

Broadcasting May 5

GAYLORD BROADCASTING COMPANY ON THE MOVE.

With a new, high-tech broadcast facility for KTVT, Channel 11, "The Super Ones," in Dallas/Fort Worth.



AL 36112

MAXWELL
BLDS 1405
R004 122
AUL-SAS

T2364 ILK NOV/85

36112

55th Year 1986

Spreadsheet on
networks in 1985

BY ANY OTHER NAME,
FOX STARTS A
FOURTH NETWORK

“They Helped Us Achieve Our Best Books In Four Years. They Are In A Class By Themselves.”

“At WISN and WLTQ, it didn’t take very long for us to see results from our work with The Research Group. In the fall, our stations had their best books in four years!

These results came from having a well-thought-out strategy for each station. A strategy that The Research Group helped us develop. But, it’s not just the research—a lot of people can do research—it’s the attitude. The folks from The Research Group work with you to make it happen. They really care. It’s almost like they are a part of your staff. And they make you feel like you are the only station they work with.

The people at The Research Group know, that in the end, the answer to success lies not just in research, but in the interpretation—in developing a plan of action for the station, and they are in a class by themselves on that score. They are not only experienced researchers; they are experienced *broadcasters* too. And they understand our problems, from corporate concerns to market economic realities.

The winning spirit and professionalism that The Research Group brought to our management team really helped us win *big*.”

WISN & WLTQ



Steve Downes
Vice President/General Manager
WISN & WLTQ

For information on The Research Group’s services and market availability, just send in the card below:

Please send me more information about
The Research Group.

Name/Title _____

Station _____

Address _____

Send to: The Research Group
Metropolitan Park, Suite 1200
1100 Olive Way
Seattle, WA 98101

or, for more information, call: Larry B. Campbell, President—206/624-3888

In almost every field, there is a company that has *earned* a reputation as the leader.

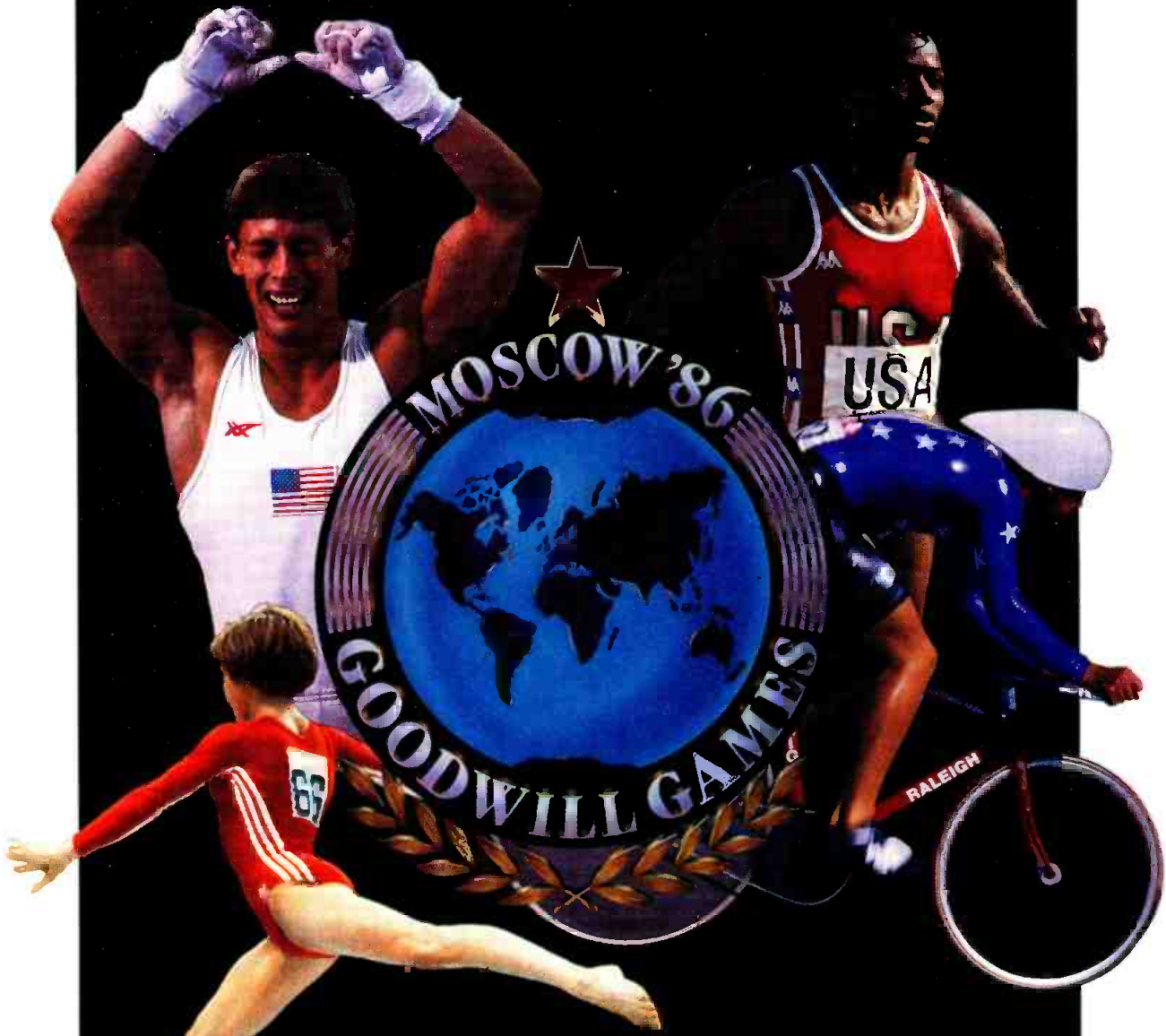
The Research Group

Radio’s Strategic Research Team

METROPOLITAN PARK, SUITE 1200, 1100 OLIVE WAY • SEATTLE, WA 98101 • (206) 624-3888

Share
86-310

THE GOODWILL GAMES



Over 50 countries competing • 18 sports
175 events • 129 hours televised

MOSCOW, JULY 5-20, 1986

PRESENTED BY
TURNER BROADCASTING

THESE MAJOR GROUPS HAVE MADE CHARLES IN CHARGE THE FASTEST-SELLING FIRST-RUN SITCOM IN THE COUNTRY!

TRIBUNE BROADCASTING
GAYLORD BROADCASTING
SCRIPPS-HOWARD BROADCASTING
MEREDITH BROADCASTING
MALRITE COMMUNICATIONS
OUTLET COMMUNICATIONS
PAPPAS TELECASTING
MEDIA CENTRAL

In less than a month,
more than 50% of the country sold.

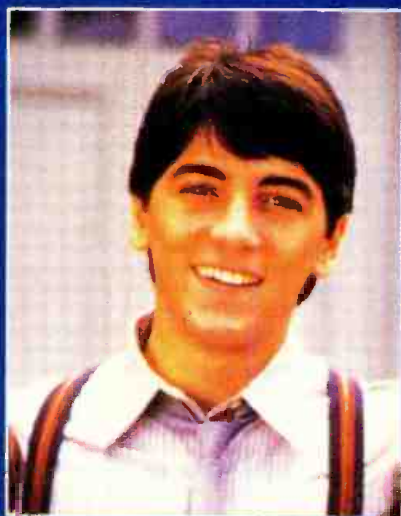
CHARLES IN CHARGE

January 1987 start.

Station clearances: MCA TV (212) 605-2786

Advertiser sales: MCA TV (212) 605-2720

Tribune Entertainment Co. (212) 557-7800



A CO-VENTURE OF

MCA TV AND

**TRIBUNE
ENTERTAINMENT
Company**

Broadcasting May 5

1985 network revenues □ Fox makes its move Coverage from MIP, BFM, CAB, PBS, Airlie

BIG THREE TALLY □ BROADCASTING collects data from various sources to approximate revenue for ABC, CBS and NBC in 1985. **PAGE 35.**

COMING TO FRUITION □ Fox announces plans for nationally delivered prime time block of programming. **PAGE 36.**

CURVE BALL □ FCC ALJ blocks sale of KHJ-TV Los Angeles to Group W by RKO. **PAGE 37.**

MAKING THEIR CASE □ Two sides in *Preferred vs. Los Angeles* present their arguments before Supreme Court. **PAGE 38.**

READJUSTMENTS □ FCC votes to institute quarterly filing by broadcasters of programming that responds to community needs. **PAGE 39.**

TAKE A LETTER □ Utah Senator Orrin Hatch writes letter to Thurmond suggesting networks move on financial interest-syndication rules. **PAGE 40.**

BOTTOM-LINERS □ Record turnout for Broadcast Financial Management Association convention. **PAGE 44.**

SELLING OFF □ Time Inc. to sell part of its cable MSO subsidiary, American Television & Communications, to the public. **PAGE 46.**

SHARES OF INFINITY □ Infinity Broadcasting files for 3.3 million-share public offering. **PAGE 46.**

POTOMAC CRITIQUE □ Airlie house conference examines impact FCC's deregulatory stance has had on industry. **PAGE 58.**

LAST CHANCE □ Reply comments on FCC's must-

carry proceeding flood commission. **PAGE 60.**

RAINY CANNES □ Rain, concerns over safety, fail to dampen spirits at MIP-TV as U.S. companies report good business at international marketplace. **PAGE 63.**

MOVING ON □ Lee Rich, co-founder of Lorimar, leaves company to become chairman and chief executive officer of United Artists Corp. **PAGE 65.**

CAB CONFAB □ Attendees at Cabletelevision Advertising Bureau convention hear the news of progress over the past five years and the challenges that remain ahead. **PAGE 66.**

SUPER AGENCY □ BBDO International, Doyle Dane Bernbach Group and Needham Harper Worldwide merge into company with billings totaling \$5 billion. **PAGE 67.**

FUNDING QUESTION □ Enhanced underwriting messages dominate Public Broadcast Service meeting. **PAGE 70.**

AFTER MIDNIGHT □ Captain Midnight strikes HBO signal, preempting feed with anti-scrambling message. **PAGE 71.**

HOME GROWN □ California seminars focus on growing force in journalism: local television news bearing down on the networks. **PAGE 74.**

GONE HOME □ Editor for Radio Liberty who disappeared turns up in Moscow. **PAGE 72.**

IN COMMAND □ Ed Minkel, managing director of FCC, runs a tight outfit on a tighter budget. **PAGE 95.**

INDEX TO DEPARTMENTS

Advertising & Marketing 66	Datebook 26	In Brief 96	Open Mike 32
Business 44	Editorials 98	Journalism 74	Programming 63
Business Briefly 14	Fates & Fortunes 91	Law & Regulation 58	Riding Gain 68
Cablecastings 10	Fifth Estater 95	The Media 70	Satellite Footprints 54
Changing Hands 72	For the Record 78	Monday Memo 22	Stock Index 56
Closed Circuit 7			

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions, U.S. and possessions: one year \$65 two years \$125, three years \$175. Canadian and other international subscribers add \$20 per year. U.S. and possessions \$170 yearly for special delivery, \$100 for first-class. Subscriber's occupation required. Annually *Broadcasting* □ *Cablecasting Yearbook* \$90. *Across the Dial* \$6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (\$37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

INDEX TO ADVERTISERS: Accu-Weather, Inc. 14 □ Allied Satellite Equipment 77 □ American Uplinks, Inc. 26 □ Americom Radio Brokers 74 □ Associated Press Broadcast Services Fourth Cover □ AVCOM of Virginia 61 □ Bank of America 71 □ Basys, Inc. 31 □ Blackburn & Co., Inc. 72 □ BMI 34 □ Certified Public Accountants. The American Institute of 91 □ Classified Ads 82-90 □ Colex Enterprises 15 □ Columbia Pictures Television 8-9 □ Communications Brokers, Inc. 75 □ Continental Electronics 68 □ Daniels & Associates 76 □ Fries Distribution Co. 24-25 □ Gaylord Broadcasting Co. Front Cover □ Houston International Teleport 10 □ ITC Entertainment 48-49 □ Katz Continental Television 27 □ King Features Entertainment 55 □ LBS Communications, Inc. 16-17, 19 □ Lutheran Television Third Cover □ MCA TV 4, 20-21 □ Multimedia Entertainment 53 □ NAB 18 □ NBC 50-51 □ Paramount Domestic Television & Video Programming 43 □ Professional Cards 79 □ The Research Group Second Cover □ Cecil L. Richards, Inc. 73 □ Seitel 59 □ Services Directory 78 □ SFM Entertainment 57 □ Sillerman-Magee Communications Management Corp. 33 □ SONY Corp. 45 □ Howard E. Stark 30 □ D.L. Taffner 11 □ Television Program Enterprises 6 □ Tribune Entertainment Co. 23 □ Turner Broadcasting 3 □ United Stations Radio Networks 47 □ Viacom 28-29 □ Victory Television 12-13

**THREE
IMPORTANT
FACTS TO REMEMBER
WHEN YOU ARE SCHEDULING
WEEKENDS FOR 1986-1987**



You Write The Songs



**NOW CLEARED ON STRONG STATIONS IN 70% OF U.S.,
INCLUDING 9 OF THE TOP 10 MARKETS!...**

NEW YORK	WCBS	CBS
LOS ANGELES	KCBS	CBS
CHICAGO	WGN	TRIBUNE
PHILADELPHIA	WTAF	TAFT
SAN FRANCISCO	KTVU	COX
BOSTON	WBZ	GROUP W
DETROIT	WKBD	COX
WASHINGTON, D.C.	WDVM	GANNETT
DALLAS-FT. WORTH	KTVT	GAYLORD



**STAR SEARCH, TPE'S PROTOTYPE FOR YOU WRITE THE
SONGS, IS THE NUMBER ONE FIRST-RUN WEEKEND
PROGRAM IN WOMEN 25-54 AND 18-49 SHARES—**

BEATING WHEEL OF FORTUNE • JEOPARDY • HEE HAW
• SOLID GOLD • FAME • PUTTIN' ON THE HITS
• SMALL WONDER • TOO CLOSE FOR COMFORT
• WHAT'S HAPPENING NOW • IT'S A LIVING.*



**IN 1986-1987, THE NUMBER ONE WEEKEND
SHOW WILL BE YOU WRITE THE SONGS
WITH BEN VEREEN.**

ASI CABLE TEST REVEALS THAT
YOU WRITE THE SONGS IS
PREFERRED BY VIEWERS TO
ALL OTHER POSSIBLE
COMPETING SHOWS.**

TELEVISION PROGRAM ENTERPRISES
TPE
A DIVISION OF TELEREP, INC.

For information, call
PHIL FLANAGAN (212) 935-726

Television Program Enterprises
A Division of TeleRep, Inc.,
875 Third Avenue, N.Y., N.Y. 10022

*5 to 8 PM Saturday, 5 to 7 PM Sunday, 11:30 PM to 12:30 AM Saturday & Sunday (NYT).
network affiliates in top 100 DMA's, February, 1986 Nielsen Station Index Reports.

**January, 1986.

Innocent bystander

It's unclear when Senate will confirm nomination of Patricia Diaz Dennis for Democratic FCC seat vacated by Henry Rivera. Standing in way, albeit indirectly, is Representative James Broyhill (R-N.C.), ranking minority member of House Energy and Commerce Committee. Broyhill, reportedly holding out for unrelated favor from White House, is blocking House vote on legislation cutting back terms of FCC commissioners from seven years to five. Senate has already approved that bill, which Senate Democrats insist must be signed into law before Dennis confirmation vote is taken. Broyhill reportedly harbors no ill will toward Dennis, who received confirmation hearing last month (BROADCASTING, April 14).

Room for all

Question has been raised about effect fourth-network plans of 20th Century Fox (see page 36) will have on studio's position as major supplier of programs to existing three television networks. Answer is, not much, so far. This year, networks ordered total seven pilots from Fox, and at least one, *L.A. Law*, will be used as series next fall by NBC. (Currently, Fox has five shows on air.) One observer noted that other studios have been aggressive (and successful) in developing programs for syndication, which, as he noted, "has hurt the networks badly." Paramount, for example, has produced two recent syndie powerhouses, *Entertainment Tonight* and *Solid Gold*, without being shunned by networks. Indeed, Paramount is leading pilot producer this year with 11 total (while Fox is fourth).

Night talk

DIR Broadcasting, New York-based radio program supplier recently acquired by Lorimar-Telepictures, is close to final plan for summer launch of two-hour, tape-distributed, nighttime talk programming block for AM stations. Half of talk package would feature one-hour *Success in America* program with author George Plimpton. Show was originally scheduled to debut last month as live, one-hour weekly series, but, according to DIR Broadcasting President Bob Meyrowitz, there had been limited station clearance with that kind of format. "From what

we've discovered [in discussions with stations]," said Meyrowitz, "the best time for talk programming is between 7 p.m. and 11 p.m." Remaining part of talk block is still in planning stages.

To the barricades

Long-held English opposition to U.S.-backed high-definition television studio system is crystallizing in position that will parallel that of three other European powers—France, West Germany, and Netherlands—in fighting world effort to achieve standardization. UK spokesman at Department of Trade and Industry said England would "rather not be seen to be in conflict with our American friends" but said situation was heading into "what looks like a major disagreement" over proposed 1,125-line, 60 hz system. International standardization body, CCIR, is to consider question during next week's plenary meeting in Dubrovnik, Yugoslavia.

Clean-up jobs

Electronic Communications Privacy Act pending in House Copyright Subcommittee is likely to include amendment easing broadcasters' concerns about dish owners' potential use of network news and sports backhauls for commercial purposes. Amendment would also protect independent newsgathering services and program syndicators that distribute product via satellite. Currently, use of such feeds for commercial purposes is prohibited under Section 705 of Communications Act, but broadcasters want to strengthen penalties, and amendment would prevent such actions under wiretap statute. Private backyard dish owner would not be affected.

Canadian goose

House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) in negotiations with House Ways and Means Committee on compromise telecommunications trade bill, is seeking inclusion of language correcting what U.S. broadcasters regard as unfair trade practices by Canadian government. (Canadian law denies tax deductions to Canadian advertisers who advertise on U.S. stations.) Under Wirth proposal, bill would call for investigation if foreign governments deny "fully competitive market opportunities to United States TV broadcast stations or owners of programming broadcast by those stations."

Staying on

At CBS News, *CBS Sunday Morning* producer Peter Herford says, "war is over" in long-running contract dispute between network and legal correspondent Fred Graham. Graham, who has covered U.S. Supreme Court for CBS News for many years, has been in limbo since last September, when he and network failed to reach agreement on new contract. According to Herford, Graham "will remain (at CBS) for the same salary or maybe a little less." One sign of resolution: Graham is reporting again on network's evening news.

Eagerer beaver

According to Brian Levant, executive producer, *The New Leave it to Beaver*, to be produced for Turner Broadcasting (BROADCASTING, April 28), will be "a little hipper and faster paced" than earlier version of comedy produced by Universal Pay Television for The Disney Channel. Revival of program, canceled by Disney in 1985, was announced April 24 by MCA Inc. and Turner. At \$450,000 per episode, *The New Leave it to Beaver* budget is believed to be largest in history of original basic cable series production and compares with \$65,000-per-episode price-tag of original *Leave It To Beaver* series of 1950's. Signs suggest ties between MCA and Turner may grow in future. Latter is doing television and film processing work for MCA at its newly acquired MGM Labs, and principal owner Ted Turner has expressed interest in reviving *The Munsters* and other discontinued Universal Television series.

MCA may also be among 20 or so potential investors expressing interest in purchasing part of MGM properties being spun off by Turner to reduce MGM debt.

Buddy system

Introduction of television music licensing legislation by Senator Strom Thurmond (R-S.C.) is due in large part to grass-roots lobbying by South Carolina broadcasters. Bill (S.1980) would repeal current blanket copyright licensing scheme for music in syndicated television programming (see story, page 62). Broadcaster most instrumental in getting Thurmond's support is John M. Rivers Jr., president of WCSC-TV Charleston, S.C. Rivers's father, John M. Rivers Sr., is "close personal friend" of Thurmond.

T.J.W.

A FORCE TO BE



WORKER

BECKONED WITH.



**Available now
for Fall '87!**

A Spelling / Goldberg Production
in association with



Melinton

Son of CCI?

At the request of the National Academy of Cable Programming, about three dozen representatives of cable MSO's and programmers met in New York last week to discuss ways of coordinating their marketing efforts to improve "awareness of cable programming." By meeting's end, said Char Beales, vice president, programming, National Cable Television Association, and head of the NACP staff, they had formed a task force to come up with some coordinated marketing plans for consideration by the industry. The hope is that the industry would adopt and implement one of the plans by the end of the summer, she said.

Organizers stressed that the NACP task force and whatever grows out of it will not be another Council for Cable Information, the organization that developed and conducted national advertising campaigns to improve the cable industry's image before going out of business for lack of industry support. According to Beales, the new group will try to come up with an "umbrella theme" on which programmers and MSO's could base individual program-specific campaigns, and times for launching coordi-

nated campaigns.

The task force is being headed by Beales; Terry Freeman, vice president, director of programming services, Cox Cable, and Andy Orgel, VP, affiliate sales and marketing, Arts & Entertainment.

Scrambling bills

A couple of new bills aimed at guaranteeing dish owners access to scrambled cable programming at "reasonable" prices have emerged on Capitol Hill—S. 2290 introduced by Senators Wendell Ford (D-Ky.) and Dale Bumpers (D-Ark.) and H.R. 2290 introduced by Representative John Hammerschmidt (R-Ark.)

The bills would require that a standard be set for scrambling of cable programming so that dish owners would need only one descrambler; that descramblers be available within 60 days of scrambling for sale or lease; that the descrambler be "reasonably priced;" that the subscription fees of scrambled programming received on dishes not exceed the fees for the same programming received from cable systems, and that the scrambled programming be available to dish owners through sources other than cable companies.

In introducing the bill, Ford said neither the marketplace nor talks between the cable and home satellite industry had adequately solved the problems of the dish owners. "I am going to seek hearings on scrambling in the Senate because I fear talks will never take place. There is confusion and misinformation on both sides and it is time to resolve the issue," he said. "If marketplace and industry-negotiated solutions come about, there is no reason for this legislation."

Change in the weather

The Weather Channel announced a series of programming and scheduling changes last week, including the introduction of daypart programming, anchorpersons and a new set. In the morning, the network said, it will "regionalize" programming, introducing an *Eastern Regional Morning Report* from 5 a.m. to 8 a.m. (ET), followed for the next two hours by a similar report for the Midwest, and, finally, a third report for the West Coast. Anchorpersons will be introduced in the morning and prime time dayparts and will be paired with meteorologists, TWC said, so that viewers will become familiar with them as teams. The network also said it would increase the on-air footage of video related to major stories, such as hurricanes and floods. The changes will be phased in over the next couple of months, TWC said.

Soccer coverage

ESPN said last week it will televise 15 World Cup soccer matches (14 of them live) from June 2 to 28 at various sites in Mexico where the games are being played. ESPN will cover both semifinal matches live. NBC is cov-

ering the final on June 29. ESPN televised seven World Cup matches in 1982, the last time they were played.

Geller paper challenges franchise fees

A paper being circulated among key members of Congress, trade and municipal associations and other interested parties challenges the constitutionality of the way that cities are authorized under the Cable Act to use the 5% cable franchise fee. It says that the cities using the funds for general tax purposes are violating the First Amendment. And generally, most of the money raised by the 5% fee goes into a city's general treasury.

The paper does not advocate elimination of the fee; it says the revenues should be used to cover the costs of regulation and to fund cable-related activities, specifically the PEG (public, educational and governmental) channels, local and national.

The authors of the 46-page paper are Henry Geller, director of Duke University's Washington Center for Public Policy Research; Donna Lampert, who is associated with him in the center, and Alan Ciamporero, an aide to former Representative Lio-



Geller

nel Van Deerlin (D-Calif.) when the last was chairman of the House Telecommunications Subcommittee. Geller said the purpose of the paper is to "stir up suits" against the cities, like the one Erie Telecommunications Inc. has brought against the city of Erie, Pa., on the ground that the franchise fee revenues it collects are used for general revenue purposes and, thus, violate the First Amendment. The paper supports the view that franchise fee revenues should be used to finance use of the PEG channels, which are explicitly authorized by the Cable Act, a view first expressed by Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, two years ago.

The paper cites the Supreme Court decision in the 1983 *Minneapolis Star* case to support the view that the cable franchise fee violates the First Amendment if the proceeds are used for general tax purposes. In *Minneapolis Star*, the state had imposed a tax on ink and newsprint. And the high court held that a tax putting a special bur-



Houston International Teleport

- Coast-to-Coast and Worldwide Transmissions for News, Sports and Special Events.
- Live and Taped Program Distribution.
- Television Broadcasts and Videoconferencing.
- Satellite Scheduling.
- Domestic and International News Gathering.
- Fixed and Transportable Uplink/Downlink Services.
- C and Ku Capabilities.

3003 Moffett Lane • Houston, TX 77489

713/438-3600

Telex: 287939 STARS UR

100% Reliability, 24 Hours-a-Day.

den on a news medium, with its special First Amendment rights, can stand only if necessary to achieve an overriding governmental interest. Minnesota used the tax simply as a general revenue-raising device; other means of achieving that result were at hand, the court noted. Under that reasoning, the Geller paper said, cities using cable franchise fee revenues for general revenue purposes, as the Cable Act allows, will "encounter the most serious constitutional barriers." For cable television, the paper says, is recognized as "a First Amendment speaker."

The paper argues that defraying the cost of regulation is a constitutionally permissible use of franchise-fee revenues. And it says there are others, including the support of the PEG channels. For, it adds, those channels further two of the purposes of the Cable Act—"to assure that cable systems are responsive to the needs and interests of the local community" and "that cable communications provide the widest possible diversity of information sources and services to the public." Citing estimates offered by Wirth two years ago, the paper contends that a 5% franchise fee would be more than enough to pay those costs—something less than 1% for regulatory costs and something more than 1% to fund local PEG channels. Another 2%, raised nationally, the paper says, would generate almost \$200 million. And that, it adds, could be used to produce and distribute high quality programming that would be shown over cable access channels nationwide.

The paper does not argue that cable enjoys the same First Amendment rights as

newspapers; it says PEG obligations probably could not be applied to print. But it says "cable should not be treated like a newspaper for First Amendment purposes," principally because cable systems cannot operate without a franchise. And "where the government bestows franchises for speech—here mass communications—and those

franchises are necessarily limited, the government can reasonably take steps to promote the diversification principle underlying the First Amendment." The question of a system's First Amendment rights is at issue in *Preferred v. Los Angeles*, which was argued before the Supreme Court last week (see "Top of the Week").



Bringing it all back home. On hand to announce MCA's production of 74 new episodes of *The New Leave It to Beaver* for WTBS(TV) Atlanta (BROADCASTING, April 28) were (front row, l-r) MCA President Sidney Sheinberg and Turner Broadcasting System Chairman Ted Turner, both sporting Mayfield High School jackets, and cast member Jerry Mathers. In the back row are cast members Tony Dow and Barbara Billingsley, all standing before the Cleaver house in Mayfield (actually Universal Studios).



The renewals are rolling in. In market after market, stations are keeping loyal audiences laughing with America's favorite syndicated sitcom.

Because it pays to renew a smart investment.

D.L. TAFFNER

New York (212) 245-4680 Atlanta (404) 393-2491
Chicago (312) 642-5383 Los Angeles (213) 937-1144

ALSO AVAILABLE!

"THREE'S A CROWD" "THE ROPERS"



ALREADY RENEWED:

INCLUDING ALL THE FOX STATIONS!

NEW YORK	WNYW
LOS ANGELES	KTTV
CHICAGO	WFLD
WASHINGTON	WTTG
DALLAS	NEW! KDAF
HOUSTON	KRIV

BOSTON	WLVI
COLUMBUS	WCMH
DENVER	KUSA
DES MOINES	WOI
FLINT	WNEM
INDIANAPOLIS	WTV
KNOXVILLE	WBIR
LAS VEGAS	KLAS
NORFOLK	WTVZ
ORLANDO	WCPX
SACRAMENTO	KOVR
SALT LAKE CITY	KUTV
SPRINGFIELD	KDEB
SYRACUSE	WSTM
TUCSON	KOLD
TULSA	KTUL
WICHITA	KSNW
WILKES-BARRE	WBRE

AND MANY OTHERS!

MORE NEW STATIONS, TOO:

AUSTIN	KBVO
BALTIMORE	WNUV
JOHNSTOWN	WTHX
OKLAHOMA CITY	KOKH
PHILADELPHIA	WTAF
PHOENIX	KPHO
PORTLAND	KPTV
SPOKANE	KSKN

AND MORE!





Buy it for all
the right viewers you've
ever wanted.

**W18-34/W18-49/W25-54.
M18-34/M18-49/M25-54.**

After all,
you buy a program to
sell its viewers.



St. Elsewhere

Another MTM production from

Victory Television

New York (212) 687-1516, Chicago (312) 790-3030,
San Francisco (415) 388-4030, Atlanta (404) 980-2552

Business Briefly

TV ONLY

York Air Conditioning □ Four-week campaign will kick off in four markets in Texas on May 19, supplementing effort that began earlier this month in other markets. Commercials will run in all dayparts. Target: adults, 25-54. Agency: Grey & Rogers, Philadelphia.

Elias Brothers □ Four-week campaign for Big Boy Restaurants in eight Midwestern markets is slated to begin in early May. Commercials will be carried in all dayparts. Target: adults, 21-54. Agency: Simons Michelson Zieve, Troy, Mich.

Fayva Shoes □ Women's retail chain will be promoted in flights of three to four days, beginning at various times during May. Fringe periods will be used for commercials. Target: women, 18-34. Agency: Jordan, Case, Taylor & McGrath, New York.

Galoob Toys □ Three-week campaign for "Cross Boss" toy breaks in June in 40 markets. Spots will air around children's

shows, in 7 to 9 a.m. and 3 to 5 p.m. time slots. Target: children, 7-12. Agency: Lee Media Associates, New York.

Braun Appliances □ Father's Day promotion of electric razors breaks May 12 for five weeks. Spots will be seen in five major markets during sports and prime time dayparts. Target: men, 18-49. Agency: Lowe/Marschalk Co., New York.

MAB Paints □ Campaign begins in May and will continue until December in four Florida markets. Commercials will be placed in all dayparts. Target: adults, 25-54. Agency: Reimel Carter, Philadelphia.

Reynolds Aluminum Recycling Co. □ Four-week flight will begin in May in eight markets, including Chicago and Greensboro, N.C. Commercials will be carried in all dayparts. Target: adults, 25-

54. Agency: Martin Agency, Richmond, Va.

RADIO ONLY

Payne Air Conditioners □ One-week flight is scheduled for mid-May in approximately six markets, including Dallas. Commercials will be placed in morning and afternoon periods. Target: men, 25-54. Agency: N W Ayer, New York.

Barton Brands □ Corona Extra beer will be accented in seven-week flight set to start in mid-May in 13 markets, including Dallas and Houston. Commercials will be carried in all dayparts on weekdays and weekends. Target: men, 18-34. Agency: Dawson, Johns & Black, Chicago.

RADIO & TV

Amoco □ Six-week flight in eight

AdVantage



Working overtime. RCA Americom Communications is placing special 30-second commercial in overtime sporting events on television. Commercial, created by Hammond Farrell Inc., New York, "plays off the concept of time, money and overtime," emphasizing Americom's monthly rates for long-distance telephone service. It shows stunned crowd at sporting event being told that there will be extra charge today because game has gone into overtime. RCA Americom sent commercial to 14 television stations and one cable system that have local rights to National Basketball Association teams. Spot was also delivered to three TV stations and three cable systems that held rights to local National Hockey League teams. Stations and systems were to air commercial if any game went into overtime. To date, ad has run in one NBA game and seven NHL games. Because so few games go into overtime, most frequency advertisers are not interested in position. Avails in overtime have traditionally been used for station identification, make-goods, bonus announcements or PSAs. Thus advertising rates in overtime can be bought for fraction of what it costs for time during regulation play. Hammond media director, Roy Minster, says: "The bonus for the overtime advertiser is a fixed commercial position at a peak viewing time without the 25% to 50% premium paid for a fixed position." And, agency explained, viewer attention intensifies during overtime periods. Minster said RCA will place commercial on stations and cable systems that air NBA and NHL games next fall when next season begins. Minster plans to approach local rights holders and broadcast networks about using commercial during National Football League games next fall. □

Political do-re-mi. Television Bureau of Advertising has distributed to station members its "Political Advertising Kit" to assist candidates running for office in using medium. Kit explains TVB's MMP (Maximizing Media Performance) system for planning political advertising schedule, producing effective television commercial, television's total market coverage and how it can help advertisers. TVB projects that \$170 million to \$200 million will be spent in 1986 on political television advertising.

ACCU-WEATHER

COMPLETE
WEATHER DATA,
SATELLITE AND
GRAPHICS SERVICE...

all available from one source.

- ✓ 75 graphics available daily... Fastest growing, most popular weather graphics service and at the best prices.
- ✓ Database — Comprehensive real time, up-to-the-minute weather database providing hourly, upper air observations, computer forecasts, plain language statements, forecasts and warnings.
- ✓ Satellite Images — Accu-Weather's new images from GOES satellites.
- ✓ National Radar — Color precipitation patterns.
- ✓ News, Sports and Financial Graphics — Great-looking graphics prepared daily by Accu-Weather artists in real time!
- ✓ NAFAX Maps — A variety of weather maps normally transmitted by facsimile, can now be accessed by graphic units.

Accu-Weather, Inc

North America's Leading Weather Service
619 W. College Avenue, State College, Pennsylvania 16801
814-237-0309

LADIES AND GENTLEMEN, BOB HOPE

He is America's leading laughman, the king of comedy, the master quipster, the consummate comedian.

He has sung, danced, written, acted, emceed, laughed and stolen his way into the hearts of generations.

Presenting the inimitable style. The delicious wit. The impeccable timing. The funny face that launched a zillion laughs.

Bob Hope.

You'll thank him for the memories.

- ROAD TO BALI
- PARIS HOLIDAY
- CANCEL MY RESERVATION
- SON OF PALEFACE
- MY FAVORITE BRUNETTE
- THE GREAT LOVER
- ROAD TO RIO
- THE LEMON DROP KID
- THE PRIVATE NAVY OF SGT. O'FARRELL
- HOW TO COMMIT MARRIAGE
- THE SEVEN LITTLE FOYS

Available Fall '86 on an advertiser-supported basis and subsequent cash basis



A JOINT VENTURE OF COLUMBIA PICTURES TELEVISION AND LBS COMMUNICATIONS INC

© 1986, Columbia Pictures Television, a division of CPT Holdings, Inc. All rights reserved.

875 Third Ave. NY, NY 10022, (212) 418-3000
9220 Sunser Blvd., Suite 101-A, Los Angeles, CA 90069, (213) 859-1055
625 N. Michigan Ave., Suite 1200, Chicago, Il 60611, (312) 943-0707

H O P E D I A M O N D S

E L E V E N B O B H O P E M O V I E G E M S



FAT

MASK

★ A powerhouse in the tough Top 20 markets. Double-digit Kids Ratings in Los Angeles (15), Chicago (11), Philadelphia (14), Boston (10), Detroit (13), Washington (10), Dallas (10), Seattle (14), Tampa (10), Miami (19), Denver (17), and Sacramento (11)!

★ #1 in Kids 2-11 in over 60% of cases nationally... and in Kids 6-11 in over 70%! (NSI Feb. '86)

★ Kids 6-11 up 17% nationally over Feb. '85 time periods! (NSI Feb. '86 vs. Feb. '85)

INSPECTOR GADGET

★ Tops virtually all other kidstrips in Los Angeles with a huge 18 Kids Rating. The time period leader in Kids in Top 20 markets New York, Boston, Washington, Houston, Seattle and Denver! (NSI Feb. '86)

★ Kids 2-11 up 25% nationally over Nov. '85 time periods... Kids 6-11 up 33%! (NSI Feb. '86 vs. Nov. '85)

BRAND NEW! KIDEO™ TV

April '86 premiere! 3 fabulous new series... Rainbow Brite™, Popples™ and Ulysses 31™. A full 90-minute block of first-run animation every weekend on stations from coast to coast! A Children's Entertainment Project of Mattel, Inc., LBS Communications Inc., and DIC Enterprises.

PRODUCED
BY



© 1985 McNaught Synd. Inc.

© 1985 CPG Products Corp.

CATS

HEATHCLIFF TOPS ALL THESE KID STRIPS IN KIDS RATINGS

HE-MAN
Los Angeles
Philadelphia
Boston
Cleveland
Pittsburgh

SHE-RA
New York
Boston
Pittsburgh
Miami
Denver

TRANSFORMERS
Los Angeles
Boston
Pittsburgh
Denver
Sacramento

THUNDERCATS
Los Angeles
Boston
Dallas
Cleveland
Denver

JAYCE
New York
Los Angeles
Chicago
San Francisco
Atlanta

G.I. JOE
Boston
Pittsburgh
Sacramento
Phoenix
Cincinnati

GOBOTS
Los Angeles
Boston
Houston
Miami
Denver

JETSONS
New York
Los Angeles
Chicago
Boston
Washington

★ WPIX New York...#1 AM kids strip!

★ KCOP Los Angeles powerhouse 20 rating with kids 6-11

21 more brand new Heathcliff episodes coming in '86-'87

SOURCE: NSI FEB. '86

Gloom-and-doom series with robots and supercreatures come and go as trends change.

But LBS strips spotlight upbeat entertainment that kids love season after season.

LBS kidstrips build long-running success franchises for smart programmers.

**THE SUCCESS SERIES
FOR KIDS FROM**

LBS
LBS COMMUNICATIONS INC.

875 Third Ave., NY, NY 10022, (212) 418-3000
9220 Sunset Blvd., Suite 101-A, Los Angeles, CA 90069
(213) 859-1055
625 N. Michigan Ave., Suite 1200, Chicago, IL 60611
(312) 943-0707



© 1985 Dic Enterprises

Service To Children Awards Competition



NAB salutes the following winners for their outstanding work in children's programming and community-related activities:

KCTV

Kansas City, Missouri

KETV

Omaha, Nebraska

KGAN-TV

Cedar Rapids, Iowa

KGMB-TV

Honolulu, Hawaii

KRON-TV

San Francisco, California

WAFB-TV

Baton Rouge, Louisiana

WBNG-TV

Binghamton, New York

WCCO-TV

Minneapolis, Minnesota

WNBC-TV

New York, New York

WOWK-TV

Huntington, West Virginia

WWAY-TV

Wilmington, North Carolina

Congratulations!



Music men. CBS Catalogue Partnership, a music publishing organization that controls thousands of major copyrights from former publishing firms, has presented its second annual SYNC (Song of the Year in a National Competition) award to Bozell, Jacobs, Kenyon & Eckhardt, Los Angeles. The ad agency and its client, Chrysler, each received a foot-high statue for use of "Over There" music in commercial for Chrysler's GTS. Pictured at awards ceremonies in New York (l-r): Michael Stewart, president, CBS Songs Division; Ron DeVito, art director, Bozell & Jacobs, Kenyon & Eckhardt, and John Velsaso, vice president, music marketing, CBS Songs.

markets will begin in mid-May to reach black consumers. Commercials will be presented in morning and afternoon drive times on radio and in all time periods on TV. Target: adults, 25-54. Agency: Vince Cullers Advertising, Chicago.

A&W Beverages □ Radio campaign, consisting of two four-week flights to support TV flight, will begin in June. Advertiser broke 15-week intermittent (four weeks on, two weeks off) TV flight last month which will continue into August. Spots are running in markets covering 60% of country. Mixed dayparts will be used. Target: adults, 18-49 (TV), adults, 18-34 (radio). Agency: HBM/Creamer, New York.

Martlet Importers □ Radio campaign for Molson Light breaks June 23 and will continue intermittently through August (four weeks on, two weeks off, four weeks on). Spots will run in at least nine Northeast and southern markets. TV portion of campaign has been airing since early April and will continue in sports and prime dayparts through July. Campaign will take hiatus then and return in September for run through December. Target: men, 25-49. Agency: HBM/Creamer, Boston.

J.M. Smuckers □ West Coast campaigns for fruit juices (spot TV) and Mary Ellen line of jams (radio) begin June 16. Fourteen-week campaigns will continue intermittently through next March. TV spots will air in daytime and late fringe dayparts in 14 markets; radio spots will air from 10 a.m. to 3 p.m., weekdays, in four markets. Target: women, 25-54. Agency: Wyse Advertising, Detroit.

Rep4Report

WUSN(FM) Chicago; WJUS(AM)-WXYU(FM) Lynchburg, Va.: To Masla Radio from Selcom/RAR.

□

WJYY(FM) Houston: To Masla Radio from Republic.

□

WAMO-AM-FM Pittsburgh: To Masla Radio from Selcom/RAR.

□

KGUD(AM)-KOLA(FM) Riverside-San Bernardino, Calif.: To Blair Radio from Masla.

□

KCRG(AM) Cedar Rapids, Iowa: To Masla from Torbet.

□

WOSR(FM) Catonsville, Md.: To Blair Radio (no previous rep).

□

WIZM(AM) La Crosse, Wis.: To Masla Radio from Hillier, Newmark, Wechsler & Howard.

□

KXUS(FM) Springfield, Mo.: To Blair Radio from Selcom.

□

WMBH(AM)-KKUZ(FM) Joplin, Mo.; KFAY(AM)-KKEG(FM) Fayetteville, Ark.; KWCK(AM)-KSER(FM) Searcy, Ark.; KKID-AM-FM Sallisaw, Okla.: To Blair Radio (no previous rep).

□

WKNY(AM) Kingston, N.Y.: To Masla from Blair Radio.

□

KTON(AM)-KTON(FM) Belton, Tex.: To Hillier, Newmark, Wechsler & Howard from Masla Radio.

In television today,
rarely is a series truly
unique.

BEYOND 2000

This is such a series.

Presenting television's open door
on the future.

"Beyond 2000."

This big-budget international production spotlights the cutting-edge technologies that are leading man into the 21st Century...in space, defense, medicine, recreation and industry.

Every hour is packed with compelling segments filmed on location around the globe.

The audience appeal is unique — and universal.

**Tops "Magnum P.I."
& "Miami Vice"**

The Australian version, with its prime time 17.9 Rating and 36 Share, tops "Magnum P.I.'s" 14.5/29 in Sydney. And its prime time 22.9/39 overwhelms "Miami Vice's" 14.0/24 in Melbourne.

SOURCE: McNair Anderson Television Survey, average of spring and summer '85

With its across-the-board demographic appeal, "Beyond 2000" has enormous flexibility for weekend scheduling.

It's unlike anything else on television.

Screen "Beyond 2000."

You'll want it for your station.

**One-hour episodes available for fall '86
on an advertiser-supported basis**

DISTRIBUTED BY



**ALL AMERICAN
TELEVISION**

304 East 45th St., NY, NY 10017, (212) 818-1200
7149 Beverly Blvd., Los Angeles, CA 90036, (213) 937-1250



HOST DAVID BIRNEY

NATIONAL ADVERTISING
SALES REPRESENTATIVE



LBS COMMUNICATIONS INC.

875 Third Ave., NY, NY 10022, (212) 418-3000
9220 Sunset Blvd., Suite 101-A,
Los Angeles, CA 90069 (213) 859-1055
625 N. Michigan Ave., Suite 1200,
Chicago, IL 60611 (312) 943-0707

**LAST SEASON ONLY TWO
NEW SITCOMS
MADE THE TOP 20**

ONE WAS KATE & ALLIE



And
this season,
Kate & Allie
soared to #13
in all of
television.

KATE & ALLIE *They Make It On Their Own*

Produced by **Reeves Entertainment Group**
Distributed by

MCA TV

Source: NTI 1984-85 regular season (9/17/84-4/21/85) NTI 1985-86 season average through 3/23/86) Subject to qualifications available on request.
© 1986 Universal City Studios Inc. All rights reserved.

A broadcasting quality commentary from Dave McLaughlin, Philip Crosby Associates, Winter Park, Fla.

Managing quality: a primer for TV station managers

Can a television station manage quality? If it plans to survive into the 21st century, it *must* manage quality. With the proliferation of low-power UHF stations and the increase in cable outlets, stations are waging a constant battle for viewers. There is a mood in this country that cannot be ignored. The consumers of both goods and services are demanding quality. Competitors in virtually every type of industry are clamoring for the way to deliver quality goods and services to their customers. In some cases they are driven by fear of foreign competition, while in other cases they want to capture a larger share of the market.

Many businesses do not realize that they are embroiled in one of the battles of the "Industrial Revolution." This portion of the industrial revolution affects different industries in different ways and to varying extents. The effect on product-producing companies has been dramatic. However, in the arena of service companies the impact has been more subtle. And these subtle effects in the long run will change the face of service companies forever.

How does a television station manage quality? It may come as a surprise, but a TV station must manage quality the same way that automobile makers, banks, fabric companies or any other type of company does. There are three major facets in all companies that must be properly managed to survive in the marketplace of the 21st century—cost, schedule and quality.

Cost is a relatively easy area to manage because we share a common language and a common understanding of the dollar. Schedule is also not overly difficult because of our common understanding of time. When six o'clock arrives the anchor is in position and the news show starts. We live with this and understand it.

Quality, however, is an entirely different issue. The biggest problem with quality is that nobody seems to really agree on what it is. The program manager wants "quality programs" at a reasonable price. The news director wants "quality reporting" for the newscast, while the engineers want "quality equipment" to work with. The general manager wants the station to have a "quality image," while the clients want the production of "quality commercial spots." All of this can be rather confusing. In each of these instances quality has a different meaning. How can we expect to manage something that we have no common understanding of? A major key to managing quality is developing a common language that will allow everyone to understand it the same way.

A common language of quality really re-



Dave McLaughlin is a division vice president with Philip Crosby Associates, a Winter Park, Fla.-based management consultant company that specializes in quality and prevention management. Prior to joining PCA, McLaughlin spent 14 years in the broadcasting business as an air personality in two top-20 markets and three top-50 markets.

volves around the answers to four questions: (1) What is quality? (2) What system is necessary to manage quality? (3) What performance standard is necessary? and (4) How can quality be measured?

■ What is quality? The conventional view of quality is impossible to manage. Most managements think that quality is "goodness," "relative value," "luxury" and something you just "know when you see it." A real buzzword in the business today is "excellence." Suppose that you told the program director that you would only allow excellent programs to be used during access time. What would the program director do? What programs would he buy? What is an excellent program anyway? There are so many subjective evaluations in all this that the end result would be a great deal of confusion and probably as much disagreement.

In managing quality, however, we need to define it as "conformance to requirements." Now we have something that we can measure and manage.

■ What system is necessary to manage quality? Today most managements try to inspect quality in their products or services. This is wasted effort. One problem with this appraisal system is that it finds errors and nonconformances after they happen. If they are not detected by inspection, and manage to reach the customer, your quality reputation is in for another shot. Another drawback to appraisal is that it is quite costly. How many people can you afford to have reviewing already completed work to insure that it was done right?

The system that is necessary to effectively manage quality is prevention. An error that is prevented does not have to be found and

fixed, nor can it ever reach the customer.

■ What performance standard is necessary to insure quality? Have you ever heard the term, "That's close enough?" Sure you have. In fact, you have probably said it a few times today. How close must "close enough" be?

"Close enough" varies with just how much we are at personal risk. Suppose, for instance, that you decided to take up sky diving and had to pack your own parachute. Just how close to "right" would the job have to be done? On the other hand, it is late in the day, you are trying to get out of the office in time to catch a flight to an important meeting in another town. Your secretary rushes a report that you need and has made a couple of very minor errors in it. You probably grabbed it and said, on your way out the door, "That's close enough—no one will even notice." The biggest problem with "that's close enough" is that we promise our customers some level of nonconformance.

The only performance standard that will insure quality is zero defects (ZD). In other words, no level of nonconformance is acceptable. That may sound like perfection, but it really isn't. Zero defects is not a number, nor is it perfection. It is not a destination, nor is it a group goal. ZD is simply an individual attitude that says "error is not OK." ZD is realized when each of us makes a conscious, constant effort to do our job right the first time. ZD is a reflection of how serious we are about our requirements. Once a requirement is agreed to, ZD simply says "How often do we want that requirement to be met?" The answer should be: "Every time."

■ How can quality be measured? In most industries quality is measured in indexes that have little or not impact on management. Because of the subjective way that the television industry views quality, it has been impossible to establish a meaningful measure. However, if we are to know where we are, and to know whether we are improving, we must measure.

The only true measure of quality in your operation is the "price of nonconformance." In other words, what it costs for not doing it right the first time. It may come as a shock, but research indicates that 35% to 40% of your total operating budget is being lost to nonconformance. One of the largest contributors to this price of nonconformance is rework. A full 25% of the work going on right now in your station is rework. Can you afford this kind of waste? Much of this rework is a result of not having clear requirements.

If your station really gets serious about quality, learns how to set requirements and develops prevention systems, it can reduce the price of nonconformance by nearly 50% within a year or so. On the other hand, you can ignore it, but it will not go away. ■



TRIBUNE ENTERTAINMENT

© 1986. A subsidiary of Tribune Broadcasting Company.

Company

The Soul Train's on the fast track.

Since November, 1984:

- Station clearance is up 24%.
- General audience ratings, as well as black households, are up 24%.
- The Train is #1 with women 18-49 in 30 markets.

So get on board the Train to Success. Catch the Soul Train, a Don Cornelius production.
New York 212-557-7800, Chicago 312-222-4412.

Los Angeles — KCOP • Chicago — WGN • Philadelphia — WTAF
 San Francisco-Oakland — KTVU • Washington, D.C. — WTTG
 Dallas-Ft. Worth — KXAS • Charlotte — WPCQ
 Greenville-Spartanburg-Asheville — WSPA • Raleigh-Durham — WTVD
 Memphis — WHBQ • Norfolk-Portsmouth-Newport News — WTVZ
 Flint-Saginaw-Bay City — WNEM • Shreveport — KMSS
 Mobile-Pensacola — WPML • Fresno — KSEE
 Roanoke-Lynchburg — WSET • Jackson, MS — WLBT
 Huntsville-Decatur — WAAV • Columbia, SC — WLTX
 Greenville-New Bern-Washington — WNCT
 Youngstown — WKBN • Augusta — WRDW
 Charleston, SC — WCSC
 Savannah — WSAV • Montgomery — WAKA
 Lafayette, LA — KADN
 Columbus-Tupelo — WTVA
 Florence, SC — WBTW
 Alexandria, LA — KLAX
 Meridian — WLBM

SOUL TRAIN

Our Success Shows

The ideal series for pro

COVER

**PERFECT FOR EARLY FRINGE
RUNNING ADJACENT TO NEWSCASTS
OR IN LATE FRINGE!**

Join an outstanding line-up of stations...

WCBS, New York
KCBS, Los Angeles
WMAQ, Chicago
WCAU, Philadelphia
WCVB, Boston
WXYZ, Detroit
WJLA, Washington, D.C.
KXAS, Dallas/Fort Worth

WKYC, Cleveland
KPRC, Houston
WPLG, Miami/Fort Lauderdale
WCCO, Minneapolis
KUSA, Denver
KXTV, Sacramento
KTVK, Phoenix

KATU, Portland
KCST, San Diego
WFTV, Orlando
KWTU, Oklahoma City
WAFF, Huntsville
KWTX, Waco
KTAB, Abilene



Debbie Allen



Peter Allen



Ann Jillian



David Hasselhoff



Morgan Brittany

Photo by Dick Zimmerman



Programming flexibility...

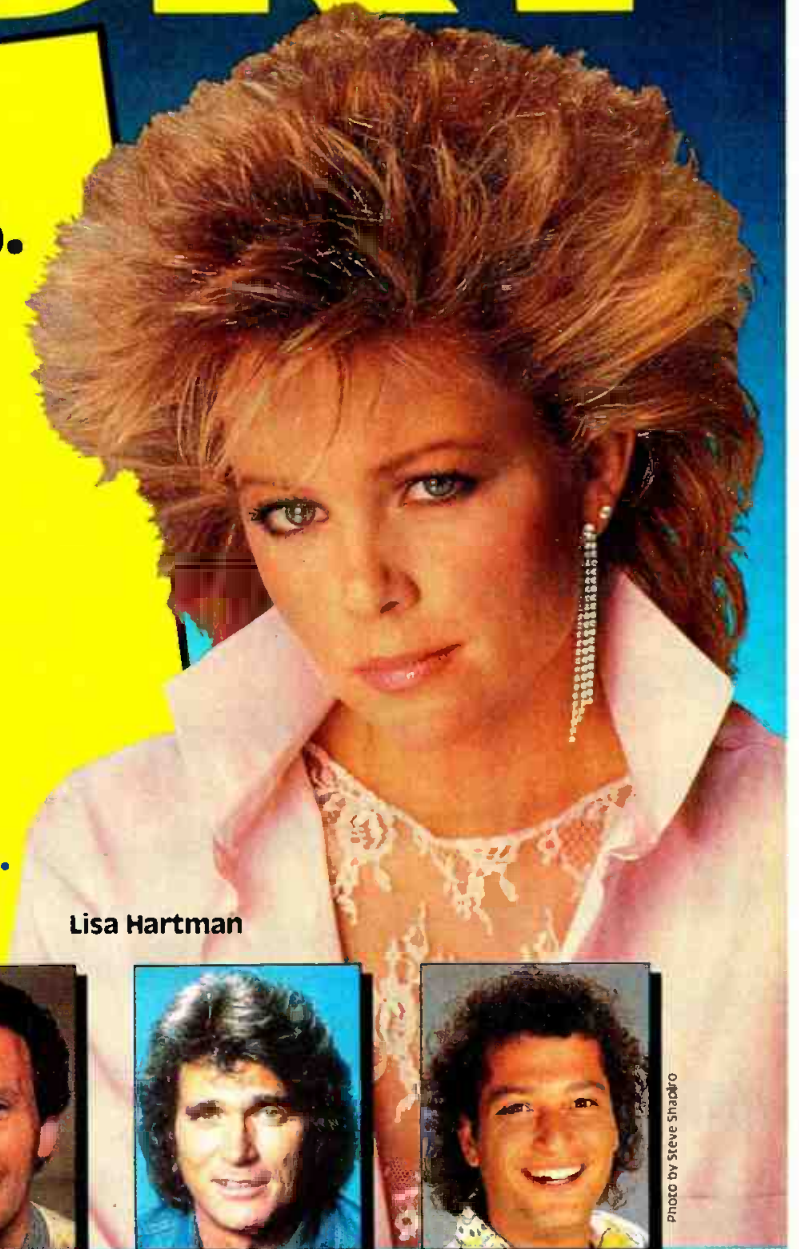
STORY

★ 26 half-hours of
celebrity profiles.

★ Gossip, Glamour
and Laughter.

★ All episodes
ready to air!

Available September, 1986
on an
Advertiser-Supported basis.



Lisa Hartman



Maine Jackson



Susan Anton



Billy Crystal



Michael Landon



Howie Mandel

Photo by Steve Shapiro

Contact your Fries Distribution representative today.

FRIES DISTRIBUTION COMPANY

Subsidiary of Fries Entertainment Inc.

CORPORATE HEADQUARTERS: 6922 Hollywood Boulevard, Los Angeles, CA 90028 (213) 466-2266 Telex: 3781675 FDC

EAST COAST OFFICE: 420 Madison Ave.
Suite 1500, New York, N.Y. 10017
(212) 593-2220

SOUTHEASTERN OFFICE: 3390 Peachtree Road, NE
Suite 1000, Lenox Towers, Atlanta, GA 30326
(404) 231-0119 Telex: 4042319371 ATL LENOX

Datebook

This week

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 4-7—*Association of National Advertisers* advertising financial management conference. PGA Sheraton, Palm Beach Gardens, Fla.

May 5—*American Women in Radio and Television, Western New York chapter*, luncheon, "From the Frontlines: Women's Progress in Television Newscasting," featuring Judy Woodruff. PBS. Hyatt Regency hotel, Buffalo, N.Y.

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

May 6—*Women in Cable, New York chapter*, meeting. HBO Media Center, New York.

May 6—Presentation of *Action for Children's Television* awards. Charles hotel, Cambridge, Mass.

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.

■ Indicates new entry

May 7—*New Jersey Broadcasters Association* spring managers meeting. Rutgers University, Douglass campus, New Brunswick, N.J.

May 7—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Thomas Burchill, president-chief executive officer, Lifetime Cable Network. Copacabana, New York.

■ **May 7**—*American Film Institute* seminar series, "Producers on Producing: Television." Speaker: Producer Lawrence Schiller (*Peter the Great* and *Executioner's Song*). Louis B. Mayer library building, AFI campus, Los Angeles.

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

May 7-10—Broadcast '86, trade fair for movie, radio and television. Messe Frankfurt, Frankfurt. Information: (0 69) 75750.

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 8—*National Academy of Television Arts and Sciences, Washington chapter*, drop-in luncheon, "Women in Television," featuring Kathleen Sullivan, ABC News; Susan Morrison, CBS News, and Betty Endicott, WTTG-TV Washington. Blackie's House of Beef, Washington. Information: (202) 587-3993.

May 8—*Women in Cable, New York chapter*, forum on cable rating trends. HBO Media Center, New York. Information: Sherry London, (212) 661-4500.

■ **May 10**—*Academy of Television Arts and Sciences* seminar, "Fixing It in Post." Glen Glenn Sound, Hollywood.

Also in May

May 11-14—*Advertising Checking Bureau* meeting.

Major Meetings

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 23-25—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 convention: 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. 14-16—*Society of Broadcast Engineers* national convention. St. Louis Convention Center.

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. 26-29—*Association of National Advertisers* annual convention. Homestead, Hot Springs, Va.

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* 32d 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. 7-11, 1987—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles. Future conventions: Jan. 6-10, 1988, Century Plaza, Los Angeles, and Jan. 4-8, 1989, Century Plaza, Los Angeles.

Jan. 21-25, 1987—*NATPE International* 24th annual convention. New Orleans Convention Center, New Orleans.

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.

March 28-April 1, 1987—*National Association of Broadcasters* 65th annual convention. Dallas Convention Center. Future conventions: Las Vegas, April 10-13, 1988; Las Vegas, April 30-May 3, 1989; Dallas, March 25-28, 1990, and Dallas, April 14-17, 1991.

■ **March 29-31, 1987**—*Cabletelevision Advertising Bureau* sixth annual conference. New York.

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.

American Uplinks, Inc.

Transmit Your TV Programming Live Via Satellite!

The number one mobile satellite earth station company in the U.S. Quality, advanced electronics, two degree approved, standby power... one low price. NOW IN HAWAII!

1-800-525-9999
(303) 674-8657

P.O. Box 699
Idaho Springs, CO 80452

A Division of American Communications and Television Inc.

WXLN-TV
SARASOTA, FL

IS PLEASED TO ANNOUNCE
OUR APPOINTMENT OF
KATZ CONTINENTAL TELEVISION,
SOLID SALES PERFORMANCE
FOR MEDIUM AND SMALLER
MARKET AFFILIATES.
WXLN-TV. KATZ CONTINENTAL. THE BEST.



THE VERY BEST...TH

PERRY MASON RETURNS
**#1 Movie of the
Week 1985**
27.2 rating/39.0 share
NBC December 1, 1985



PERRY MASON

The unforgettable mystery and suspense classic. Tense and powerful. 271 episodes.
Starring Raymond Burr.

EN, NOW & ALWAYS



RETURN TO MAYBERRY
#1 Movie of the Week 1986
33.0 rating/49.0 share
NBC April 13, 1986

THE ANDY GRIFFITH SHOW

The down-home comedy classic.
Irresistible and hilarious. 249 episodes.
Starring Andy Griffith.



© 1986 Viacom International Inc. All rights reserved.

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, California.

Information: (703) 698-9600.

May 12-15—Canadian Cable Television Association annual convention. Vancouver hotel and Hyatt Regency. Vancouver, British Columbia. Information: (613) 232-2631.

Stay Tuned

A professional's guide to the intermedia week (May 5-11)

Network television □ **ABC:** *North and South, Book II* (six-part mini-series), continuing Monday through Thursday and next Sunday, 9-11 p.m.; *Miss Hollywood, 1986* (talent/beauty contest), Saturday 9-11 p.m.; *Young Again* (fantasy), Sunday 7-9 p.m. **CBS:** *1986 NCAA Men's Gymnastics Championships*, Saturday 1:30-2:30 p.m.; *1986 NCAA Women's Gymnastics Championships*, Saturday 5-6 p.m.; *The Blue Lightning* (action detective drama), Wednesday 9-11 p.m.; *Trapped in Silence* (drama), Sunday 9-11 p.m. **PBS** (check local times): *Rocket to the Moon* (drama), Monday 9-11 p.m.; *Reunion* (documentary), Tuesday 10:30-11 p.m.; *The Great Space Race** (four-part documentary series), Wednesday 8-9 p.m.; *Drinking and Driving: The Toll, the Tears* (documentary), Wednesday 9-10 p.m.; *Grown Ups* (semi-autobiographical play), Friday 9-11 p.m.



Screenings of Bob Hope broadcasts at the Museum of Broadcasting

(live discussion), Wednesday 9-11 p.m.; *The Parent Test* (quiz), Saturday 10:30-11 a.m. **The Movie Channel:** "Ladyhawke" (fantasy), Monday 8-10 p.m. **Nickelodeon:** *Big Henry and the Polka Dot Kid* (drama), Sunday 2-3 p.m. **Showtime:** "Racing With the Moon" (drama), Tuesday 8-10 p.m. **WTBS(TV) Atlanta:** *Gateway to Goodwill: U.S./USSR Gymnastics Exhibition*, Sunday 5:05-6:05 p.m.

Museum of Broadcasting (1 East 53d Street, New York) □ *Bob Hope: A Half Century of Radio and Television*, screenings of more than 100 of the comedian's radio and television broadcasts, through June 14. Information: (212) 752-7684.

Network radio □ **CBS Radio Network:** *Putting Reality in Real Estate** (15-part weekly series of 90-second reports), Monday (check local times).

Cable □ **Arts & Entertainment:** *Sir William Walton's 80th Birthday Concert*, Thursday 8-11 p.m.; *Chico Hamilton Live at the Village Vanguard* (jazz concert), Friday 11 p.m.-midnight; "Clouds Over Europe" (spy thriller), Saturday 10 p.m.-midnight. **HBO:** *On Location: Howie Mandel* (stand-up comedy), Saturday 10-11 p.m. **The Learning Channel:** *Business View** (financial series), Tuesday 1-2 p.m.; *Let's Travel!* (travel series), Thursday 1-2 p.m. **Lifetime:** *Brazelton on Families*

May 13—International Radio and Television Society "Second Tuesday" seminar. Topic: "Yesterday, Today and Tomorrow: The TV Critics Take a Look." Speakers: Betty Hudson, VP, NBC; Neil Hickey, *TV Guide*; Monica Collins, *USA Today*, and Fred Rothenberg, AP. Viacom Conference Center, New York.

May 13-15—Electromagnetic Energy Policy Alliance annual meeting and symposium. "Coping in the Regulatory Environment." Ramada Renaissance, Washington. Information: Richard Ekfelt, (202) 452-1070.

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

May 14—"Producing on a Shoestring," seminar sponsored by International Television Association, Philadelphia chapter. Hospital of the University of Pennsylvania, Philadelphia. Information: (215) 546-1448.

May 14—International Radio and Television Society newsmaker luncheon. Speakers: Dan Rather, CBS; Tom Brokaw, NBC, and Peter Jennings. ABC. Waldorf-Astoria, New York.

May 14—Orange County Broadcasters second annual radio seminar. Speakers include Ray Padden, Western vice president, Radio Advertising Bureau. Irvine Marriott hotel, Irvine, Calif. Information (714) 752-9277.

■ **May 14**—American Film Institute seminar series, "Producers on Producing: Television." Speaker: Mort Lachman (*Kate and Allie*). Louis B. Mayer library building, AFI campus, Los Angeles.

■ **May 14**—Federal Communications Bar Association monthly luncheon. Speaker: Bruce Christensen, president. PBS. Washington Marriott hotel, Washington.

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

May 15—National Academy of Television Arts and Sciences. New York chapter, luncheon. Speaker: David Poltrack, VP-research, CBS/Broadcast Group. Copacabana, New York.

May 15-18—Audio Engineering Society international conference on stereo audio technology for television and video. Westin O'Hare hotel, Rosemont, Ill. Information: (212) 661-8528.

May 16—"Data and Narrowcasting Opportunities for Local Broadcasters," seminar sponsored by University of Wisconsin-Madison and University of Wisconsin-Extension. UW-Madison's Wisconsin Center, Madison, Wis. Information: (608) 262-2394.

■ **May 16**—Pacific Pioneer Broadcasters salute to Mike Douglas. Sportsmen's Lodge. Studio City, Calif.

May 16-17—National Federation of Local Cable Programmers, Mid-Atlantic region, spring conference, hosted by Montgomery Community Television Inc. of Rockville, Md. Crowne Plaza hotel, Rockville, Md. Information: (301) 424-1730.

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

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

May 18-20—Concert Music Broadcasters Association conference. Westin hotel, Washington.

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

May 19-23—Summer Institute of Religious Broadcasting, sponsored by National Religious Broadcasters and Nyack College. Nyack College campus, Nyack, N.Y. Information: (201) 428-5400.

■ **May 20**—Women in Cable, Greater Philadelphia chapter, luncheon. Dunfey's, Bala Cynwyd, Pa.

■ **May 21**—American Film Institute seminar series, "Producers on Producing: Television." Speaker: Michael Mann (*Miami Vice*). Louis B. Mayer library building, AFI campus, Los Angeles.

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

May 22—National Academy of Television Arts and Sciences. New York chapter, luncheon. Speaker: Mort Hock, senior VP-entertainment division, Doyle Dane

A Constructive Service to Broadcasters
and the Broadcasting Industry

HOWARD E. STARK

Media Brokers—Consultants

575 Madison Avenue

New York, N.Y. 10022

(212) 355-0405

For every 10 newsrooms that have computerized, 7 chose Basys.*

A few of our customers include:

ABC Radio ▾ ABC Television ▾ Anglia Television ▾ American Forces Network

BBC ▾ BCNZ ▾ Channel Television ▾ Channel Four Network News

CNN ▾ CNN Headline News ▾ Figaro ▾ ITN ▾ NBC Radio

MacNeil/Lehrer Newshour ▾ NBC Television ▾ RAI

WOR ▾ WINS ▾ WMAQ ▾ KRON ▾ KYUU

KSAN ▾ WFAA ▾ KDAF ▾ KIKK ▾ WKYC

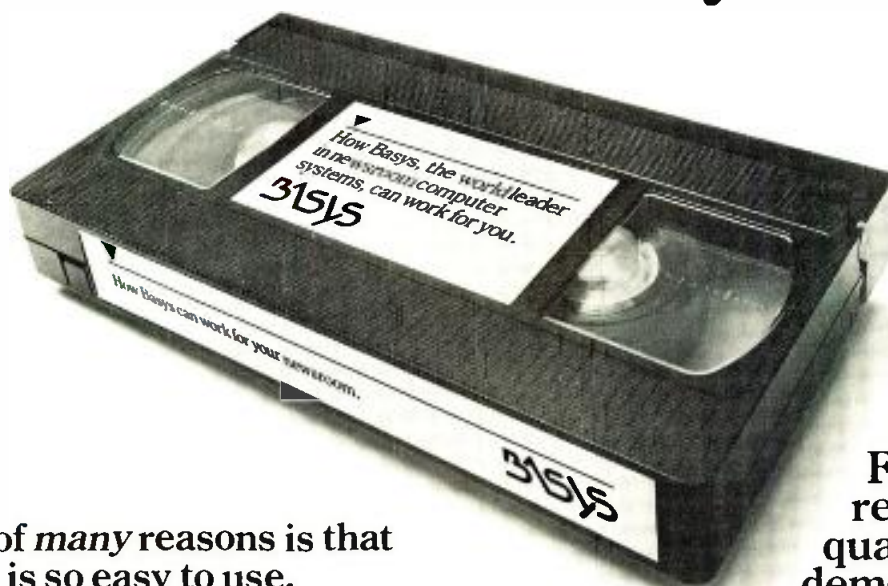
WJZ ▾ WTHI ▾ KTVY ▾ WTAR/WLTY

BTQ7 ▾ RVN2 ▾ AMV4 ▾ 2GB

3AW ▾ 4BH ▾ 5DN

4AY ▾ 2WL ▾ 2CA

Find out why.



One of *many* reasons is that Basys™ is so easy to use.

Our customers have found the Basys newsroom computer system to be surprisingly easy to use, because it does exactly what they already do—only faster.

Basys was designed by newsroom professionals to operate with simple commands in plain English. No one on the newsroom team has to learn complex code commands. Perhaps that's why broadcasters find the average time to train on a Basys system to be so short.

*Based on the best available public information as of February 1, 1986.
†Trademark: Basys—Basys, Inc.

For *all* of the reasons, call to qualify for our free demonstration video.

1-800-847-0633

(In CA: 1-800-332-2245) Dept. B9

BASYS, INC.
900 Stierlin Road
Mountain View
CA 94043

The logo for Basys, featuring the word 'BASYS' in a large, blue, stylized font. The letters are interconnected and have a modern, geometric feel.

Bernbach. Copacabana, New York.

May 23—"Broadcast Opportunity Partnership," seminar (second in series of three) for minority entrepreneurs interested in broadcast ownership, sponsored by *White House, NAB's Broadcast Capital Fund Inc. (BROADCASTAP)*, FCC and Department of Commerce. Atlanta. Information: (202) 429-5393.

May 25—Georgia AP Broadcasters Association annual meeting and awards luncheon. Georgia Center for Continuing Education, University of Georgia, Athens.

May 25-27—High-definition TV conference, sponsored by *Institute for Graphic Communication*. Holiday Inn, Monterey, Calif.

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

May 28—National Academy of Television Arts and Sciences, New York chapter, luncheon. Speaker: Tom Griffin, chairman, Sunbow Productions, and chairman, Griffin Bacal Inc., New York advertising agency. Copacabana, New York.

May 28—American Film Institute seminar series, "Producers on Producing: Television." Speaker: Philip Capice (*Dallas*). Louis B. Mayer library building, AFI campus, Los Angeles.

May 29—Pacific Pioneer Broadcasters nostalgia night. Home Savings, Los Angeles.

May 29-31—Television Bureau of Advertising sales staff meeting. Stouffer hotel, White Plains, N.Y.

May 29-June 1—NATPE International Educational Foundation third annual management seminar. American University, Washington. Information: (212) 757-7232.

May 30—Deadline for entries in community service awards sponsored by *National Broadcast Association for Community Affairs*. Information: Marsha Kaminsky, vice president for public affairs, WOR-TV, P.O. Box 9, Secaucus, N.J., 07094; (212) 764-6755.

May 30-June 1—Advanced economics conference for journalists, co-sponsored by *Foundation for American Communications* and *Gannett Foundation*. Stouffer Pine Isle Resort, Atlanta.

May 30-June 1—*Showbiz Expo '86*, products and services trade show for business and production areas of entertainment industry. Panels presented by *Directors Guild, Writers Guild, Women in Film, Association of Visual Communicators* and others. Santa Monica Civic Auditorium, Santa Monica, Calif. Information: (213) 668-1811.

May 31—Deadline for nominations for IBC Award, to be presented during 11th *International Broadcasting Convention*, to be held in Brighton, England, Sept. 19-23. Information: IBC Secretariat, IEE Savoy Place, London, WC2R 0BL; telephone: (01) 240-1871 (extension 255).

May 31-June 1—*International Television Associ-*

Errata

Omitted from list of books in progress ("Closed Circuit," April 7) was Washington lawyer **Lewis Paper's** forthcoming biography of CBS Founder **William S. Paley**. Not-yet-titled book is due sometime in 1987, and will be published by St. Martin's Press.

ation, Philadelphia chapter, screenwriting workshop. Hahnemann University Hospital auditorium, Philadelphia. Information: (800) 854-8544.

June

June 1-4—International summer consumer electronics show, sponsored by *Electronic Industries Association*. McCormick Place, Chicago.

June 2—Southern California Broadcasters Association annual "wingding." Sportsmen's Lodge, Studio City, Calif.

June 2-3—Pratt Center for Computer Graphics in Design conference. Grand Hyatt, New York. Information: (914) 592-1155.

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

June 3—New York Cable Club luncheon, featuring Jim Mooney, president, National Cable Television Association. Cosponsored by *New York State Cable TV Association* and *New York Women in Cable*. Gallagher's restaurant, New York. Information: Sherri London, (212) 661-4500, or Stephanie Zarpas, (518) 463-6676.

June 4—American Film Institute seminar series, "Producers on Producing: Television." Speaker: Glenn Caron (*Moonlighting*). Louis B. Mayer library building, AFI campus, Los Angeles.

June 4-5—Illinois Broadcasters Association trip to Washington.

June 4-7—Euromedia '86. Topic: "Telecommunication—Network of Power." Kongresshaus, Innsbruck, Austria. Information: Kongresshaus Gesellschaft mbH, Postfach 533, A-6020, Innsbruck, Austria.

June 4-12—Prix Jeunesse International, children's and youth programing competition. Radio house of Bayerischer Rundfunk, Munich. For information, Munich telephone: 59-00-20-58.

June 5—National Academy of Television Arts and Sciences, New York chapter, luncheon. Speaker: Stuart Karl, president, Karl Lorimar Home Video, Irvine, Calif. Copacabana, New York.



Cause and effect

EDITOR: Your April 21 editorial favoring FCC inaction on obscene and indecent programming in spite of federal regulations and supportive Supreme Court decisions champions well the notion of absolute First Amendment rights.

But you have not addressed a more pressing concern in our society today, typified by a 13-year-old girl in our own community who was allegedly tortured and raped repeatedly for the past two years, including simulated coitus with a cocked and loaded pistol.

Don't many of the news stories we report indicate some merit in the conclusion that pornography is at least as dangerous to soci-

ety as yelling "fire" in a crowded theater?—*J.D. Morrison, general manager, WMHK(FM) Columbia, S.C.*

Fond remembrance

EDITOR: I am very saddened by the death of John Andre ("Fates & Fortunes," April 7). He was a very special and patient sort to me. Always ready to help me far beyond the time when I was really getting started in the broadcasting industry, he made the road from one job to the next a whole lot easier and smoother. Drawing from his own experience and kindness, he was a good friend. I will miss him very much.—*David Martin, Rockville, Md.*

Broadcasting Publications Inc.

Founder and Editor
Sol Taishoff (1904-1982)

Lawrence B. Taishoff, president
Donald V. West, vice president
David N. Whitcombe, vice president
Jerome H. Heckman, secretary
Philippe E. Boucher, assistant treasurer

The Fifth Estate Broadcasting

1735 DeSales Street, N.W., Washington 20036
Phone: 202-638-1022

Lawrence B. Taishoff, publisher

Editorial

Donald V. West, managing editor
Leonard Zeidenberg, chief correspondent
Mark K. Miller, senior news editor
Kira Greene, assistant to the managing editor
Harry Jessell, associate editor
Doug Halonen, Matt Stump, Kim McAvoy, John Eggerton, assistant editors
Susan Dillon, A. Adam Glenn (technology), Scott Fitzpatrick, Jeanne Omohundro, staff writers
Anthony Sanders, systems manager
Randall M. Sukow, research assistant
Todd F. Bowie, Cheryl L. Miller, production

Senior Editorial Consultant
Edwin H. James (Washington)

Editorial Consultant

Rocco Famighetti (New York)

Broadcasting & Cablecasting

Yearbook

David Seyler, manager
Joseph A. Esser, associate editor
Lucia E. Cobo, assistant manager

Advertising

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

New York

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

Hollywood

Tim Thometz, sales manager

Circulation

Kwentin K. Keenan, circulation manager
Patricia Waldron, data entry manager
Sandra Jenkins, Debra De Zarn, Joseph Kolthoff, Chris McGirr.

Production

Harry Stevens, production manager
Rick Higgs, production assistant

Administration

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

Corporate Relations
Patricia A. Vance, director.

Bureaus

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

Stephen McClellan, associate editor
Vincent M. Dittingo, senior editor radio.

Geoff Foisle, assistant editor

Scott Barrett, staff writer

June Chauhan, Karen Maynard, advertising assistants.

Hollywood: 1680 North Vine Street, 90028
Phone: 213-463-3148

Richard Mahler, correspondent

Tim Thometz, Western sales manager

Sandra Klausner, editorial-advertising assistant

International Advertising Representatives
Continental Europe: Lucassen International, John J. Lucassen, Kamerlingh Onneslaan 67, 1171 AC Badhoevedorp/Amsterdam, Netherlands. Phone 31(2968)6226
Telex: 18406 harkel nl ■ United Kingdom: John Ashcraft & Co., 12 Bear St., Leicester Square, WC2H 7AS London, England. Phone 01-930 0525 Telex: 895 2387 answer g ashcraft ■ Japan: Masayuki Harihan, Yukari Media Inc., Hus Building, 4-21-1-602, Nakanoshima, Kita-Ku, Osaka, Japan. Phone: 06-448-5011. Telex: J64400 OHBINBTH.

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

LEGACY

Broadcasting, Inc.

has acquired Radio Stations

KJOI-FM, Los Angeles, California

WLLZ-FM, Detroit, Michigan

KHOW-AM, Denver, Colorado

KPKE-FM, Denver, Colorado

KDWB AM & FM, Minneapolis/St. Paul, Minnesota

We acted as financial advisors to, and
provided equity financing for the buyer.

Sillerman-Magee

Communications Management Corporation

150 East 58th Street
New York, New York 10155
212-980-4455

One Corporate Center
Hartford, Connecticut 06103
203-249-7228



Whenever your audience is watching you, they're listening to us.

No matter what time of day your audience tunes in, they hear music.

In every kind of program, from sitcoms and movies to daytime dramas and game shows to news and public affairs, music adds appeal that video alone can't communicate.

As the world's largest music licensing organization, BMI makes it easy for you to use this music, hundreds of times every broadcast day.



It's the music your audience loves to watch.

Wherever there's music, there's BMI.

Broadcasting May 5

Vol 110 No. 18

TOP OF THE WEEK

Best guess: What three networks took in, kept in 1985

An NBC executive once remarked, "Even when things were terrible at the television network, the broadcast group still made over \$40 million [in 1981]." That the three major broadcast groups will likely survive current worries about the business would seem to be confirmed by the more than a billion dollars in operating profit they took in during 1985, a lackluster year for the television networks. Exactly where that money came from is shown in the accompanying chart, representing a consensus of industry sources and securities analysts who provided their numbers to BROADCASTING.

Nationally publicized overnight ratings for the three television networks always emphasized that someone was winning and someone else was losing. But the 1985 year-end revenue tabulations indicate that the third-placed television network in prime time, ABC, was within 5% of CBS's leading total, \$2,276,000,000—clear evidence of the importance of other television dayparts. But with NBC's growing strength and ABC's inability so far to close the prime time ratings gap, the consensus is that in 1986 the revenue gap between first and third will grow, perhaps to 15%.

The developing weakness in network advertising, especially at the end of the year, affected the revenue of both ABC and CBS. However, the strength of local advertising made for a difference of fortunes between the television networks and owned television stations. At ABC, for instance, network revenue fell by approximately \$500 million—largely due to the lack of Olympic dollars that were present in 1984—while the ABC-owned television stations, which had also profited greatly from the Olympics, managed to hold their revenue steady. More diversified sources of revenue and protection from the network's make-good problem also helped moderate the station group's decline in operating profit—9% from the previous year compared to the network's 34.5% drop.

The same was true at CBS. Operating profit at the CBS television network declined, for although the network had held cost increases to within 5%, the second half held year-end revenue increases unexpectedly low, and there was no time to make sufficient cost adjustments. Meanwhile, the CBS-owned television stations managed to post an increase in both revenue and profit.

More than one securities analyst during 1985 had to revise upward their estimates of NBC's revenue figures because of the television network's surprising prime time ratings strength. For the year, the NBC television network posted \$2,176,000,000 in revenue and \$202,500,000 in operating profit.

But even those dollar figures do not fully reflect the NBC television network's strength because many of the 1985 revenue dollars were placed before NBC's prime time numbers were evident. It will not be until the end of the current year that observers think the lag between ratings and dollars will end. For 1986, it is suggested, NBC could be taking in about 12.5% more dollars, even in a less-than-exciting television network marketplace, rising to \$2,450,000,000. It is speculated that CBS television network revenue will be up about 3.5%, to \$2,356,000,000, with ABC inching in the other direction, down 1% to \$2,140,000,000.

Mark Riely, a securities analyst with Eberstadt Fleming Inc., said: "Until this year NBC was alone of three networks in really

sounding a note of caution about the business, about competition from syndication and cable and about managing the business for the future. While the others admitted there was competition they never admitted it was very significant. Now in the Capital Cities/ABC annual report, and elsewhere, we are seeing signs of recognition, and that is a good step."

Radio in general had a better year than television. The increased advertising dollars being spent on network radio helped the ABC, CBS and NBC networks, despite newly emerging competition.

ABC Radio Networks posted revenues of \$138 million and operating profit of \$14.5 million while its radio stations contributed \$83.9 million (revenue) and \$24 million (profits). CBS had network revenue/operating profit of \$45 million/\$4.5 million and radio station contributions of \$124.8 million/\$15.5 million. NBC had network revenue of \$42 million and an operating loss of \$1 million, while its stations posted \$65 million/\$5 million. □

BROADCASTING's breakdown of network groups

	ABC			
	Revenue	% chg	Operating Profit	% chg.
TV network	\$2,161,000,000	-19.4	\$170,300,000	-34.5
Owned TV's	\$464,500,000	—	\$132,000,000	-9.0
Radio	\$221,900,000	+4.4	\$38,500,000	+37.5
Total broadcast group	\$2,847,400,000	-14	\$340,800,000	-20.0
	CBS			
	Revenue	% chg	Operating Profit	% chg.
TV network	\$2,276,000,000	+1.6	\$226,600,000	-19.1
Owned TV's	\$332,000,000	+5.5	\$114,000,000	+3.6
Radio	\$169,800,000	+13.2	\$20,000,000	+11.1
Total broadcast group	\$2,777,800,000	+2.4	\$360,600,000	-11.7
	NBC			
	Revenue	% chg	Operating Profit	% chg.
TV network	\$2,176,000,000	+9.9	\$202,500,000	+92.5
Owned TV's	\$364,500,000	+7.2	\$127,700,000	+11.0
Radio	\$107,000,000	+4.4	\$3,000,000	—
Total broadcast group	\$2,647,500,000	+11.7	\$333,200,000	+53.8

Estimates are BROADCASTING's and are not intended to be actual results. International sales are included in results of CBS and NBC broadcast groups, but not for ABC. Sources used to arrive at estimates include Broadcast Advertisers Reports, the Radio Network Association, Donaldson, Lufkin & Jenrette, Eberstadt Fleming Inc. and Merrill Lynch, Pierce, Fenner & Smith Inc. Revenue is after payment of advertising agency commissions.

Fox's bold programing leap

Company plans to roll out one evening of prime time programing for station lineup per year; affiliate signings to be announced by month's end; late night show already in works; programing to look similar to action, movie and comedy fare on networks

Insisting that the new venture does not constitute a "fourth network," Fox Broadcasting Co. President and Chief Operating Officer Jamie Kellner last Thursday (May 1) disclosed plans to launch a regularly scheduled, "satellite-delivered national program service for independent stations" beginning early next March. The FBC service will start as a two-hour prime time (8-10 p.m. NYT) feed of original series programing one or two nights each week and is expected to expand to other nights and at least one other daypart in subsequent months.

In an interview with BROADCASTING at Fox Studios, Kellner also said FBC will premiere a yet-untitled, one-hour, late night (11 p.m.-midnight NYT) entertainment program "in the fourth quarter of this year." The service is expected to begin on Sundays, with Saturday and other weeknights to be added if the initial programing is deemed successful.

"Our plan is that we would add a night each year," Kellner explained. "We're going to roll out in a very slow year-by-year fashion and then based only upon ratings success of the original programing, to give the stations time to exploit the library."

Details of the program service will be unveiled this Tuesday (May 6) at a news conference in Hollywood and Kellner said he expects joint announcements later this month of "a number of groups and individual stations that are being signed up." Because the contracts "are at various stages of development," Kellner said, no disclosures will be made "for at least three weeks." Those stations, added to the six independent Fox-owned outlets (acquired from Metromedia earlier this year), will account for at least 21 of the largest 25 markets, he said. Fox is now actively soliciting stations, advertisers and program suppliers for their participation in the service, which the studio eventually hopes to distribute to all of the top 80 markets, serving more than 85% of all television homes.

Explaining the rationale for the prime time vehicle, Kellner said that the robust early evening viewership enjoyed by most independent stations "erodes dramatically—generally in excess of 50%—at eight o'clock. The early fringe daypart is a mature daypart at independent stations. They've done about as much as they're going to do in terms of generating the largest possible audience for the daypart. . . . Our plan is to have them grow in prime time."

The solution for independents in prime time is "not to chase the prices of movies higher and higher" but "to create, develop and produce first-run programing and to do it the same way the three networks do." ac-



Fox Broadcasting Co. President/COO Jamie Kellner

ording to Kellner. He said FBC's license fees will be comparable to the \$350,000 per half-hour and \$950,000 per hour typically paid for network situation comedies and action dramas. Kellner said Fox will also purchase original made-for-television motion pictures and mini-series, with a total budget commitment by summer 1987 of more than \$100 million. In excess of \$20 million has been spent on the service to date, according to the Fox executive.

"In terms of the [program] forms, the mix will look very much like that which is seen on ABC, CBS and NBC," he explained. "It will be action-adventure series, made-for-TV movies and, in some cases, theatrical films. . . and sitcoms. It would be very wise of us to focus in on [the child and young adult] audience and target it in prime time. I would imagine that situation comedies would be an important part of our menu, as well as youth-oriented action-adventure. We will probably be a little more urban-oriented than the other networks are."

The existing television production division at Fox is expected to contribute programing to FBC, but no firm deals have been announced. "If they come in with a package that we feel has the potential to be successful on the program service, we'll buy it from them," said Kellner. "We will always deal with the source that, in our view, has the best potential to get the largest audience. . . . There are no back-end considerations, no syndication tie-ins to decision-making as to what programs should play in what time period. I think that's probably a major difference between what we're doing and the syndication business." Although discussions are under way with program suppliers, Fox disclosed no names, and one company source said no firm production agreements have yet been signed.

Kellner sought to distinguish FBC from first-run syndication, arguing that such programing suffers from inadequate national promotion, no "day-and-date exposure" and a lack of sophisticated development. "We are going to be much more in the business that the three networks are in," said Kellner.

but he added: "It's really not a fourth network. We are a company that fulfills the needs of four interested groups: viewers, advertisers, producers and stations.

"Independents, which have had a wonderful 10-year run of success, need to look strategically toward the future for their success. The only way to do it is to attack a new daypart very aggressively, and that daypart is prime time, when the largest number of people are watching television. There's no reason in the world why it can't be done if the talent and the resources exist," said Kellner.

At least one advertiser and one advertising agency have discussed sponsorship with FBC, according to David Johnson, former ABC Inc. vice president, strategic planning, who became FBC's senior vice president of marketing last March. Johnson told BROADCASTING the service "would certainly not develop a show because an advertiser asked for it," but it will work with advertising to identify needs unserved by the other networks. He said shows would not be bartered and that program decisionmaking would reside with FBC.

Kellner, who left the presidency of Orion Entertainment Group last January to head the new Fox unit, has recruited from the ranks of senior network executives for his new team. Appointments include: Garth Ancier, former vice president of comedy programing, NBC Entertainment, who joins as senior vice president of prime time programing; Kevin Wendell, manager of current drama programing, NBC Entertainment, who becomes vice president of prime time programing; David Hilton, former vice president and general manager of basic cable services, MTV: Music Television and VH1, who joins as vice president of affiliate relations; Scott Sassa, former vice president, The Playboy Channel, who joins as vice president of network management; Andrew Fessel, former division manager of television station sales, Arbitron Inc., named vice president of research; John Lazarus, former director of advertising sales, ABC Sports, appointed vice president of advertising sales, and Johnson, FBC will add other ex-

executives to its programming department as the service expands. Barry Diller, chairman and chief executive officer, Fox Inc., will oversee the new operation.

Although he acknowledged that motion pictures will be an important component of the new service, Kellner stressed that original comedies and dramas will be showcased. (A large number of theatrical titles are available from the Fox library, and television stations have already been advised that eight

features from Fox's 26-title Century 13 syndicated movie package could be released for a double run on the FBC program service during 1987.)

"The viewing audience is being bombarded with prime time movies," Kellner said. "It's very hard to have anything distinct or identifiable to promote on an independent station in prime time." A late-night series is "in development" at FBC that would be a one-hour, live, "satellite-fed, entertainment

program delivered at 11 p.m. [NYT]. Kellner described the program as "star-studded" and set for premiere late this year.

FBC is "studying" the possibility of delivering a national newscast in the future but "it is a long way down the road," according to Kellner. "It is not a part of our original plan."

The company is exploring both C-band and Ku-band satellite transmission systems and will announce the details of its distribution plan at a later date. □

ALJ blocks KHJ-TV transfer

Decision places in jeopardy \$310-million purchase by Group W

Group W's \$310-million proposed acquisition of RKO General Inc.'s KHJ-TV Los Angeles has been dealt a severe blow.

FCC Administrative Law Judge Edward Kuhlmann, who is in charge of the ongoing KHJ-TV proceedings, where the issue of RKO's qualifications to be a licensee are currently under review, has refused to give his blessing to the deal. He also has refused to permit the parties to take the proposed settlement directly to the FCC commissioners, who are believed to be more sympathetic to RKO's cause.

Representatives of parties to the agreement, however, told BROADCASTING that they don't believe Kuhlmann has administered the coup de grace. They said that as far as they are concerned, the deal is very much on, and they have already initiated an appeal.

Under the proposed settlement agreement, RKO would dismiss its application for KHJ-TV's license renewal; Fidelity Television, a long-time competitor for KHJ-TV's facilities, would be granted a construction permit for the station's channel 9; Fidelity's stock would be transferred to Group W, and Group W would acquire KHJ-TV's assets from RKO. RKO would come out of the deal with \$212 million and Fidelity with get about \$95 million. In addition, Group W would pick up some \$3 million in Fidelity liabilities. (Fidelity's president and about 35% owner is William G. Simon, a Los Angeles attorney who was formerly special agent in charge of the FBI's Los Angeles division. Other Fidelity owners include Los Angeles-area attorneys George Johnson [about 6%] and Walter Chaffee [about 7%]. Film director Mervyn LeRoy and Tirso del Junco, a member of board of regents of University of California, hold smaller interests.)

RKO and Fidelity had asked Kuhlmann to refer the proposed settlement directly to the commissioners, but the judge refused. "Considering that their proposal is without any support and is inconsistent with repeated commission rulings in this and other cases, certifying the settlement proposal would only create an unwarranted delay at a very crucial moment in the hearing," Kuhlmann said.

The judge also said that certification of a settlement agreement is a matter that the rules leave to his "nonappealable judg-

ment," Kuhlmann also asserted that the settlement couldn't be approved. "The ultimate test of the proposal... is whether the transaction is consistent with the public interest, convenience or necessity," Kuhlmann said. "RKO and Fidelity have not established that their proposal meets that standard."

But attorneys for the parties told BROADCASTING that they believed Kuhlmann's ruling can be appealed. They said there is a procedural rule that would support the judge's contention. But there is also, they said, a provision that would permit the FCC to waive that rule—and review the settlement after all—if good cause can be shown.

Also under the procedural rules, those seeking to make such end runs around a judge are first supposed to seek his permission. And in a joint filing with Kuhlmann last week, RKO and Fidelity took that first

step together.

In their filing, RKO and Fidelity said the case for permitting appeal was "particularly strong." This, they said, "is not an ordinary comparative renewal proceeding. It is one in which parties who have litigated for more than two decades have now compromised their positions to bring the litigation to an end many years before it would otherwise conclude. The [judge's order] is for all practical purposes dispositive insofar as the settlement is concerned. It defeats the parties' very purpose of achieving a resolution of the case without continued protracted litigation. The proposed settlement cannot realistically be expected to survive until the proceedings in this case are completed."

In arguing against approving the settlement agreement, Kuhlmann had noted, among other things, that broadcast licensees

Big boost from EBU for 1,125/60 HDTV plan

A European Broadcasting Union technical committee has provided long-hoped-for support to a U.S.-backed high-definition television studio proposal, with only one week left before the 1,125-line, 60 hz HDTV proposal is scheduled for consideration by the world standards body, CCIR, in Dubrovnik, Yugoslavia.

The EBU committee, which has previously been undecided on the issue, last week unanimously stated its support of the 1,125-line, 60 hz system as a "possible way of achieving" a single worldwide production standard. The position, taken after two days of meetings in Montreux, Switzerland, was viewed optimistically by observers from the U.S. State Department and television industry, particularly because for the first time the majority of the EBU committee's 28 broadcaster members who are said to support the 1,125/60 proposal were able to overcome the three-nation bloc—France, the United Kingdom and the Netherlands—that in the past has prevented the consensus-based group from stating a favorable position.

The French and their allies are believed to have backed down in their opposition to avoid introduction of a resolution that would have been even more injurious to their position.

Although EBU decisions generally carry great weight in international technical standards considerations, U.S. observers were unsure to what extent the broadcast body's position would influence debate at the CCIR, where other national interests come into play. The French, West German and Dutch governments, largely influenced by consumer electronics industry opposition to the Japanese-developed HDTV system, have already submitted a joint proposal to the CCIR seeking to postpone the decision on HDTV studio standards for at least two years. (Recent changes in the French government will not alter its position on HDTV, as some had hoped. The new chairman of France's national television organization, TDF, last week reaffirmed the nation's previous position on the question.)

In an effort to ease one key concern about the adoption of 1,125/60, the EBU statement emphasized that adoption of a production standard would "not prejudice" any transmission parameters chosen in the future—an effort to avoid any fait accompli on the interlaced, 60 hz standard. "Studies have shown that most of the areas of concern should be amenable to technical solutions," the EBU explained.

involved in hearings on basic qualifications issues are generally prohibited from selling out unless those issues are resolved in their favor. "There are also problems with granting a license to Fidelity since RKO has raised 12 issues about Fidelity's character qualifications," Kuhlmann said. "Therefore, the same prohibition against granting the KHJ-TV license to RKO at this stage of the

proceeding also applies to Fidelity."

Kuhlmann also argued that approval of the settlement might undermine the commission's distress sale policy, which permits licensees who are designated for hearing to sell their stations to a minority before the hearings commence at less than fair-market value. "If RKO and Fidelity's proposal fulfills public interest objectives, then the in-

centive for troubled renewal licensees to sell to minority-controlled groups is greatly reduced," Kuhlmann said.

Kuhlmann, who said that the hearing into RKO's qualifications should be "ready for decision" by fall, also held that grant of the settlement would "weaken" the deterrent effect of renewal proceedings on licensee behavior. □

Supreme Court hears Preferred arguments

Case involves Los Angeles's rejection of cable company's franchise request; outcome may have bearing on 'Quincy'

The issue before the Supreme Court last week was whether a case involving the constitutionality of a California statute providing for the franchising of cable systems should be sent back to a district court for trial. But an underlying question was the vulnerability to suit of franchising authorities across the country. And another, which surfaced occasionally in the questioning by the justices, was the possible impact of their decision on the Cable Communications Policy Act of 1984.

For an hour on Tuesday morning, before a packed Supreme Court chamber that included a number of communications attorneys, counsel for the city of Los Angeles and for Preferred Communications argued whether Los Angeles was within its rights in rejecting Preferred's request for a franchise to serve a section of the city. Los Angeles said it was justified because Preferred had not participated in the auction process established for picking franchisees. Preferred—and the U.S. Court of Appeals for the Ninth Circuit—said that since the poles and conduits involved could have accommodated Preferred's cables, the city's action violated the cable system's First Amendment rights.

Edward J. Perez, deputy city attorney for Los Angeles, contended that the case involves a city's rights to control the use of its property in connection with the construction of a cable system, not the First Amendment. It was not a case comparing cable with newspapers, or one where cable's First Amendment rights were concerned, Perez said. He noted that Preferred could exercise its free speech rights by leasing capacity from the cable system that was granted the franchise, or use other technologies, such as microwave or satellite master antenna television.

Harold Farrow, counsel for Preferred, argued that the Ninth Circuit was correct in saying the issue is whether Preferred "is entitled to build its system on public utility poles; it did not say public property." As a result, Farrow said, the case is not a public forum case, as the appeals court had said, in what Farrow said was "surplussage," but a "licensing case." Media using public forums are afforded protection against violation of their First Amendment rights. But Farrow may have wanted to distance himself from the concept because the Supreme Court last fall cut back on the definition of a public forum. And the solicitor general, while urg-

ing the high court in a brief to remand the Preferred case for trial, ridiculed the Ninth Circuit's holding that the poles and conduits constituted a public forum. But regulation of a licensed medium is particularly limited.

Those appeared to be the main points the two sides sought to make. But the justices put a large number of questions to both attorneys, indicating there remain a number of issues in the case with which they need help. Indeed, since the district court had dismissed the case, there had been no trial and no record on which the court could rely.

Several justices, particularly Sandra Day O'Connor, were concerned about the validity of the district court's action. A trial court may dismiss a suit if the plaintiff does not allege facts which, even if true, do not constitute a cause of action. But the appeals court, in reversing, said Preferred was entitled to a trial to attempt to prove the Los Angeles franchising process violates the First

Amendment. And O'Connor said she saw "First Amendment values" in the complaint.

Perez said Los Angeles's position is based on a substantial amount of material, including information developed by the FCC and congressional committees. "This court," he said, "can hold" that Los Angeles has not violated the constitutional right of cable. He also cited as evidence of the "reasonableness" of Los Angeles's procedures the fact that 7,000 communities follow similar ones. At the same time, he reminded the court of the flood of litigation that could be expected in those communities if the Supreme Court sent the case back for trial.

Justice Byron White was one of several justices who raised questions bearing on the Cable Act. In a colloquy with Farrow, he noted that the "federal law" contemplates the issuance of "licenses," and asked whether Farrow thought that unconstitutional. Farrow, who earlier had said, "We are in pub-



Lights, cameras.... The Senate entered the TV age—tentatively—last week as it began closed-circuit television coverage as part of a month-long test before opening its doors to unrestricted live broadcasts from June 1 to July 15. Above, Senate technicians prepare for the May 1 debut. Beginning July 29 the Senate is expected to vote on allowing the permanent presence of cameras and microphones.

Radio coverage started last month (BROADCASTING March 17). The Senate kicked off the TV test with a debate on the budget. "Our offices will have an interesting show today," said Senate Majority Leader Robert Dole (R-Kan.) on opening day. "It is called 'the budget.' It might even be X-rated. I know one thing, it will be a full-length feature picture, and let us hope it has a happy ending." Dole reminded the senators "not to chew gum, or do things of that kind while they are on live television, and to keep their heads up so they can be properly focused on by the cameras."

lishing," answered "no," if it were "a standard business license." But, White said, "That's different from a newspaper." Still, Farrow said he thought a license requiring cable companies, as an example, to carry insurance would be "reasonable." And Justice John Paul Stevens asked Farrow if he objects to the 5% franchise fee. (A fee is provided for in the act.) Farrow said he does—but that the issue is not in the case. "It certainly will be" in a future one, he predicted, however. And Perez, in answer to a question from Justice Thurgood Marshall, said the Cable Act permits cities to franchise "one or more" cable systems.

Farrow, in the view of some lawyers in the audience, did not take advantage of several opportunities offered in questions to focus on the First Amendment issue. For instance, when Marshall asked him what franchise provisions he found objectionable, he cited one permitting the city to inspect a cable system's books and records at its convenience, and said that violates the Fourth Amendment guarantee against unlawful search and seizure. And at one point Justice William Rhenquist broke into an economic argument Farrow was making to ask whether those matters were not more appropriate for the legislative branch to consider. He appeared to want to hear constitutional arguments.

But at one point Farrow contended that franchise authorities have the power to control the speech of cable systems through intimidation. A city's "request for information frightens a [cable] publisher," he said. "Just as you don't hear CBS doing an expose of the FCC, you don't hear a franchisee doing an expose of a franchising authority."

The economics of cable franchising was another matter that appeared to interest the justices. O'Connor asked Farrow if cities, in franchising systems, could "consider the economics of the situation or not." "No," Farrow said. "If a man wants to lose money, he should have the right to do that."

The two attorneys continued to express their differences after the argument in responding to reporters' questions on the court steps. But on one point they seemed to agree. Farrow said that if Preferred prevails in the Supreme Court—even though the immediate effect would be only a return of the case to the district court for trial—"the Cable Act will begin to die a slow and just death." Perez said, "If we can't [regulate cable as we do], you can forget about the Cable Act. It says we can do what we are doing."

The court is expected to issue its decision in the case by late June or early July, when it will recess until the fall. And a number of communications attorneys believe the outcome will have a bearing on whether the court will review *Quincy Cable TV Inc.*, another landmark case, which involves the FCC's must-carry rules. Final briefs dealing with the National Association of Broadcasters' petition for review of the appeals court decision declaring the must-carry rules unconstitutional were filed in December. And communications attorneys assume the long delay in a decision indicates the court's view that *Preferred* will govern. □

FCC votes for modified reporting rules

After remand by appeals court, commission will require quarterly filing of programs that station licensees feel met community needs

Taking a cue from the appellate court, the FCC last week modified its programming reporting requirements for commercial radio and television.

Under the new rules, licensees will be required to list in their public files each quarter the programs that they believe have provided the "most significant treatment of community issues" during the preceding three months.

Under the former requirement, licensees were supposed to provide, also on a quarterly basis, an illustrative list of at least five to 10 issues of importance to their community and a list of programs that addressed those issues. But that rule—which the FCC originally proffered in its second failed effort to ease the program logging requirements of radio broadcasters—did not pass judicial muster.

In its remand to the FCC, the Court of Appeals in Washington said that the rule failed to further the commission's stated regulatory goal of relying on effective public participation in the license renewal process (BROADCASTING, Dec. 23, 1985). The panel said the requirement failed to give the public the information it would need to make the *prima facie* cases the commission requires before it considers setting a renewal application for hearing.

The panel also said a suggestion offered in the rulemaking following its first remand appeared to merit consideration but had been rejected by the commission. The suggestion, offered by ABC, called for a requirement that broadcasters list programs that had pro-

vided "significant treatment" of community issues during the relevant time period. The FCC's television deregulation order had been pending before the commission on reconsideration, and the commission patched it at the same time it attempted to fix its radio deregulation order.

That the FCC felt compelled to adopt any such reporting requirement appeared to be particularly vexing to Chairman Mark Fowler and Commissioner Mimi Dawson. Dawson "reluctantly" voted to adopt the new requirements. "I don't think any of us are wild about this," Dawson said.

Dawson, who wondered aloud whatever had happened to her proposal to consider eliminating all content regulation not required by the Communications Act, also said she believed the FCC had a "great journey before us" in eliminating regulations that went to program content.

Fowler said he agreed with Dawson's sentiments. He also indicated that he would meet with Dawson last Friday (May 2) to discuss her proposal to eliminate all nonstatutory content regulation. "I do have some question on timing and so forth...but on substance I couldn't agree with you more," Fowler said.

(Fowler and Dawson did meet for about 45 minutes on that subject. But they reportedly reached no conclusions on the advisability of the inquiry. A source said, however, that Fowler appeared to be concerned that such an inquiry might elicit a negative reaction from the courts and Congress. Fowler and Dawson were planning to discuss the proposal further this week.)

Acting on reconsideration, the FCC also "clarified" its TV deregulation order to make clear that it had intended to eliminate commercial loading guidelines for children's

Clean-up campaign

FCC Chairman Mark Fowler, whose present term expires June 30, has not yet announced whether he will seek another go-round.

If Fowler moves on, however, the National Decency Forum, which bills itself as a coalition of decency and pro-family groups, will have reason to rejoice. It is opposing his renomination and has been urging others to join its effort and make that opposition known on Capitol Hill and at the White House.

Barbara Hattermer, NDF co-chairman, told BROADCASTING that the forum objects to the Fowler FCC's failure to enforce decency standards. Hattermer, also coordinator of the Florida Coalition for Clean Cable, said that among the groups affiliated with the forum are the National Christian Association, Morality in Media, Citizens for Decency Through Law, the National Federation for Decency, Eagle Forum, Concerned Women for America and Americans Concerned for Traditional Values.

As part of its campaign, the forum is sponsoring a prayer breakfast in Washington on June 5 that is supposed to focus on the FCC's failure to uphold decency standards and on the lack of federal prosecution of the interstate transportation of X-rated videotapes. "The soaring statistics on sexually transmitted diseases, child molestation and sexual abuse, missing children, unwed teen-age pregnancies and other social ills have made it evident that the dropping of moral restraints have resulted in very real problems," Hattermer said in a memo inviting like-minded citizens to the breakfast.

Fowler said he was "mystified" that people would challenge his position on obscenity. He said he has always believed that obscenity is not covered by the First Amendment. He also said he wanted to let them know about his position.

programming as well as for other programming.

Robert Ratcliffe, assistant chief of the policy and rules division, said that under the new reporting rules, licensees won't have to list all of the issue programming they have done, but they will have to make a judgment about what their most significant programming was. "What we're essentially trying to do is what the court told us to do in the radio remand order," Ratcliffe said. □

Cable spared in porn panel vote

Commission narrowly rejects recommendation that FCC block "indecent" programming on cable

The attorney general's 11-person commission on pornography, meeting for the final time last week in Washington, voted by the narrowest of margins not to recommend an FCC crackdown on "indecent" programming on cable television or any sort of prosecution on grounds of obscenity against books without pictures except those that can be classified as "child pornography."

In voting against such actions, the commission rejected proposals in the commission's draft report and defeated the commission's most conservative faction, led by Chairman Henry Hudson and staff director Alan Sears. The unofficial tallies: 6-to-4 with one abstention on cable indecency and 6-to-5 on written obscenity.

Although critics of the commission were relieved by the turn-around on cable indecency and the exemption for written obscenity, they remained concerned about many of the conclusions and recommendations the commission didn't reject and adopted for its final report during the four days of meetings. In general, the commission concluded that pornography of all sorts is harmful, contributing to everything from sexual assaults against women to general discrimination against women. It urged stepped-up prosecution of producers and distributors of any material, other than that contained in purely written works, thought to be obscene as defined by the Supreme Court in the Miller case. It also encouraged citizen groups to try to drive pornographers from their communities through such organized protests as picket lines and boycotts.

The stage for the key cable-indecency and written-obscenity votes was set shortly after the commission first convened Tuesday morning. On the motion of the Rev. Bruce Ritter, president of Covenant House, a child care agency, the commission voted to use a report written by Frederick Schauer, a law professor at the University of Michigan, as the "framework" for the commission's final report instead of the staff-written draft report. The Schauer report is considered generally more liberal than the staff report, containing, for instance, the conclusions on cable indecency and written obscenity that were ultimately adopted. Use of the Schauer report as the "framework" tended to shift the burden of proof on many questions to the

hard liners on the commission.

The Schauer report by no means superseded the staff-written report. Indeed, during the meeting, much of the staff report, most notably the section containing recommendations on prosecution of obscene materials, was inserted into or appended to the Schauer report.

In the staff draft, the FCC was urged to "use its full regulatory powers and impose sanctions against cable and satellite television programmers who transmit . . . indecent programs." The FCC already has the power to take action against broadcasters who air indecent material, it said, and should have the power to crack down on cable operators who do the same thing. There is no essential difference between the two media, it said. "Once cable enters the home it becomes the same . . . as over-the-air broadcasts. It comes through the same television set and is usually accessed by the same controls. In many homes . . . close supervision and screening of the selection of television programs in reality may be either minimal or nonexistent."

In the Pacifica case, the Supreme Court affirmed the FCC's authority to regulate indecent broadcasts and defined "indecent" as a patently offensive representation of sexual conduct or nudity which is "not conforming to generally accepted standards of morality."

The Schauer report's section on cable indecency, which now represents, more or less, the commission's thinking on the subject, said the commission cannot recommend that the FCC strike at cable indecency because it could not reach a consensus on the issue. "Some of us are skeptical about Pacifica itself and do not wish to extend to new areas a principle that we find dubious even with respect to broadcast media . . . Extension of the limitations of broadcast television to cable seems highly likely to restrict that which simply ought not to be restricted."

Schauer's, and now the commission's, rationale for not going after obscene written material is founded on the fact that it constitutes a "minuscule" portion of all pornography and the belief that it doesn't have the negative impact of film and pictures. "The absence of photographs necessarily produces a message that seems to necessitate for its assimilation more real thought and less almost reflexive reaction than does the more typical pornographic item," the report said. "There remains a difference between reading a book and looking at pictures, even pictures printed on a page. . . ."

Brian Conboy, an attorney for Time Inc., the parent company of Home Box Office and

American Television & Communications, said he was pleased by the commission's reversal on cable indecency. "The decision was very important," he said. Had the commission gone ahead with its original proposal, he said, cable interests would have been drawn into a lengthy battle against it at the FCC and in the courts.

Barry Lynn, an attorney with the American Civil Liberties Union and a vocal critic of the commission, said the vote against extension of the indecency standard to cable was "commendable" and that "it is a minor miracle for a group like this to say the printed word should not be prosecuted as obscene."

But Lynn still has serious concerns about the findings of the commission. In some ways, the Schauer report is "more hysterical" than the original draft. "The heart of the Schauer report is that this stuff is a menace to society and that we have to vigorously control it."

The commission has come up with a "battle plan" not only against obscene material, but against everything it considers pornographic, he said. It concludes that even "nonviolent, nondegrading" pornography is harmful, he said, and it urges prosecution of "portrayals of mutual, loving, consensual, monogamous sex."

Lynn said he was particularly disturbed by the commission's suggestion that "citizen harassment groups" can drive pornographers out of town. "When a government commission comes up with a guidebook on how citizens can force material out of a community with boycotts and pickets, it really is an endorsement of those tactics," he said.

The commission finished its work last Friday and has promised to present its final report to Attorney General Edwin Meese on July 3, just over a year after the commission was formed.

"We think it was the right decision," said Jim Mooney, president of the National Cable Television Association, commenting on the cable-indecency action. "I think 'indecency' is a word that is used subjectively to describe what some people don't like," Mooney said. "I'm happy that a concept like that will not be incorporated into communications law."

Mooney said there doesn't seem to be anything else in the commission's findings to cause "great alarm" to the cable industry. But, he warned as the commission's meeting wound down last Friday, "they keep going 'round and 'round. It's hard to know when something is settled." □

Hatch urges action on finsyn

Senator writes Thurmond calling for hearings; move is viewed as attempt to pressure ABC and NBC to come to terms with Hollywood interests

Congress is turning up the heat on NBC and ABC to strike a deal with Hollywood on modifications of the FCC's financial interest and syndication rules as well as the consent decrees the networks signed with the Justice

Department. That at least is how an April 24 letter from Senator Orrin Hatch (R-Utah) to Senate Judiciary Committee Chairman Strom Thurmond (R-S.C.) calling for hearings on the "competitive and noncompetitive dimensions of television programming" is being viewed. Hatch is generally regarded as a Hollywood ally, and his letter is considered a tactic to force the two networks to come around, particularly on the two consent de-

crees.

The consent decrees limit the in-house production that networks can do. ABC and NBC are now permitted to produce three-and-a-half hours of prime time programming a week. That figure goes up to four hours in the 1987-88 season and to five after that until 1990, when the decrees expire and with them all restrictions on in-house production. CBS, under its consent decree, can only produce two-and-a-half hours until 1990.

CBS and Hollywood last year reached a tentative agreement that would allow the network to produce and syndicate up to three-and-a-half hours a week of prime time fare (BROADCASTING, Oct. 7, 1985). The network could also own up to a 50% interest in two joint ventures a season but would be barred from any syndication that ensued. CBS's agreement was conditioned on the other two networks accepting its terms. Both refused. CBS is now indicating the deal may need adjustment.

Since last fall the production community and ABC and NBC have discussed accommodations. In his letter, Hatch described the talks as "stalemated." But one source denied that and said discussions have occurred as recently as last week. Another source said the letter was specifically timed to be delivered when ABC and NBC exchanged proposals with Hollywood on April 24.

"Negotiations are currently under way between the networks and program suppliers to develop a new set of ground rules in lieu of the expiring consent decrees," Hatch wrote.

"CBS and the program suppliers have already reached an accord, but talks with the other two networks appear to be stalemated. It is, therefore, important that Congress examine these issues now," the letter said.

Neither ABC nor NBC appears interested in a cap on in-house production. They are particularly opposed to any agreement that would limit in perpetuity network production of entertainment programs. The agreement CBS struck with Hollywood is considered easier for it to "swallow" because the network is reported to have no interest in getting into production. (For CBS, the deal, one source said, would enable it to do some syndication in exchange for giving up its ability to own productions.)

As for specific negotiations on the FCC's financial interest and syndication rules, two weeks ago ABC and NBC came up with a plan that would give them a share of the revenues from the off-network syndication market (BROADCASTING, April 28). Presently the rules prevent the networks from syndicating domestically. Under their proposal they would carry a larger portion of the upfront production costs of prime time entertainment programming in the form of higher license fees. In return, they would be given a cut of the profits that the producers earn from licensing the off-network shows in syndication, without actually participating in their ownership.

The networks were unsuccessful in their bid to repeal the rules three years ago, even though the FCC was willing to eliminate

them. Congress, after massive lobbying by independent producers and the Hollywood studios, forced the commission to drop its plans. Lawmakers then directed the parties to try to settle their differences. The discussions between CBS and Hollywood began in early 1984.

Hatch's letter also referred to the merger between NBC's parent, RCA, and General Electric as underscoring the concern "expressed around the country and among our colleagues about the concentration of power and influence enjoyed by the three major television networks." Some observers took that reference to mean that Hollywood hoped NBC would suppress its resistance to the proposed deals as a means of avoiding delays in Washington's approval of the RCA-GE merger.

The motion picture industry denied it had anything to do with Hatch's letter. But Hatch's office admitted the letter was an effort "to nudge them [the networks] along to get the talks moving."

Jack Valenti, president of the Motion Picture Association of America, said last week: "The talks between ABC and NBC and the program suppliers are going nowhere. The suppliers' objective is to smooth the future so that the marketplace is fully competitive with the networks not dominating the programming environment as they once did. I don't really believe that NBC and ABC want to shape a mutually agreed upon design for the future, a design that could surely be in the public interest." □

Ad agencies peek under the network tents

Early looks taken at TV lineups to be unveiled this week and next

The networks have not announced their schedules for the 1986-87 season, but, according to Dancer Fitzgerald Sample, NBC will probably introduce four to six hours of new prime time programming and has already committed to four new series. The commitments include a new comedy, *The Days and Nights of Molly Dodd* (You and Me Kids Productions); two new crime dramas, *Crime Story* (New World TV) and *L.A. Law* (20th Century Fox), and a lighter, family drama, *My Grandfather's House*. The network, reports DFS, has committed to 13 episodes of each series. NBC confirmed the commitments, but said it was unclear where they would fall in the schedule and that it was possible one or more of the shows would be midseason replacements.

(CBS will announce its schedule on Thursday, May 8; ABC on May 13 and NBC on May 15.)

The agency said it believed NBC would "revamp its once dominant Tuesday schedule" and try to strengthen Fridays as well. DFS said it was also likely that Steven Spielberg's *Amazing Stories* would be moved from Sunday to Tuesday, possibly coupled with a new comedy such as *A.L.F.* or *All The Way Home*.

ABC announced previously it made a 22-episode commitment for a comedy series

starring Lucille Ball. (The show's scenario is still being developed.) The DFS report said ABC has also committed to six episodes of two new comedies, *Gung Ho* (Paramount), a previously reported pilot (BROADCASTING, March 17), and *Harry* (Walt Disney), described as a kind of "Sergeant Bilko meets General Hospital." The agency report said ABC would probably have a total of seven to nine hours of new programming in the 1986-87 season. It said ABC would probably focus on improving the 8 p.m. to 9 p.m. slot Monday, Thursday, Friday and Saturday. In addition, the agency said, "we see ABC possibly trying to re-create its successful Tuesday night, two-hour comedy block of the mid-70's," shifting the hit show, *Moonlighting*, from 9-10 p.m. to 10-11 p.m.

DFS also predicts CBS will reprogram seven, possibly eight, hours with new shows. But so far, the network has committed to only six episodes of the new comedy, *Late Bloomer* (Reeves Entertainment Group). CBS has already acknowledged it needs to develop its first hour of prime time, particularly on Tuesday, Wednesday, Saturday and perhaps Thursday.

The agency reported that the networks ordered a total of 98 pilots for next season, 5% more than last year and the most in the last five years. ABC ordered the most, 37, including 18 comedies and 16 dramas. CBS ordered 36, including 20 comedies and 16 dramas, and NBC ordered 25, including 13

comedies and 11 dramas. The top five suppliers of pilots this year are Paramount (nine comedy and two drama); Universal (six comedy and four drama); Lorimar (two comedy and six drama); 20th Century Fox (two comedy and five drama); and Columbia (two comedy and four drama). The report noted NBC and CBS had stepped up in-house production. CBS produced three pilots—two dramas, *Adam's Apple* and *R.E.L.A.X.*, and one comedy, *Blue Skies*. NBC produced one drama, *Cat Squad*, and ABC produced one drama, in association with United Artists, *Hardesty House*.

In a separate analysis of network program development, by Foote, Cone & Belding, the agency said family settings, in a variety of configurations, are prevalent this year in both comedy and drama pilots. That is often the case with comedies, but in recent years, drama pilots focused on the more costly action-adventure shows. FCB said the unwillingness of the networks to cover the escalating costs of the action-skewed dramas and the softer demand for such shows in the syndication market make them less attractive to develop.

In a similar report by J. Walter Thompson, a trend was reported in mini-series production toward shorter, four-or-five-hour versions by CBS and NBC. ABC, which has generally had more success with longer efforts, continues to commit to longer mini-series (such as *Texas* and *War and Remembrance*). □

Colino on defensive over coordination

Intelsat director defends his staff's ability to advise on separate systems

Ever since the concept of separate communications satellite systems that would compete with Intelsat emerged three years ago, members of the organization's executive agency have talked of the economic harm such systems could cause the global organization. Last week, Director General Richard Colino, in a meeting with reporters at Intelsat headquarters, indicated he saw nothing inconsistent between such talk and the conviction that the staff could act objectively and professionally in advising the board of governors on requests of member countries for coordination of such systems. Indeed, at one point in the exchange that became heated at times, he suggested the concern about the staff springs from "paranoia."

The reporters had been invited for a briefing on the results of the board of governors meeting in March and of the meeting of signatories last month, and on the likely agenda of the next board of governors meeting, to be held in Rio de Janeiro, June 18-25. There was little new in the presentation until Colino announced, with some stress, that the agenda for the June meeting does not yet contain a request for "intersystem coordination of any type whatever, and it is May." It was a clear reference to the fact that time is growing dangerously short for the U.S. and Peru to submit a request for coordination of the proposed use of the Pan American Satellite Corp. system if it is to be considered at the June meeting. Then, Jose Alegrett, deputy director general for business planning and external relations, disclosed that the Peru signatory is interested in buying two

transponders from Intelsat for domestic use. (However, the signatory, it was learned later, is interested in telephony service; the PanAmSat proposal involves principally video.)

At that point, reporters began peppering Colino with questions about the propriety of the secretariat's reaction to PanAmSat's apparent success in becoming the first American separate system to secure a foreign partner. The questions dealt specifically with the telex Alegrett had sent to Peru's minister of communications after Peru had agreed to coordinate on the PanAmSat system, virtually urging a sovereign government to change its mind, and asked how parties could feel confident of a fair hearing on a coordination request in view of public statements by Colino and others regarding such systems.

Both Colino and Alegrett said the organization had behaved properly in the PanAmSat matter. Indeed, Colino said the telex to Peru did not constitute the first time the executive has attempted to persuade member countries to abandon plans to buy transponders from other systems rather than Intelsat. Without offering specifics—other than to say the practice was "well established" before he became director general, three years ago—Colino said the staff had persuaded countries to forgo such plans on four occasions. "We run this on a commercial basis," Colino said.

Things began heating up when reporters suggested that the U.S.-Peru coordination might be rejected. "Why would I reject coordination?" Colino asked. He said he did not even know what international services PanAmSat is proposing. When asked about the background of anti-separate-system statements against which the PanAmSat pro-

posal would be considered—one reporter recalled the letter Colino's predecessor, Santiago Astrain, had written to the State Department in May 1983 expressing concern about the first such application that had recently been filed—Colino snapped: "Who do you think you're talking to? You're talking to an international organization."

Then he said Intelsat's Assembly of Parties, the highest ranking organ, had adopted resolutions stating its view that separate systems would harm the organization, and added: "We have faithfully reflected the policy of this organization as determined by the highest organs." But as for coordination matters, Colino said, "This staff is capable of getting the facts on separate systems to decide whether to recommend if they would cause adverse economic harm." It was at that point he said he could not deal "with paranoia. There is nothing in the organization's history," he said, to indicate the staff is anything but thorough, objective and professional.

Colino indicated, as he has on previous occasions, that his evident annoyance with the U.S. policy on separate systems stems from the manner in which it was rooted. He said other countries have considered but have not proceeded with separate systems, "Other signatories and parties worked within the organization to resolve their problems.... Here there were no decisions. Companies were turned loose" before the government had consulted with Intelsat.

Meanwhile, the U.S., Peru and PanAmSat are racing the clock in an effort to have their coordination proposal before the board of governors at its June meeting. Once the board acts, the matter then goes to the Assembly of Parties, and Colino said that body cannot be called into an extraordinary meeting on less than 30 days notice. The board's next quarterly meeting is in September. And PanAmSat—which last week petitioned the FCC for another in a series of extensions of a deadline for making a financial qualification showing—is almost desperate to meet a mid-October date with an Arianespace rocket scheduled for launch. Because of the lack of NASA space shuttle service, bookings for Arianespace rockets extend far into the future. As a result, said Fred Landman, PanAmSat president, "we'd be out of business."

The FCC last week was reviewing the technical data supplied by PanAmSat in hopes of transmitting it to Lima for review this week and then to Intelsat with a request for coordination. A PanAmSat spokesman said that in an effort to avoid the delay that occurs when Intelsat, as it invariably does, asks parties to a coordination request for additional data, the parties are providing not only the information routinely sought by Intelsat but "every kind of information it has ever requested" in a coordination. But even under a best-case scenario, Colino indicated the U.S. and Peru have their work cut out for them in securing board action in June. He noted that the Intelsat staff and then the board's technical committee must process the data and then make their recommendations to the board. □

Geneva accord to produce 500 new AM stations

The western hemisphere meeting on planning the use of the 100 khz of spectrum space that has been added to the AM band ended in Geneva on Thursday, a day ahead of schedule, with U.S. officials expressing satisfaction with the results. Its major objectives, in terms of planning procedure and power, were achieved.

James McKinney, the chief of the FCC's Mass Media Bureau, who headed the U.S. delegation to the three-week session in Geneva, said the conference could result in the establishment of 500 new AM stations in the U.S. on the 10 new channels.

The conference will not be concluded until the completion of a second session, in 1988. But McKinney said stations could be operating in the new band—from 1605 khz to 1705 khz—by 1990. And at the commission, he said, "we will certainly make the [new spectrum space] available to any new broadcaster who knocks on our doors." He said three groups of broadcasters would benefit particularly from the work of the conference—minorities, noncommercial types and daytimers.

McKinney expressed the hope the western hemisphere nations' action will send "a good, strong signal to the manufacturing industry and allow it to plan well in advance the production of the new radio receivers. He believes automobile radios with the extended AM band "will soon" be in production. The technical standards applicable to the existing band are to be made applicable to the new 100 khz of spectrum.

As for planning procedure, the session adopted the U.S.-Canada proposal for an allotment approach. It permits flexibility in planning and, U.S. officials said, will provide for a limited but equitable number of channels in border areas. McKinney said, for example, that the U.S. and Canada will each be allotted five channels within some 200 miles of the border, larger numbers at greater distances from the border.

As for power, the U.S. proposal for limiting power at the border to 1 kw with a nondirectional antenna and to 10 kw beyond 200 miles of the border, with a directional antenna, provided power output at the border did not exceed 1 kw.

ENTERTAINMENT

T O N I G H T

18,365,000

VIEWERS

THE NUMBERS SAY IT ALL!

Viewers know nobody covers movies, music, TV, home video and celebrity profiles like ENTERTAINMENT TONIGHT. And nobody is as entertaining!

FEBRUARY'S GREAT RESULTS!

#1 or 2, Women 25-54, in 90 markets including New York, Philadelphia, San Francisco, Boston & Detroit!***

SEPTEMBER'S GREAT LINEUP

Already bought for '86-'87 in over 125 markets including all of the top 30!



MAY EXCLUSIVE!

Salute to London, May 5-9, Cannes Film Festival, May 12-16



DOMESTIC TELEVISION AND VIDEO PROGRAMMING

TONIGHT
9,256,275 *

TODAY
6,772,273 *

GOOD MORNING
AMERICA
5,227,470 *

DAVID LETTERMAN
3,779,465 *

CBS MORNING
NEWS
3,370,025 *

EYE ON HOLLYWOOD
1,135,080 *

* NTI; 1st & 2nd 2.86 pocket pieces ** NTI NAC; 4 wks ending 2/21/86. ET/ETW combined *** NSI; 2/86

© 1986 Paramount Pictures Corporation. All rights reserved.

BFM: taking care of business

Record turnout for 26th annual meeting of broadcasting's bottom-liners in L.A.; Tartikoff's keynote: strength of indies

The more than 1,200 members of the Broadcast Financial Management Association and its subsidiary, Broadcast Credit Association, celebrated their 26th annual convention last week (April 27-30) in Los Angeles with a decidedly upbeat exchange on the theme, "Information for the Future." The gathering of top financial executives from broadcasting, cable, radio and allied fields came at a time of steady economic growth in most sectors, according to BFM officials, who saw a record turnout for the event.

"Most of us are doing pretty well," said a business manager from an Iowa television station, "although there's no question that our industry has become much more competitive and more complicated during the past few years."

The changing economic landscape was discussed in two major addresses, as well as 25 smaller concurrent sessions and swap seminars. During a keynote presentation last Monday (April 28), NBC Entertainment President Brandon Tartikoff stressed the growing clout of independent stations, describing several recent instances in which their collective strength has affected network prime time programming.

Tartikoff disclosed that NBC has received offers ranging from \$25 million to \$30 million for first-run syndication and/or production rights to the network-produced *Punky Brewster*, a half-hour, live-action children's series that NBC is not expected to renew for next fall. He said the network has received bids for syndication and production rights for future episodes as well as the 44 segments already made. Under the plan, NBC would either continue to make the program

through its NBC Productions (of which Tartikoff is also president) or assign production rights to another entity. Under current federal regulations, networks are prohibited from syndicating such programming on their own. The move to continue in-house production, said Tartikoff, would be "a hedge against the Universals, Warner Brothers and Paramounts, who don't want to be in the business of deficit financing [such programming]." As the NBC executive sees it, money received for *Punky Brewster* syndication and/or distribution rights "could serve to make the production area of the network not only self-sufficient, but competitive [in] bidding for a roster of writers and producers."

If the *Punky Brewster* offer is picked up, it would mark the first time a network held a direct ownership interest in a program it was not showing on its own schedule. The program is the only nonnews series in prime time produced by NBC in-house and is considered a good prospect for syndication because it has drawn good ratings among children, despite low ratings overall in its position against CBS's *60 Minutes*. *Punky Brewster* would be the first network-produced entertainment series of the modern era to enter first-run syndication. (During the past season, CBS produced *Twilight Zone* and ABC produced *Moonlighting*.)

"Independents now call the shots," Tartikoff proclaimed in his Century Plaza hotel speech, telling the story of how Universal Television's upcoming prime time police drama, *Crime Story*, was almost dropped by the studio this spring because of budget considerations. Although NBC-TV had committed itself to a two-hour *Crime Story* pilot and subsequent one-hour episodes, Universal was reluctant to proceed with the production because of a lukewarm reception of its *Knight Rider* and programs of a similar genre made available in off-network syndication. In the end, Universal parent MCA Inc. arranged to split domestic and international syndication rights to *Crime Story* with New World Pictures to get the new series on the air. Production started last month in Chicago on the series, which was created by Michael Mann, executive producer of NBC-TV's *Miami Vice*. Set in the 1960's, the series focuses on an elite squad of Chicago detectives who battle the city's organized crime bosses. The production is from The Michael Mann Co. (under contract to Universal), in association with New World Television.

Although he did not say whether the series would be canceled, Tartikoff said *All is Forgiven*, an NBC midseason comedy starring Bess Armstrong, has already received attention from at least one agent, who called him recently to suggest CBS and ABC may pick

up the show if it is dropped. "I told him, 'It's a different ball game now,'" Tartikoff said. "You don't have to worry only about [the other networks] continuing production of a canceled show now. There are a lot more players in the game." The situation comedy, from the creative minds behind NBC's *Cheers*, airs Saturday night following *Golden Girls*. The latter, Tartikoff maintained, was the "key" to NBC's prime time victory during the just-completed season.

"It brought the audience back to Saturday night," he explained, noting that *Golden Girls*' ratings success that evening gave a significant boost to all three networks. "The real gamble was that we put *Golden Girls* on Saturday night, which recently has been a television graveyard."

Mel Harris, television group president of Paramount Pictures Corp., told a luncheon audience on Tuesday (April 29) that "the biggest challenge facing broadcast stations and cable systems today is the development of good local retail management skills."

Expanding on his premise, Harris maintained that broadcasters and cable operators are the equivalent of retailers and, as in other businesses, "their success dictates much of how wholesalers [studios like Paramount] conduct their affairs."

The executive emphasized that in the modern entertainment industry, "the audience controls our fate... The customer is in the position where you need him or her more than he or she needs you." Increasing programming competition and accessibility have made today's audience more demanding than ever, he said, especially with regard to service. For that reason, Harris believes "only convenient viewing takes place today," with viewers willing to pay extra for



Harris



Tartikoff

THIS IS THE ONE.



THIS IS THE ONLY.



The nature of ENG and EFP business demands that you have one and only one chance to capture an event the moment it happens.

And when you're talking one and only, you're thinking Sony. The Sony Betacam system is the one to record with, and Sony's Betacam BCT series cassette is the only one to record on. Our exclusive VIVAX™ magnetic particles, special binder system, new surface treatment and anti-static shell are all specifically designed to ensure the highest level of durability and reliability. And most of all, the best audio and video signal performance possible.

Your Sony Professional Tape Dealer will be glad to give you all the impressive facts and figures on Betacam BCT series cassettes. But the most important fact is: No Sony recorder should have to tape on anything less than Sony tape.

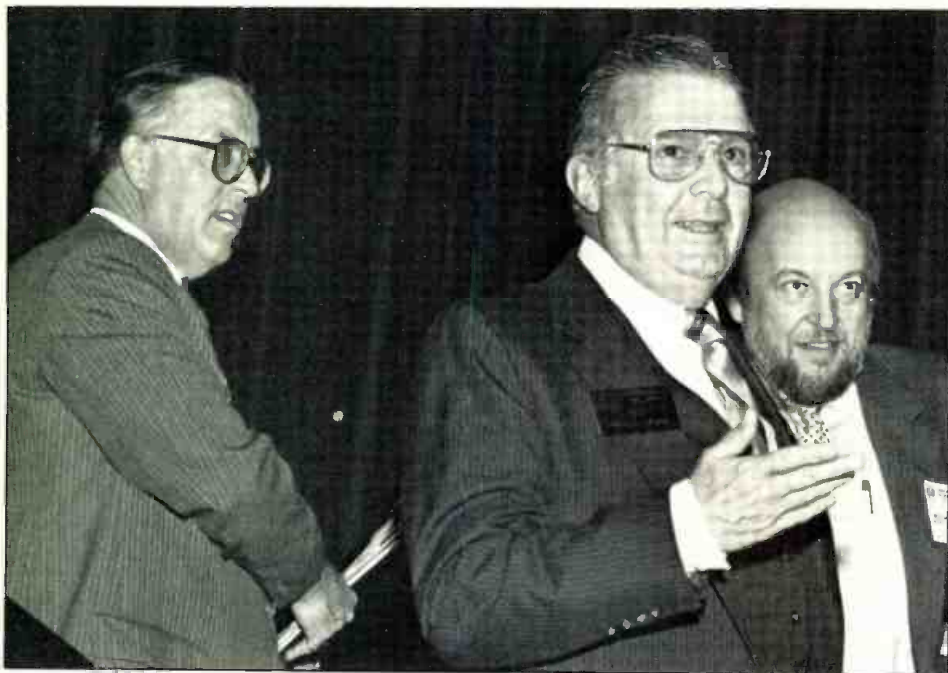


Proud supplier of tape
for the Goodwill Games

SONY®

THE ONE AND ONLY™

Sony is a registered Trademark of Sony Corporation.
The One and Only, Betacam and VIVAX are Trademarks of Sony Corporation.



Financial fellows. Among those on the dais at the BFM's luncheon were (l-r): James H. MacDermott, KCNC-TV Denver and BFM chairman-elect; Hugh Del Regno, CBS Entertainment and BFM past chairman, and William Hankins, KSHB-TV Kansas City, Mo., and BFM president-elect.

the privilege.

A decade ago broadcast and motion picture entertainment was an \$8 billion-a-year business dominated by network affiliates and neighborhood cinemas, he reminded attendees. Today, advertiser-supported television takes in \$20 billion and other video sources garner another \$15 billion, including about \$5 billion paid annually for home video software.

The competition among these sources has reduced profit margins so that usage of any medium depends increasingly on the retailer's ability to capture local market share. "The Opening of Al Capone's Vault [the recent syndicated special] could have been on any channel," Harris observed.

"The battle for audience is not a global one now," said Harris. "People don't live globally. They think where they live... In the past year [of media mergers and acquisitions] especially, the big money has fired the big guns and now the battlefield is going to shift to hand-to-hand combat in the trenches." He stressed the pressing need to tailor promotion and product to meet localized consumer preferences. Customers will respond positively to product perceived as valuable, localized, accessible and sold to them with expressions of appreciation. Harris said.

"You're going to have to get the consumers' attention in order to make them watch you," he concluded. "You provide some additional service in order to keep that customer coming back. That's what indies do to affiliates, that's what cable does to standard television, that's what video stores do to pay TV."

In the case of broadcast television, said the Paramount executive, that may well mean "being involved in a major way in the community. Public service may no longer be a legal obligation, but a commercial part of your business if you're going to keep your share of the business." □

Time will sell a piece of ATC to the public

Offering to be completed by summer's end; antitakeover measures included in package

American Television & Communications Corp. (ATC) will likely be a public company again. The cable MSO subsidiary of Time Inc., which had been a separate publicly-held company before it merged with Time in late 1978, will now be partly spun-off to the public, Time said last week, probably before the end of the summer.

Time also said it would take action to hinder any hostile takeover by issuing a special "stock purchase right," similar to those recently issued by Tribune Co., McGraw-Hill, A.H. Belo and other companies. The rights, exercisable 10 days after a tender offer for 30% of Time's stock or after acquisition of 20%, would subject any outside company attempting a merger to possibly having its shares bought by the Time rights holders at half the market price.

The Time Inc. statement, issued late Tuesday, said that the actions were the "first steps of a program designed to enhance shareholder value and to position the company for future expansion."

Nick J. Nicholas Jr., Time's executive vice president in charge of the Video Group, told BROADCASTING that ATC's recent joint venture with Houston Industries for roughly a \$450-million share of Group W Cable would be linked to the ATC offering.

Nicholas said that Time did not want to spin off ATC completely to Time's shareholders because the second-ranked MSO is considered an "important strategic asset,"

which Time expects to grow through additional acquisitions. "Frankly, by giving ATC its own separate access to the capital markets, it will be valued as a cable asset rather than as part of a conglomerate," Nicholas said. "It will be easier to attract better cable acquisitions. That is the principle underlying reason." HBO, he noted, is essentially a different business. It does not require as much capital, and therefore would not be included in an offering.

ATC already has debt separate from its parent company but Nicholas said that a public stock offering would also provide access to the equity market. He added that ATC could make secondary stock offerings and that Time's ownership of the MSO might in the future not necessarily be at least 80%—required for tax consolidation.

Time stock (NYSE:TL) which had been trading at \$60 two months ago, closed last Tuesday evening at \$79, up \$2. Mark Riely, a securities analyst with Eberstadt Fleming, said the stock had risen to near \$60 early last year on takeover talk: "It bounced around there for the rest of year, and finally the company's operating fundamentals came up to support that price." Riely said that the higher prices being paid for cable systems boosts the potential private market value of Time, which he now thinks is about \$120 per share.

How much Time would get for 20% of ATC depends on several factors, including how much of the company's debt is attributed to the cable subsidiary. Riely said: "At \$1,300 per subscriber, ATC's 2.7 million subscribers could easily be worth in excess of \$3.5 billion, so 20% of that on the private market would be \$700 million. Then say the stock market trades at a 30% discount, that would bring it close to \$500 million."

Nicholas said the company would use net proceeds from an offering to "... invest in new and related businesses we are already in and, at appropriate prices, purchase the common stock of the parent (Time Inc.)." □

Infinity radio group goes public

Shares priced at between \$12 and \$14; company owns four AM's and six FM's

Infinity Broadcasting Corp., a New York-based group owner of four AM's and six FM's, filed last week for an initial public offering of 3,325,000 shares of class A stock. The prospectus for the offering gives details about the company's current ownership and the financial performance of its stations, as well as that of its recent \$41-million acquisition of KROQ-FM Pasadena (Los Angeles), Calif.

The offering, through Shearson Lehman Brothers, will be priced, it is currently estimated, at between \$12 and \$14 per share. The company will be selling 2.25 million of the shares, and will be using \$22 million of the net proceeds to repay existing debt, with the remaining net proceeds being used for "general corporate purposes." The group owner has applied for a stock listing on

WHO'S ON FIRST?

Who's on first . . . what's happening at second? Don't know? Never fear. Relief is on the way. Because Tim McCarver, network TV's Monday Night Baseball star color analyst for the NY Mets, and former major league catcher, has just signed an exclusive radio contract with the United Stations team.

THE TIM McCARVER SHOW, a sure-fire hit two-minute sports commentary, will air every day, Monday through Saturday. And the charm, wit and in-depth knowledge that have made Tim a winner on TV are guaranteed to make him MVP of the radio broadcast booth.

Here's what reviewers have said of this gifted and tremendously popular sports personality:

" . . . best color man on television right now—baseball, football, politics or anything else." *ESQUIRE*

"New York is fortunate to have . . . Tim McCarver with the Mets who prove(s) it is possible to move from the playing surface to the broadcasting booth and take on the critical, information-sharing role for which others have trained for years." *NEW YORK TIMES*

"There is no end to the entertainment provided, game in and game out on telecasts by Tim McCarver." *NEWSDAY*

"If you're a baseball fan, watch this man; if you don't like the game, watch McCarver anyway—you'll get hooked." *VOGUE*

Great as those reviews are, they're nothing compared to the raves McCarver gets from his millions of fans. He's got the kind of following most of us would give our best pitching arms for.

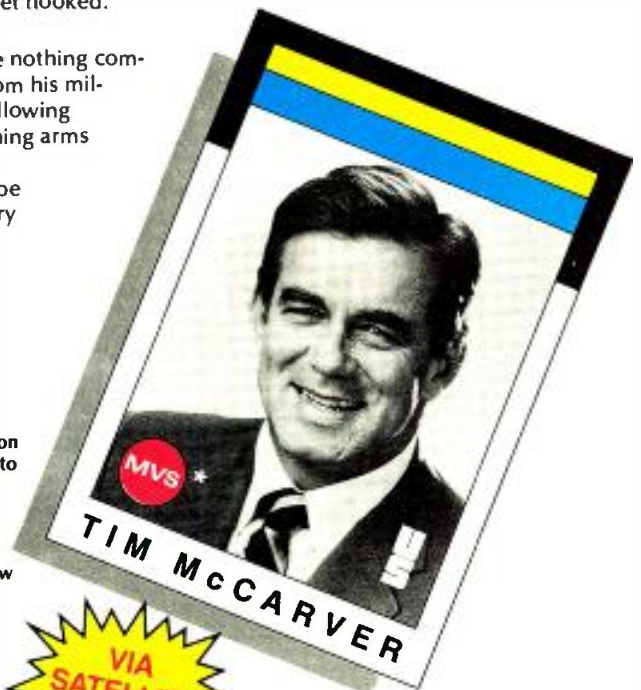
But the best thing is, now he can be part of your broadcasting team, every single day.

So call today to have THE TIM McCARVER SHOW go to bat for your station. Then, whether you know who's on first or not, you can be sure you'll be first in the ratings.

THE TIM McCARVER SHOW is available on a market-exclusive, swap/exchange basis to all radio stations via Satcom 1R.

For national sales information call our New York office at (212) 575-6133.

For station clearance information call our Affiliate Relations Department in New York at (212) 575-6100.



(*) Most valuable sportscaster



New York

Washington, D.C.

Chicago

Detroit

Dallas

Los Angeles

London

ENTERTAINMENT

VOLUME FIVE

#

1

In Ratings

NEW YORK

HALLOWEEN

#

WNYW-TV
Wed.
2/12/86
8-10PM

among independents in prime time against five competing stations:**

NEW YORK

POLICEWOMAN CENTERFOLD

#

WNYW-TV
Sun.
1/12/86
6-8PM

among independents in early evening against five competing stations:**

NEW YORK

THE HAUNTING PASSION

#

WNYW-TV
Wed.
1/22/86
8-10PM

among independents in prime time against five competing stations:**

LOS ANGELES

POLICEWOMAN CENTERFOLD

#

KTTV
Sat.
2/8/86
4-6PM

among four independents, also topping two of three network stations:**

WASHINGTON, D.C.:

SUMMER FANTASY

#

WTTG
Sun.
1/26/86
12-2PM

in the time period against four stations, topping three network stations and the other independent**

WASHINGTON, D.C.:

POLICEWOMAN CENTERFOLD

#

WTTG
Sun.
2/2/86
4-6PM

in the time period against four stations, topping three network stations and the other independent**

MIAMI:

THE HAUNTING PASSION

#

WDZL
Sun.
2/16/86
2-4PM

in the time period against five stations, topping all the independents and network stations:**

CLEVELAND:

POLICEWOMAN CENTERFOLD

#

WUAB-TV
Tues.
2/25/86
9-11PM

among independents in prime time against five stations:**

DALLAS/FT. WORTH:

HALLOWEEN

#

KTVT
Fri.
2/21/86
8-10PM

among independents in prime time against seven stations:**

*NSI **ARB

First Syndication Rating Results!



1

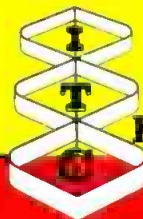
ENTERTAINMENT
VOLUME FIVE

**In
Sales**

**Already Sold In 72 Markets
Including Ten Of The Top Ten**

New York	WNYW-TV	Louisville	WDRB-TV
Los Angeles	KTTV	Greensboro/High Point/ Winston Salem	WFMY-TV
Chicago	WFLD-TV	Albany/Schenectady/Troy	WXXA-TV
Philadelphia	WPHL-TV	Little Rock	KTHV
San Francisco	KGO-TV	W. Palm Beach/Palm Beach	WPEC
Boston	WLVI-TV	Mobile/Pensacola	WPMI-TV
Detroit	WXON-TV	Knoxville	WKCH-TV
Dallas/Ft. Worth	KTVT	Albuquerque	KGSW-TV
Washington, D.C.	WTTG	Paducah, KY/Cape Girardeau, MO/ Harrisburg, IL	KBSI-TV
Houston	KHTV	Tucson	KMSB-TV
Cleveland	WUAB-TV	Jackson, MS	WDBD
Seattle/Tacoma	KSTW-TV	Bristol, VA/Kingsport/ Johnson City, TN	WETO
Miami	WDZL	Huntsville/Decatur	WZDX-TV
Minneapolis/St. Paul	KSTP-TV	Sioux Falls/Mitchell, SD	KELO-TV
Tampa/St. Petersburg	WFTS-TV	Las Vegas/Henderson	KVVU-TV
Denver	KDVR-TV	Colorado Springs/Pueblo	KKTV
Sacramento/Stockton	KTXL	Lansing, MI	WSYM-TV
Phoenix	KPHO-TV	Fargo	KVRR-TV
Hartford/New Haven/New Britain/ Waterbury	WTXX-TV	Columbus, GA	WXTX
Portland, OR	KPDX	Amarillo	KVII-TV
San Diego	KFMB-TV	Odessa/Midland	KPEJ
Cincinnati	WIII-TV		
Orlando/Melbourne	WMOD-TV		
Milwaukee	WISN-TV		
Kansas City	KZKC-TV		
Dayton	WHIO-TV		

and many more!



ENTERTAINMENT

NBC 60TH ANNIVERSARY



- 1 BOB HOPE
- 2 JOHNNY CARSON
- 3 MILTON BERLE
- 4 KESHIA KNIGHT PULLIAM
- 5 MICHAEL J. FOX
- 6 GEORGE GOBEL
- 7 RUE MCCLANAHAN
- 8 SOLEIL MOON FRYE
- 9 NELL CARTER
- 10 ESTELLE GETTY
- 11 SHARI LEWIS AND LAMB CHOP
- 12 RED BUTTONS
- 13 FRAN ALLISON
- 14 MARTHA RAYE
- 15 JONATHAN WINTERS
- 16 BEA ARTHUR
- 17 MACDONALD CAREY
- 18 RHEA PERLMAN
- 19 ROBERT CONRAD
- 20 DEIDRE HALL
- 21 BUFFALO BOB
- 22 STEVE ALLEN
- 23 ANGIE DICKINSON
- 24 HUGH DOWNS
- 25 JERRY LESTER
- 26 LORNE GREENE

- 27 DON DEFORE
- 28 MELISSA GILBERT
- 29 DON JOHNSON
- 30 MARY STUART
- 31 ED McMAHON
- 32 ARLENE FRANCIS
- 33 NORMAN LLOYD
- 34 GENE BARRY
- 35 BARBARA EDEN
- 36 DANIEL J. TRAVANTI
- 37 PIERCE BROSNAN
- 38 CHARLOTTE RAE
- 39 RALPH EDWARDS
- 40 ED HERLIHY
- 41 ROBERT VAUGHN
- 42 PATTI PAGE
- 43 TED DANSON
- 44 JACK PAAR
- 45 JULIE HARRIS
- 46 BETTY WHITE
- 47 BERT PARKS
- 48 SHELLEY LONG
- 49 EDWIN NEWMAN
- 50 HOPE LANGE
- 51 CARL REINER
- 52 SID CAESAR
- 53 DAN ROWAN



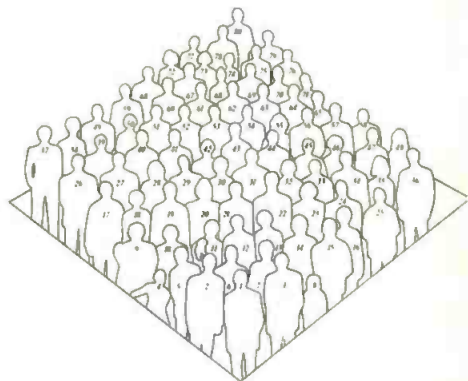
1926

SIXTY COLOR

SARY CELEBRATION

*A ONCE-IN-A-LIFETIME GATHERING OF
STARS HONORING 60 YEARS OF NBC,
BROADCAST MAY 12, 1986.*

- 54 DICK MARTIN
- 55 DORIS ROBERTS
- 56 JACK KLUGMAN
- 57 ROBERT STACK
- 58 MITCH MILLER
- 59 HAL LINDEN
- 60 HARRY ANDERSON
- 61 ROBERT CULP
- 62 PETER MARSHALL
- 63 PERRY KING
- 64 ROBERT YOUNG
- 65 JANE WYATT
- 66 JOHN RATZENBERGER
- 67 RAYMOND BURR
- 68 SABRINA LEBEAUF
- 69 CRAIG STEVENS
- 70 DOC SEVERINSEN
- 71 KIM FIELDS
- 72 VALERIE HARPER
- 73 DINAH SHORE
- 74 TEMPEST BLEDSE
- 75 GENE RAYBURN
- 76 MALCOLM-JAMAL WARNER
- 77 ALFONSO RIBEIRO
- 78 GEORGE PEPPARD
- 79 MARLA GIBBS
- 80 PHILIP MICHAEL THOMAS



RFUL YEARS

1986

NASDAQ under the symbol of INFYA.

Current owners of Infinity are proposing to sell 1,075,000 shares in the offering. They include Michael A. Wiener, chairman (who would sell 371,238 shares); Gerald Carrus, president and treasurer (371,238), and Mel Karmazin, executive vice president (83,289). Afterwards, Carrus and Wiener will each own 24.64% of the outstanding stock, and Karmazin will own 5.56%. All three were executives at Metromedia. Wiener founded Infinity in 1972.

Also selling stock are several insurance companies that currently own just over 12% of the company. Certain investors additionally have 570,000 warrants outstanding to buy common stock at one cent per share. Current owners will continue to own all of the class B stock, each share of which has 10 votes per share, compared to one vote per class A share. The publicly held class A shares will be entitled to elect, voting as a group, one director.

Infinity owns KOMA(FM) San Jose, Calif.; WJJD(AM)-WJMK(FM) Chicago; WBCN(FM) Boston; WJIT(AM)-WXRK(FM) New York; WYSP(FM) Philadelphia and KXYZ(AM) Houston. It has sold KCBQ-AM-FM San Diego for \$12.2 million and has bought KROQ-FM for \$41 million (\$36 million in cash), subject to certain adjustments. Both transactions are



Wiener



Carrus

awaiting FCC approval. Audited figures for KROQ-FM show the station had 1985 net revenue of \$5.7 million, up from 1984 but below the \$6.8 million taken in 1983. KROQ-FM's "earnings from broadcast operations, excluding corporate expenses, depreciation and amortization," were \$2.65 million.

The prospectus said an outside 20% owner of WJIT(AM) has a nonassignable purchase option and right of first refusal—ending in 1988—to buy out Infinity's 80% interest. It also noted that revenue and earnings from WBCN-FM Boston have been "significantly more" than the other radio stations.

For calendar 1985, Infinity had revenue of \$41.5 million, earnings before depreciation and amortization of \$9.87 million and pre-tax income before extraordinary items of \$3.4 million. For stations that the company owned for both 1984 and 1985, revenue decreased between the two years by 3.4%, to \$32 million, while total expenses increased 5.9%, "primarily because of increased advertising, promotion and sales-related expenses." Infinity said a "significant" portion of the revenue decrease came from its New York FM, which, until July 1985, had the call letters WKTU-FM and a disco format; it is now AOR WXRK(FM). For the as yet unreported first quarter, the company said it expects revenue and earnings, excluding non-recurring items, to "increase slightly." □

Fifth Estate Quarterly Earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
Adams-Russell	Second	\$40,068	25	\$2,288	6	\$0.36
A.H. Belo	First	\$90,161	4	\$1,602	-33	\$0.14
Cohu	First	\$7,428	-3	\$349	-47	\$0.11
Compact Video	***	\$24,164	-16	(\$107)	NM	(\$0.02)
Walt Disney Co.	Second	\$592,422	31	\$51,804	48	\$0.38
Harris Corp.	Third	\$517,307	-10	\$15,298	-11	\$0.38
Heritage Communications	First	\$37,681	10	\$529	-62	\$0.03
King World Productions	Second	\$23,169	56	\$2,602	53	\$0.25
MCA Inc.	First	\$513,958	19	\$30,920	68	\$0.41
Meredith Corp.	Third	\$145,427	22	\$7,697	-21	\$0.81
Multimedia	First	\$81,844	11	(\$5,425)	NM	(\$0.49)
Pico Products	Second	\$6,882	19	(\$327)	NM	(\$0.09)
Satellite Music Network	First	\$3,361	17	\$118	1,934	\$0.01
TCA Cable TV	First	\$11,642	14	\$1,190	-24	\$0.14
TM Communications	First	\$3,869	115	\$235	5,531	\$0.03
Times Mirror	First	\$693,011	-3	\$34,463	-22	\$0.53

* Percentage change from same period year before. ** Earnings per share. Parentheses indicate loss. NM means not meaningful. *** Compact Video has changed fiscal year to end Dec. 31. Results are for eight months ending Dec. 31 (previous year's eight-month results are unaudited).

A.H. Belo had operating income of \$12.5 million, down 14%. Broadcasting revenue for first quarter was \$36.4 million, up 4%. Chairman James Moroney said "Each of our television properties produced overall sales gains; however, local spot sales in our Dallas and Tulsa stations were below the prior year period." He added that downturn in energy economy had "impact on advertising expenditures in a number of our key markets," and that consequently, "the company's performance will not achieve our earlier expectations." ■ Pre-tax income for **Cohu** was down 47%, to \$348,936. ■ For eight months ending Dec. 31, 1984, **Compact Video** had net loss of \$4 million. Company had pre-tax income of \$891,000, which was reduced by \$529,000 after-tax reserve for settlement of class-action securities litigation against company. ■ **Walt Disney Co.** had operating income of \$131.4 million. ■ Pre-tax income for **Harris Corp.** dropped 25%, to \$18.2 million. ■ Operating cash flow for **Heritage Communications** (earnings before depreciation, amortization, interest, other income and taxes) increased 20%, to \$8.8 million; operating income increased 13%, to \$4.2 million. Company's net interest expense increased 194%, to \$3.9 million. Heritage senior vice president-finance, David Lundquist, said: "These results were as expected. Except for the softness in pay unit demand in the Midwest and decreased results in certain of our communications products operations, our results were very good." ■ Income from operations for **King World Productions** was \$5.2 million, up 39%. Company said that for six months ending Feb. 26, **Wheel of Fortune** earned \$39.6 million in license fees (including barter advertising revenue); **Jeopardy** earned \$20.1 million, while **Headline Chasers** took in \$6 million. ■ Television division of **MCA** reported revenue gain of 24%, to \$158 million. Company's operating income was up 105%, to \$45.7 million. Effective tax rate doubled over first quarter of 1985, to 30%. ■ **Meredith** Chief Executive Officer Robert A. Burnett said "overall business conditions were soft." Income from operations was \$10.8 million, down 4%. ■ **Multimedia Inc.** showed net income of \$7.6 million in first quarter of 1985. Loss occurred this year—despite 31% increase in operating profit to \$20.9 million—due to \$28.4-million interest expense incurred as result of company's recapitalization (Multimedia had 11 million shares in first quarter, compared to 16.7 million shares last year). Broadcasting revenue was up 8%, to \$22.5 million, and entertainment revenue was up 23%, to \$13 million. ■ **Pico Products** had net loss of \$614,162 in previous year's second quarter. Gross profit for communications manufacturing company was up 25%, to \$2.03 million. Company said: "Sales and production of cable TV security products has improved dramatically and we believe this division will return to historical levels of profitability in the third quarter (ending April 30)." Company said that sales of home satellite products continued to be "disappointing," and that it was difficult to judge intermediate effects of "satellite recession." ■ **TCA Cable TV** said more than half of decrease in net earning was attributable to "recognition of loss . . . on the early extinguishment of debt." Remainder of decrease in net income, Tyler, Tex.-based MSO said, was result of increased operating expenses, including fact that: "Many program suppliers did not charge fees for their programs during the first quarter of 1985, but subsequently began charging the company fees ranging from eight cents to 20 cents per subscriber per month." ■ **TM Communications** President Patrick Shaughnessy said company intends to pursue acquisitions of radio stations in markets with population between 200,000 and one million. ■ Broadcasting group of **Times Mirror Corp.** was only division to show operating profit increase (52% to \$13.8 million on 14% increase in revenue to \$29.5 million). Company attributed improved results of television operations to "increased advertising and lower programing costs." Operating profit for company dropped 14%, to \$81.5 million.



Donahue makes another point.

America's number one daytime syndicated program just added another full rating point! Donahue is up in every male, female and adult demographic.

In each of the 3 key-women-viewer categories alone, W18-34, W18-49 and W25-54, Donahue's audience has grown over 20%. Nobody else comes close.

There's only one Donahue. And he's still number one.

Satellite Footprints

New guidelines. The FCC's industry advisory group committee finished its work last week after producing a series of recommendations designed to limit interference among communications satellites as the FCC gradually reduces the spacing between satellites from four or three degrees to two degrees. Whether any of the recommendations becomes an FCC rule will depend on the outcome of a rulemaking proceeding the FCC is expected to begin late this summer.

Many of the recommendations are aimed at insuring that satellite uplinks are of sufficient size and quality that they don't generate stray signals that can interfere with other satellites. The group was particularly concerned about video uplinks which pose the greatest interference threat because of the powerful, wideband signals they send out.

Among the group's recommendations: that manufacturers certify that their uplinks meet FCC interference standards as a prerequisite to the FCC's approving the uplinks' use; that users verify that their new uplinks perform as certified; that users of transportable uplinks conduct transmit-pattern and receive-pattern checks once a year and a transmit-pattern or receive-pattern test prior to each use; that all video satellite signals include a "video identifier" so that interfering video signals can be traced to their source.

An ad hoc working group rejected the FCC's proposal to use "fill criteria" to determine whether existing satellite operators should be granted permits to build and launch additional satellites. The idea is that a satellite carrier should not be granted permission to put up new satellites if it hasn't filled its old ones. The ad hoc group said that such criteria were impractical. "It would be difficult to define a set of fill criteria...because current and planned domsat system designs and operational practices are very varied," it said. And, it added, the "very high initial investment...coupled with the recent cost increases in launch systems and insurance has moderated the demand for orbit/spectrum. If this trend continues, as is likely, the FCC may not have a problem in the near future in accommodating new applicants...."

New on the scene. The latest company to target the burgeoning satellite newsgathering market is The Raycom Group, Baltimore. It's offering Sky-Link, a four-channel audio communications package. According to Les Lear, vice president of marketing, it can be incorporated into an SNG vehicle or used "in a stand-alone configuration" with its four-foot dish antenna. Raycom has also developed a line of microwave power amplifier for ENG.

In perfect harmony. Visnews International, New York, will be using the Intelsat and Western Union satellite systems to bring together Coca-Cola bottlers on six continents this Thursday (May 8) to sing happy birthday in celebration of Coca-Cola's 100th anniversary. According to a Visnews spokesman Steve Fisher, Visnews will set up a closed-circuit satellite network, permitting Coke officials and bottlers at the main gathering at Atlanta's World Congress Center to witness on five large screens similar gatherings in London, Tokyo, Sydney, Rio de Janeiro and Nairobi, Kenya. At the appointed moment, all will sing happy birthday to the soft-drink giant. For the event to come off, he said, technicians have to synchronize the audio of the five satellite feeds, which is easier said than done given the delays inherent in satellite audio.

Visnews and Coca-Cola plan to fire up the network again on Friday for another display of satellite pyrotechnics: the first international domino fall. The dominos will begin falling in Atlanta and, through a series of electronic triggers, continue falling at the five other venues.

Standard bearer. The American Teleport Association has come up with a standard for digital communications modems for transmitting and receiving data at rates of anywhere from 64 kilobits per second to 1.544 megabits per second. According to Larry Adams, vice president, engineering and technical operations, CTM, a Washington-based teleport, and chairman of ATAs engineering standards committee, standard modems will permit independent teleports to send data to one another. The standard is "tailored" after Intelsat's standard, he said. That means a teleport could use a single modem for domestic and international digital traffic, he said. ATA expects to formally endorse the standard at its annual meeting in January 1987. In the meantime, it will be encouraging manufacturers to build "standard" modems.

Brightstar on K-2. Brightstar Communications of America has entered into a five-year agreement with RCA Americom for the lease of an

star plans to use the time to get SyndiStar, its new syndication program distribution service, off the ground. Satcom K-2 is an attractive bird for the distribution of programming to broadcast stations. By virtue of RCA's dish give-away program, nearly 700 stations now have dishes aimed exclusively at Satcom K-2. Brightstar already has one customer for SyndiStar, Gaylord Productions Co., for which it will distribute two half-hour shows.

Changes at Comsat. As part of Comsat's continuing effort to cut costs, Comsat General has let go about 20 employees over the last few weeks, but half have been absorbed by other Comsat units, according to Judy Blake, a spokeswoman for Comsat General. Most of those who didn't find work elsewhere in the corporation, she said, were secretaries, word processors and others involved in "support functions." Comsat General's principal business is the lease of a Ku-band satellite network to NBC for production backhaul and the distribution of network programming.

The layoffs and redeployment follow by several weeks a reorganization of Comsat's various operating divisions. Under the reorganization, Comsat's half interest in Hi-Net Communications was taken out of Comsat General to form the core of a new division, Comsat Video Enterprises, which will explore other businesses like Hi-Net that involve "the delivery of entertainment." Hi-Net, a joint venture with Holiday Inns, is building a Ku-band satellite network for the delivery of cable programming to hotels and motels. David Beddow heads the new division as vice president-general manager. Meanwhile, Intelsat and Inmarsat were spun out of the Space Communications Division and into their own World Systems Division. For the time being, Blake said, Joel Alper will head both Space Communications and World Systems as president of the former and vice president-general manager of the latter. In an April 4 speech, Alper said he would step down as chairman of the Intelsat board of directors in June.

Looking heavenward. Dominion Video Satellite Inc., which has been struggling to become the first high-power satellite broadcaster for nearly five years, has agreed to buy two direct broadcast satellites from Comsat (BROADCASTING, April 28). But to do so, it has to come up with plenty of cash prior to the scheduled closing in December. How much Dominion is paying for the three-transponder satellites was not disclosed, nor was how much it has to come up with in advance.

To raise the necessary cash, Dominion is apparently trying to sell home earth stations to born-again Christians before it begins service. In its promotional material, Dominion is asking what it calls "evangelical Christians" to make a down payment of \$175—approximately 30% of the total cost—for a two-foot earth station. The unit, the literature says, will allow Christians to tune into The John 17:21 Channel and the rest of Dominion's lineup of "wholesome" entertainment and informational programming. According to Dominion, the John 17:21 Channel is an amalgamation of the efforts of more than 20 religious broadcasters.

Let's see if it floats. Comsat Maritime Services is offering a new service: television transmission to ships at sea in the Atlantic and Pacific oceans via the Inmarsat satellite system. According to Comsat spokeswoman Kim Baumgarten, Comsat hopes to sell the service to distributors of video information and entertainment who feel they have a market on the high seas.

The service is not cheap. Comsat has filed a tariff with the FCC that puts the price of a 15-minute block of time during off-peak hours (10 p.m. to 6 a.m. NYT) for a month at \$19,100. Baumgarten said Comsat plans to file an occasional-use tariff setting a rate of \$3,500 per hour. The service will be available as soon as the monthly tariff takes effect, which is expected to occur May 24, she said.

Comsat will not pump conventional television signals over the Inmarsat system, but compressed digital (768 kilobits per second) ones. The compression degrades the picture. Baumgarten said, but not severely. "It's really pretty good," she said. In a filing with the FCC, Comsat said the transmission system has been repeatedly tested. Last January, it said, it transmitted the Super Bowl to passengers on board the Queen Elizabeth II. "An audience of nearly 800 people viewed the Super Bowl and was highly satisfied with the quality and clarity of the transmission."

LISTEN TO WHAT PROGRAM BUYERS ALL OVER THE COUNTRY ARE SAYING ABOUT DR. RUTH.



MICKEY HOOTEN
Vice President,
The Hearst Corporation
and General Manager
of Television

"We feel she is just right to improve our ratings against the competition. If Johnny Carson, David Hartmann, David Letterman, and Phil Donahue want her on their shows for the sweeps, it means to me that she has the power to draw in an audience."



LINDA DOSH
Program & Promotion
Manager—WWMT
Grand Rapids

"She knows how to turn sensitive subject matter into intelligent, entertaining discussion without embarrassment. It's an original concept which is of interest to everyone and right for today's audiences."



CHARLES EDWARDS
Executive Vice
President—Gaylord
Broadcasting

"Independent stations have always had a problem generating ratings in daytime, and especially mornings. *Dr. Ruth* gives us the advantage of becoming the anchor for a series of programs that would have good ratings potential in that time period."



**DR. RUTH
WESTHEIMER**

130 ALL NEW HALF-HOURS FOR JANUARY, 1987.

 **King Features Entertainment**

A SUBSIDIARY OF THE HEARST CORPORATION

235 East 45th St., New York, N.Y. 10017 Phone: (212) 682-5600 TWX: 7105812391
London Phone: (01) 434-1852 Telex: 266570 Los Angeles Phone: (818) 889-2047

© 1986 King Features Entertainment, Inc. Worldwide Rights Reserved.

Stock Index

	Closing Wed Apr 30	Closing Wed Apr 23	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)		Closing Wed Apr 30	Closing Wed Apr 23	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)						
BROADCASTING							SERVICE												
N Capital Cities/ABC	229	225	4	1.77	21	2,975	O Ally & Gargano	10	5/8	9	1	5/8	18.05	10	23				
N CBS	132	1/8	134	1/2	- 2	3/8	- 1.76	29	3,097	O BBDO Inc.	33	35	- 2	- 5.71	11	425			
O Clear Channel	14	3/4	16	1/4	- 1	1/2	- 9.23	22	43	O Compact Video	6	3/8	6	3/4	- 3/8	- 5.55	27		
O Gulf Broadcasting	3/16	1/8	1/16	50.00						N Comsat	36	1/2	36	3/4	- 1/4	- 0.68	11	661	
O Jacor Commun.	6	3/8	6	3/8						O Doyle Dane B.	26	3/4	26	3/4	- 1/4	- 0.68	18	141	
O LIN	42	1/8	43	3/4	- 1	5/8	- 3.71	29	1,112	N Foote Cone & B.	64	65	1/4	- 1	1/4	- 1.91	16	243	
O Malrite	16	3/4	17	1/8	- 3/8	- 2.18	20	139	O Grey Advertising	237	235	2	.85	14	142				
O Malrite 'A'	15	1/4	16	1/2	- 1	1/2	- 9.09	18	63	N Interpublic Group	55	1/4	57	5/8	- 2	3/8	- 4.12	18	602
A Price Commun.	11	5/8	10	7/8	3/4	6.89	86	N JWT Group	36	5/8	39	1/2	- 2	7/8	- 7.27	20	331		
O Scripps Howard	57	1/2	55	1/2	2	3.60	19	593	A Movielab	7	5/8	7	5/8		8.92	12			
O SunGroup Inc.	4	1/4	4	1/4				7	O Ogilvy Group	36	1/4	37	1/4	- 1	- 2.68	11	497		
N Taft	93	1/4	95	1/4	- 2	- 2.09	20	842	O Saatchi & Saatchi	39	43	- 4	- 9.30	23	490				
O TVX Broadcast Group	10	3/4	10	3/4			44	63	O Telemation	6	3/4	6	3/4		6	7			
O United Television	30	1/8	30	1/2	- 3/8	- 1.22	91	329	O Tempo Enterprises	9	3/4	8	3/4	1	11.42	37	56		
BROADCASTING WITH OTHER MAJOR INTERESTS							CABLE												
N A.H. Belo	50	7/8	52	1/4	- 1	3/8	- 2.63	24	588	A Acton Corp.	2	7/8	2	3/4	1/8	4.54	16		
A Adams Russell	36	5/8	36	3/8	1/4	.68	23	226	O AM Cable TV	1	7/16	1	1/2	- 1/16	- 4.16	5			
A Affiliated Pubs	45	46	3/4	- 1	3/4	- 3.74	28	827	O Cardiff Commun.	1	3/8	1	3/8			3	2		
N American Family	29	7/8	31	5/8	- 1	3/4	- 5.53	14	1,194	N Centel Corp.	50	3/4	50	5/8	1/8	.24	11	1,404	
O Assoc. Commun.	44	3/4	44	3/4			213	O Century Commun.	12	7/8	12	7/8			257	249			
N Chris-Craft	69	67	2	2.98	49	441	O Comcast	25	7/8	26	3/8	- 1/2	- 1.89	44	551				
N Gannett Co.	73	1/2	72	7/8	5/8	.85	23	5,898	N Heritage Commun.	24	3/8	25	1/4	- 7/8	- 3.46	47	385		
N GenCorp	69	7/8	72	3/4	- 2	7/8	- 3.95	20	1,529	O Jones Intercable	12	13	- 1	- 7.69	52	124			
O Gray Commun.	138	138			23	68	T Maclean Hunter 'X'	19	3/8	19	5/8	- 1/4	- 1.27	26	713				
N Jefferson-Pilot	51	1/8	52	3/4	- 1	5/8	- 3.08	7	1,460	T Rogers Cable 'A'	14	3/8	15	- 5/8	- 4.16	73			
N John Blair	26	1/4	26	1/2	- 1/4	- 0.94	212	O Rogers Cable 'B'	14	3/4	14	7/8	- 1/8	- 0.84	346				
O Josephson Intl.	11	1/2	9	3/4	1	3/4	17.94	54	O TCA Cable TV	18	3/4	25	5/8	- 6	7/8	- 26.82	25	125	
N Knight-Ridder	52	1/8	49	7/8	2	1/4	4.51	23	2,919	O Tele-Commun.	47	7/8	51	1/8	- 3	1/4	- 6.35	2,250	
N Lee Enterprises	26	3/8	25	1	3/8	5.50	22	668	N Time Inc.	79	7/8	76	3	7/8	5.09	25	5,010		
N Liberty	43	3/8	43	1/8	1/4	.57	18	437	O United Artists Commun.	31	28	1/2	2	1/2	8.77	45	636		
N McGraw-Hill	53	5/8	57	- 3	3/8	- 5.92	18	2,702	N United Cable TV	27	3/4	28	3/4	- 1	- 3.47	42	419		
A Media General	91	1/2	91	1/2	.54	19	644	N Viacom	63	7/8	64	1/4	- 3/8	- 0.58	24	1,293			
N Meredith Corp.	76	77	1/4	- 1	1/4	- 1.61	14	719	ELECTRONICS/MANUFACTURING										
O Multimedia	35	1/4	35	1/4	.71	387	N 3M	104	3/4	103	1	3/4	1.69	18	11,982				
A New York Times	63	7/8	63	3/4	1/8	.19	22	2,551	N Allied-Signal	51	7/8	51	1/8	3/4	1.46	10	9,031		
O Park Commun.	28	27	3/4	1/4	.90	25	386	N Anixter Brothers	22	7/8	22	3/4	1/8	.54	21	416			
N Rollins Commun.	33	7/8	32	3/8	1	1/2	4.63	38	494	N Arvin Industries	31	5/8	31	3/4	- 1/8	- 0.39	14	492	
T Selkirk	25	7/8	25	7/8	3.50	56	210	O Burnup & Sims	5	5/8	5	1/2	1/8	2.27	10	50			
O Stauffer Commun.	125	125			20	125	O C-Cor Electronics	5	3/8	5	1/4	1/8	2.38	16					
A Tech/Ops Inc.	28	3/8	28	1/4	1/8	.44	5	62	O Cable TV Indus.	3	3	1/2	- 1/2	- 14.28	150	9			
N Times Mirror	56	3/8	58	1/2	- 2	1/8	- 3.63	14	3,638	A Cetec	8	1/8	8	1/2	- 3/8	- 4.41	19	16	
N Tribune	65	1/4	67	- 1	3/4	- 2.61	22	2,646	O Chyron	5	3/4	6	1/8	- 3/8	- 6.12	18	58		
A Turner Bcstg.	24	1/4	24	1/4	1.04	56	528	A CMX Corp.	1	3/4	1	3/4			6				
A Washington Post	163	164	- 1	- 0.60	19	2,089	A Cohu	8	3/4	8	5/8	1/8	1.44	8	15				
PROGRAMING							N Conrac	17	1/2	16	7/8	5/8	3.70	20	105				
O All American TV	7	8	3/4	- 1	3/4	- 20.00	8	N Eastman Kodak	58	1/4	60	- 1	3/4	- 2.91	18	13,145			
O American Nat. Ent.	2	1/8	2	5/16	- 3/16	- 8.10	10	5	O Elec Mis & Comm.	3	1/8	3	3/8	- 1/4	- 7.40	12			
O Barris Indus	21	3/8	23	7/8	- 2	1/2	- 10.47	26	189	N Gen. Instrument	21	1/4	20	3/4	1/2	2.40	686		
N Coca-Cola	111	1/2	117	1/8	- 5	5/8	- 4.80	22	14,584	N General Electric	78	1/8	78	7/8	- 3/4	- 0.95	15	35,594	
N Disney	44	7/8	47	7/8	- 3	- 6.26	31	5,805	O Geotel Inc.	1	5/8	1	3/4	- 1/8	- 7.14	27	5		
N Dow Jones & Co.	51	51	3/8	- 3/8	- 0.72	23	3,288	N Harris Corp.	32	1/4	29	3/4	2	1/2	8.40	21	1,298		
O Financial News	8	1/2	8	7/8	- 3/8	- 4.22	212	91	N M/A Com. Inc.	16	7/8	16	3/4	1/8	.74	22	734		
O Four Star	5	3/4	6	3/8	- 5/8	- 9.80	6	4	O Microdyne	5	7/8	6	1/2	- 5/8	- 9.61	26	26		
A Fries Entertain.	8	3/4	8	7/8	- 1/8	- 1.40	11	30	N Motorola	46	3/8	48	1/4	- 1	7/8	- 3.88	76	5,526	
N Gulf + Western	56	7/8	59	3/4	- 2	7/8	- 4.81	16	3,504	N N.A. Philips	45	46	1/2	- 1	1/2	- 3.22	15	1,299	
O Hal Roach	15	1/4	13	5/8	1	5/8	11.92	84	N Oak Industries	1	1/2	1	3/4	- 1/4	- 14.28	46			
O King World	41	3/4	40	1	3/4	4.37	27	425	A Pico Products	2	3/4	3	1/8	- 3/8	- 12.00	9			
A Lorimar-Telepictures	25	3/4	27	3/8	- 1	5/8	- 5.93	9	200	N RCA	65	3/8	64	7/8	1/2	.77	16	5,868	
N MCA	52	1/2	53	3/4	- 1	1/4	- 2.32	33	3,934	N Rockwell Intl.	44	1/4	47	7/8	- 3	5/8	- 7.57	11	6,607
A New World Pictures	20	1/4	17	1/2	2	3/4	15.71	81	173	N Sci-Atlanta	11	11	3/8	- 3/8	- 3.29	15	257		
N Orion Pictures	13	3/8	12	7/8	1/2	3.88	127	O Sony Corp.	22	3/4	21	3/4	1	4.59	15	5,253			
N Playboy Ent.	7	1/8	7	3/8	- 1/4	- 3.38	67	N Tektronix	58	1/2	56	3/4	1	3/4	3.08	17	1,157		
O Reeves Commun.	14	7/8	14	1/4	5/8	4.38	185	N Varian Assoc.	29	1/4	28	1/8	1	1/8	4.00	41	623		
O Republic Pictures 'A'	11	11					78	31	N Westinghouse	51	54	5/8	- 3	5/8	- 6.63	14	8,908		
O Republic Pictures 'B'	10	10					71	7	N Zenith	27	5/8	26	3/8	1	1/4	4.73	1,381	638	
O Robert Halmi	4	1/2	4	3/8	1/8	2.85	64	78	Standard & Poor's 400	262.64	260.22				2.42	0.92			
O Sat. Music Net.	8	3/8	8	1/4	1/8	1.51	56												
N Warner Communications	47	3/8	47	1/8	1/4	.53	2,911												
O Westwood One	27	27	1/2	- 1/2	- 1.81	23	91												

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

for the previous 12 months as published by Standard & Poor's or as obtained by BROADCASTING's own research. Notes: * 5-for-4 split, Apr 25.

**THIS FALL...
TAKE THE KIDS
IN YOUR CITY
TO THE ZOO...
THE ZOOBILEE ZOO!**

Kids nationwide will be going to the Zoobilee Zoo beginning in September. Already cleared in over 75 markets with more stations being added daily!

THIS FALL, KIDS EVERYWHERE
WILL BE GOING TO THE ZOO...THE
ZOOBILEE ZOO! Don't let the kids
in your city miss out!

ZOOBILEE ZOO, a new half hour live-action strip series for children, features superstar Ben Vereen accompanied by a multi-talented cast of singers, dancers and actors, all with television and theatrical backgrounds. The ZOOBLES live in the colorful, exciting, fantasy world of ZOOBILEE ZOO, and through fast-paced entertainment they acquaint children with creativity and discovery.

The superb ZOOBILEE ZOO production team is led by Emmy award-winning producer-director Steve Binder, and features other outstanding talent such as Mary Jo Blue, variety producer; Jeremy Railton, costume and set designer; and Kathleen Knapp, choreographer.

**ZOOBILEE
ZOO**

For Ticket Information
Regarding ZOOBILEE ZOO
contact:

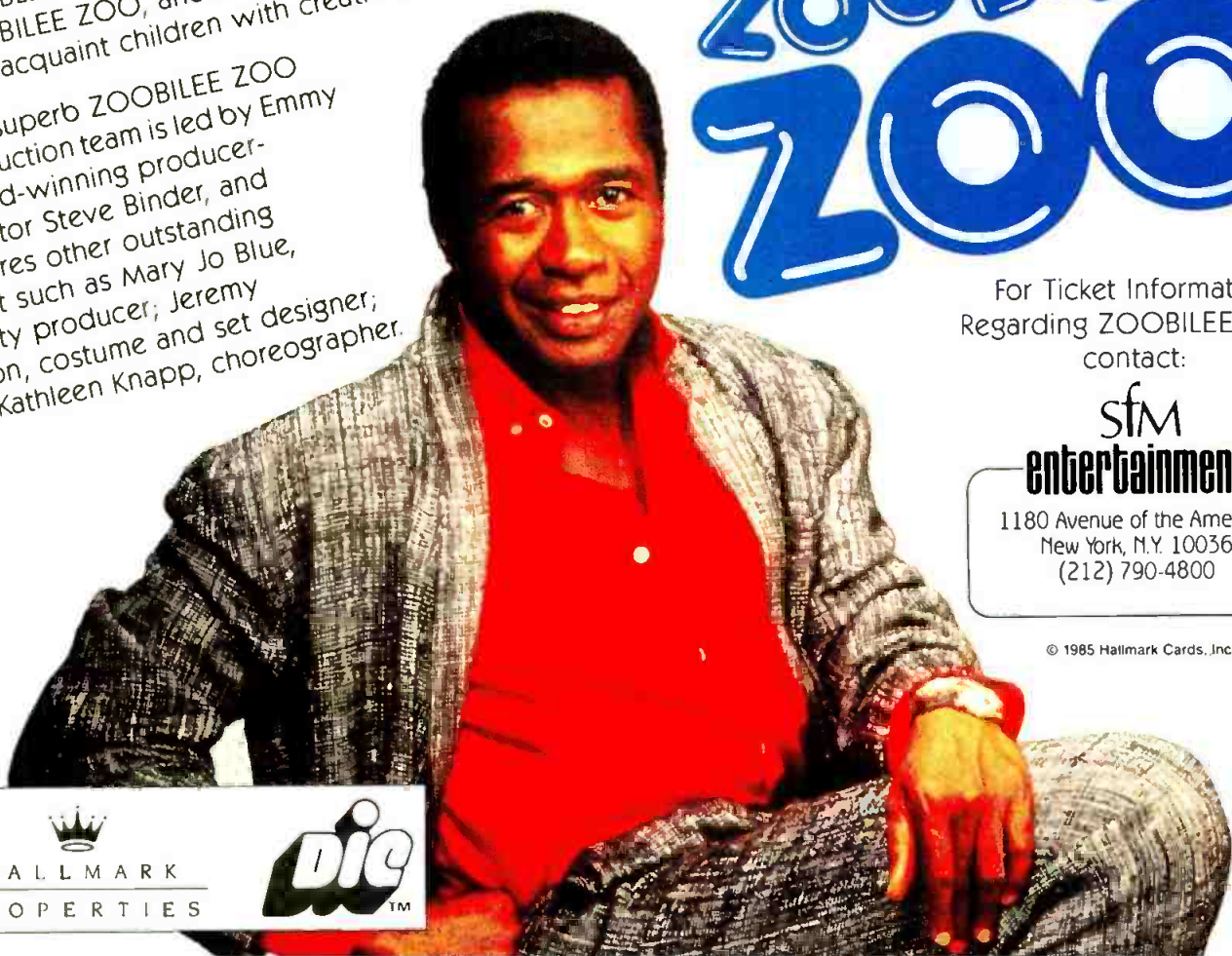
**SFM
entertainment**

1180 Avenue of the Americas
New York, N.Y. 10036
(212) 790-4800

© 1985 Hallmark Cards, Inc.



HALLMARK
PROPERTIES



Communications policymakers and studiers ponder deregulation

Three-day conference in Airlie, Va., provides varied perspectives on mass media issues and FCC's handiwork

An annual gathering of telecommunications policy researchers outside Washington last week turned into a three-day debate over the FCC's deregulatory agenda, with the impact of some of the commission's policies disputed by many among the approximately 240 academics and industry and government representatives in attendance.

The meeting, held April 27-30 at a countryside retreat in Airlie, Va., 45 miles west of Washington, brought diverse viewpoints to bear on such mass media issues as the fairness doctrine, ownership, radio diversity, cable deregulation and market competition.

Trends in telecommunications satellites, European media and telephony occupied the remainder of the 14th annual conference's nearly three dozen sessions, as did luncheon speeches by former FCC Commissioner Henry Rivera (see box, page 60) and consumer advocate Samuel Simon.

Debate over the fairness doctrine, which the FCC has asked Congress to consider repealing, opened the conference Sunday night, April 27. Timothy Dyk, of the Washington law firm Wilmer, Cutler & Pickering and counsel for various broadcast interests, began the debate by arguing that the doctrine runs against "the very tradition of the First Amendment. Fairness should not be left to a government bureaucracy to accomplish." The doctrine's presence "inhibits" debate, he said, preventing broadcasters from presenting controversial ideas and increasing the media's "blandness."

Also citing a "chilling effect" was Craig Smith of the Freedom of Expression Foundation, who told the 50 to 60 in attendance that processes used to carry out the standards were unnecessarily lengthy, lacked consistency and were often used by groups to harass licensees.

Andrew Jay Schwartzmann of the Media Access Project disputed the two, saying: "We have created a protected monopoly. It's too late to unscramble the omelet." Broadcasting (which he referred to at one point as a



Fontes, Walsh, Wirth, Firestone and Botein

"bowling alley into the subconscious") is the most powerful medium to influence public opinion ever created, he said, and the fairness doctrine "insures this monopoly power is not misused."

The doctrine is a "smooth administrative scheme which strongly favors" the media, according to Schwartzman, and its 'chilling effect' is minimal, particularly when compared to existing libel laws, which by contrast "pose a serious threat to journalistic freedom."

Also questioning whether market mechanisms could serve in place of the regulation of content was Roy Fisher, former dean of the University of Missouri's School of Journalism and former editor-in-chief of the *Chicago Daily News*. "Broadcasting is something more than a business," he noted. Fisher expressed his concern about a situation where "profits can be their [broadcasters'] conscience," and told the audience: "The conscience of the free market is the conscience of a whorehouse."

The effectiveness of marketplace mechanisms to diversify mass media ownership also arose at a Tuesday, April 29, session, with representatives of U.S. Congress, the business community and academia.

One panelist arguing that current deregulatory approaches could serve that end was Harvard University's Benjamin Compaine, who reviewed growth in the number of overall outlets and noted that "there are more and more out there, basically owned by more and more people; competition is fierce."

Agreeing with that finding was Charles (Rick) Rule, deputy assistant attorney general in the antitrust division of the Department of Justice. Rule told the several dozen in the

audience that "burgeoning media forms" have made antitrust concerns about broadcasting acquisitions largely "invalid." He also warned that while "diversity" in ownership was ideal in the abstract, it was an "amorphous policy tool" in the hands of government and could end up being used in ways detrimental to the goal of diversity itself.

Thomas Rogers, senior counsel, House Telecommunications Subcommittee, was critical of Rule's antitrust analysis, calling it insufficient when dealing with a "special type of commodity" like broadcasting, and recalling that disagreement in recent years between Congress and the FCC centered mainly on ownership diversification issues, including minority and women preferences on lotteries, multiple and local ownership and financial interest and syndication rules.

One aspect of increased broadcaster merger activity also concerned Rogers, who said the congressional "verdict is still out" on whether the substantial debt undertaken in some acquisitions may actually weaken broadcast entities' ability to product certain types of programs, such as those on public affairs.

Despite a defense of such highly leveraged broadcast purchases by panelist Gary Ozanich of the Wall Street securities firm, Donaldson, Lufkin & Jenrette, Henry Geller, director of the Washington Center for Public Policy Research and former director of the National Telecommunications and Information Administration, also voiced his concern about the trend.

"Takeovers as a market discipline are okay," Geller said, "but the problem is broadcasting is not just a business; it has to



Kunkel, Baer and Neuman



Geller, Compaine and Rogers

**WTVK
WINS ONE
THE
HARD WAY.**

THE FCC
REVIEW BOARD
GRANTS WTVK,
KNOXVILLE'S
NBC AFFILIATE,
THE OPEN VHF
CHANNEL 8
WITH THESE
WORDS OF PRAISE:

"...WTVK
HAS ACQUIRED
ITS SURPASSING
ENTITLEMENT
TO THE NEW
KNOXVILLE VHF
FREQUENCY
THE HARD WAY:
IT HAS EARNED IT."

CONTRATULATIONS
WTVK FROM

SELTEL
COMMITTED TO PERFORMANCE

serve the public interest. Can it seriously serve the public interest with that enormous debt overhang?"

Cable deregulation also came up for review during the conference at a Monday, April 28, session where panelists disputed policies spelled out in the 1984 Cable Act, as well as those now under consideration governing must carry.

The University of Denver's Michael Wirth attacked the cable act as not going far enough in providing rights to cable and criticized its "taxation by regulation" approach, by which franchised cable operators are protected from direct competition from other cable entrepreneurs at the price of having to deliver unprofitable access channels and interactive services, among other burdensome requirements. "The scheme is ill advised on First Amendment and economic grounds. The 1984 act should be amended.

Defending the act, however, were panelists Charles Walsh of law firm of Fleischman & Walsh, Charles Firestone of the University of California at Los Angeles and Brian Fontes, special assistant to FCC Commissioner James Quello. Commented Walsh: "The cable industry has to view the act as a win-win situation. While it did contain economic regulations the cable industry clearly disliked, we had to stomach it as part of the compromise" which gained cable freedom from rate regulation and improved its franchise renewal processes.

On the must-carry issue, Michael Botein, co-director of Columbia University's center for telecommunications and information studies and law professor at New York Law School, offered results of a preliminary study that showed some of the difficulties that may be encountered in developing must-carry policies.

According to Botein, who said he took part in FCC cable regulations in the late 1960's and early 1970's, the abolition of must carry on saturated cable systems would provide operators with potential revenue gains far outweighing losses suffered by broadcasters, probably ruling out any possibility that broadcasters, particularly non-commercial stations and new UHF facilities, could pay cable operators to be carried on their system, while in contrast, cable systems with already vacant channels would gain little from not carrying broadcast signals.

"It's very hard to predict the impact in all cases. With the joint industry proposal, we're reinventing the broad brush national policy making we [at the FCC] engaged in so gleefully in the past and I'm not sure how much sense that really makes."

But Fontes reminded the audience that while the industry compromise on must carry was "fine," there was "no guarantee" there would be a blanket acceptance by the FCC of what it presents.

Whether and to what extent cable faces competition from other new media was debated Monday morning, with little agreement evident as to the place of such services as C-band direct broadcast satellites, multi-point distribution services and subscription television.

Walter (Wally) Baer, director of advanced technology at The Times Mirror Co., argued

A look back. Former FCC Commissioner Henry M. Rivera spoke at a telecommunications policy research conference luncheon last Tuesday in a brief but candid review of his recently ended tenure at the commission (see story on conference, page 58).

Rivera, now a partner in the Washington communications law firm of Dow, Lohnes & Albertson, defended his former colleagues at the FCC against criticisms that they were taking deregulatory policies too far. Rivera, while citing at least two issues in the mass media area on which he "departed" from other commissioners, children's television and diversity of ownership, argued that the FCC is "not performing massive chain-saw surgery" on communications law in pursuit of deregulation, but was taking a "reasonable approach" to the process of replacing regulation with market competition. "They are not free-market zealots," he added, "In fact, there isn't a chain saw in sight."

Asked whether, in retrospect, he found a five-member commission preferable to a seven-member one (he served on both types), Rivera said that the FCC "worked better" when there were seven, although he didn't mind the increased power he acquired as one of only five commissioners. "The commission has suffered as a result" of having only five commissioners, he commented, while with seven, "there was a lot more input to the sausage making; it was better sausage."

Pressed on what one questioner referred to as serious cutbacks on data gathering by the commission, such as minimal research on current considerations of cable must carry, Rivera said he agreed "wholeheartedly" that the commission had a responsibility to collect data, but added the agency had a "tough row to hoe" because of general government cutbacks, and praised Chairman Mark Fowler for what he viewed as the efficient use of limited budgets.



that only videocassette recorder technology was a serious competitor to cable, with STV and Ku-band DBS "dead," MDS "dying rapidly" in its single-channel form, and SMATV little more than a "wart on the nose" of the cable industry.

The C-band direct-to-home business, using television-receive-only satellite dishes (TVRO's), presents a "niche market," Baer added, primarily because the basic economics of using the technology don't look "terribly good" in areas of the country already cabled. He noted, however, that pricing of TVRO services may limit multiple system operators' ability to raise prices when rate deregulation takes effect at the end of this year, and could place a lid on pricing for premium services.

Echoing the latter point was Dale Kunkel

of the University of Kansas, who reviewed a historical study of the growth of the TVRO business, and later noted that "with the tremendous glut of TVRO's [resulting in drastically slowed market growth since announcements of scrambling plans by major satellite program services], it will be interesting to see what cable does with its opportunity to raise rates."

W. Russell Neuman of the Massachusetts Institute of Technology provided this scenario: "If the cable industry is fundamentally greedy," when the lid is taken off rates and "they increase rates by 100%-200%, they could generate an opening in the market for TVRO's selling for \$500 or less and providing competing, eight-channel services. TVRO's could become a direct, rather than a niche, competitor." □

Mixed bag on must-carry comments

Variety of opinions expressed, from TOC's and Tribune's bid for adoption to MPA's call for modifications, to NTIA's and Justice's opposition

The must-carry compromise proposal among the major broadcast and cable industry trade associations, which would generally require cable systems with more than 20 activated channels to carry some local TV stations, would appear to be in need of reconstructive surgery.

In additional comments at the FCC, the Television Operators Caucus, a signatory to the agreement, has embraced it. But the Department of Justice and the National Telecommunications and Information Administration advised the commission to avoid following suit. Many of the other commenters had one problem or another with it.

As already reported (BROADCASTING, April 28), the National Association of

Broadcasters, the Association of Independent Television Stations and the National Cable Television Association, all parties to the compromise agreement, have given the proposal their support. But the Community Antenna Television Association, yet another signatory, appeared to go to lengths to try to undermine the proposal. TOC said the compromise "fully responds" to the constitutional objections expressed in *Quincy*, in which the appellate court held the former rules to be unconstitutional.

TOC said the compromise did that by furthering the "substantial governmental interest" reflected in the commission's television allocations plan and licensees' programming obligations. "Specifically, TOC's proposed rules would insure that, where cable television constitutes the means for distributing television service, local viewers continue to have effective access to the local television stations which are obligated to serve them,"

TOC said. "It also contributes to the fulfillment of local television stations' programming obligations (which are statutory obligations that have not been eliminated by virtue of television deregulation) by facilitating stations' access to those local viewers who are cable subscribers.

"This public interest is ultimately based on localism, which constitutes a fundamental tenet of commission broadcast regulation," TOC added. "Significantly, this governmental interest cannot be served adequately by relying solely on market forces, because regulation is necessary to insure carriage of the maximum number of local outlets of expression consistent with an accommodation of cable operators' editorial discretion. The working of market forces, however, is reflected in the proposed regulations and, in fact, such regulation would enhance significantly the competitive nature of the market environment."

Tribune Broadcasting Co. also supported adoption of the agreement. "Tribune Broadcasting, in particular, supports that provision of the agreement which would prohibit cable systems from receiving payment from local stations for carriage," Tribune said. "Such a prohibition is necessary to insure that the editorial discretion of cable operators is freely exercised."

KUTV Inc. and the Kansas State Network Inc. also supported the agreement. "The commission must refrain, however, from... attempting to redefine what constitutes a local station for copyright purposes," they said. "Congress has made this determination statutorily, and the commission should, therefore, expressly refrain from any attempts to delve into this area of the law."

Among those also commenting in support of the agreement were WBNS-TV Columbus, Ohio, and WTHR(TV) Indianapolis; Gill Industries Inc.; The Providence Journal Co.; Malrite Communications Group Inc., and WRGT-TV Dayton, Ohio.

The Department of Justice urged the FCC to reject the compromise. "Because the proposed rules are not necessary to effect any public benefit commensurate with the First Amendment restraints and economic dislocations that the rules produce, we oppose commission adoption of the rule contained in the industry agreement," Justice said. "We also reiterate our view that the continued existence of the economic distortions engendered by the statutorily mandated cable compulsory license does not justify reimposing mandatory carriage rules. Both the mandatory carriage rules and the compulsory license are unjustified forms of governmental intervention that serve the public poorly. As a consequence, the public interest would be better served if the commission refused to reimpose mandatory carriage rules and worked with Congress to repeal the compulsory copyright license for cable systems."

Taking a fresh tack under the new leadership of Alfred Sikes, NTIA said it didn't believe the compromise was in the public interest and that it was unlikely to survive constitutional challenge. "Virtually the only broadcast stations guaranteed carriage under this agreement would be those most likely to be carried by cable absent any rules," NTIA

said.

NTIA, however, recommended that the commission adopt a rule that would require carriage, without charge, of all local, nonduplicated noncommercial educational TV stations, including translators, on a system's lowest priced service tier. NTIA also recommended that the FCC launch a formal, continuing inquiry to monitor developments. "At the end of three years, the commission should make a formal determination of whether additional must-carry rules are needed," NTIA said. In addition, NTIA recommended that the commission make clear that it will permit affected parties, including local franchise authorities, to demonstrate that a significant government interest would be adversely affected absent local must-carry protection. "If such a showing is made, the commission can adopt mandatory carriage rules tailored to that individual marketplace," NTIA said.

The Motion Picture Association of America supported the compromise, with substantial modification. For starters, MPAA recommended a provision that would require those systems not already carrying their full complement of stations to carry new stations for two years. "If, at the end of this two-year 'grace' period, the newly licensed station has failed to appeal to sufficient viewers in the cable system's home county to meet the 'substantial viewing' standard proposed by MPAA, the cable system should then be allowed to petition the commission to replace the station with a more desirable program service," MPAA said. MPAA also recommended that the uniform standard for required carriage be changed to 5% "Average Cume Daily," and contended that too many systems were exempted under the compromise. "MPAA proposes to exempt from all mandatory carriage requirements only those cable systems with truly limited channel capacity, i.e., 12 or fewer channels," MPAA said.

NATPE International said it supported the basic terms of the compromise. But it also had some concerns. "NATPE is concerned that FCC adoption of the compromise agreement might foreclose programming opportunities and stunt the growth of healthy video outlets by requiring public television stations and new stations (sign-ons) to meet a minimum viewing threshold to become eligible for carriage," NATPE said. "NATPE

urges the commission to consider requiring cable systems to carry any new local station until it has been on the air for five years. After the five-year 'establishment' period, the station would have to satisfy the required viewing threshold in order to remain eligible for carriage. In addition, any new rule should require cable systems to carry the public television station serving the greatest percentage of that cable system's subscribers, regardless of its level of viewing. Such changes to the recommended compromise would provide limited protection for those stations with the greatest public interest need for special consideration, without unduly burdening cable operators."

Heritage Communications Inc. said that while there were questions about the constitutionality of the compromise rule, "that rule is the only one proposed thus far that would likely achieve the goals of required carriage, in general, while limiting the rights of cable operators only to a limited extent. If the commission finds adequate support for carriage requirements at all, Heritage believes that the rule proposed... is an acceptable alternative."

McGraw-Hill Broadcasting Co., the New York Times Co. and Desert Empire TV Corp. said the compromise's proposal to eliminate the network nonduplication protection rules "improperly goes beyond the scope" of the must-carry rules. "The network nonduplication protection rules suffer from none of the constitutional infirmities of the former must-carry rules, are warranted by strong public interest considerations, and cannot appropriately be considered in the present proceeding," they said.

The Montana Television Network and Durham Broadcasting Enterprises also opposed elimination of the network nonduplication protection rule.

The National Independent Television Committee (which has no formal membership and is being spearheaded by Press Broadcasting, licensee of WMOD(TV) Melbourne, Fla., and WSJT(TV) Vineland, N.J.), said the compromise would "seriously" undermine localism and failed to pass constitutional muster under *Quincy*, "because it does not adequately provide governmental protection for those television stations which are most at risk." NITC suggested an alternative under which the number of local signals cable operators would generally be re-

AVCOM lets you SEE and HEAR Your SCPC Satellite Audio Feeds!

HEAR your SCPC satellite feed with AVCOM SCPC receivers for virtually every application; from voice to data, from direct 4 GHz input to IF loop-throughs. Some AVCOM SCPC receivers are fully compatible with Microdyne and S.A. IFs, most feature an ovenized quartz crystal reference phase locked oscillator for complete stability. Call us with your specifications.



AVCOM SCPC-2000 \$1875.00

AVCOM

of Virginia
500 Southlake Blvd., Richmond, VA 23236 804-794-2500
ORDER LINE 800-446-2500



SEE your SCPC down-link transponders, or the entire satellite with the AVCOM PSA-35 Portable Spectrum Analyzer. Direct 3.7 to 4.2 GHz input plus IFs between 10 and 1500 MHz. \$1965

quired to carry would be based on their channel capacity, with systems of 12 channels being required to carry five local signals and systems with more than 36 channels required to devote 40% of their capacity to must carries. Under the rule, a station whose Grade B contour at least partially encompassed a system's franchise area would be considered a must carry. When there were more must carries than allotted cable channels, the stations putting the most powerful signal over the franchise area would generally get first crack. Also under the proposal, cable systems would not have to carry duplicated signals.

Maranatha Broadcasting Co., licensee of independent WFMZ-TV (ch. 69) Allentown, Pa., also opposed the compromise. "If the commission is unwilling or unable to adopt a rule that both provides some assurance of the continued viability of local broadcasting and satisfies the *Quincy* court's concerns about the overbreadth of the former rules, then it should treat all stations equally, leave the resolution of copyright issues to Congress, and not adopt any rule at all," it said.

Fargo Broadcasting Corp., licensee of KVRN(TV) Fargo, N.D.; KNRR(TV) Pembina, N.D., and KBRR(TV) Thief River Falls, Minn., said the compromise fell "painfully short" in considering the concerns of small-market broadcasters and their viewers. "The exemption from carriage requirements for cable systems with 20 or fewer channels causes us great concern," Fargo Broadcasting said. "We are also particularly troubled by the use of a viewing standard. Such a standard protects established stations at the expense of new broadcast outlets."

WTZA-TV Associates, permittee of WTZA-TV (ch. 62) Kingston, N.Y., urged a modification "to provide for the carriage of all start-up local television stations as the best means of insuring efficient use of the spectrum and a healthy system of local broadcasting," it said.

Sunshine Television Inc., licensee of KDRV(TV) Medford, Ore., also said the compromise ignored concerns in small markets. Sunshine suggested an alternative for markets below the top 100 where must-carry requirements would apply to systems having 12 or more channels; cable systems would be required to carry translators serving their communities, and cable systems would be required to carry TV stations licensed to communities in other smaller TV markets "within whose Grade B contours the community of the cable system is located."

Carolina Christian Broadcasting Inc., owner of KMCI-TV West Monroe, La., and WGS-TV Greenville and WGSE(TV) Myrtle Beach, both South Carolina, opposed the compromise's proposed viewership standards. "Carolina Christian suggests that if the viewership standard is to be fair, it must at a minimum be reduced to a 1% average audience and a 2% net weekly circulation," Carolina Christian said.

WLIG-TV Inc., permittee of WLIG-TV (ch. 55) Riverhead, N.Y., said it couldn't support a rule "that so favors established, often more distant stations at the expense of those new and more local stations that truly need the protection that should be provided by mandatory carriage rules."

Fisher Broadcasting "strongly" objected to the portion of the compromise that "discriminates between local broadcasters that are network affiliates and local broadcasters that are not."

WNU-TV Linden, N.J., a Spanish-language station, said the exemption for small systems was "ungenerous." It also said that in those instances where the number of reserved channels equals or exceeds the number of local stations, carriage should be mandatory without the need for viewership tests. "The public interest would again be served if smaller systems (i.e., under 20 channels) were required to reserve channels for five such stations, plus a sixth channel for a 'specialty' station if there is one within a 50-mile radius," the station said.

The U.S. Catholic Conference urged rejection of the compromise. "The joint industry parties' proposed regulation fails to promote the important governmental interest in protecting the public's right to receive locally oriented programming," the conference said. "It excludes from any must-carry requirement those TV stations which are viewed by less than 2% of TV viewers in the county in which the cable system is located. This provision impermissibly ignores the right of those members of the public."

Allen Broadcasting Corp., permittee of KBFD(TV) Honolulu, said new stations should be "carried from their commencement of operation until survey data for the station's first full TV survey season is available." It also asserted that new stations should be carried "irrespective of the pro-

posed limitation on the number of stations required to be carried."

The Ohio Educational Broadcasting Network Commission supported the joint comments of the Corporation for Public Broadcasting, Public Broadcasting Service and National Association of Public Television Stations. "Cable systems should be required to carry on their basic tier the signals of all public TV stations which provide a Grade B signal to all or part of the cable system's franchise area," it said.

The Organization for the Protection and Advancement of Small Telephone Companies (OPASTCO) said the compromise provided a disincentive for the smallest cable systems to increase their capacity. "If the must-carry rules are reinstated in the form now proposed, small operators, despite their desire to grow and offer more choices to subscribers, will find it economically inefficient to do so," OPASTCO said.

The Canadian Broadcasting Corp., a Canadian broadcasting network whose signals are retransmitted by some domestic cable operators, opposed the compromise rules. "Before the commission decides to embrace proposed rules that will infringe the First Amendment and act to restrict economic competition, the commission should remember that the First Amendment and the antitrust laws serve similar purposes," it said. "One protects the marketplace for ideas, and the other the marketplace for goods. These rules will restrict both."

Grant Broadcasting System urged modification so new stations—those that are newly

Blanket licensing prognosis. A last-ditch effort was made by Senate Copyright Subcommittee members to keep legislation (S. 1980) that would repeal the blanket copyright licensing scheme for syndicated television programming from being discharged from the subcommittee to the parent Judiciary Committee. In a letter last week to Judiciary Committee Chairman Strom Thurmond (R-S.C.), a majority of the subcommittee (Subcommittee Chairman Charles McC Mathias [R-Md.], Orrin Hatch [R-Utah], Arlen Specter [R-Pa.], Patrick Leahy [D-Vt.], Howard Metzenbaum [D-Ohio], Dennis DeConcini [D-Ariz.] and Edward Kennedy [D-Mass.]), asked the chairman to let the bill remain in the subcommittee, allowing them to act on the measure first before moving it to the full committee. Nonetheless, the bill was discharged as anticipated on May 1.

Although Thurmond did not honor the request, it is likely he will hold at least one hearing on the legislation before the full committee votes. Thurmond is the author of S. 1980. It would require program syndicators to acquire the music rights for each program they distribute and sell those rights along with the rest of the program to television stations. A spokeswoman for the senator said he understands there maybe a need for further hearings. So far, the Copyright Subcommittee has held one hearing on the bill (BROADCASTING, April 14).

The legislation has pitted Hollywood and representatives of the music licensing societies against television broadcasters. The All-Industry Television Station Music License Committee has been leading the charge on the bill along with the National Association of Broadcasters and the Association of Independent Television Stations. Thurmond, the spokeswoman said, is also encouraging the motion picture industry to talk with broadcasters about the possibility of a compromise. There is also considerable concern among some subcommittee members that if the legislation is adopted, songwriters and composers should be protected.

Attorney Bruce Lehman, with Swidler, Berlin, who has been the TV committee's chief Washington representative, said broadcasters have no objections to seeing that the legislation "reflects the concerns of composers." Lehman also pointed out that Hollywood's attempts to score a "quick knockout blow" have "utterly and completely failed." Moreover, Lehman feels the measure is on a "fast track" and that there is a "realistic possibility of achieving legislative relief in this Congress."

The Judiciary Committee's ranking minority member, Joseph Biden Jr. (D-Del.), also wrote Thurmond asking that the bill stay in the subcommittee. "Additionally, with litigation pending in the U.S. District Court for the Southern District of New York on the licensing fee issue and a court date set in October 1986, it would seem that a hurried legislative solution would undercut a possible equitable solution between the parties involved," Biden wrote.

constructed or those converting from specialized operations—are “accorded a five-year period during which they are guaranteed must-carry status without having to meet the 2%/5% viewership standard.”

Channel 17 Associates Ltd., licensee of WDBB(TV) Tuscaloosa, Ala., also objected to the compromise. In particular, it said that any station whose Grade B contour covered a cable system’s headend should be consid-

ered as local for carriage purposes. “Use of the Grade B contour would maximize spectrum efficiency by encouraging stations to expand their service in order to enlarge their must-carry zone,” Channel 17 said.

The city of Boston urged the FCC to modify the proposed compromise “in order that local broadcast stations, particularly minority stations and public TV stations, will continue to enjoy carriage on cable systems.”

Summit Radio Corp., licensee of WAKR-TV Akron, Ohio, urged the FCC to reject the approach to duplicative network signals outlined in the compromise. “Instead, the commission should fashion a rule that both furthers the fundamental policy goal of localism and insures protection of those stations most deserving of protection. This can be accomplished by using a simple and uniform mileage formula.” □

Programming

Wheeling and dealing shine through at MIP-TV

Attendees report brisk booth traffic with sales respectable and talk of co-productions common

As the sun broke through the rain clouds that had covered the 22d annual Marche Internationale des Programmes throughout its stay in Cannes (April 23-29), the word among international television executives was that the convention had been a success. According to more than one head of an international distribution company, MIP-TV continues to provide an arena for companies to discuss international co-productions, conclude business discussions launched earlier in the year and begin new sales discussions.

The threat of terrorist activity did little to dampen attendance (security was tight, with the entrances to the Palais de Festivals limited and watched by numerous guards). There were only a handful of cancellations by personnel from distributors. Among buyers, cancellations were also not large, although drop-outs included Tribune Entertainment, the cable channel, Arts and Entertainment, Eastern Educational Network and Nickelodeon, which has acquired a number of foreign productions through MIP-TV.

Three major studios—Warner Bros., Columbia and 20th Century Fox—did not appear at MIP-TV, choosing instead to wait for the May screenings (following the announcement of network schedules) to sell product that they know will go into production.

Official MIP-TV figures, announced by commissaire general Bernard Chevy, put total attendance at 5,621, from 107 countries. As in the past, sellers outnumbered buyers. There were 1,128 production and distribution companies and 829 program buyers, according to Chevy.

MIP-TV has become an important market for U.S. syndicators seeking to recoup production costs by selling product abroad. Traditionally profit margins on international sales are much higher than they are from U.S. distribution. Reports from most companies had it that business was brisk, with screening rooms fully booked—helped by the rain that kept many off Cannes’s picturesque streets.

But according to several MIP-TV veterans, the threat of terrorism and weather

aside, this year’s gathering appeared to lack the excitement of past years. No major American stars, for example, appeared to promote product. Bruce Gordon, president of Paramount International, said that Harrison Ford, rumored to have backed out of a scheduled appearance, was never slated to attend MIP-TV in the first place because of work on his next film. Paramount International’s stand featured a “temple of doom” cave to promote “Raiders of the Lost Ark.”

According to a number of those canvassed, MIP-TV was a hotbed of co-production activity. Larry Gershman, president, MGM Television Group, said “we’re here for a couple of things.” Sales are such an ongoing process, he said, that to regard them as a primary goal of attending would be wrong. Instead, he said, it is the personal contact with broadcasters and distribution peers that makes a festival. MGM, he said, was involved in “seven or eight” negotiations for co-productions during MIP-TV.

Among international deals, Paramount announced that it will handle sales of *Black Forest Clinic*, produced by Germany’s ZDF. The deal on the prime-time series reportedly followed three months of negotiations between the two companies. Paramount will handle the show in North America, South America, the Caribbean, the Pacific, several European countries, the Mideast and the Far East. Rolf Dubral, ZDF head of sales, said

that dubbing is currently under way for the series’ debut later this summer on England’s Channel 4. There are 25 episodes of the show, with 27 more slated for production. Paramount paid an upfront guarantee for the series, and will reportedly share profits on sales.

A number of European consortiums came to the fore during MIP-TV. Among them was Vision, comprising HTV (England), Telecip (France), FMI (France), and LIBIK (West Germany). Its stated aim was the production of programming by Europeans for Europe, in place of American television. Its unstated aim is to tap into the budding European television economy. The members will jointly share production decisions and funding. Six projects have been proposed initially, accounting for 62 hours of programming.

The U.K.’s Television South (TVS) and Australia’s Network TEN also announced a joint venture—a four-hour mini-series called “The Heroes.” The World War II story begins shooting in 1987 with a production budget of \$4.8 million (Australian). James Gatward, chief executive, said that the production will come to America through a cable network or syndication. The presence of TVS at MIP-TV was also heightened by its recent acquisition of Gilson International, which sells MTM product internationally. Ken Page, formerly president of worldwide distribution at Lorimar, prior to its merger



with Telepictures, is now head of the company. Page, who has been attending MIP since 1968, said that in its first convention under TVS, Gilson did extensive business in Spain with three networks, each catering to different Spanish dialects. All four seasons of *WKRP Cincinnati* and *St. Elsewhere* were included in the sales.

There was also brisk activity reported on the home video front on the Palais floor. Richard Lorber, president, Fox/Lorber Associates, said the high VCR penetration around the world would help his company's movie packages, mini-series and specials this year. By contrast, "two to three years ago there was an overgrowth" of home video, said Lorber. "Now a new cadre of entrepreneurs is buying home video rights, plus rights to other systems." In Scandinavia, the Ekman brothers did just that, and in France it was Tele-image. Three days before the end of MIP-TV, Lorber said that he had already done \$400,000 worth of business.

There was also discussion at MIP-TV of the future of international barter. In part, such discussions were prompted by the presence of representatives from Procter & Gamble and one of its agencies, Benton & Bowles. John Ranck, executive vice president, Orbis Communications, observed that while agencies have appeared at MIP-TV in the past, "a new seriousness" surrounded this year's appearance by advertisers.

The lack of uniform standards for advertising among the European countries is an obstacle for international barter sales. But, according to Peter Orton, chief operating officer, Henson International Television, technology has already transformed the sales status quo in the international marketplace and will continue to do so. In Scandinavia, he said, sales of HIT programs were helped by the competition presented by the satellite service Sky Channel. Although records were not set in terms of prices paid, HIT made a large sale of a variety of programs in Scandinavia. Orton said that the debut next fall of a superchannel owned jointly by the BBC and ITV will accelerate the marketing changes, as will the future satellite footprints of other channels.

European satellite superchannels themselves may end up being used for sales leverage more often than for sales themselves. Murdoch's Sky Channel, for example, will pay a maximum of only \$2,000 an hour for programming, making it less attractive for some sales. Murdoch has also prohibited the use of barter for sales to Sky Channel.

Business among some MIP-TV participants is included in the following breakdown:

Lorimar-Telepictures had its most successful MIP-TV ever, according to Michael Jay Solomon, office of the president, who said that he was practically captive to the company's booth. Lorimar-Telepictures sold the soap opera, *Rituals*, to TV Espanola. It also placed *Kuots Landing*, *Strong Medicine*, *Lace I* and *Lace II* in Spain. Additionally, the company made a three-country deal with Silvio Berlusconi for his channels in France (La Cinq), Italy (Canale 5) and his planned operations in Spain for *Hunter*, *Blood and Orchids*, *Under Siege* and *Dallas: The Early Years*.



Sifford



Cohen (rear), with an unidentified buyer (l) and Mary Demangeat



Siek

Bert Cohen, senior vice president, Worldvision Enterprises, also reported extensive business, amounting to more than \$2.5 million. In particular, Cohen said that a good deal of business was concluded in Africa, France and the Mideast (despite a drop in oil dollars which hurt sales by some distributors), as a result of negotiations at earlier festivals, especially Monte Carlo. Cohen said the company's animation product from Ruby-Spears and Hanna-Barbara sold especially well.

At Blair Entertainment, sales of the *Cisco Kid* continued to do well. Guy Mazzeo, making his first MIP-TV appearance as Blair's executive vice president, said the western setting of the show translates well internationally. France's Canal Plus has asked that dubbed delivery of the show be sped up to July. Since the Monte Carlo festival, *Cisco* has been placed on the Sky Channel, as well as in the United Kingdom, Italy, Switzerland, Australia, Ireland and a number of smaller countries.

Making its first appearance at MIP-TV was the De Laurentis Entertainment Group, whose television division will be headed by Paul Rich, executive vice president. Rich, formerly with Metromedia Producers Corp., was selling three film packages, with which he said he did more than \$3 million in sales. The packages include acquisitions from Embassy, famous De Laurentis films, as well as future projects that will be produced in part through broadcast and pay cable pre-sales. Among the new titles will be "King Kong Lives," a sequel to the first "King Kong" film by De Laurentis; "Raw Deal," starring Arnold Schwarzenegger, and "Crimes of the Heart," starring Diane Keaton, Jessica Lange and Sissy Spacek. Rich said that the packages were sold in Germany to Beta-Taurus, as well as in Japan, Czechoslovakia, Hong Kong, Malaysia, Singapore, Argentina, Puerto Rico and Scandinavia.

The hottest item for King World this year was *Night Heat*, which has amassed enough episodes (61) in its late night run on CBS for sales overseas. David Sifford, president, King World Enterprises, said that the action-adventure show has become a "real contender" internationally. Action-adventure police shows have traditionally done well in the international marketplace. On RTL Luxembourg, it will run on Saturday at 9 p.m. Sifford also said that formats of *Wheel of Fortune*, *Jeopardy* and *Headline Chasers* were sold to Axel Springer for repackaging in Germany.

Gene Davis, producer of *Essence: the Television Program*, said that acceptance of a program with a black focus was not moving quickly internationally. Davis entered MIP-TV with a goal of clearing six countries. The French asked that the entire show be dubbed. "How are you going to dub Aretha Franklin?" Davis asked. "This is the same as *Entertainment Tonight*, only with a black focus. They've never been asked to consider that," he said. Davis said, however, that package agreements for the use of some of the 26 shows produced last year, and the 26 to be produced this season, had been concluded with DBS International, channel 4 in the U.K., along with an outlet in Scandinavia.

At Multimedia Entertainment, Bruce Johanson, vice president, international sales, said that interest in *The Body Human*, a five-part series narrated by Phil Donahue to air on NBC, could lead to sales at MIPCOM in October. He also said interest in the talk show by Sally Jessy Raphael had been good. That show has already been picked up by the Lifestyle cable channel in England. And Multimedia was actively involved in co-production discussions of a novel, "Mecca."

NBC Enterprises is also planning to cash in on the strategy of using a program announcement to create interest. A series of 10 concerts conducted by the late Arturo Toscanini was introduced to sales representatives. According to NBC Enterprises President Jerome Wexler, that move will "bring it to the attention of the right people," leaving sales to be finalized later. Wexler said that NBC has "virtually sold out" *An Early Frost*, in combination broadcast-home video deals.

CBS Broadcast International went to the festival with more product than in previous years, including the mini-series, *If Tomorrow Comes*, the series, *Foley Square*, and two acquisitions, *Royalty*, and a Harry Belafonte special from HBO. With that product in hand, CBS did more business than ever before, according to Rainer Siek, vice president, international sales and acquisitions.

At ABC Video Enterprises, *Liberty Weekend*, coverage of the relighting of the Statue of Liberty and the David Wolper-produced ceremonies surrounding it, was reportedly sold in 23 countries. Sales included countries in the Far East, and negotiations were under way with China as MIP-TV drew to a close. ABC's *Moonlighting* picked up 10 international sales, bringing its international total to more than 50 countries. □

Lee Rich joins UA as chairman, CEO

Lorimar co-founder makes move after 17 years with company; says "no falling out" with Lorimar partner, Merv Adelson

Five months after approaching Lee Rich to make the move, Kirk Kerkorian has succeeded in tapping the Lorimar co-founder to become chairman and chief executive officer of United Artists Corp. UA last month was released from its corporate bond with MGM when Turner Broadcasting closed its deal to purchase the latter.

Sources confirmed that Kerkorian had approached Rich last December about joining UA, but Rich declined because the move might have complicated, or even prevented, the closing of Lorimar's merger with Telepictures, which took effect Feb. 18. Kerkorian then picked Jerry Weintraub to head the company but, dissatisfied with his performance, forced Weintraub out several weeks ago.

UA also said last week that executive vice president Anthony Thomopoulos had been named president and chief operating officer and that Sidney Sapsowitz, executive vice president and chief financial officer, had

been named senior executive vice president.

Rich was a member of Lorimar-Telepictures' five-man office of the president and is the company's second-largest shareholder with 1.9 million shares (company chairman Merv Adelson is the largest with 3.6 million shares, and the company has a total of 33 million shares outstanding). At the close of trading last Monday, the day of the announcement, the stock was up one-eighth to \$26.25, making Rich's stock in Lorimar-Telepictures valued at more than \$49.8 million. A Lor-Tel spokeswoman said the company retained the option of buying back those shares from Rich, and would do so over time.

Rich had been responsible for long-term creative program strategy at Lor-Tel and until a month ago had run the network television production arm of the company. That was taken over by David Salzman, also a member of the office of the president. A spokeswoman said the company had no plans to name someone else to that office in place of Rich.

Rich and Lor-Tel chairman Adelson co-founded Lorimar 17 years ago as a production and syndication company. Rich has overseen such Lorimar television series as *Dallas* and *The Waltons*, as well as theatrical releases "Being There" and "The Postman Always Rings Twice."

In a prepared statement last week, Adelson said, "I in no way want to diminish Lee's

contribution, but we have been preparing for the eventuality of Lee's retirement (Rich is 61) for some time and have built a company that can stand on its own, not dependent on any one person. And the business and creative management depth added by Lorimar's recent merger with Telepictures doubly assures that it stays that way."

Reports had been circulating that Rich was unhappy with some business decisions at Lor-Tel that had significantly increased the company's debt and also that he considered the five-member office of the president unwieldy (Rich was sole president of Lorimar before the merger). Rich denied that he and Adelson had had a falling out, suggesting instead that it was the challenge of building UA into a major force again that led him to take the new job. "There was no falling out," he said. As to what he hopes to accomplish in the near term, Rich said last week: "I'm trying to build a company and UA provides a great opportunity to a lot of things. And I think I can have a lot of fun doing that."

With veteran television production executives Rich and Thomopoulos in senior positions, UA is positioned to move ahead with its previously announced plans to enter original television production. And Rich made clear that film and television production would have equal footing at UA under his guidance. "Any kind of production will be equally important here," he said. □

First post-season week goes to CBS

CBS captured the first week of the post season (April 21-27) with a prime time average rating of 14.3 and a share of 24, followed by ABC with a 12.9/22 while season winner NBC placed third with 12.3/21. It was CBS's second straight weekly win, in a week dominated by reruns (36½ hours). A year ago, NBC won the week with a 14.2/24. ABC was second with a 13.0/22. CBS was third with a 12.8/22. HUT levels remained the same, at 59%.

Cosby and *Family Ties* continued their winning ways even with repeat episodes, finishing first and second, respectively, as they did in the regular season. *Resting Place*, a Hallmark Hall of Fame special, was third, while *60 Minutes* finished fourth, as it did in the regular season. *Murder, She Wrote*, which finished third in the regular season, rounded out the top five.

ABC's second-season comedy, *Perfect Strangers*, continued to do well, ranking ninth with an original episode that scored a 20/31. Original episodes of two other new ABC comedies, *Mr. Sunshine* and *Joe*

Bash, didn't fare as well. *Sunshine*, airing at 9 p.m. Friday, ranked 56th with a 9.4/17. *Joe Bash* followed with a 6.5/12, ranking 61st. A special on ABC on Tuesday, a General Foods Showcase presentation, *Alex: Life of Child*, placed sixth for the week with a 21.7/36.

An original episode of *Mike Hammer* (Tuesday 9-10 p.m.) on CBS placed 42d with an 11.1/17. *Fast Times*, a CBS second-season replacement on Wednesday at 8 p.m., scored a 10.6/18. It was followed by *Tough Cookies*, another new comedy, which averaged a 9.6/15, ranking 55th (also with an original episode). Two CBS premieres performed moderately well, both scoring in the top 30 for the week—*Bridges to Cross* on Thursday at 10 scored a 14.5/26 (18th), while *Leo & Liz* on Friday from 8:30 to 9 p.m. scored a 12.6/23 (30th).

In the evening news race, the *NBC Nightly News* tightened the gap again, tying the *CBS Evening News* with a 23 share, although CBS was 0.3 of a point higher in rating with a 12.0. ABC's *World News Tonight* averaged an 11.1/21.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	27.7/46
2.	Family Ties	NBC	26.7/43
3.	Resting Place	CBS	22.3/36
4.	60 Minutes	CBS	22.0/43
5.	Murder, She Wrote	CBS	21.8/37
6.	Alex: Life of a Child	ABC	21.7/36
7.	Cheers	NBC	21.3/33
8.	Who's the Boss	ABC	21.1/34
9.	Perfect Strangers	ABC	20.0/31
10.	Golden Girls	NBC	18.5/33
11.	Moonlighting	ABC	17.8/28
12.	Highway to Heaven	NBC	17.5/29
13.	He's Not Your Son	CBS	17.3/32
14.	Night Court	NBC	17.0/27
15.	Facts of Life	NBC	16.5/31
16.	Spenser: For Hire	ABC	16.3/28
17.	Gimme a Break	NBC	16.1/29
18.	Bridges to Cross	CBS	14.5/26
19.	Mann, Vixen	NBC	14.1/26
20.	20/20	ABC	13.7/25
21.	MacGyver	ABC	13.7/23
22.	Blackie's Magic	NBC	13.7/22

Rank	Show	Network	Rating/Share
23.	Cagney & Lacey	CBS	13.6/23
24.	Magnolia, PI.	CBS	13.4/25
25.	The Currier Affair	NBC	13.1/21
26.	Simon & Simon	CBS	12.9/21
27.	Equalizer	CBS	12.8/24
28.	Something About Amelia	ABC	12.8/20
29.	Honkytonk Man	ABC	12.7/21
30.	Leo & Liz in Bev. Hills	CBS	12.6/23
31.	Hill Street Blues	NBC	12.5/22
32.	Kate & Ailie	CBS	12.5/18
33.	Webster	ABC	12.4/23
34.	A Team	NBC	12.2/19
35.	Mr. Belvedere	ABC	12.1/22
36.	Hunter	NBC	12.1/19
37.	Crazy Like a Fox	CBS	11.7/22
38.	Newhart	CBS	11.5/16
39.	Robin Hood	ABC	11.4/21
40.	Scarecrow & Mrs. King	CBS	11.4/17
41.	Invitation to a Beheading	ABC	11.1/18
42.	Mike Hammer	CBS	11.1/17
43.	Past Times	CBS	10.6/18
44.	Hardcastle & McCormick	ABC	10.5/15

Rank	Show	Network	Rating/Share
45.	Seduction of Gina	CBS	10.3/17
46.	Missing	NBC	10.1/17
47.	Alfred Hitchcock Presents	NBC	10.1/17
48.	Charles & Co.	CBS	10.0/19
49.	Last Precinct	NBC	10.0/18
50.	NBC White Paper	NBC	9.6/18
51.	Salute to Billy Wilder	NBC	9.6/18
52.	Love Boat	ABC	9.6/18
53.	Wide World of Sports Special	ABC	9.6/18
54.	Amazing Stories	NBC	9.6/17
55.	Tough Cookies	CBS	9.6/15
56.	Mr. Sunshine	ABC	9.4/17
57.	Morningside/Eveningside	CBS	9.2/15
58.	TV Bloopers & Prax. Jokes	NBC	9.1/13
59.	TV Academy Hall of Fame	NBC	7.8/12
60.	Handsome Harry's	NBC	7.2/13
61.	Joe Bash	ABC	6.5/12
62.	Fathers and Sons	NBC	5.9/11
63.	Punky Brewster	NBC	5.3/11
64.	Fall Guy	ABC	5.1/10

*Indicates premiere episode

CAB 86: still trying to clear the Madison Avenue hurdle

Convention attendees told of growth in penetration and ad sales, but agency types say industry needs better audience data before advertisers appear in force

The message delivered by a host of cable executives at the Cabletelevision Advertising Bureau's fifth annual convention last week in New York was that the industry has come a long way in the last five years, doubling cable penetration, and, by the end of this year, breaking the \$1-billion mark in gross advertising sales. But advertisers and agency executives said cable has a way to go before it becomes a national medium and needs to come up with more detailed (and uniform) information on the size and quality of cable program audiences before advertisers spend more freely on cable.

As expected, the turnout at this year's CAB conference was up slightly, from last year's 1,200 to 1,250 for last week's three-day (April 27-29) show. Next year's convention is slated for March 29-31, also in New York.

At one session last Tuesday, advertisers and cable executives clashed over just how effective the medium is in getting messages to target audiences. John Sie, senior vice president, Tele-Communications Inc., charged that advertisers "grossly underutilize" cable, perhaps because they do not understand the medium. He also noted a pricing "disparity" for gross rating points between broadcasting, where the average point per household per month comes out to about 53 cents, and cable, where it is about 17 cents. Herb Granath, president of ABC Video Enterprises, agreed that cable is undervalued, but said it was probably due to the "natural time lag" between audience growth and advertising rates.

Paul Isaacsson, executive vice president at Young & Rubicam, complained that despite claims to the contrary, cable is no longer the innovative programming medium it once was. "The steam has sort of run out of innovation," he said. "You see all the programs you grew up with [again on cable]." Cable operators argue that they are forced by financial restraints to rely in part on old program libraries to round out their schedules. But, said Isaacsson, that hurts cable's image in the eyes of advertisers, "because the advertisers see it not as innovative or what they want."

Phil Guarascio, former media director at Benton & Bowles, who is now in charge of advertising at General Motors, said that cable networks often make it difficult for an advertiser to do program co-ventures, because, as a rule, "it takes 5,000 bonus points [to be bought by the advertiser] in order to make the deal work." He said that advertisers believe the "real action" in co-ventures



Guarascio, Granath, Bortz, Sie, Pittman, Wussler and Isaacsson

is in barter syndication, where "you can pay off the project faster and not worry about extra spots to purchase."

Isaacsson credited cable with making an attempt to develop some original programming, such as the four original situation comedies bankrolled by Turner Broadcasting System and the efforts of the USA Network. "We would like to be involved," he said, but, like Guarascio, he protested that "the deals being offered make it prohibitive."

Bob Pittman, president of MTV Networks Inc., said his company views cable networks as similar to special interest magazines that appeal to smaller audiences, but audiences that will respond positively to messages by certain advertisers trying to reach them. For example, he said, a dressmaker "will sell more dresses buying *Vogue* than *TV Guide*."

Isaacsson pressed Sie for further details on the TCI-TBS-American Television & Communications proposal to develop a new advertiser-supported cable channel with exclusive-to-cable programming. Sie said the idea was to pool the resources of the three companies as well as others that may join to compete for and develop broadcast-network-quality programming. In what form the programming would be distributed remains a key question, he said. But, said Sie, "the channel is irrelevant. It's the programming" that is important. As for funding the channel, Sie said that if the industry were willing to put up \$1 per subscriber per month, "we could generate three hours of prime time programming every day, assuming a budget of \$500,000 to \$600,000 per hour. And that would leave \$150,000 a year for promotion." The average cost of producing an hour of prime time network entertainment programming is usually no less than \$900,000 and often more than \$1 million.

TBS executive vice president Robert Wussler said "the timing couldn't be better" for the new program service, since the broadcast networks are in a cost-cutback phase. "This could make us competitive," said Wussler.

Despite those lofty aspirations, Guarascio of GM offered a sober assessment of advertiser spending in the next couple of years in cable programming, regardless of develop-

ments. "We are moving into a stable-to-down television economy," he said. The current soft economy may last another two years, he added, and will have a "severe impact on how ad dollars are spent." In the past, said Guarascio, advertisers used cable as a "leverage device" in the face of spiraling rates on broadcast television. Now that broadcast rates have leveled off, even coming down in some instances, he said, there will be "big pressure on ad-supported networks to create even better price advantages to keep their ad dollars" at current levels, let alone grow.

On another front, agency media planners were critical of a formula developed by the cable rep firm, Cable Networks Inc., for calculating what CNI believes is the proper percentage of an advertiser's television budget that should be earmarked for cable. The CAB has endorsed the formula, which takes into account product usage by cable homes and broadcast underdelivery of audience (BROADCASTING, June 3, 1985). But agency executives were critical of the formula because it failed to consider factors they believe are essential for calculating the correct cable budget. In many cases, said John Gray, senior vice president, J. Walter Thompson, the formula would lead advertisers to put "far more" dollars into cable than they ought to put there. But, he added, "Don't lose sight of the creative opportunities" that cable advertising offers. Specific programs, networks and the time of year also have to be factored in, he said.

But the media executives acknowledged that cable advertising planning is not yet a science. Bart McHugh, senior vice president, Doyle Dane Bernbach, said that in determining how much of a client's budget goes to cable, the agency looks at the client, its target audience, cable rates and ratings, and "then we determine which way the wind is blowing and pick a number."

A major part of the problem, said Fred Brandt, a vice president with the Ted Bates agency, is the lack of uniformity in measuring network, syndicated and cable television. "It's an endless nightmare," he said. But he added that electronic measurement services being developed by Nielsen and



CAB VP-research. Jack Hill; Gray, McHugh and Brandt

AGB to monitor viewers as well as programs, offer some hope for the future. Brandt noted that both companies have said they hope to have 5,000-household sample bases of their new services in place by 1988. Despite the current disarray, he said "there is great hope down the road." McHugh of DDB agreed. "It's very important to get numbers out," he told the cable advertising executives last week. "You're going to have to come up with something that people can understand and read."

In a separate presentation, media consultant Paul Bortz projected that cable penetration would grow from 43% today to 50% by 1990. He said that the collective share of network affiliates may decline from the present 67% to 60%, with independent stations and cable filling the gap. He said that cable revenues may top \$2 billion by 1990. "That's our best guess," said Bortz, noting that that will still only account for a "single digit share of the total broadcast pie." Cable revenues are expected to reach \$1 billion for the first time by the end of 1986.

But numbers and projections aside, said Bortz, "the important thing is what you see now is not what you will see a couple of years from now." With the industry reinvesting dollars in programing, developing great

er program promotion efforts and moving away from a short-term-gains mentality, said Bortz, there will be progress.

TCI's Sie told those attending one CAB session last week that the company believes basic rates at its systems will rise an average 50% or more in the next five years, without basic rate regulation. He said the company now charges an average \$10 for basic and that will rise to between \$15 and \$18 by 1991. Some agency executives were critical of the industry's intention to raise basic rates significantly in the next several years, without adding reciprocal value. But Sie and others argued that the value is already there and that consumers have been underpaying because of rate regulation. "The marketplace has never been tested," said consultant Bortz.

TBS's Wussler said he now believes the company will lose no more than \$7 million on the Goodwill Games slated for July in Moscow, and could break even. He said that going in, TBS Chairman Ted Turner had been prepared to lose as much as \$20 million. If the games are played in the U.S. in 1990 as scheduled, Wussler said TBS might make a profit. "We certainly won't make any money this time," he said. "Maybe in 1990." □

Three-in-one agency deal

BBDO, DDB, Needham Harper merge to form biggest ad firm with worldwide billings of \$5 billion

The largest advertising agency complex in the world was formed last week when BBDO International Inc., Doyle Dane Bernbach Group and Needham Harper Worldwide merged into a new public holding company with domestic and overseas billings of about \$5 billion in stock transactions estimated to be worth more than \$600 million.

The new company will consist of two independent global agency networks, with BBDO International as one and DDB Needham Worldwide as the other, resulting from the fusion of the current Doyle Dane Bernbach and Needham Harper operations. In addition, the various independent companies of all three agencies engaged in general advertising and marketing services will be operated under the name of Diversified Agency Group.

BBDO has worldwide billings of \$2.5 billion; DDB, \$1.7 billion, and Needham, \$847 million. All three agencies are highly

active in Fifth Estate advertising. BBDO reported U.S. TV-radio-cable billings in 1985 of \$924 million, ranking third among all U.S. agencies, while DDB posted expenditures of \$457.6 million and Needham Harper, \$322.4 million.

Allen Rosenshine, chairman and chief executive officer of BBDO International, has been named chairman and chief executive officer of the new holding company, which does not yet have a name. Keith Reinhard, chairman and chief executive officer of Needham Harper, becomes chairman/CEO of DDB Needham; Barry Loughrane, president/CEO of DDB, has been named chairman/CEO of Diversified Agency Group, and Norman Campbell, executive vice president of BBDO, has been appointed chairman/CEO of the BBDO unit.

The merger of the three agencies was approved unanimously by the three boards of directors. Under terms of the agreement, each company's shareholders will receive stock in the new company. BBDO stockholders will receive about 55% of the stock; DDB holders, about 24%, and Needham

Harper, about 11%.

The new holding company will be established by an exchange of shares between BBDO and each of the other two companies. As a result, BBDO shareholders will receive 1.23 shares of the new holding company for each of their BBDO shares, DDB stockholders will obtain one holding company share for each of their DDB shares and Needham Harper shareholders will receive 2.7 million of the approximately 24 million holding company shares. □

Grace steps up bid to get federal deficit ads on networks

W.R. Grace & Co. fired another salvo at the three major television networks last week when it disclosed it is launching a campaign to persuade networks to relax their standards for acceptance of commercials dealing with vital public issues.

J. Peter Grace, chairman of W.R. Grace & Co., told a news conference in New York that the campaign is in direct response to the refusal by ABC, CBS and NBC to carry in prime time a recent Grace commercial titled "The Deficit Trials: 2017 A.D." The commercial is designed to call attention to the potentially negative consequences of the federal deficit.

Grace has in the past criticized the TV networks for not carrying its commercials dealing with public issues in prime time. But this marks the first time that Grace is mounting an effort to induce networks to change their minds.

As a first step, Grace has engaged Joseph A. Califano Jr., a former secretary of health, education and welfare, to represent Grace in dealing with the networks to arrive at a consistent policy related to commercials tackling controversial issues.

Both Grace and Califano contended that the TV networks have, in the past, accepted or rejected commercials of a controversial nature, but said there was no consistency to their actions. They said the commercial dealing with the deficit was rejected by all three networks on the grounds it was controversial; on the other hand, they added, a commercial depicting a newborn baby "saddled with a \$50,000 bill from the government was aired on the ABC and NBC networks."

Califano said the campaign for access has begun with a letter sent to the management of the corporations that own the three networks. He said they were asked to "explain the basis for their current selective refusal to broadcast issue advertising during prime time evening hours." Califano said in the past their decisions have been "inconsistent, arbitrary and capricious."

In the past, TV networks have rejected Grace advertising because they said the commercials took an editorial or adversarial stance on an issue of public importance, contrary to their guidelines.

The networks said last week they planned to respond to Califano's letter as soon as they had a chance to review it. □

RIDING GAIN

O N R A D I O

Table talk

There appears to be some cause for optimism concerning the All-Industry Radio Music License Committee's struggle with the American Society of Composers, Authors and Publishers over the music licensing organization's desire to raise its rates. The committee and ASCAP were back at the bargaining table last week for the first time in a year and have agreed to meet again later this month. (The committee and ASCAP have been presenting their arguments in federal "rate court" since the beginning of the year.)

The parties are remaining silent about the contents of the latest meeting. Committee chairman Bob Henley, president and general manager, KGNR(AM)-KCTC(FM) Sacramento, Calif., would only say that both all-industry committee and ASCAP representatives engaged in a "thorough and frank" discussion, adding that there was a "feeling on the part of both sides that they would rather negotiate a settlement than continue the fight

through litigation."

Meanwhile, Carl Munson, attorney for the New York-based law firm of Weil, Gotshal & Manges, legal counsel to the committee, told BROADCASTING, the 500 committee-represented stations ordered by the federal court for the Southern District of New York to produce certain financial documents ("Top of the Week," Feb. 24) remain under the court order. Thus far, said Munson, about 70% of those stations have complied.

Come together

Two Los Angeles area radio programmers are readying a new format for national distribution based on "fusion jazz," a blending of contemporary rock rhythm with jazz instrumentation. Rodger Layng, who heads Audionet, newly formed radio consultancy, will concentrate on programming and consultation, while John Price, who is president of Real Radio Co., a radio program syndicator, will handle both production and distribu-

The new format, said Layng, blends the "charisma" of jazz with the "familiarity" of soft rock. "What we have here is foreground beautiful music for this decade," Layng said. Serving as the test station for the new format is KEYQ(FM) (formerly KGMJ(FM)) Eagle, Colo.

Serving as the test station for the new format is KEYQ(FM) (formerly KGMJ(FM)) Eagle, Colo.

The tape-distributed service can be adopted to both live-assist and automated configurations. According to Layng, "the typical fusion format client will be formatted with 15-20-minute music sweeps and a maximum of 10 commercial minutes hourly."

In the running

More than 10 radio broadcasters have thrown their hats into the ring for the "minority seat" on the National Association of Broadcasters radio board. NAB directors voted last week to fill the vacancy created by the departure of Willie Davis of KACE(FM) Los Angeles who resigned last January because of the press of other business. The winner will be announced this week unless one candidate fails to get a majority of the votes (18 out of 34). In that case, the top two vote-getters will compete in a runoff election. The "minority seat" was added two years ago along with a seat for a woman as part of NAB's effort to insure a broader representation on its board. Among the candidates: Asa T. Spaulding Jr., vice president of corporate affairs, Durham Life Broadcasting, Raleigh, N.C.; Glenn R. Mahone, WSSV(AM)-WPLZ(FM), Petersburg, Va.; Bernard J. Bustos, KTNN(AM) Window Rock, Ariz.; Pine Hill, N.M.; Michael Douglas, WTOP(AM) Washington; Randy Dale Gehman, WAG(AM) Atmore, Ala.; Ragan Henry New Systems Group Inc., Philadelphia; Gus E. Louis, KBCE(FM) Boyce, La.; Israel Lopez, WILC(AM) Laurel, Md.; Linda Lou Parrish, KRLQ(FM) Muskogee, Okla.; Gary Rodriguez, KHTT(AM) San Jose, Calif.; William Saunders, WPAL(AM) Charleston, S.C.; William Shearer, KGFJ(AM) Los Angeles; William Shoemate, KLAJ(FM) Lawton, Okla.; Valena Minor Williams, KOED-FM San Francisco, and Nancy Waters, WCXT(FM) Hart, Mich.

Financial help

To help local savings and loan associations and savings banks in their marketing campaigns, the United States League of Savings Institutions, Chicago, is offering its member institutions a 65-part, one-minute radio series on personal money management, called *Making Your Finances Fit*, for sponsorship on stations. "The series was created [by the league] to help savings institutions strengthen their position as the most know-

Continental's top performing 27.5 kW FM Transmitter speaks for a station you know*



Reliability and proven performance make Continental's 816R-4 compact FM transmitter a winner. Crisp clear signal, high fidelity, good stereo separation, very low noise and distortion, excellent frequency stability, simple installation,

KLOH	KRIC
KBWC	WXKW
KSPZ	WWDM
WLTS	KRAB
KLOC	KHIT
WIZD	WETA
WBLX	WJLO

*Partial list

low power consumption make it a great investment. Combine with duplicate 816R-4 to get 55 kW output. For brochure, call (214) 381-7161 Continental Electronics Division, Varian Associates, Inc., PO Box 270879, Dallas, Texas 75227.



Continental Electronics
A Division of Varian Associates, Inc.

Continental Electronics

© 1985 Continental Electronics/6006



varian

ledgable local sources of personal financial information," said William O'Connell, league president. Cost for the program package, which is designed to air over 13 weeks, is \$75 for financial concerns in smaller markets and \$375 for those in larger markets.

Soft spot

National spot radio business continues in the doldrums, with the latest figures showing a drop in March billings of 2.1% from March 1985 to \$80,799,400. That's according to data being released by Larchmont, N.Y.-based Radio Expenditure Reports, which confidentially collects financial information each month from 16 rep companies. The latest totals mark the third consecutive month spot revenues have been off. First-quarter business this year was \$168,152,200, 2.9% off last year's first.

Playback

Associated Press Network News is offering its more than 1,000 affiliated stations the 24-minute, weekly *World of Religion* series, which currently airs over CBS-owned KMOX(AM) St. Louis. The program was dropped by the CBS Radio Network in 1984 after nearly 20 years of national exposure, but continued locally on KMOX. The station will produce the series for AP. The new *World of Religion*, which is anchored by KMOX newsman Bob Hardy, features interviews with religious leaders as well as reports from AP correspondents worldwide. The program is being fed at the end of the week for weekend broadcast.

ABC Radio will air a four-hour special hosted by Casey Kasem the week of July 1. It will feature the top rock acts since 1955 "that

most influenced today's music," as voted by disk jockeys and programers whose stations carry *American Top 40*. Entitled *The Giants of Rock & Roll*, the show will be offered in addition to the regular *American Top 40* broadcast that week.

In another development, ABC Talkradio has added "living" expert John Molloy, author of three books, including "Dress For Success," to its weekend lineup. He is co-hosting a one-hour Sunday morning show (10 to 11 a.m. NYT) with Talkradio personality Bob Fitzsimmons.

The CBS Radio Network will begin a nine-week series of special weekday reports commemorating the Statue of Liberty's centennial celebration over the July 4 weekend. Serving as anchor for the reports, *Days of Liberty*, is CBS News correspondent Charles Kuralt. The series is scheduled to begin today, May 5, with each installment fed to stations at 7:55 a.m. NYT. The network will air additional special reports throughout "Liberty Weekend" (July 3 through 6).

Radio's day

The Radio Advertising Bureau, in conjunction with the Association of National Advertisers, is gearing up for its annual "Radio Workshop," a day-long event at New York's Waldorf-Astoria hotel scheduled for June 19. Major speakers include Chuck Peebler, chief executive officer, Bozell, Jacobs, Kenyon & Eckhardt, humorous copywriter Stan Freberg and ABC Radio commentator Paul Harvey, who will give the luncheon address. According to the RAB, there will also be

client presentations from People's Express, Miles Labs, IBM and the Hartford Insurance Co. The registration fee is \$140.

Closing down

FCC engineers on April 23 shut down an unlicensed FM station in Seaside, Calif. The station was operating on 107.9 mhz with call letters KSOS. Richard Smith, chief of the FCC's Field Operations Bureau, said William A. Skaggs, disco disk jockey and lessee of Big Apple Records store where the station was located, was issued notice of the apparent liability of \$2,000. The station is the second so-called pirate operation FCC officials link to Walter H. Dunn, who has worked as a technician in radio and television stations in area and who refers to himself as "bishop." Dunn had operated an FM on 100.5 mhz in Fresno with the same KSOS call letters until it stopped operating in March. FCC officials say Dunn was notified of a \$2,000 fine in October but that he has not responded. As a result, the matter has been referred to the U.S. attorney for collection. Smith said the commission considers operation of unlicensed stations a serious matter. He said such stations must be shut down to preserve the integrity of the broadcast system. Meanwhile, Dunn, who has been quoted as saying he established the KSOS stations out of what he feels is the need of "blacks and other minority groups to have more of a say on the events in their communities." Two weeks ago, he wrote to the FCC field office in San Francisco asking for a radio application form.

Broadcasting

The Newsweekly of the Fifth Estate

1735 DeSales Street, N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

- Broadcasting**  **Magazine**
 3 years \$175 2 years \$125 1 year \$65 6 mos. \$32.50

(International subscribers add \$20 per year)

- Broadcasting**  **Cablecasting Yearbook 1986**

The complete guide to radio, TV, cable and satellite facts and figures—\$90 (if payment with order \$80) **Billable orders** must be accompanied by company business card or company purchase order. Off press April 1986. Please give street address for UPS delivery.

To order by MASTERCARD, VISA or CHOICE credit cards, phone toll free 800-638-SUBS

Name _____ Payment enclosed
 Company _____ Bill me
 Address _____ Home? Yes No
 City _____ State _____ Zip _____
 Type of Business _____ Title/Position _____
 Signature _____ Are you in cable TV operations Yes
 (required) No

For renewal or address change
place most recent label here



Blanc check. All-Star Radio Comedy, Los Angeles-based radio program supplier, has reached an agreement with Blanc Communications Corp. for exclusive syndication rights to Mel Blanc's comedy radio series, *Blankity Blancs*, a collection of 500 comedy bits. Mel Blanc (l) is best known as the voice of Bugs Bunny, Daffy Duck, Porky Pig and many other cartoon characters. With Blanc is Merrill Barr, All-Star's managing partner. All-Star Radio Comedy currently sells comedy programming to more than 600 radio stations.

Underwriting concerns dominate PBS meeting

Extent to which stations should go in running enhanced underwriting credits widely debated at convention



(L-r): Kobin, Cheifet, Meyer, Cauthen and Ives

They had heard it many times before, but at this year's annual public television meeting, the call seemed louder than ever to defend public broadcasting's request for increased federal funds and to decide once and for all how far to go with enhanced underwriting messages on noncommercial stations. The some 400 attending the joint meeting of the Public Broadcasting Service and the National Association of Public Television Stations in Washington last week (April 27-30) also received the news that their FY 1987 appropriation may be cut, and received support from lawmakers on the must-carry issue.

At a Tuesday luncheon (April 29), Representative Al Swift (D-Wash.) said that public broadcasting's forward funding would not safeguard it from budget cuts under the Gramm-Rudman-Hollings balanced budget law. The House Budget Committee, he said, was considering cutting about \$50 million from public broadcasting's FY '87 appropriation of \$200 million. "You were just heaving a sigh of relief at having resolved that problem," Swift said. "You finally got some decent funding levels through and you were going to go off and worry about some other things. Bad news. You've got to go back and worry about funding. And the sooner you get very active on that, the better off you're going to be on Capitol Hill."

The issue of funding the public broadcasting stations was raised also during discussion of enhanced underwriting—the liberalized on-air messages that public stations use to acknowledge corporate funding. The dilemma: gaining maximum funding from enhanced underwriting while retaining PBS's noncommercial character. The division within the noncommercial network was apparent, both in the degree to which such messages are being used and in the benefits of using them.

WGBH-TV Vice Chairman David Ives said that public television will "slide into" commercialism if a systemwide consensus is not reached and suggested that guidelines for the messages should "leave the least possible room for interpretation." He said PBS should coordinate the establishment of industrywide standards.

Henry Cauthen, president of the South Carolina Educational Television Network, said that other means of funding are threatened by enhanced underwriting and that "some stations have gone too far." He called for "great restraint" in these times of "rampant commercialism," adding that "when we hit the streets with rate cards in hand, much of the difference with our commercial brothers ceases to exist."

Richard Meyer, president of KERA-TV Dal-

las, advocated leaving policy decisions up to each station as long as they remain within the FCC guidelines—which the commission recently clarified (BROADCASTING, April 21). He said that his station has rejected more than 90% of the corporate ads offered to it, because they do not meet those guidelines.

President and general manager of WITF-TV Hershey, Pa., Stewart Cheifet, said his station had doubled its local corporate underwriting over the past year and had received few letters of concern over the station's use of enhanced underwriting messages. William Kobin, president and chief executive officer of KCET-TV Los Angeles, said he was "more ambivalent than ever" about enhanced underwriting messages and that his station was following a "cautious approach."

Trish Hibben, consultant to Chevron Corp., and GTE spokesman Philip Stevens (who appeared via videotape)—both national corporate underwriters—expressed concern that local enhanced underwriting may jeopardize the support from national underwriters, who contribute much more support than their local counterparts, but who often receive much less on-air acknowledgement.

How the issue will be resolved was not apparent last week. A majority of PBS station executives in Washington agreed after meeting in small group sessions that a system-wide task force should be convened to develop standards for underwriting practices to be used nationally and locally, and that more facts were needed on the degree enhanced underwriting credits are being used. But no consensus existed on how to enforce the guidelines. At a PBS board meeting Wednesday, PBS Chairman Alfred Stern said that stations must decide how to "police" the guidelines. It is "clear," he said, that PBS should not assume that role.

Also discussed at the conference last week was the must-carry issue and the industry compromise, which NAPTS President Peter Fannon said operates against the carriage of public television. FCC Commissioner James Quello called the 2% audience delivery a station needs to be carried by a cable system "ridiculous" and said he would definitely oppose it.

NAPTS Vice President and General Counsel Baryn Futa said that 68% of the

cable systems would be exempt from mandatory carriage of stations and in 52% of all U.S. counties, public television does not meet the viewing standard. In some areas, Futa said, public stations would not qualify in 74% of the counties. NAPTS wants public television's carriage on cable assured.

Representative John Dingell (D-Mich.) said earlier on Tuesday that a new must-carry rule "must recognize public broadcasting's special contribution to the American people." Dingell added that he expected the FCC to move forward on a new rule "in the most expeditious manner possible."

Alfred Sikes, the new head of the National Telecommunications and Information Administration, said there was "a very compelling public interest" in insuring that noncommercial television stations are carried on local cable franchises. He also said that it "simply was not acceptable" to deny public television stations access to the basic service tiers of cable systems which are local monopolies.

Swift said that the FCC's failure to defend the must-carry rules in court "should come as no surprise. Basically, the commission took a dive on the must-carry rule. . . There ought to be some grounds to charge the FCC with nonfeasance for the way it threw that fight," he said.

Corporation for Public Broadcasting President Martin Rubenstein told those at the conference that public broadcasting may have reached "the limit" in federal funding and that now is the time for commercial broadcasters to "tell us what it is that they will provide us." Commercial broadcasters, he said, "are profitable, and we are not. They serve a purpose and so do we. They must assist us." Rubenstein asked for "concrete proposals for financial assistance. . . I can't believe that an industry such as commercial broadcasting, profitable as it is, cannot come up with a consistent means of helping us as partners."

Dingell also said that public broadcasters "are not living up to their special responsibilities if they shy away," because of funding problems, from making controversial public affairs programming for fear of "alienating politicians or corporate sponsors who are becoming more and more important in terms of your business." He said that he expected the CPB board to "serve as a 'heat shield' to

insulate public broadcasters from extraneous interference and control," and that Congress would be watching "a little more now than in other times" to make sure that CPB is maintaining its independence.

In his keynote address, PBS President Bruce Christensen told the group that if public broadcasting is to continue as "broadcasting in the public interest," it must continue to air potentially controversial programs and "do a better job of explaining ourselves and our intentions." Christensen said that PBS does not "broadcast controversy for controversy's sake. We broadcast programs that will broaden and deepen discussion of issues." □

'Captain Midnight' strikes; preempts HBO with message decrying scrambling

Video vigilante interrupts satellite feed with warning to pay services

The nightmare became reality for Home Box Office shortly after midnight on April 27. At about 12:32 a.m. NYT, HBO's showing of "Falcon and the Snowman" was interrupted for about four minutes by a simple message against a background of standard color bars. The message: "Goodevening HBO from Captain Midnight. \$12.95? No Way! (Showtime/The Movie Channel Beware!)"

What had happened soon became clear. Someone—the mysterious Captain Midnight—had beamed his message to HBO's transponder with a signal so powerful it overwhelmed HBO's.

The incident, which has yet to be repeated, was clearly a protest against the scrambling of cable programming and its sale to the 1.5 million owners of backyard earth stations. HBO began scrambling HBO and its companion service, Cinemax, full-time on Jan. 15 and charging dish owners \$12.95 a month for each or \$19.95 a month for the pair. Showtime/TMC plans to scramble its two services May 27 and charge \$10.95 a month for each and \$16.95 a month for both.

The incident was also a vivid demonstration of the vulnerability of satellite communications. It showed that with an earth station big enough and powerful enough, a "video terrorist," as Captain Midnight has been called, can not only interfere with a signal to the point of making it unwatchable, but also replace it—at least for a short period—with a message or program of his own.

Whatever else Captain Midnight is, he is a criminal. By intentionally beaming a signal over a transponder belonging to someone else, said FCC's chief spokesman Bill Russell, he violated Section 501 of the Communications Act, risking a fine of up to \$10,000 and a year in jail. Lawyers were searching the criminal code for other violations that could be charged against Captain Midnight, Russell said. That the captain threatened Showtime/The Movie Channel, Russell said, may be cause for action.

According to Russell, the FCC, the criminal division of the Justice Department and

the Federal Bureau of Investigation are investigating the incident, hoping to track down and unmask Captain Midnight. The FCC's analysis of the tapes of the incident has yielded some information on the kind of earth station facility and character generator Captain Midnight had at his command, he said. Investigators have also received several "tips," one of which has led them to the "Dallas area," he said.

HBO and other cable programmers have been half expecting to see their satellite feeds hit with some harmful interference from dish owners upset from the programmers' decision to scramble. Such interference could be generated by almost anyone from almost anywhere with a large dish equipped with a transmitter instead of a receiver. Last fall, Eastern Microwave Inc. complained to the FCC that its satellite feed of superstation WOR-TV New York was disrupted by a mysterious interfering signal and suggested that the interference was intentional.

But none of the programmers were prepared to cope with the signal put on the bird by Captain Midnight. "This wasn't simply a backyard dish hooked up to a small transmitter," said Russell. "This was a large commercial broadcast-quality earth station."

Last Monday and Tuesday, satellite engineers were in Washington to discuss recommendations to the FCC for limiting unintentional interference with satellite signals, and one of the unofficial topics of the gathering was Captain Midnight. They agreed that to override the HBO signal, Captain Midnight

had to be at the helm of a large and powerful earth station. Jay Ramasastry, chief scientist, satellite technology, CBS/Broadcast Group, said the interferer had to have at least a 10-meter dish and 2,000 watts of RF power—enough to deliver a signal two or three decibels greater than HBO's.

"Whoever did it was working with some very professional equipment," said Robert Wold, chairman and chief executive officer of Wold Communications, who has been coping with unintentional interference for many years. "They had color bars and a character generator and a commercial uplink facility. It wasn't somebody transmitting off something he rigged together from Radio Shack gear." Wold said there are between 100 and 120 uplinks in the country capable of overriding the HBO signal.

HBO transmits two feeds (eastern and western) of HBO and Cinemax from the Shepley Communications Center in Hauppauge, N.Y., which has four 11-meter dishes. Captain Midnight disrupted the eastern feed of HBO on transponder 23 of Hughes Communications' Galaxy I.

The unprecedented incident has already had some political repercussions. Russell believes it will give new life to legislation that would "make it easier for the FCC to go after people for malicious interference." The legislation was introduced in the Senate by Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) and in the House by Telecommunications Subcommittee member John Bryant (D-Tex.).

"This video terrorism not only under-

This announcement appears as a matter of record only.



PRICE BROADCASTING COMPANY

Salt Lake City, Utah

\$40,000,000
Revolving Credit Facilities

Provided by

Bank of America NT&SA
Entertainment/Media Group

 **Bank of America**

Bank of America NT&SA

mines access to programming by dish owners, but cable subscribers and network broadcast viewers," said Tom Rogers, senior counsel of the House Telecommunications Subcommittee. "We are very concerned that there is a potential here for a major disruption of the nation's communications system." He said that the subcommittee will broaden the scope of its satellite scrambling hearing on May 21 to include intentional interference.

Although it's certain that Captain Midnight has become a kind of folk hero among dish owners who feel cheated by the scrambling and sale of cable programming on the

satellites, nobody was declaring solidarity with him last week.

The Satellite Television Industry Association (SPACE), which believes HBO is overcharging dish owners for their services, issued a statement saying it neither condones nor tolerates intentional interference. "Incidents of this nature are entirely wrong," it said.

"Quite frankly," added SPACE spokesman Joe Boyle, "he should be thrown in jail." He said federal authorities are vigorously pursuing Captain Midnight, hoping to catch and make an example out of him.

Radio Liberty editor turns up in Moscow

A high-ranking editor of Radio Liberty who had disappeared in Munich two months ago turned up at a news conference in Moscow last week. Oleg A. Tumanov, who was born in the Soviet Union and defected to the West 21 years ago, when he was 21, refused to answer questions at the news conference regarding his disappearance and return to Moscow. Instead, he used the news conference to denounce the station and its affiliate, Radio Free Europe, as a front for U.S. intelligence operations against his native Soviet Union.

Tumanov was the third-ranking official of Radio Liberty, which broadcasts to the Soviet Union. The station and RFE, which broadcasts to Eastern European countries, are financed by Congress and supervised by the Board for International Broadcasting. The stations, which are jammed by the Soviet

et Union, are located in Munich. Tumanov was last seen in that city on Feb. 25, a day after he left work early complaining he was not well.

Tumanov said in a prepared statement that the radios "are a convenient front for covert operations against the Soviet Union and oth-

er socialist countries." He named directors of the stations he said were members of either the Central Intelligence Agency or U.S. Military Intelligence. As for his years in the west, Tumanov said they had been a "nightmare." He said his return to the Soviet Union had been "tortuous."

RFE was founded in 1950 and RL a year later. For the first 20 years, they had secretly been funded by the CIA. When the CIA connection became known, Congress acted to provide them with their own funds that would be funneled through a semiautonomous agency, the BIB.

An RFE/RL spokesperson in Washington said the radios had no more information on Tumanov than was available from the wire services. Asked for comment on the charge that the radios were a nest for CIA agents, the spokesperson said, "We've heard that from our own media." Then she said there had been no RFE/RL employees who had also served the CIA for 15 years.

She said Tumanov had been considered "a nice guy and a good editor." □

Changing Hands

PROPOSED

KVIQ-TV Eureka, Calif. □ Sold by California Northwest Broadcasting Co. to Miller Broadcasting Co. for \$3.9 million. **Seller** is owned by Leah McConnell and her husband, Carl, who have no other broadcast interests. **Buyer** is owned by Ronald W. Miller, general

manager of station. Miller's wife, Diane, has interest in KMST(TV) Monterey and KJEO(TV) Fresno, both California. KVIQ-TV is independent on channel 6 with 100 kw visual, 16 kw aural and antenna 1,740 feet above average terrain.

KPOI-FM Honolulu □ Sold by Robert W. Sudbrink to Kilohana Broadcasting Inc. for \$2.6 million. **Seller**, Robert W. (Woody) Sudbrink, owns Delray Beach, Fla.-based group of four AM's and two TV's. **Buyer** is owned by Charles K. Cotton and three others. Cotton is former sales manager of KFMB-AM-FM San Diego. KPOI-FM is on 97.5 mhz with 83 kw and antenna 86 feet above average terrain. **Broker: Blackburn & Co.**

KTOB(AM) Petaluma, Calif. □ Sold by KTOB Inc. to North Bay Broadcasting Inc. for \$800,000, comprising \$400,000 cash and remainder note. **Seller** is principally owned by Robert S. Lipman and family and four others. It has no other broadcast interests. **Buyer** is owned by Barton J. Fenmore and Edward Gardner. Fenmore owns construction firm in Orange county, Calif. Gardner was San Francisco marketing vice president for Group W. KTOB is on 1490 khz full time with 1 kw. **Broker: William A. Exline, Inc.**

KQWK(FM) Pittsburg, Kan. □ Sold by Heartland Broadcasting Inc. to American Media Investments Inc. for \$747,405, comprising \$100,000 cash and remainder note. **Seller** is principally owned by Timothy O. Menowsky, who also has interest in co-located KNZS(AM). **Buyer** is owned by Robert D. Freeman, Frank L. Carney and O. Gene Bicknell. It also owns KKOW(AM) Pittsburg, Kan. KQWK is on 96.9 mhz with 100 kw and antenna 470 feet above average terrain.

KWBG-AM-FM Boone, Iowa □ Sold by Ken Kilmer Broadcasting Co. to KZBA Inc. for \$606,344. **Seller** is headed by Dennis W. Borwick. It has no other broadcast interests. **Buyer** is owned by Ben R. Doud, Tim Hob-

VOYAGER COMMUNICATIONS V, INC.

Carl Venters, Chairman
Jack McCarthy, President

has contracted to purchase

WXIK-FM
Shelby/Charlotte, North Carolina

for

\$5,500,000

from

CAPITOL BROADCASTING, INC.

James F. Goodman, President

We are pleased to have assisted
both parties in this transaction.

BLACKBURN & COMPANY

I N C O R P O R A T E D

Media Brokers & Appraisers Since 1947

WASHINGTON, D.C. 20036 ATLANTA, GA 30361 CHICAGO, IL 60601 BEVERLY HILLS, CA 90212
1100 Connecticut Ave., NW 400 Colony Square 333 N. Michigan Ave. 9465 Wilshire Blvd.
(202) 331-9270 (404) 892-4655 (312) 346-6460 (213) 274-8151

5/5/86

son and seven others. It owns KGWY-FM Gillette, Wyo. KWBG is 1590 khz with 1 kw day and 500 w night. KWBG-FM is on 98.3 mhz with 3 kw and antenna 210 feet above average terrain.

KBCQ(AM)-KCKN(FM) Roswell, N.M. □ Sold by National Capital Christian Broadcasting Inc. to Ardman Broadcasting Corp. for \$600,000. Seller recently sold WTLN(TV) Richmond, Va., to Sudbrink Broadcasting in exchange for KBCQ-KCKN ("Changing Hands," Jan. 20). It also owns WTKK(TV) Manassas, Va. Buyer is principally owned by Myer Feldman, who also has interest in WLLH(AM)-WSSH(FM) Lowell, Mass. KBCQ is on 1020 khz full time with 50 kw. KCKN is on 97.1 mhz with 100 kw and antenna 360 feet above average terrain.

WTAB(AM)-WKSM(FM) Tabor City, N.C. □ Sold by Prorad Communications Inc. to Great American Media Inc. for \$575,000, comprising \$250,000 cash, \$250,000 assumption of liability and remainder note. Seller is owned by Robert M. Binkley. It has no other broadcast interests. Buyer is owned by Donald W. Curtis, Thomas H. Campbell and J.D. Longfellow. It also owns WDUR(AM)-WFXC(FM) Durham, WTHP(FM) Thomasville, WIAM(AM)-WSEC(FM) Williamston and WMBL(AM)-WMBJ-FM Morehead City, all North Carolina. WTAB is daytime on 1370 khz with 5 kw. WKSM is on 104.9 mhz with 3 kw and antenna 425 feet above average terrain.

For other proposed and approved sales see "For the Record," page 78.



Lobbying partnership. Steven F. Stockmeyer, senior vice president for government relations at the National Association of Broadcasters from 1981 to 1983, has merged his government relations company, Stockmeyer & Co., with the Washington lobbying firm of Wexler, Reynolds, Harrison & Schule. WRH&S's clients have included the Motion Picture Association of America, the National Cable Television Association, Viacom, MCI and Mcfadden Holdings, which has made a takeover bid for John Blair & Co. Stockmeyer becomes a principal of the firm and will be active on such issues as scrambling and TV music licensing. Stockmeyer served as executive director of the National Republican Congressional Committee from 1975 to 1981.

NABB opposes UCLA post for Brenner

Group sends letter to UCLA chancellor taking issue with Fowler aide as choice to head communications law program

The National Association for Better Broadcasting has protested the appointment of Daniel Brenner, senior adviser to FCC Chairman Mark Fowler, as director of the communications law program at the University of California, Los Angeles.

In a letter to UCLA Chancellor Charles Young, NABB President Frank Orme alleged that Brenner's placement posed a "threat to the reputation for educational objectivity and intellectual integrity that your school of law has achieved over the past years." Orme said it was a matter of record that Brenner was the "architect and ardent advocate of an approach to regulatory law" that was opposed by organizations representing "millions" of consumers. "Many of these groups share our conclusion that Mr. Brenner is an obsessed flag carrier for the most extreme anti-public-interest policies and practices that have come to the forefront in broadcasting history."

Orme also said the NABB supported academic freedom. "We do not, however, believe that as individuals or as an organization we can remain silent while one of the nation's most sensitive communications law

academic positions becomes a soapbox for the dismal marketplace law doctrine espoused by Daniel Brenner," Orme said. "We must bear in mind that the participants in the UCLA Communications Law Program are captive students who will be graded according to their assimilation of, and compliance with, what they are taught under Mr. Brenner's philosophic direction.

"We hope and trust that you will consider the concerns of those...who will be dismayed to learn that the school of law at UCLA is becoming a training center for practices that we believe to be alien to acceptable standards for the legal profession.

"We do not, of course, object to the presentation of Daniel Brenner's convictions to law students at UCLA or anywhere else, either by Mr. Brenner or some other persons. But to have these fundamentally flawed prejudices taught as university-endorsed principles is another matter altogether."

Brenner declined comment beyond noting that he had never met Orme.

Carole Goldberg-Ambrose, associate dean of the UCLA law school, said the law school had "no doubts" about the soundness of Brenner's appointment. "We think he'll make a tremendous contribution to the school and to the program," Goldberg-Ambrose said.

Rev. Everett C. Parker, an NABB board member, disassociated himself from the letter. "Brenner is a competent scholar," Parker said. "I think it [the letter] is an unfair thing to have done." Orme said Parker was the only board member who disapproved of the letter. □

METROPLEX COMMUNICATIONS, INC.

has acquired

WRKB (AM) / WJZR (FM)

Charlotte, North Carolina

for

\$6,000,000

from

DOWNS RADIO, INC.

The undersigned initiated this transaction and assisted the parties in negotiations.

**CECIL L.
RICHARDS INC.**

A Confidential Service to Owners & Qualified Buyers

NEGOTIATIONS FINANCING APPRAISALS
TV CATV RADIO NEWSPAPERS

7700 LEESBURG PIKE
FALLS CHURCH, VA 22043
(703) 821-2552

4320 DUNDEE ROAD
NORTHBROOK, IL 60062
(312) 291-0188

Local TV news: nipping at the heels of the networks

Seminar held at Berkeley presents debate on growing sophistication of local news; some say there is threat to network newscasts; other panelists fear that although there is growing technical ability at local stations, there is less substance to news

Dramatic and rapid changes in the technologies of news gathering, reporting and distribution are having a profound effect on the content of such programming, agreed speakers participating in separate California seminars. Participants in the April 25-26 discussions were unanimous in the opinion that local stations are competing more effectively with the major commercial networks as a result of the changes, mostly wrought by satellites and computers, but there was deep-seated concern that attention is being distracted from journalistic fundamentals.

"Let's take three steps back and look at what we're doing," urged Peter Herford, producer of *CBS Sunday Morning*, during a day-long University of California-Berkeley panel session examining the future of televi-

sion news. "We should ask ourselves if [what we're doing] makes any sense. Unfortunately, that's not very fashionable right now... The emphasis is on doing, not reflecting."

Herford, a former writer, reporter and editor for CBS News, insisted that the quality of television news has not improved within the last 10 years, observing that "the machinery is there but the mind isn't." He said he is particularly distressed by the lack of editing in television news, pointing out that many stations put reporters on the air live for no purpose other than to show off their technical capabilities. Almost no stations, he contended, have a copy editor or equivalent "gatekeeper," thus allowing potentially inaccurate or misleading reports to be aired on a regular basis.

"The problems we have are very deep, very real and very depressing," Herford observed. "Much of what we do is simply not done very well. We should say no to some of the [technological] opportunities dropped in our laps."

Herford recalled the presence of dozens of

local news anchors at the 1984 political conventions, arguing that their satellite-delivered reports to home-town stations were primarily used for promotional purposes. The "star system" within television journalism, he lamented, has imposed an improper set of standards on the industry and effectively eliminated an anchor's usefulness in the field. "As soon as they hit the street, they are the biggest thing in town," Herford said.

Sounding a less pessimistic note was ABC News media critic and political analyst Jeff Greenfield, keynote speaker at both the UCB gathering and a one-day April 25 conference on "electronic campaigning in the information era" sponsored by the University of California-Los Angeles Communications Law Program.

Technology, Greenfield told the Berkeley Graduate School of Journalism audience, "is changing not just the playing field, but the nature of the game itself." Television news, particularly on the networks, may be "liberated" by developments such as easily accessible satellite distribution, simpler electronic newsgathering equipment and increased competition for international and national coverage. He contended that local news "bottomed out about five or six years ago" and has gotten steadily better in large part because of improved technology and higher caliber staffs.

"You don't need the networks now to cover the world," remarked Greenfield, referring to the use of portable Ku-band satellite earth stations by local stations. He said a plethora of nonnetwork sources of nonlocal reports, coupled with the introduction of direct video feeds to stations by politicians and other newsmakers, have made it feasible for an unaffiliated station to produce a creditable all-encompassing nightly newscast on its own. The improving profitability of local news has also enabled local stations to lure on-air talent from networks with lucrative offers, he added.

Nevertheless, Greenfield believes several factors mitigate against the long-term demise of network news, principally the large cost involved in maintaining an operation large enough to respond to major national and international stories. Local stations can't match the \$200 million annual budget of a network news division, he noted, which can sustain expensive newsgathering in places like South Africa, Libya and the Philippines.

But the political impact of the new technologies will be profound, Greenfield predicted. During the regional Southern states primary of 1988, he ventured, candidates will use two-way satellite hookups for live on-air interviews with local station anchors. This technique will eliminate much of the expensive and debilitating barnstorming typical of past campaigns, allowing candidates to re-

Closed: March 1986

San Antonio, TX
\$11,000,000.00

Orlando (Deland), FL
\$7,500,000.00

New Orleans, LA
\$7,000,000.00

AMERICOM
RADIO ★ BROKERS

900 Seventeenth St. N.W.

Washington, D.C. 20006

(202) 737-9000

main in Washington and redirect travel funds for other purposes.

Several speakers said they see a potential for news media manipulation under the new technological order. Herford recalled the April 14 attack of U.S. warplanes on Libya as an example of sophisticated news management for political purposes. It was no accident, he asserted, that news of the action was released at a time of maximum viewership (9 p.m. NYT).

"It's scary," Herford declared. "We're no longer reporters. Where is the countervailing force?"

During his formal presentation, Greenfield said he worries that networks might be more inclined to cancel money-losing news shows in the new era and could have problems obtaining affiliate cooperation in field reports. However, those same forces could also prompt the networks to experiment, he conceded. For instance, Greenfield suggested, one of the three might someday attempt a one-hour network newscast from 7:30 p.m. to 8:30 p.m., devoting the second half-hour to something other than hard news in a bid to compete against innovative local news programmers.

Others on the panel disagreed, including Michael Youngren, news director at KUTV(TV) Salt Lake City, who feels entertainment programming in prime time is much too lucrative for the networks to turn over to news.

However, Youngren predicted, "traditional network news is probably going to disappear" and be replaced by a kind of "electronic wire service" providing an unending "river of news." His station is an example of the growing independence of local news operations, said Youngren, relying on a mobile satellite transmission system, alternative video services and national and regional bureaus to program more than four hours of news daily.

In the near future, Youngren predicted, "some crazy affiliate powerhouse" will drop its network-provided evening newscast and use the \$6-to-\$8-million worth of advertising revenue available for that time period to produce its own all-encompassing newscast. He said the revenue base for such productions exists in the top 20 markets. "and the networks know that."

Youngren's forecast was endorsed by John R. Corporon, president of New York-based Independent Network News, who predicted such a preemption by the end of this decade. While such an experiment would be "fascinating," Corporon admitted it would run the risk of offending the network involved. But the trend is a positive one, he feels, because it lessens network domination in news and strengthens America's pluralistic democracy. The WPIX-TV New York executive cited a recent Frank Magid & Associates report that found a majority of viewers surveyed believe local stations can produce newscasts of similar quality to those of the networks. The same research suggested one-third of viewers actually prefer to receive national and international news from local anchors.

Corporon also agreed the industry will soon yield a nonexclusive video wire service similar to the print and audio offerings of the Associated Press and United Press Interna-

Polk honors. Ted Koppel and Richard N. Kaplan, of ABC News's *Nightline*, won the George Polk award for outstanding network television reporting for a week-long series on South Africa that aired in March 1985. Part of that series included a debate between South African Foreign Minister Pieter Botha and Anglican Bishop Desmond Tutu. The local television reporting award went to Vic Lee, Craig Franklin and Brian McTigue of KRON-TV San Francisco for *Clean Rooms—Dirty Secrets*. The radio reporting winner was Peter Laufer of NBC Radio News for *Nightmare Abroad*.

tional, although such a venture is not likely to come from the network news divisions.

"The networks are now competing with their own affiliates in [national and international] news programming," according to Corporon, whose company produces a nightly half-hour newscast for independent stations. The natural network news monopoly of the recent past "is not dying, but it's caught a bad cold... I don't think it's going to get fatal pneumonia." The networks have already started to significantly alter the way they do business, Corporon continued, reducing their news budgets and becoming more creative.

Stanley E. Hubbard II, vice president, Hubbard Broadcasting, also foresees affiliate preemption of network newscasts within the next few years, in part as a consequence of his firm's Conus Communications, which has sold mobile satellite equipment to 36 U.S. stations. He said Conus is also selling a new line of portable Ku-band uplinks small enough to be checked on airplanes as baggage. The implication of this trend, Hubbard believes, is that local stations may be better equipped to cover stories in Manila, Cape Canaveral and other distant news sites than the networks with which they are affiliated.

Hubbard estimated up to \$30 million in annual revenue could be generated by a San Francisco affiliate during the half hour currently turned over to network news. A consortium of stations in the largest 10 markets could produce a respectable newscast, Hubbard believes. (During a question-and-answer period, an unidentified representative of KEYT(TV) Santa Barbara, Calif., said her station was considering replacing its ABC evening newscast with material from alternative sources.)

Reese Schonfeld, vice president of Communications Development Corp. and former president of the Cable News Network, went one step further, insisting that, thanks to Hubbard's Conus, "the effect of satellites on newsgathering has ended and we are about to reap its fruits."

The networks fought long and hard to prevent such technology from taking hold, he maintained. "but the battle is over. They lost it and now they're climbing on board, thank God." As a result, said Schonfeld, "we've got a system that is probably more stable than it has been in years." He conceded locally originated newscasts supplanting network feeds "are doable and would probably make more money [for the stations]."

Schonfeld said the biggest news challenge facing the networks is shedding expensive overhead costs they have incurred as a consequence of emerging in a heavily regulated and unionized business environment. Just as established airlines have been given a run for their money by nonunionized upstarts like People Express, today's network will need to renegotiate union contracts and adopt less expensive technology if it is to survive, believes Schonfeld, now a consultant to Cablevision, a multisystem cable operator.

As the only network representative on the morning program, ABC News Vice President and Washington Bureau Chief George Watson dismissed the suggestion that the network/affiliate relationship is threatened by new technologies, arguing that neither has shown much interest "in disturbing what is still a pretty good thing... a partnership of convenience and profitability." It is not in an affiliate's best interest to bump network news, he said, because the deletion would increase local expenses and weaken the network.

But Watson conceded the networks have been "slow off the mark" in adapting to new technologies. While there is cause for concern, he concluded, network news will continue "in largely the same form" for the indefinite future.

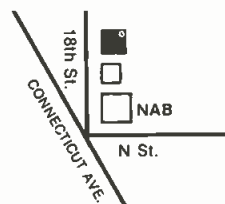
The journalistic implications of "unfiltered," and presumably unchallenged, news feeds from some sources, particularly political ones, was a concern raised by several panelists.

"I have a nagging fear that you are getting

JACK CHRISTIAN/CB, Inc.

has a new Washington location

1325 18th Street, N.W.
Washington, D.C. 20036



(just two doors down from the NAB)

Personal, discreet service
for serious buyers and
sellers of radio properties—
publishers of
Radio Group Management.



something that looks like news but may not actually be news," Greenfield lamented, adding that many politicians believe they get "an easier pass [to viewers]" when feeding directly to a local station. Both Hubbard and Youngren agreed.

During an afternoon panel, television news talent agent Don Fitzpatrick of San Francisco-based Fitzpatrick Associates predicted a continuing defection of network personnel to local markets, citing a desire for "normalization of life style," fresh, creative challenges and the hefty salaries many outlets offer. Local news has matured, he said, and "stations are not looking for cheerleader types with no brains in their heads. They are looking for substance."

KRON-TV San Francisco Associate News Director Robert Hodieme echoed Fitzpatrick, saying that much of the bureaucracy evident at the networks is missing in the field.

"If we did a documentary on Marilyn Monroe, I guarantee you it would see the light of day," he said, alluding to ABC's decision last fall to cancel a 20/20 segment on the controversial circumstances of Monroe's death. Hodieme joked that anchor Sylvia Chase joined KRON-TV last November not so much because of that independence but because "we are paying her wheelbarrows full of money."

Hodieme said KRON-TV was dissatisfied with the volume of NBC's Philippine coverage and sent its own crew to Manila as compensation. He contended all three San Francisco affiliates originated better Philippine coverage than the networks "because we were interested in it... We covered the hell out of it." The Bay Area, he noted, has the largest Filipino population in the U.S.

Tom Wolzien, vice president of editorial and production services for NBC, based in New York, admitted that local stations now have the technical capacity and journalistic expertise to cover stories that would have been the exclusive province of the networks in past years, but warned some ambitious reporting may come "crashing to a halt" if major libel suits are filed against local producers. Over all, he said, it remains in the networks' interest to help their affiliates attract large local news audiences. Wolzien said that at NBC that commitment has been demonstrated through the network's expanded use of a six-transponder satellite distribu-



AP adds another. The members of the Associated Press have picked a fourth broadcaster to fill a newly created position on their 21-member board of directors. The new representative is Robert Morse (above), president, WHAS-AM-TV Louisville, Ky., and president-elect of the subsidiary AP Broadcasters Inc. He will serve a one-year term. The Associated Press also re-elected Frank Batten, chairman of Landmark Communications, Norfolk, Va., to be chairman, and William Keating, chairman and chief executive officer of the Detroit Newspaper Agency, to be vice chairman and chairman-elect. According to APB President Clint Formby, the new seat on the board is "further recognition by the AP of the growth and maturity of the electronic media." Morse will provide the committee with a television station manager's view of issues, according to AP Chairman Batten.

tion system and an increase of internal news feeds to as many as 50 stories per day.

A serious and underdiscussed ethical problem on the horizon, according to the NBC executive, is presented by new digital retouching equipment capable of dramatically changing details in video news footage submitted.

"Once this technology gets out there," he cautioned, "we're going to have a helluva

time telling what's real and what's unreal."

The final Berkeley speaker was *Los Angeles Times* television critic Howard Rosenberg, who took an admittedly pessimistic view of the ascendancy of local news.

"I'm seeing more of it, but there is less substance to it," he sighed. "Television tends to turn an ordinary person into a personality. Too many people go into television [news] to become personalities and for the money, not to practice journalism." Rosenberg noted that even in cities smaller than the top 25 markets, "some anchors are earning \$250,000 a year... It's going to be pretty scary [if local news predominates in the future]."

Rosenberg complained that the distinctions between news and entertainment have been blurred by the emergence of stylized news magazines such as CBS's *West 57th* and the concurrent disappearance of traditional long-form documentaries.

On the question of whether evening network newscasts could soon be supplanted by locally originated programs covering the same material, Rosenberg said that situation essentially exists already in Los Angeles. KRON-TV's Hodieme pointed out that similar situations exist with independents in smaller markets such as San Francisco, but estimated it would take at least \$50 million to execute a newscast approaching the quality and depth of those currently produced by the networks. Greenfield recommended against such a move on different grounds, arguing that viewers would be turned off by the severing of long-term relationships they have established with network news personalities.

During the UCLA roundtable (April 25), presented by the school's communications law program with funding from the Markle Foundation, Greenfield downplayed the potentially negative impact of new technologies on the electoral process, saying that individual values and interests are unlikely to be affected by them. "People still vote on what [a candidate] stands for," he asserted, adding that "only some [technological] changes affect substantive power. American politics has changed less over the decades than we think."

The most significant substantive political changes have been wrought by the computer, Greenfield argued, which has replaced thousands of volunteers previously recruited to gather critical campaign information. President Reagan's performance during the first 1984 campaign debate with Walter Mondale, he said, was determined via computer-based surveys to have had a negative impact on young voters. By the next day, Greenfield noted, the President's campaign staff had taken steps to improve Reagan's television image among 18-to-30-year-olds.

"Any form of communications technology will be used to try and sell candidates," Greenfield said, pointing out that videocassettes are now being used in California and satellite teleconferences in other states to promote candidates or ballot measures. Such approaches have the potential to reduce spending on more traditional media, including television and radio. He singled out the latter medium as President Reagan's "real millieu," terming him "the best rhetorician

The only thing you need to know about financing.

Call Bruce Cranston at (303) 321-7550.
2930 East Third Avenue, Denver, CO 80206

BROADCAST BROKERS.
**DANIELS
& ASSOCIATES**

for the ear since Roosevelt and maybe even better [than the former President]." Reagan's weekly radio address has attracted a small but important consistency of older and more conservative loyalists, Greenfield feels.

Cable's most significant contribution to the political scene is probably C-SPAN, he said, which continues to raise substantive issues within various ideologies.

Greenfield believes the purchase of broadcast television time has become more important in modern campaigns, which means the Republican party currently has an enormous advantage over the Democratic party that will likely last a long time.

"The Republican party is the king of PAC'S," Greenfield declared, raising more funds by far than any other political action

committee. He estimated Republicans raise \$8 to \$12 for every dollar raised by Democrats. As a result, "Republicans could be permanently enshrined by their access to technology and money."

Analyst Robert Meadow, a University of Southern California political science professor, agreed that computer-based technologies have changed political campaigns and noted that videocassettes may soon become "the equivalent of the electronic potholder." Some office seekers are giving away educational cassettes with an introductory message from the candidate. He warned that such expensive appeals may create an environment of "political haves and have-nots" and wondered about the public policy implications of new media unfettered by fairness

doctrine and equal-time constraints.

Linda Douglas, political reporter for KNBC(TV) Los Angeles, said she is also concerned about the lack of news media access to direct mail campaign appeals, which Douglas feels should be bound by disclosure requirements.

"We don't know what candidates are saying to the voters," she complained. "They are speaking almost in secret to the voter." She said the rapid rise in direct mail comes at a time when most candidates are reevaluating their use of "free media" and relying more on purchased time to get their messages across. The "evolving conventional wisdom" among candidates, said Douglas, is that news coverage may not benefit them as much as carefully produced ads. □

Taking stock of television news via satellite

'Christian Science Monitor' conference features journalists around the world answering questions from students

Television should treat major issues in greater depth, but viewers must demand such coverage if they really want it, two newsmen agreed during a three-continent videoconference on broadcasting.

Students from more than 200 colleges in 10 countries heard and questioned reporters in London, Tokyo and Vienna during a session sponsored by *The Christian Science Monitor*. Audio hookups linked the schools to the Boston conference hub.

Edwin Newman, media commentator, PBS host and former NBC correspondent, agreed with former CBS correspondent Richard C. Hottelet that the public gets the quality of journalism it demands.

TV tends "to concentrate on the dramatic" and sometimes fails to distinguish "between what's important and what's theatrical," Newman said. But, he added, "Americans are extremely well-informed."

Networks don't underestimate viewers' intelligence, Newman said, but have to respond to the ratings. There are very few network documentaries on scientific technical issues, he said, "because people don't find them exciting. If there's a demand for better journalism, it will emerge."

Newman and ABC chief foreign correspondent Pierre Salinger said that journalists haven't carelessly escalated the problem of international terrorism.

Salinger said: "It's our fault that we've made people afraid to travel to Europe, when it's probably more dangerous to cross the street" in America. But, he said, "we're not responsible for terrorism, and we don't tell everything we know" when full disclosure endangers hostages.

When covering the Third World, Robert Siegel, National Public Radio news and programming director, tries to blend breaking news and "texture of life" stories. He defended American reporting from Lebanon, saying journalists "went to extraordinary lengths to find out what is going on" there amid civil war and death threats.

Eric Friesen, American Public Radio executive vice president, said reporters, edi-



Siegel and Gilleland

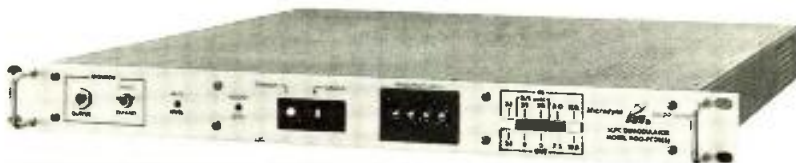
tors and news executives should always challenge one another's definition of stories and should fight a "narrowness in concept about what is news" to increase sensitivity to the need for more Third World coverage.

The media, government and educators must all place more emphasis on Third World cultural and religious history if coverage is to improve, said LaRue Gilleland, Northeastern University journalism department chairman. "We paid dearly" for a lack of in-depth coverage of Indochina from the 1930's to the early 1960's, he said.

But Morton Dean, INN chief correspondent and former CBS commentator, asked Gilleland: "Where do you put" all this information? Network news shows are only 22 minutes long, he noted—something must be taken out for anything to be put in. □

Still in the running. The number of candidates for first-journalist-in-space honors was reduced to eight finalists in the Southeast region last week. Eight—chosen from a group of 20 semifinalists in the region—are James J. Snyder, Mutual Broadcasting Co.; Barry Serafin and James T. Wooten, both of ABC News; Robert A. Navias and Alexander H. Rossiter, of United Press International; Kathy Sawyer, of *Washington Post*; Jay Barbree, of NBC News, and Marcia Bartusiak, freelance science writer from Norfolk, Va. They were selected to make the second cut after being interviewed in Chapel Hill, N.C., and appearing before a panel of judges. An additional 16 finalists from the northeast and south central regions are to be announced next week. The final 16, from the north central and western regions, are expected to be announced by May 14. The date for launch of the shuttle that will carry first journalist into space is yet to be announced. The selection process is being conducted by the Association of Schools of Journalism and Mass Communication.

OUTSTANDING AGILITY



MICRODYNE PCDR-5 SCPC SATELLITE RECEIVER

BUY DISTRIBUTER
DIRECT & SAVE

ALLIED
Satellite Equipment
(317) 962-8596

For the Record

As compiled by BROADCASTING, April 24 through April 30, 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

- New FM Anchorage, Alaska (CP)—Seeks assignment of license from Alaska Black Broadcasting to Korlyn Broadcasting Inc. for \$30,170. Seller is owned by Major C. Jones and his wife, Margaret. It has no other broadcast interests. Buyer is owned by J.K. Hage, Kent Byus and Bill Lawrence. It has no other broadcast interests. Filed April 22.
- KAPR(AM)-KRRK(FM) Douglas, Ariz. (AM: 930 khz; 2.5 kw-D; FM: 95.3 mhz; 3 kw; HAAT: 270 ft.)—Seeks assignment of license from Doug-Comm Inc. to Unicorn Communications Inc. for \$230,000. Seller is owned by Milton Hermann, who has no other broadcast interests. Buyer is owned by Manuel F. Siverio; his father, Manuel; R. LaVance

Carson; his son, Lawrence, and Ronn Prohaska. It has interests in WADO(AM) New York and KMIA(AM) Fort Worth. Carson also owns WPBK(AM) Whitehall, Mich. Prohaska is general manager of WPBK. Filed April 16.

■ KIKO(AM) Miami and KIKO(FM) Globe, both Ariz. (AM: 1340 khz; 1 kw-D; 250 w-N; FM: 100.3 mhz; 15.3 kw; HAAT: 4,100 ft.)—Seeks assignment of license from Willard Shoecraft to Keycom Corp. for \$1,750,000. Seller has no other broadcast interests. Buyer is owned by Denny Durbin, Phoenix-based contractor and real estate broker with no other broadcast interests. Filed April 22.

■ KFNC(FM) Stuttgart, Ark. (CP)—Seeks assignment of license from Chudy Broadcasting Corp. to Bobby Caldwell for \$25,000. Seller is owned by Nancy S. Chudy, who has no other broadcast interests. Buyer has interest in KWYN-AM-FM Wynne, Ark. Filed April 17.

■ KVIQ-TV Eureka, Calif. (ch. 6; ERP vis. 100 kw; aur. 16 kw; HAAT: 1,740 ft.; ant. height above ground: 377 ft.)—Seeks assignment of license from California Northwest Broadcasting Co. to Miller Broadcasting Co. for \$3.9 million. Seller is owned by Leah McConnell, who has no other broadcast interests. Buyer is owned by Ronald W. Miller, who was general manager of station, Miller's wife, Diane, has interest in KMST(TV) Monterey and KJEO(TV) Fresno, both California. Filed April 21.

■ KTOB(AM) Petaluma, Calif. (1490 khz; 1 kw-U)—Seeks assignment of license from KTOB Inc. to North Bay Broadcasting Inc. for \$800,000, comprising \$400,000 cash and remainder note. Seller is principally owned by Robert S. Lipman and family and four others. It has no other broadcast interests. Buyer is owned by Barton J. Fenmore and Edward Gardner. Fenmore owns construction firm in Orange county, Calif. Gardner was San Francisco marketing vice president for Group W. Filed April 22.

■ KSLP(FM) San Luis Obispo and KBKE(FM) Bakersfield, both California (KSLP: CP on 88.9 mhz; KBKE: CP on 91.3 mhz; 600 w; HAAT: 496 ft.)—Seeks assignment of license from Pacific States Educational Foundation to Family Stations Inc. for \$6,000 each. Seller is headed by Joel N. Heath, manager. It has no other broadcast interests. Buyer is Oakland, Calif.-based nonprofit group of three AM's, 17 FM's and one TV headed by Harold Camping. Filed April 18.

■ KLIM(AM) Limon, Colo. (1220 khz; 250 w-D)—Seeks assignment of license from Robad Broadcasting Co. to Green-Harris Broadcasting Corp. for \$150,000. Seller is owned by Robert D. Hawthorne, who has no other broadcast interests. Buyer is owned by Larry Green and Ramona L. Harris. Green is weatherman on KCNC-TV Denver. Harris is consultant to KVOJ(AM) Edna, Tex. Filed April 21.

■ WWSS(AM) Lynn Haven, and new AM Brandon, both Fla. (CP)—Seeks assignment of license from Jerry J. Collins to ASTI Broadcasting Corp. for \$37,000. Seller owns WDCQ(AM) Pine Island Center, Fla., and CP in Royal Palm Beach, Fla. Buyer is owned by Bruce J. Micck and Kenneth R. Zerbe. It has no other broadcast interests. Filed April 23.

■ KPOI-FM Honolulu (97.5 mhz; 83 kw; HAAT: 86 ft.)—Seeks assignment of license from Robert W. Sudbrink to Kilohana Broadcasting Inc. for \$2.6 million. Seller is owned by Robert W. (Woody) Sudbrink, who owns Delray Beach, Fla.-based group of four AM's and two TV's. Buyer is owned by Charles K. Cotton and three others. Cotton is former sales manager of KFMB-AM-FM San Diego. Filed April 21.

■ WWKI(FM) Kokomo, Ind. (100.5 mhz; 20 kw; HAAT: 500 ft.)—Seeks assignment of license from B.G.S. Broadcasting Inc. to Shepherd Communications of Grand Rapids for \$3,900,000. Seller is owned by Donald R. Rice and James L. Gregg, who also owns WWKI-TV Kokomo, Ind. Buyer is owned by John J. Shepherd (70%), John P. Reilly and Grant J. Gruel. It also owns WXMI(TV) Grand Rapids, Mich. Filed April 23.

■ KWBG-AM-FM Boone, Iowa (AM: 1590 khz; 1 kw-D; 500 w-N; FM: 98.3 mhz; 3 kw; HAAT: 210 ft.)—Seeks assignment of license from Ken Kilmer Broadcasting Co. to KZBA Inc. for \$606,344. Seller is headed by Dennis W. Borwick. It has no other broadcast interests. Buyer is owned by Ben R. Doud, Tim Hobson and seven others. It owns KGWY-FM Gillette, Wyo. Filed April 22.

■ KICI-TV Iowa City, Iowa (ch. 20; ERP vis. 5,000 kw; aur. 501 kw; HAAT: 600 ft.; ant. height above ground: 480)—Seeks assignment of CP from Iowa Television Au-

Services

AERONAUTICAL CONSULTANTS
TOWER LOCATION HEIGHT STUDIES
FAA NEGOTIATIONS

JOHN CHEVALIER, JR.
AVIATION SYSTEMS, INC.
28441 HIGHRIDGE RD STE 201
ROLLING HILLS ESTATES CA 90274
(213) 377-3449

301-731-5677



Complete
Broadcast Facility
Design & Installation
systems Ltd.

1515 Annapolis Road Suite 411
Hollywood, Maryland 20784

BROADCAST DATA SERVICES

Computerized Broadcast Service
Including
Data Base/Allocation Studies
Terrain Profiles
A Div. of Maffet, Larson & Johnson, Inc.
(703) 841-0282

RAMTRONIX, INC.

Connector Supplier
to the Broadcast Industry
Kings/ITT Cannon
67 Jeffry Blvd. E.
Deer Park, N.Y. 11729
(516) 242-4700

Stephen Raleigh Broadcast Services

Full Service Technical Consulting
Specialists In Audio & RF Systems
Facility Design & Installation
P.O. Box 3403, Princeton, N.J. 08540
(609) 799-4357

FCC ON-LINE DATABASE

dataworld

Allocation/Terrain Studies
AM • FM • TV • LPTV • ITFS
4827 Rugby Ave., Suite 200
Bethesda, MD 20814
(301) 652-8822 1-800-368-5754

Complete Listing Of:

**UNUSED
CALL LETTERS**

Call Letter Systems
P. O. Box 13789
Jackson, MS 39236-3789
(601) 981-3222

Completely Current - No Maritime Calls

**AVAILABLE
CALL LETTERS**

WITH FULL APPLICATION KIT
RADIO INFORMATION CENTER
575 Lexington Avenue New York, NY 10022
(212) 371-4828

Ornwall
Associates
inc

(818) 351-5521

Professional
Services to the
Broadcasting &
Production
Industries
in
Architecture
Interior Design
Technical Design
Construction Mgt.

Professional Cards

A.D. RING & ASSOCIATES, P.C.
CONSULTING RADIO ENGINEERS
 Suite 500
 1140 Nineteenth St., N.W.
 Washington, D.C. 20036
 (202) 223-6700
 Member AFCEE

SAIC Carl T. Jones
 Corporation
 A Subsidiary of Science Applications International Corporation
CONSULTING ENGINEERS
 7901 YARNWOOD COURT
 SPRINGFIELD, VA 22153
 (703) 569-7704
 MEMBER AFCEE

LOHNES & CULVER
 Consulting Engineers
 1156 15th St., N.W., Suite 606
 Washington, D.C. 20005
 (202) 296-2722
 Member AFCEE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
 1015 15th St., N.W., Suite 703
 (202) 783-0111
 Washington, D.C. 20005
 Member AFCEE

SILLIMAN AND SILLIMAN
 8701 Georgia Ave. #805
 Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
 (301) 589-8288
THOMAS B. SILLIMAN, P.E.
 (812) 853-9754
 Member AFCEE

Moffet, Larson & Johnson, Inc.
 Consulting Telecommunications Engineers
1925 North Lynn Street
Arlington, VA 22209
(703) 841-0500
 Member AFCEE

DAVID STEEL
& ASSOCIATES, INC.
 P. D. Box 230
 Main St & Melvin Ave
 Queenstown, MD 21658
 (301) 827-8725
 Member AFCEE

ANDRUS AND ASSOCIATES, INC.
ALVIN H. ANDRUS, P.E.
 351 SCOTT DRIVE
 SILVER SPRING, MD 20904
 301 384-5374
 Member AFCEE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
 Box 68, International Airport
 San Francisco, California 94128
 (415) 342-5208
 Member AFCEE

JOHN B. HEFFELFINGER
 9233 Ward Parkway, Suite 285
 816-444-7010
 Kansas City, Missouri 64114
 Member AFCEE

JULES COHEN
& ASSOCIATES, P.C.
 Suite 400
 1730 M St. N.W.
 Washington DC 20036
 (202) 659-3707
 Member AFCEE

CARL E. SMITH
CONSULTING ENGINEERS
 AM-FM-TV Engineering Consultants
 Complete Tower and Rigging Services
 "Serving the Broadcast Industry
 for over 30 Years"
 Box 2727 Bath, Ohio 44210
 (216) 659-4440

VIR JAMES
CONSULTING ENGINEERS
 Applications and Field Engineering
 Computerized Frequency Surveys
 3137 W. Kentucky Ave.—80219
 (303) 937-1900
DENVER, COLORADO
 Member AFCEE & NAB

E. Harold Munn, Jr.,
& Associates, Inc.
 Broadcast Engineering Consultants
 Box 220
 Coldwater, Michigan 49036
 Phone: 517-278-7339

ROSNER TELEVISION
SYSTEMS
CONSULTING & ENGINEERING
 250 West 57 Street
 New York, N.Y. 10107
 (212) 246-2850

Mullaney Engineering, Inc.
 Consulting Telecommunications Engineers
 9049 Shady Grove Court
 Gaithersburg, MD 20877
 301-921-0115
 Member AFCEE

HATFIELD & DAWSON
 Consulting Engineers
 Broadcast and Communications
 4226 6th Ave., N.W.,
 Seattle, Washington, 98107
 (206) 783-9151
 Member AFCEE

ENTERPRISE ENGINEERING P.C.
 Consulting Engineers
 FW HANNEL PE
 PO Box 9001 Peoria, IL 61614
 (309) 691-4155
 Member AFCEE

STRUCTURAL SYSTEMS
TECHNOLOGY, INC.
 MATTHEW J. VLISSIDES, P.E.
 PRESIDENT
 TOWERS, ANTENNAS, STRUCTURES
 New Tall Towers, Existing Towers
 Studies, Analysis, Design Modifications,
 Inspections, Erection, Etc.
 6867 Elm St., McLean, VA 22101-7743 756-9765
 Member AFCEE

C. P. CROSSNO & ASSOCIATES
 Consulting Engineers
 P.O. Box 18312
 Dallas, Texas 75218
 (214) 669-0294
 Member AFCEE

JOHN F.X. BROWNE
& ASSOCIATES, P.C.
 525 Woodward Ave.
 Bloomfield Hills, MI 48013
 (313) 642-6226
 Washington Office
 (202) 293-2020
 Member AFCEE

D.C. WILLIAMS
& ASSOCIATES, INC.
 Consulting Engineers
 AM FM TV LPTV CATV
 POST OFFICE BOX 700
FOLSOM, CALIFORNIA 95630
 (916) 933-5000

R.L. HOOVER
 Consulting Telecommunications Engineer
 11704 Seven Locks Road
 Potomac, Maryland 20854
 301-983-0054
 Member AFCEE

SHERMAN & BEVERAGE
ASSOCIATES INCORPORATED
CONSULTING &
FIELD SERVICES
 P.O. Box 770
 WILLIAMSTOWN, NEW JERSEY
 (609) 728-2300 08094

CLARENCE M. BEVERAGE
COMMUNICATIONS TECHNOLOGIES INC
 BROADCAST ENGINEERING CONSULTANTS
 SUITE 15 123 CREEK ROAD
 MOUNT HOLLY N.J. 08060
 (609) 722-0017

 **LAWRENCE L. MORTON**
ASSOCIATES
 2167 SUPERIOR LANE
 LAKE FOREST, CALIFORNIA 92650
LAWRENCE L. MORTON, E.E.
 AM • FM • TV
 APPLICATIONS • FIELD ENGINEERING
 ANTENNA BROADBANDING FOR AM STEREO
 (714) 859-6015

SELLMEYER & KRAMER, INC.
CONSULTING ENGINEERS
 J.S. Sellmeyer, P.E., S.M. Kramer, P.E.
 APPLICATIONS • FIELD ENGINEERING
 P.O. Box 841 McKinney, TX 75069
 214-542-2056 214-548-8244
 Member AFCEE

PAUL DEAN FORD
 BROADCAST ENGINEERING CONSULTANT
 R.R. 12, Box 379
 WEST TERRE HAUTE, INDIANA 47885
 812-535-3831

 **Teletech, Inc.**
TELECOMMUNICATIONS ENGINEERS
 FM-TV-MDS-LPTV-Land Mobile
 Applications—Frequency Searches
 P.O. Box 924
 Dearborn, MI 48121
 (313) 562-6873

D.B. COMMUNICATIONS, INC.
 Broadcast/RCC/cellular/satellite
 Telecommunications Consultants
 4401 East West Highway, Suite 404
 Bethesda, Maryland 20814
 (Located in Washington, D.C. Area)
 (301) 654-0777
 contact Darrell E. Bauguess

RICHARD L. BIBY, P.E.
COMMUNICATIONS ENGINEERING
SERVICES, P.C.
 1600 Wilson Boulevard, #1003
 Arlington, Virginia 22209
 (703) 522-5722
 Member AFCEE

JOHN J. DAVIS
& ASSOCIATES
CONSULTING ENGINEERS
 P.O. BOX 128
 SIERRA MADRE, CA 91024-0128
 (818) 355-6909
 Member AFCEE

EDM & ASSOCIATES, INC.
 B/cast AM FM-TV-LPTV ITFS-Translator
 Frequency Searches & Rule Makings
 C/Carrier-Cellular, Satellites
 MMDS, P/P Microwave
 FCC 1st Class & PE licensed staff
 1234 Mass. Ave., N.W., Suite 1006
 Washington, D.C. 20005 Phone (202) 639-8880
 Member AFCEE

contact
BROADCASTING MAGAZINE
 1735 DeSales St. N.W.
 Washington, D. C. 20036
 for availabilities
 Phone: (202) 638-1022

LECHMAN & JOHNSON
 Telecommunications Consultants
 Applications - Field Engineering
 2033 M Street N.W. Suite 702
 Washington DC 20036
 (202) 775-0057

hority Corp. to Hawkeye Broadcasting Ltd. Partnership for \$45,000. Seller is owned by William B. Newbrough, who also owns KBTW(TV) Des Moines, Iowa, and has interest in KRNA(FM) Iowa City, Iowa. Buyer is owned by Walter R. Brewster and his mother, Dorothy. It also owns LPTV's in Iowa City and Williamsport, Pa. Filed April 17.

■ KQWK(FM) Pittsburg, Kan. (96.9 mhz; 100 kw; HAAT: 470 ft.)—Seeks assignment of license from Heartland Broadcasting Inc. to American Media Investments Inc for \$663,990.05, comprising \$100,000 cash and remainder note. Seller is principally owned by Timothy O. Menowsky, who also has interest in colocated KNZS(AM). Buyer, owned by Robert D. Freeman, Frank L. Carney and O. Gene Bicknell, also owns KKOW(AM) Pittsburg, Kan. Filed April 17.

■ WKMI(AM) Kalamazoo, Mich. (1,360 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from Steere Broadcasting Corp. to Hicks Broadcasting Corp. for \$850,000, plus \$150,000 noncomplete agreement. Seller is owned by David Steere, who has no other broadcast interests. Buyer is owned by David L. Hicks, who also owns WKNR(AM)-WKFR(FM) Battle Creek, Mich. He has also filed petition for waiver of 18 months to dispose of WKNR(AM). Filed April 18.

■ KGRZ(AM)-KDXT(FM) Missoula, Mont. (AM: 1450 khz; 1 kw-D; 250 w-N; FM: 93.3 mhz; 43 kw; HAAT: 2,440 ft.)—Seeks assignment of license from Windpoint 1970 Holding Co. to Sunbrook Missoula Radio Corp. for \$800,000. Seller is owned by Samuel C. Johnson. It has interest in KUDY(AM)-KICN(FM) Spokane, Wash., and KRAM(AM)-KKLZ(FM) Las Vegas. It also has interest in WLNS-TV Lansing, Mich.; WKBT-TV La Crosse, Wis., and WDKY-TV Lexington, Ky. Johnson also owns Racine, Wis.-based manufacturer, S.C. Johnson & Son Inc., makers of Johnson Wax and other products. Buyer is equally owned by Larry Roberts, Alan Cooper and his brother, Edward. It also owns KCSJ(AM)-KUSN(FM) Pueblo, Colo., and KXTL(AM)-KQUY(FM) Butte, Mont. Filed April 21.

■ KBCQ(AM)-KCKN(FM) Roswell, N.M. (1020 khz; 50 kw-U; FM: 97.1 mhz; 100 kw; HAAT: 360 ft.)—Seeks assignment of license from National Capital Christian Broadcasting Inc. to Ardman Broadcasting Corp. for \$600,000. Seller recently exchanged WLTT(TV) Richmond, Va., for this station from Sudbrink Broadcasting (BROADCASTING, Feb. 10). It also owns WTTK(TV), Manassas, Va. Buyer is principally owned by Myer Feldman, who has interest in WLH(AM)-WSSH(FM) Lowell, Mass. Filed April 17.

■ KRSY(AM) Roswell, N.M. (1230 mhz; 1 kw-D; 250 w-N)—Seeks assignment of license from Enchantment Broadcasting Corp. to Ray Moran for assumption of liabilities. Seller is owned by Jim C. Moore, who has no other broadcast interests. Buyer owns KJTV(TV) Lubbock, Tex. Filed April 18.

■ WBZA(AM) Glens Falls and WNIQ-FM Hudson Falls, New York (1230 khz; 1 kw-D; 250 w-N; FM: 107.1 mhz; 3 kw; HAAT: 844 ft.)—Seeks assignment of license from Pathfinder Communications Corp. to Northway Broadcasting Inc. for \$800,000. Seller is owned by Dennis H. Curley. It also owns new FM in Caribou, Me. Buyer is equally owned by William C. Burris, David G. Mitchell, Joseph A. Reilly, Donald F. Snyder and E. Mark Vieira. Reilly has interest in WIZR(AM)-WSRD(FM) Johnston, N.Y. Mitchell is general manager of WINR(AM) Binghamton, N.Y. Snyder is general manager of WBNG-TV Binghamton, N.Y. Filed April 22.

■ WJGE(FM) Saranac Lake, N.Y. (101.7 mhz)—Seeks assignment of construction permit from DGR Communications Inc. to WNBZ Inc. for assumption of liabilities. Seller is owned by David J. Doherty, Arthur I. Rose and David C. Garner. It also owns WSCM(AM)-WITU(FM) Cableskill, N.Y. Buyer is principally owned by James Rogers and his wife, Cornelia. It owns WNBZ(AM) Saranac Lake, N.Y. Filed April 18.

■ WTAB(AM)-WKSM(FM) Lenoir City, N.C. (AM: 1370 khz; 5 kw-D; FM: 104.9 mhz; 3 kw; HAAT: 425 ft.)—Seeks assignment of license from Prodad Communications Inc. to Great American Media Inc for \$575,000, comprising \$250,000 cash, \$250,000 assumption of liability and remainder note. Seller is owned by Robert M. Binkley. It has no other broadcast interests. Buyer is owned by Donald W. Curtis, Thomas H. Campbell and J.D. Longfellow. It also owns WDUR(AM)-WFXC(FM) Durham and WTHP(FM) Thomasville, WIAM(AM)-WSEC(FM) Williamston, WMBL(AM)-WMBJ-FM Morehead City, all North Carolina. Filed April 23.

■ KEBC(FM) Oklahoma City, Okla. (94.7 mhz; 100 kw HAAT: 440 ft.)—Seeks assignment of license from Electronic Broadcasting Co. to Van Wagner Broadcasting OKC Inc. for \$4 million. Seller is owned by Ralph Tyler. It has no other broadcast interests. Buyer is owned by Jason Perline. It also

owns WXCM(AM)-WIBM-FM Jackson, Mich. Filed April 17.

■ WCAM(AM) Camden, S.C. (1590 khz; 1 kw-D)—Seeks assignment of license from Waterce Broadcasting Inc. to Kershaw Broadcasting for \$75,000, comprising \$5,000 cash and remainder note at 9.5% over one year. Seller is owned by John Parker, who has no other broadcast interests. Buyer is owned by Gary M. Davidson, his brother, John, and three others. Gary Davidson owns WDKD(AM)-WWKT-FM Kingstree, S.C., and WPUB-AM-FM Camden, both South Carolina, and WMVG(AM)-WKZR(FM) Milledgeville, and WLOP(AM)-WIFO(FM) Jesup, both Georgia, and has interest in five cable systems in South Carolina. Filed April 18.

■ WPJK(AM) [formerly WBLO(AM)] Orangeburg, S.C. (1580 khz; 1 kw-d)—Seeks assignment of license from Radio Orangeburg Inc. to Bose Gowdy for \$65,000. Seller is owned by H. Edward Crapps, who also owns WBLR-AM-FM Batesburg, N.C. Buyer has no other broadcast interests. Filed April 22.

■ WMCC(TV) Marion, Tenn. (CP)—Seeks assignment of license from Mississinewa Communications Corp. to Gerald J. Robinson for \$52,168. Seller is owned by Rodney Funk, who has no other broadcast interests. Buyer also owns WYZZ-TV Bloomington, Ill., and WSMH-TV Flint, Mich. Filed April 17.

■ WOQB(TV) Parkersburg, W.Va. (ch. 39; ERP vis. 691.8 kw; aur. 69.2 kw; HAAT: 620 ft.; ant. height above ground: 448 ft.)—Seeks assignment of license from Parkersburg Family Television Inc. to Cato Communications Inc. for \$65,000. Seller is owned by Cora N. Price. It has no other broadcast interests. Buyer is owned by Patrick J. Farrell, J. Paul Henderson and W.T. Anderson. It has no other broadcast interests. Filed April 23.

New Stations

AM

■ Wasco, Calif.—Wasco Broadcasting seeks 1050 khz; 250 w-D. Address: 9151 Cerritos #5, Anaheim, Calif. 92804. Principal is owned by Hilburg L. Charles, who is also app. for new FM in Kerman, Calif. Filed April 17.

FM's

■ Quartzsite, Ariz.—Buck Burdette seeks 94.3 mhz; 3 kw; HAAT: 299 ft. Address: 16031 Camel Dr., Box 1, 85346.

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

Principal has no other broadcast interests. Filed April 10.

■ Byron, Ga.—Augusta Radio Fellowship Institute Inc. seeks 90.5 mhz; 100 kw; HAAT: 551 ft. Address: 3213 Huxley Dr., Augusta, Ga. 30909. Principal is nonprofit corporation headed by Clarence T. Barinowski. It has no other broadcast interests. Filed April 22.

■ Wallace, Ind.—John W. Kendrick seeks 98.7 mhz; 760 w; HAAT: 551 ft. Address: 906 McKinley Ave., Kellogg, Idaho 83837. Principal has no other broadcast interests. Filed April 22.

■ Salisbury, Md.—Salisbury Educational Broadcasting Foundation seeks 90.3 mhz; 378 w; HAAT: 180 ft. Address: P.O. Box 186, 21801. Principal is nonprofit corporation headed by George A. Copeland. It has no other broadcast interests. Filed April 21.

■ Ely, Minn.—Tamara Klindorth seeks 92.1 mhz; 3 kw; HAAT: 294 ft. Address: 5724 Goodrich Ave., St. Louis Park, Minn. 55416. Principal has interest in cable system serving Silver Bay, Minn., and LPTV K21AK Morris, Minn. Filed April 15.

■ Holly Springs, Miss.—Rust College seeks 88.1 mhz; 3 kw; HAAT: 328 ft. Address: 150 Rust Ave., 38635. Principal is educational institution headed by Dr. W.A. McMillan, president. Filed April 17.

■ Corning, N.Y.—Crystal City Broadcasters seeks 98.7 mhz; 680 w; HAAT: 682.7 ft. Address: 321 Jerome St., Painted Post, N.Y. 14870. Principal is owned by Patricia A. Stull and her husband, Norman. It has no other broadcast interests. Filed April 14.

■ Corning, N.Y.—Christian Hope Center seeks 98.7 mhz; 760 w; HAAT: 619 ft. Address: 428 Watauga Ave., Box 133, 14830. Principal is nonprofit corporation headed by Harry R. Jackson. It has no other broadcast interests. Filed April 14.

■ Corning, N.Y.—WCBA Radio Inc. seeks 98.7 mhz; 2 kw; HAAT: 65 ft. Address: Box 1047, 14830. Principal is owned by Dean Slack. It also owns colocated WCBA(AM). Filed April 8.

■ Lost Cabin, N.Y.—Roy L. Bliss seeks 99.1 mhz; 100 kw; HAAT: 1,300 ft. Address: 3623 E 47th Place, Tulsa, Okla. 74135. Principal is TTK of United Video, Tulsa-based satellite resale carrier and cable programmer. Filed April 16.

■ Newburgh, N.Y.—Sound of Life Inc. seeks 90.1 mhz; 9.66 kw; HAAT: 715 ft. Address: Box 380A, Lake Rd., Kingston, N.Y. 12401. Principal is nonprofit corporation headed by Bruce Winchell, president. Filed April 18.

■ Delaware Township, N.J.—Penn-Jersey Educational Radio Corp. seeks 89.7 mhz; 500 w; 173.8 ft. Address: Rd. 3, Box 750, Stockton, N.J. Principal is nonprofit corporation headed by Frank W. Napurano. It has no other broadcast interests. Filed April 18.

■ Harrogate, Tenn.—Harrogate Broadcast Group Inc. seeks 98.7 mhz; 760 w; HAAT: 619 ft. Address: Rt. 1, Box 106, 37752. Principal is owned by Orville Bailey, his wife, Elizabeth, and Beulah Pursiful and her husband, Warren. Bailey is sales manager and Pursiful is owner of WFXV(AM) Middlesboro, Tenn. Filed April 23.

TV's

■ Bunnell, Fla.—Pollack Broadcasting Co. seeks ch. 58; ERP vis. 2,000 kw, aur. 200 kw; HAAT: 509 ft.; ant. height above ground: 519 ft. Address: 509 S. Walnut St., Osceola, Ark. 72370. Principal is owned by Sydney Pollack and family. It also owns KOSE(AM)-KHFO(FM) Osceola, Ark., and WDXR(AM) Paducah, Ky. Filed April 21.

■ Bunnell, Fla.—Press Broadcasting Co. seeks ch. 58; ERP vis. 851 kw, aur. 85.1 kw; HAAT: 403 ft.; ant. height above ground: 426 ft. Address: Press Plaza-605 Mattison Ave., Asbury Park, N.J. 07713. Principal is owned by Jules Plangere and Donald Lass. It publishes daily *Asbury Park Press* and owns WJLK-AM-FM Asbury Park, WSJT(TV) Vineland, both New Jersey, and WMOD-TV Melbourne, Fla. Filed April 22.

■ Bunnell, Fla.—Bunnell Communications Inc. seeks ch. 58; ERP vis. 4,624 kw, aur. 462 kw; HAAT: 1,613 ft.; ant. height above ground: 1,621 ft. Address: Rt. 2, Box 32, Groveland, Fla. 32736. Principal is owned by Arthur T. Lowery and five others. It has no other broadcast interests. Filed April 22.

■ Bunnell, Fla.—Glenda McLeod seeks ch. 58; ERP vis. 1,000 kw, aur. 100 kw; HAAT: 493 ft.; ant. height above ground: 480 ft. Address: 130 Gren Park Dr., Mobile, Ala. 36608. Principal has no other broadcast interests. Filed April 22.

■ Bunnell, Fla.—Bunnell Television Co. seeks ch. 58; ERP vis. 840 kw, aur. 84 kw; HAAT: 626 ft.; ant. height above ground: 622 ft. Address: 501 S. Moore St., 32010. Principal is owned by Annie L. Johnson and Wendell A.

Triplett. Triplett owns WOHP(AM)-WTOO(FM) Bellafontaine, WOSE(AM) Port Clinton and WWAT(TV) Chillicothe, all Ohio, and WCOR(AM) Lebanon, Tenn. Filed April 22.

■ Bunnell, Fla.—Bunnell Broadcasting Co. seeks ch. 58; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 977 ft.; ant. height above ground: 973.8 ft. Address: P.O. Box 1151, 32010. Principal is owned by John W. Seay and two others. It has no other broadcast interests. Filed April 22.

■ Jacksonville, N.C.—James S. Capers seeks ch. 35; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 1970 ft.; ant. height above ground: 1,972 ft. Address: 104 Clemson Ct., 28540. Principal owns WWIL(AM) Wilmington, N.C. Filed April 22.

■ Toledo, Ohio—Michael Thurman seeks ch. 40; ERP vis. 1,000 kw, aur. 100 kw; HAAT: 379.8 ft.; ant. height above ground: 351 ft.. Address: 955 Sylvan, Atlanta 30310. Principal has no other broadcast interests. Filed April 10.

■ Killeen, Tex.—Aida Barrera seeks ch. 62; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 1850 ft.; ant. height above ground: 1830 ft. Address: 10900 Spicewood Parkway, Austin, Tex. 78750. Principal has no other broadcast interests. Filed April 22.

■ Killeen, Tex.—Excelsior Communications Inc. seeks ch. 62; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 2,000 ft.; ant. height above ground: 1,859 ft. Address: P.O. Box 4031, 76540. Principal is equally owned by Eric H. Hooker, Alvin L. Pollard, Marilyn Marshall and Arthur T. King. It has no other broadcast interests. Filed April 21.

Facilities Changes

Applications

AM's

Tendered

- KWAM (990 khz) Memphis—Seeks CP to increase night power to 450 w and make changes in ant. sys. App. April 25.
- WKKD (1580 khz) Aurora, Ill.—Seeks CP to add night service with 250 w; install DA-D, and make changes in ant. sys. App. April 22.
- WPIW (1590 khz) Carnegie, Pa.—Seeks CP to increase day power to 5 kw. App. April 24.

Accepted

- KOIT (1260 khz) San Francisco—Seeks CP to construct new tower. App. April 25.
- WGAB (1550 khz) Bloomfield, Conn.—Seeks mod. of lic. to retain main SL at 630 Oakwood Ave. West, Hartford, Conn. App. April 23.
- WACM (1490 khz) West Springfield, Mass.—Seeks MP to change TL. App. April 23.

FM's

Accepted

- KHIT (94.1 mhz) Little Rock, Ark.—Seeks CP to change TL and change HAAT to 1,275 ft. App. April 28.
- KTWN (107.1 mhz) Texarkana, Ark.—Seeks CP to change ERP to 1.65 kw. App. April 24.
- KUUK-FM (105.5 mhz) Wickenburg, Ariz.—Seeks mod. of CP to change TL and change HAAT to minus 265.68 ft. App. April 28.
- *WWEV (91.5 mhz) Cumming, Ga.—Seeks mod. of CP to change HAAT to 961.04 ft. App. April 23.
- WEKS-FM (104.1 mhz) La Grange, Ga.—Seeks mod. of CP to change ERP to 50 kw and change HAAT to 1,312.66 ft. App. April 28.
- WYFA (100.9 mhz) Waynesboro, Ga.—Seeks CP to change ERP to 1.92 kw and change HAAT to 410 ft. App. April 28.
- WZDM (92.1 mhz) Vincennes, Ind.—Seeks mod. of CP to change TL; change ERP to 2.029 kw, and change HAAT to 400 ft. App. April 25.
- WMDJ-FM (100.1 mhz) Allen, Ky.—Seeks CP to change ERP to 1.32 kw. App. April 24.
- WKSQ (94.5 mhz) Ellsworth, Me.—Seeks mod. of lic. to install new ant. sys. App. April 24.
- KPRS-FM (103.3 mhz) Kansas City, Mo.—Seeks CP to change TL and change HAAT to 994.82 ft. App. April 28.
- WKNE-FM (103.7 mhz) Keene, N.H.—Seeks mod. of

lic. to install new transmission sys. App. April 24.

- WZFM (107.1 mhz) Briarcliff Manor, N.Y.—Seeks mod. of lic. to install new ant. sys. App. April 24.
- WPDH-FM (101.5 mhz) Poughkeepsie, N.Y.—Seeks CP to correct geographic coordinates. App. April 28.
- WOBR-FM (95.3 mhz) Wanchese, N.C.—Seeks mod. of lic. to install new ant. sys. App. April 24.
- WTOF-FM (98.1 mhz) Canton, Ohio—Seeks mod. of lic. to install new ant. sys. App. April 24.
- *WVXU-FM (91.7 mhz) Cincinnati—Seeks mod. of lic. to install new transmission sys. App. April 25.
- WTPA (93.5 mhz) Mechanicsburg, Pa.—Seeks mod. of lic. to install new ant. sys. App. April 24.
- *WKNO-FM (91.1 mhz) Memphis—Seeks CP to change ERP to 100 kw; change HAAT to 642 ft., and make changes in ant. sys. App. April 25.
- *KVTT (91.7 mhz) Dallas—Seeks mod. of CP to change HAAT to 1,114.87 ft. App. April 23.
- KWCB (94.3 mhz) Floresville, Tex.—Seeks CP to change TL. App. April 24.
- WJJR (98.1 mhz) Rutland, Vt.—Seeks mod. of lic. to install new ant. sys. App. April 24.
- *WJYJ (90.5 mhz) Fredericksburg, Va.—Seeks CP to change ERP to 35 kw and change HAAT to 538 ft. App. April 25.
- *WHRO-FM (89.5 mhz) Norfolk, Va.—Seeks mod. of lic. to install new ant. sys. App. April 24.
- *WVEP (88.9 mhz) Martinsburg, W.Va.—Seeks mod. of CP to change TL; change ERP to 3.6 kw, and change HAAT to 1,623.6 ft. App. April 25.
- WEKZ-FM (93.7 mhz) Monroe, Wis.—Seeks mod. of CP to change ERP to 36.3 kw and change HAAT to 581.4 ft. App. April 24.

TV's

Accepted

- KAIL (ch. 53) Fresno, Calif.—Seeks MP to change HAAT to 1,906.5 ft. App. April 28.
- KTVO (ch. 3) Kirksville, Mo.—Seeks MP to change ERP to vis. 100 kw, aur. 10 kw. App. April 25.
- WUXA (ch. 30) Portsmouth, Ohio—Seeks MP to change ERP to vis. 1,100, aur. 110 kw; change HAAT to 1,168 ft.; replace ant., and change TL. App. April 25.
- WTHX (ch. 8) Johnstown, Pa.—Seeks CP to change ERP to vis. 166 kw, aur. 16.6 kw; change HAAT to 1,208 ft.; replace ant., and change TL. App. April 25.
- KWWY-TV (ch. 13) Rock Springs, Wyo.—Seeks CP to change ERP to vis. 210 kw, aur. 21 kw; change HAAT to 1,708 ft., and change TL. App. April 28.

Actions

AM's

- KKDI (1540 khz) Sheridan, Ark.—Granted app. to make changes in ant. sys. Action April 16.
- WGOM (860 khz) Marion, Ind.—Returned app. to add night service with 500 w and make changes in ant. sys. Action April 18.
- WARD (1550 khz) Pittston, Pa.—Granted app. to operate transmitter by remote control. Action April 16.
- WSKT (1580 khz) Knoxville, Tenn.—Returned app. to change freq. to 1180 khz; change power to 1 kw, and change TL. Action April 17.

FM's

- WREZ (103.3 mhz) Montgomery, Ala.—Granted app. to change ERP to 100 kw; change HAAT to 987.28 ft., and change TL. Action April 21.
- KMGG (97.7 mhz) Monte Rio, Calif.—Granted app. to move SL to 3535 Industrial Drive, Santa Rosa, Calif. Action March 14.
- KWNE (94.5 mhz) Ukiah, Calif.—Dismissed app. to change ERP to 2.35 kw. Action April 16.
- WMXX (105.5 mhz) Sterling, Colo.—Granted app. to change TL and change HAAT to 300 ft. Action April 21.
- WFUZ (93.7 mhz) Ocala, Fla.—Granted app. to change ERP to 100 kw and change HAAT to 525 ft. Action April 16.
- *WAMF (90.5 mhz) Tallahassee, Fla.—Dismissed app. to change freq. to 90.3 mhz; change ERP to 100 kw; change HAAT to 782 ft., and change TL. Action March 31.
- WVEE (103.3 mhz) Atlanta—Granted app. to change HAAT to 1,020.08 ft. and change TL. Action April 21.

TV's

- KVVV (ch. 64) Barstow, Calif.—Granted app. to change ERP to vis. 3,228 kw, aur. 645.6 kw. Action April 17.
- WNYB-TV (ch. 49) Buffalo, N.Y.—Granted app. to change ERP to vis. 4,136 kw, aur. 414 kw; change HAAT to 1,235 ft.; replace ant., and change TL. Action April 17.
- *WPBY-TV (ch. 33) Huntington, W.Va.—Granted app. to change ERP to vis. 5,000 kw, aur. 500 kw; replace ant., and replace transmitter. Action April 16.

Call Letters

Applications

Call	Sought by
New AM	
KSXY	Reno Broadcasters Inc., Reno
Existing AM's	
WACQ	WSFU Fred Randall Hughey, Tallahassee, Ala.
KVNA	KZKZ Communications Ltd., Flagstaff, Ariz.
WJYF	WLYZ Country Communications Inc., Nashville, Ga.
WZRZ	WYHT Capitol Radio Corp., Jackson, Miss.
WJYF	WLYZ Country Communications Corp., Wethersfield, N.Y.
Existing FM's	
KZBA	KWBG-FM KZBA Inc., Boone, Iowa
WNTM	WCXI-FM Friz Broadcasting Inc., Detroit
WBYS	WUWU Devine Communications Corp., Wethersfield, N.Y.

Grants

Call	Assigned to
New AM's	
WJYJ	Tower Broadcasting Corp., Baxter, Minn.
WBBM	Edward C. McElroy Jr. Waldport, Ore.
New FM	
*KBJB	East Texas Media Association, Jacksonville, Tex.
New TV's	
WRBW	Rainbow Broadcasting Co., Orlando, Fla.
KDTN	North Texas Public Broadcasting Inc., Denton, Tex.
Existing AM's	
KKCS	KKHT Walton Stations-Colorado Inc., Colorado Springs, Colo.
KVVS	KFSC KUAD-AM Inc., Windsor, Colo.
WEND	WJCZ Jerry J. Collins, Brandon, Fla.
WKOS	WKHQ MW Costicom Inc., Charlevoix, Mich.
WMYD	WAQE Red Cedar Broadcasting Inc., Rice Lake, Wis.
Existing FM's	
KLAZ	KACO Noalmark Broadcasting Corp., Hot Springs, Ark.
WGGG-FM	WGLV Micanopy Broadcasting Co., Micanopy, Fla.
WRXR	WMET Flint Chicago Associates, Chicago
KFMD	KXJX GBA Inc., Peila, Iowa
WJYJ-FM	WJYJ Tower Broadcasters Corp., Brainerd, Minn.
KLEF	KYND Roy E. Henderson, Seabrook, Tex.
KLYC	KIXI-FM KIXI Inc., Seattle

Classified Advertising

See last page of Classified Section for rates
closing dates box numbers and other details

RADIO

HELP WANTED MANAGEMENT

General Mgr/Sales Mgr: Medium size—established AM station—excellent opportunity upper NY state. Box D-34

Manager for full-time AM on West Texas. Opportunity for full responsibility in small market. EOE. Replu: Teller Radio Corp., 8731 Canyon Drive, Dallas, TX 75209.

Development director. Plans and directs fund raising activities in support of the university's public radio station. KCSN. Supervises marketing personnel and volunteers in solicitation of station underwriting, billing, accounting, and publication of monthly newsletter/program guide and researches and prepares grant proposals. Equivalent to 4 yrs. development experience, public radio or TV preferred. 4-yr. college degree desirable. Salary \$1962-2360 mo. Submit letter of application and resume by May 8, 1986, to Personnel Office, California State University-Northridge, Northridge, CA 91330 EEO AA. Title IX. Sections 503 & 504 employer.

Operations manager. Leading east Texas combo including 100,000 watt FM. Applicant must have major market announcing skills. Opportunity for immediate and long range advancement is excellent. Great working atmosphere and living conditions in prime growth area. Send tape and resume to: B.D. Pierce, PO Box 4900, Tyler, TX 75712. EOE

Call today, start tomorrow! Small market FM near Cincinnati wants aggressive GM/GSM. Small draw, high commission, good eqpt/coverage/staff. 312-670-2009 after 6 PM.

General manager, Northern Illinois small market radio station. single AM-FM combo operation. Very stable AM. needs leadership to develop FM potential. Submit full resume to: Bruce Davidson, 337 N. Water, Decatur, IL 62523. EOE

HELP WANTED SALES

Mid-West Family Radio's expansion to 17 stations can be your opportunity to bigger and better. You are a problem solver, college grad on the way up. Have two years of highly successful selling experience small/medium markets. Strong on creativity, ability to write and sell imaginative advertising. Let's trade. We'll teach you a new, exciting profitable way to sell more radio. Few openings now available, good growth markets in Wis, Mich. Ill. Possible career path to management, equity. Write Phil Fisher, Box 253, Madison, WI 53701. EOE

Live where others play. Colorado RESORT FM needs experienced salesperson wanting to grow! Dominant station expanding with opportunities for management. KVLE-PO. 832, Gunnison, CO 81230. 303-641-3225.

#1 market AM/ FM wants you! WEGP- WTMS in Presque Isle, ME. is looking for you if: 1) You want a leadership role with the #1 station in the market. 2) You want the chance to earn top dollar in a progressive and growing market that includes an 8,000 person air force base and surrounding area population in excess of 30,000. 3) You want to further your career, lead people and increase your revenue base and skills. Only qualified need apply. Only that person that is ready to start now! Your cover letter should detail your selling successes, skills, ability to train staff and salary requirements. This is not for drifters. All contact in writing only—all will be kept confidential. No phone calls! Contact: Mr. Frank Carroll, President, WEGP, WTMS, P.O. Box 1177, Presque Isle, ME 04769. EOE M/F.

Development director needed for rapidly growing public radio in beautiful southwest Colorado. You must be skilled in every imaginable phase of station development and have computer skills and the ability to take charge and supervise. If you have the drive to take a development program from its infant stages to full blown success, send resume and references by May 15, 1986 to: Jack McDonald, General Manager, KSUT-FM, Box 737, Ignacio, CO 81137. Competitive compensation.

TM Programming. We're looking for two winning salespersons to represent our seven winning formats and their nationally acclaimed consultants. These two people will be expected to travel one to two-weeks per month selling radio station owners and managers on the highest quality programming available. We'll offer the right people a draw against commissions, paid travel expenses, a substantial territory and the opportunity to get in on the ground floor of a company on the move. We're expanding and our employees know of this ad. If you're a PD with some sales experience, former PD now selling, local radio sales-person, local sales-manager or currently selling nationally to radio stations, and want to learn to excel in a national arena, let us hear from you. Tell us about your experience, successes, goals and what you can offer us. Over the years, most of our programming salespersons who have proved themselves here have gone on to distinguished careers in broadcasting. Are you the next? Please direct inquiries to: Neil Sargent, TM Programming, 1349 Regal Row, Dallas, TX 75247. EOE, M/F

Outstanding, motivated, goal oriented sales people needed for growing company offering extensive training to help you make more money. People on or near west region preferred for high desert Southern California AM/ FM. Resume to KSZL/ KDUC, PO Box 250, Barstow, CA 92311.

Sales manager. Station is market leader. Applicant must have medium market experience - good track record. Excellent growth opportunity. Ideal working conditions. Great lifestyle in prime growth area. Contact Joe McNamara, PO Box 4900, Tyler, TX 75712. EOE.

\$\$\$ATTENTION\$\$\$ Greedy radio salespeople add to your income by providing leads. \$100.00 and up per client. For more information call toll free 1-800-446-7344.

Aggressive sales manager for 100,000 watt FM station covering 7 counties in northern Michigan. Call: 906-643-9494.

AM & FM combo in Texas panhandle city of 30,000 seeking sales person with strong production. Must be sharp, self starter and understand commission. One year experience. Resume and tape and photo to Darrell Sehorn, Box 1779, Pampa, TX 79065. 806-669-6809

Radio time sales/service person for upstate South Carolina 100,000 watts regional FM station. Liberal commission. Good weekly draw. Established accounts. Send resume and complete details. Box D-16.

#1 Billing sales pro at major market FM seeks challenge as GSM/LSM with aggressive growth oriented broadcaster. Box D-1.

Sales development manager: Jersey Shore's leading radio station. Responsible for major accounts & supervising sales staff. Send resume to Stephen Rice, Asbury Park Press, 3601 Highway #66, Neptune, NJ 07754.

Ready to move up with a growing company? We're looking for motivated sales pros with at least 2 years experience. AEs ready to move up to LSM soon. Letter & resume: Dean Muttler, Millennium Communication, P.O. Box 30669, Charleston, SC 29417.

Small market comboman specialist or beginner willing to learn and take over owners account list. Southeast near major market. Box D-30.

General sales manager. Streetwise, success oriented leader for AM-FM combo. Ability to train and motivate a must. Should know how to pre-plan and set goals. Prove it in first letter. Salary, override and profit sharing. Send resume and letter with salary requirements to Box D-25. EOE.

HELP WANTED ANNOUNCERS

Morning air personality: Are you mature, bright, humorous, topical? Have major market potential? New desert southwest regional radio station. Send resume C-144

Rocky Mountain top 50 market FM, up and coming AM, adult formats, looking for utility player no beginners. send resume Box C-136

Virgin Islands radio urban FM seeks female announcer, and aggressive sales staff. Send tapes & resume Box 487 Frederiksted, St. Croix, VI 00840

Morning personality: One to one expert seeking stability or sharp personality working up. Production manager a must. Attractive area on Lake Michigan. Tape-resume-salary required to: WHFB, 2100 Fairplain Ave., Benton Harbor, MI 49022

Sports announcer for major news/talk station in the Southeast. Duties include nightly sportstalk show. Looking for top notch experience professional. Send resume and salary history to Box D-27 EOE

HELP WANTED TECHNICAL

Chief engineer, (WPK-FM/ WFPL-FM) Radio Broadcasting Department of the Louisville Free Public Library Requires FM radio engineering experience, FCC First Class radiotelephone operator's license. Respond to: City of Louisville, Department of Employee Relations, 609 West Jefferson, Louisville, KY 40202. EOE.

Chief engineer for Northeast 50kw AM FM combo in top 50 market. Applicant must have FCC license or SBE certification, several years experience in the field, be organized, enthusiastic, and able to work well with others. If you fit this description, and are seeking a stable working environment in an attractive area, send resume and salary requirements to Box C-122.

Assistant to chief to maintain 5KW DA-N Stereo AM and 50KW FM. Recently rebuilt with extensive backup facilities. Current projects include studio construction and STL installation. FCC license or permit required. Resume to Ric Walsh WONE WTUE PO. Box 250, Dayton, OH 45402. EOE

Chief engineers needed for MarCom, a fast growing broadcast group with stations in the Southeast, Midwest and Northeast. Two years experience required. Send resume and references to MarCom, Director of Engineering, 804 Carolina Ave., North Augusta, SC 29841. EEO.

HELP WANTED NEWS

Sunbelt major markets: Traffic Patrol Broadcasting, a national traffic reporting organization is expanding and seeking airborne and mobile reporters that can adlib. Send tape and resume to: David Foster, Traffic Patrol, 610 N.W. 183rd Street, Miami, FL 33169

News director with good sports knowledge now on or near west region for high desert Southern California growing AM/ FM. Tape & resume to KSZL/ KDUC, PO Box 250, Barstow, CA 92311.

Radio news pro wanted. We offer an excellent environment for hard-working, talented radio news professionals. Tape (field reporting & anchoring), resume, and writing samples to News Opening, Tennessee Radio Network, 621 Mainstream, Nashville, TN 37228.

Small market AM/FM in Maryland's Eastern Shore resort area has immediate opening for farm director to do "field" reporting and 1-hr morning farm show. Interest/experience in agriculture preferred. Send resume and tape to Amy Johns, News Director, WICO, Box 909, Salisbury, MD 21801 or call 301-742-3219

Host/reporter. Wisconsin Public Radio is localizing its statewide service by opening new bureaus in Green Bay, Stevens Point, Menomonie-Eau Claire. Full-time on-air talent for the national issue-oriented morning-drive newsmagazine will be hired for those bureaus and for Madison. Salary \$18,500 annual rate. Application deadline: June 2, 1986. For required application information for positions at individual bureau locations, writer: Madison & Menomonie-Eau Claire: Mary Mead, WHA Radio, 821 University Avenue, Madison WI 53706. Green Bay, Glen Slaats, Host/Reporter Search Committee, University of Wisconsin-Green Bay, Green Bay, WI 54301-7001. Stevens Point, James Haney, Communication Arts Center, University of Wisconsin-Stevens Point, Stevens Point, WI 54481. Equal opportunity employers

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Program director: Mature must have experience. personality oriented new AM desert southwest regional radio station. Sensitive leader not just format technician willing to pull board shift. Send resume C-145

Experienced morning person program production director. now on or near west region for high desert Southern California AM/ FM. Tape & resume to KSZL KUDC, P.O. Box 250, Barstow, CA 92311

Program director. Hudson valley New York state. Dominant full service AM experience a must. Air shift required. Send tape, resume & references to Thom Williams, WGHO, Box 1880, Kingston, NY 12401 EOE.

Production/continuity director: Group owned FM AM combo in deep south college market is looking for creative writer with strong production skills. No beginners. Attractive compensation package. Send "Products of Your Imagination" to Sander Walker, P.O. Box 2000 Tuscaloosa, AL 35403.

This job doesn't exist at most other radio stations. We need a creative director with vision, ideas, and problem solving skills. Someone cool under fire to write hot copy that works. Voice production experience a plus. Position available immediately for the right person. Call 14-WFTQ Worcester, one of the most successfully managed and marketed radio stations in the country. 617-755-1444. Ask for Rick Muzzy, GSM 14-WFTQ Radio, an equal opportunity employer.

PD & morning personality for adult contemporary FM. Send air check, spot samples and resume to James Hoff, DJ-92 3FM, 5640 South Broadway, Eureka, CA 95501

SITUATIONS WANTED MANAGEMENT

Experienced GM, Country specialist, successful operation track record, ratings/ profit. Family man, looking for association with professionals. Top 100 markets. Box C-111

Husband/ wife, 40s, relocate near beach. Husband, 25 yrs., announcing, programming, sales, management. Wife 10 yrs. retail. 5 yrs. radio sales. Box C-117

GM or GSM, 27 years experience and know-how. Strong sales. Presently employed. Any size market. Box C-129

Exceptional general manager with in-depth knowledge covering 18 years of successful management. Dynamic, highly organized. Demonstrated expertise includes heavy sales and programming skills, superior leader and motivator. Results and profit oriented. Looking for group that wants an achiever and can afford quality. Box C-124

Management pro with strong sales and leadership skills seeks general manager position in medium market west of Colorado. Successful 12 year track record in sales, sales management and general management, plus turnaround experience. Investment opportunities can be considered. Box C-138

Owners attention: General Manager armed with 21 years in management as a highly successful performer. Effective management skills include, increasing sales & profits, programming, superior leadership, motivation, goal achievements. Seeking challenge opportunity. Box C-137.

One to ten station markets. Turn arounds O.K. 25 years experience all areas. Midwest now. Box D-21

GM: Strong management skills earnings & image builder. Successful in sales, ratings, PR, bottom line, and promotions. Box D-15.

General manager: Are profitable increases in sales important to you? Go with a proven leader! Respond quickly, I won't last long! Box D-11

Current executive vice-president who has been a top 10 program director, has a first phone, and for the past ten years a highly successful manager in a medium, competitive 12 station market running an AM/FM in separate locations wishes to make a change following the recent death of our owner. Prefer chain group manager job, but will consider a single station manager position with growth or ownership as part of the deal. Let's talk, 414-722-5457, 8AM - 12 Noon Central Time.

STOP. Experienced GM/GSM/PD needs a war! Rich Dixon, 730 N. Greenfield, Apt. Q, Hanford, CA 93230.

SITUATIONS WANTED SALES

Experienced sales/ announcer. Tender loving care sales approach plus top air work in country. adult MOR or oldies format. Financial needs reasonable, not excessive. Prefer Mid-west, South or Southwest. Box C-128

SITUATIONS WANTED ANNOUNCERS

Need a real pro? An experienced radio man wants to relocate. Any area-all market sizes.. Norm. 512-663-3281

Hire me: Disc Jockey/sportscaster looking to move to medium market. Currently working morning drive on adult contemporary station. Experience in CHR and top 40 as well. Excellent sports background exciting and energetic play-by-play in basketball, baseball, and football. Sportcast and reports. Will re-locate for right position. Call afternoons and evenings. Jack Berke, 518-842-9775

Bottom line-oriented air personality? Yes indeed. Eight years experience all departments. Versatile; creative; salesman's best friend. Previous morning PD; seek same. Let's make money! 312-975-9483, Tom.

Top NE market: seeks morning DJ for "lite" AC No comics. Ability to communicate and relate in word economy a must. No calls. Rush tape and resume to: Roslin Radio Productions, Inc., 509 Madison Ave., New York, NY 10022 ATT: Mr. Marvin Roslin EOE, M/F.

Experienced, D.J., some sales. 98th market. Good copy, production. Kevin. 309-794-9824 or 319-355-4212. Go anywhere now.

Music programer Country and Big Band, lively morning communicator, Strong street salesman. Ron, Box 179, Buffalo, WY 82834, Currently employed

Charles at large: First phone maint. or combo, South-West-talk to me-talented. 317-888-3618. 312-354-3973.

Sparkle plenty-News, jock, production, advancement. Entry level-some experience. Go anywhere now. Kathy, 319-355-4212, Nights, 319-386-3832

SITUATIONS WANTED NEWS

Energetic sportscaster/ newscaster. Exciting PBP. Excellent reporting, interviewing, writing skills. Airshift, production. At top rated station. Hard worker. Bob, 609-586-4683.

Determined, aggressive sportscaster/reporter Excellent skills with four years college and high school experience. 110% effort. Call Adam, 808-879-0772

Sportscaster, three plus years experience, extremely adept and versatile PBP and news/ talk. Seek position involving college PBP, will news combo. Masters degree. 614-237-2418 evenings

Relocate anywhere, 4 years ND small markets, total 7 years broadcast experience plus BA radio/ TV. Aggressive, hardworking, great pipes. 208-263-1337

Experienced news director is looking for an entry level position in medium or large market radio or TV station. ENG operation, excellent writing skills with a strong news background. College graduate. Call Jennifer Schenck, 412-946-7642.

Exciting, experienced sportscaster: talk, anchor, features, PBP. Very creative and loves to get involved in his work. Box C-134.

Sports director, with PBP. Minor league baseball, junior college basketball, network experience. Wants move up. David, 618-627-2844.

Hard-working, experienced young sportscaster has skills, needs opportunity. Can also do news. Go anywhere. Available today. Experience includes WBT, WCHL. John 704-545-3433.

TV sports director in medium market. Major college play-by-play background. Might consider move to radio with play-by-play chance in the right operation. Box D-12.

Hungry broadcasting graduate seeking position in radio sports. 3 1/2 years of solid anchoring, reporting, Division 1 PBP and sports director at 10,000 watt station. Willing to relocate anywhere. Mike, 301-761-5683.

Big league caliber PBP. All four major sports plus solid anchoring skills. Let 20 yrs sports knowledge work for you. Bob, 201-546-5546.

Sports director, with PBP. Minor league baseball, junior college basketball, network experience. Wants move up. David, 618-627-2844.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

Young, experienced operations manager seeks to grow onward and upward with a contemporary Christian music station. A people motivator, can also do D.J. work, news, and sports including play by play. Call Dick Barrett, 319-355-6456.

Excellent production skills and conversational on air talent with 2 years commercial experience. College graduate. Seeks production/ on air position in small to medium market. Call Joe Burns, 412-946-8721

PD/music director: 6 years announcing. Ready to advance. Trained in management. Light rock. AC preferred. Small/medium market. Jim, 615-896-4271

Assistant program director: Afternoon drive from highly successful WEZC, Charlotte seeks position as program director. 16 yr pro. Steve Sutton, 404-479-4145

MISCELLANEOUS

If you need a job, you need MediaLine, the industry's daily updated job listing service. One phone call will put you in touch with the freshest job leads daily. 312-855-6779.

TELEVISION

HELP WANTED MANAGEMENT

General sales manager for group-owned midwest small market affiliate. Requires background in local and national TV sales, plus strong leadership and organizational skills. Quality location, excellent benefits. Send complete resume to C-143

Chief engineer needed for CBS affiliate in sunbelt market. Must be strong, aggressive manager with talent for supervising people and working effectively with department heads. FCC First-Class license as well as technical expertise in maintenance and operation of television station equipment a prerequisite. Reply to General Manager, WRDW-TV, Drawer 1212, Augusta, GA 30913-1212. A Television Station Partners station. EOE

Controller for TV broadcast group. Experience in budgeting, financial statement preparation, audits. 25-30% travel. Degree required. Send resumes, salary history and salary requirement to James C. McCreary, 6th floor, 7 W 51st Street, New York, NY 10019. An EEO employer.

Station/sales manager: Startup NBC affiliate. Opportunity for strong self-starter in organizing and overseeing station operations and sales staff. Send resume, availability, and salary requirements to KTGF-TV, P.O. Box 1219, Great Falls, MT 59403.

General sales manager. Strong independent in top 50 market with growth oriented group seeks GSM to supervise local and national business with responsibilities for budgeting revenue. 3-5 years sales management experience required. Send resume and salary requirements to: Box D-29. EOE/M/F.

HELP WANTED SALES

Experienced video production salesperson. Immediate opening. Must have proven track record in selling facilities to independent producers and agencies. TPC Communications, Production Plaza, Sewickley, PA 15143. 412-771-4700. EOE.

Sales pro with proven track record wanted for new northern California NBC. Must be self motivated & street smart! KCPM-TV P.O. Box 4406, Chico, CA 95927. EOE.

Underwriting manager for public television WVPT in beautiful Shenandoah Valley. Solicit underwriting in 14-county region and market station services. Salary plus commission, full benefits. Public TV experience preferred. Send resume to Development Director, WVPT, Port Republic Road, Harrisonburg, VA 22801. EOE.

HELP WANTED TECHNICAL

Maintenance engineer with installation and maintenance experience on Mirage. GVG switchers. Sony 1", RCA 2" and TK47s wanted by suburban Philadelphia production facility. Resume to Eric Address, E.J. Stewart, Inc., 525 Mildred Avenue, Primos, PA 19018. 215-626-6500. EOE M/F.

Video maint. engineer: Familiar with Sony 1 in. broadcast equip. ADO, Grass Valley and related equipment. Salary open. Call Bob or Randy. 9-5. M/F. 212-838-3044. for appt

Maintenance technician: For post production company in Rochester, NY. Must have experience in maintenance, installation and operation of Sony and Ampex 1". Betacam. GVG switchers. Chyron. ISC editors and other related equipment. Send resume and salary requirements in confidence to: Don Roberts, Chief Engineer, CGI, P.O. Box 604, Ontario, NY 14519. No calls. EOE.

Video engineer. Maintain TV studio & transmitter. Must have digital video special effects and graphics computer experience. Knowledge of 3/4", 1", 2" video tape, video, audio, and RF systems desirable. EOE. Reply to Duane Millsap, KTVA, 1007 W. 32nd Ave., Anchorage, AK 99503

WXXI Public Broadcasting in Rochester, NY is looking for a qualified maintenance engineer. Repair and maintenance of television equipment, including 1" Ampex VTR, Sony BVU, Ikegami 357 cameras, ACE editor. Minimum one year experience required. FCC General Class license preferred. Excellent benefits. Send resume to WXXI Personnel Dept., PO Box 21, Rochester, NY 14601. EOE.

Maintenance engineer. Immediate opening for candidate with minimum two years experience in component level repair and strong electronics background. Thorough knowledge of TV camera, VTR, VCR, switching, audio and terminal systems. TPC Communications, Production Plaza, Sewickley, PA 15143. 412-771-4700 EOE.

Experienced broadcast maintenance engineer, competitive salary and benefits. Resume and salary requirements to Chief Engineer, WTZA-TV, PO Box 1609, Kingston, NY 12401. EOE.

Chief engineer: sought for top-90 market network affiliate UHF station. Transmitter and microwave experience along with supervisory and maintenance experience. EOE. Send resume and salary requirements to Box D-5.

WCSC is seeking a heavy-duty ENG maintenance engineer with at least 3 years experience on 3 1/4" tape machines. ENG cameras and Sony BVU equipment. Send resume to Jack Becknell, Box 186, Charleston, SC 29402. EOE/M/F.

Chief engineer: For small market UHF television station in the Northeast. UHF transmitter and microwave experience along with supervisory and maintenance experience desirable. Send resume indicating current salary and salary requirements. Reply in confidence to Box D-28

Studio/maintenance engineer: For growing production house - satellite uplink facility. Maintain, repair, operate and expand studio production facilities including VTR's, cameras, EFP, editing. Work hand-in-hand with production staff to ensure quality of programming. FCC General or BSEE, minimum 2 years experience. Some knowledge of satellite transmission helpful. Send resume and salary history Princeton American Communications Co., 760 Alexander Rd., Princeton, NJ 08543-0001. No calls.

Production/maintenance engineer in Kotzebue, Alaska needed. Low pressure, excellent benefits. Minimum two years in maintenance engineering. A.S. degree or military training. Strong digital and micro-processor background. Send resume to NW Artic Television, Box 51, Kotzebue, Alaska 99752.

HELP WANTED NEWS

Central Florida's leading news station is looking for a top notch weather talent who doesn't mind playing second banana. Nonreturnable tape and resume to: Bob Jordan, WFTV, BOX 999, Orlando, FL 32802. No beginners, agents, or phone calls, please. WFTV is an equal opportunity employer.

Pacific Rim: Experienced reporters to join the dominant news team in Micronesia. Immediate openings for investigative reporter and general assignments reporter to work in one of the most dynamic news areas in the world. Contact John Morvant, News Director, Guam Cable TV, 530 W. O'Brien Drive, Agana, Guam. 96910 or call 671-477-9484

Field reporter for solo coverage of outlying counties. Must know how to shoot and edit. No calls. Tape to ND, WVIR-TV, Box 769, Charlottesville, VA 22902. EOE

News director: Southeast affiliate in 75 to 100 range, rebuilding news operation. Looking for aggressive, people oriented individual with demonstrated leadership capabilities. Must have previous news director experience. Excellent salary and benefits. Send resume, salary requirements, and employment history to Box C-127. EOE.

Experienced reporter/photographer for bureau at top rated affiliate. Self-starter, one to two years prior experience helpful. News Director, KFMSM-TV, Fort Smith, AR 72901. 501-783-3131.

Our current co-anchor is moving up 70 market sizes. Now we need someone to fill that spot. A CBS affiliate in a very competitive midwestern market, we need an articulate, creative person with good news judgement and a solid journalistic background. Send tape, resume and salary requirements to Duane Wallace, WMBD, 3131 N. University Street, Peoria, IL 61604. EOE/M/F.

We are a medium market, midwestern station with an opening for a combination WEATHER ANCHOR REPORTER. Someone with weather experience is preferred for this regular weekend weekday fill-in position. Solid general assignment reporting is a must. Send complete resume to Box C-140. ASAP. EOE/M/F.

Co-Anchors/producer: Group-owned network affiliate in Southeast seeks exciting personality to complement male anchor. Co-anchor 6 p.m. and 11 p.m. News. Are you ready to move from reporter to anchor, to earn from professionals? Send resume and salary requirements to Box C-131. EOE/M/F.

Special projects coordinator: WFSB, the Post-Newsweek station in Connecticut, is looking for someone to produce and coordinate news series, special reports and features. The person we are seeking is an idea generator and doer; someone totally comfortable with all of the tools of television news production. If you are a great story-teller, creative producer, know what it takes to get the job done with a sense of humor and want to join the management team of Southern New England's, number one newscast, send resume and tape to Mark Efron, News Director, WFSB, 3 Constitution Plaza, Hartford, CT 06115.

Assignment editor. Post-Newsweek station, WFSB, seeking organized, creative, energetic person to coordinate nighttime assignment desk coverage. Job includes dispatching and coordinating reporters and photographers and determining the importance of all potential and photographers and determining the importance of all potential news stories and how they will be developed and followed up for use on the air. 2-3 years experience on an assignment desk required. College degree preferred. Send resume to Mark Efron, News Director, WFSB, 3 Constitution Plaza, Hartford, CT 06115. EOE

We need a sports star to round out our winning news team. Looking for a veteran who's polished on-air, with strong writing, shooting and editing skills for weeknights. We're a growing station in Nebraska's midlands region, in an 80's market, offering competitive salary and benefits, plus management support second to none. Knowledge and contacts at University of Nebraska important, plus ability to make high school and participant sports shine. Letter and resume to Box D-4.

Co-anchor: Northeast medium market network affiliate is gearing up to regain number one slot. Need warm, experienced, authoritative co-anchor to work with the best anchor in the market and to represent a skilled, aggressive news team on the days' major newscasts. Anchors do field work and lots of live. No beginners, no phone calls. Send tape, resume and salary needs c/o Production Specialists, Inc., 9442 Bloomfield Drive, Palm Beach Gardens, FL 33410. An equal opportunity employer.

News director for Connecticut's newest independent TV station. Must produce and anchor a daily half hour newscast, run a small department. Resume to Jim Kontoleon, 216 Broad Street, New London, CT 06320.

Anchor/producer for 6 and 10:00 newscasts. Experience a must for position in Midwestern capitol city on a CBS affiliate. Must be more than a reader. Solid journalist required. Send resume, tape and salary requirements to News Director, KXMB TV, Box 1617, Bismarck, ND 58502.

Producer needed with creativity, production values, experience with live and satellite coverage. Minimum two years experience producing newscasts. Send resume to Box D-23

Photojournalist: Ambitious, creative shooter and editor needed for top 50's market. We need someone who can tell a story with pictures. Must be aggressive and able to interview while shooting. Two years experience a must. Salary depends on ability. Send resume and tape to: John Ross, KJRH-TV, P.O. Box 2, Tulsa, OK 74101. No phone calls

News producer: Medium market, Network affiliate. If you can write scripts that make news-pictures sing and organize a fast paced show, you've got a job! Resumes only. EOE. M/F. Box D-24.

Anchor/reporter, KRIV-TV, Fox Television, Houston, Texas is looking for an anchor/reporter with minimum 2 years' commercial anchor experience. Send resume/tapes and salary requirements to KRIV-TV, 3935 Westheimer, Houston, TX 77027, Attn: K. Montour, News Director. EOE

Weekend sports anchor/reporter, KRIV-TV, Fox Television, Houston, Texas is looking for a weekend sports anchor reporter with minimum 1 year sports anchor and reporting experience. Send resume tape and salary requirements to KRIV-TV, 3935 Westheimer, Houston, TX 77027, Attn: K. Montour, News Director. EOE

Reporters, photographers, producers, directors. Rapidly growing ABC affiliate needs your talents. Send resume and salary requirements to J. Alfred, KBMT-TV, P.O. Box 1550, Beaumont, TX 77704.

News director. Midwestern affiliate seeks aggressive and promotion-minded individual for leadership of its news operation. Emphasis on past performance, professionalism, management skills and creativity. Send resume/salary history by May 20 to Box D-26. EOE

HELP WANTED PROGRAMING PRODUCTION & OTHERS

TV personalities! Are you now appearing in television commercials, or a television show host with a unique talent? We are a national agency looking for talent to appear in national commercials and are reviewing local television with national cable potential. Interested? Please send VHS, Beta or 3/4" audition tape. Sorry, tapes cannot be returned. Good Advertising, Box 400 Olney, MD 20832. (Washington, D.C. suburb)

WFLD-TV's award winning creative services department seeks a top notch writer/producer. Excellent writing and production skills with 3-5 years experience producing news and entertainment on-air promotion. Send us your best on a tape with your resume to Jackie Woods, Personnel Director, WFLD-TV, 300 North State Street, Chicago, IL 60610.

Art director for affiliate TV station in the top SE market. Strong managerial skills and thorough knowledge of print and electronic graphics a must. Send resume to WPCQ-TV, Post Office Box 18665 - Charlotte, NC 28218. No phone calls please. EOE.

Senior producer-public affairs (Equivalent to Executive Producer) Responsible for Nebraska ETV Network public affairs programming produced for local, regional and national distribution including related staff and activities. Bachelor's degree in Broadcast Journalism, Mass Communications, Radio and Television or Film and five years television production experience or equivalent required. \$26,800 minimum. Apply by May 30 to Personnel Coordinator, University Television, Box 83111, Lincoln, NE 68501. EOE/AA.

Assistant network program manager: Responsible for recommending program acquisitions and scheduling of programs for broadcast on the Nebraska ETV Network and EduCable. BA in Mass Communications, Journalism, or Broadcasting plus six years experience or MA in Telecommunications plus four years broadcast television experience required. \$26,800 Minimum. Apply by May 30 to Personnel Coordinator, University Television, Box 83111, Lincoln, NE 68501. EOE AA.

StellaCom, Inc. Now hiring experienced personnel. NASA/JSC television support services contract. Johnson space center. Houston, Texas. positions available: television system design engineers, television maintenance engineers, videotape operators, videotape editors, camera operators, electronic technicians, drafting technicians. Q.A. Q.C. personnel Please send resume, in confidence to: StellaCom, Inc. 13939 Northwest Frwy, Suite 120, Houston, TX 77040 (Must receive by May 19) EOE. U.S. citizenship required

Promotion writer/producer. WRAL-TV, Raleigh, NC is looking for a star If you can light up a TV screen with top quality, creative ad concepts and would like to work for a station that will let your ideas shine, send your resume and reel to: Human Resources Department, WRAL-TV 5, 2619 Western Boulevard, Raleigh, NC 27606. EOE,M.F.

Producer/director: Once in a lifetime opportunity A startup NBC affiliate is being added to our state-of-the-art production facility. Take creative and administrative control over all phases of production Minimum 6 to 8 years experience. Send resume, demo tape with complete written description of work performed, availability and salary requirements to KTGF-TV, c/o Video International Publishers, Inc., 118 6th Street South, Great Falls, MT 59405

Director, 54th market, group owned affiliate seeks experienced director capable of switching weekend newscasts, EFP, and commercial production Send resume to Production Manager, WJRT-TV, 2302 Lapeer Road, Flint, MI 48502 Knight-Ridder is an affirmative action equal opportunity employer

SITUATIONS WANTED MANAGEMENT

Creative services manager. I'll deliver creative, cost-effective promotions or commercial productions Progressive management experience. Award-winning spots and programing reflect creative abilities Excellent team attitude. references. 617-879-4908

Tired of deadheads and bad attitudes? Take charge manager ready to clean up your operation, boost the bottom line! Box D-7

Young, capable professional seeking PBS membership development position 3 years experience, KLRU-TV supervisory, telemarketing, on-air, mail-outs, scripts, volunteers, auction, NCS Memtrak, Organized, analytical, diligent, friendly BS Communications, UT Austin Wendy Zabava, KLRU-TV, Box 7158, Austin, TX 78713

Cut through clutter! Boost your creative staffs to award-winning levels promotion/production manager with independent and affiliate experience in top-ten, medium markets seeks new challenge. Box D-31

SITUATIONS WANTED ANNOUNCERS

Looking for an attractive woman with unique style and touch of class to host TV talk show? Interested in entertaining, light format program, TV and radio background Call Debbie today! 412-378-3520

SITUATIONS WANTED TECHNICAL

Director of engineering: Desires new challenge Creative, with impressive list of completed projects Heavy experience in technical management, video audio rf systems engineering, VHF/UHF high power transmitters and microwave Computer applications & programing, license filings & new construction Inquire with confidence to Box C-112

SITUATIONS WANTED NEWS

Capable newsmen. Excellent voice and delivery Tape and resume available Richard Harris, P.O. Box 582, Bensenville, IL 60106. 312-639-0558

110% given as experienced sportscaster, reporter I want to work! Young and aggressive Excellent skills Call Adam, 808-879-0772

Investigative reporter/producer now available Four years fulltime investigations, top awards, productive, never sued Call Jim Lyons, 918-749-0895

Sportscaster: seeks entry level position, as knowledgeable as anyone in the business, three years radio, news writing and major college sports publicity experience Masters degree 614-237-2418 evenings.

Let me by your one man sports band. Can do it all and without a gripe Box C-142

All-american boy who lives sports seeks challenging entry level position. Perfect references from Top 30 internship. BS Give me a chance. Kevin, 913-537-0741.

Creative, attractive, ambitious female seeks entry-level TV reporter position Currently member of #1 radio station in Denver Articulate, excellent writer, great TV presence. Willing to relocate. Call Tamara at 303-696-1714

Sports director in top 40 market Excellent background, top references, major college play-by-play. Desires move up Box D-13

Sports director in highly rated medium market Outstanding background and references Might consider lateral move with play-by-play chance. Box D-14

Video photojournalist. International & national awards. Excels in news, feature & helicopter aerials Seeks position with top 5 market or network Will consider agents. Tape & resume upon request Box D-9

Meteorologist: Friendly, community oriented, dedicated and professional Now in medium market prime Any market considered Box D-6.

Legal reporter. Lawyer with Wall St., top-10 law school credentials seeks position as legal reporter Bright, witty, articulate Excellent writer Box D-20

Meteorologist. 2 years' radio experience, wishes to transfer to television Work includes forecasting and feeds for NC and VA news networks, as well as individual stations Box D-3

Creative multi-award-winning reporter ready to move on Specialize in movie reviews and feature stories, but am versatile in all general assignments Box D-2

On-air professional experienced in broad spectrum of television broadcast functions Hostess and producer of cable talk show, writer, newscaster Degreed Have demo tape Will relocate Brendan, 703-882-3366

Talented young sportscaster with excellent radio experience Willing to work hard for TV opportunity anywhere Strong writer Available today John, 704-545-3433

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Get your money's worth. ENG EFP photographer seeks freelance work in the Chicago area Ambitious hardworking Call Chris, 312-868-5619

Need an art director? The Broadcast Designers Association Employment Service can send you, at no charge, members resumes - some of the most experienced, talented designers in the business If you need an art director, graphic designer and or video designer, call the BDA office at 415-788-2324

Producer/director with 12 years of major market experience seeks challenge Interested in move to management or producer/director position with station dedicated to local production, or production company Call 415-763-0529

Enthusiasm and dedication. That's what you'll get from my work. Video production freelancer seeking entry position with television station Will relocate 215-928-9942

MISCELLANEOUS

Major production facility needs videographer, one-inch editor, and maintenance engineer National commercials, music video, sports, and syndicated programing Terrific opportunities! Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476 813-786-3603

Primo People looking for the very best investigative, consumer, medical and feature reporters Send tape and resume to Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116 203-637-3653

If you need a job, you need MediaLine, the industry's daily updated job listing service One phone call will put you in touch with the freshest job leads daily 312-855-6779

ALLIED FIELDS

HELP WANTED INSTRUCTION

Television production, broadcast journalism, media theory faculty member sought by private liberal arts college with strong mass media program Will supervise active cable origination station in new building with contemporary equipment and interested students. Rank and salary depends upon qualifications Application selection begins May 19 Send application letter, resume and reference list to Bernard Russi, Mass Media Department, Marietta College, Marietta, OH 45750-3031. AA/EOE.

HELP WANTED SALES

If you know radio, want to learn about TV and can sell your socks off, read on ...Film House, the leading producer of TV commercials for radio, is looking for a salesperson to cover the Midwest and Central territory Applicants should have a thorough, working knowledge of radio, experience in radio sales or programing and good creative instincts The job will require one week of travel per month, calling on radio station program directors and general managers, selling syndicated TV commercials and marketing campaigns for use by radio stations in their outside promotion The winning candidate will learn about marketing, radio promotion, and television production and become part of the hottest company in broadcast marketing This position offers a draw against commissions, travel expenses, excellent benefits and the opportunity to make substantial income Applicants should be willing to relocate to Nashville, TN Please write and tell us why you are the right person to join the Film House team, include your resume and business references with your letter. Address your applications to Tony Quin, Executive Vice President, Film House, 24 Music Square West, Nashville, TN 37203

HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

Top notch independent production facility in Americas #1 city looking for senior editor Creativity, technical background, and ability to work with clients a must Sony 5000 and ADO experience necessary Good benefits and growth potential Please phone 412-471-3333

INSTRUCTIONAL SERVICES

American Sportscasters Association seminar Featuring Curt Gowdy, Jack Brickhouse, Don Dunphy, Marty Glickman Topics, employment opportunities, interviewing, play-by-play, preparation, Thursday, June 26, 1986 New York University (NYC) Information 150 Nassau Street, New York City 10038 Or 212-227-8080

Intensive seminar professional training on broadcast production operations and equipment Offered in Los Angeles, San Diego, Washington, DC, Chicago, San Jose, and Seattle Get the insiders edge For information call 800-232-DIVA (outside California 415-756-DIVA)

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

Wouldn't your clients buy more time if they had a better jingle? Call Prime Cuts collect for our demo 615-385-3007

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

Wanted immediately: good used 10 kw AM transmitter Good maintenance record, no junk Call Vic Rummore, Sudbrink Broadcasting 615-748-8150

Rogers State College, Claremore, Oklahoma is accepting sealed bids for a 5kw UHF transmitter, antenna, transmission line, certain test equipment items and TV STL as a package for KXON-TV. Deadline for bids is May 30, 1986 at 3PM CST. For specifics contact James Baum, Station Manager, KXON-TV, Rogers State College, College Hill, Claremore, OK 74017. 918--341-7510. The owner reserves the right to reject any or all bids and readvertise.

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

5KW & 3.5KW FM: Elcom 605B w/690 (8000 Hrs.) on air mint. McMarrin 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

1kw FM Collins 830D1 w/ exciter also Gates FM-1C with Harris TE-3 exciter, on air both in excellent condition. Call M Cooper. Transcom, 215—379-6585.

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices Business Plans, financing available. Quality Media 404--324-1271.

RCA 30kw UHF transmitter. Immediate delivery. good condition. Quality Media 404-- 324-1271

Videomedia 1" VTR editor model Z-6000 New. Half price. Bill Kitchen. Quality Media. 404—324-1271

Silverline UHF transmitters new, best price, latest technology, totally redundant. Bill Kitchen. Quality Media. 404—324-1271

New RCA 110kw UHF transmitter. RCA closeout. Fast delivery. Price: \$550,000 - includes tubes. Bill Kitchen. Quality Media. 404—324-1271

New RCA TTG-30H Hi-band VHF transmitter. RCA closeout. Fast delivery. Price \$225,000. Bill Kitchen. Quality Media. 404—324-1271

Harris BT-18H VHF Hi-Band transmitter. immediate delivery. 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

Best offer! ERI 3-bay FMC-3A antenna (on ground). Two new Mark 4' STL antennas. 701- 235-0102

For rent or lease: 1979 Ford van with 3 TK710 cameras. ISI switcher, stereo audio, TEK monitoring, more. 609-435-6778

Tektronix 528, 520A, 650A, 1420 Mosely remote control system DCS-2A. All in excellent condition. 215—331-5859

102-AM-FM transmitters: AM-50kw, 10kw, 5kw, 2 5kw & 1 kw, FM-25kw, 15kw, 10kw, 5kw, 3kw, 1kw. All manufacturers. All spares. All inst. books. All our own inventory. BESCO Internacional, 5946 Club Oaks Dr., Dallas, Texas 75248. 214—630-3600

Used 1981 IVECO Z100 truck. Like CONUS SNG's. Low miles. 507—625-3791. Also VP1 \$1,500. Echolab SE4

3/4" editing setup. Two JVC CR-8500LU decks, compatible JVC (RM-85U) editing control unit, plus Panasonic 12" color monitor. Must sell \$5000. 617--267-3001

RCA BTF-1E 1kw FM transmitter. Good condition. 3bay Phelps-Dodge HP 1000-3 antenna with cables. 312-- 545-2121 after 6PM CDT.

RCATCR-100 completely rebuilt by RCA in September of 1985. 3500 carts with good tape, tape loader, three heads, spare parts. There's a lot of stuff for not a lot of money. If you need a cart machine, call now. This is a super deal! Media Concepts 919—977-3600. Of course we still have our VTRs. one 5850 5800 440 editing system available, 3 TK-27s, TP-7s, HL-79DALs. One HL-79A and much, much more!

Magnafax 1/4" tape duplicator, Model TM-79-FT Full track 5 place, 60 ips. New condition. \$6,900. Call 914—268-3000.

VR 1200 parts for sale, includes head wheels, switches, and more. Negotiable. Please call 617—725-0814.

Used broadcast TV equipment. Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213—641-2042.

3/4" evaluated videotape! Guaranteed to look and work as new. Prices: Field mini KCS-20 minute cassettes \$6.99, 30 minutes \$9.49, 60 minutes \$12.49. ELCON evaluated, shrink wrapped and delivered free! Master broadcast quality at half the price. Hundreds of thousands sold to professional users. To order call Carpel Video, Inc., collect. 301--845-8888 or toll free 800—238-4300.

Cart machines, consoles and reel-to-reels: Ampro/Scully, B.E. and Otari equipment available now. We offer a full line of broadcasting equipment: call for quotes on your individual needs. Dale Hendrix - 215—866-2131 - Holt Technical Services, a division of The Holt Corporation

RADIO

Help Wanted Sales

REGIONAL AFFILIATE MANAGER

Due to rapid growth and expansion, Satellite Music Network is seeking additional sales personnel to call on America's top station owners and managers. If you have first hand experience at the station level, want to be a part of the exciting future of radio, and are willing to travel--this is an outstanding career opportunity for you. We pay a good draw against commission, giving you unlimited financial opportunities. Call 800—527-4892 for details from Charlie Strickland or Bob Bruton.

Help Wanted Sales Continued

SALES MANAGER

Nation's #1 classical music station seeks qualified sales manager for the 13th market. Candidates should possess minimum of 3 years' sales management experience with successful track record. Excellent compensation package. Interested applicants send detailed resume and salary history to KING FM, 333 Dexter Ave. North, Seattle, WA 98109. No phone inquiries. EOE, M/F/H/C.

SALES MANAGER

Class C FM (maximum facility) and 5,000 watt fulltime 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 and aggressive sales manager with sales training and promotional abilities. Excellent compensation potential. All responses confidential. Our staff knows of this ad. Send complete resume and experience history to Box D-17. EOE.

Help Wanted Announcers

WWDC AM 1260, new home of the Washington Bullets is now looking for a play by play commentator for next season. No calls. Send audition tapes, salary requirements and resume to:

WWDC AM 1260
1150 Conn. Ave., NW
Wash., DC 20036
Attn: Goff Lebar

TELEVISION

Help Wanted Sales

LOCAL SALES MANAGER

Southeast Texas ABC affiliate seeks a person who possess the skills and desire to lead a young, aggressive sales team. Must lead by example. Fun and money are the rewards for the person who is willing to get the job done by producing results, not excuses. If you are bright, creative, sensible, knowledgeable of TV sales, and a real winner, send resume with salary requirements to J. Allred, KBMT-TV, P.O. Box 1550, Beaumont, TX 77704 or call 409—833-7512 today!

**Help Wanted Sales
Continued**



**INTERNATIONAL
TELEVISION
SYNDICATION
SALES MANAGER**

- Experience in the international market-place essential.
- Position is Los Angeles based.

Please reply in writing to:
Mr. Dick Jolliffe, VP, National Sales Mgr.

Republic Pictures Corporation
12636 Beatrice Street
P.O. Box 66930
Los Angeles, CA 90066-0930
213-306-4040

SALES REPRESENTATIVES

needed to represent company, marketing 200 well known brands of TV equipment including Mosley Ikegami, QSITE, For A, Crossturn, Linc, RTS, Con, Linc, Lenco, TET, Leader, Videotek, etc. No relocation required, prior personal or equipment sales experience. Generous commissions, good job for a self-starter. Self-starter who wants to make money. Positions available in most of the US. Call Sales Manager, National Television Systems Co. 800-511-5143 (US) or 800-252-8286 (TX)

Help Wanted Announcers

WE WANT TO BREAK THE MOLD

Top 10 market seeks dynamic host for talk show. Wanted: smart, can handle issues, work with audience, bold, sense of humor, willing to take chances. Send resumes to Box D-32.

Help Wanted Announcers Continued



Nationwide Talent Hunt



Can you be warm, friendly and have a great time on camera? Do you have a passion for music and the entertainment industry? Is entertaining and informing your audience important to you? Do you really believe in VH-1?

If so, send a video cassette so we can see how you look to Lee Masters, Vice President.
PHONE CALLS WILL NOT BE ACCEPTED.



1775 Broadway,
New York, NY 10019

Candidates selected for further consideration will be contacted for an interview.

An equal opportunity employer

Help Wanted News

NEWS DIRECTOR

Rapidly growing ABC affiliate in southeast Texas seeks a news director who has the skill and desire to lead a well-balanced and highly motivated staff. Hands-on involvement is a must. We are community oriented and the person we hire will be expected to project this image. If you are a take-charge person with a winning attitude, send resume with salary requirements to J. Allred, KBMT-TV, P.O. Box 1550, Beaumont, TX 77704 or call 409-833-7512.

Help Wanted News Continued

PRODUCER - CO-ANCHOR

American Community Cablevision seeks dedicated professional, experienced news producer with excellent writing, producing, and anchoring skills for June start-up of local cable newscast. Required: minimum one years' news experience (broadcast cable), strong scripting, outstanding production skills, warm and credible on-camera personality, superb news judgement and strong commitment to local news. Able to produce fast-paced show that's visually exciting and strong on substance, not fluff. We want someone to generate stories, motivate and supervise staff (including interns).

Send resume and cover letter stating news philosophy with salary requirements and three references to:

News Director
CABLE NEWSCENTER 7
Americam Community Cablevision
519 W State St
Ithaca, NY 14850

(No phone calls or tapes please!)
EOE, MF, HN

On behalf of our Clients

McHugh and Hoffman, Inc.

is looking for broadcast professionals to fill these current positions:

MIDDLE MARKET CO-ANCHOR

Must have 2 years' experience as anchor. Strong writing and reporting skills essential.

PROMOTION SPECIALIST

Creative writer/producer needed for middle market station. Must have 1 year network affiliate promotion experience.

BI-LINGUAL GENERAL ASSIGNMENT REPORTERS

Must be fluent Spanish/English. 2 years' general assignment experience minimum. Anchor experience a plus but not necessary.

Send resume and tape to:

McHugh and Hoffman, Inc.
4009 Chain Bridge Road
Fairfax, VA 22030

MEDIUM MARKET

Midwest affiliate seeks experienced news director to manage, teach and lead an expanding department to improve its market position. Resume should include experience, salary requirements and references if possible. To Box C-139 EOE.

Situations Wanted News

HARDWORKING AND HUNGRY

Top-notch TV reporter and talk show host, generally consumer specialist, but plenty of awards for spot news and investigations. 8 years' experience in top 20 markets. Management oriented, fluent Spanish, family man. Willing to talk pay cut and long term commitment for the right position, on-air or management. Box 100.

Help Wanted Technical

Television

BROADCAST APPLICATIONS ENGINEER

ANDREW, a recognized leader in the development and manufacture of advanced state-of-the-art antennas and transmission lines, is conducting an immediate search for a Broadcast Applications Engineer. Position requires an individual experienced in actual customer application of UHF-TV and VHF-TV high power transmitting antenna and transmission line products. A thorough understanding of products and applications plus experience with Broadcast Field Sales and product support is necessary. B.S.E.E. desired, but equivalent experience may be acceptable.

For immediate and confidential consideration, please submit your resume, including salary history to:


ANDREW
CALIFORNIA CORPORATION
1037 West Ninth Street
Upland, California 91786
ATTENTION: Personnel Manager
An Equal Opportunity Employer

Help Wanted Programing, Production, Others

VICE PRESIDENT GENERAL MANAGER

Public TV/FM established in 1962 and serving the New York State Capital Region and western New England seeks candidates for new position reporting to Board of Trustees. Staff of 90, corporate budget approximately \$5.5 million, excellent viewer-listener/member ratio, and state-of-the-art facilities.

Applicants should be mature professionals with a minimum of five years of senior management experience, preferably in public broadcasting. Graduate degrees are preferred, with concentration in management, business, or communications. Excellent communication skills and thorough knowledge of sound management practices are essential, particularly in the areas of finance and personnel.

Send resume with cover letter by May 30 to:

Human Resources Department
WMHT-TV, FM
Box 17
Schenectady, NY 12301

WMHT is an equal opportunity employer.

ALLIED FIELDS

NEWS MEDIA REGIONAL SALES EXECUTIVE

United Press International seeks highly motivated account executive to sell current and newly developed broadcast services to existing and potential subscribers.

Strong organizational and selling skills mandatory. Excellent salary plus commission and benefits. Prior successful news, media and/or sales experience necessary.

Send resume and cover letter with salary requirements and ability to relocate to:

UPI

Bruce Kanner
V.P., Broadcast Sales Manager
1400 Eye Street, NW
Washington, DC 20005

Employment Services

 **MediaLine**
THE BEST JOBS ARE ON THE LINE

If you need a job, you need MediaLine. MediaLine is the broadcast industry's daily updated job listing service. We scout out the new job openings coast-to-coast and report them daily to our clients. For job leads to advance your career, call MediaLine 312-855-6779.

WE PLACE
TV and Video Engineers
COAST TO COAST

(All Levels, But Not Operators)
ALL FEES PAID BY EMPLOYERS

Phone/Resume

KEY SYSTEMS

479 Northampton Street
Kingston, PA 18704

Phone Alan Kornish at
(717) 283-1041

**Employment Service
Continued**

FEMALES WANTED (AND NEEDED)

NATIONAL, the nation's leading radio personnel placement service, receives constant requests for qualified female announcers and news people from radio stations in all size markets, coast to coast. If you are ready for a move, let NATIONAL help. For complete details and registration form, enclose \$1 postage and handling to: NATIONAL BROADCAST TALENT COORDINATORS, DEPT. B., PO BOX 20551, BIRMINGHAM, AL 35216, 205-822-9144-ACT NOW!

Miscellaneous

**VENTURE CAPITAL
DEBT FINANCING**

For broadcasters

Sanders & Co.

1900 Emery St., Ste. 206
Atlanta, GA 30318
404-355-6800

Wanted to Buy Stations

SEEK TO PURCHASE LPTV

CP or operating Facility

Cash for Midwestern station
Ohio, Penn., Illin., Ind., Mich.
Brokers or Direct.
Box C-10

Public Corp. seeks to acquire LPTV CP's. Write with full details Box D-18.

For Sale Stations

901/767-7980

**MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS**

"Specializing in Sunbelt Broadcast Properties"
5050 Poplar • Suite 1135 • Memphis, Tn. 38157

**OWN A STATION
NO MONEY DOWN**

Unusual situation forces sale of this Midwest AM station with full owner financing. If you're a good operator with ideas, this station can work for you. Send confidential history and resume to Box D-8.

VERY PROFITABLE AM

with excellent ratings that will have a new companion FM on air shortly. Located in a nicely growing, family-oriented, mild climate Land of Sunshine. Cash flow will service payments after normal down. Nicely priced at \$1,400,000. Reply to Box D-33.

Location	Size	Type	Price	Terms	Contact	Phone
Coastal	Sm	AM/FM	\$2250K	Terms	Mitt Younts	(202) 822-8913
Rky Mtn	Maj	AM/FM	\$2000K	Terms	Greg Merrill	(801) 753-8090
CO	Sm	AM/FM	\$1150K	\$300K	David LaFrance	(303) 234-0405
HI	Med	AM/FM	\$1100K	\$300K	Elliot Evers	(415) 495-3516
Rky Mtn	Med	AM/FM	\$1100K	\$175K	David LaFrance	(303) 234-0405
OK	Sm	2 FMS	\$750K	\$125K	Bill Whitley	(214) 680-2807
IL	Med	AM/FM	\$725K	\$175K	Bill Lochman	(816) 941-3733
AZ	Sm	AM/FM	\$700K	\$300K	Peter Stromquist	(818) 366-2554
PA	Sm	AM/FM	\$425K	\$125K	Warren Gregory	(203) 364-5659
IA	Sm	FM	\$305K	\$65K	Bill Lyle	(816) 941-3733
NC	Sm	AM	\$300K	\$30K	Mitt Younts	(202) 822-8913

For information on these properties, please contact the Associate shown. For information on other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 8425 Dunwoody Place, Atlanta, GA 30338 404-998-1100.



CHAPMAN ASSOCIATES®
nationwide media brokers

"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.

**BOB KIMEL'S
NEW ENGLAND MEDIA, INC.**

Clients on our mailing list will be receiving information on several new listings we're offering. If you'd like to be on our mailing list, call or write:

8 Driscoll Dr. St. Albans, VT 05478
802 524 5963

**OKLAHOMA CITY
FULL-POWER
UHF TV**

**LOW PRICE
EXCELLENT TERMS**

**FT. WORTH TEXAS
LPTV
EXCELLENT COVERAGE
GOOD TERMS**

**Bill Kitchen
(404)324-1271**



Quality Media
Corporation

**WE WANT TO BE THE
BEST
NOT THE BIGGEST**



**CHARLES EARLS
KENNETT**

George **MOORE**
& Associates, Inc.

712 EXPRESSWAY TOWER DALLAS, TEXAS 75206 (214) 361-8970
ROUTE ONE - BOX 173 KENNETT, MISSOURI 63857 (314) 888-3224

For Sale Stations Continued

A few years ago, I wanted to own my own station. I had a good job, a sales and on-air background...but wanted my own shop. After a year of looking I bought. AM/FM, midwest, small market.

Now I have a better opportunity in a larger market, but it requires that I sell my AM/FM.

If you're where I was a few years ago - looking for a start in ownership in a market that's small enough to be affordable but able to support you and your debt service if you work hard enough, contact me. Soon. Box D-19.



R.A. Marshall & Co.

Media Investment Analysts & Brokers

Bob Marshall, President

This AM station located in a pleasant Southeastern single station market has excellent potential for the right operator. \$250,000 including attractive studio building and 4 acre tower site.

508A Pineland Mall Office Center. Hilton Head Island. South Carolina 29928 803-681-5252

MID-AMERICA AM-FM

Dominating market for over 35 years. Billing over \$690,000 annually. Long history of strong cash flow. Please—principals only.
Reply Box D-35.

The Holt Corporation .

CALIFORNIA COAST FM

#1 in Birch--fast becoming #1 biller in the market. State-of-the-art Class C in northern coastal market. The seller is asking \$350,000 down; call Leigh Moylan at 215-865-3775 to determine how you can best structure the deal to match your acquisition requirements.

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

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING, Classified Department, 1735 DeSales St., N.W. Washington DC 20036

Payable in advance. Check, or money order only Full & correct payment MUST accompany ALL orders

When placing an ad indicate the EXACT category desired Television Radio, Cable or Allied Fields Help Wanted or Situations Wanted Management Sales News, etc If this information is omitted we will determine the appropriate category according to the copy NO make goods will be run if all information is not included

The publisher is not responsible for errors in printing due to illegible copy all copy must be clearly typed or printed Any and all errors must be reported to the classified advertising department within 7 days of publication date No credits or make goods will be made on errors which do not materially affect the advertisement

Deadline is Monday at noon Eastern Time for the following Monday's issue Earlier deadlines apply for issues published during a week containing a legal holiday & a special notice announcing the earlier deadline will be published above this ratecard Orders changes and or cancellations must be submitted in writing (NO telephone orders, changes and or cancellations will be accepted)

Replies to ads with Blind Box numbers should be addressed to (Box number) c/o BROADCASTING, 1735 DeSales St. N.W. Washington DC 20036

Advertisers using Blind Box numbers cannot request audio tapes video tapes transcriptions films or VTRs to be forwarded to BROADCASTING Blind Box numbers Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964 as amended Publisher reserves the right to abbreviate, alter, or reject any copy

Rates: Classified listings (non-display) Per issue Help Wanted \$1 00 per word, \$18 weekly minimum Situations Wanted (personal ads) 60¢ per word, \$9 00 weekly minimum All other classifications \$1 10 per word, \$18 00 weekly minimum Blind Box numbers \$4 00 per issue

Rates: Classified display (minimum 1 inch, upward in half inch increments) per issue Help Wanted \$80 per inch Situations Wanted (personal ads) \$50 per inch All other classifications \$100 per inch For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space Agency commission only on display space

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each Symbols such as 35mm, COD, PD, etc., count as one word each Phone number with area code or zip code counts as one word each

IDAHO AND UTAH

4 AM FM Combos - ranging in price from \$225,000 to \$2 million Good terms available Contact Greg Merrill 801-753-8090



CHAPMAN ASSOCIATES
nationwide media brokers

- LPTV in big growth SE Texas market. Set up for personal or absentee operation. \$150,000.
- FM near large Nebraska city. \$790,000.
- Class C FM plus AM to cover city in Texas. \$2.1 million.

Business Broker Associates
615-756-7635, 24 hours

POWERFUL MIDWEST COMBO

Low dial pos. AM with underdeveloped 100kw FM. 5,000 sq. ft. studios on 40 acres. Owner retiring; first time ever offered. Healthy cash flow. Terms.

Call JACK CHRISTIAN/CB, Inc.
202-745-1009

FOR SALE AM-CP

720 KHZ, 5 KW DAYTIME
HARRISONBURG, PA.
METRO MARKET
FINANCING AVAILABLE FOR
QUALIFIED BUYER
BOX D-10

LOOKING FOR A STATION?

512/327-9570

JAMAR RICE CO.

Media Brokerage & Appraisals

110 Wild Basin Rd. # 245 • Austin, TX 78746

Sunbelt 50,000 watt AM station.

\$2.2 million or best offer.
803-582-1849

1kw SUBURBAN EVANSVILLE DAYTIMER

Located in Newburgh, Indiana (420,000 within 0.5 mv/m). Possibility for FM through Docket 80-90. Real estate included. Call Don Davis 812-853-7203.

FOR SALE

profitable AM'er in the thriving area of the Piedmont Carolinas. Same owner over 30 years. Building and several acres of commercial property included. \$425K cash. Box C-97.

Fates & Fortunes

Media

John Spinola, VP and general manager, Group W's WJZ-TV Baltimore, joins co-owned WBZ-TV Boston as VP and general



Spinola



Klein

manager. **Jonathan Klein**, VP, sales and marketing, WBZ-TV, succeeds Spinola. Spinola succeeds Thomas Goodgame, who was named president of Group W's television station group (BROADCASTING, March 31).

James Allegro, VP, operations, ABC Owned Television Stations, New York, named senior VP, broadcasting division, Capital Cities/ABC, with primary responsibilities in finance and administration. **James Goldberg**, assistant treasurer and assistant secretary, Capital Cities Communications, New York, named VP, tax planning and administration, Capital Cities/ABC.

Charles McFadden, VP and general manager, TVX Broadcast Group's WNRW(TV) Winston-Salem, N.C., joins co-owned WLFL-TV Raleigh, N.C., as VP and general manager. **Jim Fletcher**, general sales manager, WNRW, succeeds McFadden.

Appointments, Fisher Broadcasting, Seattle: **Jay Giesa**, executive VP, administration, to additional title of secretary; **Richard Robertson**, general manager, Fisher's KOMO(AM) Seattle, to VP and general manager of station, and **Beth Lyman**, assistant VP and personnel manager, to VP, personnel. **Glenn Gormley**, secretary and executive VP, finance and planning, Fisher Broadcasting, retires after 35 years with company.

Kevin Hale, general sales manager, KTVT(TV) Dallas, joins KSTW-TV Tacoma, Wash., as VP and general manager.

Darrell Blue, station manager, KXLY-TV Spokane, Wash., joins KAPP(TV) Yakima, Wash., and co-owned KVEW(TV) Kennewick, Wash., as general manager.

General managers named VP's, Sterling Communications stations: **Kenny Windham**, WJDX(AM)-WMSI(FM) Jackson, Miss.; **Michael Baer**, WKJN(FM) Baton Rouge, and **Gary Vincent**, WGLS(AM)-WSSL(FM) Greenville, S.C.

Robert H. Smith Jr., VP and general manager, WCYB-TV Bristol, Va., named executive VP, general manager and member of board of parent, Appalachian Broadcasting Corp.

Stewart Corbett, co-owner, WFMR(FM) Menomonee Falls, Wis., named president and general manager.

Glenn Wright, VP and general manager, KIRO-TV Seattle, named executive VP of station and corporate VP of KIRO Inc.

George Andrick, senior manager, WSAZ-TV Huntington, W. Va., retires after 35 years with station.

Linda Byrd Cooper, general manager, WCRJ-FM Jacksonville, Fla., named VP and general manager.

Appointments, C4 Media Corp., Vienna, Va.-based cable MSO serving 20,000 subscribers in Kansas, Missouri, Oklahoma and North Carolina: **Janet Bowman**, controller, to newly created position of VP, administration and control; **Rory Test**, general manager, mid-America, Burlington, Kan., to regional manager, mid-America; **Taly Gaon**, administrative assistant, to graphic artist-marketing assistant.

Al Calhoun, construction manager, Comcast Cablevision, Philadelphia, named general manager, Comcast's Lower Merion, Pa., system.

Paul Vacek, system manager, Jones Intercable, Shawnee, Oklahoma, named manager of Jones Intercable's Saratoga Springs, N.Y., systems. **Tracy Shirley**, system manager, Jones's Donaldsonville, La., system, succeeds Vacek.

Bill Coffey, program director, KUSA(TV) St. Louis, named VP, operations.

James Wagner, treasurer, Landmark Communications, Norfolk, Va., named VP.

Marketing

Doug Foster, account supervisor, J. Walter Thompson, New York, named VP, senior account supervisor.

Paul Drother, general manager, direct marketing division, Campbell-Ewald, Warren,

Mich., named group senior VP.

Steven Levy, from DFS, New York, joins BBDO Direct there as VP, management supervisor.



Colombo

Charlie Colombo, president, Blair Radio, New York, named president of John Blair & Co.'s radio representation division there, overseeing three rep companies: Torbet Radio, Select Radio (formerly Selcom/RAR) and Blair Radio ("Closed Circuit." April 14). Colombo, who has been president of Blair Radio since March 1985, will continue in that role until successor is named. Additionally, **Barbara Crooks**, executive VP of division, takes on expanded responsibilities as executive VP/station development and assistant to president.

Jeff Wakefield, VP, research and marketing, Major Market Radio Sales, New York, named to executive committee.

Mary Yerrick, VP, new business development, Henry J. Kaufman & Associates, Washington, named senior VP. **Lisa Brugger Jones**, media director, Kaufman, named VP.

David Idema, VP, copywriter, Geer, DuBois Advertising, New York, named VP, group creative supervisor.

Lawrence Riegel, senior VP, Avrett, Free & Ginsberg, New York, named executive VP.

Dietrich Ginzl, account executive, WTBS-TV Atlanta, named manager of international sales for parent, Turner Broadcasting System, based in New York.

John Chandler, from Wells, Rich, Greene, New York, joins SSC&B: Lintas USA there as account supervisor.

Named VP's, William Esty Co., New York: **Nancy Davidson** and **Kay Droppert**, account

Who do you turn to when you need an EXPERT FINANCIAL NEWS SOURCE?

The American Institute of Certified Public Accountants is the authoritative voice of the accounting profession. Whether the topic is auditing, management consultation, estate planning, tax advice, personal financial planning, computer information or small business strategy, the AICPA has the financial expert you need for your story.

THE AICPA, OF COURSE!!!

1211 Avenue of the Americas
New York, NY 10036-8775

CONTACT: Sam Hoyt
212/575-3879

supervisors. and **Nan Rosenberg**, manager, local broadcasting.

Ellen Pritzker, advertising manager. Resorts International Casino Hotel. Atlantic City, joins Cable Adnet. Malvern, Pa. as marketing director.

Robert Putnam, treasurer and VP, administration. The Leadership Corp., New York, joins The Earle Palmer Brown Companies there as executive VP, finance and administration.

Joanne Burns, program research manager, Group W Television Sales. New York, joins LBS Communications. New York, as director of research services.

Susan Ritenour, VP, group media supervisor, and **Robert Mitchell**, VP, manager, broadcast spot buying. Campbell-Ewald, Warren, Mich., named senior VP's



Simons

Eglon Simons, VP, sales. CBS Television Stations, New York, named VP, sales, and general manager, national sales and marketing for CBS Television Stations Division.

Jeffrey Manoff, director of advertising sales. New York, MTV Networks Inc.,

New York, named national sales manager-director of advertising sales.

Howard Levy, director of advertising sales, Television Program Enterprises, joins Blair Entertainment, New York, as VP, director of advertising sales.

Karen Grinthal, account executive. CBS RadioRadio, New York, named director, sales.

Mark Drozd, creative director, Impact, New York, sales promotion and design company of Foote, Cone & Belding, New York, named VP.

Patricia Liguori, assistant research director, Capcities/ABC's WABC-TV New York, named associate director of research and marketing services, ABC Television Spot Sales.

Bob Molnar, VP, creative director, Fahlgren & Swink, Toledo, named director of broadcast, supervising radio and TV production at F&S's seven offices. **Sal Lumetta**, from Young & Rubicam, Detroit, joins F&S as broadcast producer.

Doug Miller, assistant account executive, Abranson Associates Inc., Washington, named account executive, client services department.

George Drymalski, account supervisor, R.L. Meyer Agency, Milwaukee, joins WNRW(TV) Winston-Salem, N.C., as general sales manager, succeeding Jim Fletcher, named VP and general manager (see "Media," above).

Lewis Leone, account executive, ABC-owned WABC-TV New York, and **Geralyn Stynes**, account executive, Blair Television, Chicago, join ABC-TV Spot Sales, Chicago, as account executives.

Matt Kreiner, general sales manager, WPRI-TV Providence, R.I., named VP, director of

sales. **David Salinger**, director of affiliate promotion and special projects, CBS, Los Angeles, joins WPRI-TV as head of newly created marketing division.

James Johnson, VP, marketing and planning, KIRO Inc., Seattle, named senior VP.

Larry Leibowitz, general manager, WLYF(FM) Rochester, N.Y., joins KWEN(FM) Tulsa, Okla., as general sales manager.

Carl Andersen, from Greater Boston Cable Corp., Boston, joins Colony Communications' Lowell (Mass.) Cable TV as sales manager.

Steven Newcombe, general sales manager, WCAW(AM)-WVAF(FM) Charleston, W. Va., joins WFXR(FM) Charleston, S.C., as general sales manager.

Jeff Jeanpierre, senior account executive, WKLH(FM) Milwaukee, named local sales manager.

Mimi Voelker, intern and sales representative, KD Productions, commercial production unit of KDKA-TV Pittsburgh, named sales coordinator for KDKA-TV.

Bill Gee, traffic manager, KTXL-TV Sacramento, Calif., named director of sales service-traffic.

Kathy Sarcone, from WNIC-FM Detroit, and **Debbie Ford**, from WHYI(FM) Detroit, join WRIF(FM) there as account executives.

Stephanie Peterson, director of retail sales, KMSP-TV Minneapolis, named account executive. **Charles Hogetvedt**, account executive, KITN-TV Minneapolis, joins KMSP-TV in same capacity.

Diane Stewart, from Rogers Cablesystems, San Antonio, Tex., and **Robert Wise**, from KTXS-TV Abilene, Tex., join KSAT-TV San Antonio as account executives.

Joe Bell, account executive, WQYK-FM St. Petersburg, Fla., joins WDAE(AM)-WQYI(FM) Tampa, Fla., in same capacity.

Mary Kelly, account executive, KEX(AM) Portland, Ore., joins KATU(TV) there in same capacity.

Named account executives, WKTK(FM) Crystal River, Fla.: **Sylvia Carlson**, account executive, WRUF-AM-FM Gainesville, Fla.; **Mark Granger**, account executive, WKHK Richmond, Va.; **Butch Fields**, Field of Stars Productions, Gainesville, and **Jim Siwy**, account executive, WYGC(FM) Gainesville.

Doug Smith, account executive, WCLQ-TV Cleveland, joins WKYC-TV there in same capacity.

Carole Lynne Van Dyke, from American Home Products, Detroit, joins WKBD-TV there as account executive.

Programing

Joe Fleischman, VP, Trans World Entertainment, Los Angeles, joins Republic Pictures Home Video there as VP, sales and marketing.

Appointments, MTV Networks Inc., New York: **Steve Seidmon**, director, research, to VP, research; **Jim Del Balzo**, local promotion manager, Columbia Records, New York, to

director, talent relations; **Jessica Falcon**, director, artist development-special projects, ESP Management, New York, to director, talent relations, VH-1/Video Hits One.

Douglas Hamilton, director of finance and information systems, USA Network, New York, named VP, finance and administration.



Schwartz

Allan Schwartz, VP, program development, Taft Entertainment Television, Los Angeles, joins Fries Entertainment there as VP, syndicated and daytime development.

Frances Peragine, VP, Cinemax programming, Home Box Office, New York, resigns.

Mary Pleshette Willis, independent television writer, joins Reader's Digest Entertainment, New York, as VP, development, executive producer.

Tom Gatti, director of sales, DIR Broadcasting, New York, named VP, director of sales. **Michael Abramson**, VP, promotion, Island Records, New York, joins DIR there as VP, affiliate relations. **John Moss**, from LBS Radio, New York, joins DIR as member of sales staff.

David Knight, director of production, DIR Broadcasting, New York, joins Westwood One there as director of talent acquisitions, East Coast.

Jock McLean, VP, McL Communications consulting firm, joins MTV: Music Television, New York, as director, acquisitions.

Kirk Dodd, VP, financial planning and analysis, NBC Inc., Los Angeles, joins Paramount Domestic Television as senior VP, business and financial affairs.

Larry Hutchings, VP, Eastern division sales, Orion Television Syndication, Los Angeles, named senior VP, sales and marketing.

Meade Camp, Southeast regional sales manager, Embassy Telecommunications, Atlanta, named VP, Southern region.

Alex Job, assistant director, network affiliations, Home Shopping Network, Clearwater, Fla., named director of network affiliations.

Joe Fleischman, VP, sales and marketing, Trans World Entertainment, Los Angeles, joins Republic Pictures Home video there as VP, sales and marketing.

Eva Stamm, supervisor of conventions, Showtime/The Movie Channel, New York, named manager, special events.

David Sargeant, field producer-writer, KNBC(TV) Los Angeles, joins Paramount's *Entertainment Tonight* as Los Angeles bureau manager.

Appointments, "Pure Gold" format, Satellite Music Network, Dallas: **Gary Hamilton**, production director and morning air personality, KLUV(FM) Dallas, to operations manager; **Jim Thomas**, from KAFM(FM) Dallas; **Chaz Kelly**, from KSLX(FM) Phoenix; **Doc Morgan**, from KZEW(FM) Dallas; **Mark Rivers**,

from WWCL(FM) Pittsburgh, and **Randy Davis**, announcer, SMN, to air personalities.

Charlie Van Dyke, programing consultant to KFYL(AM) Phoenix and KKFR(FM) Glendale, Ariz., named VP, programing, for stations' parent, The Broadcast Group.

Mark Filiault, marketing director and production manager, noncommercial WGBY-TV Hartford, Conn., joins Cetco, Hartford, Conn.-based wholly owned production services division of Connecticut Public Broadcasting, as manager.

Anthony Dwyer, member of sales department, Group W Productions, Chicago, named central regional manager.

Jackson Gibson, broadcast schedule manager, noncommercial WUFT(TV) Gainesville, Fla., joins noncommercial WLW(TV) Garden City, N.Y., as program manager.

Anne Coleman, director of programing, Cosmos Broadcasting's WAVE-TV Louisville, Ky., joins co-owned WDSU-TV New Orleans as director of programing. **Harold Culver**, director of engineering and operations, WAVE-TV, named acting program director.

Nick Diamond, morning drive personality, KONE(AM) Reno, joins WEBC(AM)-WAVC(FM) Duluth, Minn., as program director.

Appointments, **WKTK(FM)** Crystal River, Fla.; **Nick Allen**, program director, WKHK(FM) Richmond, Va.; to same capacity; **Jim Quin**, program director, WAVW(FM) Vero Beach, Fla., to music director and morning air personality; **John Lann**, program director, WKIQ(AM) Inverness, Fla., to midday air personality, and **Steve Mack**, production director, WOCA(AM) Ocala, Fla., to midnight air personality.

Don Kelley, program director, WFTQ(AM) Worcester, Mass., joins WYYY(FM) Syracuse, N.Y., as program manager.

Cathy Perron, program manager, WPRI-TV Providence, R.I., named director of programing-creative services. **Edna Worthington**, production manager, WPRI-TV, named director of production.

Lisa Mateas, assistant program manager, KTLA(TV) Los Angeles, named director of programing.

Al Forist, director, 6 and 11 p.m. news, WZZM-TV Grand Rapids, Mich., named director of production.

Jan Wilson, from WKOW-TV Madison, Wis., joins KOTV(TV) Tulsa, Okla., as programing coordinator.

Miriam (Mickey) Schwartz, associate producer, *the Phyllis Levy Show* and *Sex Talk*, WLS(AM) Chicago, named producer.

News and Public Affairs

Peter Hackes, 61, NBC News Washington correspondent for more than 30 years, and most recently reporter-editor for network's syndicated news program, *A-News*, retires. He began his journalism career as reporter for WELM(AM) Elmira, N.Y., followed by radio reporting stints in Ohio, Iowa and in Kentucky, where he also worked in television. He joined CBS News, New York, as

writer-broadcaster in 1952 and moved to Washington short time later. At NBC, assignments included writing, editing and reporting for TV and radio. On television, he has appeared on *Meet the Press*, *Today* and nightly news, among others. He shared Emmy award for NBC TV coverage of Apollo space program. On radio, he was reporter and anchor for NBC Radio's hourly newscasts and anchored NBC Radio's *World News Roundup*, among others.

David Burke, VP and assistant to president, ABC News, New York, named executive VP.



Burke



Nash

Al Nash, assistant news director, KTIV(TV) Sioux City, Iowa, joins Montana Television Network, Billings, Mont., as news director. MTN comprises KTVQ(TV) Billings, KRTV(TV) Great Falls, KXLF-TV Butte and KPAX-TV Missoula.

Steve Minium, assignment manager, KPNX-TV Phoenix, joins KTNV-TV Las Vegas as news director.

Appointments, **WFMY-TV** Greensboro, N.C.: **Bill O'Neill**, reporter, Group W Newsfeed, Washington bureau, to weekend anchor-reporter; **Robert Murray**, assignment editor, WXEX-TV Richmond, Va., to producer; **Joyce Taylor**, weekend weathercaster-reporter, KREM-TV Spokane, Wash., to weekend weathercaster-reporter.

Brian Seifert, producer, 11 p.m. news, WLEX-TV Lexington, Ky., named producer, 5:30 p.m. news.

Kathy Ammermann, morning news anchor, WKZW(FM) Peoria, Ill., assumes additional duties as radio news supervisor, WMBD(AM)-WKZW there. **Joe Toren**, from WHIO(AM) Dayton, Ohio, joins WMBD-WKZW as anchor-reporter.

Appointments, **WIXT(TV)** Syracuse, N.Y.: **Dan Cummings**, assignment editor, to anchor, weekend news; **Kae Newman**, reporter and producer, WTVH-TV Syracuse, succeeds Cummings; **Rod Wood**, weekend anchor, to co-anchor, *Eyewitness NewsHour* and *Eyewitness News at 11*, and **Carrie Lazarus**, special assignment reporter, to co-anchor, *9 Eyewitness NewsHour*.

Jim Kaiserski, reporter, WAGA-TV Atlanta, joins NBC News as Central American correspondent, based in El Salvador.

Rebecca Blessing, part-time reporter, KCBN(AM)-KRNO(FM) Reno, joins KOLO(AM) there as public affairs director, succeeding **Greg Koelfgen**, who joins co-owned KOLO-TV there as news producer.

Gary I. Reaves, general assignment reporter, WFAA-TV Dallas, joins CBS News as reporter, Chicago bureau.

Kay Kusuda, newswriter and producer, WDIV(TV) Detroit, joins KSBY-TV San Luis Obispo, Calif., as general assignment reporter.

Ann Curry, general assignment reporter, KCBS(TV) Los Angeles, named urban affairs reporter.

Will McDonough, *Boston Globe* sports columnist, joins CBS Sports' *NFL Today* series as regular commentator.

Technology

Stephen Groves, sales representative, Augat Inc., Attleboro, Mass., named district manager. **Ernest Lemoncelli**, senior sales representative, Augat, Attleboro, named district sales manager.

Polly Rash, regional manager, General Instrument, Alexandria, Va., named national director of sales.

David Barbour, senior account representative, Oak Communications, Cincinnati, named regional manager, responsible for Oak equipment sales to cable systems in Midwest and Southeast.

Alfred Resnick, chief engineer, Capacities/ABC's WLS(AM) Chicago, named to newly created position of director of engineering, Capacities/ABC.

Herb Squire, chief engineer, WHN(AM) New York, joins WQXR-AM-FM there as chief engineer, succeeding **Zaven (Doc) Masoomian**, retired.

Trevor Murdoch, independent engineering contractor, joins Electronic Systems Products, Titusville, Fla., as chief engineer.

Richard Abbenante, from defunct RCA Broadcast Systems Division, joins Broadcast Systems Inc., Austin, Tex., as Western regional sales manager.

Promotion and PR

Wendy Dytman, executive director of creative affairs, MGM/UA Entertainment Co., Culver City, Calif., named VP, creative affairs, motion picture division, MGM Entertainment Co.

Paul Burditch, senior account executive, Guttman & Pam, Los Angeles public relations agency, joins Schecter/Cone Communications as VP, West Coast, heading new Los Angeles office for New York-based public relations agency.

Yelena Lazovich, manager, creative services, Telepictures Corp., Los Angeles, named director, advertising and promotion, Lorimar-Telepictures Domestic Distribution Group.

Susan Heath, director, marketing programs, Arts & Entertainment Network, New York, named director of marketing.

Lisa Lombardo, director of licensing, King World, New York, joins LBS Enterprises there as VP, merchandising and promotion.

Tom Ashwell, creative director, Avco Film Productions, Cincinnati, joins WLWT(TV) there as director of communications.



Golden tribute. Dick Clark, president, Dick Clark Productions, Burbank, Calif., was given Gold Medal award by the Pennsylvania Association of Broadcasters. Clark's *American Bandstand* began on WFL-TV (now WPVI-TV) Philadelphia in 1956, and originated from there for its first eight years (1956-1964). Shown at ceremonies above (l-r): Fred Young, PAB president and VP, The Hearst Corp., Pennsylvania Governor Dick Thornburgh, and Clark.

Page Nader, director of news and public relations, KZKC-TV Kansas City, Mo., named VP.

Doug Bieberich, commercial writer-producer and announcer, WFFT-TV Fort Wayne, Ind., named creative services director.

Allied Fields

Fred Fielding, counsel to President Reagan from 1981 until March 31 of this year, joins Wiley & Rein, Washington law firm headed by former FCC Chairman Richard Wiley, as partner, effective mid-May. From 1970 to 1974, Fielding was assistant counsel, then deputy counsel, to President Nixon. From 1974 until 1981, he was partner with Washington office of Morgan, Lewis & Bockius law firm. Wiley & Rein was formed three years ago as Wiley, Johnson & Rein, when Washington office of Chicago-based Kirkland & Ellis split, with about 40 attorneys joining new firm. Effective July 1, firm will be called Wiley, Rein & Fielding.

Charles Oliver, director, policy research, CBS/Broadcast Group, New York, joins National Association of Broadcasters, Washington, as senior VP, research and planning, succeeding John Abel, now NAB's executive VP, operations. Oliver is former attorney with Common Carrier Bureau, FCC, Washington, and in 1977-78 was intern for Communications Subcommittee of Senate Commerce Committee.

Appointments. Gammon & Ninowski Media Investments Inc., at newly opened regional offices in Kansas City, Denver and Philadelphia: **Jack Satterfield**, VP, manager, Blair Television, Philadelphia, to associate broker, Philadelphia: **Marc O. Hand**, broadcast consultant, Denver, and **Al Perry**, VP, general manager, KOSI(FM) Denver, to associate brokers there, and **Richard Wartell**, owner-manager, KSOK(AM)-KDKS(FM) Arkansas City, Kan., to associate broker, Kansas City. **Donald Russel**, associate broker, Washington, to VP, radio.

Kevin Kelley, deputy chief, domestic facilities division, FCC, Washington, named chief, mobile services division, Common Carrier Bureau.

Former NBC president and chief executive officer, **Herbert Schlosser**, now senior adviser, Wertheim & Co., New York investment firm, named chairman of board, American Museum of the Moving Image, Astoria, N.Y. He has been member of museum's board since 1984. Museum, "devoted to the art, history and technology of all the moving image media," is scheduled to open in 1987.

Michael D. Sullivan, chief, mobile services division, Common Carrier Bureau, FCC, Washington, joins law firm of Wilkinson, Barker, Knauer & Quinn, Washington, as partner, specializing in telecommunications.

Frank De Tilio, VP and general manager, WXL(TV) Tampa-St. Petersburg, Fla., joins Broadcast Media Services, Tampa-based firm specializing in acquisition, financing, development, construction and management of independent television and radio stations, as VP and general manager.

Paul Westefer, director of labor relations, Walt Disney Pictures, Los Angeles, joins Alliance of Motion Picture and Television Producers there as VP, contract administration.

Arthur Sulzburgh, VP, national sales manager, ABC Radio Network, New York, received distinguished alumni award from college of communication, Boston University.

Ken Howard, legal assistant to FCC Commissioner James Quello, joins law firm of Baker & Hostetler, Washington, as associate.

Marcella Rosen, senior VP and media director, N W Ayer, New York, and **Charlayne Hunter-Gault**, New York-based national correspondent for PBS's *MacNeill/Lehrer News-Hour*, have been chosen advertising and broadcasting recipients, respectively, of 1986 Matrix awards for highest achievement in their chosen fields. Award is given by New York Women in Communications.

Pamela Koch, account executive, station clearance division, On the Air, New York, joins Syndicast Services there in same capacity.

Deaths

Solon Geer, 85, retired co-founder with his wife, Eve DuBois, in 1936, of Geer, DuBois, New York-based advertising agency, died April 18 at St. Joseph's hospital, Stamford, Conn. He is survived by his wife and two sons. Peter, who is president of agency, and Stephen, who is ABC-TV correspondent.

Roger Sharp, 50, money editor, WCBS-TV New York, died of lung cancer April 23 at his home in Stamford, Conn. Sharp had covered economic and business news for station since February 1985. Before joining WCBS-TV, he had been correspondent and political editor for WABC-TV New York since 1972. In 1966-72, he filed daily business reports for ABC Radio Network, New York, and also served as correspondent for ABC-TV, where his reporting on politics and civil rights movement earned him national Emmy. In 1965-66, he was correspondent and anchor for WNAC-TV (now WNEV-TV) Boston; in

1964-65, he was executive news editor, CBS Radio; in 1961-64, he was correspondent, ABC News. His local station work also included news posts at television stations in Miami; Tampa, Fla.; Cleveland, and Tulsa, Okla. Sharp is survived by his wife, their son, and son and daughter from previous marriage.

Broderick Crawford, 74, television and motion picture actor, died April 26 at Eisenhower Medical Center, Palm Springs, Calif., of complications from series of strokes. Born William Broderick Crawford, he began theatrical career in vaudeville in early 1930s, later obtaining occasional roles in radio dramas and stage productions. After moving from New York to Hollywood in early 1940s, he became film actor, winning Academy Award for best actor in 1949 for role in "All The King's Men." In 1950's he gained prominence as Sgt. Dan Mathews on television's *Highway Patrol* and later starred in shortlived *Ace of Diamonds* and *The Interns* series. Survivors include his wife, Mary Alice, and two sons.

Ed J. Zuchelli, 61, veteran broadcaster who had taught journalism at California Polytechnic State University, San Luis Obispo, Calif., died of apparent heart attack April 19 at San Luis Obispo hospital. He had been faculty adviser to university's noncommercial KCPR(FM) since joining faculty in 1969. Zuchelli had been part owner of KCOY(AM) (now KUHL) Santa Maria, Calif., from 1955 until 1969, and KCOY-TV Santa Maria from 1964 until 1969. He is survived by his wife, Virginia, and two sons.

Ralph Goodman, 68, radio and television writer, died April 20 of cancer at Motion Picture & Television Country Hospital, Woodland Hills, Calif. He began radio career in late 1940s writing for *Duffy's Tavern*, *Fibber McGee & Molly*, *The Bob Hope Show*, *The Red Skelton Show*, *Radio Mystery Theatre* and others. On television, he wrote for such series as *Daniel Boone*, *The Fugitive*, *McHale's Navy*, *Here's Lucy*, *The Flying Nun*, *The Jeffersons* and number of animated series. Survivors include two sons.

Charles (Scotty) Andrews, 44, program manager, WVEE(FM) Atlanta, died of cancer April 19 at Northside hospital, Atlanta. Andrews had been program manager of station since 1978, and before that, air personality there. He had also been program director at WIGO(AM) Atlanta. Andrews is survived by his wife, Eunice, son and daughter.

Philip Warren Wygant, 60, former promotion director, WBAP-TV (now KXAS-TV) Fort Worth from 1958 until leaving station in 1974 to start own tree farm outside Dallas, died of liver disease April 25 at Baylor Medical Center, Dallas. He joined production staff of WBAP-TV month before station went on air in 1948, directing in-studio productions for station. He is survived by his wife, Bobbie, who is arts and entertainment reporter for KXAS-TV.

Elmer H. Long Jr., 58, whose on-air name was Bruce Davis, midday air personality, WNRK(AM) Newark, N.J., and weekend personality for WPEN(AM) Philadelphia, died of heart attack April 21 at Crozer-Chester Medical Center, Upland, Pa. He is survived by his wife, Tillie, and two children.

FCC's Minkel: fighting the battle of the budget

Edward Joseph Minkel, now FCC managing director, is a retired U.S. Army colonel, but he is not the Rambo type of fighting man.

It's hard to imagine him blasting his way through the Washington bureaucracy. He smiles too much.

But Mr. Nice Guy turns serious when he turns to his job of getting the commission to run as efficiently as possible on whatever dole can be scrounged from Capitol Hill these days, and he's credited for whipping the agency into the proper shape to fight in the Reagan deregulatory revolution. "He is simply a person who gets things done yesterday," said FCC Chairman Mark Fowler. "He can say no, too," Fowler added, "but he does so with a smile."

That Minkel, also the agency's director of national security emergency preparedness, performs so well under budgetary fire is not surprising. He got plenty of practice performing under adverse conditions in the 30 years he spent in the Army.

The son of a Staten Island sea captain who later founded a hardware and locksmithing store there, Minkel grew up tinkering with radios. When he volunteered for the Army in 1942, he was tested and put through officer candidate school at Fort Monmouth, N.J.

Detailed to the Signal Corps, he remained stateside throughout World War II, spending most of his time on research and development, designing radio systems and codes.

In 1946, Minkel was discharged as a first lieutenant and attended Manhattan College in the Bronx. He was graduated in 1949 and worked at his father's store. In 1951, he was called back for service in Korea.

Minkel saw no action during World War II, but he saw plenty in Korea, where he was a signal officer in Seoul, transmitting messages among military intelligence units. While Minkel was there, the communists took Seoul. "And then we took it back," said Minkel. "It was very interesting, a very hard time."

In 1960, Minkel was assigned to the U.S. embassy in Libya as a military adviser to the Libyan army. That was back when Muammar Qaddafi was a second lieutenant in the Libyan signal corps. Minkel knew who Qaddafi was. But the latter's theatricality was latent at the time. "He didn't stand out in any way," Minkel said.

In 1966, Minkel was transferred to Vietnam, where he spent a year as signal adviser to the South Vietnamese Army. It was a rear-echelon job but not without active moments. There was the time the hotel where Minkel was billeted was blown up. There also was



EDWARD JOSEPH MINKEL—FCC managing director; b. May 16, 1921, Staten Island, N.Y.; BA, business administration, Manhattan College, Bronx, N.Y., 1949; MS, systems management, University of Southern California, 1972; U.S. Army, 1942-1946 and 1951-1976; FCC Safety and Special Radio Service, Chicago regional manager, 1976-1977, and chief of spectrum management division, 1977-1978; deputy chief, communications division, National Weather Service, National Oceanic and Atmospheric Administration, 1978-1981; present position since October 1981; m. Catherine Dempsy, Oct. 4, 1945; children: Christa Bolden, 35; Edward J., 32; Lynne French, 30.

the time the rotor on a helicopter he was in was shot out, forcing the pilot to make an emergency landing in a rice paddy in the Mekong Delta. No one was injured, but other helicopters had to hover in a protective circle while Minkel and the others were whisked out of harm's way by another chopper. "It was rough," said Minkel.

But Minkel, clearly an optimist at heart, also remembers the lighter moments. He grins when recalling the informality of the occasion when he and the former U.S. Ambassador to Vietnam, Henry Cabot Lodge, introduced themselves to each other in the shower at the Cercle Sportif, a Saigon health club.

Other tours of duty took him to Tokyo, Hawaii, the Defense Communications Agency (where he worked on the project resulting in the launch of the initial defense communications satellite, the first military satellite) and the Pentagon, where he was in charge of spectrum management and integrating data systems into the military's tele-

communications network.

He retired from the Army on Aug. 1, 1976, and "I joined the FCC the next day," said Minkel.

In what would prove to be his first tour at the commission, Minkel headed the Chicago regional office of the Safety and Special Radio Service Bureau (now the Private Radio Bureau). He also served as chief of the bureau's land mobile spectrum management division.

In 1978, Minkel left the commission for the National Oceanic and Atmospheric Administration, where he was deputy chief of the communications division of the National Weather Service. "They have a tremendous worldwide communications network," Minkel said.

Fowler, who met Minkel through mutual friends, hired him early in 1981 to advise him on management of the agency. "Philosophically, we were attuned to the same marketplace and First Amendment concepts," Minkel said. That October, Minkel became the commission's first managing director.

Minkel is a team player. And he and Fowler, clearly the team captain, start each weekday morning at 6 a.m. pumping iron together. Then it's off to the FCC, where "Mark has the policy; I have the administration and management over all the agency," Minkel said.

At the agency, Minkel takes special pride in the management-by-objectives system he put into place there. He also takes pride in having reduced the number of employees by 15% since fiscal 1980, instituting the lottery systems for low-power television, multi-channel multipoint distribution service and cellular radio, and upgrading the commission's data processing capabilities to, he says, more than make up for the lost personnel.

Like others at the agency filling so-called political posts, Minkel is clearly wondering whether Fowler will remain in place or move along come June 30, when his present term expires. But Minkel, now a vigorous 64, is not planning to retire should Fowler move along to other things. "I may end up in consulting or some other part of the telecommunications industry," Minkel said.

Minkel also said it hasn't all been easy at the FCC. Particularly hard to handle has been the constant squeeze on the budget at a time when the agency's responsibilities have been increasing.

But there's no doubt that Minkel, who likes to hike and water ski in his spare time, will make the most of it. "My philosophy is you have to be tough but fair, and you have to be able to communicate with both your subordinates and your superiors," Minkel said. "As Fowler says, I'm the engineer who keeps the train on time and on track."

Minkel gives no impression of an imminent derailment. ✎

Last week "white knight book" on John Blair & Co. went out to small group of media companies. Book contains detailed financial information on Blair and is to help any interested suitors in making higher bid than \$25-per-share offer already on table from Macfadden Holdings ("Top of the Week," April 21). Judge hearing case in Delaware was to decide last Friday whether Blair's annual meeting was to take place next day. One source suggested other possible responses by Blair might include separate sale of ADVO, Blair's marketing subsidiary, or leveraged buyout of company through Warburg Pincus. John Vogelstein, Warburg Pincus executive, is former Blair board member.

Rene Anselmo resigned last week as president of Spanish International Communications Corp., group owner of five UHF Spanish stations (New York, Los Angeles, Miami, San Antonio, Tex., and Fresno, Calif.). Anselmo said in release that he was stepping down in effort to help resolve long-standing stockholder suit, alleging corporate mismanagement, among other things. Source close to Anselmo said, however, he would remain on five-member board of directors of SICC and was retaining his 24% ownership in group. Company said he was being replaced by SICC vice president, Emilio Nicolas. As to any connection between Anselmo's resignation and FCC's current investigation into foreign control of SICC (BROADCASTING, Jan. 13, et seq), source said it was "very indirect" at most. Anselmo will continue as president of SIN program network, owned by Televisa, which is controlled by Mexican-based family of Emilio Azcarraga, president of Televisa. SIN put out separate release last week denying earlier press reports Anselmo was being replaced as SIN president by former U.S. Ambassador John Gavin.

ASI Communications has sold classical KFAC-AM-FM Los Angeles to Classic Communications Inc. for \$33.5 million cash. Seller is small radio group whose chairman is Ralph Guild, president of Interep radio representation company; George Fritzingler, current president and general manager of stations, is president. Buyer is newly formed concern whose principals are Ed Argow, executive VP-general sales manager, KFAC, and Louise Heifetz, co-op sales manager, KHS-AM-FM Los Angeles, both of whom have no other broadcast interests. TA Associates, Boston, assisted with financing. Shearson-Lehman Brothers was broker for seller.

Legacy Broadcasting, Los Angeles, finalized its multiple \$82-million radio station deal last Tuesday (April 29) in which it acquired: KDWB-AM-FM Minneapolis-St. Paul, WLLZ(FM) Detroit and KPKE(FM) Denver from Doubleday Broadcasting for \$27 million; KHOW(AM) Denver from Metromedia for \$11 million, and KJOI(FM) Los Angeles

USIA pushes TV exchange between U.S., Russia. The USIA is hoping for the cooperation of television in promoting the implementation of the new U.S.-Soviet cultural exchange agreement signed in November 1985 at their summit by President Reagan and General Secretary Mikhail Gorbachev. Stephen Rhinesmith, coordinator of the U.S./Soviet Exchanges Initiative at USIA, which has responsibility for implementing the agreement on the U.S. side, told a press conference last week: "We want to encourage as much coverage of the exchanges as possible. We're starting small, so we want to promote them through television and other media." And USIA Director Charles Z. Wick expressed the hope that the Soviets know the exchanges "can be accelerated through coverage by television."

The agreement provides for exchanges of performing artists, students, academics, artists and representatives of film, sports, medicine and radio. Wick sees satellite-delivered television as providing a valuable bridge between the two countries. He noted that U.S. heart specialists in Washington and their counterparts in Moscow had cooperated in what he termed an "enchanted" two-hour exchange on developments in treatment of heart disease. "I hope this will encourage future exchange," he said.

There is one kind of exchange in which Wick feels the U.S. is getting short shrift. Asked about the access of U.S. officials to Soviet media, he said Soviet officials have made "between 120 and 130 appearances" on U.S. television in a two-year period, while American officials made "barely three or four appearances" on Soviet television in the same period. Later, a USIA spokesperson said the precise figure for appearances by Soviet officials on American television was "138 by 43 officials between January 1983 and April 1985—and they were very substantial segments." Wick noted that "an American network"—ABC—had given Soviet spokesman Vladimir Posner seven minutes to comment on Reagan's speech in defense of the administration's request for military funds (BROADCASTING, March 3). He didn't think it would be possible for an American official to have a similar opportunity on Soviet television "in the near future."

from Noble Broadcast Group for \$44 million. New company is headed by Carl Hirsch, former Malrite Communications president who owns 51% of stock, and Robert F.X. Sillerman, 37-year-old entrepreneur and investment banker, who is 49% stockholder (BROADCASTING, Nov. 18, 1985).



Stars' night out. NBC's 60th anniversary gift to the Library of Congress of some 20,000 kinescopes, videotapes and films of series, movies and specials from the period 1948 through 1977 was commemorated last Tuesday (April 29) with a VIP reception and

dinner in Statuary Hall of the U. S. Capitol. On hand: such veteran NBC stars and luminaries as (l to r) Lorne Greene, Steve Allen, Sid Caesar, Milton Berle, Librarian of Congress Daniel Boorstin, Jayne Meadows and NBC Chairman Grant Tinker.

former **National Association of Broadcasters** radio director **Glenn Mahone** is back on board. Mahone, president of Pasco-Jon Broadcasting Corp., which has purchased WSSV(AM)-WPLZ-FM Petersburg, a., subject to FCC approval, won special election for "minority seat" on radio board. Mahone had been challenged by 14 other candidates (see page 68), but won majority by week's end. He succeeds Willie Davis, KACE(AM) Los Angeles, who left in January.

Initial decision, FCC Administrative Law Judge Byron Harrison as granted application of **Crescent City Communications Co. for new TV on channel 49 in New Orleans**. Crescent City, sole remaining applicant after settlements, is wholly owned by Barbara Laurent, New York City freelance broadcast journalist who has no other media interests.

Fault Disney Domestic Television announced last week that it will now be known as **Buena Vista Television**. No reason was given for name change. Company's West Coast operation is located on South Buena Vista Street, Burbank, Calif.

CBS's flashy hour news magazine program, **West 57th**, made second debut last Wednesday (April 30) at 8 p.m., where it placed third against two original episodes of entertainment fare on NBC and ABC. NBC took time period with 19.1/32 for *Highway to Heaven*, ABC's *MacGyver* averaged 13.3/22, and *West 57th* scored 8.0/13. Magazine is scheduled for 13-week flight, but it's uncertain whether it will remain in Wednesday 8 p.m.-9 p.m. slot.

Nielsen will make announcement before end of this month on whether to go ahead with **people meter measurements** in fall. Networks have been pressuring company to hold off, while advertisers and cable programmers (seeking better demographic data on viewers) have urged Nielsen to press on. Company has to decide whether to hold off, or go with people meter, either as stand-alone service or in tandem with existing service for some interim period in order to develop database for comparison.

Senate approved budget for fiscal 1987, 1988 and 1989 without making drastic cuts to **funding for Corporation for Public Broadcasting**. Budget recommends appropriations for CPB of \$200 million in FY 1987 and \$214 million in FY 1988 (same as funding levels contained in CPB authorization legislation). Under bill, however, cuts would occur in FY 1989 with \$223 million appropriation instead of \$238 million in authorization. House Budget Committee will mark up budget bill this week (May 7). There have been reports that House measure will propose cutting CPB appropriations for FY 1987 at around \$50 million (see story, page 70).

House Telecommunications Subcommittee may reschedule hearing on scrambling. Hearing is set for May 21, but subcommittee is interested in having representative from CBS testify, and network has affiliate meeting in Los Angeles May 18-21. Chairman Tim Wirth (D-Colo.) scolded CBS at last scrambling hearing for failing to appear.

ABC and CBS confirmed it has revised standards for advertising on their Saturday morning schedules to allow advertisers more freedom in what they can say and do. NBC, number one in daypart, has not made similar move. In recent seasons, networks have seen revenue for Saturday morning daypart shrink as result of growth of barter syndication of children's series. Currently, orders are being placed for production of children's spots that will appear next season. As example of revised standards, ABC spokesman said, advertisers will be allowed to make claims of superiority of their product over competition's, provided they can demonstrate proof of claim. Advertisers will also be allowed to run animated demonstration of product use, in any part of commercial, as long as animation is not misleading. Previously, said Alan Wurtzel, vice president of standards and practices at ABC, animation was not permitted in first third of commercial. Dan Cosgrove, vice president, media sales, Group W Productions, and president Advertiser Syndicated Television Association, speaking at ASTA luncheon

last week, called network revision of advertising standards form of flattery. "We've started something that's a thorn in the side of the networks," he said. As for syndicated advertising sales pace currently, Cosgrove said, "things could be stronger." **ASTA predicts syndicated advertising will amount to \$650 million during 1986**. That's up from estimated \$550 million in 1985. On question of effect of people meters on measurement of syndicated programming, word was upbeat. Tim Duncan, ASTA research consultant, said people meters will provide "better methodology" which will yield better household and demographic ratings for syndicated programming. Growth in syndication numbers is not expected at expense of network numbers.

In wake of departure of **CBS Entertainment** vice president Harvey Shephard and appointment of Kim LeMasters to succeed him (BROADCASTING, April 28), CBS announced last week that **Peter Frankovich** has been named to fill spot left vacant by LeMasters—**vice president-miniseries**. Frankovich had been vice president, motion pictures for television, CBS Entertainment, since 1983 and has been program executive with network since 1976. Succeeding Frankovich as vice president-motion pictures for TV is **Nancy Bein**. She has been with CBS since 1978, and, since 1982, has been director, motion pictures for television.

Kathryn Creech, most recently president of defunct Council for Cable Information, New York, and former senior VP, National Cable Television Association, has joined **CNR Partners**, New York, as VP, marketing. CNR is joint venture of Citicorp, NYNEX Corp. and RCA to research and develop interactive electronic services, including videotex.

FCC on the Hill. FCC Chairman Mark Fowler went to Capitol Hill last week to plead the case for the commission's budget request of \$96.4 million for fiscal 1987.

But if members of the Senate Appropriations Subcommittee were concerned about those numbers, they didn't make it public at the hearing.

Fowler also took the occasion to make another pitch for legislation that would permit the commission to auction off non-broadcast spectrum. Fowler reiterated that such auctions for cellular radio could have raised about \$1 billion.

Senator Warren Rudman (R-N.H.), subcommittee chairman, sent out another signal of congressional concern over the FCC's pending rulemaking to permit public broadcasters to swap their VHF's for commercial UHF's without having to face competing applications. Rudman said many senators thought such swaps "would eventually change the character of public television." Fowler said he hadn't taken any position on such swaps. But he also said the proposal had been opposed by commercial broadcasters who didn't want to face the competition. (Rudman said he didn't believe commercial broadcasting opposition to the proposal was necessarily of an "eleemosynary" character. But he also implied that other opposition was founded on genuine concern for public broadcasting.) On the same topic, Fowler questioned whether it wouldn't be better to leave swap decisions at the local level instead of Washington. On the other hand, Fowler said that even were the FCC to permit such swaps, it wouldn't approve them if it couldn't be shown that the public television station's post-swap signal coverage would be "substantially congruent."

Senator Dale Bumpers (D-Ark.) said he thought cable carriage of public television stations should be required regardless of whatever carriage requirements the commission provided for other sorts of stations. "I would take a very dim view of a must-carry rule that didn't require PBS [public TV] stations to be carried," Bumpers said.

In response to another Bumpers line of inquiry, Fowler said it was "still a little bit too early" to jump to the conclusion that the "marketplace" won't resolve the concerns of backyard earth station owners, who are alleging that scrambled programming is overpriced.

Editorials

Zapper

Probably RKO General, Fidelity Television and Westinghouse Broadcasting should have expected the rebuff they got last week from Edward J. Kuhlmann, the FCC administrative law judge who is presiding over the endless hearings on RKO's fitness to be a broadcast licensee. Kuhlmann has not been conditioned to accept the kind of deal that RKO, Fidelity and Westinghouse had crafted to end Fidelity's 20-year-old challenge of RKO's ownership of KHJ-TV Los Angeles and to transfer the station to Westinghouse. At the Citizens Communications Center, in Washington, where Kuhlmann spent 1977-79, employment depends upon the conviction that commercial broadcasters are crooks and that the profit motive is the eighth and most deadly sin.

Kuhlmann was asked by RKO, Fidelity and Westinghouse to step aside and let the FCC members themselves act on the admittedly intricate transfer process that the applicants had in mind. He refused. On with the hearings, said Kuhlmann, in an opinion clearly envisioning a burning at the stake at the end. If Kuhlmann gets his way, as RKO and Fidelity said after his decision came out, the deal with Westinghouse is queered, and RKO and Fidelity are doomed to more years of litigation at the FCC and in the courts. The 20 years of lawyering could easily stretch into a quarter-century. Right out of the Citizens Communications Center handbook.

RKO and Fidelity have asked Kuhlmann for permission to appeal what he has said was his "nonappealable" decision. Unless he steps out of character, he will deny the request.

This page has no way of knowing how the FCC members would vote, if the RKO-Fidelity-Westinghouse transfer application were submitted to their action. The guess here is that they would give the law a less myopic reading than Kuhlmann's and at least consider the promised result of a transfer from a licensee that has been under fire for 20 years, through a challenger with no broadcasting record whatever to a pioneer broadcasting company with a reputation for imaginative and energetic public service.

Is it possible that the FCC will stand aside and leave the fate of KHJ-TV in Kuhlmann's hands?

Open season closed

The news media have had their Day in court. It was Justice Sandra Day O'Connor, who, surprisingly to some, wrote the majority opinion supporting *The Philadelphia Inquirer* and shoring up the defenses of an active press against libel suits (BROADCASTING, April 28).

The court, in reversing a Pennsylvania state supreme court decision, supported a lower court, which, finding unconstitutional a statute imposing the burden of proof on the defendant, had instructed the jury that the plaintiff in the case must prove falsity. The jury eventually found for the *Inquirer*.

In the opinion, O'Connor wrote that "placement by state law of the burden of proving truth on media defendants who publish speech of public concern deters such speech because of the fear that liability will unjustifiably result." Those words provide a clear guideline to the states where that issue remained unresolved, and a clear message to the eight other states with convoluted statutes requiring the accused to prove their innocence. The decision also should prove a warning to individuals who would gamble on large libel settlements from the media: The burden of proof, unlike the chips, falls not where it may, but where it should, on the plaintiff.

Win-win situation

For those who've been paying attention, the race to achieve a world studio standard for high-definition television has had all the drama, conflict, intrigue and agony of an election campaign. One hopes, ultimately, that it will have the ecstasy, too, although this contest will end with either one winner or no winners at all. The favorite son deserves to win—which is to say, the 1.125/60 standard developed by Japan's NHK over a great number of years and at enormous expense, and at the invitation of the same international standardization body, the CCIR, that will sit in judgment a week hence in Dubrovnik, Yugoslavia.

Whether victory can be snatched from the jaws of potential defeat is impossible to assess at this moment, but it is not too early to applaud the herculean efforts made by the U. S. team and their international colleagues in helping devise this quantum leap forward in the possibilities of television and in ushering it so adroitly through the geopolitical maze. Should victory be theirs, it will be a cause in which all can celebrate. There is no question of defeat. Whatever the verdict of Dubrovnik, HDTV has arrived.

One step at a time

The attorney general's commission on pornography has yet to earn any prizes for enlightenment, and it is indiscriminating in some of the broad strokes it seeks to employ against pornography, but Fifth Estaters can breathe somewhat easier this week.

The commission, in completing its report, voted—but just barely—not to recommend that the FCC apply its full regulatory might to seeking out and destroying a perceived cable porn menace (see story, page 40). The commission voted to use more or less as its "framework" a report by a University of Michigan law professor, Frederick Schauer, that is more reasonable than the staff-written draft that had invoked *Pacifica* in calling for the FCC to "impose sanctions against satellite and cable programers who transmit indecent programs" (BROADCASTING, April 21). According to the Schauer report, the commission could not reach a consensus on the FCC's role: "Some of us are skeptical about *Pacifica* itself and do not wish to extend to new areas a principle that we find dubious even with respect to broadcast media." That is certainly healthy skepticism, and at least one step fewer in the wrong direction.



Drawn for BROADCASTING by Jack Schmidt
"And this is the last in our series on minimizing your taxes."

Prime Viewing... Any Time!



Bill, a well-meaning friend, assures David that their friendship can withstand anything.

Meet David. He has everything to live for. But he doesn't know it.

Epilepsy: Myth vs. Truth

Epilepsy. The very word can evoke medieval visions of seizures, social outcasts, even death. The key word is *medieval*. For some time now, most forms of epilepsy have been under complete control with modern treatment and medications.

But until society knows and welcomes the truth, epilepsy can still inflict needless suffering.

"Miles to Go" shows the truth. About the illness itself, and about the gifts of God and modern medicine that have removed its dismal threat.

An Emmy-Winning Drama

With an introduction by Joe Campanella and a cast of professional actors, "Miles To Go" is an evening's fine entertainment as well as a needed public service event.

Dan Shor stars as David, a college freshman who suffers shock and depression after his first seizure. Debra Winter plays Judy, the nurse who convinces David that he can fight his personal demon and win.


"Miles To Go" has been commended by the medical profession and the Epilepsy Foundation of America.

Order "Miles To Go" Free of Charge.

Viewers will applaud your station for presenting this 60-minute public service special.

"Miles To Go" is closed captioned, with nine minutes for your sales message or PSA. And because Lutheran Television exists to produce and promote quality public service programming, "Miles To Go" is yours free for the asking.

To order, write or call Nancy Nickolotsky or Janet R. Meyer, 314/647-4900. In Canada, write Box 481, Kitchener, Ontario, N2G4A2.

 This registered service mark identifies programs closed captioned by the National Captioning Institute. Used with permission.



ELEVEN YEARS, PLAYING TO SELLOUT CROWDS.

The AP Network is, without a doubt, the hottest ticket in radio today.

Because we deliver more listeners than any other radio network in the country. And we serve the leaders in nearly all of the top 100 markets. Including top-rated stations in New York, Philadelphia, Boston, Houston, Dallas, Minneapolis, San Diego, Phoenix and Seattle.

Why?

Because we've got the largest, most pervasive news staff in the world.

Because we give you more

programming options than anybody else.

Because we give you absolute flexibility and control over your programming mix.

And because when it comes to avals, you run the show. AP never requires any commercial clearances.

So when local advertisers line up to sponsor AP reports, you're the one who cleans up at the box office.

For more information about the AP Network, call Jim Williams at 800-821-4747, or your local AP Broadcast Executive.

**AP Associated Press Broadcast Services
Without A Doubt.**

MAY 2 - 1986

Library
Maxwell Hall B, Ala