dramatically; I think the broadcast industry over the last five years has been jumping in and out of hoops—buying cable, not buying cable, starting news services, not starting news services. There have been tremendous changes in what they've done. Program content has shifted dramatically in the last five years,

in terms of content, what they do and what they don't do has had an enormous impact on what's going on in this country in terms of setting tastes and standards.

Look at what the pay services did. Bringing movies into the home revolutionized the motion picture business. It's a business that in probably 10 years will exist for its ancillaries. And that started with us, it started with pay cable. And pay cable may have made it possible for the VCR to grow.

I think that the cable industry has had an enormously revolutionary impact across the board. But to always have to be more popular than the Emmys or vanquish the networks? What one network spends is more than the whole cable industry spends. And that is quite phenomenal—and we're just talking about one network, not three, not PBS, not all the independents, not everything. And I'll tell you, as for the cable industry, in terms of bang for the buck—well, I spend a fraction of what a network spends, and I'm not so many rating points behind them on an annual basis. So, customers out there are liking what they're paying for.

Horowitz: We're fresh and experimental because we have to be. It's true, a lot more money is available for networks to spend on programming, so we have to figure out a way to do it differently. And I think if you take your TVRO receiver and scan the heavens and you look at the quality of the cable channels, both pay and basic, they really stand out, in terms of what used to be called "network quality."

We as an industry are very proud of that. But we're still moving upward on the curve because our first problem was to overcome, to get to the break point, or the critical mass of revenue—we had insufficient money to spend on programming, and a lot of us had to invest and take losses for some time. Many people came into the business, as you know, and lost lots of money in the process of trying to get to that point.

Some of us have passed that point and some of us are getting to that point, whereas as cable revenue grows, and as advertising recognition and, therefore, revenue grow—talking now about the basic side—there will be more and more available to spend on programming and make further and further improvements.

But as to what's up there now, I think we should be very proud—and I think it was ingenuity that was required because of the imbalance between ourselves and our network competitors.

Baruch: You said something about the ACE Awards and other awards. Many people have asked where the cable industry is going to be five or 10 years from now. And my prediction was that with the amount of creative programming that this industry is doing, and has been forced to do in order to survive, I think within the next five to 10 years you will see the kind of phenomenon that Michael has been referring to. And I think that you will find in a few years that the production community, the creative community—on both coasts and the rest of the country—will fall all over themselves to participate, to compete in the ACE Awards, if nothing else for its prestige and the fact that if you do win an ACE, you have really won an ACE over enormous competition, because of the fact that there are so many more networks than there are in other media.

Wussler: Let's just go back on a couple of things. During this five- or 10-year period that Mike and David were talking about, we have had to compete with the broadcast industry. Not that we necessarily wanted to compete, but people throw us into that competitive area. The broadcast networks basically can be received in 100% of the households in this country; that's been true for some years, certainly for the life development cycle that we're talking about for cable.

Cable had to do its own at 10%, 20%, 25%, and even today we're only at the 50% level. Let's go back five years, to the summer of 1980, when there were very few places where you could go to buy a spot on cable television. There were a couple. It's basically an art form that's maybe six and a half or even seven years old at the outside. ESPN went on the air on Sept. 7, 1979, I think. CNN went on the air June 1, 1980. MTV went on the air in August of 1981 if memory serves me correctly.

When you think of what's happened in five years, when you think of when HBO went on a satellite in the summer of '75 and when WTBS went on the satellite in the fall of '76—I mean, it does take

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time. Nothing in this country happens overnight.

I don't think you can dispute the fact that cable has been a driving force. Can you give me an example or two as to how broadcasters have reacted to that, to cable's lead as a driving force over the last five years?

Fuchs: Look at the news business and what the broadcast industry has done. They went to overnight news. They went from six to seven in the morning. CNN drastically altered the networks' awareness, consciousness or priority with respect to news. They take great pride in their news franchise, and I think they were actually feeling they were losing their news franchise.

Look at the motion picture industry. After the theater, the movie was seen on network television and then some time later on in syndication. Now networks have basically dropped out of that business. The networks have dramatically altered their program mix now.

Well, it's also altered the kind of movies they present—they're now making their own movies, as opposed to buying the theatrical products. And so are you.

Fuchs: Yes. And as they reacted to us, we have reacted to the VCR—although we started making movies before the VCR had any real impact.

I also think there's been a change in network content, the subjects and the range. I always felt the networks' standards and practices units were mysterious bodies, anyway. We have the country fundamentally turning a little bit to the right, and yet network programming gets more and more liberal. That is a reaction to cable television—to the tastes and permissiveness of a vast audience out there that sees cable television. Those are three very fundamental changes. The networks have a Saturday morning merchandising mart, and I think real, valuable, intelligent, worthwhile children's programming is now almost totally on cable. I don't think the networks can carry a candle to what cable does in children's programming.

Do you believe the day will come that the medium of cable will not need to rely on broadcast signals?

Fuchs: I'm not so sure that we're so far away from that point right now. I think it's hard to ask the customer to have too much equipment in his house. The days of selling cable as a reception medium are over. That I can assure you from a cable industry point of view.

I think it makes television a neater and cleaner operation if you're getting your signal in one way. You know, certainly in communities where they have a lot of difficulty picking up network signals, if you were to delete that from the cable package, I think that would have a deleterious effect on penetration in those markets.

But you know, if you take the backyard earth stations, it's not up there looking for network signals. They may occasionally stumble into the middle of a football game, and it's not scrambled, and it's an interesting feed because there are no commercials. But they're up there looking for the cable signals.

Baruch: Just to illustrate one more example as to the diversity and impact. Here is an industry that for the first time in history banded together and financed out of its own funds C-SPAN for the purpose of bringing to the American public proceedings of its own governmental body. I think that alone is an enormous achievement.

Fuchs: The other contribution I think is that cable has basically taken real children's programming totally away from the networks.

The cable industry has now been freed of a historic obligation to carry broadcast signals. How do you as programmers feel about that? Do you think that must carry is a bonanza in terms of giving you opportunities for carriage of your programs on cable systems?

Baruch: I can't answer that as a cable operator. I believe the cable industry is a very responsible industry. I believe that to have a cable television system and to leverage this new First Amendment ruling to the financial benefit of the cable system I think would be resisted by most responsible cable television operators.

Horowitz: I do feel this is a great victory for the viewing public

because it puts present and prospective cable programs on a level playing field with the broadcasters in the competition to provide attractive programming to the viewer.

We have been perhaps one of the most fertile companies in developing new channels, and we found that our ability to do so was being sharply reduced by the fact that so many of the older cable systems simply do not have the channel capacity—and many of the systems that were built as recently as 10 years ago as well, simply because of the proliferation of must carries. When the rules were originally adopted there were essentially three or four stations maximum in any market.

What happened was that the very availability and the existence of the must-carry rule attracted new stations into the business that would never have come in otherwise. They were now building on cable's penetration, ironically enough, and they were guaranteed access to cable systems by federal law, by fiat. And the rest of us didn't have franchises granted by the government, but simply had ideas and a little money to try to put behind those ideas, found that we could not get distribution for our product. We didn't have any prescriptive rights to get on a cable system; we had to negotiate with the cable system and try to persuade the cable system to carry our program. And we felt that was unfair not only to us, but certainly to the public.

And we were finding that with the development of new services this year, including VH-1, that our parameters were eliminated. It sharply reduced our experiments on new programming. Now I think others will come into the field. So, I really think that this was not only a pro-competitive decision, but a decision that will ultimately enrich the television diet.

Is it the consensus here that the elimination of must carry will be no particular boon to programmers, as such, or network programmers, but will just be another element in the mix?

Horowitz: I think it will be a boon to cable programs overall. Those at this table represent networks that already have close to maximum coverage. Obviously, we're not going to get much benefit from it. Oddly enough, it's the new programmers and existing programmers who have not been able to get that optimum distribution who will get the principal benefits—so we're not special pleaders here. I really mean it when I say that the public is going to get the benefit because there will be a motive for programmers to compete to develop new programs on cable.

Several years ago, on the eve of the Western Cable Show, Bob Wussler was quoted in BROADCASTING as saying you would discourage anyone from entering the cable programming business at that time. Do you still hold to that view?

Wussler: No. I think we've gotten through that trough of two and a half years or whatever it's been. We've gotten to the point now where the properly financed—and saying properly financed probably means more money today than it would have then—but I think that the properly financed, new to cable television programming channel has an opportunity now. The odds are tough and I'm not sure I'd want to be in that position, but I think we're going to see some things.

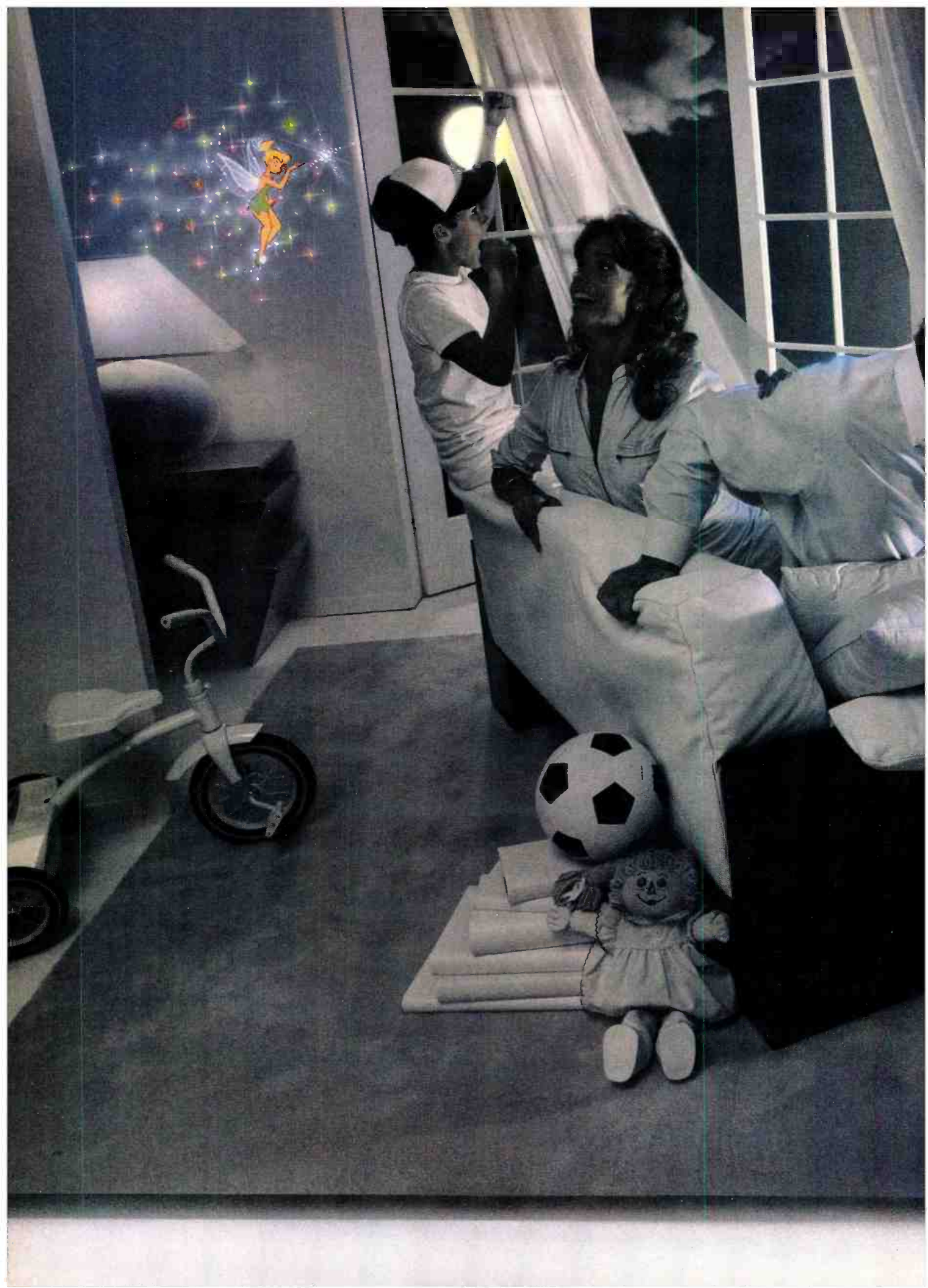
It was unfortunate that some very good things came along that, because of their unique nature in 1981 or 1982, just couldn't get a foothold. But now we have a much larger mass of audience available out there, and I think that over the course of the next four or five years you're going to see some other things.

There are now some 50 basic and pay services on the satellites. Do you believe the future will see fewer than that number of services, or do you believe that there will be even more than that?

Wussler: Well, I think you have to crawl through that list of 50 and say, first of all, what is truly a national service, what is a regional service? I think you have to categorize that list into two or three or maybe even four columns. As far as mainstream cable goes, I think we're talking about 20 major programming entities. I think you may see some more of those. You undoubtedly will see more in the regional area.

Fuchs: I think there's an interesting addition to that. A lot of cable operators agree with me, when you talk about the number of chan-

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A vibrant movie poster for Disney Magic I. The background is a dark, starry space with a bright beam of light from the top right. On the left, a woman in a white dress is seen from behind, looking at a large, glowing, 3D letter 'D'. In the center, the title 'Disney MAGIC I' is written in a large, golden, stylized font. Below the title, the text '25 FEATURE FILMS PREMIERING FALL 1986' is displayed. Underneath that, a list of film titles is shown: 'SPLASH • MARY POPPINS • TRON • NEVER CRY WOLF • 20,000 LEAGUES UNDER THE SEA • TREASURE ISLAND • THE BLACK HOLE • THE ABSENT-MINDED PROFESSOR • DUMBO • THE LOVE BUG • BABES IN TOYLAND...'. On the right, a woman in a black dress and hat stands on a beam of light, holding a bag. Below her, a vintage car is shown with two people inside. At the bottom right, a young girl with blonde hair is lying on her stomach, looking up. In the center, a cartoon elephant wearing a yellow crown and a red and yellow striped scarf is flying. The overall scene is magical and celebratory.

Disney MAGIC I

25 FEATURE FILMS
PREMIERING FALL 1986

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20,000 LEAGUES UNDER THE SEA • TREASURE ISLAND
THE BLACK HOLE • THE ABSENT-MINDED PROFESSOR
DUMBO • THE LOVE BUG • BABES IN TOYLAND . . .

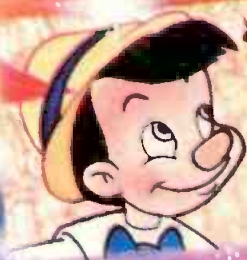
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nels. We've given the consumer too much, too fast. And for consumers who are used to maybe getting three channels, to all of a sudden be given all this, it almost became impossible to market it. It's a very complicated product.

If you had a room full of consumers here and you asked them, "What do you have on your cable spectrum?" I'd be astounded if one could tell you the full cable spectrum of what they're getting. I've had people ask me when the Knicks season is going to start on HBO this year. We stopped doing Madison Square Garden about nine years ago.

So that has been one of the problems of our business. It has been compounded by the fact that the franchising process required everyone to bid everything, and if people were starting this business over, I think we would give less to the consumer and roll out new products on a more regular scheme. You know, the cable industry has not gotten credit for the volume of programing it already delivers to the consumer.

Baruch: Some of the competing media in our industry, and not in the cable industry, but in communications, have done an absolutely marvelous job promoting specific programs, which, after all, are the backbone of any service that we provide in most cases. The cable television industry, on the other hand, has promoted various channels, rather than promoting a specific product appearing. You don't see a broadcast network promoting its own network; the network promotes a program within that network. This is something the cable operator has yet to understand—that you cannot promote a channel as such alone, you must promote a specific product within that.

I would like to get you on record on the subject of scrambling, which is very hot in the industry at this moment. As programers, do you generally object to the NCTA consortium?

Wussler: I think you know what our plans are at Turner. We work very closely with the cable operator industry, and we feel that by July, we may have something ready to go.

Fuchs: I think it's an issue that has gotten a little bit out of control. I mean, our position has always been that we are losing customers in a year in which we couldn't afford to lose customers—that people are buying earth stations and that very prominent on their list of what they are buying earth stations for was to get the movie channels. The irony to us is that if someone invents a better mousetrap or if someone makes a better channel than HBO, then God bless them. But we are being cannibalized by our own programing. I'm losing subscriptions to people who are taking HBO and other cable services for nothing. And I don't know any business in this country that can survive the amount of free goods that we give away through theft of service and through the earth stations.

I think it is very important for us as an industry to protect our wares. You can't give it away for free. The guy whose neighbor is getting it for free cannot value his cable subscription as much as he should. And we must stop the leak in that boat. It is a big leak, and you don't need a lot of water to take the boat down. Whoever does it, or how it's done, we don't care. HBO spent a lot of money getting into scrambling long before this was an issue. We started our plans four years ago because we thought it was the right way to go in this business eventually.

And then we walked into a bit of a storm. But there's no one in Washington, or anywhere, who doesn't feel that the program services deserve to get paid for what they're doing.

Horowitz: The perspective of a basic service is somewhat different than that of a pay service. But really, we all come from the same place—that is, we're all in favor of scrambling.

The basic service, at least most basic services, derives its revenues primarily from advertising. The subscriber fees—and they're not really subscriber fees, they're cable operator fees that are paid for the basic services—are in pennies, they are not in dollars, as in the case of the pay services. Because the cable operator in turn gets more dollars from the consumer for the pay service, whereas the basic service is packaged as part of the basic package.

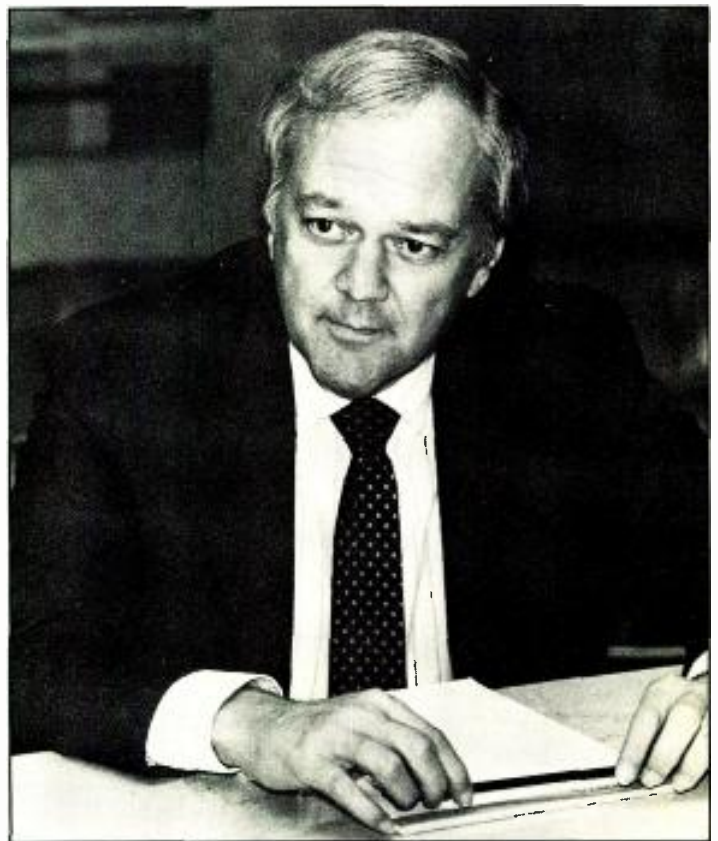
From a purely selfish standpoint, a basic service might say, "Oh wonderful, all of these unauthorized viewers will only add to our

advertising base." But we don't take that position, because we have sold a product to our customers, the cable operators, and we both have the joint belief that that product was proprietary, that it was exclusive to the cable operator. And if technology comes along to destroy that fundamental assumption, we feel an obligation to work with the cable operator to protect that product that we're selling. And that's why our company has been an advocate of scrambling from the beginning, and we have been working on it for a number of years.

I think the issue has taken on an emotional tone that is indeed unfortunate, that it need not have taken. But I am confident that given the mutual interest of the programers and the cable operators to prevent this free lunch and to preserve the integrity of what cable is offering, that it will be resolved in a very satisfactory manner.

Well, if the name of the game is product, as you mentioned earlier, Ralph, where is the future product coming from for cable?

Baruch: I think the wealth of creative talents in this country is a reservoir which hasn't begun to be tapped. Indeed, if I'm not mistaken, the majority of the Hollywood actors, writers and creative people are unemployed. I think their ability to produce is enormous. I think the ingenuity, as someone said previously, of the programers to create product for this medium, such as interviews I have seen on some of the news channels, such as the children's programing that



Turner's Wussler

I've seen on a lot of channels, such as the music programs we see and other things—the reserve in this country of people doing these kinds of things is unheard of.

And I would venture to say that the cable industry—more than any other industry in its programing efforts—has given rise to new talents who have created things like *Not Necessarily the News* and other things—people who previously were untapped and unheard of.

Horowitz: Just consider if you had asked that question 10 or 11 years ago. Everybody was extremely skeptical. And now you have a plethora of programing out there.

Baruch: And for the first time this year we have seen others reward others with awards—programs that were created by the cable television industry. So it's coming, as surely as we sit around this table.

Wussler: To answer your question in another way, I think we have probably maximized things that were created for other places. When

you asked the question, Where does cable programming come from in the future? we—in the broadest sense of the word—are going to have to create that programming.

Now, that has not been practical in many instances; there are finite resources. But as we have all grown and as we are still growing, that becomes a much more doable task.

Where does Hollywood fit into all of this?

Wussler: Well, once again, for the fifth or eighth time in history, people have recognized that there is a resource to be tapped there. Ultimately, we need to go back to the places where programs are made. Hollywood is not the only place, although it is very important to all of us.

Michael, what thoughts do you have?

Fuchs: Obviously, we're still a business that's very dependent on Hollywood movies from a theatrical point of view. From a creation point of view, we produce all over the world. I mean, we're a business that's more sensitive to the economics. We can't always afford the network standards that Hollywood has established. So we go other places. We do co-productions all over the world. We do use a lot of talent out of Los Angeles, no doubt, out of Hollywood. You know, the irony of all this is that these academies that we're talking about are separate bodies. But the talent that creates the programming for cable is often the same talent that's doing network and broadcast television. They aren't two separate species. But one of the things that cable has offered is that it has grown new talent, it has taken talent from other areas than just Hollywood. I think that diversity is very healthy.

Baruch: Might not *The Cosby Show's* success be attributed in part to the fact that it comes from New York writers, as I understand it, and is produced in Brooklyn?

Speaking of the *Cosby Show*. It seems that the established academies are driven in part, at least, by the stars they're associated with. And I'm wondering who the cable academy stars are, or who they will be?

Fuchs: They're the same people. I mean, you can go from Elizabeth Taylor to Carol Burnett to Robert Mitchum and Robin Williams. Stars that appear on commercial television appear on cable. There's no segregation.

Wussler: And television, whether it's cable or broadcast, has always had the ability to create stars very quickly. *The Cosby Show* is a good example. We all know who Bill Cosby is, but we didn't know who the other three or four other people were, but eight weeks into that show—is it a year ago now?—they became very well known people.

The same thing in our basic cable business. Whether it's the person down at C-SPAN, who has become somewhat of a household name and face, or the half-dozen sportscasters up in Bristol, Conn., who appear on ESPN, we do have the ability to create stars as well as find unique vehicles for the Elizabeth Taylors of the world.

What about pay per view?

Baruch: Michael and I have debated this on several occasions. I think pay per view must come, I think we agree on that point. I differ with Michael on when, not whether. And I think pay per view is the answer to the cable television industry's battle with the VCR business, which I think is already showing some signs of anemic disturbances as has been proved in other parts of the world where, just for once, we were behind in terms of technological development. If you look at the VCR industry in England, it's already showing weak economic symptoms, and I think this is going to happen here. I think pay per view will be the answer to the VCR because it avoids the well-known problems of getting the tape, renting it and getting it into the home and then back to the point of origin.

Fuchs: I agree with Ralph on that. I think there will be a pay per view business. Interestingly, at the National Cable Television Association convention, everyone walked around and said the train was pulling out of the station, and I said I can't even find the station.

If anything, the pay per view impetus has slowed down since the NCTA. And the industry is not addressing itself as rapidly in terms of addressability as people had hoped for. So my major stand on the

position is that when the industry is ready, we will be ready. We are still an industry that's trying to absorb the goods that it's supposed to be selling to the consumer and selling them in a professional way—and if you bring on a whole new line of gimmicks, a whole new line of clothes to sell when you haven't sold the clothing that's on the shelf, I don't think that does any of us any good, because it's an industry that has a tendency to sort of go in one direction.

That is not something that most cable operators disagree with. You know, I also think that you're seeing a phenomenon in America now with respect to the movie business—you're seeing probably the worst fall in history or the worst fall in the last 10 years, where the motion picture cat is getting skinned too often.

And I can't believe anyone who really watches this business, who believes that the VCR has not flowed into the theatrical window, that marginal movies and marginal customers are not being affected by the VCR, that it has not affected the pay business, which was an awfully big customer at one point and still is a big customer. And I think if you load in one other ancillary level—I think it's already reached somewhat of a dangerous level for the motion picture business—I really mean that. And I think the quality of their product has been affected. I think it's now such a cautious, formula-istic business. We saw a summer of kid overload movies, because everyone is trying to hit a home run. Everyone is trying to go for that young male repeat business.

The quality of the movies is off because there is so much financial pressure going on. And, you know, that's not healthy. We have to play those movies a year later, and it affects our business. So we should talk more of what causes a better supply of good programming, and not how many times can you distribute the same programming.

Wussler: His point is right on the button, because he needs it one year afterwards and we need it five years afterwards. There is a logical flow there, and if that flow gets interrupted, he has a problem and we have a problem, and the guy down the line from us has a problem.

Baruch: I wanted to emphasize something that Michael said, which is absolutely true, and this will be the second time that we have agreed on a similar discussion. I think the Hollywood motion picture industry has to realize that you can only make so much out of a motion picture. And to try to exploit it in so many ways so often reduces the overall value of the product. You call it skinning the cat too often, I call it something else but it's all the same.

At some point, the people who create this product must sit down and really analyze what is best for them in the long run, not just through long-range planning, consisting of where you're going to have lunch tomorrow. But trying to look at our industries, as we are assembled here, on a more statesmanlike basis, saying, yes, we may sacrifice a little bit now, but look at what it's going to produce for us down the line in terms of total revenues and profits. And this is something that we would like to see more of.

Fuchs: Look at this summer's re-release schedule. They had some of the most successful movies in history—"Gremlins," "Ghostbusters" and "ET" and I think there may have been something else—and they were total failures. I mean, the fact that they would re-release them, sneak them in right before the home video... I mean, the public is just not that dumb. And it hurts us. These movies aren't getting rested. You have movies being sold on the back of busses—they're going to be screened on the back of busses, soon.

Baruch: Therefore, when you or us or anybody else presents them, be it on pay, be it on basic, be it on anything, the value is going to be destroyed.

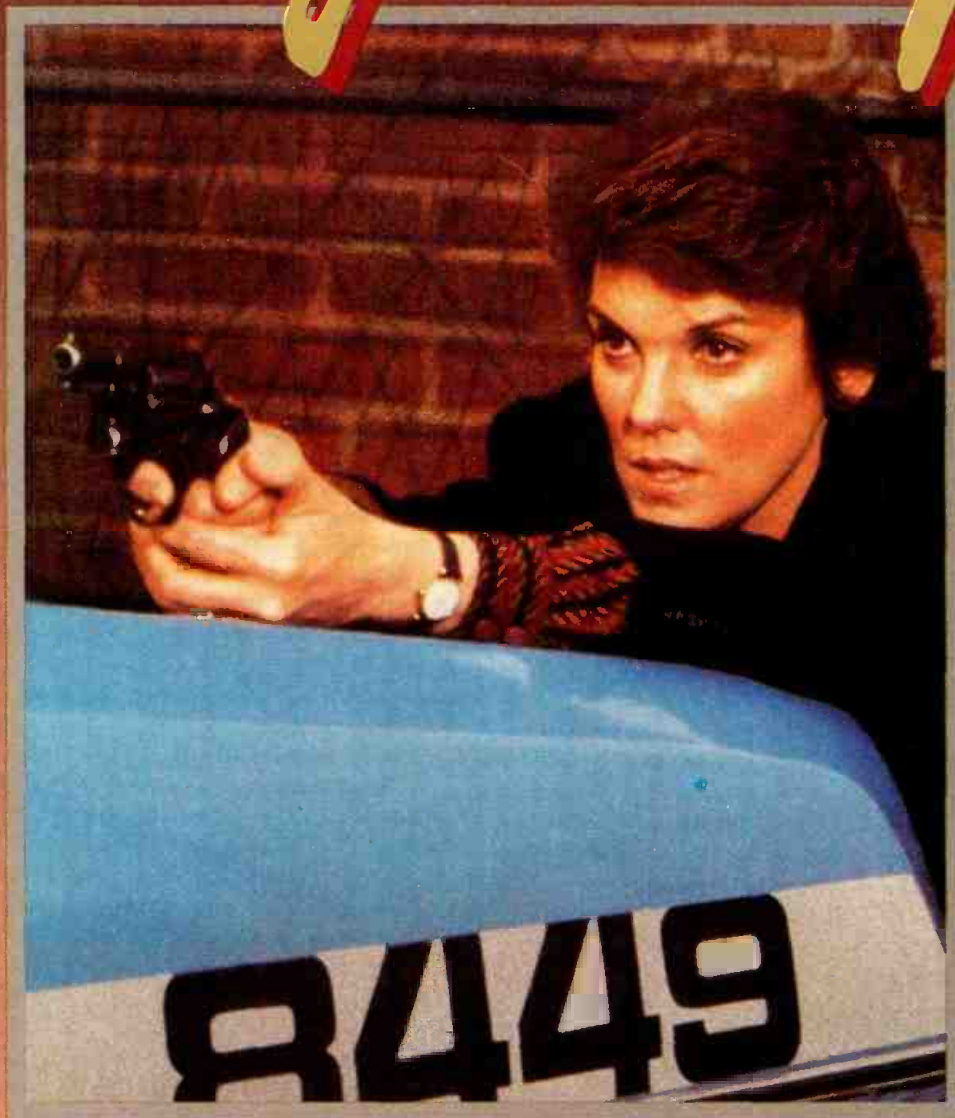
Horowitz: I agree with most of the things that have been said. I do believe that the VCR has hurt both pay and theatricals. On the theatrical side, the public knows that it's going to be able to see that movie for three dollars a year later or even earlier. That takes away some of the urge to go catch that movie in the theaters.

Fuchs: You know what it does? It reinforces the hit mentality. Because if the consumer is saying, "I want to go to the movies"—that's what they usually say, "I feel like a movie tonight." Now if it's

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"Ghostbusters" or "Beverly Hills Cop," then they'll say, "I want to go to see those two movies." But most of the other movies begin to fall into a marginal category, and instead of seeing a marginal category, you can go back in and get your pick out of 1,800 titles, or 1,200 titles.

Horowitz: I think it's very often the quality movie that does suffer—as with the adult who might go to the movies, but knows he'll be able to watch it at home, and just doesn't go. That has impacted pay, too. There's no question about that.

Certainly it has impacted multiple pay—I think that's where its real damage has been felt. The coincidence of VCR and the problems of multiple pay is more than that. I believe that there will be a pay-per-view business; you're right about that. Because the beauty of cable is that it does have the capability, the technological capability, of being able to provide movies in that kind of a convenient form. And I think that if the technology is there it will be utilized. This is the Parkinson's Law of technology, and I think it will give yet another option to the consumer—and one that I think will provide some additional revenue to the motion picture companies down the line.



MTV's Horowitz

Will it just give one more window for that movie? And skin that cat one more time?

Fuchs: Well, home video is not going to disappear. All those tens of thousands of retailers aren't just going to vanish just because there's some pay per view out there.

Horowitz: It could have an impact on VCR just as VCR has had an impact on us.

We haven't talked about advertising. Cable advertising revenues seem to be surging, or seem to be on the edge of surging. I wonder how that's going to affect the programming business in cable, and is it going to shift emphasis to basic and away from pay perhaps as a locomotive to bring in a lot of quality product?

Wussler: Well, I've always felt that basic and pay are in the same boat together, and when his end of the boat goes down, I'm in trouble, and when our end of the boat goes down, he's in trouble. I think you've got to have a good, solid pay operation going on, along with a good differentiated basic.

You know the philosophy of the company I work for. Our chairman is a guy who thinks that if he can gross another \$20 million or \$30 million, he wants to put a good chunk of that back on the plate of

programming, because he feels that not only is he doing something for the immediate future, but that's a resource that we will have for a long time to come.

But certainly we haven't seen enough of that breakthrough with advertising yet. We're holding our breath. We're almost there. When we do see that, when we come to that new business, that additional business, we can put it back into programming dollars.

Horowitz: While advertising revenues at the national level have been growing at a very brisk rate, it's quite true that this year, as an industry, the revenues will fall short of most of the projections. And that is a function of a lot of things, part of it of course being a generally depressed television advertising marketplace, which affects everyone in the television networks, on down to cable.

I believe that those revenues will continue to increase at a significant rate, and there will be blips from time to time, just as there are in other sellers of advertising time. But I think it's critical that those additional dollars be available to be reinvested in programming. I said earlier today that to a large extent, we've had to do it with mirrors in this industry because we didn't have the wherewithall, we didn't have the money that the networks had. I think it's a tribute to the ingenuity in this country that Ralph referred to, that the kind of programming that you see on cable today has been developed. My fear is that there will be a tendency to try to tap the new revenues as they are generated, away from their reinvestment in programming. And I refer to the fact that some cable operators are already talking about network compensation in cable. That would be a disaster to the development of the strong programming industry which is only in the progress of being developed for cable in this country.

Is it agreed that there is room for other programming services, and if so, do you consider them coming in on the advertising side or the pay side?

Wussler: Well, I think it's going to be difficult to get a consensus on this, even at this table. Again, anybody who gets into the business today has got to be well-funded. It's going to take a heavy amount of investment spending in order to make it go. I see it as a possibility, from where I sit, that there could be an additional pay channel and an additional basic channel. Or put an "s" on both of those.

Are there particular cable programming holes out there that need to be filled?

Fuchs: I don't think any of us are going to sit here and tell you what we think they are, but I think you'll see additional basics, and I think you'll see some basic services maybe go out of business, and you'll see some new services come on. And I think we could very well see some new pay services.

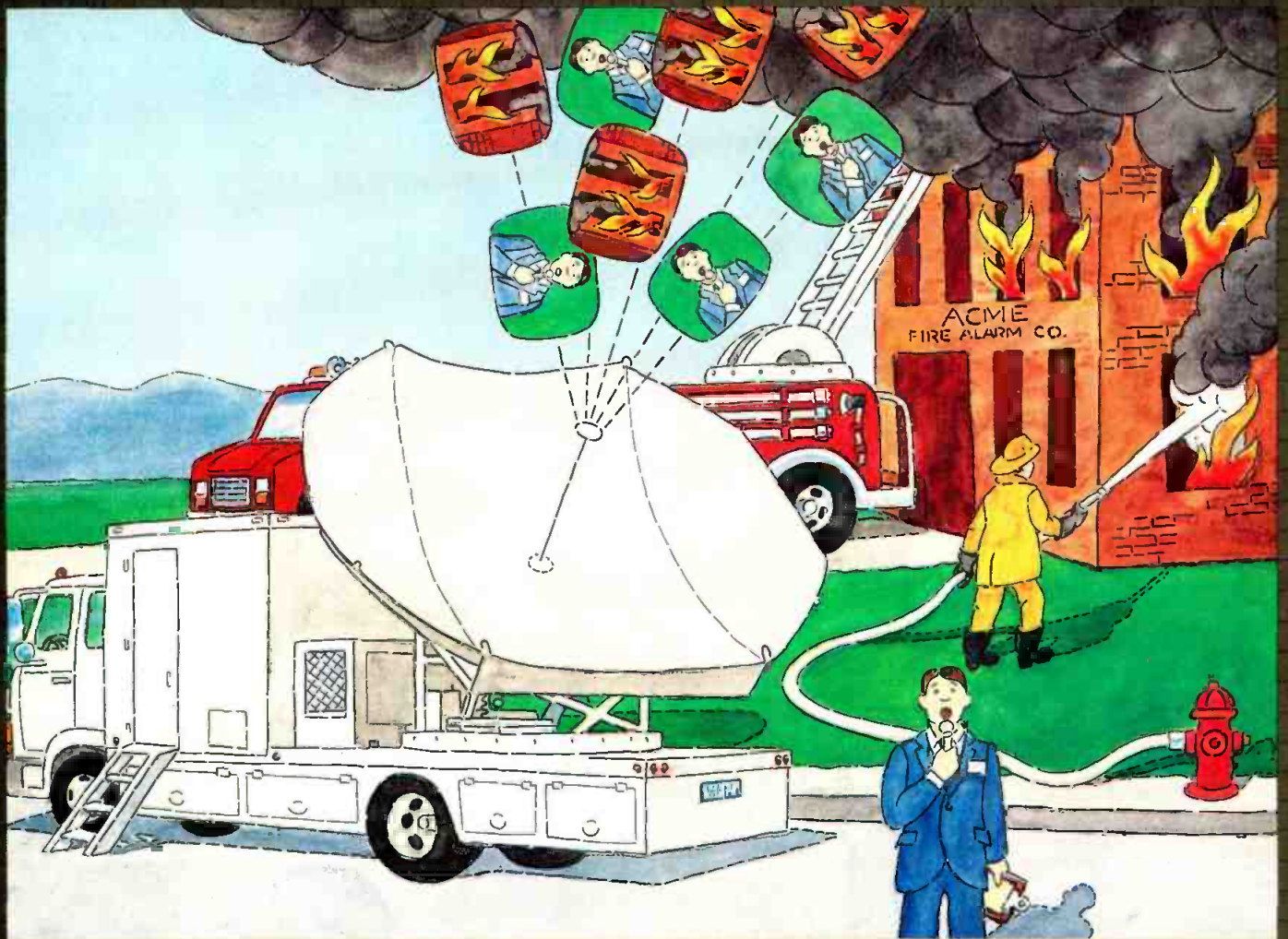
We wouldn't want you to walk out of here frustrated by not having answered the question you most wish had been asked. So if there are any questions that we haven't asked, we're open to add them.

Baruch: Well, since we started out with the cable academy, I think you might want to end with a couple of points which might be of interest.

We have been most encouraged, all of us who are on the board and in terms of leadership of this new body, by response from the cable operators and from the programmers and from every facet of our industry. The membership is already participating very substantially, and we look forward to many more years of productivity and enhanced programming rewards for our industry.

Fuchs: I would add one thing, just from something I thought of about HBO, and somehow we got into this network comparison. In terms of measuring our success, this is a business that should be more provocative, more mature, more experimental, more intelligent, more innovative, different. Those are the things—and all of us have done those type of programs—that are departures from what the networks have done.

I think that's one way to start measuring this business. Not on a pure peer comparative basis, but in looking at the programming and looking at some of these channels that were born out of nowhere and what they have achieved. And I don't think cable has gotten the credit for what it's done in the last 10 years.



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ABC trims back documentary unit

It cuts back 'Closeup' staff by 12, will assign personnel to other news stories between documentaries

The staff of the ABC News *Closeup* documentary unit has been reduced by one-third in the wake of a restructuring under which the unit will be used by other departments when work on its own documentaries is not in progress. Conversely, the unit will borrow staffers from other departments when its documentaries are in progress to fill the gaps left by the dismissal of 12 employees described by ABC News Vice President Pamela Hill as "junior staff members."

Left unclear is the future role of Marshall Frady, chief writer, correspondent and host of the *Closeup* unit, given a news management directive issued several months ago calling for a greater on-air presence in *Closeup* documentaries by the network's star anchors, including Peter Jennings, Ted Koppel and Hugh Downs.

Hill, executive producer of *Closeup*, acknowledged that the cutbacks were due to budgetary constraints for the 1986 fiscal year. "We're in a period of tight financial constraints," she said. "The network didn't get off to the start it hoped for this year." She said that those laid off included secretaries and desk and production assistants, while the senior production team, including 16 directors, producers and associate producers, was kept "intact." When documentaries are in production, she said, "we will borrow from other units for support" in such activities as research and scheduling. In turn, the *Closeup* staff will be used as needed for news projects outside the unit when documentaries are not in production.

Hill said the staff cuts would not affect the number of hours that *Closeup* produces in 1986. She said she had a commitment for six hours—the same as this year—"plus a couple of optional hours." From 1978 through 1983 the unit produced between 10 and 12 hours of documentaries each year. In 1984 the news division, citing election year coverage, reduced *Closeup's* schedule to six hours, where it has remained.

As for Frady, with the management directive for a greater anchor presence within the *Closeup* broadcasts, his on-air role has been diminished. In two recent *Closeup* specials, *The Fire Unleashed*, about the nuclear age, and *To Save our Schools, To Save our Children*, anchors Jennings and Koppel, respectively, served as hosts while Frady was writer and chief correspondent. However, in an upcoming *Closeup* report, *Growing Old in America*, scheduled to air in either late December or early January, Frady serves only as chief writer, with no on-air role. 20/20 anchor Hugh Downs will be both host and



Hill



Frady



Downs

principal correspondent for the three-hour broadcast. Hill contends that that was the plan from the start, given Downs's familiarity with the subject—Downs is working toward a graduate degree in gerontology.

But other reports had it that Frady had done a good deal of the narration and a number of standups for the program before those efforts were tossed out and Downs, initially scheduled to be the show's host, was called in to redo them. All Hill would say on the Frady issue is that he "still has a contract with ABC News" and his future assignments at *Closeup* or elsewhere within the news division "have yet to be addressed." A call placed to Frady last week was returned by a spokeswoman who said Frady "did not want to talk about" the situation. She said that Frady stressed he was not "bitter or upset,"

that "it's done and over with," and that he just wants to get on with the work at hand. Senior news management executives were out of town last week and could not be reached for comment.

As for the *Closeup* programs in 1986, Hill believes they will continue in the longer form (two or three prime time hours on one subject) introduced last fall with *To Save our Schools*. But beyond 1986, the unit may go back to producing shorter programs. "I hope in time we will move back toward" the production of one-hour documentaries, she said. The longer form is only appropriate for certain wide-ranging subjects and is "much more arduous" to produce. Returning at least sometimes to the one-hour programs would give the unit greater flexibility in choosing subjects, she said. □

Using the media for pre-Geneva positioning

U.S. administration pulls out stops to get its pre-summit message out to the world

Ten days before President Reagan was to sit down with Soviet leader Mikhail Gorbachev in a chateau on the shore of Lake Geneva, Switzerland, the U.S. government cranked up its international broadcasting system to enable the President to reach radio listeners and television viewers all over the world. The big question as Reagan began his broadcast from the Voice of America studios, in Washington, was whether the Soviets would jam the VOA signal in the USSR, and thus deny the President access to the audience he wanted most to reach. Initial indications were that at least some of the shortwave frequencies on which the VOA broadcast into the Soviet Union were free of jamming.

But that was only the start of an intensive public relations barrage laid down as part of the U.S. preparation for the first summit meeting between the U.S. and the USSR in the five years of the Reagan Presidency. Three days later, the U.S. Information Agency produced and transmitted to Europe a 30-minute interview that journalists representing five television networks in Europe conducted with the President in the Oval Of-

fice. And on Thursday night, 36 hours before his departure for Geneva, Reagan addressed the U.S. in a speech also broadcast to many areas of the world.

Reagan turned to the Voice, on Nov. 9, several days after his interview with Soviet journalists appeared in *Izvestia*. His 10-minute speech stressing that "Americans are a peace-loving people who do not threaten your nation and never will" was heard in the U.S. beginning at the time of his regular Saturday broadcasts, at 12:06 p.m. But it was also broadcast by the VOA in English and simultaneously or on a delayed basis by VOA's 41 other language services with a potential audience of 120 million.

White House spokesman Larry Speakes had expressed the hope in advance that the Soviets would refrain from jamming the Reagan broadcast. And following the broadcast, officials said that American listeners on the ground reported that the VOA's Russian language-version was heard clearly on two frequencies in Moscow and one in Leningrad.

All told, VOA broadcasts are heard on more than 30 frequencies in different parts of the Soviet Union, where the VOA says some 24 million people listen to its broadcasts at least once a week. Russian and Ukrainian

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were among the six languages that are spoken in the USSR in which the speech was broadcast live. Broadcasts in those six—which include Georgian, Azerbaijan, Uzbek and Armenian—are normally jammed, as are broadcasts in languages spoken in six other countries under Soviet control. English language broadcasts are also regularly heard in the Soviet Union, and seldom

jammed.

VOA deputy director Robert Chatten, who with VOA's director of engineering Robert Frese on Thursday briefed reporters on Soviet jamming practices, was unable to estimate the size of the audience in the USSR for the President's speech. The U.S. has no way of determining the degree of jamming in areas where it can not monitor

the practice. However, Chatten noted that in addition to the benefit the U.S. gained from the clear signals in Moscow and Leningrad, there was the so-called "dacha effect." He said audience figures indicate Soviets do most of most of their listening to foreign broadcasts on weekends, which they spend in their dachas—small or large homes—in the countryside, where jamming is less of a problem.

USIA's Worldnet carried the speech in English, French and Spanish to audiences around the world. The feed was also distributed by Visnews, the World Television Network and the European Broadcast Union. Alvin Snyder, director of the USIA's television and film service, said reports from overseas indicate that the television version of the coverage—which was transmitted live in the U.S. by Cable News Network—was picked up and used, either live or in edited clips, by services throughout Western Europe, Latin America, Asia and Africa. But there were no reports of television coverage being seen in the Soviet Union or elsewhere in Eastern Europe.

The President made pre-summit news again on Tuesday, when he sat down with television correspondents representing the United Kingdom's BBC, West Germany's ZDF, Switzerland's Romande Television, Italy's RAI Television and France's Antenne 2 for a half-hour question-and-answer session in front of USIA's cameras. The conference, in which the President offered another modification of his Strategic Defense Initiative and said he did not expect an agreement on arms control to emerge from the summit, was carried live in Switzerland. The other networks broadcast it on a delayed basis, and clips were shown on U.S. networks' news programs. The conference was given full-text treatment on Thursday on Worldnet's two-hour news program, *America Today*, which is fed daily by satellite to Europe. The program is picked up by U.S. embassies—and by any broadcast station or cable system that wants it.

The White House embargoed television coverage of the 2:30-3 p.m. session in the U.S. until 5 p.m. But that did not prevent CNN from transmitting live its coverage, picked up from the pool camera, to its customers in Europe.

The President commanded attention in the U.S. and in many other areas of the world again on Thursday night at 8 p.m., in his remarks from the Oval Office in which he expressed his hopes for the summit. His delivery was not only televised in the U.S. but, by Worldnet, both live, to Latin America and Asia, and on a delayed basis, the next day, to Europe and Africa. The speech was also broadcast by the VOA, on its English language service and on a number of its foreign services.

It wasn't only the President who was used to draw attention to the U.S. position as the summit approached. On Tuesday, there was U.S. arms negotiator Paul Nitze answering questions of European correspondents via Worldnet's interactive service. On Thursday, it was Secretary of State George Shultz answering questions of European and Japanese correspondents, courtesy of the same interactive service. □

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Engineering world divided over Ampex digital plans

Firm considers using nonstandardized composite format for spot player system

With world agreement on a digital component videotape recording standard virtually complete, at least one major recorder manufacturer, Ampex, is considering development of an alternative digital unit using a non-standardized composite recording format.

Ampex is still continuing with plans to develop a component digital studio VTR for sale within two to three years. But the Redwood City, Calif., TV equipment manufacturer is now reviewing the composite alternative as part of design work on a new generation, multicassette "spot player" system to replace its decade-old, two-inch quad videotape ACR unit, according to Joachim (Jock) Diermann, business manager for video recorders, Ampex Audio-Visual Systems Division. Companion composite digital VTRs for the spot player are also under consideration, he said.

The company will decide whether to use a composite approach by the end of this year, although Diermann said even if a composite spot player is developed, users could still

request component systems. Ampex, which first announced the unit last spring (BROADCASTING, March 18), hopes to display a prototype of the spot player system at the National Association of Broadcasters annual equipment exhibition next April in Dallas.

Component digital television tape recorder (DTTR) standards, developed through U.S. and international bodies, are based on the world studio digital video agreement reached in the early 1980's by the International Radio Consultative Committee (CCIR).

The component digital standard separates the television signal into luminance (monochrome) and two chrominance (color) signals, with luminance sampled at a rate of 13.5 mhz per second and the chrominance components sampled at 6.75 mhz per second. Designated CCIR recommendation 601, the standard is commonly referred to as the 4:2:2 system.

In the wake of the digital video agreement, the Society of Motion Picture and Television Engineers in the U.S. and the European Broadcasting Union began work on a digital recorder using the CCIR 601 standard. The standard system was essentially

completed last summer (BROADCASTING, Aug. 26), and last month, a CCIR study group meeting in Geneva approved the standards documents and agreed to forward them for final formal acceptance at the CCIR's quadrennial plenary in May.

Although Diermann declined to say whether the sampling frequencies used by the Ampex composite design would correspond to CCIR 601, he acknowledged that composite recordings could not be played back interchangeably without having major parts of both signal systems present. But that alternative, he added, would be costly and possibly impractical.

Diermann stressed, however, that regardless of signal format, the company would be using the same standardized transport, 19 mm tape cassette, scanner and mechanical deck for either design. "The last impression we want to give is that we want to torpedo world standards," he said. "We wholeheartedly support 4:2:2, but we also support subsets.

"The key issue is with respect to cost," commented Diermann, who noted a rising concern at Ampex that the initial version of the 4:2:2 machine will be very expensive compared to high-end, one-inch C-format machines. A composite digital recorder would cost less than a component version, he explained, and would allow a new spot player to fall in the general price range of its precursor, the Ampex ACR-25, which sold for around \$300,000.

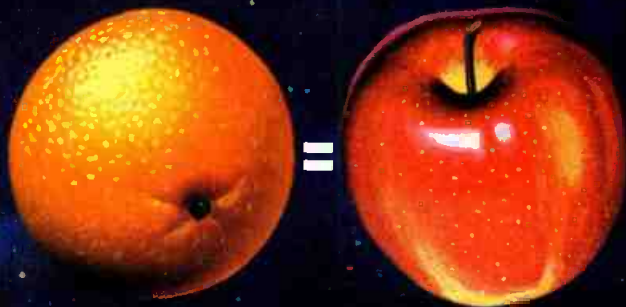
A second advantage to a composite digital format, Diermann said, would be the increased reliability resulting from a slightly wider track width than the 1.6 millimeter track used by the component format. The composite track width, which Diermann did not specify, would lower demands on mechanical precision and cost in making transport and scanner arrangements. It would also decrease the risk of partial track loss which could be encountered with the narrower component format—a risk Ampex believes users would find unacceptable for spot player applications.

A studio digital component VTR is viewed in contrast by the manufacturer as especially appropriate for high-end, post-production applications, fitting well into future digital studios.

"The ultimate destination of the 4:2:2 machine will be to the studio which communicates in 4:2:2 digital," Diermann said. "But 4:2:2 is not the ideal way to run a cart machine. On the other hand, we believe the composite machines will probably never communicate digitally within the digital studio, that it will only be for the NTSC environment."

At least one major broadcaster believes, however, the introduction of a composite machine would have harmful implications.

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According to Joseph Flaherty, vice president of engineering and development, CBS Operations and Engineering Division: "It would be disruptive. It's more or less academic if you struggle to get a world standard, then don't follow it. It's not morally justifiable to work on these things, then do something else."

While Flaherty said he was not fully familiar with the Ampex proposal, he argued that unless it had the same tape speed and 13.5 mhz sampling rate as the component standard, it could not be considered part of the CCIR 601 "family."

"Surely there are economies in composite," Flaherty said. "But that is not new to everyone." Users want to avoid "baby steps" in improvements, he added. "We want giant steps in standardization. But when you take giant steps, someone always sees baby steps along the way and sees a market advantage in them."

Another broadcaster, however, is expressing interest in the idea. According to an ABC spokesman, that network has in the past advocated composite over component DTTR's since they require no interface for use in broadcast facilities. ABC did not pursue the idea in the ongoing standards work to avoid being "divisive," the spokesman added.

"The composite unit lacks some of the esoteric refinements of the component DTTR," the source said, "but for the use to which we put tape recorders it would be fine. ABC doesn't want to convert its plant to component, particularly digital. A real area

of degradation is in transcoding from component to NTSC, although that's not to say we might not eventually have post-production rooms with digital or analog component. But we're not really looking to converting our router, et cetera."

The ABC source also did not believe that coexistence of the two systems would cause confusion. The wording of CCIR recommendation 601 seems to allow some "latitude for lower order [composite] machines," the ABC spokesman argued, adding the network would correspondingly support the development and standardization of a composite digital machine.

"The component recorder would be billed as top-of-the-line," the source added, "while composite would be a significantly less expensive, simpler alternative," more oriented toward broadcasters.

Bernie Dickens of CBS, chairman of the SMPTE Video Recording and Reproduction Committee, parent of the DRRT group, disagreed with the latter point: "Any incompatible approach, where the same recorder could not play the tapes, is in practice, another standard." Judging from input on the "undesirability of multiple standards, it would definitely cause confusion," he said, adding, if the system is successful in spot players, it could spread outside that use.

Whether a separate composite DTTR will actually be standardized remains to be seen. According to Fred Remley of the University of Michigan, chairman of the SMPTE DTTR standards committee, no one has yet made a proposal to standardize a composite

format, although the opportunity was provided at the group's last meeting in September. At that time the possibility was discussed, but it was decided the committee would not precipitate a composite standard, but instead would wait until the question is brought forward by a VTR manufacturer. The group next meets in December.

"Everybody's always talked about the possibility of a composite DTTR," noted DTTR committee member Charlie Spicer of NBC, "but no one's said anything specific." NBC, which just purchased a half-dozen new RCA two-inch quad cart machines to replace its existing units, appeared to be undecided about which approach, if either, might be better for its operation.

Remley concurred with Spicer: "There's nothing new about composite recording. Until two years ago, all the early demonstrations were of composite decks because it is intrinsically a simpler process. But the committee took the definite decision when it received its charge in December 1983 that because CCIR 601 was 'it' in terms of a world digital standard, component would be our first order of business."

The committee agreed that other members of the digital hierarchy could later be considered. Remley added. CCIR 601 gets "pretty vague," however, after outlining the 4:2:2 system, he said, and if a composite system were part of the "family," it could be unclear whether it was a "near or distant" family member. Remley also could not venture an opinion on whether the introduction of a composite standard would weaken component standards.

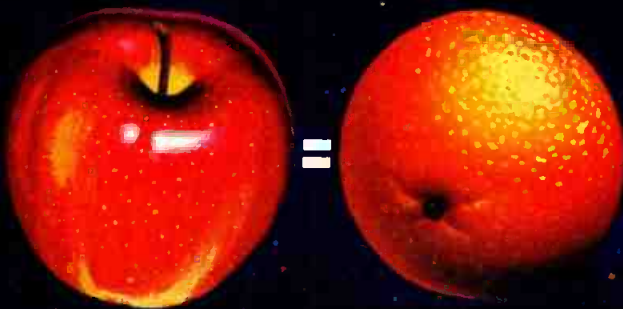
"There's no question that composite would be easier to put into service tomorrow if a machine were available," Remley commented. "But five years or less from now, will that have been short-sighted?"

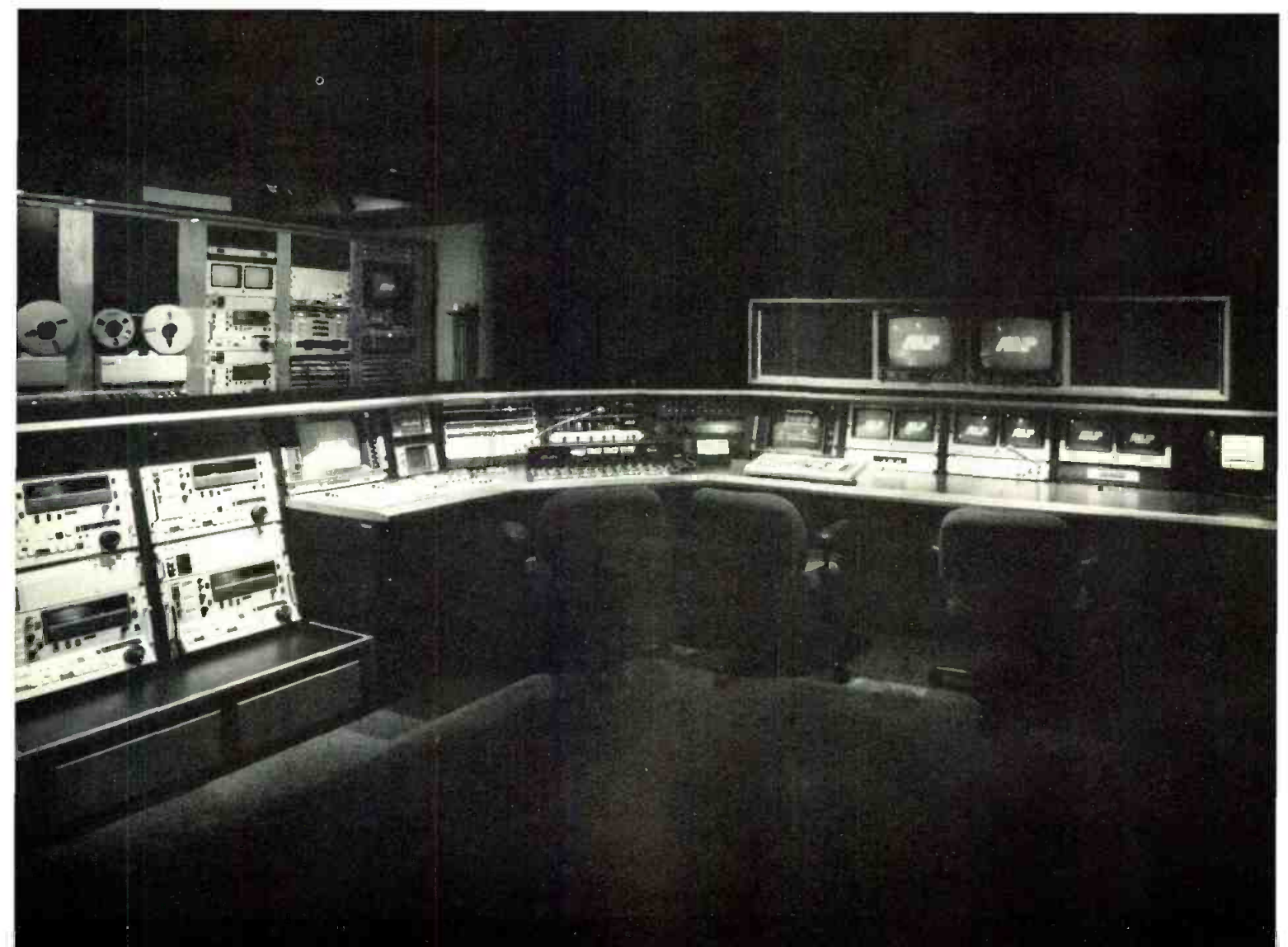
Although Ampex, if it pursues the composite approach, might be the first to introduce a unit, others could easily follow. Sony, for example, has already decided to make its initial digital deck a component studio unit, but indications are that what products would follow depend largely on signals from the marketplace.

Hitachi is another manufacturer with past research into a composite deck. Current plans are to develop the component standard deck, according to Bernie Munzelle, director of VTR engineering, although no time schedule has been set. Would the introduction of a composite deck cause disruption? "The answer lies in the tendency of broadcasters to go component and whether the component trend continues," Munzelle responded.

NEC, which does not currently market any videotape recorders to U.S. broadcasters, has had its own nonstandard digital composite system on sale in Japan for two years as part of its commercial message bank system. Commented Jeff White, NEC America marketing services manager: "If Ampex does introduce a composite deck, it will have a great impact on the marketplace. But if it's as part of a spot player, the impact will be less, and then the standards question doesn't matter. If it's a stand-alone deck, then the bets are off. I don't know though if the marketplace will accept a nonstandardized stand-alone VTR." □

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Slow going for 'America Tonight'

Earlier optimism that they would have "around two-thirds or maybe all" of the underwriting needed by the annual fall program selection for PBS's 1986-87 fall season, went unrealized by producers of *America Tonight* last week. The proposed nightly news show on the Public Broadcasting Service, which has been viewed as potential competition for PBS's *MacNeil/Lehrer NewsHour* (BROADCASTING, Oct. 7), has not yet obtained the estimated \$7.5 million needed from underwriters (with another \$935,000 to come from the PBS system).

Producers for *Tonight* told those at the PBS program fair in Philadelphia (Nov. 10-14) that if they could not announce the

underwriters, anchor and executive producer for the show by the first PBS purchase round in January, they would withdraw their proposal. They said that they had talked to about 50 corporations, six of whom were still interested in underwriting *Tonight*.

Until underwriters are found, however, potential talent for the show, including an anchor, executive producer, and two national correspondents (all national commercial network people) wouldn't publicly announce their involvement with the still developing program, Hendrix Niemann, executive director of the New Jersey Network (co-producer of the program with Maryland Public Television), told BROADCASTING. The prospects for raising the money, Niemann said, are "better than 50-50"; the producers would like to have a commitment of at least \$5 million-\$6 million by the vote in January in

order to go ahead with the proposal, he said.

According to a fair attendee, *Tonight's* presentation in Philadelphia earlier in the week was "sketchy at best," leaving some noncommercial broadcasters concerned about whether NJN and MPT could produce the program. However, another attendee said that the sense from a question and answer session between attendees and spokesmen for the show on Thursday was that there was "still a great amount of support" for it within the system. Said one of those spokesmen, Al Rose, who is program director for NJN, the proposal is "very much alive."

Meanwhile, unlike last year, when the continuation of the hour-long *MacNeil/Lehrer NewsHour* was at issue and PBS President Bruce Christensen urged public broadcasters to continue to support the show (BROADCASTING, Nov. 5, 1984), response to

Syndication Marketplace

■ **Warner Bros. Television Distribution** says that it has cleared the 10-hour mini-series, *V*, in 14 markets on a cash basis for 1987. Clearances include WNEW-TV New York, KCOP-TV Los Angeles, WGN-TV Chicago, WPHL-TV Philadelphia, KPIX-TV San Francisco, KRLD-TV Dallas, WDCATV Washington and KRIV-TV Houston. ■ **Tribune Entertainment** says that it has cleared *Free at Last*, a two-hour musical tribute to Martin Luther King, and *The Making of Black Mayors*, a two-hour news special that examines the rising number of black mayors, in 50 markets covering 45% of all households, and 65% of black households. The two-hour programs are being cleared together on a barter basis with 12 minutes of advertising for stations and 12 minutes for Tribune. Among clearances for both are WBZ-TV Boston, WPMI-TV Philadelphia, WXYZ-TV Detroit, KPBC-TV Houston and WBAL-TV Baltimore. *Free at Last* will air from Jan. 6-25; *Making of Black Mayors* will air from March 10-April 6, 1986. Both are productions of Tribune Entertainment's Center City Productions, which creates minority-based programming. Anne Rodgers, director of station sales and media programming with Tribune Entertainment, said that in place of the Freedom March footage seen in specials about King, the Tribune special will include story teller and folk singer Ella Jenkins, the Black Street Puppet Theater, and choirs and schools from across the country named after King. The response to *Black Mayors*, she said, has been aided in part by a letter-writing campaign to stations by some of the country's 280 black mayors. ■ **Toby Rogers**, senior vice president of **The Silverbach-Lazarus Group**, says that *The Last Days of Marilyn Monroe* has been cleared in 22 markets, including the Metromedia stations, after "only a couple of weeks of sales." The show is written and directed by Christopher Oligati and produced by the BBC, and follows the controversy surrounding Monroe's death and the connection of John and Robert Kennedy to it. The show is available beginning Nov. 20 for two runs in two forms for cash—60 or 90 minutes. In addition to the Metromedia stations, the show has been cleared on WGBS-TV Philadelphia, WDIV-TV Detroit, WLVI-TV Boston, WCLQ-TV Cleveland, WBFS-TV Miami, KSTP-TV Minneapolis-St. Paul, WAGA-TV Atlanta and KSTW-TV Tacoma, Wash. (Seattle). ■ **ABR Entertainment**, which recently made its first-run syndication debut in conjunction with Outlet Communications (*Crosswits*), is now distributing a weekly first-run series called *Headlines on Trial*, produced by NBC-owned KNBC-TV Los Angeles. The half-hour series features two lawyers debating current headlines with a studio audience acting as the jury. According to Burt Rosen, chairman of ABR, at the end of the show the audience votes on such questions as: "Should school health centers distribute birth-control devices?" or "Should the U.S. break laws to capture terrorists?" Rosen said deals have been concluded with the other NBC-owned stations—WNBC-TV New York, WMAQ-TV Chicago, WRC-TV Washington and

wkcy-TV Cleveland. The series is being offered on a straight cash basis.

■ **Carl Meyers and Associates** says that it has now cleared the 90-minute *The American Black Achievement Awards* on 85 stations covering 92% of the country. The winning black performers are selected by Johnson Publishing Co. editors from among ballots mailed in. This year's nominees include Bishop Desmond Tutu, Cab Calloway, Richard Pryor, Diahann Carroll, Kareem Abdul Jabbar, Kim Fields, B.B. King, Wynton Marsalis, Shari Belafonte-Harper and Apollonia. The special will air from Thanksgiving through February. Sales are on a barter basis with Carl Meyers getting 11 minutes and stations getting 12 minutes and a 72-second station break. Among clearances are WNBC-TV New York, KNBC-TV Los Angeles, WGN-TV Chicago, KYW-TV Philadelphia, WNEV-TV Boston and WDM-TV Washington. ■ **Group W Productions** has cleared *The Entertainment Report*, a daily 15-minute feed for local newscasts in 28 markets covering 30% of the country. The daily feed includes a lead story offered by itself or in a variety of other forms. The report will be available beginning the first quarter of 1986, and is distributed on a barter basis that will give Group W two 30-second spots within a broadcast. Clearances include WDIV-TV Detroit, WAGA-TV Atlanta, WEWS-TV Cleveland, WPLG-TV Miami and WKBW-TV Buffalo. ■ **Eagle Media** says that it has cleared *Rock Mountain Inn*, a country music variety series featuring top American and Canadian performers, in 51 markets covering 27% of the country. There are 26 episodes of the series, which debuted last year, and 26 more are being considered for production. The half-hour show consists of live performances and videos, and usually airs from 5 to 7 p.m. on Saturdays. Ronnie Prophet hosts. Distribution is on a barter basis with stations and Eagle each getting three minutes. Among clearances are KHS-TV Ontario, Calif.; WHNT-TV Concord, N.H., and WBGU-TV Lima, Ohio. ■ **RKO Pictures** says it has cleared *John Forsythe's World of Survival* in 26 markets. In addition to the 200 episodes originally produced by Anglia Television, there are 21 new episodes not previously seen in the U.S. RKO acquired the domestic rights to the series beginning this year. Along with KGO-TV San Francisco, the show is cleared on stations in New Orleans, Baltimore, Seattle, Nashville, and Rochester, N.Y. The show is available immediately. ■ **Orbis Communications** and **Metromedia Producers Corp.** have announced three new mini-series as part of Metroprime '86. The new titles are the six-hour *All the Rivers Run*, from the HBO Premier Film Library; *Spearfield's Daughter*, a six-hour look into the world of newspaper publishing, and *Mussolini and I*, a four-hour drama recounting the split between the Mussolini and Ciano families. The package is offered on a barter basis, with stations getting 11-and-a-half minutes and the distributors getting 10-and-a-half per two-hour episode.

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the program this year was generally positive, according to a number of people there.

According to *NewsHour* spokesman Christopher Ramsey, station representatives questioned executive producer, Lester Crystal about how local stations could supply production pieces for *NewsHour* (of which the show used more than 150 last year, Crystal said); about the financial health of *NewsHour's* underwriter, AT&T (which has given the show \$11 million this year), and about the level of commitment by the show's anchors, Robin MacNeil and Jim Lehrer (who Crystal said were "more committed than ever"). In general, Ramsey said, the stations showed "a very positive" reaction to the

changes that have been instituted in *NewsHour* during the past year.

Noncommercial stations will have the chance to voice their support for the new television season in a nonbinding preference vote expected to occur in early December, and then during the first purchase round in mid January. □

New company offers foreign news packages

A news venture has been launched by two veteran broadcast journalists and an attorney

to assist television stations in covering international stories. The principals of the new newsgathering service are former network newsmen Les Coleman and Mike Schaefer and Baltimore-based attorney James McCloskey. The company, Condor Television News Ltd., will be headquartered in Larnaca, Cyprus.

McCloskey said the company will offer stations a package of services—the stations provide a reporter and pay a fee that covers transportation to the story site, access to interview subjects, a camera crew, production and editing services, shipment of the finished story back to the station, room, board, "protection" and language-interpretation

ABC leads sweeps with strong showing in seventh week

With ABC's second weekly victory during the seventh week of the season, the network has tied CBS for second place in the season-to-date television ratings and is in first in the November sweeps. Based on Nielsen's National Television Index, ABC had a 19.9 rating and a 30 share for the week Nov. 4-10. CBS and NBC each had a 16.5/25.

As in its first weekly win (the World Series), special programming—in this case ABC's *North and South* mini-series—led the network to victory. Five parts of the six-part *North and South* mini-series ran during the week, giving ABC victories on those nights—Tuesday, Wednesday, Thursday, Saturday and Sunday. The mini-series won every half-hour it was on the air with the exception of 10-11 Tuesday, when it lost to the second hour of the *CBS Tuesday Night Movie* "The Stone Pillow" (23.3/33), starring Lucille Ball.

All five parts of *North and South* ranked in the week's top 10, with the sixth and final episode of the mini-series ranking second (29.4/42), the highest ranking for a mini-series episode since 1983, according to ABC. NBC had the first- and third-ranked shows, and CBS had numbers five, six and nine.

At the end of the week, in Nielsen sweep ratings for Oct. 31-Nov. 10, ABC had a 17.6, NBC a 17.1 and CBS a 16.9.

HUT levels for the week were up 5%, from 63.3 for the same week a year ago to 66.4. Combined network ratings were up 3%, from last year's 46.7 to 52.9, and combined network shares were up 8%, from last year's 73.8 to 79.7.

Monday delivered ABC another nightly victory with the 18th-ranked *NFL Monday Night Football* (19.5/32). Although the *NBC Monday Night Movie* "This Child is Mine" (21.1/32) ranked ahead of the football game in 13th place, the football game outperformed the two-hour movie at 9-10:30. The football ratings dropped as the game went beyond prime time to 12:23 a.m., lowering the show's average. *Scarecrow and Mrs. King* (17.4/25) won from 8 to 9.

■ *North and South, Part Two* did a 23.6/34 on Tuesday, followed by the 15th-ranked *Who's the Boss* (20.7/31) and 16th-ranked *Growing*

Pains (20.4/29). Part two of the mini-series ranked eighth for the week, with "The Stone Pillow," playing opposite it, ranking ninth. Special presentations of *Amazing Stories* and *Alfred Hitchcock Presents*, from 8 to 9 on NBC, scored a 14.6/20 and 12.8/18, respectively. *Dinosaur*, the week's replacement for *Hometown* on CBS, from 8 to 9, scored a 12.4/18.

■ The closest competitor for the fourth-ranked *North and South, Part Three* (28.4/2) during either of its two hours on Wednesday came from the half-hour of *Charlie and Company* (13.6/20) on CBS at 9. From 8 to 9, NBC's *Highway to Heaven* (20.2/31) easily defeated ABC's *The Insiders* (15.2/23) and the week's replacement for *Stir Crazy* on CBS, *You're A Good Man, Charlie Brown* (12.2/19).

■ On Thursday, NBC controlled the first hour of its 8-10 comedy block, with the number-one-ranked *Cosby Show* (31.9/46) and the third-ranked *Family Ties* (28.9/41). From 9 to 9:30, the seventh-ranked *North and South, Part Four* defeated the 14th-ranked *Cheers*, 24.3 to 21.1, and from 9:30 to 10, it defeated *Night Court*, 26.2 to 18.2.

■ With Friday a night off for *North and South*, CBS carried the night with the 11th-ranked *Dallas* (22.7/36). ABC's *Webster* (15.2/25) won from 8 to 8:30, and the second half of CBS's *Twilight Zone* (14.1/23) won from 8:30 to 9. From 10 to 11, the 12th-ranked *Miami Vice* (NBC) (22/38) beat *Falcon Crest* on CBS (17.8/30) and the lowest-ranked program of the week, ABC's *Our Family Honor* (6.4/11).

■ *Part Five* (23.2/37) of *North and South* on Saturday was the lowest-ranked of the week's mini-series episodes, landing in 10th place. NBC's regular schedule won from 8 to 9, with *Gimme a Break* (17.6/30) and *Facts of Life* (19.3/31). *Golden Girls* (19/29), from 9 to 9:30, provided the closest competition of the night to *North and South*.

■ On Sunday, CBS enjoyed a 10-minute football overrun, which rated a 20.5/33, and delayed the rest of its schedule. *60 Minutes* (25.8/38) and *Murder, She Wrote* (26.9/38) ranked sixth and fifth, respectively, for the week. But from 9 to 11, the conclusion of the ABC mini-series dominated its time period.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	31.9/46	24.	Gimme a Break	NBC	17.6/30	47.	Alfred Hitchcock Presents	NBC	13.7/19
2.	North and South, pt. 6	ABC	29.4/42	25.	A Team	NBC	17.6/28	48.	Hunter	NBC	13.6/23
3.	Family Ties	NBC	28.9/41	26.	Newhart	CBS	17.6/25	49.	Charlie & Company	CBS	13.6/20
4.	North and South, pt. 3	ABC	28.0/42	27.	Scarecrow & Mrs. King	NBC	17.4/25	50.	Misfit of Science	NBC	13.2/21
5.	Murder, She Wrote	CBS	26.9/38	28.	Crazy Like a Fox	CBS	16.4/23	51.	Airwolf	CBS	13.1/22
6.	60 Minutes	CBS	25.8/38	29.	227	NBC	16.3/28	52.	Hell Town	NBC	12.9/19
7.	North and South, pt. 4	ABC	25.8/38	30.	Knots Landing	CBS	16.0/25	53.	Trapper John, M.D.	CBS	12.8/20
8.	North and South, pt. 2	ABC	23.6/34	31.	Hill Street Blues	NBC	15.6/24	54.	Alfred Hitchcock (Tues.)	NBC	12.8/18
9.	Stone Pillow	CBS	23.3/33	32.	Simon & Simon	CBS	15.6/22	55.	Dinosaur	CBS	12.4/18
10.	North and South, pt. 5	ABC	23.2/37	33.	McGyver	ABC	15.6/22	56.	St. Elsewhere	NBC	12.3/19
11.	Dallas	CBS	22.7/36	34.	Hardcastle & McCormick	ABC	15.5/24	57.	Charlie Brown Special	CBS	12.2/19
12.	Miami Vice	NBC	22.0/38	35.	Amazing Stories	NBC	15.5/22	58.	Ripley's Believe It Or Not	ABC	11.9/18
13.	This Child is Mine	NBC	21.1/32	36.	Streets of Justice	NBC	15.4/22	59.	Equalizer	CBS	11.8/18
14.	Cheers	NBC	21.1/30	37.	Webster	ABC	15.2/25	60.	George Burns Comedy Week	CBS	11.8/17
15.	Who's the Boss	ABC	20.7/31	38.	The Insiders	ABC	15.2/23	61.	Diff'rent Strokes	ABC	11.7/19
16.	Growing Pains	ABC	20.4/29	39.	Magnum, P.I.	CBS	14.7/21	62.	Benson	ABC	10.8/17
17.	Highway to Heaven	NBC	20.2/31	40.	Mr. Belvedere	ABC	14.6/23	63.	Riptide	NBC	10.8/16
18.	Football, Dallas-St. Louis	ABC	19.5/32	41.	Amazing Stories (Tues.)	NBC	14.6/20	64.	Risky Business	CBS	10.6/17
19.	Facts of Life	ABC	19.3/31	42.	20/20	ABC	14.5/21	65.	Punky Brewster	NBC	9.8/15
20.	Golden Girls	NBC	19.0/29	43.	Cagney & Lacey	CBS	14.3/23	66.	Hollywood Beat	ABC	9.5/16
21.	Kate & Allie	CBS	18.4/26	44.	TV Bloopers & Prac. Jokes	NBC	14.2/21	67.	Silver Spoons	NBC	7.0/10
22.	Night Court	NBC	18.2/26	45.	Twilight Zone	CBS	14.1/23	68.	Our Family Honor	ABC	6.4/11
23.	Falcon Crest	CBS	17.8/30	46.	Knight Rider	NBC	13.8/23				

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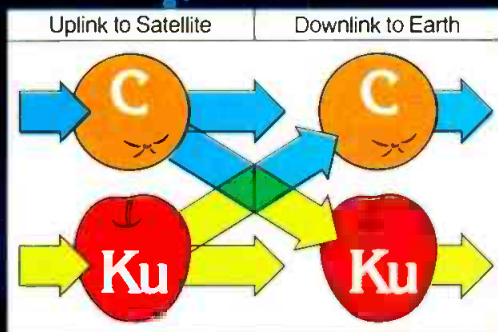
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services. He said the fee would vary from story to story—and that larger-market stations would pay more for the same kind of story than smaller-market stations.

Starting in January, Condor will offer package coverage of the Middle East, said McCloskey. A few months later the company expects to roll out service to Latin America, and by next summer it intends to cover Asia. McCloskey said Condor will not offer satellite delivery of stories back to stations because the uplink and transmission costs are too much for the company to bear now. Instead, stories will be sent back by jet.

Coleman and Schaefer are both network news veterans, McCloskey said, and they will be based in Cyprus, where local reporters would fly initially to embark on story assignments. Coleman, 42, covered the mid-east for both CBS and CNN for 15 years, said McCloskey. Schaefer, 40, covered the mid-east for CBS for 10 years. He said a Condor camera crew recently covered a Beirut story that ABC is putting together, and that Condor will cover an expedition in search of Noah's Ark in Turkey next year. □

**Programing
with NATPE
in mind**

The supply of syndicated television programming is growing as producers prepare new offerings in anticipation of the annual NATPE International convention Jan 17-21 in New Orleans. The following are some of last week's announcements:

TPE announced the first of two shows it is offering for fall 1986 through its new cash division. *You Write the Songs*, hosted by Ben Vereen, will feature competition between three contestants for a \$1,000 prize, the right to compete on the next episode and a chance to win \$250,000. The show will incorporate a number of dance sequences and will feature both music/variety elements as well as game show suspense. Al Masini, president of TPE's parent, Telerep, said the show was created for access. Dean McCarthy, vice president, program services, at Harrington, Righter & Parsons, which reps affiliates exclusively, doubted whether the show will do well in access given all the current syndicated competition. In *You Write the Songs*, aspiring songwriters with the most wins in daily episodes will earn the right to go on to the quarter-finals, where the field is narrowed to 12; after a semi-final the field is narrowed to four who compete for the best song of the year and a grand prize of \$250,000. Runners-up will each receive \$50,000. Songs from the semi-finals will be collected on a *You Write the Songs* album. The competition will be judged by three "professional music industry experts," a disk jockey from one of the show's markets and one of the DJ's listeners who has won a local radio song contest. The songs will be arranged by one of the show's battery of

arrangers and sung by one of the show's New Song Singers, accompanied by The New Song Dancers. Additionally, each episode promises four "ultra-promotable names in the music business"—two composers who will discuss the creation of their hits, and two performers who will sing. Stars already lined up include Tina Turner, Kenny Rogers, Dionne Warwick, Burt Bacharach, Melissa Manchester, Ray Parker Jr., The Pointer Sisters, Kool and the Gang, Anthony Newley, The Thompson Twins and Sammy Cahn. Bob Banner is executive producer. TPE is also set to announce its second all-cash offering, a half-hour strip version of *Lifestyles of the Rich and Famous*. TPE will retain one minute in its distribution of the show.

Orion Television will distribute *The New Hollywood Squares*, hosted by John Davidson, on a cash plus barter basis. According to Scott Towle, senior vice president, Orion has "quite a number of games" as a result of its former association with Filmways. Towle said that the show's concept has been sufficiently rested, and that the new cast of stars now being signed may include Joan Rivers, Tony Danza, Donna Mills and Dom DeLuise. The original *Hollywood Squares* ran on NBC from 1966 to 1981. Towle said the show will be seeking access time periods. Sales will be for 39 first-run weeks and 13 weeks of re-runs for two years. Orion will retain one minute.

King World will distribute a half-hour daytime soap opera anthology strip, *True Confessions*, produced by Alan Landsburg, for a September 1986 debut. The series will be based on the magazine of the same name, and is intended for use adjacent to network strips. Sales will be on a cash plus barter basis, leaving King World one minute of ad time.

Columbia Pictures Television and the NBC owned and operated stations will share in the cost of a pilot for a series titled *Great Scott!* featuring the *Today* show's Willard Scott, and a band of "angels" who travel the country rewarding people who do good deeds. NBC's involvement in the pilot does not necessarily mean that the network's O&Os will all clear the show, although they will have first rights to it in their markets. Availability as a strip will be on a cash plus barter basis. Columbia will keep one minute.

The Samuel Goldwyn Co., which is introducing a new show at NATPE called *On The Record*, will be offering a second show, *Makeover*. It is being produced by Woody Fraser and will be hosted by make-up artist Leslie Blancher. According to Charles Schreger, vice president of special projects at Goldwyn, the proposed half-hour strip will be a "makeover your life" show, "the way Richard Simmons was more than a weight loss show." Schreger said *Makeover* is being positioned for morning time periods. Goldwyn will also be introducing a new movie package at NATPE. "Explosives II" is a 17-title straight cash package of features including "Nightmare on Elm Street" and "Blood Simple."

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...ER
...ENSING
...LO JERUSALEM
...tery, Terror And
...ance Arrive At
...AMAICA INN" ...
...ONIGHT!
...JAMAICA INN In 19th-cent
...gland, Mary Yellan
...mid a clientele of thieves and
...murderers her truest friend is her
...uncle's roguish, but charming
...brother. Costars: Patrick
...McGoohan, Billie Whitelaw. (Part 1
...of 2)
...USA MOVIE "Targets" (1968) Boris
...Karloff, Tim O'Kelly. An aging hor-
...ror-movie star tries to reason with
...a murderous sniper at a drive-in
...movie theater.
...CBN 700 CLUB
...LIFE AMERICA TALKS BACK
...CNN
...SPN LOOKING EAST
...IBM PRESENTS
...★ CHRISTOPHER
...COLUMBUS
...THE UNTOLD STORY
...CHRISTOPHER COLUMBUS
...the 15th century. Genese
...failures to win support from the
...Queen and King of Spain (Faye
...Nicol Williamson) for a
...voyage west to
...ocean voyage west to
...Indies; finally,
...bus em-

RIDING GAIN

O N R A D I O

Change ahead for radio

"Radio is in a sea of change, a significant transformation in the way we operate," said ABC Radio President Ben Hoberman in his keynote address before the annual meeting of the Oregon Association of Broadcasters in Eugene last Thursday (Nov. 14). "We must face the realities of living in an age of radio acquisitions. During the next five years each of us, regardless of station size, will have to adapt to more efficient and less costly methods of operation," he said.

Looking back over the past two years, Hoberman said the number of stations sold has increased 25% and the value of those transactions has more than doubled. "We're hot and, as far as I'm concerned, it's about time," said Hoberman. But he indicated that the new bull market for radio is leading to cost consciousness for both large corporations and entrepreneurs.

"If you're a big corporation like ABC or CBS, you have financial clout. You will be cost conscious and eliminate waste. But you have one big plus—time to develop your property," he said. However, for an entrepreneur, time can be the biggest enemy, said Hoberman. "Even though it may be interest-only for two years, you have to pay back the venture capitalist and the bank. The payment schedule is fixed. The new entries in the radio acquisitions game will have to see high appreciation in a relatively short span of time," he said. Most new owners, said Hoberman, will have to "cut the fat and some of the bone" out of their operations. "In the next five years, you'll see radio stations run with as few people as possible," he predicted.

Hoberman said his forecast is not based on the fact that Capital Cities Communications, known for its lean operation, is about to take over ABC. "Let me tell you, the ABC Radio Division has been lean and mean for years. 1984 was a record year for us and this year our operating earnings will be over 40% ahead of last year."

Hoberman cautioned that in the rush to cut costs, entrepreneurs shouldn't forget the essential elements of the business. "In radio and television, programming is everything. If you don't have the product, you have nothing to sell."

The ABC Radio president warned that, in particular, local news should not be abandoned. Hoberman said he was pleased that many stations rely on networks for national and international coverage. "However, I am deeply disturbed by stations that feel network news is all they need," he said. "Abandoning local news is a form of radio suicide... it's as important to a station as its format." But Hoberman noted that a reduction of news staff at music stations will continue to take place. "I don't think economic realities will allow the trend to be reversed," he said.

Country countdown

The 17th annual Country Radio Seminar, set for March 6-8 at Nashville's Opryland hotel, will have a slightly new look this year.

For the first time, there will be long-form workshops centering on management, personal development, national marketplace trends for country music and marketing. According to the Country Radio Broadcasters, organizer of the event, the four workshops will be "half-day working sessions."

There will also be nine short-form panels covering topical issues and current concerns of country radio, said CRB. The short-form sessions will have more audience participation this year than in years past, added Susan Storms, director of creative services for the New York Radio Network, who also serves as the 1986 Country Radio Seminar chairman. Some of the session titles include: "Air Personalities: How To Find Them And Build Them," "Your Questions on Selling Radio," "Information Programming On Country Radio" and "The Future of Country Radio."

Additionally, as in the previous two years, there will be six Music Industry Professional Seminars sponsored by the Country Music Association. Registration forms for the seminar are scheduled to be mailed in late November.

RadioRadio RocksRocks

CBS's RadioRadio is planning its first album-oriented rock venture for next summer. The young adult network will launch *Rock Connection*, a one-hour weekly series high-



Life-long honors. Lester Smith, president and executive director of Kaye-Smith Enterprises, was honored by the Radio Advertising Bureau board of directors for his 27 years of service on the association's board. Presenting Smith (right) with a plaque marking the event is Group W Radio President Dick Harris, who also serves as RAB board chairman.

lighting the "golden age of AOR." Most of the program's music, said a network spokeswoman, will be derived from album rock artists and groups of the late 1960's and 1970's. The show, which will be delivered by both satellite and disks, will be hosted by KMET(FM) Los Angeles personality Mike Harrison. The series will run for 15 weeks beginning Memorial Day weekend. Programs tied to the summer holidays will be expanded to three hours.

Birch backer

Interep has become the first national radio representative to support the Birch Radio ratings service by subscribing to a full tape package of its quarterly reports, said Ellen Hulleberg, Interep's executive vice president, marketing and communications. "Interep salespeople can now use the Birch data at agencies to demonstrate the strengths of all their radio clients regardless of whether the station subscribes to Birch," said Hulleberg. Interep encompasses five radio rep firms: McGavren Guild Radio, Hillier, Newmark, Wechsler & Howard, Major Market Radio, Weiss & Powell and Durpetti & Associates.

Radio researching

The National Radio Broadcasters Association has redesigned its annual programming survey in an attempt to collect more information on format and programming trends, including play-by-play sports, AM stereo and subcarrier use.

One new element, according to an NRBA spokeswoman, will be more questions on station broadcast hour profile. The questionnaire will not just ask how many minutes of news and commercials are programmed each hour, as it did in the past, but will also measure talk and public affairs programming, she said. Last year's survey was based on 3,513 usable responses out of approximately 7,600 questionnaires sent to AM and FM station program directors. This year, NRBA said, it will use a sample base of 1,200. The association also plans to phone nonrespondents. Replies to the questionnaires, which were mailed late last week, are due Dec. 10.

In a separate development, NRBA has set dates for four of its upcoming AM Broadcaster/FCC Town Meetings, which are described as open forums for broadcasters to discuss possible FCC rulemakings affecting AM radio ("Closed Circuit," Nov. 7). The meetings, which will feature discussions with FCC Mass Media Bureau Chief James McKinney, are: Beverly Wilshire, Los Angeles, Jan. 6; Loews Anatole, Dallas, Jan. 20; Marriott Downtown, Chicago, Feb. 12, and Capital Hilton, Washington, Feb. 26.



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- ✓ PLAN NRBA MEETINGS & RECEPTION 9/13
- ✓ CONGRATULATIONS TO BLAIR RADIO'S:

RANDY HARRIS, DALLAS / LYNNE KELLER, PORTLAND

SEPTEMBER -

- ✓ 1ST BRN STATION ADVISORY BOARD MEETING 9/11-NAB/NRBA
- ✓ SEND CONGRATS NOTE TO NEWLY ELECTED CHAIRMAN,
CLARKE BROWN, JR. (GM-KSON, SAN DIEGO)
- ✓ DISCUSS BRN MEDIA PLUS CONCEPT WITH BOB LION
USING ALL JOHN BLAIR & CO. RESOURCES

OCTOBER -

- ✓ ANNOUNCE REPRESENTATION OF NEW CLIENT STATIONS -
BOB LAPPIN'S WMAS AM/FM SPRINGFIELD, MA
SANDUSKY'S KLSY, SEATTLE, WA
- ✓ 1ST BRN NATIONAL SALES CONFERENCE 10/6-8 NY
- ✓ DISCUSS FM MUSIC IDEA EXCHANGE WITH CHET TART (SAN ANTONIO 10/24)
- ✓ NOTE TO DICKIE ROSENFELD RE: 25 YRS-KILT
- ✓ SUBSCRIBE TO BIRCH PROFILES ON RADIO, ALL MKTS.
- ✓ CONGRATS TO LISA MORRISON / KAREN WALD RE: 1ST
YEAR ANNIVERSARY VENDOR SALES
- ✓ LOOK FOR NEW QUARTERLY RESEARCH REPORT TO
STATIONS (LORI ADELSBERG)
- ✓ PREPARE FOR ANNOI "11"

Radio in fourth quarter: spot off, network up

October proved to be disappointing month for spot, but end of season is expected to pick up; network sales show low double-digit increase

National spot radio business for the fourth quarter got off to a less than rousing start, according to rep executives, while radio networks continue to enjoy gains.

Virtually all station representatives queried by BROADCASTING said spot billings in October, traditionally a strong sales month, were soft or, in the words of one executive, "a disaster." That followed a fairly healthy September, which, according to Larchmont, N.Y.-based Radio Expenditure Reports (RER), registered a sales increase of 10% over September 1984 to \$91,064,000. (For year-to-date [January through September], business is up 8.6% to \$659,665,400 [actual comparison] over the comparable period in 1984.) Some rep officials, however, remain optimistic that expenditures in November and December will salvage an otherwise dismal outcome for the quarter, which they project to finish with a percentage increase in the mid-to-high single-digit range over fourth-quarter 1984.

"October was flat, but bookings are picking up for November and December," said Blair Radio President Charlie Colombo, who projects about an 8% fourth-quarter increase, industrywide, over fourth-quarter 1984. "There's a lot of late-starting business." Colombo said business for the quarter placed out of Blair's New York office is off, thus far, while Los Angeles and Chicago are running ahead of last year's pace.

Echoing Colombo's remarks about national spot sales in October was Carl Butrum, executive vice president-sales, Eastman Radio. Butrum said he sees November as a "relatively stronger" month than December. "December is a strong local month with a lot of national advertisers looking to-

ward next year and agencies making first-quarter television buys," he said.

"The fourth quarter is a tremendous disappointment," said Jack Masla, president of Masla Radio. "It's as though we suddenly ran into a brick wall. At this stage, I'll be happy if the quarter is up 5% over last year's fourth quarter."

Masla said several advertisers that ran national spot campaigns in the fourth quarter of 1984 have not returned this quarter, including Toyota, Michelob, Federal Express, Union Carbide, Armour Foods, Dodge truck and A&W root beer and several airline companies. For Masla, November appears to be the best of the three months for business.

On a regional basis, national spot expenditures for the first nine months of 1985 grew 6.4% in the East, 7.4% in the Midwest, 16% in the South and 10.9% in the West, said Ellen Hulleberg, executive vice president, marketing and communications, Interep, and "acting" president of McGavren Guild Radio. "But we are not experiencing the same rate of increase we had at the beginning of the year because, in comparison, fourth-quarter 1984 was a very strong quarter," she said. Hulleberg projects 1985 fourth-quarter sales growth of about 5% over the fourth quarter of last year.

For Ed Kiernan, president of CBS Radio Representatives, the fourth quarter held "no surprises. It's what we thought it would be." But he acknowledged that October was "a little disappointing."

Kiernan said recently launched price wars among some airlines are helping business, especially in the top five markets. He expects fourth-quarter sales for the industry to be up anywhere from 6% to 9%.

Similarly, Ken Swetz, president of the Katz Radio Group, which encompasses Katz Radio, Christal Radio and Republic Radio, said fourth-quarter business "followed what has taken place all year. October was a little

softer than September, but November and December are active." For the industry, Swetz sees a fourth-quarter percentage sales rise of 7% to 9% over the last three months of 1984. Mike Bellantoni, executive vice president for Selcom Inc., concurs with Swetz on the flow of business in the quarter: "Overall, activity has been pretty stable all year."

Phil Newmark, president of Hillier, Newmark Wechsler & Howard, one of five Interep companies, said, "There was no sales growth in October, but I expect a substantial November and good December." He said business had been increasingly placed regionally by advertising agencies such as Dancer Fitzgerald Sample and Wells, Rich, Greene. "This has no overall effect to the radio business, just to national sales," said Newmark.

On the network side, executives are bullish in discussing their fourth quarter and 1985 year-end business forecasts of low double-digit percentage growth. The Radio Network Association reports advertising expenditures for September rose 18% over September 1984 to \$30,723,921. Business for the first nine months of 1985 is up 14% over the comparable period in 1984 to \$239,252,349. (RNA relies on financial data collected confidentially each month from nine network companies by the Ernst & Whinney accounting firm.) Regionally, sales in the West were up 50% during the first three quarters of 1985 over the same period last year, the Midwest gained 18% and the East rose 7%.

RNA President Bob Lobdell attributes a large portion of the advertising growth in September to automotive manufacturers that ran special financing promotions and ads to introduce 1986 model cars ("Riding Gain," Oct. 28).

"There are a lot of new fourth-quarter advertisers," said Lou Severine, vice president and director of sales, ABC Radio Networks. He cited the Butter Association and Beatrice's County Line Cheese product as two first-time users of network radio in this quarter. "And Sears just about tripled its budget for the fourth quarter," he said. Severine added that Chevrolet is back in network radio "for the first time in a long time."

Severine said pricing for network radio buys "is the highest we've ever seen for the fourth quarter." He noted that the average cost per point at ABC is over \$2,000 compared to \$1,500 a year ago.

As for the upfront buying season, which traditionally runs October through January, Severine said business is "as good or better than last year." (Severine defines an upfront buy as an advertising commitment of two months or more that can be spread over the course of the year.) "All advertisers who were on last year are coming back as well as



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some new ones," he said. "We usually average anywhere from 20 to 30 upfront advertisers." Severine offered a "guesstimate" that upfront will account for \$150 to \$160 million of the total network radio ad expenditures for 1986, which will likely end up in the mid \$300-million range.

(Based on conversations with network executives, the list of those companies returning with upfront buys includes Chesebrough-Ponds, Lifesavers, AT&T, Warner-Lambert, Campbell Soup and Miles Laboratories. Among the new upfront advertisers are Radio Shack and Banquet's frozen foods.)

Steve Youlios, vice president of sales for the CBS Radio Networks, agrees with Severine that there have been "no defections" of major by advertisers for the 1986 upfront buying season. "They are coming back with similar or increased budgets over last year," he said.

Regarding fourth-quarter sales, Youlios said CBS has made its budget. Computer products have also made a strong sales showing, according to Youlios, including Harris Lanier, IBM and Radio Shack.

"The fourth quarter seems to be very strong with a lot of good activity for the upfront season," said Warren Schultz, director/Eastern sales, NBC Radio Networks. He cited some new fourth-quarter network advertisers: Richardson-Vicks Cough Drops, Banquet Foods, Toyota, for its truck line, and California Cooler.

Radio Advertising Bureau President Bill Stakelin said overall radio advertising sales in 1985 will end up about 13% ahead of

1984. Local sales, which represent more than 75% of the total radio advertising pie, have been experiencing "good growth" this year, he said.

RAB projects local sales to finish the year at \$4.985 billion; national spot, which includes business reported by reps as well as direct business with agencies and advertisers, at \$1.327 billion, and network radio at \$328 million. □

TVB expects 1,000 in Dallas

Speakers at annual convention include consultant Bortz, CBS's Brady

Approximately 1,100 executives from the television industry are expected in Dallas this week for the 31st annual meeting of the Television Bureau of Advertising. Based on the advance registration, this year's attendance will eclipse last year's total by about 100. ATVB spokesman said the convention "is the largest gathering of commercial television management."

The three-day meeting, Nov. 20-22 at the Loew's Anatole, will spotlight speakers on various subjects, including the art of interviewing employees, forms of negotiating and the importance of sales knowledge to a general manager. Participants will include Paul Bortz, an economic consultant; author Herb Cohen; Dr. Paul Nadler, an economist from Rutgers University, and Ray Brady, CBS News correspondent.

A major new presentation, "Television... The Growth Medium," will be unveiled during the meeting. Actor Christopher Plummer will serve as narrator of the presentation. Its producer is George Huntington, executive vice president, operations, TVB.

Twelve companies engaged in research, marketing, computer software and sales training have rented exhibition space during the meeting. Exhibitors are Broadcast Advertisers Reports, New York; Broadcast Management Plus Inc., Auburn, Calif.; Columbine Systems, Golden, Colo.; Comput-Match Inc., Los Altos, Calif.; Marketron Inc., Foster City, Calif.; Marshall Marketing & Communication, Pittsburgh; A.C. Nielsen Co., New York; Data Communications Corp., Memphis; SoftPedal Inc., Atlanta; Szabo Associates, Atlanta; Tapsan, Hoover, Ala., and Productivity Inc., Atlanta.

Agenda highlights include:

There will be two concurrent workshops on Wednesday from 3:30 to 5 p.m. One is entitled "Incentive Compensation: How Much Is Enough?" and the other "Vendor programs; A Blueprint for Success." A cocktail reception is scheduled for 7 p.m.

Thursday's general session begins at 8:30 a.m. with a speech by Bortz. It will be followed by a report from TVB Chairman William G. Moll, president of broadcasting and entertainment of Harte-Hanks Communications. Cohen's talk will follow. The subject is the art of negotiating. Election of new members of TVB's board of directors will take place at the end of the first half of the morning session.

During the second half, from 10:45 a.m. to noon, there will be two concurrent workshops. Somers White, president of his own management consulting firm, will speak on "Negotiating from Power: How Not To Get Taken." The other session will explore the topic "So You Want to be a General Manager" and will discuss the station jobs, other than sales, that may lead to the general manager level.

Part of Thursday afternoon, from 2:15 to 3:45 p.m., will be devoted to two concurrent sessions. Joseph Lodge of Corporate Security Advisors Inc. will discuss "The Drug and Alcohol Problem at Your Station." Somers White will speak on "Negotiating Sales Leverage: 60 Seconds To Make It Or Break It."

From 4 to 5:30 p.m., there will be two concurrent workshops. Ron Nutt of the executive management training company of Padgett-Thompson will examine the topic, "Interviewing: More Than Asking Questions." The other session will feature the sales advisory committee of TVB tackling the question, "The How, What and Why of Marketing Your Station."

On Friday morning, CBS's Ray Brady will be the featured speaker. He will be followed by a report from Roger Rice, president of TVB, a presentation by the Station Representatives Association and a talk by Dr. Paul Nadler of Rutgers University's school of management.

Closing out Friday's morning session will be concurrent workshops on "The Personal Computer: Making It Work for Your Stations" and "The GSM as Trainer: Sales Skill You Can Teach." □

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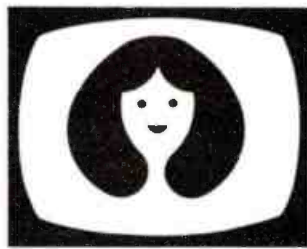


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Stock Index

	Closing Wed Nov 13	Closing Wed Nov 6	Net Change	Percent Change	P/E Ratio	Capitali- zation (000,000)
BROADCASTING						
N ABC	119 1/8	118 3/8		3/4	0.63	18 3,413
N Capital Cities	213	196	17	8.67	19	2,766
N CBS	120	120 3/4	- 3/4	- 0.62	20	2,808
O Clear Channel	18	16 1/2	1 1/2	9.09	27	52
O Gulf Broadcasting	13/16	13/16				36
O Jacor Commun.	3 5/16	3 5/8	- 5/16	- 8.62		18
O LJN	35 1/2	34 7/8	5/8	1.79	24	936
O Malrite	11 7/8	11 3/4	1/8	1.06	14	99
O Malrite 'A'	10 1/2	10 1/2			12	44
O Orion Broadcast	1	1				80
O Price Commun.	8 5/8	9 3/4	- 1 1/8	- 11.53		51
O Scripps Howard	44 1/4	43	1 1/4	2.90	26	457
N Storer	91 5/8	91 1/4	3/8	0.41		1,736
O Sungroup Inc.	3 1/8	3	1/8	4.16		4
N Taft	80 3/4	78 1/4	2 1/2	3.19	16	728
O TVX Broadcast Group	12 1/8	12 1/8			50	71
O United Television	24 3/4	24 5/8	1/8	0.50	75	271

BROADCASTING WITH OTHER MAJOR INTERESTS						
N A.H. Belo	49 3/8	46 3/8	3	6.46	22	571
A Adams Russell	27 3/8	26 1/2	7/8	3.30	18	168
A Affiliated Pubs	49 1/2	49 3/4	- 1/4	- 0.50	20	606
N American Family	28 1/4	27 3/8	7/8	3.19	14	844
O Assoc. Commun.	29 1/4	28 1/4	1	3.53		139
N Chris-Craft	55	54 7/8	1/8	0.22	39	350
N Gannett Co.	59	55	4	7.27	19	4,733
N GenCorp	61 7/8	63 3/8	- 1 1/2	- 2.36	35	1,354
O Gray Commun.	104	103	1	0.97	18	51
N Jefferson-Pilot	49 7/8	48 3/4	1 1/8	2.30	7	1,467
N John Blair	20	21 3/8	- 1 3/8	- 6.43		160
O Josephson Intl.	7 3/8	7 3/4	- 3/8	- 4.83		34
N Knight-Ridder	38	36 3/8	1 5/8	4.46	17	2,128
N Lee Enterprises	42	39	3	7.69	19	540
N Liberty	32 3/4	30 1/2	2 1/4	7.37	14	332
N McGraw-Hill	44 1/2	44 3/4	- 1/4	- 0.55	15	2,242
A Media General	83 1/2	81 1/2	2	2.45	17	587
N Meredith Corp.	68 3/4	68	3/4	1.10	13	650
O Multimedia	27 3/8	27 1/8	1/4	0.92		301
A New York Times	46 5/8	42 5/8	4	9.38	16	1,867
O Park Commun.	21 1/2	22 3/4	- 1 1/4	- 5.49	19	296
N Rollins	26	26 1/8	- 1/8	- 0.47	30	379
T Selkirk	20 1/2	20 3/8	1/8	0.61	44	166
O Stauffer Commun.	110	110			18	110
A Tech Operations	62 3/8	62 3/8			8	48
N Times Mirror	48 1/2	46 3/8	2 1/8	4.58	12	3,131
N Tribune	50	50 1/4	- 1/4	- 0.49	17	2,026
A Turner Bcstg.	16	13	3	23.07	33	348
A Washington Post	120 1/2	117	3 1/2	2.99	14	1,544

CABLE						
A Acton Corp.	1 1/2	1 3/8	1/8	9.09		8
O AM Cable TV	1 3/4	1 1/2	1/4	16.66		6
N American Express	47 7/8	47 1/4	5/8	1.32	15	10,612
N Anixter Brothers	18	17 3/4	1/4	1.40	18	327
O Burnup & Sims	6 7/8	6 3/4	1/8	1.85	4	61
O Cardiff Commun.	1 1/16	1	1/16	6.25	2	2
N Centel Corp.	44	42 1/2	1 1/2	3.52	9	1,216
O Comcast	19 7/8	19 3/8	1/2	2.58	28	394
N Gen. Instrument	16	15 1/2	1/2	3.22		516
N Heritage Commun.	20 3/8	18 7/8	1 1/2	7.94	39	296
O Jones Intercable	6 3/8	6 1/8	1/4	4.08	26	66
T Maclean Hunter X	14	13 3/8	5/8	4.67	19	515
A Pico Products	2 3/8	2 1/4	1/8	5.55		8
O Rogers Cable	10 3/8	10 1/8	1/4	2.46		236
O TCA Cable TV	25 3/4	26 1/4	- 1/2	- 1.90	32	172
O Tele-Commun.	35 1/8	32 3/4	2 3/8	7.25	390	1,651
N Time Inc.	60 3/8	59 7/8	1/2	0.83	17	3,781
O United Artists Commun.	24 3/4	23 3/4	1	4.21	32	507
N United Cable TV	32 1/2	32 1/8	3/8	1.16	51	491
N Viacom	54 5/8	51 1/2	3 1/8	6.06	21	875

	Closing Wed Nov 13	Closing Wed Nov 6	Net Change	Percent Change	P/E Ratio	Capitali- zation (000,000)
SERVICE						
O BBDO Inc.	48	46 3/4	1 1/4	2.67	16	307
O Compact Video	7	7 3/4	- 3/4	- 9.67		30
N Comsat	31 3/4	30 1/2	1 1/4	4.09	9	574
O Doyle Dane B.	21 1/4	21 3/4	- 1/2	- 2.29	14	112
N Foote Cone & B.	53 1/2	54 3/8	- 7/8	- 1.60	11	201
O Grey Advertising	185 3/4	185	3/4	0.40	11	112
N Interpublic Group	43	39 7/8	3 1/8	7.83	14	467
N JWT Group	31	29 3/4	1 1/4	4.20	17	280
A Movielab	7 1/8	7 1/4	- 1/8	- 1.72	2	11
O Ogilvy & Mather	39 7/8	39 7/8			13	362
O Sat. Syn. Syst.	6	6 1/4	- 1/4	- 4.00	13	34
O Telemation	5 1/2	5 1/2			5	6
O TPC Commun.	7 1/2	5/8	- 1/8	- 20.00		5
A Unitel Video	7 1/8	7	1/8	1.78	20	15
N Western Union	12 7/8	12 1/2	3/8	3.00		314

PROGRAMING						
O American Nat. Ent.	2 3/16	2 3/16			10	5
O Barris Indus.	17 1/2	16 3/4	3/4	4.47	46	152
N Coca-Cola	77 3/8	74 3/4	2 5/8	3.51	15	10,138
N Disney	95 5/8	93	2 5/8	2.82	52	3,129
N Dow Jones & Co.	42	37 5/8	4 3/8	11.62	20	2,707
O Financial News	6 1/16	6 5/8	- 9/16	- 8.49		64
O Four Star	5 1/4	4 3/4	1/2	10.52	5	4
A Fries Entertain.	10 1/4	9 1/8	1 1/8	12.32	17	34
N Gulf + Western	43	43 1/2	- 1/2	- 1.14	12	2,728
O King World	23 3/4	22 1/2	1 1/4	5.55	29	241
A Lorimar	36 7/8	36 1/2	3/8	1.02	9	282
N MCA	53 1/8	52 3/4	3/8	0.71	45	3,947
N MGM/UA	25 7/8	25 1/2	3/8	1.47		1,285
N Orion	10 1/8	10 3/8	- 1/4	- 2.40	30	95
N Playboy Ent.	8 1/8	8 1/8			18	76
O Reeves Commun.	11	10 7/8	1/8	1.14		136
O Republic Pictures 'A'	7 1/2	6 7/8	5/8	9.09	53	21
O Republic Pictures 'B'	6 1/4	5 3/4	1/2	8.69	44	4
O Robert Halmi	2 5/16	2 1/8	3/16	8.82	46	39
O Sat. Music Net.	18 1/4	17 1/2	3/4	4.28		124
O Telepictures	17 3/8	17	3/8	2.20	23	229
N Warner	35	35				2,131
O Westwood One	35 1/2	33 1/4	2 1/4	6.76	33	117
A Wrather	18 3/4	19 1/8	- 3/8	- 1.96		132

ELECTRONICS/MANUFACTURING						
N 3M	81 1/4	80 1/2	3/4	0.93	13	9,291
N Allied-Signal	44 3/4	43 7/8	7/8	1.99	9	7,162
N Arvin Industries	27	27 3/8	- 3/8	- 1.36	10	315
O C-Cor Electronics	5 1/4	5	1/4	5.00	15	15
O Cable TV Indus.	2 5/8	2 5/8				26
A Cetec	6 3/4	7 1/8	- 3/8	- 5.26	11	14
O Chyron	7 3/4	7 3/4			22	78
A CMX Corp.	1 1/4	1 3/8	- 1/8	- 9.09	1	4
A Cohu	9	8 3/4	1/4	2.85	8	16
N Conrac	14 3/8	14 3/4	- 3/8	- 2.54	16	86
N Eastman Kodak	45 3/4	44 7/8	7/8	1.94	13	10,332
O Elec Mis & Comm.	3 1/4	3 3/4	- 1/2	- 13.33		13
N General Electric	63 3/8	61 1/4	2 1/8	3.46	12	28,874
O Geotel-Telemet	1 1/2	1 1/2			25	5
N Harris Corp.	26 1/8	25 1/4	7/8	3.46	15	1,051
N M/A Com. Inc.	13	16 1/2	- 3 1/2	- 21.21	13	565
O Microdyne	5 7/8	6	- 1/8	- 2.08	73	26
N Motorola	33 3/4	33	3/4	2.27	34	4,016
N N.A. Philips	35 3/4	33	2 3/4	8.33	8	1,032
N Oak Industries	2 3/8	2 3/8				61
N RCA	47 1/2	48	- 1/2	- 1.04	12	4,260
N Rockwell Intl.	36 3/8	33 3/8	3	8.98	9	5,425
N Sci-Atlanta	11	11			15	256
N Sony Corp.	17 7/8	18 5/8	- 3/4	- 4.02	13	4,127
N Tektronix	53 3/8	50 3/4	2 5/8	5.17	14	1,090
A Texascan	1 1/4	1 3/8	- 1/8	- 9.09		8
N Varian Assoc.	26 7/8	24 7/8	2	8.04	22	577
N Westinghouse	43 1/4	43 1/4			13	7,554
N Zenith	17 3/4	17 1/2	1/4	1.42	887	409
Standard & Poor's	218.65	214.03	4.61	2.15		

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.

Montgomery county, Md., puts pressure on Tribune-United

It moves to revoke franchise and levy sanctions; company says economics have changed, making original proposal unworkable; buys time with temporary restraining order

The county executive of Montgomery county, Md., a major suburb of Washington, notified Tribune-United Cable of Montgomery County last Monday (Nov. 11) that the county intends to revoke its cable franchise and impose monetary sanctions amounting to more than \$5 million for defaulting on their two-and-a-half-year-old franchise agreement.

But Tribune-United, a joint venture of Tribune Cable Communications (the managing partner) and United Cable, won a temporary restraining order two days later in U.S. District Court in Baltimore, preventing the county from moving forward with the revocation and sanctions. Judge Herbert Murray has scheduled an initial hearing for Nov. 22.

Tribune-United had asked the court to enjoin the county from taking any action against it until the county considered modifying major provisions of the franchise agreement under a procedure set up by a one-year-old federal law, the Cable Communications Policy Act. It's one of the first times a cable operator has invoked the provision to win relief from onerous franchise requirements.

"We have gotten to a point where we don't want Tribune-United operating in this county," County Executive Charles Gilchrist told reporters at a press conference in the county seat of Rockville last Tuesday. The county, he said, had notified Tribune-United in letters dated Sept. 19 and Nov. 1 that it was in default of major provisions of the franchise agreement, ranging from construction schedule deadlines to support of local origination programming and facilities.

The county's "patience and forbearance has ended," Gilchrist said in a prepared statement. "The county has acknowledged its willingness to receive and review any specific proposals from Tribune-United regarding the contract. The company, on the other hand, merely issued unsubstantiated statements about poor economic projections. Meanwhile, the contract violations continued to mount."

Tribune-United's problems are due to "downright mismanagement" and nothing more, Gilchrist added. "It has cried crocodile tears without any justification. . . This is a potentially profitable venture for a company that knows what it is doing."

Gilchrist said sale of the system to an approved buyer would render the revocation proceeding "moot." (Tribune put all its cable systems, including the Montgomery county one, on the block earlier this year.)

In addition to launching the revocation

proceeding, which is spelled out in the franchise agreement, Gilchrist also ordered the collection of Tribune-United's security bond—\$100,000 on deposit with the county and \$5 million through a letter of credit at the Continental Illinois National Bank and Trust Co. What's more, he said, the county will fine Tribune-United \$9,000 a day beginning Dec. 1 until Tribune-United complies with the franchise agreement.

Gilchrist said there would be no disruption of service to the some 18,000 subscribers to the partially built system. If Tribune-United doesn't serve them, he said, the county has the power to step in and take over the system.

Tribune-United tried to head off the revocation proceeding and sanctions on Nov. 8 with a formal request for modification of the franchise agreement under a provision of the Cable Act, which went into effect last December.

The provision says a cable operator "may obtain" modification of promised facilities and equipment if it can show that they are "commercially impracticable" or that the "mix, quality and level of [the] services-

. . . will be maintained after such modification." Once a request for modification is received, the franchising authority is to consider the operator's request in a "public proceeding" and render a decision within 120 days. The operator is free to appeal the decision in the courts.

At the press conference, Gilchrist said the showing made by Tribune-United under the act was not "legally sufficient and does not provide specific information to support a reasonable judgment." Nonetheless, he said the county would simultaneously conduct the modification proceeding under the act and the revocation proceeding under the franchise agreement.

John Hansman, the county's cable administrator, said the executive's actions were intended to impress upon Tribune-United a "sense of responsibility and urgency" in addressing the concerns of the county. "Basically, we feel we are being stalled."

Jay Ricks, an attorney for Tribune-United, said both the company and the county realize that changes need to be made in the franchise agreement. The problem, he said, is the county's insistence the company con-



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tinue to pour "millions of dollars" into facilities and services for which "there is no public demand or public desire" while the company and the county negotiate changes in the franchise agreement.

Tribune-United would like to see everything put on hold until a new modified franchise agreement can be worked out, Ricks said. "All we are asking is, 'Let's work at a global settlement and decide where we are going to spend the money before we spend it.'"

Tribune-United and the county have been trying to solve their problems for at least the last six months. In the first notice of default, dated Sept. 19, the county cited nine infractions of the franchise agreement: 1) failure to construct the institutional network; 2) unauthorized substitution of equipment; 3) failure to provide access grants and support; 4) failure to provide local origination facilities, plans and programing; 5) failure to provide a channel and service for the deaf; 6) failure to make a good-faith effort to meet minority

procurement goals; 7) failure to furnish construction maps; 8) failure to conduct a regional interconnect study, and 9) failure to demonstrate interactive polling capability on the system.

In late October, Tribune-United halted construction of the system, inducing the county to send a second default notice on Nov. 1 citing three additional breaches: 1) failure to meet construction schedules; 2) failure to negotiate pole attachment agreements, and 3) failure to provide construction progress reports in the form specified by the county.

To qualify for relief under the Cable Act's modification provision, Tribune-United said in its request for a modification proceeding, "it need only be shown that a critical business change has occurred which was beyond the control of the operator and contrary to the basic assumptions of the contracting parties."

"Although Tribune-United entered into the franchise agreement in good faith, because of circumstances beyond its control," it said, "many of the commitments for services and facilities contained in the franchise agreement are neither economically feasible nor responsive to present market needs for cable television service.

"In brief, many of the assumptions regarding the availability of services and the levels of revenues on which these commitments were promised, in fact, have proved to be faulty," it said.

The failure of some services (data transmission over the institutional network, pay-per-view, videotex and home security) to develop as expected, coupled with lower subscriber penetration, will add up to a revenue shortfall of \$264 million over the life of the franchise, Tribune-United said. Without that revenue, it said, "its projected investment in the system will not earn a sufficient return to attract capital."

Tribune-United also said its costs are higher than expected. The affiliate fees for basic services like ESPN and CNN have increased dramatically, it said. Changes in the tax code have cost \$4.6 million, it said. And increases in compulsory copyright license fees have driven up the cost of carrying distant broadcast signals 118%, it said.

In its request for a modification proceeding, Tribune-United asked for a "comprehensive review" of all nonrevenue-producing items in the franchise agreement. It also made several specific requests: permission to build a single-cable, 60-channel system rather than a dual-cable, 120-channel one; a "reprieve" from funding access and local programing and from making "institutional grants," which, it said, would result in "obvious" and "substantial" savings; a reduction of the annual franchise fee so it covers only the cost of cable regulation; a modification of its obligation to construct the institutional network, and a deferral of construction deadlines until it can straighten out its difficulties with Texscan, the manufacturer of its distribution equipment. "Texscan has frequently failed to meet delivery deadlines, and the equipment actually delivered has often been plagued with operational problems," it said. "This poor performance naturally slows Tribune-United constructional



Mexican meeting. Representatives of Mexico's CIRT (La Camara Nacional de La Industria de Radio y Television) met with the National Association of Broadcasters executive committee and officials from the Canadian Association of Broadcasters in Oaxaca, Mexico, last week, as part of a yearly event NAB holds with North American broadcasters. Pictured (l to r): NAB President Eddie Fritts; NAB Joint Board Chairman Ted Snider; CIRT's Jorge A. Gamez Gonzalez; CIRT's Jose Laris Rodriguez; CAB's Michel Arpin, and CAB President David Bond. During the meeting, which was primarily devoted to technical and regulatory issues, U.S. broadcasters were praised by their Mexican counterparts for their role in covering the earthquake that struck Mexico City. "The Mexican delegation emphasized how helpful broadcast reporting had been during the disaster in providing accurate information and galvanizing relief efforts," Fritts said.

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progress and adds to its costs."

Tribune-United said it is willing to develop a detailed proposal for "the elimination or

modification of nonrevenue-producing expenditures" if that is what the county wants. □

owned by brothers, James and William Freeman. It has no other cable interests. **Buyer** is State College, Pa.-based cable group of three systems in Connecticut and Ohio. It is owned by Robert E. Tudek and Everett I. Mundy. System passes 3,850 homes with 2,440 subscribers and 78 miles of plant. *Broker: Communications Equity Assoc.*

Changing Hands

PROPOSED

WJSU-TV Anniston, Ala. □ Sold by Jacksonville State University Communications Foundation Inc. to Anniston Broadcasting Co. for \$5.5 million. **Seller** is affiliated with Jacksonville State University, which owns noncommercial WJLS(FM) Jacksonville, Fla. **Buyer** is subsidiary of Price Broadcasting, Salt Lake City-based station group of seven AM's, six FM's and one TV owned by John Price. WJSU-TV is CBS affiliate on channel 40 with 724 kw visual, 93.3 kw aural and antenna 880 feet above average terrain. *Broker: Richard A. Foreman Associates.*

WEVV(TV) Evansville, Ind. □ Sold by Ohio Valley Television Inc. to Ralph C. Wilson Industries Inc. for \$4,360,000. **Seller** is principally owned by Alvin Dauble, who has no other broadcast interests. **Buyer** is owned by Ralph C. Wilson. It owns KICU-TV San Jose, Calif.; WWT(TV) Cadillac, Mich., and KJTV(TV) Amarillo, Tex. WEVV is independent on channel 44 with 1,250 kw visual, 125 kw aural and antenna 1,000 feet above average terrain. *Broker: Kalil & Co.*

KTYD(FM) Santa Barbara, Calif. □ Sold by KTYD Inc. to Home News Publishing Co. for \$3.5 million. **Seller** is principally owned by Robert J. Liggett and Larry Benton, who have no other broadcast interests. **Buyer** is New Brunswick, N.J.-based publisher and station group of four AM's, three FM's and two TV's principally owned by William Boyd. It publishes New Brunswick *Home News* and five other weekly papers. KTYD is on 99.9 mhz with 34 kw and antenna 550 feet above average terrain. *Broker: American Radio Brokers/SFO.*

KLLB(AM)-KRQR(FM) Lompoc, Calif. □ Sold by Sunshine Wireless of California to Quick Broadcasting Inc. for \$1.75 million, comprising \$583,275 cash and remainder note. **Seller** is owned by Donald V. Berlanti and Andrew Reimer, who have no other broadcast interests. **Buyer** is principally owned by Harry J. Benton. It also owns KUI(C)FM Vacaville, Calif. KLLB is daytimer on 1410 khz with 500 w. KRQR is on 100.9 mhz with 3 kw and antenna 800 feet above average terrain. *Broker: William A. Exline Inc.*

WAMT(AM)-WAJX(FM) Titusville, Fla. □ Sold by Ogden Broadcasting of Florida Inc. to Frazer Broadcasting Corp. for \$1 million cash. **Seller** is Wheeling, W.Va.-based publisher and station group of two AM's and three FM's principally owned by Ogden Nutting. It publishes 16 newspapers. **Buyer** is owned by Sidney Frazer, former owner of WELE-AM-FM Deland, Fla. WAMT is on 1060 khz with 10 kw day and 5 kw night. WAJX is on 98.3 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Donald K. Clark Inc.*

WJFX-AM-FM Aiken, S.C. □ Sold by Community Broadcasting Associates to Amici Broadcasting Corp. for \$525,000. **Seller** is principally owned by David Schoumacher

and Clarence Cross. It also has interest in WGMD-FM Rehoboth, Del., and WXVA-AM-FM Charlestown, W.Va. Schoumacher is former anchorman for WJLA-TV Washington. **Buyer** is owned by Mario Amici, building contractor from Charlotte, N.C., who has no other broadcast interests. WJFX(AM) is daytimer on 1300 khz with 500 w. WJFX-FM is on 95.9 mhz with 3 kw and antenna 200 feet above average terrain. *Broker: Blackburn & Co.*

CABLE

System serving Ashford, Abbeville, Cowarts, Headland and Kinsey, all Alabama □ Sold by Sunbelt Cablevision Inc. to Telemedia Corp. for approximately \$2 million. **Seller** is

System serving Williamsburg, Ky. □ Sold by King Mountain Cable Corp. to CCA/Williamsburg Cablevision limited partnership for approximately \$1.25 million. **Seller** is owned by brothers Bill and Ed Nighbert and their father, Ken. It has no other cable interests. **Buyer** is limited partnership with Communications Corp. of America as general partner. It is Brentwood, Tenn.-based cable group of three systems, principally owned by Vince King. System passes 2,250 homes with 1,850 subscribers and 21 miles of plant. *Broker: Todd Hepburn.*

For other proposed and approved sales see "For the Record," page 108.

Damage estimate. The Public Broadcasting Service has filed a \$30.1-million insurance claim for losses incurred in the October 1984 fire at its Washington headquarters (BROADCASTING, Oct. 22, 1984). The claim, filed with the St. Paul Insurance Co., covers \$17.8 million in property losses (including broadcast and computer equipment) and \$12.3 million for "business interruption," including lost revenues and extra expenses. As a result of the fire, the noncommercial network said it suffered "extensive damage" to its technical center, computing facility and offices; its space couldn't be reoccupied for more than five months, and its staff was spread out at nine locations throughout the Washington area. During that time, PBS built a temporary technical operation at its main origination terminal in Alexandria, Va. PBS and St. Paul have been negotiating the claim since the fire. Said PBS Board Chairman Alfred Stern: "We are confident that St. Paul will live up to its obligation to compensate PBS fully for its loss, and we look forward to a prompt resolution of our claim."

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'Preferred' case has cable on pins and needles

Supreme Court will hear arguments in fight over First Amendment rights of systems versus municipalities

The cable television industry is, in a manner of speaking, holding its breath. The Supreme Court last week agreed to review a case that had gone farther than any other to assert that cable television systems have First Amendment rights similar to those of the print media.

At issue in the case involving a dispute between the City of Los Angeles and Preferred Communications Inc. is the question of whether municipalities may require systems seeking a franchise to enter a bidding contest for it. The U.S. Court of Appeals for the Ninth Circuit held that the First Amendment bars such a process. As long as the public utility involved can accommodate additional systems on its poles and in its conduits, the court said, a city may not limit access to any part of the city by "the auction process" to a single system.

Allowing such a procedure, the appeals court said in overturning a district court's decision, "would be akin to allowing the

government discretion to grant a permit for the operation of newspaper vending machines located in public streets only to that newspaper that the government believes 'best' serves the community."

The case, then, raises the question as to whether government, any government, may impose any regulation on cable systems beyond that necessary to protect health and safety. It also may raise a question as to whether the Cable Communications Policy Act of 1984—for which the cable television industry lobbied hard—is constitutional. The city noted that the appeals court said in a footnote that it cannot agree that a provision of the act empowering a local authority to award one or more franchises within its jurisdiction grants the authority "the discretion to determine the number of cable operators to be authorized to provide service in a particular geographic area."

The city, in appealing the case, argued that the First Amendment "does not require a municipality to allow all cable operators an unfettered right to provide cable service." In essence, it said, the appeals court had "created a new constitutional right to construct

and operate a commercial cable TV system on a par with the right to speak in parks, streets and other public places." The city said such an application of the First Amendment is not warranted, that municipal regulation is necessary "to promote information diversity" and, in the process, the goals of the First Amendment.

For its part, Preferred, owned by two brothers seeking to establish a system in a section of Los Angeles not yet served, said the city was asking the court "to stand the First Amendment on its head."

The Supreme Court action granting *certiorari*, or review, was something of a surprise since the city had not specifically sought *certiorari*. It had appealed the Ninth Circuit court's decision, invoking a rule that requires the high court to hear a case if persuaded that a lower court had invalidated a local ordinance, in this case Los Angeles's franchise ordinance.

Whatever the high court's reason for granting *certiorari*, Los Angeles City Deputy Attorney Edward Perez was happy the high court has decided to take the case. "They [the Supreme Court] may be concerned about something the Ninth Circuit said—they may want to change something. Initially, it's a positive sign for the cities," he said. And if there is not "a jurisdictional basis for appeal," he added, it "is an important enough case to hear."

Sol Schildhouse, a partner in the firm that represents Preferred, Farrow, Schildhouse, Wilson & Rains, said he is "pleased" the case will be heard by the Supreme Court. He said the issue involving a municipality's authority to regulate cable systems in the face of the First Amendment is involved in "four or five cases" the firm is litigating. "We'd like to see it go up and get decided." A Supreme Court decision, he said, will provide necessary guidance for lower courts. Schildhouse said he is "confident" of victory in the Preferred case before the Supreme Court.

The National Cable Television Association would rather that the Supreme Court had not taken the case. "We would rather that this case have gone back for trial in the lower courts because the issues involved have never been argued on the merits," NCTA President James Mooney said in a statement.

"But," he added, "if the Supreme Court wants to take a look at cable's First Amendment rights, then I think we have a good case to make." He noted that three appeals courts recently "have ruled that cable operators enjoy First Amendment protection, and we hope the Supreme Court will also adopt that view."

The case is expected to be argued in the spring, and a decision is likely by the end of June. □



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Markey wary on Intelsat matters in farewell letter to Fowler

Departing Commerce official writes FCC chairman, expressing concerns about Intelsat's pricing, business plans

David J. Markey last week left his post as assistant secretary of commerce for communications and information, but before he did, he wrote to FCC Chairman Mark S. Fowler to express concern about several International Telecommunications Satellite Organization matters he said could "adversely affect" U.S. interests. He cited Intelsat's its overall charging policy, its decision to sell or lease excess space segment capacity in fashioning its new "planned domestic services," and the organizations' "continued failure" to promptly provide parties and signatories with documents on decisional matters.

Markey indicated he was concerned specifically about the financial health of the separate international satellite systems the FCC has authorized to compete with Intelsat. He also referred to what he said was possible subsidization of another country's domestic services by rates paid by U.S. users of the global system. He indicated he expects his successor—Rodney Joyce is now acting assistant secretary—and the commission to deal with the issues he raised.

Markey said he is "particularly concerned" about Intelsat's reaction at the Assembly of Parties meeting last month to the U.S. proposal that, in competitive markets, Intelsat charges be cost-based and that information verifying such charges be supplied to the parties. "My concern," Markey added, "is heightened by statements to the assembly by Intelsat management [Director General Richard Colino] that Intelsat need not be bound by cost-based pricing."

As for the proposed planned domestic services, Markey said the U.S. supports "the efficient use" of Intelsat's excess capacity. But he said planning the space segment for domestic services "raises serious questions regarding the possibility of cross-subsidies and below-cost pricing for Intelsat's non-monopoly services," as well as about the impact of the proposed services "on procurement of additional satellite capacity in the future."

What's more, he said, for the government to exercise its responsibilities regarding the U.S. signatory and the Intelsat organization, "Intelsat documents must be available sufficiently in advance of decisional meetings, so that their full implications can be assessed." Markey does not believe that has been the case.

Accordingly, he said, he was recommending to Joyce "that it is appropriate for the United States to examine the measures at its disposal to ensure that Intelsat's plans do not adversely affect U.S. interests." Then he said: "Separate satellite systems should not

be unfairly driven from the market by potential predatory pricing by Intelsat, nor should the rates paid by U.S. users of Intelsat's international services be used to subsidize another country's dedicated domestic services."

Furthermore, Markey noted, the U.S. is a major player in the Intelsat system—more than 50% of Intelsat's traffic originates, terminates or crosses the U.S. The commis-

sion, he said, "has broad authority to regulate the licensing and operations of U.S. international service providers, including the authority to determine the need for new facilities and to require that charges to users be cost-based." As a result, he said, the commission "should consider the regulatory measures that may need to be applied to ensure that U.S. interests continue to be protected." □

Murdoch on his mind. Upset about the FCC's apparent lack of responsiveness to his concerns, Representative John Bryant (D-Tex.) has introduced legislation (H.R. 3723) that would require the commission to hold hearings on any license transfer that involved a request for waiver of FCC ownership rules.

In a statement in the *Congressional Record*, Bryant made clear that Rupert Murdoch's request for a two-year waiver of the crossownership rules—to give Murdoch time to sell daily newspapers in New York and Chicago, where he's acquiring Metromedia television stations—was on the congressman's mind. "For the past several months, I have been communicating my concerns to the FCC, particularly with regard to its handling of Rupert Murdoch's News America Television Inc.," Bryant said. "None of my correspondence has been fully and satisfactorily answered. My requests for a public hearing in the Murdoch case have been ignored, as have similar petitions from responsible consumer groups. The time has come to let the FCC know that it must meet its obligations to the American public."

In a letter to FCC Chairman Mark Fowler, Bryant also had alleged that the FCC may be following a "double standard" in the Murdoch case. In the letter, Bryant cited a 1982 action in which the FCC staff dismissed the application for a TV station of a resident alien whose application for citizenship was pending. The staff had noted that the applicant wasn't a citizen and thus was barred by statute from holding a broadcast license. "When Rupert Murdoch filed the application for assignment of [Metromedia's] license on June 24, 1985, he also was a legal resident alien who had applied for, but not yet been granted, citizenship," Bryant said. "Can you explain why a similar letter of dismissal was not sent to Mr. Murdoch?"

Bryant also said he was "surprised" he had not yet received a response to a previous letter he sent Fowler urging the chairman to be "parsimonious" in granting waivers (BROADCASTING, Oct. 14).

October, 1985

Sold

Starshine Cable TV, Inc.

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Centel Cable Television Co. of Florida

of Lakeland, Florida

CEA represented the seller in this transaction. This notice appears as a matter of record only.

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COMMUNICATIONS
EQUITY
ASSOCIATES

October, 1985

\$3,850,000 Senior Secured Debt

has been arranged for

Kennedy Cablevision, Inc.

of Reidsville, Georgia.

CEA represented the borrower in this transaction. This notice appears as a matter of record only.

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COMMUNICATIONS
EQUITY
ASSOCIATES

October, 1985

Sold

Long Beach Cablevision Co.

a joint venture between Times Mirror Cable Television Co., Inc. and Knight-Ridder Newspapers, Inc., serving 38,000 basic and 64,000 pay television subscribers in Long Beach and Signal Hill, California

has been sold to

Simmons Communications, Inc.

of Stamford, Connecticut.

The undersigned represented the sellers in this transaction. This notice appears as a matter of record only.

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COMMUNICATIONS
EQUITY
ASSOCIATES

October, 1985

Sold

Scott County Cable TV Co.

serving Oneida and Huntsville, Tennessee

has been sold

to a partnership formed by

Paradigm Communications Inc. and First Rock Financial Corp.

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.

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Washington Watch

Docket 80-90 changes. FCC has added 13 allotments to its list of 689 Docket 80-90 FM's. It also deleted five, and substituted channels for another 13, bringing total number of allotments available now to 697. Commission also said it erred in allotting channel 286A (letter after channel number designates class of channel) to Century Village, Fla. That channel, FCC said, should be for Century, Fla., and will be available for applications there when FCC's eighth application window opens. In one order, FCC added allotments for channel 281A, Tucson, Ariz. (application window number 20); 239A, Trion, Ga. (34); 242A, Indianapolis (78); 275A, Mt. Vernon, Ky. (13); 222A, Cameron, Mo. (58); 287A, East Prairie, Mo. (64); 290A, Omaha (30); 267A, Albuquerque, N.M. (22); 264A, Banner Elk, N.C. (7); 294A, Semora, N.C. (15); 298A, Columbus, Ohio (21), and 239A, Graysville, Tenn. (34). In separate action, FCC also has added 300A, East Ridge, Tenn. (23). Deleted were 239A, Fort Oglethorpe, Ga.; 264A, Patterson, N.C.; 294A, South Boston, Va.; 239A, Crab Orchard, Tenn., and 250A, Yuma, Ariz. Resulting from channel substitutions were 282B1, Casey, Ill. (8); 273A, Nicholasville, Ky. (7); 279A, Royal Center, Ind. (18); 282A, Everett, Pa. (21); 275C2, Shreveport, La. (27); 241A, Margate City, N.J. (32); 230A, Alexandria, La. (38); 254A, Pensacola, Fla. (54); 296A, Rio Dell, Calif. (56); 226A, Wildwood Crest, N.J. (58); 225A, East Hemet, Calif. (60); 228A, Earlimart, Calif. (75), and 294A, North Cape May, N.J. (78).

□

Copyright and new technologies. House Copyright Subcommittee is holding hearing Wednesday, Nov. 20, on impact of new technologies on copyright law. Subcommittee Chairman Robert Kastenmeier (D-Wis.) wants to examine copyright questions that have arisen from development of earth stations and low-power television. Slated to testify are: Ralph Oman, register of copyrights; Richard Hutcheson, president of Community Broadcasters Association; Rick Brown, general counsel, Society for Private and Commercial Earth Stations, and representative of satellite television industry.

□

Self-examination. Senate has established study group to examine and propose changes in Senate rules. Review of rules is also part of effort to gain broadcast coverage of Senate. Among lawmakers appointed to group: Senators Wendell Ford (D-Ky.) and Ted Stevens (R-Alaska), co-chairmen; George Mitchell (D-Me.); Dennis DeConcini (D-Ariz.); David Pryor (D-Ark.); William Armstrong (R-Colo.); Slade Gorton (R-Wash.), and John Warner (R-Va.).

Dereg debriefing

The National Telecommunications and Information Agency has released a collection of staff papers that provides an upbeat assessment of the government's pro-competitive and deregulatory policies in the telecommunications industries, including broadcasting and cable television. David Markey, the outgoing head of NTIA, says in the covering statement that while America's progress toward diverse, competitive telecommunications has not been without cost, "any fair assessment of the results" of that venture "must conclude that the upside gains far outweigh any downside costs."

The introduction claims that no other country affords its citizens the abundance and diversity of communications and information choices routinely available to Americans—and credits those benefits to the U.S.'s procompetitive, deregulatory policies. The paper on television says that although "conventional wisdom" has television declining as a force in the face of the "dazzling new electronic abundance," there is not much evidence to support that notion. "There is little to forecast any great change in the dominant status of television as the medium of mass entertainment in the United States," the paper says.

As for radio, the paper says its ability to adapt to a marketplace changed by the emergence of television in the 1950's was hampered by a regulatory scheme that was premised on economic and market assumptions no longer valid by the 1970's. But in the late 1970's, the paper says, the FCC "commendably" followed the policy suggestion of NTIA's predecessor agency, the Office of Telecommunications Policy, and began dismantling its regulatory structure. Coupled with the "demonstrated talent and resiliency" of commercial radio, the paper says, the result of deregulation has been "an even more competitive American radio broadcasting business."

As for cable television, the paper notes that financial analysts say its economic outlook is positive. But it also offers some caveats—efforts by some cities to continue regulating cable as federal regulation is reduced, and the expectation of some cities that the systems they franchise will install state-of-the-art equipment, regardless of the cities' ability to support such systems. The paper also notes that analysts believe an otherwise positive outlook depends on how well cable systems "manage in the new deregulated environment."

□

CHAPMAN'S AT WORK IN THE SOUTHWEST

1985 Sales to Date

Our Dallas Associate Bill Whitley acted as broker in the following transactions.

KIIZ/KIXS*	Killeen, Texas	\$5,750,000
KAMX/KFMG	Albuquerque, New Mexico	\$2,125,000
KVEE/KIIO	Grand Junction, Colorado	\$1,100,000
KXYL AM/FM	Brownwood, Texas	\$930,000
KXOL-AM*	Ft. Worth, Texas	\$900,000
KQXK/KYBE*	Springdale, Arkansas	\$850,000
KCCN-AM	Honolulu, Hawaii	\$595,000
KTAT/KYBE	Frederick, Oklahoma	\$207,500
		\$12,457,500

* pending FCC approval

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State of independents. INTV has commissioned the firm of Frazier, Gross & Kadlec, Washington, to conduct a study of trends and issues in the independent TV industry. Results of the study will be presented at the opening general session of INTV's annual convention in Los Angeles, Jan. 5. The firm will interview industry leaders operating successful stations and analyze industry trends in station trading, programing costs and the relationship of affiliates' and independents' audience shares, among other issues.

Dollar down, prices up

Sony Corp. will raise the prices of its broadcast equipment and other professional and consumer product lines as a result of the decreasing U.S. dollar value against the Japanese yen. The price hikes, effective Jan. 1, 1986, will range from 5% to 12%, although the company would not comment on increases for specific products. The greatest effect of changes in the yen-dollar differential, however, is expected to be on equipment manufactured in Japan, including the majority of Sony's broadcast line. Yen-per-dollar rates last week were below 205, down from over 230 yen-per-dollar near the end of September.

Conus tops 30 members

KHJ-TV Los Angeles and WRTV(TV) Indianapolis have joined Conus Communications' satellite newsgathering network, raising membership in the year-and-a-half-old service to 31.

The KHJ-TV decision, announced Nov. 11 by Charles S. Velona, station vice president and general manager, and Charles H. Dutcher III, Conus vice president and general manager, makes the Los Angeles VHF the first independent station to join Conus. The move also brings Conus's national penetration to more than 30% of U.S. TV households, with stations in five of the top 10 markets.

KHJ-TV will use Conus news services with fixed uplink and downlink earth stations, according to Dutcher, but has not ordered the Conus mobile SNG uplink van used by other Conus member stations. The RKO General Inc.-owned facility expects to be sold, pending FCC approval, to Westinghouse Electric Corp.

McGraw-Hill Broadcasting's WRTV, in the 25th market, has already taken delivery of its Newstar truck, making it the first station in Indiana with SNG capability, according to the station, and the 12th top-25-market station to join Conus.

STL slip-up

The FCC erred in initial reports on its October rulemaking on studio-to-transmitter and intercity relay stations, according to an FCC spokesman (BROADCASTING, Nov. 4). The commission has divided the 6875-7125 mhz TV pickup bands into 250 khz segments, not one mhz segments, as it originally reported. Also corrected: The 950 mhz aural STL/ICR band was divided into 25 khz segments, not 25 mhz segments.

ADDA offspring

Another offshoot has emerged from ADDA Corp., the Los Gatos, Calif., TV equipment maker whose product rights and inventories were sold last month to Harris Corp. Bill Hendershot, an ADDA founder, has formed a new firm, Prime Image Inc., with chief designer Al Swain, to manufacture low-end

digital video equipment out of Saratoga, Calif.

Prime Image's first product will be an eight-bit, 16-line time base corrector with digital effects. Delivery of the \$5,555 unit is scheduled for the end of 1985.

Another firm comprising ex-ADDA employees, The Alta Group, San Jose, Calif., was started earlier this year by former ADDA marketing head Frank Alioto and ADDA engineers Ron Long and Mike Tallent, along with President Wayne Lee, previously of Control Video (BROADCASTING, Aug. 12).

Quincy, Ill.-based Harris Corp., meanwhile, will transfer manufacturing, parts and repair services for some of the ADDA product line, which included time base correctors, frame synchronizers, electronic still-stores and digital video effects systems, to its Video Systems Operation in Mountain View, Calif.

Second source for Sigma

Oak Communications has announced an agreement allowing Toshiba Corp. to manufacture Oak's Sigma cable TV decoding gear. According to John P. Donohue, president of Oak, the San Diego firm will continue to make the decoders in its Taiwan plant, while Toshiba will serve as a second source supplier, satisfying customer concerns regarding single-source supply of the decoders and accommodating expected demand for the products. Toshiba had previously supplied components for use in Oak cable products.

Dish deal

The Public Broadcasting Service has ordered \$1.5-million worth of earth station antennas from Radiation Systems' subsidiary, SatCom Technologies of Norcross, Ga. The two-year agreement is part of a facilities upgrade designed to meet the FCC's two-degree satellite spacing specifications that go into effect in 1987. SatCom will supply 9.2-meter, transmit and receive antennas and receive-only dishes to PBS's main satellite origination terminal in Bren Mar, Va., and to member station uplinks across the country.

Dish rates

New rates for commercial clients that use public radio stations' uplinks full time were approved by the technology-distribution committee of the National Public Radio board. For downlink powers of 0 dbw-13 dbw, there will be a monthly charge of \$1,250; 16 dbw, \$1,500; rates for 19 dbw and above must be negotiated. (NPR is currently charging by the watt, with 10 dbw costing about \$765, for example.) Monthly rates assume passive service with an unattended signal using Westar IV, transponder 2D. Not included are set-up and installation fees, equipment costs and telco charges, NPR said. The rates must now be approved by the full board.

Capital stereo

Noncommercial WETA-TV Washington will convert to stereo sound next spring, with the move costing about \$200,000, according to the station's president, Ward Chamberlin. Programs not originally recorded in stereo will be broadcast by use of a stereo synthesizer to produce "enhanced sound," WETA-TV said, adding that as a "result, all programs—including those not originally made in stereo—will be broadcast in stereo."

Disk compact

N.V. Philips and the du Pont Co. have announced plans to combine their existing audio compact disk (CD) and optical disk operations and form a new company to manufacture and supply disks for international audio, video and data markets. The venture is expected to have a capital investment by 1990 of more than \$500 million, with a \$60-million annual research and development program and 3,500 employees.

CD production capacity will be increased at Philips's existing CD manufacturing plant in Hanover, West Germany, to 50 million CD's per year, according to the companies. In addition, the firms will develop a 160,000-square-foot building in Kings Mountain,

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404 956-0673 Hal Gore, V.P.

R.C., into a CD plant beginning operation in 1986.

The joint venture also has plans to begin construction of U.S. production facilities for CD's and high density optical information storage disks for data storage and retrieval.

The du Pont Co., based in Wilmington, Del., had 1984 electronics sales of more than \$1 billion, with total sales of \$36 billion, while Philips, based in the Netherlands, had 1984 sales of \$16 billion.

Gearing up

Dubner Computer Systems has developed a computer-assisted breaktape system for

spot playback using video cart machines as an off-air source. Based on a Motorola 6800 dual microprocessor system and designed to use at least three Sony BVW-40 Betacam videotape recorders or other decks, the \$55,000 system composes spot reels by recording off-air cart machine playback on the VTR's, then using an interface to the station switcher or automation system to roll breaks through. According to the Paramus, N.J., manufacturer, Tribune Broadcasting stations WPX-TV New York and WGN-TV Chicago have used the system successfully for several months.

□

A market analysis service for television sta-

tion managers and cable system operators has been introduced by **Compucon Inc.**, Dallas. Dubbed BEAM (broadcast engineering and marketing), the service is intended to help analyze the market impact of rule changes governing cable system carriage of broadcast television stations. Offered are models of a broadcast station's signal in the marketplace; a county-by-county report on households and population reached in its coverage levels; total households and population reached in the DMA (designated market area); marketplace cable system statistics, and scaled displays of signal area, marketplace and cable head-end locations.

Business

CBS reports \$114-million loss in third quarter

Number of factors, including soft network ad marketplace, contribute to decline; Wyman tells analysts company will dump toy and movie businesses

CBS formally announced it would end its direct involvement in the toy and theatrical film business last week. Those decisions also enabled the company to issue its third-quarter financial results, showing a net loss of \$114.1 million, a number that apparently came as no surprise to Wall Street. The stock ended Wednesday trading at 120, up 2.

Third-quarter revenue for the network's parent company gained 4%, to \$1.12 billion. Income from continuing operations dropped 48%, to \$29.1 million, largely as a result of a soft advertising marketplace. Income was not enough to offset the \$143.2-million loss from the various operations CBS decided it will dispose of.

At a Wednesday afternoon meeting with securities analysts at CBS headquarters in New York, Thomas H. Wyman, chairman and chief executive officer, reviewed the various dispositions. He blamed himself for not having taken action sooner to end CBS's involvement in the toy business, saying that making the decision even a year earlier could have softened the just announced losses by \$20 million to \$25 million.

As for the company's theatrical film unit, Wyman said, "It is a seductive kind of business. After an effort that has involved at least three managements, our decision is final. We have no skills that differentiate us from our competitors and the inability to distribute our own films is a disadvantage. The prohibitions against us syndicating our own films is equally a disadvantage."

CBS also said it was discontinuing a home computer software operation, and said more definitively that it intends to sell its 25% interest in Tri-Star Pictures.

At a board meeting prior to the analysts gathering, Laurence Tisch, as expected, was elected to the CBS Inc. board. The election automatically gives him a seat on the board's compensation committee, but it hasn't been decided whether he will be on any other committees.

The company announced last Wednesday's meeting with just a few hours notice given to analysts and reporters. In Wyman's opening remarks, he said: "There has been such a profusion of negative comments about CBS recently that it seems important to us to correct some misinterpretations. We owe it to you, to our shareholders and to the good people in this company."

Later in the meeting he remarked about the events that have involved the company in

1985: "The names of Helms, Boesky and Turner have all been on our agenda, but we are quite proud of the fact that we think we have met those challenges, albeit at the expense of vary large amounts of time, money and certainly emotion. But with our business portfolio realigned... we are really looking forward to 1986. It has to be a lot better than 1985."

Certainly CBS expects the broadcasting environment to be better, although it has recently reduced its expectations on the extent of that improvement. Broadcast Group President Gene Jankowski, who also spoke at the meeting along with several other top CBS executives, said its 1986 projection of only two months ago—which said three-network revenue would increase by 5% to 7%—now is likely to be "in the lower part of that range."

Jankowski added that for 1985 the previous assumption that three-network revenue would inch forward by 2% over 1984, now looks more like a "3% to 4% decrease." He noted that would be the first network television revenue decline in about 15 years, since the year after cigarette advertising was withdrawn from television.

Problems at the network accounted for the 28% decline in Broadcast Group profits for the third quarter, to \$46.9 million, on a 1% increase in revenue, to \$571.3 million. The CBS radio division had higher profits and the CBS owned television stations are, so far, showing record profits.

More explicitly than before, Wyman said it was the company's intention to "purchase one or more [television] stations in high growth markets... hopefully when prices make more sense."

In the third quarter, the CBS/Records Group's profit fell 24%, to \$12.5 million, on a 5% revenue gain, to \$313.6 million. Group President Walter Yetnikoff said that the release schedule for the fourth quarter and for next year, plus continued enthusiasm for compact disks, bode well for future results.

At the CBS/Publishing Group, profits slid 13%, to \$41.2 million, on a revenue gain of 12%, to \$227 million. The company attrib-

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uted the results to an accelerated amortization of its recent magazine group purchase from Ziff-Davis publishing.

Wyman said the discontinuation of CBS toys and theatrical films, the proposed sale

of KMOX-TV St. Louis, and other recently announced moves largely completed requirements that CBS raise \$300 million, after-tax, from asset sales by the middle of next year. He also suggested that by the end

of next year the company will have completed its plans to reduce corporate overhead spending by \$20 million from previously projected levels. The goal for that reduction was initially set for the end of 1987. □

Fifth Estate Quarterly Earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
American National Enterprises	First	\$1,216	62	\$107	55	\$0.05
Artel Communications	Third	\$1,763	67	\$185	-10	\$0.05
Avnet	First	\$338,392	-22	\$6,753	-66	\$0.19
John Blair	Third	\$239,580	4	(\$10,173)	NM	(\$1.27)
Burnup & Sims	First	\$45,780	—	\$965	-8	\$0.11
Doyle Dane Bernbach	Third	\$49,429	6	(\$671)	NM	(\$0.13)
Foote Cone & Belding	Third	\$65,539	-6	\$1,861	-61	\$0.49
Fries Entertainment	Year	\$18,191	-3	\$1,901	-43	\$0.55
Harris Corp.	First	\$559,879	9	\$12,883	-49	\$0.32
Heritage	Third	\$35,841	10	\$1,598	23	\$0.08
Interpublic Group	Third	\$156,247	8	\$3,337	5	\$0.31
Josephson Int.	Year	\$319,785	32	(\$7,510)	NM	(\$1.54)
Liberty Corp.	Third	\$88,046	12	\$7,959	55	\$0.50
Microdyne	Third	\$7,317	-1	\$259	—	\$0.06
MTV Networks	Third	\$38,309	33	\$5,848	93	\$0.38
Multimedia	Third	\$83,276	10	\$7,406	14	\$0.44
New York Times	Third	\$334,200	16	\$22,600	11	\$0.56
Playboy Enterprises	First	\$48,016	3	(\$1,952)	NM	(\$0.21)
Reeves	Fourth	\$16,013	5	(\$65,056)	NM	(\$5.20)
	Year	\$73,202	-6	(\$72,506)	NM	(\$5.84)
SMN	Third	\$3,495	113	\$126	NM	\$0.02
Scientific Atlanta	First	\$105,032	-2	\$3,177	-5	\$0.14
Scott Cable	First	\$3,687	51	\$382	-28	\$0.15
United Cable	First	\$44,668	12	\$2,331	11	\$0.12
Warner	Third	\$560,521	4	\$34,060	40	\$0.50
Zenith	Third	\$360,900	-17	(\$14,800)	NM	(\$0.64)

* Percentage change from same period year before. ** Earnings per share. Parentheses indicate loss. NM means not meaningful.

■ **Avnet** reported lower sales and earnings in all four of company's product groups. ■ In third quarter of 1984, **John Blair** had net income of \$2.8 million. Loss from operations in just-finished quarter totaled \$4 million, compared to operating income of \$13.9 million in previous third quarter. Company said most recent net-loss figure included one-time charge of 11 cents per share, "associated with the subleasing of excess space at the company's New York office location." ■ **Doyle Dane Bernbach** had net loss in previous third quarter of \$651,000. Loss before taxes in most recent quarter was \$1.1 million. President and Chief Executive Officer Barry Loughrane said operating expense increase is expected to be kept to 4%: "Revenue growth remains soft as corporate America continues to tighten its belt in response to economic conditions. As we approach 1986, we are beginning to see an improved outlook for advertising spending." ■ **Foote Cone & Belding** President Norman Brown said third-quarter revenue and profit decline was "accentuated" because of comparison with Olympic dollars in last year's third quarter, and because "a slowdown in client advertising expenditures accelerated in the third quarter." ■ Net income for **Harris Corp.** included \$3.9-million gain from sale of power-supply manufacturing operation. Company said communications sector revenue and operating profit declined, "reflecting continuing weakness in overseas markets." ■ Cable television revenue for **Heritage Communications** increased 15% to \$16.7 million in third quarter. Operating income increased 25% to \$3.9 million while operating cash flow was up 22% to \$7.2 million. Subscribers from both wholly-owned and affiliated systems totalled 600,000 as of Sept. 30. ■

Josephson reported net income of \$680,000 for fiscal 1984. ■ **Liberty Corp.**'s Cosmos Broadcasting had third-quarter revenue of \$20.9 million, up 11%, and income of \$1.4 million, up 75% over comparable period last year. ■ **MTV Networks** posted 43% gain in operating income to \$10.2 million. Of that, Nickelodeon earned \$1.8 million and video music networks (MTV and VH-1) earned \$8.4 million. Revenue was \$8.9 million for Nickelodeon and \$28.6 million for video music networks. ■ Broadcast/cable group of **The New York Times Co.** had 24% rise in third-quarter operating profit to \$2.1 million. At end of quarter, NYT Cable TV had 126,000 basic subscribers, up 8%. ■ **Playboy Enterprises** had net income of \$3.6 million in last year's first quarter, but that figure included \$1.4 million from sale of gaming operation. In most recent quarter, pre-tax loss from continuing operations was \$1.8 million, compared to income of \$2.5 million in comparable year earlier period. Company said video division revenue declined "slightly" and noted that Playboy Channel subscribers dropped to 719,000, as of June 30, from 753,000 year ago. Division reported operating loss of \$2.1 million for quarter, which company attributed to increased amortization costs from new programming for channel, and for extra marketing and distribution expenses. "resulting from Playboy's effort to supplement the support given to the channel by Rainbow Programming Services..." ■ **Reeves Communications** reported net loss of \$3.8 million in fourth quarter of last year and \$3.3 million in net income for all of fiscal 1984. Net loss for just completed year and fourth quarter includes \$48.6-million write-off of direct marketing business. In most recent quarter, company posted loss from continuing operations of \$2.7 million. For fiscal 1985, it showed net income from continuing operations of \$2.2 million. ■ **Satellite Music Network** had net loss in previous third quarter of \$593,000. Forty percent of net income came from operating loss carryforward. Operating profit in most recent quar-

ter was \$260,750, compared to operating loss of \$550,000 for same quarter last year. Of revenue, 64% came from advertising, and 36% came from affiliate fees. ■ First-quarter earnings before taxes was \$5.5 million for **Scientific-Atlanta**. Company said new orders totalled \$118 million, compared to \$117 million at same time last year, and that order backlog is up 28%. New orders for communications product were up 19%. ■ Net income for **Scott Cable Communications** in first quarter of previous year included net gain of \$280,000 from sale of cable system. ■ Filmed entertainment division of **Warner Communications** increased 6%, to \$319.7 million, in third quarter while operating income of division grew 4%, to \$55 million. ■ **United Cable Television** had third-quarter cash flow "(net income plus depreciation and other non-cash items)" of \$11.4 million, up 15%. Operating income was \$19.1 million, up 25%. As of Aug. 31, basic subscribers in systems owned or managed by United numbered 919,000, while pay subscribers totalled 798,000. ■ **Zenith** had operating loss of \$29.1 million, compared to profit of \$19.8 million in previous year's third quarter, when net income was \$21.9 million. All three major areas of company reported weaker results. Consumer electronics sales were off 12% to \$238 million with pre-tax operating results \$21 million lower. Company said principal cause was "large price reductions for both color television and videocassette recorders." Revenue from computer systems and components was off 13%, to \$113 million. Cable product sales were \$10 million, down from \$36 million in comparable period last year. Zenith said order rates of cable decoders were improving and that fourth-quarter unit shipments should double those of just-finished period, but added, "The increased shipment levels, however, will still be below the very high levels of 1983 and early 1984." Several cost-reduction programs have been implemented, including "staff-reduction programs" and salary reductions.

For the Record

As compiled by BROADCASTING, Nov. 6 through Nov. 13, 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. MP—modification permit. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

Applications

- WJSU-TV Anniston, Ala. (ch. 40; CBS; ERP vis. 724 kw; aur. 93.3 mhz; HAAT: 880 ft.)—Seeks assignment of license from Jacksonville State University Communications Foundation Inc. to Anniston Broadcasting Co. for \$5,500,000. Seller is affiliated with Jacksonville State University, which owns low-power noncommercial WLJS(FM) Jacksonville. Buyer is subsidiary of Price Broadcasting, Salt Lake City-based station group of seven AM's, six FM's and one TV owned by John Price. Filed Nov. 6.
- KLAZ-AM-FM Little Rock, Ark. (AM: 1250 khz; 1 kw-

D: 250 w-N; FM: 98.5 mhz; 100 kw; HAAT: 880 ft.)—Seeks assignment of license from estate of Ron Curtis to REO Management Corp. for \$3,375,000. Seller has no other broadcast interests. Buyer is owned by Richard E. Oppenheimer, Bob Clark and Kent Anderson. Clark is partner with Houston-based law firm of Bracewell & Paterson. Anderson is president of Allied Bank Shares, Houston. Oppenheimer owns Austin, Tex.-based station group of three AM's and four FM's. Filed Nov. 1.

- WLPR(FM) Mobile, Ala.—(96.1 mhz; 40 kw; HAAT: 420 ft.)—Seeks assignment of license from Sound Broadcast Corp. to Faulkner-Phillips Media for \$1,364,000, comprising \$75,000 cash and remainder assumption of notes, plus noncompete agreement of \$600,000. Seller is principally owned by Nicholas C. Panayiotou, who has no other broadcast interests. Buyer is equally owned by James H. Faulkner and William H. Phillips. Faulkner was former owner of Faulkner Radio Inc., Bay Minette, Ala.-based station group of three AM's and two FM's. Phillips was former owner of WKQY(FM) Chickasaw, Ala. Filed Oct. 28.

- WELE-FM Deland, Fla. (105.9 mhz; 76 kw; HAAT: 590 ft.; CP: HAAT: 1,700 ft.)—Seeks assignment of license from Elyria-Lorain Broadcasting Co. to American Media Inc. for \$7.5 million. Seller is owned by Otto Schoepfle, who also owns WEOL(AM)-WBEA(FM) Elyria-Lorain, Ohio. Buyer is Patchogue, N.Y.-based station group of one AM and three FM's, principally owned by Alan Beck. Filed Nov. 1.

- WHBO(AM) Pinellas Park (Tampa) Fla. (1040 khz; 5 kw-D, 1 kw-N)—Seeks assignment of license from Buccaneer Broadcasting Inc. to Metroplex Communications Inc. for \$1,430,000, comprising \$730,000 cash and remainder note at 10% over seven years. Seller is owned by Dr. Gordon Page, who has no other broadcast interests. Buyer is Cleveland-based station group of three AM's and five FM's principally owned by Norman Wain. Filed Nov. 1.

- WZEL(AM) Young Harris, Ga. (1380 khz; 500 w-D)—Seeks transfer of control of Young Harris Broadcasting Inc. from Zell Miller (2/3 ownership before; none after) to Matthew S. Miller (none before; 2/3 after) for no consideration. Seller is father of buyer. He also owns 25.5% of WDGR(AM) Dahlonega, Ga. Buyer is station's general manager. Remainder of stock is owned by William Carver. Filed Nov. 1.

- WMET(FM) Chicago (95.5 mhz; 6 kw; HAAT: 1,160 ft. CP: 4.1 kw; HAAT: 1,568 ft.)—Seeks assignment of license from Doubleday Broadcasting Co. to World Class Communications Inc. for \$12.5 million. Seller is New York-based station group subsidiary of Doubleday & Co., publishing firm principally owned by Nelson Doubleday. It owns two AM's and six FM's and is headed by Gary Stevens, president. Last week it sold one AM and three FM's ("Changing Hands," Nov. 11). Buyer is owned by William Yde (75%) and brothers, George A. and Reginald G. Johns (12.5% each). It also owns KKCW(FM) Portland, Ore., and recently purchased WZPL(FM) Indianapolis ("Changing Hands," Sept. 2). Filed Oct. 31.

- WKYJ(AM) Nicholasville, Ky. (770 khz)—Seeks assignment of CP from Cumberland Valley Communications to Woodlander Broadcasting Co. for \$26,000. Seller is owned by Paul Estes, who also owns WEZJ(AM) Williamsburg, Tenn. Buyer is principally owned by Jack M. Mortenson and family. It also owns six AM's and one FM. Filed Nov. 1.

- WBTF(FM) Attica, N.Y. (101.7 mhz; 3 kw; HAAT: 295 ft.)—Seeks assignment of license from Champion Broadcasting System of New York Inc. to The Radio Inc. for \$500,000. Seller is owned by Herbert S. Hoffman and family. It has no other broadcast interests. Buyer is also purchasing WBTA(AM) Batavia, N.Y. (see below). Filed Oct. 31.

- WBTA(AM) Batavia, N.Y. (1490 khz; 500 w-D; 250 w-N)—Seeks assignment of license from Batavia Broadcasting Corp. to King Communications for \$504,000, comprising \$125,000 cash, assumption of liabilities not exceeding \$92,000, \$157,500 note, \$87,500 noncompete agreement and \$42,000 consulting agreement. Seller is owned by William F. Brown and E.R. Gamble. They have no other broadcast interests. Buyer is owned by John T. King and his wife, Helen. It also owns WCLI(AM)-WZKZ-FM Coming, N.Y. Filed Nov. 1.

- WJFX-AM-FM Aiken, S.C. (AM: 1300 khz; 500 w-D; FM: 95.9 mhz; 3 kw; HAAT: 200 ft.)—Seeks assignment of license from Community Broadcasting Associates to Amici Broadcasting Corp. for \$525,000. Seller is principally owned by David Schoumacher and Clarence Cross. It also has interest in WGMD-FM Rehoboth Beach, Del., and WXVA-AM-FM Charles Town, W.Va. Buyer is owned by Mario Amici, who has no other broadcast interests. Filed Nov. 1.

- WCTE-TV Cookeville, Tenn. (ch. 22; ERP vis. 661 kw; aur. 120 kw; HAAT: 1,395; ant. height above ground: 805 ft.)—Seeks assignment of license from Tennessee State Board of Education to Upper Cumberland Broadcast Council for no consideration. Seller is headed by Robert L. McElrath, commissioner. It has no other broadcast interests. Buyer is state funded educational broadcasting corporation headed by John Gentry, chairman. It receives station pursuant to Tennessee Public Act of 1984, where ownership for all six will be transferred to local corporations. Filed Nov. 4.

- KZOM(FM) Stamford, Tex.—Seeks assignment of CP from Benito Juarez Sandoval to Jon Bruce Thoen for \$1,500 cash. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Nov. 7.

New Stations

Applications

- Winslow, Ariz.—Communications Ltd. seeks 95.1 mhz; 100 kw; HAAT: 1,502.2 ft. Address: 3429 E. White Spring Lane, Orange, Calif. 92667. Principal is equally owned by Walter Raebbe and his wife, Becky Sue, who have no other broadcast interests. Filed Oct. 31.
- Cross City, Fla.—Women in Fla. Broadcasting Inc. seeks 106.3 mhz; 3 kw; HAAT: 328 ft. Address: 4755 White

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Willow Lane, Orlando, Fla. 32808. Principal is owned by Sharon A. Seifert (40%), Carol A. Lamons (40%) and Beverly J. Johnson (20%). It holds CP's for WDFL(AM) Cross City and WLPF(AM) Lake Placid, both Florida. Filed Oct. 24.

■ Trenton, Fla.—William Howard Burkhalter seeks 101.7 mhz; 3 kw; HAAT: 328 ft. Address: 106 McLauren St., Summerville, S.C. 29483. Principal has no other broadcast interests. Filed Oct. 28.

■ Alea, Hawaii—Jess Drake and his wife, Isabelle, seek 107.9 mhz; 75 kw; HAAT: 2,152 ft. Address: 1363 Elizabeth St., Redlands, Calif. 92373. Principal has no other broadcast interests. Filed Oct. 28.

■ Alea, Hawaii—Tropic-Aire Ltd. seeks 107.9 mhz; 87.1 kw; HAAT: 2,086 ft. Address: 1018 Cedar Grove Rd., Wynnewood, Pa. 19096. Principal is owned by Karen Gross, who is also applicant for four new FM's. Her father, William S. Gross, is former owner of WWSG-TV Philadelphia. Filed Oct. 28.

■ Alea, Hawaii—Charles R. Crawford seeks 107.9 mhz; 100 kw; HAAT: 2,152 ft. Address: 2645 Kilihau St., Honolulu 96819. Principal has no other broadcast interests. Filed Oct. 28.

■ Ramsey, Ill.—Henry J. Voss seeks 105.3 mhz; 3 kw; HAAT: 328 ft. Address: 17W758 Fay, Villa Park, Ill. 60181. Principal has no other broadcast interests. Filed Oct. 8.

■ Cambridge, Md.—CWA Broadcasting Ltd. seeks 94.3 mhz; 3 kw; HAAT: 322 ft. Address: 35 Solomons Island Rd., Annapolis, Md. 21401. Principal is Charles W. (Hoppy) Adams Jr. and David G. Boschert. Adams is announcer at WANN(AM) Annapolis, Md. Filed Oct. 28.

■ Cambridge, Md.—Big Bay Broadcasting Ltd. seeks 94.3 mhz; 3 kw; HAAT: 328 ft. Address: 15010 Carrollton Rd., Rockville, Md. 20853. Principal is owned by Robert L. Purcell, who has interest in WBZY(AM) New Castle, Pa., which has recently been sold (BROADCASTING, Nov. 11), and WDMV(AM) Pocomoke, Pa. Filed Oct. 28.

■ Cambridge, Md.—Taylor Communications Inc. seeks 94.3 mhz; 3 kw; HAAT: 243 ft. Address: 38 New York Ave., S.E., Washington 20002. Principal is owned by Adrian Taylor, who has no other broadcast interests. Filed Oct. 25.

■ Cambridge, Md.—Meredith M. Steel seeks 94.3 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 230, Queenstown, Md. 21658. Principal has no other broadcast interests. Filed Oct. 28.

■ Cambridge, Md.—Shore Broadcasting Inc. seeks 94.3 mhz; 3 kw; HAAT: 322 ft. Address: Brooks Rd., Woolford, Md. 21677. Principal is owned by Carolyn Cooper, who has no other broadcast interests. Filed Oct. 28.

■ Cambridge, Md.—D'Adamo Communications seeks 94.3 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 25, Route 1, East New Market, Md. 21631. Principal is owned by Phillip G. D'Adamo, former owner of WTCD-FM Federalburg, Md. Filed Oct. 28.

■ Shawnee, Okla.—Cyrus V. Edwards seeks 95.1 mhz; 100 kw; HAAT: 1,000 ft. Address: 4301 N. Kelley St., Box 54415, Oklahoma City, Okla. 72153. Principal has no other broadcast interests. Filed Oct. 24.

■ Shawnee, Okla.—Bott Communications seeks 95.1 mhz; 100 kw; HAAT: 1,417.9 ft. Address: 10841 E. 28th St., Independence, Mo. 64052. Principal is Independence, Mo.-based station group of four AM's owned by Richard P. Bott, his wife, Shirley, and their son, Richard. It is also app. for new FM in Ukiah, Calif. Filed Oct. 28.

■ Shawnee, Okla.—Lenn K. Pruitt and George E. Owen seeks 95.1 mhz; 100 kw; HAAT: 1,342 ft. Address: 616 Columbia Highway, Greensburg, Ky. 42743. Principals: Pruitt owns two AM's and one FM in Kentucky and is app. for new FM in Rapid City, S.D. Owens recently purchased WKXJ(AM)-WCKQ(FM) Campbellsville, Ky. Filed Oct. 25.

■ Shawnee, Okla.—James E. Miller seeks 95.1 mhz; 100 kw; HAAT: 1,680 ft. Address: 8321 N.E. 33rd St., Spencer, Okla. 73084. Principal has interest in and is president and general manager of KAEZ(FM) Oklahoma City. Filed Oct. 28.

■ Lyndon, Vt.—Vermont Broadcast Associates Inc. seeks 98.3 mhz; 440 w; HAAT: 1,850 ft. Address: Box 1378 Tute Hill, Lyndonville, Vt. 05851. Principal is equally owned by Bruce A. James, and Richard H. Davis. They have no other broadcast interests. Filed Oct. 31.

■ Michicot, Wis.—seeks 107.5 mhz; 3 kw; HAAT: 328 ft. Address: 747 Grant St., De Pere, Wis. 54115. Principal is owned by Richard J. Vandenberg, who has no other broadcast interests. Filed Oct. 28.

■ Michicot, Wis.—Margaret E. Maney seeks 107.5 mhz; 3 kw; HAAT: 220 ft. Address: 1312 Sir Gallahad Lane, Mount Prospect, Ill. 60056. Principal is applicant for new FM in Sturgeon Bay, Wis. Filed Oct. 28.

■ New Holstein, Wis.—F.W.K. Broadcasting seeks 99.5 mhz; 3 kw; HAAT: 328 ft. Address: W-238, S-6825 Highway F, Waukesha, Wis. 53186. Principal is owned by Frederick W. Kinlow, who has no other broadcast interests. Filed Oct. 28.

■ Michicot, Wis.—Michicot Community Broadcasting seeks 107.5 mhz; 3 kw; HAAT: 220 ft. Address: P.O. Box 3, Two Rivers, Wis. 54241. Principal is owned by Mark Heller (90%) and Timothy J. Carvis, who also have interest in WTRW(AM) Two Rivers, Wis. Filed Oct. 28.

Facilities Changes

Applications

AM's

Tendered

■ KOSC (1510 khz) Marshfield, Mo.—Seeks CP to increase power to 1 kw. App. Nov. 6.

Accepted

■ KBQN (585 khz) Pago Pago, American Samoa—Seeks MP to change TL. App. Nov. 8.

■ KVNI (1080 khz) Coeur d'Alene, Idaho—Seeks mod. of lic. to operate transmitter by remote control. App. Nov. 7.

■ WBET (1460 khz) Brockton, Mass.—Seeks CP to change TL and make changes in ant. sys. App. Nov. 6.

■ WDNV (1400 khz) Dansville, N.Y.—Seeks MP to make changes in ant. sys. App. Nov. 8.

■ WLVS (1430 khz) Germantown, Tenn.—Seeks CP to make changes in ant. sys. App. Nov. 6.

■ WTPR (710 khz) Paris, Tenn.—Seeks MP to make changes in ant. sys. App. Nov. 6.

■ KIKN (840 khz) Pharr, Tex.—Seeks MP to change TL. App. Nov. 8.

FM's

Tendered

■ *WDNR (89.5 mhz) Chester, Pa.—Seeks CP to change ERP to 100 w and change HAAT to 70 ft. App. Nov. 8.

Summary of broadcasting as of September 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,799	170	4,969
Commercial FM	3,839	418	4,257
Educational FM	1,211	173	1,384
Total Radio	9,849	761	10,610
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	379	222	601
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,219	273	1,492
VHF LPTV	224	74	298
UHF LPTV	130	136	266
Total LPTV	354	210	564
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Accepted

■ *KXCI (91.7 mhz) Tucson, Ariz.—Seeks mod. of lic. to install new ant. sys. App. Nov. 6.

■ KUTE (101.9 mhz) Glendale, Calif.—Seeks mod. of lic. to move SL to 5858 Sunset Boulevard, Los Angeles. App. Nov. 7.

■ KVUU (99.9 mhz) Pueblo, Colo.—Seeks CP to change ERP to 87.4 kw. App. Nov. 7.

■ WVU (101.7 mhz) Ocean View, Del.—Seeks mod. of CP to change TL. App. Nov. 7.

■ WHFL (104.9 mhz) Havana, Fla.—Seeks CP to change ERP to 2.015 kw App. Nov. 7.

■ WFUZ (93.7 mhz) Ocala, Fla.—Seeks CP to change ERP to 100 kw and change HAAT to 525 ft. App. Nov. 8.

■ KKIC-FM (101.7 mhz) Emmett, Idaho—Seeks CP to change TL; change ERP to 1.26 kw. and change HAAT to 507 ft. App. Nov. 6.

■ KAYL-FM (101.5 mhz) Storm Lake, Iowa—Seeks CP to change ERP to 100 kw. App. Nov. 7.

■ KQDF-FM (96.7 mhz) Larned, Kan.—Seeks CP to change ERP to 3 kw and change HAAT to 265.68 ft. App. Nov. 6.

■ WONT (98.3 mhz) Ononotagon, Mich.—Seeks CP to change TL; change ERP to .55 kw. and change HAAT to 551.04 ft. App. Nov. 6.

■ KRKG (104.9 mhz) Carthage, Mo.—Seeks CP to change TL and change HAAT to 462.48 ft. App. Nov. 7.

■ KYKY-FM (98.1 mhz) St. Louis—Seeks CP to change TL and change HAAT to 1,026.64 ft. App. Nov. 6.

■ WGN (102.7 mhz) Wilmington, N.C.—Seeks mod. of CP to reduce overall height above ground. App. Nov. 6.

■ KWEN (95.5 mhz) Tulsa, Okla.—Seeks CP to install aux. sys. App. Nov. 6.

■ KWVR-FM (92.1 mhz) Enterprise, Ore.—Seeks mod. of CP to change HAAT to minus 626 ft. App. Nov. 7.

■ WQXA (105.7 mhz) York, Pa.—Seeks CP to change TL; change ERP to 25.1 kw. and change HAAT to 705.2 ft. By separate app., seeks CP to install aux. sys. App. Nov. 7.

■ KHLC (98.3 mhz) Bandera, Tex.—Seeks CP to change ERP to 3 kw. App. Nov. 7.

■ KAND-FM (107.9 mhz) Corsicana, Tex.—Seeks CP to change TL and change HAAT to 841.65 ft. App. Nov. 6.

■ KPXI (100.7 mhz) Mount Pleasant, Tex.—Seeks CP to change TL and change HAAT to 984.5 ft. App. Nov. 8.

■ KEYJ (101.1 mhz) Cheney, Wash.—Seeks mod. of CP to change TL. App. Nov. 8.

■ WEZW (103.7 mhz) Wauwatosa, Wis.—Seeks CP to install aux. sys. App. Nov. 6.

■ WTIJ (103.1 mhz) Waterbury, Vt.—Seeks CP to change TL. App. Nov. 7.

TV's

Accepted

■ WHBR (ch. 33) Pensacola, Fla.—Seeks MP to move SL. App. Nov. 8.

■ KARD (ch. 14) West Monroe, La.—Seeks CP to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,942 ft.; replace ant., and change TL. App. Nov. 8.

■ WOOD (ch. 55) Amsterdam, N.Y.—Seeks MP to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 731 ft., and change TL. App. Nov. 7.

■ *KLUJ (ch. 44) Harlingen, Tex.—Seeks MP to change ERP to vis. 1,951 kw, aur. 195 kw; change HAAT to 1,228 ft., and change TL. App. Nov. 7.

Actions

AM

■ WBZE (1030 khz) Indian Head, Md.—Dismissed app. to move SL to Waldorf, Md. Action Oct. 31.

FM's

■ *KGOD (90.3 mhz) Wasilla, Alaska—Dismissed app. to change TL; change ERP to 58 kw, and change HAAT to 318 ft. Action Oct. 31.

■ *KUAR (89.1 mhz) Little Rock, Ark.—Dismissed app. to change TL; change ERP to 80 kw, and change HAAT to 893.8 ft. Action Oct. 31.

■ KJJ (103.9 mhz) Payson, Ariz.—Dismissed app. to change ERP to 1.3 kw and change HAAT to 452 ft. Action Oct. 31.

- KSCO-FM (99.1 mhz) Santa Cruz, Calif.—Granted app. to make changes in ant. sys. Action Oct. 31.
- *WWEV (91.5 mhz) Cumming, Ga.—Granted app. to change TL. Action Oct. 31.
- WQBZ (106.3 mhz) Fort Valley, Ga.—Granted app. to change ERP to 1.749 kw. Action Oct. 31.
- WIXV (95.5 mhz) Savannah, Ga.—Dismissed app. to change HAAT to 1.066.33 ft. Action Oct. 31.
- WKHG (104.9 mhz) Leitchfield, Ky.—Returned app. to change HAAT to 272 ft. Action Oct. 31.
- KLPL-FM (92.7 mhz) Lake Providence, La.—Dismissed app. to change HAAT to 328 ft. Action Oct. 31.
- WQSM (98.1 mhz) Fayetteville, N.C.—Dismissed app. to change TL and change HAAT to 981 ft. Action Oct. 31.
- WFMA (100.7 mhz) Rocky Mount, N.C.—Granted app. to change TL: change HAAT to 984 ft., and make changes in ant. sys. Action Oct. 31.
- *WBGU (88.1 mhz) Bowling Green, Ohio—Dismissed app. to change TL: install new ant.; change ERP to 0.959 kw. and change HAAT to 157 ft. Action Oct. 31.

- WOWQ (102.1 mhz) Du Bois, Pa.—Granted app. to change ERP to 28.2 kw and change HAAT to 663.54 ft. Action Oct. 31.
- KDLZ (107.5 mhz) Fort Worth—Dismissed app. to change TL: change ERP to 26.3 kw. and change HAAT to 1.577.7 ft. Action Oct. 31.
- *WPNE-FM (89.3 mhz) Green Bay, Wis.—Granted app. to change ERP to 100 kw. Action Oct. 31.

TV's

- KREQ (ch. 23) Arcata, Calif.—Granted app. to change ERP to vis. 1.380 kw. aur. 55 kw; change HAAT to 1.659 ft., and replace ant. Action Oct. 31.
- KBFD (ch. 32) Honolulu—Granted app. to install aux. ant. Action Oct. 30.
- WYED (ch. 17) Goldsboro, N.C.—Dismissed app. to change ERP to vis. 2.600 kw. aur. 260 kw; change HAAT to 1.576 ft.; replace ant., and change TL. Action Oct. 31.
- WEJC (ch. 20) Lexington, N.C.—Granted app. to move SL outside community of license. Action Oct. 31.

In Contest

Review board made following decision:

- Green Valley, Ariz. (Alden Communications Corp. and Sungilt Corp.) TV proceeding. Remanded proceeding to presiding ALJ for issuance of supplemental initial decision to determine whether Sungilt has reasonable assurance of availability of transmitter site. By MO&O, Nov. 4.

ALJ Byron E. Harrison made following decisions:

- Vineland, N.J. (Rita Wyse and Family Television Network) TV proceeding. Granted motion, for partial summary decision filed by Wycs and resolved air hazard issue in her favor. By order, Nov. 4.
- Lubbock, Tex. (Wilbur O. Colom, et al) TV proceeding. Granted unopposed app. of Lubbock TV 16 for new television station at Lubbock and terminated proceeding. By order, Nov. 4.

Call Letters

Applications

Call	Sought by
New FM's	
KFNC	Chudy Broadcasting Corp., Stuttgart, Ark.
KADE-FM	Weatherford Educational Broadcasting Foundation, Weatherford, Tex.
New TV's	
KRBW	Roswell Broadcasting, Roswell, N.M.
KRBV	Rappahannock Television Broadcasting Inc., Fredericksburg, Va.
Existing FM	
KJJG	KRGS Garamella Broadcasting Co., Spencer, Iowa
Existing TV	
WGBN-TV	WFBN Grant Broadcasting of Chicago, Joliet, Ill.

Grants

Call	Assigned to
New FM	
WBLG	Faye S. Anderson, Smiths Grove, Ky.
Existing AM's	
WJ BX	WNAB Mammoth Broadcasting Inc., Bridgeport, Conn.
WWFE	WCBJ ICBC Corp., Miami
WMMA	WHOO WHOO Radio Inc., Orlando, Fla.
WSOL	WBOZ Gauthier and Rodriguez Radio Associates, San German, P.R.
KNRO	KIKR Family Group Enterprises, Conroe, Tex.
KAJR	KBNG Big Bang Inc., Yakima, Wash.
WMVP	WZUU Amos Communications Inc., Greenfield, Wis.
Existing FM's	
KIYX	KLXL Audiophase Inc., Dubuque, Iowa
KODM	KUFO East-West Broadcasting Co., Odessa, Tex.
WGRO	WPOT Colonial Beach Broadcasting, Colonial Beach, Va.
Existing TV	
WLAX	WWQI Family Group Ltd., Ill. La Crosse, Wis.

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CONSULTING ENGINEERS
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Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Experienced general manager for FM in Midwest top 20 market. Must have proven track record in all phases of commercial radio. Opportunity for right person to rebuild station from the bottom up and reap the benefits. Reply in confidence to: LS Broadcasting, P.O. Box 1063, Belleville, IL 62223.

General sales manager for WRCN/WRHD, Long Island. Overall responsibility for local sales including hiring, training, supervising sales force. Added responsibilities for developing large national/regional accounts. Experience in Long Island and New York City radio desirable. Individual must have proven ability and growth track record. Excellent compensation package. Send resume, references and letter to President. Box 666, Riverhead, NY 11901. EOE.

Mid-west regional sales managers. Broadcast media's oldest, internationally known, thirty-year old radio/TV sales promotion company, Community Club Awards, Inc., (CCA), is looking for a mid-west regional manager to call on Vice Presidents/General Managers in a five state area. Media sales experience required, full-time, Monday through Friday, planned travel. Expense advance against substantial commission. Send resume, including references, recent picture; insured of complete confidentiality. Include current or prior earning record. Personal interview arranged. Immediate opening. John C. Gilmore, President, CCA, Inc., P.O. box 151, Westport, CT 06881.

General manager for dominant AM in small Sunbelt market to start in January. Great opportunity for person with radio sales or sales management experience. Will train so you can advance to larger market as have our past GM's. Excellent salary and benefits. Resume, sales history and salary requirements to Box V-53. EOE, M/F.

Station manager needed for 5kw full time station in Eastern North Carolina. If you have a good sales track record and want an opportunity to prove your management skills, if you are willing to be involved in the community and carry a list. Send your resume, references and sales figures to Webster A. James, General Manager, P.O. Box 609, Kinston, NC 28501. This could be your chance to advance with the Beasley Broadcast Group. EEO.

Challenging post for senior person: Project director to manage large development project establishing rural radio station in West African country. Previous overseas experience required. Excellent benefits. One year contract with probable further year. Send resumes to Box V-49.

Local sales manager, New York State top 75 market. Must lead, train, and motivate sales staff. Sell local accounts and agencies. Prefer MOR experience. All replies confidential. EOE. Send resume and salary history to Box V-78.

Florida. GSM who can move to GM in short time. AM-FM medium market combo. We need your track record, past earnings, references, and sales philosophy first letter. Must be able to hire, train and motivate. Great living, great salary and bonuses, and if you prove you are the right person: ownership! Box V-70.

Station manager. WDUQ-FM, Duquesne University, Pittsburgh, PA is seeking a qualified professional to direct all activities of a 25,000 watt, N.P.R.-affiliated radio station encompassing a 2,000,000 audience service area. Requires a BS/BA (prefer MA in appropriate discipline), minimum of 5 years' professional broadcasting experience, proven success in fundraising, a commitment to education and student training. Experience in program formatting, National Public Radio, and teaching are desirable but not required. This is not a faculty position. Salary is competitive and supplemented by an excellent fringe benefits package. Send curriculum vitae, names of three references and salary requirement by December 1, 1985 to Dr. Martin D. Snyder, Chairman of Search Committee, c/o Office of Human Resource Management, Duquesne University, Pittsburgh, PA 15282. AA/EOE.

South Eastern Montana 100 kw FM seeks experienced GM/GSM with strong sales record. KMCM, 60 West 4th St., St. Paul, MN 55102.

HELP WANTED SALES

Florida Gulf Coast 300,000 metro. Radio street salesperson. Long established AM and FM Radio facility has a unique proposition for you. Street sales only. Minimum of 3 years' radio sales experience needed for tough competitive market, which only an experienced pro can handle. The rewards are much more than you would expect. Nothing ventured nothing gained. Resume in confidence to P.O. Box 278, Fort Myers, FL 33902. Equal opportunity employer.

Florida! New owners seeking dynamic, experienced sales manager with proven track record for career opportunity. Organization skills and ability to motivate a must! Send resume with references to Bob Gourley, WTTB-AM, 2015 38th Ave., Vero Beach, FL 32960. No phone calls. EOE.

Regional marketing representative. Broadcast Management Plus, supplier of micro computer software to broadcast properties is seeking experienced salespersons with proven track record to market its Hammond Signal. Radio Sales Support Systems (RSSS). RSSS was developed by broadcasters for broadcasters and serves over seventy radio stations and eighty television stations nationwide. "Computer knowledge" not necessary, but BMP seeks motivated, self starters with three years experience selling locally and/or nationally. Applicants must be aggressive, well organized and require little supervision. Working knowledge of rating data and reach/frequency applications is important. BMP seeks marketing representatives to work assigned territories in all parts of the country. Ability to travel a necessity. BMP offers excellent earning potential with a base salary, commission, comprehensive medical plan and stock options. Send confidential resumes and references to Vice President of Marketing, 117 Iron Mountain Blvd., Lake Oswega, OR 97034. EOE.

New FM for beach resorts of Maryland-Delaware. Aggressive self-starters must have ability to train/lead first class professional sales staff. Results resume, references, salary history to: Connie Dayton, Route 2, Box 118, Dagsboro, DE 19939. EOE/AA.

Regional sales opportunity for newest powerhouse in the Sterling, Colorado region. Terrific growth opportunity for a top performer. Box V-75.

50,000+ opportunity. Major market Ohio AM/FM combo seeks aggressive account executive with over 3 years' radio sales success. Generous draw and fringes. Great list. Super numbers. Hiring now. Act fast. EOE. Box V-76.

California! Great radio market (no local TV). Great weather (70 degrees average, year-round). Great station (#1 in adults). If you have the drive and experience, we have the money. Send resume to: Box V-71.

HELP WANTED ANNOUNCERS

South Florida Gulf Coast. Country DJ medium market FM. Tape and resume confidential. P.O. Box 278, Fort Myers, FL 33902. EOE.

Need hard working, positive, creative AM personality to relate to callers in an MOR/Lite FM environment. Send salary history, aircheck in first letter to: Connie Dayton, Route 2, Box 118, Dagsboro, DE 19939.

Need experienced reliable "pro" capable of handling any air shift, and able to be flexible. Requires Florida driving license, with good driving record. Tapes and resumes to Glenn Augustus, WINK-AM, P.O. Box 331, Fort Myers, FL 33902. EOE.

Texas panhandle City of 30,000 seeking combo sales, announcing and play by play. Self starter a must and at least one year experience. Send tape, resume and recent photo to Darrell Sehorn, KGRO-KOMX, Box 1779, Pampa, TX 79065. EOE.

Classical music announcer/producer: KCFR-FM seeks knowledgeable, personable, relaxed-sounding announcer/producer. Duties include live or taped concert broadcasts and short music/entertainment features. Minimum 3 years professional experience. Salary to \$19K with generous benefits. Send letter of interest, resume, 3 references (with phone numbers), and non-returnable demo tape including air-check and produced feature to: Annette Griswold, KCFR Radio, 2249 S. Josephine, Denver, CO 80210. No calls. EOE/AA.

Modern country station looking for "personality-plus" jocks. Northern California TV-free market. Send resume to: Box V-72.

Operations/news. KTOC AM/FM, a SMN country station in Jonesboro, LA, is seeking an announcer/newsperson. Duties include gathering, preparing and delivering morning news and assisting in production, operations, and other facets of station operations. You must have at least 3 years' commercial experience and an interest in living in a small town of 10,000. Salary range \$12-15,000. Tape, resume, and references to KTOC, Box 690, Jonesboro, LA 71251.

Sports director-midday announcer for Northern Virginia adult contemporary. Tape and resume to Lonnie Hill, WFTR-AM/FM, P.O. Box 192, Front Royal, VA 22630. EOE.

Jersey shore metro CHR FM needs fulltime "personality" announcer who can do more than time & temp. Good salary and benefits. T&R to Lance DeBock, VP & PD, WJRZ 100FM, P.O. Box 100, Toms River, NJ 08754. EOE.

Morning announcer/newsperson needed immediately for AM/FM in Virginia's beautiful Shenandoah Valley. PBP ability a helpful bonus. Good company, good benefits, great place to live. Our team needs you. Tape & resume to WLCC/WRAA, P.O. Box 387, Luray, VA 22835. EOE.

Need hard working, positive, creative AM personality to relate to callers in an MOR/Lite FM environment. Send salary history, aircheck in first letter to: Connie Dyton, Route 2, Box 118, Dagsboro, DE 19939.

HELP WANTED TECHNICAL

Chief engineer for AM/FM radio stations in beautiful Napa Valley, CA. Great place to live, great place to retire. Send resume to Tom Young, KVON/KVYN, P.O. Box 2250, Napa, CA 94558, 707-252-1440.

West Texas group operator has immediate opening for chief engineer. Must be acquainted with AM, FM & translator. Box V-50.

Chief engineer needed to supervise move of directional AM and class A FM stations. Experience with transmitter moves, studio design and automation helpful. We need someone who takes pride in their station and wants to be the very best! Resume to Jeff Salgo, Director Operations, KEZY, 1190 E. Ball Road, Anaheim, CA 92805. Equal opportunity employer.

Chief engineer: Upstate New York, AM/FM combo. New facilities, group owned. If you are one of the best and want to join a prestigious group in state of the art facilities, send all pertinent facts to Box V-66. EOE.

Experienced AM/FM radio chief engineer needed in beautiful medium sized Northwest market. Facilities excellent. Hands-on person wanted with AM directional, AM/FM transmitter, STL, studio and automation equipment experience. EOE. Send resume to Box V-65.

HELP WANTED NEWS

Adult-oriented station with a strong commitment to information programming looking for high-energy news anchor with strong reporting skills. If you're comfortable dealing with community leaders and you want a station that will appreciate your delivery style, call 205-534-3521. Extremely competitive salary.

Wanted for award winning New Jersey AM-FM. "Take charge" news director who can lead by example of covering, writing and airing news. Send resume. Also wanted: additional news person. Send resume Box V-40.

Morehead State University, WMKY Radio. news & public affairs director. Morehead State University is seeking highly qualified individual for the position of news & public affairs director at WMKY Radio. Some qualifications include maintaining established news operation with emphasis on regional; participation in news gathering, editing and anchoring newscasts; producing weekly public affairs program plus planning and producing special news coverage of elections, public hearings, etc.; recruiting, training and supervising student staff. The qualifications for this position include a Bachelor's degree in a communications field. Master's degree with emphasis in broadcast journalism preferred. Minimum of three years' experience in radio news with preference given to those with supervisory experience. Must have demonstrated initiative and thoroughness as reporter. Must be a good writer and authoritative in on-air presentations. Deadline for receipt of application materials including three letters of reference, writing samples and an audio tape is December 6, 1985. A complete MSU application form is required. Send resume and letter of intent to: Office of Personnel Services, Morehead State University, HM 101, Morehead, KY 40351. MSU, an EEO/AA employer.

News person with some experience or extensive journalism schooling for position requiring spread hours. KCIN, Box 1428, Victorville, CA 92392.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Program director/morning personality: I am looking for a seasoned combat veteran who knows how to marshal the troops to win the radio wars. Above market salary. Bonus for performance. Stable working conditions. Send tape & resume to: James Hoff, KRED/KPDJ-FM, 5640 South Broadway, Eureka, CA 95501.

Program director-classical FM station. Commercial FM, class B facility, top 100 market, fine midwestern community. This is a take charge situation. Thorough knowledge of classical music, programs, program sources is essential. Please reply with the assurance that no one will learn of your response to this ad. Our employees know of this opening, and of this ad. Box V-60.

SITUATIONS WANTED MANAGEMENT

Strong, aggressive, general manager, no-nonsense, hands-on professional with 20 years experience managing AM-FM. Heavy sales and organizational skills. A quality leader that produces results you can bank on. Box V-55.

General manager: If you're searching for a general manager who thinks and acts like an owner with over 30 years of solid, professional broadcasting experience...we should talk! Very successful ownership-management career based on a strong sales background. Attributes: relates well/creative/leadership/on-air talent/commercial voice/happily married/excellent references. Involved in 5 stations over 30 years, 3 of which were ownership/general manager. Recently sold station and joined nationwide industry firm. Desire return to first love...broadcasting! A cash equity opportunity would be attractive, although not essential. Primary interest: Northeast-Mid Atlantic and Florida. Box V-63.

GM/GSM available Jan.6 Known for innovative "Sales Format", for building championship sales teams, and for knowing how to carve up a market and cover it wall-to-wall. Top-flight sales trainer with exceptional talent for developing people. Strong on organization, planning and implementation with medium to major market experience, and a cost-conscious administrator who doesn't make stupid, costly, naive, mistakes. A uniquely qualified, complete-charge, people-skills pro whose expertise will pay off from day one. Box V-48.

SITUATIONS WANTED ANNOUNCERS

Radio hungry announcer with 6 months experience needs fulltime position to get his fill. Will relocate. Ron Naldi 718—948-1444.

Good voice, news, sales, four years' professional radio. Prefer a Lexington, KY or central KY market. Kathy-c/o 491 West 3rd St., Lexington, KY 40508.

Sportscaster. Currently working board shift, news sports, weather, sales and college football PBP. 3 years' Division 1 College basketball PBP. Looking to continue basketball PBP, other PBP and/or sports reporting. Will perform other duties also. Will relocate. Tapes and resume available. Call Glen 717—523-0670.

SITUATIONS WANTED TECHNICAL

Looking for a major market chief? I'm qualified, smart, and love broadcasting. Currently TD at 275,000 CUME AM/FM. Box V-14.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Seeking a programming position with future. Midwest medium or major market. Ready, willing and extremely able to do the job. Box T-5.

MD/PD: 6 years' announcing. Want opportunity to move up. Highly motivated. AC, light rock, MOR. Box V-74.

Surprise!! Can read, write and sell. One network quality pro available. Years' as leading jock and PD in major. Years' as GM. National account voice-over. Humorous or topical in fifteen seconds, or shut up. Trained many. Sober, conventional, flexible and superior. Need respite from corporate struggle. Good credentials and integrity. Quality, adult operators, please. Answering service 315—433-6044, broadcaster.

TELEVISION

HELP WANTED MANAGEMENT

General manager. Group ownership seeking sales-minded individual to manage VHF network affiliate in top 100 markets. Station located in north central United States. Ideal community for raising a family. Excellent school system. Easy access to many recreational and social advantages. EOE. Send resume to Box V-38.

General manager. Small Southeast VHF affiliate is seeking a hands-on manager with strong organizational skills. Emphasis on financial planning. EEO employer. Box V-36.

General manager. Group owned Midwest affiliate. Strong sales and operational experience, & all phases a must. Forward complete resume to Box V-31. EOE.

General sales manager: strong independent station in the 43 ADI needs result oriented motivator to take over the reins of a successful sales team. National sales expertise required with independent sales management experience. We are looking for a leader to join young growing company offering advancement opportunities. Solid compensation and benefits package. Send resume to: Mr. Gary Dreispul, Station Manager, WVAH-TV 23, 23 Broadcast Plaza, Charleston, WV 25526. WVAH-TV is an EOE, M/F.

Production manager. Want to be part of a dynamic rebuilding process? If you have strong supervisory experience, can handle 1" editing and fast-paced directing, join us in the sunny South. Send tape and resume to Operations Manager, WTLV-TV, 1070 E. Adams St., Jacksonville, FL 32202. An equal opportunity employer.

Promotions director with supervisory experience to create, produce, and build bold station image. Join an aggressive rebuilding process in the sunny South; send tape and resume to Operations Manager, WTLV-TV, 1070 E. Adams St., Jacksonville, FL 32202. An equal opportunity employer.

Production manager. Dynamic, aggressive person needed for midwest production facility. Candidate must be experienced in all phases of production, plus have ability to market and generate new business. Five years experience and prior management experience required. Send resume to Box V-67.

Chief engineer. Established Top 20 VHF independent. We have made a major commitment to production and our common carrier business. Looking for an experienced engineering manager with good people skills and sound technical qualifications, who has hands-on ability for state-of-the-art equipment. Replies in confidence to James Wright, VP/Operations, KPLR-TV, 4935 Lindell Boulevard, St. Louis, MO 63108. EOE.

Business manager. Major VHF independent seeks person to manage its Business Office. If you are a seasoned pro or a #2 ready to move up, we'd like to read your resume and salary history/requirements. Replies in confidence. Box U-120. EOE.

HELP WANTED SALES

General sales manager for number 1 media in Micronesia. Energetic, results oriented individual required to manage ad sales for three media, number 1 FM radio station, cable TV currently generating \$800,000 annually in ad sales, and 18,700 paid weekly circulation TV Guam. Must have independent sales management experience, be an aggressive motivator, and strong leader. Excellent incentive package and benefits. Send resume, salary history, and references to Harrison O. Flora, Group Vice President, Western Systems, Inc., 530 W. O'Brien Dr., Agana, Guam 96910.

Local sales manager. Top rated affiliate in beautiful upper Midwest city is seeking qualified applicant to manage sales staff in competitive market. Must be innovative and highly motivated, with good people skills. Prefer at least two years' management experience with successful sales rep background. Send resume and references by 11/22/85 to Box V-32 EOE/MF.

National sales manager. KGSW-TV, Albuquerque, New Mexico. Growing Southwest market independent station seeks well-organized, aggressive, experienced professional with 3-5 years in television sales. Send resume/references/compensation requirements to: General Sales Manager, P.O. Box 25200, Albuquerque, NM 87102.

Regional marketing representative. Broadcasting management plus, supplier of micro computer software to broadcasters is seeking experienced salesperson with proven track records to market its Extra Dimension Program to television stations. Extra Dimension includes a sales and programming research package and an in-house avail system. BMP began marketing its product 1 & 1/2 years ago and serves over eighty television stations and seventy radio stations nationwide. "Computer knowledge" not a necessity, but BMP seeks motivated self starters with three years' experience selling locally and/or nationally. Applicants must be aggressive, well organized, require little supervision and have contacts at stations within an assigned territory. A working knowledge of rating data, reach/frequency applications and avail systems is important. BMP needs representatives for the Northeast, Midwest and West with ability to travel. BMP offers excellent earnings potential with a base salary and commission, plus compensation medical plan and stock options. Send confidential resumes and references to Vice President, Marketing, 117 Iron Mountain Blvd., Lake Oswego, OR 97034. EOE.

Account executive for group-owned NBC affiliate. Television sales experience required in local direct and agency accounts. Resumes to WCIV, P.O. Box 10866, Charleston, SC 29411. ATTN. Sales. EOE.

HELP WANTED TECHNICAL

Transmitter engineer. UHF network affiliate has immediate opening for transmitter pro. Townsend, 55KW on Ch. 47. Call Frank Pilgrim: 301—742-4747, Salisbury, MD M/F EOE.

Engineer, network affiliate, sunny Southeast. Control room operating and maintenance engineer with broadcast experience or its equivalent. First class radio phone license required. Send resume to Chief Engineer, WSAV-TV, P.O. Box 2429, Savannah, GA 31402. EOE.

Video tape editor: Premier video production and post production house in the Southwest seeking editor with extensive experience in CMX, ADO, Grass Valley, \$35-40K plus overtime. Send resume in confidence to Box V-59.

Senior TV maintenance engineer. 3 to 5 years experience required on state of the art television broadcast equipment, operation and repair. Send resume to Ed Murphy, VP-Eng., WXEL-TV, P.O. Drawer 6607, West Palm Beach, FL 33405.

Director technical operations. KCBS-TV, a CBS owned station in Los Angeles, is looking for an individual who will be in charge of all aspects of TV broadcast operations & engineering; including studio operations, technical maintenance, construction, electronic news gathering and transmitter. Candidate must have exceptional demonstrated leadership qualities, with 5 to 10 years of major market experience in a line position. BSEE strongly preferred. Network experience helpful. Send resume and salary history to: CBS placement office, 7800 Beverly Blvd., Los Angeles, CA 90036. An equal opportunity employer.

Maintenance engineer for small market VHF network affiliate in Texas. Experience necessary in various facets of studio maintenance. Send resume to Box V-77. EOE, M/F.

Chief engineer. Statewide network seeking chief engineer. Requirements include EE degree or equivalent experience; six years broadcast experience, with minimum one year supervisory. Merit system position. Salary range \$29,094-\$44,330. Good benefits package, including automobile. Applications must be on Personnel Department forms. Deadline for receipt December 6, 1985. For forms and information contact Skip Hinton, GM, Alabama PTV, 2101 Magnolia Ave., Birmingham, AL 35256. 205-328-8756. EOE, AA M/F.

Kill TV is seeking a highly qualified engineer for the position of assistant chief engineer or maintenance supervisor. We require a minimum of five years fulltime hands on maintenance experience with state of the art equipment including transmitters. SBE certification is preferred. Some management, leadership and paperwork skills are required. We are offering above average salary and benefits, in a coastal resort community. Qualified candidates should send a resume to John Ross, Chief Engineer, Kill-TV, P.O. Box 6669, 4750 South Padre Island Dr., Corpus Christi, TX 78411. EOE.

Telecommunications: Narrowcast services specialist/consultant. Requires experience in educational technology applications such as satellite (C-band, Ku-band, uplinks, downlinks, tunable dishes), microwave, videodisks, and microcomputers. Should have understanding of current and future interactive technology and be able to plan their use. Educational areas for use of technology include: K-12, post-secondary, technical, continuing, and professional. Required: 7 years educational, economic, environmental, or technical program experience at local, regional, state or national level. Applicants with 3 years experience in operating ITFS and microwave systems preferred. Biweekly salary: \$888.80 beginning plus full benefit package. Official applications blanks accepted through December 6, 1985. For official application blank, contact: Personnel Office, Iowa Public Television, P.O. Box 1758, Des Moines, IA 50306. 515-281-4498. EOE, M/F.

Chyron typist for 24 hour public affairs network. Pleasant, hard working, meticulous person. Accurate grammar and spelling. 40-50 WPM typing. Experience required. Box V-61.

HELP WANTED NEWS

Weekend co-anchor/reporter, weeknight news producer, and a photographer needed. Excellent opportunity with a growing group. Tapes and resumes to News Director, Walter Saddler, WJTV, P.O. Box 8887, Jackson, MS 39204. EOE.

West Coast TV newsletter, monthly job listings, personality profiles, calendar. \$35 annually. Write the West Coast Edition, 1044 Portola, Monterey, CA 93940.

Reporter/photographer. Wanted: Aggressive, imaginative self-starter for two-person SW Florida bureau. Minimum experience: two years. Needs strong shooting skills. Send resume to News Director, WBBH-TV, 3719 Central Ave., Fort Myers, FL 33901. EOE.

Reporter needed for Spanish-language TV news magazine. Two years' experience in a major market required. Bi-lingual preferred. Send resume and tape to J. Kassem, P.O. Box 5224, Glendale, CA 91201. EOE.

Senior producer. Looking for innovative show planner with strong leadership skills, respect for details, clear and lively writing style. Three years' experience minimum. Send written resume, no tapes. News Director, WBBH, 3719 Central Ave., Ft. Myers, FL 33901. EOE.

100+ Mideast market is expanding. Hiring photographer and reporters. Experience a must. EOE. Box V-51.

Anchor/reporter: KFSN-TV, a capital cities station. Looking for talented, energetic co-anchor for Live at Five. Must be able to report, do some producing. Must have college degree and at least three years experience. KFSN-TV is a solid number one station. Person hired should help keep us that way. Send tape and resume to Gene Ross, News Director, KFSN-TV, 1777 G. St., Fresno, CA 93706. No phone calls please. Capital Cities Communications is an equal opportunity employer.

Assignment editor. Experience required; join us in the sunny South. Send resume to News Director, WTLV-TV, 1070 E. Adams St., Jacksonville, FL 32202. An equal opportunity employer.

News anchor: Experienced, energetic professional with solid journalism background. Total dedication and high personal standards essential. Must be willing to work long hours, any schedule. Resume and tape only to Paul R. Amos, VP Headline News, 1050 Techwood Dr., P.O. Box 105246, Atlanta, GA 30348-5264. EOE/MF.

News writer/producer: Candidate must exhibit strong writing ability, sound news judgement, inquisitiveness, creativity, organizational skills and a total dedication to their career. Individual must be willing to work extremely long hours and unusual shifts. Resume and writing samples only to Paul R. Amos, VP Headline News, 1050 Techwood Dr., P.O. Box 105264, Atlanta, GA 30348-5264. EOE/MF

Anchor/producer: Sunbelt NBC affiliate wants bright, enthusiastic anchor for early/late news. Strong writing skills and warm delivery essential. Contact Jerry Mayer, ND, KTVE-TV, 2909 Kilpatrick Blvd., Monroe, LA 71201.

Weather Anchor: Sunbelt NBC affiliate seeking knowledgeable, personable weather person. Contact Jerry Mayer, ND, KTVE-TV, 2909 Kilpatrick Blvd., Monroe, LA 71201.

Looking for the best in news talent and management? Contact: Steve Porricelli, Jackie Roe, Primo People, Inc., Box 116, Old Greenwich, CT 06870; 203-637-3653.

Sports director: Opportunity for experienced, mature sports journalist with strong writing skills and knowledge of television production to join top-rated news team. CBS affiliate. Tape and resume to Jack Keefe, WIFR-TV, Box 123, Rockford, IL 61105. EOE.

Expanding Southeastern market operation has two openings. Experienced general assignment reporter and Ombudsman/Action Line reporter. Resume to Box V-68. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Major Southwest production company is expanding. We will need to add the following people; a CMX editor with at least 2 years' experience, an operating engineer familiar with Ikegami cameras, a maintenance engineer, and people for our videotape room. Positions to open up January 1986. Send resumes to Box U-110.

Attention anchors & reporters. A professional look is a must for all on-air talent. Contact the Visual Image for personalized make-up and dress consultation. 81 Walnut Ave., Atherton, CA 94025. 415-322-4155. Media References Available.

Program manager: Growing Long Island station seeks experienced programmer to supervise program acquisitions, prepare advance program schedule, supervise traffic operations and research activities. Seeking an aggressive individual able to take a competitive approach to programming an innovative public television station. Requires degree in communications or related field and two to three years experience in television programming, preferably in a public television station. Reports to Director of Broadcasting. Salary to \$30,000. Send letter of application and resume to Myra Pollack, WLW/Channel 21, 1425 Old Country Rd., Plainville, NY 11803. EOE.

Director of research, KCBS-TV, a CBS owned station in Los Angeles, is looking for an individual to analyze and disseminate primary ratings and demographic data. Develop and maintain primary computer systems for research analysis. Recommend program and promotion strategies and project the impact of competitive program changes. Provide sales and marketing support for use in sales presentations and marketing development projects. Develop, perform or contract audience research studies for news, programming and sales development. Monitor the market impact of new technologies and maintain liaison with CBS television station and CBS/Broadcast group research. The only candidates to be considered are those who: Have 5-10 years major market experience in broadcast audience research. Have excellent verbal and written communication skills. Must have an undergraduate degree. Graduate degree preferred. Network background helpful. Send resume and salary history to: CBS Placement Office, 7800 Beverly Blvd., Los Angeles, CA 90036. Equal opportunity employer.

Promotion assistant. Accuracy and creative ambition required; opportunity to work toward producing and writing. Send resume to Operations Manager, WTLV-TV, 1070 E. Adams St., Jacksonville, FL 32202. An equal opportunity employer.

Art director. KMBC-TV, Kansas City, Missouri, has an opening for an Art Director. This position is responsible for the supervision of the production and design of all station related graphics and creative materials on an as needed basis. This would include on-air, news graphics, print (all media) special projects and Chyron / ADDA / slides. The art director is also required to work within a budget while operating with sufficient materials and equipment, as well as directing the activities of the graphics artist. Applicants must have a graphics design / art degree, with at least three to four years experience in television. Qualified applicants may file application of send resume to: Promotion Director, KMBC-TV, 1049 Central, Kansas City, MO 64105. Qualified applicants will be contacted for a personal interview. No phone calls, please. EOE.

Director, University television programs. Directs, coordinates, and oversees production of university's internal and external instructional television and manages facilities. Director works with students, faculty, and administration in developing and implementing ways to enhance the quality of instruction and public relations through creative uses of television. Qualifications: Varied experience in managing commercial or instructional television operations and / or facilities; bachelor's degree required with advanced degree preferred. Please submit letter of applications, resume, three letters of reference with telephone numbers, and official transcripts to Dr. Dana Ulloth, Chairperson, Search and Screen Committee, 1142 McCormick Human Services Center, Bloomsburg University, Bloomsburg, PA 17815. Women and minorities are encouraged to apply. Bloomsburg University is an equal opportunity / affirmative action employer.

Manager, production: Television and pay TV cable industry. Position entails responsibility of selecting and securing films and video documentaries made for television in Israel, in both Hebrew and English, for consumption in American and English-speaking markets. Must be able to review and evaluate the selected documentary programs from Israel and coordinate with editorial department regarding changes and adaptation for the domestic American and other English-speaking markets. Must be able to coordinate and supervise efforts of various other departments, assign duties, supervise and direct subordinates in such matters as audio for dubbing purposes and / or re-recording narrations as well as re-editing of the selected materials, including responsibility of hiring film and video editors as well as any necessary translator. Requires fluency in Hebrew in order to be able to select suitable documentaries, but does not require any translation services; furthermore, requires a Bachelor of Arts degree with major in Film and / or Broadcasting and at least two years previous experience in production management, including familiarity with Israeli television and / or film industry. Salary \$66,000 per annum. Send resume to: Mr. H. Saban, Saban Productions, Inc., 11724 Ventura Blvd., Studio City, CA 91604. Reply by Dec. 2, 1985

Head a film/video production unit. Small and growing independent production house in northeast Florida seeking an experienced executive producer to run a profit center. Ideal candidate will seek responsibility, be able to supervise creative people, work well, satisfying clients, and be able to plan and execute projects within budget. To be successful in this position, you have probably had experience in management of creative teams, prepared and met budgets, worked successfully with other unit managers in a team environment, and won acknowledgement for the quality of your productions. Send 3/4" tape (or sample reel), resume, and salary requirements to: John B. Reitzammer, Images, Inc., 1662 Stockton St., Jacksonville, FL 32204.

Producer/director for public affairs. Position requires a proven background in both documentary field production and studio based production. Strong writing skills and a comfortable on-air presence is necessary. Salary: \$17,000-\$18,500 plus good benefits. Send resume to: WNPB-TV, P.O. Box TV-24, Morgantown, WV 26507-0897. Deadline in November 22, 1985. EOE.

SITUATIONS WANTED MANAGEMENT

Harvard MBA: Second year student seeks broad-based management opportunity. Four years broadcasting and cable experience. Willing to travel and relocate to NYC or West Coast. Excellent references. Box V-73.

TV general manager/president looking for a company that returns loyalty, hard work, and financial success with loyalty, honesty, and equity. I have an impressive track record and very skilled at building and motivating a highly charged professional staff who care about the station and believe in their ability to succeed. Write Box V-33.

SITUATIONS WANTED TECHNICAL

20 years broadcast engineering. 10 years as television chief engineer & director of engineering. Start up & upgrade construction, studios & transmitters, union crews, people management and departmental budgeting from scratch. Please reply Box V-52.

FCC first AS electronics. Desire entry level operations-maintenance engineer position. Trained at KCSM-TV, San Mateo. Will relocate. Call Al Chaney, 916-922-3456, 1415 Oak Nob Way, Sacramento, CA 95833.

SITUATIONS WANTED NEWS

27-year sports veteran in all media seeks position in medium to major market. Ratings leader in top 100 market. Play-by-play a specialty. Jerry, 812-339-9564.

Sports anchor/reporter. Need a strong weekend anchor to back up your number one guy? Call me today, 415-878-4406 or 38 Parnell Ave., Daly City, CA 94015. Veteran of 11 years' major market experience in anchor work, field reporting and editing. I have what you need, call me.

Weathercaster/meteorologist seeking an on-air position. BS degrees and 2 years' experience. Prefer working west of Mississippi. Call Tamara, 303-450-5292.

Feature reporter: Straight ahead people stories. No gimmicks. All news isn't hard and viewers remember features. Alan 309-764-9694.

Award winning reporter seeks position in top twenty market. Live reports my forte. Twelve years television news experience. Team man. Box V-69.

Masters graduate with solid film & video background seeks writer / producer position--documentaries, news specials, series reports, etc. Excellent writing skills. Also experienced on-camera reporter. Bob Risher, RR #3, Box 142, Linton, IN 47441. 812-847-2968.

Energetic, attractive anchor-reporter seeks re-entry spot in 80's-90's ADI. Edits tape. \$13,000/year. Box V-62.

Currently working as network producer/anchor major European market. Six years stateside experience all facets of television news including supervisory responsibilities. Contract expires 1/1 and I'm looking for new reporting job with management potential. Jerry Bayerngasse 1/9, Vienna 3, Austria.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Award-winning videographer/photographer available for freelance, willing to travel. Call 601-863-1379.

Production: Recent college graduate with AB degree looking for full-time professional break as trainee with news department, public TV, industrial / educational production house. Resume, tape and references. Marc Wright, 420-14 Merrimac Trail, Williamsburg, VA 23185, 804-220-3560.

Have first: will travel. Videotape camerawork, editing, switching, 201-383-0654. Seek solid growth position operations production.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Mass communication job opening. Inst./Asst. Prof. mass communications. Qualifications: Ph.D. (or near), M.A. considered, professional broadcast experience preferred, effective teaching/supervision in graduate/undergraduate curriculum; 12 hours teaching and supervision of campus radio station or internship program. Deadline: Feb. 1, 1986. Starting date: August 1986. Salary: competitive; dependent on qualifications. Send resume, all transcripts, 3 letters of recommendation to: James D. Kemmerling, Department of Speech Communication & Theatre, West Texas State University, Canyon, TX 79016. 806-656-3248.

Broadcast assistant professor, tenure track. Ph.D. and professional experience preferred. Teaching experience at university level required. Teach broadcast courses: fundamentals of radio/TV, studio techniques, introduction to mass communications and television production. Advise undergraduate students, general committee work. Send resume, three letters of recommendation to: Chair, Search Committee, Walter Cronkite School of Journalism and Telecommunication, Arizona State University, Tempe, AZ 85287. Equal Employment Opportunity Employer.

Broadcast journalism faculty position open August 16, 1986. Teach mainly beginning and advanced broadcast reporting and news editing and other undergraduate and graduate courses as qualified and needed. Tenure track. Several years' recent relevant media experience. Ph.D. or near preferred; masters required. Salary competitive. Equal opportunity employer. Contact Search Committee (86-1), School of Communication, University of North Dakota, Box 8118, University Station, Grand Forks, ND 58202. Committee begins reviewing applications December 15.

Approximately twenty assistantships for Master's degree in communication in an award winning program. Stipend is \$4500 plus waiver of all tuition and non-resident fees. Assist in teaching classes in basic speech communication, or work as public relations assistant for community agencies. Teaching assistants are provided books, syllabus, classroom materials, and guidance from an experienced professional. You may emphasize public relations, mass communication, or interpersonal/public communication. Complete color television studio with cable connection and 100,000 watt FM public broadcasting station, both with satellite linkage. Write or call Graduate Coordinator, USL Box 43650, Lafayette, LA 70504, or 318-231-6103. Openings in August as well as January. Graduate Record Exam (GRE) required and GPA of 2.5 or more.

HELP WANTED TECHNICAL

Field/bench technician: Must have solid electronics background with at least one year experience in field trouble shooting and bench testing. Basic tools and own transportation required. International Sound, Inc., 339 Main, Orange, NJ 07050. 201-673-0666.

PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

Comedy based on historical daily events calendar. Improve your ratings. Approx 90 items monthly. Send \$5.00 to Charles Garauaglia, 2129 Macklind Ave., St. Louis, MO 63110.

Radio real estate show brings you "fast cash". 15 stations have cleared this show in the past 8 weeks - featured on two satellites: Satcom 1R and AP's Wide World Network. "The show sells itself" testimonials and support sales material available. Best of all, the show is free to you! Call collect. Diana - 202-483-2280.

SEGMENTS WANTED

Producers, do you want some instant national exposure? Syndicated animal show needs short segments, pet and wildlife. Call Gale at 202-332-1462 or send your tapes to Living With Animals, 1410 15th St., NW, Washington, DC 20005.

MISCELLANEOUS

Attention networks, major groups, suppliers, agencies experienced broadcast research analyst seeks creative, challenging position designing, conducting primary research tailored to your needs. Will relocate, travel. Immediate reply needed. Box V-11.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash- highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 404-324-1271.

Enlarging our 3/4" editing suite. Need good used equipment. Will take over your bank or lease payment. Send description to Tony, 1410 15th St., NW, Washington, DC 20005.

Wanted: Used 50kw AM transmitters that have been well maintained, with good maintenance records and documentations. Must also use current tube type-no junk. Call/write Watt Hairston, Sudbrink Broadcasting, 14 Music Circle East, Nashville, TN 37203, Tel 615-748-8150.

Wanted: used VHS 1" and 2" videotapes. Cash paid for all lengths. No defectives. Also buying 2" Quad and 1" C-type. Call Andy Carpel, 301-845-8888.

Wanted: Raytheon model KTR-II TV microwave or spare parts. Contact: G. Bonet, WORA-TV, Box 43, Mayaguez, PR 00709. 809-834-0760.

Wanted: Used 50kw AM transmitter that has been well maintained, with good maintenance records and documentation. No junk. Box V-85

FOR SALE EQUIPMENT

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

25KW FM Continental 816-R3(1983) also McMartin BF25K(1977) both on air, site change, must sell. M. Cooper 215-379-6585.

10/5/1 KW Ams. Collins 21M 10kw AM transmitter, Gates BC5P 5kw AM transmitter, RCA BTA 5T 5kw AM transmitter, Collins 820D1 & 20V2 also RCA BTA-1L, 1kw AM transmitters. All in excellent condition, call Transcom Corp., 215-379-6585.

10kw FM RCA BTF 10E-1 (1972) w/BTE 15A (1976) exciter, stereo gen. and SCA gen. Newly rebuilt final and PA Cav. Call Trancom Corp., 215-379-6585.

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 404-324-1271.

RCA 30kw UHF transmitter. Immediate delivery, good condition. Quality Media 404-324-1271.

RCA TCR-100 2" video cart. Pinzone diagnostics, carts, spare parts, excellent condition. \$25,000. Quality Media 404-324-1271.

Transmission line, 6 1/8" EIA. Rebuilt line. New inner conductors. \$750 per section. Quality Media 404-324-1271.

Videomedia 1" VTR editor Model 2810 new. Half price. Bill Kitchen, Quality media, 404-324-1271.

Videomedia 1" VTR editor model Z-6000. New. Half price. Bill Kitchen, Quality Media, 404-324-1271.

Microwave Associates MA6G, 4 transmitters, 4 receivers, dishes and feed horns included. Also 200 feet and 300 feet chem farm towers all equipment retired do to installation of CBS T.V.R.O. Ken Gardner WLIF-TV, 317-463-1800.

FM equipment for sale: 1968 RCA transmitter BTF-20E1; RCA exciter BTE-15A; and RCA stereo generator BTS-1B; total price \$23,500. Available immediately, call Howard Jones, Chief Engineer, 919-633-2406.

FM equipment for sale: 1500' 3 1/8m 50 ohm rigid coax line in 20' sections plus 75 dual line hangers; cleaned and on ground: \$400/section. Available immediately. Call Howard Jones, 919-633-2406.

FM antenna for sale: RCA 7-bay elliptical polarization; tuned for 106.5, \$3,600. Available immediately. Call Howard Jones, 919-633-2406.

For sale: 6-1/8" transmission line. 75 ohm, approx. 2,000 ft. Call 404-483-3924.

Over 80 AM and FM transmitters in stock. 50kw, 10kw, 5kw, and 1kw AMs, 25kw, 20kw, 10kw, 5kw, 3kw, and 1kw FM's. Besco International, R.E. "Dick" Witkowski, 5946 Club Oaks Dr., Dallas TX 75248. 214-630-3600. Now in our 27th year.

FM transmitters: 25, 20, 15, 10, 5, 2.5, 1 and .25 KW. Continental Communications, Box 78219, St. Louis, MO 63104. 314-664-4497.

AM transmitters: 50, 20, 5, 2.5, .5 and .25 KW. Continental Communications, Box 78219, St. Louis, MO 63104. 314-664-4497.

Used post production equipment for sale: Ampex VPR-2B 1" VTR; Image Video Routing Switcher 60X96 4-level; Bosch Mach I Editing System; Chyron IIB and Compositor I Title Generators; Vidtronic 818-840-7121 or 818-840-7208.

Used broadcast TV equipment. Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

Blank tape, half price! Perfect for editing, dubbing, field or studio recording, commercials, resumes, student projects, training, copying, etc. ELCON evaluated 3/4" videocassettes guaranteed broadcast quality. To order call Carpel Video, Inc., collect, 301-845-8888.

For sale or trade: Shintron 390 Component Switcher, BTX Shadow II plus synchronizer with remote controller; both in perfect condition. Need Sony BVU 800 with TBC. Call Fritz 202-333-3320.

RADIO Help Wanted Sales

REGIONAL AFFILIATE MANAGER

Due to rapid growth and expansion, Satellite Music Network is seeking additional sales personnel to call on America's top station owners and managers. If you have first hand experience at the station level, want to be a part of the exciting future of radio, and are willing to travel—this is an outstanding career opportunity for you. We pay a good draw against commission, giving you unlimited financial opportunities. Call 800-527-4892 for details from David Gerety or Bob Bruton.

Help Wanted Announcers

WE'VE GOT THE STRAIGHT MAN

now we need a crazy person for our morning team. Creative copywriting/production and natural delivery a must. T&R to: Paul Wilson, PD, KJQ FM & AM, 1506 Gibson Ave., Ogden, UT 84404. EOE M/F. All formats welcome.

Help Wanted News

SCIENCE REPORTER

National Public Radio, is seeking a science reporter. Requires 4 years' science reporting experience. 2 for national news organization; BA degree. Advance degree and broadcast reporting experience preferred. Send resume to: National Public Radio, Personnel, 2025 M Street, NW, Washington, DC 20036. AA/EOE.

News Director and/or Morning Drive Anchor

needed in the Sunny South. Need a people person who is a total person first and a great communicator second. If you're looking to do information radio geared toward adults and are looking for a position with longevity, excellent benefits and pay, you may be what we are looking for. Send picture and resume now, Box V-79.

Situations Wanted Management

SOLD

Pending FCC approval, as of December 1, our radio station will be sold. As a result, some very talented people will be in the job market, and could definitely be to your advantage to know who they are. All we can divulge at this point is that exceptional professionals with experience in the following areas will be available:

- SALES
- PROGRAMMING
- PRODUCTION
- FINANCIAL
- NEWS

For more information on how our loss could be your gain, please write in confidence to:

Box MBW 5856
One Lincoln Plaza
New York, NY 10023

Situations Wanted Announcers

TALK SHOW HOST

Attention programmers, ABC Talkradio affiliates looking to make the right move not just any move. Ten years in major markets with super numbers. Issue oriented, but engaging and entertaining communicator. You simply will not find a more knowledgeable or better prepared host anywhere. I can help you. David Gold, 305-473-6687.

TELEVISION Help Wanted Management

Sales Training Director

The successful candidate will be a marketing specialist, an innovator, street smart, part teacher, part motivator. The training director will help identify trainees, create and execute the program, as well as upgrade current staffs. Candidates will have been in broadcast sales management and must be contemporary to current sales strategies, ratings-research methodology and computer usage. This fulltime position with attendant benefits with a major broadcast group could lead to other career opportunities. Send resume in confidence with letter documenting prior achievements and salary requirements to Box V-81.

Are You Sick and Tired?

...of dealing with lousy weather!
...of living where others wouldn't visit!
...of struggling to be a good salesperson in a limited market!

Recover Now!

...in a major market where it's 70 degrees year-round;
...where everyone wishes to live after they once visit;
...where the opportunity exists to be a great salesperson.

San Diego's fastest growing independent television station seeks a salesperson who is a high achiever; who gives results, not excuses; whose talent is greater than ego; and whose actions speak louder than words.

If you're not afraid to be challenged, send a letter of introduction with your resume to J. Allerd, KUSI-TV, 7377 Convoy Court, San Diego, California 92111. No phone calls, please.

Help Wanted Sales

LOCAL SALES MANAGER KSTP-TV HUBBARD BROADCASTING, INC.

Must have successful background in local sales management. Knowledge of Twin City market helpful, but not necessary. Negotiable. Outstanding opportunity. Contact Mr. James Blake, Vice President/General Sales Manager, 612-642-4350.

Equal Opportunity Employer
M/F



For fast
Action Use
BROADCASTING'S
Classified Advertising

HARTE-HANKS TELEVISION

WTLV-TV Jacksonville, Florida is looking for an experienced Local Sales Manager. If you are a proven leader with a minimum of two years experience as a Local Sales Manager and are skilled in vendor, Co-Op, Starch and TV-B please contact:

Mike Conly - Vice Pres. & General Manager

or
Ken Bauder - General Sales Manager

for an interview during the TV-B convention in Dallas or send resume to:

Ken Bauder
General Sales Manager
WTLV-TV
P.O. Box TV-12
Jacksonville, FL. 32231



A Harte-Hanks Television Station



Help Wanted News

Sports Director

needed for award winning nightly newscast. Must have at least 1 year of on-air experience and ability to shoot & edit video tape. Send resume & tape to:

Gladys Hyatt
Cablevision News 12
265 Post Road West
Westport, CT 06880
Equal opportunity employer, M/F

TV NEWS DIRECTOR

Top rated Florid Med. Mkt. Affiliate. Major Mkt. Salary & Benefits. Experience essential. EOE. Resumes in confidence to:
Box V-43.

WEEKEND WEATHER ANCHOR WEEKDAY NEWS REPORTER

Top-rated news department looking for fulltime, personable individual with weather credibility. Attractive university community. Tape and resume to News Director, WMTV, 615 Forward Drive, Madison, WI 53711. Equal opportunity employer.

Help Wanted Programing, Production, Others

PROMOTION and DESIGN PROFESSIONALS

We are currently recruiting nationally for Promotion and Design professionals to work at two of our stations.

Positions include:

- Advertising & Promotion Coord.
- On Air
- Press & Publicity
- Art & Design Coord.

Minimum of 3 years experience is required. Independent TV background very helpful.

Send resume, salary requirements, tape and samples to:

Jay Scafone
Hill Broadcasting, Inc.
4801 Massachusetts Avenue, N.W.
Washington, D.C. 20016

COME GROW WITH US

Newly established VHF TV Station With Tall Tower (CBS Affiliate) in Central Alabama Seeking Professionals In Following Categories:

Management News Sales
Promotion Graphic Arts

Applications Treated Confidentially Write: Operations Director, Bahakel Communications, Box 32488, Charlotte, NC 28232. EOE.

Help Wanted Programing, Production, Others Continued

SENIOR PRODUCER CREATIVE SERVICES

The Number One station in America's Number One City needs a Senior Producer to produce promos, show opens and various special projects. KDKA-TV is one of the most dynamic stations in the country. As Senior Producer, you'll have a lot to do with the success of ambitious local and national projects.

You must be a first rate writer, equally adept with television, radio and print copy. You should be equally at home producing in the field and in studio. You'll need at least two years' major market experience. Send a letter, resume and cassette of your television and radio promos to:

Arthur Greenwald, Creative Services Director
KDKA-TV
One Gateway Center, Pittsburgh, PA 15222

KDKA-TV 2
PITTSBURGH

An Equal Opportunity Employer

ALLIED FIELDS Help Wanted Management

EXECUTIVE DIRECTOR * FIRST AMENDMENT CONGRESS

Coalition of Major U.S. News Organizations. To establish headquarters at the University of Colorado in Boulder. Requires strong news background and proven administrative, organizational and writing skills. Send resume by December 15 to First Amendment Congress, Box 17407, Dulles Airport, Washington, DC 20041. Equal Opportunity Employer.

We are seeking a seasoned broadcast audio/RF salesperson for our Pacific Northwest office. If you have sold these products successfully for at least one year, please contact us in confidence or send your resume to:

Allied Broadcast Equipment
P.O. Box 1487
Richmond, IN 47375
ATTN: Dave Burns 317-962-8596

Radio Programing



Lum and Abner Are Back

...piling up profits for sponsors and stations. 15-minute programs from the golden age of radio.

PROGRAM DISTRIBUTORS ■ PO Drawer 1737
Jonesboro, Arkansas 72403 ■ 501-972-5884

PROMOTION DIRECTOR

Top 10 market station seeks a dynamic professional with off beat concepts to administrate and motivate the promotion, publicity and advertising department. This includes all print and on-air activities. This challenge will be to build excitement about the station's new programming with the kind of style and originality that guarantees ratings. Top writing ability and familiarity with state-of-the-art graphic equipment are priorities. Candidate must have extensive on-air production experience. Health salary and bonus system available including profit sharing. Send resume and salary history and requirements to:

P.O. Box 1831, Dept. JJ
Murray Hill Station
New York, NY 10156
Equal Opportunity Employer

PROMOTION Writer/Producer

We're looking for that creative, motivated, versatile producer to join our award-winning promo team.

Experience in programming and news promotion, good knowledge of production and state of the art graphic equipment.

We offer great working environment & opportunity for growth.

Tapes/resumes to: Lindy Spero, WTTG, 5151 Wisconsin Ave., NW, Washington, DC 20016.

Help Wanted Programing,
Production, Others

VIDEO PUBLICIST

Disneyland is looking to add a full-time person skilled in preparing television news pieces as a writer, producer and on-camera personality. This person will work in the newly organized video arm of the Theme Park's Publicity Department, working with two video cameramen/editors in assembling a number of news and feature stories concerning newsworthy Disneyland events. Minimum 2 years of professional experience required. Salaried compensation package includes excellent employee benefits. Please send resume, demo tape and salary requirements to the address below. Resumes without salary requirement will not be considered.



Disneyland

**PROFESSIONAL
STAFFING**

Dept. P-04-86

1313 Harbor Blvd.

P.O. Box 3232

Anaheim, CA 92803

An Equal Opportunity Employer

Help Wanted Finance

COMMUNICATIONS LENDING OFFICER

Flagship bank of major Ohio-based holding company is expanding our national communications lending group. We are a long-established lender in the industry, specializing in radio, TV, CATV and newspaper credit facilities.

Candidates must have formal credit training in a corporate banking environment, and at least 2 years of lending experience with exposure to the communications/media industry. This is a high-visibility position requiring national travel.

Our compensation plan is highly competitive and our benefits program, including 401(k), is outstanding. Please send resume in confidence to:

Box V-84.

Employment Services

RADIO PERSONNEL NEEDED

In the past year, hundreds & hundreds of radio stations, from every state in the U.S., in every size market, contacted NATIONAL with job orders. So far this year, we're even busier. To help fill these openings, NATIONAL is in constant need of announcers, newscasters, programmers, & salespeople. NATIONAL, the nation's leading radio placement service, places from coast to coast. If you're seriously seeking a move up, don't wait, contact NATIONAL now. For complete information, including brochure & registration form, enclose \$1 postage and handling to:

**NATIONAL BROADCAST
TALENT COORDINATORS
DEPT B., PO BOX 20551
BIRMINGHAM, AL 35216
205-822-9144-ACT NOW!**

Employment Services Continued

10,000 RADIO-TV JOBS

The most complete & current radio, TV publication published in America. Beware of imitators! Year after year thousands of broadcasters find employment through us. Up to 98% of nationwide openings published every week, over 10,000 yearly. All market sizes, all formats. Openings for DJs, salespeople, news, production. 1 week computer list: \$6. Special bonus: 6 consecutive wks. only \$14.95—you save \$21! **AMERICAN RADIO JOB MARKET, 1553 N. Eastern, Las Vegas NV 89101.** Money back guarantee!

**For fast
Action Use
BROADCASTING'S
Classified Advertising**

Business Opportunity

FM APPLICATIONS

Satellite Systems Engineering, Inc. is now preparing FM radio applications for FCC BC Docket 80-90 (689 new FM locations).

Contact:
Bob Napp,
(301) 652-4660



Wanted to Buy Stations

TOP DOLLAR PRIVATE OWNER/OPERATOR EXPANDING

Somewhere there is an owner of a radio station who is toying with the idea of retirement, and who is considering that maybe it is time to sell the station he has built.

I am looking to buy another property. The only hard and fast requirement that I have is that the station be located in a nice place to live. I'd prefer a medium to small market in a community suited for good family living. Everything else is negotiable.

If you are thinking about selling your station, you probably are also thinking that you sure don't need that news discussed all over town. I understand the need for privacy. The stations I now own were purchases with the most delicate discretion. I know the value of a closed mouth.

I'd like to buy another station, maybe yours. My price range is plus or minus \$1 to \$3 million, with terms acceptable to seller. I'd like to see you get your price and your terms, with me obtaining a nice station in a good locale. Let's talk. My name is Mike Walton. You call me at 414/458-2107; or write me at my station, WHBL/WWJR radio, P.O. Box 27, Sheboygan, WI 53082-0027.

WE PLACE TV and Video Engineers COAST TO COAST

[All Levels, But Not Operators]
ALL FEES PAID BY EMPLOYERS
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KEY SYSTEMS

479 Northampton Street
Kingston, PA 18704

Phone Alan Kornish at
(717) 283-1041

For Sale Stations



R.A. Marshall & Co.
Media Investment Analysts & Brokers
Bob Marshall, President

Research Triangle Broadcasting Limited Partnership
has acquired
WBBB-AM/WPCM-FM
Burlington, North Carolina
from
Maycourt Company
for
\$3,365,000

We are pleased to have served as broker in this transaction.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252

**OKLAHOMA CITY
FULL-POWER
UHF TV**

**LOW PRICE
EXCELLENT TERMS**

**FINANCIALLY
QUALIFIED
PRINCIPALS ONLY**

**Bill Kitchen
(404)324-1271**



Quality Media
Corporation

901/767-7980

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MEDIA BROKERS—APPRAISERS**
"Specializing in Sunbelt Broadcast Properties"
5050 Poplar • Suite 1135 • Memphis, Tn. 38157

**COLORADO SKI & LAKE AREA
NEW 930 AM**

Primary service area includes Winter Park, Fraser, Granby, Silver Creek, and Grand Lake. Several great ski areas and lakes for year round recreation. Opposite Continental Divide from Denver-Boulder. Completing construction, ready for air soon. Minimum 55M down on terms. Best cash offer over 95M gets preference, seller reserves right to refuse all offers. HURRY, no program-news services contracts signed yet. Buyer may select to suit. Call 303-879-6265 Inv. Rob.

Your first radio station

could be in this fine midwestern community, within blocks of a large lake, and developed sufficiently to cashflow for you. Owner has another business interest. Terms make this an easy acquisition. Write Box V-80.

AM-FM in Southern Arizona

Ideal Mom & Pop or could be big money maker with employees, owner/operators. Death forces sale of most powerful station in county of 100,000 people. All new or rebuilt equipt. Automation, dishes, studios, tower, remote sending and receiving unit, furnished residence on 5 acres and more. Appraised at \$550,000 need \$125,000 down for estate. MAKE OFFER—executor M. Hermann, 602-384-4495. Call anytime

CALIFORNIA

Profitable small market FM. No local competition in fast-growing area of approx. 40,000. 2 hrs. from big city, 2 hrs. from top-notch recreation. Asking \$775,000 with \$135,000 down (approx. 2.7 X 1985 gross). Contact Elliot Evers 415-387-0397.



**DeHart
Broadcast Brokers
LIST WITH US**

RD #1, Box 44
Richville, NY 13681
315-287-0061

SUNBELT

Top 80 market AM fulltimer ethnic format. \$50,000 down, \$500,000 financed. Good Arbitron. Box V-56.

**CLASS C FM & AM
WITH 10 KW CP**

with long-time earning record. Owner ready to retire. Southwest diversified growth market. Top ratings. Sales justify 1.8 million. Less for cash. Ideal shelter. Write Box V-82.

WISCONSIN

AM/FM COMBO in County Seat town for sale by owner. Priced at less than twice gross. (\$550,000). Profitable. Terms available. Principals only. Box V-35.

CALIFORNIA AM-FM COMBO
Single station mkt. Billing 475K \$111 low DP, liberal terms, owner leaving area.

Melvin Winters
7445 Del Cielo Way
Modesto, CA 95356

**BILL - DAVID
ASSOCIATES
BROKERS-CONSULTANTS**

303-636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

**THE ALDWORTH
ORGANIZATION**

312/
526-7916

MIDWEST SMALL MARKET COMBO
1-Station county. Profitable and priced at 2 x gross and 8 x cash flow. \$745K, terms. 241 W. Lake Shore Dr. • Barrington, IL 60010

HAWAII

Powerhouse AM/FM combo serving over 75,000 on an outer island. Top-quality technical plant, dominant ratings. Offered at \$1.1 million (2.1 X gross). Contact Elliot Evers 415-387-0397.



CLASS A FM, NY STATE

Border station, near Adirondacks, 1,000 Islands last channel in market. You provide most equipment; priced accordingly. Contact Jimmy Arvidson, Payson Hall, St. Lawrence University, Canton, NY 13617. 315-379-5356.

SOUTHWEST

1KW daytimer with FM class A CP in small market, \$300,000. Contact Box 14696, Las Vegas, NV 89114.

- Fulltimer covering town of 20,000 plus. FM CP SW MS \$130,000
- Fulltimer Powerful. Middle TN. \$460,000. Covering 100,000 people. Much real estate. \$460,000. Terms.
- Fulltimer Powerful. Covering town of 15,000. Good real estate. Middle TN. \$150,000.
- Fine station within 60 miles of new proposed world's largest GM SATURN auto plant.

Business Brokers Associates
615-756-7635 24 Hours

"TWENTY YEARS OF EXPERIENCE GOES INTO EVERY SALE"

H.B. La Rue, Media Broker

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West Coast

44 Montgomery St. #500
San Francisco, CA 94104
415 434-1750

East Coast

500 East 77th St. #1909
New York, N.Y. 10021
212 288-0737

Atlanta

6201 Powers Ferry Rd., #455
Atlanta, GA 30339
404 956-0673 Hal Gore, V.P.

Location	Size	Type	Price	Terms	Contact	Phone
AR	Met	FM	\$3000K	Terms	Bill Whitley	(214) 680-2807
NM	Met	AM/FM	\$2500K	Terms	Bill Whitley	(214) 680-2807
FL	Sm	FM	\$900K	30%	Randy Jeffery	(305) 295-2572
NB	Med	AM/FM	\$775K	\$150K	Bill Lytle	(816) 941-3733
VT	Sm	AM/FM	\$650K	Terms	Ron Hickman	(401) 423-1271
UT	Sm	AM	\$595K	\$120K	Greg Merrill	(801) 753-8090
KY	Sm	AM/FM	\$535K	\$165K	Ernie Pearce	(404) 458-9226
KA	Sub	FM	\$450K	\$150K	Bill Lochman	(816) 941-3733
NC	Sm	AM	\$360K	\$90K	Mitt Younts	(202) 822-8913
ID	Sm	AM	\$190K	\$40K	Greg Merrill	(801) 753-8090

For information on these properties, please contact the Associate shown. For information on other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.



**SUNBELT
AM/FM COMBO**

in very attractive growing small market with potent industrial base, Has good real estate, near-new equipment top ratings, and good cash flow. Only 60 miles to the ocean. No daily newspaper. Gross \$330,000.

Price \$700,000—15% down payment

Reggie Martin **Ron Jones**
305-286-8342 **804-758-4214**

BY OWNER

Class C FM/AM
Less than 7x projected cash flow at \$4 million.
Write Box V-57.

HEAVENLY HAWAII

One year old, owner operated FM in beautiful Maui. Hawaiian music format. 2000 foot HAAT. \$500,000, terms open. Barry Sherman & Associates, 1828 L St., NW, Washington, DC 20036. 202-429-0658 or Midwest 313-881-5432.

**ATTENTION:
EARLY DEADLINE NOTICE**

Due to holiday, Thursday, November 28, the deadline for classified advertising for the Dec 2 issue will be Noon, EST, Thursday, November 21.

**BOB KIMEL'S
NEW ENGLAND MEDIA, INC.**

**LESS THAN
1 1/4 TIMES BILLING**

and you get a station in an attractive Northeast market. Owned studio building and transmitter sight. Equipment is in good condition. Yes - it's a daytimer but it's a fantastic buy at \$425,000

8 Driscoll Dr., St. Albans, VT 05478
802-524-5963

GEORGE WILDEY 207-947-6083 (MEI)
MIKE RICE 203-423-1767 (CT)

OKLAHOMA FM

Single mkt. New equipment.
Living qts. Good terms to qualified. \$195,000 see to believe. 405-832-5613.

50 KW POTENTIAL

Upper Midwest top 20 suburban 5 KW foreign clear channel AM with competitive PSA and PSSA. Facility will automatically become fulltime with no additional investment upon completion of the Mexican communications agreement. Also awaiting uncontested CP for higher power and fulltime on domestic clear channel. 50 KW available by day. Newer equipment; renovated studios, offices. This unique expansion opportunity is priced at \$750,000 - mostly cash. Offered by owner to those financially qualified only; please Box V-83.

WINTER SPECIAL

Class A FM-Far South Texas--Where Palm Trees Sway, Sugar Cane Grows, And the Snow Never Blows--Excellent Facility-Good Size Market- Priced To Sell --Call NOW.

(512) 544-5409

PRW & Associates

Box 3127

South Padre Island, TX 78597

OR

Box 1155

Abingdon, VA 24210

Wilkins and Associates

Media Brokers

AL	AM/FM	\$15,000	DOWN PAYMENT
VA	AM	\$15,000	DOWN PAYMENT
VA	AM	\$20,000	DOWN PAYMENT
PA	FM	\$350,000	CASH
IL	AM Full Time	\$500,000	20%
CT	AM Full Time	\$800,000	35%
IN	AM/FM	\$450,000	30%
AR	AM/FM	\$335,000	15%
SC	AM	\$35,000	DOWN PAYMENT
3	TN STATIONS		

P.O. BOX 1714 - SPARTANBURG, SC. 29304 - 803/585-4638

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment MUST accompany ALL orders.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (NO telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: (personal ads): \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media



Krauss

succeeds Krauss.

Don Krauss, general manager for WOLO-TV Columbia, S.C., named VP, television division, of parent, Bahakel Communications, which owns seven TV stations. He will be based in at Bahakel headquarters in Charlotte, N.C. **David Aiken**, operations manager for WOLO-TV,

G. Gregory Miller, program manager, Taft-owned WTAF-TV Philadelphia, named VP, television and cable programming, for Taft Broadcasting. He succeeds Lucie Salhany, who left to become president of Paramount Domestic Television and Video Programing (BROADCASTING, Oct. 7, 1985).

James Mulla, president and general manager, WCZY-AM-FM Detroit, joins co-owned WDAE(AM)-WIQI(FM) Tampa, Fla., as president and general manager.

Joseph Wallach, executive director, Globo Television Network, Brazil, joins KVEA(TV) Corona, Calif., as president and chief operating officer. **Paul Niedermeyer**, general manager, KSC(TV) San Bernardino, Calif., joins KVEA in same capacity.

Jack Alix, VP and general manager, WKPE-AM-FM Orleans, Mass., joins WJXQ(FM) Jackson, Mich., as president and general manager. His wife, **Cathy Alix**, traffic manager, WKPE-AM-FM, joins WJXQ as operations manager. Jack Alix has 40% interest in station.

Appointments, WHCT-TV Hartford, Conn.: **Richard Ramirez**, general sales manager, WMJX(FM) Boston, to general manager and managing general partner: **Terry Planell**, from Madison Square Garden Network, New York, to station manager; **John Jordan**, from Cape Cod Communications, Cablevision, Cape Cod, Mass., to operations manager.

Alejandro Avendano, from SIN, New York, joins WNJU-TV Linden, N.J., as executive assistant to station president and general manager.

Ken Lamarche, sales-station manager, Donrey Media Group's KYRK-FM Las Vegas, joins co-owned KEXO(AM) Grand Junction, Colo., and KLDK-FM Delta, Colo., as general manager.

Mike Gehring, general manager, KVOS-TV Bellingham, Wash., joins WLOS(TV) Asheville, N.C., as general manager.

Daniel Shields, general counsel, United Cable, Denver, named to newly created position of VP, special projects. **Donald Masters**, from Hart Exploration and Production Co., Englewood, Colo., succeeds Shields as VP and general counsel.

Dolores (Dee) Woods, executive assistant to Turner Broadcasting chairman and president, Ted Turner, TBS, Atlanta, named VP, assistant to president.

Darrell Scoggins, operations coordinator, noncommercial WEDU(TV) Tampa, Fla., joins Central Educational Network, Chicago, as operations manager.

Marketing

Thomas Turner, president, SSC&B: Vos Direct, New York, assumes additional responsibilities as chairman.

Account supervisors named VP's, Doyle Dane Bernbach, New York: **Marina Hahn**, **Barbara Karp**, **Marianne Moore**, **Richard Van Winkle** and **Charles Zollo**.

Frederick Massin, senior VP, creative group head, Dancer Fitzgerald Sample, New York, named senior VP, associate creative director.

Appointments, Foote, Cone & Belding: **William Kiely**, chairman of FCB, Europe, London, will not retire as planned, but will relinquish his post as regional chairman. He will also serve as deputy chairman of FCB Advertising Ltd., FCB's largest U.K. agency. Kiely will continue as member of board of directors. **Emine Messiqua**, president, FCB/Europe, succeeds Kiely as chairman. Kiely and Messiqua will assume new posts immediately. Appointments effective in early 1986: **Len Sugarman**, executive creative director, FCB/New York, to vice chairman and chief creative officer of FCB/Europe; **Craig Wiggins**, executive VP and general manager, FCB/San Francisco, to president and chief operating officer, FCB/Europe; **Ted Littleford**, deputy executive creative director, New York, to executive creative director, succeeding Sugarman; **Jack Balousek**, deputy general manager, San Francisco, to general manager, succeeding Wiggins.

Bill Arzonetti, from Wells Rich Greene, New York, joins Cunningham & Walsh there as creative group head.

John Hayter, Young & Rubicam, Chicago, named executive VP, Y&R USA.

Jack Moran, research associate, Needham Harper Worldwide, Chicago, named research supervisor. **Rayna Brown**, VP, associate director of personnel, Saatchi & Saatchi Compton, New York, joins Needham Harper Worldwide there as director of human resources.



Mullins

Barbara Mullins, senior VP and producer, BBDO, New York, named director of broadcast production. She is first woman at agency to serve as department head.

Vince DiGiacomo, associate creative director, D'Arcy Masius Benton & Bowles, Chicago, named VP.

Evan Smith, development VP, Saatchi & Saatchi Compton, New York, named VP, program development, West Coast.

Maxine Schwartz, from McCann-Erickson, Los Angeles, joins Eisaman, Johns & Laws, Houston, as senior broadcast buyer.

Barbara Lewis, producer, D'Arcy Masius Benton & Bowles, New York, named broadcast producer, St. Louis. **Amy Maynard**, from Foote, Cone & Belding, Chicago, and **Ann Hollingshead**, recent graduate, Yale University, New Haven, Conn., join D'Arcy Masius Benton & Bowles, Chicago, as research associates. **Robert Brueckner**, senior writer, Grant Jacoby Advertising, Chicago, joins D'Arcy Masius Benton & Bowles, St. Louis, as writer.

Catherine Fuller, from Simmons Market Research Bureau, New York, joins Koehler Iversen Inc. there as media coordinator.

Karen Hodges, from KXAS-TV Fort Worth, joins Katz American Television, Dallas, as account executive. **George Martino**, account executive, KBAK-TV Bakersfield, Calif., joins

the most experienced executive recruiting firm in broadcasting and cable

More than 16 years as specialists in the communications industry.
For a confidential discussion, call 312-991-6900.

Youngs, Walker & Company

1605 COLONIAL PARKWAY
INVERNESS, ILLINOIS 60067

Katz Continental Television, Los Angeles, as account executive. **Swain Weiner**, account executive, eagles team, Katz American Television, New York, named manager, eagles team. **Jay Zeitchik**, account executive, blue team, Katz American Television, named manager, blue team. **Cindy Smolin**, account executive, swords team, Katz Independent Television, Chicago, named manager, swords team, succeeding **Kerry Schwartz**, named manager of lancers team.

Appointments, Eastman Radio: **Marty Damin**, from Christal Radio, New York, to manager of network operations there; **Dave MacAllister**, manager of network operations, New York, to VP, Midwestern region, Chicago, succeeding **Jerry Donovan**, resigned; **Jim Schneider**, Western regional manager, Selcom Radio, Los Angeles, to office manager there; **Steve Marriott**, from Weiss & Powell, San Francisco, to office manager, San Francisco.

F. Russell Wood, VP and general manager, KMBZ(AM)-KMBR(FM) Kansas City, Mo., joins KSL-AM-TV Salt Lake City as director of market development.

Donald O'Brien, local sales manager, WTXN-TV Hartford, Conn., joins WHCT-TV Hartford, Conn., as director of sales.

Peter Mathes, national sales manager, KCOP(TV) Los Angeles, named general sales manager.

John Shaver, account executive, WWOX(AM)-WKZZ(FM) Lynchburg, Va., named general sales manager.

Chuck Jewell, national sales manager, WHO(AM)-KLYF(FM) Des Moines, Iowa, named general sales manager.

Christine Barnhurst, marketing and advertising director, Bookcraft Publishing, Salt Lake City, Utah, joins KUTR(AM) there as sales manager.

Tim Dalrimple, account executive, WJXQ(FM) Jackson, Mich., named sales manager.

Frank Ratermann, account executive, WTSP-TV Tampa, Fla., joins WGHP-TV High Point, N.C., as local sales manager.

Hal Merrill, account executive, KRTH(FM) Los Angeles, named local sales manager.

Andy Alford, from WZKC(FM) Rochester, N.Y., joins WHEC-TV there as account executive.

Programing



Richard Sowa, executive VP, Playboy Video Corp., Los Angeles, named president, with responsibility for Playboy Channel, home video, pay-per-view and film syndication. Move follows resignation of Playboy Programs president, Michael Brandman (BROADCASTING, Nov.

11).

Robert Goldfarb, VP and director of programing, Ogilvy & Mather, New York, joins HBO

there as VP, original programing, planning and development. **Perry Schneider**, director of movie financing, HBO, named VP, programing finance.

Edgar Hirst, director of Olympic operations, ABC Sports, Los Angeles, named VP, tape production, West Coast, ABC Entertainment.

Roslyn Lisbona-Fisch, director of syndication operations, Telepictures, Sherman Oaks, Calif., named VP, syndication operations.

Mike O'Gara, from *Entertainment Tonight*, Paramount, Los Angeles, joins Disney Channel, Burbank, Calif., as VP, production.

Richard Goldstein, VP, director, affiliate relations, CBS-TV, New York, named VP, marketing, CBS Sports.

Peter Newgard, Southwest division manager, MGM/UA, Dallas, joins Walt Disney Pictures, Dallas, as VP, Southern division manager. **Sunta Izzicupo**, associate director of TV movies and mini-series, 20th Century Fox, Los Angeles, joins Walt Disney Pictures, Burbank, Calif., as director of development, television division.

Jerry Kapner, account executive, Licensing Corp. of America, New York, and **Lisa Lombardo**, from ARA Services, New York, join King World there as directors of licensing.

Steven Fadem, VP and senior counsel, Warner Amex Cable Communications, New York, joins Multimedia Entertainment there as VP, business affairs, and general counsel.

Grant Norlin, VP, Western division, Metro-media Producers Corp., Los Angeles, named VP, domestic syndication sales.

Appointments, Financial News Network, Santa Monica, Calif.: **Chris Taylor**, director of affiliate relations, to VP, affiliate relations; **James Boyle**, manager of national sales, Cabletelevision Advertising Bureau, to manager of research and sales development.

Mark Kress, director of advertising sales, West Coast, Westwood One, Los Angeles, named to newly created position of general manager, music marketing and promotion.

Rand Stoll, VP, advertising sales manager, LBS Communications, New York, named senior VP, LBS Syndication.

Sydney McQuoid and **Bonnie Busekrus**, affiliate relations marketing managers, Lifetime, New York, named affiliate relations senior marketing managers.

Brian Klasuner, manager of syndication accounting, entertainment division, CBS, New York, joins United Stations Programing Network there as controller.

Ferris Kaplan, from Whitefeather Productions, Los Angeles, joins Fries Distribution there as director of marketing research.

Lou Shaw, supervising producer, *The Fall Guy*, 20th Century Fox Television, Los Angeles, joins Universal Television there as supervising producer, *The Insiders*.

Andrea Gronvall, assistant producer, *At the Movies*, Tribune Entertainment, Chicago, named producer.

Roni Stimwell, assistant to director of business affairs, New England Sports Network, Boston regional sports cable service, named affiliate representative.

Jimmy Cefalo, former wide receiver, Miami Dolphins professional football team, joins NBC Sports, New York, as analyst. *NBC News at Sunrise* and football coverage.

Bob Moore, director, research, KCBS-TV Los Angeles, joins Embassy Telecommunications there as director, research.

Mike Phillips, program director, KFRC(AM) San Francisco, joins KOIT(AM) there in same capacity.

Jeff Forster, executive producer, WJBK-TV Detroit, named production manager.

Shardan Sandoval, production director, WKPE-AM-FM Orleans, Mass., joins WJXQ(FM) Jackson, Mich., as production director.

Kimberly Young, press assistant and secretary to Senator Arlen Specter (R-Pa.), joins WGAL Lancaster, Pa., as program coordinator.

News and Public Affairs



Sokusky

kusky.

Anna Mae Sokusky, director, CBS Radio Stations News Service. Washington news bureau for CBS-owned AM stations, named executive director, news, for CBS-owned AM stations. **Jerome Navies**, executive producer, CBS Radio Stations News Service, succeeds So-

Don Dunphy Jr., director of syndicated news services, ABC, New York, named VP, affiliate news services, ABC News.

Lark McCarthy, anchor and reporter, CBS News, Washington, joins ABC news there as general assignment correspondent.

Steve Wasserman, VP, news, WPLG(TV) Miami, joins WCBS-TV New York as director of news.

Terry Cole, executive news producer, KWCH-TV Wichita, Kan., named news director, succeeding **Steve Ramsey**, who joins WRAL-TV Raleigh, N.C., as news director.

Frederick Gray, assistant general news editor, Reuters, New York, named projects-production editor, North America. **Jonathan Sharp**, editor-in-charge, New York desk, succeeds Gray.

Brian Powers, independent producer and marketing consultant, joins Worldwide Television News (formerly UPITN), New York, as regional executive, North America.

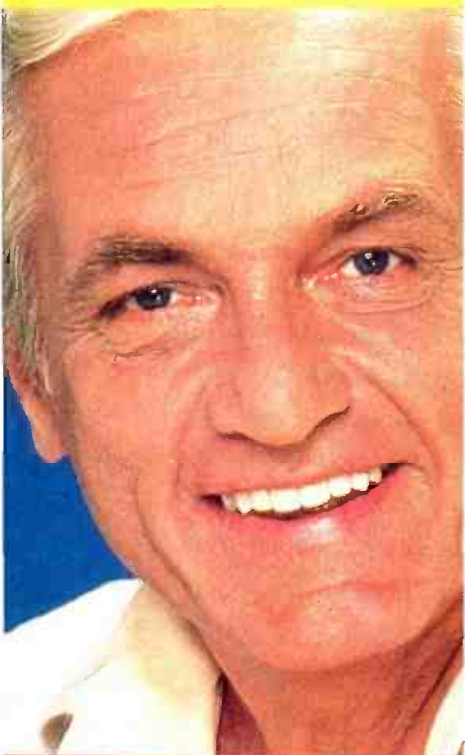
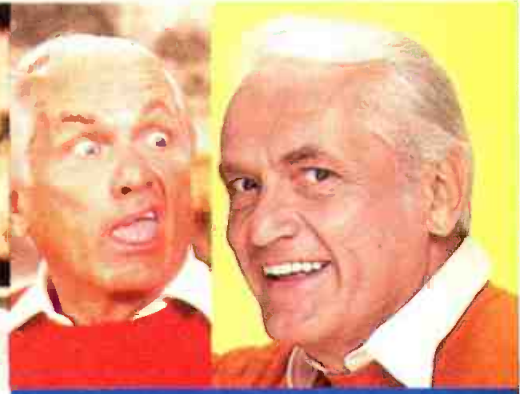
Kimberly Eller, music director, noncommercial KEYA(FM) Belcourt, N.D., named news director.

Tim Garrigan, executive producer, news, KIRO-TV Seattle, named public affairs director, KIRO Inc., supervising public affairs for KIRO-TV and KIRO(AM)-KSEA-FM Seattle.

Allen Berman, from WDEV(TV) Detroit, joins WABC-TV New York as executive producer, early news.

John Ketcham, associate producer, documentaries, WJZ-TV Baltimore, joins WJXT(TV)

All New For 1986! The Ted Knight Show



ANNOUNCING MORE KNIGHT-TIME!

It's all set! And it's all first-run!
One of America's favorite
comedy stars in a major new
weekly series.

"The Ted Knight Show"
picks up where the long-running
hit "Too Close For Comfort"
leaves off. With Ted returning as
the irrepressible Henry Rush.

Nancy Dussault's back, too,
as his wife Muriel.

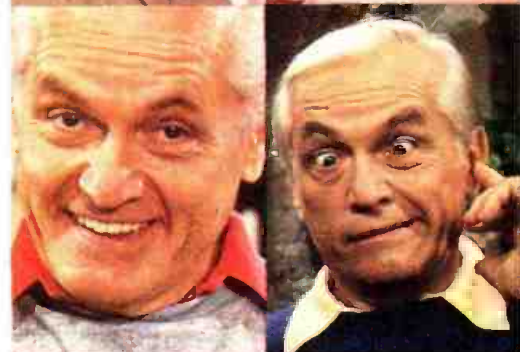
And Jm J. Bullock as Monroe.

Top stars in proven comedy
roles—and a fresh, new situation
that's going to fill up half hours
with laughs all over again.

Already cleared for 1986 on
all the Metromedia Stations.

Grab the new Knight-time for
your station.

Talk to your Taffner rep now.



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(213) 937-1144

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LBS
LBS COMMUNICATIONS INC.

Jacksonville, Fla., as documentary producer.

William Sheehan, former ABC News president, most recently associated with Executive Television Workshop, joins WJR(AM) Detroit as senior correspondent. Sheehan was news director at WJR in 1961, when he left to join ABC News, New York, as correspondent.

Jim Thomas, reporter, KNBC-TV Los Angeles, joins CNN there as correspondent. **Linda Taira**, from Chronicle Broadcasting, Washington, joins CNN there as Capitol Hill correspondent.

Max Stewart, farm director, WSMI-AM-FM Litchfield, Ill., joins KMOX(AM) St. Louis in same capacity.

Joan Smith, from WCTI-TV New Bern, N.C., joins WLEX-TV Lexington, Ky., as reporter-producer.

Appointments, KPHO-TV Phoenix: **Carlos Jurado**, reporter, to assignment editor; **Bart Graves**, from KOLD-TV Tucson, Ariz., to writer-producer, and **Thom Thomas**, reporter, KPSD-TV Paducah, Ky., to reporter.

Brian Clark, weekend producer-weekday news writer, WKBW-TV Buffalo, N.Y., named producer, 11 p.m. news.

Gene Leong, director, news, KNBC(TV) Los Angeles, named staff director.

Garvin Berry, from KTRH(AM) Houston, joins KPRC-TV there as planning assistant, news department.

Priscilla Smith, weekend anchor-reporter, WFMY-TV Greensboro, N.C., joins WCPO-TV Cincinnati as anchor-reporter. **Debbie Arnold**, producer, WCPO-TV, named producer, noon news.

Martin Morenz, weekend co-anchor, WMTW-TV Auburn, Me., named weeknight co-anchor.

Byron Holden, from Marion county (Fla.) bureau, WESH-TV Orlando, Fla., joins WSAV-TV Savannah, Ga., as reporter.

Marilyn Moritz, from KTVV(TV) Austin, Tex., joins KSAT-TV San Antonio, Tex., as reporter.

Alice Edwards, from WEYI-TV Flint, Mich., joins WOTV(TV) Grand Rapids, Mich., as reporter.

Lesley Patten, from WYSP(FM) Philadelphia, joins WJBR-FM Wilmington, Del., as afternoon drive anchor and reporter.

Phil Russo, reporter and producer, International Cable, West Seneca, N.Y., joins WPEC-TV West Palm Beach, Fla., as reporter.

Terry Kniess, weekend weather anchor and weekday reporter, KVBC(TV) Las Vegas, joins KCEN-TV Temple, Tex., as weekday weather anchor.

Technology

David Dever, Eastern regional manager, Quantel, Stamford, Conn., named national sales manager, broadcast products. **Douglas Schwartz**, advertising manager, NEC Electronics, Mountain View, Calif., joins Quantel, Palo Alto, Calif., as marketing communications manager.

Dan Wiltshire, engineering aide, Pioneer

Communications of America, Columbus, Ohio, named systems engineer.

Geren Mortensen, president, Media Center Inc., Baltimore, joins Sony Video Communications as account manager, based in Lanham, Md.

Promotion and PR

Dea Shandera, manager, advertising and promotion, Paramount Pictures Television Group, Los Angeles, joins The Disney Channel there as director, creative services.

Matthew Clenott, air personality, Satellite Music Network, Dallas, named director of local creative services.

Laura Wessner, press representative, *Closeup* documentary unit, ABC News, New York, named press representative, *Nightline*.

Mark Lipsky, promotion director, WPEN(AM)-WMGK(FM) Philadelphia, named corporate promotion coordinator for parent, Greater Media family radio stations.

Lettie Holman, from WRQX(FM) Washington, joins WPKX-AM-FM there as promotion director.

Bob Pagura, assistant promotion manager, WTMJ-TV Milwaukee, joins WCGV-TV there as promotion director.

Giora Breil, from Image Productions, Rio de Janeiro, joins KVEA(TV) Corona, Calif., as director of advertising and promotion.

Ami Lynne Porder, sports reporter and studio producer, ESPN, Bristol, Conn., joins WHCT-TV Hartford, Conn., as director of promotion and publicity.

Ann Cerussi, promotion coordinator, KLOS(FM) Los Angeles, named assistant director of advertising and promotion. **Ava Hubbard**, member of promotion department, KLOS, succeeds Cerussi.

Appointments, WJLA-TV Washington: **Coby Leyden**, from KOMO-TV Seattle, to director, on-air promotion; **Teri Everett**, Ogilvy & Mather, Washington, to director of press relations, and **Bob Helsley**, from WMAR-TV Baltimore, to design manager.

Donna Friedman, promotion assistant, WNIC-AM-FM Detroit, named promotion director.

Allied Fields

Richard Levy, deputy director, USIA television and film service, Worldnet, Washington, resigns effective first week in December. He will open international telecommunications and marketing consultancy, Richard C. Levy & Associates, Bethesda, Md.

Elected officers, Association of National Advertisers, New York: **Herbert Baum**, president, U.S. division, Campbell Soup Co., chairman; **Robert Lauterborn**, from International Paper Co., vice chairman. **Robert Taylor**, director of management development programs, ANA, named VP.

Peter O'Reilly, TV sales manager, U.S. Chamber of Commerce's BizNet, Washing-

ton, named director of marketing.

Andrew Duca, from Video Corp. of America, New York, joins NATPE there as director of creative services.

Karen Menichelli, program officer, Benton Foundation, Washington, named associate director. Foundation is legacy of late William Benton, co-founder of Benton & Bowles advertising agency, and supports projects that "improve public understanding and use of the new technologies of communications and information."

William Lee Mockbee, VP, research and development, WCVB-TV Boston, has formed WLM Consultants, New Brunswick, Canada-based broadcast sales and operations consulting firm.

Ruth Westheimer, sexual therapist and host of *Sexually Speaking*, syndicated radio program, and *Dr. Ruth Show* on Lifetime cable network, will receive 1985 Communicator of the Year award from Philadelphia chapter of American Women in Radio and Television.

Mark Altschuler, general sales manager, Antonelli Media Training Center, New York, named VP.

Haina Just, public relations assistant, American Jewish Committee, New York, named coordinator, broadcast relations.

Len Iwanski, state broadcast editor, Associated Press, Albany, N.Y., joins New York State Bar Association as manager of broadcast media relations, based in Albany.

Elected officers, New York State Broadcasters Association, Albany, N.Y.: **Lawrence Levite**, WBEN-AM-FM Buffalo, chairman; **Walter Maxwell**, WGHQ(AM)-WBPM(FM) Kingston, VP; **James Champlin**, president, Beck-Ross Communications, Long Island, secretary; **Ronald Pulera**, WTEN-TV Albany, treasurer.

Elected officers, newly formed Broadcast Executive Directors Association, Washington, comprising executive directors of state broadcast associations: **Wally Gair**, Illinois Broadcasters Association, chairman; **Robert Foss**, Florida Association of Broadcasters, VP; **Harriet Lange**, Kansas Association of Broadcasters, secretary; **William Sanders**, Georgia Association of Broadcasters, treasurer.

Deaths

Morton A. Hill, 68, founder and president of Morality in Media, New York, died of lung disease Nov. 4 at Jesuit hospital of Fordham University, New York. He founded MIM in 1962 to combat constitutionally what he saw as growing traffic in pornography. In 1968, he was appointed by President Johnson to Presidential Commission on Obscenity and Pornography. While majority of commission recommended repeal of obscenity laws, he dissented and, along with fellow committee member, issued Hill-Link Minority Report, which was later cited by Supreme Court in landmark 1973 obscenity decision.

Joel Crothers, 44, television actor who had continuing roles on daytime dramas *Edge of Night*, *The Secret Storm* and *Somerset*, and had guest roles on number of prime time series, died of cancer Nov. 6 at Los Angeles hospital.

Relishing radio's challenge

Charlie Colombo is a radiophile. He has been associated with that medium for all of his 23 years in broadcasting, although he'll make a slight concession. "In my first two years in the business, when I was with the Esty Co. as a timebuyer, I bought for both radio and television." It's been radio only since then.

The specializing has paid off. Colombo has progressed steadily over the years and last March was elected president of Blair Radio, one of the largest national radio representative firms in terms of billings. Colombo has no retrospective regrets about resisting the blandishments of television. Many of his contemporaries chose careers in television, but Colombo, who has had a number of TV opportunities, turned them all down: "I've always felt that radio offered the challenge of coming up with creative approaches," he explains. "I think on the sales side, television doesn't have the excitement of radio."

Colombo recalls a vague notion of wanting to be an advertising man while he was at the University of Missouri. He earned a bachelor's degree in journalism in 1962, having completed several courses in advertising. He felt he didn't write well enough to become a copywriter but believed he could fit in somewhere at an agency.

He headed directly for New York after picking up his diploma and interviewed at a number of agencies for entry-level jobs. With some reservations, Esty offered him a training post in the timebuying section.

"Esty's personnel man thought I could never get by in New York on the low salary the agency could pay me," he remembers. "But I told them I could do it. I managed to survive by sharing an apartment in Queens with three other young guys."

Esty proved to be the right training site for the station representative business. Colombo was exposed to media research and the art of negotiating and became acquainted with a goodly number of representatives in radio and television.

"Some of them said I should try to become a radio rep salesman," Colombo recounts. "After two years at Esty, I was interviewed for a sales job at Venard, Torbet & McConnell. I got the job—and practically doubled my income."

He worked at Venard for a year and then, in 1965, moved on to Peters Griffin Woodward as a salesman in the radio division. In 1967, Colombo made a pivotal change, joining Eastman Radio as a salesman. He was to remain at Eastman for almost 16 years.

It was there that Colombo honed his management skills. During his long tenure, he started as an account executive in New York and progressed to Los Angeles manager, Western region manager, Eastern region manager and executive vice president.



CARL (CHARLIE) ROBERT COLOMBO—president and chief operating officer, Blair Radio, New York; b. Aug. 31, 1940. St. Louis; BA, journalism, University of Missouri, 1962; timebuyer, William Esty Co., New York, 1962-64; salesman, Venard, Torbet & McConnell, New York, 1964-65; salesman, Peters Griffin Woodward, radio division, New York, 1965-67; with Eastman Radio, 1967-82; as salesman in New York, 1967-69; Los Angeles manager, 1969-72; Western region manager, 1972-75; Eastern region manager, 1975-78; executive vice president, 1978-82; executive vice president and chief operating officer, Christal Co., New York, 1982-85; president, Blair Radio, since March 1985; separated; children—Tracey, 18; Scott, 15; Brett, 14.

In early 1982 the Christal Co. recruited him to become executive vice president and chief operating officer. Two and a half years later Christal was sold to Katz Communications. Several months later Colombo joined Blair Radio as president and chief operating officer.

Blair was in a period of transition in 1984. There were rumors that Blair might relinquish its role in radio repping and concentrate on its other businesses, including ownership of radio and TV stations and its television representative company. Colombo discounts the disquieting reports. "I'm convinced that Blair Radio is in the radio rep business to stay and to grow," Colombo says. "We have been given latitude to hire new people and have plans for growth I cannot discuss now. Blair Radio has been in radio representation for 50 years. It has had 49 good years and one not-so-good year in 1984. That's not a bad batting average."

One of Colombo's biggest boosters is Jim Hilliard, board chairman and chief executive officer of Blair Radio and president of the Blair Owned Radio Stations division. He had heard of Colombo but had never met him at the time Blair Radio started a search for a president 10 months ago. Hilliard asked three executives whose opinions he respected to suggest candidates for the job. "Charlie was the only one to appear on all

three lists," Hilliard said.

"We've made progress under his leadership in a comparatively short time and we'll have some exciting things to announce over the next 90 days," said Hilliard. "You can be sure that Blair is going to continue in radio representation for some time to come."

At Blair Radio, Colombo oversees some 100 employees scattered in offices in New York, Los Angeles, Chicago, San Francisco, Boston, Seattle, Philadelphia, Atlanta, Detroit, Dallas, Houston, St. Louis and Portland, Ore. Blair Radio represents some 170 stations, predominantly in larger markets.

Colombo characterizes 1985 as "a fair year," with sales running ahead of 1984 by about 8%. He believes that Blair will keep pace with the industry. He hopes to bolster that percentage in 1986 by instilling in his staff a more aggressive approach to selling the values of spot radio.

"We hope to make more presentations to agencies on the effective use of spot radio," he says. "One approach is to tie together our nonwired network with direct marketing. This might entail a radio campaign with a contest."

Colombo cites a number of advertising categories that are active in spot radio, such as airlines, communication systems, beer, wine and foreign cars, but stresses that spot must develop new advertisers. One of the areas Blair is developing, he says, is vendor advertising.

Colombo believes that Blair is the only radio rep actively seeking vendors. This type of advertising involves suppliers of an advertising client. He says vendor advertising lends itself to nonwired networks and to conventional spot radio.

Colombo recognizes that spot radio long has been plagued by advertising apathy. He suggests that awards be established by industry organizations to encourage copywriters to write more regularly for radio. He also believes the conscientious rep must keep up a dialogue with agency personnel on various levels, because "that is where the business is being transacted."

As to the radio rep business in general, Colombo thinks there will be a continuing decline in the number of national reps.

Colombo projects that over the next four or five years the rep universe may well contract to about three "mega-reps." He conjectures that each may consist of various component companies, such as Blair Radio and Blair/RAR. Following this period of consolidation, according to Colombo, there may well be a resurgence with one or two additional firms moving into the rep arena.

Colombo travels frequently to Blair Radio offices throughout the country and visits agencies regularly. He relaxes by jogging, fishing and playing tennis. Colombo enjoys reading books about business, particularly relishing those concerning men and women who have risen to the top. ■

Gannett Co. announced Friday (Nov. 15) it has **sold three Evening News Association TV stations to Knight-Ridder Broadcasting Inc. for \$160 million**, pending FCC approval of Gannett's purchase of ENA (BROADCASTING, Sept. 2). Stations sold are **KTVY-TV Oklahoma City, WALA-TV Mobile, Ala., and KOLD-TV Tucson, Ariz.** Knight-Ridder Broadcasting is station group subsidiary of Knight-Ridder Newspapers Inc., publicly held Miami-based publisher headed by Alvah H. Chapman, chairman. Broadcast division is headed by Daniel E. Gold, president. Sale gives Knight-Ridder Broadcasting eight TV's. Last year, broadcast division had \$66.9 million share of company's total \$1.66 billion revenue. KTVY is NBC affiliate on channel 4 with 97.7 kw visual, 19.5 kw aural and antenna 1,540 feet above average terrain. WALA-TV is NBC affiliate on channel 10 with 316 kw visual, 47 kw aural and antenna 1,246 feet above average terrain. KOLD-TV is CBS affiliate on channel 13 with 107 kw visual, 15.6 kw aural and antenna 3,610 feet above average terrain.

□
Pole attachment case is on its way to Supreme Court. That was clear last week after U.S. Court of Appeals for Eleventh Circuit refused to grant rehearing in case in which three-judge panel of that appeals court declared unconstitutional 1978 law authorizing FCC to regulate pole attachment fees (BROADCASTING, Nov. 4). Requests for rehearing had been filed by FCC, NCTA and two cable television companies. On Friday, FCC lawyers appeared confident commission would authorize them to move forward with Justice Department in appealing case to Supreme Court. And NCTA made clear its determination to carry on fight—leading it, if necessary—with statement asserting its intention “to pursue vigorously an appeal in the Supreme Court.”

Syndicated numbers. *The most current Nielsen averages for syndicated programs containing barter advertising show that The New Newlywed Game (Bel-Air), Small Wonder (Metromedia Producers Corp.) and G.I. Joe (Tribune) are the leading game show, sit-com and cartoon show, respectively. (The Nielsen figures are based on data gathered from Oct. 7 through Nov. 3).*

The New Newlywed Game, cleared in 91% of the country, has an 8.7 seven-week average, based on its coverage-based ratings: its average in NTI is 8.0. Catch Phrase (Telepictures), cleared in 92% of the country, has a seven-week coverage-based average of 3.4, and 2.3 in NTI. Break the Bank (Blair), cleared in 61% of the country, has a seven-week coverage-based average of 2, and an NTI average of 1.2, and Headline Chasers (King World), cleared in 78% of the country, has a coverage-based average of 3.5 for five of the seven weeks for which data is available, and a 3 in eight weeks of NTI numbers.

Among the season's new weekly first-run sit-coms, Small Wonder, appearing in 73% of the country, has a 7.1 average in seven weeks of coverage-based ratings, and 5.1 in NTI ratings. What's Happening Now (Columbia Pictures Television/LBS), carried in 77% of country, is averaging a 6 in coverage-based ratings and a 4.6 in NTI numbers after five weeks, and It's a Living (LBS), carried in 84% of the country, is averaging a 5.1 in coverage-based ratings after six weeks, and a 4.3 in NTI numbers.

In animation, G.I. Joe, cleared in 88% of the country, has averaged 4.6 in six weeks of coverage-based ratings, and 4 in NTI ratings. She-Ra, Princess of Power (Group W), cleared in 77% of the country, has averaged a 4.3 in coverage-based ratings for its first six weeks, and Thundercats (Telepictures) has averaged a 4.2 in coverage-based ratings for its first eight weeks, and a 3.3 in NTI numbers. Data also shows that the one-hour America (Paramount), seen in 83% of the country six days a week, primarily as a news lead-in, has a seven-week average of 4.1 in coverage-based ratings, and a 3.4 in NTI numbers. The two-hour daily daytime block, Inday (LBS), has a four-week average of .9 in coverage-based ratings, and a .7 in three weeks of NTI data.

Senate bill that would require broadcasters to provide candidate with free "equal time," if candidate is subject of negative commercial funded by political action committees, is slated for vote when Senate returns from Thanksgiving holiday, Dec. 2. Bill's author, Senator David Boren (D-Okla.), tried to bring measure to floor last week as rider to another bill, but was persuaded to attach it to another measure at later date. National Association of Broadcasters opposes measure and worked along with network lobbyist to press for postponement of any action. They will continue to push for its defeat. (Bill's chief purpose, however, is to limit contributions candidates may accept from PAC's, concept not likely to be endorsed by majority of Senate.) Measure, co-sponsored by Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.), would also require "disclaimer for PAC's that make . . . [an] advertisement, not authorized by a candidate in a federal election, to disclose that such advertisement is 'authorized and paid for by' the committee, and that 'its presentation is not subject to any campaign law contributions limits.'"

□
Halfway through November sweeps (as of Wednesday, Nov. 13), **ABC is ahead in both Nielsen and Arbitron ratings.** In national ratings during Nielsen period (Oct. 31-Nov. 27), ABC has 17.9/27, NBC has 17.4/26 and CBS has 16.5/25. In national ratings during Arbitron period (Oct. 30-Nov. 26), ABC has 17.9/27, NBC has 17.3/26 and CBS has 16.3/25.

□
Field of component satellite delivery systems has narrowed to one—**Scientific-Atlanta's B-MAC.** At Nov. 14 meeting of standards organization, Advanced Television Systems Committee (ATSC), alternative component system developed by CBS was withdrawn from consideration, with CBS weight thrown instead behind B-MAC. Research will continue at CBS, however, on two-channel high-definition television transmission methods which spawned its version of MAC. ATSC has scheduled consideration of B-MAC as standard for component satellite delivery of enhanced television systems at meeting week of Jan. 20. Meanwhile, Direct Broadcast Satellite Association has nearly completed its own \$250,000 review of transmission systems for DBS which involved several-month-long comparison of B-MAC with General Instrument's B-NTSC system. DBSA subcommittee will meet this week (Nov. 19-20) to consider selection of one system as DBS standard, with DBSA final recommendation to be forwarded to FCC in December.

□
Agreement between National Cable Television Association and Motion Picture Association of America to replace existing formula for calculating cable operators' compulsory copyright royalties with flat per-subscriber fee appears to be **on track.** Presidents of MPAA and NCTA, Jack Valenti and Jim Mooney, respectively, have had at least one face-to-face meeting and have made slow but steady progress toward deal. One sticking point is reportedly Valenti's insistence on "reopener"—opportunity to renegotiate flat fee if cable industry's revenues grow more quickly than expected in years ahead. NCTA's board, meeting in Phoenix this week, will be briefed on status of talks.

□
Senate last week passed budget reconciliation package that includes cost-of-regulation fees for FCC licensees and applicants (BROADCASTING, Sept. 30). Fee schedule is identical to schedule FCC forwarded to Congress last spring. House adopted similar measure last month, although Senate version includes provision that would reauthorize Corporation for Public Broadcasting for fiscal 1987 through 1990. CPB provision may be subject of debate during House-Senate conference on measure. Included in fee schedule are: \$30 fee for renewals, \$75 charge for applications to transfer FM and TV translators and low-power television stations, \$500 charge for minor change applications for commercial radios and TV's, \$2,250 for major changes and new commercial TV's and \$2,000 for new AM's and \$1,800 for new FM's.

□
FCC Commissioner Dennis Patrick has released statement dissenting in part from order implementing **equal employment opportunity provisions of Cable Communications Policy Act of 1984.** Patrick said he disagreed with majority's decision to incorporate processing

New UA boss. Independent motion picture and television producer Jerry Weintraub was named chairman and chief executive officer of United Artists Corp. last Monday (Nov. 11), following the resignation of Frank Rothman as chairman and chief executive officer, MGM/UA Entertainment Co. The move is associated with the announced purchase of MGM/UA by Turner Broadcasting System, which in turn will result in the sale of United Artists by Turner to majority MGM/UA stockholder Kirk Kerkorian for \$450 million. Although specifics of his contract were not disclosed, Weintraub told reporters he would be UA's second-largest shareholder after Kerkorian, who intends to retain at least a 50% interest in the studio. Weintraub, through his Management III organization, was executive producer of such films as "Nashville," "Oh, God," "Diner" and "The Karate Kid." He currently has eight motion pictures in various stages of development at Columbia Pictures. Rothman, who joined MGM/UA in 1982, remains a member of UA's board of directors and executive committee but has no other announced career plans.

guidelines into EEO compliance certification process. "I believe our certification program should focus upon insuring that every cable company, regardless of its employment profile at the moment, is making ongoing, aggressive EEO efforts which comply with the requirements of the cable act," Patrick said. "By formally incorporating our processing guidelines into our EEO compliance certification process, the majority's plan will focus attention, instead, upon numerical results. To the extent that this focus on numbers encourages hiring decisions based on race or sex or appears to insulate companies already above parity, it will disserve the objectives of the cable act."

Herbert S. Schlosser, former president and chief executive officer of NBC and most recently executive vice president of RCA, is joining New York-based investment banking firm **Wertheim & Co.** beginning in January as senior advisor. Schlosser had 28-year career with RCA and was president of NBC from 1974-78. Since 1978, Schlosser has been responsible for RCA's entertainment businesses other than NBC, including RCA Records and RCA's home video and cable software business. Schlosser, 60, said he will retire from RCA at end of year and work in entertainment and communications area for Wertheim & Co.

WNEV-TV Boston will provide stations with satellite feed of MLK: We Are the Dream, on Nov. 20 and 21, between 1 p.m. and 2 p.m. Play, written and performed by Al Eaton, will be taped in New York where it is currently in performance. Stations that decide to pick up show will buy it on cash basis. WNEV-TV has already set market prices; sales will be on first-come, first-serve basis.

ABC will premiere daily New Love American Style on Dec. 23, for its daytime schedule, at 11:30-12 a.m. New version will be romantic comedy anthology series, as was old show, and will consist of two stories. It will be produced by Gordan Farr, whose credits include *The Love Boat*, *The Bob Newhart Show* and *The Jeffersons*. Show replaces *All-Star Blitz*, which airs for last time on Dec. 20. ABC will announce another show for 11 a.m. to noon block, around beginning of new year, according to spokesman (BROADCASTING, Aug. 19).

American Legal Foundation has appealed FCC decision mandating use of statistically based processing guidelines in evaluating cable television systems' equal employment opportunity compliance under **Cable Communications Policy Act** of 1984. ALF, conservatively oriented public interest law firm, petitioned U.S. Court of Appeals in Washington to review commission order asserting that use of numerical standards was "useful tool" to judge cable system's EEO performance, and that commission would use it in its cable certification process. ALF contends that commission's decision is contrary to Cable Act's legislative history, constitutes violation of

Constitution's equal protection clause, and is otherwise arbitrary and capricious and contrary to law.

In separate comments, **National Association of Broadcasters, National Radio Broadcasters Association and National Black Media Coalition** have given support to **FCC proposal to change distress sales policy** (BROADCASTING, Oct. 14). Under proposal, price of station could not exceed 50% of fair-market value, but broadcaster would be given leeway to sell up until time proposed findings of fact and conclusions of law have been filed with administrative law judge.

Relaxed access to 2 ghz and 7 ghz microwave spectrum was proposed by FCC last Tuesday (Nov. 12). Proposal would permit cablecasters and network entities access to 2 ghz and 7 ghz broadcast auxiliary bands; broadcasters, cablecasters, program producers and other video users access to 6.4 ghz common carrier/broadcast auxiliary band, and business service licensees access to 1.8 and 6.5 ghz private bands. Commission is also considering imposing minimum path-length criteria on fixed links to promote use of high frequencies for short paths and low frequencies for long paths.

Citizen's summit. On Dec. 29, Phil Donahue and Soviet radio and television commentator Vladimir Posner will moderate two-hour discussion by satellite between studio audiences of 150-200 in Seattle and Leningrad, to be taped for later showings. Two hosts will encourage audiences to pursue conversation without limits. A U.S.-Soviet Dialogue... with Phil Donahue and Vladimir Posner is production of KING-TV Seattle, Gostelradio (Soviet Television) and The Documentary Guild (a Massachusetts-based production house), in association with Multimedia Entertainment, which will syndicate program. Audiences in both countries will be able to see each other on



Donahue



Posner

large video screens as discussion takes place, and will be aided by simultaneous translations. Sturges D. Dorrance, vice president and general manager of KING-TV, said that idea for "space-bridge" resulted from discussions with Ed Wierzbowski of The Documentary Guild after Wierzbowski's trip to Russia for taping of Dialogue, special for PBS to air in February. Dorrance and Wierzbowski went to Russia to secure "protocol" with the Soviets, for wide-ranging discussion, and for inclusion in selection of Soviet audience. Dorrance said selection of Donahue to host the program was "critical element" in putting show together. He said two cities were chosen because of their similarities—both are ports, and neighbor agricultural communities, industries and producers of military hardware. Why "two great countries dedicated to human potential can't live together" is question for the discussion to be answered, said Dorrance. American stations will show program, which will be taped from 10 a.m. to noon, Seattle time, and shown, beginning at 9 p.m. on Dec. 29th, throughout January. Soviets will show program, in shorter version, on Jan. 6 and 7. Satellite connection with Soviet Union will be via Intelsat, along with domestic satellites in this country.

Editorials

Legitimate leeway

Capcities and Rupert Murdoch got the waivers they wanted from the FCC last week. Mark Fowler may not have wanted it, but he got into a fight with Tim Wirth. Next time the Republican chairman of the FCC goes before the Colorado Democrat's House Telecommunications Subcommittee, the rack and screw will be waiting for him.

It isn't clear to the ordinary observer just why Wirth is so worked up over the granting of waivers of the crossownership rules to give multimedia buyers reasonable time to spin off forbidden acquisitions. There is precedent that goes beyond the waivers granted last week.

When Wirth was a freshman congressman in 1975, the FCC gave Joe Allbritton three years to get rid of the Washington broadcasting stations that he bought with the *Washington Star*. At the time hands were being wrung over the basket case that was the paper, and Allbritton's rescue mission was exalted as an act of near divinity. Within a year, Allbritton sold WMAL-AM-FM to ABC for \$16 million, then the record price for an AM-FM combination. In two years he made a deal to trade WJLA-TV (by then renamed from WMAL-TV with Allbritton's initials) for Combined Communications' KOCO-TV Oklahoma City plus \$55 million in Combined Communications preferred stock. He called off that deal when Time Inc., propelled by the desire of its president, Jim Shepley, to end his career in a burst of journalistic redemption, bought the *Star* for \$20 million plus assumption of \$8 million debt, just about what Allbritton had paid for the whole *Star* collection of properties that also included television and radio stations in Lynchburg, Va., and television in Charleston, S.C.

It was left to Time to preside at the *Star's* inevitable burial.

Today Allbritton owns WJLA-TV, a property worth who knows what in this steaming television market, the other television stations acquired with the *Star*, plus still others picked up along the way—and, oh, yes, the biggest bank in Washington. It wasn't Mark Fowler who discovered the media marketplace.

This page finds nothing wrong with the granting of a permanent waiver to ABC/Capcities for the operation of television stations in New York and Philadelphia, where the other two television networks own stations that were grandfathered when the FCC adopted its present crossownership rules, or with the extended times given both Capcities and Murdoch to make the necessary divestments of other properties. The media market is already reeling with trading of unprecedented magnitude. The turmoil would have only been accentuated if the FCC had demanded immediate divestments by last week's applicants.

The ultimate effect of both the Capcities acquisition of ABC and Murdoch's acquisition of Metromedia is the diversification of ownerships that FCC policy professes to admire. When all the spin-offs have been completed, properties formerly owned by ABC, Capcities and Metromedia will be in many, many hands.

How can Tim Wirth fault that prospect?

Rush to judgment

They turned up the heat under must carry last week. The FCC adopted a notice of inquiry/notice of proposed rulemaking and at the same time acknowledged the strong attraction of a plan put forward by the Association of Independent Television Stations—a plan examined at length in this issue's "Top of the Week." Given the known inclination of Chairman Mark Fowler to put this issue

behind him as quickly as possible, it may not be long before must carry is once again back before the courts.

That's the danger, of course. Too rapid a resolution, and especially one that pays too little attention to the constitutional considerations dictated by the court in *Quincy*, may set in motion a regulatory-legislative-judicial revolving door. This is a grand time to resolve the issue to the proximate satisfaction of all parties, and it should be seized while at hand.

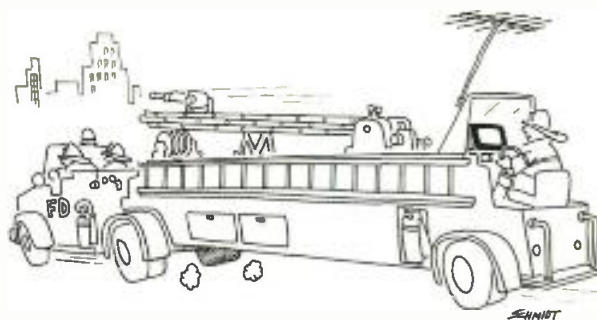
From the beginning—which is to say, from almost four months ago, when *Quincy* came down—this page has favored a resolution among the parties. It took the first three of those months for the broadcasters to develop their proposal, and cable has now had a month to react. This week, the National Cable Television Association board will meet in Phoenix, surely with this issue high if not alone on its agenda. (Cable now also has the *Preferred* case to worry about—one that presents even trickier legal issues than does must carry.) Those who cherish happy endings will hope the board gives NCTA President Jim Mooney both the clear direction and the latitude for an effective negotiation—as well as a prompting to get on with it.

It is unrealistic to expect, even under the best of conditions, that cable and broadcasting will come to consensus in short order. It will take even longer if independent negotiations are being waged in public at the FCC and privately among the various association offices—a complication that may be inevitable. Nevertheless, this is one issue that will benefit—at least in the near term—from a little benign neglect at 1919 M Street.

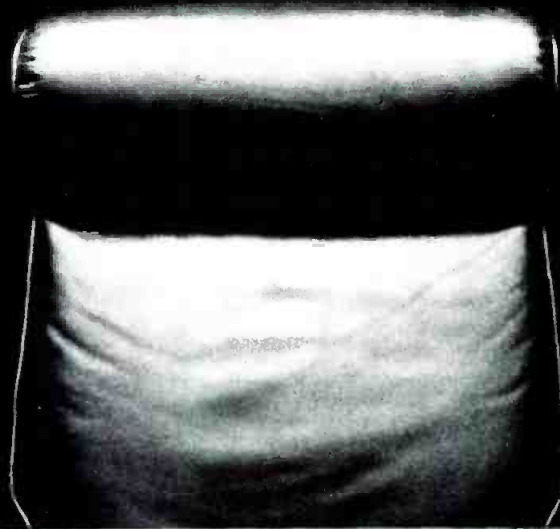
ACE's high. *Officials of the new National Academy of Cable Programming, formed to make something big out of the annual ACE awards, were asked by BROADCASTING why the awards had failed to reach the prominence of, say, the broadcast television Emmys (see "At Large," beginning on page 48). Michael Fuchs, chairman of Home Box Office, had a sensible answer: "You can't grow an event overnight. I'd like to have seen what the first Emmys were like. Probably not so different from what we've done with ours."*

Tell you what, Mike, your ACE's are ahead of the game. The first Emmys numbered five. Three went to KTLA(TV) Los Angeles—for Pantomime Quiz, for best station and for Shirley Dinsdale and her puppet, Judy Splinters. A Don Lee engineer got a technical award. The fifth went to the designer of the Emmy trophy, so meager were the possibilities of recognition.

Shirley Dinsdale and her puppet, Judy Splinters? Gentlemen of the National Academy of Cable Programming, things may be better than they seem.



Drawn for BROADCASTING by Jack Schmidt



WHAT IS GOOD JUDGMENT?

We Americans enjoy freedom of choice to a degree that's unique in the world.

There are choices to be made in everything from the daily purchase of goods and services to lifelong career decisions.

But choices can be dangerous if they're not made with good judgment grounded in knowledge.

And that knowledge comes from the free and unhindered transmission of information.

Good judgment is decision-making based on information.



James S. Gilmore, Jr.
Chairman and
Chief Executive Officer



THE GILMORE BROADCASTING CORPORATION

Corporate Offices:
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Evansville,
Indiana
Katz

WREX TV
Rockford,
Illinois
Seltel

KODE TV
Joplin,
Missouri
Seltel

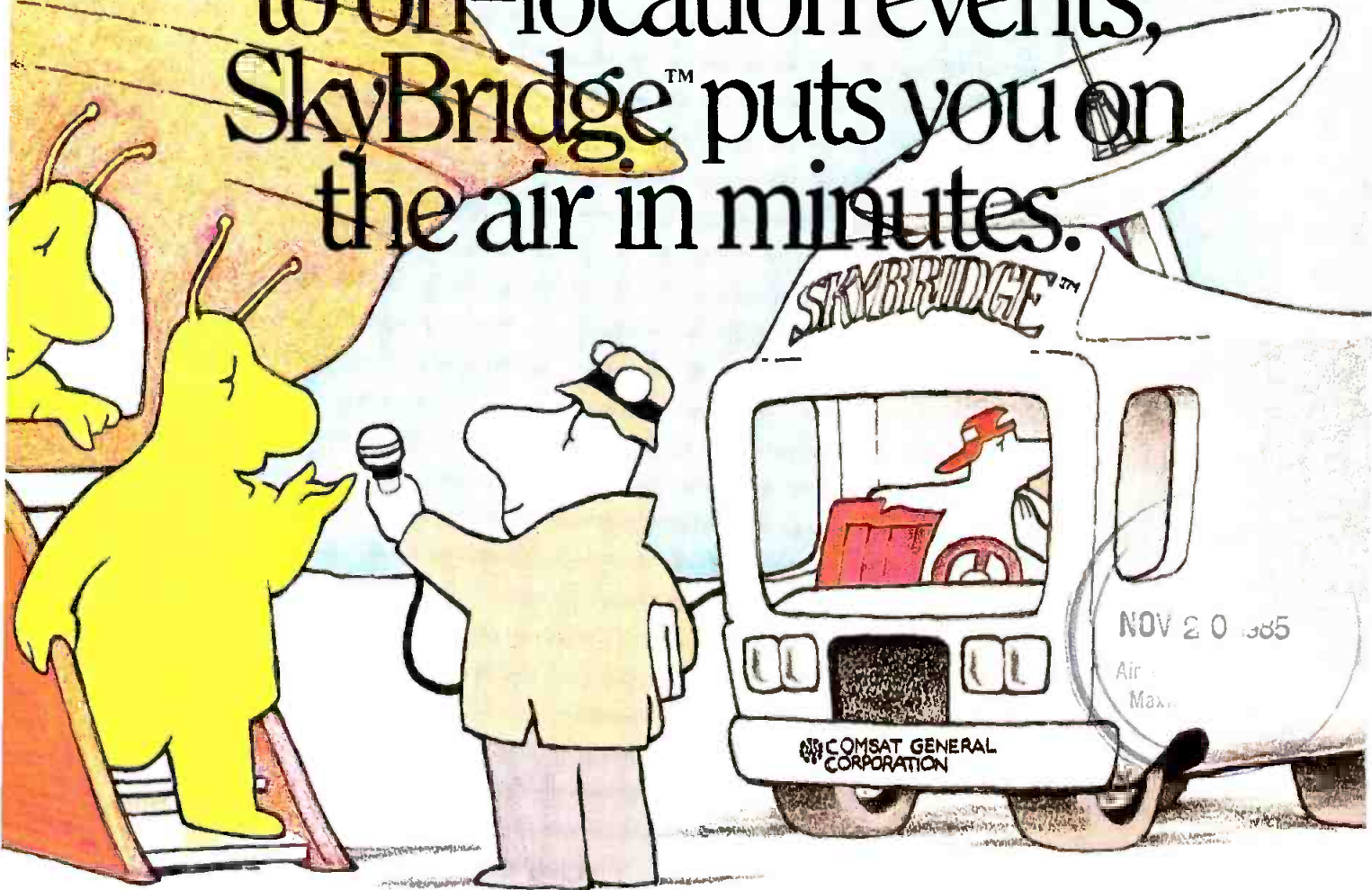
WLVE FM
Miami Beach,
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Torbet

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From fast-breaking news to on-location events, SkyBridge™ puts you on the air in minutes.



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With COMSAT General's SkyBridge you can. SkyBridge is a transportable satellite broadcast service that enables you to transmit to your studio facility from remote locations anywhere in the continental U.S.

Live material can be transmitted instantly. Stories can be edited on the spot and then transmitted on the spot.

You can't do things any faster.

It puts your station in the driver's seat.

The cornerstone of SkyBridge is a compact, self-contained satellite broadcast vehicle. Its 2.4 meter antenna can be operated from inside the vehicle and folds down onto the top of the van when not in use. And since SkyBridge provides you with Ku-band satellite time, you can transmit from remote locations or the middle of a city regardless of the distance back to your studio. Wherever events are happening, you'll be there with SkyBridge.

For a very reasonable monthly lease, SkyBridge puts your station in the driver's seat.

For complete details on SkyBridge, call Judy Blake at (202) 863-7326.

 **COMSAT GENERAL
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