

# Broadcasting Mar 31

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# the \$1,000,000

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## Sacramento KOVR

	Monday-Friday 6:30 pm	Household Share	W 25-54 Share	M 25-54 Share
FEB 86 CHANCE		12	14	11
NOV 85 Dynasty		5	6	1
<b>INCREASE</b>		<b>+140%</b>	<b>+133%</b>	<b>+450%</b>

## Indianapolis WISH

	Monday-Friday 7:30 pm	Household Share	W 25-54 Share	M 25-54 Share
FEB 86 CHANCE		14	16	16
NOV 85 Price Is Right		12	11	11
<b>INCREASE</b>		<b>+17%</b>	<b>+45%</b>	<b>+45%</b>

## Norfolk WTKR

	Monday-Friday 7:00 pm	Household Share	W 25-54 Share	M 25-54 Share
FEB 86 CHANCE		17	20	19
NOV 85 News		10	9	10
<b>INCREASE</b>		<b>+70%</b>	<b>+122%</b>	<b>+90%</b>

## Harrisburg WHP

	Monday-Friday 5:00 pm	Household Share	W 25-54 Share	M 25-54 Share
FEB 86 CHANCE		20	28	29
NOV 85 Jeopardy		19	24	18
<b>INCREASE</b>		<b>+5%</b>	<b>+17%</b>	<b>+61%</b>

## Mobile WKRG

	Monday-Friday 4:00 pm	Household Share	W 25-54 Share	M 25-54 Share
FEB 86 CHANCE		31	38	36
NOV 85 Jeopardy		27	39	33
<b>INCREASE</b>		<b>+15%</b>		<b>+9%</b>

## Charleston, SC WCIV

	Monday-Friday 7:30 pm	Household Share	W 25-54 Share	M 25-54 Share
FEB 86 CHANCE		15	17	13
NOV 85 Entertain. Tonight		12	8	11
<b>INCREASE</b>		<b>+25%</b>	<b>+113%</b>	<b>+18%</b>

LORIMAR-TE

# TURN-AROUND

**Pittsburgh** **WTAE**

Monday-Friday 7:30 pm	Household Share	W 25-54 Share	M 25-54 Share
FEB 86 CHANCE	22	31	28
NOV 85 Pyramid	19	24	24
<b>INCREASE</b>	<b>+16%</b>	<b>+29%</b>	<b>+17%</b>

**Atlanta** **WAGA**

Monday-Friday 7:30 pm	Household Share	W 25-54 Share	M 25-54 Share
FEB 86 CHANCE	16	19	19
NOV 85 Magazine	12	12	12
<b>INCREASE</b>	<b>+33%</b>	<b>+58%</b>	<b>+58%</b>

**Kansas City** **KCTV**

Monday-Friday 6:30 pm	Household Share	W 25-54 Share	M 25-54 Share
FEB 86 CHANCE	16	17	16
NOV 85 Price Is Right	12	9	12
<b>INCREASE</b>	<b>+33%</b>	<b>+89%</b>	<b>+33%</b>

**Charlotte** **WPCQ**

Monday-Friday 7:30 pm	Household Share	W 25-54 Share	M 25-54 Share
FEB 86 CHANCE	10	14	10
NOV 85 Pyramid	8	10	7
<b>INCREASE</b>	<b>+25%</b>	<b>+40%</b>	<b>+43%</b>

**Knoxville** **WBIR**

Monday-Friday 5:00 pm	Household Share	W 25-54 Share	M 25-54 Share
FEB 86 CHANCE	30	38	41
NOV 85 Three's Company	26	34	32
<b>INCREASE</b>	<b>+15%</b>	<b>+12%</b>	<b>+28%</b>

**Green Bay** **WLUK**

Monday-Friday 6:30 pm	Household Share	W 25-54 Share	M 25-54 Share
FEB 86 CHANCE	14	22	24
NOV 85 Taxi	9	10	14
<b>INCREASE</b>	<b>+56%</b>	<b>+120%</b>	<b>+71%</b>

Source: NSI/Cassandra \* ARB



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# SM<sup>4</sup>RT<sup>1</sup>

4 Rating, 11 Share, KCOP Los Angeles, M-F, 10:30 A.M.

# SM<sup>5</sup>RTER<sup>2</sup>

5 Rating, 16 Share, KRIV Houston, Monday-Friday, 11:30 P.M.

# SMART<sup>6</sup>TE<sup>3</sup>

6 Rating, 16 Share, WFLD Chicago, Monday-Friday, 1:30 P.M.

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# Broadcasting **Mar 31**

## Marvin Davis makes a bid for CBS "At Large" with new MGM owner Ted Turner Television goes private in Europe

**LION IN THE CORNER** □ Ted Turner takes over as head of MGM. Marvin Davis's offer for CBS is turned down. **PAGE 31.**

**RADIO BUYOUTS** □ Metromedia gets out of radio business, selling nine stations to management group headed by Carl Brazell Jr. for \$285 million. Tenth station goes to Resort Broadcasters. Katz Communications also exits radio, selling its 11 stations to management group for \$68.3 million. **PAGE 33.**

**ON THE BOARDS** □ Networks order made-for-TV movies and mini-series for fall. **PAGE 35.**

**BATTLE WITHOUT PICTURES** □ Networks scramble to cover by and large unseen skirmish near Libya. **PAGE 37.**

**BONDED** □ Last week, MGM became the newest member of the Turner Broadcasting stable. While the ink dried on the deal, Ted Turner sat down with **BROADCASTING** editors to discuss his newest acquisition, and the importance of programming to cable's future. **PAGE 40.**

**CUTS** □ ABC decides to go with two-anchor team in coverage of NFL and Major League Baseball games. **PAGE 56.**

**PEOPLE AND PICTURES** □ Walt Disney Domestic Television will syndicate two more series, one based on *People* magazine, the other the Siskel & Ebert movie critique. **PAGE 56.**

**JOINT VENTURE** □ MCA-TV and Tribune

Broadcasting to syndicate *Charles in Charge*. **PAGE 58.**

**BROADCAST BONANZA** □ Private television systems are proliferating in Europe, historically a stronghold of government-run TV, but there are still a number of issues to be resolved. **PAGES 60-67.**

**ANOTHER EGG, A HATCHING** □ Potential new satellite service, Columbia, has joined five other applicants seeking to compete with Intelsat. **PAGE 67.** One of the original five, PanAmSat, may convince South American country of Colombia to help it fly. **PAGE 68.**

**THIRTY-DAY DELAY** □ FCC provides 30-day period for comments on must-carry compromise. **PAGE 73.**

**COPING WITH COPYING** □ Senate hears CBS Technology proposal for making records, tapes and CD's copy-proof. **PAGE 75.**

**TIME FOR TELETEXT** □ WBTV(TV) Charlotte, N.C., says low-cost decoders will be available next fall, greatly increasing market for its teletext magazine; it has plans for ancillary data broadcasting service. **PAGE 77.**

**PR APPEAL** □ USIA Director Charles Z. Wick defends agency's request for almost \$1 billion to counter Russian "propaganda blitz." **PAGE 82.**

**GETTING DOWN TO BUSINESS** □ Heritage Communications President Jim Hoak's love of business has helped him build a Des Moines cable franchise into a top-20 MSO. **PAGE 103.**

### INDEX TO DEPARTMENTS

Business Briefly .....	14	Editorials .....	106	International .....	60	Programming .....	56
Cablecastings .....	10	Fates & Fortunes .....	99	Law & Regulation .....	73	Riding Gain .....	70
Changing Hands .....	79	Fifth Estater .....	103	The Media .....	77	Satellite Footprints .....	81
Closed Circuit .....	7	For the Record .....	83	Monday Memo .....	23	Stock Index .....	76
Datebook .....	24	In Brief .....	104	Open Mike .....	26	Telecastings .....	59

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**INDEX TO ADVERTISERS:** Accu-Weather, Inc. 10 □ Almi Television 30 □ Alternative Programming, Inc. 72 □ Americom Radio Brokers 80 □ Associated Press Broadcast Services Fourth Cover □ Blackburn & Co., Inc. 78 □ Broadcast Electronics, Inc. 45 □ Chapman Associates 82 □ Chemical Bank 77 □ Classified Ads 88-98 □ Colex Enterprises 15 □ Continental Electronics 70 □ R.C. Crisler & Co. 81 □ Embassy Telecommunications 27, 28-29 □ Fries Distribution Co. 53 □ Gammon & Ninowski Media Investments, Inc. 83 □ Golden West Television Productions 41 □ The Ted Hepburn Co. 79 □ Houston International Teletext 18 □ ITC Entertainment 51 □ Katz American Television 43 □ KSTP-TV Front Cover □ Lorimar-Telepictures Second Cover/3, 16-17, 54-55 □ MCA TV 6, 11, 13 □ Orion 22 □ Procter & Gamble Productions, Inc. 49 □ Professional Cards 87 □ Republic Pictures Corp. 4 □ Services Directory 86 □ Society Bank 12 □ Syndicast Services 57 □ D.L. Taffner/Ltd. 59 □ TeleRep 39 □ Television Program Enterprises 20-21 □ The Television Program Source 19, 25, 52, 56, 58, 63, 64, 65, 66 □ Tempo 46 □ Townsend Associates, Inc. Third Cover □ Transtar 71 □ 20th Century Fox Television 8-9 □ WBYU 69

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## Hear no evil

Subject many believed had been retired from public discussion may be revived for National Association of Broadcasters convention two weeks hence—or then again, it may not be. Planners have scheduled panel on prime time access rule for Monday afternoon at 4, with former FCC Chairman Richard E. Wiley as moderator and featuring David Henderson of Outlet, Gary Lieberthal of Embassy Telecommunications, Dudley Taft of Taft Broadcasting and Steve Currie of KOIN-TV Portland, Ore. But pressure's on from both affiliates and networks to have NAB scuttle panel, avoid giving impetus to new effort at repeal.

## Slight shift

FCC Chairman Mark Fowler, whose term expires June 30, still isn't saying whether he will seek another term or move along. But, for what it's worth, Fowler late last week shifted from stating that he hasn't decided what to do (see story page 73) to declining all comment on subject. "I'm not going to comment on anything that has to do with whether I stay or not until a decision is made," Fowler told BROADCASTING last Friday (March 28).

Word is that he has given thought to something entrepreneurial, such as acquiring and running radio stations, if he leaves the commission. Some friends, however, are said to be advising him to cash in on his intimate knowledge of telecommunications by going with communications law firm, where he could give still more thought to those entrepreneurial ambitions.

## Almost alone

In footrace over stereo TV programming, NBC Television is widening existing gap over Capcities/ABC and CBS. One source has it NBC is preparing to go full time, or nearly so, for next fall season, and is gearing up West Coast facilities to handle daily stereo soaps. Network representative acknowledged NBC is considering stereo in program contracts now being negotiated and considering "dramatic increases" for service, but said report was "premature." Network already has 20 prime time and late night programs in stereo.

Capcities/ABC appears to have changed posture on stereo. After experimenting with it last fall, network in recent weeks has canceled plans for stereo sound version of evening broadcasts

during next July's Statue of Liberty celebration, and fate of its sole stereo weekly show, *Fortune Dane*, is also uncertain, possibly leaving network with no stereo schedule and nothing in works. CBS also is maintaining minimalist approach to new service following gala inauguration with February's *Grammy Awards*. Single weekly series offering multichannel sound, *Twilight Zone*, will only be provided to affiliates in stereo for season's remaining first-run episodes, not repeats. Plans are in offing, however, for up to five stereo specials and next year's Super Bowl.

## Pay for play

What is predicted by some as being next marketing revolution to hit syndication—cash compensation to stations carrying barter programming—may redress what some see as deleterious effects of barter in marketplace. According to one major-market station manager, compensation is not uncommon as incentive to stations to carry syndicated specials. One distributor who has paid stations in barter sales said that practice does not work across board, however. In crowded television markets like Los Angeles, he said, compensation is unnecessary, but in New York with fewer stations, it is practiced. Superstation WGN-TV Chicago was cited as frequent recipient of compensation in barter.

## Uptown

Informed source says Capital Cities/ABC Inc. is considering building new corporate headquarters on company-owned land on upper west side of Manhattan. Plan to move from current Sixth Avenue headquarters had been on ABC drawing board for several years and was finally ready for presentation to senior management just before merger activity postponed it. No word was available on whether changes are in store for Sixth Avenue property, which is owned by ABC.

## Favorite

Richard Carlson, now serving as acting director of Voice of America, is leading candidate to fill job on permanent basis. Carlson, who joined U.S. Information Agency late last year as director of public liaison, was pressed into service as VOA's acting director on March 10 (BROADCASTING, March 17) after pressure from right wing, given powerful voice by

Senator Jesse Helms (R-N.C.), led USIA director, Charles Z. Wick, to abandon plans to name former ABC News president, William Sheehan, to director's post. White House has "two or three names" it wants Wick to consider in search for director, said Marvin Stone, deputy director, USIA and "we will look at them." But, he said, "Dick's been well received" at Voice and "has the inside track."

## London calling

Rupert Murdoch has canceled address at National Association of Broadcasters annual convention on April 14 in Dallas. Murdoch will be dealing with newspaper strike in London. NAB has asked House Energy and Commerce Committee Chairman John Dingell (D-Mich.) to take his place.

## Slow going

Last December, Time Inc. and RCA signed preliminary agreement calling for two of their subsidiaries, Home Box Office and RCA Americom, respectively, to jointly build medium-power Ku-band satellite (Satcom K-3), launch it late this decade and market its transponders to cable programmers. More than three months later, deal is still not closed and HBO and RCA Americom weren't behaving as partners at National Cable Television Association convention two weeks ago. But HBO officials say the deal is still on track and, according to one, "very close" to being closed. Hang-up, they say, is caused by haggling of lawyers. There is much to haggle about. Cost of building and launching bird is estimated to be some \$75 million.

## Where the money is

John Blair & Co.'s Selcom/RAR radio rep firm is repositioning itself by trimming list of represented outlets from stations in 135 markets of various sizes to stations in some 70 top markets. (Selcom/RAR is result of merger between Selcom Radio and Blair/RAR after JBC acquired Selcom and Torbet Radio from Selkirk Communications, Ltd., Toronto, late last year.) Move to shorter, "selective" list is reflection of new company direction under Frank Oxarart, who says he's building new merged firm on premise of "what's best for stations," by concentrating efforts on markets where ad dollars are being spent.





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## Rate increase prognostication

According to a top industry analyst, major MSO's will be raising basic rates 10% to 15% next year, significantly improving cash flow and enhancing the value of their cable systems.

In a speech before the Washington Metropolitan Cable Club last week, Dennis Leibowitz, of Donaldson, Lufkin & Jenrette, said the rates would start going up as soon as the Cable Communication Policy Act's provision eliminating municipal regulation of basic rates kicks in around the first of the year.

During the National Cable Television Association convention two weeks ago, he said, he and other industry analysts heard from executives of nine cable MSO's. Most said they planned to raise basic rates between \$1 and \$1.50 per month, an increase of between 10% and 15% on an average basic rate of \$10 per month, he said. Representing the extremes, he said, Tele-Communications Inc., the nation's largest MSO, said it would hike basic fees between \$2 and \$4, and American Television and Communications, the second largest MSO, said it would refrain from any significant increases for fear of consumer reaction.

The cable operators feel their rate in-

creases will "go down smoothly," he said. They base that on the fact that over the past several years basic fees have increased slowly—an average of 4% a year—and that the quality and quantity of basic programming has improved, he said.

Leibowitz seemed to agree that cable's subscribers would accept the increases without much protest. Increases should be "more palatable" in households that take one or more pay services, he said. If a subscriber is paying \$10 for basic and \$10 for a pay service, he said, a 10% increase in basic represents only a 5% increase in the subscriber's total bill.

Cable operators' profit margin on basic is much higher than it is on pay, Leibowitz said, and the margin on increases could be 90% or more. Increases in basic revenues mean operators will have to pay slightly higher franchise fees and copyright fees, he said.

To justify the rate increases, Leibowitz said, many cable operators are planning to introduce new services along with the increases. At its meeting with analysts, he said, TCI said it has put off the introduction of MTV in its California systems until 1987 so that it can be used to take the edge off the planned rate increases.

The basic increases may negatively affect pay television penetration and revenues, he said. To the extent it does, he said, operators can "take solace" in the fact that 40% of every pay dollar goes to the pay networks.

Leibowitz said the opposite of Murphy's Law now applies to cable: Everything that can go right is going right for the industry. Or, just about everything. The troubles of pay TV are the only "fly in the ointment."

The pay services stopped growing in late 1984 because of competition for the home video industry, Leibowitz said. "This has been a particularly hard blow for the basic services because they were not prepared for it," he said. "They have had to make some wrenching adjustment to their costs to try to bring them into line with the new revenue realities."

Pay television's situation may worsen, he said, as cable operators continue to shift their marketing emphasis from pay to basic. "There is a real fear among the pay services that 1987 will be a watershed in which they may be sacrificed for a higher margin product," he said.

Home video is hurting pay cable because home video gets movies earlier than pay cable, Leibowitz said. But home video is not "inherently superior" to cable, he said. If cable's new PPV services can get movies the same time as home video, he said, the convenience of cable PPV should offset the lower prices and greater choices of home video.

Because of the promise of increased cash flow next year as a result of the rate increases and lower interest rates, the value of cable systems has taken "a quantum leap" upward over the last six months, Leibowitz said.

Donaldson, Lufkin is not making as many buy recommendations of the publicly traded

cable companies as it once was, he said, but that's only because most public companies are now selling close to their private market value. The public companies have sold at 50% of their private market value, he said.

Leibowitz said the good news about cable is emerging at just the right time for many cable operators who made big promises to win urban franchises. "There was a narrow window between late 1983 and 1985," he said, "when improved industry results were still not visible and a number of the overzealous bidders were able to get their cities to agree to modify some of the more uneconomical aspects of their mutually agreed upon franchises."

## Tarshis blast

Morris Tarshis, director of franchises for New York City, is mad as hell and says he's not going to take it any more. What he says he isn't going to take is "foot dragging" by the five cable companies awarded franchises to wire the outer boroughs of New York two-and-a-half years ago. To date only one company has started system construction—Warner Cable in Brooklyn. Tarshis, an arch foe of the 1984 Cable Communications Policy Act, said last week of those franchises that do not begin building by this July: "I'm going to pull the goddam franchises off all of them. I'm just sick and tired of the foot dragging."

Tarshis's remarks came during a session on the future of cable in New York City sponsored by Minorities in Cable. He said the cable companies—at least those in New York—"don't give a damn about the public" they profess to serve. Tarshis characterized the cable act as "hideous" and something the cable industry will use to "fleece [the public] to the fullest extent possible." He cited Manhattan Cable, owned by Time Inc., as an example. The company earned \$15 million from its lower Manhattan franchise in 1985, said Tarshis, yet the company "tried to cheat customers" with an additional and unauthorized basic rate hike of 10 cents a month last year. Cable companies will increase rates until subscribers "start to choke," said Tarshis.

"We are absolutely nowhere with the exception of Warner" in building the outer boroughs, Tarshis said. The city is no farther along in getting the existing cable operators in Manhattan to live up to agreements to upgrade their facilities to 70-channel minimum service, he said.

While Tarshis had harsh words for all four of the New York franchisees that haven't begun construction, he suggested that two of them might deserve a little more leniency than the rest—Cablevision, because it was the only company to submit a bid for the Bronx, seen by most as a high-risk build because of the poor demographic makeup of the borough, and Queens franchise holder Queens Inner Unity Cable (QUIC), owned principally by Percy Sutton, who is black. QUIC has been unable to arrange financing for its franchise and is nowhere near build-

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ing. "I'm sad about that," said Tarshis. "I'd love to see it move along." Nevertheless, he said, come July, he will take some action to spark progress in that Queens franchise.

As for Cablevision, Tarshis is on the record supporting yet further concessions the company has requested in its contracts to build both the Bronx and its part of Brooklyn. Those concessions include easing the requirement that the company have all of the \$300 million needed to build its New York systems in place before it starts to build. Instead the company wants to divide each franchise into four parts, building one at a time, as it raises the money. It also wants out of the requirement that it must build each franchise completely. "Show me a company that wants to build" all of the Bronx immediately, said Tarshis, "and I'll give it to them." So far none have come forward. That proposal, however, is opposed by city comptroller Harrison Goldin, who says it would be unfair to the other franchisees and losing bidders as well as poorer neighborhoods that may go unconstructed. The city's Board of Estimate, which is composed of the five borough presidents, the city council president and the mayor, and which has been leading the city through the franchising process, will vote on the compromise proposal at the end of June.

But American Television & Communications, the Time Inc.-owned MSO that won a franchise for a piece of Queens, and Cox Cable, which is building Staten Island, have no excuses, said Tarshis. ATC claims still to be looking for an appropriate head-end site, he said. "Come on, if Time needed a new printing facility, don't you think they'd find

it?"

Tarshis's comments last week came during what could be a critical phase in the New York franchise. As a result of the widespread corruption scandal that hit the city last January, and is still continuing, the four outer boroughs have all launched separate investigations reviewing the cable franchises awarded two-and-a-half years ago. (The boroughs, it should be noted, are looking at many other contract-letting processes within their jurisdictions.) In addition, the New York State Cable Commission has launched a separate investigation of the various community access organizations that have been set up since the franchises were awarded. Questions have been raised, said state cable commission Chairman William Finneran, about how and why access foundations set up in the Bronx, Queens and Staten Island have spent close to \$700,000 on program projects and salaries even though the systems there haven't been built. Finneran said a hearing would be held in mid-April in New York and that the commission would take "whatever action is necessary" to insure the integrity of the public-access programs in the boroughs.

### Positive note

Home Box Office Chairman and Chief Executive Officer Michael J. Fuchs challenged the common wisdom that his industry is in a slump, assuring Hollywood's creative community last Tuesday (March 26) that pay cable is now "a mature and stable business that will expand and develop over time."

In an Academy of Television Arts & Sciences luncheon address, Fuchs acknowledged that HBO's subscriber growth rate has slowed dramatically, but predicted that growth will be fueled in the future by urban franchise construction, home satellite subscribers and the company's new Festival pay service for older viewers.

"We are optimistic," Fuchs declared. "We feel a lot better than we did a year ago."

Conceding that HBO has been "on a diet" for the past 18 months, the cable executive said his company plans to reassert its aggressiveness in dealing with the Hollywood community. HBO will return to pre-buying theatrical pay cable rights and financing of motion pictures. He said he anticipates negotiating lower license fees from the major studios, because of the impact from the videocassette recorder and other competitors.

"We also must develop more original programming," Fuchs maintained, outlining development in a broad range of forms. He said he also welcomes a trend toward "less sophisticated movies" from Hollywood, which he said appeals to HBO's older audience. "HBO provides [the studios] more dollars than any other single entity in the world," Fuchs boasted.

### The synthetic MSO

One advantage of bigness in cable—of having a lot of subscribers—is that it provides leverage in negotiating revenue splits and affiliate fees with pay and basic programmers. That is underscored by the emergence of the National Cable Television Cooperative of Overland, Kan. The buying co-op, formed last year to give small MSO's and independent operators greater bargaining strength in their dealings with software as well as hardware suppliers, announced at the National Cable Television Association convention two weeks ago (BROADCASTING, March 24) that it now represents 30 companies claiming more than 735,000 cable subscribers. As the group's executive director, Michael Pandzik, pointed out, that puts the co-op in the same league as United Cable and Viacom. "We are just trying to do for the independent operator what the big MSO's can do for themselves," he said. Prior to the group's formation, he said, "the only people paying list price were the small, independent operators."

### TCI gets Pirates

Tele-Communications Inc. and the Pittsburgh Pirates reached an agreement giving TCI the rights to cablecast 50 ball games this season—32 home and 18 away. The games are exclusive telecasts, although KDKA-TV Pittsburgh had first choice for the 40 games (and 10 rain dates) it will air this season. TCI telecasts will be on the tier above basic known as "extended cable," which reaches 312,000 Pittsburgh TCI subscribers. The games will also be fed to other area cable systems via microwave. The rights deal involves several elements, including a cash payment and a percentage of the advertising sold during the games. In addition, TCI has agreed to cross-promote the games with local avails on various satellite networks (ESPN, etc.). TCI will also sponsor promotional days at the ball park and buy, in the words of one team official, "a major number" of tickets.

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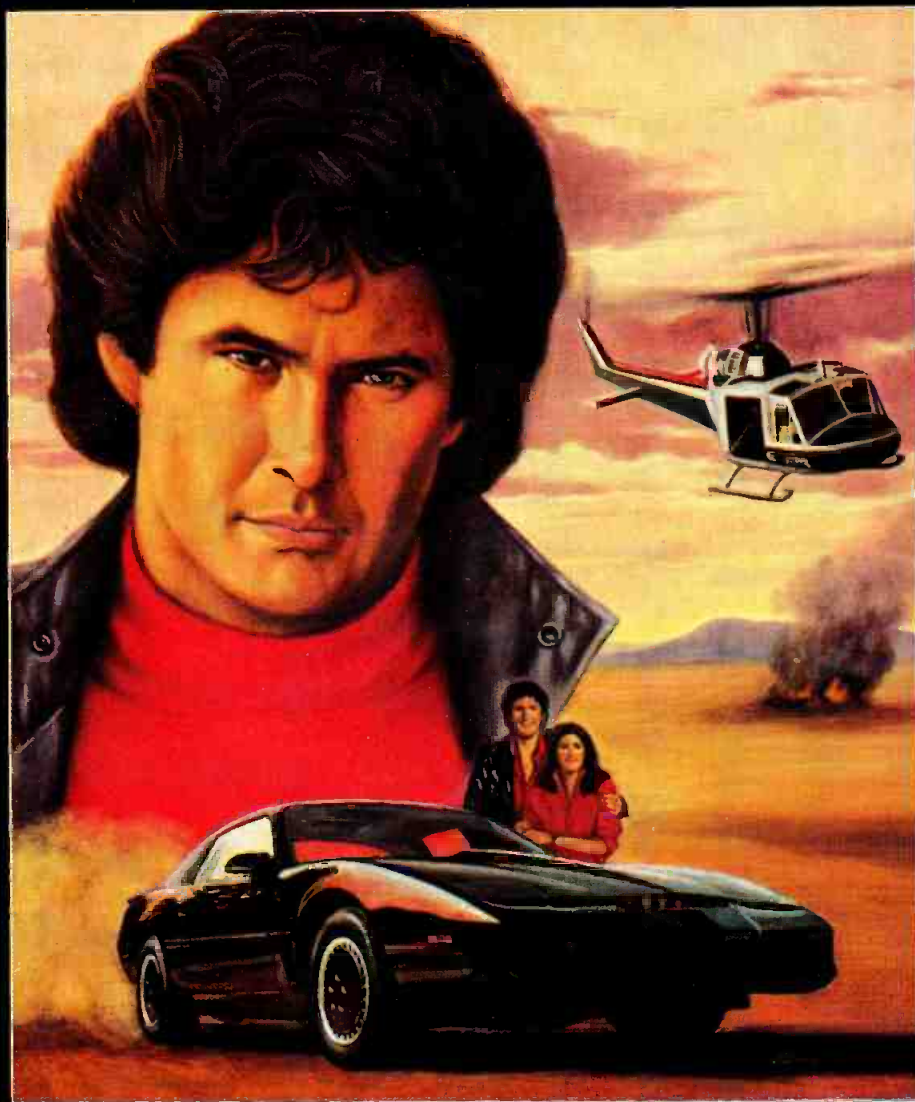
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### **MCA TV**

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## RADIO ONLY

**Schmidt Baking Co.** □ Client will start one flight for four weeks in early April in Washington, Baltimore and Salisbury, Md., and another flight in May in large number of markets throughout country. Commercials will be placed in all dayparts. Target: women, 25-54. Agency: Trahan, Burden & Charles, Baltimore.

**California Strawberry Advisory Board** □ Two-week flight is scheduled to break in April in markets including Cincinnati, Seattle, St. Louis and Kansas City, Mo. Commercials will be placed in all dayparts. Target: women, 25-54. Agency: BBDO/West, Los Angeles.

**Seven-Up Co.** □ Four-week campaign is planned for mid-May in markets in Arizona, California and New Mexico for regular and diet soft drinks. Schedules will be carried in drive periods. Target: adults, 18 and older. Agency: Western

International Media, Los Angeles.

**Bil-Mar Foods** □ Various food products will be highlighted in three-week flight to begin in early May in about 40 markets. Commercials will appear in drive times on weekdays. Markets include Chicago, St. Louis and Birmingham, Ala. Target: women, 18-49. Agency: Campbell-Ewald, Warren, Mich.

**Blue Shield of California** □ Year-long ad campaign will be launched this week. Spots will air in Los Angeles, San Francisco and San Diego in mixed dayparts. Target: men, 45 plus. Agency: Coleman & Christison, St. Paul, Minn.

**Amstar** □ Eight-week campaign promoting Domino Sugar begins this week. Spots will air during morning and evening drive times in 30 markets, including Pittsburgh, New Orleans, Boston, Detroit and Syracuse, N.Y. Target: women, 18-49. Agency: SSC&B,

New York.

## RADIO AND TV

**Jays Foods** □ Potato chips and other snacks will be spotlighted in campaign beginning in early April and continuing throughout summer in 15 to 20 markets. Commercials will be carried in all dayparts. Target: women, 25-54. Agency: Grant/Jacoby, Chicago.

**Chick-fil-a** □ Fast food restaurant launches three- and four-week flights this week. Thirty-second TV and 60-second radio spots will air in 30 Southwest markets, including McAllen, Lubbock and San Antonio, all Texas; Jackson, Miss.; Lafayette, La.; Savannah, Ga., and Raleigh, N.C. TV spots will air in mixed dayparts; radio spots will air during morning and evening drive times and midday. Target: adults, 18-49. Agency: Cargill Wilson & Acree, Inc., Atlanta.

**Playboy Magazine** □ Third flight of advertising for Playboy using "interrupted commercials" breaks this week. The ad will run through April 7 and will include television in New York, Chicago and Los Angeles and radio support in Los Angeles. Target: men, 18-45. Agency: Smith Burke & Azzam, Baltimore.

## TV ONLY

**U.S. Treasury** □ Television and print advertising for new U.S. Liberty Coins is scheduled to start today (March 31) on

## AdVantage

**Advertising challenged.** Nine challenges to national advertising, including two on television, were resolved during February by National Advertising Division of Council of Better Business Bureaus. Reviewed and substantiated were claims in TV commercial for Procter & Gamble (Citrus Hill Select Orange Juice). TV commercial for Hasbro Inc./Milton Bradley Co. was modified by advertiser to satisfy children's advertising review unit.

**Back on TV.** Random House and Price/Stern Sloan, makers of Questron, electronic learning system for children, have returned to TV for spring campaign. Advertising began last week on daytime programs on ABC, NBC and Lifetime cable network and will continue through April. Another flight is scheduled for next fall. Questron is high-tech electronic wand that buzzes and flashes colored lights when placed on correct multiple choice response located in brightly colored, interactive books. Agency is Geer, DuBois, New York.



Schick shave

**Schick is ready.** Spring campaign for Schick disposable razor moves into its second phase in mid-April with new commercial to complement earlier spot that began on network TV in mid-March. Both network spots will run through June. Commercial now on air is humorous portrait of young man running through his college dormitory to shave his "monster" beard. Commercial ends with voice-over: "When the Beard is back, Schick Disposable is always ready."

**On his own.** M.C. Media, New York, has been formed by Charles Glashow as media buying service with offices at 122 East 42d Street, New York 10168. Phone: (212) 984-0744. He has resigned as corporate vice president of RDR/Time Buying Services to start his own business.

**Drug stores active.** Drug store category increased its investment in television in 1985 by 18%, to \$69,296,000, according to Television Bureau of Advertising. Top TV spender last year was Eckerd with expenditures of \$15,048,200, 25% gain over 1984. Other leading drug firms active in TV advertising last year were Walgreen, \$5,261,600; Thrifty, \$5,002,000; Revco, \$4,938,000, and Drug Emporium, \$1,578,100.



TV networks and in spot markets throughout country. Coins are being minted to commemorate Statue of Liberty Centennial and to raise \$40 million to \$50 million for restoration of statue and Ellis Island. Commercials will run in all time periods. Target: adults, 18 and older. Agency: Grey Advertising, New York.

**Lennox Dealers** □ Spring-summer campaign to spotlight air conditioning products will be launched in early April in

All clearances in early fringe or prime access!

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KCRA Sacramento/Stockton  
WNUV Baltimore  
KTVK Phoenix  
WTIC Hartford/New Haven  
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WOFL Orlando/Daytona  
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WPMI Mobile/Pensacola  
KSAS Wichita/Hutchinson  
WUPW Toledo  
WAWA Jacksonville  
WIXT Syracuse  
WLUX Green Bay/Appleton  
KDSM Des Moines/Ames  
WUHF Rochester  
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KDTU Tucson  
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about 200 markets in flights ranging up to 15 weeks. Commercials will be carried in all dayparts. Target: adults, 35 and older. Agency: Ross Advertising, St. Louis.

**A&W Beverages** □ Root beer will be accented in eight-week flight beginning in May in about 80 markets. Commercials will be slotted in fringe periods. Target: women, 25-54. Agency: HBM/Creamer, New York.

**MCA Home Video** □ Company will launch spot TV effort in May for four weeks in 10 markets as sequel to six-week flight that began last week on cable television, including superstation WTBS(TV) Atlanta, MTV, USA Network and ESPN. Commercials will be positioned in prime time, prime access and late and early fringe. Target: persons, 12-24; 24-54. Agency: Cavalieri & Kleier, New York.

**Elias Brothers, Big Boy** □ Spots promoting restaurant chain's "Breakfast Bar" begin April 7 and will run for eight weeks. Ads will air in seven markets in Michigan and Ohio, using all dayparts. Target: adults, 25-54. Agency: Simons, Michaelson, Zieve, Inc., Troy, Mich.

**Lincoln Mercury Dealers Association** □ Campaign for Lynx cars will begin April 7 and run for two weeks. Spots will

appear in early and late news and fringe dayparts and will air in Pittsburgh, Erie, Pa., and Wheeling, W. Va. Target: adults, 25-54. Agency: Young & Rubicam, Detroit.

## Rep Report

WIND(AM) Chicago: To Katz Radio from Blair/RAR.

KLAT(AM) Houston: To Katz Radio (no previous rep).

KFYI(AM)-KKFR(FM) Phoenix: To Hillier, Newmark, Wechsler & Howard from Major Market Radio.

KDXX(AM)-KBNA(FM) El Paso: To Katz Radio (no previous rep).

KOMJ(FM) Oklahoma City: To Christal Radio (no previous rep).

KIIZ(AM)-KIXS(FM) Oklahoma City: To Republic Radio from Selcom Radio.

WKRT(AM)-WSSP(FM) Cocoa Beach, Fla.: To Christal Radio from Hillier, Newmark, Wechsler & Howard.

WQSF-AM-FM Richmond, Va.: To Weiss & Powell (no previous rep).

WHRS(AM)-WFMI(FM) Lexington, Ky., and WGLO(FM) Pekin, Ill.: To Weiss & Powell from Selcom Radio.

WGMR(AM)-WTOS(FM) Skowhagen, Me.: To Weiss & Powell from Roslin Radio.

WXTA(AM)-WYBR(FM) Rockford, Ill.: To Weiss & Powell from Masla Radio.

WANS-AM-FM Greenville, S.C.: To Katz Radio from Torbet Radio.

KSRN-AM-FM Reno, Nev.: To Christal Radio from Masla Radio.

KDAB(FM) Ogden, Utah: To Hillier, Newmark, Wechsler & Howard from Torbet Radio.

WKXA(AM)-WCLZ(FM) Brunswick, Me.: To Weiss & Powell from Major Market Radio.

KLUK(FM) Knob Noster, Mo.: To Weiss & Powell (no previous rep).

**New address.** Hillier, Newmark, Wechsler & Howard has moved its Philadelphia office to 1730 Spruce Street. Telephone number remains same: (215) 735-5843.

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Sol Taishoff (1904-1982)

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



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\* Source: A.C. Nielsen -NTI- January 6 - March 10, 1986



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1	WHEEL OF FORTUNE 26
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4	HEE HAW 23
4	MASH 23
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YOU WRITE THE SONGS STAR SEARCH	<b>53%</b> 36%	YOU WRITE THE SONGS PUTTIN' ON THE HITS	<b>66%</b> 21%	YOU WRITE THE SONGS AT THE MOVIES	<b>56%</b> 37%
YOU WRITE THE SONGS WHEEL OF FORTUNE	<b>55%</b> 40%	YOU WRITE THE SONGS SOLID GOLD	<b>59%</b> 31%	YOU WRITE THE SONGS NEW NEWLYWED GAME	<b>68%</b> 23%
YOU WRITE THE SONGS JEOPARDY	<b>59%</b> 36%	YOU WRITE THE SONGS FAME	<b>51%</b> 40%	YOU WRITE THE SONGS \$100,000 PYRAMID	<b>70%</b> 22%
YOU WRITE THE SONGS HEE HAW	<b>74%</b> 16%	YOU WRITE THE SONGS DANCE FEVER	<b>75%</b> 13%	YOU WRITE THE SONGS STAR GAMES	<b>75%</b> 11%
YOU WRITE THE SONGS TOO CLOSE FOR COMFORT	<b>68%</b> 24%	YOU WRITE THE SONGS IT'S A LIVING	<b>72%</b> 18%	YOU WRITE THE SONGS DEMPSEY & MAKEPEACE	<b>77%</b> 9%

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\*The program was originated into the homes of qualified respondents on an unused cable channel on January 9, 1986, in Cincinnati, Ohio and Tidewater, VA. Interviews were conducted approximately 24 hours after the program airing.

'100% is equal to percent preferring each show plus 'neither'.

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KSTP-TV	Minneapolis	WWBT-TV	Richmond	WISC-TV	Madison
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A radio and TV in the Senate commentary from Robert Dole, Senate majority leader

## A new era dawns with Senate TV and radio coverage

For two centuries the United States Senate has been the uncrowned champion of talk. Pick any word in your thesaurus and I will bet that it has been spoken at least once during debate on the Senate floor. But this avalanche of language has not exactly buried the American people. That's because the Senate has been locked in the "off" position when it comes to radio and television coverage. But on Wednesday, March 12, we finally flipped the switch. Full and unedited broadcasting of Senate proceedings has commenced: The people can now tune in to their democracy. On the great plains of Kansas, on the farm and up and down Main Street, the sounds of the Senate will at last be part of your local radio and TV news coverage.

For the next four months, we will be conducting a historic test to decide whether the Senate should open its doors to permanent media coverage. Radio goes first because of its simpler technical demands. The nation will have its ear on the Senate until television opens its eyes in the chamber on June 2. After viewing us on TV the people might just demand we stick with radio.

In fact, history tells us that radio and politics are old friends. The first radio show—on station KDKA in Pittsburgh—announced the election returns of the 1920 presidential race between Harding and Cox. Later, there would be national coverage of political conventions, fireside chats and even the House of Representatives. Nevertheless, the Senate—called by some the "World's Most Deliberative Body"—stayed off the airwaves, except for a limited radio broadcast of the Panama Canal Treaty in 1978. So, it's been a long time coming for radio and TV in the Senate. My predecessor as majority leader, Howard Baker of Tennessee, deserves much of the credit for finally flipping the switch. He was a tireless advocate of open coverage of Senate proceedings, a fact I have noted over and over again just in case the experiment is a flop. But seriously, Howard Baker; the minority leader, Senator Robert Byrd (D-W.Va.); Senator Bill Armstrong (R-Colo.), and many other members have been real pioneers on this issue.

Many of these same colleagues joined me in the hope that the arrival of broadcasting would bring with it some much-needed rules changes—changes that would make the upper chamber more efficient. If radio and TV coverage help us reach that goal, so much the better. Some modest rules changes have been enacted for this test period, but, true to the ground rules of this institution, we are still wide open to debate; perhaps too wide open. We are *not* the House of Representatives, as our new audience will see and hear.



Robert Dole, the senior senator from Kansas, was elected Senate majority leader by the Republicans on Nov. 28, 1984. After attending the University of Kansas, the University of Arizona and receiving his law degree from Washburn University, Topeka, Kan., he began his political career by winning election to the Kansas legislature. He served four terms in the House of Representatives and was elected to the Senate in 1968. For two years he was his party's national chairman; in 1976 President Ford selected him to be his running mate, and in 1980 Dole was a presidential candidate.

The Senate is a whole different ball game. Take a look at the House. Its Rules Committee can strictly limit debate on a measure, but no such committee prevents members on our side from speaking or from offering a pile of amendments. Warning! Senate rules and procedures will most likely baffle, confuse and frustrate the radio and TV audience. Believe me as Senate majority leader, the audience has my sympathy. Nevertheless, these very rules help make the Senate a unique and important voice in the system of checks and balances that are the foundation of our government. Our rules protect the rights of the minority and allow one senator to make a difference. This protection is the essence of our democracy. But in my view, our rules can be refined without jeopardizing anyone's rights. While we are elected to safeguard the minority, we are also voted into office to get something done.

After the first couple of weeks of experimentation, I'm keeping my fingers crossed. The presence of an open microphone to the real world appears to be a strong inducement to keep business moving on the Senate floor. Senators have been talking, debates have been lively and quorum calls have been surprisingly limited.

What's a quorum call? It is a procedural motion available to every member that per-

mits the Senate to stay open while "nothing" is going on. A member "suggests the absence of a quorum," meaning that a majority of senators is not present. Therefore, a call to the Senate floor is in order. This procedure effectively fills time while negotiations, meetings and hearings take place off the floor. Too often, however, the quorum call is used simply to waste time, extend filibusters or frustrate debate. That is why some of us hope that the watchful eye of television will capture the Senate "doing nothing" and force members to cut down on the endless quorum call delays. Already, radio is having exactly that effect. But there is always a trade-off on Capitol Hill: Instead of more silence, we now have more talking.

Another plus for the viewing audience could be increased congressional coverage by the networks' evening news shows. ABC, NBC and CBS have excellent personnel in the Capitol, but millions of viewers never see these veteran Hill reporters because Washington coverage starts and ends with the White House. When there is coverage, the stories tend to deal with sensational, but not substantive, issues such as Hollywood actresses testifying at a committee hearing. It seems the decision makers in New York have banished Congress to the low end of the priority scale.

Respected political analyst Norm Ornstein apparently agrees. He conducted an in-depth study of the network's noncoverage and called it "the case of the disappearing Congress." After bird-dogging the evening news during a busy congressional month in 1985, Ornstein concluded "... The networks do present the truth—but not the whole truth, or even a major fraction thereof. And if the news hole for Congress keeps shrinking, the truth will be so small that nobody will ever notice."

I am told by the experts that having floor action—or inaction—available for videotape will be a real breakthrough for the networks and their correspondents. In fact, the network artists, whose excellent sketches brought you the sights of the Senate all these years, could be victims of our technological jump into the 20th century, now that the videotape machine will be rolling and recording. With TV in the Senate on line beginning June 2, let's hope the "disappearing Congress" comes back into focus for the American public. We'll be watching.

The media test period runs until July 15, when the senators will take two weeks to evaluate the grand experiment. We may decide to pull the plug, or continue the test, or make radio and television coverage permanent. The audience will help make that decision and we look forward to hearing from it.

So tune in for the debates, roll call votes, quorum calls, filibusters and all the bleeps, bloops and blunders. Consult your local listings.

## This week

**March 31**—Deadline for entries in fifth annual *International Radio Festival of New York*, competition for radio advertising and programming. Information: (914) 238-4481.

**March 31**—Deadline for entries to "Summer '86 Student Internship Program" sponsored by *Academy of Television Arts and Sciences*. Information: (818) 506-7880.

**April 1**—*Television Bureau of Advertising* regional sales conference. Westin, Cincinnati.

**April 1**—*Pennsylvania Association of Broadcasters* 21st annual Gold Medal dinner, featuring presentation

■ Indicates new entry

of Gold Medal Award to entertainer Dick Clark. Adams Mark hotel, Philadelphia.

**April 2**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon, featuring Thomas Burchill, president and chief executive officer, Lifetime. Copacabana, New York.

**April 2**—Eighth annual Windy Awards dinner, sponsored by *Radio Broadcasters of Chicago*. Hyatt Regency, Chicago. Information: (312) 263-2500.

**April 2**—"Shooting for the Edit," seminar sponsored by *International Television Association, Philadelphia chapter*. Pennwalt Corp., Philadelphia. Information: (215) 546-1448.

**April 2**—Time buying and selling seminar, co-sponsored by *International Radio and Television Society* and *Station Representatives Association*. Bankers

Trust, New York.

**April 2**—*Advertising, Broadcasting and Communications Division of B'nai B'rith* dinner honoring Herbert Baum, president, Campbell Soup USA, and Harry Paster, executive vice president, American Association of Advertising Agencies. Grand Hyatt hotel, New York.

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

**April 2-3**—*National Alliance for Women in Communications Industries* first conference. Capitol Hill Hyatt, Washington. Information: (202) 293-1927.

**April 2-4**—*Indiana Broadcasters Association* spring conference. Fourwinds Clarion Resort, Bloomington.

**April 2-5**—*Television Bureau of Advertising* board of directors meeting. Virgin Grand, Virgin Islands.

**April 3**—*Television Bureau of Advertising* regional sales conference. Hyatt Regency, Atlanta.

**April 3**—*Women in Cable, San Francisco Bay chapter*, meeting, "A Lighthearted and Innovative Approach to Facilitating an Effective and Productive Meeting, Regardless of Size and Scope." Blue Dolphin, San Leandro, Calif.

**April 3-5**—*Call for Action*, nonprofit action line affiliate of radio and television broadcasters, national conference. Broadcasters' breakfast: April 4. Sir Francis Drake hotel, San Francisco. Information: (212) 355-5965.

**April 4**—"Media Freedom and Accountability," public conference sponsored by *Gannett Center for Media Studies* and *University of Minnesota's Silha Center for Media Law and Ethics*. Kellogg Conference Center, Columbia University's School of International Affairs, New York. Information: (212) 280-8392.

**April 4-5**—*Radio-Television News Directors Association* region eight meeting with West Virginia UPI. West Virginia University, Morgantown, W. Va. Information: Bob Brunner, (304) 697-4780.

**April 4-5**—*Radio-Television News Directors Association* region 11 conference/awards luncheon. Holiday Inn-Downtown, Portland, Me. Information: Jeff Marks, (207) 772-0181.

**April 5**—*Radio-Television News Directors Association* region six state meeting/awards luncheon. Columbia, Mo.

**April 5**—*Radio-Television News Directors Association* region nine meeting with Alabama AP. Gulf Shores convention center, Gulf Shores, Ala. Information: (504) 529-4444.

## Also in April

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

**April 8**—*International Radio and Television Society* "Second Tuesday" seminar. Topic: "Women in Electronic Communications—A Progress Report." Panelists include Jacquelin Smith, Capacities/ABC; Geraldine Laybourne, Nickelodeon; Ellen Huleberg, McGavren-Guild Radio; Joan Lunden, ABC's *Good Morning, America*, and Joan Hamburg, WOR(AM), New York. Viacom Conference Center, New York.

**April 8**—*Television Bureau of Advertising* regional sales conference. Sheraton New Orleans.

**April 8**—*Women in Cable, New York chapter*, meeting. Topic: scrambling, with representatives of M/A Com and UA Cablesystems. HBO Media Center, New York. Information: Sherri London, (212) 661-4500.

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

**April 9**—*National Academy of Television Arts and Sciences, New York*, luncheon, featuring Terrence

## Major Meetings

**April 12-16**—*National Association of Broadcasters* 64th annual convention. Dallas Convention Center. Future conventions: Dallas, March 29-April 1, 1987; Las Vegas, April 10-13, 1988; Las Vegas, April 30-May 3, 1989; Dallas, March 25-28, 1990, and Dallas, April 14-17, 1991.

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

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

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

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

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

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

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

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

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

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

**June 11-15**—*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**—*American Advertising Federation* national convention. Grand Hyatt, Chicago.

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

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

**July 20-22**—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Atlanta Market Center, Atlanta.

**Aug. 26-29**—*Radio-Television News Directors Association* international conference. Salt Palace Convention Center, Salt Lake City. Future conven-

tion: Sept. 1-4, 1987, Orange County Convention Center, Orlando, Fla.

**Sept. 10-13**—Radio '86 Management, Programming, Sales and Engineering Convention, sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. New Orleans Convention Center, New Orleans.

**Sept. 19-23**—11th International Broadcasting Convention, sponsored by *Electronic Engineering Association, Institution of Electrical Engineers, Institute of Electrical and Electronics Engineers, Society of Motion Picture Engineers, Institution of Electronic and Radio Engineers* and *Royal Television Society*. Metropole conference and exhibition center, Brighton, England.

**Oct. 2-5**—*Association of National Advertisers* annual conference. Homestead, Hot Springs, Va.

**Oct. 14-16**—*Society of Broadcast Engineers* national convention. St. Louis Convention Center, St. Louis.

**Oct. 24-29**—*Society of Motion Picture and Television Engineers* 128th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York. Future conference: Oct. 30-Nov. 4, 1987, Los Angeles Convention Center; Oct. 14-19, 1988, Jacob Javits Convention Center, New York, and Oct. 22-27, 1989, Los Angeles Convention Center.

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

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

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

**Jan. 23-27, 1987**—*NATPE International* 24th annual convention. New Orleans Convention Center, New Orleans.

**Feb. 1-4, 1987**—*National Religious Broadcasters* 44th annual convention. Sheraton Washington.

**Feb. 6-7, 1987**—*Society of Motion Picture and Television Engineers* 21st annual television conference. St. Francis hotel, San Francisco. Future conferences: Jan. 29-30, 1988, Opryland hotel, Nashville, and Feb. 3-4, 1989, St. Francis hotel, San Francisco.

**Feb. 7-10, 1987**—Seventh annual Managing Sales Conference, sponsored by *Radio Advertising Bureau*. Hyatt Regency, Atlanta.

**May 17-20, 1987**—*National Cable Television Association* annual convention. Las Vegas Convention Center, Las Vegas.

**June 11-17, 1987**—15th *Montreux International Television Symposium and Technical Exhibition*. Montreux, Switzerland.



Elkes, president and chief executive officer, Viacom International, New York.

**April 9**—Time buying and selling seminar, co-sponsored by *International Radio and Television Society* and *Station Representatives Association*. Bankers Trust, New York.

**April 9**—50th anniversary presentation of *Ohio State Awards*. National Press Club, Washington. Information: (614) 422-0185.

**April 9**—*Women in Communications, New York chapter*, party to benefit Coalition for Literacy. Honorary hosts: Mrs. George Bush, CBS's Diane Sawyer and *Ms.* magazine editor Gloria Steinem. Studio 54, New York.

**April 9-13**—*Alpha Epsilon Rho, National Broadcasting Society*, 44th annual convention. Speakers include Eddie Fritts, president, National Association of Broadcasters, William Moll (keynoter), president, Harte-Hanks Communications, and William Banowsky, president, Gaylord Broadcasting Co. Sheraton Park Central hotel and towers, Dallas.

**April 10**—*Television Bureau of Advertising* regional sales conference. Ramada hotel, O'Hare Airport, Chicago.

**April 10**—*Hollywood Radio and Television Society* newsmaker luncheon. Speaker: Grant Tinker, chairman, NBC. Beverly Wilshire, Los Angeles. Information: (818) 769-4313.

**April 11**—*Broadcast Promotion and Marketing Executives* board meeting. Loews Anatole, Dallas.

**April 11-13**—*National Association of Black Owned Broadcasters* 10th annual spring broadcast management conference, "Getting On Top and Staying There." Loews Anatole hotel, Dallas. Information: (202) 463-

8970.

**April 11-13**—*American Public Radio* annual convention. Speakers include Peter Sellars, director, American National Theater. Hyatt Islandia hotel, San Diego. Information: (612) 293-5417.

**April 12**—*Radio-Television News Directors Association* region one conference/awards luncheon. Spokane, Wash. Information: (503) 222-9921.

**April 12-16**—*National Association of Broadcasters* 64th annual convention. Dallas Convention Center.

**April 13**—*Television Information Office* first general membership meeting, during NAB convention (see above). Dallas Convention Center, Dallas.

■ **April 13**—*Association of Maximum Service Telecaster's* membership meeting. Dallas Convention Center, Dallas.

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

■ **April 14**—*Association of Maximum Service Telecaster's* engineering breakfast. Adolphus hotel, Dallas.

**April 15**—*Broadcast Pioneers* annual breakfast, during NAB convention, Dallas.

**April 15**—*Television Bureau of Advertising* regional sales conference. Americana Inn, Albany, N.Y.

**April 15**—Deadline for entries for National Psychology Awards for Excellence in the Media, sponsored by *American Psychological Association* and *American Psychological Foundation*. Information: (202) 955-7710.

**April 15**—*Pennsylvania Cable Television Association* third annual state legislative conference. Marriott Inn,

## Stay Tuned

A professional's guide to the intermedia week (March 31-April 6)

**Network television** □ **ABC:** *Pleasures* (romantic drama), Monday 9-11 p.m.; "Diner" (comedy), Thursday 8-10 p.m.; *Charley Hannah* (drama), Saturday 8-9:30 p.m.; "Blue Thunder" (adventure), Sunday 9-11 p.m. **CBS:** *NCAA Basketball Championship Game* (men's finals), Monday 9 p.m.-conclusion; *News At Eleven* (drama), Wednesday 9-11 p.m.; *Four Days in April* (golf preview), Saturday 2:30-3 p.m.; *Nobody's Child* (drama), Sunday 9-11 p.m. **NBC:** *LPGA Nabisco Dinah Shore* (golf tournament), Saturday 4:30-6 p.m. and Sunday 4-6 p.m.; *Fathers and Sons\** (comedy series), Sunday 7-7:30 p.m.; *The Annihilator* (drama), Sunday 9-11 p.m. **PBS** (check local times): *Veeck/A Man for Any Season* (portrait), Monday 10:30-11 p.m.; *Bodywatch\** (health and fitness series), Saturday 2:30-3 p.m.

**Network radio** □ **ABC Radio Networks:** *Rock Stars\** (series of 90-minute interviews), beginning Monday (check local times). **CBS Radio Network:** *Baseball Preview* (five 14-minute analyses), Monday through Friday (check local times); *The Masters: Golf's Finest Tradition* (16-part special), Saturday and Sunday, at various times.

**Cable** □ **Arts & Entertainment:** *Adieu Robert Schumann* (ballet), Thursday 9:30-10:30 p.m.; *Simba* (drama), Friday 8-10 p.m.; *Quartet* (four story adaptations), Saturday 9:30-11:30 p.m.; *James Brown In Concert With B.B. King* (rhythm and blues), Sunday 9-11 p.m.; *Art Blakely and the Jazz Messengers* (music special), Sunday 10-11 p.m. **Bravo:** *A Company of Wolves* (fantasy/horror), Tuesday 8-9:35 p.m. **Cinemax:** *Code of Silence* (crime drama), Sunday 8-10 p.m. **The Disney Channel:** *The Beniker Gang* (drama), Saturday 7-8:30 p.m.; *Disney's Return to Treasure Island\** (adventure series), Saturday 9-11 p.m.; *The Making of 'Disney's Return to Treasure Island,'* Saturday 10:45-11:15 p.m. **ESPN:** *LPGA's Nabisco Dinah Shore* (professional golf), Thursday and Friday, 3-7 p.m.; *PGA Tour's Greater Greensboro Open* (golf), Friday 12:30-3 p.m., Saturday and Sunday 2-4:30 p.m. **HBO:** *Richard Belzer in Concert* (stand-up comedy), Saturday 10-11 p.m. **The Movie Channel:** *The River Rat* (drama/adventure), Sunday 8-10 p.m. **The Nashville Network:** *Hidden Heroes\** (auto racing profile series), Sunday 12:30-1 p.m.; *Wish You Were Here\** (recreational travelogue series), Sunday 7:30-8 p.m. **USA Network:** *All Star Blitz\** (game show), Monday 5:30-6 p.m.; *Crafts Video Magazine\** (how-to series), Saturday 10:30-11 a.m.; *Dancin' USA\** (dance/music series), Saturday 6-7 p.m. **WTBS(TV) Atlanta:** *Chrysler Women's Team Championship Tennis*, Sunday 4-6:05 p.m.

**Museum of Broadcasting** (1 East 53d Street, New York) □ *Famous Directors at the Museum of Broadcasting*, seminar with Jay Sandrich, featuring discussion and highlights of his work, Monday at 5:30 p.m. *James Dean: The Television Work*, screenings of 25 live television performances, through April 29. *Mobil & Masterpiece Theatre: 15 Years of Excellence*, screenings of 36 of the 80 series that aired on PBS, through Friday. Information: (212) 752-4690, ext. 33.



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No. 1 WOMEN 18-49

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Harrisburg, Pa.

■ **April 15**—*Southern California Cable Association* dinner and meeting. Speaker: Stuart Karl, president, Kari-Lorimar Home Video; founder of Alternatives and Instructional Home Video Products, and producer of Jane Fonda "Workout" tape. Pacifica hotel, Los Angeles. Information: Mel Matthews. (213) 684-7024.

■ **April 16-18**—*Pratt Center* computer graphic arts conference. Mark Hopkins, San Francisco. Information: (914) 592-1155.

■ **April 16-20**—*Society of Professional Journalists, Sigma Delta Chi*, region 11 conference for journalists and student journalists from California, Arizona, Nevada and Hawaii. Sheraton Princess Kaiulani hotel, Honolulu. Information: (808) 536-5510.

■ **April 17**—*American Women in Radio and Television, Golden Gate chapter*, benefit (to place "high quality television programs in Bay area pediatric wards"), "Lights, Camera, Auction & Female Comedy Night." Bimbo's 365 Club, San Francisco.

■ **April 17-18**—35th annual Broadcast Industry Conference, sponsored by *San Francisco State University's Broadcast Communication Arts department*, University campus, San Francisco. Information: (415) 469-1148.

■ **April 17-19**—*Pratt Center for Computer Graphics in Design* seminar. Mark Hopkins, San Francisco.

■ **April 18**—*National Association of Telecommunications Officers and Advisors* regional conference. American hotel, Atlanta. Information: (202) 626-3250.

■ **April 18**—*Television Bureau of Advertising* regional sales conference. Crystal City Marriott (Arlington, Va.), Washington.

■ **April 18-20**—*Kentucky Cable Television Association* general membership meeting. Ramada Inn, Maysville, Ky.

■ **April 18-20**—*Society of Professional Journalists, Sigma Delta Chi*, region two spring conference. Quality Inn Commonwealth, Richmond, Va.

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

■ **April 18-21**—*Associated Press Television-Radio Association of California-Nevada* 39th annual convention. Speakers: Bob Moon, AP Network News, and Howard Rosenberg, media critic, *Los Angeles Times*. Disneyland hotel, Anaheim, Calif. Information: Rachel Ambrose, (213) 746-1200.

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

■ **April 21**—Telecast of Academy of Television Arts & Sciences "Television Hall of Fame." NBC-TV.

■ **April 22**—"Audio Location Recording Techniques," seminar sponsored by *International Television Association, Philadelphia chapter*. Philadelphia Electric Co., Philadelphia. Information: (215) 546-1448.

■ **April 22**—*International Radio and Television Society* newsmaker luncheon. Speakers: Ted Turner, Turner Broadcasting System, and Jack Valenti, Motion Picture Association of America. Waldorf-Astoria, New York.

■ **April 22-24**—*Television Bureau of Advertising* management seminar, "Marketing Your Station for Success." TVB headquarters, New York.

■ **April 22-25**—"Videographics" seminar, sponsored by *Poynter Institute*, nonprofit educational institution. Institute building, 801 Third Street South, St. Petersburg, Fla. Information: (813) 821-9494.

■ **April 23**—Presentation of fourth annual Lowell Thomas Award for excellence in broadcast journalism, sponsored by *Marist College*, Poughkeepsie, N.Y. Helmsley Palace, New York. Information: (914) 471-3240.

■ **April 23-27**—Fourth annual National Hispanic Media Conference, sponsored by *National Association of Hispanic Journalists*. Omni International hotel, Miami.

■ **April 24**—*Illinois Broadcasters Association* seminar at Southern Illinois University. Carbondale, Ill.

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

France. Information: David Jacobs, (516) 364-3686.

■ **April 25-27**—*National Federation of Local Cable Programmers* Southwest regional conference. Sheraton Crest hotel, Austin, Tex.

■ **April 25-27**—*Texas AP* 25th annual awards banquet and convention. Marriott, Corpus Christi, Tex.

■ **April 26**—*National Hispanic Media Conference*, sponsored by Hispanic Academy of Media Arts and Sciences, National Association of Hispanic Journalists, National Association of Hispanic Publications and Florida Association of Hispanic Journalists. Omni International hotel, Miami. Information: (818) 509-1066.

■ **April 26**—Presentation of ninth annual Boston/New England Emmy Awards. Host: Ted Knight, actor. Presenters of news awards: INN's Morton Dean and CBS *Nightwatch* anchor Charlie Rose. Boston Marriott Coppley Place.

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

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

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

■ **April 27-30**—*Telecommunications Policy Research Conference* 14th annual meeting. Airlie House, Airlie, Va. Information: (212) 431-2160.

■ **April 27-30**—*Washington State Association of Broadcasters* annual conference. Pan Pacific Vancouver hotel, at Canadian Pavilion, Vancouver hotel, Vancouver, B.C.

■ **April 30**—*Broadcast Pioneers, Philadelphia chapter*, presentation of the "Person of the Year" award to Dick Vermeil, CBS sportscaster. Adam's Mark hotel, Philadelphia.

## May

■ **May 1**—*Academy of Television Arts and Sciences* forum luncheon. Speaker: Frank G. Wells, president and chief operating officer, Walt Disney Co. Sheraton Premiere hotel, Universal City, Calif. Information: (818) 763-2975.

■ **May 1**—*Illinois Broadcasters Association* sales managers seminar. Pere Marquette, Peoria, Ill.

■ **May 1**—*Connecticut Broadcasters Association* spring sales and management seminar. Sheraton Waterbury, Waterbury, Conn. Information: (203) 775-1212.

■ **May 1-2**—"Teleconferencing: Steps to Take, Moves to Make," sponsored by *National University Teleconference Network*. George Washington University, Washington. Information: (405) 624-5191.

■ **May 1-3**—*National Translator Association* convention. Capri Hotel Plaza, Denver. Information: Fern Bi-beau, (505) 243-4411.

■ **May 3**—*Michigan Associated Press Broadcast Association* annual convention and awards banquet. Sheraton hotel, Lansing, Mich. Information: (313) 965-9500.

■ **May 4-5**—*Minnesota Broadcasters Association* spring convention and sales seminar. Thunderbird motel, Bloomington, Minn.

■ **May 4-7**—*Central Educational Network* annual conference. Presentation by FCC Commissioner James Quello. Amway Grand Plaza hotel, Grand Rapids, Mich.

■ **May 6**—*Women in Communications, New York chapter*, annual Matrix awards luncheon. Waldorf-Astoria, New York. Information: (212) 370-1866.

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

■ **May 7**—*Caucus for Producers, Writers and Directors* second annual general membership meeting. Chasen's restaurant, Los Angeles. Information: (213) 652-0222.

■ **May 7-8**—*Ohio Association of Broadcasters* spring convention. Stouffer Inn on the Square, Cleveland.

■ **May 7-10**—First International Music & Media Conference with music video festival and marketplace, sponsored by *Golden Rose of Montreux* and *European Music Report*. Palais des Congres, Montreux, Switzerland. Information: (212) 223-0044.

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

■ **May 11-14**—*Advertising Checking Bureau* meeting. Scottsdale Conference Resort, Scottsdale, Ariz. Information: (212) 685-7300.

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



## Wrong gathering, right idea

EDITOR: In your March 17 "Closed Circuit" item titled "Austerity," you claim that ABC "will no longer foot [the] hotel bill for promotion managers" attending the Broadcast Promotion and Marketing Executives convention in Dallas. Not so.

As much as we would like to, we have never picked up promotion manager hotel expenses for that meeting.

My recent letter to ABC affiliate promotion managers referred to their hotel rooms for our annual advertising/public relations seminar being held this June in Los Angeles.

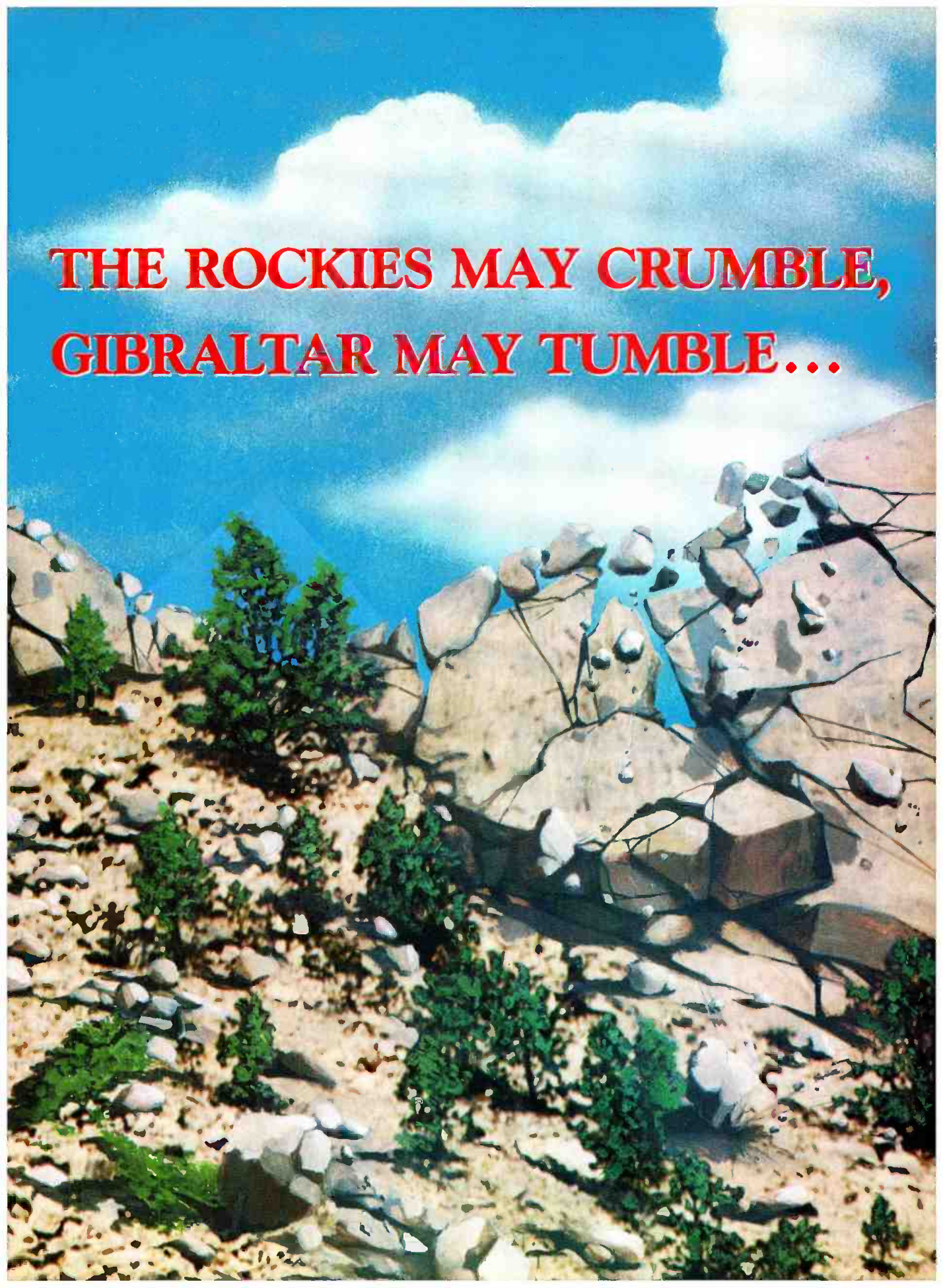
As much as we regretted making this move, it in fact mirrors the long-term policies of our profligate brethren at CBS and NBC.—*Paul W. Barrett, vice president, advertising and station promotion, ABC Tele-*

*vision Network, New York.*

## Money source

EDITOR: The TVB report on total TV billings for 1985 as reported in your March 3 edition shows a 3% decrease for network sales and a 9% increase for spot TV. In 1985 barter syndication was an issue much debated as to where it was funded—from network or spot. Advertisers state that barter dollars are pulled from network budgets while stations, reps and networks claim the money comes primarily from spot. It appears changes in billing for the two advertising media point to the correct answer. Barter syndication is funded overwhelmingly from network.—*Karl Kuechenmeister, executive vice president, media sales, Lorimar-Telepictures, New York.*

**THE ROCKIES MAY CRUMBLE,  
GIBRALTAR MAY TUMBLE...**



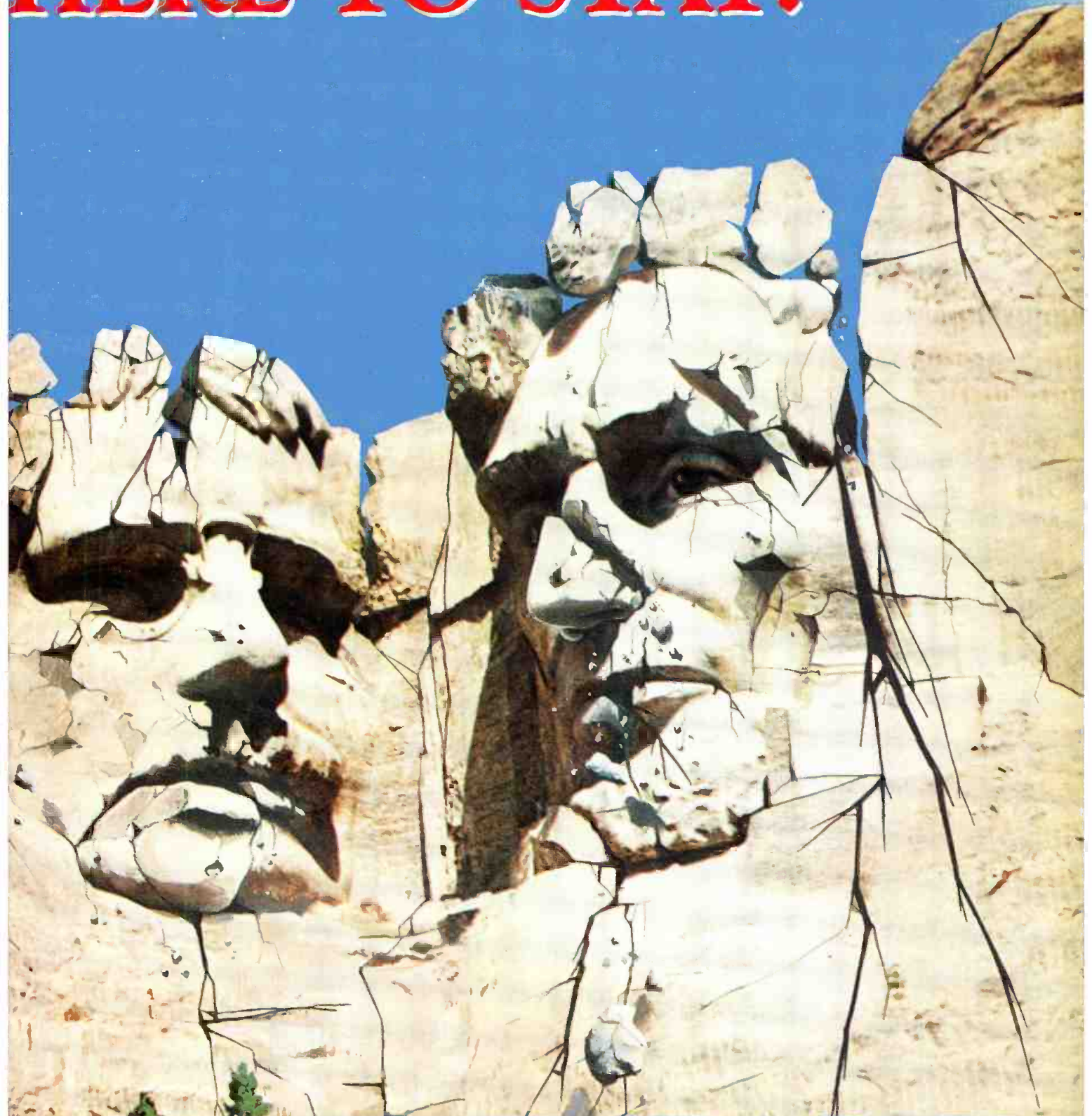


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# Broadcasting **4** Mar 31

Vol. 110 No. 13

TOP OF THE WEEK

## Takeovers in the news again

### Turner closes on MGM Davis falls short at CBS

**TBS chief brings movie studio into media empire for \$1.7 billion, but now faces challenge of reducing \$1.5 billion debt to manageable levels; library greatest asset**

Turner Broadcasting System bought MGM last week for \$1.7 billion, disproving doubters, confounding observers and, in Ted Turner's style, attracting attention (see "At Large," page 40).

One Wall Street arbitrager said he never doubted that Turner would buy MGM. That's because, the investor wryly remarked, Turner felt he had to own the movie "Gone With the Wind," having named one of his sons Rhett, just like the movie's lead character. And, indeed, the Broad Street Productions videotape that Turner's investment bankers, Drexel Burnham Lambert, showed to potential investors began with scenes and soundtrack from the 1939 MGM movie.

But for those who have a hard time believing such a psychological underpinning can support \$1.5-billion worth of debt there is a more businesslike reason that has powered many mergers and acquisitions and can be summed up in a dictum: It is often cheaper to buy existing assets than to build them from scratch. In MGM's case, the existing assets are films, television series and cartoons,

which Turner needs to feed TBS's superstation, WTBS(TV) Atlanta, and other programming ambitions.

While battling Turner's takeover attempt last year, CBS prepared a study documenting the difference between its network schedule and that of WTBS. The study showed that 39% of WTBS's programming consisted of movies that had an average age of 22 years. Another 19% of the programming was off-network series of more than 15 years vintage, and 2% was cartoons. The rest consisted of programming produced specifically for WTBS, sports and series of more recent vintage. Thus product from the MGM film vaults could hypothetically supply at least 60% of WTBS's programming, and that percentage could be increased.

William C. Bevins Jr., vice president of finance for TBS, indicated it was the cost of such programming and its availability that necessitated last week's \$1.7-billion acquisition. "I can say that over the past five to seven years we have been seeing increases of 500% to 1,000% to renew identical packages of films," he said, "although the savings now will not be readily apparent for about three years [during which many current contracts are still in effect]."

The MGM/UA proxy statement said WTBS already has available to it 4,535 film titles with an additional 475 titles under contract.

But as Bevins explained it, the cost saving seems sufficient unto itself: "Let us say you take the total purchase price of \$1.7 billion," said Bevins, "and that you sell all the non-library assets [including 44 acres of Los Angeles real estate: a movie and television studio and distribution company, and a home video company] for \$600 million. That means you have paid \$1.1 billion for a film library. Then let us say that you reach the assumption that only 1,100 of the films (fewer than one of every three purchased) were viable for our purposes. At an average playing time of two hours each, the library has been purchased at \$500,000 an hour. Compare that to the current cost of producing an hour, which runs roughly a million dollars." That calculation does not include the television series and cartoons that may also find their way onto the WTBS schedule.

The arithmetic may be appealing, but can TBS afford to buy so much, even at half price? The answer to that question is still to come, for despite last Tuesday's official closing, there are some related adjustments still to take place.

One of the most important unknowns is the \$600 million TBS will try to raise—without giving away too much—so that it can retire some notes that are initially due to be repaid Sept. 1. Turner can extend repayment of these "extendable notes," but only at the cost of a half-percentage point greater interest for every additional quarter the debt is outstanding. Bevins said that if the notes were extended for two years, rather than being repaid next fall, the additional interest cost would be \$130 million.

What properties will they bring? TBS estimated the current "fair" value of MGM's real estate and facilities—listed on the balance sheet as "property, plant and equipment"—at \$300 million, with most of that value coming from the 44 acres of Los Angeles real estate. Thus a sale of the real estate and sound stages might reduce the \$600 million by a half.

But determining the values of the other pieces of MGM is no easy task because they



Turner after takeover on Tuesday

are living enterprises rather than property. Even with MGM's subsidiary, Home Entertainment Group (HEG), 15% of which was bought from public shareholders last June for \$125 million, no market value was truly established because the division of profit was heavily weighted in favor of HEG and away from the parent company.

Whatever proceeds TBS gets from joint ventures or sales will depend in part on the structure of the transaction and the assets that are included. The success of the divestitures, and thus the MGM acquisition itself, said Art Rockwell, MGM's vice president of corporate relations, is still a "moving target."

There have been many published reports that six months of uncertainty surrounding the MGM acquisition hurt the business of both the film and television production divisions. Bevins was quoted in *The Wall Street Journal* as saying that the studio's value "certainly diminished while we were in the process of the deal."

A dollar-translation of the word "diminished" is not likely to be available. The MGM acquisition closed a few weeks before the company was to have reported its operating results for the second quarter, ending Feb. 28. Furthermore, the TBS results for the first quarter ending March 31 will include only six days of MGM results. By the time TBS's second-quarter results are reported, many of MGM's operations may have been sold and will be listed as discontinued businesses.

Yet one more unknown is the taxes on the acquisition. In earlier years, MGM's taxable income was reduced as it deducted the cost of aging assets (depreciation). With last week's purchase, many of those assets have now been written up significantly, closer to their market value, and the government is theoretically entitled to "recapture" the taxes that would have been paid on the pre-depreciation income.

Bevins said the tax question is "a very complicated thing that could take at least two months to decide." Asked if the impact could be in the tens of millions of dollars, he replied "at least."

Caveats aside, TBS is counting on being able to sell pieces of the company without at the same time greatly reducing the flow of cash needed to satisfy the note holders and other creditors who have lent TBS money for the acquisition. Again Bevins was confident: "If we sold all the assets besides the MGM library, what would remain in the company are the Turner assets (primarily WTBS and CNN), which will generate \$90 million in cash flow in 1986, and the library, which will generate an additional \$100 million. If you roll that forward for three years, with only modest growth for the Turner assets while holding the library cash flow steady—just based on what is already on the books or about to be booked—we should be OK."

Bevins said that the MGM library has "generated well over a hundred million dollars in cash flow over the last five years." But the bulk of that cash, he said, was subsequently invested in films that did not per-

form well. Turner will now use that cash flow to pay interest on the debt.

If the extendable notes are repaid next fall, TBS's interest expense is scheduled not to exceed \$190 million. And future repayment of other debt principal could conceivably be refinanced by borrowing from the banks, which may be approached once the company's divestitures are made.

One appealing aspect of the transaction, added TBS's chief financial officer, is that although the film library should continue to increase in value, TBS will be able to once again start depreciating the assets as an expense—thus helping to keep taxes low. That, combined with interest expense, which also reduces taxable income, should mean that TBS will "not be a taxpayer in less than four years."

TBS will report a loss to shareholders, as well as to the Internal Revenue Service. "We will be managed on a cash basis," said Bevins, intimating that TBS would be reporting a net loss for some time to come. That is the price of building by buying.

#### **Oilman-entrepreneur goes up to \$160 a share—or total \$3.7 billion—in 'friendly' bid to acquire major broadcaster; company still considered to be 'in play'**

While Ted Turner scraped for months to finance his MGM acquisition, Marvin Davis, former owner of 20th Century Fox, reportedly was trying to figure out what to do with his millions. Last week it was learned that Davis has harbored month-old thoughts of a buyout of CBS—thoughts that were never shared by CBS management.

Davis's proposal, which came to light last week, was, by all accounts, intended to be a friendly offer—initially at a price of \$150 for each of CBS's 23.4 million shares—with the cooperation and participation of CBS management. Some say management was to have been offered 10% to 15% of a privately held CBS. But CBS Chairman Thomas H. Wyman discussed the idea with members of that company's management committee and came back to Davis with a "no" verdict.

The initial Davis/Wyman discussion was held on Feb. 26. That visit may explain why two days later, on Feb. 28, CBS stock

jumped 11¾ in one day, to 138½.

Two weeks ago, Davis pressed Wyman with another proposal—at \$160 per share, or \$230 million higher—but Wyman's response was the same. This time the refusal was put in writing. CBS Senior Vice President for Corporate Affairs William Lilley III said: "Tom Wyman wrote Mr. Davis saying that the board and the management were not interested in his proposals. Wyman made that quite clear to Mr. Davis. And as far as CBS is concerned the matter is closed."

Another indication that Davis's visits may have been benign is that he professed an intention to structure the proposed private company's management so that there would be no interference with CBS News.

Wyman turned down Davis's "friendly" discussions, implying that they threatened CBS's desire to remain an independent company. But last week the previously presumed guardian of CBS's independence went public with his own designs on the company—although he later modified them. Preston Robert Tisch, president and chief operating officer of Loews Corp., a 12% owner of CBS, stated that Loews intended to control CBS.

In an interview last Monday with *USA Today*, the brother of Loews chairman and CBS board member Laurence A. Tisch was quoted as saying: "The eventual goal is to control CBS and operate it as a first-class broadcasting company the way it was and the way it can be and should be." Moreover, the newspaper wrote that "... Tisch said that 'somewhere along the way, at some point' he hoped Loews would control CBS... Once they own 25% of CBS, they'll 'decide whether to announce that we're going up to 51% or not.'" Tisch later called *USA Today* to soften the import of his remarks, saying he had spoken too strongly.

At week's end, there was little evidence that Davis might once again talk with CBS in a less "friendly" way. If he were to make a tender offer, it is generally thought it would have to be higher than \$160—perhaps much higher—both because of where the stock currently is—it continued to trade in the low 140's last week—and because of where some think the sale price of the company should be. The Davis proposal was itself little, if any, above what Ted Turner offered to shareholders one year ago in his takeover offer for CBS.

Last week's news made the value of CBS a topic of discussion again. Estimates of the company's worth if it were broken up and sold in pieces ranged from below \$200 to \$270 per share. The median price was probably given by one former securities analyst who said that the breakup value of CBS is \$220 per share, roughly the same value he assessed one year ago ("Top of the Week," March 11, 1985).

Although it appeared that CBS would not hear more from Davis, the company's stock price declined very little, whether because of the general rise in stock prices, the Preston Tisch interview, or because of investors' convictions that a more formidable offer for CBS is still forthcoming.

There are more than a few who believe



Davis



that CBS continues to be "in play." Included in that group are investors in takeover situations, arbitrageurs, who say that too much CBS stock is now in "sweaty palms" that, having bought the stock at unusually high multiples of net earnings with little chance of near-term return on investment, are going to try to force something to happen. Whether they can do that remains to be seen. So far

Tom Wyman, and other CBS management, have dodged the bullet.

Can the mere fact that a company's stock price is being built up by speculation pressure management into selling? The answer is yes, according to a statement issued six months ago by William Granger, the chairman of Beatrice Co., to explain that company's then-imminent buyout talks with

Kohlberg, Kravis, Roberts & Co.: "The board is recognizing the realities of the situation forced on Beatrice by the unsolicited proposals by Kohlberg Kravis, the unusual trading in Beatrice stock in recent months and the large accumulation of Beatrice shares by institutions, arbitrageurs and speculators." That deal is expected to be approved by Beatrice stockholders in April. □

## Metromedia, Katz radio groups sold in LBO's

**Metromedia's nine stations go for \$285 million to group headed by Brazell; 10th goes to Resort group for \$2.5 million; Katz outlets sold to Ferguson-led group for \$68.3 million**

The recent trend of radio station ownership shifting from large conglomerates to smaller groups and investment bankers was demonstrated twice last week when Metromedia and Katz Communications announced leveraged buyouts by management of their radio divisions.

Metromedia is selling nine radio properties and the Texas State Networks to an investor group headed by Carl C. Brazell Jr., Metromedia Radio president, and Morgan Stanley & Co., the New York-based investment banking firm, for \$285 million, the largest radio transaction ever. The Brazell-led group also includes other members of Metromedia management.

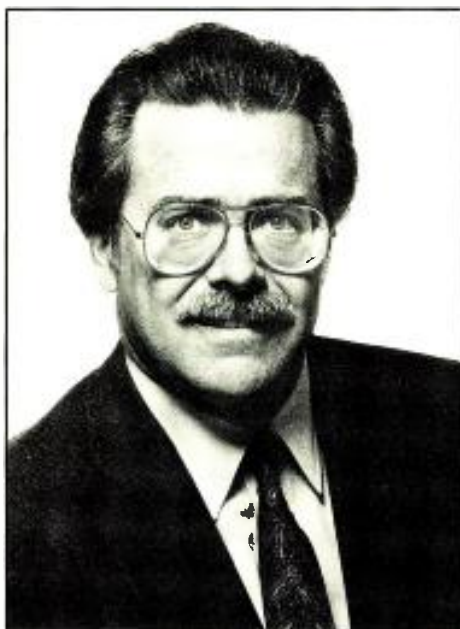
Katz Communications is selling its 11 radio stations to an employee group headed by Dick Ferguson, president of Katz Broadcasting, for \$68.3 million. In the Katz deal, however, Morgan Stanley is assisting in the financing and does not hold any equity in the buying company. The sale is expected to close this summer.

The two transactions mark the third time in the past two months that Morgan Stanley has emerged as a major player in arranging financing for and, in some cases, investing in radio station acquisitions. In late February, Morgan Stanley was instrumental in obtaining financing for Emmis Broadcasting's purchase of Doubleday Broadcasting's three remaining radio outlets—WHN(AM)-WAPP(FM) New York and WAVA(FM) Washington—for \$53 million (BROADCASTING, March 3). Morgan Stanley also owns nearly 20% of Emmis Broadcasting.

Morgan Stanley's investments in broadcasting properties primarily stems from a fund created by Morgan Stanley & Co. and CIGNA, a Hartford, Conn.-based insurance company, the "Morgan Stanley and CIGNA Leverage Capital Fund," which has some \$260 million available for a variety of investment options.

### Metromedia

Metromedia's remaining station, WCBM(AM) Baltimore, is being sold separately to Resort Broadcasters, Richmond, Va., for approximately \$2.5 million. Resort currently has a full portfolio of radio stations, all purchased since 1985. It owns 12 AM's and 12 FM's,



Brazell

mostly in small markets, but has put five of them up for sale. The WCBM(AM) purchase marks the company's first entry into a top 20 market. The company was founded in May 1985 by its president and chief executive officer, Ellek B. Seymour.

According to Metromedia, the nine-station sale includes outlets in six of the top 10 markets that collectively reach an estimated 44 million people. They are: WNEW-AM-FM New York; WIP(AM)-WMMR(FM) Philadelphia; KMET(FM) Los Angeles; WASH(FM) Washington; WOMC(FM) Detroit; KRLD(AM) Dallas, and WWBA(FM) Tampa-St. Petersburg, Fla. Industry sources say the combined cash flow of the nine stations in 1985 was about \$23 million.

The Texas State Networks, based in Dallas, are four regional radio networks that supply programming to more than 200 stations. The networks include English- and Spanish-language news, sports and information, an agribusiness service and Dallas Cowboys football coverage.

The radio station sales are the latest in a series of divestitures by Metromedia that included the sales of six television stations to News America Television, which is controlled by publisher Rupert Murdoch, and one television outlet to the Hearst Corp., New York, for a combined total of \$2.1 billion; its billboard operation for \$710 million, and the Ice Capades and the Harlem Globe-

trotters for \$30 million.

"It is difficult to leave radio after more than 30 years, but we have decided to concentrate on Metromedia's substantial telecommunications businesses," said John W. Kluge, Metromedia chairman and president, in a prepared statement. After the sale of the 10 radio stations is consummated, Metromedia will be left with cellular radio and paging operations.

"This deal was not shopped around at all," said Brazell. "When Kluge announced the television sale [in May 1985], I went on record with him and told him I would welcome the opportunity to discuss the purchase of the radio stations." Brazell said he and Kluge met early this month to discuss the radio stations and came away with an agreement in the form of a handshake. A letter of intent for the sale was signed March 21. Brazell said he expects the transaction to be completed by Sept. 1.

Brazell, 45, has held a number of managerial posts in Metromedia's radio division since joining the company as morning news anchor for then Metromedia-owned KLA-C(AM) Los Angeles in July 1969. He became president of Metromedia radio in 1983.

Brazell declined to identify the other Metromedia managers involved in the leveraged buyout, but said that Ken Klein, vice president of finance for Metromedia Radio, will hold the same position in the new firm.

Although exact financial arrangements have not been disclosed, sources say that Brazell and the other Metromedia managers will have about 20% equity in the new company.

Brazell told BROADCASTING that he expects no major changes after the transfer of ownership of the nine stations. However, he said the formats of two of the stations—adult contemporary/MOR WIP(AM) Philadelphia and adult contemporary WASH(FM) Washington—may receive some "fine-tuning" to help bolster their ratings.

There are some bright spots among Brazell's new stations. WNEW-FM New York, according to Metromedia, has the largest audience of any album-oriented-rock station in the country. And in the most recent Arbitron ratings reports, the station turned in its highest 12-plus metro share (Monday-Sunday, 6 a.m.-midnight) in its 19 years with the format. And WMMR(FM) Philadelphia, another album-rocker, has been ranked first in the market in Arbitron's 12-plus share category for the last three rating periods.

The previous record for a radio group sale

was held by CBS, which purchased five stations from Taft Broadcasting last year for \$107 million (BROADCASTING, May 6, 1985).

The facilities of the 10 stations being sold are:

- WNEW-AM-FM New York—1130 khz, 50 kw; 102.7 mhz, 7.8 kw; antenna 1,220 feet above average terrain.

- WIP-AM-WMMR(FM) Philadelphia—610 khz, 5 kw; 93.3 mhz, 29 kw, 670 feet.

- KMET(FM) Los Angeles—94.7 mhz, 58 kw, 2,835 feet.

- WASH(FM) Washington—97.1 mhz, 22.5 kw, 690 feet.

- WOMC(FM) Detroit—104.3 mhz, 190 kw, 416 feet.

- KRLD-AM Dallas—1080 khz, 50 kw.

- WWSB(FM) Tampa-St. Petersburg, Fla.—107.3, 100 kw, 620 feet.

- WCBM-AM Baltimore—680 khz, 10 kw-day, 5 kw-night.

### Katz

Katz Broadcasting was formed in 1981 by the Katz Agency Inc., a New York-based station representative (BROADCASTING, March 31, 1981), when it purchased four stations from Park City Communications for \$16 million and KWEN(FM) Tulsa, Okla., for \$3 million from Curtis Communications.

Financing for the purchase was put together by Morgan Stanley, with money coming from various banks still to be determined. The Bank of New England was said to be the front runner for the loan. Ferguson will receive the lion's share of the company, with other members of Katz Broadcasting management, James T. Morley, Michael R. Weinstein, Richard Reis, Robert Longwell and Steven Marx, and the stations' general managers, splitting the rest.

The parent Katz Communications is employee-owned. Under terms of the acquisition, the new company (which has not yet chosen a name) will register with the Securities and Exchange Commission to sell stock to its employees, not to the public. "Everyone will get an opportunity to own stock in the company," said Ferguson.

Some Katz Broadcasting employees told BROADCASTING they were upset with the new plan, since they already had a stock option plan with Katz Communications, which gave a bonus of stock equal to 15% of their salaries annually. Employees who go with the broadcasting spin-off will be disengaged from the Katz Communications stock plan. Those still employed by Katz at the time of closing will receive 95% of the value of their Katz Communications stock, with the remaining 5% to be released at a later, unspecified date. One employee felt there may be maneuvering for a mass shakeup at Katz to avoid those payments.

Ferguson responded by saying that the debt load placed on the new company precludes the same kind of employee stock option plan that is in effect at the parent company. The new company intends to move toward complete employee ownership through stock purchase rather than a bonus

plan. Ferguson said: "The reality is that broadcasting is a growth business. Katz could have sold to someone outside the company, but went with the employees who had worked so hard to make us what we are." He said that he "restricted myself to only 18% of the stock" to spread ownership among employees—"one of the biggest sacrifices I've ever had to make."

Katz Communications President Dick Mendelson explained that Katz Broadcasting has done very well, but doesn't generate the cash flow necessary to support an ESOP like that of the parent.

Ferguson said arrangements have been made to spinoff WFTQ-AM Worcester, Mass., to an unnamed third party. Employees at that station who will not stay with the new owner will either be relocated at other Katz stations or, if they can't be placed, will receive generous severance pay. "We're taking responsibility for all our employees," he said. Mendelson said that he doubted there would be many changes. He said, "We already have the finest people in the business, why would (Ferguson) want to get rid of anyone?"

Ferguson spent last week visiting each station. He said he wanted to announce the change personally and answer any questions about the sale.

The stations sold and their facilities: WEZN(FM) Bridgeport, Conn., is on 99.9 mhz with 29 kw and antenna 660 feet above average terrain. WFTQ-AM Worcester, Mass., is on 1440 khz full time with 5 kw. WAAF(FM) Worcester, Mass., is on 107.3 mhz with 19 kw and antenna 780 feet above average terrain. WZZK-AM Birmingham, Ala., is on 610 khz with 5 kw day and 1 kw night. WZZK-FM Birmingham, Ala., is on 104.7 mhz with 100 kw and antenna 1,300 feet above average terrain. WYSR-AM Syracuse, N. Y., is on 570 khz full time with 5 kw. WYYY(FM) Syracuse is on 94.5 mhz with 100 kw and antenna 650 feet above average terrain. WYAY(FM) Gainesville, Ga., is on 106.7 mhz with 100 kw and antenna 930 feet above average terrain. WDBO-AM Orlando, Fla., is on 580 khz full time with 5 kw. WWKA(FM) Orlando, Fla., is on 92.3 mhz with 100 kw and antenna 1,380 feet above average terrain. KWEN(FM) Tulsa, Okla., is on 95.5 mhz with 100 kw and antenna 300 feet above average terrain. □



Ferguson

## NBC signs contract for Olympic rights

Network pays \$300 million to cover summer games in Seoul

Finally resolving two major sticking points in its negotiations, NBC signed a contract last week for the U.S. television rights to the 1988 summer Olympic games in Seoul, South Korea. Michael Eskridge, executive vice president, and Arthur Watson, president, NBC Sports, Olympics, flew with other network staffers to Lausanne, Switzerland, last Tuesday (March 25) to sign the agreement at International Olympic Committee (IOC) headquarters there.

Under the terms of the agreement, NBC will pay \$300 million for rights to the Seoul games (\$75 million above what it paid for rights to the 1984 summer Olympics). While the contract technically provides for the Koreans to receive additional payments if NBC meets certain advertising sales plateaus, it is unlikely they will receive more than the up-front rights fee. "Their rights fee could get as high as \$500 million" according to the terms of the contract, Eskridge said last week before departing for Lausanne. But based on current projections of sales for the games, he added, "the odds are that they won't get higher than \$300 million. We've been clear all along with them on that."

At deadline last week, Robert Blackmore, senior vice president, sales, NBC Television Network, said he could not talk about how NBC will sell the games to advertisers. "We're just in the process of finishing up the deal," he said. "It's a little early to talk about the specifics" of how the games will be sold. Not too early to start working on the general sales pitch, however. "There's a lot of interest in the Pacific basin," said Blackmore. "It's an area of growth for U.S. manufacturing. The dynamics are tremendous."

The two major problems delaying the signing of the contract until last week were the structure of the network's insurance package and NBC's authority to use the Olympic logo and other symbols in promoting the games. As to the first, the Seoul Olympic Organizing Committee is itself furnishing the primary insurance coverage for NBC in the form of a letter of credit with the Korean Exchange Bank. Under that agreement, KEB will partially cover losses to NBC if the games are devalued by "certain kinds of losses" which Eskridge said included poor weather and boycotts but not political violence. The agreement could trigger payments of more than \$200 million under certain circumstances, said Eskridge, but under no circumstances would it cover NBC's total investment in the games, which could reach between \$450 million and \$500 million. The network is also paying \$5 million to a group of U.S. banks led by Bankers Trust to guarantee the KEB letter of agreement. Eskridge said the guarantee covered the KEB agreement in full.

The problem surrounding the network's

use of the Olympic logos stemmed from agreements made by the USOC with certain major Olympics advertisers that could have restricted NBC's use of the Olympic rings in its promotion and broadcast of the games. That problem was resolved early last week. According to Eskridge, the USOC was successful in getting the advertisers involved to sign consent letters to permit the network to use all Olympic symbols in promoting and broadcasting the games. The network is currently putting the finishing touches on a new peacock logo to be unveiled at the NBC affiliates meeting in Maui, Hawaii, scheduled to begin June 8. Eskridge said the network's Olympic logo would feature the new bird perched atop the rings with a shield design as background.

With a signed contract in hand, the network can now get down to the business of putting on the games, to be held Sept. 17 through Oct. 2, 1988, a schedule that for the first time since the games have been televised will put them head-to-head with professional football and baseball playoff telecasts. Eskridge said last week he would

consider the possibility of subletting the rights to some events for distribution on cable television—but only if an arrangement can be worked out that does not raise too violently the ire of the network's affiliate body. At this point not even an outline has been drawn as to the structure or content of a would-be cable rights deal. "We'll try to think of a way to do that without hurting the affiliates," said Eskridge.

The leadership of the affiliate body has not dismissed out of hand the notion of a cable rights deal. "We wouldn't do that without first having an in-depth discussion" about the shape such a deal would take, said C.E. Pep Cooney, president and general manager, KPNX-TV Phoenix, and head of the affiliates' four-man sports committee. Cooney said a tentative meeting had been set for April 23 in New York where representatives of the network and affiliates would discuss issues surrounding the games, including, and "most importantly," in Cooney's view, the positioning of news windows for local stations. Other issues to be discussed include scheduling, how the inventory will

be split and a possible cable deal. Those scheduled to attend the meeting include Cooney and the three other members of the affiliate sports committee, who are James Lynagh, president of Multimedia Broadcasting and chairman of the NBC TV affiliates' board; James Sefert, president of Cosmos Broadcasting, and former affiliate board chairman Fred Paxton, president of WPSD-TV Paducah, Ky. On the network side, those attending will probably include Eskridge; Blackmore; NBC Sports President Arthur Watson; Pier Mapes, president, NBC Television Network, and corporate group vice presidents Ray Timothy and Robert Walsh.

Copies of the specific televised schedule of Olympic events are not yet available. Basically, the games will be televised in the morning (all times EST) from 7 o'clock to 10: early fringe, 4 p.m. to 5 p.m.; prime time, 7:30 to midnight; and late night, 12:30 a.m. to 2:30 a.m., with some additional hours during the day on weekends. All told, the network expects to air 180 hours of live and taped summer Olympic programing in 1988. □

## Movies, mini-series on the networks' 1986-87 marquee

**Lineups are still tentative for next prime time season, but indications are that made-for-TV movies remain strong; mini-series investments have leveled off**

The three commercial television networks have begun briefing advertising executives on movie and mini-series development for the 1986-87 prime time season. Although the lineups are still tentative and individual proposals are sometimes sketchy, initial indications are that both forms will continue to play important roles in programing strategy next year.

Overall, development of made-for-television motion pictures remains strong, while investment in mini-series appears to have leveled off. Biographies of major historical figures and stories of unsung real-life heroes and heroines continue to be popular, as do movies set in exotic locales and war-time dramas.

The networks are expected to make final selections of their movie and mini-series titles in early May, with CBS set to lead off the prime time schedule announcements on May 8. ABC will follow on May 13 and NBC on May 15.

The following list was compiled with the help of sources at studios and the networks. Although efforts have been made to make it complete, the final tally is not expected for several weeks.

### ABC

Although the network's 1986-87 prime time schedule will not be announced until mid-May, a spokesman for the network said he knows of no plans to add more movie nights in the coming year. Currently, ABC has a Sunday night movie and a movie on Mondays, after the football season.

"We really only have one-and-a-half movie nights," the spokesman said. "We can't say with any certainty what the movie orders will look like" until the new schedule is decided upon.

A total of about 24 telefilms are expected to be ordered by ABC for the upcoming season. The following titles are the only ones that have been disclosed so far, with only sketchy details available:

■ *In This Fallen City*. Titus Productions, two hours.

■ *There Must Be A Pony*. Columbia Pictures Television, two hours.

■ *The Beate Klarsfeld Story* (tentative title). Orion Television, two hours.

■ *Tina Maria*. New World Productions, two hours.

In addition, ABC has purchased about 12 major theatrical titles for next season but has declined to release the names of those films.

Mini-series include:

■ *Out On a Limb*. Stan Margulies Productions in association with ABC Circle Films, five hours. Scheduled for November, this screen adaptation of Shirley MacLaine's autobiographical story of self-discovery stars the actress and was shot in England, Sweden, Peru and the U.S. Stan Margulies is producing.

■ *Amerika*. ABC Circle Films, 12 hours. Scheduled for February 1987. A drama about life in the U.S. 10 years after a Soviet invasion. Filming in southeastern Nebraska and starring Robert Urich. Donald Wrye is executive producer, director and writer.

According to an ABC spokesman, two or more additional mini-series may be announced for the 1986-87 season.

### CBS

Steve Mills, CBS Entertainment's vice president for made-for-television motion

pictures and mini-series, is expecting two movie nights on the CBS-TV schedule next fall, emphasizing that a final decision will not be made for several weeks. (CBS, for most of the season, has aired movies three nights a week.) The executive outlined an aggressive production schedule for 1986-87, including at least six mini-series and 20 made-for-television films. The emphasis in mini-series, as in the past, runs toward historical biographies and dramatizations of blockbuster novels. In made-for-television movies, the network is adapting a number of "true life" adventures and celebrity biographies.

The tentative mini-series lineup includes:

■ *I'll Take Manhattan*. Krantz Productions, eight hours. An adaptation of Judith Krantz's latest novel (to be published in June), about a young woman trying to save her recently deceased father's publishing empire from an attempted takeover by his unscrupulous younger brother, who is plying the woman's mother with his affections. Shooting will start this June in the U.S. and Canada, with Steven Krantz, her husband, as executive producer.

■ *George Washington: The Presidential Years*. MGM Television and David Gerber Productions, four hours. Barry Bostwick and Patty Duke reprise their roles as George and Martha Washington in a Richard Fielder screenplay directed by Billy Graham. It begins where CBS's 1984 eight-hour mini-series left off, with filming to start in April.

■ *Island of the Lost Muppets*. Jim Henson Productions, four hours. An adventure tale starring the Muppets in which Kermit the Frog faces a midlife crisis and decides to search for his roots.

■ *Roll Call at the Alamo*. Lorimar Productions, four hours. A historical action-adventure based on an Alamo survivor's account of what really happened to James

Travis, Jim Bowie and Davy Crockett in their San Antonio, Tex., battle against the Mexican army. Producer Allen Sharp begins filming in May or June.

■ *The Frank Sinatra Story*. Warner Bros Television, six hours. A previously announced biography of the New Jersey-born singer, "from Hoboken to Hollywood." Abbe Mann is currently writing the script. Daughter Tina Sinatra is producer.

■ *DeGaulle*. Norman Rosemont Productions, four hours. A biography of the late French general and president. Charles De Gaulle. David Butler is writing a script based on published material and historical documents.

The made-for-television motion picture production slate includes:

■ *Women of Valor*. Kulik & McCord Productions, two hours. Susan Sarandon and Kristy McNichol star in a dramatization of the true story of a group of U.S. nurses captured on Bataan during World War II. Buzz Kulik is producer-director and Jonas McCord the writer.

■ *Mel Fisher: Dreams of Gold*. Interplanetary Productions, two hours. The true story of entrepreneur Mel Fisher's successful search for a treasure-laden Spanish galleon in the Atlantic.

■ *Of Pure Blood*. Warner Bros. Television, two hours. Lee Remick stars in suspense-thriller as a New York City casting director who goes to war-torn Germany to rescue her son's child and bring him to the U.S. Joe Sargent is director-producer of the program, being shot in Europe.

■ *Many Happy Returns*. Many Happy Returns Productions, two hours. George Segal stars as a middle-income family man who battles the Internal Revenue Service in an unjust audit.

■ *Mother Courage*. New World Productions, three hours. Based on a true story, Sophia Loren plays a mother whose son is hooked on cocaine. She becomes an informer for the Drug Enforcement Administration and goes undercover. The writer-producer is E. Jack Neuman.

■ *The Christmas Present*. Norman Rosemont Productions, two hours. John Denver is a New York architect sent to a small Colorado town that still believes in Santa Claus. He elects to preserve these qualities in the family-oriented holiday fable.

■ *Ingrid Bergman: My Story*. Robert Helmi Productions, two hours. Based on an authorized biography of the late actress, Bergman's real-life daughter, Isabella Rossellini, stars in this intimate examination of a turbulent life. Cynthia Charback is writing the screenplay.

■ *Escape From Sobibor*. Rule-Starger Productions, three hours. The true story of a group of Russian soldiers and Polish Jews who stage a daring escape from a German prison camp in World War II.

■ *Under the Influence*. CBS Productions, two hours. Andy Griffith stars in this drama about the children of an alcoholic.

■ *Where the Dark Streets Go*. Brademan-Self Productions, two hours. A story about a crisis of faith and murder in which a priest falls in love with a young woman.

■ *A Greater Alarm*. Embassy Productions, two hours. Nancy McKeon is featured in this true life story about Los Angeles's first female firefighter.

■ *Agatha Christie: Murder in Three Acts*. Warner Bros. Television, two hours. Peter Ustinov returns in his role as detective Hercule Poirot in this adaptation of the mystery classic.

■ *Young Jimmy Cagney*. Robert Halmi

Productions, two hours. Michael J. Fox has the title role in a biography of the celebrated Hollywood actor.

■ *The George McKenna Story*. Alan Landsburg Productions, two hours. The true story of a Watts high school principal who successfully fights problems of delinquency and underachievement by instilling positive values in his students.

■ *Return of Kojak*. Universal Television, two hours. A script is currently being written for this follow-up to the successful network series, with Telly Savalas returning in the title role.

■ *Timestalkers*. Chuck Fries Productions, two hours. A time travel yarn about a man and woman from the Civil War era who try to avert a catastrophe in more modern times.

■ *A Place to Call Home*. Embassy Productions, two hours. Linda Lavin is the mother of nine children overcoming adversity when her husband leaves the family stranded penniless in Australia.

In addition to the above titles, CBS is currently trying to develop telefilm projects starring Elizabeth Taylor, Jill Clayburgh, Kenny Rogers, Ellen Burstyn and other performers. Theatrical titles have not been announced.

## NBC

Five mini-series and 18 made-for-television movies have been announced by NBC for the 1986-87 season, with an emphasis on novel adaptations and historical biographies in mini-series and fact-based dramatizations in telefilms. The network is expected to have two movie nights next year, with production of original product about the same as it was in 1985-86. A spokesman for the network cautioned that many of the following projects are "in development" and may not ultimately be produced.

Mini-series:

■ *Rage of Angels: The Story Continues*. NBC Productions, four hours. A sequel to the 1983 Sidney Sheldon mini-series that starred Jaclyn Smith and Angela Lansbury, both of whom will be returning. The cast also includes Mike Nouri and Ken Howard. Sidney Sheldon is executive producer and Paul Wendkos director. The program is filming in New York and Italy.

■ *The Two Mrs. Grenvilles*. Lorimar Productions, four hours. A dramatization of the best-selling Dominick Dunne novel of the same name, about the aristocratic Grenville family. Susan Pollock is executive producer, Preston Fischer producer and Derek Marlowe screenwriter.

■ *Chances and Lucky*. NBC Productions, seven hours. Based on novels of the same name by Jackie Collins about gangsters and Las Vegas. James Goldman is the screenwriter, while James and Bobby Goldman are executive producers.

■ *Nutcracker*. Warner Bros. Television, six hours. A true story based on Shana Alexander's book about the life and murder of Franklin Bradshaw. Chuck McLain is executive producer and William Hanley is co-executive producer and screenwriter.

■ *The Fortunate Pilgrim*. NBC Productions, four hours. Sophia Loren stars in

## Home video distributor sues HBO, studios

A would-be distributor of pay programming to home earth stations sued HBO, Paramount Studios and Universal Studios for allegedly freezing it out of the market. Personal Preference Video and its distributors, Space Age Video, said defendants conspired to limit the distribution of pay programming, in the process denying product to home earth station owners.

The suit, filed in U.S. district court in Fort Worth, alleges that the actions of HBO and the other defendants have had the effect of restricting distribution of satellite-delivered programming to cable television systems, thus boycotting distribution to home dish owners. The result, the brief contends, has been to stunt the growth of the backyard earth station market. The brief contends that HBO "purposefully failed to provide adequate decoders to home viewers, thus "creating substantial market uncertainty regarding the viability" of the home satellite dish market, "to the detriment of the hardware and program providers."

PPV says efforts are being made to broaden the suit which says HBO and others to be named "have pooled their power" to hinder competition. The suit seeks relief in the form of a court order directing the defendants to make first-run programming available at a fair market price. It also wants the court to order HBO to stop scrambling its signal until enough decoders are in the hands of the public to permit competitive distribution of programming.

Spokesmen for HBO, Paramount and Universal said they had not seen the suit and could not comment. Chuck Dawson, founder and owner of PPV, said the suit is aimed at breaking the restrictions he says have been imposed to limit pay programming to "cable affiliates, some of which they [the distributors] own." He said he had gone to 11 studios in search of product for distribution to backyard earth station owners and found a "boycott of programming" for that market.

Mario Puzo's story of a strong-willed Italian immigrant who keeps her family together in a difficult search for the American dream. Carlo and Alex Ponti are executive producers, John McGreevey is screenwriter.

Made-for-television motion pictures include:

■ *Unnatural Causes*. Blue Andre Productions in association with ITC Productions, two hours. A true detective story about a civil servant who uncovers the potential impact of Agent Orange on the health of Vietnam veterans. John Ritter, Alfre Woodard and Patti Labelle co-star, while Steve Doran and Martin Goldstein co-produce. Lamont Johnson is the director and John Sayles the writer.

■ *Encounters*. Larry Thompson Productions in association with Columbia Pictures Television, two hours. A married woman, played by Donna Mills, seeks comfort in a series of romantic encounters. Producer is Jon Anderson, Ivan Nagy director and Dennis Turner writer.

■ *L.B.J.* Lou Rudolph Productions in association with Chuck Fries Entertainment, three hours. A biography of the late President Lyndon Johnson, developed in consultation with his widow, Lady Bird. Randy Quaid is Johnson, with John and Sandy Brice producing. Writers are Ken Trevey and Guerdon Trueblood.

■ *Stranded*. Columbia Pictures Television, two hours. Fierce Madison Avenue competitors fall in love while stranded on a deserted island. Loni Anderson and Perry King co-star, with a script by Stephen Black, Henry Stern and Janis Hirsch. Bob Chenault is the producer.

■ *13 Days To Glory*. Viacom, three hours. A story of the sacrifice of 183 men at the Alamo. Clyde Ware and Norman Morrill are writing the script, with other credits to be announced.

■ *The Ann Jillian Story*. Stonehenge Productions, two hours. Ann Jillian stars as herself in the story of the actress's ordeal with breast cancer. Dick Berg is executive producer and Audrey Davis Levin writer.

■ *Bad Day at Black Rock*. Hamner Productions in association with MGM, two hours. A contemporary remake of the Spencer Tracy classic about a mysterious man seeking the secret of a dying desert town. Millard Kaufman is screenwriter, Robert Hamner executive producer.

■ *Lena: My Hundred Children*. Robert Greenwald Productions, two hours. Lee Remick stars in the true story of how a heroic woman led 100 children to Israel at the end of World War II. Robert Greenwald is director and executive producer. Writers are Yabo Yablonsky and Maurice Hurley.

■ *Seventy-two Hours*. The Landsburg Co., two hours. The story of a family dealing with a schizophrenic daughter. Produced by Roberta Dacks and Nancy Geller, written by Richard DiLello, Donna Dottley Powers and Wayne Powers.

■ *Society's Child*. Greenwald Productions, two hours. The true story of a mother's fight to retain custody of her child after marrying a black man. Philip Michael Thomas stars, with a script written by Duffy

Bart.

■ *Stockbridge: A Norman Rockwell Christmas*. NBC Productions, two hours. Set during World War II, this is a "sometimes heartwarming, sometimes tragic" story of a New England family's Christmas. Harry Sherman is executive producer and Blanche Hanalis writer.

■ *The Stranger In My Bed*. Edgar Sherick & Associates in association with Taft Entertainment Co., two hours. The true story of a woman's struggle to cope after suffering amnesia in a car accident. Audrey Davis Levin is the writer, Edgar Sherick the executive producer.

■ *Gore Vidal's Lincoln*. Chris/Rose Productions in association with Viacom, three or four hours. Based on Vidal's best-selling biography of the former President, with a screenplay by Ernest Kinoy.

■ *Three Minutes to Midnight*. Sally Field Productions in association with Rastar Productions, two or three hours. The true story of Helen Caldicott, a physician who becomes involved in the antinuclear move-

ment. Starring Sally Field and written by Hugh Whitmore.

■ *In Love and War*. Tisch-Avnet Productions, two hours. The true story of Vietnam POW Jim Stockdale and his family, written and produced by Carol Schreder.

■ *Great Escape II*. Michael Jaffe Productions, three or four hours. In this sequel, a group of escapees returns to Germany to try to find their lost companions. Walter Halsey Davis is the writer.

■ *Facts of Life: Rome Vacation*. Embassy Productions, two hours. A spin-off of the comedy series, in which cast members "take off for an Italian holiday of mystery and men."

■ *Adam: The Story Continues*. The Landsburg Co., two hours. The true story of the Walsh family continues. Linda Otto is producer and Oliver Hailey writer.

Theatrical films scheduled for airing on NBC in the 1986-87 season include "Terms of Endearment," "Trading Places," "Places in the Heart," "Police Academy," "Teen Wolf" and "The Natural." □

## Another conflict with few pictures

It points to difficulties of covering naval-air actions in age of jet aircraft and swift missiles

The U.S. Navy's armed confrontation with Libyan forces in the Gulf of Sidra was the lead news story for national news organizations last week, but the television networks had to rely on graphics, still photos, stock film footage and live phone conversations as the U.S. and Libya kept reporters from the scene of hostilities.

Yet there were few complaints about the U.S. government's handling of the media during last week's events. Most of those interviewed last week seemed to think the Navy was correct in keeping the press out of the areas where the Americans and Libyans were firing missiles at each other, from the air, land and sea, although most conceded that the television coverage suffered for lack of video footage of the actual confrontations.

The Navy shuttled several pools of print and broadcast reporters from Naples, Italy, to the aircraft carrier, U.S.S. Saratoga, part of the Sixth Fleet that was carrying out maneuvers within the contested waters in the Gulf of Sidra. On the Saratoga the Sixth Fleet commander, Vice Admiral Frank B. Kelso II, held a news conference, and members of the crew were available for interviews.

Reporters from CBS, NBC and CNN chartered a plane out of Rome to scout out the situation above the Gulf of Sidra. News executives in New York and Atlanta, hearing of the charter, informed the Pentagon, which advised against the flight. "They said that it was pretty crazy because it was dangerous up there," said CNN's executive vice president, Edward Turner. The network officials also decided the unauthorized pool was too risky, said Turner, but by the time they got word back to Rome the plane had taken off.



CNN photo of reporters' Navy escort

The Navy, expecting the plane, intercepted it and escorted it out of the off-limits area without incident. (ABC didn't participate, believing that the flight, which cost \$10,000 per participant, would not produce any newsworthy footage.)

The Navy got an Associated Press photographer close enough to photograph one Libyan vessel that was hit by a U.S. missile. That was the one photo of hostilities released by the Navy (a day after it was taken), and it was used by most print and broadcast organizations.

There were also reports of extensive censorship of network video footage coming out of Tripoli, Libya, by way of Libyan Television. "It was more like erasureship," said CNN's Turner, who reported that the Libyans erased all but about one minute of a 20-minute segment CNN tried to transmit last week. "The odd part was," he said, "there was nothing controversial about the erased footage. It was basically street scenes and interviews of people saying they supported Qaddafi." William Wheatley, executive producer, *NBC Nightly News with Tom Brokaw*, also reported the Libyans erased some

of that network's footage before letting other parts go through. "They erased one of our cassettes," said Wheatley. The word was, said Wheatley, that the footage, of an anti-American demonstration, "didn't show a large enough crowd. And we reported it on the air that way."

All Western news reports were said to pass through the censoring apparatus (carried out by Libyan Television) of Libya's Ministry of Information. No western reporters were allowed to move about Libya without a government chaperone, as is the custom in many Middle East nations, said Sam Roberts, the head of CBS News's foreign desk. "They tend to control movements very carefully," said Roberts. He added that although CBS had some technical problems, the Libyans did not alter any of the network's footage out of the country last week. But, as Wheatley noted, censorship in that country "really comes down to a whim of the persons at the feed point."

The networks understandably regretted not having access to video of the hostilities. "Clearly we would have loved to be able to have that, no question," said Roberts. "But given the circumstances of dealing with Libya and covering a naval battle I think we've done very, very well." In fact, he added, "if you really want to get down to it, you have to be incredibly lucky" to capture footage of a jet destroying its target. "You very seldom saw an airplane hitting a North Vietnamese target [during the Vietnam war]. You have to be incredibly lucky, or unlucky, depending on where you are at the time." □

## PUSH spells out demands on CBS

**It has agreed not to expand boycott of WBBM-TV to other stations for time being while new black GM settles in, but says there must be future negotiations**

Jesse Jackson's Operation PUSH, the Chicago-based organization charged with advancing minority causes on many fronts, said last week it would not, for the time being, expand its boycott of WBBM-TV Chicago to CBS's other owned-and-operated television stations (BROADCASTING, March 24). The boycott there continues, however. Dr. Hycel Taylor, national president of PUSH, said that after a meeting on March 21 with the station's new general manager, Jonathan Rodgers, the first black GM at a network O&O, and station group head Neil Derrough, "we were satisfied" that the station will engage in good-faith negotiations with PUSH.

The subject of negotiations, it became known last week, is a detailed list of demands made by PUSH last December.

The organization began boycotting WBBM-TV shortly after the station removed Harry Porterfield, who is black, from an anchor spot last fall to make way for Bill Kurtis, who rejoined the station after a stint with the

## Fairness case game plan

The U.S. Court of Appeals in Washington has decided to take things in order in considering the Radio-Television News Directors' petition for review of the FCC's fairness doctrine report. A panel of the court last week said motions to dismiss the petition will be considered by a merits panel after the matter has been briefed and argued. The case will be set for argument in the fall. If the motions to dismiss are rejected, the court will consider an expedited briefing schedule on the merits of the case. The court sometimes hears arguments on motions to dismiss at the same time it hears arguments on the merits of a case.

Citizen groups and others who oppose the RTNDA petition for review have argued in their motions for dismissal that the report, issued in August, was not a final, reviewable order. RTNDA and its allies, as well as the commission, contended the report is a final order (BROADCASTING, Jan. 20). The report held that the doctrine is constitutionally "suspect" but added that the FCC would refer the matter to Congress for its consideration and in the meantime would continue to enforce the doctrine.

The constitutionality of the fairness doctrine is also at issue in the appeal that Meredith Corp. has taken from a commission decision that Meredith's WTVH(TV) Syracuse had violated the doctrine. And last week, RTNDA asked the appeals court to hear arguments in the two cases at the same time. The request was made before the court issued its order calling for arguments on the motion to dismiss as a preliminary matter. On Friday, the commission was preparing to make a similar request. It was to ask the court to postpone the deadline for the filing of the government's response in *Meredith*—April 7—so that the arguments in the two cases could be held on the same day, assuming the RTNDA case proceeds to the merits. Since the commission is on record as regarding the constitutionality of the fairness doctrine as questionable, at best, it is not clear what position it will take in the cases. Commission lawyers last week said they have not received their marching orders on the issue.

*CBS Morning News*. Porterfield subsequently moved to WLS-TV Chicago, the ABC O&O. Last week, Taylor said he understood that Rodgers would need time to settle into his new post, but that in a "short period of time" the two sides must sit down to serious negotiations. The boycott of WBBM-TV will not end, said Taylor, until the station agrees to a negotiated version of the demands put forth by PUSH in a "covenant" letter.

Until last week, both sides had refused to discuss the details of the demands publicly. But copies of a letter spelling out the demands surfaced last week. Among them: 1) that the station raise minority employment to 40% in all job categories; 2) that minorities be hired in specific slots: for example, two black or Hispanic male anchors for weekday

news, and two black or Hispanic on-air reporters; 3) that the station do 35% of its "total banking business" with minority-controlled banks; 4) that the station direct 25% of its outside legal work to minority-controlled law firms or associations, and 35% of its external accounting and auditing work to minority accounting firms; 5) that 30% of the station's advertising budget go to black and Hispanic firms and that 18% of all procurement dollars go to minority firms; 6) that a monitoring mechanism be established to insure compliance with any agreement.

PUSH also demanded that the station contribute \$10 million to the United Negro College Fund; another \$1 million to black organizations designated by PUSH; create an "endowed chair at a black college"; set up a "black policy institute" in Chicago and fund it with \$150,000 a year, and provide a number of \$20,000 scholarships for Chicago-area black and minority students.

Derrough of CBS has gone on the record saying the company will not agree to the demands for 40% overall minority employment at the station. Minorities currently represent 22.8% of the station's total staff, compared to 26% representation of minorities in the total Chicago area work force.

As to some of the other demands, CBS said that all of WBBM-TV's local banking is handled by a minority-owned bank. The station said it works with a minority-owned advertising agency. CBS also said that it has contributed \$350,000 to UNCF over the past decade, and that CBS Chairman Thomas Wymann sits on the fund's board of directors. And it said it has established a host of minority advancement and training programs over the years. □




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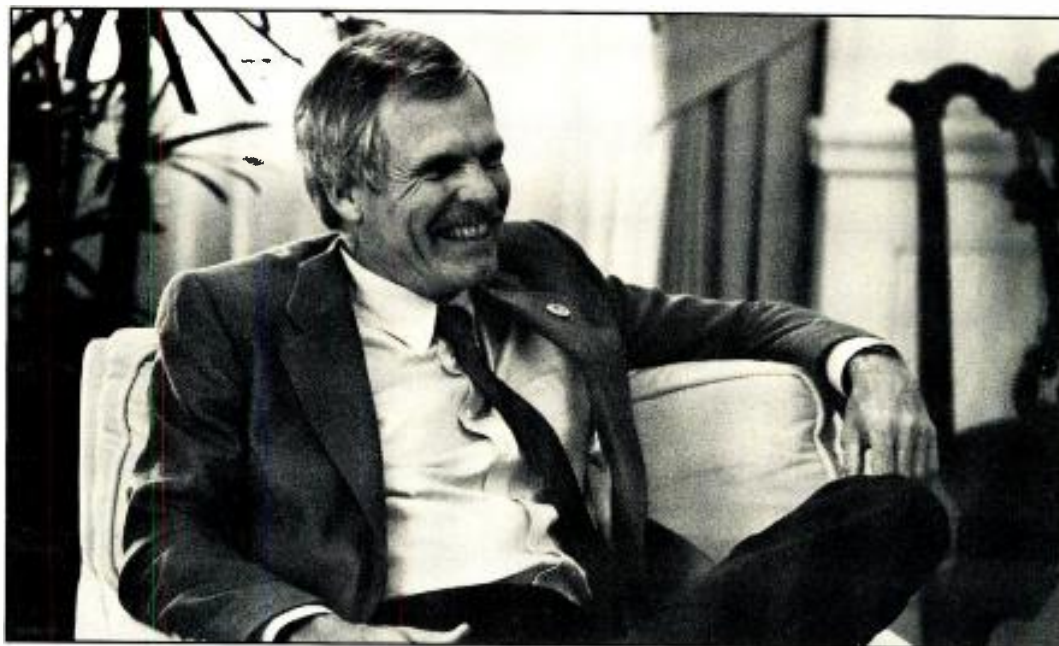


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## Ted Turner's quantum leap

*It's a long way from an Atlanta UHF to owning Metro-Goldwyn-Mayer, but he's managed to make the trip. Albeit at a cost of \$1.7 billion, much of it financed by high-interest junk bonds. How much of his latest acquisition Turner will be able to retain is a matter for conjecture, but in the meantime he has established a Hollywood foothold alongside his earlier successes in cable and with satellites, and he's determined to make programing an important part of his future. Here's the latest reading on the state of his art, in an interview with BROADCASTING at MGM last Tuesday, just hours after the deal closed.*

**How do you feel about the MGM deal—elated or apprehensive?**

I'm elated, and I'm also apprehensive, I guess. We owe a lot of money right now, and that would give any intelligent person cause for concern. We're concerned, but not worried. We intend to deal with the debt in a judicious and intelligent manner.

**How?**

Well, the first assignment is to figure out how to pay off those increasing rate notes, the first \$600 million.

**Aren't you forced to divest?**

I'm forced to sell something, but it could be a number of different things. The most logical thing to sell would be the land, the studio; that's the most logical thing. But it's not inconceivable that we could either sell a piece of things or we could take in a partner in the overall company, or a partner out here. Selling the studio presumes that I keep 100% of the library. And it's possible I could sell an interest in the studio and the library, and get the \$600 million that way.

There are a number of ways to get it, and we're not under any time pressure because of our funding situation. I'm already talking with a number of individuals and companies that are interested in all or part of the assets here, and we're going to very carefully analyze all the options in the meantime.

We're progressing with a full slate of pictures, and we just promoted Alan Ladd to chairman as well as president. I've gotten to know him pretty well; I have a lot of confidence in him and in the team that's here, as I said. I don't know how long I'll be in the movie business, but it's exciting to be in it just for a little while.

Remember, in baseball I only managed one day.

**Does this represent a quantum step forward for Turner Broadcasting?**

Certainly. The main thing is the library, and that totally protects and sets a very high value on WTBS(TV) [Atlanta superstation] and gives us access to all the product we could ever need. If we never had another program, we'd have a fine channel that people all over the



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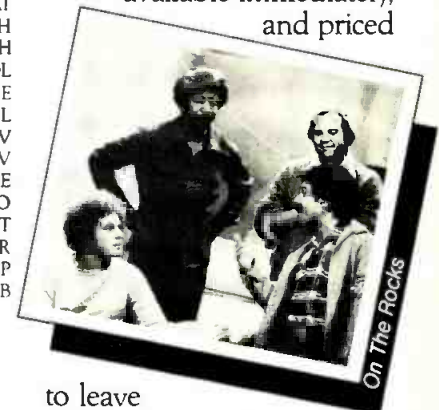
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world would want to see.

So it's going to help us. I like to call them the Rembrandts of the prograding business. In those 3,000 movies are some of the best ever made. Of all the great movies ever made, probably 35% are in the libraries that we now own.

**But don't you have to replenish those libraries with new product?**

Well, we have been doing that; we've got a lot of new product on WTBS right now. *National Geographic*, *Audubon*, *Portrait of America*, *Cousteau*, sports, the Braves, the NBA and our other football. We haven't had much problem being able to buy the rights to recent mini-series because they're not that hot in off-network syndication, but they do well for us. Like *Centennial*, and we just ran *Chiefs* last week, which did terrific numbers for us. *The Last Convertible*. We have a number of them. We've never had problems getting mini-series made for television, and we've got plenty of theatricals—I think we're in great shape.

We intend to syndicate part of the library, and we also will be leasing films from other companies. But we don't have to—we have enough that if we had to, we could live with it.

**If you had your druthers, would you keep MGM intact?**

Sure.

**And what would you do with that?**

Try and get MGM back as an important major studio out here. I mean, it's no secret that in the last few years it hasn't been very successful. If it had been, it probably wouldn't have been for sale. I mean, Kirk Kerkorian bought back United Artists, and he's got a fine operation there. He's got one of the biggest hit movies of all time, "Rocky IV," and he's got James Bond, and we're sharing distribution.

I'd like to get this place cranked back up. But my primary goal—has to be—to pay off those notes. That would mean we would have an ongoing supply of fresh product. It would be the best of all worlds.

But even if I did have to sell the studio now, that isn't to say that in time I couldn't get back into the production business. You don't really have to own a major studio to make movies; there are plenty of independent producers doing it, and we're producing a couple of situation comedies out here now.

You can hire to have it done, you can make a deal with independent producers for fresh product; you don't always have to buy it from the majors. And that's what we're doing, with *Safe at Home* and *Rocky Road*, we're ordering those to be produced down here, by our company.

**Would you consider selling the MGM name?**

Yes. We're going to consider whatever we have to do to raise the money in a reasonable period of time.

**What is "reasonable"?**

Well, we can't pay the money off for six months—we can't make the payment for six months. The interest rate goes up 1% next fall, and we would like to have it closed by then. But we're not under any pressure to do it. The rates just keep going up—every six months, another point. It's like a parking meter; it's like leaving your car at the airport. If you're going to stay a week it's better to take a cab. And if you leave it for two weeks at the new York airport you're better off to sell the car and leave it there, let them have it, because the fees are so high.

**What is a point worth on this deal?**

Well, on that \$600 million, a point would be \$6 million a year, so it's not catastrophic, I don't think. It's \$6 million a year every six months for the first two years, and then after that it only goes up—well, God forbid, if it were not paid by then—it only goes up a half point every six months.

What it is is bridge financing. It's short-term financing, and it gives you a real incentive to get it paid off.

**If the library is all you end up with, will it have been worth all this trouble?**

Sure. First of all, what is trouble? Trouble is what makes life interesting—that's why everybody is in broadcasting. Everybody in broadcasting likes trouble because you've got to worry about the ratings and stay on top of the thing, make sure the transmitters work.

If you wanted an easy job, you could be a grave digger or run a graveyard. All you do is plant the people once and then leave them there, right? Or sell cemetery lots, if you want something that moves slowly.

But everybody in broadcasting likes action. That's the whole deal, right?

**But not many have a taste for as much action as you've taken on in the past two years.**

Oh, look at all the activity that's going on in this business. Some guys are out buying more radio stations, other guys are out buying more TV stations, other guys are increasing their production capability, other guys are trying to start fourth networks, other guys are buying more cable systems. People are starting magazines, trying to hang on to the ones they have.

I mean, everybody is just running around 90 miles an hour in this business. And I'm just trying to keep up with them, stay ahead of the game a little bit.

**But from a cost benefit basis or something, is the library worth what you will have had to pay for it if that's all there is in it?**

Well, I certainly think so, or I wouldn't have done it. Paul Kagan thinks it's worth more than we paid for it. Drexel Burnham Lambert did a little 17-minute tape for the bond buyers. I never saw anything like it. After I made my little 10-minute speech, and after we showed the tape, the buyers applauded and then went on to buy \$1.4 billion worth. Where else can you get this kind of money in one day?

**Well, you do have the library now. Do you plan a new movie channel?**

We've been looking at it but we don't have anything in the works at the current time. First of all, the majority of the pictures are in some form of license, and there really are not enough quality pictures available at this moment to put a worthwhile channel together. So it would have to be something that we would do in the future. Certainly nothing stops us from doing it in the future.

But we may choose not to do so, and just license the films to various other sources and use them for WTBS. But we could start another channel if we wanted to. Certainly in time, when some of the films come back.

**When does this package become available to you?**

Some of the films are available to me now. And some of them are licensed to others—the key is whether they're licensed in the Atlanta market to another station. We have a good number of the Warner Brothers films and a few of the RKO's and a few of the MGM's. Most of the library which is in syndication becomes available to us during the next four years.

All of the film companies have pretty well gone and tried to get common expiration dates in syndication so they can put the movies back into syndication packages or sell them to pay TV. There's also a long-term deal with both Showtime and HBO, a 10-year deal that was concluded last year.

**Are you going to co-venture with Tele-Communications Inc.?**

We're talking about it. We really only had that conversation in Dallas, and we're going to be getting together—hopefully within the next two weeks—to talk about a number of different projects.

**Might they involve CNN and your other properties?**

Well, [TCI President] John Malone told me TCI already has about 600,000 shares of our stock, which is about 3% of the company, which makes them the largest shareholder, other than me.

I'm very excited about that; I think that's great. We've asked John to serve on the board. I've been discouraged about the cable industry's lack of willingness to spend the kind of money on programming that is needed to get the cable industry into most of the homes in the country, the overwhelming majority of American homes. And it was great to hear John Malone [TCI Senior Vice President] and John Sie

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say that they think the industry needs to do that now. That there should be some basic programming that knocks people's eyes out, like the major mini-series, like *Shogun* and *Winds of War*—the high-budget stuff, two million bucks an hour.

That's what we're talking about. And that really excites me, because it's going to be good for everybody in the cable business. It's going to take the same kind of cooperation that the networks and the affiliates have where basically the affiliates give the networks a lot of time in exchange for programming, so the network will have the combined resources to produce expensive first-run programming. That's why the network system works.

The cable operators haven't put out that kind of dough before. But as John points out, first the cable industry has been wiring the country for the last 10 years, and most of its resources have gone into stringing all the wire. But in the next two years, in Chicago and the boroughs of New York, most of the wiring will be done. And second, the cable operators have been gobbling each other up with their excess cash flow. And that's going to slow down, too, because pretty soon there won't be anything left to acquire. So it's only logical for the industry to start thinking about making a major commitment to programming.

**Are you prepared to go into the production business yourself, even without an MGM studio?**

Absolutely. I suggested to John that while the studio is where it is, and that this would be a wonderful place to do it, you could start a production company the day after tomorrow. Indeed, we already



have one; Turner Program Services already is in the programming business now, underwriting *Cousteau* and working with the National Geographic on this and that. *Portrait of America*. We have been producing a lot of stuff anyway. But there's a lot to be said for being right out here and having the facilities and everything to do it.

**Are you going to have the capital at MGM to produce significant motion pictures?**

We've overfunded the transaction by \$200 million—we've got \$200 million to fund motion picture development until we decide how we're going to go. We and Drexel felt that was absolutely necessary so we could continue in operation until we decided what it was going to take to raise that \$600 million.

**So, roughly, do we look to the next six months to answer most of these questions?**

Right, or sooner. But I'm going to take a little bit of time; there are a number of people I've got to talk to. There are a number of different companies, and most of them have already been reported. There's a lot of interest. There are only seven major studios, and this is one of them, and even though it's had a troubled recent past, it's probably the most famous over a period, over the total time of the motion picture business.

Somebody said, and I don't know whether it's true or not, but after Coca-Cola, the most widely recognized trademark in the world is Leo the Lion.

Good thing the symbol wasn't a goat, right? Or a turkey. Louis B. Turner.

**What else is on your list?**

Right now, I'm bogged down in figuring how to pay off this \$600 million before I do anything else. That's going to be the top priority, figuring out what we're going to do and then doing it.

**Is there a possibility that you might sell a CNN or a TBS?**

No, no. It'd be crazy to do that. The whole idea is—the whole is stronger than the sum. Divided, the companies aren't nearly as strong as they are together. It's conceivable that I might sell a piece of something to the public, a piece of MGM to the public.

**Do you have a best-case scenario of what may happen next or what you hope will happen next?**

Well, I hope Reagan doesn't invade Libya. I'd like to figure out a way to keep this thing by selling an interest or taking on a cash-rich partner or something. I'd like to keep it—I'm a buyer, not a seller. That's the only reason I'm even thinking about selling, is because that was the only way we could put the financing package together. They figured we were a little too leveraged.

Originally, we were planning on a financing package that would have given us more time than we have been given, but it didn't work out that way.

**Have you had enough time in your private moments to think about the company you have created as of this moment? Forget what may have to happen to the various parts of it. But what is that company and how does it fit into your vision?**

Every bit of it fits. It's the most vertically integrated entertainment and news company the world has ever seen.

I mean, CBS owned the Yankees, but they didn't even have the rights to the Yankee games. No one has ever owned enough programming and produced enough programming to run three 24-hour networks, and no one else has ever had a 24-hour network all over the world. CNN is already all over the world—no one has ever done that before.

We were the first ones to put an advertiser-supported channel on the satellite, we were the first ones to do 24-hour news—we were the first ones to own a basketball and a baseball team; we're the first people to start a private Olympics. And now we own the largest and finest movie library that there is on this planet. And it's all in one place; we've got our own programming and our own distribution system.

The only thing is that it's mighty big. It's about 18 different businesses—that's a lot of businesses. The only thing we don't have is a BROADCASTING magazine. But if you're talking television, we've got it. We're from one end of the spectrum to the other. There's absolutely nothing that we don't have, except one of the three networks. That's all we don't have right now. But after that, there would be nothing else to buy except an auto company or a soap company. I'm just kidding. There'd be nothing left.

It would be nice to have stations in New York, Chicago and L.A. But in the meantime, we're in there on cable, and the rest of those three markets are going to be wired in the next couple of years.

**How soon are you going back after CBS?**

I think the network business is never going to be the same as it was. It's going to be tough from here on out, just like the rest of the broadcast business, because there are a lot of people picking at it. Lexington Broadcasting is picking at them; we're picking at them, MTV is picking at them—they're being picked at from all sides. And you know, ABC streamlining is just the beginning. All three of them are going to be streamlined before it's over. The days of the big, wasteful, high overheads are over. The golden days of the three networks are over.

**Is that bad?**

No, it's good. It means that there will be more voices. In other words, instead of just three voices, there are going to be many voices, and that's good. In my opinion, more originality, more opportunity for different ideas. CNN is entirely different from CBS—and a lot of people think it's a lot better.

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gotten more and more—more independent stations, more of everything. There'll be a whole universe of competition that wasn't there 10 years ago.

**What is your own involvement going to be at MGM? Will it look like your involvement in CNN or TBS?**

Well, I'm not really involved in anything any more—not in day-to-day operations. And I don't intend to be. I really don't have the time to be.

But there are certain things that need to be done. Primarily, I'm going to be concentrating on working with Bill Bevens and Drexel Burnham on getting our next financial moves made, and also going to the Goodwill Games and doing my regular dog and pony show work of going around and making presentations and sales calls and whatever else.

**But do you still harbor an interest in it?**

Certainly—if there were an opportunity to do something on a friendly basis—and I'm certainly in no position to do anything unfriendly. Unfriendly doesn't really work anyway. It's virtually impossible to do an unfriendly takeover of a network because they have enough time during the regulatory process to defend themselves. And CBS, particularly, is really almost bulletproof because of the New York State law that went into effect. And you can't do it with junk bonds; you'd have to have all cash to do it. I'd say it was virtually impossible.

But on a friendly basis, I'd certainly give it consideration. Sure.

**Is that something you learned after you tried to take it over?**

Yeah. It was more possible then than it is now because CBS has erected a lot of defenses that it didn't have at the time.

**Had you planned to bring in cash?**

I was going to see what happened. I was really so busy duking it out

with them over the regulatory things—one thing they did is that they kept me from being able to spend a lot of time raising cash. But I was going to try to get some cash, and there were some opportunities there.

The problem was that most people were scared—they were scared that we'd be unsuccessful and that *60 Minutes* might do reprisals. They were more worried about the so-called power of CBS than they should have been, because the power of CBS is pretty much like the power of the Wizard of Oz, with Tom Wyman running around helter skelter through this big facade, but behind it they're just scared guys like everyone else.

They're just human beings, and I just don't see how any of the networks can use their news operations to punish someone that went after them. I just don't think they can do it; it would be too transparent.

But I've got my plate full right now. And I've got an obligation to the people who bought those bonds. And my hands are pretty well tied, too. There are a lot of restrictive covenant things in there. I've got to get this thing turned around and get my house back in order for now. This is a big bite.

Unless a friendly opportunity arose. And I anticipate that that will happen. I mean, I've had conversations with Jim Dowdle [of Tribune Broadcasting] and with Rupert Murdoch, too; we talked about a number of things but I don't anticipate anything happening with them, either. Everybody's got his little agenda, as I do. I mean, Rupert's got his, he's got a ton of debt, and the Tribune just bought KTLA and they've got a big debt.

**Did it cost you \$15 million on the CBS deal?**

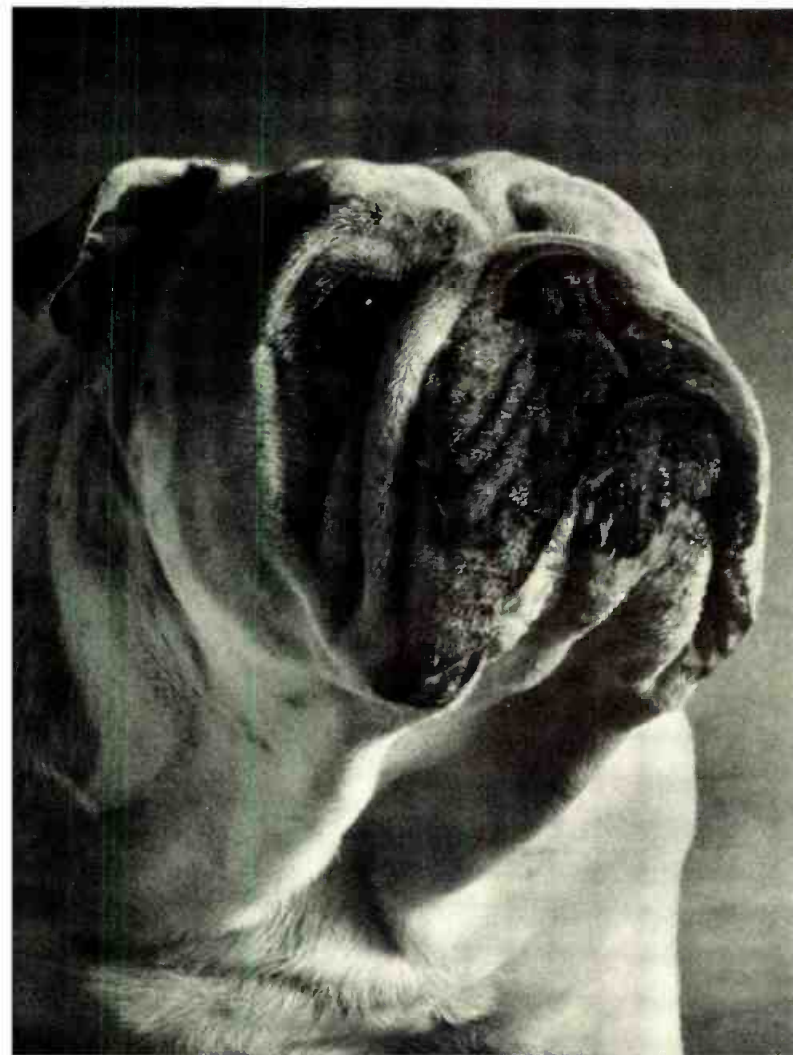
I think it was about \$18 million.

**What did it cost you to hold off NBC when it was going after a cable news network?**

Not much. We did put in some discounts for the big operators, and

## bull·dog

\ˈbül-dog\ *n.* 1: a muscular, tenacious breed marked by vigor, known to be both tough and smart. 2: *pl.* a group of tenacious, determined, savvy people who are winners at what they do.



that might have cost us \$4 million a year, something like that, for three years—\$12 million total. I don't know, but it was probably in the \$10 million to \$12 million range.

The cable industry basically just stuck with us, and I went around and talked to the leaders of the industry and I said, you know, "You put NBC in business, I'm gone; it's just that simple. You have to choose, you want them or you want me. Just that simple."

Because I told them, with this MGM purchase, "I can't stand another \$100 million hit like the last time [in fending off competition from the ABC-Westinghouse Satellite News Channels]. I can't afford another \$100 million war at this time, now you have to make your decision—do you want me or do you want me to be gone? All you do is say it and I'll sell out." A network whose affiliates don't want it, cannot exist. You know? And the cable operators are affiliates, just like NBC's affiliates. If all of NBC's affiliates gang up on them that's the end of NBC. And particularly a cable network because in the cable business, there's only one cable system in the market.

**When you were speaking at the NCTA convention about this deal you said it would be the first time that a major motion picture company was owned by the cable business. Is your allegiance so with cable?**

Well, I do business with everybody. But all you have to do is look where the bulk of my business is. The bulk of my business is in cable. My syndication is a small part of my business; I'd say 5% of my revenues aren't cable related.

There are a number of companies that have investments in both fields, and I think it's pretty hard to be in just one or the other. Particularly if you're in the programing business, you have to do business with everybody.

There isn't a major programer in America that doesn't do business with both cable and with broadcast. MCA has an investment in USA Network, and they sell programing to cable networks; they sell them to HBO and Showtime. I mean, everybody that's in the programing business does business with both broadcast and cable. And many companies have direct investments in both, like Cox and Storer; we could reel them off for an hour. They do compete with one another, to a degree, but then on the other hand, everybody competes. Think of all the group broadcasters that have some NBC affiliates and some ABC affiliates and some independents. I mean, everybody that's in this business as a major player is doing business with more than one form of distribution or more than one supplier.

**I just wonder if that attachment indicates your belief that the cable industry is the wave of the future, the way to go.**

Well, I was concerned about the cable industry: I was concerned about its ability to be the big winner because of its unwillingness to invest in programing. And that was why I was so optimistic at the NCTA, because for the first time the company that is probably the leader of the cable business really came forward and said we need to be spending more money on programing. That really is encouraging, that helps everyone in the cable business, because if the programing is better, the penetration levels will go up and that helps all the cable programing services, because our big problem with cable programers was the advertisers. The advertisers don't perceive that we have reached a critical mass, say, 65% or 70% penetration, that would open the floodgates. The shares will go up significantly at that level.

Most of your big package goods advertisers feel that they need broad reach, and that they can't get it in cable. They can't get 70% of the country, while they get 95% of the country with the networks. That's the biggest drawback, and that's one of the three reasons why we get such a small share of the advertising business.

**What are the other two?**

One of the other reasons is that there are so many of us—so many cable networks—that we fractionate the audience and nobody gets a very big slice. And we suffer from a lack of promotion too. Each one of the major networks has an affiliate in that market that only has one programing channel, and they promote like hell on that channel

and they have high visibility. Whereas the 25 cable networks are relatively weak economically; the cable system is promoting cable, per se, because they want people to subscribe. They're not programing any one individual channel, they want to promote all things. So the cable programs don't get the promotion that the network programs do.

And the third thing is—and as a result of that, the ratings are small, so there's not that much money to go into programing, and then the other thing is that there are so many cable networks and so much inventory in all of those cable networks, that when an advertiser does go into the cable universe with a budget, there is so much availability that the prices are depressed, so we end up getting about half the cost per thousand that the networks do.

So, we're like the Third World countries—all basically starving to death. While a few live in relative grandeur in the palace on the hill, the rest of us are all living in the rice paddies and little tin shacks. That's the cable guys.

**How do you get out of that?**

You get out of it, first of all, by getting the 70% penetration, and we're nearly equal the three networks, at least as far as being able to amortize a program, to amortize the cost over the entire universe, number one. Number two, you've got to get some support. Certain channels will have to have significant support from the cable operator. Since he's charging \$10 a month, if he wants to be able to collect that \$10 a month and keep people happy, he's going to have to provide some programing that they don't get anywhere else.

Now with CNN, that's being provided. For somebody who likes news, they've got to have cable. I mean, if they're real sports junkies and they like minor sports, you know, they like tennis and golf and karate and things like that and they really are a college basketball nut, they've got to have ESPN. If they like first-run movies, uncut, and they don't want to bother with the video store, they've got to have HBO or Showtime. And if they're one of the kids who like video music, they've got to have MTV.

But the one element that is lacking is the one that John Malone talked of, and that is high-profile, advertiser-supported, expensive, first-run programing on cable. And that is something that I'd like to work with the industry on. I think that the reason John approached me about it is that we've done the best job and we're the most independent of all programers. ESPN is now controlled by ABC, and ABC's primary loyalty is going to be to the ABC network because that's where 85% or 90% of its revenues come from. Whereas 85% of my revenues come from cable, 85% of Capcities' comes from broadcasting—or 90% I don't know. ESPN maybe does a hundred million out of 3.5 billion, so that's 3%, right?

And you're going to tend to put your best effort where you have your highest chance of getting it back, right? I mean, ESPN wouldn't go after *Monday Night Football*.

**Can cable get to 70% without going satellite?**

They can get to 60% or 65% on cable and the other 5% to 10% would be DBS. And I'm talking about DBS in those areas that aren't served by cable for the most part. Anybody that has a good modern cable system available to him is far better off with cable than with a satellite receiver, particularly when there's scrambling, because you get the local channels clearly. Whereas if you've got a satellite receiver, you've still got to have an outside antenna, a directional antenna to get your UHF stations and the local stations—with cable it's all in one package. And it doesn't require another unsightly antenna.

**Are you still looking into some sort of C-band direct venture?**

Probably. I think that the cable operators as well as the cable programers need to serve that market in order to help cover the cost of amortization of the product. And now that scrambling is here, those people will be paying their fair share of the cost of producing the programing. So it will just help everybody.

**Do you have a vision of what Turner Broadcasting will look like five or**



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12	<b>WAGA</b>	Atlanta	62	<b>KVAL</b>	Eugene	112	<b>WMAZ</b>	Macon	162	<b>KLST</b>	San Angelo
13	<b>WRDW</b>	Augusta	63	<b>KVIQ</b>	Eureka	113	<b>WISC</b>	Madison	163	<b>KENS</b>	San Antonio
14	<b>KTBC</b>	Austin	64	<b>WEHT</b>	Evansville	114	<b>KEYC</b>	Mankato	164	<b>KFMB</b>	San Diego
15	<b>KERO</b>	Bakersfield	65	<b>KTVF</b>	Fairbanks	115	<b>WLUC</b>	Marquette	165	<b>KPIX</b>	San Francisco
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17	<b>WABI</b>	Bangor	67	<b>WBTW</b>	Florence	117	<b>KTVL</b>	Medford	167	<b>WTOC</b>	Savannah
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22	<b>WBMG</b>	Birmingham	72	<b>KJEO</b>	Fresno	122	<b>WCCO</b>	Minneapolis	172	<b>KELO</b>	Sioux Falls
23	<b>KXMB</b>	Bismarck	73	<b>KYGN</b>	Glendive	123	<b>KXMC</b>	Minot	173	<b>KTNL</b>	Sitka
24	<b>KBCI</b>	Boise	74	<b>KLOE</b>	Goodland	124	<b>KPAX</b>	Missoula	174	<b>WSBT</b>	South Bend
25	<b>WNEV</b>	Boston	75	<b>KREX</b>	Grand Junction	125	<b>WKRQ</b>	Mobile	175	<b>WSPA</b>	Spartanburg
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31	<b>KFVS</b>	Cape Girardeau	81	<b>KGBT</b>	Haringen	131	<b>WCBS</b>	New York	181	<b>WTHI</b>	Terre Haute
32	<b>KCWY</b>	Casper	82	<b>WHP</b>	Harrisburg	132	<b>WTKR</b>	Norfolk	182	<b>WTOL</b>	Toledo
33	<b>KGAN</b>	Cedar Rapids	83	<b>WFSB</b>	Hartford	133	<b>KOSA</b>	Odessa	183	<b>WIBW</b>	Topeka
34	<b>WCIA</b>	Champaign	84	<b>KAYS</b>	Hays	134	<b>KWTY</b>	Oklahoma City	184	<b>KOLD</b>	Tucson
35	<b>WCSC</b>	Charleston, SC	85	<b>KGMB</b>	Honolulu	135	<b>WOWT</b>	Omaha	185	<b>KOTV</b>	Tulsa
36	<b>WCBS</b>	Charleston, WV	86	<b>KHOU</b>	Houston	136	<b>WCPX</b>	Orlando	186	<b>WCFT</b>	Tuscaloosa
37	<b>WBTV</b>	Charlotte	87	<b>WHNT</b>	Huntsville	137	<b>KEPR</b>	Pasco	187	<b>KMYT</b>	Twin Falls
38	<b>WDEF</b>	Chattanooga	88	<b>KIDK</b>	Idaho Falls	138	<b>ZBM</b>	Pembroke, Bermuda	188	<b>KWTX</b>	Waco
39	<b>KYCU</b>	Cheyenne	89	<b>WISH</b>	Indianapolis	139	<b>WMBD</b>	Peoria	189	<b>WDVM</b>	Washington, D.C.
40	<b>WBBM</b>	Chicago	90	<b>WJTV</b>	Jackson	140	<b>WCAU</b>	Philadelphia	190	<b>WWNY</b>	Watertown-Carthage
41	<b>KHSL</b>	Chico	91	<b>WJXT</b>	Jacksonville	141	<b>KTSP</b>	Phoenix	191	<b>WSAW</b>	Wausau
42	<b>KPCO</b>	Cincinnati	92	<b>KRCG</b>	Jefferson City	142	<b>KOAM</b>	Pittsburg, KS	192	<b>WDTV</b>	Weston-Clarksburg
43	<b>KJWV</b>	Cleveland	93	<b>WJHL</b>	Johnson City	143	<b>WGME</b>	Portland, ME	193	<b>WTRF</b>	Wheeling
44	<b>KKTV</b>	Colorado Springs-Pueblo	94	<b>WWMT</b>	Kalamazoo	144	<b>KOIN</b>	Portland, OR	194	<b>KAUZ</b>	Wichita Falls
45	<b>WLTV</b>	Columbia	95	<b>KLTV</b>	Kansas City	145	<b>WAGM</b>	Presque Isle	195	<b>KWCH</b>	Wichita-Hutchinson
46	<b>WCBI</b>	Columbus, MS	96	<b>WBIK</b>	Knoxville	146	<b>WLNE</b>	Providence	196	<b>KXMD</b>	Wilmington
47	<b>WRBL</b>	Columbus, GA	97	<b>WKBT</b>	La Crosse	147	<b>KHQA</b>	Quincy-Hannibal, MO	197	<b>WJKA</b>	Yakima
48	<b>WBNS</b>	Columbus, OH	98	<b>KLFY</b>	Lafayette LA	148	<b>WRAL</b>	Raleigh	198	<b>KIMA</b>	Youngstown
49	<b>KZTV</b>	Corpus Christi	99	<b>WLFI</b>	Lafayette Kokomo IN	149	<b>KTVN</b>	Reno	199	<b>WKBN</b>	
50	<b>KDFW</b>	Dallas	100	<b>WLYH</b>	Lancaster-Lebanon	150	<b>WTVR</b>	Richmond			

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**10 years from now?**

Well, I really believe that in five years CNN will be available in virtually every nook and cranny on this planet via satellite. It already is almost; for 12 hours a day we're on the Armed Services Network, and anybody with a satellite receiver can pick that up.

But on a 24-hour basis, we need to get on the Arab satellite to get to the Arab world, and then we need to get on the Indian satellite to get the Indians, and we need to get on the Indonesian satellite to get to Indonesia. And basically, we need a stronger satellite over the Pacific. It takes a huge air station to pick us up, and that's what they have in Japan and Australia. But, of course in Europe, we're on a strong satellite. And we need to cover the southern part of South America, and we need to get on the African satellite. And they're talking about it.

And everybody in the world—certainly all the world leaders—are going to need CNN, because in a world where information is instantaneously available, no nation and no leader can afford to be getting their news and information 12 or 15 hours behind the rest of the world.

One of the real tragedies in the world is—you take Africa, which is the most deprived continent on earth. I think we have over 30 communications satellites serving North America. You know how many serve Africa?

**One?**

Yes. I wonder what percentage of the African people have television sets—maybe 10%. Half of them don't even have enough to eat.



You've got to have grey before you worry about color. Or high-definition television. They don't even have radios.

**Does that represent commerce to you? Or is that a humanitarian thing?**

Well, both, because in the long term, you can't have a world where half the people are starving. It just isn't going to work. And there's no reason for it—not with all the tools we have available to us today.

And it's bad for the developing world because we're in the business of commerce, and you can't sell somebody something if he's starving to death. I mean, we're much better off—by spreading the wealth around in our country and creating a big middle class, we've created our prosperity. In many other countries that don't have what we have, you know, you've got to have people who can afford to buy things or you can't have an economy.

**But by commerce I mean, does the spread of CNN to all those countries represent a good business for you?**

I think it'll be a good business. First of all, they'll pay for it, and it doesn't cost much more to do; all it costs is the additional satellite. In some instances we're talking with some African countries, and they're talking about how they don't have that much going on the African satellite anyway, and we're talking about putting CNN up there just for nothing. Just to get it to them.

**What about the other elements of your company. Where will they be in five or 10 years?**

Well, my hope is that cable will be in 70% of the homes in the country

by 1991. I mean, that's conceivable. We're in 47% of the homes in the country right now; the unduplicated reach of CNN, headline news and WTBS is 47%. We'll be in over 50% by the end of the year. But we only have to add 20% in the next five or six years to get there. We're over two-thirds of the way there.

**Do you think you may have a conventional television network within that time frame?**

It is conceivable. The only way it will happen, however, is for somebody to want us to have it—For a conventional television network or station group to decide that its future is better aligned with us than fighting us. And if that opportunity arose, I would certainly give it every consideration.

There would be a lot of advantages to such a system, and in today's world with so many different voices, I don't think it would pose any antitrust problems, because there are so many other sources. I mean, you take the advantage, the economic might of GE and RCA. It's a very powerful combine and one that gives me concern, particularly since the two companies combined I think are the first or second largest military contractors.

I think it's best that the major broadcasting voices not be small pieces of a huge company with a large other agenda, where they could be accused of using their news power to influence public opinion. For instance, in the case of GE-RCA, to push the continuation of the arms race because they have billions and billions of dollars. Their arms business will be bigger than the network business—that's not good. In my opinion.

We are going to have to stop the arms race, at some point, or we're all going to be dead. There has never been an arms race in the history of the world that didn't sooner or later lead to war.

I mean, look at Reagan; he's out there flexing his muscles right now. He has to go do something with it, right? That's really terrific. He's picking a fight with one nation of two million people in Nicaragua, less people than there are in Atlanta. And the other one is four million Arabs in the sand over there in Libya run by a nut.

**A question about the Goodwill Games.**

Sure.

**What sort of jeopardy does that represent for you?**

I don't think any, unless there's a nuclear war or some major catastrophe. If the games get called off, we'll get hurt, and the only way that could happen is if there were some really major crisis between the two countries.

**But the financial aspect of it is not serious?**

No; I don't think there's a lot of upside or a lot of downside to it. I mean, our cost is \$32 million-\$33 million, roughly. And our revenues will come close to that. We should have done better, and we still could, we still could. You know, we're going to sell advertising going into the games. We'll be selling it *during* the games.

**Well, there must be another kind of upside.**

I can't wait to see it. I'm going over to Moscow so I'm not going to be able to watch it on television. But I think it's going to be a really super event. It's going to show that we can do it. Nobody in television has ever done one of these things other than a major network. But Bob Wussler [executive vice president of TBS] can do it.

It's a big deal. Hundreds of cameras are going to be involved, dozens of on air people. I mean, it's a huge project to put on, it's a \$100 million event. And when the Olympics do it, it's hundreds of millions. We're just lucky that the Soviets happened to have all the venues already done and not having to build any stadiums or anything, they have everything they need there. But just for the television side of it, it's \$100 million. That's a lot for two weeks, right? And that's doing a lot of the work at Soviet wages, which are a lot less than they are here.

**A personal question. Are you still enjoying the chase?**

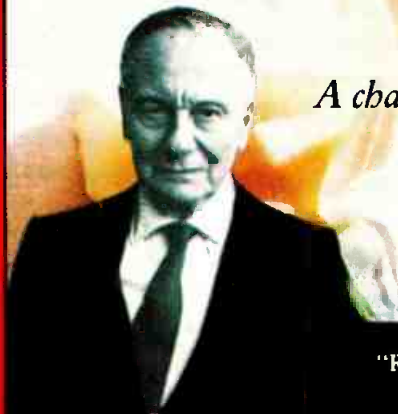
Well, I'm a little tired right now.

This has been a long chase, it's been very complex, and right now

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Stuart Wilson  
John Gielgud*



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**And There's  
More To Come**



**ENTERTAINMENT**

I'm a little tired, as I said. But I'm very, very happy and I'm very excited and I'm very optimistic.

This is a personal question of a different sort. You went into business in 1963, assuming the billboard company that your father owned. What was your net worth at that time?

About a million.

Taking into account both the assets and the liabilities that come with the MGM purchase, what is your net worth today?

Somewhere between \$800 million and a billion, I would say. I mean, the stock is selling at far less than that, and there are so many uncertainties, but we were offered \$600 million for CNN, and WTBS has a \$60 million cash flow before we buy the MGM library. So, at 10 times cash flow, it ought to be worth \$600 million also, so that's a billion two. And we owed \$200 million. That's a billion.

And I was offered \$600 million for all of CNN when NBC was sitting out there at the beginning of the NBC thing. And CNN's profits, cash flow for the first quarter are more than double what they were last year. I mean, we're handling it, CNN is doing well now.

And I really believe that we paid for MGM what MGM was worth. I think that's neither a plus or a negative at this point. In the long term, it will be a plus—but I think we paid more for MGM than anyone else would have paid by probably \$200 million-\$300.

I mean, when I bought the Braves, people thought, well, that was crazy of him to buy the Braves. But it was obvious that I would have been paying out a fortune for rights fees for the Braves. If you know that you're going to do terrifically then you're just going to have to pay higher prices when your lease expires, and you're just much better off buying your location if you possibly can.

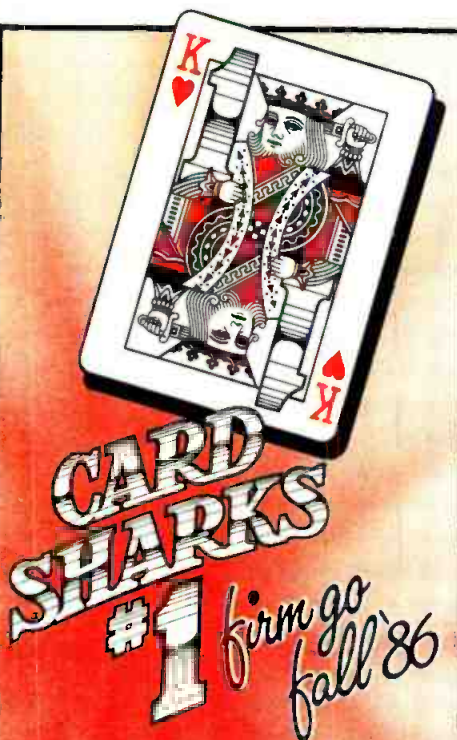
So this was a good move. The only question is: Did we pay too much? I mean, anyone who says that this was a foolish move doesn't understand.

They're probably the same people who said CNN wasn't going to work. Right? And I haven't heard that many people say that this was a bad deal, either. I mean, by now people have had so much egg on their face by saying Turner's done it this time, and it always comes out. I just think things through carefully, that's all. I'm no genius, I'm not at all; I just happen to look five years or 10 years ahead and think things through, that's all. And I discuss it with other people, too. This was a carefully calculated move. Just like CNN was. I thought about it for years. I thought about putting WTBS on satellite for years. It takes that long to do it.

I wouldn't trade places with any other company in the communications business as far as their television assets are concerned. I wouldn't trade places with NBC, not on your life; I wouldn't trade places with Capcities, with the ABC network, no way. All they are is a distribution system; they don't own any programming at all. It's a good distribution system and a very solid operation, but they've only got one channel—at least CBS and NBC do.

And we have multiple channels; and already all three network news departments are either losing money or breaking even. And we're making money on CNN. We're making more money in sports than any of the three networks and we're making more money on news than any of the three networks. Because we're in it on more of a full-time basis.

As to the long-term viability, we'll just have to see what happens. Obviously there is going to be a need for networks because the stations are going to need a source of programming. But how profitable they are is another question because today, anybody can go into the network business. I mean, Lexington is in it, Murdoch is going into it to a degree, the Tribune Company is going into it, even Dan Ritchie [of Westinghouse Broadcasting] is going into it—he's got a lot of network affiliates. You know, you can preempt network programming. Right? And that hurts the network when its programs get preempted, and with more alternatives, you know, it's going to be interesting to see what happens. There's no question in my mind that there's room for everybody. But it's not going to be on a silver platter any more. People are going to have to work for their money in this business. ■



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for February unavailable as of publication deadline.



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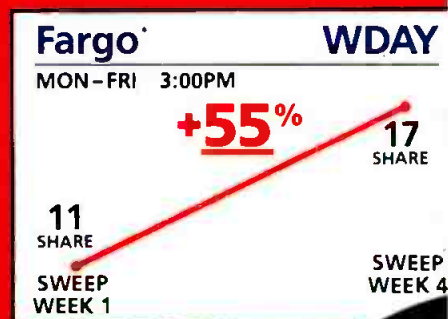
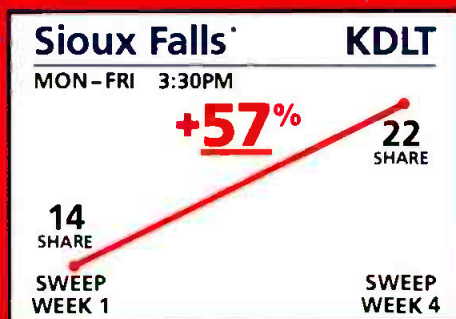
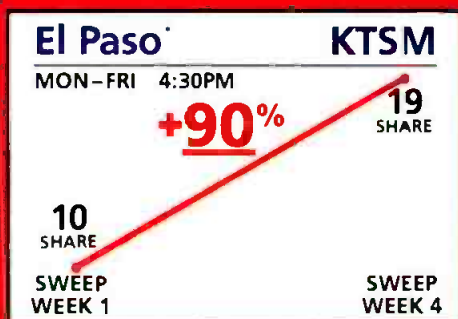
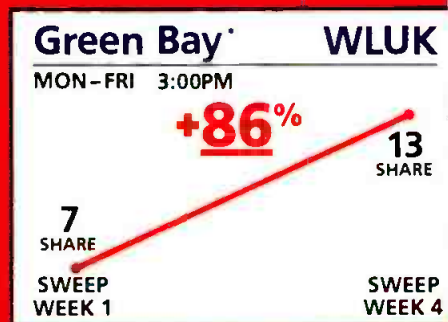
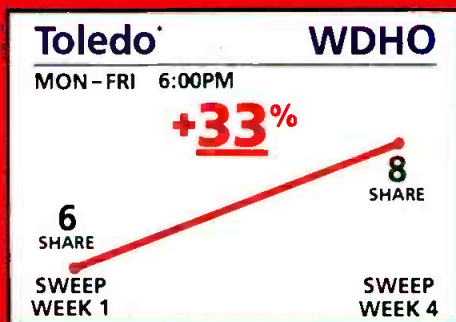
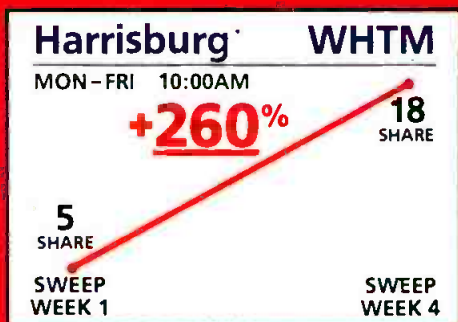
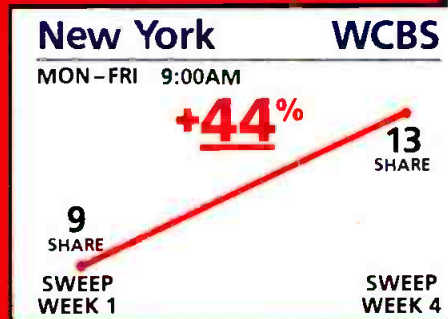
# THE

# Per

After only two weeks on the air, "Perfect Match" entered its first sweep.

And from week #1 to week #4 of its initial sweep, "Match" became an audience favorite, turning around its time periods by boosting household shares.

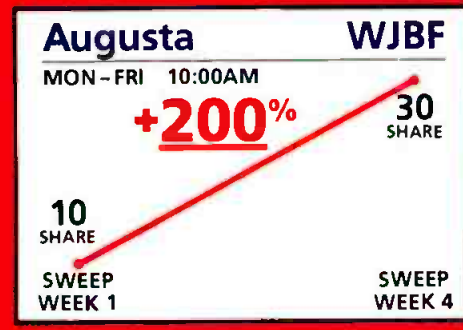
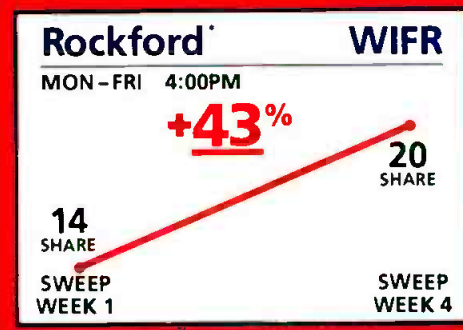
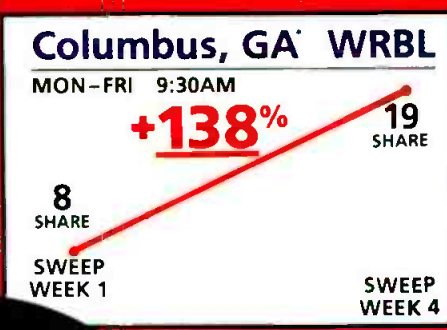
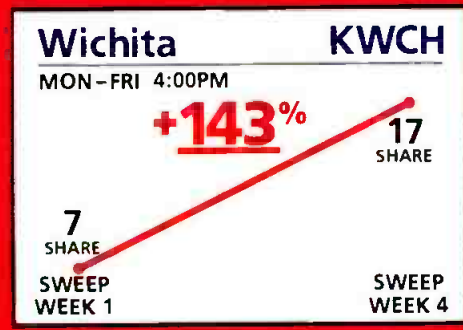
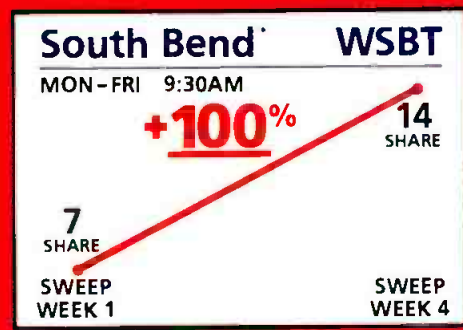
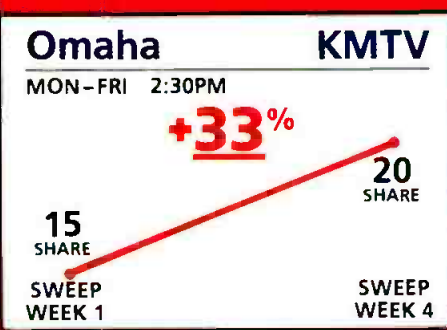
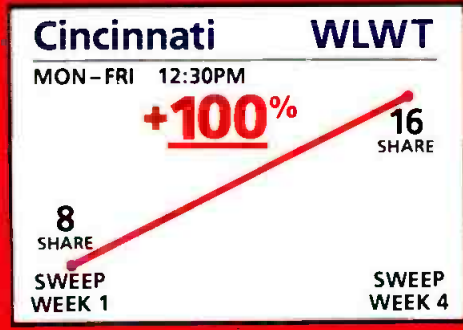
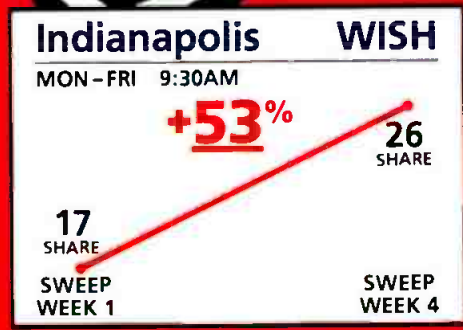
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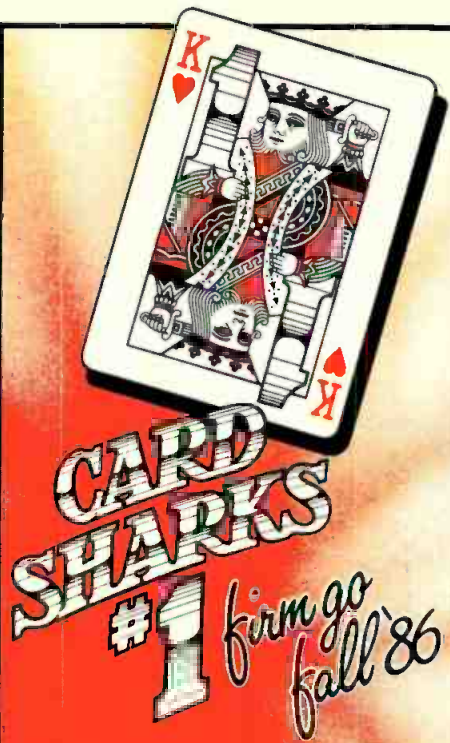
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 IN SYNDICATION

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# Programming

## ABC cuts number of sports anchors

**'Monday Night Football' will now be two-man team, Gifford and Michaels**

ABC Sports President Dennis Swanson is moving swiftly to mold the division into the shape he thinks it should be in. He has decided to do away with the three-man announcing format (in favor of the two-man format used by the other networks) that his predecessor, Roone Arledge, established for both *Monday Night Football* and the network's Major League Baseball telecasts. Word was last week Swanson had decided to bring in Al Michaels as play-by-play announcer for *MNF* and to switch Frank Gifford, who has been doing the play-by-play for *MNF* for 15 years, to the analyst spot. Michaels, who has been with ABC since 1977, would continue to do play-by-play for the network's baseball telecasts as well. He has also been prominent as an announcer during ABC telecasts of the summer and winter Olympics games since 1980.

If Gifford can be persuaded to take the analyst spot on *MNF*, the plan is to move O.J. Simpson to college football as the main analyst, replacing Frank Broyles. (But last week, sources said both CBS and NBC have considered wooing Simpson to an NFL analyst position at their shops.) Swanson has also apparently decided to buy out the sec-

ond year of Joe Namath's contract for \$850,000. Namath had been criticized for his lack of insight as an analyst last year, his first season on *MNF*.

ABC would not confirm any of the pending moves on the record. But a source who asked not be named said reports of the moves "pretty much reflect what ABC Sports' thinking is." Sources commenting on the planned changes by and large thought ABC Sports would be better off. While the buyout of Namath's contract won't be cheap, observers noted that in the long term the two-man anchoring formats will be more cost efficient and more effective on the air. "It is our feeling overall that two commentators on football is a comfortable number," said CBS group executive vice president Neal Pilson. With the limited time between plays in a football telecast to comment on play, said Pilson, three off-camera voices tend to create clutter, often making it difficult to render "cohesive observations."

As for baseball, ABC is expected to pair analyst Jim Palmer with Michaels (play-by-play) when the primary telecast is an American League game, and Michaels with analyst Tim McCarver when the primary telecast is a National League game. The secondary telecasts will be done by Keith Jackson (play-by-play) with Don Drysdale as analyst. □

## Disney to bring 'People' to the air

**Syndicator has also lined up a retitled 'At the Movies'**

Walt Disney Domestic Television added two more series to its list of syndicated properties last week—*People*, a half-hour strip for access based on the Time Inc. magazine, slated for the fall of 1987, and Tribune Entertainment's half-hour movie review program, *At the Movies*, which will be retitled *Siskel & Ebert & the Movies*.

Disney now has four series and a film package in syndication, including one first-run project for 1987, *Duck Tails*, an animated strip. Richard Frank, president of Walt Disney Studios, said that one more project may be announced this year.

Marketing plans have not yet been formulated for either show, but Frank said that Disney's head of sales, Robert Jacquemin, senior vice president, was currently exploring various options. He said *People* will presumably be sold for cash plus barter, like other first-run access strips. Marketing plans for *Siskel & Ebert*, currently cleared on a barter basis by Tribune Entertainment, will be made after conferring with some of the 146 stations that now carry that show.

Frank, formerly with Paramount, said Disney decided to go ahead with *People*,

after in-house research showed a void in the fall 1987 first-run market as other syndicated shows decline in ratings and/or get canceled. *People's* 52 weeks of first-run episodes, and an hour-long weekend edition, will be produced at a cost of between \$500,000 and \$600,000 a week, making the total yearly budget between \$26 and \$31 million. Another \$5 million will be spent on distribution. As the rights holder, Time will receive a share of the show's profits, and will have a representative on the show's set. *People* will maintain a 40%/60% mix of people news versus entertainment news, Frank said, as opposed to the 100% entertainment news emphasis of *Entertainment Tonight*. Although the show will draw on the magazine's files, information will not mirror its content. No decision has been made on hosts or how the show will be organized.

As for *Siskel & Ebert & the Movies*, Disney acquired the distribution rights by out-bidding Tribune in what was the final year of its contract with the two Chicago-based movie critics. Frank said that the show will retain its basic focus, and will continue to be produced in Chicago, although the graphics and the set may change. The contract also calls for the production of specials during the year. □



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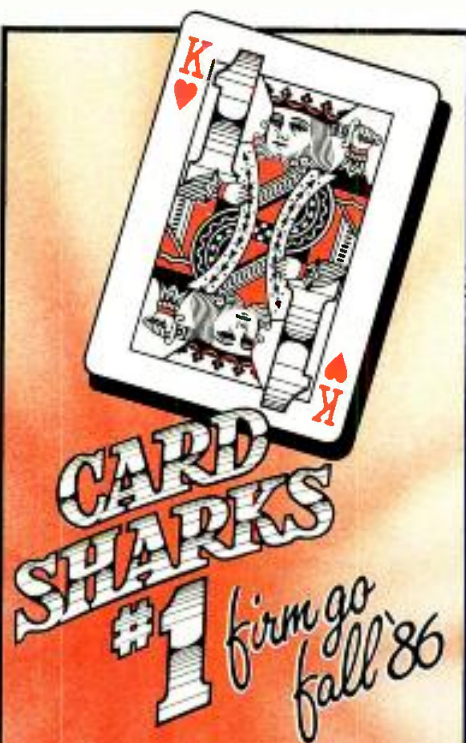
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**No. 1 WOMEN 18-49**

**No. 1 WOMEN 25-54**

**No. 1 TOTAL MEN**

**CARD SHARKS, A FIRM GO FOR FALL '86  
IN SYNDICATION**

Source: A.C. Nielsen -VIP- January, 1986. Demographic material  
for February unavailable as of publication deadline



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## MCA, Tribune to syndicate 'Charles in Charge'

**Production of 52 episodes will join 22 from network run in new package**

MCA-TV and Tribune Broadcasting announced last week that they have joined forces to produce 52 episodes of *Charles in Charge*, starring Scott Baio, for use as a weekly beginning in January 1987. Production of the new episodes will complement 22 episodes of the series produced for the 1984-85 season on CBS, meaning that a strip will be guaranteed by January 1989. The weekly version of the show will be sold on a barter basis, and sales of the strip will be for cash. All six Tribune stations will carry the show.

In making the announcement, James C. Dowdle, president and chief executive officer, Tribune Broadcasting Corp., and Al Rush, president, MCA television group, said a reason to put *Charles* back into production was the show's strong performance among younger demographics in its network run. Although the show ranked third behind NBC's *Highway to Heaven* and ABC's *Fall*

*Guy* in household ratings, it placed second only to *The Cosby Show* in the younger demographics.

*Charles in Charge* marks the first in a series of projects that will be undertaken by the two companies. "We are definitely going to look at future projects" together, said Dowdle. MCA-TV and Tribune are equal partners in a pool of money for the creation of more syndicated programming. *Charles in Charge* will cost approximately \$265,000 per episode to produce, for a total of almost \$14 million for the 52 episodes.

Barter sales of the 52 episodes of the weekly version will offer three minutes national and three-and-a-half minutes local. MCA-TV will handle sales of the show, and both companies will sell the three minutes of barter time.

Scott Baio has been confirmed to star in the syndicated sit-com, but the remaining talent in the show remains to be cast. *Charles in Charge*, produced by Scholastic Productions, revolves around a college student who looks after three children for two working parents. If the show's original talent cannot be brought back together, the series might start over with a new family for Charles to move in with. Rush said that the series will either be produced at Universal or at Tribune's KTLA(TV) Los Angeles. □

## CBS and NBC tie in ratings

The second and third parts of the CBS mini-series, *If Tomorrow Comes*, lifted that network into a tie with NBC, according to Nielsen ratings for the week of March 17-23. CBS and NBC shared a 16.2 average rating and a 26 average share. ABC had a 14.3/23.

In the evening news ratings, CBS and NBC continued their dogfight. CBS had a 12.3/22, NBC a 12.2/22 while ABC had a 11.3/20.

The second and third parts of *If Tomorrow Comes* produced wins for CBS on Monday and Tuesday. Altogether, the three-part, seven-hour story averaged a 22.1/35. CBS also got a strong performance on Sunday from the ninth-ranked *Dallas: The Early Years* movie.

In its sneak preview following *Cheers* on NBC on Thursday, *All is Forgiven* (from the producers of *Cheers*) ranked seventh with a 22.4/34.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	36.4/54	35.	Remington Steele	NBC	14.1/26
2.	Family Ties	NBC	32.2/47	36.	Hunter	NBC	14.1/22
3.	Cheers	NBC	28.2/39	37.	Assassin	CBS	13.9/22
4.	Who's the Boss?	ABC	24.3/38	38.	Blackie's Magic	NBC	13.7/21
5.	60 Minutes	CBS	24.0/40	39.	Nell Carter Special	NBC	13.4/24
6.	If Tomorrow Comes, pt. 2	CBS	23.6/37	40.	Amazing Stories	NBC	13.3/20
7.	All is Forgiven	NBC	22.4/34	41.	Alfred Hitchcock Presents	NBC	13.2/20
8.	Growing Pains	ABC	22.4/34	42.	Different Strokes	ABC	13.1/21
9.	Dallas: Early Years	CBS	21.3/33	43.	Riptide	NBC	12.8/21
10.	Dynasty	ABC	21.3/33	44.	Knight Rider	NBC	12.8/20
11.	Golden Girls	NBC	21.0/36	45.	Tough Cookies	CBS	12.6/20
12.	If Tomorrow Comes, pt. 3	CBS	20.8/33	46.	Magnum, P.I.	CBS	12.6/19
13.	Newhart	CBS	19.5/30	47.	S... Elsewhere	NBC	12.5/21
14.	Miami Vice	NBC	19.4/35	48.	Airwolf	CBS	12.0/21
15.	Dallas	CBS	19.4/32	49.	Twilight Zone	CBS	11.8/20
16.	Kate & Allie	CBS	19.3/30	50.	Love Boat	ABC	11.5/21
17.	Dynasty II: The Colbys	ABC	19.0/28	51.	Spenser: For Hire	ABC	11.1/18
18.	Hill Street Blues	NBC	18.7/31	52.	NCAA Basketball (Fri.)	CBS	10.6/20
19.	Hotel	ABC	18.6/32	53.	Benson	ABC	10.6/19
20.	20/20	ABC	18.5/31	54.	Fortune Dane	ABC	10.6/18
21.	227	NBC	17.1/30	55.	Silver Spoons	NBC	10.6/17
22.	MacGyver	ABC	17.0/27	56.	He's the Mayor	ABC	10.6/17
23.	Moonlighting	ABC	16.8/25	57.	Private Benjamin	CBS	10.5/19
24.	Firefox	ABC	16.4/28	58.	Disney Goes to Oscar	ABC	10.4/17
25.	Bob Hope Special	NBC	16.3/26	59.	Redd Foxx Show	ABC	10.3/19
26.	Miami Vice Movie	NBC	15.7/25	60.	Trapper John, M.D.	CBS	10.3/16
27.	First Blood	NBC	15.6/25	61.	Triplecross	ABC	10.3/16
28.	Valerie	NBC	15.2/23	62.	NCAA Basketball (Thurs.)	CBS	10.2/16
29.	Mr. Belvedere	ABC	14.9/24	63.	Punky Brewster	NBC	9.6/17
30.	A Team	NBC	14.9/23	64.	Fall Guy	ABC	8.5/15
31.	Past Times	CBS	14.8/23	65.	Ripley's Believe It Or Not	ABC	7.7/11
32.	Webster	ABC	14.7/25				
33.	You Again	NBC	14.6/23				
34.	Hardcastle & McCormick	ABC	14.2/22				

\*Indicates premiere episode



# TELECASTINGS



## DNC delivery

The Democratic National Committee is showing an interest in achieving the kind of skill in using satellite technology that the Republicans have demonstrated. DNC Chairman Paul G. Kirk Jr. participated in satellite-delivered interviews from Washington with five television anchors and political reporters in five cities in three Southern states. Kirk talked via satellite with questioners at WLBT(TV) Jackson, Miss.; WBRC-TV Birmingham, Ala., and WAFB-TV Baton Rouge, KSLA-TV Shreveport and WDSU-TV New Orleans, all Louisiana. What the DNC described as its first such effort occurred the day before Kirk embarked on a four-day fund-raising tour of the South.

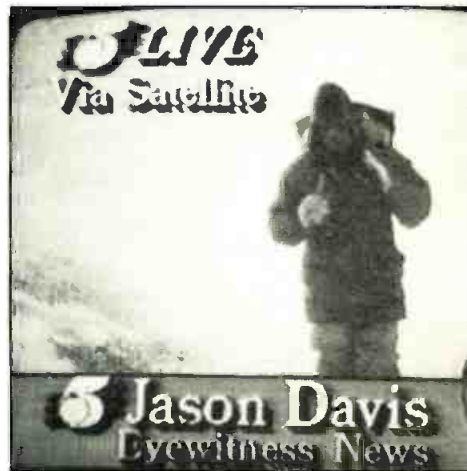
Kirk was on line with five cities for 45 minutes, with anchors and correspondents taking turns posing questions on a rotating basis. Kirk's remarks were carried on noon and 6 p.m. newscasts. The feed originated from Bonneville International's television studios on Capitol Hill. John M. Florescu, the DNC's communications director, said: "With the success of this initiative, we an-

ticipate continued and frequent usage of all new technologies to help build the party."

## Remote remote

In what Hubbard Broadcasting's Minneapolis-St. Paul television station, KSTP-TV, is calling the northernmost live telecast ever, one of its TV crews taped the first leg of an attempt to reach the North Pole by dog sled. Three live broadcasts were transmitted from Resolute, in the Northwest Territories of Canada, 1,000 miles from the North Pole.

For three weeks ending in mid-March, the KSTP-TV crew of reporter Jason Davis and photographer-editors Don Friedell and Kimman Harmon accompanied two Minnesotans, Will Steger and elementary school teacher Ann Bancroft, on their dog-sled expedition to the pole. After videotaping the expedition using Sony Betacam gear in temperatures reaching 50 degrees below zero at about 500 miles from the pole, Davis and Friedell returned by small aircraft to meet Harmon at Resolute to uplink their reports using an adapted telecommunications satellite dish. The site was apparently the point



KSTP-TV

farthest north, 74 degrees latitude, at which a satellite transmission would not be prevented by the curvature of the earth.

The KSTP-TV crew rejoined the expedition last week and expects to rejoin it once more to videotape its reaching the pole by the end of April.

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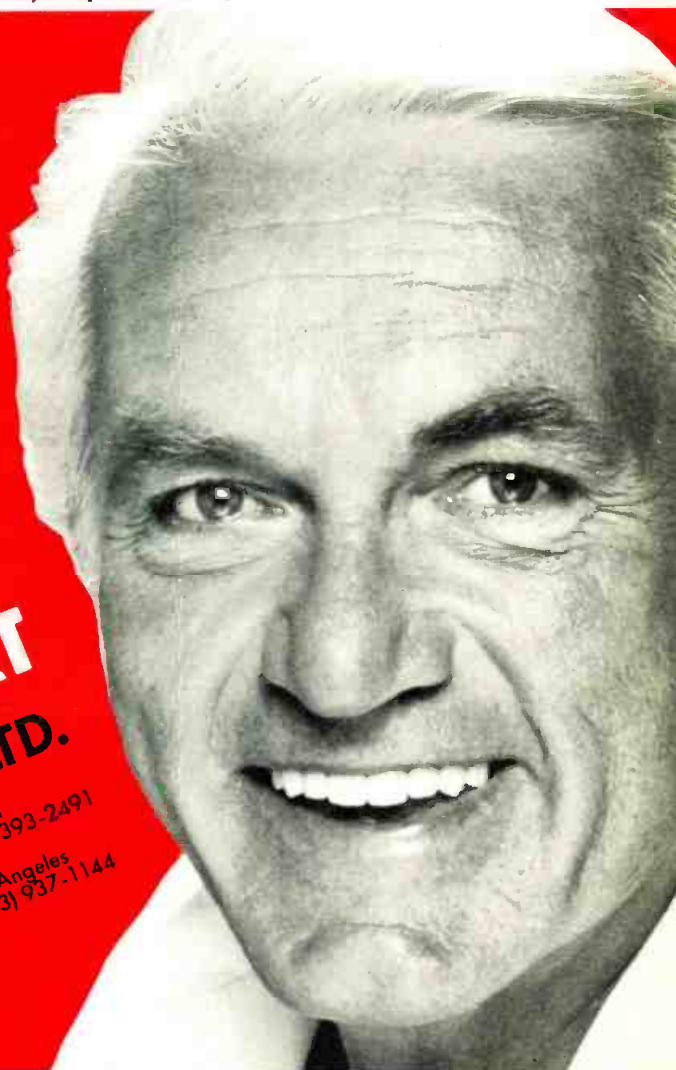
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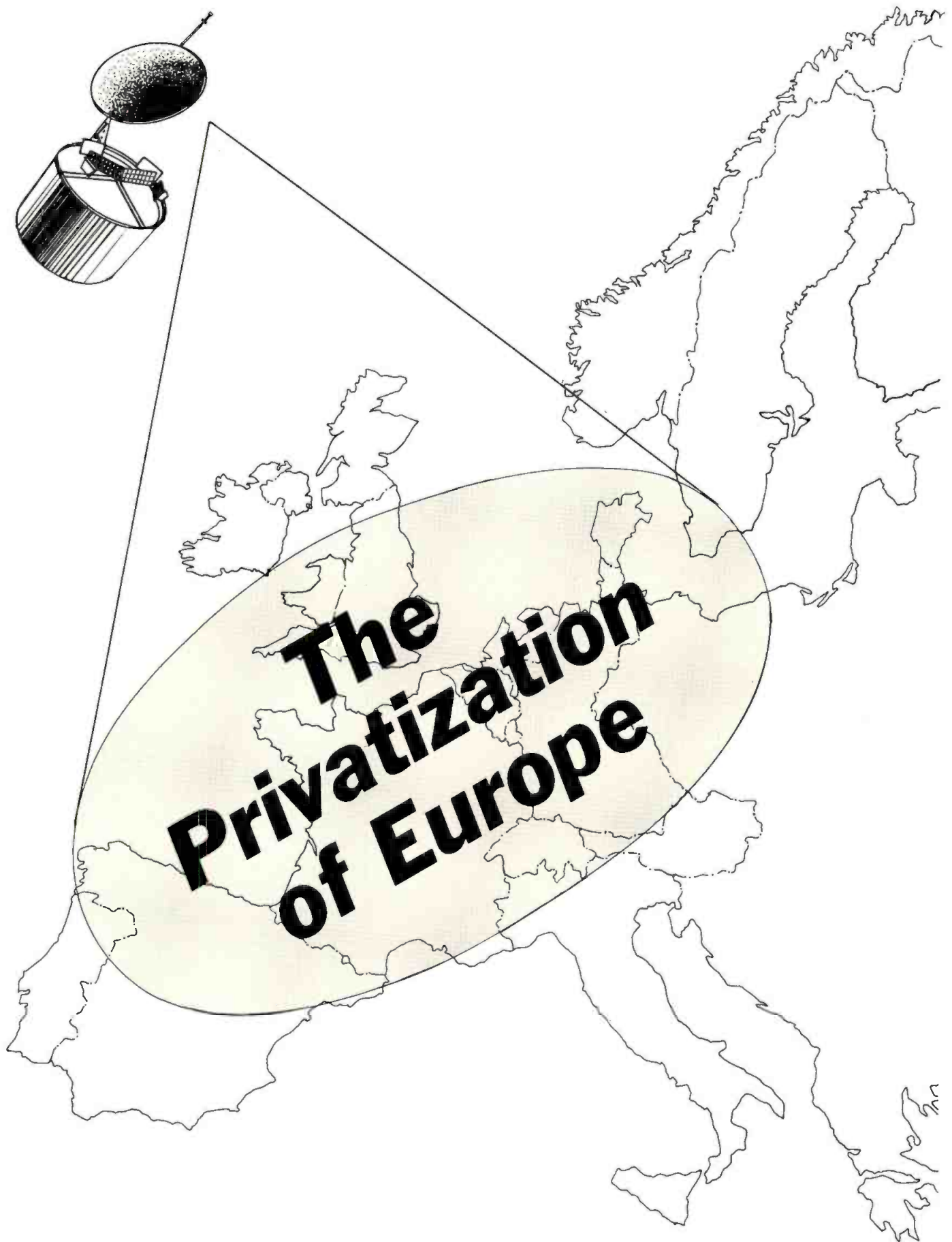
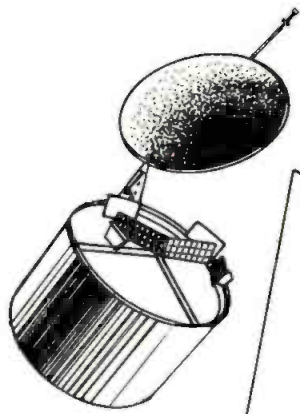
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# Broadcasting International



**The  
Privatization  
of Europe**

## The rise of satellite delivery coupled with the rise in cable systems has spurred moves across the continent toward alternatives to state-owned communications systems

Private television is sweeping through Western Europe. Forces of technological, regulatory and economic change are clearing the way for new, privately owned broadcast, cable and satellite media, coexisting with, but in many ways changing, the traditional state-run TV that has dominated the continent since the end of the Second World War.

In France, new private national networks are now being delivered over the air and are soon to be followed by local stations. Private terrestrial systems are also under consideration in Spain and have long been on the air in Italy (see box, page 62). Great Britain is serving as the West European hub for many new and privately run satellite-to-cable program services, while other commercial satellite channels have emerged out of private interests in West Germany and the Benelux and Scandinavian nations. Private cable, too, is a reality in Britain and soon may expand in West Germany, the Netherlands and Belgium.

The sources of the change are many. Chief among them are the advent of the new technologies of satellite and cable, making available more and varied outlets of entertainment and information programming long sought by audiences in Western Europe's 125 million estimated TV households.

Also a key factor are European business interests hoping to climb aboard these new television advertising vehicles to close the gap between media time desired and allowed. Many of the major multinational firms are carefully watching changes in the restricted status of European TV advertising, hoping for new and freer outlets from which to sell their wares.

The transition will not be easy. The debate over private television is highly politicized, taking on the giants of governmental broadcasting that decry what they view as the oncoming debasement of precious national resources. The process is also dependent on innumerable transitions of parties in power and on personal and business relations. It is caught up in the continent's complex tangle of diverse broadcast regulatory approaches, all of which can be expected to resist change in the push-and-pull for privatization.

The forms private television takes also vary widely. In countries where privatization is in existence or planned the change can affect entities from the smallest local broadcast and cable television outlets to the grandest forms of pan-European television envisioned, that of direct broadcast by satellite. The changes will continue to breathe new life into terrestrial networks broadcasting nationally, while commercial satellite-to-cable and pay television channels are also emerging with private backing.

All this activity is also likely to affect the television industry outside Europe. U.S. interests selling television programs to Europe, in particular, can expect to gain from the opening of new markets. Executives at major studios, independent syndicators and commercial networks all see significant growth in U.S. program sales over the next several years, corresponding to an increasingly competitive atmosphere created by new private interests.

### *Steering A Deregulatory Course*

Nearly every European nation now appears to be reconsidering its communications laws to accommodate the new media trends. Many are considering opening the way for increased private interest in broadcast ownership or the general loosening of current commercial restrictions. Private television is high on the governmental agenda, for instance, in France, Spain, Scandinavia, West Germany, the Netherlands and Denmark.

Why such extensive deregulatory activity is taking place in nations that, in many cases, have had broadcasting under state control for decades comes down to several major considerations:

■ The new technologies of satellites and cable have now made it conceivable to implement rapid increases in the number of television channels available to the home. Both delivery methods have recently raised great hopes throughout Europe, and while the technology does not dazzle as it once did and there remains some uncertainty about their blend there is little question of their ultimate impact.

Within the few years since experimentation first began with television communications satellites, there are now at least four over Europe, two of which, Eutelsat F-1 (ECS-1) and Intelsat V, are used for the more than a dozen-and-a-half commercial and government

satellite television channels now delivered to homes via cable or satellite master antenna television (SMATV) systems (see chart, page 65). Plans are in the works for six or more satellite additions before the end of the decade, and some forecasts put the number of total available transponders as high as 100 to 200 by the mid-1990's.

Included in the satellite tally are hoped-for but expensive and still problematical high-powered, direct broadcast satellites from the governments of France, West Germany, England, Luxembourg and Italy and a joint Scandinavian effort, with transponders going to both private and government interests.

Cable TV is growing in Europe, although at a far slower rate than first expected in 1982 when British, French and West German governments made their first enthusiastic, billion-dollar projections of services. Recent estimates put cable television in about 10 million of Europe's 125 million TV homes, but the most heavily wired countries—Belgium, the Netherlands and Switzerland—account for two-thirds of Europe's cable-equipped households, although they represent only 8% of its homes.

Some prognosticators, such as the London media research firm CIT, still expect cable homes to increase at a steady pace as construction problems, political delays and financing difficulties dissipate, and in mid-1985 CIT was predicting that current subscriber revenue of around \$400 million per year could increase to more than \$2 billion by 1995, with the additional possibility, given looser advertising and sponsorship restrictions, of another \$1 billion in revenue in the mid-1990's.

■ A new potential for pan-European television is a major motivation for many countries making efforts to strengthen their national television industry, even if it means moving toward more privately controlled media and away from the state-controlled. Such transnational television is made possible by the reach of satellites over most of the 27 European nations which, according to broadcasting scholar Sidney Head of the University of Miami, make up the densest broadcasting region in the world. The nations are worried about the prospective drain of national advertising to other countries' commercial channels and the drowning of individual cultural values in a rain of foreign broadcasts.

The implications of pan-European television have received intense consideration in European media and legal circles. One seminal document serving to focus attention on the debate is a 376-page report, "Television Without Frontiers," prepared in 1984 by the European Economic Community, or the Common Market. Known as the "Green Paper," the volume considers the establishment of the "common market" for broadcasting, especially by satellite and cable, and lays the legal casework to apply to television the precepts of its founding charter, the Treaty of Rome, and its central principle of freedom of movement across national borders.

In its consideration of the legal and economic case for freedom to provide broadcasting services across borders, as well as its controversial discussion of "harmonizing" the vastly different national regulations covering advertising (see below), copyright and other content matters, the Green Paper presents a radical view of European television. It continues to fuel the debate.

Some national interests, unwilling to expose their populations to heavy diets of commercial television from foreign sources, have continued to limit pan-European telecasts through existing regulatory arrangements. Bans on small television receive-only dishes used for SMATV systems remain in effect in several countries (although they are often ignored by TVRO owners), as do regulations preventing cable operators from transmitting such services or forcing them to strip commercials and impose carriage fees.

A number of satellite-delivered commercial channels, as well as pay-TV channels combining private European and some U.S. programming interests (see below), have, nevertheless, managed to clear a path through the jungle of regulations and build audiences on cable and SMATV systems throughout Europe. Probably most skillful in this has been Rupert Murdoch's U.K.-based Sky Channel, a general entertainment service now reaching an estimated 5.5 million homes through nearly 300 cable systems in a dozen European nations.

But Sky Channel and other commercial satellite feeds are continuing to lose money, according to CIT research, due to the built-in audience limitations of services available only through cable systems that are still relatively sparse. The channels also continue to be hamstrung by the previously mentioned regulatory restrictions in some countries, although a number of those have been legally challenged by the European Economic Community and others. For some

## How do you spell private TV? Berlusconi

When conversing on the emergence of private television in Europe, remember two nouns: "Italy" and "Berlusconi." The first signifies what most observers view as *the* test case for the new media form throughout Europe, Italy's decade-long deregulatory experiment with private TV. The second refers to Italian Silvio Berlusconi, who has not only proved to be the undisputed king of private TV in his country, but is now becoming a pan-European media mogul, with growing interests in the private TV systems just forming in France and soon expected in Spain.

Prior to the 1970's, Italian television was like that of most of the rest of Europe, dominated by state monopoly broadcasting systems. But a rapid sequence of events in mid-decade, including an outbreak of private "pirate" cable systems and key high court rulings, transformed the country within a few years into a virtually unregulated market teeming with hundreds of small private broadcasters vying for dominance of the local airwaves.

Through the late 1970's and early 1980's, with the consolidation of many broadcasting entities into loosely formed networks (private networks nationally interconnected by microwave are still outlawed and programs are widely exchanged by videotape), Italian broadcasting continued to undergo tremendous change, highlighted by unchecked ratings growth for the privates and the huge expansion in both advertising and program buying markets.

Italian purchases of U.S. programs, for instance, are estimated to have grown from less than \$1 million in 1978 to \$50 million by 1983. Ad expenditures are believed to have grown nearly eight-fold since 1980, with 1985 expenditures estimated at \$750 million for private TV alone, and private TV accounting for more than one-third of the entire national advertising market.

From this explosive situation emerged an undisputed media master, 49-year-old Silvio Berlusconi, who used the financial power of his multimillion-dollar real estate-based conglomerate, Fininvest, to begin purchasing television stations in the late 1970's and now runs well over 100, along with the largest private network in Italy, Canale (Channel) 5, and two other private networks.

U.S. programmers, many of whom provided Berlusconi with American product to help him win over Italian audiences, describe him with superlatives. Berlusconi is "far and away the most dynamic force in European television to date... the single person most responsible for the number of changes which have occurred and will occur there," according to syndicator Bert Cohen of Worldvision, while MGM-UAs Larry Gershman called him "a dynamic guy, extremely bright and personable, very smart as a broadcast operator."

As the Italian TV market continues to grow (there are about 350 private stations on the air), Berlusconi has extended his interests across the continent. His most notable coup was the recent acquisition with a group of French industrialists of one of France's new private national networks, already broadcasting terrestrially, but expected as soon as this year to be beaming its signal across Europe on the planned French direct broadcasting satellite, TDF-1. Berlusconi is also being pegged as the leading candidate for the first private terrestrial network proposed in Spain for later this year and even recently purchased interests in two Canadian television networks.

Given the potential for the development of pan-European television broadcasting by satellite, as well as cooperative, transnational coproduction agreements, Berlusconi, like several others who could take the same path, including Rupert Murdoch, Ted Turner and British publisher Robert Maxwell, is someone to watch.



Italy's "Mr. Television," Silvio Berlusconi

of the venturers who are willing to stand firm, the financial break-even point may not be far away, and for those who leave the field, there appears to be no shortage of substitutes willing to enter it.

■ Commercial interests throughout Europe, long frustrated by what they see as unduly limited or obsolete television advertising practices, are anxious to exploit any new outlets. Also, multinational firms such as Procter & Gamble, IBM and Coca-Cola seem ready to experiment with global marketing plans that use expanded European television ad time. This commercial factor could clearly help provide the financial backing needed to sustain new stations or networks as more and more television channels become reality.

TV advertising expenditures in Western Europe are a steady \$4 billion annually. But pent-up demand coupled with the lack of advertising availabilities may leave as much as \$4 billion-\$8 billion more unspent over the next five years, according to one long-time student of the changing European media, John Eger, senior vice president of Worldwide Enterprises, CBS/Broadcast Group. At least one other report has indicated that if regulatory restrictions were loosened across Europe to the level now enjoyed in the U.K. (which alone accounted for more than \$1.6 billion of the most recently tabulated 1983 ad sale figures), total annual expenditures could increase by as much as 50% to \$6 billion or more.

Television advertising in three of the four nations with the largest expenditures—U.K., France and West Germany (Italy is the second largest)—is expected to experience significant growth, according to *European Advertising and Media Forecast*, an annual volume compiled by a European advertising consortium. The forecast for 1985-89 foresees U.K.'s television ad expenditures increasing by 41% over 1984 to nearly \$2.5 billion in 1989; French television up 74% to over \$1 billion, and West Germany up 47% to nearly \$900 million.

Restrictions on television advertising have already loosened significantly over the past five years, said James Neelankavil, consultant to the International Advertising Association and professor at Hofstra University, Hempstead, N.Y., particularly within the context of Europe's relatively short program days and regulatory burdens. But there are still widely varying limits on advertising time: Some countries allow only 20 minutes per day; the vast majority permit 100 minutes or less per day, and Italy, with a large number of private stations since 1976 (see box, this page), the equivalent of the U.S. networks' total of 540 minutes per day.

Among the other difficulties faced by those seeking to utilize the potential of European television are advanced booking requirements that can run from four months to a year, along with restrictive content regulations. Several nations, including Belgium and Denmark, prohibit television advertising altogether.

■ Many complex political factors affect the media transition in each nation. Private television considerations are often intertwined with governmental maneuvering and

with political struggles for footholds in any new industry configurations. Other societal factors come into play, such as the country's general fiscal strength and its geographic location, in addition to the status of potentially competitive media, such as the print press, film and home video.

### Crossing the Line

The changes taking place on the Western European television front are rapid, complex and often difficult to follow from afar. One participant in the effort to trace the trends, United States Information Agency international marketing agent Kenneth E. Boles, said: "There's probably not a country whose telecommunications laws are not in draft stage, being rewritten to take advantage of technological change and the greater availability of program material." But some activities that clearly show the Europeans' intention to pursue privatization are pointed out in the following summary of developments by country:

■ France, which many thought would be the last to introduce broadcast privatization, has instead opened its doors, recently launching two private national networks, soon to be followed by some 40 private local stations. The controversy that has accompanied the move is largely over who will run the national stations, which are also currently scheduled to be carried by satellite when France launches its four-channel DBS service on TDF-1 next fall.

Socialist President Francois Mitterand first approved increased broadcast privatization in 1982 with new media laws that authorized the formation of hundreds of privately owned radio stations. Television was next, with the first breach of the state monopoly coming in 1984 when the government approved Canal Plus, an over-the-air pay TV channel run as a private company, although owned by the Havas French advertising conglomerate that is controlled, in part, by the government. Canal Plus, since authorized to sell advertising during the early evening hours when it is unscrambled and reaches the most homes, grew unevenly at first, but has now come into its own and is likely to reach a million subscribers—its break-even point—some time this year.

Further liberalization followed last summer, when Mitterand authorized the two national television channels and 40 local stations. To run the first of the two national networks, a general entertainment channel, La Cinq (Channel Five), which has been on the air since last February, Mitterand last fall chose Italian media magnate Silvio Berlusconi (see box, page 62). He will work alongside majority interest participants headed by a Mitterand supporter and French industrialist, Jerome Seydoux.

The second network, a music video channel dubbed La Six (Channel Six) is in the hands of the state-controlled advertising agency, Publicis; a film production and distribution firm, Gaumont (headed by Seydoux's brother), and private radio station NRJ, with small interests held by several recording companies, including CBS.

Conservative opposition parties, now in a power-sharing arrangement following Fran-

ce's mid-March general elections, have promised to further denationalize French television by selling off one or two of the state networks. Prospective purchasers already appear to be enlisted. Among them is a conservatively aligned publisher, Robert Hersant, owner of the Paris daily *Le Figaro*.

■ Developments in West Germany have been mixed, with highlights including major moves by private interests into satellite broadcasting, a sprinkling of private cable and recent reports of the acceptance of local private terrestrial TV in Munich, the country's third largest city.

Publishing giants, including Bertelsmann and Axel Springer, and film distributor Beta-Taurus, apparently are ready to enter the new media mix, and a consortium of 165 publishers has developed a commercial satellite channel, SAT-1, which began broadcasting to Europe's cable systems in early 1985. Some of these entities may also seek to enter the DBS field when West Germany launches its DBS satellite, the companion to France's TDF-1, this year. But whether the project gets off the ground and who will enter the program remain to be seen.

Other private satellite prospects include pay TV ventures with interests from German-speaking neighbors in Switzerland, which is already airing the Teleclub pay channel, and in Luxembourg, with Bertelsmann and Radio Luxembourg offering RTL-Plus, a German-language version of the popular RTL programming.

■ Privatization activity in the United Kingdom, with its three-decade-long tradition of so-called "controlled commercialism" in the advertiser-supported Independent Broadcasting Authority, is in some ways even more difficult to pinpoint, but several aspects are evident.

Great Britain has served as Europe's primary base for several of the most important pan-European commercial satellite-to-cable channels, including Murdoch's Sky Channel, and two more, but less successful services: Premiere International, backed by a group of major U.S. TV studios, and Mirrorvision, backed by Murdoch rival, publisher Robert Maxwell, and a second group of U.S. program producers. (Maxwell may be competing with Murdoch on new ground if plans for Maxwell to occupy the single English-language channel on the French TDF-1 DBS satellite come to fruition.)

An as-yet uncertain addition to Britain's satellite channel scene could be Super Channel, another potential Sky rival supported by several of the independent IBA programming companies and using both IBA and British Broadcasting Corp. programs. Other commercial channels include Screen Sport (partly owned by ABC), The Children's Channel and Music Box. The U.K.'s DBS plans are also being reviewed—for the third time—by the government, although no proposals on the composition of its backers and users of its channels have yet been made widely known.

Private interests also play a role in the U.K.'s cable industry. Unlike the systems originally planned in France and Germany, cable in Britain was designed to provide for private control. But like cable in those other nations, it has been slow to grow, so far



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## CARD SHARKS has an iron grasp on success in PITTSBURGH.

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**No. 1 TOTAL WOMEN**

**No. 1 WOMEN 18-49**

**No. 1 WOMEN 25-54**

**No. 1 TOTAL MEN**

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reaching only about 7% of British homes. According to some, cable faces overly complex financial restrictions, general delays in government handling of authorizations and uncertain audience interest.

Long-term consideration is also being given in England to loosening several existing advertising regulations, including the prohibition on advertising on the noncommercial, license-fee-supported BBC services. Currently, a government-sponsored group headed by economist Alan Peacock is studying possible changes in BBC financing mechanisms that might allow the acceptance of advertisements and program sponsorships, although some have expressed doubt the majority would accept such a change. The report may be public by summer, but any proposed changes on accepting advertising could not take effect for many months after that.

■ Spain, which witnessed volatile debate on privatization in the early 1980's, now is close to adopting provisions authorizing new, private, over-the-air national networks. The new rules are reportedly working their way through the government and are likely to take effect later this year, with many expecting the country's TV market to explode as Italy's has done over the past decade.

According to an account of recent private TV debates appearing in the Spanish news-magazine, *Tiempo*, several weeks ago, the proposal about to be made into law calls for two new national, terrestrial channels to go on the air, probably following this year's general elections. A third channel, possibly to be broadcast via Spain's satellite transponders on Intelsat or Eutelsat, would follow in two or more years, but no additional local channels are expected.

Negotiations for the networks, the *Tiempo* account added, are nearly complete, and most believe the first channel will be awarded to a Spanish publishing group receiving backing from the Italian, Berlusconi, among others.

■ The Benelux nations of Belgium, the Netherlands and Luxembourg are among the most densely cabled nations in Europe, particularly Belgium, where some systems have been in operation for 25 years. And because of their geographic position, they are also the most susceptible to the television signals of foreign countries. Among recent important developments in the Netherlands, where broadcasters face significant competition from foreign channels, have been legal wrangling with the EEC over criticism of Holland's policy to strip advertisements from commercial satellite-to-cable services, and also criticism from its own court system, which recently decided a precedent-setting case accepting private-ownership bids for state-controlled cable operations.

New media laws are now being prepared there, according to a former broadcaster and Dutch embassy officer, Robert Haslach, but will probably not be considered until after parliamentary elections in May. Also under review are proposals to extend commercial air time.

Private interests in the Netherlands have also stepped into the fray with the development of their own satellite pay TV service

delivered to a number of the three million cabled Dutch homes as well as homes in Belgium and Denmark. Although the first Dutch pay-TV channel to go on the air, Euro TV, has since vanished, a second, FilmNet, partly owned by the Swedish conglomerate, Esselte, a Dutch publisher and United International Pictures (a consortium of the U.S. studios Paramount, Universal and MGM/UA) has been more successful, with an estimated 60,000 homes in Holland and cable households in several other nations.

Dutch- and French-speaking Belgium has allowed private enterprises to operate a small percentage of its cable companies, but has also been one of the countries most intent on limiting commercial satellite channel reception and the airing of foreign satellite advertising, although the restrictions are often ignored for illicit viewing.

Belgian Albert Frere, head of Group Bruxelles-Lambert, the principal shareholder in Radio-Tele Luxembourg (RTL), is viewed by some as a potential key to new privatized media in Europe, and recently was wooed by Rupert Murdoch into signing an agreement to study the possibilities of jointly producing and selling programming.

Luxembourg has been embroiled in the French private TV developments, attempting to gain a slot on DBS satellite TDF-1, now given over to the new French channels and Maxwell. The country has also embarked on its own ambitious DBS plans, scheduling a spring 1987 launch of a 16-channel SES satellite. Also, as mentioned above, Luxembourg has allowed a 40% private interest from German publisher Bertelsmann as part of a joint venture for the German-language service, RTL-Plus.

■ Denmark, although strict in its limits on commercial interests on television (it is one of several nations that permit no TV advertising), is experimenting with private television on its new second channel television service. The 20-hour "Weekend TV" has the private backing of a group of publishers and a film production and distribution firm, and, according to the English monthly, *Cable and Satellite Europe*, already has audiences equal to those of the state service, Danmarks Radio. No advertising on the second channel is currently allowed, however, and if the service's experimental license expires this spring and the government doesn't allow it to carry commercials, it will probably close down, the publication predicts.

The debate in Denmark over whether to allow television advertising has taken some fundamental shifts in recent months, with the main opposition, from Denmark's Radical Party, appearing to give way. Last summer, the government also began consideration of allowing satellite-delivered foreign programs and their advertisements to be rebroadcast on the country's cable operations.

■ Elsewhere in Scandinavia, satellite-delivered pay TV appears to be on the agenda for private interests. In Sweden, for example, a major industrial conglomerate, Kinnevik, is seeking to service cable systems there and in Norway and Denmark with a service. DBS services are also under consideration with the announcement last December by the governments of Sweden, Norway, Finland



## European satellite viewing guide

Satellite-delivered commercial television is a growing phenomenon in Europe, allowing pay TV or advertising-supported services to reach region-wide audiences through cable TV and satellite master antenna TV systems. Two satellites, the European Ku-band Eutelsat 1 F-1 (also called ECS-1) and the international C-band and Ku-band satellite Intelsat V are the key distribution points for the major European commercial services listed below.

### *Eutelsat 1 F-1*

- **Sky Channel**—Rupert Murdoch's ad-supported general entertainment channel.
- **Teleclub**—Swiss cable operator Redifusion and West German film distributor Beta-Taurus's subscriber and ad-supported movie channel.
- **FilmNet**—Dutch, subscriber-supported movie-entertainment channel backed by Swedish conglomerate Esselte, Dutch publishing interests and global distribution consortium for U.S. major studios, United International Pictures.
- **SAT 1**—West German ad-supported publishers channel.
- **Music Box**—British-based commercial music video service, subscriber and ad-supported, backed by Virgin audio, film and video group and independent program producer Yorkshire TV.
- **RTL-Plus**—Luxembourg's German-language general entertainment, subscriber-supported service.
- **New World Channel**—Ad-supported religious programming channel based in Norway.
- **Noncommercial channels**—RAI (Italy), 3Sat (West Germany, Switzerland and Austria), Europa TV (European Broadcasting Union), TV 5 (France), USIA Worldnet (U.S.) and World Public News (Belgium).

### *Intelsat V*

- **Screen Sport**—British-based sports channel, subscriber and ad-supported, with part interest from U.S. network ABC.
- **MirrorVision**—Robert Maxwell's subscriber-supported movie-entertainment channel.
- **Premiere**—British-based, subscriber-supported movie channel with backing by group of major U.S. studios, including Twentieth-Century Fox, Columbia, Warner Bros., as well as HBO, Showtime-The Movie Channel, Thorn-EMI and British film studio Goldcrest.
- **The Children's Channel**—Thorn-EMI's subscriber and ad-supported children's programming service.
- **CNN**—Ted Turner's 24-hour commercial news service, currently not on European cable TV, but available to broadcasters and close-circuit hotel systems.

and Iceland of plans to launch a two-channel DBS satellite, Tele-X, in 1987.

### *To Watch or Not To Watch American*

To what heights the growth of new and private media in Europe may climb remain unknown. But its possibilities are clear. Studies predict that if all the potentially available television channels were to begin programming, they would need 200,000-500,000 hours of programs a year, compared to the approximately 20,000 hours produced annually in the U.S.

How would the new and existing European broadcasters begin to fill that need? American program producers are hoping they can answer that question. U.S. programs are already the number-one television import in Europe, and the broad consensus is that U.S. imports will not only remain on top, but their volume and probably their prices will grow dramatically, notwithstanding new or existing program quotas (the U.K. has a 14% U.S. program cap, for example) and the possible increase in the production capabilities of European broadcasters.

Current U.S. program sales to Western Europe are believed to total at least \$200

million annually, and generally represent about one-third of the international total, according to informed estimates. But few experts will venture firm guesses on the market's potential growth, although representatives of such international program marketers as 20th Century Fox Television, MGM-UA, Columbia Pictures, Viacom and Worldvision think sales will be strong.

"We can see growth all the way along the line," said William Saunders, senior vice president of international syndication at 20th Century Fox Television. "There are no obstacles to American programming."

Larry Gershman, president, MGM-UA Television Group, noted: "For years, American product was a staple of every government system, even with the quotas. They didn't survive only on American programming, but it was very much a part of their portfolios. Now with private TV, there will definitely be more American products sold. Since September of last year we have done significant business."

A new "competitive spirit" spurred by the introduction of new players in the field is already beginning to permeate the European market, said Bert Cohen, head of interna-



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**No. 1 WOMEN 18-49**

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**CARD SHARKS, A FIRM GO FOR FALL '86  
IN SYNDICATION**

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tional sales at the independent syndicator, Worldvision, who added: "Over the next five years, the business of international programming will have a tremendous growth spurt." CBS Worldwide Enterprise's Eger describes it as a "win-win" situation for programmers.

Even if increased privatization in European television in the end bolsters those nations' own program production capabilities, as Jules Haimovitz, president, Viacom Entertainment Group, believes, American programs are likely to remain a leading product. "American programming will stay number one because of our know-how and professionalism and production values," said Saunders. "But if Berlusconi and his group do pan European productions, that's fine."

Whether, or to what extent, this growth will affect the prices paid for programs in Europe is also not yet known, but most believe prices will ultimately rise to historic highs, even if they may remain steady at first. Haimovitz sees competitive selling keeping prices level for a time. "We'll be selling more product, rather than changing prices. It's a question of competition; there's an awful lot of product out there," he said.

"The pricing goes up if it's a sellers' market," said Saunders, "But we have a good-faith relationship with these countries. We're not going to suddenly strangle them because they need us more at the moment."

The growth spurt will almost certainly push prices up eventually, and justifiably so, argued Strauss Zelnick, vice president of international TV sales, Columbia Pictures: "Prices paid are so low now as a percentage of actual production costs, they're really out of line."

The new competition may also break down what some in the syndication business have called European "cartels," according to satellite syndicator Gary Worth, former president of Wold Communications and now head of Brightstar America. "In closed markets," he said, "entities can agree among themselves on what they will pay for programs from outside. But as new outlets on the marketplace become available, demand for programming will leave those cartels effectively broken and prices will no doubt escalate."

Barter program sales could also become a factor, Worth said, if increased program purchases sap European broadcasters' financial resources. But others are less sure about barter's applicability in Europe. "It really depends on the regulation of ad sales in those countries," said Haimovitz. "It's complex enough here in the U.S. Whether it pays to have offices there and deal with the regulations, I don't know." Zelnick added that "barter doesn't capture anything missing" in Europe as it does in the U.S., explaining that in the U.S., barter sales capitalized on the inherent inefficiency of the syndicated market which prevented many of the smaller markets from getting national advertising time. That dislocation does not exist in Europe, he said.

The kinds of programs that have traditionally sold well in European markets will see little change, if any, several predicted. Action-adventure programs have generally been best sellers, as have dramas, feature films, and on a format licensing basis, game

shows. Even some sports can sell, such as tennis and basketball, although in the main, U.S. sports are overshadowed by local sports programming.

What hasn't sold well in the past, humor, for example, or football, are unlikely to improve, although Worldvision's Cohen ventured that if program needs grow dramatically, American situation comedies could play a broader European role.

The marketing of news has been an important consideration for some, including CBS and CNN, each of which has tried various tacks to bring its news products to European viewers. CBS remains in negotiation with France's Canal Plus to air the *CBS Evening News with Dan Rather*, CBS's Eger reported.

CNN, which has been beaming its 24-hour commercial news service to Europe on Intelsat V since last October, is finding the European news market tough to crack. After several months of providing its service free to a number of broadcasters there for use as a video wire service, and on a closed-circuit basis to a number of hotels, CNN is still trying to talk them into taking it permanently on a paying basis, according to Ann-Kathrin Seif, international broadcast relations coordinator of Turner Broadcasting Service International in London.

Although CNN in Europe was not initially intended to be provided via cable to European countries, Seif said the company has gotten the approval of the European Broadcasting Union to speak with EBU member broadcasters individually concerning cable carriage in their countries, and has received authorization to offer it on cable systems in Austria and Sweden, although no plans to begin transmissions in those countries have been announced.

Financial News Network will also soon be beamed to Europe by Los Angeles-based Samuel Broadcasting, half-owner with the British press agency, Reuters, of Brightstar Ltd., a large trans-Atlantic satellite syndicator (Worth's Brightstar of America, mentioned above, is its subsidiary). Even the governmental United States Information Agency's TV news service, Worldnet, is taking a shot at the European market, using French telecommunication uplink services to ride the Eutelsat ECS-1 satellite to 50 cable networks and 20 hotels in 11 European countries.

Language may be one difficult barrier to overcome, not only with such idiom-intensive programming such as comedy, but with many types of shows. Most producers are confident, however, that language is not an insurmountable problem since English is already the most widely spoken language in Western Europe and is a prevalent second language. Dubbing and subtitling, while possibly adding some expense, can also generally be done with ease.

Overall, the leading U.S. producers and syndicators seem to be taking a cautious approach to developments in Europe, attempting to stay on everyone's good side and approaching all the existing and new services as equals. Many of the major studios, including Columbia, MGM-UA, Paramount, 20th Century Fox, Warner Brothers and Universal, as well as cable programmers Home

Box Office and Showtime/The Movie Channel have dipped their toes directly into the European waters, experiencing what turned out to be the cold chill of an initially promising but currently limited pay-TV market.

Commenting from MGM-UA, a part of the United International Pictures group with a share in the Dutch pay TV channel Film-Net, Gershman said that results varied from country to country, and were not particularly successful, for example, in England. But he said that "pay TV is just beginning and the early signs are promising."

Disagreeing was Ernest Samuel, an American program syndicator to Europe and president of the satellite syndication firm, Samuel Broadcasting. "Pay TV is a washout in Europe," Samuel said. With all the other services, including pay and ad-supported cable, and other new national stations, he asked: "Why pay?"

Regardless of which service—whether pay TV, free commercial satellite-to-cable, pay cable, direct broadcast or terrestrial TV—is ultimately the key to Europe's newly emerging private television kingdom, the increased availability of programs will continue to boost the number of viewing hours, according to Columbia's Zelnick, and this in turn will further stimulate the new deregulatory developments. "The driving factor is always consumer demand," he said. "Despite the high quality of programs there, it was clearly not enough for viewers."

"The bottom line is that consumers are sitting pretty," Samuel said, "if they can afford a set and a legal satellite dish." □

## Columbia: another potential Intelsat competitor emerges

**Satellite service would serve U.S. and Western Europe; expects bulk of its traffic to be high-speed data, voice and video services**

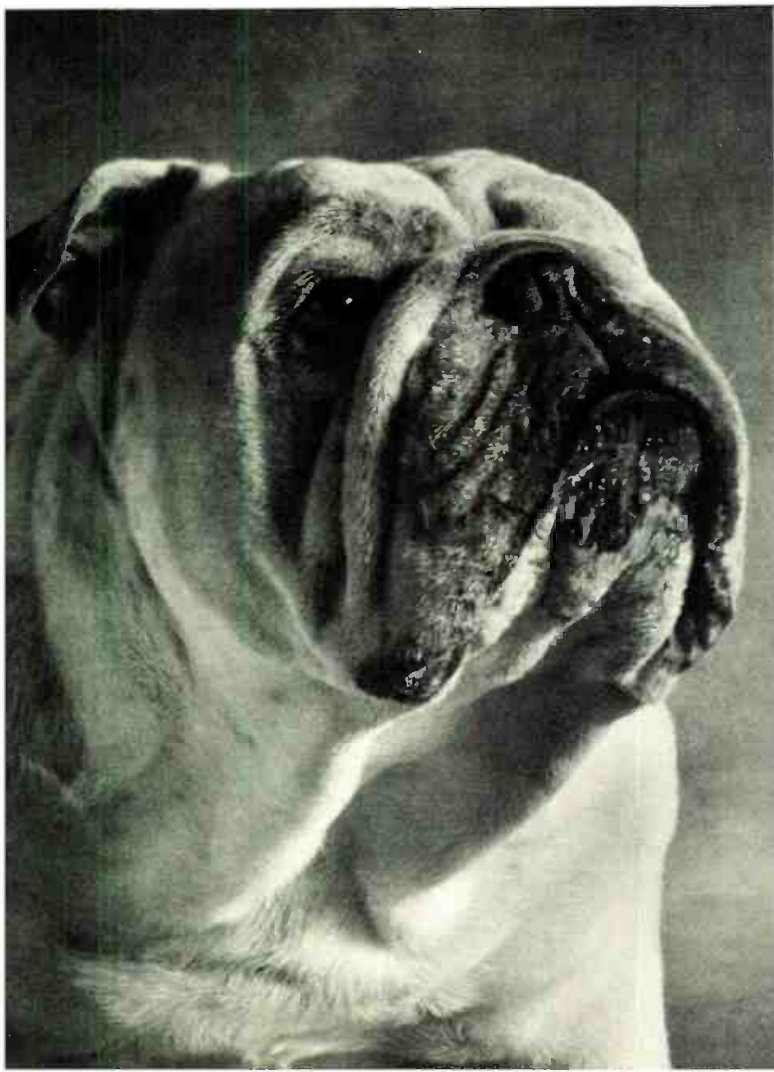
A new candidate for providing international communications satellite service has emerged. It is the Columbia Communications Corp., which has applied to the FCC for authority to launch and operate a trans-Pacific satellite system—but one that would provide service as well to all parts of the U.S. and western Europe. Columbia is now the sixth applicant seeking FCC permission to compete with the International Telecommunications Satellite Organization.

The new applicant proposes to operate one in-orbit Ku-band, 44-transponder satellite located at 165 degrees west longitude and to construct one ground spare. The system would link western continental U.S., Alaska, Hawaii, Japan and western Canada. By applying for a trans-Pacific service, Columbia avoids the freeze the commission has imposed on applications for U.S.-Europe service. But it plans to obtain Atlantic transmission capacity—through lease or purchase of transponders or fiber optic submarine cables, or through commission authorization of an orbital location—to con-

nect the remainder of the U.S. and western Europe with its Pacific satellite. The initial cost of the space system is expected to be about \$204 million.

Columbia, whose satellite will operate primarily with customer premises, small aperture earth station antennas, expects the bulk of its traffic to be high-speed data, voice and video services. It will offer its space segment capacity on a noncommon carrier, sale or long-term lease basis for both U.S. and foreign customers. And, in accordance with U.S. policy governing separate systems, it will not provide communications interconnected with public switched message networks. Columbia said it "would like" to use the National Aeronautics and Space Administration shuttle to launch its satellite, but, it added, in an apparent reference to the scheduling problems flowing from the space shuttle disaster in January, it said it "will seek other alternatives in order to obtain launch services consistent with its timetable."

Columbia, according to its application, was established to develop new satellite communications markets and services. It is a wholly owned subsidiary of Columbia Astronautics Corp., whose majority shareholder, president and one of its directors is Clifford Laughton, of Honolulu. He is also one of the officers and directors of the subsidiary. He owns 15% of CAC, with an amount of shares equal to 85% of the total set aside to satisfy the potential requirements of a convertible debenture bond offering. Two of the other directors and officers of



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both corporations are former astronauts—Donald K. (Deke) Slayton, of Houston, one of the original seven, and Michael Collins, of Washington, who piloted Apollo 11 on the first lunar landing. Another officer and director is Maxine A. Faget, of Houston. David Baker, of London, is an outside director of both corporations but is not an officer of

either and owns no stock interest.

Columbia has filed two previous applications for satellite service. The first, for a domestic system, was rejected by the FCC last summer on financial qualification grounds. The application for the international system says the \$204 million needed to build the system and operate it for one year would be

raised in whole or in part from bank financing (the Bank of America submitted a letter stating its terms for providing the funds), transponder sales or equity financing, or a combination of the three. The second sought to provide service linking Europe with Japan but the FCC said the European portion violated the freeze on such applications. □

## Cloak and dagger over PanAmSat negotiations

**Applicant for first international separate satellite system is close to arrangement with Colombia; talks with South American country were being kept confidential but anonymous letter leaked details; PanAmSat points finger at Intelsat**

Pan American Satellite Corp. last week appeared to be making progress in securing a foreign correspondent (country) with which to initiate what would be the first U.S. separate satellite system to compete with the International Telecommunications Satellite Organization. The country on which PanAmSat is now banking is Colombia—but that fact did not come to light without the touch of controversy and mystery that has attended other developments in the U.S. march toward the authorization of separate systems.

PanAmSat had hoped to keep confidential its negotiations with Colombia. But two weeks ago, an unsigned statement—"Colombia's Communications Gamble, An Interesting Partnership"—outlining in some detail the status of the negotiations was delivered to some members of the press in an unmarked envelope. PanAmSat Chairman Rene Anselmo immediately dashed off a letter to Intelsat Director General Richard Colino, suggesting Intelsat was the source—perhaps its "dirty tricks department," Anselmo said. Intelsat officials, who as of Wednesday said they had not yet received the letter, which was dated March 21, denied any knowledge of the statement, although not of developments in Bogota.

Securing a correspondent is an essential step for the five applicants that the FCC has conditionally authorized to establish separate systems. (Columbia Communications Corp. has filed another application, see page 67.) It would clear the way for the State Department to submit their proposal for technical and economic coordination with Intelsat. It would also facilitate efforts to obtain the necessary financing. In that respect, the FCC last Monday granted PanAmSat its third extension—this time to April 30—of a deadline to begin construction of the RCA-3000 series satellite it plans to use. In requesting the latest extension, PanAmSat said it was close to concluding an agreement but that the country involved had requested a "short extension of time" in which to respond.

Fred Landman, president of PanAmSat, last week confirmed some details of the unsigned statement and elaborated on them. He said PanAmSat—which hopes to provide domestic service for Latin American countries as well as service between the U.S. and

Latin America—has been in touch with every country in that region. He said Colombia appeared sufficiently interested to set up committees within the ministries of communications and foreign affairs to consider the matter. And PanAmSat, to sweeten its proposal, offered to sell one transponder for \$1 to transmit educational programming within the country. Other transponders would be sold for \$5 million or \$6 million, with the final price dependent on the number of transponders sold.

PanAmSat is now awaiting word from the two Colombian ministries. However, as in the U.S., the final decision would be made by the president. Colombia, which elected a new national legislature three weeks ago, will elect its next president on May 28. However, Landman would expect the head of state to accept whatever recommendation is made by the two committees considering the PanAmSat proposal.

The anonymous statement on the Colombia connection said that country's minister of communications sought to persuade other Latin American countries to join in the agreement and thus avoid the "possible embarrassment" of being the only country in Latin America to "to help PanAmSat." Landman said he does not know of any such effort by Colombia. But he said that as a member of a group of Andean countries, Colombia has consulted on the matter with other members in the group—Ecuador, Venezuela, Peru and Bolivia. And while the statement said all other Latin American countries "continue to strongly support Intelsat," Landman said the only country that has definitely turned PanAmSat down is Venezuela, which is the home territory of Intelsat's deputy director general, Jose Allegrett.

Allegrett was one of the Intelsat officials denying knowledge of the anonymous statement. But he said he knew of Colombia's interest in the PanAmSat proposal. "We received inquiries on this three weeks ago," Allegrett said. "We talked to Colombia and expressed our concerns. But there is nothing we can do. . . . Colombia is a sovereign country."

Allegrett, like the anonymous statement, talked of the irony in the fact that Colombia is a likely candidate to enter an agreement with PanAmSat. The statement said that Colombia, "a developing country, will be the one that will open the door for systems that are not welcome by all other developing countries and will cause an increase in the costs for developing countries when using that system."

Allegrett recalled that Colombia was one of several developing countries last summer

that offered an amendment to the Intelsat Agreement to provide the global system with the pricing flexibility that Colino has said it would need to compete with separate systems. The agreement now requires that Intelsat average prices on a worldwide basis. Action on those amendments has been deferred.

Allegrett also seemed bemused by the PanAmSat offer to sell Colombia a transponder for \$1 for educational purposes. "We'd love to buy PanAmSat capacity for \$1 for a transponder. That makes no sense if you're talking about fully allocated costs," he said. Allegrett also noted that PanAmSat had accused Intelsat of "predatory pricing" because of some of its charges. And he indicated that Intelsat had attempted to counter the PanAmSat offer with one of its own—through Project SHARE, Satellites for Health and Rural Education, under which space segment capacity is made available to developing countries for those purposes. "Colombia," he said, "hasn't replied."

Anselmo's letter to Colino—which he made available to the press—reflected the anger PanAmSat officials appeared to feel over the anonymous statement, particularly a reference to the fact PanAmSat's talks with Colombia are under way "during the election period." "We're trying to bribe officials? Is that what was meant?" asked Landman. Anselmo's letter also referred to another bizarre event that occurred in the course of the controversy over U.S. plans to authorize separate systems: a statement last April on what proved to be fake International Telecommunication Union stationery, attacking the State Department for "confusions and contradictions" in its policy on separate systems (BROADCASTING, April 15, 1985).

Anselmo, whose letter-writing style is considered whimsical by some, off-the-wall by others, said in his letter to Colino: "Since you have had previous experience involving anonymous writers of defamatory letters, you might want to lend your considerable expertise to helping us track down this mental pervert." The franking mark on the envelope in which the statement last April had been sent was later found to have come from the postage meter in Intelsat's mailroom, but Intelsat officials insisted they had nothing to do with the document. Last week, they said they were aware of the contents of Anselmo's letter and would not comment when it is finally received. "It's vintage Anselmo," said Intelsat spokesman Bo Leahy.

What's more, on several occasions over the past couple of years, State Department officials and/or Anselmo have accused the Intelsat executive of orchestrating activities of its members. In June, Anselmo accused

Intelsat of inspiring Colombia's proposed amendment to the Intelsat Agreement regarding pricing (BROADCASTING, July 1, 1985). And several weeks ago, a State De-

partment official expressed the view Intelsat had a hand in drafting a resolution adopted by an organization of African states that indicated concern that establishment of sepa-

rate systems would have an adverse impact on Intelsat and, ultimately, on its members. Intelsat officials say such allegations are an "insult" to Intelsat members. □

## Journalism 4

### New wire service planned

#### Philadelphia entrepreneur says Federated Press could start by fall

Is there room for another wire service to compete with the Associated Press, Reuters and United Press International? Peter J. Wirs of Philadelphia believes there is and announced his intentions to start "the world's largest."

The Federated Press, as Wirs is calling his new international service, would be "a member-sponsored, profit-sharing consortium wire service" with 343 domestic and 374 foreign bureaus and 4,004 employees, Wirs said in a Washington news conference last Monday. FP will be "a cross between" AP and Reuters, he added, and "resell the editorial services and the communications technology that we are putting together" to the commercial and the government sector; FP's stock would be publicly traded, with profits shared among FP's employees, members and shareholders, Wirs said.

To get started, however, the new competitor must obtain "a sufficient number" of membership commitments, which Wirs hopes to get during two "industry summits," at which he is inviting "leading" broadcasting and network executives and representatives from the top 26 newspaper groups. The meetings will be held either separately at the National Association of Broadcasters annual convention in Dallas, April 12-16, and the American Newspaper Publishers Association meeting in San Francisco, April 21-23, or at a combined meeting held in Independence Hall in Philadelphia, Wirs said. (A decision was to be made late last week.) Prospective members are not asked to pay up front, Wirs said, but to sign a letter of intent that is contingent on the service's starting 123 days later.

According to his biography, Wirs, 31, is chairman, publisher and chief executive officer of The Poor Richard Corp., the parent company of FP which made an unsuccessful attempt to acquire UPI last year, and chairman of the The Poor Richard Co. Inc., described by Wirs as a research and development company. His previous jobs include selling insurance for the Metropolitan Life Insurance Co. in 1976-77, and a year as a news broadcaster at WBUX(AM) Doylestown, Pa., in 1973-74. He was a special assistant to a Philadelphia councilwoman (1976-78) and administrative assistant to a Republican Pennsylvania state representative (1971-76). He is the author of *The Code of Editorial Responsibility*, a "new set" of professional standards in ethics and conduct which FP will incorporate, Wirs said. He was also "in-

involved in" the introduction of Japanese acupuncture medical practice to the U.S., and attended the school of journalism at Temple University.

Wirs said there are "several candidates" who have agreed to serve on the board of directors of the Poor Richard Corp. once it has been convened. George Gerbner, dean of the Annenberg School of communications at the University of Pennsylvania, said he "expressed an interest" in considering being on the board "if and when the project materializes and the necessary formalities are concluded."

Gerbner said that his understanding of FP has come "mostly second-hand or on the telephone in a preliminary way." He called FP an "entrepreneurial proposition. . . In other words," Gerbner said, "it's a plan; it's a vision which he [Wirs] has, which grew out of his earlier attempt to acquire UPI."

Gerbner said it was not clear to him what

assets Wirs has, how many organizations are interested in using FP, whether it would be competitive with the other wire services or "how viable it is. I am in the field of communications," Gerbner said, "I am interested in assisting if I can or contributing to the development of FP, the development of as much competition in the field as possible."

FP, which Wirs said currently has a commitment from one "major broadcast group," will need 655 daily newspapers, 200 TV stations and 450 radio stations, to raise the \$368 million needed to operate FP for a year. (Wirs would not disclose members' identities until full membership is reached.) At the end of the second year, Wirs said, "in all likelihood, the members won't have to pay a cent because the annual [member] apportionment will come out of the earned income."

Wirs said he hopes to announce on April 23 that FP will have sufficient membership commitment. "If FP is successful in its membership drive by then, FP would be operating by Sept. 17," he said. □

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STEREO 96

New Orleans

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WYRK	Buffalo, Niagra Falls, NY
KHAK AM-FM	Cedar Rapids, Iowa City, IA
WDAO-WWSN	Dayton, Springfield, OH
KSO-KGGO	Des Moines, Ames, IA
WGNT-WAMX	Huntington, W V, Ashland, KY
WIMZ AM-FM	Knoxville, TN
WCMF	Rochester, NY

# RIDING GAIN

## O N R A D I O

### More help for AM's

The FCC should ease service restrictions now imposed on Class III AM radio stations by allowing for increases in power and the expansion of operating hours for daytimer-only facilities, according to the National Association of Broadcasters and Association for Broadcast Engineering Standards.

In a petition for a rulemaking filed with the commission March 20, NAB and ABES argued Class III's should have maximum power limitations increased 10-fold from 5 kw to 50 kw to counter changes in international AM broadcasting agreements that may "threaten" the competitive position of the stations. New AM allocation rules allow higher power stations adjacent to the U.S. or in U.S. territories on Class III regional channels.

The power change should not be granted on an across-the-board basis, however, the groups said, because they could cause interference problems. Rule changes should instead allow for case-by-case power increases to 50 kw if full interference protec-

### Rough February for spot

*National spot radio business continues to flounder in the first quarter with advertising expenditures for February down 3.7% from February 1985 to \$49,814,600. Those figures are according to Larchmont, N.Y.-based Radio Expenditure Reports Inc., which confidentially collects financial data each month from 16 rep companies. For year-to-date (January and February), revenues of \$87,352,300 are off 3.5% from the comparable period of a year ago.*

tion for all co-channel and adjacent-channel stations can be maintained.

The associations also called for a streamlined application process, with a "vigorous program" of cut-off dates and a "first come-first served" approach to avoid delays caused by applications interlinked with interference problems.

On Class III daytimers, NAB and ABES asked for new rules allowing full nighttime

authority at reduced power. Under current post-sunset service authorizations, the stations may already operate for two hours past local sunset, the groups said, and now should be allowed to remain on the air throughout the night at the reduced power level mandated for the second hour of post-sunset operation.

### Sports show

The Callahan/Sumner Radio Network (CSRN), Boston, plans to syndicate an hour-long, daily (Monday through Sunday) sports wrap-up show throughout New England beginning April 14. Called *The Sports Final*, the broadcast will originate from CSRN. A similar show has been airing over WEEI(AM) Boston each weekend.

The nightly program will be hosted by WEEI sports personality Bob Melvin, and will feature nightly commentaries by *Sports Illustrated* writer Peter Gammons, said CSRN's program manager, Tom Star.

Along with the latest major sports news and scores, Star said the program will also provide reports on running and track, collegiate sports, boxing, auto racing, wrestling and seasonal recreation sports as well as commentaries by Upton Bell, former general manager of the New England Patriots and commentator for WNEV-TV Boston, and by Ann Liguori, contributor to *USA Today* and ABC Sports.

The show will be satellite-delivered to 20 stations in six New England states each night beginning at 11:07 p.m., NYT. Frank O'Hearn, president and sales manager of CSRN, said the company intends to soon expand its syndication efforts for the program beyond the six-state region.

The company, which derived its name from the two tunnels in Boston, Callahan and Sumner, also distributes a variety of short-form features ranging from sports to real estate ("Riding Gain," Feb. 24).

### United hands

The United Stations Radio Networks was slated to kick off its support of the Hands Across America project ("Riding Gain," Feb. 24) with a live, 30-minute broadcast on Good Friday, March 28, at 10:15 p.m. NYT. The show featured the debut of the new "Hands Across America" single recorded by Voices of America, a group of singers assembled for the recording.

(Hands Across America is designed to combat hunger and homelessness in the U.S. Promoters of the project, which include several corporate sponsors—Coca-Cola USA and CitiCorp—hope to recruit six million people to join hands in a line stretching from New York to Los Angeles on May 25.)

According to USRN, which is the official

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# TRANSTAR

**The Quality Satellite Network**

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network for Hands Across America, the Good Friday date was selected for the special broadcast because it marks the one-year anniversary of the worldwide radio simulcast of "We Are The World," recorded by the United Support of Artists (USA) For Africa to benefit famine victims in that continent (BROADCASTING April 8, 1985). USA For Africa is co-producing the May 25 event along with Coca Cola.

USRN said it invited other major radio networks to simulcast the *Hands Across America* program. Anchoring the special broadcast was WPLJ(FM) New York morning personality Jim Kerr.

Scheduled was a live remote broadcast from the steps of St. Patrick's Cathedral in New York that featured a "sing-a-long" to the "We Are The World" recording followed

by the "Hands Across America" theme song.

USRN is also planning two months of special programming, primarily one-minute daily news and information updates recorded by various celebrities. The one-minute capsules are slated to begin today (March 31).

USRN's project coverage will culminate with a three-hour special broadcast on May 25. All "Hands Across America" programming, said USRN, is being offered to stations at no charge, via Satcom I-R, transponder 19.

### Playback

Gladney Communications, New York, is preparing a new, two-minute, weekday public affairs series featuring California An-

gels outfielder Reggie Jackson addressing a number of issues, ranging from drugs to violence in sports to music. Gladney is looking to begin the new commentary program, which is titled *Diamonds Aren't Forever*, next fall. Gladney Communications is a primarily a producer of public affairs programming for radio stations and currently distributes *The Best Years* series hosted by actress Helen Hayes.

□

Radio International, a New York-based radio program supplier, will debut *Reelin & A Rockin'*, a monthly magazine program designed to "examine the tightening bond between movies and rock 'n' roll." Slated to premiere on April 21, the show, according to Radio International, will feature both rock and screen stars as guest hosts.

### Going on tour

The Westwood One Radio Networks, Culver City, Calif., has made two more tour sponsorship arrangements. One involves a co-venture with Sun Country Wine Cooler, a division of the Canandaigua Wine Co., for singer Stevie Nicks' 1986 U.S. concert tour.

According to the agreement, Westwood will provide overall tour support that will include special tour broadcast reports inserted into Westwood One programs and specials, tour commercials aired within Westwood One programs and hour-long specials profiling Nicks. All will be made available to stations at no charge. The tour is scheduled to begin in Houston on April 11.

Additionally, Westwood One will be the sole sponsor of the upcoming U.S. summer tour for Bob Dylan and Tom Petty. The tour, which kicks off in mid-June, will include most of the above programming elements, in addition to a live, nationwide July 4 broadcast featuring the two artists in concert from Buffalo, N.Y.

In 1985, Westwood had tour co-sponsorship agreements with Coca-Cola Co. for the rock group Foreigner and with the Chewels Sugarless Gum for singer Rick Springfield.

### Fire damage

A March 23 fire gutted the transmitter building of KUPL-AM-FM Portland, Ore., knocking the stations off the air and destroying their four transmitters. According to Bill Bradley, operations manager of the stations, the fire caused an estimated \$500,000 damage, with nothing salvagable from the building. While the fire's cause had not been determined, Bradley said it appeared to have originated in the FM transmitter. He said the stations were trying to find a portable temporary transmitter while awaiting a replacement transmitter and that he hoped the stations could be back on air by the end of the week with the FM at full power and the AM with 1 kw nondirectional (it is normally 5 kw).

KUPL also served as a regional downlink for Mutual Broadcasting. According to a Mutual spokesman, affected Portland affiliates—KXL(AM), KKEY(AM), KLIQ(AM), KPDC-FM—are currently being fed via telephone line.

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## FCC sets April 25 deadline for must-carry comments

### Commission asks for opinions on broadcasting-cable compromise

As expected, the FCC Mass Media Bureau has agreed to provide 30 days (until April 25) for the public to comment on the must-carry compromise among the major broadcast and cable trade associations (BROADCASTING, March 24).

In an order last week, the bureau invited the public to comment on any aspect of the proposed rule under the compromise agreement, which would generally require cable systems with more than 20 activated channels to carry some local TV signals (BROADCASTING, March 10). But the bureau also asked several specific questions that suggest it believes the burden will be on compromise proponents to demonstrate why the commission should sign off on that which the parties to the agreement—the National Cable Television Association, the Community Antenna Television Association, the Television Operators Caucus, the Association of Independent Television Stations and the National Association of Broadcasters—have wrought.

For starters, the bureau asked for comment on how well the associations had addressed the "specific interests" of "noncommercial, commercial, VHF, UHF, new, established, general audience and narrowcast" stations. It also requested an assessment of how the compromise would serve the interests of cable operators, alternative users of cable channels, cable subscribers, nonsubscribers and the public in general.

On another level, the bureau is seeking specific comment on how the agreement handles constitutional concerns. The bureau said the appellate court in the *Quincy* case (in which the former rules were held to be unconstitutional) had indicated that any must-carry rules should deal with "specific harms and that any rules adopted should be narrowly tailored to protect only those broadcasters that are sufficiently at risk to warrant regulatory intervention. Thus, we request comment and information concern-

**Fowler on move?** Speculation about FCC Chairman Mark Fowler's future plans heated up last week when news came that two of his chief aides are departing: Daniel Brenner, Fowler's senior adviser, will become director of the communications law program at the University of California, Los Angeles, law school ("Closed Circuit," March 24); Thomas Herwitz, legal assistant to Fowler, resigned last week to become vice president, corporate and legal affairs, of Rupert Murdoch's Fox Television Stations Inc. (Herwitz left the agency last week; Brenner will remain through June.) Both Brenner and Herwitz said Fowler, whose term expires in June, had not told them whether he was intending to leave the agency or not. Fowler told BROADCASTING last Tuesday (March 26) that he has still not made a decision on whether to seek another term. Fowler said he has received employment offers throughout his chairmanship, but that he has "nipped those in the bud" by telling those propositioning him that although he was flattered by their offers, there was important work to do at the FCC. Asked whether he still believes there are important things to do at the agency, Fowler responded: "That's one of the things I have to think about." Fowler also said he would decide whether to seek another term in the "near term."

Also last week, word broke that Kenneth Howard Jr., legal assistant to Commissioner James Quello, is discussing a job possibility with the Cleveland-based law firm of Baker & Hostetler, which has an office in Washington.

ing the proper scope of any revised must-carry rule and whether, in this regard, the proffered compromise agreement adequately restricts and focuses its effect."

On still another level, the bureau requested comment on whether local broadcast service and the concept of localism as a communications policy objective were sufficiently important federal interests to "warrant the intrusion on the First Amendment rights of cable operators which must-carry obligations necessarily produce."

In reply comments, the FCC has already received assessments of the must-carry compromise. Many of them are critical, and several of the parties to the proceeding are still holding out for alternative solutions.

Richard Leghorn, a former NCTA director, said the industry compromise was "fatally disrespectful" of the Constitution and would not be upheld when appealed "as it surely will be by this commenter if none other." Leghorn's proposed alternative would require cable companies to install A/B switches for subscribers and prohibit cable companies from disconnecting or disabling UHF antennas or lead-ins. Cable systems

could avoid that installation obligation if they carried all unscrambled VHF TV signals with predicted Grade B contours overlapping any part of their communities. (The proposal also would require new TV receivers to come complete with A/B switching capability.) If a cable operator met its installation obligations, it would be permitted to carry the signal of any TV, low-power television or translator station, provided it carried them, unless technically infeasible, on the same channel on which they are broadcast and in their entirety from sign-on to sign-off. It also would be required to carry all local TV signals on the same tier. Under this aspect of the rule, cable companies would not be permitted to charge for carriage except to pass along copyright fees and costs incurred by the system to receive the signal.

In its reply comments, Grace Cathedral Inc., which is buying a newly constructed UHF in Akron, Ohio, alleged that the industry compromise would protect existing stations from new broadcast competition (BROADCASTING, March 10). "The 'compromise' represents an insidious and cynical attempt by entrenched economic interests to preserve their market power by conspiring to erect significant barriers to entry to new broadcast competition, and to deprive viewers, especially those who are not cable television subscribers, of additional diversity," Grace said.

Its own alternative proposal, as modified, would simply require cable operators to carry start-up stations for five years but grant waivers to those systems that elected not to use the compulsory copyright license. "Grace's proposed rule protects local broadcasting by prescribing a rule designed to enhance diversity of broadcast service to the local market," Grace said. "It requires cable operators to carry only those broadcasters that need protection, and only for so long as they reasonably need it."

In a joint filing, the Corporation for Pub-

**Must-carry unrest.** Opposition to the broadcasting and cable industry compromise on must carry continues to be waged by a dissident faction of independent television operators. The National Independent Television Committee, created shortly after the compromise was announced, is seeking support of its effort to defeat the accord at the FCC (BROADCASTING, March 10). NITC spokesman Robert E. McAllan of Press Broadcasting, Asbury Park, N.J., said the group has written to about 400 independent, educational and religious broadcasters asking for "support and any ideas you may have to reach a more palatable solution." McAllan said the committee will use that information in preparing its comments that are due at the FCC in April (see story, above).

"If you are worried about the erosion of First Amendment rights of independent, educational and religious broadcasters, we want your support. The committee believes that you cannot qualify a speaker's right to be heard through an arbitrary quantifier such as ratings. The adoption of such a rule sets a dangerous precedent not only for broadcasters but for the entire nation," the NITC wrote. The Association of Independent Television Stations has scheduled a meeting to discuss the compromise with its members on Saturday, April 12, during the National Association of Broadcasters annual convention in Dallas.

lic Broadcasting, the National Association of Public Television Stations and the Public Broadcasting Service launched a blanket criticism of proposals that would make carriage dependent on viewing standards, limit the number of TV stations that must be carried, exempt 12-channel systems, limit carriage rights to new stations, wouldn't mandate or assure carriage, would restrict the area in which carriage rights are afforded or limit mandatory carriage to offerings on the vertical blanking interval or aural subcarriers that are program related. "Without regard to whatever rule it may adopt for commercial television, we urge the commission to recognize the substantial governmental interests at stake in public television and to protect those interests by adopting the mandatory carriage requirement proposed in our comments," the public broadcasters said. (In their comments, the organizations urged the FCC to adopt a rule requiring carriage of the "entire signal" of all public TV stations providing Grade B service to all or part of a cable system's community [BROADCASTING, Feb. 3]. But cable systems would not be required to carry any public television station that simultaneously broadcasts all the same program broadcast by another local public TV station carried by the cable system, and cable systems with 12 or fewer channels would not be required to carry more than three local public TV stations if they need channel capacity to carry programming from nonlocal program sources.)

The City of New York backed its own proposal, under which a cable operator that elects to carry any local broadcast TV signal would generally be required to carry all local signals, without discrimination or charge to local stations. The rule also would provide that if more than 40% of a cable system's channel capacity would be required to carry all local signals—and at least 12 channels would not still remain available to carry oth-

er programming—the cable operator, at its discretion, could delete local signals in excess of that standard. New York also said the industry compromise would "improperly deny protection to many local stations—including minority-owned, foreign-language and public TV stations—that most require the protection of a rule prohibiting discriminatory carriage of local stations. Furthermore, any suggestion that these stations should be placed on channels that are dedicated to public, educational or governmental use would be a major step backward from the scheme of local service created by Congress."

Rumblings of discontent were also apparent in the brief comments of the ABC Television Affiliates Association, which said any must-carry rules that grant or deny carriage rights to a local TV station based on that station's decision to affiliate with a national network is "conceptually flawed and legally unsound." The association said it believed that a station and its viewers should not be penalized because the station elects to affiliate with a national network. "It would appear, however, that the compromise proposal would have precisely that effect," the association said. The association also urged the FCC to seek comment on the industry compromise proposal. "This course of action will permit the association to complete the poll of its membership regarding the compromise proposal which is currently underway," the association said.

Henry Geller, former head of the National Telecommunications and Information Administration, said the compromise might well serve the "private" interests of the cable industry and the "fat cat" segment of the broadcasting industry. "But it ignores the essential public interest requirements," Geller said. Among other things, Geller said there "must" be carriage of local stations in sparsely populated areas, whether or not a system has 20 or more channels. "In situa-

tions involving cable systems with limited capacity in the top 100 markets, the statutory scheme calls for preferences to public broadcasting stations, community stations and UHF independents," Geller said.

The National Black Media Coalition said the industry compromise "utterly fails" to meet the objections of *Quincy*. "The compromise is structured to assure must-carry status to the very stations the cable operators are most likely to want to carry even absent the rules," NBMC said. "The collusive and exclusionary means by which this 'compromise' was adopted, together with its resulting protection for the rich stations at the expense of the poor stations makes the compromise invalid both as an unlawful restraint of trade and as a further violation of the rule in *Quincy*."

"A wiser alternative than the NAB/NCTA compromise would be to require must-carry coverage *only* of minority and public television stations," NBMC added.

American Television & Communications Corp. reserved specific comment on the industry compromise. But it said the Department of Justice, the National Telecommunications and Information Administration and the Federal Trade Commission had all argued against adoption of new rules. "As objective experts in communications matters, their opinions should be particularly persuasive to the commission," ATC said.

Cablevision Systems Corp. said it was reserving its right to comment on the industry must-carry compromise, but it also said it "generally" opposed the initial proposals by broadcasters "as not providing a sound legal or policy basis for the FCC to reimpose new must-carry rules."

Bloomington Comco Inc., licensee of WYZZ-TV (ch. 43) Bloomington, Ill., said it was "particularly concerned" about the compromise, "which appears to afford carriage rights to those broadcasters who need such rights the least at the expense of those who need carriage rights the most to survive."

Spanish International Communications Corp., Bahia de San Francisco Television Co. and The Seven Hills Television Co. said they were "troubled" by the industry compromise and "strongly" opposed to the use of any viewing standard in new rules. "Commercial ratings services have been shown to undercount minority, foreign-language and other discrete audiences," the licensees said. "Such unreliable data must not form the basis for entitlement thresholds."

Western Communications Inc. said it supported the compromise and urged the commission to launch a further notice of proposed rulemaking to solicit comment. If the FCC opts not to adopt the compromise, WCI said it believed that Leghorn's proposals would meet FCC policy goals and First Amendment guarantees.

Heritage Communications Inc. said the compromise "could provide a viable framework for protecting the public's interest in the provision of local television programming, while restricting the First Amendment right of cable operators to only a limited extent. As the operators, through their representatives, appear for the most part to have acquiesced to this restriction, the proposed rule



**Chairman's roundtable.** Former joint board chairmen of the National Association of Broadcasters gathered in Washington last week for a roundtable discussion with the current NAB leadership. Among those attending the meeting (l-r): NAB President Eddie Fritts (Fritts was joint board chairman from 1981 to 1982); Richard Chapin, DKM Broadcasting Corp., Lincoln, Neb., (1971-73); Andy Ockershausen, former executive vice president and general manager, WMAL(AM) Washington (see "Fates & Fortunes") (1973-75); Gert H.W. Schmidt, Harte-Hanks Communications, Jacksonville, Fla. (1983-85); Donald Thurston, Berkshire Broadcasting, North Adams, Mass. (1977-79), and present Joint Board Chairman Ted Snider, Snider Corp., Little Rock, Ark.

The broadcasters discussed some of the current legislative and regulatory issues facing the industry. The former NAB officials also offered their view on the development of a long-range plan for the association. Snider convened the meeting as part of his own effort to build a consensus within the industry that will be used for long-range planning. (In that same vein, two other meetings have been called; one for April 13 at the NAB's annual convention in Dallas, with the past chairmen and vice chairmen of NAB's radio and TV boards attending. And on May 15, NAB is sponsoring a "congress of allied organizations," at its headquarters in Washington.)

Snider said the former joint board chairmen felt the association needed to be "more member oriented," and to "beef up member to services." They also suggested that NAB resume the regional conferences held in the past.

might well provide a requirement that will serve the public interest."

The California Broadcasters Association also said it believed that "limited carriage" rules, such as those originally proposed by NAB, INTV and TOC (BROADCASTING, Feb. 3), satisfied constitutional concerns and would be in the mutual interests of the public, broadcasters and cablecasters. In addition, CBA also urged the commission "seriously to consider extending any future cable carriage rule to include radio broadcasts."

The National Telephone Cooperative Association, many of whose members supply cable service to subscribers in rural areas, believed that any new rules would be unconstitutional. "However, if the commission determines new rules must be instituted, NTCA supports rules modeled after the compromise agreement with some modifications," NTCA said. "NTCA suggests that a specific exemption for small and rural cable systems... be implemented into a new must-carry scheme as well as provision for liberal waiver of the must-carry rules. NTCA urges the commission to develop a comprehensive proposal for further comment and discussion before finally re-prescribing must-carry rules." □

## Senate hears proposed home taping solution

Encoding records, tapes and CD's with copying inhibitors offered as one answer to copyright question

The debate over whether Congress should adopt legislation (S. 1739) mandating a royalty surcharge on blank tapes and audio recording equipment used for the home taping of copyrighted music continued in the Senate last week. This time, however, a new solution to the problem was offered by the recording industry, which presented a device that makes it difficult to copy records, tapes and compact disks.

At a hearing before the Senate Copyright Subcommittee, Dr. Donald McCoy of the CBS Technology Center, Stamford, Conn., presented a copy-coding system, developed by CBS, that would "encode" recordings with a "notch" in the frequency spectrum that is inaudible and does not affect the quality of the music. According to McCoy, a decoder (integrated circuit or chip) would be built into recording equipment to "scan the music looking for the encoded notch." When the notch is detected, he explained, the recording is interrupted for 25 seconds. That cycle, McCoy said, would be repeated throughout the recording, with music for 13 to 20 seconds followed by 25 seconds without sound.

Also, McCoy pointed out, copy-coding can be adapted to all existing technologies and can be applied to all emerging formats as well. It can be used on digital as well as analog recordings, he explained.

Joining McCoy at the hearing to demonstrate the new technology was Stanley M.



McCoy and Gortikov

Gortikov, president of the Recording Industry Association. Gortikov said that with the copy-coding system consumers can buy two types of recordings: an 'uncopiable' version—one encoded with a "notch"—for a consumer's personal use and a more expensive 'copiable' version (the price would include some compensation for copyright holders).

The system, Gortikov said, will not prohibit consumers from copying existing albums, tapes and CDs, with equipment already purchased. "It will, therefore, be decades before copy-coding can make a significant dent in the home taping problem." Accordingly, he said, there is a continuing need for royalty legislation.

Under the proposal, manufacturers would be subject to a royalty fee unless they installed the decoder chips. "The only reason manufacturers of recording equipment might choose not to install the decoder chips in their recording machines is so they can sell those machines for the purpose of reproducing our copyrighted music," Gortikov said. "And if they choose to profit by selling machines which enable their customers to take our prerecorded music without paying

for it, they should pay an equipment royalty to those in the music community who are victimized by their practices."

Opponents of the measure, the manufacturers of blank tapes and tape recorders and some retailers, argue that home taping is legal and that the royalty charge is unfair. Moreover, the group, which has banded together as the Audio Recording Rights Coalition, charged that the decoder proposal would lead to consumers paying record companies for the right to tape records they have already bought.

According to independent retailer Barry Mann, manager of David Mann's Audio, Philadelphia, the copy-coding system would result in his having to carry two kinds of recordings. He said a dual inventory would be expensive, require more space and greatly increase rent. "Now that we're getting customers back into the stores, this technological fix will drive them back out. Please leave a healthy industry alone," he said.

As for the encoding devices, McCoy said, they are ready for manufacture and the circuitry for encoder chips can be mass produced in the next several months. "The decoder chip is expected to cost less than \$1 when mass quantities are produced and equipment manufacturers are free to develop a compatible integrated circuit that can perform the same functions more efficiently or at lower cost. In any event, CBS has pledged to license both the encoder and the decoder that it has developed on a royalty-free basis for all hardware and software applications," McCoy said.

The device appeared to be an attractive solution to some senators. The bill's author, Copyright Subcommittee Chairman Charles McC. (Mac) Mathias (R-Md.), said he was intrigued by the prospect that "technology might be able to solve the problem that it has helped to create." Senator Howard Metzenbaum (D-Ohio) felt the new technology might "provide some answers," and congratulated the industry for coming up with such a solution. But Senator Dennis DeConcini (D-Ariz.) said he "remained unconvinced that a fee on tapes and machines is appropriate." □

## Washington Watch

**NTIA news.** Alfred C. Sikes was sworn in as assistant secretary of commerce for communications and information and head of Commerce's National Telecommunications and Information Administration. In other NTIA news, agency's fiscal 1987 budget was scrutinized by House Appropriations Subcommittee. Appearing before subcommittee was Rodney Joyce, who was acting NTIA director until Sikes took over and is remaining at NTIA, at least temporarily, in his former post as deputy director. NTIA asked subcommittee to approve proposed budget request of \$13.9 million. As for NTIA's public telecommunications facilities program, agency is recommending termination of program for FY '87 and is seeking rescission of all but \$1.2 million of \$24 million made available for FY '86.

□

**On board.** Andrew J. Strenio Jr., member of Interstate Commerce Commission, was sworn in as Federal Trade Commissioner on March 17 for term ending Sept. 25, 1989. Strenio, Democrat, was with ICC from September 1984 to December 1985 and was assistant director of regulatory evaluation in FTC's Bureau of Consumer Protection in 1982-84. In other FTC news, Senator Dennis DeConcini (D-Ariz.) has put hold on nomination of Daniel Oliver to agency (BROADCASTING, March 24). Oliver is general counsel of Department of Agriculture. DeConcini, spokesman said, is looking into Oliver's tenure at Agriculture and Education Departments and is waiting for information.

# Stock Index

	Closing		Net	Percent	P/E	Market	Capitali-
	Wed	Wed					
	Mar 26	Mar 19				(000,000)	
<b>BROADCASTING</b>							
N Capital Cities/ABC	232 1/2	239	- 6 1/2	- 2.71	21	3,021	
N CBS	145	138 1/2	- 6 1/2	- 4.69	32	3,398	
O Clear Channel	19 1/4	19 3/4	- 1/2	- 2.53	29	56	
O Gulf Broadcasting	3/16	11/16	- 1/2	- 72.72		8	
O Jacor Commun.	7 3/8	7 3/4	- 3/8	- 4.83		41	
O LIN	45 5/8	44 3/4	7/8	1.95	31	1,204	
O Malrite	15 1/8	14 1/8	1	7.07	18	126	
O Malrite 'A'	14 5/8	14 3/4	- 1/8	- 0.84	17	61	
A Price Commun.	8 7/8	9 1/8	- 1/4	- 2.73		65	
O Scripps Howard	51	51 1/2	- 1/2	- 0.97	17	526	
O SunGroup Inc.	4 3/8	4 3/8				7	
N Taft	93 5/8	92 1/8	1 1/2	1.62	20	846	
O TVX Broadcast Group	11	11				45	
O United Television	28 3/8	28 7/8	- 1/2	- 1.73	85	310	

<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>							
N A.H. Belo	51 7/8	52 3/4	- 7/8	- 1.65	25	600	
A Adams Russell	33 1/2	33 1/2				21	207
A Affiliated Pubs	45 5/8	48 1/4	- 2 5/8	- 5.44	28	839	
N American Family	29 1/2	29 3/4	- 1/4	- 0.84	14	1,179	
O Assoc. Commun.	41 1/4	42 1/2	- 1 1/4	- 2.94		196	
N Chris-Craft	61 1/8	62 5/8	- 1 1/2	- 2.39	43	391	
N Gannett Co.	71 1/2	72 1/8	- 5/8	- 0.86	23	5,738	
N GenCorp	79 7/8	80 1/8	- 1/4	- 0.31	23	1,748	
O Gray Commun.	138	138			23	68	
N Jefferson-Pilot	54	54 3/4	- 3/4	- 1.36	8	1,542	
N John Blair	20 7/8	23	- 2 1/8	- 9.23		168	
O Josephson Intl.	8 1/4	8 1/2	- 1/4	- 2.94		38	
N Knight-Ridder	48 1/2	48 3/4	- 1/4	- 0.51	22	2,716	
N Lee Enterprises	25 1/2	24 3/4	3/4	3.03	21	645	
N Liberty	41 1/2	42	- 1/2	- 1.19	17	418	
N McGraw-Hill	60 3/8	57 3/4	2 5/8	4.54	20	3,042	
A Media General	86	84 3/4	1 1/4	1.47	18	605	
N Meredith Corp.	77 3/4	77 1/2	1/4	.32	15	736	
O Multimedia	34 1/4	32	2 1/4	7.03		376	
A New York Times	62 7/8	63 1/4	- 3/8	- 0.59	22	2,512	
O Park Commun.	27 1/4	26 1/2	3/4	2.83	24	376	
N Rollins Commun.	31 1/8	29 7/8	1 1/4	4.18	35	454	
T Selkirk	25 1/2	25 1/4	1/4	.99	55	207	
O Stauffer Commun.	117	116	1	.86	19	117	
A Tech/Ops Inc.	29 5/8	29 3/8	1/4	.85	5	65	
N Times Mirror	62 1/2	59 1/4	3 1/4	5.48	16	4,034	
N Tribune	66 1/8	64 1/8	2	3.11	22	2,682	
A Turner Bcstg.	16 3/8	16 1/2	- 1/8	- 0.75	38	356	
A Washington Post	152	152			17	1,948	

<b>PROGRAMING</b>							
O American Nat. Ent.	3 1/4	3 1/4			16	7	
O Barris Indus	22	20 5/8	1 3/8	6.66	27	195	
N Coca-Cola	105 7/8	107 3/4	- 1 7/8	- 1.74	20	13,848	
N Disney	37	35	2	5.71	26	4,786	
N Dow Jones & Co.	54 1/2	55 1/2	- 1	- 1.80	25	3,513	
O Financial News	8 3/8	9 3/8	- 1	- 10.66	209	90	
O Four Star	5 1/2	5 3/4	- 1/4	- 4.34	5	4	
A Fries Entertain.	10 1/4	10 1/4			12	35	
N Gulf + Western	59 1/4	60 1/4	- 1	- 1.65	16	3,651	
O King World	38 3/4	41	- 2 1/4	- 5.48	25	394	
A Lorimar-Telepictures	24 3/4	22 1/2	2 1/4	10.00	9	192	
N MCA	54 3/8	49 3/4	4 5/8	9.29	34	4,075	
N MGM/UA	26 5/8	26 3/8	1/4	.94		1,322	
N Orion Pictures	11 5/8	12 1/4	- 5/8	- 5.10		110	
N Playboy Ent.	8 3/8	9	- 5/8	- 6.94		78	
O Reeves Commun.	14 3/8	15 3/8	- 1	- 6.50		179	
O Republic Pictures 'A'	11 1/2	10 7/8	5/8	5.74	82	33	
O Republic Pictures 'B'	10 1/4	10 1/4			73	7	
O Robert Halmi	4	4			57	69	
O Sat. Music Net.	8	8				54	
N Warner Communications	42	43 1/8	- 1 1/8	- 2.60		2,581	
O Westwood One	26 1/4	25	1 1/4	5.00	22	89	

	Closing		Net	Percent	P/E	Market	Capitali-
	Wed	Wed					
	Mar 26	Mar 19				(000,000)	
<b>SERVICE</b>							
O BBDO Inc.	61 1/2	60 1/4	1 1/4	2.07	21	396	
O Compact Video	6 5/8	6 3/4	- 1/8	- 1.85		28	
N Comsat	36 1/4	36 1/2	- 1/4	- 0.68	11	656	
O Doyle Dane B.	21 1/4	21 1/4				14	112
N Foote Cone & B.	65 1/8	64	1 1/8	1.75	16	247	
O Grey Advertising	232	222	10	4.50	14	139	
N Interpublic Group	56 1/2	56	1/2	.89	18	615	
N JWT Group	39	39			22	353	
A Movielab	7	7 1/2	- 1/2	- 6.66		11	
O Ogilvy Group	38 1/2	36	2 1/2	6.94	12	528	
O Telemation	6 1/8	6 1/8			6	7	
O Tempo Enterprises	10 1/4	10 1/4			39	58	
A Unitel Video	8 1/2	8 3/4	- 1/4	- 2.85		18	
N Western Union	6 5/8	6 1/4	3/8	6.00		161	

<b>CABLE</b>							
A Acton Corp.	1 7/8	2	- 1/8	- 6.25		11	
O AM Cable TV	1 1/2	1 5/8	- 1/8	- 7.69		5	
N American Express	68	68 3/8	- 3/8	- 0.54	19	15,120	
N Anixter Brothers	24 1/2	23 7/8	5/8	2.61	23	445	
O Burnup & Sims	6 3/4	7 7/8	- 1 1/8	- 14.28	12	60	
O Cardiff Commun.	1 1/4	1 3/16	1/16	5.26	3	2	
N Centel Corp.	51 3/4	51 1/2	1/4	.48	11	1,431	
O Comcast	26	25 1/4	3/4	2.97	44	553	
N Gen. Instrument	19 1/4	19 3/4	- 1/2	- 2.53		621	
N Heritage Commun.	26 1/2	25	1 1/2	6.00	51	418	
O Jones Intercable	11 3/4	11 7/8	- 1/8	- 1.05	51	122	
T Maclean Hunter 'X'	18 1/4	18 1/8	1/8	.68	25	672	
A Pico Products	2 5/8	2 1/4	3/8	16.66		9	
O Rogers Cable	14 3/4	15 7/8	- 1 1/8	- 7.08		346	
O TCA Cable TV	26	25 1/2	1/2	1.96	35	173	
O Tele-Commun.	49	47 3/4	1 1/4	2.61		2,303	
N Time Inc.	72 7/8	71 1/8	1 3/4	2.46	23	4,571	
O United Artists Commun.	28	28 1/4	- 1/4	- 0.88	41	574	
N United Cable TV	29 1/2	29 1/4	1/4	.85	44	445	
N Viacom	55 3/4	54 1/4	1 1/2	2.76	21	1,128	

<b>ELECTRONICS/MANUFACTURING</b>							
N 3M	106 7/8	104	2 7/8	2.76	18	12,225	
N Allied-Signal	51 3/4	53 1/4	- 1 1/2	- 2.81	10	9,009	
N Arvin Industries	27 1/8	26 7/8	1/4	.93	12	422	
O C-Cor Electronics	5 3/8	5 5/8	- 1/4	- 4.44		16	
O Cable TV Indus.	3 1/2	3 3/8	1/8	3.70	175	10	
A Catec	8 3/8	8 3/8				20	17
O Chyron	6 5/8	6	5/8	10.41	21	67	
A CMX Corp.	1 3/4	1 7/8	- 1/8	- 6.66		6	
A Cohu	7 7/8	8 1/8	- 1/4	- 3.07	7	14	
N Conrac	17	16 3/8	5/8	3.81	20	102	
N Eastman Kodak	63 7/8	59 3/8	4 1/2	7.57	20	14,415	
O Elec Mis & Comm.	3 5/8	3 3/8	1/4	7.40		14	
N General Electric	78 3/8	77 3/4	5/8	.80	15	35,708	
O Geotel Inc.	1 3/4	1 3/4			29	6	
N Harris Corp.	28 1/2	29 1/8	- 5/8	- 2.14	18	1,147	
N M/A Com. Inc.	16 3/4	17 1/2	- 3/4	- 4.28	22	729	
O Microdyne	6	5 5/8	3/8	6.66	27	27	
N Motorola	43 5/8	44 3/4	- 1 1/8	- 2.51	71	5,198	
N N.A. Philips	45 3/8	44	1 3/8	3.12	16	1,310	
N Oak Industries	2 1/4	1 3/4	1/2	28.57		69	
N RCA	62 3/4	62 3/4			15	5,632	
N Rockwell Intl.	47 1/2	44 3/4	2 3/4	6.14	12	7,092	
N Sci-Atlanta	10 3/4	14 1/4	- 3 1/2	- 24.56	14	251	
N Sony Corp.	21	20	1	5.00	14	4,849	
N Tektronix	55 3/4	60	- 4 1/4	- 7.08	16	1,103	
N Varian Assoc.	28 1/4	28 3/8	- 1/8	- 0.44	40	602	
N Westinghouse	52 3/4	51	1 3/4	3.43	14	9,213	
N Zenith	24 5/8	24 3/8	1/4	1.02		569	
Standard & Poor's 400	262.26	260.39	1.87	0.71			

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

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

## WBTV's high hopes for teletext

**Jefferson-Pilot station is adding new services to its magazine offerings and has deals to offer low-cost decoders**

For two years, WBTV(TV) Charlotte, N.C., has faithfully produced a local teletext magazine to broadcast along with Extravision, the national magazine produced and fed to affiliates by CBS, even though only a handful of teletext decoders were available in the market to receive and display the services on television screens.

And last Wednesday (March 26), the Jefferson-Pilot Communications station reaffirmed its commitment to the medium, heralding new, low-cost teletext decoders and announcing plans for an ancillary data broadcasting service.

"We have suffered with the rest of the people involved with teletext in trying to figure out how to get affordable decoders necessary to make the medium viable," said John Edgerton, vice president for administration, Jefferson-Pilot. "We now see the light at the end of the tunnel."

The CBS and WBTV teletext magazines are produced and transmitted (within the vertical blanking interval of a television signal) using the North American Broadcast Teletext Standard (NABTS) developed by the French. Few NABTS decoders have been manufactured, and those that have been are expensive.

According to Edgerton, low-cost NABTS decoders, which can be attached to any television set through the VHF antenna terminal, should begin appearing in retail stores later this year. Samsung, a major South Korean manufacturer, has promised to produce and distribute such decoders in the fall, he said. The unit will cost less than \$300.

Bernard Joseph, president of Videographie, a manufacturer of NABTS teletext production and transmission equipment, who was in Charlotte last week, said Videographie is currently negotiating with another South Korean company, Goldstar, to mass produce a set-top decoder from a Videographie prototype next year. Joseph couldn't give a retail price for the unit, but said its manufacturing cost would be around \$150.

Bill Perine, Samsung's teletext product manager, confirmed that Samsung is planning to introduce a set-top NABTS decoder next fall with a price tag between \$249 and \$299. Samsung hasn't yet decided on all the features the unit will contain, but they will include a tuner capable of receiving between 105 and 133 broadcast and cable channels and wireless remote control. The unit will not have multichannel television sound (stereo) capability, Perine said, but second-generation models may. The thinking around Samsung today, he said, is that the consumer who may not buy a set-top decoder to receive teletext alone may buy one to receive teletext and stereo. The unit will be approximately 16 inches long, 14 inches wide and two inches high, he said.

While WBTV is waiting for decoders to hit the market and spark demand for consumer teletext, the station plans to try to exploit the ancillary market of data broadcasting—that is, the one-way transmission of information in the vertical blanking interval for business customers.

According to John Reilly, head of teletext operations at WBTV, stations already in the teletext business can get into the data broad-

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Hopewell, VA  
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1965  
WCVS  
Springfield, IL  
\$700,000

1968  
WBOW/WBOQ  
Terre Haute, IN  
\$650,000

1968  
WHUT  
Anderson, IN  
\$650,000

1979  
WPDC(AM/FM)  
Elizabethtown, PA  
\$1,260,000

1981  
WAVZ/WKCI  
New Haven, CT  
\$6,000,000

1985  
WEAN/WPJB  
Providence, RI  
\$5,000,000

### SALES

1960  
WILA  
Danville, VA  
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WCHV  
Charlottesville, VA  
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WHAP  
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WBOW/WBOQ  
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mental investment. All it takes is another computer circuit board, he said.

After talking to Charlotte area businesses to assess their telecommunications needs, Reilly said, he has come up with several potential applications. For instance, he said, a retail chain could use the data broadcasting service to transmit company bulletins or a timely list of "bad" credit card numbers from the chain's headquarters to its stores.

To receive the data broadcasts, users need a television antenna, a receiver-decoder and either a serial printer or a computer to store the information. According to Joseph, receiver-decoders called didems are currently available in France for around \$700 and they can easily be adapted for use in the U.S. Once the units are mass produced, he said,

their price could drop to \$500-\$600.

Because the data is transmitted on one of some 3,000 discrete data channels and because didem can be adjusted to receive some channels and not others, Reilly said, the system can transmit proprietary information.

The advent of teletext has been delayed not only by the lack of decoders, but also by the presence of an incompatible teletext standard, the British-bred World System Teletext. A WST-based teletext service is currently being produced and broadcast by Taft Broadcasting's WKRC-TV Cincinnati and distributed nationally over the VBI of superstation WTBS(TV) Atlanta by Tempo Enterprises of Tulsa, Okla. For their salvation, WST proponents are looking to the introduction later this year of a new breed of digital TV

sets, which will have WST decoders built-in at little incremental cost to consumers.

The principal difference between the two standard is their graphics capability. While WST can generate simple alphamosaic graphics, NABTS can produce more elaborate graphics with smooth lines and greater detail, but NABTS decoders have been consistently higher priced than WST's.

According to Edgerton, WBTV has spent \$200,000 to gear up for teletext and "under \$100,000" in each of the past two years to produce its magazine and to promote the medium through demonstrations in public places. Yet, he said, the station is not ready to give up and, as far as he can see, neither is CBS. "They are faithfully hanging in there too," he said. □

## Changing Hands

### PROPOSED

**WNEW-AM-FM New York, KMET(FM) Los Angeles, WIP(AM)-WMMR(FM) Philadelphia, WOMC(FM) Detroit, KRLD(AM) Dallas, WWBA(FM) St. Petersburg, Fla., and WASH(FM) Washington** □ Sold by Metromedia Inc. to group headed by Carl C. Brazell Jr., president of Metromedia Radio, for \$285 million (see story, "Top of the Week").

**WCBM(AM) Baltimore** □ Sold by Metromedia Inc. to Resort Broadcasters for just under \$2.5 million (see story, "Top of the Week"). Sale of this station and stations above will put Metromedia out of broadcasting.

**WEZN(FM) Bridgeport, Conn.; WFTQ(AM)-WAAF(FM) Worcester, Mass.; WZZK-AM-FM Birmingham, Ala.; WYSR(AM)-WYYY(FM) Syracuse, N.Y.; WYAY(AM) Gainesville, Ga. (Atlanta); WDBO(AM)-WWKA(FM) Orlando, Fla., and KWEN(FM) Tulsa, Okla.** □ Sold by Katz Communications to new group headed by Katz Broadcasting President Dick Ferguson and other members of Katz management for \$68.3 million (see story, "Top of the Week").

**WGRZ-TV Buffalo, N.Y.** □ Sold by General Cinema Corp. to WGRZ Acquisition Corp. for \$56 million. Seller is publicly traded, Chestnut Hill, Mass.-based movie theater owner and Pepsi Cola bottler. It is headed by Richard Smith, chairman. Buyer is principally owned by Robert Smith, who recently purchased interest in WHTM-TV Harrisburg, Pa., WETM-TV Elmira, and WSTM-TV Syracuse ("For the Record," Dec. 16, 1985). He also has interest in WCTI-TV New Bern, N.C., WOPC(TV) Altoona, and WTHX(TV) Johnston, both Pennsylvania. WGRZ-TV is NBC affiliate on channel 2 with 100 kw visual, 10 kw aural and antenna 1,000 feet above average terrain. Broker: Howard E. Stark.

**KYCU-TV Cheyenne, Wyo.; KSTF-TV Scottsbluff, Neb., and KTVS-TV Sterling, Colo.** □ Sold by Burke Broadcasting to Stauffer Communications for approximately \$13 million. Seller is Longview, Tex.-based group of one AM, two FM's and four TV's owned by Alfred T. Burke. It is also selling KGNS-TV Laredo, Tex. (see below). Buyer is publicly traded Topeka, Kan.-based newspa-

per publisher, cable operator and station group of four AM's, three FM's and three TV's headed by Stanley H. Stauffer. KYCU-TV is affiliated with CBS and NBC on channel 5 with 100 kw visual, 10 kw aural and antenna 620 feet above average terrain. KSTF-TV is affiliated with CBS and NBC on channel 10 with 240 kw visual, 24 kw aural and antenna 840 feet above average terrain. KTVS-TV is affiliated with CBS, ABC and NBC on channel 3 with 60.6 kw visual, 6 kw aural and antenna 760 feet above average terrain. Broker: Hogan-Feldman Inc.

**KQRS-AM-FM Golden Valley, Minn.** □ Sold by

McKenna Radio Stations to Capital Cities/ABC Inc. for approximately \$10.5 million. Seller is Washington-based group of three AM's and three FM's principally owned by James McKenna, partner in McKenna, Wilkinson & Kittner, Washington-based communications law firm (which represented ABC before its merger with Capcities). Buyer is publicly owned, New York-based TV-radio network, publisher and station group of nine AM's, eight FM's and eight TV's headed by Thomas S. Murphy, chairman. KQRS is on 1440 khz with 5 kw day and 500 w night. KQRS-FM is on 92.5 mhz with 50 kw and antenna 850 feet above average terrain. **WSSV(AM)-WPLZ(FM) Petersburg, Va.** □ Sold by Eure Communications Inc. to Paco-Jon

March 10, 1986

### Amaturo Group, Inc.

has completed the sale of the assets of

### KHGI-TV Kearney, Nebraska

and satellite stations

**KSNB-TV** and **KWNB-TV**  
Superior, NB Hayes Center, NB

to

**Gordon Broadcasting, Inc.**  
a new company formed by Robert D. Gordon

The undersigned initiated this transaction on behalf of the seller and assisted both parties during the negotiations.

THE  
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COMPANY Cincinnati

Broadcasting Corp. for \$6.5 million. **Seller** is owned by William D. Eure, who also has interest in WDDY(AM) Gloucester, Va. **Buyer** is owned by Glenn R. Mahone, former president of Sheridan Broadcasting Network, Pittsburgh-based radio network. WSSV is on 1240 khz full time with 1 kw. WPLZ is on 99.3 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Blackburn & Co.*

**WOKS(AM)-WFEX(FM) Columbus and WTHB(AM)-WFXA-FM Augusta, both Georgia** □ Sold by The Woodfin Group to Davis Broadcasting Inc. for \$6,161,000. **Seller** is principally owned by Ken Woodfin. It has no other broadcast interests. **Buyer** is principally owned by Gregory A. Davis, sales manager of WLWT(TV) Cincinnati. WOKS is on 1340 khz full time with 1 kw. WFEX is on 104.9 mhz with 3 kw and antenna 300 feet above average terrain. WTHB is daytimer on 1550 khz with 5 kw. WFXA-FM is on 103.1 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Avpro Inc.*

**KGNS-TV Laredo, Tex.** □ Sold by Burke Broadcasting Co. of Laredo to ProServ Broadcasting of Laredo Inc. for \$5 million cash, including \$500,000 noncompete agreement. **Seller** is also selling three other TV's (see above). **Buyer** is owned by Donald Dell, Robert Briner, Raymond S. Benton, David P. Bagliebter and three others. Dell is chairman and Benton president of ProServ Inc., Washington-based professional tennis and sports management representation firm. Briner is president of ProServ TV, Dallas-based subsidiary firm that produces sports

programming for cable and syndication. Bagliebter is parent company's general counsel. KGNS-TV is NBC affiliate on channel 8 with 316 kw visual, 42.2 kw aural and antenna 1,021 feet above average terrain. *Brokers: Norman Fischer & Associates and Milton Q. Ford & Associates Inc.*

**KDTX(TV) Dallas** □ Unbuilt CP sold by Metroplex Broadcasting Co. to Trinity Broadcasting of Texas Inc. for \$1.6 million. **Seller** is principally owned by Adam C. Powell III, son of late representative, Adam Clayton Powell Jr. (D-N.Y.). It has no other broadcast interests. **Buyer** is Santa Ana, Calif.-based nonprofit station group of 12 TV's headed by Paul F. Crouch. KDTX is independent on channel 58 with 3,090 kw visual, 309 kw aural and antenna 1,720 ft.

**WCEN-AM-FM Mount Pleasant, Mich.** □ Sold by Central Michigan Broadcasters Inc. to Sommerville Broadcasting Co. for \$1,350,000 cash. **Seller** is owned by Charles E. Anthony, who has no other broadcast interests. **Buyer** is owned Richard S. Sommerville and his wife, Letty. It also owns WSMA(AM) Marine City, Mich. Sommerville also owns 50% of WADM(AM)-WQTZ-FM Decatur, Ind. WCEN is on 1150 khz with 1 kw day and 500 w night. WCEN-FM is on 94.5 mhz with 65 kw and antenna 230 feet above average terrain.

**KRRZ(FM) Fargo, N.D.** □ Sold by Red River Ltd. Partnership to Communications Properties Inc. for \$1.2 million. **Seller** is principally owned by F. Gordon Fuqua. It has interest in WHWH(AM) Princeton, N.J., and WPST(FM) Trenton, N.J. **Buyer** is Dubuque, Iowa-

based group of five AM's and three FM's, owned by Phillip T. Kelley and Richard C. Voight. It recently sold WNFL(AM) Green Bay, Wis. ("Changing Hands," Feb. 17). KRRZ is on 101.9 mhz with 100 kw and antenna 866 feet above average terrain.

**WGIV(AM) Charlotte, N.C.** □ Sold by WGIV Radio Inc. to Central Broadcasting Co. for \$700,000 cash. **Seller** is owned by Founders Communications Inc., Shreveport, La.-based group of four AM's principally owned by D. Wesley Attaway. **Buyer** is subsidiary of Suburban Radio Group, Belmont, N.C.-based group of six AM's, five FM's and one TV, principally owned by Robert R. Hilker and William R. Rollins. WGIV is on 1600 khz full time with 1 kw.

**KJAS(AM) Jackson and KJAQ(FM) Gordonville, both Missouri** □ Sold by Cape Girardeau County Communications to Target Media Inc. for \$500,000 cash. **Seller** is principally owned by Alfred C. Sikes, who also has interest in KRMS(AM)-KYLC(FM) Osage Beach and KGBX(AM) Springfield, both Missouri. Sikes is new director of National Telecommunications and Information Administration. He is divesting his broadcast interests and has requested expedited processing by FCC. **Buyer** is owned by Ralph Newquist and Dale Rollings, who have no other broadcast interests. Newquist's grandson is Tom Stine and Rollings's son is Mark Rollings. Stine is account executive and Rollings is announcer at WNDU-FM South Bend, Ind. They will manage acquisition. KJAS is daytimer on 1170 khz with 250 w. KJAQ is on 99.3 mhz with 3 kw and antenna 300 feet above average terrain.

**KCHA-AM-FM Charles City, Iowa** □ Sold by Radio Inc. to Mega Media Inc. for \$395,000. **Seller** is principally owned by Laverne Bromberg and family. It has no other broadcast interests. **Buyer** is owned by James B. Hebel, former announcer at WMAQ-AM Chicago and other Chicago radio stations. KCHA is daytimer on 1580 khz with 500 w. KCHA-FM is on 95.9 mhz with 3 kw and antenna 100 feet above average terrain.

**WJTX(AM) Urbana, Ill.** □ Sold by Yankee Ridge Broadcasting Inc. to Classic Radio Inc. for \$387,257.88 cash. **Seller** is owned by John R. Bowen. It has no other broadcast interests. **Buyer** is owned by Richard G. Glover, former owner of this station and WCRW(FM) Champaign, Ill. WJTX is daytimer on 1580 khz with 250 w.

\_\_\_\_\_ CABLE \_\_\_\_\_

**Systems serving Glens Falls, Oneida and Fredonia, all New York, and Jackson, Tenn.** □ Sold by Tribune Co. to Cablevision Industries for \$53 million. **Seller** is Chicago-based publisher, broadcast group and cable MSO. It has announced agreements to sell remaining 11 cable properties. **Buyer** is Liberty, N.Y.-based cable operator owned by Alan Gerry. It serves 350,000 subscribers in five states. Glens Falls system passes 10,500 homes with 7,819 subscribers and 135 miles of plant. Oneida system passes 9,500 homes with 8,254 subscribers and 180 miles of plant. Fredonia system passes 4,400 homes with 3,542 subscribers and 73 miles of plant.

For other proposed and approved sales see "For the Record," page 88.

William G. Dudley, III

of Dudley Communications has contracted to transfer

**WKCN (AM)/WDXZ (FM), Charleston, SC**

for

**\$2,825,000**

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Howard L. Schrott, Robert E. Beacham  
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**Advertising through the air.** Advertisers may yet be able to distribute print ads to newspapers the modern way—electronically via satellite. AD/SAT Inc., under new ownership, still intends to provide such a service. AD/SAT was founded in 1984 by Robert Wold Co., a major satellite transmission company, and Mitsui & Co., a Japanese trading company. Wold and Mitsui failed to find funding for the company, but they did find a buyer that has promised to spend the money and do what else it takes to put AD/SAT into business. The buyer is the U.S. subsidiary of British Printing and Communications Corp., a newspaper printing company controlled by British newspaper publisher Robert Maxwell.

Robert Wold, chief executive of Wold, said he could not disclose the price of the transaction, but that Wold recovered what it had spent on the venture and received warrants to buy a minority interest in AD/SAT. He said BPCC is committed to spend \$10 million to get the company up and running. Under the agreement with BPCC, Mitsui will supply AD/SAT with large-form, high-resolution facsimile scanners and recorders manufactured by Matsushita Graphic Products Co., he said.

Under the new ownership, AD/SAT will keep its president, N.S. Hayden, but will move its headquarters from Los Angeles to New York.

**Trying again.** GTE Spacenet's GSTAR II was scheduled to fly into orbit last Friday evening, just after BROADCASTING went to press, aboard one of Arianespace's Ariane 3 rockets. GSTAR II, a 16-transponder Ku-band satellite, was to share the cargo space on the rocket with Brazil's Brasilsat S2.

The launch of the two satellites has been delayed twice this month. According to Philippe Rasse, Arianespace's director of engineering, it was postponed from March 14 to March 19 to allow engineers to complete an investigation into possible problems with the first-stage guidance system of a Ariane 1 rocket launched last February. The March 19 launch, he said, was then postponed to March 28 after a computer spotted a problem with a valve on one of the lines feeding fuel to the third stage of the rocket and stopped the countdown at T minus five seconds. The problem has been corrected, he said, and, as of last Wednesday, everything was progressing smoothly toward the Friday evening launch.

Arianespace may be taking extra precautions, not only because of the loss of the space shuttle Challenger last January, but also because of the loss of an Ariane 3 rocket last September with two satellites aboard, including GTE's Spacenet III. If the Ariane 3 went up Friday, it did so from Arianespace's new launch pad (ELA 2) in Kourou, French Guiana.

**The dish biz.** A smattering of cable operators has been selling satellite earth stations for C-band reception for the past few years. And now that the major cable programmers are scrambling their satellite feeds, more operators than ever are considering selling dishes along with descramblers and subscriptions to the scrambled programming.

At the National Cable Television Association convention in Dallas two weeks ago, Luxor North America Corp., a major supplier of hardware to the home satellite industry, exhibited its wares trying to gauge how big a market for home equipment the cable operators might be. Following the show, John Blundell, a marketing consultant to Luxor who

helped man the booth, said he and other Luxor salesmen talked to about 40 cable operators who expressed serious interest in getting into the satellite dish business. How serious? "They spent a lot of time, asked a lot of questions and took home a lot of literature," Blundell said.

Many of the interested cable operators, Blundell said, were small or medium-sized looking for ways of attracting potential subscribers beyond the reach of their coaxial cables or in areas where the density of homes was too low to warrant stringing cable. "These people were interested in getting into the business," he said. "How many actually will is hard to say."

**DBS report card.** United States Satellite Broadcasting, the satellite broadcasting subsidiary of Hubbard Broadcasting, has brought the FCC up to date on its plans for building and launching two high-power direct broadcast satellites. Although RCA Astro-Electronics has not begun construction of the birds, USSB said RCA and USSB have finished their designs.

As now planned, it said, each satellite will have eight active channels, each of which can be switched for either conus (continental U.S.) or half-conus coverage. The satellites will be placed into orbit at 110 degrees and 148 degrees, both west longitude.

Because of the increase in the number of channels and several other modifications, it said, the delivery dates have been delayed slightly to Sept. 1, 1988, for the first satellite and Feb. 1, 1989, for the second.

USSB has had trouble finding the financial capital necessary to start RCA actually building the satellites. In its report, USSB said it has asked the FCC to allow direct broadcast satellite operators to use broadcast satellites for non-broadcast services.

"USSB believes that the clarification requested will assist in attracting financing for the development and operation of DBS," it said.



**Beam Communications Corporation**  
has acquired  
**WPBN-TV & WTOM-TV**  
**Traverse City and Cheboygan, Michigan**  
from  
**U.S. Tobacco**  
for  
**\$5,400,000**

We are pleased to have represented  
both parties in this transaction.

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# Wick urges approval of USIA budget in light of Soviet activity

**He says Reagan's \$1-billion request is needed to counter Russia's worldwide propaganda efforts**

U.S. Information Agency director Charles Z. Wick last week invoked the specter of a powerful Soviet propaganda offensive in seeking congressional support for President Reagan's USIA budget request of close to \$1 billion. The President has approved such a request, Wick told a House Appropriations subcommittee, because "he understands that the United States is facing one of the most sophisticated and determined efforts ever by the Soviet Union to influence public opinion around the world."

The administration's request for USIA—\$959.2 million—would represent an increase of \$104.5 million over the agency's 1986 budget—and 90% of the increase is earmarked to maintain existing activities. The amount would enable USIA to continue its major, multiyear project of modernizing the Voice of America's transmission facilities, although Deputy Director Mort Smith said that difficulties in negotiating site agreements with foreign countries will cause an extension in what was expected to be a five-year program to six or seven years. The program was initiated in 1983 and is now expected to be completed in 1991 or 1992.

Wick, whose appearance was supplemented by an 11-minute videotape pitching the importance of congressional support to enable the USIA to combat "the propaganda



blitz of the USSR," said the central element of that campaign "is to weaken the relationship between us and our allies." But he said the Soviets have other goals as well—"to divert public attention away from human rights abuses in their own country; to camouflage their adventurism in Afghanistan, Angola, Nicaragua and elsewhere; to conceal their own development of space-based defense capabilities while attacking ours; to portray the United States as a bellicose nation likely to drive the world to the brink of war."

Wick said no precise figures are available on the effort the Soviets are investing in the undertaking. But he said "the best and most

recent data available" indicate that the Soviet Union outspends the U.S. "by at least two to one in international information activities" and employs in that enterprise "an estimated seven times as many people" as the U.S. does. The USIA has 9,600 employees worldwide, a total, Wick noted, over 2,000 fewer than the 12,000 employees on the USIA roster in 1967. He also said that the request for operating funds, "in constant dollars," would be 2% below the 1967 level.

The item for VOA modernization—one of the largest items in the budget—is \$131.7 million, some \$22.6 million more than was appropriated for the project in fiscal 1986. Wick said the program, begun after decades "of neglect," has resulted in the last two and a half years in the conclusion of negotiations for shortwave relay stations in Thailand, Morocco, Botswana and Sri Lanka. Additional agreements are said to be near with Israel (the Board for International Broadcasting's Radio Liberty will share the facility), Germany, Puerto Rico and the Far East. New AM stations have been built in Costa Rica and Belize, and negotiations are under way for sites in St. Vincent and Antigua and "one other central American country" that Wick did not identify.

USIA's new glamour medium, Worldnet, a satellite-delivered television service, is to be expanded later this year. It is now used to link Washington with Europe for two hours, five days a week, with a service of news, cultural and entertainment programming, and is to be extended to Latin America, East Asia and the Pacific. Wick said USIA needs an increase of \$3.6 million in fiscal 1987 to maintain those and other television programs. It is seeking a total of \$30,363,800 for the television and film service. "The use of television in support of our public diplomacy effort has been so effective in explaining our foreign policy that we consider it imperative that this level of effectiveness is maintained," Wick said. He added that a survey of USIA posts indicates that overall media placement overseas has increased as much as 500% since Worldnet's early programs in October 1983.

One television project that USIA is persistent in pushing would involve \$12 million to establish a television component of RIAS (Radio in the American Sector of Berlin), which would be known as RIAS-TV. Congress rejected the proposal last year, and the full House Appropriations Committee this year turned down a proposal for a supplemental appropriation of \$17.8 million that would include funds for RIAS-TV and another project. Representative Neal Smith (D-Iowa), chairman of the Subcommittee on Commerce, Justice, State, the Judiciary and Related Agencies, who had originally supported the request, said the committee had cut it under the budget-trimming pressure of the Gramm-Rudman-Hollings Act. "It's not a big-ticket item," Smith said.

But Wick, in response to Smith's request for arguments to support the proposal, said RIAS-TV would be "a symbol of American presence" in West Berlin. He said the idea originated with West Berlin Mayor Eberhard

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Diepgen and is supported by Chancellor Helmut Kohl. And he noted that West Germany would pay \$4 million for its share of the start-up costs plus the annual \$24 million bill for programing; the programing, however, would be under the control of the Americans—the same formula followed by the American radio service in West Berlin.

RIAS-TV would reach a potential audience of three million East Germans as well as two million over-the-air viewers in the West. The service would also be fed to the West German cable network, increasing the number of potential viewers to 14 million.

But the thought Wick wanted to leave with the subcommittee was the somewhat

apocalyptic one that the USIA "is on the front line for America in the war of ideas with the Soviet Union" and that "Soviet propaganda, at work amidst the conflicts occurring around the globe, may have a fundamental and irrevocable effect on our national security, if we do not have the means to counter it." □

## For the Record

As compiled by BROADCASTING, March 20 through March 26, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific-Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

### Ownership Changes

#### Applications

■ KKJJ(FM) Payson, Ariz. (103.9 mhz; 1.6 kw; HAAT: 393 ft.)—Seeks assignment of license from Chuck Crisler to Zane Grey Country Inc. for \$250,000. Seller owns KXXX(FM) Lordsburg, N.M., and has interest in KAWA(FM) Kingman, Ariz., and WVGN(FM) St. Thomas, VI. He also owns 17 FM translators and is app. for three new FM's. Buyer is owned by Linda D. Herlov, station's general manager; William R. Franks; Elizabeth Garner; Jerome and Jeree Carroll, and Robert G. and Ivy J. Wills. Herlov also has interest in seller's KAWA(FM) Kingman, Ariz. Carrolls are Herlov's parents. Filed March 12.

■ WOVU(FM) Ocean View, Del. (101.7 mhz)—Seeks transfer of control of Ocean View Broadcasting Co. from Susan S. Lieberman and W. Lynne Dayton to Clark Broadcasting Co. for \$56,000 cash. Seller, Dayton is general manager of WSUL(FM) Monticello, N.Y. It has no other broadcast interests. Buyer is owned by A. James Clark, who also owns WCEI-AM-FM Easton, Md. Filed March 13.

■ WLFP(AM) Lake Placid, Fla. (730 khz; 250 w-D)—Seeks assignment of license from Women in FLA Broadcasting Inc. to Duane F. McConnell Revocable Living Trust for \$10,000. Seller is principally owned by Sharon Seifert. It owns WDFL(AM) Cross City. Buyer has interest in WWOJ(AM) Avon Park, N.J. Filed March 5.

■ WOKS(AM)-WFXE(FM) Columbus and WTHB(AM)-WFXA-FM Augusta, all Georgia (WOKS: 1340 khz; 1 kw-U; WFXE: 104.9 mhz; 3 kw; HAAT: 300 ft.; WTHB: 1550 khz; 5 kw-D; WFXA-FM: 103.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from The Woodfin Group to Davis Broadcasting Inc. for \$6,160,000. Buyer is principally owned by Gregory A. Davis, sales manager of WLWT(TV) Cincinnati. Filed March 12.

■ WJTX(AM) Urbana, Ill. (1580 khz; 250 w-D)—Seeks assignment of license from Yankee Ridge Broadcasting Inc. to Classic Radio Inc. for \$387,257.88 cash. Seller is owned by John R. Bowen. It has no other broadcast interests. Buyer is owned by Richard G. Glover, who has no other broadcast interests. He is former owner of this station and WCRW(FM) Champaign, Ill. Filed March 12.

■ KCHA-AM-FM Charles City, Iowa (AM: 1580 khz; 500 w-D; FM: 95.9 mhz; 3 kw; HAAT: 100 ft.)—Seeks assignment of license from Radio Inc. to Mega Media Inc. for \$395,000. Seller is principally owned by Luverne Bromberg and family. It has no other broadcast interests. Buyer is owned by James B. Hebel, who has no other broadcast interests. Filed March 11.

■ WCEN-AM-FM Mt. Pleasant, Mich. (AM: 1150 khz; 1 kw-D; 500 w-N; FM: 94.5 mhz; 65 kw; HAAT: 230 ft.)—Seeks assignment of license from Central Michigan Broadcasters Inc. to Sommerville Broadcasting Co. \$1,350,000 cash. Seller is owned by Charles E. Anthony, who has no other broadcast interests. Buyer is owned by Richard S. Sommerville and his wife, Letty. It also owns WSMA(AM) Marine City, Mich. Sommerville also owns 50% of WADM(AM)-WQTZ-FM Decatur, Ind. Filed March 5.

■ WZZV(TV) Magee, Miss. (ch. 34, ERP vis. 2,000 kw; aur. 200 kw; HAAT: 2,300 ft.; ant. height above ground: 2,000 ft.)—Seeks assignment of license from Wyatt-Clark Broadcasting to Signal Mississippi Inc. for \$92,762.91. Seller is principally owned by Pamela K. Clark. It has no other broadcast interests. Buyer is owned by Lewis Hopper, Robert Nichols and Walter J. Stiles. It has no other broadcast interests. Filed March 13.

■ WYHT(AM) Jackson, Miss. (1590 khz; 5 kw-D; 1 kw-D)—Seeks assignment of license from TRI Sounds Inc. to Capitol Radio Corp. for \$200,000, less assumptions. Seller is owned by William B. Moran. It has no other broadcast interests. Buyer is subsidiary of Lewis Broadcasting Corp., Savannah, Ga.-based group of two FM's and three TV's owned by J.C. Lewis. Filed March 12.

■ KJAS(AM) Jackson and KJAQ(FM) Gordonville, both

Missouri (AM: 1170 khz; 250 w-D; FM: 99.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Cape Girardeau County Communications to Target Media Inc. for \$500,000 cash. Seller is principally owned by Alfred C. Sikes, who also has interest in KRMS(AM)-KYLC(FM) Osage Beach and KGBX(AM) Springfield, both Missouri. Sikes is assistant secretary of commerce, National Telecommunications and Information Administration. He has been requested to divest his broadcast interests and requests expedited processing by the FCC. Buyer is owned by Ralph Newquist and Dale Rollings, Newquist's grandson is Tom Stine and Rollings' son is Mark Rollings. Stines is account executive and Rollings is announcer at WNDU-FM South Bend, Ind. Filed March 17.

■ KVCM(FM) Montgomery City, Mo. (103.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Montgomery Media Inc. to GMB Broadcasting for \$10,000. Seller is owned by James N. Myers and Dalton Wright. It has no other broadcast interests. Buyer is owned by George Batchelor and his wife, Mary. It has no other broadcast interests. Filed March 17.

■ KRGI-AM-FM Grand Island, Neb. (AM: 1430 khz; 5 kw-D; 1 kw-N; FM: 96.5 mhz; 100 kw; HAAT: 416 ft.)—Seeks assignment of license from Grand Island Broadcasting Co. to Harris Enterprises Inc. for \$3 million, comprising



Marc O. Hand

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Mr. Hand is a graduate of the University of California at Santa Cruz with a Bachelor of Arts in Politics. His twelve years of experience in the broadcast industry include the development of new radio stations in California, Colorado and Texas, station management, and management consulting.

Before joining Gammon & Ninowski, Mr. Hand served as a consultant to radio stations, national and regional associations (including the Corporation for Public Broadcasting), and other media groups in the areas of station management, financial planning and marketing.

Mr. Hand has participated in the development of limited partnerships for radio stations and a successful cable system franchise bid. Mr. Hand brings an extensive knowledge of radio station operations and an understanding of the specific needs of both buyers and sellers in the acquisition and financing of broadcast properties.



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\$1.5 million cash and remainder note at 9.5% over seven years. Seller is subsidiary of Stuart Broadcasting Co., Lincoln. Neb.-based station group of five AM's and five FM's principally owned by James Stuart and family. Buyer is Garden City, Kan.-based group of six AM's and six FM's principally owned by John P. Harris and family. Filed March 13.

■ **WGIV(AM)** Charlotte, N.C. (1600 khz; 1 kw-U)—Seeks assignment of license from WGIV Radio Inc. to Central Broadcasting Co. for \$700,000 cash. Seller is owned by Founders Communications Inc., Shreveport, La.-based group of four AM's principally owned by D. Wesley Attaway. Buyer is subsidiary of Suburban Radio Group, Belmont, N.C.-based group of six AM's, five FM's, and one TV, principally owned by Robert R. Hilkner and William R. Rollins. Filed March 13.

■ **WDRV(AM)** Statesville, N.C. (550 khz; 500 w-D)—Seeks assignment of license from Capitol Broadcasting Corp. to Statesville Family Radio Corp. for \$210,000. Seller is principally owned by Kenneth Johnson. Buyer is owned by Edward Echols, George H. Buck and Thomas J. Gentry. Buck owns WCOS-AM-FM Columbia, S.C.; WPCT(AM) Lenoirville, Tenn.; WHVN(AM) Charlotte, N.C.; WCLS(AM) Columbus, Ga.; WGMV(AM) Montgomery, Ala., and WYZE(AM) Atlanta. Gentry is general manager of WHVN(AM) Charlotte. Filed March 11.

■ **KRRZ(FM)** Fargo, N.D. (101.9 mhz; 100 kw; HAAT: 866 ft)—Seeks assignment of license from Red River Ltd. Partnership to Communications Properties Inc. for \$1.2 million. Seller is principally owned by F. Gordon Fuqua. It has interest in WHWH(AM) Princeton, N.J., and WPST(FM) Trenton, N.J. Buyer is Dubuque, Iowa-based group of five AM's and three FM's, owned by Phillip T. Kelley and Richard C. Voight. It recently sold WNFL(AM) Green Bay, Wis. ("Changing Hands," Feb. 17). Filed March 7.

■ **WAST(AM)** Ashabula, Ohio (1600 khz)—Seeks assignment of license from Quests Inc. to Roc Communications Co. for \$1. Seller is owned by Arthur W. Cervi, who owns WVCC-FM Linesville, Pa. Buyer is owned by Ronald G. Seggi, who has interest in WSEG-FM Erie, Pa. Filed March 12.

■ **KVIN(AM)** Vinita, Okla. (1470 khz; 500 w-D)—Seeks assignment of license from P.B.L. Broadcasting Co. to Lee-May Broadcasting Services Inc. for \$135,000, comprising \$25,000 cash and remainder note. Seller is principally owned by Charles D. Cresap. It has no other broadcast interests. Buyer is owned by Jackie D. Lee and Robert L. May. It has no other broadcast interests. Filed March 14.

■ **KDTX(TV)** Dallas (ch. 58; ERP vis. 3,090 kw; aur. 309 kw; HAAT: 1,720 ft.; ant. height above ground: 1,529 ft.)—Seeks assignment of license from Metroplex Broadcasting Co. to Trinity Broadcasting of Texas Inc. for \$1.6 million. Seller is principally owned by Adam C. Powell III. It has no other broadcast interests. Buyer is Santa Ana, Calif.-based nonprofit station group of 12 TV's headed by Paul F. Crouch. Filed Mar. 14.

■ **KGNS-TV** Laredo, Tex. (ch. 8; NBC; ERP vis. 316 kw; aur. 42.2 kw; HAAT: 1,021 ft.; ant. height above ground: 349.7 ft.)—Seeks assignment of license from Burke Broadcasting Co. of Laredo to ProServ Broadcasting of Laredo Inc. for \$5 million cash, including \$500,000 noncompetitive agreement. Seller is Longview, Tex.-based group of one AM, one FM's and four TV's, owned by Alfred T. Burke. It is also selling KYCU-TV Cheyenne, Wyo.; KSTF-TV Scotts Bluff, Neb., and KTVS-TV Sterling, Colo. (see "Changing Hands," page 79). Buyer is owned by Donald Dell, Robert Briner, Raymond S. Benton, David P. Baglietier and three others. Dell, Briner and Benton have interest in ProServ Inc., Washington-based professional tennis and sports management representation firm. Dell is former tennis champion and chairman, Benton is president and Briner is former executive director of Association of Tennis Professionals and president of ProServ TV, Dallas-based subsidiary. It produces sports programming for cable and syndication. Baglietier is parent company's general counsel. Filed March 13.

## Facilities Changes

### Applications

#### AM's

##### Tendered

■ **WEIS** (990 khz) Centre, Ala.—Seeks CP to increase power to 1 kw. App. March 19.

■ **KNIX** (1580 khz) Tempe, Ariz.—Seeks CP to increase night power to 50 kw. App. March 18.

■ **KNWA** (1600 khz) Bellefonte, Ark.—Seeks mod. of CP

to increase day power to 5 kw and make changes in ant. sys. App. March 19.

■ **KRDU** (1130 khz) Dinuba, Calif.—Seeks CP to increase day power to 5 kw; increase night power to 6.2 kw; change to DA-2, and change TL. App. March 18.

■ **WSBR** (740 khz) Boca Raton, Fla.—Seeks CP to increase night power to 940 w and change night electrical parameters. App. March 18.

■ **WAMA** (860 khz) Clearwater, Fla.—Seeks CP to increase power to 1.6 kw; increase day power to 2 kw, and make changes in ant. sys. App. March 18.

■ **KOFE** (1490 khz) St. Maries, Idaho—Seeks CP to change freq. to 1240 khz. App. March 21.

■ **WYAT** (990 khz) New Orleans—Seeks CP to increase day power to 1.1 kw; increase night power to 400 w, and change TL. App. March 18.

■ **WVKO** (1580 khz) Columbus, Ohio—Seeks CP to add night service with 1 kw; install DA-2, and make changes in ant. sys. App. March 21.

■ **KOHU** (1360 khz) Hermiston, Ore.—Seeks CP to increase day power to 5 kw. App. March 18.

■ **WRCP** (1290 khz) Providence, R.I.—Seeks CP to increase night power to 5 kw. App. March 19.

■ **KJSM** (1520 khz) Sequim, Wash.—Seeks mod. of CP to change hours of operation to daytime only; increase power to 20 kw; change TL, and make changes in ant. sys. App. March 21.

##### Accepted

■ **KDIG** (1240 khz) San Bernardino, Calif.—Seeks CP to make changes in modes during certain operating hours. App. March 19.

■ **WKZE** (1020 khz) Sharon, Conn.—Seeks MP to change TL. App. March 21.

■ **WOI** (640 khz) Ames, Iowa—Seeks mod. of lic. to operate transmitter by remote control. App. March 19.

■ **KRNT** (1350 khz) Des Moines, Iowa—Seeks CP to make changes in ant. sys. App. March 18.

■ **KANN** (1090 khz) Ogden, Utah—Seeks MP to change TL and make changes in ant. sys. App. March 19.

■ **WVNR** (1340 khz) Poulney, Vt.—Seeks CP to change TL and make changes in ant. sys. App. March 18.

■ **WLEE** (1480 khz) Richmond, Va.—Seeks mod. of lic. to operate transmitter by remote control. App. March 19.

#### FM's

##### Tendered

■ **\*WGSN** (91.5 mhz) Gadsden, Ala.—Seeks CP to change freq. to 91.3 mhz; change TL; change ERP to 15 kw, and change HAAT to 520.54 ft. App. March 24.

##### Accepted

■ **\*WKTZ-FM** (90.9 mhz) Jacksonville, Fla.—Seeks CP to change ERP to 50 kw. App. March 20.

■ **WHLY** (106.7 mhz) Leesburg, Fla.—Seeks CP to change TL and change HAAT to 1,610.48 ft. App. March 20.

■ **WFBQ** (94.3 mhz) Indianapolis—Seeks CP to change TL and change HAAT to 891.5 ft. App. March 20.

■ **WFMK** (99.1 mhz) East Lansing, Mich.—Seeks mod. of CP to change TL. App. March 21.

■ **KQHT** (96.1 mhz) Crookston, Minn.—Seeks mod. of CP to correct overall tower height. App. March 19.

■ **\*KSLX-FM** (90.7 mhz) Rochester, Minn.—Seeks mod. of CP to change TL; change ERP to 1.38 kw, and change HAAT to 847.88 ft. App. March 18.

■ **KXTR** (96.5 mhz) Kansas City, Mo.—Seeks CP to change TL and change HAAT to 984 ft. App. March 18.

■ **WQWT** (101.7 mhz) Owego, N.Y.—Seeks CP to change TL; change ERP to .997 kw, and change HAAT to 570.72 ft. App. March 21.

■ **WYFL** (92.5 mhz) Henderson, N.C.—Seeks mod. of CP to change HAAT to 990.56 ft. App. March 19.

■ **WXRC** (95.7 mhz) Hickory, N.C.—Seeks CP to change TL; change HAAT to 1,098.8 ft., and make changes in ant. sys. App. March 20.

■ **WVOD** (99.3 mhz) Manteo, N.C.—Seeks mod. of CP to change TL and change HAAT to 217.14 ft. App. March 18.

■ **WHBC-FM** (94.1 mhz) Canton, Ohio—Seeks mod. of CP to change TL and change tower height. App. March 19.

■ **WDOK** (102.1 mhz) Cleveland—Seeks CP to change ERP to 12 kw. App. March 19.

■ **KTIJ** (94.3 mhz) Alva, Okla.—Seeks mod. of CP to

change TL. App. March 18.

■ **KKRZ** (100.3 mhz) Portland, Ore.—Seeks CP to change TL and change HAAT to 1,434.34 ft. App. March 20.

■ **WHLM-FM** (106.5 mhz) Bloomsburg, Pa.—Seeks CP to change ERP to 35.5 kw; change HAAT to 577.28 ft., and change ant. and transmitter equipment. App. March 18.

■ **WHYW-FM** (96.9 mhz) Braddock, Pa.—Seeks mod. of CP to change tower height to 415 ft. App. March 18.

■ **WAYZ-FM** (101.5 mhz) Waynesboro, Pa.—Seeks CP to change TL; change ERP to 50 kw; change HAAT to 230 ft., and install DA. App. March 18.

■ **WPRO-FM** (92.3 mhz) Providence, R.I.—Seeks mod. of CP to change ERP to 45.4 kw and change HAAT to 488.72 ft. App. March 19.

■ **KNFM** (92.3 mhz) Midland, Tex.—Seeks CP to change TL; change ERP to 89.1 kw, and change HAAT to 1,010.24 ft. App. March 19.

### Actions

#### AM's

■ **WZYQ** (1370 khz) Frederick, Md.—Granted app. to add night service with 1 kw; increase day power to 5 kw; install DA-2; change freq. to 820 khz, and make changes in ant. sys. Action March 11.

■ **WKBZ** (850 khz) Muskegon, Mich.—Returned app. to change specified monitor radials. Action March 14.

■ **KDFN** (1500 khz) Doniphan, Mo.—Granted app. to operate transmitter by remote control. Action March 17.

■ **KWAM** (990 khz) Memphis—Returned app. to increase night power to .45 kw and make changes in ant. sys. Action March 10.

#### FM's

■ **WBLX** (92.9 mhz) Mobile, Ala.—Granted app. to install aux. sys. Action March 10.

■ **\*KUAR** (89.1 mhz) Little Rock, Ark.—Granted app. to change TL; change ERP to 73.5 kw; change HAAT to 272.5 ft., and make changes in ant. sys. Action March 17.

■ **\*KLRC** (90.3 mhz) Siloam Springs, Ark.—Dismissed app. to change TL; change ERP to 5.7 kw; change HAAT to 463 ft., and make changes in ant. sys. Action March 14.

■ **KCTT-FM** (97.7 mhz) Yellville, Ark.—Granted app. to change ERP to 3 kw. Action March 3.

■ **KMGG** (97.7 mhz) Monte Rio, Calif.—Granted app. to change TL. Action March 17.

■ **KSUE-FM** (92.7 mhz) Susanville, Calif.—Granted app. to change freq. to 93.3 mhz; change ERP to 100 kw, and change HAAT to 1,155 ft. Action March 18.

■ **KZYR** (103.1 mhz) Avon, Colo.—Granted app. to 459.2 ft. Action Dec. 9, 1985.

■ **KSNO-FM** (103.9 mhz) Snowmass, Village, Colo.—Granted app. to move SL outside community of lic. to East Hopkins Ave., Aspen, Colo. Action March 10.

■ **WILI-FM** (98.3 mhz) Willimantic, Conn.—Granted app. to change TL; change ERP to 1.25 kw, and change HAAT to 525 ft. Action March 4.

■ **WOVV** (95.5 mhz) Fort Pierce, Fla.—Dismissed app. to change TL; change ERP to 100 kw, and change HAAT to 980.72 ft. Action March 7.

■ **WYZB** (105.5 mhz) Mary Esther, Fla.—Granted app. to change TL and change HAAT to 328 ft. Action March 13.

■ **WCXL** (101.7 mhz) Vero Beach, Fla.—Granted app. to move SL outside community of lic. to 2024 U.S. Highway 1, S.E., Vero Beach. Action March 10.

■ **\*WHGW** (91.3 mhz) Fort Valley, Ga.—Dismissed app. to change TL and change HAAT to 459.2 ft. Action March 7.

■ **KTOF-FM** (104.5 mhz) Cedar Rapids, Iowa—Returned app. to change HAAT to 1,035.82 ft. Action March 14.

■ **KLZS** (97.9 mhz) Wichita, Kan.—Granted app. to change TL and change HAAT to 1,036.48 ft. Action March 14.

■ **WTKS** (102.3 mhz) Bethesda, Md.—Granted app. to change ERP to 1.35 kw. Action March 17.

■ **\*WHSR-FM** (89.3 mhz) Winchester, Mass.—Dismissed app. to change freq. to 89.9 mhz; change TL; change ERP to .018 kw; change HAAT to 193 ft., and make changes in ant. sys. Action March 14.

■ **\*WCBN** (88.3 mhz) Ann Arbor, Mich.—Granted app. to change ERP to .2 kw; change HAAT to 177.12 ft., and make changes in ant. sys. Action March 11.

■ **\*WHFR** (89.3 mhz) Dearborn, Mich.—Granted app. to change ERP to 268 w and change HAAT to 60 ft. Action March 17.

■ **WYKX** (104.7 mhz) Escanaba, Mich.—Dismissed app. to change TL; change ERP to 100 kw; change HAAT to

- 1,081 ft., and make changes in ant. sys. Action March 7.
- **WFUR-FM** (102.9 mhz) Grand Rapids, Mich.—Granted app. to change ERP to 50 kw. Action March 12.
- **WKKY** (104.9 mhz) Moss Point, Miss.—Granted app. to change TL and change HAAT to 328 ft. Action March 14.
- **WQMV** (98.7 mhz) Vicksburg, Miss.—Dismissed app. to change TL. Action March 12.
- **WONA-FM** (96.7 mhz) Winona, Miss.—Granted app. to change TL; change ERP to 3 kw, and change HAAT to 328 ft. Action March 14.
- **KLSJ** (93.3 mhz) Kansas City, Mo.—Granted app. to change TL and change HAAT to 1,056.16 ft. Action March 17.
- **KPOX** (92.5 mhz) Havre, Mont.—Granted app. to change ERP to 95.67 kw. Action March 11.
- **\*KCEP** (88.1 mhz) Las Vegas—Dismissed app. to change ERP to 10 kw. Action March 11.
- **WQWT** (101.7 mhz) Owego, N.Y.—Dismissed app. to change TL; change ERP to .67 kw; change HAAT to 570 ft., and make changes in ant. sys. Action March 12.
- **WZKC** (98.9 mhz) Rochester, N.Y.—Granted app. to install aux. sys. Action March 11.
- **\*WCCE** (90.1 mhz) Buies Creek, N.C.—Dismissed app. to change freq. to 88.5 mhz; change TL; change HAAT to 300 ft., and make changes in ant. sys. Action March 14.
- **WQTR** (99.1 mhz) Whiteville, N.C.—Granted app. to change TL; change ERP to 100 kw; change HAAT to 981 ft., and make changes in ant. sys. Action March 17.
- **WWJM** (106.3 mhz) New Lexington, Ohio—Granted app. to change HAAT to 328 ft. Action March 18.
- **WHYL-FM** (102.3 mhz) Carlisle, Pa.—Granted app. to make changes in ant. sys. Action March 18.
- **WCCR** (92.7 mhz) Clarion, Pa.—Granted app. to change HAAT to 279 ft. Action March 17.
- **\*WKNO-FM** (91.1 mhz) Memphis—Dismissed app. to change ERP to 100 kw; change HAAT to 642 ft., and make changes in ant. sys. Action March 3.
- **KQXT** (101.9 mhz) San Antonio, Tex.—Dismissed app. to change ERP of existing aux. to 83 kw. Action March 7.
- **WCKA** (97.1 mhz) Sutton, W.Va.—Granted app. to change TL; change ERP to 25 kw; change HAAT to 193.19 ft., and make changes in ant. sys. Action March 14.

**TV's**

- **WLNE-TV** (ch. 6) New Bradford, Mass.—Granted app. to change ant. Action March 14.
- **KPTM** (ch. 42) Omaha—Granted app. to change TL and change HAAT to 1,558 ft. Action March 17.
- **\*KOCV-TV** (ch. 36) Odessa, Tex.—Granted app. to change HAAT to 502 ft. and change TL. Action March 14.

**In Contest**

*Review board made following decisions:*

- Morganton, N.C., and Fairforest, S.C. (Beacon Broadcasting and New South Broadcasting Corp.) AM proceeding. Scheduled oral argument for April 4 on exceptions to initial decision of ALJ Edward Luton granting app. of Beacon Broadcasting for AM facilities at Morganton, N.C., and denying competing app. of New South Broadcasting for modification of its WASC. Each party has 20 minutes for argument. New South may reserve part of its time for rebuttal. By letter, March 7.
- Westerville, Ohio (Mid-Ohio Communications Inc. and Chief, Mass Media Bureau) FM proceeding. Scheduled oral argument for April 11 on exceptions to initial decision of ALJ John H. Conlin granting app. of Mid-Ohio for renewal of WBBY(FM) Westerville, Mid-Ohio and Mass Media Bureau each have 20 minutes for argument. The bureau may reserve part of its time for rebuttal. By letter, March 14.

*ALJ Joseph Chachkin made following decisions:*

- Reno (Washoe Shoshone Broadcasting, et al) TV proceeding. By separate orders: granted motion filed by Reno Community Broadcasting Co. and enlarged issues against Silver State Telecasters to determine whether its sole partner, Edward R. Stoltz, was careless and inept in his failure to report numerous transmitter site problems; whether he misrepresented facts, lacked candor and effect of such action on Silver State's qualifications to be commission licensee; granted motion for summary decision filed by Reno Eleven Telecasters and resolved air hazard issue in its favor; granted motion filed by David Moose and dismissed his app. with

prejudice. By MO&O, March 10, by order, March 11, and by order, March 14.

- Conroe, Tex. (Jack Clarke III, et al) TV proceeding. Granted joint requests for settlement agreement and dismissed apps. of Brokinrod Broadcasting Co., Luis Y Nelida Castrenda and Jack Clarke III with prejudice; granted app. of San Jacinto Television Corp. for new TV station at Conroe, and terminated proceeding. By MO&O, March 11.
- Fort Worth (Alden Television Inc., et al) TV proceeding. Granted motions for summary decision filed by Texas Spanish Broadcasters and Nuevo Mundo Broadcasting Inc. and resolved air hazard issues in their favor. By order, March 3.

*ALJ Thomas B. Fitzpatrick made following decision:*

- Rugby, N.D. (Rugby Broadcasting Inc. and Rugby Broadcasting, Limited Partnership) FM proceeding. Granted requests for settlement agreement and dismissed app. of Rugby Broadcasting, Limited Partnership with prejudice; granted app. of Rugby Broadcasting Inc. for new FM station at Rugby, and terminated proceeding. By MO&O, March 11.

*ALJ John M. Frysiak made following decisions:*

- Key West, Fla. (Florida Keys TV, et al) TV proceeding. Granted motion for partial summary decision filed by Constance J. Wodlinger and resolved air hazard issue in her favor. By MO&O, March 6.
- Newton, N.J. (Oneida Television, et al) TV proceeding. Granted motion filed by Oneida Television and dismissed its app. with prejudice. By separate order, granted motion filed by Family Stations Inc. and added site availability and misrepresentation issues against John R. Powley. By order, March 6, and by MO&O, March 19.
- Rock Hill, S.C. (Beverly Hills Hotel Corp., et al) TV proceeding. Granted petition filed by Faye Daye Corp. and dismissed its app. with prejudice. By separate order, granted motion filed by Beverly Hills and dismissed its app. with prejudice. By order, March 4, and by order, March 13.
- El Paso (UN2JC Communications, et al) TV proceeding. By separate orders, granted petitions filed by UN2JC and enlarged issues against Josie Moore to determine availability and suitability of her proposed ant. site and whether Moore made misrepresentations to FCC concerning that site and against Salcido Broadcasting Co. to determine facts and circumstances concerning its ant. tower site and whether Salcido complied with section 73.685 of rules; granted Sal-

cido's petition and enlarged issues against Liquico Television to determine whether Liquico can effectuate its proposed operation with its proposed staff. By MO&O, March 13 and by MO&O's, 19.

*ALJ Joseph P. Gonzalez made following decision:*

- Kearney, Neb. (Stephen G. Kafka, et al) FM proceeding. By separate orders, granted motions by Kearney State College and Stephen G. Kafka and dismissed their apps. with prejudice; granted joint request by Ferrell Broadcasting and Polly A. Hays for settlement agreement and dismissed Ferrel app. with prejudice; granted app. of Hays for new FM station at Kearney, and terminated proceeding. By orders and by MO&O, March 19.

*ALJ Byron E. Harrison made following decisions:*

- Venice, Fla. (Venice Flying Service Inc. and Air Venice Inc.) Aeronautical advisory station proceeding. Pursuant to agreement between parties and city of Venice, and at request of chief, private radio bureau, dismissed both apps. without prejudice and terminated proceeding. By order, March 13.
- Vineland, N.J. (Rita Wyse and Family Television Network) TV proceeding. By separate orders, granted motion filed by Family and resolved air hazard issue in its favor; granted joint requests by Wyse and Family for settlement agreement and dismissed app. of Wyse with prejudice; granted app. of Family for new TV station at Vineland, and terminated proceeding. By order and by MO&O, March 14.
- Charleston, S.C. (First Equimedia, et al) TV proceeding. Granted petition filed by First Equimedia and dismissed app. of R.G. Brown Communications Inc. with prejudice for failure to prosecute. By order, March 14.

*ALJ Edward J. Kuhlmann made following decisions:*

- Lewiston, Me. (Minority Women's TV Coalition, et al) TV proceeding. Granted motion filed by Ashley Communications and dismissed its app. with prejudice; granted motion filed by Sebago Broadcasting Co. and enlarged issues against Minority Women to determine whether Minority falsely verified documents in this proceeding and whether Minority should be disqualified; granted motion for summary decision by Sebago Broadcasting and resolved air hazard in its favor. By separate order, granted motion filed by John R. Powley and dismissed his app. with prejudice and directed Minority to answer interrogatories by March 24 or show cause why its app. should not be dismissed. By MO&O, March 6, and by MO&O, March 18.

- Pittsburgh (Digital Paging Systems Inc., et al) MDS proceeding. Granted joint request for settlement agreement and dismissed apps. of Multipoint Information Systems Inc., DayCom Corp., and Private Networks Inc. with prejudice; granted joint venture app. of Pittsburgh MDS Co. for CP to operate on ch. 2 at Pittsburgh, and terminated proceeding. By MO&O, March 6.

- Las Vegas (Classic Vision Inc., et al) TV proceeding. Granted motion filed by Lucky 33 TV and dismissed its app.; granted motions filed by 4-A Communications and Venture Broadcasting Co. to enlarge issues against El Sol Broadcasting to determine site availability, whether El Sol was careless or inept in prosecuting its app., whether it misrepresented ownership and control, and, if so, effects on El Sol's basic qualifications; granted motion filed by 4-A and added issue to determine whether Classic made available for inspection copy of its app. as require by commission rules, and granted 4-A's motion and enlarged issues against Venture to determine availability of designated ant. site. By MO&O, March 17.

- Cabo Rojo, P.R. (Olga Iris Fernandez, et al) FM proceeding. Granted motion for summary decision filed by Maria I. Ortiz Aviles and resolved engineering issue in her favor; granted motion filed by Aviles and dismissed the app. of Cabo Rojo Radio for failure to prosecute. By MO&O, March 4.

*ALJ Edward Luton made following decision:*

- Tolleason, Ariz. (Lifestyle Broadcasting Corp., et al) TV proceeding. Granted motion filed by Lifestyle Broadcasting and dismissed its app. with prejudice. By order, March 18.

*ALJ Walter C. Miller made following decision:*

- Seaside Park and South Toms River, N.J. (Sandpiper Communications Inc. and Jersey Shore Broadcasting Corp.) AM proceeding. Granted joint requests for settlement agreement and dismissed app. of Jersey Shore for South Toms River with prejudice; conditionally granted app. of Sandpiper Communications for new AM at Seaside Park, and terminated proceeding. By MO&O, March 4.

*ALJ Joseph Stirmer made following decision:*

- Little Rock, Ark. (Leininger-Geddes, et al) TV proceeding. Granted motion filed by Maumelle TV and dismissed its app. with prejudice. By order, March 13.

**Summary of broadcasting as of February 25, 1986**

Service	On Air	CP's	Total *
Commercial AM	4,718	170	4,888
Commercial FM	3,875	418	4,293
Educational FM	1,231	173	1,404
Total Radio	9,824	761	10,585
FM translators	789	444	1,233
Commercial VHF TV	540	23	563
Commercial UHF TV	401	222	623
Educational VHF TV	114	3	117
Educational UHF TV	186	25	211
Total TV	1,241	273	1,514
VHF LPTV	242	74	316
UHF LPTV	141	136	277
Total LPTV	383	210	593
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.  
 \* Note: Due to computer problems, FCC has not and will not release broadcast station totals for November, December or January.

ALJ James F. Tierney made following decision:

Armijo, N.M. (John Antonio Rodriguez and Jal Rene Washington) FM proceeding. Granted joint request for settlement agreement and dismissed app. of Rodriguez with prejudice; granted app. of Washington for new FM at Armijo, and terminated proceeding. March 11.

## Call Letters

### Applications

Call Sought by

#### New FM's

WZMX Rambo Broadcasting, Russellville, Ala.  
KZBX Megacom Broadcasting Inc., McAlester, Okla.

### New TV's

KMPX Karen L. Hicks, Decatur, Tex.  
KMLM Alfred Roever III, Odessa, Tex.

### Existing AM's

WNAI WAKS Resort Broadcasters of Raleigh Inc., Fuquay-Varina, N.C.  
KVBR KQBR Greater Minnesota Broadcasting Corp., Brainerd, Minn.

### Existing FM's

WBER WUWU Devine Communications Corp., Wethersfield, N.Y.  
WMMC WDPN Alpha Communications of South Carolina Inc., Columbia, S.C.  
KEYW KTCW United Broadcasting Inc., Pasco, Wash.

### Grants

Call Assigned to

#### New FM's

\*WRXC Monroe Board of Education, Shelton, Conn.  
\*KCEV-FM Wichita Educational Broadcasting Foundation, Wichita, Kan.

#### New TV

WSKA Haney Communications, Port Huron, Mich.

#### Existing AM's

WNNR WSCR Palmer C. Dante, Hamden, Conn.  
WYKH WKOA Pennyridge Broadcasting Co., Hopkinsville, Ky.  
WFEL WTOW American Sunrise Communications of Baltimore Inc., Towson, Md.  
KPE KEWI W. Russell Withers Jr., Cape Girardeau, Mo.  
KFMS KVEG Broadcast Associates Inc., North Las Vegas, Nev.  
WBKC WQLS Dale Broadcasting Co., Painesville, Ohio  
KVLV KELI Pathfinder Communications Corp., Tulsa, Okla.  
WPJM WEAB Thomas D. Norton, Greer, S.C.  
WLXG WTKC WPJM Inc., Adamsville, Tenn.  
KLKE KDLK Forum Broadcasting Inc., Del Rio, Tex.  
KEZB KKMJ Paso Del Norte Communications Inc., El Paso  
WJJS WHRQ CRS Communications, Lynchburg, Va.  
WANI WRJY WEET Radio Broadcasting Inc., Richmond, Va.

#### Existing FM's

KIXK KCAJ KIXK Inc., El Dorado, Ark.  
KKOS KKOS-FM Tri-Cities Broadcasting Inc., Carlsbad, Calif.  
WOCL WELE-FM Mid Florida Radio Inc., Deland, Fla.  
WSCF WAJX Frazer Broadcasting Corp., Titusville, Fla.  
\*WJTG WHGW Joy Public Broadcasting Corp., Fort Valley, Ga.  
WBGT WCRD Wells County Radio Corp., Bluffton, Ind.  
KKXI KMGK KIOA/KMGK Inc., Des Moines, Iowa  
KQKX KIYX Audiophase Inc., Dubuque, Iowa  
\*WJTM WFXM Joy Public Broadcasting Corp., Frederick, Md.  
KIKC-FM KXXE Gold-Won Radio Corp., Forsyth, Mont.  
KFMS-FM KFMS Gilday Broadcasting Co., Las Vegas  
WCYT WVKZ Stratford Broadcasting Corp., Rochester, N.H.  
KCMA KQZZ KCMA Inc., Broken Arrow, Okla.  
KVLV-FM KVLV Pathfinder Communications Corp., Owasso, Okla.  
WTPA WTPA-FM Quaker State Broadcasting Corp., Mechanicsburg, Pa.  
KDLK KLE Forum Broadcasting Inc., Del Rio, Tex.  
KEZB-FM KEZB KEZB El Paso Inc., El Paso  
KJYY KLEF Entertainment Communications Inc., Houston  
WXYU WJJS-FM CRS Communications, Lynchburg, Va.  
WMGG WCLG-FM Freed Broadcasting Corp., Morgantown, W.Va.

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## RADIO

### HELP WANTED MANAGEMENT

**General manager** for Midwest AM/FM being sold. Contract with salary and incentives. Opportunity with new owners. EEO/AA. Box B-163.

**Live and work in paradise!** New Colorado mountain AM covers several ski resorts, year-round recreation areas. Needs sales oriented manager, prefer husband-wife team. Proven track records only. No ski burns. Call Jim Slaughter, 404-324-1271.

**Selling manager** needed for turnaround situation. Outstanding potential, excellent market. Northern mid-west. If you are ready for a challenge, this group operator invites your resume, references & letter. Reply to Box B-103. EOE.

**General manager** seeking ownership wanted for leading station in small Southern market. Absentee owners want professional who can take charge without close supervision. \$30,000 and 5% of stock per year for five years for successful operation. Must have proven sales experience as manager or sales manager and be prepared to carry high percent of sales. EOE. Box B-117.

**Energetic general manager** needed for southern New Hampshire AM/FM on the move. Current sales managers encouraged to apply. All inquiries will receive prompt confidential response. Resume and track record. Box B-139.

**Southern coastal combo** looking for a sales manager who can get the job done. Stable locally owned company willing to pay top dollar. Faling knowledge a must. Sell us in cover letter that accompanies your resume to Box B-140.

**Midwest group operation** reopening search for experienced general manager or sales manager for the flagship stations in Richmond, Indiana. Strong sales background mandatory. Send resumes to: William Quigg, President, Central Broadcasting Corporation, P.O. Box 1646, Richmond, IN 47375.

**Program director**, West Palm Beach, Florida. WXEL-FM (NPR) airs classical and news. Seeking individual with strong management skills, classical music knowledge, public radio experience. Daily on-air shift. Resume, demo tape to: WXEL, Pat Eileen O'Meara, P.O. Drawer 6607, West Palm Beach, FL 33405.

### HELP WANTED SALES

**Local sales manager:** WHPA FM Hollidaysburg-Altouna. Solid radio sales experience and strong leadership required. Resumes to: PO 464, Hollidaysburg, PA 16648.

**Minneapolis-St. Paul's "Adult Gold"** WTCN AM seeks an experienced radio professional well-versed in retail and co-op. Outstanding chance to move up to major market selling atmosphere for a street-fighter with at least a year's experience. Sales management potential, too. M/F, EOE. Call Doug McLeod, GM, between 10 a.m. and noon only: 612-439-1220.

**KATZ Broadcasting** is looking for an account executive who makes things happen. Is the customer number one with you? Do you strive to be the best? Do you enjoy taking challenges? Are you able to set priorities and develop strategies for your activities? If so, radio station WFTQ can offer you an exciting opportunity. We are a rapidly growing Worcester, Massachusetts radio station, offering the newest and most comprehensive sales training and technology. We offer unlimited income potential, an innovative environment focused on excellence, incentives and recognition based upon your individual success, and a chance to join America's only employee-owned broadcast company - a company with a record of success and a sense of purpose. If you feel you have the talent... act now! Call Richard Muzzy at 617-755-1444. KATZ Broadcasting is an equal opportunity employer.

**New 100KW medium-market Texas** rocker seeks aggressive, young AE with track record for GSM. Ground floor opportunity. Earnings potential into 6-figures. Call W. White at 806-273-7575. EOE.

**Sales manager.** Strong leader to train and motivate staff. Capable of advancement. Must be aggressive, people oriented, a self starter and experienced street-fighter. Fred Baker, Box 488, Fort Smith, AR 72902. 501-783-3556.

### HELP WANTED ANNOUNCERS

**Morning personality**, who loves on-air, start \$18,000.00 - \$20,000.00, but will consider experience, presentation, professionalism and enthusiasm. Must love prep of show, production and public relations in the community. Send tape and resume to Box 2174, Kettering, OH 45429.

**P.D./morning personality.** No beginners. Med market FM. West Coast. T&R to: General Manager, P.O. Box 21117, Reno, NV 89510.

**Classical music announcer to program and host** daily air shift. Must have strong classical music background, bachelor's degree and two years broadcasting experience. Send resume and air check by April 7, 1986 to: WGUC Music Search Committee, 1223 Central Parkway, Cincinnati, OH 45214.

**Morning air personality** for: adult contemporary station. Must be fast moving, able to do production. Send tape & resume to PO Box 278, Fort Myers, FL 33902. EEO.

### HELP WANTED TECHNICAL

**Chief engineer for WIQB/ WNRS.** Ann Arbor, Michigan. Must have strong engineering background. Send resume and salary requirements to Ernie Winn, WIQB Radio, P.O. Box 8605, Ann Arbor, MI 48107. 313-662-2881. EOE.

**Assistant engineer** experienced in high-power FM, AM DA, STL's, RPU, satellite and state of the art audio, needed immediately. General radiotelephone or SBE certification preferred. Steve Boucher, CE, WKIX/W-Lite, Box 12526, Raleigh, NC 27605. 919-851-2711. EOE.

**Chief engineer** for well equipped 3 AM/ 3 FM group in Nebraska/Colorado. Experienced in AM directionals, audio processing, automation, Class C FM, Commission rules & regs. Hands-on, organized, and capable of working with staff and management. Good working conditions, benefits and pay. Resume to Ray Lockhart, KOGA, Box 509, Ogallala, NE 69153.

**Director of engineering, WMUB.** Miami University, Oxford, Ohio. New position. Responsibilities: Oversee and direct all engineering functions of this 30 kw full time public radio station; recommend and monitor engineering budget and purchases. Design and install components for replacement, expansion, improvement of station. WMUB will move to new facility within two years. Excellent opportunity for solid, thoroughly experienced engineer. Degree preferred. Oral and written communication skills essential. Salary is competitive. Mail application, resume, salary history, names of three personal/professional references to: Search Committee, Director of Engineering, WMUB, Miami University, Oxford, OH 45056. AA/EEOE.

**WPAT has an opening** for the following position: Technical supervisor. New York station has opening for highly qualified technical supervisor. Maintenance experience required for all phases of broadcasting. Contact Kenneth Stout, WPAT AM/FM, 1396 Broad Street, Clifton, New Jersey, 07013. 201-345-9300. An equal opportunity employer.

### HELP WANTED NEWS

**Are you qualified** to direct a small professional radio news operation? Can you anchor with a strong delivery combined with sound writing skills? We offer unusual benefits and working conditions. Send resume and salary requirements to J. William Poole, General Manager, WFLS AM-FM, 616 Amelia St., Fredericksburg, VA 22401. EOE.

**Experienced news director** for Albany metro AM-FM. Strong on-air and news writing talent necessary. Telephone-talk experience helpful. Tape and resume to: Jeff Weber, VP/GM, WKOL and FM 98, P.O. Box 3, Amsterdam, NY 12010. EOE.

**Do you thrive on** gathering and reporting news? Are you aggressive and motivated from within to be the best? If so, WDFW Marion, Ohio has an opportunity for you to be part of our award winning radio news organization, while gaining valuable print media experience with our twice weekly newspaper. It's an excellent growth position that'll take you as far as you want to go. Call Ray Reynolds, Operations Manager today 614-387-9343.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Production manager:** Quality Christian radio group has immediate opening for a production manager. Responsibilities include assigning, scheduling, and producing creative commercials and promotional material, monitoring air sound for quality control and directing on-air staff. Individual must possess creative voicing ability, previous production experience, plus an interest in news and issues of importance to the Christian audience. Please send tape, resume and references to Rich Bolt, Broadcasting Company, 10841 E. 28th St., Independence, MO 64052.

**Production manager.** Creative. Must be experienced in copy writing, co-op, etc. Good company, excellent benefits, growing chain on gulf coast of Florida. Send resume to Bowman, WPAP Caller Box 2288, Panama City FL 32402.

**Program director/morning anchor.** Southeastern Connecticut Adult Contemporary FM seeking PD & AM announcer. Primary responsibilities to motivate air staff and coordinate promotions. Must work long hours (and love it!) and tend to format details. Air shift requires warm and friendly AC personality with sense of community. Excellent opportunity for assistant PD looking for advancement and future growth potential. Send tape, resume and salary requirements to Dave Quinn, Pres/GM, WORQ, P.O. Box 97, Mystic, CT 06355. EOE.

**Program director:** America's most desirable medium market CHR seeks leader to complete turnaround. Strong programming, promotional and people skills are major prerequisites. Philosophy and past achievements first letter. Box B-152.

### SITUATIONS WANTED MANAGEMENT

**General manager:** Hands-on shirt sleeve pro with 18 years management experience. Strong on administration, programming and sale. Looking for long term association with reputable medium market station or growing group. Call 215-759-5303 before noon.

**General manager/ general sales manager.** Major market experience. Former owner. See you at NAB. Al Moll 608-788-8269.

**GM/GSM:** employed, well-paid, successful GSM seeks good company that wants more. See my 19 year track record and judge or yourself. Box B-110.

**Upwardly mobile manager/ NAB panelist April 1986** Dallas NAB, seeks to compare notes privately with broadcasters who have opportunities. Send business card! Box B-108.

**Are you an absentee owner with a struggling radio station?** Sales problems? Programming problems? My experience with sales, programming and marketing makes me the general manager you need to turn your station around. Send inquiries and needs to: Lee Nye, P.O. Box 1441, Citrus Heights, CA 95611.

**Urban general manager.** Over 15 years' experience. Major and medium markets. Successful sales, programming, management. Box B-119.

**GM in top 100 market** seeking general manager position. 12 years' radio experience. Decisive, mature leader specializing in sales management and training, promotion, format and bottom line. Increased top 100 market's sales 71% in 1 1/2 years. Decreased expenses 25%. Creative streetfighter willing to provide hard work and energy to create a winning environment. 100% relocatable. All inquiries answered promptly. Box B-118.



**Employed, successful,** medium market sales manager with nine years experience, three in management, desires opportunity with goal oriented medium-small market station. GM experience. Will deliver profits. Box B-157.

**10 year pro seeks** small or medium market management position or large market sales position. Experience in management, sales, and programing. Call Ron, 318-433-3906.

**13 year radio/TV professional** with proven record in sales, management, programing, promotions, automation seeking management position with professional organization. Box B-158.

**Station manager.** Successful medium market experience in programing, sales, and engineering. Major market engineering and on-air experience. Looking for an advancement opportunity. Peter G. Hamlett, P.O. Box 12573, Columbia, S.C. 29211.

**Dennis Ryan, CRMC,** is on the beach and looking for the next challenge. Have just completed 18 month general manager assignment for keymarket that involved full construction and start-up of Mobile/Pensacola regional Class C FM. People oriented manager, strong sales and leadership, skilled broadcaster. Great track record and references. Available now, all markets, all formats considered. High risk situations OK. Call now 205-626-0530 or 205-368-2128.

**Need a new GM?** Successful pro looking for medium-small market challenge. Excellent references available. Box B-150.

**10 year radio/TV veteran** sales manager now available. 1-303-842-5436—evenings.

#### SITUATIONS WANTED ANNOUNCERS

**25 years experience radio/TV.** Ten years with same-station. Will relocate. Mike 713-777-6471, day/night.

**Funniest team in America.** We get attention and results. Looking for commitment from AC, CHR or AOR winner. WZOU, WPIX, WJOK, Morin and Krantz. 617-566-7028.

**Play-by-play,** that's what I do. Something I can do for you. If needing college PBP, write for tape and resume. Box B-148.

**Dependable announcer** with 12 years experience. Country or adult contemporary format. Mike, 904-255-6950.

**Big Band communicator.** Know the era. Have 2000 records, 30s - 50s. Give staff holidays off, I work them all. Speciality - late night. Bob Robbins 313-885-3185.

#### SITUATIONS WANTED TECHNICAL

**ENG. OPS. FCC 1st class ticket,** 8 years' exp. Avail. Immed. NC sal. neg. Box B-123.

**Experienced radio chief** needs move. Digital, automation, Stereo, AM, DA. Would like chance in TV. Would consider radio combo if pay is right. Midwest, Lynn Bradley 1300 South High Bloomington, IN 47401. 812-336-8306.

#### SITUATIONS WANTED NEWS

**Award winning professional news director** with successful leadership experience seeks new challenge. Strong management and motivational skills outstanding news judgement coupled with network and wire service background. Bottom-line oriented, aggressive and imaginative. Warm, authoritative delivery. Available now. All markets considered. Please call 801-268-3405.

**Informed and creative newscaster.** Energetic speaker and concise writer with good production skills. For air check tape and resume, contact Roger at 312-477-5427 after 3PM.

**News veteran** on hiatus seeks position in top 50 market. Awards and commendations will back up my qualifications. All serious replies considered. Box B-109.

**News reporter** with 2 1/2 years' experience in active, small market operation seeks position in first love - sports reporting. Award winner in that field. Knowledgeable, energetic, straightforward. PBP, color also. Box B-97.

**A winner.** Sophisticated, exciting PBP all sports plus solid anchoring skills. 3 yrs experience, 20 yrs. sports knowledge. Bob, 219-534-2834.

**Experienced sportscaster** PBP, anchoring, color and talk experience. Will relocate to medium or large market. Highly skilled with excellent references. Degree. 319-652-5260 evenings.

**Radio reporter** eight years of radio and print experience. Looking for good radio news operation. Call Greg, 717-828-7187.

**Hardworking news reporter** wants to be a hardworking sports reporter. Experienced in both. Will do a lot more than just recite scores and stats. PBP, color also. Box B-98.

#### SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

**PD/ music director:** 5 years announcing. Ready to advance. Trained in management. Light rock. AC preferred. Small/ medium market. Jim, 615-896-4271.

**Seeking stations to run sports** on 50-50 commission basis. Play-um Box 315055, Detroit, MI 48231.

**Conscientious motivated professional programmer** looking for new challenges. Small medium markets. Promotionally minded. Community involved. Box B-132.

**Versatile, MBA marketing telecommunications.** Experienced producer. DJ, talk host, news. seeking growing station. Don, 713-996-9264.

#### MISCELLANEOUS

**Try our classifieds.** Serves every radio station in Florida. Florida Radio News. Box 540915, Orlando, FL 32854. 305-894-1830, 25 cents per word.

## TELEVISION

#### HELP WANTED MANAGEMENT

**Assistant controller:** Position available with broadcasting division of rapidly growing, publicly held communications corporation headquartered in the heart of the beautiful Finger Lakes region of upstate New York. Responsibilities will include supervision of accounting systems and staff, consolidating and consolidated financial statements, operating budget review and analysis and special projects. Some travel to company's 7 television and 16 radio stations. Candidates should possess 4 year accounting degree and minimum of 5 years accounting experience, preferably with the broadcasting industry. Send resume with salary history in complete confidence to: VP-Controller, Park Communications, Inc., P.O. Box 550, Ithaca, N.Y. 14851.

**General sales manager:** NBC affiliate in small mid-Atlantic market seeks achievement motivated general sales manager. Excellent opportunity for medium market local sales manager. Please send resume and cover letter outlining sales philosophy. EOE. Box B-101.

**General sales manager.** CBS affiliate in St. Thomas, United States Virgin Islands, seeks professional manager to oversee and develop sales staffs including rep office in San Juan, Puerto Rico. Spanish/English bilingual ability preferred. Experienced professionals with proven track record only. Resume to Dennis West, Worell Broadcasting, Inc., P.O. Box 123, Rockford, IL 61105. 815-987-5300. EOE.

**Business manager:** Affiliate in major Southeast Market seeks a hands on individual experienced in all phases of television accounting and computer systems. Needs to have accounting degree and strong supervisory and communications skills. Send resume to Box B-126. An EEO M/F employer.

**General sales manager** for fast growing Independent in Mpls/St. Paul. Applicants must have 4-5 years sales and management experience, with emphasis on independent television. Both local and national experience are prerequisites. Experience in other phases of TV broadcasting is a plus. Excellent salary and benefits. No phone calls. Send resume to Bob Fransen, GM, KITT-TV, Nationwide Communications Inc., 7325 Aspen Lane N., Minneapolis, MN 55428. EOE.

**General sales manager** for top 75 affiliate in attractive midwest city. Solid TV sales experience and strong leadership abilities required. A superb position for the right person. Send detailed resume to Box B-144. EOE.

**Program manager:** WTVH-5. CBS affiliate. seeks "people oriented" person to join innovative staff. Strong negotiation and scheduling skills and knowledge of available syndication and viewer trends. Past experience in operations a plus. Should have 3-5 years broadcast management experience. Send resume (no phone calls, please) to: General Manager, WTVH-5, 980 James Street, Syracuse, NY 13203. EOE.

**Station manager:** W small market seeks high-yield individual to manage station and sales. Great opportunity for a GSM with proven track record to move up. EEO employer. Box B-136.

**Local sales manager:** Top ten market - KRIV-TV, Fox Television, Houston, has an opening for a local sales manager. Prior television sales management required. Vendor and co-op experience preferred. Send resume to KRIV-TV, 3935 Westheimer Rd. Houston, TX 77027. Attn: G. Brammer VP/GSM. EOE

**Business manager.** Southern California major market independent TV station needs a management oriented business manager. Must have five years accounting and management experience in a television station. Send resume with salary requirements to P.O. Box B-153. EOE

#### HELP WANTED SALES

**Account executive:** WSB-TV, Atlanta, seeks an experienced account executive to replace a senior member retiring from the sales staff. You should be experienced in handling large and small retailers at the merchant level, as well as local and regional agencies, and be willing to develop new business. If you're one of the best, send resume to: Ted Batson, Director of Local Sales/Retail Services, WSB-TV, 1601 W. Peachtree St., N.E., Atlanta, GA 30309. EOE, M/F.

**Top 25 affiliate seeking self-starter,** good communicator with a minimum of 2 years broadcast sales experience handling agency and direct accounts. Emphasis on new business and vendor development. Opportunity for a hard worker to become part of a positive, aggressive sales organization. Send resume to: Box B-146.

**Local sales manager:** Top rated Southeastern CBS affiliate looking for a strong, aggressive local sales manager. Must have previous sales and training experience. Send resume and salary requirements to Box B-77.

**National sales manager.** Medium size market in Southeast. Dominant NBC affiliate. Immediate opening. Resume to Box B-133.

**Local sales manager** for medium market solid independent with good ratings. Strong local sales position in competitive market is available immediately to sales pro well versed in research, local direct sales, packages and people skills. Highly visible position with excellent company benefits and compensation package awaits creative sales leader. Send resumes to TV Sales P.O. Box B-162.

**Account executive** position is available for top 50 very competitive independent. Solid list available for strong aggressive self starter who knows what it takes to sell direct. Excellent company benefit package. Send resume to Sales, WVAH-TV, 23 Broadcast Plaza, Charleston, WV 25526.

**High powered,** experienced national television rep wanted in Atlanta. Should have at least 5 years rep experience. Must be energetic, aggressive, knowledgeable, outgoing, and personable. Mediocrity need not apply. Send resume and references to: John Dobson and Val Napolitano Petry Television, 400 Colony Square, Suite 1605, Atlanta, GA 30361.

#### HELP WANTED TECHNICAL

**ENG Technician.** New Orleans NBC affiliate seeking experienced technician to perform maintenance and repair work on 3/4" ENG equipment and operate live remote van. Sony School training helpful. Salary based on IBEW Union scale. Excellent benefits. Send resume to: Floyd Agnelly, WDSU-TV, 520 Royal St., New Orleans, LA 70130. An equal opportunity employer. M/F/H.

**Chief engineer.** Full power UHF-new plant. Requires extensive UHF transmitter (Harris), studio maintenance experience. Excellent opportunity for asst or maintenance engineer on way up. Contact Bill Barba, DOE, KJTL-TV, 3800 Call Field Rd, Wichita Falls, TX 76308. 817-691-1808. EOE M/F

**Maintenance engineer.** Progressive New England network affiliate has an opening for an individual who can contribute to our expanding technical operation. Applicants should have at least 3 years experience in TV broadcast maintenance. Strong troubleshooting skills and ability to work independently a must. Experience with system installation, computer graphics, computer editors, satellite and microwave technology is desirable. Excellent salary and benefits package. Send resume to Steven M. Davis, CE, WPRI-TV, 25 Catamore Blvd., East Providence, RI 02914. EOE/MF.

**Leading major market East Coast** production house looking for assistant chief engineer with 3-5 years' experience. Solid background in maintenance. Aggressive compensation and benefits package. If you're qualified, call 215-568-4134, for Dave Culver, General Manager.

**Top 50 independent** needs maintenance supervisor. TCR-100 experience necessary, transmitter experience a plus. Only qualified people will be notified for interview. Send resume to P.O. Box 59020, Birmingham, AL 35209. EOE.

**WCBD-TV, Charleston, S.C.** is seeking a TV operations maintenance engineer capable of maintaining TV transmitter, studio and news electronic equipment. General Class FCC license and TV broadcast experience desirable. Send resume to General Manager, WCBD-TV, P.O. Box 879, Charleston, S.C. 29402. EOE M/F.

**Chief engineer:** Start up VHF independent. Must have broad experience. Will be responsible for construction of studio and transmitters. Send resume and salary requirements to Sandra Rahimi, VP General Manager Evergreen Broadcasting Corp. 244 Walnut Street, Johnstown, PA. 15901, Suite 102.

**Chief engineer** for Midwestern network affiliate. Must have strong supervisory and maintenance experience in studio, transmitter, microwave, and ENG operations. Send resume and salary requirements to: Box B-142.

**Chief engineer:** For small market ABC affiliate in resort area. UHF transmitter and microwave experience along with supervisory and maintenance experience. Studio upgrading in progress. Send resume and salary requirements to Michael Khouri, WGTU/WGTQ, 201 East Front Street, Traverse City, MI 49684.

**Engineer in charge** for state-of-the-art mobile unit. Experience on TK-47's, BVH-2000's, Abekas digital systems, Chyron 4100 necessary. Competitive salary/benefits. Mobile unit supported by large established production facilities. Contact Eric Address, E.J. Stewart, Inc. 215-626-6500. EOE/MF.

**KDAF-TV 33** has an opening for a maintenance engineer. 3-5 years experience in all phases of broadcast television maintenance. FCC General Class or SBE certification. Applicant must possess knowledge and ability to maintain and repair 3/4", 1" and 2" video tape equipment and peripheral broadcast television equipment. Send resume to Joseph A. Maggio, Asst. Chief Engineer, KDAF-TV, Fox Television Stations, Inc. 8001 Carpenter Freeway, Dallas, TX 75247. EOE M/F.

**Maintenance engineer** for expanding educational television station. Two year degree in electronics and at least two years experience in trouble shooting and repair of 2", 1" and 3/4" tape machines, TBCs, switches, microwave and transmitting equipment. Must have the ability to work independently. Send resume to Dave Burgess, DOE, WVPT, Port Republic Road, Harrisonburg, VA 22801. Equal opportunity employer.

**Master control/video tape operator** needed for UHF PBS station. Minimum two years experience in operations. Additional experience in studio and/or transmitter maintenance preferred. FCC General Operators License. Union position with competitive salary and benefits. Send resume, references and salary requirements to Personnel, KCPT/19, 125 E. 31st Street, Kansas City, MO 64108. 816-756-3580. Equal opportunity employer.

**TV maintenance technician.** Immediate opening for experienced individual in repair of Sony 3/4" VCR's and editing equipment. Min. requirements: H.S. degree, formal training in maintenance of electronic equipment, 2 years exp. in electronic maintenance. Send resume to: Engineering Manager, WJWJ-TV, P.O. Box 1165, Beaufort, SC 29901-1165, or call 803-524-0808, 11AM-6PM. Salary \$17,641. WJWJ-TV is part of the SC ETV Network. EEO employer.

**Maintenance engineer:** 2-3 years experience with studio and engineering equipment. Tower climbing necessary. Salary \$15K. Send resume to John Wilcox, 1900 8th Avenue NW, Austin, MN 55912. EOE/AA.

**Maintenance engineer:** Telemation productions/Chicago has two immediate openings due to retirement and advancement. Applicants should possess a minimum of 5 years maintenance experience with all types of studio equipment. Equipment includes: CMX 3400 editors, Ampex ADO, Ikegami cameras, Utah-scientific routing, Aurora computer graphics, 4 camera/3 VTR remote truck. Interested persons should contact: John W. Gebhard, Chief Engineer, Telemation Productions, Glenview, IL 60025, 1-800-323-1256.

**Maintenance engineer:** Experience in television broadcast electronics a must. Performs maintenance on all electronic equipment. H.S. Diploma, 2 years specialized training, General Class License and 2 years related experience required. Competitive salary and excellent benefits. Send resumes to Trudy Wick, KWTW, 7401 N. Kelley, Oklahoma City, OK 73113.

#### HELP WANTED NEWS

**Director:** We're expanding and looking for the right person to join our team of number one news directors. Ability to switch a must. Post production editing skills desirable. If you're good and want to join an aggressive NBC affiliate with state-of-the-art facilities in a very competitive market, send your resume to: WSVN Personnel, P.O. Box 1118, Miami, FL 33138. EOE.

**Assignment editor:** top five market. Must be able learn new market quickly, develop sources and know how to aggressively chase a story. Strong news and writing skills essential. Must be able to manage strong staff of reporters and crews and have thorough knowledge of equipment. Several years' experience required. Send resume and letter with your ideas on how to do the job to Box B-94. EOE.

**News director-WPTF-TV.** Build a new daily news operation on NBC affiliate in the fast-growing Raleigh-Durham market! Strong competition. Solid, growing company with application for 2000' tower. Must be self-starter with excellent management and production skills. Send resume and salary requirements to: Bob Wolfe, WPTF-TV, Box 1511, Raleigh, NC 27602. EOE.

**Assignment manager.** Wanted: aggressive, hard working person to handle news planning. Creative mind, "can do" attitude, good news judgement and ability to motivate and move the troops are a must. If you are this person, let's talk. Tim Gardner, KTBC-TV, P.O. Box 2223, Austin, TX 78768. 512-476-7777. EOE.

**Anchor/producer:** complement male anchor, early/late news, weekdays. 2 years commercial TV experience, preferably reporting in midwestern middle-market VHF affiliate. KEVN, Box 677, Rapid City, SD 57709.

**News producer.** Immediate opening for experienced producer. Send resume, tape & salary requirements to News Director, PO Box 4009, Salisbury, MD 21801. EOE.

**News director.** Mid-Atlantic affiliate needs leader who can manage group of talented individuals to give their best. Strong writing, organizations skills and community involvement required. Send resume & salary needs to Box B-147.

**Anchor 6 and 11,** must have 3 to 5 years experience, must be more than a reader, solid journalist required for this aggressive Southeast market. Excellent salary and benefit package for right person. Resume, salary history and news philosophy to Box B-145.

**Reporters, weathercasters.** Immediate openings. Entry and experienced. Details, write Box 3654, Bon Air, VA, 23235.

**Small market VHF ABC affiliate** seeks co-anchor/producer for 6 and 10 PM shows. Reporting background required. Send resume to Box B-143. EOE.

**KDAF-TV 33** has an opening for a news artist. Responsibilities include design and illustration of news graphics and operations of graphics computer. One year of experience as a news artist in a TV station is a prerequisite. Send resume and samples/tape to Art Director, KDAF-TV 33, 8001 Carpenter Freeway, Dallas, TX 75247. No phone calls please. EOE M/F.

**Immediate opening,** experienced anchor/reporter, Pacific NW ABC affiliate, send tapes/resumes to Marcus Wood, Station Manager, KVEW-TV, 601 N. Edison, Kennewick, WA 99336. No phone calls please.

**News director:** Top 50 Southeast VHF affiliate. Minimum 8 years experience with emphasis on production and coverage background. Prior news management experience desired. Must have strong people skills. Send resume to Box B-137. We are an affirmative action, equal opportunity employer. M/F.

**Sports producer.** WDIV/Post Newsweek in Detroit has sports producer position in News Department. Responsible for producing daily sports segments, coordinating sports coverage with various news/sports personnel, supervising logging and editing of sports highlights. Responsible for development of sports features and supervising production of sports reports. Minimum three years broadcast and sports television production experience. Must demonstrate proven experience in news writing, videotape field production and editing. Must have knowledge of sports and demonstrated sports news judgement. Ability to supervise production staff, coordinating news and sports department operations, assignment desk, and news broadcast producers. Submit resume to Personnel Department, WDIV-TV, 550 W. Lafayette, Detroit, MI 48231. EOE.

**Meteorologist.** The person we seek will be ready to move up to full time on camera. WAYK-TV, 2260 South Front Street #105, Melbourne, FL 32901, Barbara West.

**Sun World Satellite News** in Washington, D.C. seeks two TV news reporters with state capitol experience who want first break in Washington. Must cover national news with local perspective, airing in a minimum three markets per day. Applicants must understand multiple outcue concept. Send tape & resume to Ande Clayton, Sun World Satellite News, 444 N. Capitol St., Suite 601C, Washington, D.C. 20001. No drop ins. No calls.

**TV news co-anchor.** Experienced, mature person to co-anchor for 6 & 11 news at CBS sunbelt station. Resume-tape to Mr. Roy Hardee, News Director, WNCT-TV, Box 898, Greenville, NC 27834. All applications confidential. EOE.

**News producer:** Immediate opening for qualified news producer. Must have minimum 2-years experience. Emphasis on live elements and conversational writing. Good news judgment a must. Must be an aggressive self starter. Salary depends on experience. Send resume to: Ed Scripps, KJRH-TV, P.O. Box 2, Tulsa, OK 74101. No phone calls please.

**News director/anchor:** Are you ready to move from anchor to manager, or have you already proven yourself as a manager and you're ready to assume the top spot? Sunbelt, group owned, network affiliate seeks strong anchor with leadership potential or person with management experience to head entire news operation. If you've ever considered management don't let this opportunity pass by. EOE, M/F. Resume and salary requirement to Box B-156.

**Weatherperson/meteorologist.** Must be a very strong communicator as well as technically knowledgeable. A degree in Meteorology a plus. We are #1 in our market. Aggressive and caring. Send tape and resume to Jim Holland, News Director, WTVH TV, 980 James Street, Syracuse, NY 13203. No phone calls please. We are an equal opportunity employer.

**Weekend anchor-producer:** NBC affiliate looking for experienced anchor-producer. No beginners. Runs weekend newsroom. Reports during the week. Tape and resume to: News Director, WICD-TV, 250 Country Fair Drive, Champaign, IL 61821. EOE.

**Chief photographer:** Looking for experienced photojournalist with strong people skills to direct, train, motivate staff of six at NBC affiliate. Shooting-editing required. Tape and resume to: News Director, WICD-TV, 250 Country Fair Drive, Champaign, IL 61821. EOE.

**Aggressive CBS affiliate in Wyoming** needs a strong journalist to compliment our male anchor. Experience a must, degree a benefit. If interested in helping a strong number two become number one, send tapes and resumes to Tom York, KCWY-TV, P.O. Box 170, Casper, WY 82601.

**CBS television affiliate** in sunbelt is looking for aggressive AM news anchor and hostess for top-rated half-hour news/public affairs program, Monday-Friday. Producing, writing, anchoring, editing and interviewing skills a must. Send resume to Sherry Lorenz, News Director, WRDW-TV, Drawer 1212, Augusta, GA 30913-1212. A Television Station Partners station. EEO.

## HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Western network affiliate station** is seeking qualified production manager. Must have minimum 5 years experience. Important to be experienced in all types of electronic production equipment. Must be a leader and manager. Salary based on experience and knowledge. EOE. J. Jerzig, Box 10,000. Reno, NV 89510.

**CMX editor.** One of the nation's leading television production centers seeks videotape editor with CMX experience. Thorough knowledge of television tape, switching, digital effects and audio systems. Secure future with tremendous growth potential for right candidate. Send resume to: Scene Three, Inc., 1813 Eighth Avenue South, Nashville, TN 37203 ANNT: Mike Arnold.

**Major market production facility** seeks experienced CMX editor. Strong creative and technical abilities a must. Heavy emphasis on special effects, including ADO and computer graphics. Send resume and salary history to Box B-116.

**Director:** Long Island based production company seeks a director for broadcast and corporate video productions. Must be experienced in single-camera, one-location directing and post-production supervisor. All responses must include resume, tape and salary history. Please send to: Director, Brockway Broadcasting Corporation, 40 New York Avenue, Huntington, NY 11743.

**Producer/director III** (two senior positions) South Carolina ETV. (1) Produce, direct studio and EFP. Supervise set construction, lighting and four member production crew. (2) Produce, write, co-host five night a week local series. Handle station promotion. Salary: \$20,638 to \$28,253. (both positions) Requirements: BA, four years in TV production; or High School and eight years. Deadline: April 10, 1986. Resume, 3/4" tape to: Larry Hall, Program/Production Manager, WNSC TV, P.O. Box 11766, Rock Hill, SC 29731. Please specify position. EOE.

**Producer/director-WAVY-TV** has an excellent opportunity for a highly motivated and experienced Producer/director. College degree preferred, strong background in news directing, experienced with studio crew supervision, commercial, public affairs and promotion production with an innovative and comprehensive knowledge of studio/location production and lighting. Must establish and maintain a good rapport with clients. Must be able to edit on 3/4" format as well as direct and switch your own productions. Quality minded applicants send resume only to: Drake Akroyd, Production Manager, 801 Wavy Street, Portsmouth, VA 23704. No phone calls or tapes will be accepted at this time. WAVY-TV is an affirmative action, equal opportunity employer.

**Top 30 network affiliate** looking for a promotion director with a minimum of 3-5 yrs. experience. Individual will have full creative and administrative control over all phases of promotion reporting directly to the General Manager--news experience a must! EOE. Reply to Box B-141.

**Editor.** Full service Rochester, NY, production/post production facility seeks creative individual for 1" editing. Should be experienced with Grass Valley switching, ISC or CMX editor, ADO and Chyron IV. Forward resume to: CGI, Box 604, Ontario, NY 14519. Attention: Ron Dawson.

**Promotion director.** Immediate opening for person to lead multi-media PR effort. Must be able to write on-air promos, NP & radio. Strong editing/producing skills a must. Want a pro--no beginners. If you are a take-charge person who gets the job done send resume and salary requirements to: Production Manager, PO Box 4009, Salisbury, MD 21801. EOE.

**Commercial director** position for strong award winning indie. This is a new position for station with good production facility. If you can write, shot, edit & direct, have at least two years commercial TV experience, send resume to Production Manager, WVAH-TV, 23 Broadcast Plaza, Charleston, WV 25526.

**Executive producer,** Connecticut Public Television. Supervise production staff for local, regional and national production. Extensive production/writing credits necessary, along with demonstrable proposal writing skills and ability to apply research to planning and producing programs. Persons without this experience and these skills need not apply. Send letter and resume to Virginia Bunn, CPTV, 24 Summit Street, Hartford, CT 06106. No phone calls, please. Deadline: 4/30/86.

**PTV network program director.** South Dakota Public Television Network seeks an experienced director of program acquisition and scheduling in Vermillion, South Dakota. The position selects programs from national, regional and local sources and develops an overall schedule to stimulate audience interest and maintain network programming goals. SDPTV is an eight-station statewide network reaching a potential of over 300,000 TVHH. The 18-hour per day, year-around schedule includes classroom ITV, college credit courses, local productions, and acquired programming from PBS, IPS, CEN and other sources. Qualifications: Bachelor's Degree in Mass Media or a related field; three years of media related work experience; or an equivalent combination of education and experience; knowledge of TV station and network operations and programming, FCC rules and regulations, and of public television program sources; ability to develop programming goals, schedule and organize, use independent judgment, be creative, supervise, and to maintain effective working relationships with programming organizations, network staff and the public. Preference will be given applicants with public television station or network program acquisition and scheduling experience. Minimum salary: \$18,928. Position available: May 26, 1986. Application deadline: April 4, 1986. For more information on the position, contact: Dave Leonard, Executive Director, 605-677-5861. Send resume (including Social Security Number) to Bureau of Personnel, 118 West Capitol, Pierre, SD 57501. Handicapped documentation or DD214 forms required for preference points. An equal opportunity employer.

**Production manager.** Manager with ideas, experienced with 1" editing, ADO, ESS and 3/4". All new equipment. Pros only. Resume, tape and salary to Frank Pilgrim, P.O. Box 4009, Salisbury, MD 21801. EOE.

**Promotion writer/producer:** Public Broadcasting WNED-TV, WNED-FM, WEBR. Write, produce, and oversee all aspects of on-air promotion for TV and radio programs, as well as special events. Requirements: A minimum of two years hands-on experience in production and state-of-the-art equipment. Successful candidate will be able to demonstrate ability to produce on-air promotion from concept through writing and direction. Must have Liberal Arts, B.A. or equivalent, skill in clear, creative promo writing and be able and willing to handle heavy work load, some irregular work hours and overtime whenever necessary. Excellent benefit package. Application must be postmarked no later than April 11, 1986. Send demo reel, resume, letter of application and college transcripts to: Publicity Dept., WNED-TV, Dept. B, Box 1263, Buffalo, NY 14240. An EEO employer.

## SITUATIONS WANTED MANAGEMENT

**Promotion manager:** I'm a hard working number 2 person in a 30s market, ready for the responsibilities of running my own department. I'm looking for a management group where team work and the exchange of ideas make the station click. I'm energetic, creative and a risk taker. If those qualities are what you want in a promotion manager, I'd like to talk. Box B-131.

**#1 news director** who moved to large market to produce wants to return to medium or small market in news management. Team player with no hang-ups. Great track record! 704--552-9594.

**Promotion/production manager.** I'll deliver timely, creative promotions or commercial productions. Progressive management experience. Award-winning spots, programming reflect creative abilities. Excellent team attitude, people skills, references. 617-879-4908.

**Now V.P. Impact TV** Seek S.E. U.S.A. TV/radio group. Creative street sales trained pro. 30 yrs impressive management team, hands-on attitude, excellent record, references, dedicated, people, profit oriented. B.S. degree. Rick, Randy 703-893-3151.

**General manager:** Station's being sold. Result oriented, aggressive, highly organized and "bottom line" productive. Effective management skills, sales oriented and team leader. Want to settle in top 100 market; prefer water-oriented, but consider all good, long-term opportunities. Excellent credentials and references. Will be at N.A.B. for interviews. Please consider "our" solid, productive future possibilities...worth talking about! Box B-154.

**Profit minded production manager** ready to turn your Production Department into money maker. 10 years experience, 6 in management. If you're searching for a creative, hands on manager who's good with clients and keen on promotion, let's get started! Box B-159.

## SITUATIONS WANTED SALES

**News director/manager** who can anchor, lead "first place" team and produce results for your station. Looking for long-term commitment in large to medium market, hopefully on the water. Have excellent background in broadcasting and still young enough to be real asset to future growth of strong news station or group. Would like opportunity to sit down and discuss prospects of future "together". Will be at N.A.B. and available there or for travel to talk. Box B-155.

## SITUATIONS WANTED NEWS

**Reporter/assignments editor.** Experienced, articulate, good writer. Seeks position top-100 market. RW, 501-452-5585.

**Experienced reporter** in all aspects of television news, wants start in small market. Willing and able to do everything. Sam Ziskin 513-278-3158.

**News anchor/reporter** available now. 17 years broadcast experience, last five as co-anchor in top-60 market. Seeking larger market, but will consider all offers. Call 602-946-6253.

**Weather communicator,** clever personality in 40's #1 station wants to relocate to East or Gulf. 4 years experience. John, 512-490-3194.

**Let me be your one man sports band.** Can do it all and without a gripe. Box B-160.

**Meteorologist,** Hard working, ambitious, 28 year old with 7 years small market experience seeking position in larger market. Available immediately. Reply Box B-151.

**Top network ENG and EFP crews available.** BETA-CAM, 1", AND 3/4" equipment packages. Multi-camera or satellite facilities. Production Craft Inc. 312-442-5719.

**LA-based anchor,** currently network television producer, seeks lead position in quality shop. Top talent available for right situation. 714-671-1297.

**Videoographer/editor,** 3 years' ENG experience. Seeks small-medium news market. West or East Coast preferred. Resume tape available. Bruce Jans, 26092 Sereno Ct., ElToro, CA 92630, 714--770-6806.

**Aggressive black male** looking for sports reporter or weekend anchor position. Solid journalist. Mike 703-998-0458.

## SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Ambitious college graduate** willing to relocate to learn behind the scenes production work at a television station. Call John 516-249-8096.

**Great television production** assistant/photographer seeking entry level position. B.S. degree in Mass Communications. Will relocate. Contact Denise Hager, 309--266-9650 or RR #1, Morton, IL 61550.

## MISCELLANEOUS

**Let us get your career on target.** Television and radio. All levels, all market sizes. No placement fees. Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476. 813-786-3603.

**Primo People** looking for accurate, personable weathercasters with solid credentials. Send tape and resume to Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**Radio-television news position** beginning August 25, 1986. Instructor or Assistant Professor. Masters required, Ph.D. preferred in broadcast journalism. Terminal degree, teaching excellence, creative activity required for tenure. Teach broadcast news production, including newsgathering, writing, reporting, and interviewing. Supervise student activities. Deadline April 18, 1986. Letter of application, current resume, names and addresses of three references to Dr. Dwight Wilhelm, Broadcast & Cinematics Arts, Central Michigan University, Mt. Pleasant, MI 48859. AA/EEO institution.

**Mass Communication.** Instructor/assistant professor. Tenure-track position requiring the teaching of audio and/or video production, writing for broadcasting, and one from among the following courses: mass media audience analysis, broadcast journalism, mass media law and regulation, or mass media criticism. Student advisement also required. MA necessary for appointment as instructor; PhD necessary for appointment as assistant professor. Applications will be reviewed April 15 and will continue to be reviewed until position is filled. Send application with three letters of reference written to: Dr. Gerald H. Sanders, Chair, Department of Communication, Miami University, Oxford, OH 45056. Miami University is an affirmative action/equal opportunity employer.

**Assistant professor** (temporary/one-year appointment) of Radio-TV. May become a tenure-eligible position in 1987/88. Ph.D. pref. M.A. required. Teach undergrad. and grad. courses in Radio-TV and mass comm. areas. Research/publ. record helpful \$22,000 (approx.), 9 months. Appl. deadline: April 15, 1986. Send appl. vita, grad. transcript, and 3 letters to: Dr. Bela Kiralyfalvi, Chair, Dept. of Speech Comm., Box 31, Wichita State U., Wichita, KS 67208. W.S.U. is an affirmative action employer.

**Communications Media** (search extended). Indiana University of Pennsylvania invites applications for a permanent tenure-track position as an Assistant Professor in the Communications Media Department beginning September, 1986. The department is seeking a professionally trained person in the areas of Mass Communication. The teaching assignment includes Basic TV Production, Electronic Field Production, Broadcast News Broadcasting, plus other Broadcast courses as assigned. This person will be expected to conduct other television activities in support of the University. Position includes the administration of the department operated local origination channel on the community cable system. Doctorate preferred. MS plus course work accepted plus experience in the field. Duties include teaching undergraduate courses, teaching in new graduate program possible, advising department majors, serving on department and university committees and establishing a research theme. Qualifications include demonstrated professional involvement in specialty area; three years of successful college/university teaching. ABD candidates considered for the Assistant Professor level. Send letter of application, resume, transcripts and three letters of recommendation by April 23, 1986, to: Chairperson, Faculty Search Committee, Communications Media Department, IUP, Indiana, PA 15705. IUP is an affirmative action/equal opportunity employer.

**Instructor/assistant professor tenure track.** Beginning August 25, 1986. Salary commensurate with qualifications. M.A. required, Ph.D. desirable. Professional experience in operations or management at commercial or public station required. Teaching experience desirable but extensive professional experience may offset limited teaching experience. Responsibilities: Manage student-staffed FM station; maintain liaison with regional professional broadcasters; develop and produce programming. Teach related courses in Communication. Application deadline: April 21, 1986. Address application, resume, transcripts, and three current letters of recommendation to: Dorothy R. Johnson, Department of Speech, Marshall University, Huntington, WV 25701. EOE.

#### HELP WANTED FINANCE

**Valuation specialist**-High visibility, challenging position with D.C.-based financial consulting firm. In-depth knowledge of accounting, finance, computers. MBA and broadcast experience preferred. Send resume and salary history to: Broadcast Investment Analysts, Inc., Box 17307, Washington, DC 20041.

#### HELP WANTED TECHNICAL

**Broadcast engineer:** Challenging position with rapidly growing consulting firm specializing in appraisals. Knowledge of RF systems and studio equipment. College degree and experience preferred. Send resume and salary history to: Broadcast Investment Analysts, Inc., Box 17307, Washington, D.C. 20041.

**Korea: service engineer** - Ampex. Thorough knowledge of Ampex products (VTR, editor, switchers). Work mainly in Seoul. Also function as customer liaison being key representative in Korea. Assignment is for 2-3 years and appropriate overseas allowance will be paid in addition to base salary. Send resume to Cliff Moggs, M.S. 20-24, Ampex International, 401 Broadway, Redwood City, CA. 94063.

**Senior video QC technician:** A prominent digital teleradiography manufacturer seeks an experienced technician to supervise construction and maintenance of high-performance NTSC frame stores and cameras. Competence required in trouble shooting and analysis to component level. Preference given to individuals experienced with film/video transfers and image aesthetics. Comprehensive benefits, including stock options: outstanding opportunity for growth. Send resume to Dr. C. Michael Allen, DataSpan, Inc., 3645 California Road, Orchard Park, NY 14127.

#### HELP WANTED SALES

**Jingle sales.** Industry leader seeks experienced sales pro interested in high commissions. PMW, Box 947, Bryn Mawr, PA. 19010. 215-825-5656.

#### HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

**San Diego AFTRA/SAG/SEG** seeking executive secretary: negotiate, enforce contracts, run local office. Resume and letter: Why should we hire you? Executive Search Committee, 3045 Rosecrans St., #308, San Diego, CA 92110.

#### EMPLOYMENT SERVICES

**Our unique approach** to career advancement is confidential, professional, and personalized. No placement fees. Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476. 813-786-3603.

#### SITUATIONS WANTED INSTRUCTION

**MA or MBA degree wanted.** Broadcast journalism professional, 33, offers more than graduate assistant potential. Communications or business. Hard worker convinced fulltime study's the only way. All ideas considered. Box B-93.

**Major network news and Production executive,** presently employed, seeks career change. Interested in position with a top communications school. Box B-161.

#### INSTRUCTIONAL SERVICES

**Seminars for managers.** "How to Negotiate more effectively." (17 years experience in the industry, 8 years Dow Jones management committees) Gilbert Faulk, Faulk International, 2 Wall Street, New York, NY 10005, 212-619-5666.

#### RADIO AND TV PROGRAMING

**Radio & TV Bingo.** Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

**Many are impressed** with our jingles and prices as low as \$750. For your demo, call Prime Cuts collect: 615-385-3007.

#### MISCELLANEOUS

**For sale: MDS transmission time.** Single channel MDS stations in San Antonio, Killeen, Victoria, Texas. Any time slot available for video and/or data programs. For info call Judi at 512-223-6383.

**Professional resume services.** Complete resume preparation. Mailing services available. Call toll free anytime. 1-800-6-CAREER in PA 215-433-4112.

#### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant cash**-highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media. 404-324-1271.

**Wanted: used VHS 3/4", 1 and 2" videotapes.** Cash paid for all lengths. No defectives. Call Andy Carpel, 301-845-8888.

**Franklin Pierce College** invites interested parties to bid on providing and installing necessary materials for a Satellite Master Antenna Television System (SMATV) on its Campus in Rindge, NH 03461. Copies of Bid Specifications may be obtained without charge from the Purchasing Agent by calling 603-899-5111, ext. 260.

**Wanted:** Used 10kw AM transmitter. Interested in top quality only but willing to pay. Call David Moran, 703-343-5597.

#### FOR SALE EQUIPMENT

**AM and FM transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-884-0888.

**Complete FM station,** all equipment 1 year old. Harris 2.5K w/ MS-15, Optimod, monitors, 3-bay ERI, Cable, 2 studios. EBS, Call M. Cooper/ Transcom 215-884-0888.

**30KW FM, BE-30 w/ FX-30 exciter,** spare final (unused), other spares, like new—Call M. Cooper/ Transcom 215-884-0888

**5KW & 3.5KW FM:** Elcom 605B w/690 (8000 Hrs.) on air mint. McMartin 3.5K w/ exciter (1982) and spares. Call M. Cooper/ Transcom 215-884-0888.

**AM-5KW ITA on air w/ proof:** Collins 820D1, 1KW--RCA 1N1, 1KW, RCA 1L, Harris SX-1, Call M. Cooper/ Transcom 215-884-0888.

**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.

**Videomedia 1" VTR editor** model Z-6000. New. \$1000. Bill Kitchen, Quality Media, 404-324-1271.

**Silverline UHF transmitters new, best price,** latest technology, totally redundant. Bill Kitchen. Quality Media. 404-324-1271.

**Quality broadcast equipment.** AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTRs, switchers, film chains, audio, etc. Trade with honest, reliable people; Call Ray LaRue, Custom Electronics Corp. 813-685-2938.

**Ward-Beck intercom**—24 X 24 Squak sustum. Includes remote panels with microphones, cables, IFB system and patch panel. In operation now. Available March, 1986. Contact Ted Szyplulski, Director of Engineering, WTIC-TC, 203-527-6161.

**Sony BVP-3 Camera** w CA-3 adapter and Fuji 9-126mm lens. Camera is well maintained and in great cond. Approx. 700 hours use. Asking \$20K. 312-442-5719.

**Betacam BVW-3 complete field package.** Well maintained. \$35K or best offer. 415-386-1100.

**60kw UHF RCA TTU-50C transmitter** on channel 19 for sale. Removed from service 10/85. Call R.T. Laughridge, 803-776-3600.

**Ikegami (HL 83) camera** with Fugi/extender lens and (BVU 110) with TC in excellent condition. Sold together or separately. Call 212-267-8221.

**Fernseh cameras** and RCA TR50: 3 cameras with lenses and auto setup. TR50 (quad) had CAC and VEC. For information call Bob Ross. 603-862-3285.

**RCA TCR-100 quad cartridge systems.** 2 systems including all associated parts. \$10,000.00 for both. Call: Jim Biggers. 904-393-9871.

**Harris MW1 transmitter:** excellent condition - 404-786-1430.

**3 - RCA TK-27s.** Must move, make offer. RCATK-28B. TP-7s. BVU-110, 5800/5850/440 system, Hitachi and Sony portable 1" VTRs. Betacams. HL-79A, TK-76Cs. Chyron 3 and Q-7 C.G.s. Sony BVH-1100As very good condition. Need Eastman 285s. Call Media Concepts 919-977-3600.

**4 Ampex AVR-2 quad VTR's,** 2 with editors. B&W monitor and TEK 528 WFM. \$15K each or \$50K for all 4. Also Bosch Mach I computer editor and CDL 1200 switcher. Sell all for \$60K. Free tape included. contact Jim Tillery, WCFC-TV, Chicago. 312-977-3838.

**Blank tape, half price!** Perfect for editing, dubbing or studio recording, commercials resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes \$6.99. ELCON evaluated 3/4" videocassettes guaranteed broadcast quality. To order, call Carpel Video, Inc., 301-845-8888, or toll free 800-238-4300.

**New and used radio broadcast and microwave towers.** Complete nationwide sales and service. Erection specialists Bonded with 25 yrs experience (Turnkey Operations). T.M.C.I. 402-467-3629.

**Textronix 529 Waveform \$600.** Wanted: Ampex TBC 1 and 2's or parts & boards. Video-It, Inc. 213-876-4055.

**Used Truscon 4-leg angle, self-supported tower.** 183' excellent condition. Clearwater, FL. Can erect on your site. \$15,000.00. 813-461-1341.

**Non-profit Christian** corporation seeks donations of television related equipment. We need most everything. Tax deductible. Alexandria Christian TV, Inc., 415 Fillmore, Alexandria, MN 56308, 612-763-3077.

**3/4" & 1" one pass tape.** 1" Scotch 480 \$40 @ QTY 10. 3/4" 60 min \$4.00. 213-876-4055.

**CETEC 7000/GLS** with Audiophile. 4 Cartel/Carousels. 3 Otari Playbacks. CRT Logging Package. Live Assist Package. Dale Hendrix - 215-866-2131. Holt Technical Services, a division of The Holt Corporation.

## RADIO

### Help Wanted Management

#### GENERAL MANAGER

Class C FM (maximum facility) and 5,000 watt full time AM in South Central U.S. Both stations dominant power in fast growing dominant city with metro area of 200,000+. Super growth potential and great opportunity for innovative, aggressive, full charge GM. Excellent compensation potential. All responses confidential. Our staff knows of this ad. Send complete resume and experience history to Box B-138. EOE.

### Help Wanted Sales

#### ATTENTION SAILORS SENIOR ACCOUNT EXECUTIVE

Live by the shore of Penobscot Bay in a 200-year Colonial with your boat moored in front. Sail the finest cruising waters in the U.S. Enjoy fabulous winter recreation, plus theater and symphony, fine restaurants - all in a safe family environment with the cost of living of 1965. Expanding East Coast group has position in a Maine city of 60,000. Unsurpassed lifestyle, great staff, superb market position, lots of opportunity. Individual must be strong with local retail sales, merchandising, and marketing oriented. Excellent with concepts, sensitive in working with a people oriented staff, strong leadership ability and skills. An unusual, exciting opportunity for the right person. An equal opportunity employer M/F. Reply in strict confidence to Box B-149.

#### NEW YORK CITY SALES MANAGER

For major NYC radio station. Run local sales staff dealing with Madison Ave., retail and direct accounts. Emphasis on new business development. Need hard hitting take charge individual who knows the turf and has proven track record. Managerial experience mandatory. Rep and/or agency experience helpful. Area resident. Box B-166.

## Help Wanted Sales Continued

#### RADIO SALES

WDBN-FM Medina/Akron, Ohio and WKSX-FM Urbana/Springfield, Ohio are both seeking aggressive and talented Account Executives to accommodate rapidly increasing sales. This is a great opportunity for a bright, tough, winner looking to be with a company that is expansion oriented Compensation open Resume, income history and letter stating career objectives to: Director of Sales, United States Broadcasting Corp., 4986 Gateway Drive, Medina, Ohio 44256 No Phone Calls Please. We are an EEO employer

### Situations Wanted Programing, Production, Others

#### MAJOR MARKET PROGRAMMER

Ready to go to bat in your medium or major market! I've programmed full and limited service AM/FM stations with proven success for industry leader. My experience includes talent development, promotion, budgets, news and sports, computers, union negotiations, production, plus can handle an airshift. Top flight references, presentation tape and resume ready for your consideration. Box B-127.

## Situations Wanted Management

#### IN SEARCH OF RADIO EXCELLENCE!

Group or single owners truly searching for radio excellence for your radio division need the right individual who can develop that excellence in sales, programing, promotion and community involvement with people oriented management skills. That person will be available in the very near future. Let's talk! Write to Box B-167.

#### RADIO GROUP EXECUTIVE

Currently employed as Group Vice President Looking for medium to large market situation. Former owner. Experienced buying and selling stations Strong bottom line, sales and programing experience. Excellent track record. Will consider group or individual market management. Complete confidence Reply Box B-170

## TELEVISION

### Help Wanted Sales



## ACCOUNT MANAGER VIDEO SERVICES

GTE Spacenet is introducing new and exciting telecommunication ideas to a world that is eager to know, to see and to do business. Our News Express<sup>SM</sup> service is one of the

impressive array we are bringing to market...and it is already opening up vast programming horizons to TV station operators.

The successful candidate will be responsible for marketing our dynamic News Express<sup>SM</sup> product and will travel extensively throughout the country to meet with accounts and maximize sales. The emphasis will be on selling to television station operators/owners and requires an intimate knowledge of the industry, excellent presentation skills and a great deal of creativity. The minimum requirements are a Bachelor's degree, 2 years' experience dealing with commercial TV stations and 2 years' experience with satellite communications.

Join GTE Spacenet as we lead the way in one of today's most important industries. Your success will be visible and you will enjoy an excellent compensation package and a comprehensive benefits package.

For consideration, please forward your resume and salary history, in confidence to: Human Resources, Dept. AMVS, GTE Spacenet, 1700 Old Meadow Rd., McLean, VA 22102. We are an equal opportunity employer.

**GTE Spacenet: Getting down to business**

**GTE Spacenet**

## Help Wanted Sales Continued

### REGIONAL SALES REPRESENTATIVE

Fortune 500 Company Subsidiary, leader in the industry, producing station ID's, sales and production libraries, music commercials and television commercials, has opening for sales representative

Candidates must have successful track record in radio and TV sales, advertising agency sales, or related fields. Position requires extensive travel. Company provides excellent salary, commission plan, plus company automobile, full expenses and outstanding benefits

Please send resume and salary history to Jack Adkins, VP/Director Human Resources, Media General Broadcast Services, Inc., 2714 Union Avenue Extended, Memphis, TN 38112 EOE, M/F



### ACCOUNT EXECUTIVE

WSB-TV, Atlanta, seeks an experienced account executive to replace a senior member retiring from the sales staff. You should be experienced in handling large and small retailers at the merchant level, as well as local and regional agencies, and be willing to develop new business. If you're one of the best send resume to: Ted Batson, Director of Local Sales/Retail Services, WSB-TV, 1601 W. Peachtree St., N.E., Atlanta, Georgia 30309. EOE M/F.

## Help Wanted News

### WPXI-TV PITTSBURGH

#### Needs a director of news programs.

Very good director needed for fast paced, graphic intensive ENG news. Ability, leadership and references important. For more information call 412-237-4980. EEO/AAP

## Help Wanted Technical

### SATELLITE COMMUNICATIONS ENGINEER

Extensive travel with a transportable earth station for distribution of television signals nationwide. Experience: broadcast engineering (general class license); truck driving; satellite communications. Will train. Send resume to: American Uplinks, Inc., P.O. Box 699, Idaho Springs, CO 80452.

## Help Wanted Technical Continued

# MAINTENANCE ENGINEERS

KCLS-TV Los Angeles — a PBS affiliate and award-winning producer of instructional programs — has outstanding opportunities for skilled Engineers who can maintain and repair electronic/mechanical broadcasting equipment. If selected, you will also supervise technical staff while serving as technical director and transmitter operator.

You'll need a minimum of 3 years recent experience in a TV broadcasting (or related) facility, including responsibility for the operation/maintenance of production and recording equipment. Background must also include at least one year in supervising/training technical personnel. Experience in transmission and the maintenance of FCC-required documents is desired. Annual salary: \$35,653-\$44,422. For consideration, call (213) 742-7761 or send resume before May 2, 1986.

Los Angeles Unified School District  
Recruitment Dept.  
P.O. Box 2298, Los Angeles, CA 90051  
An Equal Opportunity Employer



**The business of education.**

### DIRECTOR OF ENGINEERING

WPXI-TV PITTSBURGH  
AMERICA'S MOST LIVABLE CITY  
NBC AFFILIATED STATION  
EXCELLENT FACILITY & BENEFITS

Ideal candidate should have a minimum of 5 years engineering management experience and also experience in dealing with Union personnel. The individual should have an in-depth knowledge of ENG, SNG and other microwave equipment, good knowledge of facility planning and budgeting also essential.

Super opportunity for a dynamic individual. If you are available at the NAB Convention for interview, call me for appointment in advance. Respond in strict confidence to Mr. John A. Howell, III, Vice President and General Manager, WPXI-TV, P.O. Box 1100, Pittsburgh, PA 15230. EEO/AA.

### TECHNICAL DIRECTOR/ CHIEF ENGINEER

Take-charge person for major market multi-channel ITFS system including studio, transmitters, repeaters earth station, microwave links. Responsible for technical/maintenance staff supervision. Will direct and assist staff in problem resolution, establishment of performance standards and meeting FCC requirements. Representation at public and industry meetings. Minimum 7 years of hands-on broadcasters/ITFS experience with similar equipment/facilities. FCC General Class license. Tech school graduate or equivalent—college degree a plus. Good written, verbal and interpersonal communication skills—a must.

Immediate opening. Excellent benefits. Salary commensurate with experience. Equal opportunity employer. Box B-86.

### MAINTENANCE TECHNICIAN

WBAL-TV, CBS in Baltimore, has an opening for a MAINTENANCE TECHNICIAN. Familiarity with operation and maintenance of television broadcast equipment necessary. Must have hands-on experience trouble-shooting and maintaining audio, video equipment, tape machines, cameras and digital systems. FCC license and SBE certification desirable.

Qualified candidates are invited to submit a resume to:

3800 Hopper Avenue  
Baltimore, Maryland 21211  
Engineering Department  
An Equal Opportunity Employer, M/F.

### CHIEF ENGINEERS

Group owner has openings for Chief Engineers at Sunbelt VHF-TV CBS affiliate, and Midwest UHF-TV independent. Must have five years experience in all aspects of TV station studio and transmitter construction, maintenance, and operation, including microwave. Excellent pay and opportunity. Respond to Director of Engineering, Post Office Box 32488, Charlotte, North Carolina 28232. EOE.



**Public Notice**

**PUBLIC NOTICE**

The Board of Directors of National Public Radio will meet in open session on Thursday, April 17, 1986, from 10 AM to 12 Noon in the Padre/Sierra Rooms of the Town & Contry Hotel, San Diego, California. Subject to amendment, the agenda includes: Chairman's Report, President's Report, and committee reports. The committees will meet on April 16 and 17 at the same location.

**Business Opportunity**

**Columbia School of Broadcasting**  
Franchise in Denver, Colorado,  
\$250,000. Century 21 John Ratkovich, Inc. 1-800-842-2100.

**For Sale Stations**

**BUYING**  
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or  
**CHARLES**

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35 Years Combined  
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6116 N. Central Expressway  
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**For Sale Stations Continued**



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Media Investment Analysts & Brokers  
Bob Marshall, President

**Powerful AM station with exceptional ratings history located in rapidly growing southeastern market. Realistically priced at \$800,000, less than 1.5 times annual billings, including real estate.**

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252

Location	Size	Type	Price	Terms	Contact	Phone
Rky.Mtn.	Maj	AM/FM	\$2000K	\$500K	Greg Merrill	(801) 753-8090
CO	Med	FM	\$1900K	Cash	Elliot Evers	(415) 495-3516
AZ	Sm	AM/FM	\$1850K	Terms	David LaFrance	(303) 234-0405
NB	Med	AM/FM	\$1100K	\$300K	Bill Lytle	(816) 941-3733
OK	Sm	2 FMs	\$750K	\$125K	Bill Whitley	(214) 680-2807
AZ	Med	AM/FM	\$700K	\$300K	Peter Stromquist	(818) 366-2554
VI	Met	FM	\$675K	\$75K	Randy Jeffery	(305) 295-2572
NY	Sm	AM/FM	\$500K	Cash	Randy Jeffery	(305) 295-2572
AZ	Sm	FM	\$450K	\$135K	Jim Mergen	(818) 366-2554
ME	Sm	AM/FM	\$450K	Terms	Ron Hickman	(401) 423-1271

For information on these properties, please contact the Associate shown. For information on other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 8425 Dunwoody Place, Atlanta, GA 30338. 404-998-1100.



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Radio stations priced from \$200K to \$8 million in Tex., LA., Ark., Tenn, Miss., MO., KS, Ariz, Okla, Ill., Ala., SC.

Put our combined 60 years of broadcasting and brokering experience to work for you.

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Joe Miot or John Mitchell  
318-868-5409  
P.O. Box 1065, Shreveport, LA 71163

- UHF TV. Large Eastern city. \$8.5 million.
- Class C plus super powerful AM. Large Central US city. \$13 million.
- Class C. CP in Western town of 18,000 to cover about 100,000. \$30,000.
- AM/FM Kentucky. Coal mining district. \$595,000. Terms.
- More than 80 radio and 20 TV and TV CPs from Puerto Rico to Guam including several combos and class C stations. Call to get on our mailing list.
- Buying or selling, see us at NAB in Dallas. By appointment only.

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615-756-7635, 24 hours

**MIDWEST AM/FM**

Undeveloped Class B with CP issued for High Power covering population of 300,000 and AM daytimer. \$750,000, terms to financially qualified buyer. Box B-164.

**SUNBELT BARGAIN**

Class C FM, underdeveloped, \$1 million cash or terms. Contact Jerry Dennon/The Montcalm Corporation, 206-622-6236.

**FULL TIME AM & FM IN MICHIGAN NETWORK AFFILIATION & DETROIT TIGERS BOX B-99**

**TOP 25 MARKET UHF-TV CP**

FOR SALE: Low channel. 5 megawatts, 1,000 HAAT offering total metro city-grade coverage with great ADI reach. Unbuilt. All FCC, FAA, state & local permits secured. All engineering approved. Land lease approx \$1,000 per year. EXCELLENT OPPORTUNITY. CALL NOW!

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"TWENTY YEARS 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.

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### GOOD BUYS

Southern New England: Single Station Market  
daytimer. \$700,000 with \$140,000 cash. Fast  
growing AM daytimer at less than 1 1/2 times  
gross at \$600,000

New York: AM Daytimer with good real estate  
less than 1 1/4 times gross at \$425,000

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New England: AM/FM combo \$800,000. Mike  
Rice 203-456-1111

George Wilsey 207-947-6083

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802-524-5963

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### MID-ATLANTIC FMs

Cash flow and combo deals available, ranging from \$800,000 to \$1,800,000. Call Gary Kirtley at 215-865-3775 today for more information.

Suite 205  
The Westgate Mall  
Bethlehem, PA 18017

Suite 800  
2033 M Street, N.W.  
Washington, DC 20036

Box 2869  
One Tower Park  
Winchester, VA 22601

### California FM/AM combo

serves 1/2 million metro. Sales climbing  
10-20% each month; nearing breakeven.  
CP for full-time AM. Plant upgraded,  
ready to make money. Excellent staff in  
place. Undercapitalized. \$1.3 million,  
with \$400 K assumable SBIC loan and  
\$190K Accounts Payable. 718-347-  
2940-24 hours.

### UHF-TV/NETWORK AFFILIATE

with 2 satellite stations located in western  
growth market. Asking \$6 million on terms.

Contact Brian Cobb  
202-822-8913

or  
Corky Cartwright  
619-346-0742

 **CHAPMAN TELEVISION\***  
div. of Chapman Associates, Inc.

### Television Station For Sale.

Network Affiliate  
Top 100 market.

Write Box B-135

## KOZACKO HORTON COMPANY



MEDIA BROKERS/APPRAISERS

Profitable Southern New England AM  
Metro market—well established and  
successful. \$800,000 with \$250,000 down  
payment to qualified buyer.  
Contact Dick Kozacko

Box 948 • Elmira, N.Y. 14902  
607-733-7138

### CLASS A FM

Excellent small market station in Nevada, Mis-  
souri. Built 1984, all new equipment, all paid  
for. Great opportunity for owner/manager or  
group. Highly motivated seller wants cash of-  
fers. Call Paul or John Bailion 612-222-5555  
or Wendell Doss 602-748-1492.

### AM FM WEST

5000 watt FTAM - Class C FM. Growing  
single station market. Sale includes real  
estate, \$495,000.00 Cash. Qualified  
cash buyers only. Box B-165.

### FM RADIO - CLASS A

Excellent owner/mgr. opportunity: News,  
sports, adult contemp. format. Strong  
community voice for small town markets,  
Muncie, Ind. area. Must sell for reasons.  
Price reduced 30% until May 1.  
219-432-8648

### SOUTHWEST FM

Stand Alone FM - serves pop. of ca 50,000 State-of-  
the-art Solid ratings and good revenue. Asking  
\$650,000 with \$180,000 down Contact Bill Whitley  
214-680-2807.

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nationwide media brokers

# For Fast Action Use BROADCASTING'S Classified Advertising

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Specializing in Florida &  
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**Sunbelt  
Major Market AM For Sale**

Large Hispanic population  
makes this a great opportunity  
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B-134

**BROADCASTING'S CLASSIFIED RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only Full & correct payment MUST accompany ALL orders.

When placing an ad, indicate the EXACT category desired Television, Radio, Cable or Allied Fields, Help Wanted or Situations Wanted, Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy NO make goods will be run if all information is not included

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement

Deadline is Monday at noon Eastern Time for the following Monday's issue Earlier deadlines apply for issues published during a week containing a legal holiday & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (NO telephone orders, changes, and/or cancellations will be accepted)

Replies to ads with Blind Box numbers should be addressed to (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy

Rates: Classified listings (non-display) Per issue Help Wanted, \$1.00 per word, \$18 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All other classifications \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue Help Wanted \$80 per inch. Situations Wanted (personal ads): \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

**901/767-7980**  
**MILTON Q. FORD & ASSOCIATES**  
MEDIA BROKERS—APPRAISERS  
"Specializing in Sunbelt Broadcast Properties"  
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**SALE OR AFFILIATE**

Full-power UHF independent located in Sunbelt Resort. Present resources in writing to: Box B-168.

**ROCKY MOUNTAIN REGIONAL  
POWERHOUSE**

Fulltime AM with Class C FM Established, top quality property. Asking \$2,300,000 with \$500,000 down. Contact David LaFrance 303—234-0405



Major Florida Market  
Boom Economy  
Profitable Fulltime AM  
Priced to Sell

\$1.2 million, terms including real estate.  
Box B-171.

**FM**

Class B, West Coast Market of 120,000 Audience and rate leader. Excellent condition. 2.5 x gross, 9 x C/F, \$975,000. Full details available. Box B-169.

**THINKING OF SELLING?**

512/327-9570

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110 Wild Basin Rd. # 245 • Austin, TX 78748

**FOR SALE**

Good profitable AM radio station—30M upper Midwest town—Good equipment and real estate. Glen Stanley, Box 395, Oskaloosa, IA 52577.

**SOUTHWEST RESORT AREA FM**

Class C in fast growing area. Moderate climate—spectacular scenery. Good cash flow. Asking \$1,900,000 Contact Elliot Evers 415—495-3516



# Fates & Fortunes

## Media

**Lawrence Fraiberg**, president, Group W's television station group, New York, and former president, Metromedia Television, joins MCA Broadcast Operations as president and VP, MCA Inc. He will have direct responsi-



Fraiberg



Goodgame

bility for MCA's newly acquired WOR-TV New York, now pending FCC approval. **Thomas Goodgame**, VP and general manager, Group W's WBZ-TV Boston, succeeds Fraiberg. Goodgame joined Group W in 1981 as VP and general manager of KDKA-TV Pittsburgh.

**Andrew Ockershausen**, executive VP, general manager, Capcities/ABC-owned WMAL(AM) Washington, resigns to pursue other interests. **Frederick Weinhaus**, president and general manager of Capcities' WPAT-AM-FM Paterson, N.J., before those stations were sold to Park Communications (BROADCASTING, Oct. 14, 1985), succeeds Ockershausen with title of president and general manager. Ockershausen said he had no interest in managing another station. He will devote more time to long-time interest in securing professional baseball team for Washington, function he could not pursue fully while at station due to possible conflicts caused by WMAL's interest in broadcast rights to team. **James Long**, VP, radio division, general sales manager, Capcities/ABC's WJR(AM) Detroit, joins co-owned WPRO-AM-FM Providence, R.I., as president and general manager. Long succeeds **Aaron Daniels**, who left to attend Harvard Business School.

**Bill Moss**, president, cable TV division, Buford Television, Tyler, Tex., named chief operating officer. **Larry Harris**, VP, broadcast acquisitions, Buford Television, assumes additional duties as VP, broadcast operations. Buford owns KTRE-TV Lufkin and KLTV(TV) Tyler, both Texas, and cable systems in Dallas and Fort Lauderdale, Fla.

**Stuart Subotnick**, senior VP, Metromedia, New York, named executive VP. Subotnick was elected to office of president as senior VP, finance, in March 1982. In 1983 he was named company's chief administrative officer.

**John Schneider**, communications consultant and former president, CBS/Broadcast Group, and former president and chief executive offi-

cer, Warner Amex Satellite Entertainment Co., named to board of directors, R&R Broadcasting, N.Y. R&R owns WHYN(AM)-WHFM(FM) Springfield, Mass.

**Edward Boyce**, head of own sales and marketing consulting firm, Los Angeles, joins WIRK-AM-FM West Palm Beach, Fla., as VP and general manager.

**Cathy Creany**, program manager, WTVH(TV) Syracuse, N.Y., named VP and general manager.

**Chancey Blackburn**, general sales manager and co-owner, WMAD-AM-FM Madison, Wis., named general manager.

**Chuck Hobbs**, general sales manager, WPTT-TV Pittsburgh, named general manager.

**Stephen Schram**, head of special projects, Malrite Communications Group, Cleveland, joins WOW(AM)-WIOE(FM) Fort Wayne, Ind., as VP and general manager.

**Paul Ploener**, general manager, Universal Broadcasting's WYLO(AM) Jackson, Wis., joins co-owned WTHE(AM) Mineola, N.Y., as general manager.

**Larry O'Neal**, from WSB-FM Atlanta, joins KIXK(FM) El Dorado, Ark. (formerly KCAJ), as part owner and general manager. **Gary Terrell**, production supervisor, KTVB(TV) El Dorado, joins KIXK as part owner and station manager.

**Deborah McDermott**, program manager, KMBC-TV Kansas City, Mo., joins WKRN-TV Nashville as station manager.

**Steve Korn**, assistant VP, deputy general counsel, Turner Broadcasting System, Atlanta, named VP, deputy general counsel.

**Brett White**, director, programing, broadcast standards and practices, East Coast, ABC, named VP, broadcast standards and practices, West Coast, Los Angeles. **Bryce Rathbone**, director, news advisory service, ABC-TV, New York, named VP, director, station relations.

**Neil Best**, assistant national credit manager, ABC, New York, joins Meredith Corp.'s broadcasting group, New York office, as credit and collection supervisor.

**Karen Sobek**, systems specialist, Westinghouse Broadcasting & Cable, Milford, Conn., joins Westinghouse's WJZ-TV Baltimore as operations manager.

**Dave Frasier**, technical operations manager, WWBT(TV) Richmond, Va., named broadcast operations manager.

**Marilyn King Hankins**, marketing and sales consultant, joins noncommercial WUSF-TV Tampa-St. Petersburg, Fla., and noncommercial WSPF-TV Fort Myers, Fla., as development director.

**Terry Dolan**, program manager, KSTP-TV Minneapolis-St. Paul, joins WISN-TV Milwaukee as director of broadcast services.

## Marketing

**John Kaiser**, president and chief operating officer, Lewis, Gilman & Kynett, Philadelphia, named chief executive officer.



Kaiser



Burke

**Jack Burke**, senior VP, Weightman Advertising, Philadelphia, named senior VP, director of client services.

**Gordon Link**, director of media services, McCann-Erickson USA, New York, named to newly created position of Worldwide director of media services.

**Thomas Gow** and **David Wenke**, VP's, creative directors, D'Arcy Masius Benton & Bowles, St. Louis, named senior VP's.

**Tom McCarthy**, VP, creative group head, HBM/Creamer, Boston, joins Ingalls, Quinn & Johnson there as senior VP, associate creative director. **Alan Rosenspan**, president, Results Advertising, Johannesburg, South Africa, joins IQ&J as VP, creative director, direct response.

**Nadine Saker**, senior account executive, BBDO, New York, joins HBM/Creamer there as VP, account supervisor.

**Bruce Thomas**, sales manager, CBS's WCBS-TV New York, named director of marketing, CBS Television Stations Division.

**Steve Walchli**, audio-visual manager, D'Arcy Masius Benton & Bowles, St. Louis, elected VP.

**Blaise Mercadante**, VP, associate research director, Tracy-Locke, Dallas, named research director, Tracy-Locke, Los Angeles.

Appointments, Barkley & Evergreen Advertising, Shawnee Mission, Kan.: **Bill Smith**, VP, account supervisor, to director, account service; **Chris Ackerman**, traffic coordinator, to account coordinator, and **Eric Larson**, traffic coordinator and manager, to account coordinator.

**Nadine Saker**, senior account executive, BBDO, New York, joins HBM/Creamer there as VP, account supervisor.

**Kathy McGrath**, graphic artist, Petry Television/Petry National Television, New York, named manager, graphics department.

**Jayne Zazeela**, broadcast media buyer, Geer, DuBois, New York, named broadcast media

supervisor.

**John Horton**, from Washington office of Dor-emus & Co., and **Alan Gibson**, from Extension 229, in-house agency for Britches of Georgetown, Washington, join SMY, independent media buying service, to head new Washington office.

**Franklin Lowe**, account executive, ABC Television Spot Sales, New York, named manager, San Francisco office, ABC-TV Spot Sales. **Mary Webb Ellis**, account executive, ABC-TV Spot Sales, New York, named Eastern sales manager.

**Sheila Huff**, media planner-buyer, Weitzman, Dym & Associates, Washington, named associate media director. **Carol Liddle**, media assistant, WS&A, named planner-buyer.

**Joan Martin** and **Paul Solomons**, associate media directors, Tracy-Locke, Dallas, named VP's, associate media directors.

**Bruce Phillips**, from Ketchum Advertising, New York, joins W.B. Doner, Detroit, as account executive.

**Birdie Amsterdam**, assistant account executive, Harrington, Righter & Parsons, New York, named account executive.

**Mark Wallinger**, from *The Post-Standard*, Syracuse, N.Y., joins Greycom, New York, as account executive.

**Flynn Rivenbark**, account executive, Seltel, New York, joins TeleRep there in same capacity.

**Julie Judson Burgess**, senior account executive, Lewis, Gilman, Kynett, Philadelphia, named assistant account executive.

**Nancy Gottdenker**, account executive, All American Television, Chicago, joins Tribune Entertainment there as account executive.

**Rocky Blumhagen**, account executive, KGW(AM) Portland, Ore., named general sales manager.

**Fran Tivald**, general sales manager, WFTS(TV) Tampa-St. Petersburg, Fla., joins WTNH-TV New Haven, Conn., as general sales manager.

**Mark Herman**, member of sales staff, WMAD-AM-FM Madison, Wis., named general sales manager.

**Lenny Frisaro**, account executive, WAPI-AM-FM Birmingham, Ala., joins WREF(AM) Ridgefield, Conn., as general sales manager.

**John Scott**, national sales manager, KSBY-TV San Luis Obispo, Calif., named general sales manager.

**Allen Stieglitz**, local sales manager, WSHE(FM) Fort Lauderdale, Fla., named general sales manager.

**Barbe Bertolini**, production coordinator, W.B. Doner & Co., Detroit, named to newly created position of broadcast production manager.

**Tom Raponi**, national sales manager, KCNC-TV Denver, named local sales manager. **Rick Wardell**, general manager, WSFL-AM-FM New Bern, N.C., joins KCNC-TV, succeeding Raponi.

**Paul Hamel**, from WSTG(TV) Providence, R.I., joins WQTV(TV) Boston as sales manager.

**Phil O'Bryan**, station manager, WKNZ(FM) Collins, Miss., joins KIXK(FM) El Dorado, Ark., as sales manager.

**Michael Kibbey**, from KRIV(TV) Houston, joins WTIC-TV Hartford, Conn., as director of broadcast sales.

**Mary Ann Okleson**, account executive, KTVU(TV) Oakland, Calif., joins KFTY(TV) Santa Rosa, Calif., as sales manager, Marin county office.

**Nancy McNeil**, account executive, KHTV(TV) Houston, named local sales manager.

**Chris Bailey**, general sales manager, WZDX(TV) Huntsville, Ala., joins KLRT(TV) Little Rock, Ark., as local sales manager.

**George Skofis**, account executive, KFBK(AM) Sacramento, Calif., named local sales manager.

**Pat Sklar**, from Katz, New York, joins WFLD-TV Chicago as national sales manager.

**Jerry Policoff**, from Petry Television, New York, joins WFMV-TV Greensboro, N.C., as national sales manager.

**Shirley Ramella**, account executive, WCHS(AM) Charleston, W. Va., named local sales manager.

**Keith Simmons**, from Katz Communications, New York, joins WDIV(TV) Detroit as national sales manager.

**Ann Courtney**, from Leo Burnett, Detroit, joins Major Market Radio there as account executive.

**Belinda Tuckerman**, senior media buyer, Hume, Sindelar & Associates, Miami, joins WJQY-FM Miami as account executive.

**Stevie Burk**, sales manager and part owner, KIRX(AM)-KRYL(FM) Kirksville, Mo., joins KKLTV(FM) there as account executive.

**Richard Stohrer**, account executive, WKZO(AM) Kalamazoo, Mich., retires April 4 after 42 years with station.

**Brenda Trevino**, from KIKR(AM) Conroe, Tex., joins KRBE-AM-FM Houston as account executive.

**Andy Broadway**, from KGLD(AM)-KWK-FM St. Louis, joins WLVK-FM Charlotte, N.C., as account executive.

**Renee Stelmach**, from WDOK-FM Cleveland, joins WKYC-TV there as account executive.

**Michael Futeral**, marketing representative, Copy Systems, Charleston, S.C., joins WCBD-TV there as account executive.

**Tad O'Rourke**, account executive, WYSL(AM)-WPHD(FM) Buffalo, N.Y., joins WKBW-TV there as account executive.

**Enrica Solari**, account executive, WXKS(AM) Medford, Mass., joins WZOU(FM) Boston as account executive. **Cindy Kassman**, from WSSH(FM) Lowell, Mass., joins WZOU as account executive.

## Programing

**Burton Vaupen**, executive VP and chief financial and administrative officer, Kenyon & Eckhardt, joins parent, Lorimar-Telepictures, Los Angeles, as senior VP, administration.

**Paul Nagle**, from Catalina Production Group Ltd., Los Angeles, joins Lorimar-Telepictures there as director, movies and mini-series.

**Richard Frankie**, member of business affairs department, Universal Studios, Los Angeles, named director, business affairs.

**Amy Elyse Gruberg**, VP, media and co-op advertising, Walt Disney/Touchstone Films, Los Angeles, joins De Laurentis Entertainment Group there as VP, media and co-op advertising.

**Anne Mantee**, producer, Sunbow Productions, New York, named director of development, overseeing development of live-action television movies and feature films.

**Richard Kurshner**, senior contract attorney, business affairs, NBC-TV, Los Angeles, named business affairs director.

**Philip Sweeney**, director of sales and marketing, ABC Owned Television Stations, New York, named to newly created position of VP, ABC-TV Spot Sales.

**Frank Flanagan**, sales manager, Southeast division, Viacom Enterprises, Atlanta, named VP, Southeast division.

**Holly Powell**, casting director, Lyons/Isaacson, New York, joins CBS Entertainment there as director, talent and casting.

**Bruce Hendricks**, associate producer and production manager, Disney Sunday Movie, Walt Disney Pictures, named executive production manager, television division, Walt Disney Pictures. **Steven Fazekas**, producer and development executive, Magic Lantern Productions, Los Angeles, joins Walt Disney Pictures, Burbank, Calif., as director of development, Disney Sunday Movie.

**Curt Gowdy Jr.**, producer, ABC Sports, New York, named coordinating producer, ABC's *Wide World of Sports*. **Amy Sacks**, producer-director, ABC Sports, named associate coordinating producer, *Wide World*.

**Laurel Draper**, assistant program director, KBYU-TV Provo, Utah, joins International Television Network, Salt Lake City, as director of programming. **Arlene Hansen**, public service representative, Bonneville Media Communications, Bonneville's in-house advertising agency, Salt Lake City, joins ITN as director of network affiliates. ITN, scheduled to start up in July, will deliver international programming via satellite. There are currently 10 stations signed up to take programming, delivered as four-hour block, twice daily.

**Robert Grosberg**, director of systems development, Warner Amex Cable Communications, New York, joins Columbia Pictures Industries there as VP, corporate systems.

**Barbara Soiref**, executive producer and account executive, Unitel Video, New York, joins corporate images group of Century III Teleproductions there as executive producer, account executive.

**Harry Young**, assistant program director, CBN Cable, Virginia Beach, Va., named program director.

**Lou Charlip**, sports producer, Sports News Satellite, Stamford, Conn., joins WRC-TV Washington as sports producer.

**Rick Sadle**, operations manager, KLOK-FM San Francisco, joins KGW(AM) Portland, Ore., as program director.

**Kris O'Kelly**, program director, WEZB(FM) New Orleans, joins SunGroup, Nashville, as VP, programming. SunGroup owns WERC(AM)-WKXX(FM) Birmingham, Ala.; KEAN-AM-FM Abilene and KYKX(FM) Longview, both Texas, and has purchased, subject to FCC approval, KAFE(AM)-KKSS(FM) Santa Fe, N.M., and KKQV(FM) Wichita Falls, Tex.

**Dave Mendez**, assistant program director, KRBE(AM) Houston, named program director.

**Debbie Stauber**, assistant program and film director, KZKC-TV Kansas City, Mo., named program director. **Neal Kenagy**, promotion manager, KZKC-TV, named director of production.

**Sherry Burns**, executive producer, WDIV(TV) Detroit, joins WPLG(TV) Miami as program manager.

**Pat Patton**, executive producer, assistant program director, KMBC-TV Kansas City, Mo., named program director.

**Dick Hylton**, air personality and account executive, WKRQ-FM Mobile, Ala., named program director.

**Jan Egleson**, writer-producer, joins noncommercial WGBH-TV Boston as executive producer, drama.

**J. Shannon Sweatte**, production manager, WLS(AM)-WYDZ(FM) Chicago, joins KPLZ(FM) Seattle as program director.

**Michael Beck**, from KTZZ-TV Seattle, joins KOMU-TV there as production manager.

**Mark Meyer**, film director, WANE-TV Fort Wayne, Ind., named program coordinator.

**Bernadette McGowan**, associate producer, *What's Your Problem*, WOR(AM) New York, named executive producer. **Tom Goehring**, production assistant, WOR, succeeds McGowan.

## News and Public Affairs

**Richard Cohen**, who took year's sabbatical to be fellow, Institute of Politics, John F. Kennedy School of Government, Harvard University, Boston, rejoins CBS News, New York, as senior political producer, position he held during 1984 political campaign.

**Steve Shusman**, producer, evening news, CNN, Atlanta, to supervising producer.

**Kathy Sulkes**, producer for CBS's *Sunday Morning* for past seven years, is joining NBC News, New York, as field producer for *American Almanac*. **Kathy Blumenstock**, staff writer for *USA Today*, Washington, joins *American Almanac* as reporter and researcher, based in Washington.

**Jay Newman**, news director, CBS-owned WBBM-TV Chicago, joins co-owned WCAU-TV Philadelphia as news director, post he had held from 1983 until his move to WBBM-TV in August 1985. He succeeds **Michael Beardsley**, resigned.

**Michael Rosenbaum**, executive producer, *Channel 2 News at Six*, WCBS-TV New York,



Wurfel

**On board.** Reversing field, National Association of Broadcasters, which had denied plans to offer its senior vice presidency for public affairs and communications to Walt Wurfel, president of the Washington office of Ruder Finn & Rotman, announced last week he's NAB choice for job and plans to start in May. (His salary is reported to be between \$80,000 and \$90,000.) Wurfel,



Benson

48, succeeds Shaun Sheehan, who left NAB in February to establish a Washington office for Tribune Broadcasting (BROADCASTING, Dec. 30, 1985). Prior to joining RF&R in 1984 he was vice president for corporate communications at Gannett Co. in Washington from 1979 to 1984. Before Gannett, Wurfel was deputy press secretary to former President Jimmy Carter from 1977 to 1979. He also served as press secretary to former Democratic Senator Richard Stone of Florida. Among other activities, he was foreign editor and a political reporter for the *St. Petersburg* (Fla.) *Times* and was press secretary for Hubert H. Humphrey's presidential primary campaign in 1972. He will report to John Abel, NAB executive vice president for operations.

In other NAB news, Rory Benson, who is serving as acting head of the public affairs and communications department, has been named vice president and special assistant to the president responsible for overseeing the association's public service activities as well as advising NAB President Eddie Fritts on policy matters. Benson had been vice president for public affairs.

John Merli, former press secretary for Senator Dave Durenberger (R-Minn.), joins NAB as editor of the association's newsletter, *NAB Today*, replacing Richard Larsen.

named manager editor, news.

**Barry Jens**, 10 p.m. producer, KMTV(TV) Omaha, named assistant news director.

**Jackie King**, assistant news director, KIOA(AM)-KMGK(FM) Des Moines, Iowa, named news director.

Appointments, WLOS-TV Asheville, N.C.: **Carol Gable**, South Carolina news editor, to assistant news director, South Carolina; **Dave Kenney**, reporter-anchor, KOMU-TV Columbia, Mo., to reporter; **Danny Donnelly**, weekend newstape editor, to weekday newstape editor; **Paul Shipley**, weekend news anchor, KDBC-TV El Paso, to weekend sports anchor-reporter; **Richard Schuldlos**, photographer-editor, KCRG-TV Cedar Rapids, Iowa, to same capacity, and **Steve Evans**, from WLSL-TV Roanoke, Va., to photographer-editor.

**Betty Rollin**, features editor, *Vogue* magazine, New York, joins NBC News there as contributing correspondent, *Today*. Rollin had formerly been reporter and correspondent with NBC from 1971 to 1982.

**David Roberts**, assistant news director, WGHP-TV High Point, N.C., joins WDTN-TV Dayton, Ohio, as executive producer. **Joan Kohnele**, from WING(AM)-WGTZ(FM) Dayton, joins WDTN-TV as reporter.

**Patricia Farnack**, weekend anchor, WNBC(AM) New York, joins KYW(AM) Philadelphia as anchor.

**Hal Ramey**, sports director, KUGN-AM-FM Eugene, Ore., joins KMTR-TV Springfield, Ore., as sports director.

**Paul Joncich**, reporter-weekend anchor, KIEM-TV Eureka, Calif., joins KSBY-TV San Luis Obispo, Calif., as reporter.

**Todd Demers**, from WFTV(TV) Orlando, Fla., joins WREG-TV Memphis as noon and weekend weather anchor.

**Robin Farris**, from KTTS-AM-FM Springfield,

Mo., joins KOLR(TV) there as reporter.

**Matt Ellis**, anchor-reporter, WVVA-TV Bluefield, W. Va., joins WTHI-TV Terre Haute, Ind., as reporter.

**Jamie Vasek**, from WNIU-FM DeKalb, Ill., joins WIFR-TV Rockford, Ill., as reporter.

**Robb Deignan**, anchor, KEZI-TV Eugene, Ore., joins KSFM-TV Fort Smith, Ark., in same capacity.

**John D'Andre**, morning news anchor, WDJZ(AM) Bridgeport, Conn., joins WQQW(AM) Waterbury, Conn., as afternoon news anchor.

**Janet Holman Palmer**, 11 p.m. news producer, KSBW-TV Salinas, Calif., joins noncommercial KQED(TV) San Francisco as associate producer, *Express*, weekly current affairs program.

**Rich Roberts**, sports director, WCHS-TV Charleston, W. Va., joins WFMV-TV Greensboro, N.C., as weekend sports anchor-reporter.

**Maureen Donahue**, reporter, WBRE-TV Wilkes-Barre, Pa., joins WTVM-TV Columbus, Ga., as reporter.

**Garrett Glaser**, from WPLG(TV) Miami, joins WABC-TV New York as general assignment reporter.

**Bryan Busby**, from KMBC-TV Kansas City, Mo., joins KFKF-FM Kansas City, Kan., as meteorologist.

**Steve Pelletiere**, **Susan Kotch** and **George Wright**, from Ion Weather Network, Morristown, N.J., join WHLI(AM) Hempstead, N.Y., as staff meteorologists.

**Jim Wilson**, from WHYY-TV Philadelphia, joins WPEN(AM) there as city hall reporter.

**Mark Chamberlin**, anchor and managing news editor, KAKE-TV Wichita, Kan., named head of newly created viewer and community af-

## Technology

**Roger Henley**, chief financial officer, NET-COM, Burbank, Calif.-based satellite transmission company, elected to board of directors.

**Charles B. Britt Jr.**, director of engineering, Durham Life Broadcasting, Raleigh, N.C., named assistant VP, director of engineering.

**John McGrath**, general manager-senior editor, Video Processors, Chicago, joins Polycorn there as member of 1 inch computerized editing staff.

**Albert Stem**, director of operations and engineering, United Video's Chicago teleport, named director of operational services, United video, based at its Tulsa, Okla., headquarters.

**Gary Leibisch**, chief engineer, WKIX(AM)-WYLT(FM) Raleigh, N.C., joins WPTF(AM)-WQDR(FM) there in same capacity.

## Promotion and PR



Matson

**Patricia Matson**, VP, corporate communications, ABC, New York, named VP, corporate communications, Capital Cities/ABC. She will be chief spokesman for company.

**Robert Oswaks**, executive director, advertising and promotion, for Paramount

Domestic Television, Los Angeles, joins Orion Television Syndication there as VP, advertising and promotion.

Appointments, media relations department, Home Box Office, New York: **John Kelley**, manager, HBO Premiere Films, to director, HBO Premiere Films and Festival publicity; **Richard Rothenstein**, associate director, editorial and photo publicity, to director, editorial and photo publicity; **John Kane**, unit publicist, HBO Premiere Films, to manager, HBO Premiere Films, reporting to Kelley, and **Ellen Rubin**, director, original programming publicity, to director, original programming publicity, HBO/Cinemax.

**Jerome Isham**, VP, public relations, Midland-Ross Corp., Cleveland, joins Hill & Knowlton, Chicago, as VP, investor relations.

**Veda Martin**, producer, *Time of Your Life*, WXFL(TV) Tampa-St. Petersburg, Fla., named promotion manager.

**Marshall Hites**, from KMOL-TV San Antonio, Tex., joins WXFL(TV) Tampa-St. Petersburg, Fla., as promotion manager.

**Mary Welch**, independent promotion consultant, joins WTZA-TV Kingston, N.Y., as promotion director.

**Deborah Douglas**, from KTVK(TV) Phoenix, joins WTVM-TV Columbus, Ga., as creative services director.

**Susan Namest**, public relations coordinator, WFMT(FM) Chicago, named public relations director.

**Chris Wilson**, operations assistant, WWDE-FM Hampton, Va., named promotion director.

**Ron Dresner**, VP, WCCC-AM-FM Hartford, Conn., has opened own firm, Dresner Communications, advertising and public relations firm, based in Baltimore.

## Allied Fields

**Robert Baker**, VP, local sales, Television Bureau of Advertising, New York, named executive VP, operations, succeeding **George Huntington** on his retirement May 1.

**Wendell Wood**, director of media and public affairs, National Radio Broadcasters Association, Washington, joins AP Broadcast Services there as acting director of station services.

**Richard Berman**, executive VP, director and general counsel, Warner Cable Communications, New York, joins law firm of LeBoeuf, Lamb, Leiby & MacRae there as partner, specializing in communications law.

**George Strait**, medical correspondent, ABC News, Washington, has been awarded Ivan F. Boesky Visiting Fellowship at Harvard School of Public Health, Harvard University, Boston. He will develop graduate course on mass communications for students in public health, medicine and basic sciences.

**Debbie Priore**, account executive, Arbitron, Chicago, named Southeast regional manager, radio station sales, Atlanta. **Marianne Pieper**, client service representative, radio station sales, Atlanta, named account executive.

**Nick Imbornone**, VP, Southern division manager, Hillier, Newmark, Wechsler & Howard, joins Stan Raymond & Associates, Atlanta-based broadcast consultants and brokers, as VP and partner.

**Roger Fransecky**, president, National Television Workshop, New York, joins CEL Educational Resources, New York, as president, educational resources division, responsible for all activities of division, including sales and marketing of *Video Encyclopedia of the 20th Century*, on 75 one-hour videocassettes.

Newly elected to board of directors, Cabletelevision Advertising Bureau, New York: **James Robbins**, president, Cox Cable; **Robert Pittman**, president and chief executive officer, MTV Networks Inc., and **Lawrence Higby**, senior VP, marketing, sales and programming, Times Mirror Cable Television. Appointments, CAB, New York: **Robert Syers**, sales manager, daytime-Saturday morning sales division, ABC-TV, New York, to national sales manager; **Sharon Greenberg**, associate media director, Kornhauser & Calene, New York, to senior account executive, and **Rhonda Bogart**, senior sales research analyst, John Blair & Co., New York, to sales development manager.

**Ronald Lask**, director of engineering, WXIX-TV Cincinnati, resigns to become president of Lask Television Systems, his Cincinnati-based engineering and consulting firm.

**Robert Matheson**, executive producer, corpo-

**Fame inductees.** The Academy of Television Arts & Science inducted seven television personalities into its Hall of Fame Sunday, March 23, at a black-tie ceremony in Santa Monica, Calif. The seven inductees were Steve Allen, Jackie Gleason, Mary Tyler Moore, Frank Stanton, Walt Disney, Fred Coe and Burr Tillstrom. The last three awards were given posthumously.

rate television, Southern California operations, Pacific Bell, joins Armed Forces Radio and Television Service Programming Center, Hollywood, as chief, television division.

**Charles Fries**, chairman and president, Frie: Entertainment, Los Angeles, named chairman of television committee, board of directors, American Film Institute, succeeding Grant Tinker.

## Deaths

**George Shupert**, 81, veteran television film sales executive in New York and former owner and president, Sunrise Broadcasting Co., owner of WLOD(AM) (now WBSS) Pompano Beach, Fla., and founding director of American Video Company, cable system serving North Broward, Fla., died March 16 at North Beach Community hospital of complications from ruptured aneurism suffered Feb. 19. Shupert left his Detroit investment security business in late 1930's to go to New York joining industrial film division of Paramount Pictures. He moved to television side, first as assistant to Paramount's chief of television activities, then as VP, television productions. In early 1950's he joined ABC Film Syndications, New York, as VP, eventually becoming president. He was later VP, television sales for 20th Century Fox and head of operations for MGM TV before moving to Florida in early 1960's. He is survived by two daughters and son.

**George Cheely**, 59, television assignment editor, NBC News, Washington, died March 23 of congestive heart failure at his home in Bethesda, Md. Cheely had been with NBC News, Washington, for 21 years as reporter producer, editor and assignment editor. Prior to joining NBC, Cheely had worked for ABC News, Detroit, and CBS News, Washington. He is survived by his son.

**Bertram Gruen**, 64, chief engineer, Army Broadcasting Service, Washington, which provides equipment and manpower to Armed Forces Radio and Television Service, died of cancer March 23 at his home in Rockville, Md. He began in broadcasting in 1949 as engineer at WNYC-AM-FM New York. He joined Armed Forces Press Radio and Television Services, forerunner of American Forces Information Service, which oversees AFRTS, in December 1956, based in New York. When AFRTS moved operations to Washington in 1966, he became assistant chief of technical services, then chief of technical services in 1977. When AFRTS consolidated operations in Los Angeles in 1981, he moved to ABS as chief engineer. He is survived by his wife, Yetta, and two sons.

## Mixing business with pleasure

For some the Fifth Estate is fun because it's show business. For Jim Hoak Jr. it's fun just because it's business.

The 42-year-old president of Heritage Communications began his own business education early, listening to his father, who owned a wholesale building material company which he sold to St. Regis in the late 1960's. James Hoak Sr. later provided seed money to his son to start Heritage Communications and became the Des Moines-based media company's board chairman.

Hoak applied his dining-room education while at Stanford Law School, where he was "heavy" in corporate law, including antitrust, corporate finance and regulatory law. "My interest has always run that way," said Hoak. "I don't look at my work as being work. I love the action and being involved in what is going on."

The business urge was not directed to his father's business but rather to cable, broadcasting and other segments of the communications industry. That tendency was reinforced, said Hoak, by Joseph Rosenfield, previously chairman of a Des Moines-based department store chain. As a trustee of Grinnell college, Rosenfield, along with co-trustee, media investor Warren Buffett, chairman of Berkshire Hathaway, helped persuade Grinnell to invest in a television station. Rosenfield's own investment portfolio favored communications companies, and he was one of the first investors in Heritage.

Through that connection—Buffet to Rosenfield to Hoak—Hoak first came to know Tom Murphy, chairman of then-Capital Cities Communications. If there is any company that Heritage is trying to emulate, said Hoak, it is Capital Cities/ABC.

Murphy and company should consider themselves flattered both by the compliment and by the imitation. Compared to revenue of under \$3 million 10 years ago, Heritage took in over \$155 million last year. During that same period Heritage cable subscription leapt from 40,600 to over 600,000, an increase helped along by such acquisitions as its \$110 million purchase of a Dallas cable system from Warner-Amex last year and that of a 50% interest in a San Jose, Calif., system.

What was once a cable company now includes, in addition to a diversified manufacturing arm, an ownership interest in six television stations. And, says Hoak, the company intends to establish a radio group once the right operating executive is found.

The bottom line for Hoak is that he is not content for Heritage to be "a nice little Des Moines-based communications outfit." In a recent interview, the senior Hoak said of his son: "He always wanted to do the best, to be the best. He's an intense person, a competitor, a perfectionist."



JAMES McCLAIN HOAK JR.—president, Heritage Communications Inc., Des Moines, Iowa; b. Jan. 27, 1944, Des Moines; BA, Yale University, 1966; JD, Stanford University School of Law (magna cum laude), 1969; legal assistant to FCC Commissioner Nicholas Johnson, 1969-1970; attorney, Ahlers law firm, 1970; co-founder, Heritage Communications, 1971; present position since 1971. m. Nancy Beardsley, Oct 28, 1983; children—Kathleen, 14; Hale, 11 (both by a previous marriage); Sam, 10 (by her previous marriage), Maggie, 1; Abigail, three weeks.

Hoak had an early overview of the Fifth Estate soon after graduating from law school. A student of his distinction (magna cum laude) might normally have clerked for a federal judge, but Hoak's business predisposition and the advice of a law professor placed him, in June of 1969, as legal assistant to a fellow Iowan and FCC commissioner, Nicholas Johnson, a liberal Democrat.

"My politics were different than Nick's, but he was a great guy to work for. He gave a lot of discretion to his legal assistants. One hour I would be working on a common carrier issue, the next hour on a broadcast deal."

As much as he enjoyed the action, Hoak said, he "began to realize that Washington wasn't the real world." The "real world" for Hoak was business back in Des Moines, to which he headed in September 1970.

He had been in Des Moines only a month, working for a law firm, when a lunch with a high school acquaintance, James Cownie, set the course of his life for the next 15 years. "He and I had talked from time to time about starting a business," says the Heritage president. That particular day both were talking about how LVO Cable (now a part of United Cable Television Corp.) was applying for Des Moines's cable franchise. "Jim and I said if an outside company could do it, why not form a local company," says Hoak.

Heritage had its first meeting in October 1970 and was incorporated in January 1971. While Hoak stayed with the law firm until the fall of 1971, he was working "nearly half time" on the company. The two founders

sold stock during luncheon meetings at the Des Moines Club.

Initially their bid for the Des Moines franchise failed, as the city council, in a 4-to-3 vote, awarded the franchise to Athena Communications Corp. (then a subsidiary of Gulf + Western). Fortunately for Heritage, Iowa law provided that the awarding of a franchise could be the subject of a referendum. So Hoak and Cownie, both 26 at the time, took the matter to the polls, where they won. "Our slogan was: 'Des Moines has its own experts.'"

Winning may have initially seemed a mixed blessing for both Hoak and Heritage, as the system lost money for more than a few of its early years. "When we completed building Des Moines in 1974, it was the largest completed system [in the U.S.]," says Hoak. He and Cownie failed to find someone who could run the system for them and so both served as general manager of the system at various times. "We had to get the early marketing done and negotiate with suppliers. It was probably one of the more fun parts about cable since, unlike broadcasting, we had nothing to draw on."

As the company has grown, Hoak has hired specialists, including a chief financial officer, to do some of the work he used to do. "So now I am unemployed," he jokes. Hoak defines his current job as setting a general direction for the company; making sure the right operating executives are hired, and "reading a lot and dreaming a lot."

The dreaming appears to be a well-informed reverie. If he is not reading one of the 50 or 60 publications (mostly business) to which he subscribes, he might be attending a business-related meeting. When asked about his vacations, he mentions an annual meeting he and his wife attend with other members of the Young Presidents Organization, of which he is senior vice president.

And how does Des Moines measure up as home to a growing media enterprise? While Hoak says there are advantages—"We don't get caught up in as many industry fads"—he also says there are negatives, including less exposure to new ideas. For that reason he often travels or is on the phone to contacts in New York.

Cownie, the company's executive vice president, describes Hoak as a "super-organized guy. He uses time very well. The fact that he's very smart, very curious, plus the fact that he is not really involved in day-to-day operations means that he is capable of juggling a lot of balls."

Hoak and his wife take other vacations that might include a "secluded" stay on the French side of St. Martin, or a visit with all the children at Hoak's parents' home in Florida. Hoak finds weekly relaxation in playing golf or in jogging. The latter exercise helped him lose 70 pounds and find his second wife, whom he met one day while jogging. It also seems appropriate for a man working to be the best.

In final tally of figures for **February sweeps** for prime time, **NBC won both Nielsen and Arbitron ratings by 1% over CBS.** NBC also posted largest gains in household delivery compared to November 1985 sweeps. NBC had 15,797 households for 223 Nielsen markets, compared to 15,655 for CBS, and 13,225 for NBC. That's up 9% from February 1985 for NBC, up 4% for CBS, and down 4% for ABC. In Arbitron ratings for all 223 markets, NBC was up 7% with 15,062 households, CBS was up 2% with 14,902 households, and ABC was down 7% with 12,859 households.

**FCC has voted unanimously to eliminate all restrictions on duplication of programming by AM-FM combinations** ("Closed Circuit," March 17). In press release last week, FCC said it had determined rule was no longer necessary. "This action is expected to foster expanded radio hours of operation and, thereby, promote improved radio service to the public," FCC said. "It also provides licensees of AM-FM combinations with full discretion to make decisions concerning program duplication in accordance with market conditions."

**Today's 14-week winning streak** in morning news ratings was stopped by **Good Morning, America** week ended March 21 when latter climbed back on top with average 5.7/24, compared to 5.5/23 for *Today*, and 3.2/14 for hapless *CBS Morning News*. However, *Today* won first quarter with 5.8/25 (delivering an estimated 6,250,000 viewers per average minute, said to be record for morning news show), compared to *GMA's* 5.2/22, and CBS's 3.1/13. It was first time *Today* won quarter since fourth quarter of 1979.

**GE/RCA merger petitions.** *Western Slope Communications, permittee of KCWS(TV) Glenwood Springs, Colo., has petitioned the FCC to deny the proposed merger of GE and RCA. In the petition at the FCC, Western Slope, which is currently in chapter 11 bankruptcy proceedings, alleged that NBC has unfairly refused it affiliation. Western Slope said NBC had taken the position that the network, through distant signal carriage of General Electric's KCNC-TV Denver, which is an NBC affiliate, already had adequate penetration of KCWS's service area. "NBC makes this assertion in spite of the fact that only approximately 35% of the TVHH's [television households] in the KCWS service area subscribe to cable television, thus, in essence, demonstrating a willingness to abandon 65% of the market," Western Slope said. Western Slope alleged that NBC's sole motivation in denying the affiliation "must be to protect KCNC-TV's interests." That, according to Western Slope, was inconsistent with FCC rules and policies.*

*In another petition to deny, Wilbert A. Tatum, chairman, CEO and editor of the New York Amsterdam News, questioned whether the merger would be in the public interest. "In past years, GE, along with other companies, has been found guilty of law violations as a defense contractor," Tatum said. "Certainly, at minimum, the commission should conduct an inquiry into the full ramifications of these violations."*

*Tatum also alleged that the merger would permit GE/RCA to dominate certain businesses, including the manufacturing of TV receivers and VCR's. "With this market power supported by the merchandising power of the NBC TV stations, which, with the GE TV station in Denver, will reach some 22% of the country, it seems clear that the total effect of the merger will be to dominate these various business sectors," Tatum said. "The sheer size of the market power created by the transfer of control would seem not to meet the public interest standards of the commission."*

*Tatum said it was his hope that "public policy concerns will lead to the eventual licensing of one of the VHF stations serving the New York metropolitan area to a company truly owned and operated by the people served and not by some multinational, multimedia corporation whose only interest must be an improvement in quarterly earnings and yearly cash flow figures."*

**The 58th Annual Academy Awards** on Monday, March 24, was **lowest rated** broadcast of that program ever, with 27.3/43 Nielsen rating between 9 p.m. and 12:02 a.m. Previous low for program was in 1985 when it scored 27.7/45.

**ABC** late last week confirmed earlier reports of **changes in Monday Night Baseball** roster (see page 56) and also said former Cincinnati Reds star Johnny Bench would come aboard this season as color analyst for backup Sunday afternoon games, with Keith Jackson doing play-by-play. Announcing team for primary Sunday afternoon telecasts, which begin April 13, will be Al Michaels, doing play-by-play and Jim Palmer doing commentary.

Organizers of **Wrestlemania II**, professional wrestling **pay-per-view event** scheduled for tonight, (April 7), and originating from New York, Los Angeles and Chicago, said last week program has so far cleared 217 cable systems with addressable universe of 4,193,166 subscribers. They said that was **largest universe cleared to date for single PPV event.** Participating MSO's include ATC, Group V, Warner, Storer, Cablevision, Tele-Communications Inc., TeleCable, NewChannels, Cox and Jones Intercable. Event is being produced by World Wrestling Federation.

**Tribune Entertainment is currently reviewing at least six well known movie critics to replace Roger Ebert and Gene Siskel on At the Movies.** They will leave show next fall to start similar movie review show with Walt Disney Domestic Television (see story, page 56). Pair wanted guarantee of annual compensation of \$1 million each in renegotiations of contract with Tribune. They also wanted expansion in format of show to include features and interview. Tribune is currently planning expanded format. Critics under consideration work in both print and television.

**Journalists in New York won significant victory** in court last week when New York Supreme (trial) Court for Albany County held that protection state's **shield law** affords press is not limited to confidential matters. Judge Lawrence E. Kahn issued order in case which Knight-Ridder's *WTEN(TV)* invoked 1981 law to refuse to obey in full subpoena issued by Albany county grand jury; it had sought all material developed and gathered in connection with interview with man whose wife was missing—and who later became suspect when she was found murdered. Station turned over material it had used on air, but not outtakes, setting up court fight over scope of shield law. There is no dispute that law protects confidential material. But appellate division in another part of state held two years ago, that nonconfidential material is not protected. Kahn cited shield-law decision handed down by New York Court of Appeals—state's highest court—in May 1984 asserting that "current statute embodies the legislature's intent to grant a broad protection . . . ." In granting Knight-Ridder's motion to quash subpoena, Kahn said news media's function is to gather news for public and that it should be protected. He added: It should not be a matter that the news-gathering was confidential, for persons interviewed by the news media should have right to assume that the interviewer is not working for the government."

City of **Los Angeles** has told Supreme Court that **Preferred Communications Inc.** has clouded **First Amendment issue** it has raised in seeking reversal of city's refusal to grant it cable television franchise. City based its refusal on Preferred's failure to participate in "auction" process by which franchisee was selected. And Preferred, backed by U.S. Court of Appeals for Ninth Circuit, argue that First Amendment requires city to issue franchise if there is room on utility poles or in conduits to accommodate second set of wires. But city, in reply brief filed in Supreme Court, said case concerns "the distribution function, not the programming function of cable systems." City added that right Preferred asserts would be same as asserting right to install second telephone system or to have more frequencies allocated to broadcasting. City also said city's process for selecting cable franchisees follows pattern set in "virtually every other city" in country and was "approved" by Congress in its adoption of Cable Communications Policy Act of 1984. City said act reflects Congress's conclusion that "cities should be



owed to determine the number of cable operators to be authorized to provide service in a particular geographic area." Case will be argued before Supreme Court on April 29.

□

S. military confrontation with Libya in Gulf of Sidra last week added spice to Secretary of Defense **Caspar Weinberger's scheduled appearance on USIA's global satellite television network, Worldnet.** Weinberger was interviewed live for one hour by journalists from Europe and Asia at Pentagon on Tuesday (March 25), day after U.S. and Libyan forces began shooting at each other. Weinberger had been scheduled to discuss fifth annual report on "Soviet Military Power." But Worldnet transmission, seen by viewers in eastern Europe and Asia, followed briefing Weinberger gave Washington press corps on developments in Gulf of Sidra. Both Washington and overseas press conferences were broadcast by Worldnet.

□

Sony will introduce **new three-chip CCD Betacam** at National Association of Broadcasters annual equipment exhibition in Dallas next month. Other new products, previewed at press conference in New York last week, will be **new one-inch VTR with PCM digital audio** and already announced **component digital videotape recorder, VR-1000**, selling at approximately \$120,000 with delivery in early '87. Also to be introduced for first time in U.S. market are **new P" U-matic VTR's**, with improvements over conventional three-quarter-inch recorders in resolution and signal-to-noise ("Closed Circuit," Dec. 30, 1985). In separate announcement last week, Sony said another **8% price increase** will be levied on selected equipment in professional broadcast audio and video product lines, effective May 1. According to Sony representative, increase is in response to current dollar-yen relationship, same reason given for price increases of 5% to 12% announced for all company's product lines in January.

□

**A-Com's Video Products Group** announced last week it has signed licensing agreement with **Birdview Satellite Communications Inc.** under which Birdview will manufacture home satellite receivers with built-in Videocipher II descramblers. Birdview has licensed Channel Master and Standard Communications in licensing system, which is de facto standard for scrambling of cable program services.

□

Acting Federal Trade Commission Chairman Terry Calvani last week told Senate Appropriations Subcommittee that has jurisdiction over **FTC** that agency was **requesting \$69,045,000 for FY 1987**—about \$6.4 million more than FTC's FY'86 budget after Gramm-Rudman-Hollings law (\$62,683,000). To adjust to G-R-H limits in FY'86, Calvani said money-saving measures have been put in place at agency, including "near total hiring freeze" (about 40% savings) and spending restrictions on travel, training, contracts, equipment and outside consultants (25%). FTC also may need five or seven days of furloughs for its employees instead of three already announced, since Office of Personnel Management turned down FTC's request for authority to offer early retirements (35% savings).

□

**MIP**, international TV circuit's largest program market, **will be the first major studio** in Cannes this April—**Twentieth Century Fox Television.** William Saunders, senior vice president, international production, told BROADCASTING decision not to go after many years in attendance was combination of factors, including advent of international marketplaces at Monte Carlo in February and MIP-JM at Cannes in fall, plus question of MIP's timing, coming as it does just before May screenings in U.S. of accepted network shows, which draw major foreign broadcasters to this country.

□

**PBS** says more than **half million viewers of public television pledged \$36,152,204 million** during recent Festival '86. Historically, total second only to \$36,334,198 raised during Festival '85. Average pledge, by 686,657 viewers at 138 PBS affiliates, was \$52.65.



**Honorable discharge.** GTE Telecom hosted a farewell luncheon for FCC Commissioner Mimi Dawson on the occasion of her stepping down as defense commissioner (BROADCASTING, March 3). Above, Dawson receives a special salute from C. John McLean, vice president and division manager, communications management division, GTE Telecom.

□

**CBN Cable Network** pulled plug last week on its nightly half-hour newscast, **CBN News Tonight**, after only two months of operation. CBN's reason: lack of interest among advertisers. Michael Little, group vice president-programming, CBN, said newscast couldn't support itself. "As we looked at upcoming second quarter, advertising support was running at 20% or less and not projected to increase in the third quarter," he said in prepared statement. With reduced staff, CBN news department will continue to produce news segments for **700 Club** and regular **CBN News Updates.** **CBN News Tonight's** Washington studio will become news department's Washington bureau.

□

Former Reagan national security advisor, **Robert C. McFarlane**, has joined **National Public Radio's** weekday news program, **Morning Edition**, as regular commentator. He is currently counselor to Center for Strategic and International Studies at Georgetown University, Washington.

□

White House said last week it intends to nominate **Sonia Landau** for reappointment to **Corporation for Public Broadcasting** board for term expiring March 26, 1991. Landau has been CPB director since 1981 and chairman since Sept. 1984.

**FCC's Russell speaks out.** Although comments on the industry must-carry compromise proposal aren't due until April 25 (see story, page 73), the FCC will issue a final report and order in the proceeding before June. At least that's the timetable **William A. Russell Jr.**, director of the FCC Office of Congressional and Public Affairs, said last week he expects the FCC to meet. In luncheon remarks before the Washington chapter of the National Academy of Television Arts and Sciences, Russell also suggested reasons that, assuming the FCC doesn't adopt the industry compromise, Congress wouldn't force the commission to adopt the package. Russell said it wasn't easy for Congress to pass legislation involving competing economic interests, especially "when it's not clear whether it's in the public interest, particularly in an election year." In addition, Russell said that if the compromise doesn't meet the Quincy court's First Amendment concerns, "it seems to be that the compromise may be fatally flawed in the eyes of a majority of the commissioners." In an apparent shot at Ted Turner, Russell also said he thought it ironic to call an athletic event in the Soviet Union the Goodwill Games. "I'm sure the Afghans share my sense of irony," he said.

# Editorials

## Up, up and away

John Kluge signed away his radio stations last week for \$287.5 million. When the sales are closed, he will be out of a broadcasting business that he entered in 1946 with a piece of an AM construction permit that he and his partner, Joe Brechner, put on the air for \$75,000. Not a bad capital gain if the \$2.1 billion he picked up for his last batch of television stations is thrown in.

The business has changed in Kluge's time. The buyer of nine of his 10 radio stations, who is the operating head of them now, has Morgan Stanley at his side and a \$285-million debt to service. To the Morgan Stanleys of the world, radio wasn't even a business 40 years ago. (Perhaps Kluge's first radio venture slipped his mind when he said in a prepared statement last week that he had spent 30 years in broadcasting.)

On a smaller scale, but infinitely bigger by comparison with early-Kluge radio, Katz Communications sold its radio group to the group's chief executive last week for \$68.3 million. That buyer, too, has Morgan Stanley at his side. (It may take those Wall Street firms a while to get the word, but there's no keeping them out once they've got it.) He also has a debt of \$68.3 million to service. Almost anywhere an observer looks, radio and television companies are paying huge interest to lenders.

The leveraged buyouts, occurring on an ever-widening scale, will inevitably lead to further trading in the same properties. Borrowers can shorten their periods of loan repayment only by selling properties. The process works especially well if prices of such properties keep rising. It works, but less well, if prices remain stable. Nobody knows yet how it will work in broadcasting in the event of a significant depression.

In the case of buyouts financed by imaginative securities, such as those Ted Turner sold to buy MGM, sell-offs must be immediate, as explained elsewhere in this issue. Turner bought MGM for its film library, probably its only asset to remain in his possession if he can find buyers for MGM's other assets at the prices he needs to get.

The acceleration of station trading and accumulation of more and more debt in radio and television must have a stopping point, but that point is not yet in sight. Is this busy marketplace producing more and better broadcasting? Keep tuned.

## Is there a better way?

No serious objections were raised last week when the United States Navy squared off against Mummar Qaddafi without inviting journalists to be at its side. Have the eager correspondents who protested their exclusion from the 1983 invasion of Grenada, the last previous shooting exchange between this country and another, turned chicken?

Well, no. Grenada was the kind of operation that can accommodate news media if the military can be induced to take them along. It isn't realistic to expect every F-14 breaking the sound barrier over the Gulf of Sidra to carry a Dan Rather stuffed in its cockpit. Grenada was one kind of combat, Sidra another.

That said, it may be questioned whether the Navy offered maximum cooperation or whether the media exercised maximum enterprise. As to the latter, the charter by CBS, CNN and NBC correspondents of a plane to fly over the combat zone may be said to be less enterprising than suicidal. Happily for those press-card-in-the-hatband types, their superiors consulted the Pentagon which advised Sixth Fleet aircraft to regard the roving Cessna as friendly and to send it back to Italy where it belonged. Hard to say

what would have happened if the correspondents had flown into Libyan missile range.

To its credit, the Navy flew pools of correspondents to the carrier *Saratoga* where the Sixth Fleet commander and members of the ship's crew were available. Could it have been more helpful in making action pictures possible?

Well, maybe. As Sam Roberts, chief of the CBS News foreign desk, told a BROADCASTING reporter: In this supersonic age of jets shooting missiles at targets beyond sight, "you have to be incredibly lucky" to get a picture of a hit.

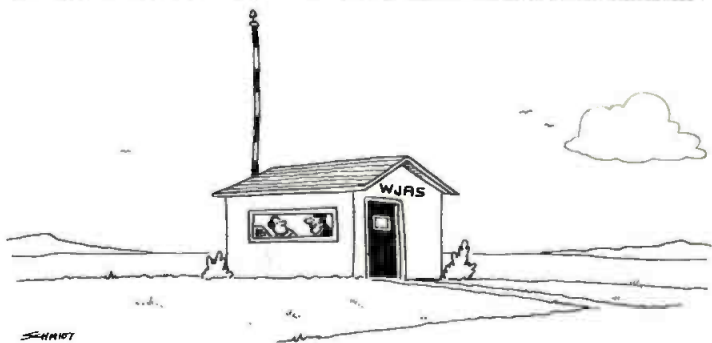
## Exporting the American way

European television, once the almost exclusive province of government-owned monopolies, is breaking free. As a special report on international broadcasting elsewhere in this issue indicates, the rise of technologies such as satellite and cable have brought with them the promise of new outlets that invite entrepreneurial development. Business interests are persuading politicians to rethink the traditions of government occupancy of the airwaves and restrictions on advertising time.

Some countries, such as Italy, and, more recently, France, have loosened their grip on the spectrum. Many more appear to be on the verge of recasting their communications regulations to permit private ownership or management of local outlets or national networks, opening the marketplace to the healthy interplay of competitive initiatives.

The privatization of western European television will provide for the approximately 125 million television houses there a smorgasbord of services to replace their thin diet of GI rations. The caterers of this spread will be European and American program suppliers. In Italy alone, for example, in the years since the Italian courts opened the way to private ownership of television stations, purchase of U.S. programming rose from under \$1 million in 1978 to about \$50 million by 1983. If all the potentially available television channels in Europe were to be filled, it would require some 200,000-500,000 hours of programming yearly.

Considering the divergent political entities involved, most long accustomed to controlling access to the airwaves, and considering the general recalcitrance with which governments yield up their territories, European deregulation will not come easily or en masse. But the trends are encouraging, and to be encouraged, with benefits to be reaped on both sides of the Atlantic.



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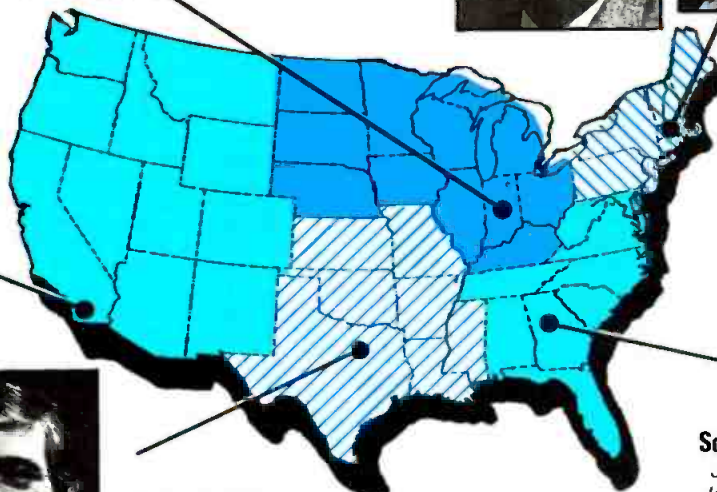
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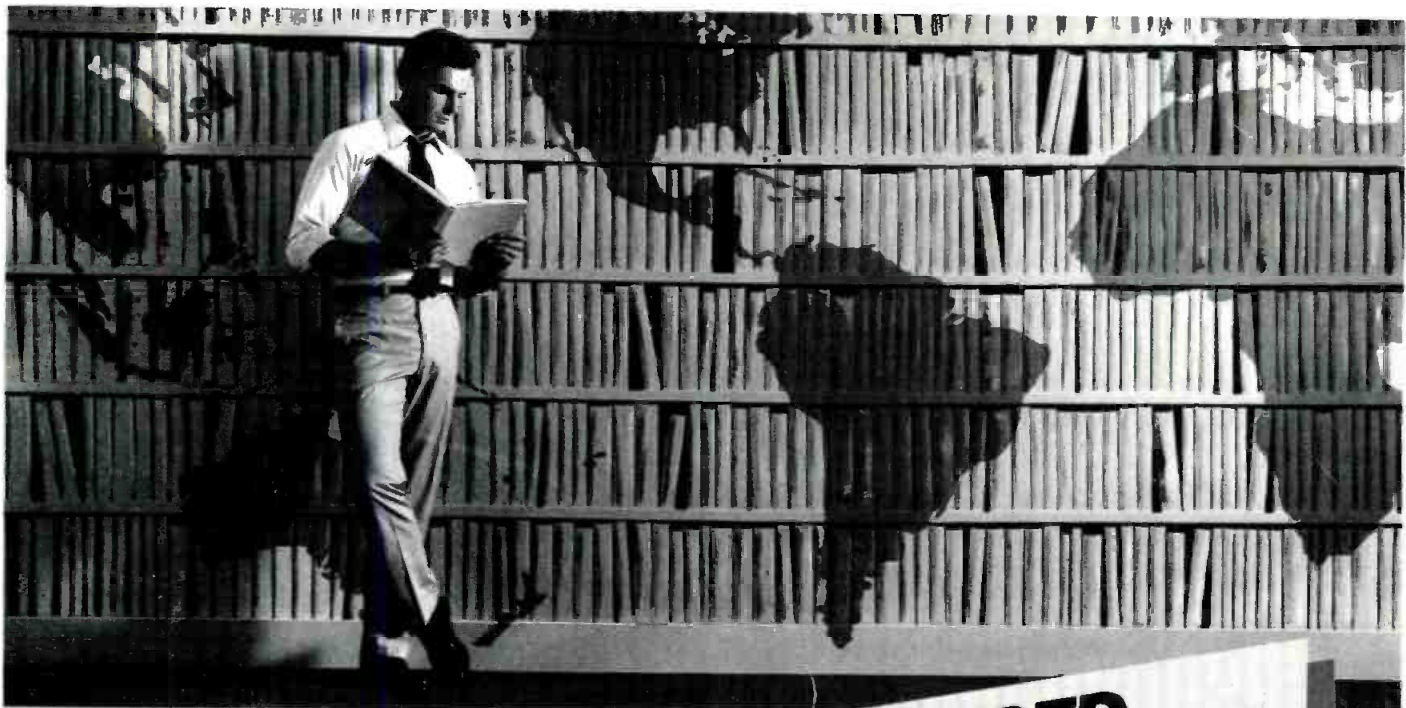


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