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Western Cable advance:  
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Roone Arledge  
"At Large"

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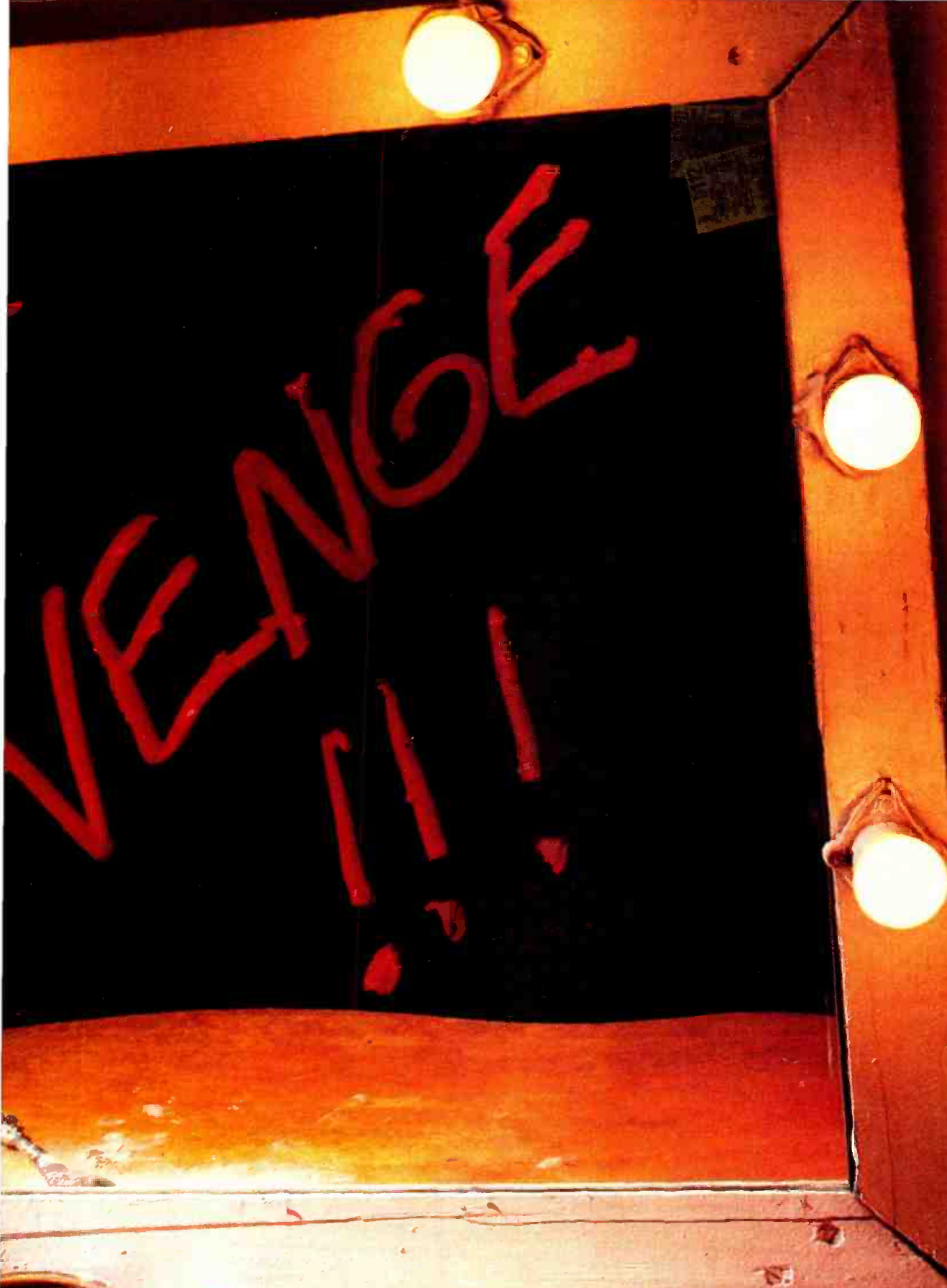
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<b>KSSN (FM)</b>	Little Rock, AR	<b>\$13,500,000</b>
<b>WYNK AM/FM</b>	Baton Rouge, LA	<b>\$ 8,500,000</b>
<b>KQAM KEYN</b>	Wichita, KS	<b>\$ 8,000,000</b>
<b>WELE (FM)</b>	Deland/Orlando, FL	<b>\$ 7,500,000</b>
<b>KRMD AM/FM</b>	Shreveport, LA	<b>\$ 5,000,000</b>
<b>KWED (FM)</b>	San Antonio, TX	<b>\$ 4,200,000</b>
<b>KDLB (FM)</b>	Tulsa, OK	<b>\$ 3,500,000</b>
<b>KLAZ AM/FM</b>	Little Rock, AR	<b>\$ 3,375,000</b>
<b>KLEO KSKU</b>	Wichita, KS	<b>\$ 3,300,000</b>
<b>WINW WOOS</b>	Canton, OH	<b>\$ 2,500,000</b>
<b>WKIT (FM)</b>	Hendersonville, NC	<b>\$ 2,200,000</b>
<b>KSET (FM)</b>	El Paso, TX	<b>\$ 1,750,000</b>
<b>WPMP WPMO</b>	Pascagoula/Biloxi, MS	<b>\$ 1,725,000</b>
<b>WLDS WEAI</b>	Jacksonville, IL	<b>\$ 1,500,000</b>
<b>WEZG AM/FM</b>	Syracuse, NY	<b>\$ 1,350,000</b>

# ***AMERICOM***

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# Broadcasting Dec 2

## Cable wraps up a dynamite year KKR/Storer gets green light from FCC 'At Large' with ABC's Boone Arledge

**ON A ROLL** □ Cable television industry is wrapping up a bullish year, with financial and industry observers high on its potential. **PAGE 35.**  
BROADCASTING ranks the top 50 MSO's on **PAGE 37** and the basic and pay programming services on **PAGE 38.**

**HEAVENLY TROUBLES** □ Eastern Microwave filing at FCC detailing interference it suffered in October may be sign of greater interference problems caused by earth-based technology in space. **PAGE 39.**

**ANOTHER MERGER** □ FCC approves KKR buy of Storer but does not grant all the waivers the companies asked for. Storer will have to sell its Toledo, Ohio, station. Other television stations or a number of cable systems will also have to be sold. **PAGE 40.**

**SHOT DOWN** □ Federal judge rules against filmmaker George Lucas in Star Wars suit, saying he has "no property right in the English language." **PAGE 42.**

**VIEW FROM THE TOP** □ Boone Arledge, president, ABC News and Sports, surveys his team's players and some industry plays in a BROADCASTING interview "At Large." **PAGE 46.**

**TO THE COAST** □ Western Cable Show this week in Anaheim, Calif., will allow cable operators to catch up on what has been a busy news year, with panel sessions reflecting those issues. **PAGE 68.** A rundown of the agenda and a listing of exhibitors runs from **PAGE 68 to 82.**

**IN THE VIDEO STORE** □ Program distributors are

combing their production vaults in search of television programming suitable for home video fare, with "cult" material and special programming already showing up on retail shelves. **PAGE 84.**

**UP AND RUNNING** □ Showtime launches pay-per-view service, third such service to go into operation this year. **PAGE 86.**

**NUMBER TWO** □ CBS takes ninth week of prime time season, its second weekly victory, on the strength of its Sunday-night fare and the mini-series *Kane & Abel*. **PAGE 87.**

**REP SHAKEOUT** □ Unprecedented activity with mergers and leveraged buyouts leaves rep business in a state of change. **PAGE 93.**

**PUBLIC OFFERING** □ A number of Fifth Estate companies, taking advantage of recent bullish market, are making public offering statements. **PAGE 95.**

**BEHIND THE SCENES** □ Everett Erlick has helped build ABC from a fledging broadcast network into one of the Fifth Estate's major companies. **PAGE 96.**

**ELECTORAL CHANGES** □ Commission on National Elections, independent study panel, says electoral process is not in need of wholesale reform. There are, however, words of warning for the media. **PAGE 100.**

**ROCKIN'** □ Around-the-clock music programming has become a success, in part through the efforts of the Satellite Music Network's John Tyler. **PAGE 127.**

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## Frowns have it

Unhappiness with Arbitron's continuous measurement concept for radio is reflected in special survey conducted on subject by National Radio Broadcasters Association. Canvassing 261 respondents in 75 markets, both subscribers (60%) and nonsubscribers (40%), survey found virtually identical sentiment: some 82%-83% against, 17%-18% in favor. Results are being communicated to Arbitron's Radio Advisory Council, headed by Larry Wexler of WPEN(AM) Philadelphia.

## Sheriff's day, maybe

FCC Office of Science and Technology will recommend that Los Angeles county sheriff, whose quest for additional UHF TV space has become something of legend, be given UHF channel 16, despite fact that California Broadcasting Corp. and Channel Islands Television Corp. have been vying for that same channel for TV station in nearby Ventura, Calif., since 1979. It's said that OST will offer party that prevails in comparative broadcast proceeding option of taking short-spaced substitute channel at currently planned antenna site, or another for which applicants would have to move to inferior site. But even if commissioners accept OST recommendation, sheriff may not be home free. Attorney for California Broadcasting said there's no "equivalent" channel substitute available and that company will appeal.

## Turnaround in view

Word last week was that FCC Office of General Counsel will recommend commission reverse itself and grant license renewal to Simon Geller, sole owner of WVCA-FM Gloucester, Mass. In 1982, FCC voted to deny renewal and to grant competing application of Grandbanke Corp. (BROADCASTING, May 24, 1982). FCC said Geller, who was broadcasting mostly symphonic music, didn't warrant renewal expectancy for his past programing record, which was short on nonentertainment programing, and found Grandbanke preferred on comparative grounds. FCC said Geller deserved preferences for diversity (Geller owned no other media interests; Grandbanke did) and for integration of management and ownership—Geller was station's sole owner and employe. But FCC said those preferences were diminished by Geller's failure to provide "adequate" informational programing and

to ascertain community needs. In remanding case to FCC, Court of Appeals in Washington affirmed finding that Geller did not warrant renewal expectancy (BROADCASTING, June 18, 1984). But court was sharply critical of FCC's diminishing Geller's preferences for diversity and integration. Action is expected Dec. 10.

## Character and cable

FCC is hoping to conclude its long-pending proceeding to narrow its purview over licensee character on Dec. 10, last meeting scheduled 1985. Proceeding had been tentatively scheduled for action last spring, but was removed from consideration because commissioners could not arrive at consensus on how narrow character inquiries should be. At that time, Commissioner Dennis Patrick was said to have been for taking "more regulatory" approach than Chairman Mark Fowler and Commissioners James Quello and Mimi Dawson ("Closed Circuit," May 20). Indication last week was that not lot has changed since then. Also at meeting, FCC is expected to bring to conclusion proceeding questioning whether fairness doctrine should continue to be applied to cable.

## That Voice vacancy

Name of Robert Mulholland, former president and chief operating officer of NBC, surfaced last week in speculation over candidate to fill vacancy of director of Voice of America. He is known to have been interviewed by Marvin Stone, deputy director of USIA, VOA's parent, but no one could be reached on results. Mulholland began career at NBC in news, and eventually worked up to executive vice president of news, in 1974, and served in that post for three years. His tour as NBC president lasted from 1981 until March 1984, when he resigned, reportedly after deterioration of relations with NBC chairman, Grant Tinker (BROADCASTING, March 19, 1984). Mulholland now runs Executive Television Workshop, in New York, which prepares executives to deal with media. Another name heard last week in speculation over VOA post was that of Frank Scott, former NBC executive who now runs VOA-Europe. However, rumor mill within organization has Scott "dead." Meanwhile, some concern is being heard over fact three of top VOA officials are foreign service officers. Mort Smith is acting director, Robert Chatten is deputy

and Patrick Nieburg is director of regional language broadcasts. Some sources feel foreign service officers are less concerned with journalism than with making VOA product reflect U.S. policy.

## Not so late night

Westwood One, which is scheduled to close its purchase of Mutual Broadcasting from Amway today (Dec. 2), will advance *The Larry King Show*, Mutual's popular overnight talk program, by one hour to 11 p.m.-4 a.m. NYT beginning in February. Show currently airs from midnight to 5 a.m. NYT. Westwood hopes move will broaden audience base, especially during first hour.

## Innocent bystanders

One casualty resulting from Westinghouse Corp.'s decision to sell cable division is company's experimental teletext project, Request Teletext. Group W Cable had been exploring potential applications of cable teletext for more than three years and launched trial service in its Buena Park, Calif., system in July of 1984. But Request was "phased out," as one source put it, month ago following decision to put cable unit on auction block. Persons involved in project, source said, remained convinced of long-term promise of cable teletext.

## Bowing out

Absent from list of nominees for National Association of Broadcasters television board is Wallace Dunlap, senior vice president, Westinghouse Broadcasting & Cable, Washington, who is eligible for re-election (see "In Brief," this issue). Dunlap decided not to seek re-election to board, source said, because he may retire from Westinghouse before next NAB term would end, and "doesn't want to start something he can't finish."

## Coming to table?

Optimism was watchword in Washington last week when it came to prospect of cable and broadcast industries negotiating agreement on must carry. Process already is in motion: William Schwartz, president and chief operating officer, Cox Enterprises Inc., and Television Operators Caucus's point man on must carry, contacted independent broadcasters last week, who will be key players in any settlement. Schwartz indicated that cable is serious about striking deal and promised that "something will happen."

## Turner's scrambling plans

Turner Broadcasting System Vice President Terence McGuirk sent a letter to cable affiliates of TBS's services—superstation WTBS(TV) Atlanta, CNN and CNN Headline News—detailing plans for the scrambling of their satellite feeds.

According to the letter, TBS will scramble CNN and CNN Headline News on July 1, 1986, and Southern Satellite Systems, the satellite carrier that distributes WTBS, will scramble the superstation as soon as the copyright laws can be revised to permit it. The letter didn't set a date for the scrambling of the superstation, but said that affiliates should have descramblers on line no later than Aug. 1.

Like other cable programmers with scrambling plans, TBS and SSS will use the M/A-Com Videocipher II scrambling system. Through negotiations with M/A-Com, TBS said, TBS has secured for its affiliates a price of \$385 for each each headend decoder. To lock in that price, it said, affiliates should place orders with M/A-Com by Jan. 15, 1986. TBS said that if the price drops below \$385 by July 1, TBS affiliates who order early will get a rebate.

TBS recommended that affiliates install their decoders at least 30 days ahead of the scheduled scrambling so that they will have plenty of time for any debugging that proves necessary.

Scrambling of the signals opens up the possibility of cable operators' or others' selling packages of cable services to the more than 1.2 million home earth station owners who now receive unscrambled cable services for free—a business that has come to be called C-band direct.

TBS said it plans to offer C-band direct rights to CNN and CNN Headline, as a package, to cable operators on a non-exclusive basis for \$1 a month per subscriber. "You will have the opportunity to package our services with others and merchandise to home satellite dish owners in whatever manner you choose," TBS told the operators.

TBS said it hopes to form a joint venture with SSS so that WTBS can be offered along with CNN and CNN Headline News, but that will have to wait until SSS clears its copyright obstacles.

TBS's letter follows by a week MTV Networks' announcement that it will scramble its three services—MTV, VH-1 and Nickelodeon—by July 1, 1986, using the M/A-Com system. MTV said it would postpone the start of scrambling only if M/A-Com failed to deliver a sufficient number of headend or consumer descramblers.

There is no longer any question that the M/A-Com system is the cable industry's de facto scrambling standard. There are now 10 established cable services committed to the technology. In addition to the six TBS and MTV services, Home Box Office is committed to using it to scramble its two services—HBO and Cinemax—beginning Jan. 15, 1986, and Showtime/The Movie Channel will scramble its two services with it in May.



**Golden State Warriors for gold.** The Bay Area Interconnect, a string of cable systems in the San Francisco-San Jose area operated by Gillcable and Viacom, has struck a deal with the Golden State Warriors of the National Basketball Association to offer 10 of the Warriors' games to subscribers—\$49 for the whole package or \$10 per game on a pay-per-view basis. At the signing of the deal (l-r): Hal Childs, assistant general manager for the Warriors; Ben Reichmuth, vice president of marketing, Gillcable, and Bob Hosfeldt, executive vice president, Gillcable and director of the interconnect.

What's more, three pay-per-view services—Showtime/TMC's Viewers' Choice, Reiss Media's Request and The People's Choice—have selected the system.

An M/A-Com executive said last week that company officials held a series of meetings recently with representatives of ESPN, The Disney Channel and the USA Network, an indication that they might be next to hop the M/A-Com bandwagon.

## HBO's 'Clean Machine'

There have been published reports that Home Box Office is planning a third service (complementing HBO and Cinemax) that in-house developers have dubbed "the clean machine" (BROADCASTING, Oct. 14). As the moniker implies, it would reportedly offer films and other programming stripped of the explicit sex and violence that many non-pay cable subscribers cite as a primary reason for not taking a pay service.

Seth Abraham, senior vice president, HBO, would not comment specifically about the company's plans, saying that none of the published reports has been totally accurate. But he did confirm that HBO is planning a service aimed at the audience put off by excessive sex and violence. "There is a very large body of people who think cable is not good, wholesome family programming," he said. That group of non-pay subscribers, he said, "doesn't get pay because they think it's risqué and not wholesome, and with no

redeeming value. We think there is room to reach to those people."

## Going shopping

The Home Shopping Network, which launched a cable service of the same name last July, has announced plans to launch a second service, Home Shopping Network II, on March 1, 1986.

The format of HSN II will be the same as its predecessor—discounted merchandise is offered to viewers through a toll-free telephone number—but the type of merchandise will be different. HSN I will continue to feature "deeply discounted" merchandise, including goods acquired by HSN from overstocks, "overruns, closeouts, odd lots and liquidations." HSN II will feature the "latest and most innovative offerings of manufacturers," emphasizing the brand names of the goods.

HSN II will be transmitted via transponder 1, of Satcom IV, a slot that HSN has been using to dual feed HSN I. After the debut of HSN II, HSN I will be available only on transponder 22, Satcom III-R.

According to BROADCASTING's survey (see "Top of the Week"), HSN is carried by 328 cable systems and seen in 6.5 million homes. "We're right on schedule," said Charles H. Bohart, vice president, corporate development, HSN. HSN II "is the next logical step in our growth. The two-network concept is an integral part of our long-range plans."



## ESPN query

ESPN, to help in the development of its plans for scrambling, is surveying its affiliates to assess, among other things, their interest in footing the bill for decoding equipment at their headends. "In order for us to proceed with affiliates' requests to scramble our feeds," said Roger Williams, ESPN vice president for affiliate marketing, "we need a commitment from them that they will make this one-time investment." He estimated the cost would be less than \$500 per headend.

The affiliates are also being questioned on their interest in becoming distributors of the ESPN service to commercial and residential earth-station owners, and on the approximate number of their headends that currently receive ESPN. Williams said the affiliates were asked to respond by Friday (Nov. 22) and that after studying the results ESPN will develop definitive plans for scrambling.

## Southern winds

Showtime says it's in the Caribbean now, and getting in deeper. Tele-Ponce Cable, an independent cable TV system based in Ponce, P.R., was the first Caribbean system to launch Showtime, on Oct. 1. Four more systems will come aboard in the next two months. In December the service is due to start on Cablevision International, the Warren, N.J.-based MSO's system in Luquillo, and in St. Croix Cable TV, an island-wide system operated by Todd Communications, of Minneapolis. Showtime is also scheduled to launch Jan. 1 in Caguas Cable, an independent system serving Caguas, and in Cable TV del Noreste Inc., the Aguidilla system of Carterville, Ga.-based Prestige Cable. Showtime said the homes-passed potential of these systems, some of them new builds, is projected at about 103,000 with a basic subscriber base of 48,000 in the first year of operation.

## Fall improvement

Home Box Office said its "Get It All Super Fall" integrated programing and marketing campaign gave its Nielsen numbers a big lift in September and October, continuing "a significant upward trend in usage which began in August of this year."

Nielsen's overnight meter sample of HBO homes showed that in September, HBO's total-day average viewership was 20% higher than in September 1984, reaching a 4.2 rating, while prime time viewership rose 22%, to a 10.4, according to HBO researchers. Other major dayparts were also said to have shown improvement, with late night up 29%, late fringe up 23% and daytime up 11%. In October, the HBO analysis showed, HBO's total-day viewership was up 3% from October 1984, reaching a 3.7 rating; prime time was up 4% to 8.8, late night was up 19% and late fringe was up 9%.

HBO also said that in September its aggregate usage and satisfaction score was higher than in an other September since 1981 and that overall cumulative viewership and attitudinal ratings were at their highest September levels since 1982.

"We are very pleased with these September and October scores," said Seth Abra-

ham, HBO senior vice president, programing operations and sports. "Traditionally, September and October are soft viewing months for pay television because the commercial networks are rolling out their new fall season behind millions of dollars in promotional hoopla. HBO's 'big' September and October results tell us that we reached our viewers and excited them with our programing and promotion efforts."

To keep the momentum going, HBO has a "Red Hot Winter" promotion campaign coming up. In this, said John Billock, senior vice president, marketing, "more than 52 million TV households will receive information about HBO programing in the first three months of 1986. HBO's dramatic performance ratings and the subscription orders gained over the last few months prove that

consistent marketing does generate significant results."

## International financing

Financial News Network has added *The Business Programme*, a 30-minute international business series originating on Channel 4 in London, to its expanded weekend schedule. The program, acquired through Financial Video Concepts, New York, a program development company, is shown at 9:30 a.m. NYT Saturdays and 11 a.m. Sundays. The show, is anchored by reporters who do in-studio interviews and on-site reports and analyses. Commercial participants include National Westminster Bank, Cannon, BMW, Reuters and Fidelity Investments.



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Sale offers prime opportunity to save significant dollars on first-come, first-serve basis.

HI-NET Communications, the lodging industry's satellite communications pioneer, is converting its network of TVRO's from C Band to KU Band. All C Band antennas and electronics, previously used in Holiday Inn hotels throughout the U.S., will be sold "as is, where is." All items are to be sold on a cash or cashier's check basis only.

For equipment list plus information on sale terms and conditions send written inquiries to: HI-NET Communications

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

**THE REAL GHOST**

**BACK AGAIN TO**

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... 65 animated half-hours.



## TV ONLY

**Tampa Busch Gardens** □ First-quarter flight is planned to run in 43 markets starting in early January. Commercials will be placed in fringe and prime periods. Target: adults, 25-54. Agency: Needham Harper Worldwide, Chicago.

**Koenig Sporting Goods** □ Pre-Christmas flight is scheduled to begin on Dec. 7 in four markets for one week. Commercials will be carried in all dayparts, particularly sports programming. Target: men, 25-54. Agency: Manheim Advertising, Cleveland.

**Alpo Pet Foods** □ Puppy Food will be spotlighted in first-quarter campaign to begin in mid-January in 54 markets. Commercials will be positioned in daytime and fringe segments. Target: women, 18-49. Agency: Weightman Inc., Philadelphia.

**Chicagoland and Northwestern Indiana Pontiac Dealers** □ In his first appearance in commercial in

automotive category, Chicago Bears star William (The Refrigerator) Perry will appear in series of commercials for dealers on various TV stations in Chicago area, starting in late December for several weeks. Commercials will be carried in all dayparts. Target: adults, 18-49. Agency: W.B. Doner & Co., Southfield, Mich.

## RADIO ONLY

**General Cigar Co.** □ Two-week flight is set to kick off on Dec. 9 in about 10 major markets as part of pre-Christmas push. Commercials will be placed in all dayparts. Target: men, 35 and older. Agency: Independent Media Services, New York.

**Monticello Drugs** □ Various products will be promoted in six-week flight starting in early January in 20 markets, including Houston and Jacksonville and Tampa, both Florida. Commercials will be carried in all time slots on weekdays. Target:

**Enberg signs pact.** Dick Enberg, NBC Sports commentator, has signed an exclusive two-year contract with GTE Corp. to represent the company's telecommunications products and services. It was said to be Enberg's first association as spokesperson with a commercial sponsor. During the first year of the contract, he will appear in three TV commercials for a GTE and GTE/National Football League brochure, and will make personal appearances in support of the GTE telephone operating group. GTE recently signed an agreement with the NFL to serve as sole telecommunications sponsor for the league.

adults, 35 and older. Agency: Van Winkle & Associates, Atlanta.

**Alaska Seafood Marketing Institute** □ Campaign of four to six weeks is in planning stages with starting date tentatively set for mid-February in major markets including Denver, Chicago and Minneapolis. Commercials will appear in all dayparts. Target: Adults, 25-49. Agency: Evans/Kraft, Seattle.

**Sterling Merchandise Co.** □ National retail jewelry firm has begun national spot radio campaign to run at least 34 weeks per year for next two years in Los Angeles and Washington, plus markets in 11 states. Spokeswoman for commercials is comedienne Joan Rivers. Commercials will be placed in all dayparts. Target: adults, 25-54. Agency: Richard Desberg & Associates, Beachwood, Ohio.

**American Stores** □ Retail food and drug chain will launch one-week flight in early December in Southwest region in major markets including Tulsa, Okla.; Wichita, Kan., and Little Rock. Commercials will be carried in all time periods. Target: women, 25-54. Agency: Bozell & Jacobs, Dallas.

## AP SALABLE UPCOMING FEATURES

### WIRECHECK: AP RADIO WIRE

**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.

**THE SPORTSMAN** — Charles Morey introduces listeners to the people who play for pay in this regular sports personality feature. This three-minute feature runs about three minutes and moves on weekdays.

### AIRCHECK: AP RADIO NETWORK

**TV OR NOT TV** — Jan Thomas's series, Eye on TV, showcases the best of the commercial networks, PBS and Cable. Find out what's worth watching each day — and what's worth missing. 60-second feature shows are fed at 6:32 a.m. and 10:32 a.m. ET.

**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. Features 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, form reorders 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

WHAT(AM)-WWDB(FM) Philadelphia: To Weiss & Powell from Seicom.

□

WOBG(AM) York, Pa.: To Katz Radio from Major Market Radio.

□

WHFB-AM-FM Benton Harbor, Mich.: To Katz Radio from Michigan Spot Sales.



# 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:  
Orbis Communications, (212) 685-6699.



**BLAIR ENTERTAINMENT**

1290 Avenue of the Americas • New York, NY 10104 • (212) 603-5990

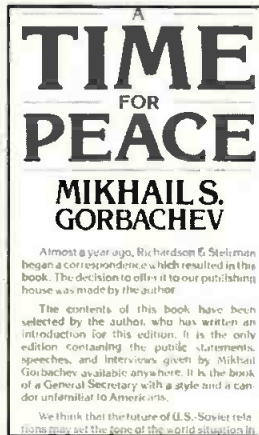


## AdVantage

**Where's Herb?** Burger King Corp. is scrapping its creative strategy of past three years in which company has often made comparative references to its rivals, McDonald's and Wendy's. In new set of commercials that began last week on all three television networks, company has eliminated all references to its competitors. Instead, campaign, said to cost about \$40 million, centers on humorous search for character, "Herb," who has never been to Burger King restaurant. Burger King official, when asked about change, said: "We want to make our products stars of our commercials and not our competitors' products." Agency for Burger King is J. Walter Thompson, New York.



Burger King's Herb



Gorbachev

**Soviet book.** Richardson & Stierman, New York-based publisher, is introducing in America English-language version of Soviet Premier Michail Gorbachev's book, "A Time For Peace," via spot radio and TV campaign in about 90 markets, plus network radio and cable television. Flights will begin this week and next week and will continue until first quarter of 1986. Commercials will be carried primarily on news and news-oriented programs. Target will be adults, 18 and older with agencies being Independent Group of Companies, Union, N.J., and Urban General Corp., Fairfield, N.J.

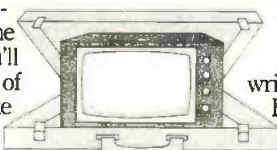
# LEARN TO SELL TV TIME FROM THE MAN WHO TAUGHT REPRESENTATIVES OF WPIX, WNEV, KWGN, WDVM, KTVU AND WTXX.

There are 1,149 TV stations across this country. Selling their air-time is a career that's wide open.

But to learn the business you had to be in the business. Until now.

Now, Martin Antonelli, who trains representatives for some of the industry's leading TV time-sales firms and TV stations, and who helps experienced sales professionals sharpen their techniques, is offering his program to you.

In this intensive, individualized program you'll become a TV sales professional. You'll learn to speak the language of TV sales and how to evaluate programs, stations and



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markets. You'll understand the role of news, movies, specials, sports and cable.

You'll learn how to maximize your revenue by using your total inventory of shows, how to present to ad agencies, and how to create a package of shows. And you'll learn how to close the sale.

The program works. Former students now successfully sell time for firms like TeleRep, Blair, Seltel, LBS, Katz and MMT. Plus dozens of major stations all across the country.

To learn how you might work in TV time-sales, call or write for more information.

But do it today because new classes are starting soon.

### Broadcasting Publications Inc.

Founder and Editor  
Sol Taishoff (1904-1982)

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Phone: 202-638-1022

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Randall M. Sukow, *research assistant*  
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Rufus Crater (New York)

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Joseph A. Esser, *associate editor*

##### Advertising

*Washington*

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

*New York*

David Berlyn, *senior sales manager*  
Charles Mohr, Ruth Windsor,  
*sales managers*

*Hollywood*

Tim Thometz, *sales manager*

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Patricia Waldron, Sandra Jenkins,  
Debra De Zarn, Joseph Kolthoff,  
Chris McGirr.

##### Production

Harry Stevens, *production manager*  
Don Gallo, *production assistant*

##### Administration

David N. Whitcombe, *vice president/operations*  
Phillippe E. Boucher, *controller*  
Albert Anderson.  
Irving C. Miller, *financial consultant*  
Wendy J. Liebmann.

##### Corporate Relations

Patricia A. Vance, *director*

##### Bureaus

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

Stephen McClellan, *associate editor*  
Vincent M. Ditingo, *senior editor: radio*  
John Lippman, *assistant editor*  
Geoff Foisie, *staff writer*  
Scott Barrett, *editorial assistant*  
June Chauhan, *advertising assistant*

Hollywood: 1680 North Vine Street, 90028.

Phone: 213-463-3148.

Richard Mahler, *correspondent*  
Tim Thometz, *Western sales manager*  
Sandra Klausner, *editorial-advertising assistant*



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



# DIVORCE COURT



## OVERRULE THE COMPETITION

There's never been a show as riveting as Divorce Court.

Its gripping, real life portrayal of the human drama behind divorce is winning custody of a strong and growing audience in over 130 markets from coast to coast.

In New York, Divorce Court improves the share in its time period by a phenomenal 33%. In Philadelphia, 33%. In San Francisco,

38%. And, Detroit and Boston report an extraordinary 43% gain over last year's time period. And these are just some of the markets that have witnessed the unbeatable strength of Divorce Court.

Add the power of Divorce Court to your line-up right now. Because passing up an opportunity like this would be a crime.

Source: Nielsen, October '85

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



**BLAIR ENTERTAINMENT**

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# Datebook

## This week

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

■ **Dec. 2-5**—*American Enterprise Institute for Public Policy Research* Public Policy Week. Mayflower hotel, Washington. Information: (202) 862-5800.

**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 Programing 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**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Richard C. Hottel, U.S. Mission to the United Nations, on "The United Nations: Does Life Begin at 40?" Copacabana, New York.

**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.

■ Indicates new entry

**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**—*National Academy of Television Arts and Sciences, New York chapter*, breakfast. Topic: "Five Things Everyone Should Know About How to Direct for Television." 1301 Broadway, New York. Information: (212) 765-2450.

**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 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.

## Also in December

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

■ **Dec. 10**—*International Radio and Television Society* "Second Tuesday" seminar. Topic: "The Cable Advertising Story," with Robert Alter, Cabletelevision Advertising Bureau; Robert Pitman, MTV Networks;

Nickolas Davatzes, Arts & Entertainment Network; Thomas McKinney, Group W Cable, and Ira Tum-powsky, Young & Rubicam. Viacom Conference Center, New York.

**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. 11**—*Society of Cable Television Engineers, Chattahoochee chapter*, meeting. Holiday Inn, Airport South, College Park, Ga.

**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. 13-14**—10th annual UCLA entertainment symposium on the future of the motion picture and television industries, sponsored by *UCLA School of Law and UCLA entertainment advisory committee*. Ralph Freud Playhouse of Macgowan Hall, Westwood campus, UCLA, Los Angeles.

**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 Associ-*

ing. 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.

**Nov. 17-19, 1986**—*Television Bureau of Advertising* 32nd annual meeting. Century Plaza, Los Angeles. Future meeting: Nov. 11-13, 1987, Atlanta Marriott, Atlanta.

## Major Meetings

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. Palafs des Festivals, Cannes, France. Information: David Jacobs, (516) 364-3686.

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

**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.

**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.

**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 meet-

**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.

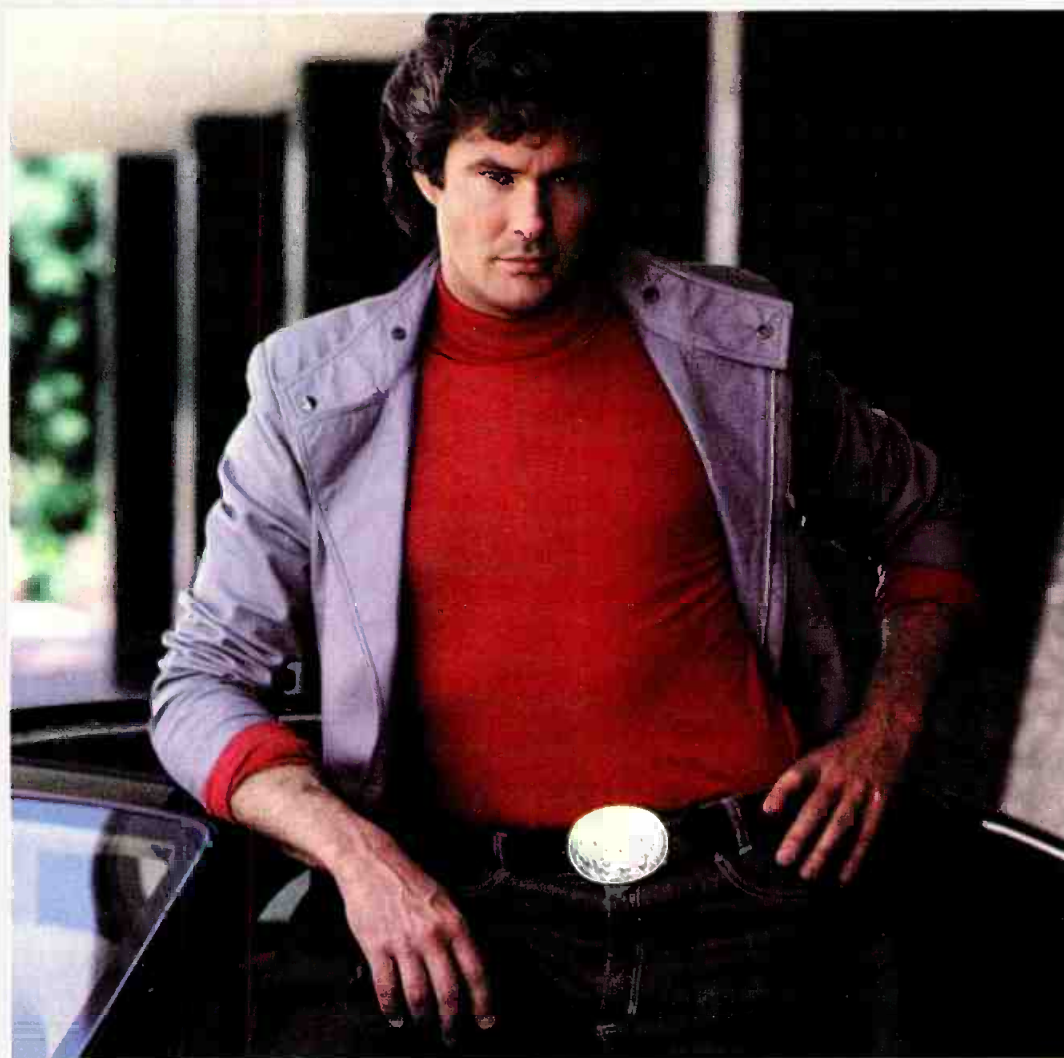
**March 6-8, 1986**—17th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4488.

**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,



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



# **KNIGHT RIDER**

**The series that never quits.  
Starring David Hasselhoff.**

**MCA TV**

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ation 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.

■ **Dec. 20**—Deadline for entries in Media Awards sponsored by *Association of Asian Pacific American Artists*, for "producers and creators who are most responsible for expanding job opportunities and contributing to the realistic portrayal of Asian/Pacific American peoples and issues through the entertainment media." Information: (213) 654-4258.

## 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**—Deadline for entries in Pro Awards, professional video competition sponsored by *JVC*. Information: JVC, c/o Shaw & Todd, 6215 Empire State Building, New York, N.Y. 10018.

**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. 10**—Deadline for entries in Distinguished Service Awards, presented by *Sigma Delta Chi, Society of*

*Professional Journalists*. Information: Sigma Delta Chi, suite 731, 53 West Jackson Boulevard, Chicago, 60604.

**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. Topic: "Television Advertising Market Dynamics, 1986-1990." Speakers: Melvin Goldberg, Electronic Media Rating Council; Paul Isacson, Young and Rubicam; David Poltrack, CBS/Broadcast Group. Viacom Conference Center, New York. Information: (212) 867-6650.

■ **Jan. 15**—Deadline for entries in fourth annual JC Penney-University of Missouri Television Awards for Community Leadership, sponsored by *University of Missouri-Columbia, school of journalism, and JC Penney Co.* Information: (314) 882-7771.

**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. 15**—Deadline for entries in 11th annual national Commendation Awards, sponsored by *American Women in Radio and Television*, to recognize "excellence in programing and advertising that portrays women in a positive and realistic manner." Information: AWRT, 1101 Connecticut Avenue, N.W., suite 700, Washington, D.C., 20036; (202) 429-5102.

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

**Jan. 20**—Deadline for entries in national student production awards competition, sponsored by *Alpha Epsilon Rho, National Broadcasting Society*. Information: David Smith, Ball State University, Muncie, Ind., (317) 285-1492.

**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. 27-31**—*Midem*, second international radio program market, Palais des Festivals, Cannes, France. Information: (516) 364-3686.

**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.

■ **Jan. 31**—Deadline for entries in 18th annual Robert F. Kennedy journalism awards for outstanding coverage of the problems of the disadvantaged, sponsored by *Robert F. Kennedy Memorial*. Information: Sue Vogel-singer, 1031 31st Street, N.W., Washington, 20007; (202) 628-1300.

■ **Jan. 31-Feb. 1**—"Technology in Orbit," seminar sponsored by *Smithsonian's Resident Associate Program* with assistance from *Public Service Satellite Consortium*. Smithsonian, Washington. Information: (202) 357-3030.

## February 1986

**Feb. 1**—Deadline for entries in Gavel Awards, sponsored by *American Bar Association*, recognizing media contributions toward increasing public understanding and awareness of the legal system. Information: ABA, 750 North Lake Shore Drive, Chicago, 60611; (312) 988-6137.

**Feb. 1**—Deadline for entries in fifth annual advertising

THE UNIVERSITY  
OF CHICAGO  
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**W**illiam  
**B**enton  
**F**ellowships in  
**B**roadcast  
**J**ournalism  
1986-87

The William Benton Fellowship Program at The University of Chicago, now entering its fourth year, provides a unique opportunity for professionals—television and radio reporters, news executives, producers, writers—to expand their expertise on essential issues, free from deadline pressure. The Program is sponsored by the William Benton Foundation.

Each Fellow works with a faculty adviser to develop an individualized academic program of course work in such fields as law, economics, religion, and public policy. The Fellows participate in a weekly seminar dealing with such fundamentals as First Amendment issues. They also meet and exchange ideas with national and international leaders in media, government, business, education, and other fields of public policy.

Stipends are normally equivalent to full-time salary for the six-month period of the Fellowship. The Foundation covers tuition and travel costs. University personnel assist with local arrangements for Fellows and their families.

The application deadline is March 3. Fellows will be notified by June 2. The 1986-87 Program begins September 22, 1986.

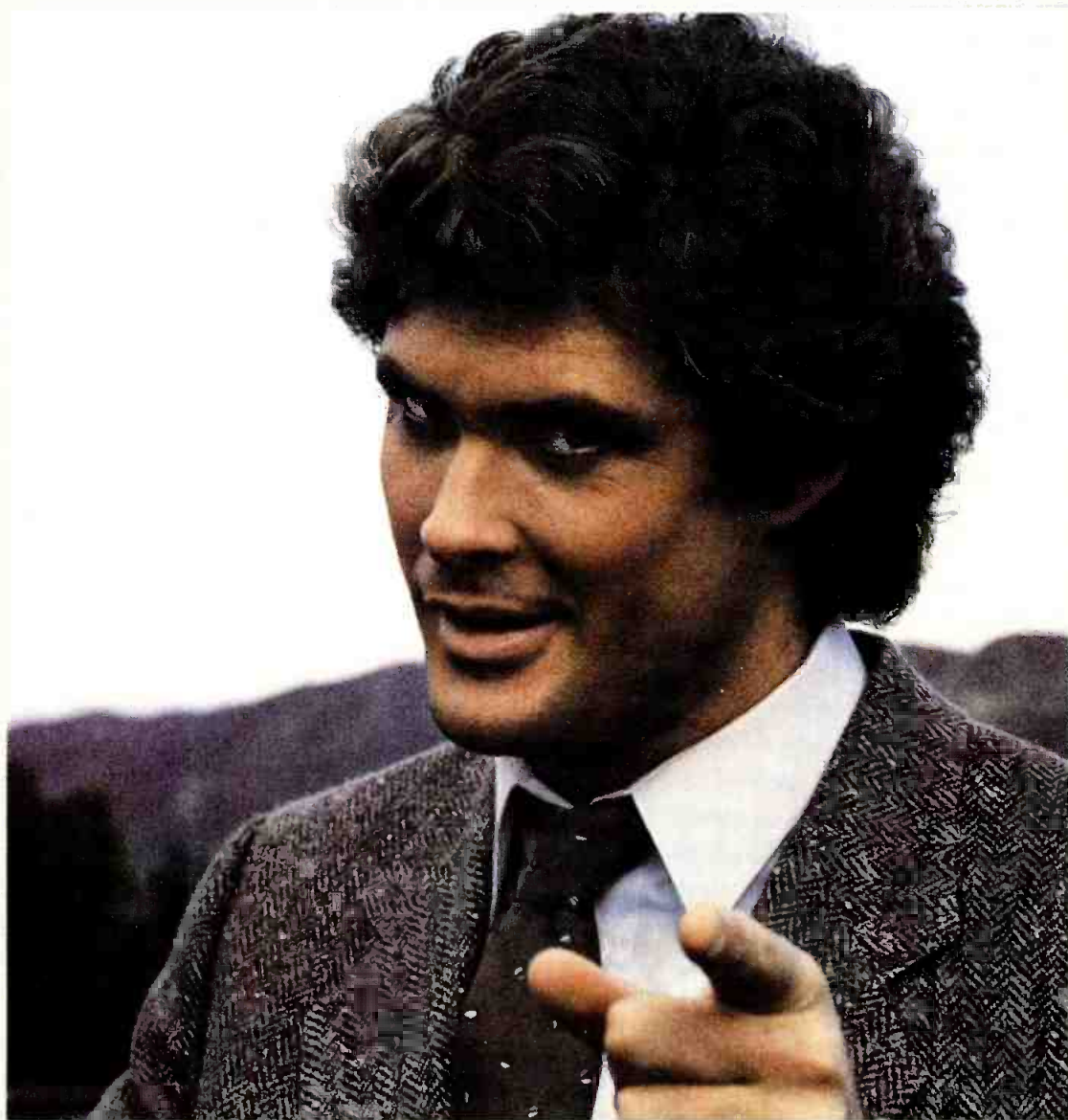
To receive a brochure and application form, mail this coupon to: Director, William Benton Fellowships, The University of Chicago, 5737 University Ave., Chicago, IL 60637.

PLEASE PRINT

NAME	TOTAL YEARS OF PROFESSIONAL EXPERIENCE
TITLE	STATION/NETWORK
ADDRESS	TELEPHONE



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



***KNIGHT RIDER***<sup>®</sup>

**The series that never quits.  
Starring David Hasselhoff.**

**MCA TV**

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

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journalism awards competition, sponsored by *Saatchi & Saatchi Compton Inc.*, New York advertising agency. Information: (212) 350-7870.

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

**Feb. 2-5**—*National Religious Broadcasters* 43rd 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 television conference. Theme: "Tools and Technologies for Tomorrow's Television." Chicago Marriott. Information: (914) 472-6606.

■ **Feb. 9-12**—*American Association of Advertising Agencies* winter annual meeting, sponsored by *Southern region*. Marriott's Camelback Inn, Scottsdale, Ariz.

**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. 12**—*Women in Cable, San Francisco Bay Area chapter*, second governmental relations seminar. California Cable Television Association Office and State Capitol building, Sacramento, Calif. Information: Sharon Reneau, (415) 428-2225.

**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**—*Oklahoma 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.

**Feb. 25**—*Association of National Advertisers* television workshop. Luncheon speaker: Grant Tinker, NBC. Plaza hotel, New York.

**Feb. 25**—*Association of National Advertisers* media workshop. Luncheon speaker: Ted Turner, chairman, Turner Broadcasting System. Plaza hotel, New York.

■ **Feb. 28**—Deadline for entries in 1986 *Broadcast Pro-*

## Stay Tuned

A professional's guide to the intermedia week (Dec. 2-8)

**Network television** □ **ABC:** *JC Penney Classic* (golf tournament), Saturday 1-3 p.m. and Sunday 2:30-4:30 p.m. **CBS:** *All Star Party for 'Dutch' Reagan* (entertainment special), Sunday 8-9 p.m.; *The Tenth Annual Circus of the Stars*, Sunday 9-11 p.m. **NBC:** *John and Yoko: A Love Story* (docudrama), Monday 8-11 p.m.; *Heisman Trophy Special* (football press conference), Saturday 5-6 p.m.

**Network radio** □ **American Public Radio:** *Lord Byron* (live opera), Saturday 8-11 p.m.; *Memorial Candles* (symphony), Sunday 2-3:30 p.m. (check local times); *Oy Chanukah!* with the *Klezmer Conservatory Band* (one-hour music special), Sunday (check local times).

**Cable** □ **Arts & Entertainment:** *Absurd Person Singular* (comedy), Tuesday 9-10:30 p.m. **Bravo:** *The Childhood of Christ* (drama), Monday 7-9 p.m.; "Fanny and Alexander: Part I and II" (drama), Sunday 5-8 p.m. **Cinemax:** "Irreconcilable Differences" (comedy-drama), Monday 8-10 p.m. **The Disney Channel:** *The Enchanted Musical Playhouse:* "The Velveteen Rabbit" (first in a series of specials), Monday 7:30-8 p.m. **ESPN:** *Seiko Skate America* (figure skating competition), Monday and Dec. 9, 16, 23 and 25 at 9-10 p.m. **HBO:** "The Lion, the Witch and the Wardrobe" (animated novel adaptation), Monday 4:30-6 p.m.; "Irreconcilable Differences" (comedy-drama), Tuesday 8-10 p.m.; *For Better or for Worse—The Bestest Present* (animated special), Thursday 4:30-5 p.m.; *A Christmas Special* (comedy-drama), Saturday 8-9:30 p.m.; "No Small Affair" (romantic comedy), Sunday 8-10 p.m. **WTBS(TV) Atlanta:** *Chartbusters Year End Special* (music special), Saturday 9:05-11:05 p.m.; *1985 ACE Ceremonies* (cable awards), Friday 8:05-10:05 p.m.



"For Better or for Worse" on HBO



"The Childhood of Christ" on Bravo

**Play It Again** □ **CBS:** *Dr. Seuss' How the Grinch Stole Christmas* (animated special), Tuesday 8-8:30 p.m.; *Frosty the Snowman* (animated special), Tuesday 8:30-9 p.m.; *A Charlie Brown Christmas* (animated special), Wednesday 8-8:30 p.m.; *'Twas the Night Before Christmas* (animated special), Wednesday 8:30-9 p.m.; *Rudolph the Red-Nosed Reindeer* (animated special), Saturday 8-9 p.m. **PBS** (check local times): *A Christmas Special with Luciano Pavarotti* (music special), Thursday 10-11 p.m. **The Disney Channel:** *Mickey's Christmas Carol* (animated special), Monday 7-7:30 p.m. **HBO:** *Emmett Otter's Jug-Band Christmas* (Muppet special), Tuesday 5-6 p.m.

Note: all times are NYT. Asterisk denotes series premiere.

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WHEREVER HE GOES.  
SOON THE BATTLEFIELD SHIFTS TO EARLY FRINGE.  
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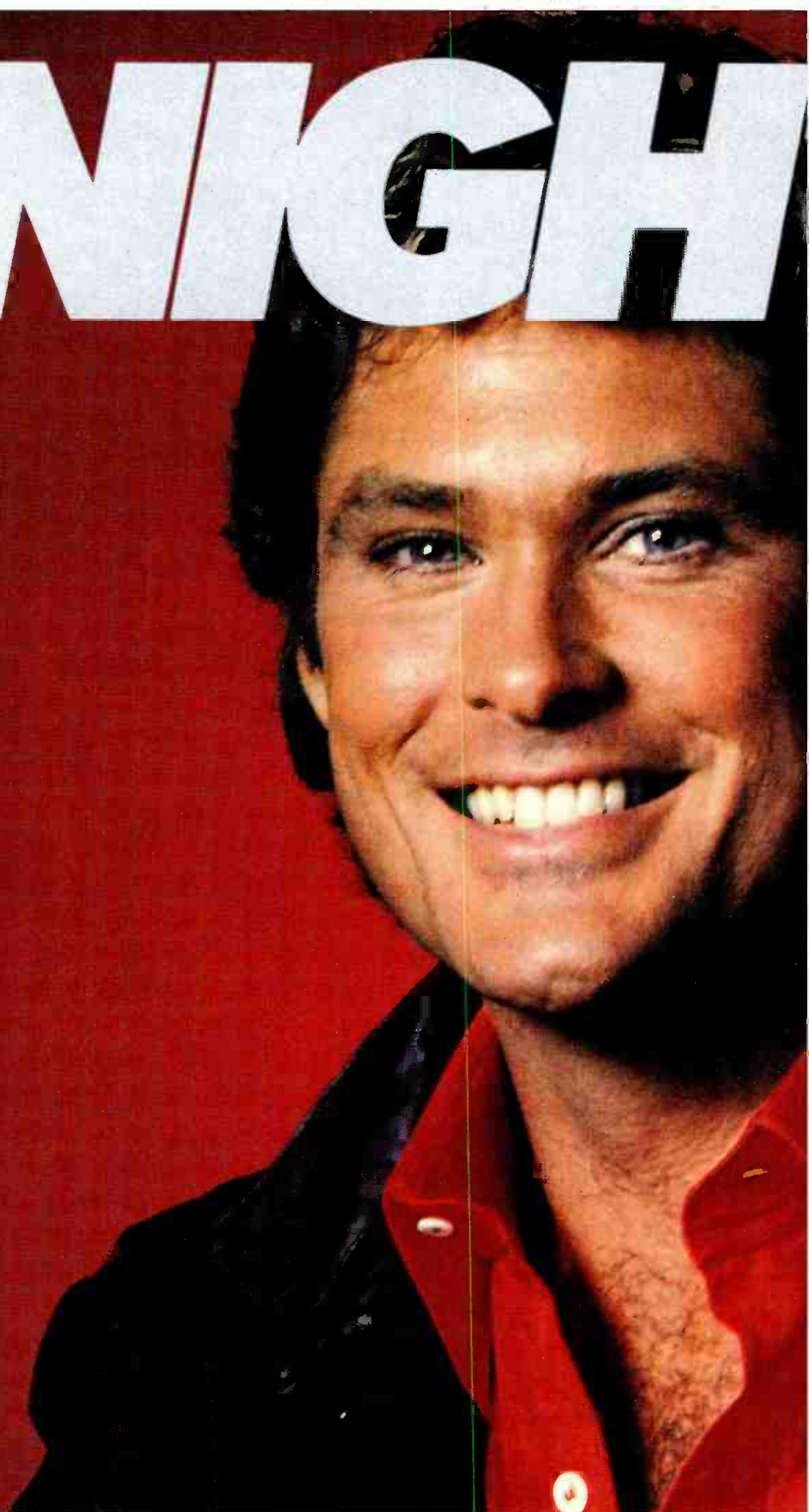
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**The series that never quits.  
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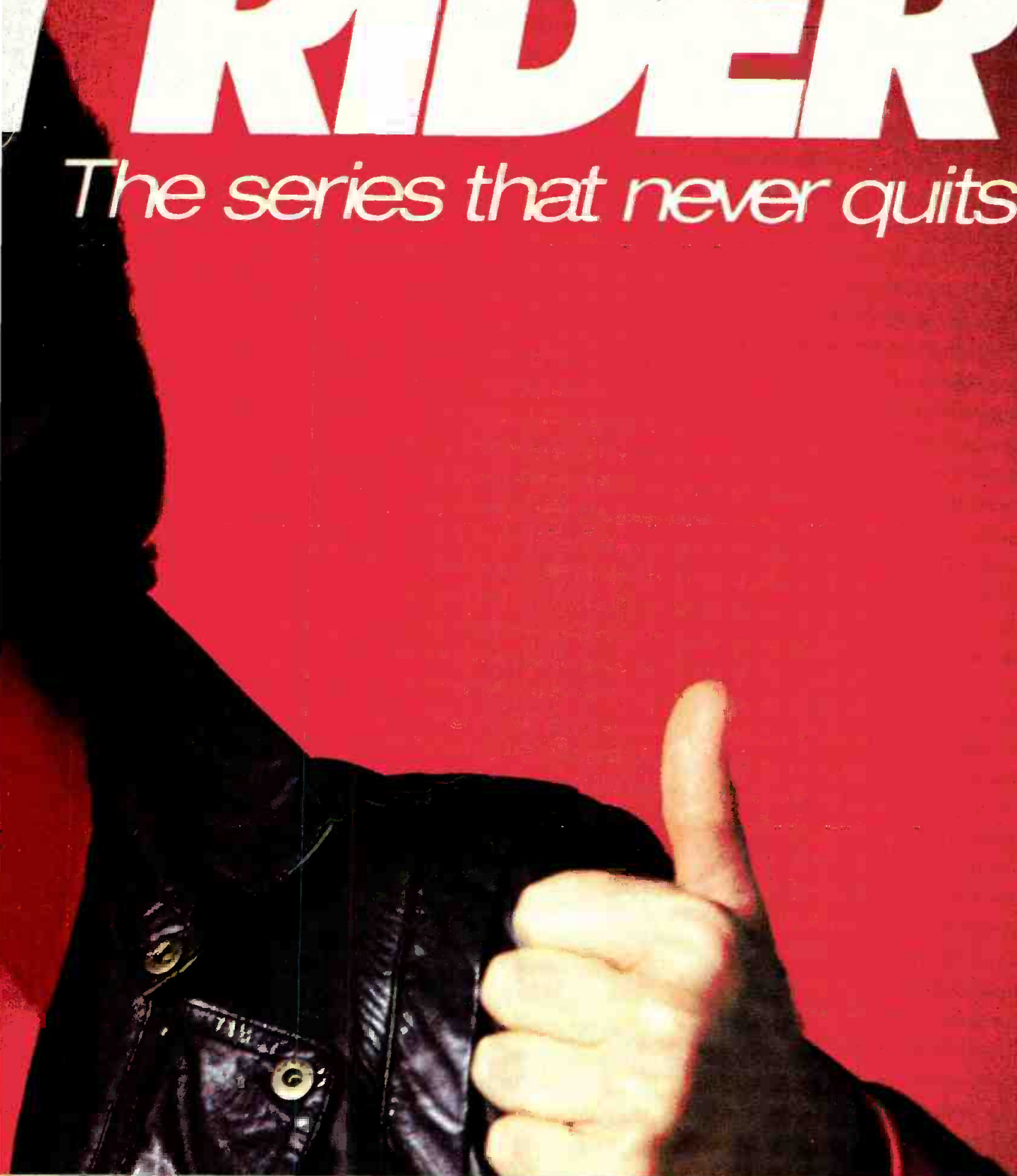
# KNIGHT





# T RIDER

*The series that never quits.*



**KNIGHT RIDER**<sup>®</sup>

**Starring David Hasselhoff.**

**MCA TV**

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# Open Mike

## Quello clarification

Your Nov. 25 editorial, "Fee and Fie," was right on target in most respects. However, your editorial extrapolated beyond the intent and scope of my Hofstra University speech. Please be assured that I am not proposing any new spectrum fee to support public broadcasting. While my enthusiasm for public broadcasting is well known, your editorial's implication that I would support asking commercial broadcasters to underwrite the valuable services we all receive from public broadcasting is simply incorrect.

It should be noted that the spectrum fee mentioned in my Hofstra speech was the exact quote from my testimony before the House Communications Subcommittee, presented in September 1978. In addition, my speech noted (as does your editorial) that the spectrum has no value until someone uses it to transmit a signal. My remarks were not intended to rally support for any massive new fees. In terms of the amount of fee that I would regard as "practical," I endorse only the amount that has been proposed in Congress as an appropriate cost-of-regulation fee.

Unfortunately, it is a fact that the substantial merits of complete deregulation of the

broadcast industry are not sufficient on their own to return broadcast deregulation to Congress's agenda. I stand by the view that a practical fee is a small price to pay for security from the uncertainties of government regulation, and I hope there will be additional discussion concerning how to achieve the type of further deregulation that the broadcast industry needs, but that only Congress can provide. I share your hope that the payment of reasonable fees to obtain communications licenses may "turn out to be down payments on a less unstable future" for broadcasters.

I applaud your use of the editorial privilege to make your point about unreasonable expectations from broadcaster fees and fully support your view.—James Quello, FCC commissioner, Washington.

## In remembrance

EDITOR: A great American, a broadcaster and our friend, died in Alabama Nov. 16.

In 1948 and 1952 former Senator John Sparkman was part of the news team of WAPI (AM) Birmingham, Ala., at the Democratic National Convention.

WAPI fed his reports to a statewide network of stations. During the last hours of the 1952 convention WAPI discovered that its re-

porter and analyst had suddenly become Adlai Stevenson's running mate.

I remember the coverage vividly as I was manager of the CBS affiliate at the time.

Further, the Sparkman family was active in the management of WAVU(AM) Albertville, Ala.

John Sparkman's support of the industry and small business was always genuine and wholehearted.—Lionel F. Baxter, Jacksonville, Fla.

## Seconds the motion

EDITOR: In light of Timothy Marsh's Oct. 28 letter on purchasing with a "red, white and blue heart," it appears that everyone from corporate executives (RCA's included) to consumers is asking in Washington to get needed help for key American industries, to tell certain competitors "the picnic's over" and to compete fairly before our country loses it all.

Being a former chief engineer, I have had a mostly good experience working with and on American-made products (RCA's included), and hope people do something before it's too late.—Thomas Ottavi, instructor, communications/broadcast engineering, Milwaukee Area Technical College, Milwaukee.

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BECOME A MAN, AND A MAN WHO LEARNS  
TO BECOME A HUMAN BEING!



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BUT WHEN I'M BAD I'M BETTER.



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An easy listening commentary from Bert Wahlen, VP, FM Stations, Group W, New York

## Expanding horizons for easy listening

Put aside what you thought you knew about "beautiful music/easy listening" radio stations.

While some still resemble the lushly instrumental and deeply voiced operations of an earlier era, a new breed of high-impact easy listening stations has grown up around the country. With them has come a fresher blend of popular music, closer involvement with listeners, a new cycle of growth for the format and a truly premium selling environment for advertisers.

What is so noteworthy about today's vanguard easy listening stations is the aggressive way they approach their execution of the format.

A dramatic case in point is Group W Radio's KODA(FM) Houston, one of our five "Lite Music" FM stations. Starting this fall, KODA will become the flagship station of the Houston Oilers. Not long ago, the thought of a National Football League team assigning its radio broadcast rights exclusively to any FM station would have seemed preposterous, let alone an FM easy listening outlet. That says something about the dynamic character of today's high-profile easy listening station.

Of course, music syndicators have helped broaden the format's appeal to younger audience segments, with more contemporary vocals added to their program packages. But a similar, wholesale freshening of the product has occurred before, most notably in the mid-1970's, when beautiful music began to move away from its concentration on conservative string arrangements and "safe" cover vocals.

Something more has been happening. Today's music mix is being backed by a total station effort to serve the listener, become more visibly involved in the community, and build sustained audience interest.

Once we merely enticed the ear with soft-sounding serenades attesting to our own soothing value. Nowadays we're as likely to give listeners a fix on the world as we are to whisper sweet nothings.

News, weather, traffic, sports and business reports—delivered by personalities in place of disembodied voices—today figure prominently in the progressive easy listening package of services delivered to the listener.

High-visibility promotions—once seen as out of character with the format—are today being put to extremely effective use.

A case in point is the listener response generated by the "Great Mink Extravaganza," a glamorous giveaway event developed by one of our stations. The station used a local supermarket chain to showcase this 10-



Bert Wahlen was appointed vice president, FM stations, Group W Radio, in 1981. He was previously president and part owner of KJOY(FM) San Diego (1975-1981). From 1970 to 1975 Wahlen was vice president and general manager of KSON-AM-FM San Diego and before that vice president, general manager and part owner of KHEY-AM-FM El Paso (1960-1970).

week promotion. In-store displays and personal appearances by a popular station personality each Saturday brought crowds and excitement to stores in the chain. Up for grabs: 18 mink coats. The result: fabulous visibility and an avalanche of more than 100,000 entries mailed to the station for this one contest.

How many so-called "high-energy" youth-oriented AOR stations can beat that for proof of active listener involvement?

What's so amazing about these contests is the revealing glimpse they give of today's "easy listening" listeners. Passive and easy-going types, right? Mellowed-out moms and guys all slightly past anything strenuous?

Hardly. We've seen them now by the thousands. The prize parties that mark the end of these contests bring big cross-sections of our audiences together in a setting that I've come to think of as the "ultimate focus group."

Meeting our listeners in this way shatters the illusion that they are all of one type. The people we see are unlike, except in the way all of them actively combine easy listening radio with busy lives.

Another way some easy listening stations are strengthening their local franchises is through more visible and ambitious community involvement. With this has come further proof of the "easy listening" listener's own involvement with, and responsiveness to, the originating station.

In one market this year, our "Lite Music"

station sponsored a bike-a-thon for multiple sclerosis. Despite dreary weather on the day of the event, more than \$130,000 was raised for the cause—the largest sum ever earned for MS by a single bike-a-thon in one locale.

The pay-off from all this? For the new-breed easy listening stations it is a more forceful identity, greater audience awareness and ultimately a much stronger local franchise that contributes to ratings consistency.

For advertisers, perhaps the real beauty of the "beautiful music" evolution is this: Easy listening stations have learned to harness high-impact programing elements and deliver an informed and involved audience without sacrificing the comfort level their listeners actively seek and come to expect.

But there's an irony here. Twenty years ago, advertisers looked skeptically on the all-news format that Group W pioneered because the average time spent listening to all-news was, and is, brief. In time advertisers came to see the attraction of these high-cume stations.

The knock on easy listening stations has been amazingly the reverse. Lately there's been a perception that the extended listening patterns associated with easy listening radio suggest something undesirable. By this logic, it seems, people aren't tuning out enough.

I submit that a better test of the format for advertisers is this: Does it move merchandise? More and more clients involved with today's dynamic, easy listening stations are discovering the answer is a resounding "yes."

One recent example I like involved a product category—recorded music—that has long been a staple of rock stations. One of our stations put together an aggressive sales promotion with a local record store chain and CBS Records. The first effort focused on a new Julio Iglesias album. Sales for this record boomed locally, and the record retailer has become a regular user of the station.

In another market, an office services company had never used radio for fear it cost too much. Six months ago one of our stations coaxed the owner into using some of his newspaper advertising budget to make buys on our radio station. Business increased so dramatically as a result that he has moved all his advertising money for the next year—\$25,000—to easy listening radio.

Today's cutting-edge, easy listening stations serve up a feast for the advertiser's taking, not only offering more younger listeners than ever, but offering listeners now attuned to consuming information right along with the music.

From its sleepy beginnings, easy listening has emerged as an action format for the 80's and beyond.



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at 85



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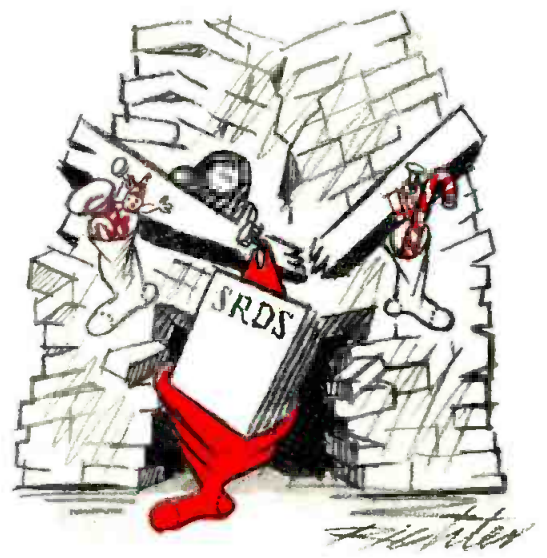
"If our clients could see this they'd drop all that 'big spender' stuff."



"Arnold, I know it means a lot to you, but a coffee table book it's not."



"That's right—I don't know how much they cost, I don't know where they're kept, I don't know who uses them—but of course we get SRDS. Doesn't everyone?"





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# Broadcasting Dec 2

Vol. 109 No. 23



TOP OF THE WEEK

## Cable '85: the indicators all point positive

**After some slow years, the industry seems poised on the brink of new growth—thanks largely to deregulation, the promise of C-band direct and bullish economic outlooks**

At the National Cable Television Association's annual convention last June, Chairman Ed Allen told the membership that the industry was doing "just great." Last week, reflecting on the statement in an interview with BROADCASTING, he had no second thoughts. Indeed, he said, "it's getting even better."

One would expect the industry's chief spokesman to be bullish, but many others, both inside and outside the industry, including analysts who scrutinize trends and profit-loss statements, seem to share his opinion, providing far more supporting than conflicting testimony.

While nobody is predicting boom times for the industry, which now serves 36 million homes, most feel that revenues and profits are moving steadily upward and will continue to do so for the foreseeable future, enriching most of those fortunate enough to own a piece of the industry.

An A. D. Little study, commissioned by the NCTA, is, not surprisingly, the most sanguine of all. Between 1984 and 1990, it reported, industry revenue will almost double, from \$8.4 billion to \$16.5 billion, and after-tax net income will almost triple, from \$600 million to \$1.7 billion.

The good times are reflected more tangibly in the lofty stock prices of companies that are purely or principally cable and in the value of cable systems that have been put on the market. Investors and operators have to pay top dollar today to enter the industry or to expand their holdings.

But the high prices have failed to slow the buying and selling of cable properties in 1985. In fact, hundreds of millions of dollars worth of cable systems and programming services changed hands during the year. And, the sales of two large MSO's, Group W Cable and Tribune Cable, are still in the works with no shortage of bidders.

Contributing to the cable operators' current positive state of affairs are deregulation, cable penetration that continues to creep upward, reduced capital costs and the public's ongoing infatuation with the

product. Although much attention is paid to those who don't subscribe to cable—the industry's lost sheep—the fact is that half the consumers in any given community readily sign up for cable and faithfully pay their monthly subscription fee, despite few inducements from marketers to do so and, in many cases, less than first-rate service.

Another big plus for the industry is that many of the major cable television services will be scrambled next year, much sooner than many had expected early this year when the "scrambling issue" first took hold of the cable industry. Scrambling of the services should produce new subscribers for cable by putting pirating SMATV operators out of business and by ending the flow of free cable programming to more than one million owners of home earth stations. It will also provide cable operators with an opportunity to get into the C-band direct business by putting together a package of scrambled services and selling it to dish owners.

The nation's two largest MSO's, Tele-Communications Inc. and American Television and Communications, plan to be in the C-band direct business. "They are going to point the way," says Steve Effros, president of the Community Antenna Television Association. "What is now showing up is a design—a formula—whereby the programming will be available to the home market at a competitive price. I think it is going to be a healthy business."

Depressing revenues and expectations, on the other hand, is the continued softness in the sale of such pay-per-channel services as Home Box Office and Showtime. Some operators believe the decline in pay subscriptions has bottomed out at its current level—a pay-to-basic ratio of around 85%—but others feel the erosion will continue and that one or more of the services may find themselves in real trouble within the next two years. Paul Kagan Associates had to revise downward its projections for total industry revenues for 1985—from \$9.2 billion to \$8.7 billion—principally because of the "flatness in new pay TV subscription sales."

Much of the pay-per-channel woes are blamed on the home video explosion. Since 1980, according to home video industry estimates, the penetration of videocassette recorders in U.S. homes has risen from 2.7% in 1980 to a projected 28.1% at the end of 1985. And many of those VCR owners are getting their first glimpses of major

motion pictures not on HBO or Showtime or The Movie Channel, but on half-inch videotapes rented from the thousands of home video stores that have popped up across the country.

The industry's immediate response to home video has been pay per view. "Everybody is moderately excited by the new PPV services," said Greg Liptak, group vice president, Jones Intercable. The idea is that pay per view can deliver movies electronically to the home—more timely and more conveniently—than home video stores. Just last week two satellite-delivered PPV services made their debut—Showtime's Viewer's Choice and Reiss Media's Request Television (see page 86). Another, The People's Choice, announced plans two weeks ago to launch in January 1986 ("Cablecastings," Nov. 25).

Despite all the talk about PPV, there is a lot of uncertainty surrounding the viability of one PPV service, let alone three. That uncertainty was underscored by the failure of a fourth would-be PPV venture, the Choice Channel, to raise \$9 million in equity financing through a private placement. As a result, said Choice Channel Chairman Rick Kulis, the company has shelved plans to distribute a regular lineup of PPV events to cable affiliates. Instead, he said, it will concentrate on the production of PPV events.

When cable operators talk about deregulation they are talking mostly about the Cable Communications Policy Act of 1984 and, more specifically, its rate deregulation provisions. The act, still less than a year old, has allowed cable operators to raise their basic cable fees 5% in 1985 and will permit them to increase the fees another 5% after the first of the year. But, most important, it will allow them to charge whatever the market will bear starting in 1987.

Most cable operators believe the key to increased profits is not PPV, but higher basic fees, even if the higher fees cause some subscribers to drop pay services. The reason: operators get to keep more of the basic cable dollars than they do of the pay dollars. Today, cable operators receive half their revenue from basic services and half from pay. In the future, they would like to receive the bulk of their revenue from basic.

Operators figuring on increasing basic fees considerably starting in 1987 are setting the stage this year and next. Comcast is strengthening its basic packages by adding new services to them so that when the prices start going up, subscribers will stick with them. Says Comcast President Robert Clasen: "We are trying to create as high a perception of value [in basic] as possible." Jones Intercable is concentrating on improving customer service. "We feel we must deliver high-quality customer service to have the right to charge aggressive rates," says Liptak.

Basic cable rates are already deregulated in California under state law, providing a test case for cable marketers. Allen, who has put some price increases into effect in the state, says consumers believe that basic is underpriced. And, he adds, "I have not run into any resistance as we move prices of basic up to levels that people say it's worth."

Operators who count too heavily on basic revenue in the years ahead, however, may be disappointed. As the basic fees go up, it's expected the cable programmers will demand a piece of the action through higher affiliate fees. Whether operators pay them will depend on the service, says Charles Townsend, president of Colony Communications. If the service is popular, he says, "we have no choice; we have to carry it because if we drop it, we create an uproar among our subscribers."

The surest way of increasing revenue and profits is to add more subscribers to an already built cable system—the surest, but not the easiest. In most areas, once the cable operator signs up 50% of the homes passed, all he has left are tough sells. Cable operators have been talking about marketing for the past few years, and now that new system construction has slowed and tough sells are becoming the only possible sells, they're showing signs of getting serious about it.

The Council for Cable Information was supposed to help cable systems boost penetration through national advertising campaigns on network radio and television, but after a couple of flights it was forced to close its doors last month for lack of sufficient industry support and disagreement among CCI members as to what the thrust

of its campaigns should be.

Despite the failure of CCI, the industry is still trying to work together in luring new subscribers. Two other industry groups, the Cabletelevision Advertising Bureau and the Cable Television Administration and Marketing Society, have proposed a clearinghouse for the distribution of program-specific promotion materials. The idea is to encourage cable subscribers to use cable television more and to remind nonsubscribers of what they're missing by publicizing specific programs.

According to Seth Abraham, HBO senior vice president, programming operations and sports, cable has been forced by the changing nature of the industry to adopt more aggressive marketing techniques to gain subscribers. In the 1970's, he says, all the industry had to do to pick up subscribers was use the telephone and "take the orders." But over the last couple of years, with the slowdown in construction and added competition from home video, he says "the telephone no longer did that. Instead what was needed was some good old-fashioned hard work and a switch from passive marketing tools like the phone to an active, 'Hey, let's go out and sell pay TV.'"

Abraham points to recent and aggressive marketing and promotion campaigns employed by HBO (a different campaign for each season) that he indicated have helped boost both HBO's ratings and subscriber count. He won't be specific about subscriber numbers because of a Time Inc. policy not to reveal any but year-end subscriber counts of its services. But he offers that "if we weren't satisfied with the business result [of the marketing and promotional campaigns, which cost many millions], we would not continue them. We would not continue them just to boost ratings."

While the pay-per-channel programmers fret about declining subscribership, the basic programmers are in better shape than ever. According to Kagan, 10 of the 14 basic services it follows will have passed the break-even point by the end of this year and will be operating consistently in the black by the end of next year.

What's more, many programmers believe there is room for additional services, although they are reluctant to share their specific ideas for obvious competitive reasons. "I think there is always room for more good ideas and well executed ideas," says MTV Networks' Robert Pittman. For a failed service to blame "market forces" is a "cop-out," he says. It's the ability of the creator to execute his idea properly that counts, he says.

Earlier this year, MTV Networks launched its video music channel for the adult-contemporary crowd—VH-1—and extended Nickelodeon with a prime time segment called *Nick at Night*. Both seem off to a good start. Turner Broadcasting System has said it is contemplating the launch of a classic movie service after it completes its deal to acquire MGM/UA. And NBC News has been analyzing the prospects for success of a cable news venture in competition with Turner's CNN and CNN Headline News. NBC has said it will not go forward with the project unless cable operators promise by January to deliver the service to at least 13.5 million homes.

The new services may benefit from the elimination of the FCC's must-carry rules by the U.S. Court of Appeals last summer. Without the rules, cable systems are able to cast off duplicative or little-watched broadcast signals and replace them with cable programming they feel will be more attractive. "If the must-carry rules had been eliminated many years ago, CBS Cable would be alive today," says Effros. "It was a fine product, but it hit the market when we had a problem with saturation of systems due largely to duplicative network signals."

It's difficult to make any generalizations about the cable industry based on all the buying and selling that's been going on this year. Decisions to buy or sell often have as much to do with corporate strategies as they do with what companies see as the prospects for the cable business. Westinghouse's decision to sell Group W Cable, worth at least \$2.1 billion, and The Washington Post's decision to buy the cable division of Capital Cities Communications for \$350 million are prime examples.

When announcing the decision to sell Group W Cable, Daniel Ritchie, Group W chairman, said the business was great but that the reported earnings were small in comparison to the size of Westinghouse's investment and, therefore, the value of cable was not proper-



**BROADCASTING's Top 50 MSO's**

Twice a year BROADCASTING calculates the top 50 cable television MSO's. The ranking is based on the number of basic subscribers. Also listed are the number of homes passed, basic penetration percentage, pay units and the number of homes in all the company's franchises.

	<i>Company</i>	<i>Basic subscribers</i>	<i>Homes passed</i>	<i>Basic penetration</i>	<i>Pay units</i>	<i>Total homes in all franchises</i>
1.	TCI (Dec. 31)	3,578,000	6,297,000 est.	56.8%	2,612,000	NA
2.	ATC (Dec. 31)	2,500,000	4,500,000	55.5	2,300,000	NA
3.	Group W	2,095,000	3,883,000	54.0	1,523,000	NA
4.	Cox	1,768,742	2,702,501 (Dec. 31)	65.4	1,412,371	NA
5.	Storer	1,521,000	2,684,000	56.7	1,379,000	3,096,000
6.	Warner Amex	1,158,805	2,291,514	50.6	802,076	NA
7.	Continental	1,093,000	1,970,000	55.5	1,252,000	NA
8.	United	948,533	1,658,630	57.2	807,836	1,708,897
9.	Newhouse	936,401	1,512,981	61.9	1,004,130	NA
10.	Times Mirror	864,853	1,667,822	51.9	688,248	NA
11.	Viacom	800,000	1,476,100	54.2	645,000	NA
12.	UA Cablesystems	720,000	1,195,000	60.3	583,000	NA
13.	Sammons	683,856	1,114,445	61.4	628,789	NA
14.	Heritage	601,601	1,376,789	43.7	540,441	NA
15.	Cablevision	592,000	1,192,000	49.7	1,758,000	NA
16.	Jones Intercable	578,105	911,456	63.4	418,560	NA
17.	Rogers	568,277	1,202,734	47.2	688,188	NA
18.	Comcast	512,000	900,000	56.9	520,000	NA
19.	Telecable	456,227	776,308	58.8	NA	NA
20.	McCaw	380,379	615,000 (May)	61.9	244,541	NA
21.	Cablecom	376,000	581,000	64.7	252,000	589,000
22.	Prime Cable	349,854	709,803	49.3	402,391	500,000
23.	Wometco	312,013	562,652	55.5	233,122	NA
24.	American Cablesystems	310,866	553,970	56.1	410,700	613,700
25.	Century (May)	310,000	450,000 est.	68.9	200,000	NA
26.	Centel	309,996	493,501	62.8	237,249	NA
27.	Daniels	292,392	575,578	50.8	365,893	NA
28.	Cablevision Industries	282,948	303,508	93.2	191,757	412,500
29.	TCA Cable TV	280,000	375,000	74.7	105,600	395,000
30.	Multimedia	271,282	520,201	52.1	259,129	521,000
31.	Falcon	262,541	434,832	60.4	205,184	511,000
32.	Scripps Howard	234,584	464,741	50.5	287,188	NA
33.	Tribune	231,000	525,000	44.0	229,000	770,000
34.	Maclean Hunter	230,497	454,700	50.7	302,050	467,000
35.	Colony	220,273	410,974	53.6	229,592	470,800
36.	Service Electric	210,000	300,000	70.0	75,000	NA
37.	Adelphia	202,607	296,529 est.	68.3	190,707	NA
38.	Rollins	201,111	319,922	62.9	164,422	NA
39.	Communication Services	175,000	NA	NA	NA	NA
40.	Western	172,600	242,100	71.3	91,000	NA
41.	Cableentertainment	167,447	218,778	76.5	83,100	NA
42.	Sutton Capital	162,252	299,957	54.1	171,427	NA
43.	Adams Russell	147,096	254,098	57.9	138,643	304,003
44.	Harte Hanks	141,000	305,070	46.2	121,049	354,873
45.	McDonald (May 1983)	139,585	179,789	77.6	87,028	NA
46.	Rifkin & Assoc.	136,675	232,408	58.9	90,532	NA
47.	New York Times	128,500	234,280	54.8	127,198	234,280
48.	Harris	119,901	219,645	54.6	64,924	NA
49.	Lenfest	117,262	237,953	49.3	106,335	300,000 est.
50.	Harron	116,048	180,828	64.2	86,146	207,131

Group W and a large portion of Tribune's systems are for sale. Cox basic subscribers includes 301,808 tiered subscribers. Kohlberg Kravis Roberts & Co. has bought Wometco and Storer, which combined would give KKR ownership over 1,833,013 basic subscribers, 1,612,122 pay subscribers with 3,246,652 homes passed. Some systems will have to be sold, however, because of crossownership restrictions (see page 40). Cablecom has been bought by the Washington Post. All figures are for the end of September or October—depending upon each company's accounting period—unless otherwise noted.

## Cable programming services at a glance

The following chart shows the latest subscriber counts, except where noted, for the basic and pay cable programmers. The largest percentage increases over the past 18 months occurred below the top three basic services, suggesting growth among them—ESPN, WTBS and Cable News Network—is reaching the saturation point. Among those showing the biggest gains are Black Entertainment Television (90.6%), Arts & Entertainment (66.7%), The Weather Channel (58.3%), CNN Headline News (57.3%) and The Nashville Network (51.6%). The Odyssey Network, a music video network, and SIN, a Spanish-language network, are not included on the chart because they are carried on broadcast stations as well as cable systems and do not break out their cable subscribership. Odyssey reports 55.1 million broadcast and cable households, while SIN reports 36.9 million.

### Basic cable programming status report

<i>Service</i>	<i>Systems</i>	<i>Nov. 85 subs</i>	<i>May 84 subs</i>	<i>Pct. change</i>
ESPN	10,500	37,000,000	31,800,000	+16.4
WTBS	10,030	35,219,000	31,006,000	13.6
Cable News Network	8,669	33,501,000	28,816,000	16.3
USA Network	6,500	30,900,000	23,000,000	34.3
CBN	6,288	30,065,000	23,000,000	30.7
MTV	3,385	27,800,000	21,800,000	27.5
Nickelodeon	4,200	26,200,000	19,300,000	35.8
Nashville Network	3,200	24,100,000	15,900,000	51.6
Lifetime	2,600	24,000,000	18,600,000	29.0
C-SPAN	2,000	23,000,000	17,000,000	35.2
Financial News Network	1,200	19,300,000	16,400,000	17.7
Weather Channel	1,852	19,000,000	12,000,000	58.3
Arts & Entertainment	1,980	17,500,000	10,500,000	66.7
CNN Headline News	2,934	17,180,000	10,921,000	57.3
WGN	7,061	16,861,000	13,690,130	23.1
PTL	1,304	13,000,000	10,000,000	30.0
Black Entertainment TV	550	12,200,000	6,400,000	90.6
Satellite Program Network	600	11,900,000	11,000,000	8.1
Modern Satellite Network	510	10,118,700	9,700,000	4.3
VH-1	718	8,900,000	—	—
Silent Network	242	7,200,000	—	—
Home Shopping Network	328	6,500,000	—	—
Learning Channel	700	6,300,000	4,499,700	40.0
Trinity	410	5,896,000	4,057,000	45.3
Country Music TV	335	5,700,000	—	—
WOR	1,576	5,600,000	6,605,000	-15.2
Eternal Word TV Network	275	4,000,000	2,400,000	66.7
Acts Satellite Network	200	3,500,000	—	—
WPIX	152	2,045,000	850,000	140.6
KTVT	73	1,594,000	—	—
National Christian Network	90	1,280,000	1,200,000	6.7
Genesis	20	670,000	300,000	123.3

### Pay cable programming status report

<i>Service</i>	<i>Systems</i>	<i>Nov. 85 subs</i>	<i>May 84 subs</i>	<i>Pct. change</i>
HBO (Jan. 1)	6,900	14,500,000	13,500,000	+7.4
Showtime (Jan. 1)	3,200	5,400,000	5,400,000	0
Cinemax (Jan. 1)	3,200	3,300,000	2,700,000	22.2
The Movie Channel (Jan. 1)	3,000	3,200,000	3,100,000	3.2
Disney	2,500	2,342,000	1,005,000	133.0
Playboy	500	720,000	684,000	5.3
Bravo	240	350,000	211,000	65.9
Home Theater (April 1)	400	300,000	275,000	9.1
American Movie Classics	140	270,000	—	—
Galavisión	230	160,000	130,000	23.1



ly reflected in the stock price. But the contribution of cable to the diversified company's earnings is not any worse now than when Westinghouse got in. If anything, with major construction costs having already peaked and with the reins taken off basic cable rates, Group W Cable's ability to contribute to the parent corporation has improved.

Those trying to understand the Pittsburgh-based company's decision might also add to the interplay of reasons the fact that Westinghouse has a new chief executive officer running the company, and also that the company will, according to some securities analysts, be writing down some major assets in the near future, which might offset, for tax purposes, the write-up expected from the cable sale. Westinghouse was also the subject of takeover speculation and in that context the sale of the 2.1-million-subscriber cable operation would, in one stroke, both eliminate a saleable asset that might tempt a corporate raider and allow the company to fund a defensive share repurchase by selling that asset into a market that is at an all-time high.

Cable is a capital-intensive business and writing down the value of cable plant and other assets (depreciation) has for much of the industry's life constituted a major expense. But because depreciation does not actually reflect the dispensing of cash, it can help protect from taxes earnings in another part of the company. That was part of The Washington Post Co.'s strategy in agreeing to buy most of the cable systems belonging to Capcites, according to Howard Wall, who will head the new Post division once the transfer is completed early next year.

Wall suggests that it might be desirable for some companies whose major business is not cable to limit the extent of their cable involvement so that depreciation and other expenses inherent in the cable business do not diminish the earnings per share number that is widely used as a guide by many shareholders: "I think it depends on how the street and investors look at you, but a cable division about a third the size of the company seems to me to be in the critical area." The

former chief accounting officer adds that cable is now better understood by the investment community: "I do not think it was an undue task on Dick's [Richard Simmons, president of Washington Post Co.] part to explain."

Cable is a current favorite on Wall Street. Rick Reiss, of Cumberland Associates, says cable is still an attractive investment, even though stock prices already have had a large run up. That gain in stock prices (BROADCASTING, Jan. 7) occurred largely as a result, it seems, of perceived benefits from the Cable Communications Policy Act passed in the summer of 1984. "What I do is look at the prices that people are paying for individual cable systems in an active marketplace. What those prices imply to the value of a publicly held enterprise is very simple, and if the discount [between the stock price and the marketplace value of the company] is large enough I think the stock is attractive."

But, he added, there doesn't have to be an assumption that a company would go private, be taken over or otherwise realize that marketplace value for the stock investment to pay off: "Underlying everything is the assumption that the company's value will not remain static, that it will grow."

It seems there is a lot of money that feels the same way as does Reiss, and the percentage of cable stocks held by Securities and Exchange Commission-defined institutions continues to increase. For MSO's like Comcast, Heritage Communications and United Cable TV, the percentage of stock held by institutions is higher than it is for such diversified-media companies as Times Mirror, A.H. Belo or Tribune.

All in all, these are good times for cable television. And, according to Clasen, that means the cable operators have some "breathing room"—not to rest, but to improve customer service so that they will be strong enough to ward off challenges from other media in the future. "We have a chance to be sure we get the phones answered, get the people hooked up and make sure the pictures look good." □

## Star Wars? The spectre looms over cable

**Eastern Microwave tells FCC its signal on Galaxy I was interfered with, possibly deliberately; magazine articles raise possibility of home dish owners trying to disrupt feeds of pay cable services when they begin scrambling**

If someone warns you of an electronic pirate riding the radio airwaves and playing havoc with satellite signals, don't scoff. It may not be an exaggeration.

Interference with satellite transponders is a commonplace occurrence—most of it caused by careless, licensed uplinks and considered a troublesome, although relatively manageable, fact of life for satellite users and operators.

But now, in the wake of recent events involving cable programmers and some home satellite publications, the problem has taken on a disquieting dimension—the possibility of deliberate and malicious interference from undetectable, unlicensed uplinks capable of disrupting all types of satellite communications.

The possibility of deliberate disruption was raised publicly for the first time at the FCC last month in a complaint from Eastern Microwave Inc. It cited nearly 18 hours of "serious and debilitating interference" between Oct. 23 and Oct. 25 to the Galaxy I transponder it uses to distribute superstation WOR-TV New York to cable systems and suggested that the

interference may have been intentional. The illegal carrier, which affected the transponder intermittently, EMI said, was a clear signal without any program material or other identifying information.

EMI and cable industry representatives, while not able to definitely say the interference to EMI was intentional, did say they were aware of the occurrence of other instances of intentional interference. Spokesmen also pointed to items in the home satellite industry trade press suggesting deliberate interference could be used for "scrambling of scrambling" to prevent cable programmers from scrambling their services.

The articles, spokesmen said, also underlined the relative simplicity of building an uplink capable of interfering with a legitimate carrier, as well as the difficulty, if not impossibility, of geographically tracking the beam.

Anxious to consider the problem, cable programmers, members of the satellite communications industry and FCC and government representatives have scheduled a meeting next Tuesday, Dec. 10. The following day, an engineering committee of the National Cable Television Association will also review the issue.

One deterrent under consideration may be strengthening the penalties for the already illegal activity, with FCC administrative sanctions and existing

penal codes potentially buttressed by bills pending in Congress to prohibit willful or malicious interference to any radio communications.

For the record, the ability to disrupt satellite communications has been present since the first satellites were launched; changing technology has not made it any more likely. What is different now, however, is that the technology is far more widespread—more than one million homes have TV receive-only satellite dishes and there are approximately 3,000 licensed uplink operators.

Those who would attempt intentional jamming of transmissions might find it quite simple: an unlicensed operator, for example, need only have a basic radio communications background and a few thousand dollars to convert a home satellite dish as small as 3.5 meters into an uplink station using an easily obtained transmitter and amplifier with as little as 100 watts of power.

The jamming could occur from any place within the footprint of the given satellite, inside or outside the U.S. The chances of geographically locating the source of such a transmission, given the current capability of the commercial satellite industry are slim to none.

It is not known how widespread jamming may already be or could become, although cable industry representatives, such as

Wendell Bailey of NCTA, say they are aware of past incidences of intentional interference to the cable industry.

The home TVRO industry has given cable programmers reason to believe interference may have been caused by a disgruntled element among their members. In the EMI filing, the Syracuse, N.Y., satellite distributor referred to "a recent trade press article [that] suggests that those entities who disagree with scrambling satellite entertainment program feeds may well be attempting to interfere with scrambling methods and developments."

Arthur Perkins, EMI general manager, although generally reluctant to speak about the issue of deliberate interference for fear of spreading awareness of its potential to cause damage, did acknowledge that EMI had "no proof" other than "circumstantial" evidence that the interfering carrier was deliberate.

The circumstantial evidence: Just prior to the EMI incident, an article entitled "Revenge of the Hi-Tech Pirates" appeared in a home TVRO magazine, *Satellite Television Magazine (STV)*, outlining a fictional campaign of continual interference to the scrambled transmissions of Home Box Office on Galaxy I. The scenario includes a blackmail scheme which forces HBO to permanently abandon its scrambling plans.

Another TVRO industry newsletter printed a letter in October from a Francois Moisdon of Fort Lauderdale, Fla., who called the scrambling situation "war" and said "scrambling of scrambling" might be a "necessary" retaliatory action.

The cable industry reacted with particular anger to the *STV* piece. Said Steve Shulte of Showtime/The Movie Channel: "These people did the communications industry a major disservice by publishing an article like that. . . hostile would be a mild word for what they did. It was scandalous. It was like inviting terrorism."

Showtime was indirectly involved in the

EMI incident. Its test of a scrambling system, scheduled for Oct. 24 on the Galaxy I transponder adjacent to EMI's, was subject to interference from the same signal which disrupted the WOR-TV transmissions. Last August Showtime experienced 13 hours of interference disruption which Shulte said may have been intentional.

According to Chris Schultheiss, editor and publisher of *STV*, he does "not condone in any shape or form intentional interference with satellites." He also said he did not believe the author of the article, writing under the pseudonym Roger Duroid, was responsible for the EMI incident and that it was coincidence that, like the fictional account, the interference occurred to Galaxy I, and at the same time the article was reaching readers.

Schultheiss added, however, that he has openly written that he and other named TVRO owners would refuse to pay for decoding of scrambled satellite services, and said he knew "for a fact" that the jamming is occurring, and if it were done over a short enough period of time it would be "impossible" to track it.

A number of industry sources have acknowledged the difficulty of tracking the location of any illicit uplink beam, and according to officials of the FCC's Field Operations Bureau, which is handling the EMI complaint, there is not only little the FCC can do after the fact in the case of an unidentified interfering signal, there is also almost nothing it can do with existing technology to track the signal even if alerted as the interference is occurring.

Some say the technology to locate interference sources does exist, however, within the U.S. military establishment. Military search and rescue missions, for example, are believed to track ship beacons with polar orbiting satellites which take advantage of the Doppler effect (the change in the frequency of waves, i.e. radio waves, from a source depending on the placement of the observer).

This approach may prove ineffective against highly mobile interference sources, however, and even if the technology to track illegal transmissions does exist within the defense establishment, whether or not economic or national security considerations would allow it to be used for commercial purposes is far from clear.

Also unclear is the extent of penalties that could be imposed on the illegal operator. Charles Helein of Dow, Lohnes & Albertson, counsel to EMI for the filing, said penal provisions allow for up to \$500 in fines and one-year prison terms, while an FCC spokesman said rules of the Communications Act give the commission the authority to take various administrative sanctions against licensed operators willfully causing harmful interference. If the interfering operator were not licensed, fines could reach up to \$10,000 with one-year prison terms.

Punishment could be made even more severe if industry representatives were to speed along legislation introduced in the U.S. Senate and House of Representatives early this year by Senator Barry Goldwater (R-Ariz.) and Congressman Jim Bates (D-Calif.). The bills, which were originally introduced to protect public safety and amateur radio transmission, could be used to protect satellite radio transmissions as well. Neither bill has been scheduled for further consideration and EMI counsel Helein said there was no plan to lobby Congress for increased penalties.

"We will push as strongly as we need to to cover our bases," said Helein. "We recognize that short transmissions from portable dishes may be difficult to trace, but we're not going to sit back." He added: "We have to determine what the extent of the problem is, but our reason for concern is that this could just be the tip of the iceberg; if they can interfere with one-way video, they can consider data going up to satellites also. Given the right kind of coverage we can at least eliminate some of the crazies who might do this." □

## FCC OK's KKR/Storer minus some waivers

**New entity gets to keep Cleveland and Detroit TV stations but must sell Toledo TV and cable or TV's in New York, New Jersey, Florida, Georgia and Ohio**

The FCC last week approved Kohlberg Kravis Roberts & Co.'s \$2.5-billion merger/leveraged buyout of cable MSO and broadcasting group owner Storer Communications Inc.

As expected, KKR/Storer wasn't granted all the relief it had requested (BROADCASTING, Nov. 25). It will be forced to divest WTVG(TV) Toledo, Ohio. It also will have to sell either KKR's WSNL-TV Smithtown, N.Y., and WWHT(TV) Newark, N.J., or Storer cable systems serving about 195,000 basic subscribers within WAGA-TV's service areas of those stations. It will also have to

sell KKR's WTVJ(TV) Miami, or Storer cable systems serving about 138,000 basic subscribers in that area; in addition, it must get rid of Storer's WAGA-TV Atlanta or KKR (Wometco) cable systems serving about 100,000 basic subscribers within that station's service area.

Storer announced last week that it intended to retain all of its New Jersey and Connecticut cable systems. A Storer spokesman said the divestitures to be made in the Miami and Atlanta areas would be worked out with KKR in a "mutually acceptable" decision.

Storer had also announced its intention to retain WJKW-TV Cleveland. That station's signal and the signals of two of Storer's other six television stations—WTVG(TV) Toledo and WJBK-TV Detroit—overlap. (Storer's ownership of the three stations was grand-

fathered when the duopoly rule—which generally prohibits ownership of two stations in the same service with overlapping signals—was adopted in 1964.) Storer asked the FCC for 18 months to dispose of either the Toledo or Detroit station; it also asked for a permanent waiver of the duopoly rule to retain whichever of those two stations it opted to keep along with WJKW-TV. But the FCC, as anticipated, denied Storer that choice. It granted KKR/Storer a permanent waiver of the duopoly rule to retain the Cleveland and Detroit stations. But it directed Storer to divest the Toledo station within 18 months of consummation of the transaction. It also gave KKR/Storer the same time to attend to the divestitures necessary to come into compliance with the rule prohibiting ownership of cable systems and TV stations in the same



area. (The merger results in such cross-ownership difficulties in Connecticut, northern New Jersey and the Miami and Atlanta areas.)

In a unanimous decision (with Commissioners James Quello and Mimi Dawson concurring), the FCC said that in the past it had granted waivers of the duopoly rule where the overlap between the two affected stations was, as the commission put it in Latin, *de minimis*, meaning insignificant or trivial. The commission held that the overlap between the Cleveland and Detroit stations, encompassing about 1,500 persons, was *de minimis*; the overlap between the Cleveland and Toledo stations, encompassing about 128,000, was not. The FCC also, taking into account that cable systems can't be sold without the approval of local franchising authorities, said an 18-month waiver for KKR/Storer to resolve its cable system/television station crossownership difficulties was "reasonable."

Alan Glasser, an attorney for the FCC's Mass Media Bureau, said that under the approved transaction, Storer would merge with SCI Holdings Inc., which would be controlled by a limited partnership of which KKR is the sole general partner. Storer, Glasser said, would remain the licensee of the stations and its management would operate the stations at the direction of KKR.

At the meeting, Quello said he "probably" would have granted KKR/Storer the full duopoly relief requested if he had thought that a majority of the commissioners would go along. "The only thing I have to say is it's this kind of a rule [the duopoly rule] that I think cries out for a change," said Quello. "I think someone out there ought to petition for a change."

In a statement, Quello added that he thought it was a "close question" whether the overlap between the Toledo and Cleveland stations shouldn't be considered *de minimis*. "There is no question that Toledo and Cleveland are separate markets, and the overlap of the Grade B signals of stations WTVG(TV) Toledo and WJKW-TV Cleveland affects only 1.7% of the population within the Grade B service contours of the two stations," Quello said. "Also, neither station achieves a reportable share of viewers in the other station's market, and from five to 10 other TV stations serve the residents of the predicted Grade B contour overlap area. In my view, this waiver request thus comes close to being within the standards set out in *John Hay Whitney* (1971), where the commission emphasized its concern that such a waiver must have no adverse effect on competition and must not create the potential for any domination of public opinion in the overlap area. These policy objectives would appear to be met by the effectuation of either of SCI Holdings Inc.'s proposals. Nevertheless, permitting retention of the Cleveland and Toledo stations would require a significant departure from the Grade B overlap standard contained in [the rules], and therefore I concur in the decision to require divestment of WTVG(TV) Toledo."

Dawson said she believed that when the commission was shown that two separate

markets were involved, the commission could provide waivers of the duopoly rule. "I think these are separate markets and I think the commission could, if it chose, move in that direction," Dawson said. "My concern is that I think we're dealing here with a really conflicting policy scenario."

Dawson said that the commission, in its 12-12-12 multiple ownership ruling, had said it was interested in allowing owners to "go to more economic concentration to enter the original product market so that we could see more competition." She said she assumed that most of the properties that would facilitate that additional concentration were in grandfathered situations. "I am not convinced that it behooves us to strike out of hand any scenario that involves the acquisition of a grandfathered situation," she said. "It seems to me [that considering] ABC/Capcities, where we were willing to create a duopoly problem for good public interest reasons, that we shouldn't in this situation allow ourselves to be overwhelmed by what I consider to be less than common sense reasons. I would have hoped, frankly, that KKR had made our choice clear for us. But it seems to me that they were somewhat reluctant to make a choice. And I don't think that based on that, it is necessary for us now to go ahead and allow their application to go forward as presented. And so I will concur... most reluctantly."

An aide to House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) said the FCC's decision represented a "positive" step. "I'm hopeful that the commission has begun to get the message that crossownership waiver requests need to be scrutinized more closely than other recent actions would suggest," the aide said.

At a press conference after the meeting, Jim McKinney, FCC Mass Media Bureau chief, attempted to distinguish the KKR/Storer request for a duopoly waiver from that of Capital Cities Communications Inc., which was granted a permanent waiver to retain its WPVI-TV Philadelphia and ABC's WABC-TV New York (BROADCASTING, Nov. 18). (The overlap between those two stations covers 2,813 square miles, an area with 2.2 million people.) But McKinney said that waiver "would not have been possible" without Section 331 of the Communications Act. (That law provided for the renewal for any commercial VHF that moved to Delaware or New Jersey, the two states that at the time the law was passed had no commercial VHF stations of their own. It was argued by the FCC that Capcities, by pledging to increase service to those states, was addressing the service concerns cited in that section and thus warranted a permanent waiver.) In KKR/Storer, McKinney said, Section 331 "played absolutely no role."

McKinney also said he thought it would be "very difficult" for another party to rationalize a duopoly waiver under Section 331 in "other locations in the United States since Congress was specifically addressing two states that had no VHF service."

In addition, McKinney said the argument that duopoly waivers were warranted solely because the markets served by each property

were separate did not appear to have won a lot of support. "It seems to me the commission is reluctant to grant a waiver solely on the basis of the separate market theory," McKinney said.

KKR currently controls WTVJ(TV) Miami; WZZM-TV Grand Rapids, Mich.; WLOS(TV) Asheville, N.C.; WSNL-TV Smithtown, N.Y., and WWHT(TV) Newark, N.J. Storer currently owns WAGA-TV Atlanta; WJBK-TV Detroit; WJKW-TV Cleveland; WTVG(TV) Toledo, Ohio; WITI-TV Milwaukee; KCST-TV San Diego, and WSBK-TV Boston. McKinney said the merger would result in KKR/Storer being able to reach 13.9% of U.S. households through its television stations.

According to KKR, the Storer cable systems within WTVJ's Grade B service area (which Storer says serve about 138,000 basic subscribers) are Storer Cable TV of Florida Inc., serving Pembroke Pines, Miramar, Dade county, North Miami, El Portal, Broward county, Miami Shores, Biscayne Park, Pembroke Park and North Miami Beach, all Florida; Hollywood Cablevision, serving Hollywood, Fla., and Dade Cable Television Inc., serving South Dade County.

The Storer cable systems within WWHT's Grade B service area, which Storer said serve about 120,000 basic cable subscribers, are Futurevision Cable Enterprises Inc., serving Eatontown, West Long Branch, Monmouth Beach, Oceanport, Seabright, Fairhaven, Town of Shrewsbury, Long Branch, Red Bank, Borough of Shrewsbury, Tinton Falls township, Little Silver township, Fort Monmouth, Rumson, Allenhurst, Deal, Loch Arbour, Freehold, East Windsor township, Hightstown, Roosevelt, Hazlet township and Holmdel township, all New Jersey; Storer Cable Communications of Princeton Inc., serving West Windsor, N.J.; Princeton Cablevision Inc., serving Plainsboro township, Cranbury, Franklin township, Helmetta, Jamesburg, Monroe township, South Brunswick township, Spotswood and South Brunswick, all New Jersey; Plainfield Cablevision Inc., serving North Plainfield, South Plainfield and Plainfield, all New Jersey; Middlesex Cablevision Inc., serving East Brunswick, N.J.; CATV Service Co., serving Hackettstown, Mansfield township, Mount Olive township, Washington township and Independence township, all New Jersey; Futurevision Cable Enterprises Inc., serving Washington, Washington township, Franklin township, Oxford township, Belvidere, White township, Hampton, Glen Gardiner, Lebanon township, High Bridge and Liberty township, all New Jersey; Monmouth Cablevision Inc., serving Atlantic Highlands, Middletown, and Highlands, all New Jersey.

The Storer cable systems within the Grade B service contour of the WSNL-TV service area, which Storer said serve more than 75,000 basic cable subscribers, are Storer Cable TV of Connecticut Inc., serving New Haven, West Haven and Hamden, all Connecticut; Storer Communications of Clinton Inc., serving Clinton, Killingworth, Westbrook, Essex, Deep River, Chester and Old Saybrook, all Connecticut.

The KKR cable systems within the Grade

B service area of WAGA-TV, which KKR said serve about 100,000 basic subscribers, are Wometco Cable TV of Clayton County Inc., serving Riverdale, Forest Park, Morrow, Lake City, Jonesboro, Lovejoy and unincorporated areas of Clayton county, all Georgia; Wometco Cable TV of Henry County Inc., serving unincorporated areas of Henry county, Ga.; Wometco Cable TV of Fayette County Inc., serving Fayetteville, Tyrone and unincorporated areas of Fayette county, all Georgia; Wometco Cable TV of Fulton County Inc., serving Hapeville, Ga.; Cobb County Cable TV, serving Austell and unincorporated areas of Cobb and Douglas coun-

ties, Ga.; Douglas County Cable TV, serving Douglasville and unincorporated areas of Douglas county, Ga.; Gwinnett Cable TV, serving Snellville, Lilburn, Norcross, Berkeley Lake, Grayson and unincorporated areas of Gwinnett county, Ga.; Satellite Cable TV, serving Kennesaw, Acworth and unincorporated areas of Cobb and Bartow counties, Ga.; Wometco Cable TV of Conyers-Rockdale Inc., serving Conyers and unincorporated areas of Rockdale and Newton counties, Ga., and Marietta Cable TV, serving Marietta, Dobbins Air Force Base and unincorporated areas of Cobb county, Ga. □

## Lucas loses 'Star Wars' fight

**Judge says TV spots using film's name to refer to Reagan SDI plan did not constitute copyright infringement**

A U.S. district judge in Washington last week ruled, in effect, that George Lucas became one of the victims when reality merged with fantasy in President Reagan's Strategic Defense Initiative. Lucas's Lucasfilms Ltd. had sought to enjoin two Washington-based groups from using "Star Wars" in television spots—one group to support SDI, the other to oppose it. Lucasfilms claimed trademark infringement, but on Tuesday, Judge Gerhard A. Gesell held that Lucasfilms "has no property right in the English language." He granted the defendants' request for summary judgment, and denied Lucasfilms' complaints.

Indeed, one of the defendants, High Frontier, whose endorsement of a space-based defense system precedes the President's first public mention of one, in a speech on March 23, 1983, opposes use of the term "Star Wars" as strongly as does the President. Retired Lieutenant General Daniel O. Graham, who heads High Frontier, says one of the purposes of the 30-second spot that precipitated the suit was to introduce another name, "Peace Shield."

The spot that drew the second suit was sponsored by the Committee for a Strong, Peaceful America, a coalition of eight arms-control groups, and the Committee for National Security. It takes off from the High Frontier piece, showing a little boy watching that spot and playing with blocks that spell out "Star Wars" and "Peace Shield."

Lucasfilms alleged unfair competition, misappropriation, disparagement and a number of other business wrongs, as well as trademark infringement. And Gesell acknowledged that the proof presented "leaves no doubt that Star Wars is still a strong trademark and defendants' television messages injure the value of the mark in some minds." But, he added, "the court has no authority to provide plaintiff relief," for the property right conferred by a trademark "is very limited." It protects only against commercial use. And the defendants, Gesell said, "are not engaged in selling anything but ideas."

But if Lucasfilms did not persuade Gesell to enjoin use of Star Wars in the political spots, it found some comfort in a section of the opinion holding that use of Star Wars "in political propaganda, newspapers or non-commercial, nontrade references will not undermine plaintiff's exclusive property right to use it in connection with goods and services." Although the phrase "has acquired a double meaning," Gesell said, "it has not become a generic term; that is, a term associated with an entire class of goods or services. Continued nontrade, noncommercial use cannot take the mark away from plaintiff Lucasfilms." □

## Fowler has his way, McKinney to head RARC

**State Department had been leaning toward naming Wally Johnson to lead U.S. delegation to April meeting on expanded AM band, but yielded to wishes of FCC chairman**

FCC Chairman Mark S. Fowler proved an immovable object in the matter of the selection of the chairman of the U.S. delegation to the Regional Administrative Radio Conference to be held next April in Geneva. As a result, the State Department dropped its insistence on naming a member of the private sector and announced, instead, the appointment of Fowler's candidate, James C. McKinney, chief of the commission's Mass Media Bureau. The announcement was made by Ambassador Diana Lady Dougan, U.S. coordinator for International Communications and Information Policy, who was said to have been urging the selection of Wallace Johnson, a former chief of the Mass Media Bureau's predecessor, the Broadcast Bureau, who is now a consulting engineer.

The department's decision to yield to Fowler was made Monday night (Nov. 25), and disclosed the next morning—to the astonishment of some State Department officials who had been expecting an announcement two weeks ago that Johnson would head the delegation ("Closed Circuit," Nov. 18). One official expressed "shock" that the process of naming Johnson had gotten as far as it did before being derailed. He said "one more sign-off" had been needed to release an announcement on Johnson. "It didn't come."

The conference at issue—to be held under the auspices of the International Telecommunication Union—will be the first of two at which countries of the western hemisphere will create a plan for use of the 100 khz of spectrum that have been added to the upper end of the AM band, which now ends at 1605 khz. The session that is scheduled to run for three weeks, beginning on April 14, will establish the technical bases for planning the extension and the method to be used for planning it, as well as guidelines for a regional agreement on use of the band and the criteria for sharing it between AM radio and the other services.

Although McKinney was reported two months ago as the leading candidate for the post of delegation chairman ("Closed Cir-



McKinney

cuit," Sept. 16), sentiment within the State Department since then was said to have been building for Johnson. He was understood to have been Dougan's choice. She prefers using the private sector as a source for chairmen to ITU conferences. What's more, Johnson's experience in government was considered a plus. And the department planned to ask McKinney to serve as one of the delegation's vice chairmen. But a consensus among the concerned agencies of government was considered critical. And Fowler, who had carried his fight for McKinney to the White House, was not budging. The National Telecommunications and Information Administration, under its acting head, Rodney Joyce, was also supporting McKinney, but not aggressively. Fowler was the problem.

The question, as one State Department source put it, was, "Who was prepared to ram Johnson down Fowler's throat?" At that point, apparently, the movement toward Johnson receded. The success of the RARC was seen to be at stake. "We need an effective delegation," said one State Department official. "We need harmony on the delegation. You get to a point where the fight goes on too long." But sources suggest it was not simply a case of letting stubbornness have its way. Dougan is said to have a high regard for McKinney's ability. He has had a considerable amount of international experience, and served with Dougan when she led a delegation in a bilateral consultation with Italy and the Vatican on communications and information policy matters earlier this year.

Dougan was unavailable for comment last week, and Fowler restricted his reaction to the announcement on McKinney to: "I'm pleased. Now the task is to go forward and field the best possible delegation." □



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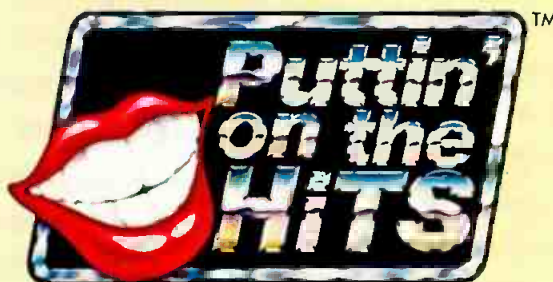
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RATING

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AT THE MOVIES	5.4
SMALL WONDER	5.2
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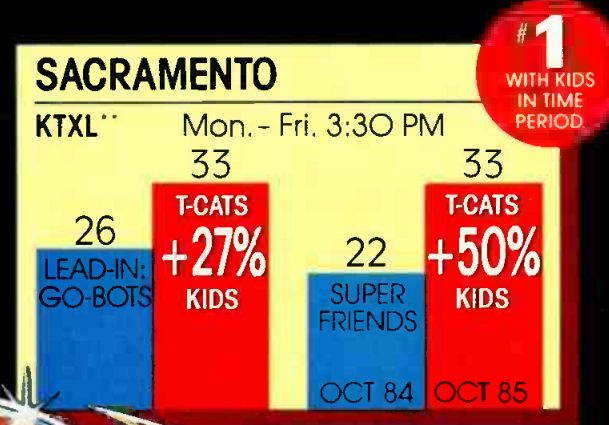
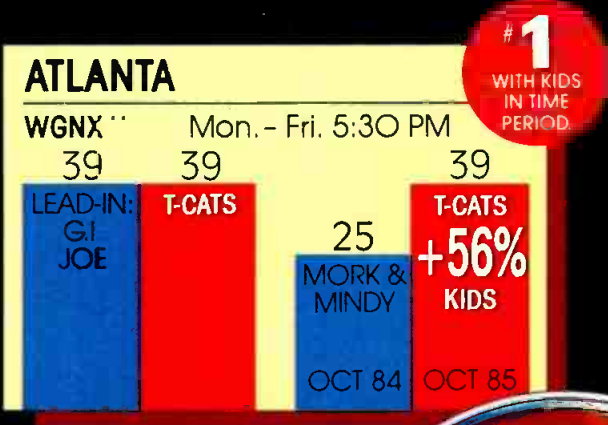
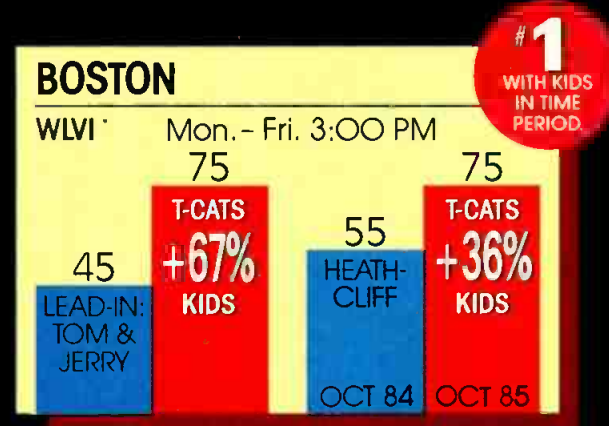
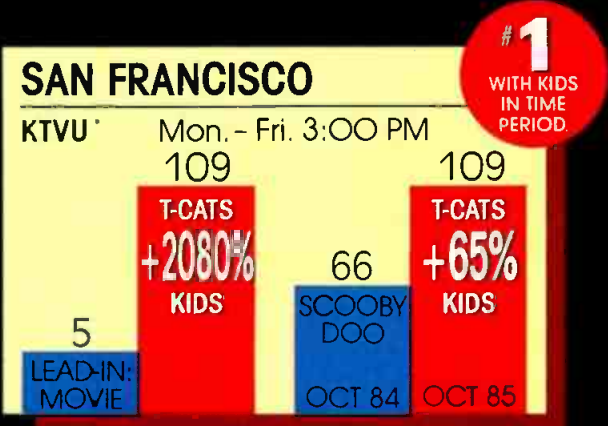
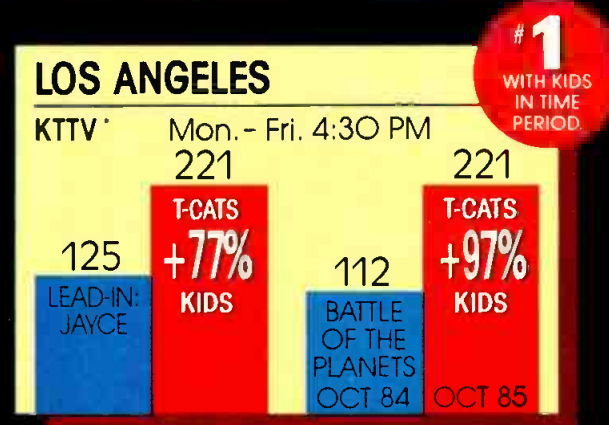
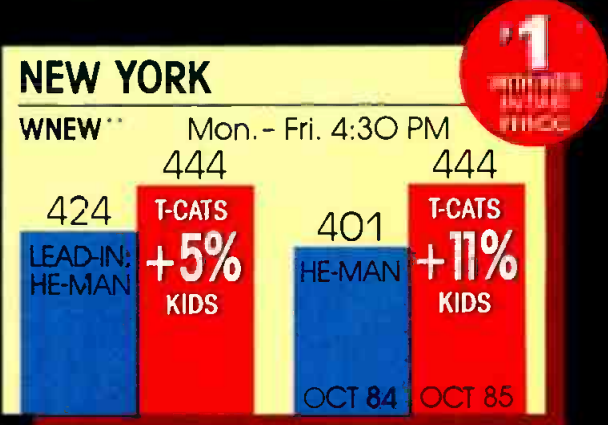


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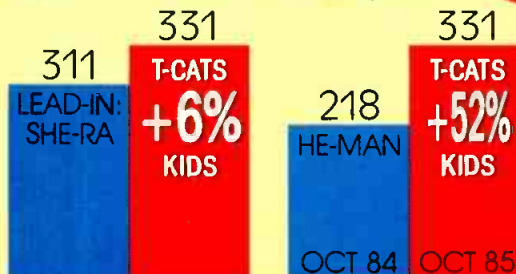




# IN OCTOBER...

## CHICAGO

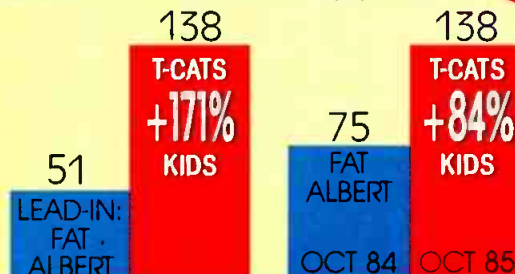
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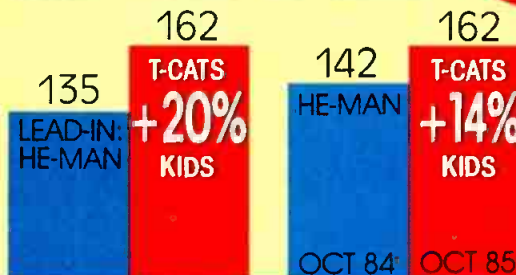
WTAF\* Mon. - Fri. 3:00 PM



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## WASHINGTON, DC

WTTG\*\* Mon. - Fri. 4:30 PM



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## PITTSBURGH

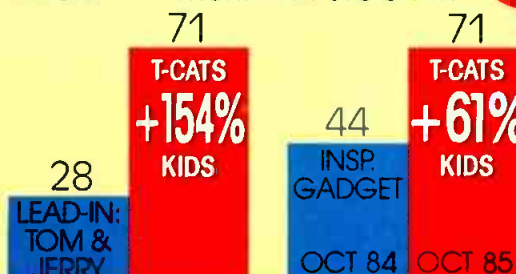
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## DENVER

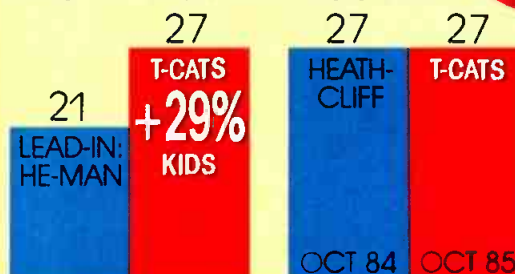
KWGN\*\* Mon. - Fri. 3:00 PM



#1 WITH KIDS IN TIME PERIOD.

## KANSAS CITY

KZKC\* Mon. - Fri. 4:00 PM



#1 WITH KIDS IN TIME PERIOD.

Source: \* NSI/Cassandra, \*\* ARB (All numbers, KIDS 2-11 in thousands).



# Roone!



*There's a switch hitter at the top of ABC News and Sports. Roone Arledge has grown from a wunderkind who dazzled the world with his mastery of sports events to a seasoned broadcast executive who now commands one of the television world's preeminent news organizations as well. The pace at which he drives himself, as well as his news and sports teams, is legend, as is his reluctance to take time out for the press. Early last month, Arledge set aside two hours with BROADCASTING editors for a discussion of the state of his art. The results:*

**Is there something going on in television news—either a major change or evolution—that's making a difference between what it used to be and what it's going to be five years onward?**

I think there's an evolutionary process. It has partly to do with the continuing growth of the importance of television—when a Marcos will go on *David Brinkley* to announce that he's going to have elections. There have always been things like that, but I think you'll see a lot more of them. *Nightline* in particular is that kind of program. Moreover, there will be an evolution in form with the evening news programs because of all the additional news outlets that are available to viewers now, the additional amount of local programming, the somewhat more serious approach to news in general on local programs. So I think you'll see a different kind of role for network television.

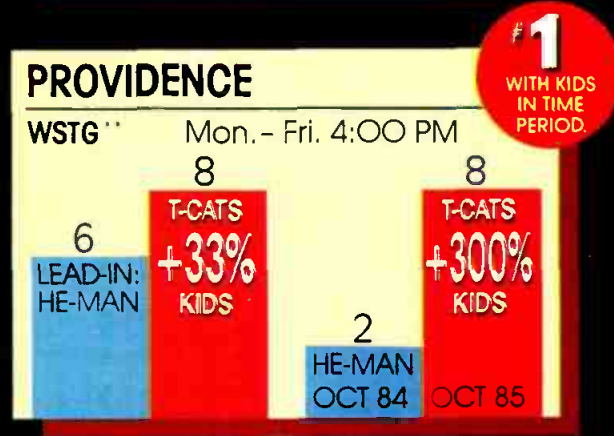
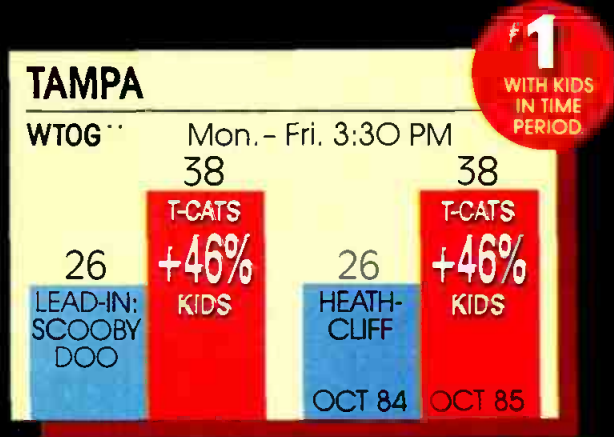
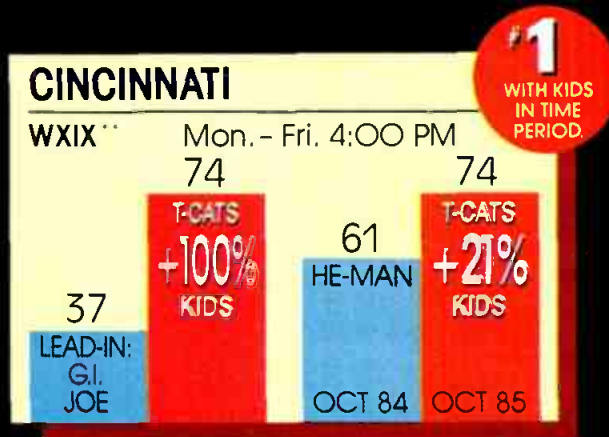
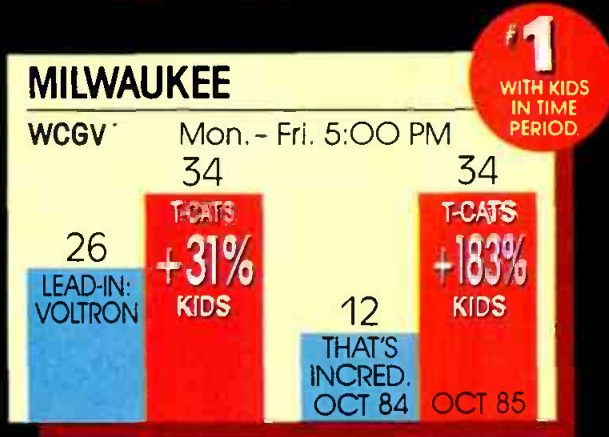
**When you speak about the increasing competition for news opportunities, is that satellite newsgathering?**

Yes. First of all, I think you will see more competition for the technological ability to gather news—local stations banding together and other ad hoc groups of various kinds. But I also think that the fundamental role of network television news at the dinner hour is going to change somewhat. Indeed, it's already been changed. Part of that is brought about by the changing role of the networks, and part is brought about by technology.

**I understand the technology, but what are you doing to make**



# ...CONTINUED!



A Rankin/Bass Production



LORIMAR-Telepictures  
PERENNIAL

Source: \* Nielsen/Cassandra, \*\* ABB (All numbers, KIDS 2-11 in thousands)

### television news different at the dinner hour?

One of the things that we're doing is to try to provide a service that local stations can't provide. In order to do that, we have to have more depth. We have to have correspondents with expertise. For example, when the spy story [about the Russian defector] broke, we immediately had somebody at the Senate committee to say whether or not the story could possibly be true. We tried to have someone on who either was at the meeting with Gorbachev and Shultz or who was close to them when they were coming back—to describe the atmosphere. We have to be able to enlarge what people can find on local news or cable news or whatever.

**It seems to me that you'd almost have to give up your mandate to be a headline service.**

No, you still have to assume that there are a lot of people whose only source of news is us, although more and more I think that in addition



to print, whatever newspapers they read, people probably watch local news as well as ours. But we still have to tell them what's going on in the world—the fact that Shultz and Gorbachev have a meeting, let's say. That footage is available, as soon as we get it, to everybody. But we have to tell the people who don't know that they met, and then we have to provide something that is more than what the local stations can provide.

**Can you do all of that in a half hour?**

I think so. We really have more than a half hour. We have an hour of news—we just divide it up. We decided a long time ago that we couldn't win the fight at 6:30 or 7:00, and that's why we created *Nightline*. But we can do an awful lot in the half-hour form—maybe some shorter pieces or less feature material.

**What I hear you saying is that your challenge is to put a unique ABC spin on the news. There is a core of news, the event, that everyone's going to cover. But you can embellish that core with something.**

Yes. You can't point to a single thing and say this is going to revolutionize or this is going to change. But right now, for example, we are doing an eleven-part series leading to the summit [between President

Reagan and Soviet leader Mikhail Gorbachev, Nov. 18-19]. We started the first night with Dick Threlkeld talking about Gorbachev. And then we had Barbara Walters last night talking about interviewing people who had dealt with him. We'll have most of our top correspondents, including Ted Koppel and David Brinkley, doing segments for *World News Tonight*. By the time our coverage of the actual summit occurs, if you were watching every night for the past two weeks you'd have a major knowledge of the issues, the personalities, the objectives, what's happened at past summits. And it's the kind of depth that you can't usually get from local news. And if you're in an area where you can't read important newspapers, you don't have another source for that kind of material. And so I think that's part of the role that network news will have.

**When you come to work each day thinking about the hard news part of your job, which are the parts that concern you most? Which ones do you consider the biggest challenges?**

ABC News has never quite been recognized for its depth of correspondents. Our people have incredible knowledge. And they have great sources. And getting that translated onto the screen so the person at home knows—that's what we spend most of our time on.

**How much of your time is spent in trying to get the evening news in first position?**

I think that varies from day to day. There are some times when I can't really predict when I come in in the morning what's going to be a top priority. It can be anything from a personality or a personnel problem to how do we make *World News Tonight* better? Or how do we do a 45-85? What are the budgets for next year? There just is no set agenda. Making *World News Tonight* as good as it can possibly be is certainly a high priority. And so is keeping *Nightline* strong, and *20/20* and *David Brinkley* and all the rest of them.

We're a little bit different from the other two networks in that we don't put all our eggs in the *World Tonight* basket. That's not to say that it's not a very, very high priority, because it obviously is. On the other hand, at NBC and CBS it is almost their only vehicle except for the morning news programs, which are important but aren't in the same league. We have *Nightline* and other programs like that that we consider to be equally important.

But clearly we would like *World News Tonight* to be as good as possible and certainly the best of the network programs. We think it is. And whether we can continue to have growth and audience is a concern. Search for a forum is so important that we are in many respects, not at the mercy of it, but influenced by lead-ins and how well the network in general is doing, what kind of story it is. People tune to us a lot, which is one of the things we set out to make a priority when we first started. But the role of the evening news programs is going to be very fascinating to watch over the next few years to see how we evolve.

**Would it be possible for you to identify the single element that has had the greatest impact on ABC News in the past five years?**

I don't want to sound like a politician, but I think it's in the building of confidence and the building of depth so that when something happens we are prepared. I think the general perception is that when something important happens in the world, ABC is going to be there first with the best correspondent. I'm sure if you talked to CBS or NBC they would say the same thing about their organizations. But I think you can document that when important events happen people turn to us. And that's a hallmark of a successful organization.

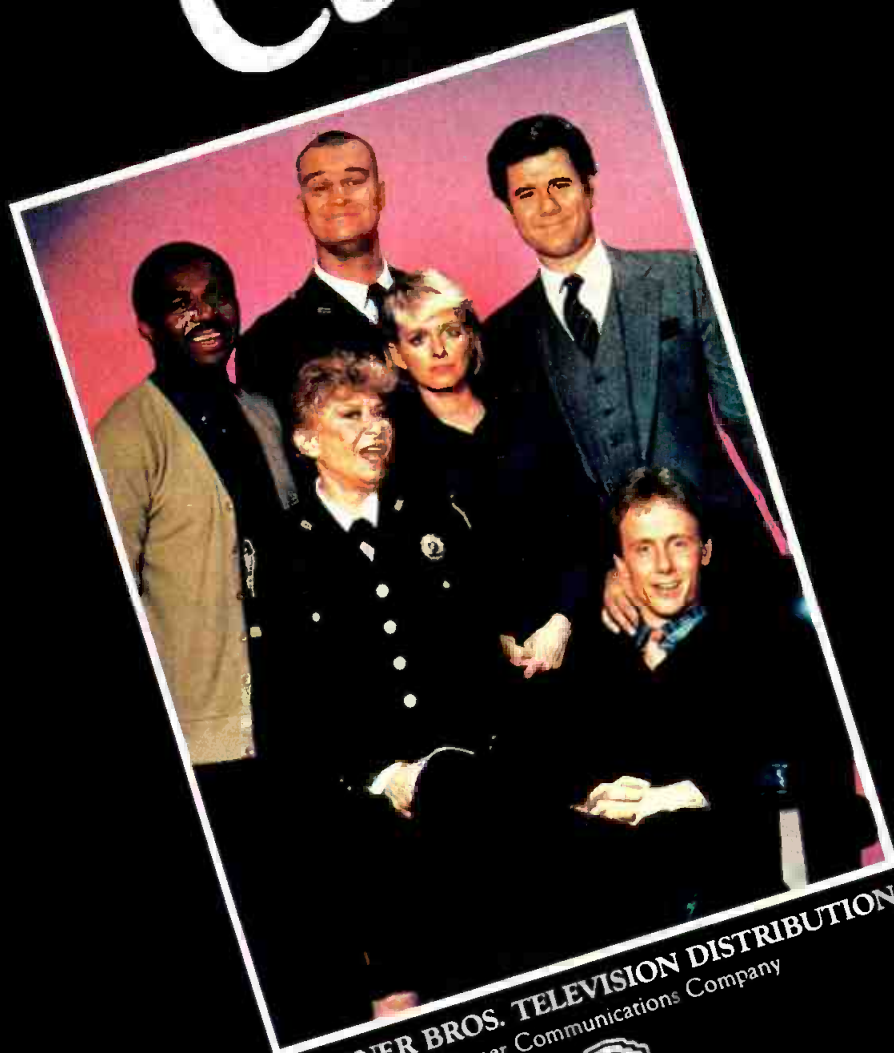
**You wouldn't say the most important element was *Nightline*?**

I think *Nightline* is the single most distinguishing feature of ABC News. It sets us apart from the others more than any other program. And I think it's given us an identity, particularly around the world, that the other two networks don't have. *Nightline* opened up debate. And it opened up recognition of what American television is. And obviously that rubs off as part of ABC News. So I think that's our most distinguishing feature. *Nightline* gives us an hour-long news program every day. That sort of snuck up on our opposition. Tell me



Everyone's Wild About Harry!

# Night Court



WARNER BROS. TELEVISION DISTRIBUTION  
A Warner Communications Company



another news organization that has a Ted Koppel sitting by.

**In the wings.**

I don't want to say in the wings because that implies that he's going to move, which he doesn't want to do and we don't want him to do. He's perfect where he is.

**But the fact is, more people tune to CBS—even during the TWA hostage crisis, although they were getting beaten in the scoops. And on a regular basis *World News Tonight* is in a life and death struggle with NBC for number two. And CBS's Dan Rather seems to be up there in the clouds somewhere, at least from a ratings standpoint. Is he unbeatable? And what are the factors at work?**

I don't think he's unbeatable. I think he's awfully good. And I think Dan obviously has a constituency in this country that comes from many years of being at the White House and *60 Minutes*. There is also a built-in leadership that that broadcast inherited from Walter Cronkite. And it's hard to turn those things around, particularly if you have good, strong local stations as lead-ins, which CBS does. But I don't think they're unbeatable.

I really think people don't realize the depth of correspondents and reporters and anchor people that we have. CBS has one major personality the way they are currently structured. That's Dan Rather. Bill Moyers is in and out. And he's certainly a major personality, but he's not an anchor in that sense. Then they drop down to Bob Schieffer and people like that, all of whom are very good.

But if you look at ABC we have Peter Jennings, we have Ted Koppel, we have David Brinkley. We have a cast in Washington starting with Sam Donaldson and going through Brit Hume and Charlie Gibson and Jim Wootton and Dick Threlkeld and Barry Sarafin. There's just so much depth there. Steve Bell. I think Dan makes a personal difference in the *CBS Evening News*. And if something happened to Dan Rather tomorrow, I think CBS might have very great difficulty maintaining the audience that they have.

**Do you think that if he had joined you several years ago your news would be in first place?**

It's hard to tell because of the other things that I talked about—the local station, what the network is doing. I think he would have been very comfortable with ABC, very good. It took him a while over there to get the organization in sync, but if Dan had come here then Roger Mudd would have been the anchor at CBS, and I don't think Roger would have been able to maintain the audience that Dan has maintained. Not that he's not good, but I just think it would have been a whole different mix of viewers. And we're very happy with Peter. Every time there's a crisis in the world, every time something happens, Peter's stature grows.

**Based on the theory that everyone's got to have a problem, what is yours?**

Well, our problem clearly is that we would like to be number one at 7 p.m. And I am also troubled, although not panicked, by some of our stations who delay *Nightline*, although I can understand, particularly in the central time zones, why they would want to do it. Times are tough for the television industry as a whole, and a lot of the ABC stations are feeling a pinch. They can make some extra money by putting a program in at 10:30 in the central time zone and delaying *Nightline*. But every time somebody does that it hurts us. And it is just too important a program for us not to worry about that.

**Given the fact that on any day the ABC organization is probably just as good as CBS or NBC, let me play the role of advertiser for a second. You tell me that Rather's not unbeatable. So how are you going to go about beating him so I can justify spending the money I do on your program?**

Well, in general we get more money from advertisers for our news than CBS does. Part of that is the demographics. One of the things that has made CBS successful over the years is that its audience is much older—particularly when Cronkite was there, but it's still the same way with Dan. And those people tend to watch television much more than a younger audience. So that the people who watch CBS might watch it four nights a week where NBC and ABC are watched

three nights a week. And if we could get that one extra night then we would have the same audience, so that from an advertising standpoint *World News Tonight* is equally as attractive as the *CBS Evening News* because of demographics.

If you switched time periods and put *60 Minutes* on Thursday nights with *Hill Street Blues* on one side and *Knots Landing* on the other, and a 13 share lead-in, and you put *20/20* on Sunday at 7:00 with the NFL leading into it, I think *20/20* would do better even than *60 Minutes*. And *60 Minutes* would have to change the kind of program it is to stay on the air. So there are factors in success other than just the program itself.

**CBS virtually does no documentary programming anymore. You've cut back on your close-up documentaries. And you've also expanded the format so that there are fewer total hours, but the programs themselves go more in depth, and you might spend two or three hours on one show.**

What we were trying to do was to find a way to give documentaries impact. And one of the things that we decided was that the one-hour documentary is a good forum for a number of subjects. But there are other subjects that are important enough that if we devote an entire evening to them we're going to get some attention.

*Save Our Schools* was a perfect example. If we had done a one-hour documentary on problems of education in this country, it would have played and some people would have watched it. And it probably would have gotten good reviews. But it would not have had the impact that we had with three hours. The importance that you attach to something by saying you're going to turn over the prime time to it, if you do it well, gives it geometrically greater impact than doing one hour.

**A degree of controversy has attended your operation in the last month or so, with the Monroe show, Rivera leaving, the Wick, Laxalt and Donovan stories that you were credited with spiking. What is your position on those?**

Well, I don't think you can link them all together. But in general there are many stories that we decide not to run, as any editor does—some of them of great importance. Some of them have to do with national security. Some of them having to do with the national interest. And some of them are very difficult calls. In the case of the Marilyn Monroe story, which was blown, in my judgment, out of all proportion, it was a simple decision not to run a program that wasn't able to link organized crime with an alleged affair between either or both of the Kennedy brothers and Marilyn Monroe. The program implied that there might have been an affair, but what it set out to prove was not proved. There were five or six of us who looked at the broadcast. We just thought it wasn't ready, and that they ought to do more research. And if they could prove that, then fine—we'd run it.

In the case of the Laxalt story, we and CBS and others felt that there just wasn't enough there. Again, there was one person who went to both CBS and us. CBS also toyed with the Monroe story and decided not to do it. There are some stories that you look at and you just say no.

We were burned a bit on that CIA story. We still can't prove whether the guy that we had on the air was telling the truth. We finally said that since we couldn't prove it we saw no reason to disagree with the CIA's denial. Whereupon he immediately wanted to sue us. So you're in a no-win situation a lot of times. And I think maybe that made us a little more reluctant to go with single witnesses whose statements are hard to corroborate.

The Wick story never went anywhere either. Everybody knows he had nursing homes years ago in California. There are some stories that there's nothing there to print. And you can send very good reporters out. They can do a helluva job, do everything right. They can follow all the rules, run down every lead, come back with 20 people they talked to. And you look at it and say there's no story here. There's nothing that we can put on the air. We do that a lot.

**For every story that gets on the air, how many don't because you've made the decision that there really isn't a story there?**

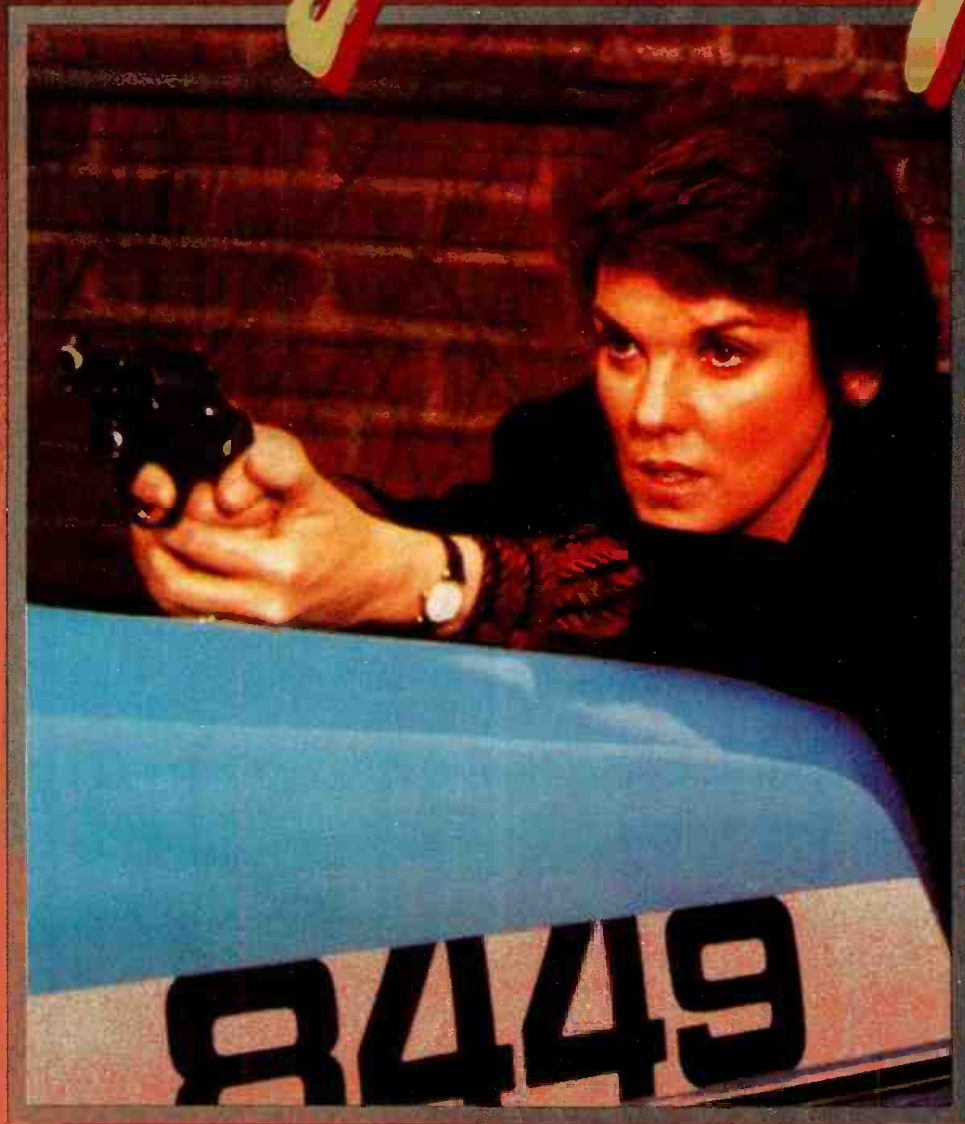
I don't know. There's a process that some of these stories go through. You say, "Put two or three people on that and let's get to the bottom of



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it." Sometimes you do. I called Pierre Salinger when General Dozier was kidnapped, and I said, "Go to Italy. And use all the sources you've got. Tell us the inside story of what has happened there." And he was able to do it. There are other times when you say, "Find the missing hostages in Beirut. There must be somebody over there we can talk to. We must be able to at least get close to locating where they are." And you put very good people on it. And they can't do it. So there's not necessarily spiking as much as saying, "Good try. Keep at it." Or finally saying it's a dry hole; there's nothing there.

**Earlier this year you held a series of high-level news meetings in White Plains. What were the issues that came up there?**

There were two meetings. The first was just the management people. And the second was the executive producers and management. And there's a fine line there. Executive producers are part of management, an extension of management. But they are also program producers.



The first part of the meeting focused on the future of ABC News and how we wanted things to work, what kinds of programs we thought we should be doing, the role of management as far as its input into some of the programs was concerned. We also, more particularly when the executive producers were there, but also at the first meeting, evaluated a lot of our correspondents with an eye toward who should be promoted, who shouldn't be. Some people had contracts coming up that we decided to draw a line on. Others we said we'd do whatever it takes to keep them. We also got into subjects at the second meeting as ordinary as technical matters, graphics, uniform look, promotion, the role of one program in supporting another.

The basic theme of the second meeting was that ABC News is an entire organization, and that if *World News Tonight* has something that's very good and they can't use it that night, they ought to be sure that *Nightline* knows they have it. Or if *Nightline* has something, they ought to be sure that *Good Morning America* knows they have it, or *World News This Morning*. There was a sense that the broadcasters themselves were becoming a little isolated from each other. And we thought it was a good idea to bring them together and marshal forces and allocate resources using everybody's input.

They were good meetings. There was a good spirit of everybody trying to contribute to everybody else.

**Did you talk about the future direction of the unit as an organization?**

To a degree. We talked about some of the things we've talked about here today. The nature of some of the broadcasts should change. And

just because a person is working on broadcast X does not mean that he shouldn't be able to contribute ideas to broadcast Y—become familiar with what the rest of the organization is doing and see if you can't utilize some people better. Some of the people who are on *20/20*, for example, and don't have anything to do for a while might do a helluva good segment on *World News Tonight* or *Nightline* or vice versa.

The meetings were good because we had all gotten too busy. In this business, with news that goes 24 hours a day, people get too busy to ever get away from all the phones and everything and just sit and think about where we want to go.

**Now I'd like to switch to sports. Let's deal first with the Olympics. Are you satisfied with the way things turned out in Seoul?**

We are not horribly unhappy that we don't have the rights [to the summer games]. I would like to have them because we've done them in the past, and any Olympics is a good Olympics. But we made a decision at the beginning of the whole negotiating process that Calgary was a better one for us and for television than Seoul—that it was very similar to Lake Placid in the sense that it was in this time zone in the American continent, that much of it would be live, that they were willing to schedule a lot of the hockey matches and things like that in prime time. And that no matter how much they tried in Seoul, there was going to be an awful lot that was going to be on in the middle of the night or early morning. And the more we looked at it, the more it became apparent that before 9 or 10 o'clock at night there just wasn't anything going on there. And you could change some things but you couldn't change the time zone. So we decided that of the two we would go all-out for Calgary. And then that would put us in a position where we could be more relaxed about whether we wanted Seoul. NBC obviously tried to do the same thing with Calgary because they ended up \$4 or \$5 million behind us in the bidding for it. I would have liked to have Seoul, but only at the right price.

**Do you think the NBC bid was a prudent bid?**

In their terms I think it was. It was higher than we wanted to go because as I said we already had Calgary. And we didn't feel the need to take a lot of the risks that are inherent in Seoul. I wasn't terribly worried about boycotts and things like that, although I think that possibility certainly exists. The relationship between North and South Korea does not seem to be getting any better. The meetings that they've had have not been very fruitful. But the time difference is a major factor. And I think when NBC talks about the number of hours that they're going to do, most of those hours are in the middle of the night or 5 or 6 in the morning. And the audience just isn't there. No Olympics is bad. But in terms of the amount of money that they wanted, we bid the same amount as we bid for Los Angeles, and we did that symbolically knowing that it probably would not win the games.

In fact, I had a meeting with the International Olympic Committee before this all started and told them that we were not going to be a serious contender for Seoul. And the reason we offered what we did was that we felt that Los Angeles was unique, and that to offer the same for Seoul as we had offered for Los Angeles was to in effect give a big raise to Seoul. Because normally they would not be in the same category with Los Angeles. Calgary, on the other hand, we think can be tremendous.

**What do you think of the revenue sharing arrangement that NBC has struck with Seoul?**

Well, basically it's a phony. If the Koreans get a penny of the \$300 million, I'll be astonished. It's a device that was hit upon to save face for the Koreans so that they could go home and claim that they might get up to \$5 million. But I've heard various figures from \$800-\$900 million before any presumed sharing starts, and there's no way NBC's going to get that much revenue. They might get a little more, but I'd be very surprised.

**What if the NFL approaches you two or three years from now and says in addition to a flat rights fee do you want a piece of the advertising action? Is that a negotiable thing?**

Well, it's certainly not desirable. It depends. Years and years ago



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when we first started out with the old American Football League, we had a deal that depended on how much we sold. If the quarter was sold, we'd pay them so much at the half.

Prices now are so astronomical that in any of the major events it takes all the selling that a network can do to get what it wants in the first place. So the idea that you're going to get \$100 million more that you didn't anticipate so that you can split it with somebody is not very realistic. It's much more cosmetic than it is real. I don't think it's a good idea even cosmetically. But I think in practical terms it will not happen.

#### **Has the NFL priced itself beyond reason?**

We'll see. It's interesting. This year our ratings on *Monday Night Football* are up considerably—about 20% the last I heard. And it has been very difficult for us to translate that into revenue, partly because the economy is soft, and partly because there are an awful lot of sports events on. But mainly because CBS and NBC, particularly CBS, are selling their Sunday football at such low prices that it makes it difficult for us to maintain the integrity of pricing on Monday night. And whether we're able to translate the increased ratings into added revenue next year is a very big question. If we can't, and if the other two networks can't, then I think the NFL is in for a very, very tough negotiation next time. They might even have to take less.

#### **What about the NCAA?**

Well, the NCAA is a perfect example of what happens when some sanity comes back to things. When the NCAA had a monopoly, they were able to drive a very hard bargain. College football depends to a huge degree on exclusivity. And since that court ruling opening up so many other broadcasts, the audience is considerably smaller. On the other hand, it makes it much more viable for us financially because the amount of money is so much less. So it's a good package for us now even though the ratings are considerably less than they used to be.

#### **Is cable making serious inroads into your sports coverage and reach?**

At this point, only in the proliferation of sports. It is one of the factors that has added to dilution of interest in some of the major sports packages. But in terms of being competition for the networks as a lot of people thought it would be, I think it's quite a ways away. It's part of what makes the problems for major league baseball and the NFL so difficult the next time around. Cable has not really developed at the rate that they thought it would, as a source of revenue. And so I think you'll see the networks still being the main carriers of the major events for some time to come. But obviously we're at a point where each event has to be looked at to see if it's financially viable.

#### **Do you have much involvement with the ESPN cable sports operation?**

To a degree. I'm on the board of directors of ESPN. But on a day-to-day basis I'm not involved.

#### **How is it doing?**

Well, ESPN is going to be in the black. It's going to be a good operation for ABC. It's perfect for the sports fan who really wants to watch a lot of sports events that don't necessarily have network mass appeal, like hockey, a lot of basketball games and golf matches and things like that. And it's a perfect definition ultimately of what cable was supposed to be. Cable was supposed to be narrowcasting, like buying *Sports Illustrated* or something. If you want to watch sports you watch ESPN. And to that degree I think it has been successful and will be more successful. But I don't see it as a major competitor.

We suggested to the IOC a role for ESPN or some cable system in the Olympics because of the time difference, which they ultimately didn't do, but may still. And I think you'll see some major events on cable. By major events I mean some NFL games or some major college football games. But you're not going to see the really big ones for some time to come.

**A couple of weeks ago you had the World Series on Saturday night, and the three networks got about a 95% share. There hasn't been a combined 95% share in a long time. What does this tell us?**

It tells us I guess what we've known all along—that one of the beauties of sports or the Academy Awards or whatever is that they bring people to the set who don't normally watch. One of the interesting things about the rise in *Monday Night Football* ratings this year is that the number of sets in use on Monday night is up. And I think there are an awful lot of people who are more likely to watch an event than the regular whatever is on that night.

But it also proves that a good sports event is going to get a good audience. There were a lot of critics at the Sarajevo Olympics when there was snow the first week, and the hockey team was bad, and mainly all the alpine events were delayed for a week. The nights that we didn't have anything to put on, and we were putting together stuff with Scotch tape, the audiences were down. And everybody said, "Nobody's going to look at the Olympics anymore." But that wasn't true. Once the figure skating started, and once the major events were on, the audience was right back where it had been.

This past World Series everybody said, "Who's going to look at Kansas City and St. Louis? It's the worst possible combination. It should have been the Yankees and the Dodgers or the Mets and Toronto or something like that." And when it ended up two teams from the state of Missouri, everybody swore that nobody would look at it. And yet as the games went on, people got involved. That last game was 11-0—11-0, and it still had a 47 share against tough competition. You can imagine what it might have been if it was 5-4, which shows that a major sports event has the ability to knit this country together. It's like everybody sitting down to read the same book. The next day everybody wants to talk about it.

#### **Well, have you any more of those up your sleeve?**

I wish I did. It's very hard to come up with classic events that have not already been televised. But the thing that I do think is that the people who were saying that sports in general don't have the same appeal have been proved wrong both by *Monday Night Football* and football on the other networks and by the *World Series*. And I think you'll see the same thing at Calgary. The Los Angeles Olympics certainly proved that.

The L.A. Olympics surprisingly may have had a negative effect. There were a lot of people who felt that so much money was taken out of the market to pay for the L.A. Olympics that it hurt other sports properties around that time. I think what it also did was it got people on such a high and such a level of expectation, and I think *Monday Night Football* in particular was hurt by this, that if you didn't have a dream match-up that was a two-point separation with 30 seconds to go and a magical winner, people were disappointed. And without the Olympics and with a better schedule this same excitement is there on Monday nights that there's always been.

#### **Are you prepared to relinquish one of your hats—either news or sports?**

I really haven't thought about it, to tell you the truth. It's an evolutionary process. One of these days I'll do something else. But right now there's been enough to keep me occupied with both of these.

#### **Are you ready now for an assignment beyond news and sports?**

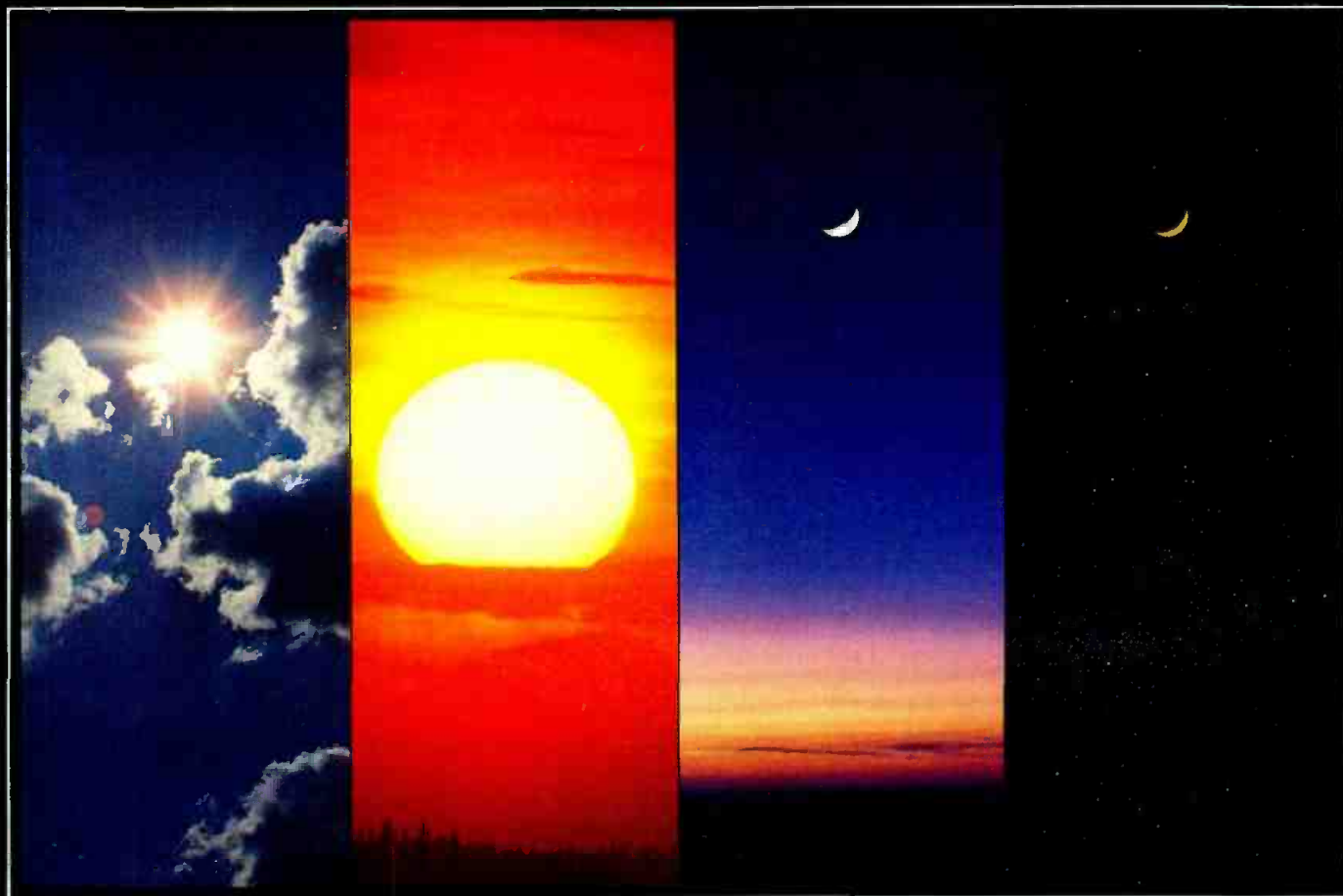
Depends on what it is. I am very happy doing what I'm doing. And I can't think of any things that are more important or more interesting—when it is interesting, and it is most of the time. On the other hand, nothing stays the same forever. And one of these days I'll probably change.

#### **Do you feel that you would be comfortable on the entertainment side of the business?**

There was a time years ago when people talked to me about entertainment. And I thought about it. There are certain things I'd be very comfortable with and others I probably wouldn't be. There are certain things that happen on television that I would love to be involved in. There are others that happen, some of them very popular, and I



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say it's just not my cup of tea. I am interested in the broadcasting business and in keeping broadcasting strong. I think it has been proved over and over again that the way to do that is with quality. The alternate sources of entertainment or news or sports have cut somewhat into network importance, but not really. We are still the three most important sources of information and entertainment in this country.

**A lot has been said about satellite and related technology sort of revolutionizing the news business. As a result of this evolution or revolution, is network news in danger of losing out to regional and local news combinations as satellite news gathering grows? And has the technological impact been as great on the sports side?**



There is no reason why we can't be involved in the same kind of regionalization through our DEF service and through other things that we'll be doing. Clearly, as technology advances you have to use it. So I think it's going to be important to us to service our local stations in ways that they haven't been too interested in before. During coverage of the hostage crisis aboard the *Achille Lauro*, we and others had local correspondents from local stations over in that area operating out of our bureaus. I think that is a service that local stations are going to look for from the networks and we're going to provide for them. And the technology that is required to do that is the same technology that stations that have banded together for regional themes are using. So I don't see it as a conflict. I see it as an enhancement of our ability to be the main provider of that kind of information to stations. I think it will be part of the impetus to make our network programs different, because we will be able to have a local spin on stories that take place in the Middle East or wherever as a regular service, which none of us can do right now on a mass basis.

As for sports, I'm not sure it's analogous. Technology in sports has always been a part of its appeal, going back to when we first started using isolated cameras and instant replays and supering the names of the players and all of that. There are no quantum leaps there. There's miniturization of equipment.

Local and regional baseball and hockey and pro basketball networks already exist. I don't see the same situation in sports. I think you will see a lot more local sports. But I don't think it will be

competitive with the network.

**Is the USFL dead?**

I don't know. I saw [real estate developer and team owner] Donald Trump last night at dinner, and he swears it's not. But I don't know what they're going to do. Last I heard there were going to be nine teams, and it's hard to see how they're going to compete. I think their big hope is to win the lawsuit against the NFL, which some of them are very confident they're going to be able to do. I personally don't think there's going to be a basis.

I think they had the perfect thing going. They set out to be a league with relatively modest expenses, playing at a time of the year when football fans really wanted to see football. Everybody knew they weren't going to compete with the NFL. And then they changed owners. And they started signing Heisman Trophy winners and having incredible budgets, and the economy just couldn't support it. So it's hard to see how they're going to compete in the fall when in addition to everything else they have to compete with all the football that's on now. It seems like the last thing any of us need is more football in the fall. On the other hand, they're confident. But I don't know where their confidence comes from.

**Is there anything that you could say about the Howard Cosell situation in light of his book and his rather harsh comments toward some of his colleagues? And what's the future of *Sportsbeat*?**

About Howard first: I haven't read his book; I think it's a shame. It kind of sums up in a way an awful lot of what has plagued Howard throughout his career. His complaint as I understand it is he wrote a book much of which dealt with serious questions of the role of sports in society, and the overemphasis on it, and some of the ills and this American fixation on sports. And then he wrote a couple of chapters where he tore up everybody that he ever worked with. And he is surprised that people focus on those two chapters to the exclusion of his dissertation on what's wrong with sports in this society. And he's surprised that *TV Guide* excerpted that. And that kind of goes to the heart of what has always been one of Howard's problems: that his excesses are lightning rods. And in this case I think rightly so. I think the people that he talked about have every right to be annoyed.

It's one of those things that Howard will never understand—that you can't get up and say outrageous things and then have everybody go home mulling over some subtle point that you wanted to make in a learned dissertation. Much of what he claims—I assume it's the same thing he's been saying for a long time—is valid. Much of the book is also vendettas against people like Pete Rozelle that he has been conducting undeclared, or maybe declared, war against for a long time.

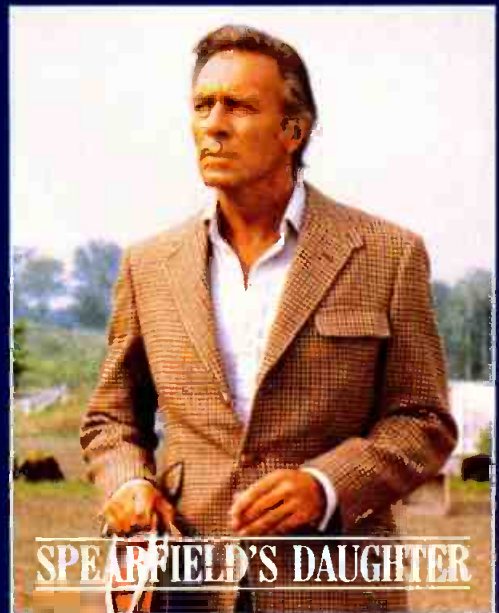
But it's sad because Howard has contributed really outstanding things to this medium. He's had great backing. As Dan Rather used to say, you can't have a gutsy reporter without a valiant publisher. And that's true. We have backed him and we have taken the heat for him. On the other hand, he has been the only person doing real journalism for a long time on television. And it's a shame that he ends up with everybody remembering him for ratting on the people he worked with. But that's Howard. You can't change him. That's the way he is.

*Sportsbeat* will probably not be on next year, not because of the book, but just the fact that we tried all sorts of time periods. We tried everything. I was the person who told Howard that *Sportsbeat* would be his legacy in this business. And I believed in it. And I wanted it to stay on. And we stayed with it several years beyond any rational reason for doing so. But it costs a lot in a period of tight money. And the audiences are so small that it's just not possible to justify keeping it on. So I would guess the first of the year it will be off.

**Does Howard have any future role with ABC?**

He still has a contract with us that calls for certain events which he may or may not want to do. I will sit down with him at some point in the future. I would like to see Howard on the air because I think he has a lot to contribute. But he's at an age where he doesn't want to do certain things. And he has also alienated all the people here who work with him. And that was one of the reasons we offered him the pregame instead of the regular *World Series* games, to avoid a situa-





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tion where people that he had publicly talked about would have to be in the same booth with him. Sometimes that passes. But I think Howard would like to teach. And he's going to continue on radio for us. I'm not sure what he's going to do beyond that.

**Are you likely to be less individualistic about personalities in the future? I'm thinking of Cosell, Rivera, Salinger as examples of people who you wouldn't expect to find on CBS or NBC.**

I don't think that either NBC or CBS would have turned down Howard Cosell in his prime. Geraldo I don't know about. I don't know whether there was a place for him, a vehicle. I think either other network would be delighted to have Pierre Salinger as chief European correspondent tomorrow. I think his work here has been distinguished. I think that he has given us a dimension that the other people don't have. There's nobody in Europe for any other network that even comes close to matching him in stature and importance and contacts and general perception of who was Mr. American Television in Europe. And I think we'll try to find people like that. And I think the other networks will too.

**What about Sam Donaldson?**

Sam's a good example of a character who also happens to be the best reporter in Washington and probably the most respected by his peers. I would guess that if you took a poll of the White House press corps as to who they most admired, Sam would be the winner. He's certainly the leader in that sense. There's a certain quality that colorful people have that sets them aside from other people but that sometimes is divisive or polarizes audiences. There are some people who love them. There are others who don't like anybody who gets out in front.

But the fun thing with Sam is watching the other two networks try to cut around him every night when he asks the one question of the President that either gets answered or is pertinent. And the other two guys usually have to lead with it. But they don't want to give Sam credit, so they have to cut his voice out. And every time the President says, "Well, Sam," you laugh, because you know that an editor's got a hard job on one of the other two networks. Sam is one of the best informed, most highly regarded reporters in Washington. He also happens to be colorful.

**But he's a lightning rod for criticism.**

Yes. Particularly when you're dealing with the institution of the President. I don't think he would be as much a lightning rod if he were in a different position. But Dan Rather had that quality. Dan was dealing with a President who was very unpopular. And when you have to ask tough questions of a President as popular as Ronald Reagan or as vulnerable as Jimmy Carter, you come off a bully. And so when a reporter is just doing a normal job, there are people who think he's being rude and disrespectful. But you also are going to get the best answers from the President. And since most of what we report today we report shouting across helicopter blades, Sam does that better than anybody.

**Do you have any thoughts on NBC's cable news bid?**

I know they're interested in doing it, but I don't know how close they are to being able to make it work. I think our bid was premature. There's a general feeling that there's room for one. But obviously there will ultimately be room for more than one. Whether they can work out some sort of an arrangement with [CNN President Ted] Turner I would guess would determine whether they try to do something now or wait and do it later.

**Is it something that you wish you were doing?**

I would love to have a successful cable network operation. I many times envy CNN their ability to be on the air live all the time. They cover things that you couldn't cut into the network and preempt an hour of daytime programming to carry because there are so few people who really care. But if you do care then CNN provides a very valuable service. I think their general reporting is not up to what it set out to do. But they found a whole different role, which is to plug in, kind of like C-SPAN, to some of these events, whether it's the Von

Bulow trial or a speech or a U.N. address.

Whether this is the time to have more than one of those is questionable. I would love to be doing it instead of Turner. I think we would do it different and better. But he's there. And I respect him for being there.

**We'd like to end by asking for your feeling about the state of the art, the medium, news and sports, and the general overall television picture.**

I think the resurgence of NBC has been a very healthy factor in television in general. One of the things that's almost axiomatic is that out of adversity come new things. We were able to build a sports operation over the years largely due to our own innovations, but also due to the fact that ABC had weaker programing in prime time, so we were able to do *Monday Night Football*, for example. NBC, having very little to lose, was able to stick with some programs longer. And I think that's made other people realize that that's a good way to do things. I think that in terms of news and sports, the problem that we have, and the frustration we have particularly in news, is that we can cover so much more than we can put on the air.

That's why 24-hour services are exciting—because we could go on right now. And we have the correspondents and the technical capability to find out almost anything in the world that we find interesting. The problem is cramming that into the programs that exist. And ABC has more programs than the other guys, so they're even more frustrated than we are.

There's a mentality in television, which I hope some day changes, that is detrimental. I almost said discriminatory. But it's detrimental to news divisions. You assume that Tuesday night at 8 the network will have something on the air, some entertainment program, whether it be successful or not successful. But it does not have to justify being on other than enough people watch it. Then it goes off and another one replaces it. You don't have to ask whether people want entertainment tonight at 9.

News programs always have to somehow justify being on the air with the assumption that we are preempting someone else's right, even if what we're preempting is something that nobody much cares about. There's a necessity for news organizations to prove somehow to the management of the company that they must be on. Otherwise it should be entertainment. And I think the day will come when that changes.

It's happening somewhat as the acceptable share level for a successful entertainment program drops. A lot of other programs become more viable. We found that, for example, in the summertime with baseball games, a 22-23 share of audience used to be just terrible, but 22-23 now is not much worse than some of the reruns. So it then becomes purely economic.

I think that's the frustration in news. With all this wonderful information that we have and these brilliant correspondents and producers, how do we get their product out so that the people who really want to see it can see it?

**Is it realistic to suppose that among your ambitions is to get a bigger share of the broadcast week for your division's product?**

If you take that in the sense that I just offered it. If it becomes a competitive corporate thing, fighting entertainment for 9 p.m. Tuesday or something, then no, that's not my aim at all, never has been. But if we can convince people as the successful magazine programs have that there is an audience of intelligent, informed people who want to watch more news than we are now giving them and in different forms, I think that would be wonderful.

Newspapers and magazines can lengthen. They usually do it, unfortunately, for advertising reasons. But they have the ability to put out all sorts of special supplements and enlarge the paper if they want to. In television that's very difficult to do unless it's an emergency. It's like telling the *New York Times* that it's only got four pages to publish. I'd like to see us have more time for things that are not crises. Because there are just so many subjects that aren't crises but people are interested in, whether it's medicine or Social Security or a tax program or aging or whatever. We just have to be inventive enough to find forums so that people will watch them.



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*TV Guide*

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# Stock Index

	Closing		Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
	Tue Nov 26	Wed Nov 20				
<b>BROADCASTING</b>						
N ABC	119 3/4	119 5/8		1/8	.10	18 3,431
N Capital Cities	211	213 3/4	- 2 3/4	- 1.28	19	2,740
N CBS	113 1/4	115 3/8	- 2 1/8	- 1.84	19	2,650
O Clear Channel	17 3/4	17 3/4				26 52
O Gulf Broadcasting	13	13				579
O Jacor Commun.	3 7/8	3 3/8		1/2	14.81	22
O LIN	38 1/2	37 1/8		1 3/8	3.70	26 1,016
O Malrite	12	12				14 100
O Malrite 'A'	11 1/4	10 3/4		1/2	4.65	13 47
O Orion Broadcast	1/32	1/32				
O Price Commun.	7 3/8	8		5/8	- 7.81	43
O Scripps Howard	44	43 3/4		1/4	.57	26 454
N Storer	93	93				1,762
O SunGroup Inc.	4 3/8	4 5/8		1/4	- 5.40	6
N Taft	78 1/2	80		1 1/2	- 1.87	15 708
O TVX Broadcast Group	11 7/8	12 1/8		1/4	- 2.06	49 69
O United Television	24 1/4	24 1/4				73 265

<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
N A.H. Belo	48 5/8	48 5/8				21 562
A Adams Russell	26 5/8	27 1/4		5/8	- 2.29	17 164
A Affiliated Pubs	51 1/4	51 1/2		1/4	- 0.48	21 627
N American Family	29 3/4	28		1 3/4	6.25	15 888
O Assoc. Commun.	30 1/2	29 3/4		3/4	2.52	145
N Chris-Craft	53 5/8	53 1/2		1/8	.23	38 341
N Gannett Co.	58 1/2	58		1/2	.86	18 4,693
N GenCorp	62 1/8	64 3/8		2 1/4	- 3.49	35 1,359
O Gray Commun.	104	104				18 51
N Jefferson-Pilot	51 3/4	52 1/8		3/8	- 0.71	7 1,522
N John Blair	22	22 1/2		1/2	- 2.22	176
O Josephson Intl.	8 5/8	8 7/8		1/4	- 2.81	40
N Knight-Ridder	37 1/4	37 3/4		1/2	- 1.32	17 2,086
N Lee Enterprises	42 1/8	42 1/2		3/8	- 0.88	19 541
N Liberty	32 1/4	32 3/8		1/8	- 0.38	14 327
N McGraw-Hill	45 1/4	44 7/8		3/8	.83	15 2,280
A Media General	85 1/8	84 3/4		3/8	.44	17 599
N Meredith Corp.	65 1/4	66 5/8		1 3/8	- 2.06	12 617
O Multimedia	26 3/8	27		5/8	- 2.31	290
A New York Times	48	47 3/4		1/4	.52	16 1,922
O Park Commun.	22	22 3/4		3/4	- 3.29	20 303
N Rollins Commun.	26 1/2	26 3/8		1/8	.47	31 387
T Selkirk	21 3/8	20 5/8		3/4	3.63	46 173
O Stauffer Commun.	118	121		3	- 2.47	19 118
A Tech/Ops Inc.	70 1/4	70		1/4	.35	9 54
N Times Mirror	50 3/8	50 1/8		1/4	.49	13 3,252
N Tribune	53 1/4	50 1/4		3	5.97	18 2,158
A Turner Bcstg.	17 1/8	16 3/4		3/8	2.23	35 372
A Washington Post	115	113 3/4		1 1/4	1.09	13 1,474

<b>PROGRAMING</b>						
O American Nat. Ent	115/16	115/16				9 4
O Barris Indus	18 3/4	18 3/8		3/8	2.04	49 163
N Coca-Cola	82 3/4	80		2 3/4	3.43	16 10,842
N Disney	96 1/2	96 1/4			.25	53 3,158
N Dow Jones & Co.	42 3/8	41 7/8		1/2	1.19	20 2,731
O Financial News	6 3/4	6 1/16		11/16	11.34	71
O Four Star	5 1/2	6		1/2	- 8.33	5 4
A Fries Entertain.	9 7/8	9 3/4		1/8	1.28	17 33
O Gulf + Western	46	45 1/2		1/2	1.09	13 2,919
N King World	27 1/2	25 1/2		2	7.84	34 279
A Lorimar	40 1/2	41 1/8		5/8	- 1.51	10 310
N MCA	50 5/8	52 3/4		2 1/8	- 4.02	43 3,761
N MGM/UA	25 1/8	25 7/8		3/4	- 2.89	1,248
N Orion Pictures	9 7/8	10 1/4		3/8	- 3.65	29 93
N Playboy Ent.	8 3/8	8 1/8		1/4	3.07	18 78
O Reeves Commun.	12	12				149
O Republic Pictures 'A'	7 3/4	7 1/2		1/4	3.33	55 22
O Republic Pictures 'B'	7 1/2	6 1/4		1 1/4	20.00	53 5
O Robert Halmi	2 1/4	2 5/16		1/16	- 2.70	45 38
O Sat. Music Net.	23 3/4	21 1/4		2 1/2	11.76	161
O Telepictures	19 5/8	19 7/8		1/4	- 1.25	26 259

	Closing		Net Change	Percent change	P/E Ratio	Market Capitalization (000,000)
	Tue Nov 26	Wed Nov 20				
N Warner Communications	33 3/4	34 5/8		7/8	- 2.52	2,055
O Westwood One	38	35 1/2		2 1/2	7.04	35 126
A Wrather	17 1/2	18		1/2	- 2.77	124
<b>SERVICE</b>						
O BBDO Inc.	47 3/4	49 1/2		1 3/4	- 3.53	16 306
O Compact Video	7 1/8	7 1/8				30
N Comsat	31	30 3/8		5/8	2.05	9 561
O Doyle Dane B.	20 1/4	20		1/4	1.25	13 107
N Foote Cone & B.	48 1/2	52 1/8		3 5/8	- 6.95	10 182
O Gray Advertising	200	196		4	2.04	12 121
N Interpublic Group	38 1/2	40 1/8		1 5/8	- 4.04	12 418
N JWT Group	30 1/2	30 1/2				17 275
A MovieLab	7 1/8	7		1/8	1.78	2 11
O Ogilvy Group	41 1/2	40 1/4		1 1/4	3.10	14 377
O Sat. Syn. Syst.	6	6 1/4		1/4	- 4.00	13 34
O Telemation	5 1/2	5 3/4		1/4	- 4.34	5 6
O TPC Commun.	1/2	1/2				5
A Unitel Video	6 3/4	7		1/4	- 3.57	19 14
N Western Union	14 7/8	14 3/8		1/2	3.47	362

<b>CABLE</b>						
A Acton Corp.	1 3/8	1 3/8				8
O AM Cable TV	1 3/4	1 3/4				6
N American Express	48 1/2	48 1/8		3/8	.77	15 10,750
N Anixter Brothers	18 7/8	17 3/8		1 1/2	8.63	19 343
O Burnup & Sims	7 1/8	6 5/8		1/2	7.54	4 63
O Cardiff Commun.	1 1/8	1 1/8				3 2
N Centel Corp.	44 7/8	44 7/8				9 1,240
O Comcast	19 5/8	19 3/4		1/8	- 0.63	28 389
N Gen. Instrument	16 1/4	16 3/8		1/8	- 0.76	524
N Heritage Commun.	19 1/2	20		1/2	- 2.50	38 283
O Jones Intercable	6 1/4	6 3/8		1/8	- 1.96	26 65
T Maclean Hunter 'X'	15	15				20 552
A Pico Products	3 1/8	3		1/8	4.16	10
O Rogers Cable	10 1/8	10 5/8		1/2	- 4.70	230
O TCA Cable TV	26	25 1/2		1/2	1.96	32 173
O Tele-Commun.	35 3/8	35 3/4		3/8	- 1.04	393 1,663
N Time Inc.	59 1/4	60 7/8		1 5/8	- 2.66	17 3,710
O United Artists Commun.	24 3/4	24 3/4				32 507
N United Cable TV	31 3/4	32 7/8		1 1/8	- 3.42	50 479
N Viacom	56 1/2	58 1/4		1 3/4	- 3.00	21 905

<b>ELECTRONICS/MANUFACTURING</b>						
N 3M	82 1/2	80 3/4		1 3/4	2.16	13 9,434
N Allied-Signal	45	44 3/4		1/4	.55	9 7,202
N Arvin Industries	28	27 3/4		1/4	.90	10 327
O C-Cor Electronics	5	5				15 15
O Cable TV Indus.	3 1/8	3		1/8	4.16	31 9
A Cetec	7 3/8	7 1/4		1/8	1.72	12 16
O Chyron	7 1/4	6 7/8		3/8	5.45	20 73
A CMX Corp.	1 1/8	1 1/4		1/8	-10.00	1 4
A Cohu	9 1/4	9 3/8		1/8	- 1.33	9 16
N Conrac	14 5/8	15		3/8	- 2.50	17 88
N Eastman Kodak	48 5/8	47 5/8		1	2.09	14 10,982
O Elec Mls & Comm.	3 1/8	3 1/4		1/8	- 3.84	12
N General Electric	65	65 5/8		5/8	- 0.95	12 29,614
O Geotek Inc.	1 1/4	1 1/2		1/4	-16.66	20 4
N Harris Corp.	25 3/4	25 7/8		1/8	- 0.48	15 1,036
N M/A Com. Inc.	13	13 1/4		1/4	- 1.88	13 565
O Microdyne	5 3/4	5 1/8		5/8	12.19	71 26
N Motorola	35 5/8	35 1/4		3/8	1.06	36 4,240
N N.A. Philips	38	36 1/2		1 1/2	4.10	9 1,097
N Oak Industries	2	2 1/8		1/8	- 5.88	52
N RCA	47	48		1	- 2.08	12 4,215
N Rockwell Intl.	35 5/8	34 1/4		1 3/8	4.01	8 5,313
N Sci-Atlanta	11 1/8	11 1/8				15 258
N Sony Corp.	18 7/8	19 1/4		3/8	- 1.94	14 4,358
N Tektronix	51 3/8	50 1/2		7/8	1.73	13 1,050
A Texscan	15/16	7/8		1/16	7.14	6
N Varian Assoc.	27 1/4	27 1/4				22 585
N Westinghouse	46 1/4	44 5/8		1 5/8	3.64	13 8,078
N Zenith	18 1/8	18 1/8				906 418
Standard & Poor's	223.51	221.24		2.26	1.02	

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

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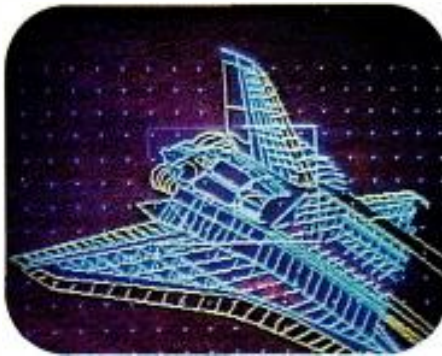
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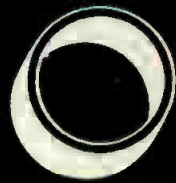


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## Wrapping up a big year at Western Cable

### California show will focus on new competition, relief from must carry, scrambling and other big issues

As the last major cable convention of the year, the Western Cable Show, the state cable show with national appeal, has traditionally given cable operators a chance to reflect upon the events and trends of the year and share thoughts on how to capitalize on the positive and counteract the negative.

At the top of the agenda for this year's show, which begins a three-day run at the Anaheim Convention Center Wednesday (Dec. 4), are scrambling and the dawning of C-band direct service, pay-per-view services, "mergermania," must carry (the lack thereof) and competition from other media, particularly the home video and home satellite businesses.

The crowds will be the smallest since 1980. According to Jerry Yanowitz, vice president of the California Cable Television Association, which sponsors the show, a little more than 8,000 are expected, compared with between 8,300 and 8,400 last year. The number of cable operators attending the show will be the same or, perhaps, a little greater than last year, he said, but the number of exhibitor personnel will drop considerably along with the number of exhibitors—192 compared to 217 last year.

Like other cable trade associations, the CCTA has watched the number of participating companies dwindle over the past few years. Yanowitz attributes the decline to consolidations among suppliers and manufac-

turers. Case in point: At the 1984 show, Gill Management Resources and First Data Resources each had a booth. But, this year, following their merger, only First Data will have a presence.

The exhibition is also getting smaller physically because exhibitors are, on the average, paring down the size of their booths, Yanowitz said. "That says that this is a mature and stable industry," he said. Program suppliers, for instance, are no longer in the "acquisition mode," he said. They're in the "maintenance and customer service mode," he said. "They don't need to make the large splash that they did previously."

Kicking off the show's agenda of 29 panel sessions on Wednesday morning will be a wide-open one on "strategies for the future" of the industry. Among the strategists on hand for the session: Ted Turner, president of Turner Broadcasting System; Bob Clausen, chairman and chief executive officer, Comcast Cable Communications, and Jim Mooney, president, National Cable Television Association.

The U.S. Court of Appeals in Washington gave cable operators much to think and talk about last July when it ruled the FCC's long-standing must-carry rules unconstitutional, a violation of the First Amendment rights of cable operators and programmers. Recognizing the importance of the decision, Western Show organizers have scheduled two panel sessions on it, with each including broadcasters and cable operators presenting their conflicting views. One is scheduled for Thursday morning; the other wraps up the

show on Friday afternoon.

The ever-increasing competition for a bigger slice of the "home entertainment pie" will be the subject of a Friday morning panel session featuring representatives of several media, including broadcasting, cable, home video and motion pictures.

It now looks as if many of the top cable program services, led by Home Box Office and Showtime/The Movie Channel, will scramble their satellite feeds within the next year or two, cutting off the supply of free programming to home earth station owners. On hand to talk about scrambling and C-band direct, the business of selling scrambled services to dish owners, at a Thursday morning session will be representatives of the cable and home satellite industries.

The Thursday afternoon panel on "mergermania" will try to answer the question: Will a few companies control the industry in five years? The panel will feature John Malone, president of Tele-Communications Inc., already the most dominant company on the cable landscape.

The potential of pay-per-view will be discussed by cable operators in a Wednesday afternoon session and by some PPV hardware suppliers in another Thursday morning session, "Will Pay-Per-View Reach a Busy Signal?"

FCC Commissioner Dennis Patrick is scheduled to speak at the Thursday luncheon.

Following is the agenda for the show; all activities take place in the convention center unless otherwise noted. □

## The daily agenda in Anaheim

### Wednesday, Dec. 4

**Opening session.** 1-2:30 p.m. California pavilion, Anaheim Hilton. Welcome by Spencer Kaitz, California Cable Television Association. *Meeting the Challenge.* Moderator: Marc Nathanson, Falcon Communications. Panelists: Ted Turner, Turner Broadcasting; James Mooney, NCTA; Bob Clasen, Comcast Cable; Gary Nardino, GN Productions.

**Three concurrent breakout sessions.** 2:45-4 p.m. *What Price Freedom? A Discussion of Rates in the Deregulated Market.* Room 3. Moderator: Gene Musselman, Hearst Cablevision. Panelists: Robert McRann, Cox Cable; Robert Hostfeldt, Gillcable; Frank Intiso, Falcon Cable TV; William Cullen, United Cable.

**Consumer Electronics: Combatting Confusion.** Room 2. Moderator: Richard Maul, Western Communications. Panelists: Peter Barton, TCI; Walt Ciciora, ATC; Kazie Metzger, Group W Cable.

**Operators Assess Pay-Per-View.** Room 4. Moderator: Ben Reichmuth, Gillcable; Marty Youngman. Cox Cable: Brian Owens and Jay Tapp, Unit-

ed Cable; Geri Duckworth, Monterey Peninsula TV Cable; David McDonald, New York Times Cable.

**CCTA cocktail party.** Exhibit hall. 6 p.m.

### Thursday, Dec. 5

**Five concurrent breakout sessions.** 8:30-9:45 a.m. Room 2. *Landing New Subscribers.* Moderator: Margaret Durborow, United Cable. Panelists: Jim Fellhauer, McCaw Communications; Larry Miles, Times Mirror; Philip Viener, Oceanic Cablevision.

**Pole Attachments: How Costly a Connection?** Rooms 5 and 6. Moderator: William Winter, CCTA. Panelists: Jack Smith, FCC; Harold Farrow, Farrow, Schildhouse, Wilson & Rains; Paul Glist, Cole, Raywid & Braverman; Claire Feldman, Group W Cable.

**Advertising on Cable: Putting It All Together.** Room 3. Moderator: Robert Alter, Cabletelevision Advertising Bureau. Panelists: Art Breyfogle, Monterey Peninsula TV Cable; Alan McGlade, Falcon Communications; Mark



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Patrick



Padden



Kastenmeier

Mangolia, ATC; Robert Mahlman, Cox Cable.

**How the Investment Community Views Cable.** Room 4. Moderator: J. Patrick Michaels Jr., Communications Equity Associates. Panelists: Diane Kaufman, Mutual of New York; Rich MacDonald, First Boston; Stewart Blair, TCI; Gordon Crawford, Capital Guardian Research.

**A Look at the Lan-cape: A Discussion of Local Area Networks.** Room 1. Moderator: Tom Elliot, TCI. Panelists: Cliff Schrock, C-Cor Labs; Pat Miller, Scientific-Atlanta; Andy Paff, Viacom Cable.

**Four concurrent breakout sessions.** 10-11:45 a.m. **Scrambling for Success.** Room 2. Moderator: Tony Acone, Daniels Cablevision. Panelists: Michael Arnold, Harte Hanks Cable; Tom Rogers, House Telecommunications Subcommittee; Ed Horowitz, HBO; Steve Effros, Community Antenna Television Association; Chuck Hewitt, SPACE. Press reactor: Donald West, BROADCASTING.

**Budgeting and Evaluating Your Ad Sales Effort.** Room 3. Moderator: Virginia Westphal, Viacom Cable. Moderator: Jerry Czuchna, Times Mirror Cable; Allen Eisenberg, ATC; Larry Chambers, Group W Cable; Don Olson, Copley/Colony.

**Data Transmission After the Cox Decision: Is It Safe to Go Into the Water?** Room 4. Moderator: Michael Morris, CCTA. Panelists: Jack Smith, FCC; Martin Mattes, California Public Utilities Commission; John Riverburgh III, Rogers Cablesystems; Gerhard Hanneman, Eira Group.

**Will Pay-Per-View Reach a Busy Signal?** Room 1. Moderator: Dave Archer, Viacom Cable. Panelists: Maggie Wilderotter, CableData; Vito Brugliera, Zenith; Donna Brickell, PacTel; Hal Krisbergh, General Instrument.

**Luncheon.** 12:45-2:15 p.m. Grand ballroom, Marriott hotel. Speaker: FCC Commissioner Dennis Patrick.

**Five concurrent breakout sessions.** 2:30-4 p.m. **Cable Cooperation: The Neighborly Thing To Do.** Moderator: Thomas Rackerby, Southwestern Cable TV. Panelists: Marianne Seiler, Viacom Cable; Michael Pandzik, National Cable Television Cooperative; Ron Hollon, Valley Cable TV.

**Know Thyself: Research Opportunities for the Cable Operator.** Room 4. Moderator: Frederick Livingston, Continental Cablevision. Panelists: Dave Harkness, A.C. Nielsen Co.; Linda Belan, Falcon Communications; Dan Mahon, Southwestern Cable TV.

**Mergermania—When the Music Stops, Who'll Be on Top?** Room 2. Moderator: Paul Kagan, Paul Kagan Associates. Panelists: Craig McCaw, McCaw Communications; James Hoak Jr., Heritage Communications; John Malone, TCI; Frank Biondi, Coca Cola.

**EEO Compliance Made Easier: The Art of Negotiating MSO Reporting Agreements.** Rooms 5 and 6. Moderator: Wise Booker, Times Mirror. Panelists: Glenn Wolfe, FCC; John Dawson, ATC.

**Current Engineering Issues Before the Cable Industry.** Room 1. Moderator: William Riker, Society of Cable Television Engineers. Panelists: Wendell Bailey, NCTA; Robert Luff, United Artists Cablesystems; Syd Bradfield and Steve Ross, FCC.

**Cocktail party.** 6 p.m. Exhibit hall.

## Friday, Dec. 6

**Cablepac breakfast.** 7:30-8:45 a.m. Avila A and B, Anaheim Hilton. Guest speaker: Representative Robert Kastenmeier (D-Wis.).

**Four concurrent breakout sessions.** 8:45-10 a.m. **Local Programming: The Winning Formulae.** Rooms 5 and 6. Moderator: Kathleen Schuler, Foundation for Community Service Cable Television. Panelists: Maureen File, Times Mirror; Mike Kempf, Group W Cable; Thelma Vickroy, Falcon Communications; Mary Murcott, Cox Cable.

**Life After Must Carry: What Do You Do When You're Free to Choose?** Room 3. Moderator: Michael Issacs, Providence Journal Co. Panelists: Frank Lloyd, Mintz, Levin, Cohn, Ferris, Glovsky & Popeo; Tom Herwitz, FCC; James Gabbert, KTXO(TV) San Francisco; Dick Glascock, Jones Inter-cable.

**The Cable Act: Countdown to '87.** Room 4. Moderator: Scott Morris, Viacom International. Panelists: Norval Reece, Group W Cable; Cathie Shattuck, Epstein, Becker, Borsody and Green; Susan Herman, city of Los Angeles; Steven Simmons, Simmons Communications; Dan Brenner, FCC.

**Customer Service: The Technician's Contribution.** Room 1. Moderator: Jim Chiddix, Oceanic Cablevision. Panelists: Larry Coe, Viacom Cable; Steve Gautreaux, Cox Cable; John Stewart, TCI.

**Four concurrent breakout sessions.** 10:15-11:30 a.m. **Turning Your System's Data into Information.** Room 3. Moderator: Greg Liptak, Jones Intercable. Panelists: Paul Case, United Cable; Sid Lundwall, Sonic Cable TV; Mark Walsh, Saxe Walsh.

**A View from the Hill: A Congressional Perspective.** Rooms 5 and 6. Moderator: Bert Carp, NCTA. Panelists: Representatives Henry Waxman (D-Calif.), Howard Berman (D-Calif.), Jim Bates (D-Calif.), Carlos Moorhead (R-Calif.) and Robert Kastenmeier (D-Wis.).

**Home TV: Competition for Viewing Time.** Room 2. Moderator: John Sie, TCI; Greg Nathanson, KTLA(TV) Los Angeles; Jules Haimovitz, Viacom; Brandon Tartikoff, NBC; Troy Cooper, National Video Inc.; Richard Frank, Walt Disney Pictures.

**Hitting Pay Dirt: Issues in Underground Construction.** Room 1. Moderator: Wayne Sheldon, Sheldon Electronics; Mark Hogal; Tom Robak.

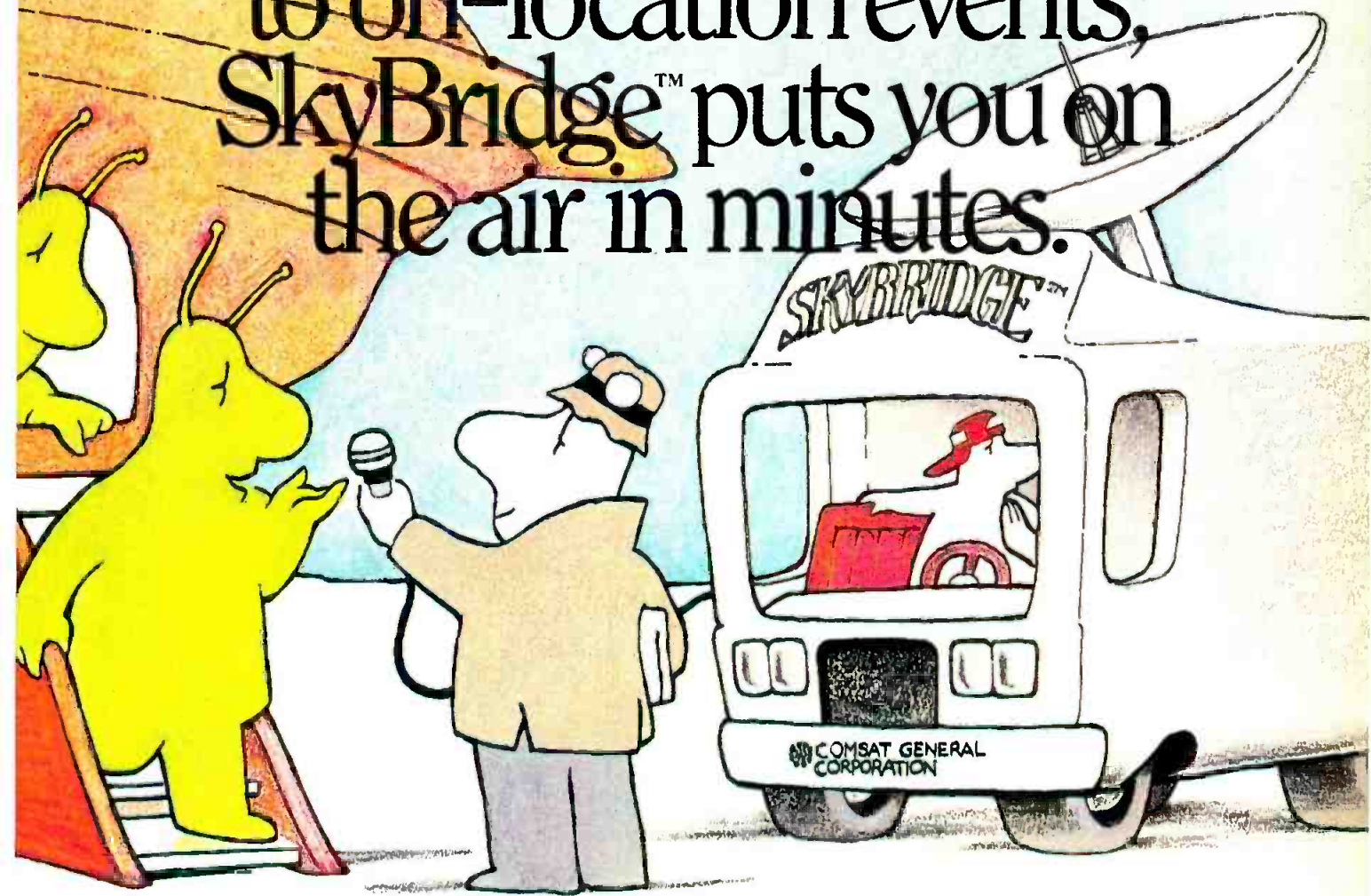
**Luncheon.** 12:15-1:30 p.m. Grand ballroom, Marriott hotel.

**Roundtable sessions.** 1:45-3 p.m. Anaheim room. **Marketing to the Classic System:** Craig Ehrlich, Falcon Cable TV; **Marketing to the Urban System:** David Fox, Viacom Cable; **Negotiating a Franchise Renewal:** Richard Waterman, Group W Cable; **Promotion Beyond the Press Release:** Malcom White, Copley Communications; **Leased Access: Making It Work:** Bob Seefeld and Julie Miller, Cable Oakland Productions.

**Technical session.** 1:45-3 p.m. **Pacific Bell Administrative Guide: Understanding Revised Utility Regulations.** Room 1. Moderator: William Winter, CCTA. Panelists: Wayne Lager, Betty Winter, Linda Baughn and



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Kenneth Whittock, Pacific Bell; Jack Biggins, utility relations consultant.

Allen, NCTA; Peter Fannon, National Association of Public Television Stations.

**Closing general session.** 3:15-4:30 p.m. Room 2. *Must Carry: The Big Picture.* Moderator: Paul Maxwell, X-Press Information Services. Panelists: Robert Ross, Turner Broadcasting; Preston Padden, INTV; Edward

**CTCA annual banquet.** 7 p.m.-midnight. Grand Ballroom, Disney hotel. Entertainment: John Sebastian.

## What's on display in Anaheim

The following is a list of exhibitors for the Western Cable Show. An asterisk denotes a product new to the market.

**Adams Russell (Arvis div.)** 1184  
1370 Main St., Waltham, Mass. 02154

**All Pacific Distribution** 465  
1740-C S. Anaheim Blvd., Anaheim, Calif. 92805

Shield-systems construction bits, highog side bars, toothhog bit pullers, trenchog segments, cup teeth, carbide drills and bits, side cutters. **Staff:** Ronald Mills, Jeanne Mills, Mike Patacsil, Linda Scheidecker.

**Allied Steel & Tractor Products Inc.** 899  
5800 Harper Rd., Solon, Ohio 44139

**Allied Tower** 176  
12450 Old Galveston Rd., Webster, Tex. 77598

**Alpha Technologies** 884  
1305 Fraser St., D-6, Bellingham, Wash. 98226

Standby power supplies, headend standby, computer-grade UPS and fast transfer supplies, remote status monitoring. **Staff:** Bob Bridge, Fred Kaiser, Garrett Hennigan, Bob O'Hara, Grace Borsari, Paul Kaplan, Les Forwood, Alex Steinhausem.

**AM Cable TV Industries** 165  
Box 505, Quakertown, Pa. 18951

Broadband construction and installation including turnkey services, tier guard off-premises pay TV protection system, data modems and related interactive systems, engineering, furnishing and installation of local area networks, TMC-8000 technical monitor and control system. **Staff:** Tom Saldi, Mac Qurashi, Tom Ladd, Bill Stone, Jim Emerson.

**Anixter Communications** 836  
4711 Golf Rd., Skokie, Ill. 60076

CATV equipment including Hamlin converters, Regal taps and passives, Raychem connectors and heat shrink, Scientific Atlanta electronics, Utility Products pedestals, Pico traps, M/A Com videocipher II, CommScope coaxial cable, Jerrold electronics, Lectro power supplies, material management and order entry systems. **Staff:** Gordy Halverson, Gene Robinson, Eric Perbonner, Scott Van Wagner, Ray Larsen, Wes Schick, Chuck Krone, Alan Anixter, John Egan, Russ Eldore, Bruce Van Wagner, Tony Barclay, Tom Szumny, Al Micheli, Ray Gensinger, Everett Hirsh.

**Antenna Technology**  
8711 E. Pinnacle Peak Rd., Scottsdale, Ariz.

85255

**Staff:** Gary Hatch, Scott Grone.

**Arko Equipment** 893, 1504-5  
19062 E. San Jose Ave., Industry, Calif. 91748

**Armex Cable Corp.** 171  
2700 E. Nine Mile Rd., Warren, Mich. 48091

**Staff:** Leslie Day, Joan Moeller, Paul Plantinga, Mike Bailey, William Orley, Tom Drew, Frank Day, Gino D'Pace.

**Arts & Entertainment** 116  
555 Fifth Ave., New York 10017

**Associated Press** 622  
1825 K St., Suite 615, Washington 20006  
AP News Plus, AP News Cable, AP NewsPower 1220.

**Belden** 360  
2000 Hwy. 27 South, Richmond, Ind. 47374

**Black Entertainment Television** 872  
1232 31st St., NW, Washington 20007  
Programming targeted to black audience.

**Blonder-Tongue Laboratories** 121  
One Jake Brown Rd., Old Bridge, N.J. 08857

Guardsman off-premise premium program delivery system, pre-fab headends, headend signal processors, modulators, bandpass filters, preamplifiers and accessories. **Staff:** Isaac Blonder, Craig Kemper, Glenn Tongue.

**Boman Industries** 1502  
Box 4098, Downey, Calif. 90241

**Brad Cable Electronics** 131  
Box 739, 1023 State St., Schenectady, N.Y. 12301

Converter sales and service, cable equipment sales and service. **Staff:** Robert Price, Ben Price.

**W.H. Brady Co.** 709  
Milwaukee, Wis.

**Brink Security Boxes** 1464  
Port Neches, Tex.

**Broadband Engineering** 847A  
1311 Commerce Ln., Jupiter, Fla. 33458

**Burnup & Sims** 932  
420 Athena Dr., Athens, Ga. 30601

**Business Systems** 568  
One Marcus Dr., Greenville, S.C. 29615

In-house subscriber billing and financial management system, with addressable interfaces and automated PPV capability. **Staff:** Larry Edwards, Jann Ratts, Jack Sunderman, Bill Cox, Lee Maynard, Mike Shultz, Paul Griffin, George Pupala.

**C-COR Electronics** 654  
60 Decibel Rd., State College, Pa. 16801

**C-SPAN** 127  
400 N. Capitol St., NW, Suite 155, Washington 20001

**Cable Collection Center** 1456  
2225 Coburg Rd., Eugene, Ore. 97401

Cable billing and collection services, mail processing center. **Staff:** Kati Draper, Sandra Bristow, Carolyn Crabtree, Stacy Ross, Maureen Coy.

**Cable Communications Media** 710-11  
203 E. Broad St., Bethlehem, Pa. 18018

**Cable Ready** 1238  
Broomfield, Colo.

**Cable Television Business** 1272  
6530 S. Yosemite St., Englewood, Colo. 80111

**Staff:** Judy Rudrud, Jill Marks, Chuck Moozakakis, Cary Campbell, Tom Kerry, Rob Stoddard, Laurie Noble, Jeff Baird, Sean Darnall, Terri Reed.

**Cable TV Supply** 649-50  
10801 National Blvd., Suite 606, Los Angeles 90064

Aerial and underground construction materials, housedrop equipment, tools, headend electronics, Panasonic converters\*, Info-Gen character generators\*, DTD power supplies\*, Startron cable switchers\*, AB switch, other passives, Eagle and Arcom traps\*, CATV-L brackets\*, Trilogy Comm. MC2 cable\*, Monsanto RDI shrink tubing\*, Reliable security boxes\*. **Staff:** George Acker, Mark Engler, Bill Krempasky, Jim Snow, Tom Moore.

**CableData** 216, 1372  
Box 13040, Sacramento, Calif. 95813

**Cabletek** 500  
Box 11908, Lexington, Ky. 40578

**CableTek Center Products** 1503  
129 S. Abbe Rd., Elyria, Ohio 44035

Residential enclosures, molding duct, coring tools, conduit apartment boxes, cablemarkers and tamperproof screw drivers. **Staff:** Tim Reilly, Stan Leonowich, Lynn Bailey.

**Cableview Publications** 668  
111 Eighth Ave., Suite 1500, New York 10017

**Cadco** 139  
2706 National Cr., Garland, Tex. 75041

Headend electronics, heterodyne modulators and processors, data and RF translators, emergency warning systems, frequency agile modulator\*, SAW filtered modulators and processors\*. **Staff:** Jeanette Magee, Bill Smith.

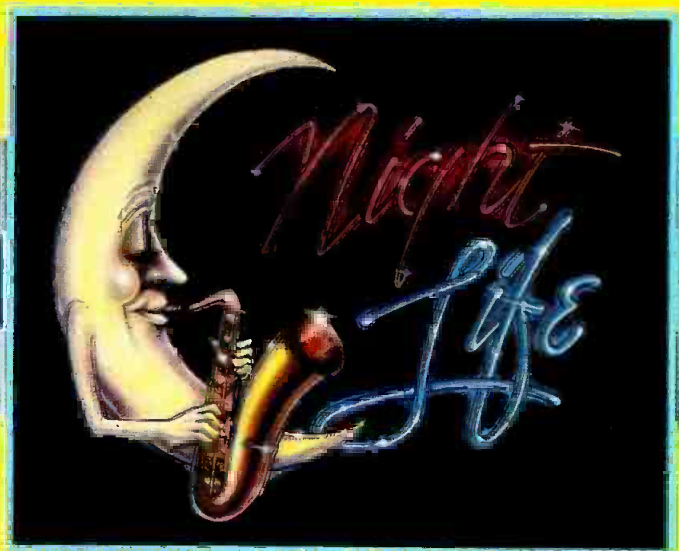
**Can-Am ServiceCorp** 1482  
Thousand Oaks, Calif.



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**Catel/Telecommunications** 244  
4800 Patrick Henry Dr., Santa Clara, Calif.  
95054

**CATV Services**  
3270 Seldon Ct., Suite 5, Fremont, Calif.  
94539

**CBN Cable Network** 936  
CBN Center, Virginia Beach, Va. 23463

Family programming, westerns, comedies, movies, sports, children's and women's shows, Christian inspirational programming, news. **Staff:** Letitia Quedaza, Janelle Slipp, Howard Williams, Susan Sturkie, Dan DeSmet, Tom Hohman, Doug Stuart, Dawn Carpenter, Tom Rogeberg, John

Roos, Earl Weirich, Mark Solow, Jodie Berndt, Jack Norman, Jeff Jarrett, Shirley Hill, Doug Greenlaw, Dick Hammer, Drew Walker, Tom Atkinson.

**Channel Master** 1366  
Box 1416/Industrial Park Dr., Smithfield, N.C. 27577

**Channell Commercial Corp.** 1339  
620 W. Foothill Blvd., Glendora, Calif.  
91740

CPH-508 B pedestal\*, other pedestals, water tight enclosures, low profile amplifier housing, integral coax cable and grade level vaults. **Staff:** Bill Channell, Keith Melville, Mike Loran, Bob Abra-

hams, Carl DeSimone.

**Channelmatic** 702-3  
821 Tavern Rd., Alpine, Calif. 92001

Turnkey commercial insertion system\* with spotmatic random access insert system, spotmatic Z computer control system with traffic program, automatic video-cassette changer, custom switching and control systems, audio/video accessory equipment. **Staff:** Bill Killion, Vern Bertrand, Dwain Keller, Mike Watson, Dick White, Tom Walsh, Frank Steer, Roger Heidenreich.

**C.O.M.B.**  
14605 28th Ave. North, Plymouth, Minn.  
55441

**Commercial Cable** 1438-40  
7353 Lee Hwy., Chattanooga, Tenn. 37421

Commercial insertion and verification equipment, remote computer disk\*, Cue TV—allows viewers telephone interactive control of music videos on laser disks. **Staff:** John Brady Jr., Richard Eidson, Rhonda Boyd, Kent Lewis, Marc Goldstein, Mike Perine.

**CommTek Publishing** 1509-10  
Box 1048, Hailey, Idaho 83333

**Communications Equity Associates** 1172  
5401 W. Kennedy Blvd., Suite 851, Tampa, Fla. 33609

Investment banking services, brokerage, management and regulatory affairs services for the cable, broadcast and related communications industries. **Staff:** Rick Michaels, Harold Ewen, Jim Ackerman, Tom MacCroy, Don Russell, Mark Sena, Brian Sweeney, Bill Guarena.

**Communications Technology** 1436  
Box 3208, Englewood, Colo. 80112

**ComSonics** 1342  
Box 1106, Harrisonburg, Va. 22801

**Cosmo Graphics** 886  
Box 17748, Fort Worth 76102

**Country Music Television** 468  
30 East 40th St., New York 10016

Country music television programming service.

**Creative Data Systems** 1488-90  
Overland Park, Kan.

**Creative Management Systems** 860  
230 Main St., Box 10, Toms River, N.J.  
08754

**Credit Protection Association** 1232  
Box 802068, Dallas 75380

**CSN** 1354  
10935 Perkins Rd., Baton Rouge, La. 70810

**Daniels & Associates** 856  
2930 E. Third Ave., Box 6008, Denver 80206

Acquisitions and investment services. **Staff:** Bill Daniels, John Saeman, Tom Marinkovich, Ross Buford, Brad Busse, Phil Hogue, Jay Busch, Tim David, Bob Holman, Hugh McCulloch, Bruce Dickinson, Gerry Zimmerman, Jim Tritch, Brian

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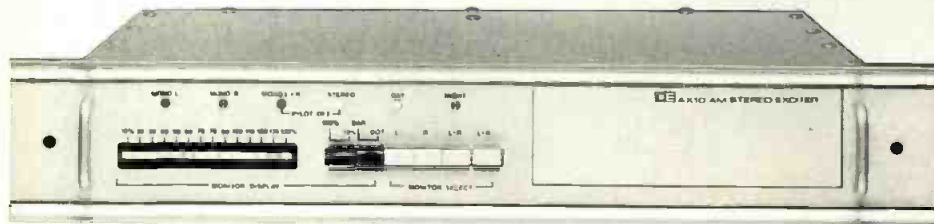
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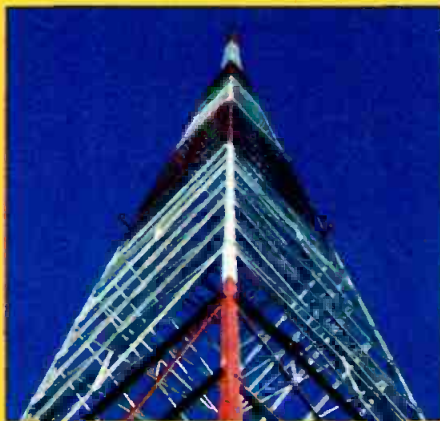


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**Data Communications Corp.** 460  
3000 Directors Row, Memphis, Tenn. 38131**Del Compu-Cable Systems** 1434  
1736 Quebec Ave., Saskatoon, Sask. S7K1V9SpectraView character generator. **Staff:**  
Dale Lemke.**Dialogic Communications** 1474-76  
1106 Harpeth Ind. Ct., Box 8, Franklin,  
Tenn. 37064Interactive voice response microcom-  
puter for installation confirmation, PPV,  
upgrades/downgrades, billing inquiries.  
**Staff:** Gary Fitzhugh, Phil Suiter.**Discovery Channel** 1136  
8201 Corporate Dr., Landover, Md. 20785Documentary programming featuring sci-  
ence, nature, technology, human adven-  
tures. **Staff:** Steve Eldridge, Jody Haas,  
Janet O'Neil.**Disney Channel** 228  
4111 W. Alameda, Burbank, Calif. 91505Premium pay service of family program-  
ing.**Di-Tech** 876-79  
48 Jefryn Blvd., Deer Park, N.Y. 11729Comsert 1000 commercial insertion sys-  
tem, audio/video routing switchers, Pace2000 seven-day controller, audio/video/  
pulse distribution amplifiers, video equal-  
izers, telephone control systems. **Staff:**  
Tony Bolletino, Joe Perullo, George Petri-  
lak.**Ditch Witch** 159-63  
Box 66, Perry, Okla. 73077Trenching and vibratory plowing equip-  
ment.**Drop Shop** 881  
Box 284, Roselle, N.J. 07203**DX Communications** 150  
10 Skyline Dr., Hawthorne, N.Y. 10532Satellite headend systems and compo-  
nent, Ku and C band receive only earth  
stations\*. **Staff:** Hiro Sugiyama, Koki Mat-  
sumoto, Richard Gonzalez, Thomas  
Sharpe, Myron Margolis, Harry Hayashi,  
Jacob Krieger, Edwin Grainger.**Eagle Comtronics** 839  
4562 Waterhouse Rd., Clay, N.Y. 13041Super traps, multiple channel traps, de-  
coding filters, directional taps, progra-  
mable and addressable descramblers  
and converters. **Staff:** Alan Devendorf,  
Joe Ostuni, Chet Syp, Thomas Malson,  
John Tekach, Peter Swanson.**Eastern Microwave** 260  
112 Northern Concourse, Syracuse, N.Y.  
13221WOR-TV New York. **Staff:** Gil Korta, Ann  
Marie Russell, Laurie Prouty-Silverman,  
Susan Moliski, Ann Forsyth, Amy Sloane,  
Laurie Portzline.**Encyclopaedia Britannica USA** 894  
20720 Ventura Blvd., Suite 210, Woodland  
Hills, Calif. 91364**ESPN** 100  
355 Lexington Ave., New York 10017Sports programming network. **Staff:** Bill  
Grimes, Roger Werner, Roger Williams.**Eternal Word Television Network** 1166  
5817 Old Leeds Rd., Birmingham, Ala.  
35210Catholic cable programming network.  
**Staff:** Marynell Ford, Tracee Goin, Paul  
Odom.**EventTeleVision** 268  
7800 E. Union Ave., Suite 700, Denver  
80237**Financial News Network** 1360  
2525 Ocean Park Blvd., Santa Monica, Cal-  
if. 90405FNN and Score\*, ad-supported cable  
business and financial news network.  
**Staff:** Arnie Rosenthal, Paul Steinle,  
Christopher Taylor, John Fagan, Peter  
Mondics, Bill Schwiezer, Gary Erlich, Elio  
Betty, Francie Leader, Sande Gawlik, Pe-  
ter DeRose.**First Data Resources** 1052  
7301 Pacific St., C-14, Omaha 68114Micro computer based billing service,  
Profitrack. **Staff:** Margaret Ludemann,  
Jay Oxtan, Jim Coury, Jim Perkins, Bob  
Hall, Roger Bottazzi, Matt Gates, Rusty  
Rau, Barb Farrell.

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Spectrum Communication  
Services, Inc.  
Refinance & Cable TV Construction  
Preston, Minnesota**\$610,000**STARSATT CORPORATION  
Cable TV Construction  
Jones Creek, Texas**\$1,000,000**Central Florida Cable Co.  
Cable TV Refinance  
& Construction  
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**FM Systems 145, 47**

3877 S. Main St., Santa Ana, Calif. 92707

Studioline transmission system with stereo, stereo processors for cable head-ends, audio transmission systems. **Staff:** Frank McClatchie, Keith Rauch, Dennis Caples, Donald McClatchie, Derek Henry.

**Galavision 238**

460 W. 42d St., New York 10036

Spanish-language pay service featuring movies, novellas, sports, musicals, mini-series, children's programs. **Staff:** John Figueroa, Eddie Dominguez, Carmen Rodriguez, Yasmin Sanchez, Danny Hertas.

**Gayla Associates 1237**

Westlake Village, Calif.

**Clifton Gardiner & Assoc. 883**

25107 Genesee Trail Rd., Suite 200, Golden, Colo. 80401

Brokerage and financial services. **Staff:** Clifton Gardiner, Wally Briscoe, B.J. Lipari, Charlie Mills.

**General Cable Co./apparatus div. 368**

5600 W. 88th Ave., Westminster, Colo. 80030

Aerial lifts. **Staff:** Roger Holmlund, Gary Burke.

**General Instrument/Jerrold div. 400**

2200 Byberry Rd., Hatboro, Pa. 19040

**Gen-Co 708**

9925 Commerce Ave., Tujunga, Calif. 91042

**Gilbert Engineering 887**

Box 23189, Phoenix 85063

**Staff:** Robert Spann, Robert Hayward, Bill McDade, Bill Down, Jim Moulin, Larry Massaglia, Don Arndt, John Fowler, Tony Ramsey, M.J. Jackson, Howard Flink.

**GRF Comm. 1472**

Elyria, Ohio

**Hamlin USA 1046**

13610 First Avenue South, Seattle 98168

CR-7000A addressable converter\*, MLD-6400A addressable add-on descrambler\*, CR-6000 series 66 ch. wireless, remote control converter\*, SPC-4200 set-top converter. **Staff:** Jim Forgey, Tom Minami, Ray Pastie, Bart McKay, John Vanderbeck, Gaylord Hart, Dave

Nelson, Mark Lindford, Ken Maxwell.

**Home Box Office 826**

1100 Avenue of the Americas, New York 10036

HBO and Cinemax programming.

**Home Satellite Systems 1336**

1610 W. Evans Ave., Unit H, Denver 80110

Pre-packaged TRVO's. **Staff:** Terry Hill, Jack Joynt, Mark Engler, Bill Krempasky.

**Home Shopping Network 152**

1529 US 19 South, Clearwater, Fla. 33546

**Home Theater Network 416**

465 Congress St., Portland, Me. 04101

Family-oriented premium programming service. **Staff:** Jan Robert Pearce, Peter Newman, Milt Underwood, Bill Hart, Corinne Coen.

**Hughes Aircraft 616**

3100 Fujita St., Torrance, Calif. 90505

Hughes AML microwave systems, outdoor line extender, solid state transmitter, LNA's and power supplies. **Staff:** A. Sonnenschein, C. Rasmussen, N. Woods, W. Margiotta, J. Rushing.

**Hughes Communications 1092**

Box 92424, Los Angeles 90009

**ICM Video 1478**

Oklahoma City, Okla.

**Information Systems Development 704**

3773 N.W. 126th Ave., Coral Springs, Fla. 33065

CableMaster and software for stand-alone computerized customer management and accounting system. **Staff:** Paul Barre, Peyton Lake, Steve Reiss, Jim Cayo.

**Intec Systems 1026**

West Palm Beach, Fla.

**Intercept Corp. 464**

220 Entin Rd., Clifton, N.J. 07014

**Interface Technology 1462**

St. Louis, Mo.

**International Thomson Comm. 712**

Denver

**Irwin Industries 1506**

Long Beach, Calif.

**Kanematsu-Gosho 926**

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Sprucer two-way addressable cable system. **Staff:** Ken Ogiso, Ken Akabane, Kirk Okamoto, Neil DeCostanza.

**KMP Computer Systems 1052**

135 Longview Dr., Los Alamos, N.M. 87544

Cable billing and management system. **Staff:** Eldon Pequette, Randy Provan.

**Leaming Industries 174-75**

180 McCormick Ave., Costa Mesa, Calif. 92626

Stereo processors, synthesizers, other cable FM equipment, frequency agile equipment, stereo generators used with encrypted pay services, modulators used with local ad insertion equipment, Studioline processors and other audio transmission equipment. **Staff:** Stan Serafin, John Hoge, James Leaming, Rob Leaming.

**Learning Channel 1060**

1200 New Hampshire Ave., NW, Suite 240, Washington 20036

**Lemco Tool 895**

R.D. #2, Box 330A, Cogan Station, Pa. 17728

Designers and manufacturers of mechanical tools, equipment and materials for construction and maintenance of cable systems; X series coring and stripping tool. **Staff:** Glenn Miller, Rose Lundy, Bob Brantlinger.

**Lifetime 106**

1211 Avenue of the Americas, New York 10036

**Staff:** Thomas Burchill, Don Andersson, Ben Bellinson, Susan Bluttman, Larry Rebach, Bonnie Busekrus, Jim Ganley, Chuck Gingold, Seymour Kaplan, Sharon Warantz, Barry Kresch, Debra Lieberman, Rose Lorenti, Sydney McQuoid, Bill Padalino, Holly Penwell.

**Lindsay Specialty 154**

50 Mary St., Lindsay, Ont. K9V 4S7

CATV equipment, feedforward and power doubling trunk bridges, line extenders, system passives, antennas. **Staff:** David Atman, Don Stirling.

**Little Giant Industries 1240**

2211 S. Lorsen Pkwy., Provo, Utah 84601

**Lode Data Corp. 123**

6450 E. Hampden Ave., Denver 80222

**LRC Electronics 847B**

901 South Ave., Horseheads, N.Y. 14845

**M/A-Com Cable Home Group 200**

1375 Lenoir Rhyne Blvd., Hickory, N.C. 28601

Comm/Scope coaxial cable, addressable baseband converters, commercial satellite antenna systems, network specialty cable. **Staff:** Frank Drendel, Gene Swithenbank, Stan Lindsay, Paul Wilson, Frank Logan, Joe Teague, Jerry Smith, Ed Foust, Mark Manning, Tom McMinn.

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**Manufacturers Hanover** 157  
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**MPCS Video Industries** 169  
511 W. 57th St., New York 10019

**MTV Networks** 516  
1775 Broadway, New York 10019

Music Television, Nickelodeon, VH-1: Video Hits One. **Staff:** David Horowitz, Robert Pittman, Tom Freston, Mark Booth, John Reardon, Sue Binford, Barry Kluger, Joe Shults.

**Muscular Dystrophy Assoc.** 137  
810 7th Ave., New York 10019

Subscriber acquisition program, 1986 cable/MDA program materials and information. **Staff:** Mike Havlicek, Sandy Freeman, Keith Haynes, Gere Gastineau, Clarke Tibbetts, Linda Speranza, Carla Gushard.

**Nacom Cable** 172  
714 Centinela Ave., Englewood, Calif. 90302

**Nashville Network** 420  
41 Harbor Plaza Dr., Box 10210, Stamford, Conn. 06904

**Staff:** Steve Beal, Kathy Canavan, Craig Chambers, Paul Corbin, Cheryl Daly, Greg DePrez, Peter Gayton, Tom Griscom, David Hall, Linda Janson, Roy Mehlman, Tracy Prager, Harlan Rosenzweig, Evelyn Sias, Lloyd Werner.

**National Cable Television Assn. 713-14**  
1724 Massachusetts Ave., N.W., Washington 20036

**Nationwide Cable Rep** 670  
A.M. Pena Bldg., 27801 Euclid Ave., Euclid, Ohio 44132

Cable rep. **Staff:** Theodore Stepien, Lenny Rock, Gene Gurda.

**NBC**  
30 Rockefeller Pl., New York 10112

**Nexus Engineering Corp.** 149-51  
4181 McConnell Dr., Burnaby, B.C. V5A3J7  
Satellite receiver\*, U-V controller\*, commercial headend equipment including TV modulators, FM audio frequency modulators, heterodyne signal processors, on-channel processors, satellite receivers, stereo generators, stereo decoders and active combiners. **Staff:** Lyle Horne, Altaf Alimohamed.

**NFLCP** 707  
906 Pennsylvania Ave., SE, Washington 20003

**A.C. Nielsen Co.** 1458-60  
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**Northeast Filter Co.** 173  
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202 Twin Oaks Dr., Syracuse, N.Y. 13206

**Nostalgia Channel** 156-62  
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**Oak Communications** 120  
16516 Via Esprillo, Rancho Bernardo, Calif. 92127

Sigma converters and addressable converter/decoders, Orion satellite signal encryption system, Polaris security system. **Staff:** Rj Smith, Loris Thacker, Mary Lou

Wright, Tony Wechselberger, O.J. Hanas, Graham Stubbs, Bob Barrie, Mary Lou Coburn, Karen Whatley, LeRoy DeVries, John Donohue, Gerry Koch.

**Pacific Bell** 1284  
4S750FF, 2600 Camino Ramon, San Ramon, Calif. 94583

**Pacific Cable Products** 1466-68  
Industry, Calif.

**Panasonic** 882  
One Panasonic Way, Secaucus, N.J. 07094

**Parallex** 873  
437 Goldfloss, Winston Salem, N.C.

On-line billing and management system, on-line and office automation for cable, target marketing tracking\*. **Staff:** Winton Wilcox, Bruce Odell, Jerry Nelson, Lee Mixson, Dale Kline, Paula Patterson, Betsy Heggie.

**Payview Ltd.** 716  
GPO Box 300, Hong Kong

Addressable baseband decoders and components. **Staff:** G. Ho, S. Cheung, K. Leung, J. Thompson, M. Boyd, C. Hunting, R. Masson, G. Dean, S. Trivelpiece, C. Trivelpiece.

**Pico Products** 1236  
103 Commerce Blvd., Liverpool, N.Y. 13088

Pay TV security products—notch filters, super notch filters, tier traps, encode/decode systems, parental control device, amplifiers, splitters, taps and accessory items, satellite reception and distribution systems. **Staff:** Bernard Hitchcock, George Knapp, Henry Cook, Penny Garo, Susan Bender, Jim Mead, Ron Peterson, Rob North, Jim Quigley.

**Pioneer Communications** 144  
2200 Dividend Dr., Columbus, Ohio 43220

BA-5000 one-way addressable converter with VCR timers and supporting software, pulse add-on for two-way communication, MTS adaptor for stereo TV, cradle to upgrade standard converters to addressable. **Staff:** Thomas Calabro, Larry Shredl, Ed Kopakowski, Jim Lewis, Ivan Diew, Shellie Rosser, Ron Coppock, Dave Bourne, Vonna Richardson, Bob Shaw, Rich Annibaldi, Yuske Ishii, Michael Hayashi, Jennifer Miller.

**Pirelli Optronic Systems** 718-19  
300 Research Pkwy., Meriden, Conn. 06450

1301 multichannel fiber optic supertrunk\*. **Staff:** Bob Leroux, A. Deichmiller, Alan Kent, Bill Jensen, Stan Johnson, Dale DeLancey.

**Portac** 652  
108 Aero Camino, Santa Barbara, Calif. 93117

Time-managed message generator/controller systems. **Staff:** Brian Hooper, Tracey Hooper.

**Precise Manufacturing** 706  
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**Productions Products Co.** 1484  
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**Rainbow Programing Services** 1246  
100 Crossways Park West, Woodbury, N.Y. 11797  
American Movie Classics, Bravo, Playboy Channel, SportsChannel. **Staff:** Marc Lustgarten, Art Baer, Cathy Hetzel, Katie McEnroe, Noreen O'Loughlin, Michele Roberts, Tom Chestnut, Kathy Dore, Cheryl Simon.

**RCA American Communications** 560  
4 Research Way, Princeton, N.J. 08540

**Regency Cable Products** 1260  
4 Adler Dr., Box 116, E. Syracuse, N.Y. 13057  
HES002, HES003\*, NIDC and LOCAL system. LC32\*, in-system downloader, RE1\*, RE2\*, RE3\*. **Staff:** Martin Zelenz, Peter Warburton, Dominick Maio, Kevin Sheldon, John Shaw, Stephanie D'Agostino, Michele DeStaffan, Bill Emery, Joseph Boone.

**Reiss Media Enterprises** 438  
337 Florida Hill Rd., Ridgefield, Conn. 06877

**Reliable Electric** 1348  
11333 Addison St., Franklin Park, Ill. 60131

**RF Analyst** 702  
112 E. Ellen St., Fenton, Mich. 48430

**RMS Electronics** 664  
50 Antin Pl., Bronx, N.Y. 10462

**RMT Engineering** 715  
625 E. Taylor Ave., Sunnyvale, Calif. 94086

**Sachs Communications** 466  
30 W. Service Rd., Champlain, N.Y. 12919  
Construction and drop installation hardware, Saxxon metal clip with hardened cadmium nail\*, Econospan span clamp\*, Messenger drop clamp. **Staff:** Jack Sachs, Bob Stark.

**Satellite Syndicated Systems** 1084  
8252 S. Harvard, Tulsa, Okla. 74137  
Satellite Program Network, StarShip Stereo and WTBS(TV) Atlanta. **Staff:** Dick Smith, Jim Trecek, Sel Kremer, Kip Farmer, Mark Dempsey, Steve Olsen, Sharon Ferguson, Terri Johnson, Kathy Wagner.

**Saxe Walsh** 125  
42 E. 75th St., New York 10021  
Data base and list enhancement products. **Staff:** Andrew Saxe, Mark Walsh, Jim Wiesenberg.

**Scientific-Atlanta** 532  
3845 Pleasantdale Rd., Atlanta 30340

**Showtime/The Movie Channel** 972  
1633 Broadway, New York 10019  
Pay programing services.

**Signal Vision** 984  
22732 B Granite Way, Laguna Hills, Calif. 92653  
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460 W. 42d St., New York 10036

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**Standard Communications** 600, 604  
Box 92151, Los Angeles 90009

**Studioline Cable Stereo** 132  
11490 Commerce Park Dr., Reston, Va. 22091

Studioline Cable Stereo, Stereo-Track. **Staff:** John Humphreys, Jason Taylor, Stuart Segal, Norma Young, Jim Britain, Edward Burakowski, Daniel Mulvenon, Ann Stookey.

**Synchronous Communications** 1160  
1701 Fortune Dr., Suite O, San Jose, Calif. 95131

Cable headend products, agile input/output converters, TV modulators, TV demodulators, audio and third generation FM video modems. **Staff:** Vincent Borelli, Barbara Holliman, Albert Johnson, Richard Old, Gilles Vignaud.

**Telecrafter Corp.** 1501

Box 21475, Billings, Mont. 59102

Fastac clip gun\*, RB-2 cable clips\*, audit control box, drop control box\*, universal cable markers, tele-theft locks and seals, converter seals\*. **Staff:** Peter Mangone, Dorit Herman, Pamela Burns, Kathy Segmiller.

**Tele-Engineering** 1470  
2 Central St., Framingham, Mass. 01701

**Television Digest** 117, 119  
1836 Jefferson Pl., NW, Washington 20036

**Telstar Corp.** 160  
Los Angeles, Calif.

**Texscan** 946  
3102 N. 29th Ave., Phoenix 85017

Cable distribution equipment, test equipment, standby power supplies, MDS/MMDS/ITFS reception systems, character generators, commercial insertion equipment, RF components, status monitoring systems, remote addressable converters. **Staff:** Carl Pehlke, Raleigh Stelle, Tom Holder, Bill Dawson, Bert Henschied, Dick Taylor, Bob Shannon, Gary Adams, Bick Remmey, Carl Rodney, Joe Hooker, Larry Gay, Dave Barbour, Ken Lawson, Alan Whitlock.

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**Toner Cable Equipment 338**  
969 Horsham Rd., Horsham, Pa. 19044

**Transworld Systems 1338**  
6160 N. Cicero Ave., Chicago 60646

**Trilogy Communications 1032**  
2910 Hwy. 80 East, Pearl, Miss, 39208  
Coaxial cable. **Staff:** Steve Hallock, Bill Kloss, Bill Herrin, Shinn Lee, John Kaye, Mann Bush.

**Trinity Broadcasting Network 1132**  
Box A, Santa Ana, Calif. 92711  
24-hour religious programming network. **Staff:** Stan Hollon, Nidia Day, Holly Johnson.

**Triple Crown Electronics 891**  
4560 Fieldgate Dr., Mississauga, Ont. L4W 3W6

Satellite receivers (4 ghz and 12ghz), TV and FM modulators, demodulators, processors, indoor and line amplifiers 300 and 450 mhz, DBC addressable products, standby power supplies. **Staff:** Charles Evans, Earl Russell, Werner Krajicek, Don Atchison.

**Turner Broadcasting 540**  
1050 Techwood Dr., NW, Atlanta 30318  
WTBS(TV), CNN and CNN Headline News. **Staff:** Terry McGuirk, Marty Lafferty, Doug McGinnis, Julia Sprunt, Steve Chamberlain, Mark Henderson, Andy Harrison.

**TV Decisions 153, 155**  
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**TV Guide 344**  
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TV Guide magazines. **Staff:** Herb Zucker,

**TV Host 1126**  
3935 Jonestown Rd., Harrisburg, Pa. 17109  
Cable program guides. **Staff:** Frank Dillahay, Tracey Henk, Terry Harmon, Curt Jantz.

**TVSM 866**  
201 Gibraltar Rd., Horsham, Pa. 19044  
Program guides. **Staff:** Irv Kalick, Marci Herman, Neil Heller.

**United Video 960**  
3801 S. Sheridan, Tulsa, Okla. 74145

KKGO(FM) Los Angeles\*, WGN-TV Chicago, electronic program guide, EPG Jr., WPXI New York, KTVT Dallas, WFMT(FM) Chicago, Zephyr weather transmission service, SportsTracker. **Staff:** Roy Bliss, Jeff Tree-man, Chris Bourne, Morgan Lambert, Jamie Witmer, Rebecca Woods, Carol Harper, Sandy Neuzil, Terri Sontag, Sheri Lloyd, Virgle Smith, Mike Peyton, Reuben Gant, John Roberts, Anne Wilkerson. son.

**U.S. Air Force Recruiting 1480**  
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**Vibra King 135**  
Box 247, Kingswood Rd., Mankato, Minn. 56001

Accu-punch pneumatic boring tool. **Staff:** Mike Gundell, Marty Ferguson.

**Video Media 1512-13**  
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**Vitek Electronics 847C**  
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**Wavetek Indiana 888**  
Box 190, Beech Grove, Ind. 46107

**Weather Channel 546**  
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24-hour weather programming service. **Staff:** Sandy McGovern, Mike Eckert, Nicole Browning, Carter Maguire, Dawn McCall, Lynn Hamilton, Ron Qurashi, Jan Tyler, John Wynne, Wendy Holbrook, Lance Dickens.

**Wegener Communications 1066**  
150 Technology Park, Norcross, Ga. 30092

Stereo processors, synthesizers, cable FM equipment, X-Press data modems, audio and data transmission systems for satellite and microwave, BTSC TV multi-channel sound modulators. **Staff:** Bob Placek, Heinz Wegener, Ned Mountain, Harry Matthews, Roger Doering, Neil Kohn, Peggy Placek.

**Westec Communications 885**  
14405 N. Scottsdale Rd., Scottsdale, Ariz. 85254

**Western CATV Distributors 1178**  
3430 Fujita Ave., Torrance, Calif. 90505

Line equipment, converter distributor, electronic subscriber hook-up equipment, repair facility. **Staff:** Bill Ewing, Allen Lipp, Dave Massaglia, Tom Robinson, Kathy Horst, Chris Carroll, Dave Herman, Chris Ewing, Phil Glade.

**Western International Media/Cablestat 892**  
8544 Sunset Blvd., Los Angeles 90069

Local audience research service, data base service for advertising agencies. **Staff:** Dennis Holt, Jack Smith, Patrick McCabe, David Lawrence, Mark Blas-kiewicz, Nancy Mills, Tracy de Pass, Laurie Sigoloff, Karry Hightower, Cheryle Staples, Susan Wichter, David Diehl, Chuck Bachrach, Kathy McGrath.

**Westinghouse Cabletronics 846**  
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**World Video Library 450**  
2747 Airport Freeway, Fort Worth 76111

WVLS pay-per-view system, impulser addressable converters. **Staff:** John Rattliff, Gerry Jordan, Joseph Sigler, Wayne Burress, Jeff Flowers, Seth Kittay, Steve Leininger, Larry Atwell.

**X-Press Information Services 966**  
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X-Press. **Staff:** Paul Maxwell, John Sudmeier, Patrick Gushman, Dottie Roberts, Jack Klinge, Chery Grund, Heidi Markus, David Erickson.

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## Coming soon to the video store: selected TV series

Some, in fact, are already there, with distributors searching their television libraries for suitable home video product; but there are a lot more questions than answers as to which programing will work

The Hollywood studios are getting ready to sow the next field of back-end profits for television series by releasing episodes of selected programs in the home video market. Most of the major studios, including Paramount, 20th Century Fox and MCA, are combing their television program libraries in search of titles that can be sold to home video to help stave that market's appetite for new product. The move also provides another revenue stream to defray the costs of producing television series.

But so far, most of the major studios are only dipping their toe into the home video market. Few, if any, predict it will be the kind of bonanza created by the release of theatrical titles. But as the dynamics of the home video market evolve—if, as some expect, it moves away from primarily a rental business to a low-priced sales business—several home video distributors think television series will become commonplace in the home video market.

Television series on home video are not new to international markets where broadcast outlets are limited and where home video represents a first-run outlet, but the domestic counterpart has until now been rare. A brief sample of what the major distributors have been doing in the home video distribution of television series episodes includes:

■ MCA Home Video will release 32 titles picked from the television series, *Battlestar Galactica*, *Buck Rogers in the 25th Century*, *The Hardy Boys* and *Nancy Drew* this week. MCA is releasing eight episodes from each series and suggesting they retail at a price of \$19.95.

■ Paramount Home Video has released to home video three mini-series, *A Woman Called Golda*, *The Jesse Owens Story* and *Shogun*. Paramount is also distributing the two-hour pilot of *Call To Glory* and three episodes of *Working Stiffs*, a sitcom starring Michael Keaton and Jim Belushi that had a brief, eight-episode run on CBS in 1979. All six episodes of another Paramount sitcom, *Police Squad!*, starring Leslie Nielsen, which had a brief run on ABC in 1982, are also available.

■ Karl Lorimar has released three episodes from *The Waltons* to home video. The first, released last July, was a 10-year retrospective of the series, and the second and third were Thanksgiving and Christmas holiday episodes, respectively, which were ori-

ginally two-hour, made-for-TV *Walton* specials.

■ Disney Home Video this month will put out the first five of a scheduled 15 volumes of *The Mickey Mouse Club*, which ran on ABC from 1955 to 1959. Each 90-minute cassette will feature three half-hour shows from the 1957-58 season and have a special introduction by Annette Funicello. Next year Disney expects to release episodes from *The Wonderful World of Disney*.

■ Warner Bros. has released the mini-series *Roots* to home video as well as 20 episodes from the early days of *Saturday Night Live* and three episodes of *Little House on the Prairie*. Warner also compiled some of the best acts performed by the late John Belushi in those *SNL* episodes and wove them together into a release called *The Best of John Belushi*.

■ CBS/Fox Home Video has established a new label, Playhouse Video, specifically designed to offer wholesome, family entertainment. The first title under the label is *Romper Room*, the 31-year-old franchised children's show. Other broadcast-, network- or pay-originated programing that CBS/Fox has acquired for home video distribution in-

cludes *60 Minutes*, *Jim Henson's Muppet Video Series*, *Dr. Seuss*, *Robin Hood*, *Mister Rogers' Neighborhood*, *The Baron and The Kid*, *Mr. Wizard's World*, *Tall Tales* and the entire BBC catalogue.

More television programing will appear on home video, some believe, because home video's traditional programing source, theatrical movies, will begin to run dry. Todd Leavitt, senior vice president of programing and business affairs at CBS/Fox Video, explained: "The home video industry started as a motion picture-based industry but it burned the good stuff out—there aren't any catalogues left, no old sources for new video. So what we are left with is the new release business." Leavitt said that about 400 theatrical titles are released annually by distributors to the home video market. But major Hollywood studios produce only about 75 theatricals a year while independents produce another 75. "We can easily handle and market another 200 titles per year," Leavitt said of the industry, although he said broadcast-originated programing is not the only source available to be tapped. Since VCR households are increasing but theatrical releases shrinking, Leavitt said, "the first synergy that presents itself is with traditional TV programing." The home video industry has reached a point in its "life cycle," Leavitt said, where a steady flow of theatrical titles are no longer enough to satisfy the consumer's demand for home video programing.

The first step CBS/Fox took in this direction was the off-cable series *Fairie Tale Theater* produced by actress Shelley Duval, which appears on Showtime. CBS/Fox has secured the rights to other broadcast or cable-originated programing and is getting ready to release it to the home video market. It is planning to distribute *Q.E.D.*, a 13-episode series starring Sam Waterson ("The Killing Fields") which ran on CBS in 1982.

But other distributors, while keeping an eye to the home video potential of television series, see it as a small part of the market at best. "I don't think there are too many series that will be that popular in the video stores," said Mike Donohew, vice president of worldwide acquisitions and development for Warner Home Video. "What you're talking about is a nostalgia market."

Warner has experimented on a limited basis with marketing television series in home video, Donohew said, and met limited success. The 20 edited episodes of *Saturday Night Live* sold between 2,000 and 3,000 units—a fraction of the 50,000 needed to reach "gold" for a theatrical title in home video. As a result, Warner compiled the *Belushi* retrospective. Donohew said Warner has had more success with the home video

### THE JESSE OWENS STORY



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 "CHARLIE RILEY" • PARAMOUNT TELEVISION DOMESTIC  
 DISTRIBUTION AND HARVE BENNETT PRODUCTIONS  
 Produced and Written by HAROLD GAST  
 Directed by RICHARD IRVING  
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distribution of mini-series and made-for-TV movie titles than with old series. The mini-series *Salem's Lot*, for example, shipped 20,000 units.

The majority of broadcast or cable-originated programing in the home video market to date has been the release of made-for-TV movies. MCA Home Video has released "Duel," a widely acclaimed TV movie made several years ago by a then unknown director, Steven Spielberg. CBS/Fox released the final, two-hour episode of *M\*A\*S\*H*, while MGM/UA released some old *Playhouse 90* episodes like "Marty" and "Requiem for a Heavyweight."

The accepted wisdom that any old television series won't make it in home video has prevented distributors from taking a shotgun approach. Instead they have focused on series fitting several characteristics. One of the most often cited is that it must have a devoted, although not necessarily large, audience. Paramount's release of *Star Trek* is the most prominent example, distributors point out—a show that is frequently described as having a "cult following." So too is the release of the "lost" episodes of *The Honeymooners*.

Others, like Karl Lorimar Home Video, have tried to build the release of episodes from a television series into home video around a theme or holiday. Last July, Karl Lorimar released the 10-year retrospective, 110-minute cassette of *The Waltons* and the two *Waltons* holiday specials. Each retails for \$59.95 and Karl Lorimar has shipped up to 5,000 units of each title. "There has to be some type of hook that you can utilize in order to entice the viewer," said Karl Lorimar Executive Vice President Court Shannon about the holiday-oriented releases. "We're assuming these are for the rental market."

Shannon said that next year Karl Lorimar will probably release the mini-series *Christopher Columbus* to home video, and could follow that with the release of episodes of *Dallas*, *Falcon's Crest* or *Knots Landing*, all Lorimar series. One problem with old series, Shannon said, is that there are clauses in the contracts forbidding their distribution until the network or syndication window is closed.

The relatively uncharted market leaves distributors with more questions than answers. Asked what kind of broadcast or cable-originated series would not work in home video, Ted Schmidt, vice president of programing and acquisitions for MCA Home Video, replied, "We don't know."

What will work, Schmidt said, depends upon where consumers buy or rent their videos. As Schmidt sees it, much of the marketing for the home video version of television series will be done through "mass merchant" outlets, such as K Mart or B. Dalton book stores, which would carry only low-priced cassettes. "If the mass merchants come on board, that's an entirely different phenomenon," said Schmidt. "We're going to let the marketplace tell us [what consumers want] rather than force this."

Schmidt said that there is a difference between the "traditional" video business, which is principally a rental market, and the emerging mass market home video business, which is sales oriented. Because of shelf

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**USA MOVIE "Targets" (1968)** Boris Karloff, Tim O'Kelly. An aging horror-movie star tries to reason with a murderous sniper at a drive-in movie theater.  
Costars: Patrick McGoohan, Billie Whitelaw. (Part 1 of 2)

**JAMAICA INN** In 19th-century England, Mary Yellan... and amid a clientele of thieves and murderers her truest friend is her uncle's roguish, but charming brother.  
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space problems, Schmidt said, it is difficult to introduce anything but the blockbuster theatrical titles at the corner video store. He hopes the large retail stores will have more room to stock some of the titles that have narrower appeal—a category into which television series will fall. “The problem is going up against the higher visibility motion pictures,” he said, “but the real good quality [television] shows can find their place if they’re done selectively and done with the proper marketing support.”

Some of the old television series MCA is thinking of releasing to home video during the coming year under a “classic” television label, Schmidt said, are *Love That Bob* and—benefitting from its resurrection on NBC—early episodes from *Alfred Hitchcock Presents*. It may even reach the point, ventured Schmidt, where “you might see a section for ‘great television shows’ in the video store.” □

## Showtime launches pay-per-view service

Viewer's Choice is latest offering in cable programing competition

Showtime/The Movie Channel Inc. launched its satellite pay-per-view service last Wednesday (Nov. 27) under the name Viewer's Choice, which Warner's Qube service used locally as the name of its PPV service for seven years.

The announcement came as some surprise to many as the company had earlier delayed the launch—because of a number of problems—saying it probably wouldn't put the service on the bird until early 1986. Showtime/TMC executives denied they were under pressure to launch sooner because of recent start-up announcements by PPV competitors, Request Television and The People's Choice (BROADCASTING, Nov. 25).

But Jeffrey Reiss, founder of the company that launched Request Television, saw it differently last week. “They are trying to play catch-up with us,” Reiss said of Showtime/TMC. He said that Request started sending promotional materials—such as 30-second and 60-second advertisements—to affiliates via satellite two weeks ago and that the network's first movies went out over the bird, as scheduled, last Thursday (Nov. 28), one day after Showtime/TMC's hastily arranged launch. Showtime/TMC's aggressive move to launch a day ahead of Request, said Reiss, is a sign that PPV, after a couple of false starts, has finally passed the starting gate and is into the marketplace. “It's healthy,” he said. “It means that pay-per-view is a business and that we are setting the pace.”

Two months ago, Scott Kurnit, executive vice president and general manager of Showtime/TMC's PPV operation, said the biggest problem delaying the service was the failure to come up with a single workable and cost-effective order entry and billing system that could be used by the network's PPV affiliates. And last week Kurnit ac-

**Western foray.** The New York-based Museum of Broadcasting has announced it will travel to Los Angeles March 6-28 for the nonprofit organization's third annual West Coast exhibition of vintage television and radio programing. The screenings and related seminars will be co-sponsored by the Los Angeles County Museum of Art, which will house the events in its Bing Theater.

The museum director, Robert M. Batscha, said a previously considered proposal of establishing a Museum of Broadcasting branch in Los Angeles “is not even being considered” at this time, emphasizing that similar work is being carried out by the University of California-Los Angeles Television and Radio Archives, with support from the Academy of Television Arts and Sciences. “We enjoy a good relationship with [UCLA],” Batscha said, noting that the Los Angeles entity has provided material used in some past exhibitions.

The grant-supported museum began making presentations outside New York in 1983 and expanded to Houston and Minneapolis in 1984. Batscha said he is especially interested in Hollywood-area exhibitions because of exposure to members of the creative community.

“It's exciting to show these programs to some of the very people who wrote, produced, directed or starred in them,” he said.

The Los Angeles exhibit will include a discussion of jazz in television moderated by Steve Allen, a panel on trends in talk and music radio and an examination of “working women” in television. Also included will be screenings of material previously shown to New York audiences.

Current priorities for the museum include a search for larger and permanent headquarters in New York, expansion of visitation hours to include Sunday afternoons, and greater emphasis on radio programing. More radio seminars are planned in 1986, thanks in large measure to a recent grant from RKO Radio. The next exhibition, “I Remember Mama,” begins Dec. 16, highlighting 35 recently recovered episodes of the 1950's television series of the same name.

Batscha said the museum currently has an annual budget of \$1.5 to \$2 million and employs about 40 persons. It is located at 1 53d Street in Manhattan.



**Benny's back.** Classical-formatted WQXR-AM-FM New York has begun airing old Jack Benny radio shows that originally aired on the CBS Radio Network from 1948 to 1954. According to WQXR President Warren Bodow, the station has selected 52 of 200 half-hour shows and will air them weekly for the next year. The series is being sponsored by the financial firm of Lebanthal & Co. Distribution rights for the old Benny shows are held by Robert Michaelson Inc., New York. Discussing details of the Benny rebroadcasts with Bodow (center) are James A. Lebanthal of Lebanthal & Co. (l) and Robert Michaelson.



knowledge that such a system has yet to be developed. "It's impossible today to have the ultimate order-taking system in place," he said. But there are enough order entry and billing system alternatives available to cable operators, he said, to make PPV "a viable business" today, without the "ultimate" system. "Our position has always been: Start the business and get it to customers," he said. Kurmit said the network will continue to work on developing an automated order entry system, and cited ongoing tests be-

tween Viacom and Pacific Bell in some West Coast systems owned by the MSO, as well as a trial with Pioneer in Viacom's Akron, Ohio, system which is focusing on so-called "store forward" technology.

VC is beaming its programming to cable systems via Satcom III-R, said Kurmit, and, like its competitors, The People's Choice and Request Television, is using M/A-Com's Videocipher II scrambling.

As of last Wednesday (Nov. 27), VC was beaming its programming (initially, the net-

work, shown several times a day) to four Viacom systems, with a total basic subscriber universe of 140,000, in Nashville, Cleveland, East Bay, Calif., and Pittsburg, Calif. Systems with another 350,000 subscribers have also affiliated with Viewer's Choice, including Warner Amex's Qube systems, and will be added to the satellite network over the next several months. Until those systems are on the satellite, they will receive the PPV programming via videocassette.

Several studios have agreed to supply

## Ninth week of season: second win for CBS

Buoyed by good ratings performances of the final two parts of the mini-series *Kane and Abel* and by a strong Sunday night, CBS was a winner of the ninth prime time week of programming this season—with an 18 average rating and a 27.2 average share, based on Nielsen's National Television Index. NBC had a 17.8/27, and ABC a 14.7/22 for the week of Nov. 18-24.

Although the CBS victory increased its season-to-date average ratings since the eighth week by only .1, its Nielsen November sweep average was increased by .3. By the end of the ninth week, sweep averages stood at: NBC-17.8, CBS-17.3 and ABC-15.9. In season-to-date averages, NBC had an 18.1, CBS 16.9 and ABC a 14.8.

*Kane and Abel*, with seven hours and three parts, averaged 22.7/33 overall, and helped deliver three nightly victories (Nov. 17-19) for CBS—Sunday of the preceding week, and Monday and Tuesday of last week. The mini-series's second part on Monday (23.4/34) ranked seventh and its third part on Wednesday ranked 12th. CBS also won Friday. The Monday night win was the highest average rating for a network on that night during the season so far (21.8/31). NBC had wins on Thursday and Saturday and ABC was a winner on Wednesday.

HUT's for the week were up 9% this year, at 66.4, from a 60.8 during the same week a year ago. Three-network ratings were up 6% from last year's 47.7, at 50.5 this year. But three-network shares were down 3% from last year's 77.9 to 75.9 this year.

■ On Monday, *Kane and Abel, Part 2* (23.4/34) won the 9-11 p.m. time period. ABC's *Monday Night Football* (19.4/29), in which the Washington Redskins won 23-21 over the New York Giants, ranked second from 9:30 to 11 p.m.; at 9-9:30 p.m., the *NBC Monday Night Movie*, "Dumbo," was second. "Dumbo" also won at 8-9 p.m. NBC shifted its Monday movie from 9-11 p.m. to 8-10 p.m., and moved *TV's Bloopers and Practical Jokes* (13.8/21) to 10-11 p.m.

■ On Tuesday, *Kane and Abel, Part 3* scored a 21.4/32 and dominated 9-11 p.m. At 9-10 p.m., *Moonlighting* (17.4/25) on ABC placed second behind it, and at 10-11 p.m., *Remington Steele* (13.8/22) on NBC was second. ABC won 8-9 p.m., with 16th-ranked *Who's the Boss* (20.6/30) and 24th-ranked *Growing Pains* (18.8/27). Also at 8-9 p.m., NBC's 21st-ranked *A Team* scored a 19.2/28 and CBS's *We Are the World: A Year of Giving*, the week's replacement for *Hometown*,

scored an 11/16.

■ With the two *Dynastys* dominating 9-11 p.m. on Wednesday for ABC, NBC was a winner at 8-9 p.m. with *Highway to Heaven* (20.7/31). ABC's *The Insiders* (13.5/30) was second at 8-9 p.m. At 9-10 p.m., a *CBS Special Movie Presentation* (13/19), "Lost in London," running in place of one-and-a-half-hours of canceled programming (*Stir Crazy* and *George Burns Comedy Week*), and *Charlie and Company* outperformed the season-to-date average for the three shows. *St. Elsewhere* (13.7/22) placed second at 10-11 p.m.

■ On Thursday, NBC had a win that included the number-one-ranked *The Cosby Show* (35.3/51), as it posted the strongest ratings for a regularly scheduled series episode since Jan. 3, 1981, when *Dallas* had a 36.4/58. *Family Ties* ranked second with a 32.2/46. Beginning at 9 p.m., the three networks carried a presidential address; CBS and ABC offered analysis, following the speech, until 10 p.m., but NBC resumed its regular schedule at 9:52 p.m., with 11th-ranked *Cheers* (21.9/33). It carried *Hill Street Blues* beginning at 10:22 p.m. NBC's 25.8/38 for Thursday was the highest-rated night for a network in the week. ABC's 8.3/12.2 on Thursday was the lowest for a network.

■ For the fourth week in a row, each network won one hour of programming on Friday. It was also the ninth time CBS has won the night overall. ABC won 8-9 p.m. with *Webster* (16.8/27) and *Mr. Belvedere* (17.2/26); CBS won 9-10 p.m. with 10-ranked *Dallas* (22/33), and NBC's fifth-ranked *Miami Vice* (23.7/38) won at 10-11 p.m.

■ Saturday belonged to NBC, with a strong schedule surrounding sixth-ranked *Golden Girls* (23.6/37), at 9-9:30 p.m. NBC took every half-hour of the night with a schedule that included *Gimme a Break* at 8 p.m., 13th-ranked *Facts of Life* (21.1/34) at 8:30 p.m., and *227* (20.1/32) at 9:30 p.m. At 10-11 p.m., *Hunter* scored a 16.2/27. The *CBS Saturday Night Movie*, from 9 p.m. to 11 p.m., scored an 11.7/19.

■ CBS's Sunday schedule, which included the third- and fourth-ranked shows of the week in *60 Minutes* (27.2/40) and *Murder, She Wrote* (25/34), and "Doubletake," combined to win every half hour of programming on the night. The CBS schedule enjoyed a 22-minute football lead-in, which rated 18.9/31. From 8 p.m. to 10 p.m. on ABC, the *ABC Sunday Night Movie*, "Ewoks: Battle for Endor," a Lucasfilms production, rated 18.7/26.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	35.3/51	22.	Dumbo	NBC	19.2/28	43.	The Insiders	ABC	13.5/20
2.	Family Ties	NBC	32.4/48	23.	Football, Sun. 7 p.m.	CBS	18.9/31	44.	Hill Street Blues	NBC	13.2/19
3.	60 Minutes	CBS	27.2/40	24.	Gimme a Break	NBC	18.8/31	45.	Airwolf	CBS	13.1/21
4.	Murder, She Wrote	CBS	25.0/34	25.	Growing Pains	ABC	18.8/27	46.	Lost in London	CBS	13.0/19
5.	Miami Vice	NBC	23.7/38	26.	Ewoks—Battle for Endor	ABC	18.7/26	47.	Love Boat	ABC	12.8/22
6.	Golden Girls	NBC	23.6/37	27.	Scarecrow & Mrs. King	CBS	18.6/28	48.	American Video Awards	ABC	12.7/19
7.	Kane & Abel, part 2	CBS	23.4/34	28.	Mussolini, part 1	NBC	17.7/26	49.	Spenser: For Hire	ABC	12.6/20
8.	Dynasty	ABC	22.4/32	29.	Moonlighting	ABC	17.4/25	50.	Ripley's Believe It Or Not	ABC	12.1/18
9.	*Dynasty II: The Colbys	ABC	22.3/36	30.	Mr. Belvedere	ABC	17.2/28	51.	Silver Spoons	NBC	11.9/18
10.	Dallas	CBS	22.0/33	31.	Webster	ABC	16.8/27	52.	Equalizer	CBS	11.8/19
11.	Cheers	NBC	21.9/33	32.	Commercial Goofs	ABC	16.7/26	53.	Chase	CBS	11.7/19
12.	Kane & Abel, part 3	CBS	21.4/32	33.	Hill Street Blues	NBC	16.3/29	54.	We Are the World	CBS	11.0/16
13.	Facts of Life	NBC	21.1/34	34.	Hunter	NBC	16.2/27	55.	20/20	ABC	10.8/17
14.	Doubletake, part 1	CBS	21.1/33	35.	Simon & Simon	CBS	15.6/23	56.	Lady Blue	ABC	9.8/15
15.	Highway to Heaven	NBC	20.7/31	36.	Riptide	NBC	15.4/22	57.	Punky Brewster	NBC	9.2/14
16.	Who's the Boss	ABC	20.6/30	37.	Twilight Zone	CBS	14.5/23	58.	Summit Analysis	ABC	8.4/12
17.	227	NBC	20.1/32	38.	Remington Steele	NBC	13.8/22	59.	Hollywood Beat	ABC	8.2/13
18.	Knots Landing	CBS	19.9/32	39.	TV Bloopers & Prac. Jokes	NBC	13.8/21	60.	Shadow Chasers	ABC	5.7/8
19.	Falcon Crest	CBS	19.5/31	40.	Hardcastle & McCormick	ABC	13.8/20	61.	Our Family Honor	ABC	5.6/9
20.	Football, N.Y. Giants-Wash.	ABC	19.4/29	41.	St. Elsewhere	NBC	13.7/22				
21.	A Team	NBC	19.2/28	42.	Bridge Across Time	NBC	13.7/21				

\*indicates premiere episode

Viewer's Choice with access to films, including Warner Bros., 20th Century Fox, Columbia Pictures and Paramount. Kurnit refused to provide details of any of the agreements, saying only that they are all different. As to who gets what percentage of

PPV revenues, Kurnit would say only the operators are guaranteed 40%, while the studio and VC will split the remaining 60%.

VC is also providing affiliates with marketing support, including advice on how to launch a PPV service locally, and materials

such as direct mail pieces, bill stuffers, program guide inserts, ad slicks, on-air promos and customer service representative and sales training. Kurnit said it is likely that viewer's choice will add a second pay-per-view channel by mid-1986. □

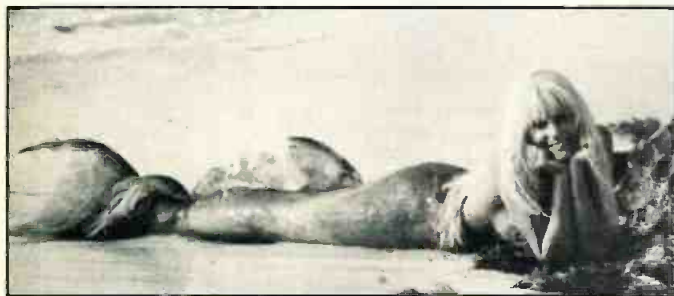
## Syndication Marketplace

**Paramount** says that it has set per-title market records with sales averages of "well over" \$1 million per film after two weeks of clearing Portfolio XI, a 22-title movie package. Titles in the package include "48 Hours," "Flashdance," "An Officer and a Gentleman," "Escape from Alcatraz" and "Heaven Can Wait." According to Greg Meidel, senior vice president and general sales manager, the package has set "record prices in all" of its markets, for total sales of \$22 million. Meidel said Paramount received a number of very competitive bids in each



Paramount's "48 Hours"

market cleared so far, and that clearances include a number of network affiliates. He also said that since Paramount has been out of the business of clearing movie packages for the past several years (it's been busy with *Cheers*, *Family Ties*, etc.), a backlog of titles from its movie studios exist for syndication. Sales of the package are on a cash basis for six runs over four years. Stations clearing Portfolio XI will be given the opportunity of a franchise, he said, for the expected release of subsequent packages. Clearances for Portfolio XI include WNEW-TV New York, KCOP(TV) Los Angeles, WFLD-TV Chicago, WPVI-TV Philadelphia, KBHK-TV San Francisco, WTTG(TV) Washington, KRLD-TV Dallas, KTRK-TV Houston, WPLG(TV) Miami and KPLR-TV St. Louis. ■ **Walt Disney Domestic Television** has cleared seven stations in six markets for its *Disney Magic I* and *Wonderful World of Disney* packages for a total of \$40



Disney's "Splash"

million, according to Robert Jacquemin, senior vice president, syndication. Stations that have picked up the 25-title barter-plus-cash movie package and 178-episode anthology package include WTIC-TV Hartford, Conn., and Metromedia's WNEW-TV New York; WFLD-TV Chicago; WTTG(TV) Washington. In addition, Tribune's KTLA(TV) Los Angeles and Scripps Howard's KNX-TV Phoenix picked up *Disney Magic I* and Gannett's KPFX-TV Mesa, Ariz. (Phoenix) bought *Wonderful World of Disney*. "The prices we've received are commensurate with the product and in line with forecasts we had," Jacquemin said. *Disney Magic I* is being licensed for six runs over five years and *Wonderful World of Disney* is available for five runs over six years. ■ **New Program Group**, a consortium of five group station owners formed in September 1984 to produce and distribute first-run programming, has given a green light to **Metromedia Producers Corp.** to produce 24 more episodes of *Small Wonder*. New episodes, at an approximate cost of \$7 million, are expected to be in the can by April 1986. NPG is owned by Metromedia,

Taft, Storer, Hearst and Gannett. "We wanted to send a signal out to the world that we are pleased with the show's performance," said NPG's Bob Bennett. Bennett said NPG is secure in its goal of producing 75-100 episodes of the sitcom so that stations will then be able to strip it in syndication. ■ It happens in only a handful of cases of every year, but **King World's *Wheel of Fortune*** will be switching stations in Kansas City, Mo. Effective in the fall of 1986, *Wheel* will move from Hearst's ABC affiliate KMBC-TV to Meredith's CBS affiliate KCTV(TV). According to those involved in the negotiations, KMBC-TV was offered a two-year renewal but decided the new terms were too high so a deal was struck with KCTV, which aggressively pursued the show. KMBC-TV is planning to substitute *Wheel* with *The Newlywed Game* at 6:30 p.m. ■ The first stations to buy **MCA-TV's *Knight Rider*** are the Providence-Journal Co.'s KZAZ-TV Tucson, Ariz., and KGSW-TV Albuquerque, N.M., and locally-owned WOIO-TV Cleveland. ■ **Muller Media** will introduce *Reels of Fortune*, a 15-title package of films previously unseen in syndication, at the upcoming Association of Independent Television Stations and NATPE International conventions. Titles among the 13 theatricals and two made-for-television films include *Killing 'em Softly*, with George Segal and Irene Cara; *This Time Forever*, with Eddie Albert and Dick Van Patten; *Ruckus*, with Dirk Benedict and Linda Blair; *Homework*, with Joan Collins, and "Izzy and Moe." Another 12-title package will follow in the spring. ■ **Program Syndication Services** says it has cleared *Holiday Moments*, a package of 36 one-minute program inserts highlighting holiday traditions around the world, in 48 markets. Stars appearing in the segments include Billy Dee Williams, Morgan Brittany, Jameson Parker, Joan Van Ark, Jane Seymour, Martin Sheen and Bruce Boxleitner. Sales of the minutes, which feature a 50-second message followed by a 10-second sponsor ID, are on a cash basis. Among clearances are WNEW-TV New York, KTTV(TV) Los Angeles, WPVI-TV Philadelphia, KRLD-TV Dallas and WFSB(TV) Hartford, Conn. ■ **ABR Entertainment** has cleared its half-hour barter Christmas special, *Yes, Virginia, There is a Santa Claus*, on 101 stations representing nearly 80% coverage of the country, according to Burt Rosen, ABR chairman. In addition, Matchbox Toys has bought all three minutes of national advertising time in the show, Rosen said. Major market clearances include KNBC-TV Los Angeles; WOR-TV New York; WMAQ-TV Chicago; WXYZ-TV Detroit; KYW-TV Philadelphia; KDKA-TV Pittsburgh; WCVB-TV Boston, and WTTG-TV Washington. ■ **Warner Bros. Television Distribution** reports clearing *Night Court* in 72 markets. It guarantees 100 episodes of the NBC series for 1987 on a cash basis. Among the latest signings are WTAE-TV Pittsburgh; WKRN-TV Nashville; WYAH(TV) Portsmouth, Va.; KLRN(TV) Little Rock, Ark.; KSEE(TV) Fresno, Calif.; KETV(TV) Omaha; KDEB-TV Springfield, Mo.; KNTV(TV) San Jose, Calif.; KEYT(TV) Santa Barbara, Calif., and WCOV-TV Montgomery, Ala. ■ **Carl Meyers and Associates** has now cleared the 90-minute seventh annual *American Black Achievement Awards* on 94 stations, including 24 of the top 25 markets. Winning black performers are selected by the "100 most influential black Americans," from ballots prepared by Johnson Publishing Co. editors. Celebrities at the event this year will include Bishop Desmond Tutu, Cab Calloway, Richard Pryor, Diahann Carroll, and Wynton Marsalis. The special will air from late November through February. Sales are on a barter basis with Carl Meyers getting 11 minutes and stations getting 12 plus a 72-second station break. National advertisers include Miller, Ford, AT&T and Coca-Cola. Clearances include 21 of the top 23 markets along with WTNH-TV New Haven, Conn.; WPGH-TV Pittsburgh; KUSA-TV Denver; KDNL-TV St. Louis, and WTTQ(TV) Birmingham, Ala. ■ **Telepictures** has cleared *The Comic Strip* on 75 stations covering 60% of the country, including KCOP(TV) Los Angeles. The two-and-a-half-hour, five-show block can be used either vertically, on weekend mornings, or horizontally as five different afternoon shows each weekday. Three-year deals are on a barter basis with stations getting three-and-a-half minutes, and Telepictures getting two-and-a-half in the first three quarters of the year, and stations getting four minutes, and Telepictures two, in the fourth quarter.



## Programing with NATPE in mind

*The supply of syndicated television programing 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 the most recent announcements:*

**JM Entertainment** has begun pre-convention sales of three offerings announced for 1986, with another announcement to come. *The Movie Connection* is a weekly package of at least 26 classic titles, such as "His Girl Friday," starring Cary Grant; "The Great Guy," starring James Cagney, and "The Front Page." Although many of the movies are less than two hours long, *The Movie Connection* will use a "movie jock," who will provide comic transitions and will introduce comic segments performed by a cast of actors, to fill out the two hours. The new segments will be "mini sitcoms," that frequently parody the movie industry through a variety of characters such as "frustrated directors" and mock-movie critics, according to Jerry Molfese, president. He said that the package would skew to young adults. *The Movie Connection* is being sold on a barter basis with 14 minutes per two-hour movie for stations, and 10 minutes for JM. JM's second offering is *The Monster Band*, a half-hour live action children's weekly, which follows six children whose headquarters is a tree-house. The show will be shot in a variety of studio and live locations. Original musical numbers will be performed by a costumed Monster band. Sales of *The Monster Band* will be on a barter basis with three-and-a-half minutes for stations, two-and-a-half minutes for JM. Also offered is a package of 365 one-minute inserts titled *This Day in Hollywood*, which recounts Hollywood trivia for a particular day. The inserts are intended for access shows such as *Entertainment Tonight* on affiliates, and during prime time movies on independents. Sales of the inserts will be on a cash basis.

**Viacom** has introduced two offerings for 1986—*Exclusive*, a daily half-hour gossip magazine, and *MTV Top 20 Video Countdown*, a one-hour weekly hosted by MTV's Mark Goodman. *Exclusive* will follow "pop culture" and entertainment gossip. Dennis Gillespie, senior vice president, said the show will have a "pop culture" feel. The show will be hosted by Chris Robinson (of *General Hospital*), and will feature segments supplied from field reporters. There will be 39 weeks of first-run episodes, and 13 weeks of reconstructed repeats. The show's pilot will be shot soon, and sales—cash plus barter basis (Viacom will keep one minute)—begin in early December. Gillespie said the show will primarily be sold for late fringe, with the expectation that it will move to access. The *MTV Top 20 Video Countdown*, hosted by MTV VJ Mark Goodman, will be similar to the show of the same name on MTV, recently acquired by Viacom. Along with a countdown of the week's top 20 videos, the show will include interviews. Distribution will be on a barter basis with MTV and stations each getting six minutes of commercial time. MTV will sell Viacom's six minutes. There will be 52 episodes of the show. Additionally, Viacom will distribute two additional MTV awards specials.

In addition to the previously announced *Star Cluster*, **Four Star International** has announced distribution of *Matchmaker*, a half-hour strip for late fringe. The show will be hosted by Dave Hull, KHJ(AM) Los Angeles morning drive personality, known as the "Hullabalooer." The show has already begun production by The Productions Group, under Jeff Goldstien, veteran director of *Wheel of Fortune*, *Jeopardy* and the *Merv Griffin Show*. Hull's 11-year feature, "Love Line," loosely serves as the show's basis. In the show, Hull will set up dates for three men and three women. There will be 26 weeks produced originally, and sales will be on a cash plus barter basis, with Four Star retaining one minute. The show could go on the air as early as January.

**ABR Entertainment**, which is going into NATPE with two new first-run shows—*Crosswits* and *Headlines on Trial*—will try to launch a third first-run venture there. *Sports Chronicles* is a sports magazine show hosted by Merlin Olson and Charlie Jones. The weekly series is being produced in association with Gannett's KPXN-TV Phoenix and will also feature a report from a KPXN-TV sportscaster each week. Stations and sportscasters will be compensated for contributions. Terms are barter plus cash with ABR withholding two 30-second spots.

**Lionheart Television International** is offering a new daily half-hour weekly "infotainment" series, *What's In A Name*, for weekend access next fall. Brase Communications will produce the 26-episode series in association with Lionheart. The series, hosted by Orson Bean, is available on a cash-only basis. Described as "a light-hearted look at the

unusual stories behind the origins of a vast array of names that surround everyone's lives," the program has Jim Brauner and Alex Case as executive producers. It is Lionheart's initial first-run syndication effort of U.S.-produced programing.

*Trendsetters*, a new weekly first-run magazine series looking at current life style and personality trends, is being offered for syndication through San Diego-based **Paradise Ventures** and is produced by A&A Productions. Tony Nassour and Alan Rice are co-producers, with Nassour directing. *Trendsetters* will begin a 13-week run on NBC-owned stations in January and is hosted by Kathy Gallagher, Hettie Lynn Hurtes, Jennifer Leigh Rice and a male co-host to be announced.

**Group W Productions** has four projects lined up for sale for next fall—*Ghostbusters*, an animated strip, now cleared in more than 70% of the country; *Fun for the Money*, a game-show strip; *The Beauty Affair with Jose Eber*, a half-hour strip, and *Let the Good Times Rock*, an hour-long weekly music show. *Ghostbusters* is being sold on a barter basis; as yet, there are no marketing plans for the other three shows. *Fun for the Money*, produced by Group W Productions and Woody Fraser (*Good Morning America*, *The Mike Douglas Show*, *That's Incredible*), involves contestants wagering on the outcome of events in the program. In "looking for a distinctive game," said Group W Productions President Edwin Vane, "we discovered that almost" all game show currently involved words games, or questions and answers. *Fun for the Money* will be "truly different," by featuring four physical competitions on each show. *The Beauty Affair with Jose Eber* will feature "makeovers" by Eber, who frequently appears on *Hour Magazine*. *Let the Good Times Rock* will concentrate on the music of the 50's, 60's and 70's and the society surrounding it.

**Harmony Gold** is offering *Shaka Zulu*, the most expensive mini-series (at \$24 million) ever created for syndication without a network commitment or Operation Prime Time. The 10-hour mini-series, for next November, tells the story of warrior/king of the Zulu nation, and features a cast that includes Edward Fox, Robert Powell, Trevor Howard, Christopher Lee and Fiona Fullerton. For the mini-series' first run, the terms of sale will be cash plus barter with Harmony Gold holding one minute per hour. Following runs will be all cash. Harmony Gold is also offering 65 hours of *Robotech II: The Sentinels*, which will serve "to take viewers further into" the current *Robotech* series, according to Richard Firth, director of promotion and station relations. Firth said the cost of production of the new episodes will total \$17 million. With the production, there will be 150 episodes of the *Robotech* series, making it a "multi-generational epic space opera," with the sons and daughters of the current characters. A total of 260 episodes are eventually planned.

**The Silverbach-Lazarus Group** will be offering 24 half-hours of *No Earthly Reason*, a weekly half-hour anthology series which depicts extraordinary events in people's lives, based on actual stories. Each episode will begin and end with a fictional newspaper reporter from the *L.A. Tribune*, played by Jackie Cooper, introducing a story with an inspirational message. Toby Rogers, senior vice president, said that the series is a result of a feeling that "it's time for a good-quality series that offers hope" in the same way that NBC's *Highway to Heaven* does. The series will be sold on a barter basis with a split that has yet to be determined. Rogers said the series was being offered for access and late afternoon on weekends. Silverbach-Lazarus will also be offering a six-hour, mini-series previously shown in Australia for cash, titled *For the Term of His Life*. Set in the Australia in the 1860's, it follows a man who is falsely accused and sent to a penal colony.

**All American Television** and **Fox/Lorber Associates** are selling *The Best of You*, a half-hour strip, hosted by soap-opera star Linda Dano, in which a woman viewer will undergo a complete makeover. The show aired previously in Canada, where it was produced by REO International, which will continue to produce it in this country. Joe Kovacs, executive vice president of All American, said that conversion of the show for an American audience would involve "upgrading production values" and Americanizing the show. Sales will be on a barter basis with stations getting four minutes and the distributors getting two minutes. Stations will also participate in merchandising revenues of products spun off from the series, such as color analysis charts and a variety of cosmetics. The show is being offered for morning and daytime periods. The show will cost approximately \$50,000 per week to produce.

# RIDING GAIN

# O N R A D I O

## Future movement

A typical advertising agency buy for radio in the year 2000 would target adults 35-54 and would run 26 weeks. That projection was made by Eastman Radio in a memo circulated to the firm's client stations.

"The most rapidly growing age cells today are 45-54 and 35-44. Within the next 10 to 15 years, the 35-54 combined age group will account for nearly 40% of all adults. At the same time, the 25-34 age cell will decrease the most in importance and by the year 2000 will account for less than 20% of the adult population," according to the Eastman memo. "The extreme demographics will level off as 18-24 and 55-plus will be essentially the same as they are today." (The most requested age group among advertisers today is 25-54.)

The Eastman projection also cited Arbitron's quarterly market report and three-month rolling averages (Arbitrends) as the principal rating source in addition to the socio-economic profile of a station's listeners.

## Getting together

Westwood One, Culver City, Calif., plans to begin combining some special program sales and clearance responsibilities with those of Mutual Broadcasting when it takes over ownership of the network from Amway, scheduled for today (Dec. 2).

According to Westwood President Norm Pattiz, advertising sales for Mutual's weekly *On A Country Road* and *National Music Survey* programs will be handled by Westwood while station clearances will continue under Mutual. Also, clearances for Westwood's more adult-oriented weekly shows, *Musical*, and *That's Love*, will be moved into Mutual's arena. Advertising for the programs, however, will remain with Westwood. The moves are seen as a way to improve the working framework of the two networks since the bulk of Westwood's programming is aimed at young adults while Mutual has traditionally attracted an older audience.

Additionally, Pattiz noted that all Mutual programming will soon be fed to stations over

both Westar IV, Mutual's current satellite carrier, and Westwood's satellite, Satcom I-R, transponder 3. Among the first of these program extensions to take place will be Mutual's coverage of five college bowl games: the Holiday Bowl from San Diego on Dec. 22; the Aloha Bowl from Honolulu on Dec. 28; the All-American Bowl (formerly the Hall of Fame Bowl) from Birmingham, Ala., on Dec. 31; the Bluebonnet Bowl from Houston on Dec. 31, and the Sugar Bowl from New Orleans on Jan. 1.

## Growing

Several radio group operators have already signed for Arbitron's expanded continuous measurement service ("Riding Gain," Oct. 21), according to company officials. Among the first are Park Communications and Nationwide Communications.

Arbitron's new plan, which fell under sharp criticism from many broadcasters who complained about the way it was suddenly unveiled to the industry (BROADCASTING, Oct. 28), calls for extending continuous measurement from a low of 14 markets during the summer survey period to the top 75 markets four times a year beginning next summer.

## News approach

United Broadcasting's Spanish-language KALI(AM) Los Angeles has adopted a new programming format that interweaves music with news and information in what company Executive Vice President Bill Parris calls a "total flow" approach. "All programming elements occur in sequence, not anchored to specific times," he said.

Parris said the format structure, which is

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**Disk library.** A new library of production music distributed solely on compact disks is being offered by the Dallas-based Digital Production Library. According to Digital, the library contains only music material recorded since late 1984, mixed and mastered specifically for the compact disk. The library, said Digital, has "hundreds of themes, with a variety of treatments and mixes per theme." Most themes are at least two minutes in length. Library licensing prices for radio and television broadcasting vary according to market size. The one-year licensing fee for other businesses is \$3,000.

FirstCom Broadcast Services, Dallas, is marketing the library to radio stations, while VTS Music Inc., Asheville, N.C., is doing the same for television. Digital Production Library offers all other rights to the compact disk library.



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### AUGUST -

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- ✓ RAR TO SIGN KKCY, SAN FRANCISCO/WBMW, WASHINGTON, DC
- ✓ 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 ANNOUNCEME...

targeted to adults 35-54, is one of several designs he is invoking as an alternative programming approach for AM radio. "This is an attempt to combine adult contemporary and all-news in one format to reach upper demographics," he said.

The format calls for two songs to be played in a row—a current top 15 Spanish tune and a top 500 "solid gold" hit—followed by a news update of no less than 60 seconds. "The daily news staple will consist of community-generated stories," said KALI General Manager Raul Ortal.

### Prime promoters

The National Association of Broadcasters is launching an AM stereo contest, "The Great AM Stereo Stakes," to select the six best promotion ideas. The contest is open to association member stations that have promoted or are promoting AM stereo to their listeners.

NAB said the promotions can include demonstrations and AM stereo giveaway contests, on-air jingles, TV spots, print materials such as newspaper articles, advertisements and billboard designs, and "cooperative" promotions with receiver manufacturers, distributors, auto dealerships and "other possible sponsors." Deadline for entries, which can include audio tapes (no cartridges), photographs, videotapes and printed materials, has been set for Jan. 31, 1986.

Each of the contest's six winners will receive a \$500 cash prize, a complimentary registration to the 1986 NAB annual convention in Dallas, and coverage of the contest

entry in the fourth edition of NAB's *Guidelines for Radio: Promotion* handbook.

### International Christmas

The Children's Radio Theatre and the Kennedy Center's Programs for Children and Youth will present *A Christmas Gift from Tommie dePaola* in Washington Dec. 10-22, an original radio play by the children's author



dePaola

and illustrator. The hour-long play, which will be taped as it is being performed, will be broadcast on National Public Radio stations on Christmas day. The production will consist of several short stories adapted from international folklore of the holiday season.

### Loop bypass

A modified Oki portable briefcase cellular telephone for local live remote radio broadcasts proved to be a successful means of transmission for black/gospel-formatted WMOC(AM) Chattanooga. "I don't plan to use a local phone loop [for live remotes] again," said the station's general manager, Harold Cothran.

The station used the telephone, which was provided by Bell South Mobility, an Atlanta-based cellular telephone operator, for its broadcast of the Moorehead College and Knoxville College football game, played to benefit the United Negro College Fund, on Nov. 23. There was no need for a local telephone loop, said Cothran, since the remote unit plugged into the phone's carrying case and the signal is transmitted back to the station through a small antenna on top of the case.

### Playback

Grateful Dead Productions and noncommercial KOPN(FM) Columbia, Mo., are offering to stations the third annual *Grateful Dead New Year's Eve Extravaganza!*, a four-hour, live broadcast of the rock group hosted by comedian Don Novello (better known as Father Guido Sarducci). The special, available free, will be broadcast in stereo beginning at 1 a.m. NYT Jan. 1 via the public radio satellite system. Information: (314) 875-4433.

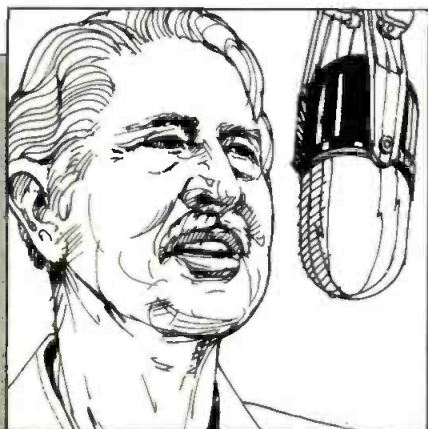
### Classical fest

American Public Radio is offering 22 weeks of special programming from the 1985 Salzburg Festival, taped last summer in Austria. The series, which is expected to be carried by about 100 public radio stations, features such conductors as Zubin Mehta, Hans Graf, Herbert Von Karajan, Riccardo Chailly and Andre Previn. The broadcasts run from 90 minutes to two hours.

The 1985 Salzburg Festival concerts are part of the Eleanor Naylor Dana Music Series which features 52 weeks of performances from major international musical events through March 1986. The series is produced by WGBH(FM) Boston with underwriting provided by the Eleanor Naylor Dana Charitable Trust of New York City. (The late Eleanor Naylor Dana was a patron of the performing arts.) This marks the third consecutive year that American Public Radio is airing the Salzburg Festival.

Separately, American Public Radio will offer stations the live New York Opera Repertory Theater presentation of a concert performance of Virgil Thomson's opera, "Lord Byron." The opera, Thomson's latest, will be aired from New York's Alice Tully Hall on Dec. 7 at 8 p.m. It is being performed in anticipation of the composer's 90th birthday next year. Serving as the program's host is actor/director John Houseman, who directed the 1934 production of Thomson's first opera, "Four Saints in Three Acts."

The broadcast of "Lord Byron" will be produced by Andrew Berger for WNYC-AM-FM New York. According to American Public Radio, the intermission break between the two acts will feature a special segment on the life and work of Thomson, including an interview with the composer.



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## The TV rep revolution

**Mergers and trading of station groups leading to conflicts; many see eventual repping of more than one station per market**

The winds of change are about to blow across the station rep business as a result of mergers and acquisitions of television station groups, according to many authorities. Basic restructuring of the rep-station relationship is foreseen.

Overlooked by many during this year's frenzy of changes in station ownership has been the fate of the national sales representative, who can generate upward of 50% of a television station's revenues. Station trading is likely to set off a round of musical chairs that could alter decades-old associations between television stations and their national sales representative. It could also inspire television reps to do what their counterparts in the radio business have already done: represent two or more stations in the same market by establishing separate and competing reps owned by the same parent company.

"Loyalties in this business are very strong," said one long-time rep firm executive, "but they're breaking down with all this coming and going. There has never been the potential for this much churn in the business." Said a competitor who also wished anonymity: "In 1985 it's imperative that major reps live on Wall Street to know which stations are for sale and who the buyers are. There are [station] groups today that weren't around three years ago. And you don't want to throw out a client who is about to do a major acquisition."

Hard facts as to what the new owners plan to do about their reps are hard to come by, and those making the decisions refuse to comment. Most of the station groups in question are still in ownership transition; decisions about changing reps will not be made until after the acquisitions are complete.

Nonetheless, senior executives in the rep business see the possibility of new relationships developing between stations and reps in the major markets as the new owners contend with different economies of scale—a significantly larger or smaller station group, for example—and review the performance of their national sales organization—routinely done when a station changes hands.

An example of why station groups that grow larger spread their representation to more than one firm is illustrated by Taft. After Taft acquired the Gulf stations it asked TeleRep, which represented all seven of Taft's stations at the time, whether TeleRep would represent the Gulf stations in Houston and Dallas. (Under Gulf, the two had been represented by Seltel.) But TeleRep already represented the Gaylord independent stations in those markets. Taft approached other

reps and to sweeten the deal held out the promise that other stations in the group would be available. "I said that anyone who picks up Dallas and Houston can also pick up additional stations from us," said Ro Grignon, president of Taft Broadcasting. As a result, when MMT was assigned the Texas independents it also won Taft's network affiliates in Cincinnati (WKRC-TV) and Columbus, Ohio, (WTVN-TV) displacing TeleRep. Grignon said that at the time Taft was considering forming its own national sales firm, but even with 13 stations that was not deemed economically feasible.

Another development was Katz Communications' assignment to represent WXYZ-TV Detroit, the ABC-owned station being spun off to Scripps Howard Broadcasting as a result of ABC's merger with Capital Cities

Communications. Scripps Howard, except for its independent KNXV-TV Phoenix, has traditionally been represented by Blair. But Blair represents WXON(TV) Detroit. Blair will continue to rep WFTS-TV Tampa, Fla., which Scripps Howard also is buying from Capital Cities.

"What we're seeing are many more splits of representation than in the past as these conflicts arise," said Jack Oken, president of MMT Sales.

"As station groups grow it will become impossible to have fewer than two or three reps because of conflicts," said James E. Smith, vice president of sales for Scripps Howard. Scripps already had a relationship with Katz from the latter's representation of KNXV-TV Phoenix, a market where Scripps' traditional rep, Blair, is aligned with KPNX-

### Fifth Estate Quarterly Earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
Gannett	Third	\$550,285	16	\$60,702	11	\$0.76
Jefferson-Pilot	Third	\$268,088	3	\$33,490	13	\$1.15
Knight-Ridder	Third	\$403,222	—	\$26,179	-13	\$0.46
Malrite	Third	\$21,126	11	\$3,055	320	\$0.24
Republic Pictures	Third	\$3,147	22	\$149	NM	\$0.04
Turner Broadcasting	Third	\$92,718	19	\$2,407	-55	\$0.11
Walt Disney Prod.	Fourth	\$590,521	27	\$53,770	NM	\$1.60
	Year	\$2,015,429	22	\$173,491	77	\$5.15
Westwood One	Third	\$5,951	53	\$1,169	42	\$0.41

\* Percentage change from same period year before. \*\* Earnings per share. Parentheses indicate loss. NM means not meaningful.

■ **Gannett** had third-quarter broadcasting revenue of \$61.6 million, up 14%, with local TV revenue up 8% and national spot revenue up 10%. Radio station revenue was up 29%, reflecting acquisition of WDAE(AM) Tampa, Fla., and KKBO-AM-FM Houston. On pro-forma basis, radio revenue was up 15% in just completed quarter. Operating income for company was \$119.5 million, up 12%. ■ Third-quarter revenue of **Jefferson-Pilot Communications** was \$20.3 million, up 13%, with net earnings from that division of \$2 million, up 18%. ■ Broadcasting revenue at **Knight-Ridder** increased 3%, to \$15.2 million. Company noted that four of stations are ABC affiliates and consequently were affected by "rating declines" of network and absence of last year's Olympic dollars. Broadcasting revenue for third quarter of 1984 had increased 11.4% over third quarter of 1983. Operating income for company was \$47.6 million, down 11%. ■ Cash flow for **Malrite** rose 18% to \$6.3 million. Net income for period was boosted by \$3-million pre-tax gain on sale of assets. On comparative basis, revenue of owned and operated stations in third quarter of both 1984 and 1985 grew 16%, company said. ■ **Republic Pictures** had net loss of \$562,000 in third quarter of previous year. ■ Included in third-quarter results of **Turner Broadcasting Systems** was \$13.1-million charge relating to withdrawn attempt to take over CBS. As result of attempt, company also registered \$627,000 gain from income tax benefits and sale of CBS securities. ■ **Walt Disney Productions** reported net loss of \$64 million last year, as result of accounting decisions. Company attributed improved performance "primarily... to a significant improvement in theme park operations." Operating income for year rose 44%, to \$418.8 million. Filmed entertainment segment had 33% increase in fourth-quarter revenue, to \$75.1 million, and operating loss of \$9.4 million, compared to loss of \$429,000 last year. Company noted "disappointing performances of the domestic theatrical summer releases." For full year, segment had 31% increase in revenue to \$320 million and operating income of \$33.6 million, up from \$2.2 million in fiscal 1984. Worldwide television revenue increased to \$30.5 million in fourth quarter, from \$16.5 million in same period year ago, while for full year television revenue increased to \$126.3 million from \$57.5 million, "primarily due to The Disney Channel operations and pay television license agreements."

17. Another reason for dividing a group's stations among more than one rep is that it then can leverage its commission rates to get the most favorable terms. Customarily in the rep business the larger a station's billings the lower the commission it pays its rep. By dividing national spot billings at two or more reps the group can negotiate commission rates among them.

One unanswered question is whether Capital Cities Communications, which has been represented exclusively for TV by Blair, will assign the representation of the ABC-owned television stations that it retains to an outside firm, such as Blair, or continue to have them represented by ABC Spot Sales. Sources confirmed that both ABC Spot Sales and Blair have made formal presentations to Capital Cities executives.

In addition, Group W's planned purchase of RKO-owned KHJ-TV Los Angeles and possible acquisition of RKO's WOR-TV New York hold the potential for displacing Blair as the representative of those stations. Group W is one of two independent groups that still has an in-house rep firm (Storer is the other).

Joseph P. Dougherty, president of Capital Cities' broadcasting division, said it was premature to speculate what would happen to the representation of the ABC and Capital

Cities stations after the merger since the companies are not expected to be officially joined until Jan. 6, 1986. He said that both ABC and Capital Cities would be "running operations as they have been doing" and that current representation arrangements would "continue for an indefinite period."

Lawrence P. Fraiberg, president of Group W, declined comment about future representation plans for KHJ-TV Los Angeles, saying any word would be premature since no trans-fer application has been filed at the FCC yet.

If Group W took over representation of the RKO stations, that could leave Blair, which now reps them both, out of the New York and Los Angeles markets. That would make it even more imperative that Blair win representation of the ABC stations to make up for its loss, rep executives said.

However, others said that Group W Television Sales, which represents the company's owned stations, all network affiliates, has no experience with independents and may prefer to stay out of that side of the business.

Another potential candidate some insiders believe to be ripe for churn in its rep arrangement is Storer Communications. Storer obtained FCC approval last week of a leveraged buyout by the investment banking firm of Kohlberg, Kravis & Roberts, which also

owns Wometco Broadcasting. Sources speculate that Storer's new owners may review the company's in-house national sales organization and take that service to an outside vendor for cost efficiency—the likelihood of that happening, rep executives added, could increase if the new owners decided to sell some of the Storer stations.

Industry executives are following each station move very carefully. Few are sure life in their business will long remain the same. "Very few station groups at the end of this year or the end of next year will have their stations exclusively under one rep," said Peter Goulazian, president of Katz Television. "The critical thing for reps is really to anticipate which station groups are buyers and which are sellers and look for alliances. The other side of that coin is to protect yourself in a situation that would see particular stations sold" so as not to get caught off guard when they change hands.

In addition, the growing number of independent stations has also contributed to a situation, according to some, where there are not enough reps to go around.

A possible solution to this problem—and to the increase in market conflicts as television station groups grow—is multiple representation in the same market by two separately operated and competing rep firms owned by the same parent company. This has been widely done in radio, and some in the rep business say it could develop in television within a year.

To a degree, this situation exists in Oklahoma City. Blair Television has represented its owned station there, KOKH-TV, but is now taking on representation of Gannett-owned KOCO-TV. Temporarily Blair will represent both stations until it finds a new rep for its KOKH-TV.

"I have said publicly for a long time that all reps will represent more than one station in a market," said Walter A. Schwartz, president of Blair Television. "There is no reason why they cannot or should not." He said that dual representation is "no different from what agencies did. Before that it was unheard of that an agency would have more than one automotive, more than one soft drink account and so on. Whatever the structure might be, there isn't any question in my mind that there will be multiple representation somewhere down the road."

But broadcasters appear divided over whether they are in favor of multiple representation in the same market. One executive of a major station group said he "wasn't opposed to it in theory." Major reps such as Blair and Katz, the executive said, "must make the breakthrough to represent more than one station in a market."

Other broadcasters, including Group W's Fraiberg, are less excited about the idea. Such a proposal, he said, "falls in the area of Jesus logic" since it tends to describe a more perfect arrangement than would truly exist. "I would not like to be one of those stations," he said.

A realignment among station reps and their clients would come on top of a decade of upheaval in the rep business. Not too long ago major station groups such as Field, Hearst and Metromedia all had their own in-house rep firms. But the cost of running op-

## Bottom Line

**Less than meets ENA.** Although Gannett's purchase of Evening News Association seems well on way toward completion, current bid price for ENA stock at \$1,460 may be bit low, considering contemplated closing is only two months off. One reason for discounting may relate to three lawsuits recently filed by ENA shareholders who, one year ago, sold stock back to company at \$250 per share. By comparison, those who did not sell should be getting roughly \$1,583 toward end of January as share from Gannett's \$717-million payment. Lawsuits in question claim that ENA officials did not make complete disclosure at time of company's 31,000 share self-tender, leading shareholders who sold to do so at inadequate price. All three suits ask for rescission two ask for damages. If judge or judges—suits have yet to be consolidated—went so far as to rescind self-tender, 31,000 shares might also feed at trough of \$717 million and per-share payment could drop from \$1,583 to \$1,497, or lower, if damages are granted. Also worrying at least one arbitrator are certain provisions of merger agreement allowing Gannett to renegotiate terms of merger based on changes from ENA's projected balance sheet and operating results.

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**Four out of five shareholders recommend.** On Friday, Nov. 22, Storer shareholders officially approved leveraged buyout of company initiated by Kohlberg Kravis Roberts & Co. Of 18.9 million outstanding common shares, 80.8% were voted in favor of merger.

□

**Wait 'til next year.** At least some securities analysts have recently turned pessimistic on broadcasting stocks. In recent report, R. Joseph Fuchs, of Kidder Peabody & Co., said group as whole would "be no better than market performers over perhaps the next six months." Among reasons he offered were "peaking of merger mania," which he said would swing investment focus away from asset values and toward earnings criteria. Deflation of merger bubble, he said, would also cause speculative money to shift away from media stocks to other industries where speculation was still active. Fuchs also said media companies have shown "persistent disappointment in revenue momentum" and cites industry as being especially vulnerable to downside risk in economy. Of 16 companies followed by Kidder Peabody vice president, only four, he said, would definitely outperform market over next 9 to 12 months: Capital Cities, Disney, Dun & Bradstreet and Gannett. Rich MacDonald, of First Boston Corp. disagreed on one point, saying there is "continuing takeover appeal" for television stocks. But he too noted advertising softness and suggested investors instead consider cable stocks: "We believe cable TV system operators will strongly outperform both the market and commercial TV companies over the next two to three years."



erations with short station lists forced them to take their national sales needs to outside firms. In addition, a shift in the source of national advertising dollars from New York to regional centers around the country has required that a national rep expand to new locations. According to rep firm executives, 10 years ago 60% of national spot dollars came out of New York, while today that figure has dropped to 40%.

But with advertising agencies moving toward regional buying and 60% of national spot dollars being placed out of such cities as Los Angeles, Chicago, Dallas, Denver, Houston and Jacksonville, Fla., station groups found it too expensive to open new offices in every region where national spot dollars began to sprout.

The result has been that the major independent television rep firms—Blair, Katz, Petry, Harrington Righter Parsons, MMT Sales and Seltel—have taken over the job once done by the station groups themselves. (Avery-Knodel, a rep firm that served medium and small markets, announced it was shutting its doors.) Economics have shifted in tandem. Reps now estimate that Blair and Katz account for about 40% of national spot dollar volume, with the three network O&O national sales organizations accounting for about 30% and the balance divided among the other reps.

All the changes, said Blair's Schwartz, reflect a "maturing of the industry." He pointed out that "the rep business is following a similar pattern to the agency business. It's very tough working as a commission agent because of the costs associated with people and computer services. We've gone from something like 24 to 12 or 13 rep firms in the past four years. It's a tough business to make money so that's why groups like Taft and Scripps Howard are doing things a bit differently." □

## Going public

### More and more Fifth Estate firms are raising money through stock offerings

While not exactly a boom for the Fifth Estate, recent months have seen more than the usual number of debt financings and initial public stock offerings (IPO). Harte-Hanks Communications two weeks ago filed for \$400 million of notes and debentures. Cablevision Co. is on the verge of filing an initial public stock offering according to the number 15-ranked MSO's general partner, Charles Dolan. Rogers CableSystems, after weathering a temporary downturn in the IPO marketplace, went ahead two weeks ago raising \$42.4 million through a placement of stock in one of its U.S. operations, CableSystems of America.

Many of the companies that have recently completed offerings or have filed to do so are cable MSO's or are in the program syndication and production business. Those two businesses not only are enjoying generally favorable conditions in the IPO and debt markets, but are also able to take advantage of the investing community's increased familiarity with those two businesses.

The following is a roundup of some of the recent activity:

■ New York-based program distributor All American Television Inc. is planning its first public offering. Begun in 1982, All American derives more than 90% of its revenue from advertising sales in programs syndicated to domestic TV stations.

For the fiscal year ending June 30, 1985, 75% of the \$7.2 million in gross revenue received by the company came from four shows: *America's Top 10*, 41%; *New York Hot Tracks*, 22%; *American Video Awards*, 8%, and *Rock'N America*, 4%. Many of the shows it distributes, the company said, were "targeted for the 12-34-year-old audience." The offering's prospectus cited as regular sponsors of All American shows: Mars, American Home Products, Warner-Lambert, Johnson, U.S. Army, Levi's, Wrigley's, Honda and Pepsi Cola.

After eliminating the producers' share of revenue, and direct distribution expenses, All American Television had revenue of \$1.9 million in the just-completed fiscal year and operating income of \$720,000. It showed a net income of \$374,000.

There are currently 1.2 million shares of All American Television, which has requested a NASDAQ stock symbol of AATV. After the planned 600,000-share offering by the company, 23% of its stock will be owned by founder and president, George Back. Back was formerly a vice president and general sales manager of Group W Productions and from 1977 to 1979 was chief executive officer of Hughes Television Network. For two years before founding All American Television, he was the first executive director of NATPE International. The prospectus said Back earned \$212,250 in the latest fiscal year.

Other major shareholders are the Grey Advertising subsidiary, LBS Communications, which will own 6.7% of the stock after the offering, and 15%-owner, Syd Vinnedge, previously head of television and radio at Grey Advertising and currently president of Syd Vinnedge Productions.

The company employs 17, including eight people in station sales and four in advertiser sales. Among several potential shows it may syndicate is a re-edited version of *Fridays*, which ran on ABC in 1980-1982, and a show concerning "women's beauty and health care," scheduled for daytime and tentatively titled *The Best of You*.

Oppenheimer & Co. is underwriting All American Television's stock offer, which is anticipated to sell for between \$6.50 to \$8 per share.

■ To finance the repurchase of up to 6.5 million shares, Continental Cablevision two weeks ago filed for an offering of two separate debt issues which total \$200 million, principal amount.

The share repurchase, which will cost between \$307 million and \$326 million, includes 2 million of 3.1 million shares currently held by Dow Jones & Co., and 3.7 million of 8.8 million held by "directors, officers and certain other major stockholders." Other stockholders with the remaining 771,487 shares will also be offered \$50 per share.

The prospectus for the debt offering, be-

ing underwritten by Morgan Stanley & Co. and Goldman, Sachs & Co., said that 86% of the Boston-based MSO's one million subscribers are in "mature" systems, and that Continental does not foresee undertaking any new franchise bids. Consequently, the prospectus said, "the rate of capital spending will decrease significantly over the next few years." Other statistics in the document note that the average operating income per subscriber was \$82.39 in 1982; \$94.68 in 1983; \$104.89 in 1984, and \$113.60, on an annualized basis, for the first six months of 1985. During the first half of 1985, the average monthly basic rate increased by 7% over the previous first half.

In 1984, Continental's chairman, president and chief executive officer, Amos B. Hostetter Jr., received \$349,038 in remuneration, and also was granted a bonus of \$1.2 million, with which he repaid a personal loan due the company. After the Continental share repurchase, Dow Jones will still own between 16% and 18% of the MSO.

■ New World Pictures made an offering of 1.5 million shares of common stock and \$70 million in subordinated notes. Although primarily a producer and distributor of theatrical motion pictures, the company is devoting increased resources to television production and recently purchased production rights to the NBC daytime series, *Santa Barbara*, and has completed a seven-hour mini-series, *Sins*, scheduled for broadcast this winter on CBS. For the six months ending June 30, television revenue of \$5.8 million accounted for 14% of New World's total, compared to 4% in the preceding year's period.

Broadcast syndication rights to 51 motion pictures so far available from New World have been sold to Taft's Worldvision Enterprises which has agreed to pay \$26 million over approximately the next five years. Worldvision has also acquired syndication rights to the television product of New World.

The company has an exclusive deal for television programming with several producers, including Anson Williams, who is an associate of Hollywood producer Ron Howard, and Tamara Asseyev, who was a producer for several theatrical motion pictures, including "Norma Rae."

Controlling shareholders of New World, both before and after the offering, are Lawrence L. Kuppin and Harry E. Sloan, co-chairmen of board of directors. Both formed the law partnership of Sloan & Kuppin in 1978. The chief executive officer of the company is Robert Rehme, who was previously president of Universal Pictures Theatrical Motion Picture Group.

On the American Stock Exchange under the symbol NWP, the stock began trading on Oct. 25 at 7½ and by last week had moved to above \$10.

■ A recent public stock offering has helped a Spokane, Wash.-based company enter the television syndication business, with a focus on "motorsport racing." General Broadcasting Inc. completed an offering of 2.5 million shares at 20 cents to help finance the taping and syndication of "different racing events held throughout the country under the auspices of the American Drag Racing Association." □



## In retrospect: the Erlick years at ABC

**If there has been an eminence grise at ABC during the past quarter century, his name was Everett Erlick—confidant to Leonard Goldenson, party to all principal decisions, adviser and consenter to corporate strategy; this is the story of a personal past that serves as preface and prologue**

For almost 25 years, Everett Erlick has been a major factor in the development of ABC, helping to nurture it from its days as a fledgling corporation whose television network operations were awash in red ink to one that a savvy Capital Cities Communications Inc. is ready and eager to pay \$3.5 billion to acquire. It has been a long march, and Erlick is now ready to move on to other things. But in his career can be read the story of what it took one communications company to survive and prosper—determination in large

measure, plenty of street smarts and not a little luck.

Erlick, who moved over to the then American Broadcasting-Paramount Theaters from Young & Rubicam in 1961 at the invitation of Leonard Goldenson, then AB-PT president, talked of those things the other day in ABC's Washington offices. He talked, too, of his plans for the future: He will serve as a consultant to the new Capcities/ABC and become special counsel to "a major law firm," which he declined to identify, developing business in communications—including international communications—and other areas ("I don't intend to confine myself to communications"). But like the veteran of a war, he is full of the emotions and memories of the battles he has fought. And as executive vice president, general counsel and director whose responsibilities followed his interests across the board of ABC's activi-

ties, he has fought in all of the major ones: "I've been part of everything this company has done."

Perhaps at the bottom there was the trauma of the ABC television network—it was the period during which some called it the "half" in a two-and-a-half-network system—hemorrhaging almost literally its life blood. Between 1961 and 1971, the network lost \$120 million. And the loss inevitably shaped the tone and character of ABC. "The money had to come out of the [corporation's] theaters, records and owned stations," Erlick said. "All that was used to support the building of the ABC network, particularly news and public affairs and other parts that were not profitable."

At one point, a group Erlick put together under the name of ABC Cablecom and headed by Martin Malarkey and Arch Taylor developed a plan for putting ABC into cable in a major way; ABC would have been the third or fourth largest MSO at a time when networks were still allowed such crossownership. But with the company strapped for cash, the board thought the plan too ambitious, and it was scrapped, to Erlick's regret. "It would have been a good thing to do," Erlick said last week. "It would have been a valuable asset for the stockholders. But we had to forgo a lot of things in those days."

For a time, in the late 1960's, ABC saw its salvation in a merger with ITT. Earlier, the corporation had turned back an effort by financier Norton Simon to gain control (as it would later fend off an effort by the late Howard Hughes). But the giant international telecommunications conglomerate, with its enormous resources, seemed an ideal partner. The Department of Justice's antitrust division thought otherwise, and its opposition tied up the merger in court long enough for ITT to lose interest and exercise its option to walk away. And that proved to be an element of the luck that has helped ABC. "It was," said Erlick, "one of the greatest things, if not the greatest thing, that ever happened to ABC."

For one thing, he said, "Things started coming together for the network. From that point on, ABC's real growth development was achieved." He attributes that in part to the fact that ABC "had gotten its act together; our programing strengths were evident," as well as to the fact that the loss of the rich suitor caused company officials and staff to steel themselves to greater effort. "We were really squeezed hard for a while, but that period of adversity was a great impetus for ABC," he said.

Another helpful factor, a major one, was the FCC's prime time access rule, adopted in 1971, which, by prohibiting the networks from programing more than three and a half hours of prime time (7-11 p.m. NYT), reduced the inventory ABC was having trouble filling. Then, too, there were the subsequent headlines announcing the series of



messy scandals in which ITT and some of its officials were involved. "It was terrible," Erlick recalled of the way things could have been if ABC had become a part of ITT. "We could have had every license in hearing. It was a real mess."

Erlick has had two role models. One was the late James C. Hagerty, the former *New York Times* reporter who had been President Eisenhower's press secretary before he joined ABC in 1961 as vice president of news, special events and public affairs and then moved on to become executive vice president for corporate relations. Erlick said he was impressed by Hagerty's knowledge of the Washington scene and his ability to deal with people. "When Jim introduced you to someone, you had a golden handshake," Erlick said. He continues to benefit from the contacts he made through Hagerty. The other was Frank Stanton, former president and vice chairman of CBS, whom Erlick regarded as an industry statesman. "I thought he was great. . . . He represented not only his company but the industry. I've tried to do that."

Of course, Stanton had the luxury of an elegant, immensely successful corporation behind him. So the statesman's role was easier for him to play than for Erlick. The PTAR is a case in point. CBS and NBC opposed its adoption as undue government interference in their affairs, but not ABC. ABC, remember, had absorbed \$120 million in television network losses over the previous 10 years. Not only that, Congress had just passed a law banning cigarette advertising from radio and television. Cigarettes accounted for about 10% of ABC television's prime time business—"and we already had too much inventory," Erlick recalled. "We needed some outside force," Erlick said. So at that point in ABC's history, PTAR was "a handy brass ring. . . a useful regulatory measure. As a matter of principle, we don't like to see government intervention. . . but sometimes, necessity causes those judgments to change."

So do circumstances. ABC was shoulder to shoulder with CBS and NBC two years ago in seeking repeal of the financial interest and syndication rules that are ancillary to the PTAR and were adopted with it. The effort failed because of the overwhelming opposition that the Hollywood creative community and its allies mustered on Capitol Hill to repeal the rules. Erlick said ABC would like to reach an agreement with Hollywood on the issue, and he believes it will happen. But he made it clear ABC does not endorse the agreement CBS appears to be reaching with representatives of the seven major production studios (BROADCASTING, Oct. 7). Among other things, he said he is "shaken" by the reported provision that would limit CBS in-house production to three and a half hours of programming weekly "in perpetuity." "We don't think anyone is smart enough now, with the radical changes going on in this business, to make an agreement in perpetuity." Unlike its situation in 1971, ABC believes it can profit from more rather than less freedom of action. "Nothing," says Erlick, "stays the same."

Then, too, there is Erlick's—and ABC's—position on the fairness doctrine.

Again, it is probably less statesman Stanton than pragmatic Hagerty. Where most of the broadcasting establishment traditionally and repeatedly calls for elimination of the fairness doctrine as a violation of broadcasters' First Amendment rights, ABC operates on the assumption the argument is irrelevant. Nor is Erlick impressed with the challenge the Radio-Television News Directors Association, backed by CBS, and others are mounting in court to the constitutionality of the doctrine.

"My judgment is—our judgment is—that this is a legislative judgment call. It's a major national communications issue," Erlick says. "The whole controversy is about what that section of the statute says." (The section, 315 of the Communications Act, imposes the equal time obligation on broadcasters and provides for the fairness doctrine.) "If Congress expresses its sentiment [in favor of repeal], that's fine with us. But it's not a judicial question." But, he was asked, what if the courts declare the doctrine unconstitutional? "You're not going to win," Erlick insisted. "You'll get another law that will pass muster." With a note of impatience, he added: "I'm saying this Congress is not going to sit there and see this thing wiped out, fairness and equal time. You have to contend with that as a reality. That is a reality of the world we live in." That, he said, is and has been ABC's position. "Just accept it at face value."

If he offers no automatic reaction to mention of the fairness doctrine—"We can live with it," he says—neither does mention of the "public interest" the Communications Act imposes on broadcasters fill Erlick with unease. Indeed, he seems to regard the standard as a badge of honor—and a key to profit. "Yes," he says, it's a proper obligation. "I may be a little old-fashioned, but I feel good service is good business. If a local station is involved in the local community, in service, in community affairs. . . these are the things that will distinguish a broadcast station from the other means of delivery of news and information and entertainment to the American home." He says he does not endorse the use of percentage guidelines to determine whether, say, the amount of non-entertainment programming a station offers is sufficient. But he does endorse "a broad

standard of responsible service."

Like other veteran broadcasters who found much fault with the regulatory-minded regimes of such FCC chairmen as Newton N. Minow and E. William Henry, Erlick, ironically, appears to feel the current pace of the Mark S. Fowler commission's deregulation is too swift. He is concerned about the repeal of the three-year rule—which prohibited owners from selling stations less than three years after acquiring them—as part of a general deregulatory movement and "the financial buccaneering" he says is evident on the broadcasting scene. "You have a lot of people buying and selling television stations as commodities," he says. "Not all. . . . but some purchases are highly leveraged, with multiples being paid that are hard to justify. The danger is that those people will be forced to take from the operation to pay the interest and principle. When that starts happening on a broad scale, there is a risk the medium will be diminished."

But he also feels the system may be self-correcting: "The people who pay such prices will be so affected by market forces that they'll have to sell the stations or mend their ways."

Among Erlick's skills, and responsibilities, is lobbying—he was broken into the art form by Hagerty. But he feels the broadcasting industry generally is not as effective as it should be in its efforts on Capitol Hill. Years ago, he put it this way: "There are many people in this business whose idea of government relations is to go to the National Association of Broadcasters convention once a year, read BROADCASTING once a week, and go to the bank every Friday." He thinks the industry now realizes something more is required. Recalling a defeat that evidently continues to rankle, he says the financial interest/syndication issue indicates that more is needed.

"The three networks and the three affiliate boards were solid in favor of repeal of the rules," he said. "We won everywhere on the merits—at the commission, at the Department of Justice, the Federal Trade Commission, the National Telecommunications and Information Administration—everywhere. Yet we got rolled on the Hill. Our mistake was that we thought the issue could be won on the merits." The other side—Holly-

**Blumenthal in Germany.** The most effective impediment to broadcast diversity in the United States was the FCC's seven-station rule, which once limited broadcast ownership to seven TV's, seven AM's and seven FM's. That's what FCC Review Board member Norman Blumenthal was slated to say before the Intermedia Congress in Hamburg, Germany, last week.

In a text of his remarks, Blumenthal said the seven-station rule prevented nonnetwork entrepreneurs from putting together a sufficient audience base to buy "truly competitive programming or to disseminate alternative news and information" on an economically feasible scale. "Relaxation of our seven-station rule and a benign regulatory tolerance for new media mergers and acquisitions were an absolute necessity to assurance of effective diversity in the U.S.," Blumenthal said. "These are two deregulatory policies that will allow others to challenge the yet existing dominance of our 'big three' [networks] without favor and without the dead, heavy hand of government interdict or the strangulatory red tape of bureaucratic delay."

Blumenthal also said that in the U.S., the courts have "frequently" taken a "very active" role in shaping telecommunications policy. "Technically speaking, judicial intrusion into FCC policy is impermissible," Blumenthal said. "Yet our federal judges—like all of those in positions of authority throughout the world—cannot seem to resist our universal obsession with the media, finding the sex appeal of cases involving television, cable, and so forth, overwhelmingly attractive to their prurient interests and to their creative instincts."

wood—"was skillful," Erlick recalls ruefully. What's more, he said, it also took advantage of the "antinetwork sentiment on the Hill"—sentiment, he added, that was just then peaking.

What's the answer? "The company, the industry and the affiliates have to do a better job of government relations," Erlick says. "That means one-on-one in the field. It doesn't mean three guys from New York coming down to Washington and running around. A senator from Wyoming would rather hear from an affiliate in Wyoming than have someone from New York come down and shake his hand—although that is important, too, since we cover the national scene." Erlick said he is "encouraged" by ABC affiliates' recognition of the need to lobby on the Hill. And for their part, he says, the network types should visit senators and congressmen when things are *not* in crisis. "You can't come to Washington to try to put out fires. That doesn't work."

Erlick's association with ABC began when he was he was a Y&R executive in the late 1950s. In those days, advertisers, with their agencies, controlled programing. And at one point, Erlick and several colleagues found themselves with a substantial amount of daytime business from 16 clients that they could not place on CBS or NBC, which were sold out. The solution, Erlick recalls, was to "put ABC in business" with something called "Operation Daybreak." "We worked out a charter contract, developed a five-year rate, and put ABC in business in one fell swoop." ABC had virtually no daytime programing at the time. Ollie Treyz was running the network, but "Operation Daybreak" put Erlick in touch with Goldenson for the first time. And over the years, the two developed what Erlick calls "a unique personal relationship."

With a new regime taking over, Erlick feels it's time to move on. After all, he can look back on a role in a senior management team that helped bring a young company, still shaky on its feet, to a point where it is "one of the great communications centers in the country, if not the world," as Erlick puts it. What's more, Goldenson will, as a practical matter, be leaving; he will head the executive committee but no longer will be involved in the company's day-to-day operations.

And Erlick says he doubts he could share with anyone else the kind of relationship he has shared with Goldenson. Besides, there is this reality that Erlick points out: "Capcities bought the store. They paid a good price for it, and they're entitled to put their own people in and run it, people with whom they're comfortable."

But, considering that "Murph and Dan"—Thomas S. Murphy, board chairman, and Daniel B. Burke, president—asked Erlick to remain as a consultant, he feels content: He will retain a connection with a company to which he has a strong emotional tie. And he will be able to pursue other interests through his association with the law firm. Erlick said he is looking forward to his "new agenda." "I'm in good health. I still have strong interests. There is no way I could become a spectator with all this exciting stuff going on. I intend to be part of it." □

## Washington Watch

**Fort Collins U.** In initial decision, FCC Administrative Law Judge Joseph Gonzalez has granted application of Eagle 22 Ltd. for new UHF television station on channel 22 in Fort Collins, Colo., denying competing application of Fort Collins Telecasters. Eagle prevailed on integration grounds. Eagle is 38%-owned by general partner John W. Welsh, who is Fort Collins financial adviser. Welsh also owns about 5% of Aviation Maintenance Publishers Co. and Automotive Maintenance Publishers Inc. □

**Pueblo permission.** In initial decision, FCC Administrative Law Judge Joseph Gonzalez has granted application of tvUSA/Pueblo Ltd. for new TV station on channel 32 in Pueblo, N.M., denying competing applications of Pueblo Family Television and FEM Broadcasting. Edward B. Hanna, president of Pueblo Television Corp., is Pueblo Family's general partner. He is vice president of Intrecom Inc., broadcast consulting firm. He has 25% interest in limited partnership portion of Davenport Communications Limited Partnership, permittee of KJJB(TV) Davenport, Iowa. □

**Decatur decision.** In summary decision, FCC Administrative Law Judge Joseph Chachkin has granted application of Karen L. Hicks for new television station on channel 29 in Decatur, Tex. Hicks, sole remaining applicant after settlement agreements, is Charlotte, N.C., housewife who has no other media interests. □

**Lubbock FM.** In initial decision, FCC Administrative Law Judge Joseph Chachkin has granted application of Barton Broadcasting Co. for new FM in Lubbock, Tex., denying competing application of FHT Broadcasting. Barton prevailed on integration grounds. Barton is owned by Ernest F. Barton (49%) and his wife, Manuela (51%). Ernest Barton owns *West Texas Hispanic News*, weekly newspaper published in Lubbock. Manuela Barton is claims representative for Social Security Administration. □

**Closing date.** FCC has given Angeles Broadcasting Network 60 days to terminate interim operation of KAGL-TV (on facilities of former KHOF-TV [ch. 30] ) San Bernardino, Calif. It also denied Angeles's application for Interim operation of station, granting competing application of Marantha Broadcasting Co. FCC, in upholding Review Board decision, had originally granted Angeles's application, finding it preferred on integration grounds. FCC, however, ruled that, in wake of voluntary departure of Angeles's president, integration credit for company decreased sufficiently for Marantha Broadcasting to prevail on integration grounds. Marantha is nonprofit corporation headed by William Welty and three others. Welty runs Anaheim, Calif.-based computer business. None of Marantha's principals has other media interests. KAGL-TV went on air in January. □

**Cellular deadline.** FCC has proposed to require cellular radio permittees in markets smaller than top 90 to begin offering service within 12 months of station authorization. □

**AIDS and fairness.** FCC Mass Media Bureau has rejected complaint by Philadelphia Lesbian and Gay Task Force alleging that Aug. 10 broadcast of *Les Kinsolving Program* on WYOB(FM) Philadelphia was in violation of fairness doctrine and personal attack rule. Task force alleged that station ran afoul of FCC rules because program's moderator and guest called for health officials and police officers to quarantine victims of acquired immune deficiency syndrome (AIDS) and to equip them with electronic locators. Station however, noted that personal attack rule applied only when persons or groups are specifically mentioned, not case here, it said. Station also said it had scheduled contrasting viewpoints on other programing. Bureau agreed with station's analysis of personal attack rule. On fairness grounds, bureau said it couldn't conclude that "licensee has failed to afford a reasonable opportunity for contrasting views." □

**Olympic tax.** House Ways and Means Committee has included provision in tax reform bill that would levy 10% excise tax on sale of rights to broadcast Olympic events in U.S. Bill is to be given committee review Tuesday, Dec. 3, and is likely to be voted on by full House later this month. Provision is based on legislation offered by Representative Guy Vander Jagt (R-Mich.) (BROADCASTING, Nov. 25). In original version of Vander Jagt bill, tax would apply to 1988 Olympics, but it has been altered to become effective after 1988 games, move that appears to satisfy networks' concern. Committee aide noted that tax is not on networks but on those selling broadcast rights, and warned that networks would be "ill-advised" to oppose bill. NBC has signed \$300-million contract for rights to summer Olympics in Seoul, Korea, in 1988. ABC has \$309-million deal for 1988 winter Olympics in Calgary, Canada. Under bill, tax would be contributed to special Olympic trust fund and used to provide financing for training facilities and coaches for summer and winter Olympics. □

**In memoriam.** Resolution (H.J. Res. 463) that would authorize establishment of memorial honoring members of American news media killed in armed conflict has been introduced by Representative Mary Rose Oakar (D-Ohio). □



**Canadian problems.** Representative Thomas Luken (D-Ohio) made statement at markup on telecommunications trade bill designed to alert Canada to congressional concerns regarding what he called "barrier and distortion problems" affecting U.S. broadcasters at Canadian border. His statement, which is expected to be reflected in report accompanying H.R. 3131, referred to Canada's denial of tax break to advertisers buying time on American broadcast stations; limits amount of U.S. programming Canadian stations may broadcast; Canadian government's authorization of for-profit interception and redistribution by CANCOM satellite of U.S. television signals without payment to U.S. stations and other affected copyright owners, and unauthorized, uncompensated distribution by microwave of U.S. border television signals in sections of Canada well beyond stations' normal range. Luken expressed view that "these sorts of unnecessary impediments to the fair and free flow of information between valued trading partners need to be identified," and added, "I am convinced that these problems can be remedied by the Canadian government and I look forward to their constructive solution."

□

**Not pleased.** Pan American Satellite Corp., which has received conditional authority from FCC to establish international communication satellite system, is challenging legal and financial basis of Intelsat's proposed domestic service—which would compete with type PanAmSat intends to offer in Latin America. PanAmSat filed documents with FCC contending that nonpreemptible leases and sales of transponders—which would be involved in proposed service—would be in violation of provisions of Intelsat Agreement and that Intelsat's proposed prices are "are classic examples of predatory pricing." Comments were submitted in anticipation of Intelsat's next board meeting. And PanAmSat urged government to review documents and to instruct U.S. signatory, Comsat, to discuss with board legal issues that have been raised, to oppose any proposed domestic service that violates Intelsat Agreement, and to make sure prices set by board "reflect the true costs of providing the service."

□

**First word.** There has been no word from Soviet Union on proposal put forth by President Reagan, in his pre-summit speech to nation, reviving proposal that Soviet Union grant Americans access to its media. "If Soviet spokesmen are free to appear on American television, to be published and read in the American press," he said, "shouldn't the Soviet people have the same right to see, hear and read what Americans have to say?" Proposal, which came in passage calling for increased cultural exchanges of Soviet and American citizens, echoed one made by USIA Director Charles Z. Wick, in letter to chief of International Information Department of Soviet Communist Party, in February. Wick had challenged Soviets to engage in reciprocal television broadcasts by U.S. and Soviet leaders (BROADCASTING, Feb. 18).

□

**Disclosure rules sought.** American Legal Foundation has petitioned FCC for rulemaking aimed at requiring all "major" broadcast groups to file with FCC list of securities owned by their news personnel. It also asked that FCC require group broadcasters to maintain and enforce "clearly articulated" conflict-of-interest policies. "The reason for the proposed rule is clear: News stories about stock and security issues create situations ripe for viewer deception based upon unrevealed private financial conflicts of interest," ALF said in petition. "The potential for such conflicts of interest becomes especially great when a broadcasting station prepares a news feature about a product or company in which it or one of its employees may hold stock."

□

**Duopoly disagreement.** National Black Media Coalition has taken exception to request of National Association of Broadcasters that FCC consider deleting prohibition against common ownership of two or more AM's in same market (BROADCASTING, Oct. 14). "The proposal has no merit and should be rejected out of hand—at least until such time as it is clear that: (1) AM radio is in serious danger of economic disaster, and (2) that disaster cannot be averted with the use of engineering procedures," NBMC said in comments at FCC.

□

**Remand.** FCC Review Board has remanded comparative case for new TV on ch. 5 in Honolulu to Administrative Law Judge John Frysiak for further hearing on whether limited partner in Channel 5 Broadcasting Associates, which prevailed in initial decision (BROADCASTING, March 11), "exercises sufficient control over the applicant that he must be treated as more than a passive investor for purposes of comparative evaluation and integration credit." Board noted that Channel 5 had prevailed on integration grounds. Its integration credit would be diluted if limited partner is found to be more than passive investor. "We believe that the present record is insufficient to resolve this matter and that a remand is therefore required," board said.

□

**Status report.** Public television is "a good deal better off than any of us thinks it is," Public Broadcasting Service President Bruce Christensen told those at PBS program fair in Philadelphia last month (BROADCASTING, Nov. 18). "Federal appropriations, membership dollars, and corporate contributions continue to increase," he said, and he cautioned against fragmentation within public broadcasting community during such relatively prosperous times.

from *Communications Press*—

## INTERNATIONAL TELECOMMUNICATIONS AND INFORMATION POLICY

Edited by Christopher H. Sterling

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## Panel suggests changes in presidential elections

Georgetown University-sponsored group, including number of Fifth Estaters, charges electronic media with dual responsibility of informing and protecting integrity of elections

The U.S. electoral process, though in need of improvement, is not a candidate for wholesale reform, according to the Commission on National Elections, an independent panel established last February to study ways of improving presidential elections. "In the final analysis," the commission reported last week at a press conference in Washington, "active involvement of people, not changes in process, is the single most important element for success in electing the best possible President and Vice President."

Sponsored by Georgetown University's Center for Strategic and International Stud-



Laird and Strauss

ies, the commission grew from a proposal to CSIS by Edward Ney, chairman of Young & Rubicam Inc. Ney is among 41 commissioners on the panel, including co-chairman and

former defense secretary Melvin Laird and co-chairman and former Democratic Party chairman, Robert Strauss.

Other commissioners included Roone Arledge, president of ABC News and Sports; Lawrence Grossman, president of NBC News, and John O'Toole, chairman of Foote, Cone & Belding Communications.

The panel held five public hearings, during which testimony was gathered from "a broad cross section" of witnesses, Laird said. It also commissioned research on issues ranging from campaign financing to voter participation patterns, CSIS said. Among the study's findings was that "it is vital" to the presidential election process that Americans be as fully informed as possible about candidates and issues. Hence, the media "should be encouraged to provide full and fair coverage of important presidential campaign events and increased opportunities for the candidates and parties to present themselves, including televised candidate forums both before and after the national nominating conventions."

The commission recommended that the equal time provision be waived during presidential campaigns "for the post-nomination

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**On the move.** The National Association of Hispanic Journalists, a nonprofit association formed in 1984 "to encourage the study and practice of journalism by Hispanics, to promote employment and career development opportunities in the news media for Hispanics and to foster greater, more accurate understanding of Hispanic Americans by the news media," has moved its offices from Los Angeles to Washington. NAHJ's new address: Suite 634, National Press Building, Washington 20045. Telephone: (202) 783-6228.



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November 19, 1985

**Videocassette update.** Young & Rubicam Inc. has issued a media report on videocassette recorders, predicting that the most important factor in determining sales potential will be where cassettes are sold. Y&R says greater diversification of outlets will become more widespread as the industry moves beyond theatrical releases and into such specialized programming areas as children's, how-to, institutional or even advertiser-supported videos. The report cites nine advertiser-supported programs from sponsors, including Eastman Kodak, Gerber's, Procter & Gamble, McDonald's and Red Lobster. The agency speculates that advertiser-supported videos will be distributed beyond video specialty stores and will be showcased in toy stores, supermarkets and specialized sections of bookstores. Y&R predicts that yearly sales of VCR's in 1985 should reach 11.5 million, putting VCR's in one-third of all U.S. homes by early 1986. But the agency does not believe that VCR's can sustain the high sales rate and says it "will slow down in sales somewhat after 1986 to a steady 300,000 to 500,000 a month, with some of those units being replacements or second units rather than first-time ownership."

period and in the pre-nomination period to permit coverage and access for any candidate who has qualified for federal matching funds."

Additionally, the group concluded that "the evidence is inconclusive" that early election projections affect people's decisions on "whether or how to vote." However, the commission added that it "does strongly encourage the electronic media to fulfill a dual responsibility to the public—to inform them, but also to protect the integrity of the electoral process." The commission urged that they adhere to "self-imposed limits on projecting the outcome of races in individual states before the polls have closed in those states."

In conjunction with that, states should consider closing polls simultaneously to reduce unfairness for voters in Western states,

the study said, adding that common closing "would do much to eliminate any suggestion that existing differences in poll closing times affects voter turnout."

(A bill sponsored by Representatives Al Swift [D-Wash.] and William Thomas [R-Calif.] is currently pending in the House to establish uniform poll closing hours for presidential elections and may be considered next week. The bill calls for all polls in the continental U.S. to close at 9 p.m. [EST]. To permit voting in the Pacific time zone after 6 p.m., local time, the legislation would extend daylight saving time there for two weeks longer than in the rest of the country, allowing the polls to close at 7 p.m. [BROADCASTING, Oct. 28]. )

Among its other findings, the bipartisan commission concluded that media advertising by candidates "should continue to be

subject to the standards of ethics and good taste demanded by the American people... there must be no attempt at censorship." It was recommended that the political parties adopt a code of ethics before the formal presidential campaign season starts and ask party candidates to be bound by it.

The commission said 87%-90% of registered voters vote in general elections, but the U.S. "must do far more to enable every citizen to register to vote." To that end, it recommended that a National Registration Day be established and that Congress make general election day in 1988 a national holiday "as a one-time experiment, including a half-holiday in the public schools for purposes of civic education."

During a press conference last week, Frank J. Fahrenkopf Jr., chairman of the Republican National Committee, and Paul G. Kirk Jr., chairman of the Democratic National Committee, followed the commission's recommendation that the political parties assume responsibility for sponsoring nationally televised joint appearances by the presidential nominees and signed an agreement to work toward that end. The agreement expressed their "belief that joint appearances deserve to be made a permanent and integral part of the presidential election process and our determination to bring that about."

However, one group objected to the party roles in candidate debates—the League of Women Voters, which sponsored the 1976, 1980 and 1984 presidential debates. League President Dorothy S. Ridings (one of the CNE commissioners) said that the panel's "solution" would "pose more problems than it solves." Among the proposal's shortcomings, she said: "Would third party/independent candidates ever get a fair shake? Whose interests would the parties work to protect—the voters' or their nominees'? Who will be the 'honest broker' to resolve disputes?" Ridings said that "sponsorship of presidential forums should be the province of an independent, nonpartisan organization whose prime concern is providing information for the American voter, not advancing partisan interests."

Among the commission's other recom-

**Hear, hear.** KMOX(AM) St. Louis and WABC-TV New York were among those honored last week by the American Speech-Language-Hearing Association with a 1984-85 National Media Award—given to print and broadcast journalists for their enhancement of the "public's knowledge and understanding of speech-language pathology and audiology," ASHA said.

Margery Manning, news editor-reporter for KMOX, won in the radio category for her five-part series, "Noise-busters," which examined how hearing is affected by noise in the workplace, loud music and cordless telephones with the ringer in the earpiece. Lew Pinsker, a producer for WABC-TV, won in the television category for a five-part series that publicized hearing screenings in each of the five New York City boroughs and provided viewers with information about hearing loss.

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mentations:

■ Political parties should be strengthened, not "further weakened."

■ There should be "no artificial shortening" of the length of the campaign. "Its formal length (first delegate selection contest to general election) is, in fact, not much longer than in the past," the report said.

■ The chairmen of the Democratic and Republican National Committees should "discourage" either straw ballots or delegate selection contests before Jan. 1 of election year.

■ Iowa, New Hampshire and Michigan should "be encouraged" to hold their first delegate selection contests during the same week and the first group of delegate selection contests should also include a Southern and Western state.

■ The limit on personal contributions to presidential campaigns should be increased from \$1,000 to \$2,500 to "conform to inflation," but there should be no increase in contribution limits on political action committees.

The commission said that it realizes some of its recommendations may require legislation by Congress or state legislatures, and that some of the proposals probably could not become effective until after the 1988 presidential election. The group's final report is expected by the end of this month. □

## Changing Hands

### PROPOSED

**WNFI(FM) Palatka (Daytona), Fla.** □ Sold by Ronette Communications to North Hill Ltd. Partners for \$8.5 million. **Seller** is owned by Ronald Samuels and Carl Como Tutera, who recently purchased KSLM(AM)-KSKD(FM) Salem, Ore. ("Changing Hands," Oct. 28). **Buyer** is principally owned by David Klemm and William Fleming. Klemm owns Klemm Media, Warren, Conn.-based consulting firm. Fleming is banker from Hartford, Conn. WNFI is on 99.9 mhz with 100 kw and antenna 1,249 feet above average terrain. **Broker: The Mahlman Co.**

**WJPD-AM-FM Ishpeming, Mich.** □ Sold by WJPD Inc. to Faver Broadcast Income Fund Ltd. III for \$1 million, comprising \$350,000 cash and remainder note at 10% over 12 years. **Seller** is owned by Eugene A. Halker, who also owns WIKB-AM-FM Iron River, Mich. **Buyer** is equally owned by Stanley O. Sackin, Ronald J. Verlander and William O. Woodall. It has interest in WGAF(AM) Valdosta, WTGQ(FM) Cairo and WLET(AM)-WZLI(FM) Toccoa, all Georgia, and WSMY(AM) Weldon and WPTM(FM) Roanoke Rapids, both North Carolina. Verlander also has interest in KBSI-TV Cape Girardeau, Mo. WJPD is on 1240 khz with 1 kw day and 250 w night. WJPD-FM is on 92.3 mhz with 100 kw and antenna 470 feet above average terrain.

**WLFR-AM-FM Dundee, N.Y.** □ Sold by Finger Lakes Radio Inc. to Brian Clark Printing Co. for \$650,000. Price includes two newspapers, *Dundee Observer* and *The Lake Country Weekly*. **Seller** is owned by Donald Stork

and John C. Clancy, who also own WSCM(AM)-WITU(FM) (CP) Cobleskill, N.Y., and WSPQ(AM) (CP) Springville, N.Y. **Buyer** is owned by J. Brian Clark, who owns a group of shopper newspapers in New York and has no other broadcast interests. WLFR is daytimer on 1570 khz with 5 kw. WLFR-FM is on 95.9 mhz with 600 w and antenna 600 feet above average terrain. **Broker: Kozacko-Horton Co.**

**WFNE(FM) Forsyth, Ga.** □ Sold by P.O.S. Radio Inc. to WFNE Inc. for \$290,000 cash.

**Seller** is owned by Mark A. Picus, executor of estate of his father, Lawrence R. Picus. It also owns WJAZ(AM) Albany, Ga. **Buyer** is owned by Charles E. Finney, Charles H. Roberts and two others. Finney has interest in WJAZ(AM)-WJIZ(FM) Albany, WTJH(AM) East Point and WMJM(AM)-WFAV(FM) Cordele, all Georgia. Roberts is general manager of WJAZ. WFNE is on 100.1 mhz with 3 kw and antenna 300 feet above average terrain.

For other proposed and approved sales see "For the Record," page 109.



**New York, New York.** Members of the New York State Broadcasters Association participated in a political fund raiser for Senator Alfonse D'Amato (R-N.Y.) at the Sky Club in New York, Nov. 18. Pictured, l-r: NYSBA President Joe Reilly; William Williamson, president and general manager, WIBX(AM)-WNYZ(FM) Utica, N.Y.; Mrs. Sharon Levite; NYSBA Chairman Larry Levite, WBEN(AM) Buffalo, N.Y., and D'Amato. About 50 broadcasters attended the \$500-per-person event co-sponsored by the National Association of Broadcasters.

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# TELECASTINGS

## Early morning reduction

CBS has negotiated waivers with the Screen Actors Guild and the American Federation of Television and Radio Artists reducing commercial talent payments for spots that appear in CBS's *Nightwatch*. Until now, according to CBS, sponsors have found the costs of placing talent in *Nightwatch* to be prohibitive, compared to the media costs. The waiver provides for payment of \$160 to principal talent for a 13-week cycle of unlimited uses in *Nightwatch*—less than one-tenth of the fee that a featured performer at the top of the scale gets for commercial work. The waivers apply between 2 and 6 a.m. only and automatically expire 30 days after the average *Nightwatch* audience goes above 1.5 million homes (the show's current average is about one million).

## Comings and goings

NBC-TV has announced production of *Dalton*, a new action-adventure series the network expects to add to its prime time sched-

ule "in early 1986." A two-hour pilot titled *Code of Vengeance* was broadcast last June 30, drawing a 19.8 Nielsen rating and 35 share. The Universal Television production stars Charles Taylor as a mysterious loner who defends himself "and others in need," relying on Army Special Forces training. The one-hour series will be taped in various locations throughout the U.S.

## French fracas

France's Socialist government has announced the authorization of the first private television network—and immediately touched off a controversy. The new service, which will transmit programming via the European TDF-1 satellite, will be run by a consortium of French-Italian interests. Two French businessmen, Jerome Seydoux and Christophe Riboud, will own 60%, and Silvio Berlusconi, a major figure in Italian television, 40%.

To critics, including some within the Socialist party, the move threatens French culture with American-style television and im-

ports of American movies—there is talk of "Coca-Cola television." The French movie industry is seen as threatened.

Authorization of the commercial network is also seen as political; the new service goes on the air in February, about one month before legislative elections, and thus anticipates the opposition's announced plans to permit commercial television service if it wins those elections. Opposition leaders have threatened to cancel government authorization of the new network if they come to power.

## The return of He-Man

There was a celebration following a successful protest of the cancelation of the animated series *He-Man and the Masters of the Universe*. KTXS-TV Abilene, Tex., which had canceled the nationally syndicated Group W Productions program, returned it three weeks later following a protest that included a petition with 1,400 signatures, a mothers' march and "thousands of calls of complaint to the station." Marking the return of the show to the air, the station hosted an appearance by He-Man at the West Texas Fairgrounds in Abilene, attended by about 8,000, a spokeswoman for the event said.

## Audience attitude activity

Television Audience Assessment Inc., Boston, has begun a first wave of qualitative research to determine how viewer satisfaction and involvement influence audience behavior and commercial exposure. The initial focus will be on daytime viewing and will spread to evening and weekends in a research project in January. From Nov. 11 through Nov. 15, TAA measured daytime viewing through a representative sampling of 3,000 diaries. The sweep is designed to gather information on program appeal and program impact, broken down by standard age, sex and demographic characteristics.

A separate sample of 3,000 viewers will be telephoned close to viewing time to collect information on other activities under way while the set is on. TAA also will seek

**Official warning.** FBI Director William Webster warns against the dangers of drinking and driving in two 30-second public service announcements sponsored by the National Association of Broadcasters. The PSA's will be distributed to radio and television stations across the nation. One of the spots includes a 10-second window for the broadcasters' use.



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to ascertain whether viewers stay in the room or leave during commercial breaks and to determine how well viewers recall commercials. TAA noted it has made provisions in its research allowing charter subscribers to design proprietary questions about their target audience. Initial subscribers to the research are Polaroid and Ralston Purina.

### Young blood

Three students at Guilford College, Greensboro, N.C., active in various branches of communications, have formed the National Association of Rising Communicators Inc. as a nonprofit organization "to meet the special needs of young people in the field of communications," specifically college students and young executives. The group said it has a board of advisers consisting of "top industry leaders from all areas of communications," and named 11 on a list that extended (alphabetically) from Robert C. Blackmore, NBC-TV senior sales vice president, to Mike Weinblatt, president, Multimedia Entertainment.

NARC's founders and officers were identified as Richard Weinblatt (son of Mike), president; Taylor Adams, first vice president, and Douglas Drotman, public relations director and editor of the *Rising Communicator* monthly newsletter. They said NARC "provides its members with relevant news concerning their careers in the communications industry [and] also serves as a networking and contact base." Membership dues, including a subscription to *Rising Communicator*, are \$15 a year through Dec. 31, 1985; after that, \$20. NARC's address is Box 17639, Greensboro, N.C. 27410.

### Production plans

Program syndicator and production company CMS Television has established a "network services division" to assist producers of occasional television programs in finding outlets on cable, low-power television outlets and commercial broadcast stations. CMS will also aid in securing satellite transponder time, as well as providing playback, uplink and traffic services. The Binghamton, N.Y.-based company has also planned the installation of a 10-meter C-Band, transmit/receive antenna by spring 1986. Playback services will include one-inch, three-quarter-inch and half-inch videotape and a studio will handle live programming.

### New deal

The Landsburg Co., a Los Angeles-based independent television producer that has evolved from Alan Landsburg Productions, has reached an agreement with David Auerbach Productions for exclusive development of comedy and dramatic series, specials and made-for-television motion pictures. The unit is headed by David Auerbach, former executive vice president, Alan Landsburg Productions. In another exclusive arrangement, Landsburg has entered an association with The Brantlinger Co. for development of television programming.



**New calls sign.** To promote its community image and a change in call letters at its Tucson, Ariz., station, Mountain States Broadcasting's KMSB-TV (formerly KZAZ) sponsored a billboard-designing contest with a \$1,000 cash prize. Twenty-three community organizations created billboard designs bearing the station's new "Great Entertainer" slogan, while also promoting their own organization. Each contestant received \$100 toward the completion of its design on a billboard, and the creator of the winning design (above) received \$1,000.

### 'Man of the Year'

A one-hour special based on *Time* magazine's "Man of the Year" will be shown Dec. 29, with TV stations carrying the identity of the 1985 winner before the publication achieves home and newsstand distribution. The special is narrated by former CBS News correspondent Eric Sevareid and will include a review of 1985. LBS Communications, New York, will handle distribution and national TV advertising sales. Production will be handled by Reeves Technical Services in conjunction with *Time*.

### Havana happenings

The everyday life of Cuban citizens was the subject of a seven-part series produced by WPEC-TV West Palm Beach, Fla. *Eyewitness 12 News* reporter/weekend anchor Gary Tuchman and photographer Carlos Martinez spent two days interviewing people in Havana with Martinez translating. They were the only foreign television news crew in the country at the time, and were accompanied by representatives of the government, who made no attempt to censor the reports, according to Tuchman.

October, 1985

**Sold**

**Twin Cities Cable TV, Inc.**

servicing Lutesville, Marble Hill and Glenallen, Missouri  
has been sold to

**Cable World, Inc.**  
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The undersigned represented the seller in this transaction. This notice appears as a matter of record only.



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October, 1985

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**Group W Cable, Inc. of Coquille and Bandon, Oregon**

servicing 3,074 basic and 949 pay television subscribers

has been sold to

**Tarlen Communications**  
of Coquille, Oregon.

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**Sunbelt Cablevision, Inc.**

servicing 2,440 basic and 1,269 pay television subscribers in Abbeville, Headland, Kinsey, Ashford and Cowarts, Alabama  
has been sold to

**Tele-Media Company of the Sunbelt**

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## On the floor

The National Association of Broadcasters has nearly completed floor plans for its April 1986 equipment exhibition in Dallas. Booth assignments were given in mid-November to 250 of the largest exhibitors, with the remaining 300-350 exhibitors scheduled for assignments last week.

According to Ed Gayou, NAB convention exhibit director, the 250 companies already assigned cover the 202,000-square-foot upper level of the two-tiered Dallas Convention Center, while the rest will fill the 105,000-square-foot lower deck. Companies are grouped by booth size, with the two dozen largest exhibits stretching between the two main entrances on east and west sides of the hall.

The exhibit center's overall size is smaller than that of the Las Vegas Convention Center where the annual meeting was held in 1985, so Gayou said most companies have taken 10% cuts in booth size. A number of exhibitors, however, scored space gains, including Grass Valley Group, Ampex and 3M ("Closed Circuit," Nov. 25).

Sony will have the biggest exhibit at 15,000 square feet, followed, in order, by Ampex (9,000), Harris Corp. and Grass Valley Group/Dubner Computer Systems (6,000 each), Philips (5,000), Panasonic and 3M (4,000 each), Thomson-CSF (3,575), Bosch and Hitachi (3,300 each), JVC (3,025) and Ikegami and Pacific Recorders (3,000 each).

## Summit by satellite

For coverage of the Geneva summit two weeks ago, a number of broadcasters used sophisticated satellite links, although the technology proved far from foolproof for some.

CBS lost the video portion of its satellite transmissions for *Face the Nation* from Geneva Sunday, Nov. 17, and the network was able to provide only audio throughout the half-hour telecast.

According to David White, vice president of administration, CBS operations and engi-

neering, loss of the feed was due to a transmission failure at a British Telecommunications Inc. uplink in England. The circuit, ordered by CBS News's London bureau, has been in permanent full-time use by CBS for two years. The link was not backed up, he added, although during a live feed it is normal procedure to do so.

A second circuit for backup was later ordered for all feeds through Paris by way of French uplink facilities and Netcom, a San Francisco-based satellite common carrier. The original circuit ran without further problems, following the Sunday failure.

ABC also reportedly lost the same Sunday morning feed—it was on the other half of the transponder to be used by CBS—but the network was not on the air at the time.

Domestically, Telecom Broadcasting Inc., an Oceanside, Calif., carrier, provided backup services for both ABC and CBS, as well as the main turnaround point for NBC and CNN. According to Carmine Scicchitano, Telecom chief engineer, the overseas signal was fed domestically on Satcom 4, Satcom 3R and Satcom 1R, using facilities at Comsat's Roaring Creek International Teleport in Mount Carmel, Pa. Roaring Creek operates the world's only 33 meter combined C-band/Ku-band uplink.

Also covering the summit via satellite was radio station KMBZ(AM) Kansas City, Mo., which delivered 25 hours of broadcasts live from Radio Moscow in the Soviet Union. The Bonneville-owned station engaged IDB Communications Group of Culver City, Calif., to interconnect the station with its reporters in Moscow using uplink facilities at Moscow International Gateway, Teleglobe-Canada in Quebec and Telesat-Canada/IDB in Montreal. With the two-way hookup, listeners were able to talk with the station news team during the five-hour morning broadcasts.

## All in the family

Ampex Corp. will remain a subsidiary of Allied-Signal Inc. and will not face personnel or budget cuts, following the parent firm's Nov. 20 announcement of \$3 billion in business unit spin-offs, according to an Ampex

spokesman.

The Ampex line of broadcast equipment, magnetic tape and computer products appears to be consistent with the \$11-billion conglomerate's newly streamlined focus on aerospace, electronics, automotive gear, advanced materials and chemicals. Allied-Signal, after its merger last September, was also reportedly pleased with economizing measures undertaken by the \$500-million, Redwood City, Calif.-based subsidiary this fall, including a Nov. 6 integration of its independent technology research arm into separate operating divisions.

## Packing it up

The 25-year flagship facility for 3M's manufacture of three-quarter-inch U-Matic videocassettes and professional reel-to-reel audio tape is moving from Freehold, N.J. According to the company, however, production levels and distribution channels will not be altered by shift of operations to existing 3M facilities in Hutchinson, Minn., and Wahpeton, N.D. More than 330 workers will be affected by the move, which is scheduled for completion by June 1986.

## Radiation alert

The FCC has released a bulletin on compliance with new radiofrequency radiation (RFR) guidelines going into effect Jan. 1,



**Redmen television.** The broadcast booth and control room shown above are part of a new \$3-million television center opened at St. John's University in November. The facility, designed for the use of 700 communication majors at the Jamaica, N.Y., institution, is outfitted with broadcast quality gear including three Ikegami studio cameras and separate field cameras, Sony one-inch studio videotape recorders and portable U-Matics with a Sony BVE-5000 editing system, a Chyron character generator with a color palette feature, a GVG 300 production switcher, an NEC digital video effects system, an MCI audio board, and a Strand Century lighting system. The center will be directed by Patricia Ruggieri, former operations manager of the Center for Non-Broadcast Television Inc. New York.

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1986. The 52-page document, designed to aid broadcast and other communications facilities in determining whether they meet the Commission's rules on human exposure to RFR, was compiled by the FCC Office of Science and Technology.

The report (OST Bulletin No. 65) suggests measurement procedures and instrumentation, along with calculations and prediction methods (supplemented by 18 tables and charts supplied by the Environmental Protection Agency). Also included are methods for controlling occupational and public exposure and background information on FCC procedural considerations.

### Digital Airs

Noncommercial WGBH(FM) in Boston has aired the nation's first live digital broadcast direct to local stations. Using DBX digital audio processors, the station produced a digital version of an Oct. 31 performance of Switzerland's Orchestre de la Suisse Romande from the Massachusetts Institute of Technology's Kresge Auditorium.

The production's video-format digital audio signal was uplinked on Public Broadcasting Service Westar IV transponder via a WGBH satellite facility in Needham, Mass. One dozen stations using DBX Model 700 processors decoded the digital version of the broadcast. For those 26 stations without DBX decoders, an analog backup was sent from the uplink on a National Public Radio transponder on the same satellite.

The DBX unit uses the company's own compressed predictive delta modulation technique for analog-to-digital data conversion, which, according to the Newton, Mass., audio equipment manufacturer, gives the unit a dynamic range of up to 110 dB with an exceptionally low noise floor.

WGBH has previously worked with digital audio feeds, particularly from trans-Atlantic broadcasts, but had always decoded them before satellite distribution. Similar work has also been done by American Public Radio in Minneapolis-St. Paul, which last winter aired a choral performance that had been received in digital form from KTCI-TV in St. Paul (BROADCASTING, Apr. 22).

According to a WGBH spokesman, plans are under way for a similar direct-to-local digital broadcast of a tape-delayed Vienna Philharmonic performance on New Year's Day.

### Gearing up

A new portable satellite uplink with a 1.2-meter antenna has been designed for Ku-band remote broadcast and satellite news-gathering applications by **Modulation Associates**, Mountain View, Calif. The system can provide continuous two-way, multichannel communications, including engineer's private line, IFB line and digital data channels, without interrupting broadcast programming. The basic unit is priced at \$50,000 and delivery of initial orders has begun. Negotiations for 50 units are under way with one of the commercial networks, according to the company.

□

**Integrated Technologies** of Greensboro, N.C., is making available a broadcast RGB-

to-NTSC graphics encoder and genlock board for IBM PC, XT and AT computers. The Graphi-Coder graphics card, with applications for video paint systems, is priced at \$1,295.

□

A new component digital effects system is now available from **Abekas Video Systems** of Foster City, Calif. First shown in a PAL version by the company's sister operation in England in the fall of 1984, the \$29,500 NTSC Zeno system uses a 13.5 mhz, 4:2:2 full bandwidth signal system, with pre-programmed and programable effects and a control panel similar to that of the Abekas A52 digital special effects system.

### My kind of town

The agenda for the annual TV conference of the Society of Motion Picture and Television Engineers, scheduled for Chicago's Marriott hotel Feb. 7-8, will include two half-day sessions on digital TV tape recorders and half-day sessions on multichannel TV audio and TV post-production techniques. A 9,000-square-foot display of equipment related to the papers will also be held concurrently, with the participation of 25-30 companies.

Digital VTR's will be emphasized to provide attendees with a complete review of the newly standardized format, with the first session dedicated to a background of digital TV recording, a digital overview, user re-

quirements, magnetic media and cassette and mechanical designs. The second session on the topic will cover video processing, audio and timecode systems, error control, data shuffling, optimization by simulation and a study of measurements and diagnostics.

Multichannel sound gets the conference under way the morning of Feb. 7 with papers on recording of stereo productions, design of TV stereo receivers and related topics, while the closing session on post-production covers techniques in digital special effects, sound processing and editing.

Scheduled guest speaker for the Feb. 7 luncheon is Michael Sherlock, NBC executive vice president, operations and technical services. Fred Remley of the University of Michigan Media Resources Center and John F. Browne of Browne Associates, consulting engineers, are conference program co-chairmen.

### Reading room

Solid State Logic has published a 35-page booklet, "The Future of Audio Console Design—Establishing a Dialogue." The report, which covers both standard analog consoles and SSL's new research into digital systems, includes discussions of analog and digital audio processing, controls and displays, control computers and automation



**Sharing the shareholders.** A legally binding shareholders' meeting was conducted via videoconference, a first according to its producer. The Southern States Cooperative, a farm supply and distribution company, met at the Marriott hotel in Richmond, Va. Produced by WetaCom Inc., a subsidiary of noncommercial WETA-TV Washington, the videoconference was viewed by members in 10 locations in a five-state region. Each location receiving the signal was in direct audio contact by telephone lines to the Richmond site.

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and Storage. The manufacturer is based in Oxford, England, with U.S. offices in New York and Los Angeles.

The third edition of Tektronix' 23-page primer on spectrum analysis is now available from the Beaverton, Ore., test and mon-

itoring equipment company. The pocket-size pamphlet, first printed in 1974, includes a glossary, a basic description of a spectrum analyzer and reference charts and graphs.

A brochure on how to correct power line disturbances, a common cause of malfunctions in computers and other electronic

equipment, has been written by Dranetz Technologies of Edison, N.J. The 16-page report reviewed line disturbances, its monitoring and its cost, and describes various protective devices, including isolation transformers, line voltage regulators and uninterruptible power supplies.

## For the Record

As compiled by BROADCASTING, Nov. 21 through Nov. 27, 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

■ WOOB(AM) Leeds, Ala. (1030 khz; 10 kw-D; 1 kw-N)—Seeks assignment of license from SE/USA Broadcasting Co. to Spann Communications for \$25,000. Seller is owned by Robert du Treil, Ronald D. Rackley and William Garrison. It is app. for new FM in Guadalupe, Calif. Garrison is vice president, engineering and government relations with Multimedia Broadcasting Co. Buyer is owned by Pervis Spann, who also has interest in WVON(AM) Cicero, Ill., and WXSS(AM) Memphis. Filed Nov. 13.

■ WAMT(AM)-WAJX(FM) Titusville, Fla. (AM: 1060 khz; 10 kw-D; 5 kw-D; FM: 98.3 mhz; 3 kw; HAAT: 235 ft.)—Seeks assignment of license from Ogden Broadcasting of Florida Inc. to Frazer Broadcasting Corp. for \$1 million, comprising \$750,000 cash and remainder note at 10% over eight years. Seller is Wheeling, W.Va.-based newspaper publisher and station group of two AM's and three FM's principally owned by Ogden Nutting. It also publishes 16 newspapers. Buyer is owned by Sidney Frazer, former owner of WELE-AM-FM Deland, Fla. Filed Nov. 13.

■ WFNE(FM) Forsyth, Ga. (100.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from P.O.S. Radio Inc. to WFNE Inc. for \$290,000 cash. Seller is owned by Mark A. Picus, executor of estate of his father, Lawrence R. Picus. It also owns WJAZ(AM) Albany, Ga. Buyer is owned by Charles E. Finney (39%), Charles H. Roberts (42%) and two

others. Finney has interest in WJAZ(AM)-WJIZ(FM) Albany, WTJH(AM) East Point and WMJM(AM)-WFAV(FM) Cordele, all Georgia. Roberts is general manager of WJAZ. Filed Nov. 15.

■ WRAM(AM) Monmouth, Ill. (1330 khz; 1 kw-D)—Seeks assignment of license from Coleman Broadcasting Co. to KCB Enterprises Inc. for \$325,000, comprising \$265,000 cash and remainder note. Seller is owned by Roger Coleman and his wife, Marilyn, who have no other broadcast interests. Buyer is owned by Kevin Potter and his wife, Dore, who also own colocated WMOI(FM). Filed Nov. 14.

■ WJPD-AM-FM Ishpeming, Mich. (AM: 1240 khz; 1 kw-D; 250 w-N; FM: 92.3 mhz; 100 kw; HAAT: 470 ft.)—Seeks assignment of license from WJPD Inc. to Faver Broadcast Income Fund Ltd. III for \$1 million, comprising \$350,000 cash and remainder note at 10% over 12 years. Seller is owned by Eugene A. Halker, who also owns WKB-AM-FM Iron River, Mich. Buyer is equally owned by Stanley O. Sackin, Ronald J. Verlander and William O. Woodall. It has interest in WGAF(AM) Valdosta, WTGQ(FM) Cairo, WLET(AM)-WZLI(FM) Toccoa, all Georgia, and WSMY(AM) Weldon and WPTM(FM) Roanoke Rapids, both North Carolina. Verlander also has interest in KBSI-TV Cape Girardeau, Mo.. Filed Nov. 18.

■ WGAI(AM)-WWOK(FM) Elizabeth City, N.C. (AM: 560 khz; 1 kw-D; 500 w-N; FM: 105.7 mhz; 37 kw; HAAT: 611 ft. [CP: 100 kw])—Seeks assignment of license from Success Communications to Ellek Seymour for \$350,000 cash for AM and \$1,050,000 cash for FM. Seller is owned by Thomas H. Campbell, who has no other broadcast interests. Buyer owns Richmond, Va.-based station group of six AM's and eight FM's, and recently purchased WRJY(AM) Richmond and WHCC(AM)-WQNS(FM) Waynesboro, N.C. ("Changing Hands," Nov. 25). Filed Nov. 18.

■ WJYW(FM) Southport, N.C. (107.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Rawley Communications Corp. to Atlantic Broadcasting Co. for \$600,000 cash. Seller is owned by David A. Rawley, who also owns WMXX(FM)-WINH(AM) Georgetown, S.C. Buyer is principally owned by Fred C. Avent and family. It also owns WJMX-AM-FM Florence and WMXQ-FM Moncks Corner, S.C. Filed Nov. 19.

■ WJCK(TV) Watertown, N.Y. (ch. 50; ERP vis. 100 kw; aur. 10 kw; HAAT: 493 ft.; ant. height above ground: 330 ft.)—Seeks assignment of license from Intercountry Communications Corp. to Moreland Broadcast Associates for \$100,000. Seller is owned by Grover H. Hubbell, who has no other broadcast interests. Buyer is equally owned by Craig L. Fox, George W. Kimble, David C. Schaller and

Guyon W. Turner. It has interest in WOLF-TV Scranton and WWLF-TV Hazleton, both Pennsylvania, and WAQX-AM-FM Syracuse, N.Y. Filed Nov. 15.

■ KELG-FM Bastrop, Tex. (107.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Longcrier Communications to Robert W. Walker for \$265,000 cash. Seller is owned by Steven Longcrier, who also has interest in KZEU(AM) Victoria, Tex. Buyer has interest in app.'s for three new FM's and one new TV. Filed Nov. 15.

■ WTJ(AM) Waterbury, Vt. (103.1 mhz; 3 kw; HAAT: 307 ft.)—Seeks transfer of control of Harvest Broadcasting Inc. from Brian Dodge to Alexander D. McEwing for \$227,000, comprising \$50,000 cash and remainder note at 12%. Seller has interest in app.'s for new FM's in Alva and Elk City, both Oklahoma, and Harwichport, Mass. Buyer has no other broadcast interests. Filed Nov. 18.

### New Stations

#### Applications

##### AM

■ Meridian, Miss.—Frank Rackley seeks 1290 khz; 1 kw-D. Address: 3413 11th St., 39301. Principal has no other broadcast interests. Filed Oct. 11.

##### FM's

■ Linden, Ala.—L. Lynn Henley seeks 107.1 mhz; 3 kw; HAAT: 328 ft. Address: 1602 Merle Circle, Opelika, Ala. 36801. Principal has no other broadcast interests. Filed Oct. 31.

■ Mobile, Ala.—Life Church of Mobile Inc. seeks 88.5 mhz; 28 kw; HAAT: 250.9 ft. Address: 8701 Zeigler Blvd., 36608. Principal is equally owned by Dick Braswell, John S. Heritage and Violet S. Deas. It has no other broadcast interests. Filed Nov. 13.

■ Colusa, Calif.—Wade Axell seeks 96.5 mhz; 3 kw; HAAT: 219 ft. Address: 126 W. Berryhill Dr., #123, Grass Valley, Calif. Principal is also app. for new FM in Grass Valley, Calif., and has interest in app.'s for new FM's in Fort Bragg and Central Valley, both California. Filed Nov. 15.

■ Kentland, Ind.—Pennington Communications of Indiana seeks 101.7 mhz; 3 kw; HAAT: 259 ft. Principal is equally owned by William J. Pennington Jr. and his son, William III. They also own WBUG(AM)-WXRY(FM) Ridgeland, S.C. Elder Pennington owns KQMG(FM) Carrizo Springs, Tex. Filed Nov. 19.

■ Marseilles, Ill.—Thomas H. Moffit seeks 96.5 mhz; 3 kw; HAAT: 314 ft. Address: 150 Valmore Dr., Casselberry, Fla. 32707. Principal owns WVCH(AM) Chester, Pa., and WLITN-AM-FM Apopka, Fla. Filed Nov. 13.

■ Marseilles, Ill.—Livingston County Broadcasters Inc. seeks 96.5 mhz; 1 kw; HAAT: 335 ft. Address: 315 N. Mill St., Pontiac, Ill. 61764. Principal is principally owned by Lawrence W. Nelson and his wife, Pamela, and J. Collins Miller and his wife, Candace. Nelsons own WSPY(FM) Plano, Ill., where Collins is general manager. Nelsons also own WBYG(AM) Sandwich, Ill., and have applied to purchase 50% of WOKO-TV Pontiac, Ill., from Lawrence Nelson's father, Woodrow Nelson. Filed Nov. 15.

■ Marseilles, Ill.—Charles J. Saltzman seeks 96.5 mhz; 3 kw; HAAT: 285.4 ft. Address: 20355 N.E. 34 Ct., South Miami Beach, Fla. 33180. Principal is app. for seven new FM's. Filed Nov. 6.

■ Corydon, Ind.—Don H. Barden seeks 96.5 mhz; 3 kw; HAAT: 300 ft. Address: 1249 Washington Blvd., Detroit 48226. Principal has no other broadcast interests. Filed Nov. 15.

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## Facilities Changes

### Applications

#### AM's

##### Tendered

- KERI (1180 khz) Wasco, Calif.—Seeks CP to increase day power to 50 kw; install DA-2, and make changes in ant. sys. App. Nov. 12.
- KSSS (740 khz) Colorado Springs—Seeks CP to increase day power to 3 kw; increase night power to 1.5 kw; change TL, and make changes in ant. sys. App. Nov. 12.
- WDGY (1130 khz) Minneapolis—Seeks CP to increase power to 30.5 kw. App. Nov. 12.
- KSMM (1530 khz) Shakopee, Minn.—Seeks CP to increase power to 8.67 kw and install DA-D. App. Nov. 14.
- KCHS (1400 khz) Truth or Consequences, N.M.—Seeks CP to increase day and night powers to 1 kw. App. Nov. 20.
- WGFM (1500 khz) Watkins Glen, N.Y.—Seeks CP to add night service with 1 kw; change freq. to 1490 khz, and make changes in ant. sys. App. Nov. 14.
- KTLU (1580 khz) Rusk, Tex.—Seeks CP to increase day power to 1 kw. App. Nov. 12.
- KLYR (1340 khz) Heber City, Utah—Seeks CP to change freq. to 1210 khz and increase day power to 5 kw. App. Nov. 21.

##### Accepted

- WRUF (850 khz) Gainesville, Fla.—Seeks mod. of lic. to operate transmitter by remote control from main SL. App. Nov. 22.
- WWFE (670 khz) Miami—Seeks MP to change TL and make changes in ant. sys. App. Nov. 20.
- WWLD (1190 khz) Pine Castle, Fla.—Seeks mod. of lic. to move SL to 5205 South Orange Ave. Edge Wood, Fla. App. Nov. 22.
- WLGC (1520 khz) Greenup, Ky.—Seeks CP to make changes in ant. sys. App. Nov. 25.
- WUNR (1600 khz) Brookline, Mass.—Seeks CP to make changes in ant. sys. App. Nov. 20.
- WSJC (810 khz) Magee, Miss.—Seeks CP to make changes in ant. sys. App. Nov. 20.
- WMYL (1420 khz) Herkimer, N.Y.—Seeks MP to make changes in ant. sys. App. Nov. 18.
- WFNC (640 khz) Fayetteville, N.C.—Seeks MP to make changes in ant. sys. App. Nov. 18.
- WHOT (1330 khz) Campbell, Ohio—Seeks mod. of lic. to move SL to 4040 Simon Road, Youngstown, Ohio. App. Nov. 18.
- WHBC (1480 khz) Canton, Ohio—Seeks CP to change TL and make changes in ant. sys. App. Nov. 20.
- WIP (610 khz) Philadelphia—Seeks CP to make changes in ant. sys. App. Nov. 20.
- WOLA (1380 khz) Barranquitas, P.R.—Seeks MP to make changes in ant. sys. App. Nov. 18.
- WBUG (1430 khz) Ridgeland, S.C.—Seeks CP to make changes in ant. sys.; decrease power to 880 w, and change TL. App. Nov. 22.

- Corydon, Ind.—Minority Broadcasting Corp. seeks 96.5 mhz; 3 kw; HAAT: 328 ft. Address: 688 S. 42d St., Louisville, Ky. 40211. Principal is owned by Argie L. Dale, Angelia M. Pait and Virginia C. Burbank. It also owns WDGS(A) New Albany, Ind. Filed Nov. 15.
- Corydon, Ind.—Ronald H. Livengood seeks 96.5 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 966, Scottsboro, Ala. 35768. Principal has interest in WKEA-AM-FM Scottsboro, Ala. Filed Nov. 14.
- Corydon, Ind.—Big Lou Radio seeks 96.5 mhz; 3 kw; HAAT: 328 ft. Address: 290 Harrison Dr., 47112. Principal is owned by Mary Lou Rothrock, who has no other broadcast interests. Filed Nov. 14.
- Corydon, Ind.—Dennis R. Hill and Jon D. Walsh seek 96.5 mhz; 3 kw; HAAT: 295.6 ft. Address: 166 Old Highway 135 N., 47112. Principals also own collocated WJDW(AM). Filed Nov. 14.
- Corydon, Ind.—PN Radio Co. seeks 96.5 mhz; 3 kw; HAAT: 281.3 ft. Address: 157 W. 57th St., #902, New York 10019. Principal is owned by Private Networks Inc., and Broadcast Data Corp. It is headed by Billy J. Parrat. It is app. for over 100 LPTV's. Filed Nov. 15. Filed Nov. 13.
- Portage, Mich.—Radio Portage Inc. seeks 96.5 mhz; 3 kw; HAAT: 238 ft. Address: 1249 Washington Blvd., Detroit 48226. Principal is owned by Don H. Barden (10%) and Michael Jackson (90%). Barden owns four cable systems in Michigan. Filed Nov. 15.
- Portage, Mich.—Portage Communications Inc. seeks 96.5 mhz; 3 kw; HAAT: 328 ft. Address: 400 Renaissance Center, Detroit 48243. Principal is owned by Josephson International Inc., Detroit-based publicly owned firm, which owns station group of two AM's and four FM's. It is principally owned by Marvin Josephson. Filed Nov. 15.
- Portage, Mich.—PN Radio Co. seeks 96.5 mhz; 3 kw; HAAT: 307.3 ft. Address: 157 W. 57th St., #902, New York 10019. Principal is owned by Private Networks Inc., and Broadcast Data Corp. It is headed by Billy J. Parrat and is app. for over 100 LPTV's. Filed Nov. 15.
- Portage, Mich.—Radio Associates Inc. seeks 96.5 mhz; 3 kw; HAAT: 312.6 ft. Address: 405 W. Michigan, Kalamazoo, Mich. 49007. Principal is equally owned by Kenneth V. Miller, Phillip B. Siegfried, Jerry L. Miller, Robert M.; Salmon and Marvin J. DeVrou. It also owns KCEY(AM)-KMIX(FM) Turlock, Calif. Filed Nov. 14.
- Portage, Mich.—Eugene Walker and his wife, Valerie seek 96.5 mhz; 3 kw; HAAT: 328 ft. Address: 4040 Greenleaf Circle, #408, Kalamazoo, Mich. 49008. Principals have no other broadcast interests. Filed Nov. 15.
- Portage, Mich.—Larry Langford seeks 96.5 mhz; 3 kw; HAAT: 321.5 ft. Address: 6024 S. Bishop, Chicago 60636. Principal has no other broadcast interests. Filed Oct. 22.
- Portage, Mich.—Steven J. Kuiper seeks 96.5 mhz; 3 kw; HAAT: 328 ft. Address: 2049 Acton St., Grand Rapids, Mich. 49504. Principal has no other broadcast interests. Filed Nov. 15.
- Portage, Mich.—Horizon Broadcasting Co. seeks 96.5 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 3026, Cincinnati 45201. Principal is equally owned by Jeffrey S. Yordy, Mike Collette and Dwain Celistan. Filed Nov. 14.
- Portage, Mich.—Portage FM Group seeks 96.5 mhz; 3 kw; HAAT: 328 ft. Address: 4146 Suitland Rd., Apt. 302, Suitland, Md. 20746. Principal is owned by William Bryant, who has no other broadcast interests. Filed Nov. 15.
- Portage, Mich.—WHW Broadcasting Group seeks 96.5 mhz; 3 kw; HAAT: 328 ft. Address: 2406 Romance Rd., Portage, Mich. 49081. Principal is principally owned by Gloria Hall. It has no other broadcast interests. Filed Nov. 15.
- Clarksdale, Miss.—Phillip Anderson seeks 96.5 mhz; 3 kw; HAAT: 328 ft. Address: 209 Arizona St., Batesville, Miss. 38606. Principal is announcer at WBLE(FM) Batesville, Miss. Filed Nov. 12.
- Sparta, Mo.—James L. Gardner seeks 96.5 mhz; 3 kw; HAAT: 328 ft. Address: 6777 SW Chaucer Dr., Lawton, Okla. 73505. Principal's wife is app. for new FM in Lawton, Okla. His mother, Ellen L. Gardner, is app. for new FM's in Galveston, Tex., and Pullman, Wash. Filed Nov. 12.
- Aparta, Mo.—Sledge Communications seeks 96.5 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 669, Poplar Bluff, Mo. 63901. Principal is owned by Randol Sledge and his wife, Reba (20% each), Steve Foutch and his wife, Cynthia (15% each), and Perry Smith and his wife, Shearon (15% each). It is also app. for new FM in Texarkana, Ark. Foutches have interest in new FM in Marion, Miss. Perry Smith owns app. for new FM in Selmer, Tenn. Filed Nov. 15.
- Fredonia, N.Y.—Chautauqua Radio Ltd. Partnership seeks 96.5 mhz; 660 w; HAAT: 686 ft. Address: 31 East Seventh St., Dunkirk, N.Y. 14048. Principal is owned by

Hector Rivera (10% gen. part.) and Vincent T. Ridikas (90% lim. part.). It has no other broadcast interests. Filed Nov. 15.

■ Fredonia, N.Y.—Catoctin Broadcasting Corp. seeks 96.5 mhz; 1.2 kw; HAAT: 514.7 ft. Address: 27 East Main St., 14063. Principal is owned by Henry R. Serafin, who also owns collocated WBUZ(AM). Filed Nov. 15.

■ Fredonia, N.Y.—Lake Shore Broadcasting Co. seeks 96.5 mhz; 960 w; HAAT: 579 ft. Address: 200 Fenton Bldg., Jamestown, N.Y. 14701. Principal is owned by R. Michael Goldman and his sister, Gail. They have interest in family corporation, James Broadcasting Co., which owns WJTN(AM)-WWSE(FM) Jamestown, N.Y., and WVMT(AM) Colchester and WRUT(FM) Rutland, both Vermont. Filed Nov. 15.

■ Fredonia, N.Y.—David O'Connor seeks 96.5 mhz; 1.1 kw; HAAT: 488.72 ft. Address: P.O. Box, Erie, Pa. 16512. Principal has no other broadcast interests. Filed Nov. 14.

■ Fredonia, N.Y.—Cruz Broadcasting seeks 96.5 mhz; 1.2 kw; HAAT: 514.7 ft. Address: 29 Moore Ave., 14063. Principal is equally owned by Moises Cruz and Carl G. Timko. It has no other broadcast interests. Filed Nov. 15.

■ Fredonia, N.Y.—Robert M. Bennett seeks 96.5 mhz; 1 kw; HAAT: 500 ft. Address: 397 Woodbridge Ave., Buffalo, N.Y. 14214. Principal has no other broadcast interests. Filed Nov. 15.

■ Harrogate, Tenn.—Kenneth C. Hill seeks 96.5 mhz; 1.66 kw; HAAT: 432 ft. Address: Route 1, Box 20-A, 37752. Principal is general manager of noncommercial WHCB(FM) Bristol, Tenn. Filed Nov. 15.

■ Harrogate, Tenn.—New South Communications Ltd. seeks 96.5 mhz; 3 kw; HAAT: 327 ft. Address: P.O. Box 486, Sparta, Tenn. 38583. Principal is principally owned by Marilyn L. Clark, general partner. One limited partner, Ernest D. Thompson, owns WSMT-AM-FM Sparta, Tenn. Filed Nov. 15.

■ Harrogate, Tenn.—JBD Inc. seeks 96.5 mhz; 3 kw; HAAT: 324.7 ft. Address: Long Street, P.O. Box 214, 37752. Principal is owned by William J. Stephens (100% voting stock) and David B. Cook and Robert J. Parkey (50% each nonvoting stock). It owns various LPTV licenses and applications and owns KOIA-TV Ottumwa, Iowa. Filed Nov. 14.

■ Harrogate, Tenn.—Harrogate Broadcast Group seeks 96.5 mhz; 3 kw; HAAT: 328 ft. Address: Route 1, Box 106, 37752. Principal is owned by Orville Bailey and his wife, Elizabeth (60%), and Beulah Pursiful and her husband, Warren (40%). Warren Pursiful owns WFXV(AM) Middleboro, Tenn., where Bailey is general manager and Beulah Pursiful is bookkeeper. Filed Nov. 15.

■ Harrogate, Tenn.—Donald L. Miracle and Verlan L. Gray seek 96.5 mhz; 3 kw; HAAT: 324.7 ft. Address: P.O. Box 192, Arthur, Tenn. 37707. It has no other broadcast interests. Filed Nov. 15.

■ Moundsville, W.Va.—Hank Grewe Broadcasting Inc. seeks 96.5 mhz; 1.122 kw; HAAT: 525.9 ft. Address: 317 7th St., 26041. Principal is owned by Hank Grewe, who also owns collocated WEIF(AM). Filed Nov. 15.

■ Moundsville, W.Va.—Ronald W. King seeks for 96.5 mhz; 910 w; HAAT: 181.3 ft. Address: 208 Verona Dr., Washington, Pa. 15301. Principal has no other broadcast interests. Filed Nov. 14.

■ Algoma, Wis.—D&M Broadcasting Co. seeks 96.5 mhz; 3 kw; HAAT: 328 ft. Address: 701 Alpine St., 54201. Principal is owned by Dale M. Eggert, who has no other broadcast interests. Filed Nov. 15.

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BROADCAST BROKERS.  
**DANIELS**  
& ASSOCIATES

operate transmitter by remote control from main SL. App. Nov. 12.

■ **KALL** (910 khz) Salt Lake City—Seeks CP to change TL and make changes in ant. sys. App. Nov. 20.

■ **WLEE** (1480 khz) Richmond, Va.—Seeks CP to change TL. App. Nov. 20.

■ **KLSY** (1540 khz) Bellevue, Wash.—Seeks CP to augment modified standard pattern. App. Nov. 25.

## FM's

### Tendered

■ **\*KCSN** (88.5 mhz) Northridge, Calif.—Seeks CP to change TL; change ERP to 0.052 kw; change HAAT to 646 ft., and make changes in ant. sys. App. Nov. 20.

■ **KHAA** (106.7 mhz) Port Sulphur, La.—Seeks CP to change TL and change HAAT to 983 ft. App. Nov. 13.

■ **KAGE-FM** (95.3 mhz) Winona, Minn.—Seeks CP to change ERP to 1.41 kw and change HAAT to 486 ft. App. Nov. 12.

■ **WXIK** (96.1 mhz) Shelby, N.C.—Seeks CP to change TL; change ERP to 49.6 kw; change HAAT to 1,995 ft., and make changes in ant. sys. App. Nov. 21.

### Accepted

■ **WABB-FM** (97.5 mhz) Mobile, Ala.—Seeks CP to change TL; change HAAT to 1,643.94 ft., and make changes in ant. sys. App. Nov. 18.

■ **\*KUAR** (89.1 mhz) Little Rock, Ark.—Seeks mod. of CP to change TL; change ERP to 73.5 kw; change HAAT to 272.5 ft., and make changes in ant. sys. App. Nov. 20.

■ **KUTE** (101.9 mhz) Glendale, Calif.—Seeks CP to change ERP to 2.36 kw. App. Nov. 12.

■ **KAVS** (97.7 mhz) Mojave, Calif.—Seeks CP to change TL and make changes in ant. sys. App. Nov. 18.

■ **WRQX** (107.3 mhz) Washington—Seeks CP to install aux. sys. App. Nov. 12.

■ **WNLT** (97.5 mhz) Clearwater, Fla.—Seeks CP to change TL; change HAAT to 601.25 ft., and make changes in ant. sys. App. Nov. 13.

■ **WCMQ-FM** (92.1 mhz) Hialeah, Fla.—Seeks CP to change ERP to 41 kw; change HAAT to 285.36 ft., and change freq. to 92.3 mhz. App. Nov. 20.

■ **WNJY** (94.3 mhz) Riviera Beach, Fla.—Seeks CP to change ERP to 1.38 kw. App. Nov. 12.

■ **WAGQ** (104.7 khz) Athens, Ga.—Seeks mod. of CP to change geographic coordinates. App. Nov. 18.

■ **WIML** (106.3 mhz) Wrightsville, Ga.—Seeks CP to change HAAT to 328 ft. App. Nov. 20.

■ **KQLA** (103.9 mhz) Ogden, Kan.—Seeks mod. of CP to change TL and change ERP to 315 kw. App. Nov. 13.

■ **WLYD-FM** (98.5 mhz) New Orleans—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 304.43 ft., and make changes in ant. sys. App. Nov. 13.

■ **WBOS** (92.9 mhz) Brookline, Mass.—Seeks CP to change ERP to 18 kw. App. Nov. 19.

■ **KHEZ** (96.1 mhz) Crookston, Minn.—Seeks mod. of CP to change HAAT to 415 ft. App. Nov. 20.

■ **WCCA** (94.1 mhz) McComb, Miss.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 980.72 ft., and make changes in ant. sys. App. Nov. 20.

■ **KRZK** (106.3 mhz) Branson, Mo.—Seeks CP to change TL; change ERP to 2.4 kw, and change HAAT to 396 ft. App. Nov. 12.

■ **\*KNEO** (91.5 mhz) Neosho, Mo.—Seeks mod. of CP to change HAAT to 73.14 ft. App. Nov. 21.

■ **\*WDPK** (89.5 mhz) Dayton, Ohio—Seeks mod. of CP to change SL to 1514 W. Dorothy Lane, Kettering, Ohio. App. Nov. 21.

■ **KRKE-FM** (94.1 mhz) Albuquerque, N.M.—Seeks CP to change ERP to 20.236 kw. App. Nov. 13.

■ **KPCE** (100.9 mhz) Eunice, N.M.—Seeks mod. of CP to change ERP to 1.7 kw and change HAAT to 380 ft. App. Nov. 13.

■ **WQTR** (99.1 mhz) Whiteville, N.C.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 981 ft., and make changes in ant. sys. App. Nov. 20.

■ **WSEC** (103.7 mhz) Williamson, N.C.—Seeks CP to change ERP to 100 kw. App. Nov. 20.

■ **WWMZ** (98.3 mhz) Fredericktown, Ohio—Seeks mod. of CP to change TL; change ERP to 2 kw; change HAAT to 389.99 ft., and make changes in ant. sys. App. Nov. 21.

■ **\*WTLR** (89.9 mhz) State College, Pa.—Seeks CP to change ERP to 3 kw and make changes in ant. sys. App. Nov. 13.

■ **WGOX** (101.7 mhz) Ravenel, S.C.—Seeks CP to change ERP to 1.32 kw and change HAAT to 482.16 ft. App. Nov. 21.

■ **KFYO-FM** (102.5 mhz) Lubbock, Tex.—Seeks CP to change TL; change HAAT to 817.048 ft., and make changes in ant. sys. App. Nov. 20.

■ **\*KVTT** (91.7 mhz) Dallas—Seeks CP to change TL and make changes in ant. sys. App. Nov. 20.

■ **WTID** (106.9 mhz) Suffolk, Va.—Seeks CP to change TL and change HAAT to 1,474.69 ft. App. Nov. 20.

■ **WOWN** (99.3 mhz) Shawano, Wis.—Seeks CP to change TL and change HAAT to 328 ft. App. Nov. 20.

## TV's

### Accepted

■ **KXTV** (ch. 10) Sacramento, Calif.—Seeks CP to change HAAT to 1,953 ft.; replace ant., and change TL. App. Nov. 21.

■ **KLXV-TV** (ch. 65) San Jose, Calif.—Seeks MP to change ERP to vis. 3,090 kw, aur. 309 kw; change HAAT to 2,651 ft., and replace ant. App. Nov. 20.

■ **\*KNXT** (ch. 49) Visalia, Calif.—Seeks MP to change ERP to vis. 2,150 kw, aur. 215 kw and change HAAT to 2,738 ft. App. Nov. 22.

■ **WIYE** (ch. 55) Leesburg, Fla.—Seeks MP to change HAAT to 169.1 ft. and make changes in ant. sys. App. Nov. 12.

■ **WDKY-TV** (ch. 56) Danville, Ky.—Seeks MP to change ERP to vis. 4,570 kw, aur. 457 kw; change HAAT to 1,150 ft.; replace ant., and change TL. App. Nov. 22.

■ **WXIX-TV** (ch. 19) Newport, Ky.—Seeks MP to change ERP to vis. 4,646 kw, aur. 464.6 kw. App. Nov. 15.

■ **KPLC-TV** (ch. 7) Lake Charles, La.—Seeks CP to change HAAT to 1,999.49 ft. and change TL. App. Nov. 20.

■ **KARD** (ch. 14) West Monroe, La.—Seeks CP to change ERP to vis. 5,000 kw, aur. 500 kw and change HAAT to 1,876 ft. App. Nov. 22.

■ **KTAJ** (ch. 16) St. Joseph, Mo.—Seeks MP to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 502.12 ft.; change ant., and change TL. App. Nov. 12.

■ **\*WOSU-TV** (ch. 34) Columbus, Ohio—Seeks MP to replace ant. and install new transmission line. App. Nov. 15.

■ **WUAB** (ch. 43) Lorain, Ohio—Seeks CP to change ERP to 5,000 kw and change TL. App. Nov. 20.

■ **KSBI** (ch. 52) Oklahoma City—Seeks MP to change ERP to vis. 1,355 kw, aur. 135.5 kw and change HAAT to 601 ft. App. Nov. 22.

■ **WAPA-TV** (ch. 4) San Juan, P.R.—Seeks CP to install new ant. sys. App. Nov. 20.

■ **\*WITV** (ch. 7) Charleston, S.C.—Seeks MP to change HAAT to 1,869 ft and change TL. App. Nov. 19.

■ **WFLI-TV** (ch. 53) Cleveland, Tenn.—Seeks MP to change ERP to vis. 1,250 kw, aur. 125 kw and change HAAT to 1,169 ft. App. Nov. 20.

■ **WJPR** (ch. 21) Lynchburg, Va.—Seeks MP to change ERP to vis. 4,207 kw, aur. 421 kw. App. Nov. 13.

## Actions

### AM's

■ **KMCW** (1190 khz) Kensett, Ark.—Granted app. to move SL to Hawkins Drive, Searcy, Ark. Action Nov. 7.

■ **KLAZ** (1250 khz) Little Rock, Ark.—Granted app. to increase day power to 2.5 kw; increase night power to 5 kw; change TL, and make changes in ant. sys. Action Nov. 7.

■ **KCMJ** (1140 khz) Palm Springs, Calif.—Granted app. to operate by remote control from main SL. Action Oct. 31.

■ **KNTA** (1430 khz) Santa Clara, Calif.—Granted app. to increase night power to 2.5 kw; change TL, and make changes in ant. sys. Action Nov. 8.

■ **WZEL** (1380 khz) Young Harris, Ga.—Granted app. to change freq. to 770 khz; increase power to 750 w, and make changes in ant. sys. Action Nov. 6.

■ **WBYG** (930 khz) Sandwich, Ill.—Granted app. to change day power to 0.71 w; change night power to 2.2 kw, and change TL. Action Nov. 8.

■ **WLVG** (740 khz) Cambridge, Mass.—Granted app. to change TL and make changes in ant. sys. Action Nov. 14.

■ **WNZK** (690 khz) Westland, Mich.—Granted app. to operate by remote control. Action Oct. 31.

■ **KSLQ** (1350 khz) Washington, Mo.—Granted app. to operate by remote control from main SL. Action Oct. 31.

■ **KATL** (770 khz) Miles City, Mont.—Granted app. to augment DA pattern. Action Nov. 13.

■ **KMIN** (980 khz) Grants, N.M.—Granted app. to change freq. to 1400 khz; add night service with 1 kw, and make changes in ant. sys. Action Nov. 8.

■ **WBZN** (1030 khz) Wake Forest, N.C.—Granted app. to change TL and make changes in ant. sys. Action Nov. 14.

■ **WZZD** (990 khz) Philadelphia—Granted app. to change TL and make changes in ant. sys. Action Nov. 6.

■ **WKCK** (1470 khz) Orocovis, P.R.—Granted app. to increase night power to 2.5 kw and change to non-DA. Action Nov. 12.

■ **WJYT** (960 khz) Quebradillas, P.R.—Granted app. to augment day and night directional patterns. Action Nov. 13.

■ **WKNV** (910 khz) Dorchester, S.C.—Granted app. to operate by remote control from main SL. Action Oct. 31.

■ **WYKR** (1490 khz) Wells River, Vt.—Granted app. to change freq. to 1100 khz; change hours of operation to daytime only, and increase power to 5 kw. Action Nov. 5.

■ **WVVW** (1570 khz) St. Marys, W.Va.—Returned app. to change freq. to 630 khz; change power to 500 w, and make changes in ant. sys. Action Nov. 15.

## FM's

■ **KFAC-FM** (92.3 mhz) Los Angeles—Granted app. to install aux. sys. Action Nov. 7.

■ **KLZZ-FM** (106.5 mhz) San Diego—Granted app. to change TL; change ERP to 7 kw; change HAAT to 1,103 ft., and make changes in ant. sys. Action Nov. 13.

■ **KGMJ** (101.5 mhz) Eagle, Colo.—Dismissed app. to install aux. sys. Action Nov. 6.

■ **WJBR-FM** (99.5 mhz) Wilmington, Del.—Granted app. to make changes in ant. sys. Action Nov. 14.

■ **WSOS** (105.5 mhz) St. Augustine, Fla.—Granted app. to move SL app. 3 miles outside St. Augustine city limits. Action Oct. 31.

■ **\*WBVM** (90.5 mhz) Tampa, Fla.—Dismissed app. to change DA pattern and move SL to 3816 Morrison Ave., Tampa. Action Nov. 13.

■ **WJAD** (97.3 mhz) Bainbridge, Ga.—Granted app. to change HAAT to 1,000 ft. Action Nov. 7.

■ **\*KWPR** (88.7 mhz) Wailuku, Hawaii—Returned app. to change freq. to 90.7 mhz. Action Nov. 6.

■ **WLYZ** (95.3 mhz) Nashville, Ga.—Granted app. to change ERP to 1.8 kw and change HAAT to 412 ft. Action Nov. 8.

■ **KSAY** (96.1 mhz) Clinton, Iowa—Granted app. to change TL and change HAAT to 984 ft. Action Nov. 8.

■ **KOZO** (105.1 mhz) Boise, Idaho—Granted app. to change ERP to 52.5 kw and change HAAT to 2,588 ft. Action Nov. 7.

■ **WYMG** (100.5 mhz) Jacksonville, Ill.—Granted app. to change TL; change ERP to 50 kw, and change HAAT to 492 ft. Action Nov. 7.

■ **\*WBNS-FM** (89.1 mhz) New Orleans—Granted app. to change ERP to 10.0 kw; change HAAT to 524.8 ft.; change TL, and make changes in ant. sys. Action Nov. 6.

■ **WEZB** (97.1 mhz) New Orleans—Dismissed app. to change TL and change HAAT to 998.53 ft. Action Nov. 18.

■ **WRNO-FM** (99.5 mhz) New Orleans—Granted app. to move SL to Metairie, La. Action Oct. 31.

■ **WWIN-FM** (95.9 mhz) Baltimore—Granted app. to move SL. Action Oct. 31.

■ **WXJY** (96.3 mhz) Nantucket, Mass.—Granted app. to change HAAT to 394 ft. Action Nov. 4.

■ **WMBN-FM** (96.3 mhz) Petosky, Mich.—Dismissed app. to change TL; change HAAT to 980.72 ft., and make changes in ant. sys. Action Nov. 6.

■ **WQID** (93.7 mhz) Biloxi, Miss.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 984 ft. Action Oct. 21.

■ **WCCA** (94.1 mhz) McComb, Miss.—Dismissed app. to change TL; change ERP to 100 kw, and make changes in ant. sys. Action Nov. 6.

■ **KMFC** (92.1 mhz) Centralia, Mo.—Granted app. to change TL; change ERP to 1.86 kw, and change HAAT to 400 ft. Action Nov. 6.

■ **KDEX-FM** (102.3 mhz) Dexter, Mo.—Dismissed app. to change TL; change ERP to 2.29 kw, and change HAAT to



■ **WITU** (103.5 mhz) Cobleskill, N.Y.—Granted app. to change TL and change HAAT to 492 ft. Action Nov. 8.

■ **WFLR-FM** (95.9 mhz) Dundee, N.Y.—Granted app. to change ERP to .778 kw. Action Nov. 4.

■ **WMYK** (93.7 mhz) Elizabeth City, N.C.—Dismissed app. to change TL and change HAAT to 1,510 ft. Action Nov. 6.

■ **WKIT** (102.5 mhz) Hendersonville, N.C.—Dismissed app. to change TL: 1,607.2 ft., and make changes in ant. sys. Action Nov. 6.

■ **WZZT** (103.1 mhz) Johnstown, Ohio—Granted app. to change ERP to 1.5 kw; change HAAT to 444 ft., and make changes in ant. sys. Action Nov. 8.

■ **WKYN** (97.5 mhz) St. Marys, Pa.—Granted app. to change TL: change ERP to 31.6 kw; change HAAT to 616.64 ft., and change to non-DA ant. Action Nov. 1.

■ **\*WFCH** (88.5 mhz) Charleston, S.C.—Granted app. to change ERP to 29.6 kw; change HAAT to 306 ft., and move SL to Venning Road, Charleston.

■ **WGOX** (101.7 mhz) Ravenel, S.C.—Dismissed app. to change ERP to 1.32 kw and change HAAT to 482 ft. Action Nov. 6.

■ **WZEZ** (92.9 mhz) Nashville—Granted app. to change ERP to 100 kw. Action Nov. 14.

■ **WAKQ** (105.5 mhz) Paris, Tenn.—Granted app. to change ERP to 2 kw and change HAAT to 390.32 ft. Action Nov. 13.

■ **KTKS** (106.1 mhz) Denton, Tex.—Granted app. to install aux. ant. sys. Action Nov. 7.

■ **KLLI** (95.9 mhz) Hooks, Tex.—Granted app. to change TL: change ERP to 1.4 kw; change HAAT to 450.02 ft., and make changes in ant. sys. Action Nov. 7.

■ **KLLS-FM** (100.3 mhz) San Antonio, Tex.—Dismissed app. to change TL and change HAAT to 1,633.44 ft. Action Nov. 6.

■ **KEWC** (89.5 mhz) Cheney, Wash.—Dismissed app. to change TL: change HAAT to 2,183.85 ft., and make changes in ant. sys. Action Nov. 6.

■ **KTCW** (98.3 mhz) Pasco, Wash.—Granted app. to change TL and change HAAT to 195 ft. Action Nov. 13.

## TV's

■ **KVVT** (ch. 64) Barstow, Calif.—Granted app. to change ERP to vis. 3,228 kw, aur. 645.6 kw; change HAAT to 1,572 ft.; change ant., and change TL. Action Nov. 4.

■ **WLJC-TV** (ch. 65) Beattyville, Ky.—Granted app. to change ERP to vis. 1,603.25 kw, aur. 160.32 kw and change HAAT to 200 ft. Action Oct. 31.

## In Contest

### Review board made following decisions:

■ **Honolulu** (Lee Optical, et al.) FM proceeding. Scheduled oral argument for Dec. 13 on exceptions to initial decision of ALJ James F. Tierney granting app. of Philip R. Antoine and Lan Thi Vuong-Antoine for new FM station at Honolulu and denying competing apps. of Lee Optical and C.E. Inc. Each party has 20 minutes for argument. Lee Optical and C.E. Inc. may reserve part of their time for rebuttal. By letter, Nov. 8.

■ **Troy, Ohio** (Land O' Lakes Broadcasting Corp., et al.) AM proceeding. Scheduled oral argument for Dec. 20 on exceptions to initial decision of ALJ John H. Conklin granting apps. of Point Pleasant Broadcasting Co. and Union City Radio and denying competing apps. of Land O' Lakes Broadcasting and Advanced Allied Communications Technologies Inc. Each party has 20 minutes for argument. Land O' Lakes and Advanced Allied may reserve part of their time for rebuttal. By letter, Nov. 15.

■ **San Antonio, Tex.** (Vela Broadcasting Co., et al.) TV proceeding. Upheld initial decision of presiding ALJ dismissing app. of Salinas-Oatman Corp. for failure to prosecute. By MO&O.

■ **San Antonio, Tex.** (San Antonio Educational Television Inc. and Hispanic Community Educational TV Inc.) Ed-TV proceeding. Granted joint request for settlement agreement and dismissed app. of San Antonio Educational Television; granted app. of Hispanic Community Educational Television for new noncommercial TV station at San Antonio, and terminated proceeding. By order, Nov. 20.

### ALJ Joseph Chachkin made following decisions:

■ **San Diego** (Catherine Juanita Henry, et al.) FM proceed-

ing. By separate orders: granted motion filed by Seacoast Broadcasting Co. and dismissed its app. with prejudice; granted request by Louise Heifetz and dismissed her app. with prejudice. By orders, Nov. 13 and 14, respectively.

■ **San Diego** (Catherine Juanita Henry, et al.) FM proceeding. Granted request by Warren Broadcasting Ltd. and dismissed its app. with prejudice. By order, Nov. 20.

■ **Shreveport, La.** (Attaway Broadcast Group Inc. and Early D. Monroe Jr.) MDS proceeding. Granted motions filed by Attaway and Monroe and dismissed their apps. with prejudice and terminated proceeding. By order, Nov. 15.

■ **Reno** (Arthur Winburn Saunders Jr., et al.) FM proceeding. Granted motion to enlarge issues filed by Carrillo Broadcasting Co. against R & G Broadcasting to determine facts and circumstances concerning R & G's efforts to ascertain location and suitability of transmitter site proposed by Carrillo, and whether R & G acted in good faith in its filing of pleadings opposing use of such site and, in its submission of amendment, proposing use of Carrillo's transmitter site, and effects thereof on R & G's basic and/or comparative qualifications to be commission licensee. By MO&O, Nov. 13.

■ **Reno** (Washoe Shoshone Broadcasting, et al.) TV proceeding. Granted request filed by Peavine Inc. and dismissed its app. with prejudice. By order, Nov. 15.

■ **Cookeville, Tenn.** (Gerald R. Roberts, et al.) TV proceeding. Granted motion by Sandra J. Lewis and dismissed with prejudice apps. of Gerald R. Roberts and Robin J. Brandt for failure to prosecute; granted app. of Lewis for new television station at Cookeville, and terminated proceeding. By order, Nov. 20.

■ **Decatur, Tex.** (Wise County Messenger Inc., et al.) TV proceeding. Granted joint request for settlement agreements and dismissed apps. of Chavela Broadcasting Inc. and Wise County Messenger with prejudice. App. of Karen L. Hicks will continue in hearing status pending resolution of air hazard issue. By MO&O, Nov. 14.

■ **Decatur, Tex.** (Karen L. Hicks) TV proceeding. Granted motion by Hicks and resolved air hazard issue in her favor and granted her app. for new TV station at Decatur. By summary decision, Nov. 20.

■ **Fort Worth** (Alden Television Inc., et al.) TV proceeding. By separate orders: granted voluntary motion and dismissed app. of Quality Broadcasting—Channel 52 with prejudice; granted motion for summary decision filed by Alden Television and resolved air hazard issue in its favor. By orders, Nov. 15 and 13, respectively.

### ALJ Thomas B. Fitzpatrick made following decision:

■ **San Francisco** (RKO General Inc., et al.) AM proceeding.

Granted motion of RKO and dismissed with prejudice app. of Horizon Communications Inc. for failure to prosecute. By MO&O, Nov. 12.

### ALJ John M. Frysiaak made following decision:

■ **Rock Hill, S.C.** (Beverly Hills Hotel Corp., et al.) TV proceeding. Granted motion for partial summary decision filed by Neisler Limited Partnership and resolved air hazard in its favor. By MO&O, Nov. 13.

### ALJ Byron E. Harrison made following decisions:

■ **Kingsland, Ga.** (Kingsbay Area Broadcasting Co., et al.) FM proceeding. Granted motion by Kingsbay Area and Kingsland Minority Broadcasters Ltd. and dismissed app. of M & B Broadcasters with prejudice for failure to prosecute. By order, Nov. 18.

■ **Memphis** (RKO General Inc., et al.) TV proceeding. By separate orders: granted motion of RKO General to enlarge issues against Memphis Telecasters Ltd. to determine whether Memphis is financially qualified to construct and operate its proposed facility, engaged in misrepresentation or was otherwise lacking in candor in certifying its financial qualifications in its original app. and/or its amendment, and in light of evidence adduced, whether Memphis possessed basic and/or comparative qualifications to be commission licensee; granted petition filed by Professional Broadcast Group Inc. and dismissed its app. with prejudice; granted motion for partial summary decision filed by Shelby Broadcasting and resolved cost and financial cost issues in its favor. By MO&O, and orders, respectively, Nov. 18.

■ **Newcastle, Wyo.** (B & B Communications and Thomas A. Voss Enterprises Inc.) FM proceeding. By judge's own motion dismissed with prejudice apps. of B & B and Voss Enterprises for failure to prosecute and terminated proceedings. By order, Nov. 18.

### ALJ Edward Luton made following decisions:

■ **Tice, Fla.** (Florida Coast Communications Co., et al.) TV proceeding. Granted joint request for settlement agreement and dismissed apps. of Florida Coast, Ralph W. Gabbard, Florida Telecasting Inc. and Reginald L. Duff with prejudice; granted merged apps. of Tice Television Co. and Qualivision of Lee County Inc. for new television station at Tice, and terminated proceeding. By MO&O, Nov. 5.

■ **Augusta, Ga., and Clearwater, S.C.** (Carpenter Broadcasting Co. and Wafar Communications Inc.) FM proceeding. Granted joint request for settlement agreement and dismissed app. of Carpenter Broadcasting with prejudice; granted app. of Wafar Communications for new FM station at Clearwater, S.C., and terminated proceeding. By MO&O, Nov. 5.

■ **Lawton, Okla.** (Roni Deann Gardner, et al.) FM proceeding. Granted petition to enlarge issues filed by Gardner against Delbert Francis Ault to determine whether Ault misrepresented availability of transmitter site proposed in his app. and whether he would provide coverage of city sought to be served, and effects thereof on his basic and/or comparative qualifications to be commission licensee. By MO&O, Nov. 6.

■ **Charlotte Amalie, V.I.** (David A. Rawley Jr., et al.) FM proceeding. Granted motion for summary decision filed by H & M Limited Partnership and resolved air cross-interest issue in its favor. By order, Nov. 4.

### ALJ Walter C. Miller made following decisions:

■ **Little Rock, Ark.** (Mobilfone Communications) PMLS proceeding. Granted petition by Mobilfone and dismissed its apps. for new facilities at West Memphis and Russellville, Ark., with prejudice. By MO&O, Nov. 8.

■ **Gainesville, Fla.** (American Communications and Television Inc., et al.) TV proceeding. Granted joint petition for settlement agreements and dismissed apps. of Gainesville Television Group Inc., Central Florida Broadcasting Corp., Benjamin T. Perry and Gainesville Telecasters Ltd. with prejudice. By MO&O, Nov. 14.

■ **Emporia, Kan.** (Telecommunications Systems Inc. and Microband Corp. of America) MDS proceeding. Granted joint request for approval of agreements and dismissed app. of Telecommunications Systems with prejudice; granted app. of Microband, and terminated proceeding. By MO&O, Nov. 20.

■ **Blanco, Tex.** (Opal Chadwell, et al.) TV proceeding. Granted Chadwell's second petition to enlarge issues against Dorothy O. Schulze and Deborah Brigham to determine whether Schulze and Brigham have violated commission rules by failing to keep information in their app. accurate and complete or to report substantial changes which may be of decisional significance and to determine whether Schulze and Brigham misrepresented or lacked candor when they reported other broadcast ownership interest of Schulze, and, if so, effects of these issues on their basic and comparative

## 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.

cations to be commission licensee. By MO&O, Nov. 20.

ALJ Joseph Stlrmer made following decision:

■ Buena Vista, Colo. (Buena Vista Broadcasters and Buena Vista Radio) AM proceeding. Granted joint request for settlement agreements and dismissed app. of Buena Vista Radio with prejudice; granted app. of Buena Vista Broadcasters for new AM station at Buena Vista, and terminated proceeding. By MO&O, Nov. 13.

## Call Letters

### Applications

Call Sought by

#### New AM

WPMA GDR Inc., Witwood, Fla.

#### New FM's

KCFM Teresa R. and Michael E. Worrall, Chester, Calif.  
 KZXL Breadbasket Enterprises Inc., Great Bend, Fla.  
 WCXL WCXL Florida Broadcasting Inc., Vero Beach, Fla.  
 WCNA Wafar Communications Inc., Clearwater, S.C.

**Existing AM's**

KMOA KMCW Harvey Fritts, Augusta, Ark.  
 KKOS KMLO Tri-Cities Broadcasting Inc., Vista, Calif.  
 KBBQ KIPR LoveCom Ltd., Diboil, Tex.  
 WISM WOKL Dri-Five Inc., Eau Claire, Wis.


#### Existing FM's

KAUL-FM KKBE Ainsley Communications Corp., Sheridan, Ark.  
 KKOS-FM KKOS Tri-Cities Broadcasting Inc., Carlsbad, Calif.  
 KKBR KRJB Southcom Inc., Monte Rio, Calif.  
 WKTK WRYO Comco Inc., Crystal River, Fla.  
 WMGG WELE-FM American Media Inc., DeLand, Fla.  
 WSCF WAJX Frazer Broadcasting Corp., Titusville, Fla.  
 KSNE KIXI-FM Thunder Bay Communications Inc., Seattle  
**Existing TV**  
 WWMT WKZO-TV Granite City Press-Record Inc., Kalamazoo, Mich.

# Services

AERONAUTICAL CONSULTANTS  
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## RADIO

### HELP WANTED MANAGEMENT

**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.

**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.

**Management/sales.** Highly successful multiple station eastern operation looking for experienced sales person with general broadcast management know-how or ambition to work into key position to back up older management group. Excellent opportunity. Box V-112.

**Illinois FM powerhouse,** No. 1 CHR, needs leader. Strong sales background and successful management track record required. New group offers solid future. Box V-109.

**Need self motivated, self starting sales people** for rapidly growing group. Opportunity for advancement to management positions for proven individuals. Send resume to Sales Mgr., Box 878, Fayetteville, AR 72702. EOE.

**Immediate Opening.** Ohio Radio Station looking for manager of AM/FM station, possible GM position of four station group for right individual. Resume, requirements, references to: Box V-89.

**Growing suburban NY FM** seeks sales manager. Solid market, great potential for right person. Sales Staff of five. Excellent environment, package and benefits. EOE, M/F tri-state preferred. Box V-91.

**Local sales manager** wanted by WILS, Lansing, Michigan. Applicant should have demonstrated successful track record, preferably in an Arbitron rated market. Realistic compensation potential in '86 \$40-\$50,000. Send letter of application and resume to Wayne Phillips, 600 W. Cavanaugh, Lansing, MI 48910. Sentry Broadcasting, a thirteen station group, is an EOE.

**GM needed** for Midwest country FM. Experience as either GM or GSM required. Good salary and stock in company. Group owner. Chance to grow. Box V-133.

**General manager** for small group owned Rocky Mountain agricultural market. Ownership available. Send resume and references to Box V-130.

**North Alabama challenge:** Group manager for three stations all requiring turnaround. Salary plus liberal incentive. Send complete resume to: President, Box 551, Orlando, FL 32802 and state income requirements.

**Radio station manager** for Cadillac, Michigan. Strong in sales and management with radio experience. Phone evenings 517-321-1763.

**General manager** with strong sales skills and background for growing AM/FM station in Tennessee. Excellent compensation package and benefits for aggressive, growth-minded person able to motivate and coordinate AM and FM sales efforts. Replies confidential. Resume must include previous accomplishments and compensation requirements. Box V-119.

**General manager.** Proven religious broadcaster to manage fulltime in suburban Atlanta. Must display knowledge of programming, contacts with national agencies and ability to work with local churches. Price is no object for right person. Equity also possible. 404-992-0014.

**Growing progressive broadcasters** need general manager for east Texas growth market. Growing AM/FM combo - 70 miles north of Houston in Huntsville, Texas. If you have necessary experience and management skills. Send resume to: George Franz, P.O. Box 1203, Temple, TX 76503. EOE.

**Experienced general manager** for AM fulltime in Hartford, Connecticut. Be part of an 8 station chain. Reply in confidence to: WMLB, ATTN: B. Chaiken, 630 Oakwood Ave., West Hartford, CT 06110.

**Step into management!** Successful central New York single AM/FM. Prefer recent grad. Experience selling and/or other areas of broadcasting. Intelligent, reliable, dedicated, good voice, some technical knowledge. Excellent opportunity. Box X-9.

### 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.

**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 fringe. 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.

**The best opening in New Jersey radio.** Local retail sales manager for WDHA-FM, NJ's premiere AOR and dominant new & information AM, WMTR. Experienced broadcast sales management required to lead seven person staff. This is a new position and must be filled ASAP. Send resume, then call: J. Albert Wunder, WMTR/WDHA, Box 1250, Morristown, NJ 07960. EOE.

**Midwest group is expanding** and has need for account executives with 2 or more years of experience, a local sales manager, and a trainee Co-Op director. An EEO employer. Reply Box V-128.

**WHYN AM/FM** seeks selling professionals able to sell radio and results. See our display ad for details.

**Join female sales staff.** Participate other areas broadcasting. Intelligence, perseverance. Upstate NY single. Good salary plus commission. Box X-11.

**Radio sales.** Excellent opportunity in growing multimedia telecommunications company for experienced broadcast sales personnel. Position open in northwest NJ AM radio station, with possibility of move to other radio or low power TV stations in group. Excellent salary and benefits package to aggressive/sales professional. Send resume to J. Mark Reifer, Star Broadcasting, 1300 Atlantic Ave., Atlantic City, NJ 08401; or call for appointment 609-345-5505.

### 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.

**Modern country station** looking for "personality-plus" jocks. Northern California TV-free market. Send resume to: Box V-72.

**Telephone talk.** Major market station wants personality with provocative, humorous, imaginative telephone finesse. Send resume. EOE. Box V-92.

**Assistant manager East Coast.** Successful single. Broadcasting skills, good public relations, voice, reading, sales background helpful. College background. Box X-13.

**Radio announcers:** Northwest Public Radio is accepting applications for classical music announcer/operator and a news and information announcer/operator. These two half-time positions (20 - 25 hrs/wk) require professional radio announcing experience, knowledge of public radio audience, mission, and plan, excellent technical skills, and an ability to work well with media professionals. Preference will be given to degreed candidates. Salary range \$7500 - \$8500 annually with generous benefits. Submit cover letter stating job preference, detailed resume and air check to: NWPR Search Committee, Murrow Center, W.S.U., Pullman, WA 99164-2530. Closing date for application is November 25, 1985. NWPR is an EEO/AA employer.

**First fulltime opening in four years** at top rated easy listening FM station, Bay City-Saginaw-Flint, Michigan. Send tape and resume to: Lee Norling, PD, WGER-FM, Gerly Broadcasting, P.O. Box 719, Bay City, MI 48707. EOE.

**Afternoon drive/production whiz** needed for hot country AM/FM combo on Maryland's beautiful Eastern Shore. Energy, enthusiasm required. T&R: Dave, P.O. Box 909, Salisbury, MD 21801. EOE, M/F.

**Announcing plus news,** etc. Deep voice, steady reading, good diction, hard worker. Recent grad considered. East Coast single. Box X-4.

**Southern Maryland adult contemporary FM** has announcer opening. Tape, resume to: WMJS, Box 547, Prince Frederick, MD 20678.

### HELP WANTED TECHNICAL

**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.

**AM radio multi-cable system** needs engineer. Broadcast, studio, transmitter and cable TV experience. Good salary, profit sharing, paid benefits. 215-384-1575.

**WLTS FM/ WYAT AM,** New Orleans, is looking for an aggressive hard working engineer. Must be in good health, have own means of transportation, and a knowledge of microwave systems. Salary dependent on experience. Equal opportunity employer. Send resume and application to Mr. Ed Muniz-Phase II Broadcasting, 1639 Gentilly Blvd., New Orleans, LA 70119.

**Eastern company** seeking individual with strong technical background and hands-on experience in directional AM/FM, xmtrs, studio, STL, RPU and remote control to supervise engineering dept. EOE. Send particulars to Box V-103.

**Chief engineer** needed to build his own class C FM from ground up. New studios, new transmitter site in Topeka/Kansas City area. Send resume to Lynn A. Deppen, P.O. Box 669, Augusta, GA 30903. EEO employer.

**WBMX, Oak Park, Illinois,** is looking for a chief engineer experienced in AM and FM transmitters and remote broadcasting. Must be a hands-on type. Contact Sidney Schneider, 312-524-3240. EOE.

**Small market AM/FM** in upper Great Lakes needs self-starting engineer experienced in high-powered FM, directional AM, STL, RPU, satellite and automation. Competitive salary & benefits. EEO. Resume & salary requirements to Box X-7.

### HELP WANTED NEWS

**Broadcaster with news/technical background** wanted for full-time position with radio/news service based in Milwaukee. Involves national travel. T&R: Tom Hill, 111 S. College, Claremont, CA 91711.

**News director:** Leading stations in 175,000 metro market on Lake Michigan. 3 1/2 person staff. Personality/service AM, regional CHR FM. Professional growth with 14 station Midwest family group in return for aggressive, complete news coverage and memorable writing/presentation. T&R: Gayle Olson, GM, Box 107, Benton Harbor/St. Joseph, MI 49085. EOE, M/F.



**News director** for AM/FM at the Lake of the Ozarks in central Missouri. Above average salary for market size. Must be able to manage people. Call Ken Birdsong 314-348-2772.

**Public radio news director** for award-winning news department of two 100,000 watt public radio stations, WKYU-FM, Bowling Green, and WDCL-FM, Somerset. Will administer fulltime staff, parttimers, students and stringers, and be responsible for daily production of local news and public affairs programs, including half-hour midday report. Must be able to develop local remotes and coordinate use of reports from NPR, AP and AP radio. Bachelor's degree required, masters preferred. Salary minimum in top teens. Complete resume, including three references, plus audition cassette, must be sent by December 13 to WKYU-FM/WDCL-FM, Office of Academic Affairs, Western Kentucky University, College Heights, Bowling Green, KY 42101. Affirmative action, equal opportunity employer.

#### 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.

#### SITUATIONS WANTED MANAGEMENT

**Fourteen year radio pro** with background in sales, station management, programming, promotions, automation, computers, people and management skills. Seeking managers position with stable organization. Box V-99.

**Partner:** with sales/programming experience to team up with Brdc. financial mgt. exec. to purchase small radio station. South/Southwest. Should have at least \$25K to invest. Box V-86.

**General manager.** Sales. Program. Motivate. Profits. Returning west coast. Let's talk. Call 707-542-6375.

**Total commitment to excellence.** Young manager with great track record, references. Now employed. Midwest, Mideast. Box X-1.

#### SITUATIONS WANTED TECHNICAL

**The loudest, cleanest signal on the dial** is what you will have if I'm your chief engineer. 19 years experience in high power directional AM FM construction from mike to antenna. Only those who want to be the best need answer. Prefer Florida but all opportunities considered. Write Box V-94.

**Chief engineer,** 35 years experience. Small operations considered, prefer warm climate. Box V-108.

#### SITUATIONS WANTED NEWS

**Former ND** looking to re-enter radio news biz. Have covered everything from local meetings to state legislature. Looking for station in NE that needs good reporter/anchor. Call me if you want results. Larry 203-323-2245/324-4455.

**Informed and creative newscaster.** Energetic speaker and concise writer with good production skills. For aircheck tape and resume, contact Roger at 312-477-5427 after 3 PM.

**Broad-caster.** Currently AM drive magazine hostess top 100 market. Looking for new opportunity in news/talk. Experience includes telephone talk, news director, sales. Box X-2.

**Newsman - 7 years' experience,** the last 2 with a newspaper. Looking to return to a good radio news operation. North New Jersey, northeast Pennsylvania area preferred. Call mornings 717-828-7187.

**Experienced news anchor/reporter** wants to return to southeast Florida market as news director, overnight talk host or news sidekick to morning jock. Intelligent, creative, good interaction, personality-plus. Make your station number one. Reply Box V-118.

#### SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

**19 year veteran pro.** Experienced operations manager, program director, on-air personality, talk host, chief engineer. Prefer Florida, all considered. If you want to be the best, write Box V-93.

**MD/PD:** 6 years' announcing. Want opportunity to move up. Highly motivated. AC, light rock, MOR. Box V-74.

## TELEVISION

#### HELP WANTED MANAGEMENT

**General manager.** Group owned Midwest affiliate. Strong sales and operational experience, & all phases a must. Forward complete resume to Box V-31. EOE.

**Midwestern regional state university** has opening for general manager of 100,000 watt radio station and 100,000 watt public television station. Minimum five years in public broadcasting as manager or assistant manager with bachelor's degree, preferably in broadcasting or management. Competitive salary plus fringe benefits. Position available as of Jan. 1. Send resume and letter to: Box V-134. Applications open until position filled.

**Director of Broadcasting.** New Hampshire Public Television, a rapidly growing three-station network with 348,000 viewing households in portions of four states, seeks strong, creative broadcaster ready to move up. New position as senior manager oversees all programming, both acquired and station produced, including educational and outreach offerings. Lead a staff of 30 skilled production, programming, public affairs, traffic, graphics, and on-air promotion specialist. Emphasis on maximizing resources including fully equipped mobile unit, and developing new product. Minimum qualifications: Master's degree and three years or Bachelor's degree and five years experience in television programming. Strong production credentials necessary. Salary range \$29,620 to \$46,280, commensurate with experience. NHPTV is located on the seacoast 60 miles north of Boston and anticipates completion of new Broadcast Center in 1987. Send resume to: General Manager, NHPTV, Box 1100, Durham, NH 03824. An EEO/AA employer.

**General sales manager:** New small market independent seeks creative innovative general sales manager to develop and direct sales staff, create and implement marketing plans. Small market experience a plus. Management experience or top notch AE ready to move up preferred. Box V-115.

**Program/operations manager.** Powerful medium market indie in Southeast has an immediate opening for a sharp programmer with a background in TV production and station operations. This is an excellent opportunity to join a strong fast growing group. Candidate should love all aspects of TV and oversee the station's on-air product. EOE/MF. Send resumes to: Box V-121.

**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 Blvd., St. Louis, MO 63108. 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 in an EOE, M/F.

**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.

#### HELP WANTED SALES

**Wanted, local sales manager** for dominant Northeast V. Excellent opportunity for qualified individual to grow with group broadcaster. We need individual who can manage a very successful local sales operation and team. Quality benefits. EEO/MF. Box V-102.

**Top 50 Northeast affiliate** is looking for a quick-starting sales exec who wants to grow in one of America's fastest changing markets. Applicants should have minimum one year broadcast sales experience. Send resume and salary history to Box V-101. EOE, M/F.

**Local sales manager.** 100+ market. Growth position with group owned Midwest affiliate. Leadership ability and sales success a must. Previous management not necessary. Box X-3.

#### HELP WANTED TECHNICAL

**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.

**Editor.** Quality Chicago production company seeks creative, diplomatic editor for our ISC (CMX type) edit system. Three years' experience in computer editing, knowledge of list management procedures, and college degree necessary; film cutting experience desirable. Send resume and salary requirements. Box V-88.

**SNG supervisor.** Midwest news operation searching for qualified engineer to manage, operate and maintain state of the art mobile uplink. Applicants should have 3 years experience with microwave, satellite and news equipment maintenance. Knowledge of FCC regulations, people skills and ability to travel EOE. Send resume and salary requirements to Box V-117.

**Video maintenance engineer (non-smoker):** Immediate opening with fourteen year old Hollywood facility. Top salary and benefits. Must be thoroughly experienced in maintenance and repair of Ampex and RCA Quads, Sony 1" and 3/4" BVUs, digital standards conversion, sophisticated signal processing and distribution systems. EOE. Call Don Johnson, VP/Engineering, The Video Tape Company, 10545 Burbank Blvd., North Hollywood, CA 91601, 818-985-1666.

**Studio maintenance engineer.** Bench level tech must know video and digital. State of the art equipment. Aggressive ABC affiliate. Salary commensurate with experience. Contact Chief Engineer, KGUN-TV, Tucson, AZ 602-628-9250.

**Technicians.** Our engineers cover the Washington DC scene, travel to Europe and the Far East. If you have a technical background and want to move up, call us. Phil DeLorme, DE, WTTK-TV, Box 3150, Manassas, VA 22110; 703-369-3400. EOE.

**Chief engineer** for growing NBC affiliate in the DC-Baltimore area. Must have 5 years' television experience. Must currently be chief, assistant chief, or maintenance supervisor. Experienced with UHF transmitter, studio and ENG cameras, 3/4" and 2" tape machines, and satellite. Good skills in personnel management, training, and budgeting. Salary commensurate with experience. Attractive benefits. Send resume and salary requirements to Personnel, WHAG-TV, 13 East Washington, St., Hagerstown, MD 21740. EOE.

**Great lakes area** group owned network affiliate looking for a hands on chief engineer, strong on repair and supervising a large engineering staff. Negotiable salary and benefits commensurate to experience. Equal opportunity employer. Send replies to: Box V-122.

**Maintenance technician** for public television station near Los Angeles with expanded signal coverage throughout Southern California. Must have two years' full-time experience in the operation, maintenance, and repair of radio and/or television equipment at a broadcast station or equivalent. Excellent benefits package. Send letter and resume postmarked by 12-10-85 to Winston Carl, Personnel Officer, KVCR-TV/FM, San Bernardino Community College District, 631 S. Mt. Vernon Ave., San Bernardino, CA 92410-2798. EOE.

**Production engineer:** Responsible for production recordings, editing, and remotes. Minimum three years experience in video tape editing. General Class FCC License and working knowledge of electronics required. Send resume to Personnel, WTVI, 42 Coliseum Dr., Charlotte, NC 28205. EOE Closing date December 19, 1985.

**Engineer:** Responsible for master control switching, recordings and maintenance. General Class FCC license, minimum two years training in electronics and two years experience in television broadcast. Send resume to Personnel, WTVI, 42 Coliseum Dr., Charlotte, NC 28205. EOE, closing date December 19, 1985.



**Maintenance engineer:** San Jose, CA. ABC net affiliate has a current opening. Applicants must possess a strong broadcast maintenance background, be experienced working with the latest digital equipment. Opportunity to work and live in one of California's finest areas. Excellent salary with paid medical, dental, retirement, plus. Send resume/salary history to Dick Swank, CE, KNTV, 645 Park Ave., San Jose, CA 95110, 408-286-1111. KNTV is an EOE.

**Assistant chief engineer.** Opportunity to move up to major market television. Kansas City's fastest growing television station is seeking an aggressive maintenance person with hands on experience with Ampex Quad, Sony U Matic, EFP cameras and UHF transmitters. Two year technical degree required. FCC general Class License or SBE Certification preferred. Send resume to: Rick Morris, Chief Engineer, KZKC-TV, 2111 Blue Summit Dr., Kansas City, MO 64126.

**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, postsecondary, 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, including 1 year in planning and design of alternative delivery systems preferred. Biweekly salary: \$888.80 beginning plus full benefit package. Official application 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.

#### HELP WANTED NEWS

**Senior correspondent.** Tired of trying to tell the story in an minute-thirty? Senior broadcast journalist with major market experience sought for unique and highly visible correspondent's position. Seasoned reporter capable of conveying global view of major issues in quick-paced, stimulating, long-verse news package and documentaries. If you're capable of thoughtful, reflective journalistic reasoning, and can turn that process into meaningful television reporting, forward resume and supporting material to this East Coast major market outlet. Box V-111.

**Meteorologist:** Florida Gulf Coast station seeks experienced meteorologist with personality and a creative flare with computer weather graphics. Resume and salary requirements to Box V-113. EOE.

**Broadcast meteorologist** for small market midwest station. AMS seal or eligible. Experience with Colorgraphics helpful. We are an equal opportunity employer. M/F. Send resume to Box V-106.

**1 small market station** looking for 6 and 10PM producer. Leadership and writing skills of top importance. Knowledge of live satellite and ENG technology helpful. We're part of a growing broadcast group. The only limit on opportunity is what you set for yourself. Box V-96.

**West coast major market affiliate** with two openings. **Weekend Producer:** heavy writing and editing duties during the week. **News Editor:** supervise staff of seven writers, edit all copy for early and late newscasts. Four years middle-to-large market broadcast experience preferred for both positions. Resumes to Box V-87.

**Weekend sports anchor:** NBC affiliate looking for experienced, aggressive anchor/reporter with working knowledge of Big Ten sports. Will report three week-days. Tape and resume to: News Director, WICD-TV, 250 Country Fair Dr., Champaign, IL 61821. EOE.

**News reporters.** Tired of sleet, snow and numbing cold? Come join us along the beautiful Gulf Coast. If you've got at least two years TV reporting experience, have a college degree, and you're a self starter, we'd like to see your tape and resume. Jon Mangum, News Director, WKRQ-TV, 555 Broadcast Dr., Mobile, AL 36606. No phone calls. EOE.

**Now is the time** to send your tape and resume to Steve Porricelli or Jackie Roe, Primo People, Inc., Box 116, Old Greenwich, CT 06870; 203-637-3653.

**Sports reporter.** Midwestern CBS affiliate is expanding local sports effort and seeks knowledgeable, glib, authoritative, sports journalist capable of shooting, editing, writing, and back-up sports anchoring. Send resume, tape, and salary requirements to Larry Young, News Director, KOAM-TV, P.O. Box 659, Pittsburgh, KS 66762. EOE.

**Assignment editor.** Minimum two years commercial experience. Solid news judgement, leadership skills, organization. Grow with strong, aggressive Northwest newsroom. Resume, references, writing samples to: Ben Lesser, News Director, KBCI-TV, P.O. Box 2, Boise, ID 83707. No calls. Equal opportunity employer.

**General assignment photographer.** Three years experience. Send resume and tape to News Director, WSMV, P.O. Box 4, Nashville, TN 37202.

**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.

**Reporter/weekend weather: aggressive small market** station seeks hard working individual with interest in both weather and news. News Dir., KTEN, P.O. Box 728, Ada, OK 74820.

**Sunny medium market** looking for reporters who can fill in as anchors. Experience and strong writing skills are musts. Resume, references, writing samples, and salary requirements to News Director, Box X-10.

**Anchor couple wanted: news, sports, weather.** New indy with commitment to local news seeks on air, take charge news director. News, sports or weather couple will establish a nightly weather cast to one of Florida's fastest growing coastal areas. The ideal candidates will have served some minimum internship in a professional setting. A chance to work together in a great place for intuitive self motivators. No phone calls please. Profiles and tapes to WAYK-TV, 2260 South Front St., #105, Melbourne, FL 32901

#### HELP WANTED PROGRAMMING PRODUCTION & OTHERS

**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. Ritzhammer, Images, Inc., 1662 Stockton St., Jacksonville, FL 32204.

**Leading Northeast independent** station is seeking experienced individual to produce/host new weekly public affairs show. EOE. Box V-105.

**Senior producer director.** New Hampshire Public Television, a rapidly growing three-station network with 348,000 viewing households in portions of four states, seeks creative individual to develop and manage major local production effort. Under the Director of Broadcasting, supervises 11-person production staff; oversees content of year-round public affairs efforts, feature magazine, performance programs, and budget management. Demonstrated leadership and experience in making television programs preferable public affairs. Minimum requirements: Bachelor's degree and four years experience in making television programs, preferably public affairs. Minimum requirements: Bachelor's degree and four years experience in producing and directing. Salary range \$24,060 to \$37,410, commensurate with experience. NHPTV is located on the seacoast 60 miles north of Boston, and anticipates completion of new broadcast center in 1987. Send resume by Dec. 13, 1985 to: Personnel Manager, NHPTV, Box 1100, Durham, NH 03824. An EEO/AA employer.

**Excellent chance** for highly motivated individual to add personal touch to on-air promotions for top 50 indy. Opportunity to get hands-on experience with outstanding post-production equipment. 3/4" editing skills a must and post production skills preferred. Send tape, resume, and salary requirements to Carolyn Platt, WPMT-TV, 2005 S. Queen, York, PA 17403.

**Broadcast programming manager.** New Hampshire Public Television, a rapidly growing three-station network with 348,000 viewing households in portions of four states, seeks experienced programmer to plan, acquire, coordinate and schedule, in accordance with NHPTV's mission and purpose, 5,800 programming hours annually. Under direction of the Director of Broadcasting, manage a \$650,000 program budget, oversee continuity, traffic, and on-air promotion staff, and track and assess audience measurements. Work closely with the Director of Development on strategies for on-air membership drives and underwriting efforts, and with the Public Information Manager on program promotion. Bachelor's degree and three years experience in television programming, of which two years in public television is required. We seek a strategist with a demonstrated track record. Salary range \$24,060 to \$37,410, commensurate with experience. NHPTV is located on the seacoast 60 miles north of Boston, and anticipates completion of new broadcast center in 1987. Send resume by Dec. 13, 1985 to: Personnel Manager, NHPTV, Box 1100, Durham, NH 03824. An EEO/AA employer.

**Wanted: Video TV consultant.** Company now producing programming for national cable network. Needs guidance of further expansion. Consultant must know program marketing with networks and syndication and have broad experience and wide contact in the industry. Replies confidential. Write fully and include resume to: President, Video Company, P.O. Box 10389, Beverly Hills, CA 90213-3389.

**Experienced film editor** sought by KDVRTV-31. Applicant must have experience editing syndicated & movie programming. Independent station experience helpful. Apply to film director, 100 Speer Blvd., Denver, CO 80203. EOE.

**Assistant art director:** Immediate opening for a talented graphic designer with two to three years of television experience. BFA/Graphic design is helpful. Responsibilities include: electronic graphics, set design, illustration and typesetting. Individual will participate in all art department functions. Please send resume (no phone calls) to: Art Director, WLVI-TV, 75 Morrissey Blvd., Boston, MA 02125. EOE.

**Promotion writer/producer: Help! I need somebody!** And it's not just anybody! Major market NBC affiliate looking for a creative professional (3/4 inch editing experience a plus.) 2 yrs. promotion experience. Not an entry level position! Responsibilities cross over news & programming promotion. Send resume with video cassette (no calls please!) showing IDEAS, backed by solid technical skills to: Promotion Director, WPXI-TV, 11 Television Hill, Pgh., PA 15214. EOE/AA.

**Associate producer.** Strong writer/packager with local newscast producing experience to work in Top 15 affiliate. Send short copy and package writing samples and resume to: Box X-5.

**Top ten market, special projects producer/writer.** 5 years or more experience writing/producing long form programming including entertainment, children's and public affairs. Resumes and references to Box X-6.

**Art Director.** KMBC-TV, Kansas City, MO, 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/ADDAs/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 graphic artist. Applicants must have a Graphics Design/Art degree, with at least three to four years experience in television. Qualified applicants will be contacted for a personal interview. No phone calls, please, EOE.

**Midwest production facility** has immediate opening for experienced CMX editor. Must be proficient in the theory, set-up and operation of videotape machines, ADO, Squeezezoom, and the distribution and monitoring systems associated with the overall operation. Resumes only to: Operations Manager, 3210 W. Westlake Ave., Glenview, IL 60025.

#### THIS PUBLICATION AVAILABLE IN MICROFORM

University Microfilms International  
300 North Zeeb Road,  
Dept. P.R., Ann Arbor, MI 48106



**Promotion producer:** WBNS-10TV, Columbus, OH is seeking a qualified and creative promotion producer. You'll be working in a seven person department that is dedicated to being the best—and living up to it. You'll produce innovative promotion for entertainment and news programming. You'll take the promo form concept to air, including writing, editing, and producing. You'll also be involved in a lot of special projects at the station. Most of all, you'll be working at a station that believes in being second to none. To qualify, you must have two years of experience at promotion production and a great demo reel. Please send resume and tape to: Steve Wilkins, Director of Marketing and Promotion, WBNS-10TV, P.O. Box 1010, Columbus, OH 43216. No phone calls please. EOE-MF.

**1<sup>st</sup> editor.** Boston area teleproduction facility, specializing in 1<sup>st</sup> computerized editing, is seeking experienced 1<sup>st</sup> editor. Ideal candidate will have relevant education, 2-3 years' editing experience, strength in Ampex ADO effects, and the ability to effectively respond to client needs in a time-urgent/client-driven environment. Data-tron Vanguard operating experience a plus. Please send resume and cover letter to Judith Finkle, Box B, Videocom, Inc., 502 Sprague St., Dedham, MA 02026. Equal opportunity/affirm. action employer.

#### 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.

**Do you have a station** that's not making enough money? I have turned around 3 AM looking for no. 4 with 25 yrs. of successful management and sales experience I'm looking for a big opportunity. 1986 can be that opportunity for both you and me. Let's talk. 609—983-0967. (Herb Rossin.)

**Need a GM** to improve sales revenue, reduce expenses and clean up on air image? Of course you do. Bob 919—977-2947.

#### 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.

**Los Angeles.** Educated, motivated Veteran, Military and 20 years PBS Los Angeles. Impressive credits, responsible, mature, sober, Group 1 Roster. Experience: Camera, Video, Videotape, 3/4 and 1 inch. Main-ENG background. First Phone, type 60wpm, 6502 ML and Basic programmer. For resume, credits, references, call: Richard Ward. 213—851-0155.

**FCC First A.S. Electronics.** Desire entry level operations/maintenance engineer position. Trained as KCSM-TV, San Mateo. Will relocate. Call: Al Chaney 916—922-3456. Write: 1415 Oak Nob Way, Sacramento, CA 95833.

**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 major experience in anchor work, field reporting and editing. I have what you need. Call me.

**Investigative reporter/producer.** Quality TV journalist, national awards. Have good job, want better one. Box X-8.

**Energetic, attractive anchor-reporter** seeks re-entry spot in 80s-90s ADI Edits tape. \$13,000/year. Box V-62.

**Sports reporter.** From football to recreation. I get to the heart of the story with style! 205—342-2367.

#### SITUATIONS WANTED NEWS

**Ambitious talent** relinquishes sales "job" for broadcasting "career". Wants shot at small market anchor/reporter slot, preferably sports. Will relocate. Call Tony at 215—357-0984 after 4 PM.

**News director** position desired in small market by seasoned journalist. Twelve years TV experience. Box V-98.

**Network producer/off-air reporter** w/7yrs network news experience w/prime time show looking to make switch to on-air reporter. Tape/resume and references upon request. Box V-95.

**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 Huffman Bayerngasse, 1/9 Vienna 3, Austria.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Ready to go!** Young broadcaster looking for camera/editor position. Five years engineering experience and a BA in production. Remote/studio production experience. Worked with 16mm, 3/4". Will relocate for a challenge! Call Keith Morgan at 606—624-9523, 1660 Foxhaven Dr., #30, Richmond, KY 40475.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**Department chair.** Associate or full professor. Southern Illinois University is seeking an individual to provide leadership, encourage excellence in teaching, initiate research/creative activity and service, superintend departmental policies, and supervise budget. Associate rank requires: Ph.D. (or equivalent) in Mass Communications or closely related area; background in Radio-TV-Film preferred; evidence of successful teaching, research/creative activity, service and administration. Full professor rank requires additionally: national reputation of research/creative activity and professional contribution. The Dept of Radio-TV currently enrolls 650 undergraduate and 30 graduate majors in its well-established program. A proposal, affecting 12 faculty members in Radio-TV and 5 faculty members in Cinema, has been submitted to the President for approval of a new Department of Radio-TV-Film. Send letters of application, vitae, and at least three current letters of recommendation by February 1, 1986 to: Chairman, Chair Search Committee, Dept. of Radio-TV, Southern Illinois University, Carbondale, IL 62901. AA/EEO employer.

**Telecommunication faculty member** for the School of Communication. Must be able to teach radio production, announcing and broadcast journalism. Ability to teach in one or more of the following areas is also necessary: broadcast/cable regulation, programming, audience analysis, TV production, management, or international/comparative broadcasting. Qualifications sought include Ph.D. (ABD considered), professional experience, and teaching experience. Position is at the assistant professor level. Position begins in mid-August 1986. Letter of application, vitae, and 3 letters of recommendation should be submitted to Dr. Mitchell E. Shapiro, Program Director, Telecommunication Program, P.O. Box 238127, School of Communication, University of Miami, Coral Gables, FL 33124. Application deadline is January 15, 1987. AA/EEO employer.

**Assistant/Associate Professor** (tenure track) to teach broadcast production and writing, and other courses in candidate's specialty, beginning August 1986. Also expected: scholarly/creative productivity; supervision of interns; student productions and graduate students' advising; and general university and community service. Candidates should possess the Ph.D. in mass communications. Professional background, university level teaching experience and quantitative research skills desirable. Salary range: \$22,000 - \$28,000. Send application, vitae and three letters of recommendation to Dr. Barbara Cloud, Chairperson, Communication Studies, University of Nevada, Las Vegas, NV 89154. Review of applications will begin December 15, 1985 and continue until the position is filled. UNLV is an equal opportunity/affirmative action employer.

#### 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.

**Client jingles** with Music City talent at affordable prices. Call Prime Cuts for dynamic, fast-paced demo. 615—385-3007.

#### 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.

#### WANTED TO BUY EQUIPMENT

**Wanted 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.

**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 Walt 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.

**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 transmitter** that has been well maintained, with good maintenance records and documentation. No junk. Box V-85

**Need new Panasonic WV3990 camera** with 12x zoom lens. Peter Bardach, WSUS Video, Franklin, NJ 07416. 201—827-2525.

**Wanted RCA BTA50H or J complete,** need not be in working condition. Call 312—977-1815, ask for John or Joe.

#### FOR SALE EQUIPMENT

**AM and FM transmitters—used,** excellent condition. Guaranteed. Financing available. Transcom, 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 Z-6000. New. Half price. Bill Kitchen, Quality Media, 404—324-1271.

**Over 80 AM and FM transmitters in stock.** 50kw, 10kw, 5kw, and 1kw AM's. 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.

**Used towers** One 100' Rohn SS, will support 6' microwave dish. \$1,900.00. One 310' AM broadcast tower designed w/single guy level, 5' face width. \$15,000.00. One 240' HD angle iron, guyed tower, 3' face. \$3,500.00 Call 804—539-8365.

**20kw-10kw-2.5kw FM's:** 1982 CSI T20-F w/exciter and stereo, on-air; RCA BTF 10E-1 w/BTE 15A, exc. cond.; Collins 831-D1 w/310-Z1, stereo, on air, exc. cond. Call Transcom Corp. 215—379-6585.

**5kw & 1kw AM's:** Gates BC5-P2, mint cond., on air; Collins 820-D1 & 20V2, RCA BTA-1L. All in excellent condition. Call Transcom Corp. 215—379-6585.

**40' Mobile Unit.** Grass Switcher-Yamaha Board. No cameras or VTRs—\$495,000. 213—467-6272 or 213—650-1700.

**3/4 inch editing system** with computerized controller. Frame-accurate edits. Three-tube camera, excellent condition. Call for prices. 1-716-689-6261.

**ACR-25B**, includes parts and cart library other equipment available. Contact Alan Deme at New Mexico Broadcasting Company 505-243-2285.

**For sale:** Ampex ACR-25 excellent condition; RCA TK27 and TK29 telecines, each w/2 TP66 projectors and one TR7 slide carousel; RCA TR600; Grass Valley Group 1600 2B switcher and other miscellaneous equipment. Call Doug Lung at 818-502-1000.

**UHF start-ups!** 110kw GE xmtr. new Townsend pulsers, vacuum breakers, stereo, very reliable! Complete system including 3 low band Klystrons, RCA ch. 20 TFU-30JDAS antenna, RCA 6 panel ch. 20 Veezee antenna, 200' 9-3/16" rigid coax, 200' 6-1/2" coax. Complete package \$225,000. Call James Gabbert, KTZO, 415-821-2020.

**2kw UHF transmitter.** Thomson-LGT. Brand new, never installed. Immediate shipment. 512-480-0084.

**Video Brokers** has ready for immediate delivery, almost new 1" VTRs, monitors, 3/4" VTRs, switchers, and other production equipment. Partial list follows: 10 - Sony 1100A - 1" in console with TBC 200 and TEK monitoring, 3 - Sony 500A - 1" portable VTRs, 15 - RCA TK-46 - cameras with "0" hours, 1 - CMX-340XP - editor, 4 - Sony BVU 800s, 2 - Sony BVU 820s, 2 - Ampex VPR-2B - full bridge. Call James Ivey for information or to arrange for inspection. 305-851-4595.

**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.

**10/5/1 kw AMs:** Collins 21M 10 kw AM transmitter Gates BC5P 5 kw AM transmitter - RCA BTA 5T 5 kw AM transmitter - Collins 828D1 and 20V2 also RCA BTA-1L, 1 kw transmitters. All in excellent condition. Call Transcom Corp., 215-379-6585.

**10 kw FM RCA BTF 10E-1 (1972) w/BTE 15A (1976) exciter, stereo gen. and SCA gen. Newly rebuilt final and PA Cav. Call Transcom Corp., 215-379-6585.**

**Ampex one inch VPR-2** with Slo-Motion capability \$29,500. Chyron IV \$29,500. Chyron III \$4,500. Adda 150-C frame storer \$19,500. Call 201-444-2911.

**News helicopters:** 1980 Bell 206 Jet Ranger III and 1978 Hughes 5000. Jet Ranger has 2 slide down photo windows, pop-out floats, dual controls, baggage extender, more. Hughes has aux fuel tank, TV camera mount, remote radio control (on cyclic) more. Contact Al Miladenich, KIRO-TV, 2807 3rd Ave., Seattle, WA 98121. 206-382-5213.

**30KW FM BE FM-30 exciter, on-air, avail. early 1986.** mint cond. Also CSI T-20-F (1982) on air avail. 60 days, exc. cond. Call Transcom Corp., 215-379-6585.

## RADIO

### Help Wanted Management

#### CONTROLLER

New, five-station radio group owner is looking for a bright, experienced person to join our corporate office as a controller and business manager for the group. Accounting skills, station experience, and familiarity with daily financial operations are essential. All replies confidential. Send letter, resume with references, and salary requirements to:

Larry Patrick, President  
Sterling Communications Corp.  
1776 K Street, NW, Suite 900  
Washington, DC 20006  
202-429-7320  
An Equal Opportunity Employer

## 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 Charlie Strickland or Bob Bruton.

### WHYN AM/FM

In Springfield, MA is our first acquisition and R&R Broadcasting is building a broadcast group. We're seeking selling professionals ready to join a market leader with an established list and complete paid life and medical insurance, including dental. If you are currently selling radio and results, we'd like to talk with you. Your cover letter should detail your selling success and special skills or training. Send it along with your detailed resume to VP/Sales, WHYN AM/FM, P.O. Box 9013, Springfield, MA 01101. We are an equal opportunity employer.

## Help Wanted Technical

#### CHIEF ENGINEER

for 50,000 watts clear channel and 50,000 watts FM. AM is news/talk with coverage of three major league sports. FM is easy listening and a leader in the market. Experience needed in transmitter/studio maintenance and also must have "good ears". Must have management as well as technical skills and experience. Call 216-781-1100 or send resume to: General Manager, Lake Erie Radio Company, The Park, 1250 Superior Ave., Cleveland, OH 44114.

## Situations Wanted Management

### General Manager/ Group VP Sales

Our loss could be your gain! We're selling one of our medium market radio properties and have no other position available for a talented General Manager. He's qualified, trustworthy, knowledgeable, and aggressive. He could be your group sales VP or GM. If you'd like to know more about him drop us a note. Box X-16

## Situations Wanted News

#### 24 CARAT LIFESTYLE NEWSWOMAN

Conversational delivery, exceptional feature/hard news/short-form writing and production  
Warm, sparkling, mature—dynamic network airstyle.  
highly-regarded team player loves production, outrageous bits, bad puns, zoo atmosphere.  
Heavy experience, major references.  
Reply Box V-129.

## Miscellaneous

### D.J.'s Record Companies Recording Artists.....

Join ADJA, the American Disc Jockey Association.

1222 16th Ave., South  
Nashville, TN 37212

For membership information call:  
615-320-0450.

## TELEVISION

### Help Wanted Management

#### NATIONAL SALES MANAGER

WBAY-TV, Green Bay, #1 rated CBS affiliate looking for NSM to step in and handle national sales. National/exp. experience preferred. Resume and salary requirements to Gary Andrich, General Sales Manager, WBAY-TV, 115 S. Jefferson, Green Bay, WI 54301 Equal opportunity employer.

## 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



KSTP-TV

## BROADCASTING'S Classified Advertising

This space could be working for you for a very low cost . . . and it reaches a most responsive audience.



## Help Wanted Sales Continued

### 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 Programing, Production, Others Continued

### VIDEOGRAPHER

Loyola University of Chicago has immediate opportunity in its telecommunications production unit for an individual with a minimum four years professional videographer, you will be shooting news features for local and national satellite distribution. The chosen candidate must have good hand held stability and an eye for composition and post production. The ability to maintain equipment and satellite TVRO experience are highly desired.

Loyola offers this exciting career opportunity plus comprehensive benefit package including FREE evening school tuition. Please send resume including salary history by December 23rd, to the Personnel Department.

LOYOLA  
UNIVERSITY  
820 N. Michigan  
Chicago, IL 60611

an equal opportunity employer M/F/H

## Help Wanted Technical

### ENGINEERING (Television)

### TV, Radio & Satellite Maintenance Engineer Asst. to Chief Engineer

State-of-the-art TV studio with AMPEX for OOOH switcher, SK 96 cameras, etc. 3KW FM public radio station with quantum, Ramko consoles, Otari decks, 5 meter TVRO system, teleconference center, ITFS, microwave links, countywide cable TV network. Requires maintenance experience in TV and radio — FCC general — SBE certification. Salary 18K to 23K. Excellent benefits. Send resume to: Mercer County Community College, Personnel Services, Dept. WG, P.O. Box B, Trenton, NJ 08690. Equal Opportunity Employer.

## Help Wanted Programing, Production, Others

### BROADCASTING OPPORTUNITIES

A major east coast owned and operated station has two challenging positions available for broadcasting professionals. Each position offers high visibility and advancement potential.

**ASSOCIATE DIRECTOR**—The successful candidate will supervise on-the-air television operations. Your background should include 2-4 years of solid AD experience of have been a director in a smaller market. Position works closely with local and network programs as well as daily station operations.

**BROADCAST MAINTENANCE ENGINEER**—Candidate should have a solid maintenance engineering background in order to repair various broadcast equipment. A minimum of 2 years of practical experience repairing television systems and broadcast engineering knowledge required.

We offer excellent company-paid benefits. Interested and qualified candidates should send their resumes to: Dept. 11-25, P.O. Box 1100, Columbia, MD 21044. Equal Opportunity Employer.

### Senior Producer PROGRAMMING

Be part of a successful show in America's #1 city. Seasoned, creative, hardworking field producer needed for senior position on Evening Magazine. Responsible for development through post-production of weekly segments. Must have three years experience in field feature production.

MUST SUBMIT RESUME, WRITING SAMPLES AND VIDEO CASSETTE OF 3-5 FEATURE SEGMENTS TO:



KDKA-TV  
ONE GATEWAY CENTER  
PITTSBURGH, PA 15222

### Assistant Chief Engineer WTTW/Chicago

WTTW/Chicago, seeks organized, FCC licensed, Assistant Chief Engineer, Maintenance and Design, with experience in studio and transmitter maintenance and construction. This individual must have working knowledge and understanding of all electronic and computerized equipment in the broadcast industry. Bachelor of Science Degree in Electronics or related technology, and ten years work experience in broadcast industry with special emphasis on management skills and design expertise required. Send resume and salary history to Larry Ocker, WTTW, 5400 North St. Louis, Chicago, IL 60625. EOE

### TV PRODUCER

Channel 66 is looking for a talented evening magazine producer to join our major market music video operation. We need an individual who has produced a nightly magazine program and has multiple skills including television writing and editing. Knowledge of New England considered a plus. Send video tape and resume to:



Director  
TV  
P.O. Box 9166  
Framingham, MA 01701

No phone calls please. WVJV-TV is an EOE.

## Situations Wanted Management

### EXPERIENCED, SUCCESSFUL STATION MGR?GROUP OP'S MGR.

Aggressive, Young, Good track record, Leader, Looking for growth opportunity in Texas or Southwest. If you're an owner/operator who appreciates hard work, good people and results; and if you're looking at a change, I would appreciate hearing from you! (Ready for interviews now; looking for 1st quarter move.) Box V-107

## ALLIED FIELDS

### Help Wanted Instruction

## Instructor/Assistant/ Associate Professor

### Department of Communication and Theatre

Millersville University has a full-time tenure track position available subject to administrative approval, to teach Communication and Broadcasting beginning with the Fall 1986 semester. The successful applicant will be able to teach a wide variety of courses that complement a growing undergraduate communication program. Must teach beginning public address. Ph.D. preferred and required for Assistant Professor rank. Individual with Ph.D. and substantial teaching and/or practical experience may be considered for appointment at the Associate rank. Preferred candidates will have strong teaching competency and related professional experience in television, radio and/or public relations.

Millersville, a Lancaster County community, is easily accessible to Philadelphia, Washington, D.C., and New York.

Applicants must submit resume, official copies of all academic transcripts and three current letters of reference by **February 1, 1986, to: Mr. Robert Fogg, Chairperson, Communication and Theatre Department, Millersville University, Millersville, PA 17551.**

Millersville University is an equal opportunity/affirmative action employer encouraging women and minorities to apply.

### For Sale Equipment

## FOR SALE SYSTEMATION CASSETTE AUTOMATION SYSTEM NEVER BEEN USED

\$10,000.00 will buy the system. Value over \$20,000.00 6 on-air decks, 2 production decks, automatic network news-record/playback deck.

**Built for satellite radio-station programming "live". Call 218-751-5950 NOW!!!**

## Help Wanted Management

### PLAY ON THE FIRST TEAM

One of America's leading media investment banking and brokerage firms is searching for a seasoned professional with a powerful track record in the media brokerage field to join our Washington, DC office. Candidates for this position must be able to work in a teamwork environment. A financial background and a well rounded knowledge of television and radio are important. If you are looking for a career opportunity with a high growth company, detailed resume with earnings history and references should be sent in confidence to:

Chairman

Communications Equity Associates  
851 Lincoln Center  
5401 West Kennedy Boulevard  
Tampa, Florida 33609



COMMUNICATIONS  
EQUITY  
ASSOCIATES

### 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, newspeople, 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!**

### WE PLACE

## TV and Video Engineers COAST TO COAST

[All Levels, But Not Operators]  
ALL FEES PAID BY EMPLOYERS  
Phone/Resume

## KEY SYSTEMS

479 Northampton Street  
Kingston, PA 18704

Phone Alan Kornish at  
**(717) 283-1041**

### 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!

## Programing



## Lum and Abner Are Back

...piling up profits  
for sponsors and stations.  
15-minute programs from  
the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737  
Jonesboro, Arkansas 72403 ■ 501/972-5884

## Miscellaneous

### RADIO/TV COPYWRITING COURSE

Listen and learn how to write persuasive commercials for today's market. Nine information-packed lessons. Two audio cassettes with companion folder. \$34.95.



## VISK COMMUNICATIONS

Atlanta Office:  
4043 Laynewood Circle, Tucker, GA 30084

## Public Notice

### PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in open session on Wednesday, December 11, 1985, from 1 to 3 PM in the Board Room of National Public Radio, 2025 M Street, NW, Washington, DC. Subject to amendment, the agenda includes: Chairman's Report, President's Report, and reports from each committee on FY 1987 service plan alternatives and related budgets. The committees will meet on December 10 and 11 at the same location.

## Wanted to Buy Stations

Qualified client wants to purchase small or medium radio group. Principals only...confidentiality guaranteed. Contact Don Gordon at Tel-Video, 7101 York Ave., So., Edina, MN 55435. 612-921-3351.

## For Sale Stations

## OKLAHOMA CITY FULL-POWER UHF TV

LOW PRICE  
EXCELLENT TERMS  
FINANCIALLY  
QUALIFIED  
PRINCIPALS ONLY

Bill Kitchen  
(404)324-1271



Quality Media  
Corporation



**WEST COAST** Major market AM/FM in one of the nation's top growth markets. All new equipment. \$12 million.

**CALIFORNIA** Monopoly market fulltime AM with past 12 months cash billing of \$460,000. Price of \$1,100,000 with \$375,000 down includes real estate.

**NORTHWEST** AM/FM in highly desirable, stable market. Transmitter real estate included in price of \$1,050,000 with assumable note and seller terms.

**WESTERN** Top 50 market AM/FM offered at \$7.0 million cash.

**BAY AREA** Fulltime AM in top retail market. Priced at \$875,000 with \$175,000 down. Includes real estate.

**FAR WEST** 3 fulltime AM/ Class C combo's with projected 1985 gross of \$4.1 million. Offered at \$10.0 million cash. Considerable real estate.

Buyers must qualify financially before any information on listings is released.

**BILL EXLINE ANDY McCLURE**

*William A. Exline, Inc.*  
Media Brokers

4340 Redwood Highway  
Suite F-121  
San Rafael, CA 94903  
415-479-3484

For Sale Stations Continued



## R.A. Marshall & Co.

Media Investment Analysts & Brokers  
Bob Marshall, President

Our appraisal department has appraised hundreds of radio and television stations throughout the United States. We offer reliable, professional appraisals for sales, mergers, acquisitions, financing, estate settlement and tax purposes.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252

Location	Size	Type	Price	Terms	Contact	Phone
CA	Maj	FM	\$5500K	Cash	Jim Mergen	(816) 366-2554
AR	Met	FM	\$2500K	Cash	Bill Whitley	(214) 680-2807
NM	Met	AM/FM	\$2500K	Terms	Greg Merrill	(801) 753-8090
CA	Met	FM	\$1100K	Terms	Jim Mergen	(816) 366-2554
FL	Sm	FM	\$900K	Terms	Randy Jeffery	(305) 295-2572
AL	Sm	AM/FM	\$650K	\$150K	Ernie Pearce	(404) 458-9226
KY	Sm	AM/FM	\$535K	\$165K	Ernie Pearce	(404) 458-9226
NB	Sm	FM	\$500K	\$100K	Bill Lytle	(816) 941-3733
KA	Sub	FM	\$450K	\$150K	Bill Lochman	(816) 941-3733
WA	Maj	AM	\$750K	Cash	Peter Stromquist	(816) 366-2554
NC	Sm	AM	\$360K	\$90K	Mitt Younts	(202) 822-8913

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.



**CHAPMAN ASSOCIATES\***  
nationwide media brokers

### MIDWEST

Excellent small market station AM-FM combo. Strong billing year after year. same owner last 17 years will retire or stay on until you have manager in place. Priced to sell by Jan. 1st. Qualified Buyers only, call Don Dailey 417-865-7700.

**NORTHWEST CLASS C FM/AM COMBO'S**  
Four excellent facilities: 1) \$2 million with \$500,000 down; long term payout. 2) \$1.7 million with \$400,000 down; long term payout. 3) \$1.3 million with 10% down; good terms. 4) \$650,000/cash. Contact Jerry Dennon/The Montcalm Corporation - 206-842-8061.

### METROPOLITAN FM

Fully upgraded metro signal. Stereo FM with excellent coverage of top 30 metro area. Facility recently moved to optimum transmitting location to cover market. Several program options available. Asking price \$3,000,000 cash. Please submit financial qualifications first letter. For full details write in complete confidence to Box V-110. No brokers please.

### CLASS C FM

Startup with 100,000 watts in fast growing Anchorage. Managing partner considered. Disclosure and financial statements required. Principal, Box X-14.

### BANKRUPTCY SALE

Class A FM station, licensed to Lake Arrowhead, Calif. Operating since 1978.

Class IVAM station, licensed to San Bernardino County. Operating since 1947.

Both stations service San Bernardino County, California.

For further details, contact:

Timothy L. Donovan, Trustee  
696 N. "D" St., Ste. #3  
San Bernardino, CA 92401  
714-884-5808

- Fulltimer covering town of 20,000 plus FM CP SW MS \$130,000
- Fulltimer Powerful Western South Dakota Covering 100,000 people Much real estate Billing \$200,000 \$460,000 Terms
- Fulltimer Powerful Covering town of 15,000 Good real estate Middle TN \$150,000
- Five stations within 60 miles of new proposed worlds largest GM SATURN auto plant

**Business Broker Associates**  
615-756-7635 24 hours.

**901/767-7980**

**MILTON Q. FORD & ASSOCIATES**  
MEDIA BROKERS—APPRAISERS

"Specializing in Sunbelt Broadcast Properties"  
5050 Poplar - Suite 1135 - Memphis, TN, 38157

### GROUP SALE

Rocky Mountains. 2 AMs - 2 FM's. Asking \$1.7 million with terms.

Contact David LaFrance  
303-234-0405



**CHAPMAN ASSOCIATES\***  
nationwide media brokers

**"TWENTY YEARS OF EXPERIENCE GOES INTO EVERY SALE"**

# H.B. La Rue, Media Broker

Radio TV CATV Appraisals

**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.

### FM/AM COMBO

Good Northwest Market. Class C FM & Fulltime AM. Billing over \$900,000. Excellent owner/operator or small acquisition. \$1.8 million with terms. Box V-90.

### WESTERN CLASS C FM

A winner in a market with year round sunshine & delightful climate. Excellent ratings. Positive cash flow. \$2,900,000. Cash buyer preferred. Box X-12.

### RESORT COMMUNITY HOT SPRINGS, VA

1kw - daytime - non-directional AM. Satellite equipped. \$100,000. Teresa Rogers, Box 1248, Waynesboro, VA 22980. 703—942-1153.

### TV CP's FULL POWER

Good adjacent ADI's ranked in 60's and 70's. Less than \$50,000 each. Write Box X-15.

## ATTENTION: EARLY DEADLINE NOTICE

Due to holiday, Wednesday, December 25, the deadline for classified advertising for the December 30 issue will be Noon, EST, Wednesday, December 18.

## BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Cash, check, or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be ad-

ressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All others classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80.00 per inch. Situations Wanted (personal ads): \$50.00 per inch. All other classifications: \$100.00 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space, Agency commission only on display space.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.



# Fates & Fortunes

## Media

Appointments, Harte-Hanks's WFMY-TV Greensboro, N.C., and WTLV(TV) Jacksonville, Fla.: **Mike Conly**, VP and general manager, WFMY-TV, to president and general manager of WFMY-TV and VP and general manager of WTLV; **Frank Bennett**, general sales manager, WFMY-TV, to additional duties as acting station manager; **Jack Forehand**, operations manager, WFMY-TV, to same capacity, WTLV, and **Jim Collins**, news director, WFMY-TV, succeeds Forehand.

**James Harmeyer**, VP and general sales manager, KOKH-TV Oklahoma City, named president and general manager. **Tim Cowden**, program director for KOKH-TV, named VP and station manager.



Harmeyer

**Robert Winters**, general manager for WTMA(AM)-WSSX-FM Charleston, S.C., named VP and general manager and will also be in charge of operations for broadcast-

ing group of parent, Faircom Inc. Group also owns WSBH(FM) Southhampton, N.Y. **Robert Ballantine**, general sales manager, WGBS(AM)-WLYF(FM) Miami, joins WSBH as VP and general manager. **Clinta Carmichael**, business manager, WTMA-WSSX-FM, named assistant treasurer.

**Linda Rios Brook**, VP and general manager, KENS-TV San Antonio, Tex., named president and general manager.

**James Jensen**, general manager, WLHT(FM) Grand Rapids, Mich., named executive VP, Michigan operations, for parent, Liggett Broadcast Group.

**Bob Poe**, general manager, The Florida Network, satellite-delivered statewide news and feature network of Susquehanna Broadcasting, assumes additional duties as general manager of Susquehanna's WKIS(AM) Orlando, Fla.

**Charles McCain**, general manager, WKLT-FM Kalkaska, Mich., joins WFMK(FM) Lansing, Mich., as general manager.

**Indsay Kauffman**, account executive, KCBS-TV Los Angeles, named director, broadcast services.

**Edward Spray**, director, broadcasting, CBS-owned WBBM-TV Chicago, joins co-owned CBS-TV Los Angeles as director, broadcasting.

**Fince Grande**, announcer, WOYK(AM) York, Pa., joins WPDC(AM) Elizabethtown, Pa., as resident and general manager. **John Hess**, chief engineer, WSBA(AM) York, Pa., joins WPDC as station manager and director of engineering. Both are part owners of WPDC.

**Michael Liff**, national and general sales manager, KTVU(TV) San Francisco, joins KNMZ-TV Santa Fe, N.M., as general manager.

**Nancy Vaeth**, from KLIF(AM) Dallas-KPLX(FM) Fort Worth, joins WFMS(FM) Indianapolis as general manager.

**Dan Philips**, acting operations manager, WHOI-TV Peoria, Ill., named operations manager.

**Boyd Bunting**, from Branford Wire and Manufacturing, Mountain Home, N.C., joins Spartan Radiocasting Co., Spartanburg, S.C., as secretary-treasurer, to succeed **Walter Vieth** upon latter's retirement sometime in 1986.

## Marketing

**George Gunn Jr.**, VP, sales and marketing, Tastykake Inc., joins Earle Palmer Brown Companies, Philadelphia, as president and chief executive officer.

**Michael Hoynes**, senior VP, group management director and worldwide account director, Foote, Cone & Belding, New York, assumes additional responsibilities as deputy general manager.

**Michael Hedge**, VP, associate media director, and **Peter Stassi**, VP, director of local broadcasting buying, BBDO, New York, named senior VP's.

**Ray Warren**, account executive, Eastern sales, ABC-TV, New York, named VP, director of news sales.

**Ray Helmers**, from J. Walter Thompson, Chicago, joins D'Arcy Masius Benton & Bowles there as creative director.

**Laurence Levis**, Midwest sales manager, CMBS, Chicago, representative firm for classical radio stations, named VP and national sales manager.

Appointments, BBDO, New York: **Melissa Goldsmith**, supervisor, to assistant director, program development; **Craig Virden**, from Scholastic Productions, New York, to supervisor of program development, and **Barbara Orenstein**, member of promotion group, to coordinator of program development.

**Bonnie Chan**, media planner, White-Westinghouse Appliance Co., Pittsburgh, joins HBM/Creamer there as senior media planner.

**Dennis O'Hearn**, account supervisor, Grey Advertising, New York, joins Foote, Cone & Belding there as account director.

**R.J. Baker**, copy services manager, Brewer Associates, Dearborn, Mich., joins R.J. Baker Advertising, Troy, Mich., as copy supervisor.

**Shirley Azoulai**, from Wunderman, Ricotta & Kline, New York, joins FCB/Direct there as account supervisor.

**Sue Barnes**, manager of Los Angeles office,

Republic Radio, joins Masla Radio, Los Angeles, as VP, Western division.

**Joseph McParland**, VP, management supervisor, and **Iva Silver**, VP, copy supervisor, Doyle Dane Bernbach, New York, named



McParland



Silver



Jewett



Silka

senior VP's. Art directors **Garrett Jewett** and **Raymond Silka**, elected VP's.

**Thomas Evans**, administrator, research and sales development, NBC Radio Networks, New York, named director, research, NBC Radio Networks.

Appointments, Group W Television Sales, New York: **Joe Piccirillo**, research director, to additional responsibilities as director of research and sales promotion; **Joane Burns**, research manager, to manager of programing research; **Jim Berman** and **Rhea Pollack**, research analysts, to senior research analysts.

**Terry Pair**, copy supervisor, TBWA, St. Louis, joins Gardner Advertising there as associate creative director.

**Iliana Kloesmeyer**, senior media buyer, Sonder Levitt Advertising, Philadelphia, joins Cable Adnet Philadelphia as marketing director.

**Gordon Asaoka**, art director, McCaffrey & McCall, New York, joins McCann-Erickson, San Francisco, in same capacity.

**Sheila Fox**, freelance producer, joins Long, Haymes & Carr, Winston-Salem, N.C., as agency producer.

**Tom Reber**, account executive, KJR(AM) Seattle, joins Evergreen Media, Edmonds, Wash., as account manager.

**Dan Roettger**, copywriter, Vinyard & Lee Partners, St. Louis, joins Gardner Advertising there in same capacity.

**Myles Rich**, copywriter, Doyle Dane Bernbach, Detroit, joins W.B. Doner there in

same capacity.

**Charles Fleming Jr.**, district sales manager, Sunset Corp., Calhoun, Ga., joins Katz Radio, New York, as account executive.

**Mary Elizabeth Emich**, from Ted Bates Worldwide, New York, joins Cunningham & Walsh there as account executive.

**Michael Andrews**, account executive, KAME-TV Reno, named general sales manager.

**Thomas Hunt**, from WXLV(FM) North Charleston, S.C., joins WTMA(AM)-WSSX-FM Charleston, S.C., as general sales manager.

**Richard Wexler**, local sales manager, WPIX(TV) New York, joins WWHT(TV) Newark, N.J., Wometco Broadcasting's stereo music video television station, as general sales manager.

**Al Bethel**, account executive, WOYK(AM) York, Pa., joins WPDC(AM) Elizabethtown, N.J., as sales manager. **Barney Toomey**, account executive, WHGB(AM) Harrisburg, Pa., joins WPDC in same capacity.

**Paul Greifinger**, research analyst, KTLA(TV) Los Angeles, joins KTTV(TV) there as research manager.

**Sharon Vance**, from WOOD-AM-FM Grand Rapids, Mich., joins WEAT-AM-FM West Palm Beach, Fla., as co-op manager.

**Rosemary Larson**, account executive, WMAL(AM) Washington, named local sales manager.

**Caroline Barone**, account executive, WZDX(TV) Huntsville, Ala., named local sales manager. **Randy Stone**, account executive, WZDX, named regional sales manager.

**Larry Gilpin**, account executive, WMUR-TV Manchester, N.H., named local sales manager.

**Richard Jones**, national sales manager, KBHK-TV San Francisco, named local sales manager.

**Kim Khoury**, account executive, NBC Spot Sales, Los Angeles, joins KNBC(TV) there as account executive.

**Mira Simon**, from KHJ(AM)-KRTH(FM) Los Angeles, joins Eastman Radio there as account executive.

**Ken Kwilosz Jr.**, from KRCK(AM) Flagstaff, Ariz., joins KTSP-TV Phoenix as account executive.

**W.A. Broadway**, account executive, WSLQ(FM) Roanoke, Va., joins WLVK(FM) Statesville, N.C., in same capacity.

**Ginny Doyle McCarr**, from KYKY(FM) St. Louis, joins KMOX-TV St. Louis as account executive.

**Eric Schwarzkopf**, account executive, WILX-TV Jackson, Mich., joins WLNS-TV Lansing, Mich., in same capacity.

**Lynda Callon**, account executive, WPIX(TV) New York, joins KZKC-TV Kansas City, Mo., in same capacity.

**Jim Reilly**, account executive, WADB(FM) Point Pleasant, N.J., joins WRFM(FM) New York in same capacity.

**Luanne Cheney**, New York media buyer and account executive, Independent Media Services, joins WINS(AM) New York as account executive.

**Capital kudos.** Actor Bill Cosby, anchor/reporter Bryant Gumbel and the National Association of Broadcasters vice president of minority and special services, Dwight Ellis, were among the winners of the 41st annual Capital Press Club awards, presented Nov. 22 in Washington. Dancer and choreographer Mercedes Ellington, granddaughter of the late jazz musician, Duke Ellington, delivered the evening's keynote speech. Doris McMillon, news anchor with WJLA-TV Washington, was mistress of ceremonies. The Capital Press Club is "the nation's oldest and largest predominantly black organization of communications professionals," and was founded "for the purpose of exposing minority journalists to the top leaders in government, politics, media and the black community."

The Pioneer award for "outstanding achievement in communications that has had national impact and that has contributed to greater understanding of black Americans, their history, accomplishments and culture" was given to Cosby, star and executive producer of NBC's *The Cosby Show*. His mother, Anna Cosby, accepted the award for him.

The National Media award for "exceptional achievement and professionalism by the communicator who has had national impact" was given to Gumbel, cohost of NBC's *Today*. Because Gumbel was in Europe reporting on the U.S.-Soviet summit meeting, his award was accepted by Brady Daniels, deputy bureau chief of NBC News in Washington.

The Public Service award for "exceptional and outstanding service to the community" was given to NAB's Dwight Ellis, who founded the broadcast job clearinghouse for minorities seeking career opportunities in the industry.

The evening ended with the naming of the Washington Media award winner, Bob Strickland, a reporter with WDM-TV Washington.

## Programing

**Arthur Kananack** executive vice president, ITC Entertainment, named president, and **Elriot Abrams**, executive vice president, acqui-



Kananack



Abrams

sitions, becomes senior executive vice president. Kananack will be in charge of worldwide distribution, with Abrams assuming expanded duties for worldwide acquisitions and market planning.

**Tom Freston**, senior VP and general manager, affiliate sales and marketing, MTV Networks Inc., named senior VP and general manager, MTV: Music Television and VH-1/Video Hits One. **Geraldine Laybourne**, VP, programing, Nickelodeon, named senior VP and general manager, Nickelodeon.

**Mitch Semel**, director, current comedy, NBC Entertainment, Los Angeles, joins UBU Productions there as VP. **Jay Fukuto**, associate director, comedy programs, Paramount Network Television, Los Angeles, join UBU Productions as director of programing.

**Peter Brickman**, director, network production and operations, Lifetime, New York, named executive director, network production and operations; **Philip La Greca**, director of accounting, ABC, New York, joins Lifetime as controller, finance and administration. **Sharon Warantz**, director of advertising and promotion, KTKS-FM Dallas, joins Lifetime as manager, marketing programs.

**Gordon Beck**, producer, USA Network, New York, named senior producer. **Steven Feder**, associate producer, USA, named producer. **Mary Lou Dunigan**, affiliate data base coordinator, USA, named supervisor, data pro-

cessing.

**David Pritchard**, director of human resources, HBO, named VP, corporate affairs, succeeding **Susan Greene**, resigned. **Quantir Schaffer**, director, consumer press information, named VP, consumer and affiliate press information.

**Francine Beougher**, manager, sales service Embassy Telecommunications, Los Angeles named director, distribution operations. **Jerry Leifer**, member of sales service department Embassy Telecommunications, named manager, distribution operations.

**Kim Schlotman**, from Katz Communications New York, joins Viacom Enterprises there as director, market strategy.

**Heidi Frey**, director of program development Viacom Productions, Los Angeles, named VP, dramatic development.

**Mark Pedowitz**, VP, business affairs, Reeve Entertainment Group, Los Angeles, join The Landsburg Co. there as VP, business and legal affairs.

**Patrick O'Brien**, controller, United Satellite Communications, New York, joins RCA/Columbia Pictures International Video there as VP, finance.

**Gary Marenzi**, director of national sales Warner Home Video, Los Angeles, join Samuel Goldwyn Co. there as VP, cable and specialized sales.

Appointments, ESPN, Bristol, Conn.: **Ricl Novacki**, senior financial analyst, to newly created position of manager, capital budget and cash analysis; **Kenneth Kline**, from Sel tel, New York, to account executive; **Lisa Caporizzo**, advertising sales assistant, to advertising sales planner, and **Russ Gabay** operations producer, to senior operations producer.

**Michael Newton**, corporate account supervisor, WEEI(AM) Boston, joins Chedd Angie Production Co., Boston, as director of marketing.

**Matthew Jacobson**, director of Midwest sales, Entertainment Network, Los Angeles joins Walt Disney Pictures, Chicago, as account executive, domestic television.

**Sandy Brown**, recent graduate, Washingto



& Lee University, Lexington, Va., joins Pro Serv Television, Washington, as assistant manager, international sales.

**Bill Cohn**, product manager, EIC/Intelligence, New York, joins TV Decisions, Scripps Howard's 24-hour cable information service, in same capacity.

**Dianne Brand**, manager of market strategy, Viacom Enterprises, New York, joins SFM Entertainment there as director of research.

**Clancy Grass**, producer-writer, and **Edward Shaw**, producer-talk show host, have formed Grass-Shaw Productions, Encino, Calif.

**Louis Farraye**, VP, programing and research, Gilmore Broadcasting, Kalamazoo, Mich., named VP, programing, research and marketing.

**Jimmy Sanders**, operations manager, WSPA-TV Spartanburg, S.C., named program manager.

**Steve Weed**, program director, KTSA(AM) San Antonio, Tex., joins WCZY-AM-FM Detroit in same capacity.

**John Summers**, announcer, WSBA(AM) York, Pa., joins WPDC(AM) Elizabeth, N.J., as music and program director.

**James Burns**, floor director, KOMO-TV Seattle, joins KING-TV there as producer-director.

**Sherry Woodard**, from WGPR-TV Detroit, joins WKBD-TV there as host, *Morning Break*.

**Alton Hotaling**, head of programing, New Hampshire Public Television, Durham, N.H., resigns.

**Dick Hoffman**, senior producer, WPBY-TV Huntington, W. Va., joins noncommercial WMHT(TV) Schenectady, N.Y., as executive producer.

signment editor, WSYR(AM)-WYYY(AM) Syracuse, N.Y., joins WOKR(TV) Rochester, N.Y., as associate news producer.

**Jane Hollinger**, from Associated Press, Harrisburg, Pa., joins WPDC(AM) Elizabethtown, Pa., as news and public affairs director.

Appointments, KCST-TV San Diego: **Carlos Amezcua**, from WCBS-TV New York, to weekend co-anchor-reporter; **Bill Pounders**, from KYW-TV Philadelphia, to reporter, and **Rory Devine**, from KHJ-TV Los Angeles, to reporter.

**Dianne Becker**, from KFVS-TV Cape Girardeau, Mo., joins WFSB-TV Hartford, Conn., as executive producer of news. **Bill Liggins**, from Cablevision of Fairfield County (Conn.), joins WFSB-TV as weekend sports anchor and weekday sports reporter.

**Bob Ramsey**, sports director and 10 p.m. anchor, KTAL-TV Shreveport, La., joins KPLR-TV St. Louis as weekend sports anchor.

**Don Mozley**, newscaster and commentator, KCBS(AM) San Francisco, retires after 43 years with CBS network and KCBS. During his career, Mozley was network correspondent and news director for station. He will return in January to work for station on freelance basis.

**Tom West**, sports director, KWCH-TV Wichita, Kan., joins CNN, Atlanta, as anchor, *Headline Sports*.

**Rosie Oakley**, broadcast sales executive, Georgia and Alabama, Associated Press, Atlanta, named broadcast executive, Eastern states, based in Washington.

**Jennifer Battle**, from WAAY(AM) Huntsville, Ala., joins WHNT-TV there as community affairs director.

**Bill Seward**, independent announcer, joins KVIQ(TV) Eureka, Calif., as sports director.

**Linda Eltzroth**, reporter, KTBS-TV Shreveport, La., joins WANE-TV Fort Wayne, Ind., as reporter. **Erik Salna**, weather producer, WLS-TV Chicago, joins WANE-TV as meteorologist.

**Phil Tronolone**, from Newswatch 9, Palmer Communications, Naples, Fla., joins WPEC-TV West Palm Beach, Fla., as reporter.

**Patrick Bourque**, photojournalist, WTZA-TV Kingston, N.Y., named chief photographer.

## Technology

**Thomas McGinn**, assistant director, broadcast operations, CBS Radio Networks, New York, named director, broadcast operations. **Erik Disen**, director, technical operations, CBS-owned KNX(AM)-KKHR(FM) Los Angeles, named director, technical operations, West Coast, CBS Owned Stations, responsible for KNX-KKHR and KCBS(AM)-KRQR(FM) San Francisco. **John Miller**, director, technical operations, CBS-owned WCAU-AM-FM Philadelphia, named director, technical operations, East Coast, CBS Owned Stations, responsible for WCAU-AM-FM and WCBS-AM-FM New York.

**William Walkup**, from Teradyne Connection Systems, Nashua, N.H., joins Augat, Attleboro, Mass., as engineering manager. inter-

## News and Public Affairs



Bistany

**Joanna Bistany**, director of special news projects, ABC News, New York, named VP. She will oversee arrangements for domestic and international syndication of ABC News programing, coordinate ABC News relations with government and private groups, help im-

plement policy decisions of ABC News management and maintain internal communications systems of news division.

**Les Duhe**, reporter-anchor, WXAM(AM)-WQXY-FM Baton Rouge, named news director.

**John Erickson**, news director and anchor, KTRH(AM) Houston, joins KKCW(FM) Beaverton, Ore., as news director.

**Yvonne Painton**, anchor-editor, KFVB(AM) Los Angeles, joins KHJ(AM) there as news director and morning anchor.

**Walt Kane**, news director, KLBY-TV Colby, Kan., joins KSWO-TV Lawton, Okla., in same capacity; **Bill Bortko**, sports director, KVTV-TV Laredo, Tex., joins KTWO-TV in same capacity.


**Jonathan Greene**, reporter and weekend as-

# Broadcasting

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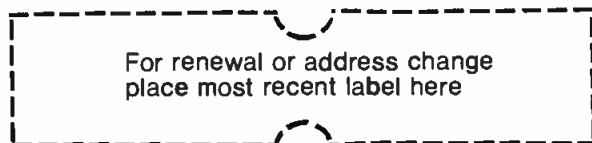
Company \_\_\_\_\_  Bill me

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connection components division.

**John Russell**, director of engineering, KBSC-TV Los Angeles, joins Kryptocom Inc., Torrance, Calif., manufacturer of pay television systems equipment, as VP, engineering.

**John Pavacik**, VP, operations. Strand Lighting, Rancho Dominguez, Calif., manufacturer of television lighting equipment, named president, Strand Lighting, North America. **Phil O'Donnell**, operations manager, Strand Lighting, named VP, operations.

**Paul Higginbotham**, from RCA Broadcast Sales, joins Grass Valley Group, Atlanta, as sales representative, Alabama, Tennessee and Georgia.

**Robert Dean**, from WCSH-TV Portland, Me., joins WSAZ-TV Huntington, W. Va., as manager of engineering.

## Promotion and PR

Appointments, Needham Porter Novelli, Washington: **F. Norbert Kraich Jr.**, senior VP, Manning, Selvage & Lee, Washington, to VP, account group manager; **Mary Debus**, president, Business Decisions, New York, to account manager; **Missy Brown**, production manager, American Film, Washington, to new business coordinator; Sharon Mallamud and **Dan Snyder**, VP's, to senior VP's and members of board of managers; **Vickie Adams**, **Eric Dezenhall** and **Lee McConaughy**, account managers, to associates.

**Ron Price**, news director, Capitol Broadcasting's WRAL-TV Raleigh, N.C., named to newly created position of director of corporate communications for Capitol Broadcasting, Raleigh.

**Craig Muckle**, listings and information systems coordinator, ESPN, New York, named staff assistant, corporate communications.

**Brenda South**, senior account executive, marketing communications division, Hill & Knowlton, New York, joins Brouillard Communications there as account supervisor. **Eileen Kaplan**, account director, Triad Group, New York, joins Brouillard as account management supervisor.

**Carla Hyatt**, from National Society of Professional Engineers, Washington, joins WASH-FM there as promotion director.

**Rebecca Rucker**, from KZKC-TV Kansas City, Mo., joins WPWR-TV Aurora, Ill., as promotion manager.

**Kathy Dailey**, freelance writer and producer, KCBS-TV Los Angeles, named manager, advertising and promotion for station.

**Karen Malone**, public affairs producer, WXYZ-TV Detroit, joins WKYC-TV Cleveland as manager, press and publicity.

**Page Nader**, assignment editor, KSHB-TV Kansas City, Mo., joins KZKC-TV there as director of news and public relations.

**Mara Brazer**, executive director and founder, Parkfriends, New Haven, Conn., nonprofit organization, joins KPIX(TV) San Francisco as publicist.

**Greg Krizman**, from Security Pacific National Bank, Los Angeles, joins noncommercial KCET(TV) there as associate director, public



**New slate.** New officers elected at Television Bureau of Advertising's annual meeting last week in Dallas (BROADCASTING, NOV. 25): E. Blake Byrne, group vice president/television, LIN Broadcasting Corp., board chairman; Ward L. Huey Jr., president, Belo Broadcasting Corp., secretary; Walter A. Schwartz, president of Blair Television, treasurer, and Robert Kunath, president of Group W Television Sales, vice president. Roger Rice was re-elected president of TVB. Also elected were five new board members representing stations: James G. Babb, executive vice president, Jefferson-Pilot Communications; Elizabeth Murphy Burns, president, broadcast group, Evening Telegram Co.; Ken J. Elkins, president, Pulitzer Broadcasting Co.; Paul M. Hughes, president, Viacom Broadcasting, and Thomas A. Oakley, president, Quincy Broadcasting Co. TVB's new producer/syndicator member of the board is Gary Lieberthal, president of Embassy Telecommunications. Steve Herson, Telerep vice president, and Robert Kunath, president, Group W Television Sales, were elected by station representative members. New board members shown above, seated (l-r): Hughes, Burns, Oakley. Standing (l-r): Lieberthal, Babb, Elkins and Kunath. Absent for picture taking was Herson.

relations.

**Cathy Murphy Kadzis**, broadcast producer and publicist, University of South Carolina, Columbia, S.C., joins noncommercial WBGO(FM) Newark, N.J., as public relations director.

**Scott Barron-Ott**, editorial assistant, promotion department, noncommercial WPSX-TV Clearfield, Pa., named promotion specialist.

**Donald Scott**, from Blue Ridge Public Television, Roanoke, Va., joins noncommercial WTVI(TV) Charlotte, N.C., as public information director.

## Allied Fields



Gawthrop

**H. Gene Gawthrop**, senior VP, Communications Equity Associates, Tampa, Fla., named executive VP and chief financial officer.

**Karl Zedell**, news director, WLOS(TV) Asheville, N.C., joins Audience Research and Development, Dallas, as consultant.

**Mary Ellen Nortier**, from Crume & Associates, Dallas, joins Arbitron, Dallas, as account executive, advertiser-agency sales.

Elected officers, International Tape-Disc Association, New York: **Gordon Bricker**, RCA, chairman; **J. Philip Stack**, Sony, president; **Alfred Markim**, VCA/Technicolor, senior VP; **George Ricci**, Amaray International, vice

president, planning; **Tony Mirabelli**, Quasar, vice president, video; **Maria Curry**, Agfa-Gevaert, vice president, audio, and **Ken Kai**, Pioneer Video, vice president, laser media.

Appointments, Rochester (N.Y.) Radio Broadcasters Association: **Jack Palvino**, WVOR-FM, president; **Jim Meltzer**, WZKC(FM) vice president; **Peter Coughlin**, WCMF(FM) secretary-treasurer.

Elected officers, Nevada Broadcasters Association, Reno: **Bill Andrews**, KAME-TV Reno, president; **Dennis Siewert**, KTVN(TV) Reno, VP, television; **Nancy Reynolds**, KENO(AM)-KOMP(FM) Las Vegas, VP, radio, and **Ruth Uhls**, noncommercial KLVX(TV) Las Vegas, secretary-treasurer.

**Chuck Bailey**, National Public Radio's Washington editor, has been named chairman of the Washington Journalism Center, which sponsors conferences on key issues in journalism.

## Deaths

**E. Blake Blair Jr.**, 82, retired financial officer of John Blair & Co., marketing and communications firm started by his late brother, John P. Blair, died Nov. 21 at his home in Chicago. E. Blake Blair was treasurer of firm from its incorporation in 1935 until his retirement in 1966.

**Jim Walton**, 68, retired announcer, WHAS-AM-TV Louisville, Ky., died Nov. 5 at his home in Louisville. Walton joined WHAS(AM) in 1939, and remained with station, and later TV, except for service in armed forces, until his retirement in 1979. He is survived by son and two daughters.



## SMN's heart and soul

The Arkansas-born John Tyler is not one to walk away from a challenge. The growing Dallas-based Satellite Music Network—of which he is chairman, president, chief executive officer and one of four founding partners—was considered by some to be a risky undertaking when it was launched Aug. 31, 1981. But Tyler has proved to be at his best in tough situations.

"For John Tyler there is no problem big enough that it can't be solved. He is an aggressive thinker," says Kent Burkhart, chairman of the Atlanta-based radio program consultancy Burkhart/Abrams/Michaels/Douglas & Associates, and a director of SMN.

Even though the 56-year-old Tyler is best known today as the driving force behind SMN, his reputation has been built on successful broadcast management, particularly of television stations. Tyler says the idea for SMN is based on a simple premise: adapting the fundamentals of network television programming to radio. SMN delivers "a full-formatted radio station complete with news and live disk jockeys playing records." And, notes Tyler, the advent of satellite technology has made it possible to transmit a higher quality stereo signal more economically than can be passed on land lines.

On the day SMN started, over four years ago, it offered two satellite-delivered, 24-hour formats—country and adult contemporary—and had only two affiliates, both of which programmed country. SMN was launched when there were only a handful of full-time, satellite-delivered radio programming services, most of which were failing. There were those in the industry who doubted SMN's chances for survival.

But Tyler and others involved in SMN have silenced the skeptics. Under Tyler's guidance, SMN has added three more formats: nostalgia, contemporary hits and its newest format, "Heart 'n' Soul," based on black hits from the mid-1960's to 70's. SMN also has driven its affiliate count of "on-air" stations to more than 500.

The success of SMN comes from experience Tyler gained in sales and marketing dating back to attendance at several colleges. Tyler left school in 1950 to join the Duncan Coffee Co. in Houston, where he worked as an assistant in the advertising and promotion department, handling the purchase of television time for promotions.

Tyler took that television experience and, in 1952, joined KCMC-TV (now KTAL-TV) Texarkana, Tex., as an account executive. There he learned the basics of television station operation. The station, says Tyler, was then on the air from 4 p.m. to 11 p.m. each day. "I would sell advertising time during the day and then go back to the station and do whatever was necessary," he says, including pushing cameras and painting sets.



JOHN SEVIER TYLER—Chairman, president and CEO, Satellite Music Network, Dallas; b. July 5, 1929, Hope, Ark.; Texarkana Junior College, Texarkana, Tex., University of Houston, University of Arkansas, 1948-50; advertising and promotion assistant, Duncan Coffee Co., Houston, 1950-52; account executive, KCMC-TV Texarkana, 1952-55; account executive, KFJZ-TV Fort Worth; 1955-57; Dallas sales manager, KFJZ-TV, 1957; radio-TV director, Bloom Advertising, Dallas; 1958; general manager, KFDA-TV Amarillo, Tex., 1959-64; president, CATV systems, Dallas, 1964-67; managing partner, KVII-TV Amarillo, 1967-71; general manager, WQXI-TV Atlanta, 1971-72; president and CEO, Pacific & Southern Broadcasting, Atlanta, 1972-74; general manager, KFWD-FM Dallas, 1974-76; owner and president, KATT-AM-FM Oklahoma City, 1977-82; managing partner, SMN, Dallas, 1981-83; present position since 1983; divorced; children—James, 30; Mike, 27; Angela, 23.

In late 1955, Tyler jumped to Texas State Network's KFJZ-TV (now KTVT-TV) Fort Worth as an account executive, eventually being named Dallas sales manager. Following a year as radio-TV director of Bloom Advertising, Dallas, Tyler returned to the Texas State Network, this time as general manager of KFDA-TV Amarillo, Tex.

Tyler next tried his hand in the cable franchising field, opening his own business under the umbrella name of CATV Systems Inc. He built systems in Gainesville, Tex., and Jonesboro, Ark. The systems became operational in 1967 and were sold in 1970.

Meanwhile, in late 1967, Tyler returned to Amarillo and formed a partnership with the Marsh family of that city to acquire KVII-TV, which, says Tyler, was on the verge of bankruptcy. Tyler served as managing partner of the station and, within a short time, built it into the highest-rated outlet in a highly competitive three-station market.

It was Tyler's managerial credentials at KFDA-TV and KVII-TV that brought him to the attention of Desales Harrison, then chairman of Pacific and Southern Broadcasting, who tapped him in the summer of 1971 to run the

company's television station in Atlanta, WQXI-TV (now WXIA-TV). Jim Rupp, president & CEO of Midwest Communications, Minneapolis, who in the early 1970's was group vice president in charge of radio and television for Cox Broadcasting, says WQXI-TV under Tyler's management came very close to "knocking off" Cox-owned WSB-TV, the market leader in the local news ratings. Rupp, representing Midwest Communications, is also a partner now in the Satellite Music Network.

After six months, and with Pacific and Southern management in disarray, Tyler was made president and chief executive officer, with responsibilities for seven radio stations in addition to WQXI-TV. Within three years, Tyler helped put the company in the black with what he describes as a "modest" profit.

It was there that Tyler, in overseeing the company's radio stations, developed the "genesis" of the idea of what was to become the Satellite Music Network—full-service music programming around the clock. At the time "I was amazed that the traditional radio networks only furnished their affiliates with news and an occasional special," says Tyler.

Pacific and Southern merged into Combined Communications Corp., headed by Karl Eller, in the fall of 1974. Tyler said he resigned "because there wasn't enough room for two presidents in the same company." He returned to Dallas to manage KFWD-FM (now KTXQ) and in 1977 formed Sun Broadcasting to purchase KATT-AM-FM Oklahoma City, which was then in bankruptcy. The acquisition became Tyler's next turn-around property before it was sold in 1982.

Tyler never abandoned the concept of a 24-hour music service format and in 1979 discussed the idea with both Burkhart and Rupp. "It became more apparent to me in the turn-around situations how much better it would be if a network gave a station all of its programming," he says. Tyler said that both Burkhart and Rupp felt there was a market for such a vehicle. Also entering the discussions was Roy Bliss, executive vice president and COO of Tulsa-based United Video, which rents satellite transponder space to transmit both television and radio programming to cable operators. Bliss, representing United Video, became the fourth partner in the venture, which took shape in late 1980. The proposal for SMN was announced to the broadcasting world in March 1981. In 1984, the company went public.

Today, SMN maintains sales offices in New York, Chicago and Los Angeles and, according to Tyler, has been accepted by many of the major network radio advertisers. Tyler adds that time "has proved" that radio station operators affiliated with a SMN format reduce their prior annual operating cost by 25% to 30%.

What's Tyler's operating style? "He's an absolute perfectionist," says Burkhart, "and he urges his people to be the same." □

**Network television prime time viewing levels are up** this season, compared to last year, with greatest gains posted on Thursday and Saturday nights. Turnabout, in nearly decade of declining prime time viewing levels, is in sharp contrast to **generally soft fourth-quarter advertising marketplace.** But through first nine weeks of season, **HUT levels were up 3.6%** over last year, from 62.4 to 64.7, and **combined network ratings were up 5.3%**, from 48.6 to 51.2. David Poltrack, vice president, research, CBS/Broadcast Group, said higher network viewing levels were attributed to three factors: longer baseball playoffs and World Series games in prime time, which brings light viewers to sets; maturing of pay cable and VCR growth, which is bringing those users back to viewing network movies and mini-series, and better counterprogramming strategies among all three networks. HUT levels are up every night between 2% and 6%, Poltrack said, with Thursday and Saturday tipping high ends of scale.

Federal jury last week found **CBS Inc. and commentator at CBS's WBBM-TV Chicago, Walter Jacobson, guilty of libel** as result of Jacobson commentary claiming that Viceroy advertising campaign was designed to encourage children to smoke. Verdict of six-member jury came at conclusion of five-day trial but after less than three hours of deliberation in case in which Brown & Williamson Tobacco Corp. is seeking \$10 million. Jury is to reconvene today (Dec. 2) to set damages. But WBBM-TV issued statement calling verdict "incorrect," saying it will appeal and expressing confidence in final outcome. Commentary at issue, broadcast in November 1981, said

**Election season.** The National Association of Broadcasters has kicked off its 1985-86 election cycle for seats on its radio and television boards. There are 12 vacancies on the radio board and six on the TV side.

NAB is asking its TV members to nominate one of 37 candidates. The top 12 vote getters will be on the final ballot for the six-at-large seats in February. For radio, the candidate who receives at least 50% of the vote in the district where more than 50% of eligible voters cast ballots will be declared a winner. If the voting turnout is less than 50%, the two leading candidates submit to a run-off.

Among incumbents vying for re-election on the TV board are Harold Protter, WNOJ-TV New Orleans, and Greg Stone, WSOC-TV Charlotte, N.C. Three TV directors are ineligible for re-election: board chairman William Turner, KCAU-TV Sioux City, Iowa; Bill Bengston, KRCG-TV Jefferson, Mo., and James Dowdle, Tribune Broadcasting, Chicago. Director Wallace Dunlap, Westinghouse Broadcasting, Washington, will not run again.

Other broadcasters running for seats on the TV board are:

Steven Beard, K8VO-TV Austin, Tex.; Sean Bradley, KTVU-TV Anchorage; James D. Boaz, WXIA-TV Albany, N.Y.; Frank Bugg, W6TV-TV Atlanta; Carolyn Chambers, KXZI-TV Eugene, Ore.; Gary Chapman, Freedom Newspapers Inc., East Providence, R.I.; Marvin Chauvin, WLIG-TV New York; Jerry Colvin, WUHO-TV Battle Creek, Mich.; John Conte, KMIR-TV Palm Springs, Calif.; William Duhamel, KOTA-TV Rapid City, S.D.; John W. (Jake) Dunlop, noncommercial WUNC-TV Chapel Hill, N.C.; Tom Eaton, WJTC-TV Jacksonville, Fla.; Milton D. Friedland, WICS-TV Springfield, Ill.; Tom Goodgame, WBZ-TV Boston; William Grigaliunas, noncommercial WCMU-TV Mount Pleasant, Mich.; William R. Hirshey, KICU-TV San Jose, Calif.; Albert M. Holtz, WAH-TV Charleston, W.Va.; James D. Johnson, KFTY-TV Santa Rosa, Calif.; Franklin D. Lopez, WKPV-TV Ponce, P.R.; Benjamin D. McKeel, Nationwide Communications, Columbus, Ohio; Robert A. Nash, KAMC-TV Lubbock, Tex.; Paul M. Norton, noncommercial WPNE-TV Green Bay, Wis.; Steven Pruett, WSTG-TV Providence, R.I.; Richard Ramirez, WHCT-TV Hartford, Conn.; Harlan Reams, KSAS-TV Wichita, Kan.; Thomas Scanlari, WKFT-TV Fayetteville, N.C.; Harold Shively, WXMJ-TV Grand Rapids, Mich.; Ellis Shook, KOLR-TV Springfield, Mo.; Patricia Smullin, KOBV-TV Medford, Ore.; Ben Strickland, WAPT-TV Jackson, Miss.; Scott Vaughan, KESQ-TV Palm Springs, Calif.; Michael Volpe, KDOC-TV Anaheim, Calif.; Robert E. Ware, WBSR-TV Ocala, Fla.; Jack A. Worley, WOWL-TV Florence, Ala., and Rosemary Wuenschel, KXRC-TV Rapid City, S.D.

Among those competing for spots on the radio board are seven incumbents: William O'Shaughnessy, WVOX(AM)-WRTN(FM) New Rochelle,

Brown & Williamson had adopted strategy of equating smoking with such pursuits as "pot, wine, beer, sex and wearing a bra." In denying commentary was defamatory, Jacobson said it was based on Federal Trade Commission staff report. But Brown & Williamson said campaign had only been suggested by advertising agency, never adopted, and that it had advised Jacobson's producer of that fact. WBBM-TV complained that Judge William T. Hart refused to permit author of FTC report to testify.

Almost two months before **Super Bowl XX telecast, NBC reports it has sold total advertising inventory of 25 minutes.** Robert Blackmore, senior vice president, sales, NBC-TV, said all 50 of 30 second spots had been sold for **\$550,000 each.** He added it was his understanding that prices for Super Bowl XIX ranged from low of \$335,000 per 30-second spot to high of \$500,000. Blackmore declined to name participating advertisers, saying they wanted to make their own announcements as part of planned merchandising and promotion. Super Bowl XIX was on ABC-TV and attracted second highest audience of all time (116 million viewers), topped only by 121.6 million viewers for final episode of *M\*A\*S\*H* on CBS TV. Blackmore noted that 28 of 50 clients on Super Bowl next month are new advertisers to telecast.

**United Video** reported last week it was able to get its charter **WPXI-TV New York** cable affiliates to agree to relinquish right to flat monthly fee of \$400 and pay increased fee based on number of subscribers. As result, United Video President Roy Bliss said company would

N.Y.; J. William Poole, WFLS-AM-FM Fredericksburg, Va.; William Rollins, Suburban Radio Group, Concord, N.C.; Ray Saadi, KHOM(AM)-KTIB(FM) Houma, La.; John David KFSB(AM) Joplin, Mo.; Ray Lockhart, KOGA-AM-FM Ogallala, Neb., and Robert Fox, KVEN(AM)-KHAY(FM) Ventura, Calif. Incumbent Roy Mapel, KIML(AM) Gillette, Wyo., is not seeking re-election. Among those radio directors ineligible for re-election are: Paul Olson, KLEM(AM) Le Mars, Iowa; Radio Board Chairman John Dille III, WTRC(AM)-WYEZ(FM) Elkhart, Ind.; Dick Oppenheimer, KIXL(AM)-KHFI(FM) Austin, Tex., and Lee Shoblom, KFWJ(AM)-KBBC(FM) Lake Havasu City, Ariz.

Nominees for the radio board:

**District 2**—Matthew T. Cooney Jr., WCHN(AM)-WKXZ(FM) Norwich, N.Y.; Robert Linder, WMTX(AM)-WDBA-FM Morristown, N.J.; Franklin W. Lorenz, WBLK-FM Depew, N.Y.; Walter C. Maxwell, WGHQ(AM)-WBPM(FM) Kingston, N.Y.; Richard Novik, WPUT(AM) Brewster, N.Y., and WRVH(FM) Patterson, N.Y.; O'Shaughnessy, and Phillip Spencer, WCSS(AM) Amsterdam, N.Y.

**District 4**—John L. Cole III, WHLF(AM)-WJLC-FM South Boston, Va.; Poole, and Gary L. Portmess, WNTX(AM) Silver Spring, Md.

**District 6**—Rollins.

**District 8**—William Howard Cole, WHOC(AM)-WWSL(FM) Philadelphia, Miss.; Lowell Hamburger, WYHT(AM) Jackson, Miss.; James J. Hutchinson Jr., WYLD-AM-FM New Orleans; Dr. Judy Karst, KDBS(AM)-KRRV(FM) Alexandria, La., and Saadi.

**District 10**—Charles A. Blake, WROZ(AM)-WIKY(FM) Evansville, Ind.; Jeffrey H. Smulyan, WENS(FM) Shelbyville, Ind., and William Gerald (Bill) Willis, WFLO(FM) French Lick, Ind.

**District 12**—David and Bob Templeton, KAYS(AM) Hays, Kan.

**District 14**—Edward D. Allen III, WDOB-AM-FM Sturgeon Bay, Wis.; Frank W. Baker, KWIT-FM Sioux City, Iowa; Harris Ceaser, KBBG-FM Waterloo, Iowa; William R. Sanders, KICD-AM-FM Spencer, Iowa, and James P. Schuh, WXYQ(AM)-WSPT-FM Stevens Point, Wis.

**District 16**—Lockhart.

**District 18**—Lowry Mays, WOAI(AM)-KAJA(FM) San Antonio, Tex.; Dick Osborn, KYKS(FM) Lufkin, Tex.; Michael T. Reichert, KTXF(FM) Brownsville, Tex., and Raul Hernandez, KIIWW(FM) Harlingen, Tex.

**District 20**—James W. Fox, KWIK(AM)-KPKY(FM) Pocatello, Idaho, and Carlyle D. Leeds Sr., KOJM(AM)-KPOX(FM) Havre, Mont.

**District 22**—Sanford Cohen, KIHK-FM Prescott Valley, Ariz.; Joe **Crytall**, KGVY(AM) Green Valley, Ariz.; Richard Elliott, KUTR(AM)-KLTQ-FM Salt Lake City; Robert F. Meskill, KSIL(AM) Silver City, N.M.; Ronald Sack, KNMQ(FM) Santa Fe, N.M., and Fred Weber, KFVY(AM)-KKFR(FM) Glendale, Ariz.

**District 24**—Fox.



continue to offer carriage of superstation to cable industry. In return for accepting **carriage fees** that will be as high as eight cents per subscriber per month, charter affiliates will get some relief in fees as superstation's universe reaches certain levels (1.5 million subscribers, 2 million, 3 million, etc.), said Bliss. But fee structure will continue to be based on subscriber levels and not revert back to flat monthly rate. "We told them [charter affiliates] that if they would work with us now, we'd work with them later," said Bliss. That, combined with belief that ongoing copyright negotiations between Motion Picture Association of America and cable industry will result in some kind of flat copyright fee for cable programmers in 1986 (superstations now pay 3.75% of annual revenues), led UV to conclude that transmission of WPIX-TV would be viable. "We can see the light at the end of the tunnel," said Bliss.

**National Association of Broadcasters** launched all-out lobbying campaign over Thanksgiving holiday to block legislation pending in Senate that would require broadcasters to provide candidate with free "equal time," if candidate is subject of negative advertisement funded by political action committee (BROADCASTING, Nov. 18). NAB sent mailgram last week alerting members that measure will be debated and voted on this week, Dec. 2-3. Broadcasters urged their senators to support motion to table bill that will be attached as rider to another unrelated measure.

**Lorimar Inc.**, Culver City, Calif., is said to have reached agreement to purchase **DIR Broadcasting**, New York-based radio program supplier ("Closed Circuit," Oct. 21), for price in \$12-million range. DIR, which produces several long-form programs, currently employs about 30 staffers. Sources say DIR will continue to operate independently and remain in New York.

TBS syndication arm, **Turner Program Services**, says it has cleared **The Goodwill Games in 26 markets covering 59% of U.S. households**. Along with premier clearance, WNEW-TV New York, stations that will carry 129-hour broadcast, July 5-20, include WLVI-TV Boston, WOIO(TV) Shaker Heights, Ohio (Cleveland), WPTT-TV Pittsburgh and KCPQ(TV) Tacoma, Wash. (Seattle). Last week, Pepsi was announced as first sponsor of games; asking price for signing on as major sponsor is \$10 million. Terms of distribution are barter, with seven minutes for stations and five minutes for TBS during each hour.

**ABC will debut The Disney Sunday Movie**, one- and two-hour anthology series, **Feb. 2, 1986, in 7-9 p.m. time period**. This marks return of Disney as regular supplier of network programming since *Disney's Wonderful World* went off CBS in 1980. Deal ABC made with Disney is understood to be one of largest commitments any network has ever made for regular series, with total **production costs said to be in excess of \$25 million**. Episodes will include drama, comedy, action/adventure and animation genres. ABC has ordered 23 episodes, 10 of them two hours long.

**Television broadcasters' fight to eliminate blanket licensing for music rights** appears to be picking up **support in House**. Bill (H.R. 3521), introduced by Representative Frederick (Rick) C. Boucher (D-Va.), which would require producers and syndicators to deliver syndicated programming to stations with music performance rights included, now has 34 co-sponsors. National Association of Broadcasters, which has, until now, let All-Industry Television Station Music License Committee lead charge on issue, has activated its grassroots lobbying committee to join in fight.

Beginning Dec. 23, **LBS Communications** will test five episodes of **The Hollywood Reporter** as replacement for *It's a Great Life* in two-hour daytime block on *Inday*. Both replacement and original show are produced by Earl Greenberg Productions in association with Columbia Pictures Television. New show will be video version of magazine of same name, and will feature celebrity interviews. Tribune-owned stations removed *It's a Great Life*, along with *All About Us*, to improve ratings for November sweeps (BROADCAST-

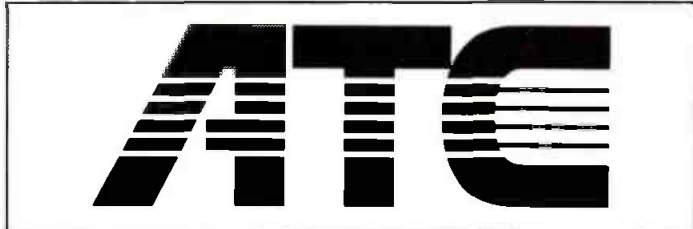
ING, Nov. 4). *The Hollywood Reporter* will also be available for telecasts between 6 p.m. and 12 a.m., beginning Dec. 23, with distribution on barter basis with six minutes of commercial time for local and one for national. There will also be special one-hour recap for weekends (Dec. 20-21 and Dec. 28-29), also sold on barter basis, with seven minutes for local and five for national.

**Adams-Russell will buy RHG Electronics** for \$17.5 million cash, announced Waltham, Mass.-based cable system operator. RHG is maker of RF and microwave components with \$13 million in 1985 revenue and \$15 million in backlog. Transaction will be completed in early 1986. Adams-Russell, microwave equipment supplier with CATV system in Northeastern U.S. and \$130 million in revenues in last fiscal year, will finance purchase with long-term debt.

**Broadcast Advertisers Reports** announced largest expansion program in its history, including **addition of markets to its 52-week monitoring** and establishment of **new service, National Barter/Syndication Reports**. BAR said its present full-time 52-week monitoring of New York, Los Angeles and Chicago will be augmented by addition of three markets in 1986 and 10 others by January 1987. BAR will continue to monitor remaining top 75 markets on one-week-per-month basis. Starting this Jan. 1, BAR also will publish separate monthly/quarterly reports on syndicated activity. These reports will supply such information as parent company, brand product and program detail, including number of commercials, commercial minutes and estimated expenditures. Data also will be presented by product classification.

**Los Angeles county will not have to vacate direct broadcast satellite band until 1993**. In action taken Nov. 21, FCC extended deadline for county to abandon 12.2-12.7 ghz band from September 1988 to September 1993. County had argued need to amortize existing equipment, as well as public safety emergency communications requirements. Similar request by American Flight Test Radio Coordinating Council was rejected.

**American Television and Communications Corp. has new corporate logo** and graphics system that "makes a clear, positive statement about ATC's leadership role in the cable industry," according to ATC Vice President-Corporate Affairs Richard Holcomb. Logo was



designed by Denver-based Robert Taylor & Associates for ATC, which is Time Inc. subsidiary and number-two MSO based in Englewood, Colo.

CBS newsmen **Dan Rather and Walter Cronkite** have expressed **displeasure at HBO and Reporters Committee for Freedom of the Press** over screening of upcoming HBO feature, *Murrow*, based on career of late CBS News correspondent Edward R. Murrow. Rather and Cronkite reportedly have objected to RCFP screening film for fundraiser at National Press Club in Washington on Jan. 9. Each is upset for different reasons—Rather because it embroils RCFP in controversy that detracts group from purpose of defending First Amendment, and Cronkite because he believes program inaccurately portrays Murrow and others at CBS. Despite objections, RCFP indicated it intends to go ahead with screening/fundraiser.

ABC said **additional episodes of Our Family Honor** (Friday, 11-12 p.m.) **have not been ordered**, and that show will end some time in January. Original order from Lorimar was for 13 episodes. Specials pre-empting show make its final appearance undetermined.

## Editorials

**Yes, no, maybe**

With the FCC's decisions on waivers of its crossownership and duopoly rules in the Capcities/ABC, Murdoch/Metromedia and KKR/Storer transfers, these truths become self-evident: Some duopolies are better than others, according to prevailing FCC philosophy; some divestitures need more time for execution than others, according to criteria that are not entirely clear.

There has been no quarrel on this page with the leeways granted to Capcities and Murdoch, as there was none when the FCC of 1975 granted Joe Allbritton three years to get rid of the Washington broadcasting stations he was acquiring with the *Washington Star*. (As things turned out, everything but the TV station went, in less than three years.) But with the waivers and denial of waivers that accompanied the FCC approval last week of Storer's disappearance into Kohlberg Kravis Roberts, it is pertinent to wonder whether new duopoly and crossownership rules are being ad libbed in an informal, not to say disorderly, application of the doctrine of deregulation. It just may be that Commissioner James Quello has a point in suggesting, as he did last week, that it may be time to review the rules themselves.

There is already a movement to amend the duopoly rules to aid ailing AM radio stations by permitting their owners to acquire more than one AM in a market. The economics seen by others in that rescue mission are beyond the comprehension of this page, but the dangers of government involvement in the AM marketplace are obvious. If there is any reason for the FCC to take a fresh look at its rules prohibiting the ownership of more than one AM, FM or TV in the same market and at the criteria defining markets, the review should apply to all broadcasting services.

As to the time required for divestiture when crossownerships or duopolies are transferred, it had been widely assumed before Allbritton and afterward, until Taft, Capcities and Murdoch came along, that divestitures must be arranged in advance of applications to the FCC for transfer approvals. With the FCC waivers of the recent past, it is all but settled law that grace periods of 12 months, 18 or even 24 will be given to applicants who are deemed to be swell guys doing swell jobs.

Maybe grace periods of that duration are desirable in a media marketplace that is vastly bigger and economically more sophisticated than the one existing when the rules were written 20 years and more ago. But shouldn't grace periods of any length be granted generally, if granted by frequent waivers, and defined by standards reached by rulemaking?

If regulated businesses are to abide by the rules, they must know what the rules are.

**Catch 315, part two**

Over the Thanksgiving holiday, members of the National Association of Broadcasters were assigned to last-minute lobbying against a Senate bill that would expand the equal-time provision of the political broadcasting law. The bill is scheduled for debate on the Senate floor today (Dec. 2) and for a vote tomorrow. Let it be hoped that the grass roots were stirred up in time to choke off this legislation.

Section 315 of the Communications Act now provides that if any political candidate is given access to radio or television time (as Section 312 of the same act requires for federal candidates), all rivals for the same elective office must be given equal access. A section of S. 1806, the subject of planned action this week, would expand 315 to provide equal time for answers to anything said by anyone in favor or disfavor of a candidate. Candidates

opposing those endorsed or who were themselves opposed would be given "the opportunity to utilize...the same amount of time on such broadcasting station during the same period of the day" as was occupied by the triggering message. If the responding candidates did not wish to use the opportunity in person, their authorized committees could. Oh, yes, the opportunity would be offered "without charge."

The equal-time provisions of S. 1806, authored by Senator David Boren (D-Okla.), are similar to those in an earlier bill authored by Senator John Danforth (R-Mo.) (BROADCASTING, June 24). Danforth was worried enough about the First Amendment implications of his bill to hire Newton Minow's law firm to provide the clearance he knew he could expect. Minow submitted a memorandum of law assigning broadcasters to the back of the media bus, where he first seated them as chairman of the FCC, but the memorandum could have been read as just as good an argument for the unconstitutionality of the legislation.

But never mind the legal niceties, full speed ahead with anything that will further indenture broadcasting to incumbents in the Congress of the United States, as this bill would surely do. The biggest problem for broadcasters in opposing S. 1806 is that the legislation's broadcasting provisions are subsidiary to its main thrust—against the spending of political action committees that have proved effective in opposition to the re-election of sitting senators and members of the House. The PAC provisions have attracted bipartisan support. Disengaging the broadcasting provisions for discrete euthanasia at this late hour will require delicate surgery.

Maybe next time in the House, if this wins in the Senate.

**One worth supporting.** *The Commission on National Elections has made a mortal enemy of the League of Women Voters by suggesting that the two major political parties sponsor future debates between presidential candidates (see page 100). The league would be removed from a role it has played to mixed reviews in the past three presidential elections. In other quarters the commission's report will no doubt get the better reception it deserves. It recognizes imperfections in the electoral process but suggests practical remedies, including the common closing hour for voting precincts across the country. Awaiting actions in the House is Al Swift's bill to provide a common closing that would allay fears of television influencing the western vote. Are broadcasters lobbying as industriously on behalf of that bill as they were last weekend in opposition to the expansion of Section 315 (see above)? They ought to be.*



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