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Broadcasting May 12

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DIVORCE COURT

LATE BREAKING NEWS ABOUT EARLY FRINGE

From February 1985 to February 1986, "Divorce Court" increased its time period share in 48 markets, with nearly half experiencing phenomenal gains of 50% or more!

Market	Station	Time	FEB. '85 Program	DIVORCE COURT Share Increase
Ada-Ardmore	KTEN	3:00PM	Let's Make a Deal	+ 50%
Augusta	WJBF	5:30PM	Benson	+ 92%
Cedar Rapids	KCRG	3:00PM	Andy Griffith	+ 19%
Cleveland	WJW	4:00PM	Soap	+ 69%
Columbia-Jeff.	KCBJ	5:00PM	News	+ 27%
Columbus, GA.	WLTZ	4:00PM	Divorce Court	+ 133%
Columbus, OH.	WBNS	4:00PM	Mork and Mindy	+ 38%
Dayton	WDTN	4:30PM	Dukes of Hazzard	+ 20%
Denver	KUSA	3:00PM	Sally Jessy Raphael	+ 64%
Detroit	WJBK	4:00PM	Anything for Moe	+ 75%
Fargo	KXJV	4:30PM	Fantasy Island	+ 100%
Greenville-Spart.	WSPA	5:00PM	Sanford & Son	+ 55%
Houston	KHOU	4:00PM	Hour Magazine	+ 27%
Huntsville-Decatur	WAFF	4:00PM	Bonanza	+ 28%
Idaho Falls	KPVI	3:00PM	Eight Is Enough	+ 120%
Indianapolis	WRTV	4:00PM	Eight Is Enough	+ 60%
Jackson, MS	WLBT	5:00PM	Sanford & Son	+ 48%
Knoxville	WATE	4:00PM	Love Boat	+ 71%
Laredo	KLDO	6:30PM	Various	+ 267%
Las Vegas	KTNV	4:00PM	Let's Make a Deal	+ 11%
Little Rock	KARK	3:30PM	Hart to Hart	+ 26%
Macon	WMGT	5:30PM	Hart to Hart	+ 171%
Memphis	WMC	4:00PM	Hart to Hart	+ 56%
Meridian	WHTV	5:00PM	Hawaii 5-0	+ 36%
Minneapolis	WUSA	3:00PM	Name That Tune	+ 83%
Mobile-Pensacola	WALA	3:00PM	What's Happenin'	+ 72%
Montgomery	WKAB	3:00PM	Rituals	+ 33%
New Orleans	WVUE	4:00PM	Diff'rent Strokes	+ 4%
Norfolk	WVEC	5:00PM	Name That Tune	+ 59%
Odessa-Midland	KTPX	4:00PM	Star Trek	+ 92%
Oklahoma City	KTVY	4:00PM	Love Boat	+ 45%
Panama City	WJHG	4:00PM	Love Connection	+ 43%
Parkersburg	WTAP	5:30PM	Bewitched	+ 17%
Phoenix	KTSP	3:00PM	Divorce Court	+ 26%
Richmond	WTVR	4:00PM	Rituals	+ 89%
Rockford	WREX	4:30PM	Tattletales	+ 17%
San Diego	KCST	4:30PM	Divorce Court	+ 14%
Savannah, GA	WJCL	5:00PM	Good Times	+ 80%
Spokane	KREM	3:00PM	Sally Jessy Raphael	+ 33%
Springfield, MO.	KDEB	3:00PM	Big Valley	+ 75%
Springfield-Holyoke	WWLP	4:00PM	Newlywed Game	+ 6%
St. Louis	KTVI	3:00PM	Alice	+ 14%
Toledo	WTVG	4:00PM	Hart to Hart	+ 23%
Tri Cities	WJHL	5:00PM	Name That Tune	+ 39%
Utica	WUTR	4:00PM	Divorce Court	+ 15%
Wichita Falls	KSWO	4:00PM	Star Trek	+ 53%
Youngstown	WFMJ	4:00PM	Divorce Court	+ 14%
Zanesville	WHIZ	4:00PM	Charlie's Angels	+ 5%

If you've programmed "Divorce Court" in early fringe, you've already discovered its remarkable strength. If you've got it somewhere else, make the switch now.

With "Divorce Court," it's never too late to make the most of early fringe.

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Source: NSI February '86 Divorce Court early fringe vs. February '85 time period programming.

Broadcasting May 12

A look at the top 100 companies CBS-TV unveils fall schedule Must carry momentum slows

ON THE CALENDAR □ Still no schedule for FCC action on must-carry compromise. **PAGE 39.**

STRONG NUMBERS □ Network radio reporting double-digit sales increases in second quarter. **PAGE 40.**

NEW SLATE □ CBS-TV announces its fall prime time schedule, with five hours of new programming and substantial reworking of the 8 o'clock hour. **PAGE 41.**

PLAYING HARDBALL □ Battle continues over John Blair & Co. as company questions Macfadden's character qualifications and whether bid is adequate. **PAGE 42.**

AWARD WINNERS □ Public broadcasting offerings lead the list of Peabody winners. **PAGE 44.**

CLOSING ARGUMENTS □ Final advisory report on FCC proposal for UHF spectrum to be shared by land-mobile interests arrives at FCC. **PAGE 45.**

RIVERS SHOW □ Fox Broadcasting Co. announces late-night talk show to be hosted by Joan Rivers, set to debut in fall. One night's worth of programming destined for independent stations to debut by next March. **PAGE 48.**

BUSINESS DAY □ Buena Vista Television, renamed Disney syndication group, plans early morning business program, *Business Day*, for fall debut. **PAGE 53.**

GETTING INTO THE ACT □ Action for Children's

Television bestows its annual awards. **PAGE 57.**

TOP 100 □ BROADCASTING's annual rundown of the top 100 companies in the Fifth Estate finds General Electric the revenue leader and ABC topping the electronic communications index. **PAGE 60.**

SELF-EXAMINATION □ CBS/Broadcast Group sets up committee to evaluate departments in order to streamline operation. **PAGE 66.**

INTERVIEW SUBJECT □ NBC News's interview of terrorist from undisclosed location draws fire from administration. **PAGE 73.**

UNDER FIRE □ CIA chief asks Justice to investigate prosecution of news organizations that published sensitive material. **PAGE 74.**

ON CAMERA □ Brookings study finds that committee assignments and power level determine how often senators will appear in major newspapers and on the networks. **PAGE 75.**

WIRE CUTTERS □ "Act of terrorism" knocks WOVK-TV Huntington, W.Va., off air. Vandalism linked to station's series on extremist groups. **PAGE 78.**

SATISFACTORY GRADE □ U.S. delegation comes away pleased from AM band conference in Geneva. **PAGE 82.**

GROUP LEADER □ Paul Hughes, president of Viacom's station group, is looking for a few good stations. **PAGE 103.**

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Pilgrim's progress

Advance of Mark Fowler to renomination as chairman of FCC moved step forward last week as White House spokesman announced: "As far as we're concerned, if Chairman Fowler wants to stay, he can." All signs indicate he indeed wants to; Fowler had meetings at White House last Tuesday, as he has had on several occasions in recent weeks, and reportedly discussed his ambitions to remain in post. Anticipation is that he'll stay on for two years.

On and on

In response to complaint from Leonard Kahn, FCC is taking field measurements of several AM stations broadcasting in stereo with Motorola's C-Quam system to see if they are, as Kahn—proprietor of rival system—claims, generating out-of-band emissions that can interfere with other stations. Asked if field measurements constituted "serious" investigation, FCC official said: "It's only serious if we find a problem." He said he expects FCC to complete measurements by end of month.

Kahn and Motorola have been vying for past four years to make respective systems nation's AM stereo standard. Each has tried to use FCC to strike blow against other in "marketplace" standards battle. Earlier this year, according to FCC official, Motorola instigated FCC reexamination of type acceptance of Kahn's AM stereo exciter. FCC found nothing wrong with type acceptance, took no action.

Armchair buying

Shopping by television promises to be hot property, judging by investment community's reaction to initial public offering of Home Shopping Network (ASE: HSN) ("Cablecastings," April 28). Response to Clearwater, Fla.-based company's national "road show" last week caused HSN and Merrill Lynch Capital Markets to boost offering from 1,300,000 to 2,000,000 shares and to increase range of pricing—to be done today, May 12—from \$14-\$16 to \$16-\$18. Meanwhile, spillover enthusiasm led to stock price boost for C.O.M.B. Co., Minneapolis-based close-out consumer merchandiser, which in mid-March signed joint venture agreement with MSO, Telecommunications Inc. HSN, currently, and

TCI/C.O.M.B., in future, will promote, through television show, "discount" merchandise that consumers then order on telephone.

In past two weeks, stock of C.O.M.B. (NASDAQ:CMCO) shot up from \$18 to over \$26 on heavy volume, gratifying TCI, which owns 550,000 shares of C.O.M.B. (9.9% of shares outstanding) as result of stock swap cementing joint venture. Stock activity is all on speculation, since final agreement between C.O.M.B. and TCI won't be signed until this Thursday, May 15.

Shop talk

The Catalogue Cable Network is latest offering in flurry of recent concepts to sell variety of merchandise to consumers via cable. CCN would offer half-hour blocks to merchandisers promoting host of goods, from real estate to art. New York entrepreneur Alan Gutwirth, who is behind project, said last week he is looking for existing network from which to lease time (preferably prime time), but hasn't ruled out possibility of launching network on separate transponder. Gutwirth is currently making rounds, trying to drum up interest. He has already made presentation to executives of Capacities/ABC, which, through its Video Enterprises division, owns or has interest in several cable networks, including ESPN, Lifetime and Arts and Entertainment.

Into court

New UHF independent in Ogden, Utah, KOOG-TV, says it is being excluded from cable carriage by Telecommunications Inc. (TCI) and is threatening to take MSO to court for its exclusion. Decision will be made this week. Station appealed to Justice Department in February charging that without cable carriage it is experiencing "severe economic hardship." TCI, KOOG-TV complained, has "absolute domination of the marketplace," and can now decide which broadcast station "shall live and which shall die."

Ho hum

Don't count on lots of excitement from FCC Mass Media Bureau through end of June. General Electric's proposed acquisition of RCA, Group W's proposed

sale of its cable systems and Macfadden Holdings' hostile effort to acquire John Blair & Co. are all expected to be dealt with by that time. But most of about 40 other items targeted for action are relatively routine.

Matter of time

It has been nearly three months since MCA's purchase of Gencorp's WOR-TV New York was announced, but application has yet to be filed at FCC. Source close to situation said neither ruling against transfer of Gencorp's KHJ-TV Los Angeles to Westinghouse nor opposition to WOR-TV sale from some quarters is cause of delay. Document signed on Feb. 18 between MCA and Gencorp was apparently only two-page agreement, and definitive contract has taken long time to complete, it is said, because there is no pressure on parties. Additionally, parties were reportedly waiting for completion of some of station's negotiations, such as broadcast rights to New York Mets baseball team.

Home delivery

House Copyright Subcommittee member Mike Synar (D-Okla.) continues to work on draft of bill that would permit sale of superstation's satellite signal to home earth station owners, transaction uncovered by current copyright law. Before Synar introduces measure he is attempting to get consensus among carriers. One issue that has arisen in drafting legislation is who will collect fees from earth station owners. Most logical vehicle might be Copyright Royalty Tribunal. But Synar, who is author of bill to abolish tribunal, is looking for way to get around that. One option under consideration is to have Copyright Office collect fees.

So there

French Embassy is hosting dinner June 19 for National Association of Broadcasters joint board of directors during its annual summer meeting that week in Washington. Notable absentee will be radio director William O'Shaughnessy of WVOX(AM)-WRTN(FM) New Rochelle, N.Y. O'Shaughnessy says he is declining invitation to protest French government's refusal to allow U.S. planes to use French air space for bombing raid on Libya.

T.J. HOOPER

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KTVY	Oklahoma City
WPTV	West Palm Beach
WJKS	Jacksonville
KDSM	Des Moines
WQAD	Davenport
WTVQ	Lexington
WTVG	Chattanooga
KHGI	Kearney
WBRZ	Baton Rouge
WYFF	Greenville
KVVU	Las Vegas
KRDO	Colorado Springs
WRBL	Columbus, Ga.
WECT	Wilmington, N.C.
KVEO	Brownsville
WDIO	Duluth
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Source: NSI Feb. VIP Reports

year by Turner Broadcasting System. The tribunal agreed to limit the proceeding to the TBS petition and extended the comment period for one month with initial comments due June 5 and reply comments due July 3.

The parties reportedly withdrew their petitions because they felt the expenses incurred by a rate adjustment proceeding and the time involved would not be worth the end result. The CRT can't review the rates again until 1990. Last year Turner asked the tribunal to launch a proceeding solely to consider lowering the 3.75% compulsory license rate that cable operators must pay to carry Turner's superstation WTBS(TV) Atlanta. The 3.75% rate, Turner argued, is so high that it inhibits the carriage of the superstation. Additionally, Turner feels systems carrying WTBS should be exempt from paying the full 3.75% rate because the superstation already pays a premium for programming because of its national cable audience.

The petition was filed by NCTA, the Motion Picture Association of America, Major League Baseball, the National Basketball Association, the National Hockey League, the American Society of Composers, Authors and Publishers, Broadcast Music Inc. and SESAC. The parties also noted in the petition that "attempts are being made to determine whether negotiations can lead to resolution of some, if not all, of the matters raised by the TBS petition."

Another anticompromise voice

The California Cable Television Association has joined those opposing FCC adoption of the must-carry compromise proposed by the major broadcast and cable industry trade associations (BROADCASTING, May 5).

In late comments at the FCC, the CCTA said the compromise rules would violate the First Amendment. "The record in this proceeding fails to show either that broadcasters, local broadcasting or free over-the-air television are at risk absent must-carry rules," said the CCTA. "Even if the government were to have a legitimate interest in protecting over-the-air broadcasting from cable competition, the joint compromise is not narrowly enough tailored, as a simple A/B switch requirement would protect the ability to receive broadcast TV without interfering with cable operators' editorial discretion."

According to CCTA, the former must-carry rules were struck down because they were designed to protect local broadcasters, not local broadcasting. To reimpose must-carry rules premised on preserving localism, CCTA said the FCC would have to determine that, absent rules, the public would be deprived of local programming. But also, according to CCTA, the record failed to show that cable operators do not provide a sufficient quantity of local programming through local origination, local access and regional programming services.

CCTA also said evidence submitted by the National Association of Broadcasters demonstrated that cable carriage of a reasonable number of broadcast stations is guaranteed by market forces. "The NAB's survey data show that 44% of present cable subscribers are either very likely or somewhat likely to cancel their cable subscriptions if their cable operator were to drop some local broadcast stations," CCTA said. "In light of this evidence, the commission

cannot possibly conclude that new must-carry rules such as those proposed in the joint compromise are necessary to preserve free over-the-air television. The market itself will do the job better than the proposed rules."

Playboy figures

Playboy Enterprises has reported a third-quarter fiscal 1986 net loss of \$3.2 million, or 34 cents per share, on net revenue of \$42.8 million, for the quarter ended March 31. For the same period last year, the Chicago-based firm had losses of \$346,000, or three cents per share, on revenue of \$45 million. Playboy blamed most of the decline on its money-losing club division, which it said it will try to reverse by closing all the owned-and-operated clubs by June 30. Franchised clubs, which the company claims are profitable, will continue in several U.S. and overseas cities.

A third-quarter operating loss was also reported in Playboy's video division, "due primarily to lower pay television revenues and increased amortization related to the significant investments in programming made in prior periods." Subscribership to The Playboy Channel pay cable service "continued on a gradual but steady decline," the company said in a prepared statement.

Playboy President and Chief Operating Officer Christie Hefner said the firm's recent decision to take over marketing and distribution of The Playboy Channel (from Rainbow Programming Services) "will allow the company to control the test marketing of new product and pricing formats in pay television and work directly with cable operators to specifically tailor Playboy programming for their particular market and overall cable product." She said the video division is expected to break even on a cash flow basis for the rest of the year.

Call for cable limits

The Motion Picture Association of America has come out in support of an FCC petition by Satcom Inc., a small Montana cable operator, calling for multiple ownership limits on cable operators. There has been "a dramatic increase" in concentration of cable ownership since the FCC decided not to promulgate multiple ownership limits in 1982, MPAA said. "The largest MSO's have used their increased market power not only to control the programming carried on their own systems, but also to restrict the availability of new cable program networks to all cable systems," it said. "Satcom's petition should not be permitted to languish while the concentration of ownership of cable television systems by a few industry giants continues to increase at an alarming rate."

New slot for 'Learning'

The Learning Channel has switched from transponder 16 to transponder 2 on RCA Americom's Satcom III-R, giving it the satellite time it needs to expand its programming day from 10 hours to 20 hours in September. TLC said it purchased transponder 16 from PTL for an undisclosed amount. TLC also announced that Biotech Capital Corp., New York, had closed on an agreement allowing it to acquire a 47.5% interest in TLC.

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Business Briefly

TV ONLY

Aldi Foods □ Five-week flight is set to begin next week in eight markets. Commercials will be placed in all dayparts. Target: women, 25-54. Agency: Grant/Jacoby Inc., Chicago.

Lane Ltd. □ Marketer of Captain Black pipe tobacco kicked off campaign in 21 markets last week, with intermittent three-to-four-week flights to follow until



September. Commercials will be carried in news, sports and late movie programming. Target: men, 25-54. Agencies: Durfee & Solow Advertising, New York (creative); Vitt Media International, New York (media placement).

C&H Sugar □ Advertiser launches five-week campaign this week in approximately 20 western markets, including Phoenix and San Francisco. Spots will air during day and prime dayparts. Target: women, 25-49. Agency: FCB/San Francisco.

Genstar Stone Products □ Campaign for Sakrete cement product breaks

June 9. Intermittent three-week flight will span five weeks. Spots will air in early and late news, prime and late fringe dayparts. Campaign includes four markets: Detroit; Binghamton and Rochester, both New York, and Norfolk, Va. Target: men, 25-54. Agency: Richardson, Myers, Donofrio Inc., Philadelphia.

California Summer Fruits □ Summer fruit campaign begins next week and will run nine weeks (three weeks on, three weeks off). Spots will air in at least eight markets, possibly 12 to 15, depending on harvest. All dayparts except prime and sports will be used. Eighteen-week network radio flight augments campaign. Target: women, 25-54. Agency: Busse & Cummins, San Francisco.

Heileman Baking Co. □ Five-day campaign, "Summer Supply Headquarters," breaks May 20 in 33 markets including Denver, Kansas City, Lansing, Mich., and Milwaukee. All dayparts will be used. Target: women, 25-54. Agency: Ruhr/Paragon Inc., Minneapolis.

Flower City □ Advertiser will promote patio furniture in five-day campaign beginning May 14. Ads will air in six markets: Des Moines and Quad-cities, both Iowa; Tulsa, Okla.; Kansas City; Minneapolis/St. Paul, and Atlanta. Spots will run in daytime and morning dayparts. Target: women, 25-54. Agency: Fischbein Advertising Inc., Minneapolis.

Fuji Photo □ Summer-long campaign consisting of two 30-second spots and

split-30 for cameras and film begins this week and will run until late August. Spots will air in 35 markets (eight of top 10) during early morning, early news, prime access and late fringe dayparts. Campaign will also air on MTV cable network, superstation WTBS(TV) Atlanta and network television. Target: adults, 18-49. Agency: Geers Gross, New York.

Beechnut Foods □ "Stages" line of baby food begins four-week promotional flight May 26. Spots will air in 45 markets, including Denver, Washington, San Francisco, Miami, St. Louis and Hartford/New Haven, Conn. Spots will air principally in day and fringe dayparts. Target: women, 18-34. Agency: Della Femina, Travisano & Partners, New York.

RADIO ONLY

Cabot Paints □ Two-week flight is scheduled to start in mid-May in 27 markets, including Chicago, Milwaukee and Detroit. Commercials will be placed in all dayparts. Target: men, 25-54. Agency: Ingalls, Quinn & Johnson, Boston.

Anderson-Little □ Clothing manufacturer and retailer is launching two-week flight this week in markets including Albany, N.Y.; Norfolk, Va., and Greensboro, N.C. Commercials will be placed in all time segments. Target: adults, 21-54. Agency: Cabot Advertising, Boston.

Farmland Foods □ Memorial Day promotion for smoked sausages, ham patties and bacon will start this week for two weeks in 14 Midwestern markets. Commercials will be slotted in all time periods. Target: women, 25-54. Agency: Farmland Advertising, Kansas City, Mo. (in-house agency).

Allen Canning □ Baked beans will be highlighted in three-week flight kicking off this week in 18 markets. Commercials will run in morning and evening drive times and on weekends. Target: women, 25-54. Agency: Noble & Associates, Springfield, Mo.

Advantage

BAR's computer thrust. Broadcast Advertisers Reports has teamed up with Market Science Associates to develop MSAR Net TV Data Retrieval System to formulate computer-based applications of BAR reports. BAR President Jerry Grady said: "We anticipate this will be the first of many computer applications of BAR data which can be manipulated by itself or with other informational output."

□

Helping merger along. One factor complicating \$5-billion merger of BBDO International, Needham Harper Worldwide and Doyle Dane Bernbach (BROADCASTING, May 5) was apparent client conflict—DDB represented Volkswagen and Audi, and Los Angeles office of Needham handled American Honda. That difficulty seems to have been resolved, in unusual manner. Two of Needham's top executives, Gerrold W. Rubin, president, and Larry D. Postaer, executive vice president, bought West Coast unit for undisclosed amount of cash. Agency has been named Rubin, Postaer & Associates. Merged company will keep Honda, which bills about one-half of agency's estimated \$100 million in billings.

□

Cable basics. J. Walter Thompson U.S.A. has issued sixth edition of "Cable Capsules," 74-page booklet covering basic information on cable. It includes data on viewing by dayparts, commercial cable networks, regional sports services, pay cable networks and religious and text services. Thompson compiles and produces booklet for its employees and clients. Others may acquire copies by making \$25 donation to Help For Retarded Children and forwarding checks to J. Walter Thompson, Media Department, 466 Lexington Ave., New York 10017.

Rep Report

WXLTV Sarasota, Fla.: To Katz Continental Television from Seltel.

□

KPEJ-TV Odessa-Midland, Tex.: To Independent TV Sales (new station).

□

KDZA(AM)-KZLO(FM) Pueblo, Colo.: To Blair Radio from Bob Hix Co.

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**



HOST DAVID BIRNEY

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Chicago, IL 60611, (312) 943-0707

Return engagement. Singer Michael Jackson has signed a three-year contract with Pepsi-Cola USA to appear in TV commercials for which, the advertiser said, Jackson could earn as much as \$15 million. Details of the agreement were revealed at a news conference in New York last week by Roger Enrico, president and chief executive officer of Pepsi, and Frank DiLeo, the singer's personal manager. Enrico estimated that the contract could earn between "\$5 million and \$15 million" for Jackson.

Under the agreement, Jackson will help create and appear in Pepsi advertising both in the U.S. and abroad. In turn, Pepsi will offer its global resources in support of activities Jackson will undertake after his new album is released next fall. This marks the second collaboration between Jackson and Pepsi-Cola. In 1984, Pepsi sponsored the Victory Tour by the singer and his five brothers, all of whom appeared in two Pepsi commercials.

In 1987, Jackson will appear in Pepsi commercials—including one in Spanish—to be telecast in many of the 148 countries in which Pepsi-Cola is available. He also will contribute two pieces of original music to the campaign. In 1988, Jackson will serve as creative consultant on advertising and may direct a commercial.

Almost heaven. About 750 advertising executives are expected in West Virginia this week for the American Association of Advertising Agencies' annual meeting, May 14-17, at the Greenbrier resort in White Sulphur Springs. The conference begins Wednesday evening (May 14) with a dinner and film on the Olympics by Bud Greenspan, chairman of New York-based Cappy Productions. The election of 4As officers and directors and a report by treasurer Ronald Stone, chairman of Stone, August & Co., will take place during Thursday's morning business session, followed by a panel session which includes syndicated columnist George Will. Leonard S. Matthews, 4As president, will also address the group on Thursday. He is expected to announce several new projects for the advertising association, a 4As spokeswoman said.

CBS commentator Charles Kuralt and Chrysler Corp. Chairman Lee Iacocca will speak during Friday's general session, following five concurrent breakfast sessions whose topics include "Negotiating a Merger," "Establishing a Successful P.R. Operation" and "People Productivity." Saturday's general session will feature addresses by U.S. Army vice chief of staff, General Maxwell Thurman; author and consultant, Francis G. (Buck) Rodgers, and a report by 4As Chairman Louis T. Hagopian, chairman and chief executive officer of N W Ayer Inc. Afternoons during the meetings have been left open for golf, tennis and bridge tournaments.

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audio~metrics

AMCDS-1000A CD MULTI-PLAY SYSTEM

The Model AMCDS-1000A is equipped with a main microprocessor for system control and a sub-microprocessor for CD playback operations. The player holds 100 CDs and features automatic random access to disc and cut either through its self-contained 8-step memory or by connection to an external programmer or computer.

This is a professional machine, designed, built and field proven in commercial service. Over 2000 units are in use in jukebox applications. The software and electronic functions have been designed and specified by SMC, the largest automation manufacturer in the broadcast industry, to assure the CD player includes the features and abilities required by radio broadcasters.



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"Cagney & Lacey" and Women... A Case of Positive Identification.

By presenting a pair of positive role models to Women 18+, "Cagney & Lacey" has fostered an unprecedented loyalty among the female demographics so crucial to success in daytime, early fringe and prime access time periods.

Show after show, season after season, Women 18+ answer Cagney & Lacey's roll call.



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THE FALL GUY	13.3
HILL STREET BLUES	13.2
NIGHT COURT	13.0
RIPTIDE	13.0
BENSON	12.9
HARDCASTLE AND McCORMICK	12.8
TRAPPER JOHN, M.D.	12.7
THE FACTS OF LIFE	11.9
WHO'S THE BOSS?	11.9
GIMME A BREAK	11.7
REMINGTON STEELE	11.7
ST ELSEWHERE	11.6
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AIRWOLF	8.9
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Cagney & Lacey

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FOR FALL '87 STRIPPING.**

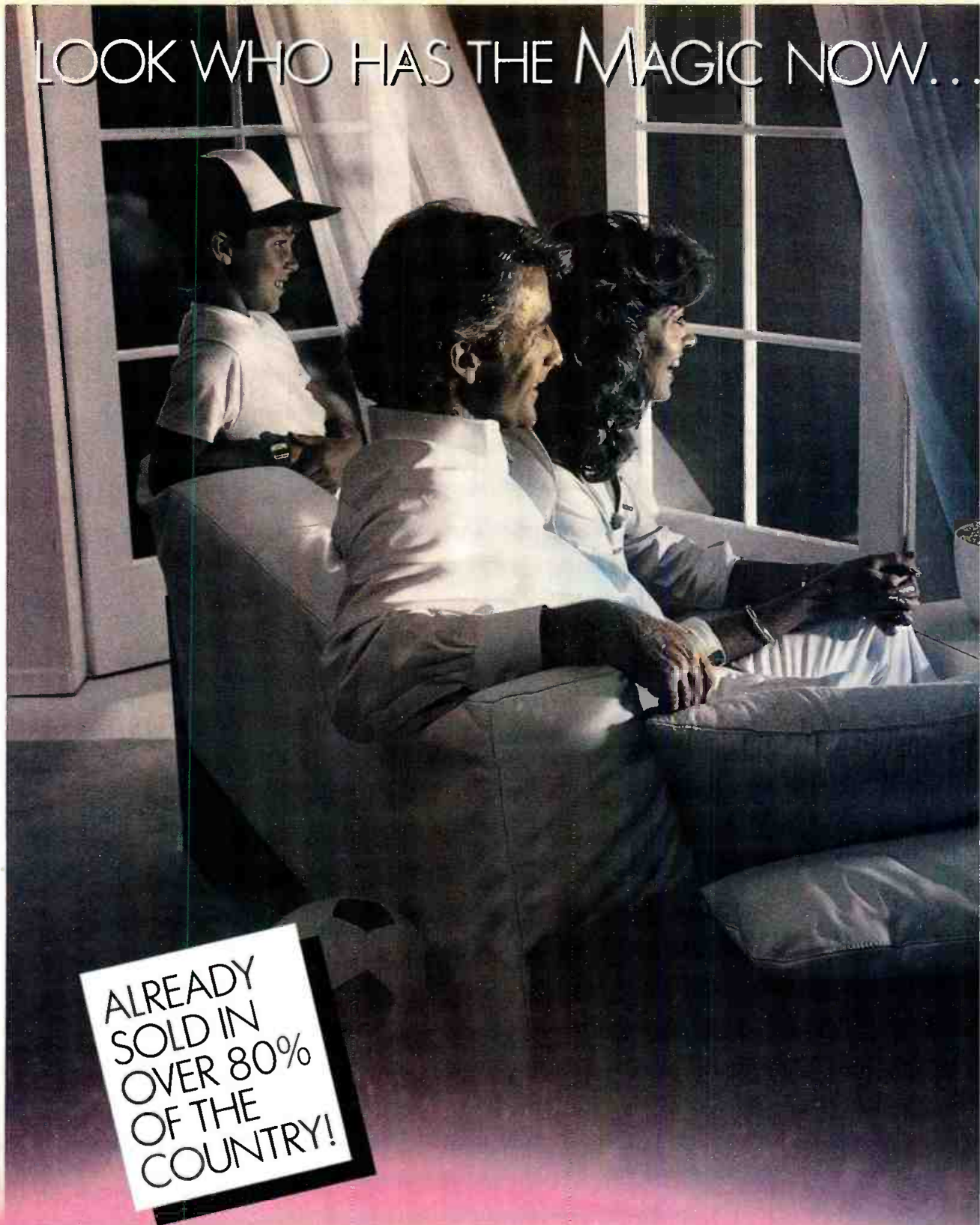


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This week

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

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

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

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**—*American Women in Radio and Television*, Southern California chapter, meeting. Beverly Plaza hotel, Los Angeles.

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

■ Indicates new entry

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*, MidAtlantic 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.

Also in May

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 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.* (BROADCAP), *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

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.

Why KLIF & KPLX chose a rep instead of a conglomerate.



By Dan Halyburton, General Manager, KLIF & KPLX.

We chose Eastman to rep our stations because we've got something to sell down in Dallas.

As a result, we wanted a firm whose main interest is selling stations and concepts instead of networks and numbers.

No. 1 country. The only talk in town.

KPLX FM is now the number one country station in Dallas. We've worked hard to develop the personalities and services that have differentiated this station from others.

KLIF AM is the only all talk radio station in the market. And we've gone to great lengths to hire some very high profile local personalities to do the talking.

Programming successes like these are the stories we want told to national advertisers and their agencies. And Eastman, through their work for our group's other stations,

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Eastman understands us.

A rep firm has the time to understand a radio station, analyze its research and bring that local story to life for a national advertiser or agency.

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If your station wants to be sold independently by a Rep firm instead of supermarket style by a Conglomerate, Eastman is not only your best choice, it's your only choice. Today, we're the only major independent radio Rep firm with the people and resources to represent you to the nation's largest agencies and companies.



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A personal award for a lifetime of stewardship to great broadcasting for the president of Group W Television Stations Group (from 1980-1986).



SECOND CHANCE

An hour-long documentary created by KDKA-TV, Pittsburgh, and the Group W television stations for the first national organ donor awareness and education campaign in television history.



TENDER PLACES

An original half-hour program dramatizing the story of a child of divorce. Written by a 13-year old boy and produced as a *For Kid's Sake* special by WBZ-TV, Boston.



Stay Tuned

A professional's guide to the intermedia week (May 12-18)

Network television □ **ABC:** *Convicted* (drama), Monday 9-11 p.m.; *The Preakness Stakes* (live horse race), Saturday 5-6 p.m.; *Dom DeLuise and Friends—Part IV* (comedy sketches), Saturday 9-10 p.m.; *Indianapolis 500 Time Trials: The Final Hour* (auto racing), Sunday 6-7 p.m.; *Fuzzbucket* (fantasy), Sunday 7-8 p.m.; *My Town* (family-oriented story), Sunday 8-9 p.m.; *Brotherhood of Justice* (drama), Sunday 9-11 p.m. **CBS:** *The Orphan Animals of Tsaro* (wildlife special), Tuesday 8-9 p.m.; *Second Serve* (fact-based drama), Tuesday 9-11 p.m.; *Stark: Mirror Image* (drama), Wednesday 9-11 p.m.; *Stagecoach* (western adventure), Sunday 9-11 p.m. **NBC:** *NBC's 60th Anniversary Celebration*, Monday 8-11 p.m.; *On Wings of Eagles* (two-part mini-series), Sunday 8-11 p.m., continuing next Monday 9-11 p.m. **PBS** (check local times): *A Case of Libel* (courtroom drama adaptation), Monday 9-11 p.m.; *Wartime in Washington* (history), Monday 10:30-11 p.m.; *Noise: The Invisible Risk* (documentary), Tuesday 10-11 p.m.; *Black Champions** (three-part sports series), Wednesday 9-10 p.m.; *Passion and Memory* (documentary on blacks in film), Wednesday 10-11 p.m.; *'Boxes' With the Sydney Dance Company* (ballet), Friday 9-10 p.m.; *Paul Cadmus: *Enfant Terrible* at 80* (artist profile), Friday 10-11 p.m.



"As Summers Die" on HBO

WTBS(TV) Atlanta: *NBA Slam Dunk Championship and Long Distance Shootout*, Saturday 10:35-11:35 p.m.; *Charlotte Grand Prix* (live auto racing), Sunday 12:35-4:05 p.m.

Syndication □ *Embassy Telecommunications:* "Eddie and the Cruisers" (two-hour suspense drama), through June 5 on 136 stations (check local times).



"Eddie and the Cruisers" in syndication

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.

Cable □ **Arts & Entertainment:** *Actor* (profile of Paul Muni), Tuesday 9 p.m.-midnight; *Nat Adlerly Live at the Village Vanguard* (jazz), Friday 11 p.m.-midnight; "The Divided Heart" (drama), Saturday 10 p.m.-midnight. **Cinemax:** *Genesis in Concert*, Sunday 10-11 p.m. **HBO:** "Alamo Bay" (drama), Friday 8-10 p.m.; *Liza in London* (concert), Saturday 10-11:30 p.m.; *As Summers Die* (drama), Sunday 9-10:30 p.m. **The Learning Channel:** *Up in Arms* (documentary), Saturday 1-2 p.m. **The Movie Channel:** *King David* (epic), Sunday 8-10 p.m. **Nickelodeon:** *Zoom the White Dolphin* (animated), Saturday 2-4 p.m. **Showtime:** "The Sure Thing" (romantic comedy), Saturday 9-10:35 p.m.; "Amadeus" (musical portrait), Sunday 8-10:45 p.m. **Tempo:** *Espectacular Del Mes* (Julio Iglesias concert), Sunday 10:30-11:30 p.m. **Viewer's Choice:** *The Emerald Forest* (action fable), begins Wednesday, one hour and 55 minutes.

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 Caprice (*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-June 1—International Television Association, 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—Deadline** for entries in *National Federation for Community Broadcasters* community radio program awards, to "celebrate the best of community radio broadcasting." Information: NFCB, 1314 14th Street, N.W., Washington, 20005; (202) 797-8911.

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

Errata

BROADCASTING erred in describing **Modulation Science Inc.'s SRD-1** TV stereo reference decoder as nonprecision product in April 28 NAB technology roundup. According to company, unit **meets specifications of industry's designated multichannel TV sound standard.**

□

Figure cited in **CAB convention coverage** (BROADCASTING, May 5) for annual promotion budget of prime time programming for cable discussed by TCI's John Sie should have read **\$150 million**, not \$150,000.

The BEAUTY AFFAIR WITH

Jose Eber

THE TEST RESULTS ARE BEAUTIFUL!

ASI Market Research Further Reveals Tremendous Appeal!



JOSE

"How do you rate Jose Eber?"



An Audience Reaction Test was conducted by ASI Market Research on March 11, 1986 in Norfolk, Va., and Omaha, Neb. The sample of 261 women, ages 15-64, who were daytime viewers, was randomly chosen a day earlier by telephone. Respondents were asked to watch a demo tape of *The Beauty Affair with Jose Eber* on a specified cable channel and were called and asked a series of questions about it.

THE IDEA

"How do you rate the idea for the program?"



THE CONTENT

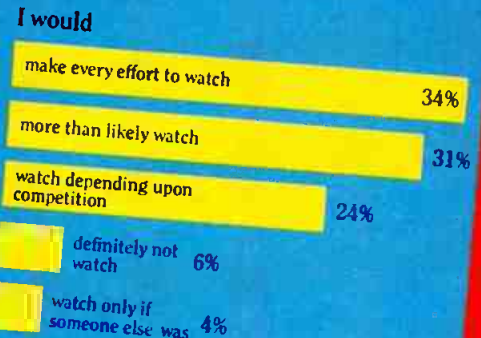
"Please let me know if each word or phrase describes the show."

	YES	YES	
Enjoyable	91%	Humorous	67%
Different (Original)	91%	Emotionally Involved	50%
Informative	90%	For Women Only	32%
Realistic	90%	Unbelievable	16%
Imaginative	88%	Ordinary	13%
Relevant	85%	Corny	9%
Important	83%	Silly	9%
Clever	81%	Boring	8%
My Type of Program	79%	Same Old Thing	7%
Exciting	73%	Dull	6%



LIKELY TO WATCH

"Which of the following statements best describes how likely you would be to watch *The Beauty Affair with Jose Eber* if it became a daily weekday program?"



Fresh New Half-Hour Strip for September 1986



“TALES FROM THE DARKSIDE”

* “Better than the original ‘Twilight Zone!’”
(Interview Magazine)

* Spotlights such top guest stars as Darren McGavin, Susan Strasberg, Connie Stevens, Abe Vigoda, Jerry Stiller, Michael Warren, and many others.

* With masterful stories by such writers as Stephen King, George A. Romero, and John MacDonal.

* Lavish half-hour productions filmed in Hollywood and New York.

* 44 compelling new episodes: half for weekly '86-'87 and half for '87-'88, when the series goes cash-plus strip with 92 episodes.

* “Tales From The Darkside” is a presentation of LBS Communications Inc. and Tribune Broadcasting Company.

* A LAUREL Production in association with Jaygee Productions.



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RATINGS FROM THE BRIGHTSIDE

- * **WPIX New York (IND).** Sat. 11PM/Sun. 1AM. 7 Rtg.
Combined Young Women Ratings beat any other late fringe entertainment!

- * **KTLA Los Angeles (IND).** Sun. 11PM/Fri. MID. 7 Rtg.
Combined HH Rating beats any other late fringe entertainment in the market!

- * **WGN Chicago (IND).** Sun. 10PM/Sat. 1AM. 12 Rtg.
Combined HH Rating, and 18-49 Ratings, beat any other late fringe entertainment in the market!

- * **KYW Philadelphia (NBC).** Sat. 7PM. 8 Rtg. 27%
Share increase over Nov. '85 time period. Higher access Young Adult Ratings than MASH and People's Court!

- * **KPIX San Francisco (CBS).** Fri. MID. 4 Rtg. 23%
Share increase over Nov. '85 time period!

- * **WNEV Boston (CBS).** Sun. 11:30PM/Sat. 1PM.
7 Rtg. Combined rating, WNEV's #1 late fringe entertainment!

- * **WTAE Pittsburgh (ABC).** Sun. 11:30PM.
7 Rtg. #1 in the time period in every Woman demo! Tops Nov. '85's MASH by 40% in HH, 31% in Women 18-49, 41% in Men 18-49.

- * **WMAR Baltimore (NBC).** Sun. 11:30PM.
4 Rtg. Over 100% Share increase from Feb. '85!

- * **KPLR St. Louis (IND).** Sun. 10:30PM. 7 Rtg. HH Share up 50% over Nov. '85, M18-34 55%, W18-49 over 100%!



with CASEY KASEM
**AMERICA'S
TOP 10
IS TOPS
WITH WOMEN
18-34**

WABC	New York
KTLA	Los Angeles
WDIV	Detroit
WSVN	Miami
KTVK	Phoenix
WSOC	Charlotte
WIVB	Buffalo
KTVY	Oklahoma City
WNEP	Wilkes Barre
WPTV	W. Palm Beach
WEAR	Mobile
WDHO	Toledo
WQAD	Moline
WTVN	Chattanooga
KHGI	Kearney
WBRZ	Baton Rouge
WTVW	Evansville
WYFF	Greenville
WTVQ	Rockford, Ill.
WRBL	Columbus, Ga.
KBMT	Beaumont
WECT	Wilmington
WDIO	Duluth
KIII	Corpus Christi
KOTA	Rapid City
KAIT	Jonesboro
KJCT	Grand Junction
KAVU	Victoria
KLDO	Laredo

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TELEVISION**

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Source: NSI Feb. VIP Reports

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.

June 5-8—*National Cable Forum* press tour, sponsored by *Television Critics Association*. Beverly Hilton hotel, Los Angeles. Information: (213) 278-3940.

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

June 9-12—*PBS* press tour. Century Plaza hotel, Los Angeles.

June 10—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York.

June 10—*Women in Cable, New York chapter*, meeting. HBO Media Center, New York. Information: Rita Ellix, (212) 661-4500.

June 10-12—Fifth annual *International Radio Festi-*

val of New York. Sheraton Center, New York. Information: 246 West 38th Street, New York, N.Y., 10018; (914) 238-4481.

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

June 11—*Ohio Association of Broadcasters* sales workshop. Embassy Suites, Columbus, Ohio.

June 11—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Rudolph Giuliani, U.S. attorney, southern district of New York. Copacabana, New York.

■ **June 11**—*Association of Independent Television Stations* general managers meeting. Luncheon speaker: J. Peter Grace, chairman, W.R. Grace & Co. Hyatt Regency Washington-Capitol Hill.

June 11-15—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* annual seminar. Keynote speaker: Gene Jankowski, president, CBS/Broadcast Group. Loew's Anatole, Dallas. Information: (415) 788-2324.

June 12-15—*CBS* consumer press tour, sponsored by *Television Critics Association*. Century Plaza hotel, Los Angeles.

June 12-15—*Society of Cable Television Engineers* annual engineering conference and Cable-Tec Exposition. Phoenix Convention Center, Phoenix. Information: (215) 363-6888.

June 12-15—*Missouri Broadcasters Association* spring meeting. Holiday Inn, Lake of the Ozarks, Mo.



No Fowler fan

EDITOR: One is inclined to say: "Well, there he goes again," upon reading your April 21 report of Chairman Fowler's speech to the National Association of Broadcasters convention in Dallas.

If Mr. Fowler already hasn't feathered his nest with a major broadcast entity or with one of Washington's law firms specializing in communication matters, this was his public application for his next job if the President decides to ignore Mr. Fowler's hints as to his availability.

We view his years on the FCC as a disaster for the public good and as a gigantic windfall for private interests. Some of his colleagues are having some second thoughts about their past devotion to deregulation. They should have been more aware of his myopic view of his obligation to the public interest with his crass dismissal of the concept of public trusteeship which served the public interest reasonably well for many years. He has clasped the concept that television is simply another business with all decisions to be based upon the marketplace—a concept that dismisses responsibility on the part of broadcasters to serve the public interest first, and then private interest.

Those of us who care about how broadcasters use the privilege granted to them by the American people with respect to children's programing, with regard to a fair presentation of all sides of public issues, with some regard for community standards and program content, will welcome Mr. Fowler's departure for his true objective: greener pastures than his government salary.

Mr. Folwer is quoted in your article as saying that "the broadcasting business is a business," which brings to mind that profound philosophy once espoused by another profound scholar and deep thinker, one Calvin Coolidge, who made the immortal declaration that, "the chief business of the American people is business." When one considers Mr. Coolidge's place in the pantheon of American history and of America's Presidents, one is tempted to commission one of those artists who specialize in carving faces on grains of rice so that the two of them can take their proper place on Mount Rushmore.—*David Levy, executive director, The Caucus For Producers, Writers and Directors, Los Angeles.*

Change of heart?

EDITOR: Henry Geller's paper challenging cable franchise fees ("Cablecastings," May 5) means that he's finally getting one right.

Remember Jerry Della Femina's nutty classic proposing to peddle a new Panasonic product as: "From the same fine folks who gave you Pearl Harbor" (close enough even if my memory isn't exactly right)? Well, the new busy-work from the Geller factory is from the same fine folks who gave you retransmission consent, the 2-10-year movie rule, mandatory origination, leapfrogging, and syndicated exclusivity that he later labeled "nuisance" and so "complex" that no FCC commissioner could ever pass a test requiring an explanation of the rules.

Gosh, these newcomers are sure crowding this First Amendment platform.—*Sol Schildhause, Farrow, Schildhause & Rains, Washington.*

Congratulations...



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1981

National Press Photographers,
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Best TV News in Tennessee



**"...a nationally recognized tradition
of excellence."**

1982

National Education Writers,
1st Place

Best TV News in Tennessee, AP



1983

The Dupont Columbia Award

National Penney Missouri Award

National Champion Media Award
for Economic Understanding

National Sigma Delta Chi
Distinguished Service Award

Best TV News in
Tennessee, AP



1984

San Francisco International Film Festival Special Jury
Award for Children's Programming

Edward R. Murrow Award

International Film & TV Festival of New York, (2) Citations

National Telly Awards for Promotion, (2) Silver Medals

National Film & TV Festival of New York, (2) Citations

American Investigative Reporters & Editors Award

Association of Family Physicians Award

National Black Journalists Award

National Headliners Club Award

Best TV News in Tennessee, AP



1985

NAB National Service to Children's Programming Award

National Motor Sports Association Citation

National Telly Awards for Promotion, (4) Citations • AWRT News Citation

George Foster Peabody Award

Best TV News in Tennessee, AP • Robert F. Kennedy Award

NPPA, 1st Place • Iris Award • Iris Citation

The DuPont Columbia Citation • National Headliners Club Award

American Bar Association Gavel Citation

Wilbur Award for Religious Programming

A radio programming commentary from Barry Salberg, Foster City, Calif.

Will the real radio please stand up?

In January 1965 *Time* magazine ran a cover story on American teen-agers. In its subtitle, "On the Fringe of a Golden Era," it characterized the class of '65 as the definitive group of baby boomers, "the vanguard of a new and better age." Today, 20 years later, the "Golden Era" has arrived, and the baby boomers remain a group phenomenon and dominant force in the sociological evolution of our nation. As this segment moves through middle age, they have become a lifetime project of modern marketing. Clearly, a host of other industries have recognized and acted upon this significant population shift. Why not radio?

This was the original target market and guiding force behind AM top 40. It was responsible for the domination and eminent success of such market giants as WABC(AM) New York, KHJ(AM) Los Angeles and WLS(AM) Chicago. These once giant institutions that reflected the beat of this generation are now but shattered remnants of their former selves. Programmers have forgotten the vast numbers and power of this integral population segment. They have forsaken the very listeners who were once their foundation.

Certainly all the blame cannot be placed on programming. With the advent of FM and a myriad of other factors, there was bound to be some audience fragmentation. The fact remains that this is the prime demographic market. Radio has yet to realize this, let alone capitalize on it. I look at the trades and see lots of conversation about Baby Boom Radio, but it remains just that, only rhetoric that has yet to be translated to the dial. As in the record business, you can hype it 'til the proverbial cows come home, but it's gotta be in the grooves to be in the groove.

The programming effort has just not been commensurate with that of other industries that have really attacked, refined, adapted and evolved to take maximum advantage of the most affluent and best educated major population group in our history.

During the early 1960's, Rick Sklar created a dynasty at WABC. It was heralded as the most-listened-to station in the country. It was a solid top 40 format backed by an air staff of skilled, talented personalities. It was zany and manic, complete with time tones and echo chambers, yet it was skillfully crafted and generated genuine excitement. To listen to WABC was like being on the inside of a pinball machine.

In May of 1965 Bill Drake and the new KHJ burst upon southern California. Within six months the station rocketed from 12th to number one. He took over the entire RKO chain and built it into a sound that revolutionized the industry. It became the most



Barry Salberg is a former radio broadcaster currently enrolled in the executive MBA program at the University of Southern California. He has worked at radio stations in Phoenix; Portland, Ore., and Sacramento, Calif.

widely imitated concept in the history of the medium. It more than dominated; it became a part of the culture it served.

Criticism, of course, came from all directions. It was too plastic, too loud, too whatever, yet few could deny that it was brilliantly and exquisitely choreographed and that there were times when a genuine magic was taking place. Somewhere the medium has lost that magic and in doing so has lost its hold on this most valuable population asset. Jim Gabert, former programmer and past president of the National Radio Broadcasters Association, said: "Radio has a serious problem...It is overconsulted and over-researched...It really doesn't have fun anymore."

While radio has struggled to effectively deal with this inevitable evolution—the aging of the baby boomers—Madison Avenue and other industries have recognized and accepted it and have gone after the business with a vengeance. Dramatic adaptations have taken place in numerous industries as the pop literature abounds with titles like "Going After the Mightiest Market" and "Chasing the Baby Boom." Significant changes have occurred in politics, automotive, liquor, publishing, apparel and other industries. Even *Rolling Stone*, the venerable music journal and supposed voice of the generation, has undergone extensive change in an effort to shed its sixties hippie image and capitalize on the times.

Radio has not responded. More accurately, it has forgotten about this top end of the baby boom spectrum and instead has pursued a short-term, copy-cat approach to whatever has seemed to work for the present. Its only concern is a momentary com-

petition with whatever seems to be in vogue. If "morning zoos" are what's happening, then the prevailing philosophy is: "We'll get a better morning zoo than their morning zoo."

There was a time in modern radio when there existed the concept of "home." No matter how much dial changing or button pushing, we always came back home to our station. Current radio has no such loyalty. The class of '65 is spread out all over the dial in a state of perennial disenchantment.


The consultants and programmers have gotten too close to the product and have lost their perspective. With their hot clocks and B stacks and intricate rotation systems, they've lost the feel for what made it all so wonderful in the first place.

Above all else, we deserve to be entertained. We deserve somebody who really communicates on a one-to-one basis—a genuine talent who is allowed to earn his money. Not just the morning but all the time. People really do like to laugh on the way home or at mid-day and especially at night which is when classic original rock personalities (the Dick Biondes and Casey Kasems) were first formulated. Why not bring in some true pros? Turn them loose, don't tie them up with phoney catch phrases, station plugs and other format straitjackets. Let them be the representation of how truly superlative rock radio can be.

The music part is easy. First of all, we want to hear the hits. Those that are current, pleasant sounding and fun. We want Glen Frey and Huey Lewis as well as Madonna and Cindi Lauper, but we don't want them drilled at us over and over until we hate the very songs we should find enjoyable. There should be a major category of basic station music, an extended playlist of fundamental hit music. It would contain just basic top 40 hits of the last five or 10 years: Sexual Healing, Material Girl, Night Moves, Billy Jean. These are not oldies anymore, just music. They are the guts of modern music and should be the basis for our station.

Finally, we want and cherish our oldies. Not the same hackneyed "Proud Mary" or "You've Got a Friend" but those tasty, almost forgotten classics that will always be loved. Even some "doo-wop" occasionally, but something that stands up to time and is not a harsh reminder of the foolishness and dumb mistakes of youth.

Somewhere along the line all this has been lost. As one article on American demographics said: "The baby boom will continue to be the dominant generation, compelling public attention because of vast numbers and vast buying power. The antimaterialism of the sixties has faded as the antiestablishment has become the establishment."

But radio could seem to care less. Where's the real talent, the real communication? Will the real radio please stand up? 

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For Outstanding Broadcaster**



**Presented To Lawrence P. Fraiberg
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winning its time period in its first season! And it had ratings higher than “Fame,” “It’s a Living” and “Mama’s Family”!

- Now, “9 to 5” works with 26 all-new episodes each year, starting this September with a cast headed by

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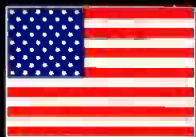
Emmy-winner Sally Struthers, along with the hilarious Valerie Curtin and Rachel Dennison.

● "9 to 5" will be backed by an extensive network-style national promotion campaign that will make "9 to 5"

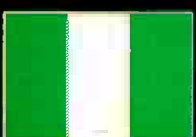
work extra hard! And there are numerous merchandising opportunities that will add sales and impact.

● "9 to 5." It's comedy that works for you!





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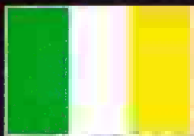
Over 50 countries competing • 18 sports
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MOSCOW, JULY 5-20, 1986



Broadcasting May 12

Vol. 110 No. 19

TOP OF THE WEEK

Must-carry momentum shifts to low gear

INTV representatives make rounds at FCC in attempt to expedite action; no date set for Mass Media Bureau to bring up item; NAB, NCTA officials show no great concern

Indications last week were that the must-carry compromise—struck among major broadcast and cable industry associations—may be in danger of getting stuck on a slow track at the FCC.

In the past, the favored course of FCC officials has been to expedite the must-carry proceeding, and unofficial target dates had been offered suggesting action before the end of June, when FCC Chairman Mark Fowler's present term expires. But, as of last week, the commission's must-carry proceeding had not been targeted for action, and it appeared that the proceeding may not be resolved as soon as many had hoped.

Hoping to keep the compromise proposal on an expedited track, the Association of Independent Television Stations sent a delegation around to key offices in Washington last week. It met with all of the FCC commissioners except Chairman Fowler, with whom a personal visit could not be arranged. How successful they were remains to be seen.

An FCC official told BROADCASTING last week that the bureau had met with Fowler to

determine what items should be addressed by the end of June. At that meeting, about 40 items made it onto the bureau's roster for action by that time, but must carry was not among them. Must carry was discussed at the meeting, and among the topics that arose, according to the official, was whether there were any reason to hurry the item, whether Congress would actually try to force the commission to act, and whether the commission should hold off to see whether any "evidence" arose to support new rules.

According to the official, all of that doesn't mean the item won't be addressed by the end of June. And the bureau, according to the official, will meet with Fowler again to discuss the scheduling of the item.

Other FCC sources, however, were also offering observations that would appear to bolster the case for downshifting into a lower gear. One FCC official told BROADCASTING that the sheer volume of the conflicting advice that the FCC has received in comments in the proceeding (BROADCASTING, May 5, et. seq.) might militate against easy solution. It was noted elsewhere that the bureau had recently lost several lawyers. Members of the INTV delegation also said that Commissioner Mimi Dawson had implied that it might be best for the commission to hold off until the Supreme Court provides

further "guidance" on cable's First Amendment rights in the *Preferred* case (BROADCASTING, May 5), on which no decision is expected before late June or early July, when the court will recess until fall. (Dawson told BROADCASTING that was not her position. She said she had only offered that as an example of a concern others might have.)

"We were beginning to get signs that the process was slowing down," said INTV President Preston Padden, who was joined at the FCC and on Capitol Hill by Jim Hedlund, INTV vice president for government relations; J. Laurent Scharff (INTV counsel), Pierson, Ball & Dowd; John Bailie, WTGS-TV Hardeeville, S.C.; Edward Zellefrow and Edward Swyer of WTZA(TV) Kingston, N.Y., and Lawrence Maloney, WFTY(TV) Washington. They called on Commissioners Dawson, Dennis Patrick and James Quello. On the Hill, they visited staff on the Senate Communications Subcommittee. They were also slated to call on House Energy and Commerce Committee staff, but that appointment was canceled.

Padden said the group stressed the need for action. "Our concern going in there," he said, "was that the commission has this on hold." They left, he continued, feeling more encouraged, although it is still "not clear where the FCC is going."

Until the FCC acts, the independents are



Must carriers at the FCC (l to r): Scharff, Zellefrow, Bailie, Swyer, Padden, Hedlund, Patrick, Maloney

in "limbo," they told the commissioners. Part of the problem, Padden said, is that cable operators are being advised by their attorneys not to do anything until the FCC acts. "All that delay means is more hardship for new independents trying to establish their stations," Padden said. "We wanted to show them that even good stations aren't being carried. And we wanted to impress upon them that time was of the essence."

Dawson, the INTV president said, was sympathetic to their plight. But she also said she couldn't promise the commission would act soon. Patrick, according to Padden, also didn't foresee any immediate action on the proceeding. It is believed that Patrick has strong reservations about the constitutionality of the must-carry compromise.

"He [Patrick] appeared to have an open mind and was particularly interested in questions regarding the extent to which a cable operator's advertising sales interest might skew their decisions about what stations to carry," Padden said. Patrick left the broadcasters with the impression that he intended to give them a fair hearing, said Padden.

Their conversation with Quello, a strong supporter of must carry, also went well. "Everyone in one form or another tried to explain that they were sympathetic, but that we had to understand that these things couldn't happen overnight, either," Padden said. In addition to their meetings with the commissioners, the independents called on John Kamp, special assistant to Fowler, and had lunch with David Donovan, legal assistant to Mass Media Bureau Chief James McKinney.

The broadcasters say they hesitated to start pressuring the FCC to move until after the deadline for comments passed. Now it appears they are stepping up their efforts to insure adoption of the compromise. On the Hill, they conveyed their concern that the FCC is not on a fast track and indicated they are looking for congressional attention on the matter. Congress has already made it clear that it wants the FCC to act, and it is likely the FCC will hear from key legislators about any inactivity. Padden said INTV is directing its members to write their congressmen and urge them to ask the FCC to act. And on June

11 and 12 INTV is holding a general managers meeting in Washington during which it will concentrate on getting the FCC to act.

The FCC's apparent slowdown on the proceeding was being viewed by one broadcast lobbyist as just another stage in the process. John Summers, senior executive vice president for government relations at the National Association of Broadcasters, said he was confident broadcasters would get the compromise through. "We want them [the FCC] to act within a reasonable amount of time. We think they will," Summers said.

Not everyone thought the process was stalled, including National Cable Television Association President James Mooney. "I think the commission is now looking at who said what and is beginning the process of deciding what it ought to do," he said. □

Boom times for network radio

Second quarter expected to continue first's double-digit growth

Spurred by an influx of returning advertisers, a major expenditure by Sears, and high network television rates, network radio sales for the second quarter are projected to maintain their low double-digit percentage growth, leading most network radio executives to believe that the medium has finally emerged as a major component in agency planning.

According to the Radio Network Association (RNA), which is in the midst of a major marketing campaign commemorating network radio's 60th year, revenues for the first quarter were up 14.8% over the comparable period last year, to \$73,740,288. March alone was up 11.2% over March 1985. (The RNA relies on financial data collected each month from network companies by the accounting firm of Ernst & Whinney. Participating companies are Capital Cities/ABC, CBS, NBC, Satellite Music Network, Transtar Radio Networks, the United Sta-

tions Radio Networks, Sheridan Broadcasting and Westwood One, which includes Mutual Broadcasting.) For the year, network radio business is expected to reach \$365 million. Although it's a much smaller base when compared to advertising dollars for television, executives canvassed by BROADCASTING say that network radio business has been fairly consistent all year. And virtually all upfront advertisers from last year have returned. Network radio's strength also becomes apparent when compared to other media, such as network television, which is experiencing sluggish growth.

Why is network radio appealing to advertisers? RNA President Bob Lobdell observed that at least one contributing factor is that instead of just featuring "tonnage," radio networks now offer numerous sales promotion opportunities to the advertiser.

Steve Youlios, vice president/sales, CBS Radio Networks, concurs, saying that one of the reasons the CBS Radio Network's *Game of the Week* baseball coverage is proving to be a popular advertising vehicle this year is because of several special sales promotions. Truevalue Hardware has an exclusive sponsorship of the fifth inning when the local team announcers anchor the broadcast, and



Lobdell

Sears has a "batter-up" sweepstakes in the top of the sixth inning. "We are close to 90% sold out for the season," said Youlios.

"I have no doubt that network television's soft [advertising] marketplace is to our advantage," said Lou Severine, vice president and director of sales for the ABC Radio Networks, who said that there were only "a few pieces of inventory left" on the ABC networks for the quarter in late June. He said ABC should finish the quarter about 10% ahead of second quarter 1985.

Warren Schultz, director of eastern sales for the NBC Radio Networks, agreed that the second quarter will see double-digit percentage growth. But instead of the nearly 15% jump in business registered by network radio in the first quarter, Schultz sees network radio sales increasing in the 10%-to-11% range. He said that some business activity is beginning to slow down, with June expected to be the "weakest" sales month in the quarter.

According to network radio officials, major second-quarter accounts include: Gener-

NBC lone 15-second holdout

As of last Thursday, NBC was alone among the three television networks in refusing to accept 15-second stand-alone commercials, after ABC announced it would start accepting the short spots. But NBC issued a statement that in view of ABC's action, "NBC will have to re-evaluate its position." Jake Keever, executive vice president, sales, ABC-TV, said that network had begun accepting 15's because it had been put "in an untenable competitive situation, since CBS was accepting them."

Keever said that many advertisers had asked ABC to change its policy, saying they could not combine 15-second spots in split-30's because of incompatible copy, incompatible brands or timing differences in advertising campaigns. The announcement from the network said new guidelines provide that advertisers may designate all or part of their commercial time for stand-alone 15's. ABC will immediately begin selling 15-second spots, for any daypart, although it will run no stand-alones until the 1986-87 season. The network said it would continue to grant product protection for 30-second and 60-second spots, but could not do the same for either split-30's or stand-alone 15's. ABC asked advertisers to submit stand-alone requests at least 30 days before the start of a quarter, although it would take orders later, placing the spots as best it could.

al Motors; American Home Products for Anacin; American Cyanamid for several product lines including Old Spice; Lincoln-Mercury; Tums; Purolator Courier; Schering-Plough for Tinactin (a new network ra-

dio advertiser); United Brands for Chiquita banana; MasterCard; Anheuser-Busch: the United States Army, Mita Copiers and AT&T.

Lobdell added that Sears Roebuck, which

was the leading network radio advertiser in 1985 (according to Ernst & Whinney), will likely hold that position this year as it promotes its 100th anniversary with major network radio buys throughout the year. □

CBS reworks 8 p.m. in new fall schedule

Only Sunday's lead-off hitter, 'Murder, She Wrote,' stays in place; five new hours in lineup

CBS announced its new prime time schedule last week, introducing five hours of new programming, including four half-hour comedies and three hour-long dramas. Every night of the week has been reworked to some extent, with new programs, existing shows switching to new days or time periods, or both.

CBS executives previously acknowledged the network's biggest challenge in prime time is to develop the 8 to 9 p.m. slot across the board, with the exception of Sundays, when *Murder, She Wrote* will stay in that time period. *Murder* was the third-highest-ranked program in the 1985-86 season. The 8 o'clock hour for the six other nights has been reworked.

In the new schedule, CBS will retain two movie nights. The Sunday movie (which started out as a Saturday movie last September before a switch was made during the season) will be retained. The Wednesday movie will return to Tuesday at 9-11 p.m. where it was at the start of last season.

The following is the day-by-day breakdown (with a disclaimer that there are usually changes in the new lineups by September):

■ Monday will be a mix of established shows designed to give good lead-in support to two new comedies. *Kate & Allie*, the 14th-ranked program last season, will move from 9 p.m. to the lead-off slot at 8 p.m. It will be followed by one new comedy, *Taking the Town*, from Warner Bros. in association with Pony Productions, starring Pam Dawber (*Mork and Mindy*) as a freelance photographer whose world is turned upside down when her kid sister moves in with her. *Newhart* will follow at 9 p.m., which will lead into the second new comedy, *Designing Women*, from Bloodworth/Thomason-Mozark productions in association with Columbia Pictures. It's about four women who form an interior decorating business. *Cagney & Lacey* will remain in the 10 to 11 p.m. time slot.

■ Tuesday night will lead off with a new one-hour fantasy/adventure, *The Wizard of Elm Street*, from BSR Productions in association with 20th Century Fox, starring David Rappaport. It's about a tinkering toymaker (who is also a dwarf) whose genius for gadgetry and illusion proves a strategic weapon for both the U.S. government and private citizens. The *CBS Tuesday Night Movie* will follow from 9 to 11 p.m. Last season's *Hometown* (8-9 p.m.) has been canceled.

■ Two new comedies will lead off Wednesday. At 8 p.m. it's *Together We*



Designing Women



Taking the Town



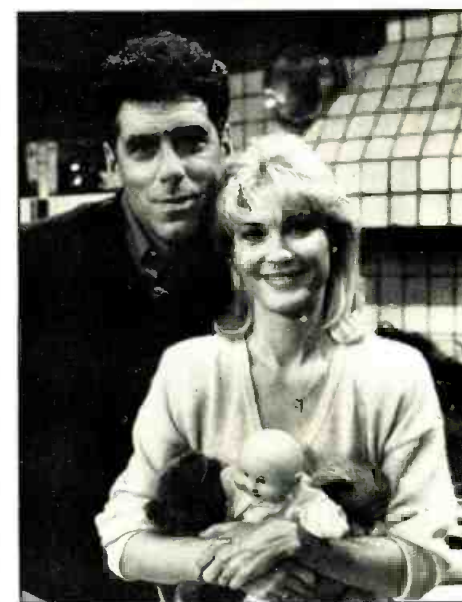
Better Days



Wizard of Elm Street



Downtown



Together We Stand

Stand, from Al Burton Productions-Sherwood Schwartz Productions in association with Universal. It stars Elliott Gould as the father in a family that adopts an "eager-to-please Amerasian teen-ager." At 8:30 the new comedy, *Better Days*, from Lorimar-Telepictures, will air. It's about a Beverly Hills, Calif., teen-ager who finds himself suddenly transplanted to Brooklyn. *Magnum P.I.*, which was pummeled in the ratings last season by *Cosby*, is being moved from Thursday at 8 p.m. to Wednesday at 9. *The Equalizer* will switch back to its original time period at 10-11 p.m. on Wednesday. *Stir Crazy*, *Charlie & Co.* and *George Burns's Comedy Week* are all being canceled.

■ On Thursday, last season's 29th-ranked show, *Simon & Simon*, will be shifted back one hour to the lead-off position at 8 p.m. *Knots Landing* also moves up one hour to make way for a new medical drama about a woman surgeon, *Kay O'Brien, Surgeon*, from Orion Television.

■ On Friday, *Scarecrow and Mrs. King* will lead off (being switched from Monday at 8 p.m.), and *Dallas* and *Falcon Crest* will follow, remaining where they have been for some time.

■ The Saturday leadoff is another new drama, *Downtown*, from Ron Samuels Productions and Tri-Star Television, about a maverick Los Angeles cop who has charge of four parolees. *Mike Hammer* will move from Tuesday at 9 p.m. to Saturday at the same time, followed by *The Twilight Zone*, which is moving from the Friday 8 to 9 p.m. spot. *Airwolf* has been canceled.

■ On Sunday, *60 Minutes* and *Murder, She Wrote* will be followed by the *Sunday Night Movie*, *Crazy Like a Fox* and *Trapper John, M.D.*, which filled the movie slot last season, have both been canceled.

Several programs that debuted at some point during last season have also been canceled, including: *Melba*, *Stir Crazy*, *Foley Square*, *Morningstar-Eveningstar*, *Fast Times*, *Tough Cookies*, *Bridges to Cross*, *Leo & Liz in Beverly Hills* and *Mary*. As to the last, the network said that Mary Tyler Moore was working on a project that would probably be used next season as a replacement

program.

The long-term future of *West 57th*, the latest CBS News magazine program, is still in question. Two weeks ago it started a 13-week flight on Wednesday at 8 p.m. Whether that will be extended remains to be seen, but at this point it does not have a slot in prime time next season.

CBS plans to air the same volume of made-for-television movies (50 hours) and mini-series (40 hours) next season as it did last season, said Steve Mills, the CBS Entertainment vice president in charge of both. Notable among the made-fors will be *The Days of Patton*, with George C. Scott recreating his Oscar-winning role in a feature film as the famed World War II general. The 1970 film won best picture. Another made-for will study alcoholism and its effects on an entire family, titled *Under the Influence*, starring Andy Griffith.

Mini-series being planned for next season include:

- A four-hour sequel to *George Washington* with Barry Bostick in the lead role.
- *Monte Carlo*, starring Joan Collins.
- An eight-hour biographical mini-series.

The Frank Sinatra Story.

■ Another biographical mini-series about former French president Charles DeGaulle.

■ High adventure in the Australian outback in *The Last Frontier*, starring Linda Evans.

■ *Island of the Lost Muppets*.

■ *Ingrid Bergman: My Story*, with the lead played by Bergman's daughter, Isabella Rossellini.

■ *Bluegrass*, still in development, but scheduled to be three hours.

■ *I'll Take Manhattan*, based on the novel by Judith Krantz.

Days and times were not announced.

Also last week, CBS announced its new Saturday morning lineup for next season, starting Sept. 13 (see page 80).

CBS also said last week it ordered another new original late-night program, 13 episodes of *Crime World*, from Grosso-Jacobson Productions, which also produces *Night Heat* for CBS, seen on Thursday at 11 p.m. The latter has also been renewed. *Crime World*, a one-hour show, will be about a man and a woman who work as investigative reporters for a crime magazine. No day or time was announced. □

The hardball begins over Blair

Takeover bid by Macfadden leads to accusations by Blair that the offer is not good enough and questions of Macfadden's character qualifications

John Blair & Co.'s diversification from broadcasting into marketing started off three years ago as that company's big gamble. That division is now the company's biggest burden and has also become a chess piece in Blair management's month-old takeover battle with Macfadden Holdings (BROADCASTING, April 21 et seq.). There was still no evidence that Blair management was going to find, or accept, a "white knight" to counter Macfadden's offer.

While the two principal parties maneuvered last week, several outsiders—including the FCC, the U.S. District Court in Dela-

ware and the stockholders of Blair, all of whom are making decisions this week—could decide the final outcome of the takeover attempt.

Macfadden's \$25-per-share tender offer, announced April 17, is scheduled to expire on May 19, and withdrawal rights for those shares already tendered expire today, May 12. The FCC is to decide this week whether it will approve Macfadden's trustee arrangement with former New York Governor Hugh Carey, who would hold the shares and broadcast licenses while Macfadden's "long-form" application was considered by the FCC. And Macfadden is scheduled this week to reply to a suit filed by Blair last Monday in Delaware court.

That same day, May 5, Blair's board of directors announced—as it was required to do—its recommendation concerning the Macfadden tender offer. Not unexpectedly, the board said Macfadden's offer was inadequate, and said in urging rejection of the offer the board had also considered the character of Macfadden, and the likelihood of Macfadden receiving FCC approval and adequate financing.

The next day the theme that John Blair & Co. stock was worth substantially more than \$25 per share was reiterated at the company's annual shareholders meeting in New York. Chairman Jack W. Fritz told the several hundred people attending the meeting that Macfadden's commitment to sell Blair's direct mail operation, Advo. for \$100,000 ("Top of the Week," April 28)—assuming the tender offer was successful—"underscores the inadequacy of their offer and their ignorance of the business." To support his contention, Fritz said that the direct mail operation was going to return to profitability in

Fox upbeat over 'Down and Out'

Fox Broadcasting Co. late last week announced a licensing deal with Disney's Touchstone Television for its first prime-time series to be offered as part of a package to independent TV stations next March. The series is a half-hour comedy based on Touchstone's box office hit, "Down and Out in Beverly Hills," and will have the same title. FBC will pay between \$350,000 and \$400,000 per episode of *Down and Out*, competitive with the fees the networks pay for half-hour shows.

The movie is 1986's biggest box-office hit, to date grossing more than \$56.5 million. In a prepared statement, Fox Inc. Chairman Barry Diller and Disney Chairman Michael Eisner said: "This new relationship between FBC and Touchstone will mark the beginning of what we hope will be many projects." The two executives worked closely together at previous jobs at Paramount, where President Eisner reported to chairman Diller. "We have been associates for most of our professional careers and look forward to working together again on this and other projects," the two said last week.

The announcement followed one earlier in the week when FBC announced plans for a new late-night talk show with Joan Rivers (see story, page 48).



Both sides at the annual meeting. At left are Blair's executive VP, Hugh Beath (l) and Fritz. At right are Macfadden's Boylan (l) and Callahan.

the second quarter.

At the same time Blair management was asserting that Advo's worth was not appreciated, it also indicated it was exploring the sale of the subsidiary to an outsider or to the subsidiary's management, or possibly distributing Advo stock directly to Blair shareholders.

By Friday, Macfadden, in essence, called Blair's bluff, saying that it would add whatever net proceeds Blair could obtain through the sale of Advo to its tender offer. If the direct mail subsidiary was worth "tens of millions of dollars," as Blair's management contended, the proceeds might add at least several dollars to Macfadden's \$25-per-share offer.

But clearly establishing the true worth of Advo was not all that Blair had in mind with its proposal. The potential sale or distribution of Advo, Blair's management said, would also require (skeptics said, would allow) the company to renegotiate the terms of its \$125 million in outstanding public debt. The new terms would include a provision that would limit borrowing to either \$300 million or 300% of shareholders' equity, whichever is greater. As of last Dec. 31 the equity stood at \$98 million and is now "modestly" higher. The new terms would effectively serve as an antitakeover measure since the limit on total debt would be exceeded if Blair's current debt were combined with Macfadden's debt-oriented tender offer financing. As a result, Macfadden's revised tender offer added the conditions that Blair not revise the terms of the public debt and that it negotiate a merger with Macfadden.

Last week the Delaware court refused to grant Blair a preliminary injunction to stop the Macfadden tender offer—on Monday it had refused to grant Macfadden's request to delay the shareholders meeting. The judge also asked Blair to limit the scopes of its claims against Macfadden, which included charges of illegal trading of Blair stock by some of those financing the Macfadden offer, who, Blair's suit said, were obligated to more fully disclose their involvement in the tender offer. The suit also contained some of the same character allegations made in Blair's FCC filing.

After all the maneuvering last week, it may still be the shareholders who make the final move. Last Tuesday's annual meeting provided some indication that they were not going to make life easy for Blair management. Although the final vote will not be tabulated until Tuesday, May 13, management evidently failed to obtain approval for an increase in the number of authorized shares, normally a routine matter. Shareholders apparently were concerned that the additional shares might be used as weapons against the tender offer, and so either voted against the proposal or refused to vote at all, which had the same effect since the increased authorization required a majority vote of all outstanding shares.

Shareholder sentiment is not likely to change in management's favor. Since March 26, which was the ownership date-of-record for those able to vote last week, trading has been active and a great number of shares have presumably been bought by arbitrageurs and other aggressive owners. Any role they might play will be seen by May 19, when Macfadden's tender offer is scheduled to expire.

Blair, meanwhile, has come out swinging. In a filing at the FCC last week, it asked the commission to reject Macfadden's short-form application seeking interim authority to buy Blair's stock. Among Blair's major objections: that Macfadden's proposal reaches too far beyond the takeover procedures the commission has approved.

In its FCC filing, Blair alleged that the way Macfadden was proposing to use a trustee to acquire Blair stock while the commission was reviewing Macfadden's qualifications to be a licensee ran "flatly contrary" to FCC procedures.

According to Blair, the procedure the FCC has provided for tender offers permits use of an interim trustee to hold and vote the offeror's stock until the FCC acts on the offeror's qualifications. Also under the procedure provided, Blair said the trustee is supposed to prevent the incumbent board from undermining the interests of the tender offeror but is otherwise supposed to preserve the status quo to the greatest extent possible. According to Macfadden's plan, Macfadden's pro-

posed trustee, Hugh Carey, former New York governor, would replace Blair's seven-member board with himself; Peter Callahan, Macfadden chief executive officer and sole owner, and Michael Boylan, Macfadden president. "Far from maintaining the status quo, the offeror would begin a drastic restructuring of the corporation, including the sale of major portions of its nonbroadcast assets," Blair said. "To grant approval of the trusteeship proposed here would make a mockery of the commission's attempt to reconcile the timing requirements of hostile takeovers with the proper discharge of the commission's responsibilities" under the Communications Act.

"In an attempt to justify this wholesale flouting of the limitations the commission has imposed, the offeror proposes an artificial and manifestly unworkable division of responsibility for the corporation's affairs," Blair added. "The trustee would share in control over all general corporate and nonbroadcast matters as minority member of a three-person board, but would exercise 'exclusive authority' over broadcast matters as a one-person committee of the board. That proposal is at war both with the realities of corporate decision making—which, as the commission has recognized, cannot be compartmentalized in this fashion—and with the facts of Blair's corporate structure."

In response to Blair's charge that Macfadden will have control of the trustee arrangement, Boylan said: "In reality what we want to do is insulate the broadcast properties from certain nonbroadcast businesses which are draining the broadcast licenses' resources."

Blair's filing also charged that there were "serious questions" about Macfadden's qualifications. Among other things, Blair alleged that Callahan may have lacked candor by not revealing that he had been president and chief executive officer of Bartell Media in early 1975. A subsidiary of that company was denied renewal for WMJX(FM) Miami in 1981 for holding fraudulent and deceptive contests and falsifying newscasts, and Blair alleged that many of those contests occurred while Callahan was president of the parent.

Boylan responded to those charges: "In

about three feet of FCC documents, Peter Callahan's name is never mentioned."

The Fritz letter to Blair shareholders said, among other things, that the Macfadden offer represented a discount from the company's current market value. "In rejecting

the Macfadden offer, the board also took into account the impact on your investment of Macfadden's recent ownership of such sexually explicit publications as *Cheri* and *Pillow Talk* magazines," Fritz said. "It is only reasonable to expect that the long-term rela-

tionships with customers and employees that are the life's blood of a service business and the relationships with the communities served by the company's broadcasting stations would suffer irreparable damage by reason of these unsavory associations." □

Public broadcasting leads Peabody list

Among winners are 'MacNeil/Lehrer' and 'Frontline'; CBS and NBC take honors as well as Johnny Carson, Fred Friendly, rock star Bob Geldof and Larry Fraiberg for Group W work

The public broadcasting sector captured nearly a third of this year's George Foster Peabody awards during the 46th annual presentation last Wednesday (May 7) during a luncheon at New York's Plaza hotel. Of the 27 awards given for "meritorious service in broadcasting" in 1985, eight went for programming aired over public broadcasting outlets, including *The MacNeil/Lehrer News-Hour* for a five-part series, "Apartheid's People," and *Frontline* for its four-part series on "Crisis in Central America." Non-commercial WGBH-FM Boston received an award for overall programming and engineering.

Other Peabody winners included CBS News for *The Number Man: Bach at Three Hundred*, a 30-minute *Newsmark* radio documentary narrated by CBS News correspondent Charles Osgood, and for *Whose America Is It?*, a *CBS Reports* broadcast narrated by CBS News correspondent Bill Moyers. CBS Entertainment and Dave Bell Productions received an award for the television

film presentation of *Do You Remember Love?*

NBC News was on the winner's list for a series of special programming highlighting "Vietnam: Ten Years After," which included an NBC *White Paper* special, *Vietnam—Lessons of a Lost War*, anchored by NBC chief diplomatic correspondent, Marvin Kalb. And NBC Television was honored for *An Early Frost*, its television film drama about AIDS.

Several commercial stations won Peabodys: Group W's WBZ-TV Boston for a play on divorce as seen through the eyes of a 12-year-old and its KDKA-TV Pittsburgh for an hour-long documentary dealing with transplant surgery and human organ donations; CBS's WBBM-TV Chicago for an investigative report on security guards; ABC's KGO-TV San Francisco for a special on the people and life styles of the Pacific Northwest; Midwest Communications' WCCO-TV Minneapolis-St. Paul for an investigative report on home health care; Gillett Broadcasting's WSMV-TV Nashville for a 30-minute documentary on political corruption; WHAS Inc.'s WHAS(AM) Louisville for a documentary on the homeless, and Spanish-language KDTV-TV San Francisco for its coverage of the Mexico City earthquake.



CBS winners Charles Osgood and Elena Mannes

On the cable side, Home Box Office and Spinning Wheels, a broadcast production company, took home a Peabody for *Brain-games*, a series of animated television shows for children.

A "personal" Peabody was presented to NBC television personality and *Tonight Show* host Johnny Carson "for his contribution to television, humor and America." Carson thanked the Peabody board via a live, two-way satellite hookup from his Malibu Beach home in California.

A second "personal" Peabody award was given to Lawrence Fraiberg, former president of Group W Television Stations, who recently became president of broadcast operations for MCA, which is in the process of acquiring WOR-TV New York from RKO General. "Fraiberg is a person who has shunned the limelight but has not shunned the responsibility of taking his chosen vocation seriously in an effort to serve the needs of the public in whatever role he found himself," the Peabody board said.

Fred Friendly, professor of journalism at Columbia University, New York, and former CBS News president, received a Peabody on behalf of Columbia's "Seminars on Media and Society."

A Peabody also went to British rock star Bob Geldof for his "humanitarian" effort in tackling the Ethiopian famine through his organizing role in the "Live Aid" benefit concert last July, which was aired around the world.

Welcoming attendees to this year's Peabody presentation, sponsored by the Broadcast Pioneers organization, was Ed Cramer, president of Broadcast Music Inc., who also serves as president of the Broadcast Pioneers and as a member of the 13-member Peabody Awards national advisory board.

The Peabody awards are administered each year by the University of Georgia's School of Journalism and Mass Communications in Athens, Ga. The entire list of 1985 Peabody award winners follows:



Proud participants. Westinghouse Broadcasting and Cable representatives display the Peabody awards Group W won at last week's ceremonies in New York. Front row (l-r): Dr. Bill Baker, Group W Television President; Lawrence Fraiberg, former president of Group W Television; Tom Goodgame, Group W Television Station Group President; Jan Getz, producer, *Second Chance*, KDKA-TV; Janet Krause, producer, *Tender Places*, WBZ-TV. Second row (l-r): Francine Achbar, executive producer, WBZ-TV; Carolyn Wean, vice president and general manager, KPX (formerly with KDKA-TV). Third row (l-r): Barry Schulman, program director, WBZ-TV; Joe Berwanger, vice president and general manager, KDKA-TV; Bruce Kaplan, marketing director, KDKA-TV.

Radio

WHAS(AM) Louisville, Ky. □ *Dawn and Outside: On the Streets in Louisville.*

Barbara Howard, executive producer. **Eileen Bolinsky**, producer, and **Anne McGrath**, writer □ *Liberation Remembered.*

CBS News □ *The Number Man—Back at 300.*

Marjorie Van Halteren, **Jay Allison** and **Lou Giansante**, producers □ *Breakdown and Back.*

WGBH(FM) Boston □ For overall programming and leadership

Television

WCCO-TV Minneapolis □ For investigation on abuses in home health care industry

MacNeil/Lehrer NewsHour □ "Apartheid's People"

NBC News □ *Vietnam Ten Years After.*

CBS News □ *Whose America Is It?*

CBS Entertainment, **Dave Bell Productions** □ *Do You Remember Love?*

WBZ-TV Boston □ *Tender Places.*

NBC Television □ *An Early Frost.*

KGO-TV San Francisco □ *The American West: Steinbeck Country.*

Spinning Reels, Home Box Office □ *Braingames.*

WSMV-TV Nashville □ *A Higher Standard.*

TV Ontario, NHK Japan, Sveriges Television, Technisar □ *The Final Chapter?*

Frontline □ *Crisis in Central America.*

Harvey Milk Film Project, WNET(TV) New York □ *The Times of Harvey Milk.*

WBBM-TV Chicago □ *Armed and Dangerous.*

KDKA-TV Pittsburgh □ *Second Chance.*

KDTV-TV San Francisco □ For its live coverage during the Mexican earthquake and fundraising for disaster relief.

Columbia University Graduate School of Journalism □ For its "Seminars on Media and Society"

Central Independent Television, WETA-TV Washington □ *The Skin Horse.*

Lincoln Center for the Performing Arts □ *Live from Lincoln Center.*

Bob Geldof and Live Aid □ For his personal commitment to helping alleviate world hunger

Lawrence Fraiberg, president, MCA Broadcast Operations □ For his outstanding contributions to broadcasting

Johnny Carson □ For almost 25 years of late-night humor on *The Tonight Show with Johnny Carson.*

Land-mobile battle coming to a head

Advisory committee logs in with divided report on FCC proposal for UHF broadcasters, worried about interference problems, to share spectrum with land-mobile interests

Television industry representatives are locked in a bitter battle with private radio interests over a spectrum sharing plan that broadcasters fear could seriously degrade UHF TV service.

The dispute, prompted by an FCC proposal to increase land-mobile radio access to the UHF band in eight of the top 10 markets, came to the fore last week with the filing of the 121-page final report of an FCC-industry technical advisory committee.

Broadcast and private radio representatives participating in the 33-member group, established last September to evaluate the technical feasibility of the proposal, are deeply divided over whether sharing can be accomplished without harming broadcast stations in the affected areas, the report shows.

Limited sharing on channels 14-20 has existed in 13 major markets since the early 1970's, but the new FCC plan would allow land mobile to use an additional 37 channels in New York, Los Angeles, Chicago, Philadelphia, San Francisco, Washington, Houston and Dallas. The proposal would also relax certain measures designed to protect TV stations from land-mobile interference and could limit the effectiveness of broadcasters' future increases in power or antenna height.

Broadcast participants in the committee, including the National Association of Broadcasters and the Association of Maximum Service Telecasters, argued that sharing of the proposed channels would degrade UHF broadcast services by causing interference at twice the level considered acceptable for day-to-day viewing.

Private radio interests, however, called the commission sharing proposal "reasonable," and said there is no record of interference to TV as a result of current sharing and

that the potential for any increase in interference with the new plan was small.

The FCC proposed the new sharing plan last May to compensate for shortfalls expected to occur in spectrum requirements for private land-mobile radio during the next decade, despite the projected use of increasingly spectrum-efficient technologies based on digital and narrowband techniques. Private radio, the commission's largest single group of licensed radio users, provides services for public safety, such as police and fire departments, as well as transportation and industrial operations.

Broadcasters raised a fundamental challenge to the heart of the FCC proposal when they questioned commission assumptions about viewer tolerance of interference, based on studies conducted in 1958. "Improvements in the quality of transmitted programs, improvements in the performance of receivers and a greater sophistication of television viewers over the past 30 years," the broadcasters argued, "now render TASO [the commission's Television Allocations Study Organization] subjective test results seriously outdated."

To prove their point, broadcasters spent \$30,000 on an extensive, subjective viewing study last winter at the CBS Technology Center in Stamford, Conn. The study, they say, demonstrated that viewer expectations of picture quality are much greater than they were when the FCC studies were done, and that television interference protection levels consequently should remain at least as high as current levels.

TV receiver manufacturers represented by the Electronics Industries Association and generally supportive of the broadcasters' positions in the proceeding said they viewed the CBS results as "conclusive and superior to TASO in methodology."

Land-mobile representatives, who had resisted the CBS study and a resulting two-month delay in the committee's report, dismissed the work as "inconclusive." Private radio market leader Motorola, in a letter to

the committee chairman, William Torak of the FCC's Spectrum Management Division, last February, opposed the work as outside the scope of the commission proposal.

The FCC's Thomas Stanley, chief engineer of the Office of Engineering and Technology, said he was not sure that the commission views TASO as "either outmoded or not serving a purpose," but acknowledged that the challenge raised by broadcasters to the TASO system "could reach beyond current matters [and] will be looked at."

The proposed relaxation of key interference protection criteria was the major topic in dispute among committee participants. Under the earlier sharing plan, land-mobile stations operating on a co-channel basis within the 6 mhz used by a TV channel are required to provide a 50 db protection ratio at the grade B contour (meaning the desired TV signal must remain more than 300 times stronger than the undesired land-mobile signal).

Since few new shared channels for mobile radio could be gained if the 50 db co-channel protection ratio were observed, the commission proposed lowering the ratio by three times to 40 db at the grade B contour.

According to the Commission, if 95% of potential TV viewers at the grade B contour were protected with a 50 db ratio, 88% would be protected with a 40 db ratio.

Broadcast spokesmen disputed that conclusion and urged the commission to retain the current level of protection, which, according to NAB staff engineer Edmund Williams, is already "barely adequate." Citing a preliminary analysis of the proposed sharing of Chicago's channel 41, broadcasters said five channels in that area—38, 41, 44, 55 and 56—would be subject to excessive interference. Preliminary analyses carried out for the other seven cities showed similar interference would occur, the broadcasters said.

Private radio interests in the committee support the commission's suggested 40 db protection ratio, which they called "conservative," and cited studies of their own, as well as of the FCC and the Canadian government, which they said showed protection ratios could go as low as 35 db and still allow for "passable" UHF television reception.

Broadcasters, supported by television receiver manufacturers, challenged much of the land-mobile group's work leading to the 35 db protection figure, describing as "in serious error and contrary to available data" land mobile's conclusions.

Although they believe, in the words of one, "the facts are on our side," broadcasters privately admit that they have so far been outlobbied by land-mobile representatives on the issue, both at the FCC and in the U.S. Congress among members concerned with public safety uses of private radio. They also acknowledged that the FCC may already be leaning in favor of approving the planned reduction of interference protection and subsequent channel sharing.

Comments on the docket are due at the commission June 6; replies, June 23. The earliest that the item is likely to come up for consideration by the commission would be next fall, according to the FCC's Stanley. □

U.S. faces uphill fight on HDTV

Prospects seem to be running against Japanese-developed system on eve of Yugoslavia meeting; fear is that de facto standard will take its place

U.S. representatives may need nothing less than a miracle in Dubrovnik this week as they gather in the Yugoslavian coast city with representatives of dozens of other nations to decide if a U.S.-supported high-definition television studio system is to be selected as a world standard.

Faced in recent months with a mixture of bad news and good as they prepared for the once-in-every-four-years plenary meeting of the International Radio Consultative Committee (CCIR), backers of the Japanese-developed 1,125-line, 60 hertz studio technology seem far from certain that a great enough world consensus on the system exists for it to pass CCIR muster when it reaches the agenda this Wednesday.

And although members of the U.S. team, headed by State Department officials, have apparently been doing some last minute globe-trotting to corral support for the proposal, they may well be going into the deliberations knowing more of their opponents than of their allies.

Opponents of the proposed system include the three major European industrial powers, the United Kingdom, France and West Germany, as well as the Netherlands, all of which have told the CCIR in recent weeks they are against setting a studio standard now and would rather undertake further investigation during the body's next four-year study cycle. Others—for example, Italy and Australia—are said by some to be preparing to join in calling for postponement.

The U.S., Japan, Canada and other supporters, however, have repeatedly warned that failure to agree on a single studio standard during the current cycle ending with this meeting could result in the emergence of numerous de facto standards. The development effort and system infrastructure of the 1,125/60 system is already so great, it is widely believed, that the technology will reach world professional and industrial television markets regardless of the results of the CCIR meeting.

"The situation is more negative than positive," acknowledged U.S. delegation head Richard Shrum, director, office of international radio communications, bureau of international communications and information policy, Department of State. "To say they [the opposition] are 100% firm in their positions would be an understatement. They are very, very firm."

But Shrum added that the opposition of several nations would "not preclude" a recommendation from working its way through the plenary. If, for instance, 20 to 30 of the 70 or 80 nations that typically attend the plenary were actively supporting the proposed standard, Shrum explained, it could be adopted without full unanimity by providing an explanatory footnote naming those

countries remaining in opposition.

U.S. representatives were cheered in their effort to gain support for the proposal early this month by news that the top-level technical committee of the European Broadcasting Union had backed the possible selection of the 1,125/60 system, for the first time carrying the positive consensus of the majority of the 28-member broadcast committee over the objections of others from only three nations.

Proponents were unable to predict, however, whether the normally influential EBU findings would translate into a vote of confidence among administrations that are also under the persuasion of nonbroadcast industries—for example, European nations swayed by consumer electronics manufacturers who uniformly rejected the proposed



Dubrovnik

60 hz system as not appropriate for nations with television systems based on 50 hz PAL and SECAM technologies.

Potentially critical support is that of the Soviet Union, long believed to be favorable to the proposal despite its abstention on the issue with other Eastern Bloc nations at a gathering of world broadcast unions in Prague last February. The U.S. team appeared somewhat unsure of USSR backing last week, however, apparently because of both changes in leadership of the Soviet delegation and the Soviet's desire to spare any embarrassment to the Russian head of the CCIR study group 11, which is to introduce the proposed system to the plenary in a committee report.

At one point, last Tuesday, U.S. representatives were preparing to gauge the Soviet position by sending to Moscow former FCC Chairman Robert E. Lee, a personal acquaintance of the delegation head, but the trip never took place. Shrum said he planned to meet instead with members of the Soviet delegation last Saturday in Dubrovnik.

No West European nations have yet offered their direct support, Shrum said, although second-hand reports indicated there was some backing. But the HDTV proposal's proponents reportedly may attempt to isolate West European opposition by building on potential support from nations including Mexico, Brazil, India, China and those of Scandinavia, the South Pacific, Southeast Asia and Arabia.

If attempts to gain a single standard at the meeting fail, according to one key source,

possible fall-back positions for supporters include accepted a two-year delay until the next CCIR interim meeting, but only if the 1,125/60 proposal remains, as it is now, the only system under consideration. Another possibility could be to allow the acceptance of the standard solely for 60 hz nations, although 50 hz nations that wished to join in the standard could do so.

Much of the last two years' debate over the HDTV studio system has focused on the issue of how well the proposed 60 hz field rate for HDTV production would convert to the 50 hz field rate PAL and SECAM TV transmission systems used for subsequent distribution to the home. An extensive engineering effort by Japanese laboratories over the past year-and-a-half have put most, if not all, of the concern about field rate conversion to rest.

Many in the European television industry now insist, however, despite the CCIR's intentional separation of HDTV studio standards from HDTV transmission standards (with the latter to be considered during the 1986-1990 study cycle), that in order to achieve any single world television standard for HDTV, production and transmission questions must be considered simultaneously. That single standard, it is argued, must retain some degree of compatibility with existing systems, so that the process of improvement is an "evolutionary" one.

U.S. observers see the opposition's approach, in large part, as less a technological concern than an effort to protect from competition European electronics industries, particularly consumer electronics. European manufacturers have done little research on HDTV and have focused most of their attention instead on the enhanced television transmission and display technology known as MAC (multiplexed analog components) used with direct broadcast satellites.

"The issue lying behind it all is this economic aspect," commented Renville McMann, vice president of advanced television at CBS Technology Center. "The manufacturing people are worried the Japanese may have a few years head start on this technology." McMann chairs the HDTV technology group of the industry standards body, the Advanced Television Systems Committee, which helped determine the U.S. stance.

Although efforts were made to bring together representatives of the consumer electronics companies of Europe and Japan, meeting in Paris in April and in Tokyo last week, no positive conclusion was known to have come of either meeting.

The CCIR plenary, scheduled to last through next week, will consider numerous issues other than HDTV, Shrum noted, but none as critical or controversial as that topic has raised. A major U.S. push, however, has gone into the reelection of current CCIR head Richard Kirby, an American seeking another four-year term in the post. Kirby served his first eight-year term and was then reelected at the last plenary for a second four-year terms. □



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Fox announces Rivers show, other programming plans

Fourth network set to begin in March; former guest host of 'Tonight Show' will have own late-night talk show scheduled to premiere in fall

The nascent program service of the Los Angeles-based Fox Broadcasting Co. began to take tangible form last week with the announcement Tuesday (May 6) that comedienne Joan Rivers has been signed to host FBC's new late-night (11 p.m.-midnight NYT) talk show beginning in the fall on the six Fox Television Stations and FBC affiliates to be announced. Speaking at a Hollywood news conference, Fox executives reiterated previously disclosed plans (BROADCASTING, May 5) to launch regularly scheduled prime time service early next March and said the first program for that venture will probably be named shortly. At least one other programming announcement and identification of FBC's first non-Fox affiliates are also expected from the studio later this month.

Although FBC President and Chief Operating Officer Jamie Kellner insisted publicly that the Fox Broadcasting Co. does not constitute "a fourth network," Fox Inc. Chairman and Chief Executive Officer Barry Diller referred to it by that term during Tuesday's news conference, and a senior executive of the recently formed division told BROADCASTING: "Internally, that's what we're all calling it." Kellner prefers to label the venture "a satellite-delivered national program service for independent stations," and cards carrying that definition were handed out to the more than two dozen reporters attending the event. One company source speculated the "fourth network" sensitivity has to do with FCC restrictions that are not applicable as long as FBC is not legally classified as a network, plus the negative connotations stemming from failed "fourth networks" of the recent past and ratings comparisons with its three established competitors. By FCC definition, a television network offers at least 15 hours of regularly scheduled programming a week to at least 25 affiliated stations in at least 10 states.

Diller said Fox "has made a commitment of \$100 million regardless of whether anybody other than our owned-and-operated stations sign up. We are starting with a fundamental confidence about what we're going to be able to do, and feel that over a period of time a sufficient number of advertisers and stations will come on board. It will take time, but we have the time and resources to do it. Nobody has really tried to [create a fourth network] who is a major broadcaster in their own right."

Kellner and Diller said they feel it is a fitting time for such a venture because of increased demand for national television advertising, greater fractionalization of the



Kellner, Rivers and Diller

media marketplace, a decline in existing networks' audience share and maturing of the barter syndication market. "We have the resources and we're really going to make it," Diller declared in a rare appearance before the press.

Rivers, on hand for the announcement, said her last scheduled appearance on NBC-TV's *The Tonight Show Starring Johnny Carson* is on July 18. (Rivers has been "permanent guest host" of the late-night series since 1983, substituting for Johnny Carson at least eight weeks each year.) Terms of the comedienne's three-year contract for *The Late Show Starring Joan Rivers* were not announced. "[We made] a great handshake," she joked, adding that her program will be "full of surprises" and will allow her to feature guests who had difficulty getting on *The Tonight Show*. Asked to elaborate, she mentioned Lily Tomlin, Pee Wee Herman, David Lee Roth and Boy George as entertainers who "had to fight" to get on the NBC program. Rivers herself auditioned seven times before her first appearance. The new strip will originate live from Fox Television Center in Hollywood and air by tape-delay in the Pacific and mountain time zones.

"Joan Rivers has brought a real sense of adventure and audacity to television," Diller told reporters. "This spirit embodies the approach we will continue to take in achieving our goals for this network." He said he expects *The Late Show Starring Joan Rivers* to premiere in late September or early October. Diller said there are no plans to approach NBC affiliates with the program and that initial marketing efforts will be limited to independents.

Rivers said she does not expect her new series to conflict with a prior commitment to tape six one-hour specials for the British

Broadcasting Corp., entitled *Joan Rivers: Can We Talk?*

Asked by BROADCASTING about the depth of Fox owner Rupert Murdoch's commitment to a fourth network, Diller said he began discussing the potential for such a venture in March 1985 when Murdoch sat in on a meeting in Diller's Paramount Pictures Corp. office with John Kluge, then owner of the six independent Metromedia television stations.

"At the time I was thinking about acquiring the broadcast properties from Kluge," Diller recalled. "Murdoch, on his own, had the idea of expanding into broadcasting. Several months later, [Murdoch] bought 20th Century Fox Studios and the Metromedia stations and brought me aboard. We were in business." He implied the "original purpose" of Murdoch's \$2-billion investment was to create a new national program service. Asked if that service might some day become international, Diller suggested otherwise. "I don't think you're going to see any kind of world television network. There are problems of time and language, for example. The idea of a global village united by television is just not appropriate, at least not yet."

(Murdoch, who has interests in television networks serving Australia and Western Europe, was not present at last week's news conference.)

The six Fox-owned television stations are the backbone of the new program service, reaching an estimated 21% of total U.S. households. FBC hopes eventually to reach the 85% of television homes currently served by independent stations and is reportedly guaranteeing advertisers an 8 rating for its prime time programming.

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cutives, including Diller and Kellner, the most likely scenario is that FBC will roll out a three-hour (7-10 p.m. NYT) program block March 1 or March 8, 1987, with a two-hour (8-10 p.m.) slate premiering March 7 or shortly thereafter. Initial offerings are likely to be situation comedies, youth-oriented action dramas and movies. The services will expand to other nights over time, perhaps not extending to all seven nights until 1990 or even later. The 10-11 p.m. time period is being left for locally originated programming, consisting in most cases of news. In the long term, FBC anticipates producing and distributing its own news and sports programming, but not for at least two or three years.

The network program production division of Fox Inc. will be considered on the same basis as other outside program suppliers, according to Keven Wendell, FBC vice president of prime time programming. He also said there are no plans to include any of Fox's

new syndicated first-run programs in the lineup. (Those include the revived sitcom *9 to 5*, a game show entitled *Banko* and a weekly live beauty contest.)

"The best opportunities [for FBC] are on Saturday and Sunday nights," Wendell told BROADCASTING. "We would start with five hours there, then move on to 8-10 p.m. weeknights. If we were to be phenomenally successful there and stations were to beg us to go on to 11 o'clock we would probably go on. But that's not the plan." Referring to *The Late Show*, he said a delayed feed at 11:30 p.m. is being planned for stations unable to air the Rivers show live.

Wendell said Murdoch has had a hand in decision-making at FBC. "He has met with all of us more than twice. He has been very involved in terms of letting us know his philosophy... but he is not steering us in any way." Asked about that programming philosophy, Diller said Murdoch is seeking to provide a family-oriented schedule in prime

time. An effort will be made to downplay gratuitous violence, he said, particularly in the 8-9 p.m. hour.

Kellner said his service is offering an affiliate compensation package similar to that of ABC, CBS and NBC, although FBC affiliates will be given somewhat more advertising time to sell and will be compensated more for carrying FBC shows. Cost-per-thousand advertising rates will be "slightly below" those of ABC, CBS and NBC, said Kellner, and "slightly above" those of major syndicated shows. He said two major (and unnamed) advertisers have already approached the program service with an up-front proposal and that sales will begin immediately for *The Late Show*.

"We're going to make nice with our affiliates," said Kellner. Kellner suggested the three networks have developed complacent attitudes toward their affiliates and said Fox will offer its stations participation opportunities in merchandising and other promotional

NBC returns to winning form

After two consecutive weekly wins by CBS, NBC was back on top in the prime time ratings race for the week ending May 4, the second week out of the "official" season. NBC averaged a 15.4 rating and a 26 share for the week, followed by CBS, which averaged a 14.0/23. ABC was third with a 13.2/22. The HUT level was up almost a full point over a year ago, jumping from 59.1 to 59.8.

The higher HUT levels and a busy news week (the Russian nuclear power plant accident at Chernobyl and the summit meeting in Tokyo) pushed viewing to the network evening newscasts up. CBS hung on to its ratings lead, although NBC tied (for the fifth time in the last two-and-a-half months) in share. CBS had 12.3/24, up 9% from a year ago, NBC averaged an 11.9/24, up 25%, and ABC had a 10.3/20, up 11%.

In the prime time race, CBS took the nights when it was strongest during the season, Monday, Friday and Sunday, as did NBC, Thursday and Saturday, and ABC, Tuesday and Wednesday.

A *Cosby* repeat was the first-ranked program of the week, followed, in order, by original episodes of *Family Ties*, *Cheers*, *60 Minutes* and *Golden Girls*. Part I of the ABC mini-series, *North and South, Book II*, dominated its 9-11 p.m. time slot on Sunday (May 4), with an average 19.8/30, beating part one of a special two-part NBC made-for-TV *Deliberate Stranger*, which averaged an 18.6/28, and the CBS Sunday Night Movie: *Vanishing Act*, which scored an 18.3/27. However, strong performances by *60 Minutes* and a repeat showing of *Murder, She Wrote* gave CBS the night.

On subsequent nights last week, *North and South* maintained a strong performance, averaging a 20.1/30 on Monday for part II, compared to an average 13.1/19 for the two hours of regular series programming on CBS and a 21.7/32 for the conclusion of *Deliberate Stranger* on NBC. Part III on Tuesday averaged a 21.6/36, handily beating original episodes of *Hunter* and *Stingray* on NBC and a mix of repeat and original shows on CBS. The last three episodes of *N & S Book II* were to have aired May 7, 8 and 11.

Meanwhile, CBS's new one-hour drama, *Morningstar/Eveningstar*, airing on Tuesday from 8 to 9 p.m., continued to fare poorly, placing third behind ABC's *Who's the Boss* and *Perfect Strangers*, and NBC's *A-Team*. It finished 60th out of 71 programs overall, with a 9.3/16. Another new CBS drama, *Bridges to Cross*, seen on Thursday at 9 p.m., had modest ratings May 1, placing third against ABC's *Dynasty II: The Colbys* and *Cheers* and *Night Court* on NBC.

ABC aired its new comedy, *Mr. Sunshine*, on two nights. On Friday, it placed third at 9 p.m. with a 6.9/12 against the first half-hour of original episodes of *Dallas* (18.5/32) on CBS and the first half-hour of *The Last Precinct* (11.6/20) on NBC. On Saturday at 8 p.m., *Sunshine* also placed third, with a 6.8/14 against the first half-hour of an original episode of *Crazy Like a Fox* (10.4/21) on CBS and an original episode of *Gimme a Break* (12.8/26) on NBC. Another new ABC comedy, *Joe Bash*, placed a distant third on Friday at 9:30 p.m. following *Sunshine*, averaging a 7.0/12, which made it the 66th ranked show for the week.

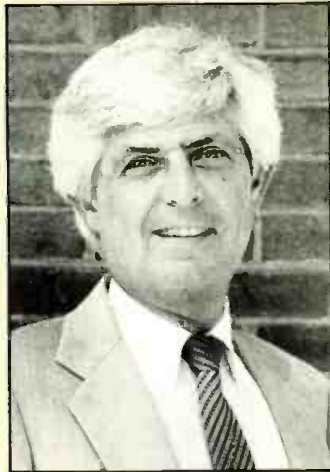
Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	29.5/49	25.	Valerie	NBC	15.9/27	49.	Bridges to Cross	CBS	11.4/17
2.	Family Ties	NBC	28.5/45	26.	20/20	ABC	15.9/26	50.	Knight Rider	NBC	11.3/21
3.	Cheers	NBC	23.9/37	27.	Cagney & Lacey	CBS	15.7/26	51.	Last Precinct	NBC	11.2/19
4.	60 Minutes	CBS	22.3/42	28.	Facts of Life	NBC	15.3/30	52.	Love Boat	ABC	11.1/20
5.	Golden Girls	NBC	21.7/39	29.	Remington Steele	NBC	14.7/27	53.	Crazy Like a Fox	CBS	11.0/22
6.	Night Court	NBC	21.7/33	30.	You Again	NBC	14.7/26	54.	Love Leads the Way	ABC	11.0/19
7.	Murder, She Wrote	CBS	20.9/35	31.	Dynasty II: The Colbys	ABC	14.1/22	55.	Tuesday's Child	CBS	10.9/17
8.	Kate & Allie	CBS	20.8/33	32.	Hill Street Blues	NBC	13.7/22	56.	Hardcastle & McCormick	ABC	10.8/19
9.	Newhart	CBS	20.5/32	33.	Hunter	NBC	13.7/22	57.	Mike Hammer	CBS	10.3/16
10.	North & South, Book II, pt. 1	ABC	19.8/30	34.	MacGyver	ABC	13.3/22	58.	Magnum, P.I.	CBS	10.1/18
11.	Dallas	CBS	19.7/34	35.	Mr. Belvedere	ABC	13.2/24	59.	Leo & Litz in Bev. Hills	CBS	9.3/17
12.	Dynasty	ABC	19.5/31	36.	Stingray	NBC	13.2/23	60.	Morningstar/Eveningstar	CBS	9.3/16
13.	Miami Vice	NBC	19.2/33	37.	Webster	ABC	13.1/24	61.	Mr. Sunshine	ABC	9.2/16
14.	Highway to Heaven	NBC	19.1/32	38.	Spenser: For Hire	ABC	13.0/22	62.	Charlie & Co.	CBS	9.1/17
15.	Moonlighting	ABC	19.1/30	39.	St. Elsewhere	NBC	13.0/21	63.	Airwolf	CBS	9.1/16
16.	Hotel	ABC	18.9/31	40.	Scarecrow & Mrs. King	CBS	12.9/22	64.	West 57th	CBS	8.0/13
17.	Knots Landing	CBS	18.6/30	41.	Gimme a Break	NBC	12.8/26	65.	Fathers and Sons	NBC	7.0/13
18.	Deliberate Stranger, pt. 1	NBC	18.6/28	42.	Alfred Hitchcock Presents	NBC	12.8/20	66.	Joe Bash	ABC	7.0/12
19.	Perfect Strangers	ABC	18.5/31	43.	An Early Frost	NBC	12.4/20	67.	Mr. Sunshine	ABC	6.8/14
20.	Who's the Boss	ABC	18.3/33	44.	Equalizer	CBS	12.2/21	68.	Benson	ABC	6.8/13
21.	Vanishing Act	CBS	18.3/27	45.	A Team	NBC	12.2/21	69.	Silver Spoons	NBC	6.7/13
22.	227	NBC	17.9/32	46.	Texas' 150th Anniversary	ABC	11.7/19	70.	Fall Guy	ABC	6.5/11
23.	Falcon Crest	CBS	16.9/29	47.	Simon & Simon	CBS	11.6/19	71.	Ripley's Believe It or Not	ABC	6.2/10
24.	Blackie's Magic	NBC	16.4/26	48.	Amazing Stories	NBC	11.4/20				

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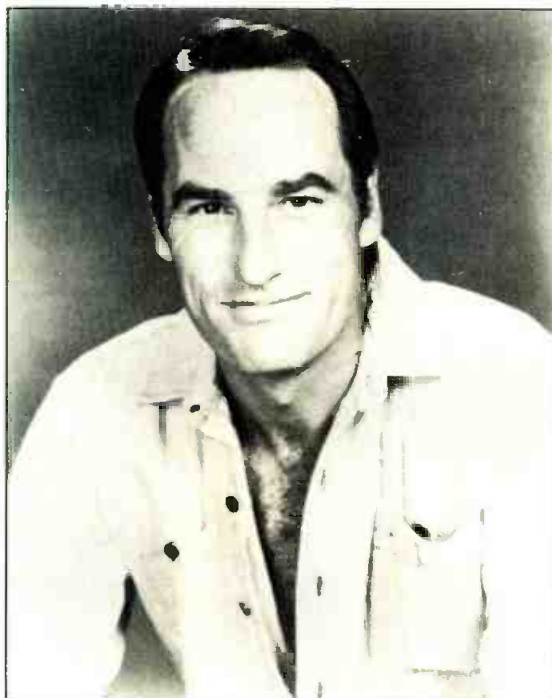
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activities.

David Johnson, FBC senior vice president of marketing, said his office is cutting "a network kind of deal" with stations, "but we are being more generous in the amount of inventory we're giving to our affiliates." He declined to be specific on inventory or compensation terms, although the latter will increase as the service's advertising revenues grow.

No advertisers or affiliates had signed contracts as of early last week.

Both Kellner and Diller downplayed the suggestion that FBC might distribute programming directly to cable television operators in areas without access to an over-the-air independent station. Diller said Fox had been approached about cable distribution by at least one "major" cable operator but stressed the importance of first obtaining clearances on independent stations in the nation's largest markets. According to Kellner, cable distribution "may be considered" at some point in the future. David Hilton, FBC's vice president of affiliate relations, told BROADCASTING "only independents are being approached right now. We're in partnership with the broadcaster, not the cable operator." He pointed out that most cable systems have access to at least some independent station programming through signal importation and speculated that operators may make channel space available to distant FBC affiliates when the new programming becomes available.

Scott Sassa, FBC's vice president of network management, said the question of whether C-band or Ku-band satellite technology will be used in program distribution should be resolved within the next two weeks. He hinted that C-band is the more likely choice, since most independents are presently capable of receiving material from

satellites using that spectrum. Under one scenario being discussed, FBC would give away receiving dishes to affiliates needing them. □

Disney to debut early morning business show

Show is part of effort to branch out in programing

Buena Vista Television, formerly Walt Disney Domestic Television, announced its fourth first-run syndication show, *Business Day*, a half-hour business news program intended for use by stations between 6 and 7 a.m. beginning next fall.

Disney targeted the time period because it has "significant upside revenue potential" with an audience of business professionals

Syndicated 'Punky.' A future in first-run syndication for the NBC-TV children's series, *Punky Brewster*, seems assured, as negotiations between the network and Columbia Pictures Television wound down late last week for continued production and distribution of the half-hour show. Network sources indicated negotiations were still under way at mid-week but confirmed that CPT was the highest bidder on syndication rights for the program, an NBC in-house production. NBC Productions President Brandon Tartikoff disclosed late last month (BROADCASTING, May 5) that at least five companies were involved in the bidding, which reportedly topped out at between \$40 million and \$50 million. Neither NBC nor CPT would comment officially on the pending agreement.

NBC is expected to announce the cancellation of *Punky Brewster* later this month when its fall schedule is unveiled. *Punky* would be the first network-produced series in recent years to enter syndication, although ABC's *Moonlighting* and CBS's *Twilight Zone* are possible future candidates.

CPT reportedly would order at least 44 new episodes of the series to pair with the 44 already made. *Punky Brewster* costs an estimated \$300,000 per episode to produce and has proved successful in several overseas markets, notably Australia. On NBC it has rarely garnered more than a 20 share in a berth opposite CBS's popular *60 Minutes*.

preparing to go to work, said Robert Jacquemin, senior vice president. Jacquemin said the name change will allow Disney to broaden its parameters beyond "family entertainment," with *Business Day* being the first example of that expansion. Buena Vista will continue to represent Disney product, as well as the Touchstone film library.

Jacquemin said that *Business Day* will not be directed specifically to investors—although it will cover news of the various financial markets. There will be four major segments in each show. The first two will be news driven, the third will be a feature or a profile of a business leader, and the fourth will be a news wrap-up. An hour-long week-end edition of the show will rely more on features, and Disney hopes it will be carried adjacent to the networks' Sunday morning news shows. Consuelo Mack, currently an anchor on the Financial News Network, a contributor to the *Today Show*, and co-anchor and co-producer of *Wall Street Perspective*, along with *Business Week* editor Wil-

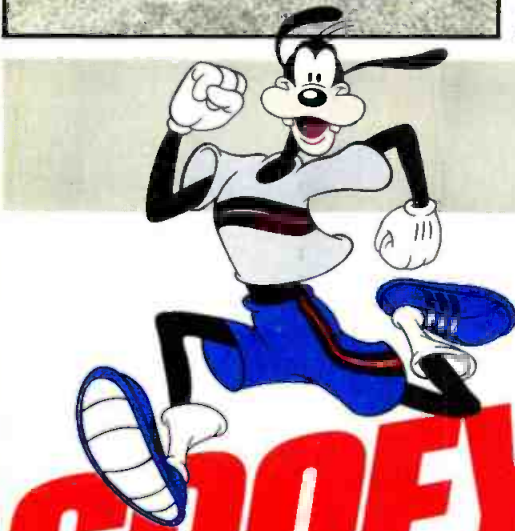
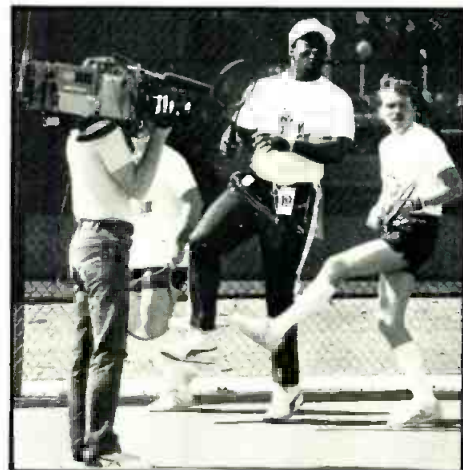
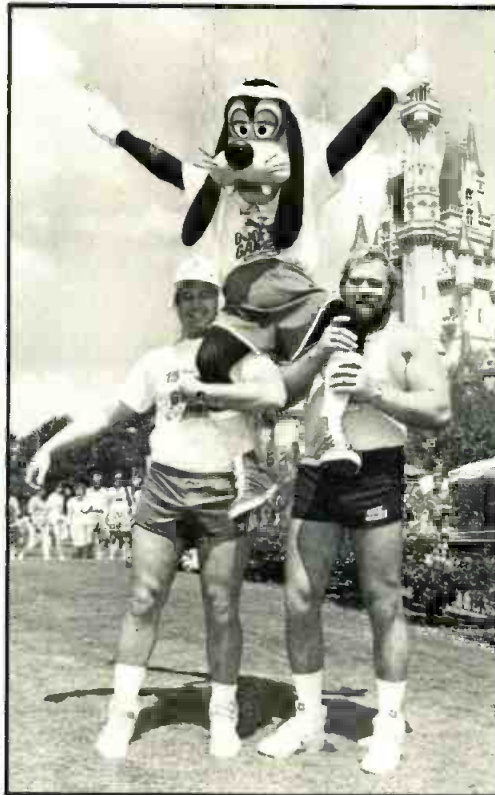


Celebrants. A half-century of Bob Hope is being seen and heard these days (May 2-June 14) in a retrospective at the Museum of Broadcasting. Under a grant from Texaco, the event showcases more than 100 radio and television broadcasts from his career. A number of the star's colleagues joined with Fifth Estate figures to celebrate that event during a dinner at



New York's St. Regis hotel. Among the more visible (at left): Susan Akin (Miss America), Dick Cavett, Tony Bennett, Lucille Ball, Hope, Brooke Shields and Douglas Fairbanks Jr. At right (top): William S. Paley, the founder of CBS and of the museum; (bottom) Grant Tinker, chairman of NBC and the evening's master of ceremonies.

WALT DISNEY WORLD SALUTES THE WINNERS OF THE 1986...



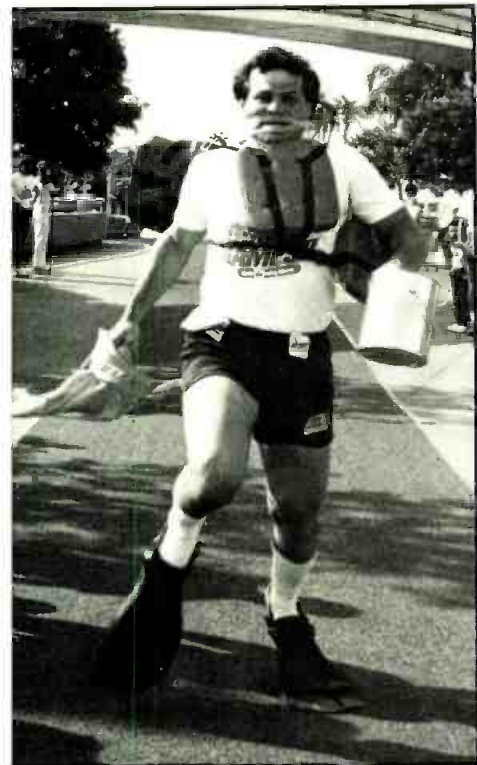
Left: 1960 Olympic Gold Medalist Wilma Rudolf representing WISH-TV, Indianapolis.
Above: Pro Wrestler Big John Studd and Olympic Wrestler Jeff Blatnick, represent WTEN-TV, Albany.

Top: KUSA-TV, Denver's Steve Watson, Butch Johnson, Mark Koebrich and Sandee Peterso
Center: WLWT-TV personality Pat Barry.
Bottom: WISH-TV's Ed Harding, Chris Hinton and Steve Rasmussen.

GOOFY GAMES II

Walt Disney World Resort®

See you next year!



Top: For WPLG-TV, Miami Dolphin Mike Oziowski gets in the spirit of "Goofy Golf." Bottom: U.S. Hockey Team Captain Mikeruzione crosses the "Goofy Relay Race" finish line for WCVB-TV, Boston.

Top: More than 90 Walt Disney World Technicians, 9 satellite trucks and 2 production trucks capture the game allowing 16 simultaneous live feeds. Bottom: Winning Team, WPLG-TV, Miami, shows off their trophies. Pictured left to right are former Miami Dolphin Tim Foley, Miami Dolphin Mike Kozlowski, Goofy, Rick Just (Contest Winner) and Khambrel Marshall (On-air Personality).

From April 12 through 17, 22 TV stations from across the United States and Canada met at the Walt Disney World Resort to compete for their favorite charities. Every team went home a winner!

Goofy Games II brought together teams of on-air celebrities, professional and amateur athletes, and a lucky viewer from each competing market for 3 days of "Goofy" athletic events and high-spirited fun. During those 3 days, the Goofy Games were brought home exclusively to the competing station in each market. Coverage for morning, afternoon, evening and late-evening broadcasts was aided by Walt Disney World's extensive live satellite television production capabilities.

When it was all over, the good will and good times shared by all the Goofy Games participants was worth far more than the total prize money that was distributed to charity.

"An extremely professional atmosphere made it rewarding for our audiences." – Larry Galt, Director of Programming, WXYZ-TV Detroit

"Congratulations on making Goofy Games II a big hit!" – Steve Roah, Sportscaster, KTLA-TV, Los Angeles

"The Greatest Show on Earth!" – Mike Lynch, Sportscaster, WCVB-TV, Boston

"It was great!" – Kim McPike, Special Projects Coordinator, WUSA-TV, Minneapolis



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WALT DISNEY WORLD SALUTES

- WTEN-TV Albany
- WMAR-TV Baltimore
- WCVB-TV Boston
- WKBW-TV Buffalo
- WLWT-TV Cincinnati
- WEWS-TV Cleveland
- KUSA-TV Denver
- WXYZ-TV Detroit
- WFRV-TV Green Bay
- WGAL-TV Harrisburg
- WTNH-TV Hartford
- KRIV-TV Houston
- WISH-TV Indianapolis
- KTLA-TV Los Angeles
- WPLG-TV Miami
- WUSA-TV Minneapolis/St. Paul
- WDSU-TV New Orleans
- KTVY-TV Oklahoma City
- WPRI-TV Providence
- KIRO-TV Seattle
- WXFL-TV Tampa
- CITY-TV Toronto

If Beethoven were a broadcast banker, he'd work at Old Stone.



What Beethoven brought to the world of music, Old Stone bankers bring to the world of broadcasting – creativity.

Our bankers work in concert with you to accomplish your goals. They have the experience and the imagination to help you acquire your first broadcast property or assist in the continuing expansion of your broadcast group.

And our bankers come up with answers to *your* financing needs. Not anyone else's. So, every answer is as unique as a Beethoven symphony.

If what you're hearing from your broadcast banker is striking a discordant note, call Old Stone. What you'll hear will be music to your ears.



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liam Wolman, will host the show. In all, four to six people will appear on the air.

A spokesman for *Today* said that Mack's role as a contributor to that show will end as soon as three segments he has taped for the program appear, which will happen well before the syndicated show goes on the air. If CBS or NBC affiliates picked up the show, it would not mean preempting the two networks' early morning news shows. Both *Sunrise*, on NBC, and the *CBS Early Morning News* are fed twice—at 6 a.m. and 6:30 a.m. ABC's *World News This Morning*, however, is fed to stations in four 15-minute intervals between 6 and 7 a.m. ABC affiliates carrying the show would have to preempt one half-hour of the network feed.

The show has already been cleared in more than 30 markets covering 40% of the country. Jacquemin said Buena Vista expects almost 50% of the country to be signed up by this week. Sales are on a barter basis with three-and-a-half minutes for stations and two-and-a-half minutes for Buena Vista for the daily version, and six minutes each for stations and Buena Vista for the weekend version. Among stations already cleared are the CBS-owned stations; WNEV-TV Boston; WXYZ-TV Detroit; KXAS-TV Dallas; WAGA-TV Atlanta; KING-TV Seattle; WCPO-TV Cincinnati; WISN-TV Milwaukee; WKRN-TV Nashville; WHAS-TV Louisville, Ky.; WNYT-TV Albany, N.Y.; WTVQ-TV Lexington, Ky.; WRCB-TV Chattanooga; WEEK-TV Peoria, Ill., and WXOW-TV La Crosse, Wis.

Production of the series, including the weekend edition, is expected to cost \$6 million-\$7 million. The show's executive producer will be Kevin Tindiglia, former vice president, news, for the CBS stations division. Fred Rhiensstein, former West Coast producer of *Today*, will be the series chief executive. The show's staff will number between 40 and 50 and will be headquartered in New York, with one bureau in Washington.

Business Day joins the animated strip, *Duck Tails*, and a half-hour strip version of *People* magazine in the Buena Vista portfolio. The company also has the distribution rights to *Siskel & Ebert at the Movies*. □

ACT's annual honors. Awards "designed to help families discover some delicious additions to the tasteless banalities of most of the children's TV menu" were given last Tuesday (May 6) by Action for Children's Television, based in Cambridge, Mass. The awards honored 14 broadcasting, cable and home video programs and two public service announcements, and included the first presentation of the ACT/Post-Newsweek "Stop, Look & Listen" awards. Also new was the video category. Psychiatrist Alvin Poussaint, consultant to *The Cosby Show*, was the keynote speaker for the awards ceremony. The winners:

Public broadcasting

- **Agency for Instructional Technology** □ *Math Works*, "teaching practical, problem-solving skills through dramatic presentations."
- **Children's Television Workshop** □ *Sesame Street*, "expanding its tradition of excellence to meet today's changing social conditions that affect children."
- **OWL/TV, Inc., Toronto** □ *OWL/TV*, "using creative video techniques to get young people involved in taking care of their world."
- **WQED Pittsburgh** □ *Wonderworks*, "reminding us that good writing can make great television."

Commercial Broadcasting

- **ABC-TV** □ *ABC Afterschool Specials*, "proving that quality drama can attract young audiences on weekday afternoons."
- **KPIX(TV) San Francisco** □ *Hot Streak*, "featuring teen-agers who work in fascinating nontraditional jobs."
- **KRON-TV San Francisco** □ *Home Turf*, "moving the camera into the community to showcase the talents of Bay area teen-agers."
- **WMAQ-TV Chicago** □ *Ready or Not*, "using humor and improvisational theater to explore teen-age issues."

Cable

- **Disney Channel** □ *Danger Bay*, "using science and scenery to add special meaning to an adventure series."
- **Syracuse NewChannels, Syracuse, N.Y.** □ *The New Kid Stuff*, "showing how local cable can fill the nonfiction void in children's TV."

Home video

- **CC Studios** □ *Children's Circle*, "an animation festival of favorite children's stories."
- **Macmillan Inc.** □ *The Macmillan Video Almanac*, "amazing demonstrations of hands-on activities to try at home."
- **Random House Video** □ *The Velveteen Rabbit*, "a sensitive retelling of a cherished story."
- **Sony Video Software** □ *The Snowman*, "using artful animation and delightful music to bring picture-book pages to life."

Public service announcements

- **KING-TV Seattle** □ *Getting to No*, "publicizing a station hotline for teen-agers dealing with drug and alcohol abuse."
- **Nickelodeon** □ *Philip Molar: Private Tooth*, "a humorous, attention-getting reminder of good dental health."

Looking for a rainbow on a cloudy Texas day

Midland-Odessa media create good news campaign to brighten gray spirits after plunge in price of oil and rise in unemployment

There's trouble in the 144th market, but the area's TV and radio stations, newspapers and outdoor advertisers aren't going to let the economy get people down. The Media Coalition, a group of area media executives, and The Bridge Company, a group of area advertising firms, have begun a campaign to "generate positive attitudes and actions" among the people of Midland-Odessa, Tex., where unemployment has risen from 3% to 12% in the past three months.

The two cities, where the principal industry is oil, are 18 miles apart. Both have been hard hit by the drop in oil prices from \$25 a barrel in January to \$10 a barrel today. To counter the growing sense of despondency,

the media groups came up with the theme, "People with Character. Fueling Progress in the Petroplex," and organized a pep rally in both places.

The idea for the campaign began with a Feb. 26 concert by singer Anne Murray, whose song, "Sure Could Use A Little Good News Today" brought an ovation from a Midland crowd. After he left the concert, Kenny Carr, the president of Carr/Smith Inc., a Midland ad agency, contacted KMID-TV Midland about beginning a "good news" media campaign.

George Bakke, president of KNFM(FM) Odessa-Midland, suggested that inspirational messages be recorded by performers attending the Country Radio Seminar in Nashville. Carr and a competitor, Price Womack, president of an Odessa-based ad agency, Womack, Claypoole, Griffin, volunteered their services, and with KMID-TV staffers video-

taped such country music stars as Charlie Daniels, Lee Greenwood, Eddie Rabbit and Reba McEntyre, who were asked how they adjusted to low points in their careers. Twenty-two interviews were obtained.

From the Nashville tapes, six TV messages, in lengths of 30 and 60 seconds, were prepared at Lorimar Telepictures studios in Sherman Oaks, Calif. (Lorimar owns KMID-TV.) Each spot concludes with the star saying: "I salute the Midland-Odessa people with character. Fueling progress in the petroplex." Eight more spots that emphasize the accomplishments of local residents are planned.

Little money has been spent on the campaign. The reporters and camera crews flew to Nashville in a plane donated by a Midland oilman. Record companies provided short music video clips to identify the stars. The area's two local newspapers have supported the campaign with editorials and have donated eight full-page ads. And two local billboard companies have donated space. □

At a party given by **King World** last week in New York, which included an appearance by David Brenner, host of the company's syndicated *Nightlife*, Roger King and Michael King, chairman of the board and president of King World, respectively, announced the show has been sold in at least 100 markets, covering 75% of the country. Of the 100 stations, 89 are affiliates. Bob Tichler, formerly of *Saturday Night Live*, has been named producer of the series. *Night Life* premieres Monday, Sept. 8.

King World also announced that *True Confessions*, produced by the Landsburg Co. and King World, is a firm go for the fall. The show,



based on the Macfadden Publication of the same name, premieres on Sept. 8 in 70 markets covering 60% of the country. There will be 130 episodes of *True Confessions*. Among stations that will carry the series are WCBS-TV New York; WLS-TV Chicago; KTVU(TV) San Francisco; KHOU-TV Houston; KSTW(TV) Tacoma, Wash.; KSTP-TV Minneapolis; KXTV(TV) Sacramento, Calif.; KTSP-TV Phoenix; WRTV(TV) Indianapolis; WTHN-TV Hartford, Conn., and KOIN-TV Portland, Ore. Sales are on a cash-plus-barter basis with King World retaining one minute. King World also says that it has cleared two Westerns—*Branded*, and *The Guns of Will Sonnett*—in 64 markets each.

■ **Fox/Lorber Associates** last week announced the acquisition of syndication rights to over 100 hours of programming from HBO's library of specials and documentaries. Fox will break up the programming into as many as 10 packages. The announcement marked the single largest licensing deal in HBO history. The package will include a "The Stand-Ups/SRO," a package of specials by such performers as Harry Belafonte, Robert Klein and David Brenner; "The Harold Lloyd Library," including 26 half-hours, eight features, and two documentaries; "Tabloid Television," a package of highly exploitable reality programs, and "Sports Rivals/Sports Heroes." The deal between Fox/Lorber and HBO is for seven years, allowing for licensing of the various packages in three two-year cycles. David Fox, chief executive officer, said that three packages will be released in the next two weeks. Fox said sales will be on a cash basis. Although the material never went through a broadcast standards department, an edited version will be delivered to stations. Much of the material is already available on home video. Barry Collier, chairman of Prism Entertainment, which bought Fox/Lorber earlier this year, said Prism hopes to sell the packages internationally.

■ In national ratings, *The Mystery of Al Capone's Vaults*, the **Tribune Entertainment-Westgate Group** co-production, now stands as the highest-rated single syndicated show in history, with a 31.8 Nielsen rating among the 181 stations on which it aired. During the week of broadcast (April 21-27), the program out-rated the week's top-rated network show, *The Cosby Show*, which scored 27.7.

■ **The Samuel Goldwyn Co.** has now cleared the weekly record-review program, *On the Record*, starring Robert Christgau of the *Village Voice* and Steve Pond of *Rolling Stone*, in roughly 35 markets covering 40% of the country, according to Doug McCormick, vice president, Eastern sales. Among clearances are WNBC-TV New York, KABC-TV Los Angeles, WGBS-TV Chicago, WGBS-TV Philadelphia, WATL-TV Atlanta, and KTXH(TV) Houston. *On the Record* is intended for late fringe on weekends.

■ **Embassy Telecommunications** says that it has now placed *Facts of Life* in 101 markets, covering 82% of the country, for its fall premiere. Cash sales of the show's 153 episodes, for six runs over five years, include all top 10 markets, and 24 of the top 25. Recent sales include KZZZ(TV) Seattle; WXT(TV) Syracuse, N.Y.; WOI-TV Des Moines, KGAN(TV) Cedar Rapids, Iowa; WVV(TV) Evansville, Ind.; KKT(TV) Colorado Springs; KADN(TV) Lafayette, La., and KMID-TV Odesa-Midland, Tex.

■ **JM Entertainment** says that it has cleared *At the Gate*, a one-hour special focusing on horse racing's Triple Crown and hosted by William Conrad, in 125 markets covering 86% of the country. The program's window is April 27 to June 7, the day of the Belmont Stakes. Sales are on a barter basis with seven minutes for stations and five minutes for JM. Among JM's sponsors are Beatrice, Old Milwaukee, Brylcreem and American Cyanamid. Among clearances for *At the Gate* are WNBC-TV New York, KNBC(TV) Los Angeles, KYW-TV Philadelphia, WCVB-TV Boston, WXYZ-TV Detroit and WJLA-TV Washington. JM has also cleared Michael Myerberg's prize-winning 90-minute animated version of *Hansel and Gretel* in 117 markets covering 85% of the country. Scheduled for two runs, during the second and fourth quarters of this year, *Hansel and Gretel* is sold on a barter basis with seven minutes for stations and five minutes for JM. JM's list of advertisers for the show include Tonka and Teddy Ruxpin. Among stations carrying the program are WNBC-TV New York, KHJ-TV Los Angeles, WFLD-TV Chicago, KTXK(TV) Houston, WXIX-TV Cincinnati, and WVT(TV) Milwaukee.

■ **Warner Bros. Television Distribution** says that it has now cleared "Volume 26," in 60 markets, including 24 of the top 25. The package includes 24 features. The latest additions include WKBD-TV Detroit; WTNH-TV Hartford, Conn.; WZTV(TV) Nashville; WPCQ-TV Charlotte, N.C., and WLNE(TV) Providence, R.I.

■ **Prijatel Productions** says that four stations will begin airing *Bingomania* this month, and that an undisclosed number of others have cleared the show. The show began as a local production at Griffin Television's KWT(TV) Oklahoma City. Other stations that will carry it include WDSU-TV New Orleans, WTAE-TV Pittsburgh, and KROM-TV Fort Smith, Ark. Prijatel also says that it has now placed *The Missing Children Network* on seven more stations, bringing its total to 98. The new stations are WFRV-TV Green Bay, Wis.; KBAK-TV Bakersfield, Calif.; WSPA-TV Montgomery, Ala.; WTVQ-TV Lexington, Ky.; WEEK-TV Peoria, Ill.; WTVM(TV) Columbus, Ga., and WGHP-TV Greensboro, N.C. Sales of the series are on a cash basis.

■ **ITC Entertainment** has purchased the television movie, "Rockabye," starring Valerie Bertinelli, and "Amos," starring Kirk Douglas. "Rockabye" scored 25.3/38 when it aired on CBS in January and "Amos" scored a 24.5/37 when it aired on CBS last September.

■ **Blair Entertainment** says that it has added 15 more stations to its lineup for *Strike it Rich*, hosted by Joe Garagiola, bringing the show's total to 40. Sales of *Strike it Rich* are on a cash-plus-barter basis, with Blair retaining one minute. Among the 15 new stations are WPXI(TV) Pittsburgh; WIT(TV) Hartford, Conn.; WCPQ-TV Cincinnati; WMOO(TV) Orlando, Fla., and WUHQ-TV Grand Rapids, Mich. Blair said it has also added nine more stations for its movie package, "Revenge," bringing its total to 35. The nine new sales are WMOO(TV) Orlando, WPEC(TV) West Palm Beach and WJHG-TV Panama City all Florida; WSBF-TV South Bend, Ind.; WFMJ-TV Youngstown, Ohio; KEY(TV) Santa Barbara, Calif.; KSWO-TV Wichita Falls, Kan.; KPEJ(TV) Midland-Odessa, Tex., and WHTV(TV) Meriden, Miss. And Blair says that *Divorce Court*, which begins its third year of production in 1986-87, has increased its lineup by 11 stations. The show is currently on 159 stations covering 93% of the country. Sales are on a cash-plus-barter basis with Blair retaining one minute.

■ **Fries Distribution** says that it has now cleared *Cover Story* on 28 stations covering 45% of the country. The weekly series of 26 half-hour celebrity profiles is produced by Rift Fournier's Noel Films. Among the clearances are WCBS-TV New York, KCBS-TV Los Angeles, WMAQ-TV Chicago, WCAU-TV Philadelphia and WCLQ-TV Cleveland. Sales are on a barter basis with four minutes for stations, and two and a half minutes for Fries.

■ **Columbia Pictures Television** says that it has increased its market total for *What's Happening Now!* to 101 stations covering 80% of the country. The go-ahead for the second and third years of production of the series has also been given. Sales of the weekly updated version of the ABC *What's Happening!* series of the 70's are on a barter basis with three and a half minutes for stations and three minutes for Columbia. Back end cash deals for the daily version of the series are negotiated with each sale. Among the latest clearances are WGCV-TV Milwaukee; WSOC-TV Charlotte, N.C.; WBRC-TV Birmingham, Ala.; WRAL-TV Raleigh, N.C., and WALA-TV Mobile, Ala.

The Top 100

COMPANIES IN ELECTRONIC COMMUNICATIONS

ABC □ Adams-Russell □ Affiliated Publications □ Allied-Signal □ American Express □ American Family □ Anixter Brothers □ Arvin Industries □ Avnet □ BBDO □ A.H. Belo □ John Blair □ Burnup & Sims □ Cablevision □ Capital Cities □ CBS □ Centel □ Century □ Chris-Craft □ Coca-Cola □ Comcast □ Comsat □ Conrac □ Control Data □ Disney □ Dow Jones □ Doyle Dane Bernbach □ Dun & Bradstreet □ Eastman Kodak □ Foote Cone & Belding □ Gannett □ GenCorp □ General Cinema □ General Electric □ General Instrument □ Grey Advertising □ Gulf + Western □ Harris □ Heritage □ Insilco □ Interpublic Group □ Jefferson-Pilot □ Josephson International □ JWT Group □ King World □ Knight-Ridder □ Lee Enterprises □ Liberty □ LIN □ Lorimar □ Maclean Hunter □ M/A-Com □ Malrite □ MCA □ McGraw-Hill □ Media General □ Meredith □ MGM/UA □ 3M □ Motorola □ Multimedia □ New World Pictures □ New York Times □ North American Philips □ Oak Industries □ Ogilvy Group □ Orion Pictures □ Park Communications □ Playboy Enterprises □ RCA □ Reeves Communications □ Rogers Cablesystems □ Rollins Communications □ Saatchi & Saatchi □ Scientific-Atlanta □ Scripps Howard □ Selkirk □ Sony □ Stauffer Communications □ Storer □ Taft □ Tektronix □ Tele-Communications Inc. □ Telepictures □ Time Inc. □ Times Mirror □ Tribune Broadcasting □ Tri-Star Pictures □ Turner Broadcasting □ United Artists □ United Cable Television □ United Television □ Varian □ Viacom □ Warner Communications □ Washington Post □ Western Union □ Westinghouse □ Wrather □ Zenith

1985 an off year for Fifth Estate companies

BROADCASTING's annual ranking of Top 100 public companies in electronic communications shows many in the red or with earnings lower than in 1984; GE heads revenue list again while ABC is leader on Electronic Communications Index with \$2.85 billion

You wouldn't know it from looking at the stock market, but 1985 was not the best year for the Fifth Estate. Close to half of BROADCASTING's Top 100 publicly traded companies involved in electronic communications either lost money or showed lower net earnings compared to 1984. Not surprisingly, many with problems were on the manufacturing side, where foreign competition and reduced demand hurt profit margins. Large restructuring write-offs were taken in the hope of a more profitable future. The more prominent cases were Allied-Signal Corp.'s \$703 million restructuring and Control Data's \$275 million charge.

Not all of the earnings drop reflected on the broadcasting, cable or related industries. Net income in 1985 was affected by everything from lower interest rates affecting company pension plans (a positive impact), to the write down of inventories (negative), to a drop in newsprint prices for those media companies with publishing or forest products divisions (both positive and negative).

Combined net profits for the Top 100 were down an uncomfortable 13%, to \$9.1 billion in 1985, compared to \$10.5 billion in 1984, which was a 20% improvement over 1983. The decline was greater than that registered by broader profit indices such as the *Forbes* 500 index, down 5%, or the *Business Week* 1,000, down 10%. On the revenue side, the Top 100's total gain of 4% was ahead of the *Forbes* gain of 1.7%, and closely behind the *Business Week* growth of 5% and the 5.7% gain registered by the Gross National Product.

Manufacturers were not the only one's unable to bring a profit to the bottom line, as MSO's such as Rogers Cablesystems and Cablevision Systems reported losses.

BROADCASTING's Top 100 comprise publicly traded networks, group owners and MSO's in addition to companies providing programming, advertising, ratings and syndication services as well as equipment manufacturers, post-production firms and other services. The list includes companies engaged in satellite master antenna television, subscription television, direct broadcast satellite, multi-point distribution service, teletext, videotex and low-power television.

The companies are ranked by total revenue. Most companies' figures are based on their fiscal-year reports. When a company's fiscal year does not approximate the calendar year, four-quarter totals most closely approximate the calendar year. Earnings figures are based on continuing operations, after extraordinary items. BROADCASTING has also assigned each company an Electronic Communications Index (ECI) percentage (the percentage of total revenue contributed by a company's communications divisions) and rank. Whenever possible it is calculated using information provided by the company. In cases where the company does not make that distinction, the ECI is based on estimates by securities analysts or BROADCASTING.

Leading this year's revenue list once again was General Electric, with \$28.3 billion, followed by American Express with \$11.85 billion, Rockwell International with \$11.76 billion, Westinghouse with \$10.7 billion, Eastman Kodak with \$10.6 billion, Allied-Signal with \$9.1 billion, RCA with \$9 billion, Coca-Cola with \$7.9 billion, 3M with \$7.85 billion and Sony Corp. with \$6.8 billion.

The ranking of the top-25 companies changed little. Elsewhere, MCA moved up from 28th on last year's list to 23d, and Centel jumped from 42d to 32d. On the downside, divestitures pushed Oak Industries from 60th on last year's list to 71st, John Blair & Co. from 40th to 49th, while Reeves Communications' decision to sell its direct marketing operations and concentrate on television production dropped it from 70th place to 96th. In 1985, 17 companies on the list recorded reduced revenue, a dozen more than in 1984, but equal to the number in 1983.

American Broadcasting Companies, despite weakness in its television network, still led all companies in ECI revenue with \$2.85 billion. ABC was followed by CBS with \$2.8 billion, RCA with \$2.6 billion, Time Inc. with \$1.4 billion, Westinghouse with \$1.1 billion, Storer with \$592 million, Tele-Communications Inc. with \$577 million, MCA with \$524 million, Interpublic Group with \$484 million and Harris Corp. with \$456 million.

Most of the revenue leaders in 1985 were able to transfer their sales success to the earnings column. Leading that list, once again, was General Electric with \$2.3 billion, followed by American Express with \$810 million, Coca-Cola with \$722 million, 3M with \$664 million, Westinghouse with \$605 million, Rockwell International with \$581 million, Sony with \$344 million, Eastman Kodak with \$332 million and Dun & Bradstreet with \$295 million.

Several companies, primarily owners of broadcast, cable and other media properties, repeated as holders of the 10 highest profit margins. Scripps Howard was first with a 22% margin, followed by LIN Broadcasting with 20%, United Television with 16%, Lee Enterprises with 14%, Capital Cities with 13.9%, Park Communications with 13.4%, Dow Jones & Co. with 13.3%, Jefferson-Pilot with 12.6% and Comcast with 12.4% and King World with 12.1

The year-long succession of mergers, sales and rapid growth should change the look of next year's list dramatically. Ten companies listed separately on this year's list will become five corporate entities next year: Capital Cities/ABC Inc., General Electric (buying RCA), Lorimar-Telepictures, Turner Broadcasting Systems (buying MGM) and a still-unnamed corporate entity combining ad agencies BBDO, Doyle Dane Bernbach and privately held Needham Harper & Steers. The same merger, acquisition and divestiture news also saw Schering-Plough sell its radio station and Cox Communications go private, removing them from contention for the Top 100.

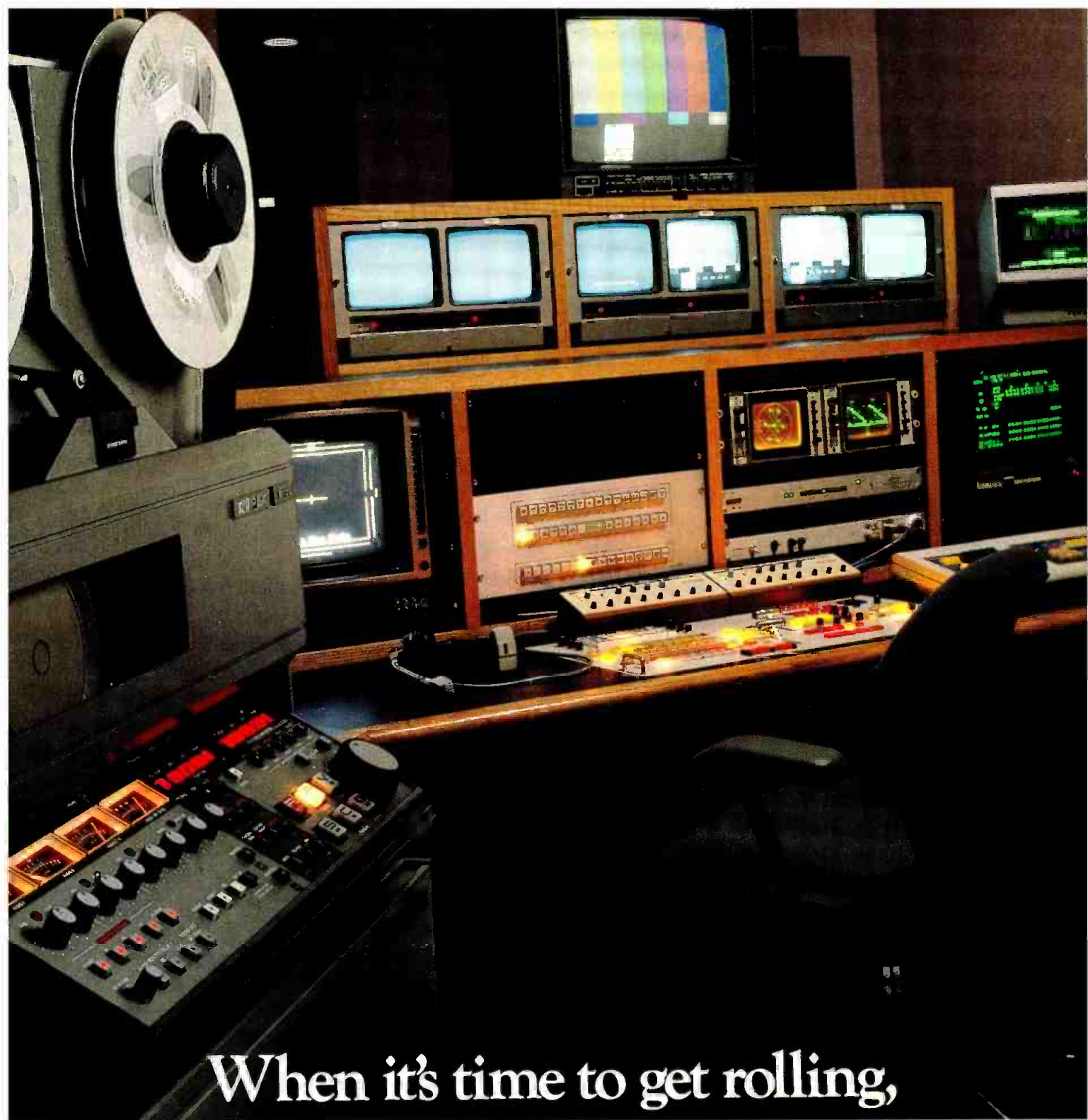
Despite the mergers and divestitures, the revenue cutoff for the Top 100 this year has risen from 1984 when Gray Communications reported \$40 million to Century Communications' \$55 million in 1985. Moving onto the list in 1985 were two companies with strong revenue growth: New World Pictures (94), whose revenue increased 158% to \$107 million, and King World Productions (98), which recorded a 179% jump in sales to \$81 million. Other companies showing large revenue increases included Saatchi & Saatchi (57 and new to the Top 100 this year) with a 114% increase; Tri-Star Pictures (72), up 45%; Telepictures Corp. (85), up 45%, and Viacom (59), up 38%.

Also new to the list this year are Playboy Enterprises (79) and Cablevision Systems (87), which recently had an initial public stock offering.

Companies falling just below the Top 100 cutoff include King World with \$1.3 billion, Century Communications with \$55 million, TCA Cable TV with \$43.6 million, Gray Communications with \$43.4 million and Price Communications with \$37.2 million.

The Top 100 chart appears on pages 62-65.

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Liberty Lane, Hampton, New Hampshire 03842 Tel. (603) 926-5911

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Company	Revenues (000)		% change
	1985	1984	
1. General Electric	\$28,290,000	\$27,947,000	1
2. American Express	11,849,000	9,642,000	23
3. Westinghouse	10,700,200	10,264,500	4
4. Eastman Kodak	10,631,000	10,600,000	0
5. Allied-Signal	9,115,000	9,462,000	-4
6. RCA	8,972,100	8,671,200	3
7. Coca-Cola	7,903,904	7,151,826	11
8. 3M	7,846,000	7,705,000	2
9. Sony Corp.	6,788,476	5,149,167	32
10. Motorola	5,443,000	5,534,000	-2
11. CBS	4,755,600	4,640,100	2
12. North American Philips	4,395,200	4,325,900	2
13. Control Data	3,680,000	3,690,000	-0
14. Time Inc.	3,403,554	3,067,353	11
15. ABC	3,298,475	3,707,713	-11
16. Gulf + Western	3,090,000	2,666,600	16
17. GenCorp	3,020,748	2,797,708	8
18. Times Mirror	2,959,418	2,804,829	6
19. Dun & Bradstreet	2,771,669	2,397,333	16
20. Harris Corp.	2,281,220	1,995,802	14
21. Warner Communications	2,234,891	2,023,513	10
22. Gannett Co.	2,209,421	1,960,197	13
23. MCA	2,098,525	1,651,242	27
24. Disney	2,093,052	1,780,348	18
25. Tribune Broadcasting	1,937,878	1,794,436	8
26. Knight-Ridder	1,729,613	1,664,679	4
27. Zenith	1,623,700	1,716,000	-5
28. Avnet	1,534,172	1,635,540	-6
29. McGraw-Hill	1,491,200	1,401,778	6
30. Tektronix	1,438,100	1,419,872	1
31. New York Times	1,393,772	1,229,580	13
32. Centel Corp.	1,331,649	1,372,843	-3
33. Western Union	1,082,498	1,333,978	-19
34. Washington Post	1,078,650	984,303	10
35. Dow Jones	1,039,314	965,620	8
36. Capital Cities	1,020,880	939,722	9
37. Jefferson-Pilot	1,016,182	960,567	6
38. General Instrument	993,800	1,017,700	-2
39. Maclean Hunter	972,996	902,656	8
40. General Cinema	966,800	916,300	6
41. Varian Associates	962,851	960,439	0
42. American Family	954,800	823,600	16
43. M/A-Com.	844,140	764,432	10
44. Arvin Industries	820,995	781,986	5
45. Insilco Corp.	811,780	786,900	3
46. Interpublic Group	691,500	644,393	7
47. Anixter Brothers	660,313	638,668	3
48. MGM/UA	647,592	685,583	-6
49. John Blair	630,547	487,306	29
50. Storer	592,417	536,824	10

Notes: NM means not meaningful. Percentage changes less than 0.5 are shown as 0.

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<i>Earnings (000)</i>		<i>%</i>	<i>Profit</i>	<i>Earnings</i>	<i>P/E</i>		<i>ECI</i>
<i>1985</i>	<i>1984</i>	<i>change</i>	<i>margin %</i>	<i>per share</i>	<i>ratio</i>	<i>ECI %</i>	<i>rank</i>
2,340,000	2,280,000	3	8	5.13	13.79	1	26
809,600	609,600	33	7	3.55	14.72	2	34
605,300	535,900	13	6	3.52	12.18	10	5
332,000	923,000	-64	3	1.46	33.30	2	38
-279,000	488,000	NM	-3	NM	NM	4	18
369,100	341,000	8	4	4.04	15.22	24	3
722,299	628,818	15	9	5.51	14.93	5	14
664,000	733,000	-9	8	5.77	15.34	4	24
344,439	291,555	18	5	1.49	13.09	6	12
72,000	387,000	-81	1	0.61	59.84	7	15
27,400	212,353	-87	1	5.81	19.58	55	2
81,500	130,500	-38	2	2.82	13.21	5	36
-567,600	5,100	NM	-15	NM	NM	11	13
199,819	216,398	-8	6	3.15	19.84	41	4
158,441	195,332	-19	5	5.51	NM	91	1
234,300	259,900	-10	8	3.31	15.52	7	37
75,213	7,210	943	2	3.43	20.48	6	42
237,127	232,703	2	8	3.49	15.33	4	58
294,708	255,883	15	11	3.88	20.97	5	52
80,287	80,410	0	4	2.00	13.38	20	10
195,305	-586,099	NM	9	2.87	12.72	17	16
253,277	223,934	13	11	3.16	19.07	11	33
149,959	94,937	58	7	2.02	23.70	25	8
176,018	44,931	292	8	5.24	22.52	4	74
123,844	103,043	20	6	3.06	17.44	18	21
132,724	140,810	-6	8	2.19	17.69	4	82
-7,700	63,600	NM	0	NM	NM	11	43
49,384	86,808	-43	3	1.39	24.73	7	64
147,400	144,171	2	10	2.92	16.44	6	71
90,200	131,540	-31	6	4.41	12.78	18	29
116,318	100,169	16	8	2.90	17.59	5	81
128,743	121,351	6	10	4.61	10.17	8	65
-367,221	-58,377	NM	-34	NM	NM	10	63
114,261	85,886	33	11	8.66	13.68	14	49
138,608	129,140	7	13	2.15	20.17	9	69
142,222	142,778	0	14	10.87	19.69	37	17
128,050	201,721	-37	13	4.38	10.96	7	79
-88,600	32,664	NM	-9	NM	NM	34	22
64,576	49,205	31	7	0.80	19.06	21	40
88,200	110,959	-21	9	2.33	16.42	1	98
15,355	60,745	-75	2	0.71	37.32	11	66
54,200	43,100	26	6	1.35	22.41	4	90
39,375	38,200	3	5	0.92	15.08	30	32
35,872	30,226	19	4	2.16	9.38	4	92
26,119	31,400	-17	3	1.37	14.51	15	57
36,600	32,794	12	5	2.98	14.43	70	9
20,205	14,475	40	3	1.11	17.79	40	27
-144,365	25,431	NM	-22	NM	NM	13	73
-29,151	10,469	NM	-5	NM	NM	18	59
-23,319	-16,742	NM	-4	NM	NM	100	6

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Company	Revenues (000)		% change
	1985	1984	
51. Media General	578,560	547,661	6
52. Tele-Communications Inc.	577,251	449,416	28
53. JWT Group	569,200	518,924	10
54. United Artists	498,000	418,000	19
55. Ogilvy Group	490,486	428,604	14
56. Meredith Corp.	485,777	465,019	4
57. Saatchi & Saatchi	469,000	219,000	114
58. Comsat	459,036	397,485	15
59. Viacom	444,112	320,366	39
60. Scientific-Atlanta	436,892	398,861	10
61. Taft	430,387	376,039	14
62. A.H. Belo	385,151	354,245	9
63. Affiliated Publications	367,311	343,836	7
64. Lorimar	364,674	263,204	39
65. Liberty	354,511	318,042	11
66. Rogers Cablesystems	354,165	294,779	20
67. Turner Broadcasting	351,891	281,732	25
68. Multimedia	336,271	304,361	10
69. BBDO Inc.	335,600	305,269	10
70. Foote Cone & Belding	287,020	267,646	7
71. Oak Industries	284,257	333,244	-15
72. Tri-Star Pictures	258,886	85,017	205
73. Grey Advertising	227,026	204,007	11
74. Doyle Dane Bernbach	220,854	215,574	2
75. Orion Pictures	220,424	178,355	24
76. Josephson International	208,795	214,034	-2
77. Selkirk	207,400	184,100	13
78. Lee Enterprises	206,637	190,009	9
79. Playboy Enterprises	192,333	187,144	3
80. Chris-Craft	190,257	170,687	11
81. Burnup & Sims	183,352	192,501	-5
82. LIN	171,671	148,844	15
83. United Cable TV	168,996	140,741	20
84. Heritage Communications	157,373	128,788	22
85. Telepictures	155,453	106,756	46
86. Conrac	150,289	154,284	-3
87. Cablevision Systems	136,968	116,502	18
88. Scripps Howard	134,540	117,985	14
89. Adams-Russell	133,267	114,460	16
90. Comcast	117,312	103,007	14
91. Stauffer Communications	113,935	104,901	9
92. Wrather	113,825	108,195	5
93. Park Communications	113,712	106,398	7
94. New World Pictures	106,600	41,200	159
95. Rollins Communications	99,953	85,374	17
96. Reeves Communications	97,343	226,436	-57
97. Malrite	83,294	76,974	8
98. King World	81,280	29,037	180
99. United Television	77,137	72,133	7
100. Century Commun.	55,159	39,963	38

Notes: NM means not meaningful. Percentage changes less than 0.5 are shown as 0.

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<i>Earnings (000)</i>		<i>% change</i>	<i>Profit margin %</i>	<i>Earnings per share</i>	<i>P/E ratio</i>	<i>ECI %</i>	<i>ECI rank</i>
<i>1985</i>	<i>1984</i>						
32,824	39,760	-18	0	4.61	NM	18	67
10,119	16,982	-40	2	0.22	169.31	100	7
18,500	20,478	-10	3	1.75	17.64	55	25
14,000	17,300	-19	3	0.73	36.99	42	39
30,247	25,838	17	6	3.19	13.87	73	19
48,935	40,642	20	10	5.18	13.13	23	61
32,000	17,000	88	7	1.68	20.09	55	30
-41,527	51,165	NM	-9	NM	NM	1	100
37,049	30,597	21	8	2.17	25.58	100	11
16,385	11,776	39	4	0.71	16.55	60	28
41,195	48,403	-15	10	4.48	18.97	38	46
23,818	54,141	-56	6	2.05	25.98	45	44
30,958	27,350	13	8	1.69	32.10	12	89
28,416	11,664	144	8	3.94	0	70	31
28,073	18,584	51	8	2.31	15.04	25	72
-22,517	-34,588	NM	-6	NM	NM	100	20
1,157	10,062	-89	0.32	0.05	300.0	90	23
21,638	33,688	-36	6	1.40	19.82	47	48
19,600	22,644	-13	6	3.06	16.34	60	41
16,377	16,807	-3	6	4.29	11.10	77	35
-37,576	-149,250	NM	-13	NM	NM	16	88
1,579	-14,742	NM	1	0.07	164.29	27	80
10,061	10,220	-2	4	14.6	13.29	64	51
6,057	8,769	-31	3	1.06	18.63	51	60
-6,150	4,960	NM	-3	NM	NM	50	62
680	-29,120	NM	0.32	NM	NM	8	95
12,688	17,529	-28	6	1.19	20.17	63	56
30,730	26,749	15	15	2.27	19.88	26	85
6,699	27,336	-76	3	0.71	13.20	12	93
18,333	-21,373	NM	10	1.88	29.26	70	55
-1,144	10,082	NM	-1	0.53	13.68	34	83
35,788	29,088	23	21	1.40	26.43	93	47
10,542	3,935	168	6	0.50	70.50	100	45
21,322	16,861	26	14	0.48	43.75	50	76
14,829	9,315	60	0	1.10	NM	95	50
7,231	13,013	-44	5	1.19	13.13	8	97
-48,230	-29,668	NM	-35	NM	NM	100	53
30,937	18,158	70	23	3.00	16.83	100	54
9,662	8,322	16	7	1.52	19.24	37	87
14,570	12,173	20	12	0.70	31.79	80	68
6,703	6,066	10	6	6.07	19.77	18	94
4,040	-22,724	NM	4	0.56	33.26	5	99
15,207	14,053	8	13	1.10	20.00	52	84
5,137	366	1304	5	0.45	0	15	96
12,014	9,934	21	12	0.82	33.69	90	70
-59,951	-5,395	NM	-62	NM	NM	34	91
8,828	2,468	258	11	0.70	17.50	100	75
9,842	3,365	192	12	1.02	33.58	95	77
12,645	-2,870	NM	16	1.14	21.82	100	78
1,294	4,465	-71	2	0.05	0	100	86

CBS to eye company cutbacks

Special committee formed to look at making Broadcast Group more efficient

The CBS/Broadcast Group has formed a special committee of top executives to evaluate all departments and functions of the group with an eye toward streamlining operations where possible to make it leaner and more efficient. CBS executives are reacting to the current economic cycle of low inflation, which makes it difficult to get significant advertising rate increases. Sources at the network acknowledged that when the committee's recommendations are submitted to Broadcast Group President Gene Janowski, probably in June, the elimination of several hundred positions will be called for through layoffs, attrition and retirements.

The Broadcast Group currently has about 8,100 positions, down from about 8,500 just a few years ago. Over the last six months, the Broadcast Group has eliminated about 100 jobs, through attrition and layoffs. How many layoffs are to come is unclear at this point. "There is no set formula," and probably won't be, said a CBS spokesman.

The evaluation committee, which includes group executive vice presidents Thomas Leahy, Neal Pilson, Van Gordon Sauter and finance vice president Tim Reynolds, has been examining all operations at the Broadcast Group for the past two months, the spokesman said. It is a "bottom up" analysis, he added, to determine the value of all operations to programming and business.

The committee is searching for both cost efficiency opportunities (such as job eliminations and other streamlining measures) as well as revenue and profit "enhancement" opportunities, such as the fine-tuning of sales strategies or identifying new markets.

The low inflation rate, which is now about 3.5%, is affecting the national advertising economy. "It's putting a squeeze on corporate profits of many of our advertisers," said one network executive. One result is that advertisers are taking a harder look at their budgets and cutting back in some cases, the executive added. Another result, he said, is that there have been fewer new product introductions because of the associated marketing and advertising costs.

As a result, the Broadcast Group expects that year-end revenues may be millions less than it had originally projected. Executives last week were keeping their internal projections close to the vest, but one report speculated the Broadcast Group might fall \$75 million short of its initial revenue projections for 1986. More than one executive at the network said that figure was high, but, without discussing specific dollar figures, executives acknowledged there probably

Bottom Line

Miami vise. Caught between choice of selling either cable system or television station, Wometco Broadcasting announced it had retained investment banking firm of Morgan Stanley & Co. to sell WRVJ(TV) Miami, CBS affiliate. Wometco is partnership headed by Kohlberg Kravis Roberts & Co., which also is general partner of Storer Communications. Because Storer owns Miami-area cable system, KKR is required to sell either cable system or television station before May 1987. Same situation exists in New York area, where KKR affiliates own both New Jersey cable systems as well as WWHT(TV) Newark, N.J., and translator, WSNL-TV Smithtown, N.Y.

□

Bath time. Capital Cities/ABC Inc. is not only broadcasting company recently making major writedown of programming inventory. Business Men's Assurance Co. of America, Kansas City, Mo.-based insurer and majority owner of three independent television stations, said in its annual report: "Management revised downward the value of programming held in inventory at all three stations." Write-down contributed to 238% jump in television division operating losses, to \$8 million. Combined 1985 operating revenue for KTXL(TV) Sacramento, Calif.; KDVR(TV) Denver, and KPDX(TV) Vancouver, Wash. (Portland, Ore.), was \$38.3 million, up 18%.

□

Off the press. Shareholders of Knight-Ridder Newspapers Inc. voted to change name of company to Knight-Ridder Inc. Company chairman, Alvah H. Chapman Jr., explained change was to reflect company's evolution to "a more diversified communications and media company." New York Stock Exchange symbol, which was KRN, is now KRI.

□

Structuring and restructuring. Coca-Cola announced May 5 that it had completed purchase of Merv Griffin Enterprises for "an undisclosed amount of cash." ■ Time Inc. subsidiary, Selling Areas-Marketing Inc. (SAMI), said May 6 that it had completed purchase of Cincinnati-based Burke Marketing Services. Letter of intent to purchase Burke, for "an undisclosed amount of cash," had been signed in January. ■ Times Mirror Co. said its agreement to sell company's microwave subsidiary for \$175 million has been "reinstated." Management-led buyout is now being made with Grumman Hill Associates. Times Mirror said closing is expected before June 30, subject to financing and governmental clearances.

□

Out of Ohio. Malrite has completed sale of 900,000 shares of class A common stock. Net proceeds of more than \$20 million are to be used to reduce outstanding bank revolving credit incurred as result of Malrite's \$75.3-million purchase of KLAC(AM)-KZLA(FM) Los Angeles and KSRR-FM Houston. Also being sold in offering, underwritten by Shearson Lehman Brothers Inc. and McDonald & Co. Securities, were 150,000 shares sold by Cleveland-based company's chairman, Milton Maltz, and 570,000 shares sold by Teachers Insurance and Annuity Association of America. Cincinnati-based Jacor Communications completed offering of two million shares. Company said it would use net proceeds to retire outstanding debt from purchase of WOJK-AM-FM Jacksonville, Fla.; WKYG(AM)-WXXX(FM) Parkersburg, W. Va., and WURD(FM) Georgetown, Ohio. Balance of net proceeds is to be used for variety of purposes. Also in offering were 600,000 shares that were sold upon the exercise of previously issued warrants. Selling warrant holders include CIGNA Investments (150,000), Larry J.B. Robinson (124,168) and Cincinnati-based Spectrum Securities (124,000).

□

At issue. Tribune Co. filed last week for \$100 million of notes, to be sold by Salomon Brothers. ■ Westwood One filed for secondary offering of 1,750,000 shares, 934,260 of which will be sold by company; remainder to be sold by selling shareholders. Lead underwriter is Hambrecht & Quist.

□

The real thing. Coca-Cola Corp. is purchasing 10% share of new public common stock offering by De Laurentis Entertainment Group Inc., motion picture production and distribution company formed last October following purchase of Embassy Pictures from Coca-Cola by independent producer-director Dino De Laurentis. Revelation was made in DLEG prospectus for initial public offering to raise \$15 million-\$50 million. Company will issue at least 1.5 million shares at about \$10 each, representing 16.9% of the approximately nine million outstanding shares after the offering.

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will be a shortfall. "But at this point we really don't know how much it will be," said one source.

And for the foreseeable future, the network is banking on a low-inflation economy. Some advertisers agreed with CBS's point, but said there was more to the story. Philip Guarascio, executive director of advertising services, General Motors, said the company was realizing "modest to stable growth" in the low-inflation economy.

But irrespective of the inflation-rate, said Guarascio, major advertisers are spending more dollars to reach specific demographics and geographic areas than ever before. That may have as much impact on network advertising expenditures as so-called "disinflation," or perhaps more, Guarascio said. The networks offer advertisers the option of buying certain regions of the country, but there is often a very high premium attached, Guarascio said.

"But I think the networks are interested in addressing the problem," he added. And satellite technology is to a large extent the answer.

Arnie Semsky, executive vice president, director of media and programing services, BBDO Worldwide, said that the developments at CBS may indicate that "some day the cost of doing business [at the networks] will be related to cost-per-thousand" rates. He agreed that advertisers are targeting more specific audiences now, although "the networks will still be the main player" for major national advertisers. □



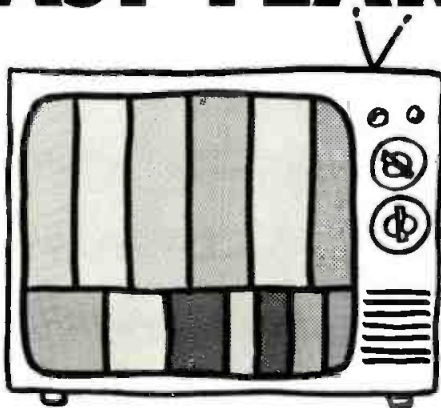
Joiful sale. Principals in the largest FM stand-alone sale sign the final contracts for the transfer of KJOL(FM) Los Angeles from KJOL Inc. to Legacy Broadcasting Inc. The station accounted for \$43,550,000 of an \$82-million multiple-station deal ("In Brief," May 5). Pictured (l-r) are former Malrite president, Carl Hirsch, now Legacy co-chairman; John T. Lynch, executive vice president of KJOL Inc.; Phyllis Hirsch, Legacy vice president; Hugh Ben La Rue, president of H.B. La Rue, media broker, and Robert F.X. Sillerman, Legacy co-chairman.

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Fifth Estate Quarterly Earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
Artel Comm.	First	\$1,068	-24	(\$342)	NM	(\$0.10)
John Blair & Co.	First	\$149,552	9	(\$25,397)	NM	(\$3.07)
Cable TV Industries	Fourth	\$9,463	25	(\$619)	NM	(\$0.21)
	Year	\$34,638	7	(\$605)	NM	(\$0.20)
C-Cor Electronics	Third	\$5,905	-22	(\$217)	NM	(\$0.07)
Centel Corporation	First	\$317,770	-3	\$30,964	-2	\$1.11
DDB	First	\$54,780	7	\$1,574	42	\$0.28
Grey Advertising	First	\$57,106	15	\$1,315	-10	\$0.95
Knight Ridder Inc.	First	\$447,347	6	\$26,575	-8	\$0.46
New York Times	First	\$375,435	14	\$33,946	5	\$0.84
The Ogilvy Group	First	\$120,938	16	\$3,236	-9	\$0.23
Satellite Music Net.	First	\$3,361	17	\$118	1,934	\$0.01
Tribune Co.	First	\$453,496	1	\$106,980	545	\$2.63
United Television	First	\$18,088	20	(\$505)	NM	(\$0.05)
Zenith	First	\$401,600	-5	(\$4,400)	NM	(\$0.19)

* Percentage change from same period year before. ** Earnings per share. Parentheses indicate loss. NM means not meaningful.

Artel Communications had net income of \$157,278 in previous year's first quarter. ■ Net loss for **John Blair & Co.** in previous first quarter was \$7.8 million. Company at that time had operating loss carryback tax benefit of \$9.6 million, compared to benefit in just-completed quarter of \$273,000. Most recent quarter also saw \$9.9-million extraordinary loss from company's early extinguishment of notes, through debt-equity swap. Revenue for Blair's owned stations was \$21.2 million; for Entertainment division was \$2.9 million, and for broadcast representation was \$15.6 million. Company's loss from continuing operations was \$7.2 million, compared to \$8.6 million loss in previous year. ■ **Cable TV Industries** had net income of \$571,000 for previous year, and \$54,000 in previous fourth quarter. Gross profit for company declined 46% in fourth quarter, to \$904,000, and 16% for full year, to \$6.1 million. Company said that half of full-year decline was from change in "inventory valuation methods" (from LIFO to FIFO), as well as "reducing...inventory values to replacement costs and inventory write-downs due to obsolescence." Company showed operating loss for both fourth quarter and full year. President Mark A. Engler said "Pressure on gross margins was intense through the year as a result of severe price cutting in our principal business...the supply of materials used to build and maintain cable systems." He noted that demand in other major business, providing "backyard dish" equipment, had "plunged." ■ **Centel** said as of March 31, it had 322,000 cable subscribers. ■ **C-Cor Electronics** had net income of \$40,000 in previous third quarter. Company said it is conducting "major restructuring" to improve earnings. ■ Pre-tax income for **Grey Advertising** was down 13%. Chairman Edward H. Meyer said weaker first-quarter earnings reflect in part "...fact that overall advertising volume appears to be growing at a less than robust rate." ■ Operating profit for **Knight Ridder** was up 4%. Contributing to net earnings decrease were discontinuation of company's Viewtron videotext operation, with impact of two cents per share in one-time costs, and quadrupling of interest expense, to \$8.1 million, due to recent share repurchase and \$160-million purchase of three television stations. ■ Last year's first-quarter net income for **The New York Times Co.** included after-tax gain of \$2.8 million on sale of property. Operating income for recent first quarter was \$67.6 million, up 22%. Broadcasting/Cable TV revenue was \$20.9 million while division's operating profit was \$2.6 million. Company's interest expense leapt from \$189,000 in previous year's first quarter to \$7.3 million, largely as result of \$400 million in acquisitions, including two television stations. ■ First-quarter operating profit for **The Ogilvy Group** was \$4.9 million, down 18%. Net income includes "net credit" of \$945,000 from company's reduction of allowance for doubtful accounts. Company said that excluding higher foreign operations revenue attributable to changing exchange rates, net income would have declined 15%. ■ National advertising revenue for **Satellite Music Network** rose 21%, to \$2.1 million, from \$1.7 million in previous year's first quarter. Revenue from affiliate fees was up 11%. ■ First-quarter operating profit for Tribune Co. was up 26%, to \$42.4 million. Cable operations, which posted \$3.2-million loss in first quarter of last year, were not included in this year's first-quarter results. Broadcasting and Entertainment division posted revenue of \$81.3 million, and operating loss of \$3.7 million, which company attributed to "noncash expenses" of company's KTLA(TV) Los Angeles purchase. That acquisition also was cause of four-fold jump in interest expense, to \$10.1 million. Tribune Co. reported other income of \$3.6 million from sale of land in Chicago. Big jump in net income was due to \$138.3 million pre-tax gain from sale of *Los Angeles Daily News* (\$88.7 million after taxes). ■ **United Television** had net income of \$322,000 in first quarter of 1985. Company showed operating loss in most recent quarter of \$261,000, which was attributed to start-up costs associated with KUTP(TV) Phoenix. Company said that excluding new station, other television stations "recorded significant increases in revenue and operating earnings as compared with the first quarter of 1985." ■ **Zenith** had net income of \$8 million in previous first quarter. Pre-tax loss in most recent quarter was \$10.3 million, compared to \$13.8 million income in 1985 first quarter. Cable products sales dropped 39% to \$15 million.



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Operation Liberty

The FCC has given a New York group responsibility to coordinate use of the city's auxiliary broadcast frequencies during Statue of Liberty rededication events June 25-July 7, and will temporarily suspend rules requiring commission authorization of short-term auxiliary broadcasts.

The rules (Section 74.24) will be lifted for the 13-day period in a 25-mile radius around the statue, and the New York Metropolitan Area Frequency Coordinating Committee will be responsible for coordination during that time. Lawrence Solow of CBS Television, chairman of the group, will head the coordination effort and can be reached in New York at (212) 975-1776.

Similar suspensions of the short-term auxiliary broadcast authorizations occurred during the 1984 summer Olympic games in Los Angeles and during the 1984 national political conventions in San Francisco and Dallas. According to the FCC, the suspensions help prevent spectrum congestion and interference that might result from uncoordinated use of auxiliary broadcast stations on an automatic special temporary authorization basis.

Theme song

The Society of Motion Picture and Television Engineers has selected program organizers and a theme ("Today's Technology—Tomorrow's Reality?") for its annual technical conference and equipment exhibit, scheduled for Oct. 24-29 at New York's Jacob K. Javits Convention Center.

Jack Spring of Eastman Kodak has been appointed program chairman, with Francis J. Haney of ABC-TV as program vice chairman. Topic chairmen, responsible for technical paper solicitation, will be Michael T. Fisher of ABC-TV and Grant P. Ireland of Allied Film & Video. Organizers are already planning sessions on high-definition television and archiving and restoration work.

Trade talk

New business arrangements emerging from last month's National Association of Broadcasters annual convention included company acquisitions, licensing agreements and other activities from firms such as Kaman Sciences, Quantel, Moseley, AKG, Shintron, Vinten and Cascom. Among the deals:

□

Kaman Broadcasting Systems, designer of broadcast computer services, has been purchased from Kaman Sciences Corp. by the U.S. affiliate of Enterprise Airtime System Ltd., the leading British supplier of commercial and business management computer systems for broadcasters. A company spokesman declined to provide the purchase price, which is still under negotiation.

Kaman Broadcasting will remain in Colorado Springs with its staff of more than 30

largely intact, according to Pete Cash, director of New York-based Enterprise Systems Group. Current Kaman Broadcasting president, Richard Smith, will stay with Kaman Sciences, while William Boyce, formerly of competitor DCC, has joined the new company as vice president of sales and marketing.

Kaman Broadcasting has installed its computer operation, based on an IBM System 38, at more than 50 TV and radio stations in North America, while Enterprise has its similar Honeywell-based computer system in 90% of the United Kingdom broadcast market, according to Cash.

□

Quantel Ltd. and **Ultimatte Corp.** have agreed to develop a digital version of the Ultimatte analog video compositing system. The joint development of a digital Ultimatte based on the patents of Petro Vlahos, founder of Salt Lake City-based Ultimatte, will be used with Quantel's Harry digital cel animation system.

Quantel, a British firm with its U.S. headquarters in Palo Alto, Calif., and newly expanded East Coast operations in Stamford, Conn., also incorporated another of its digital effects units, Encore, in what it called the first digital video interfacing and recording using the 4:2:2 digital standard. The demonstration, using Sony's new DVR-1000 digital VTR, took place at Sony's booth at NAB.

□

Moseley Associates of Goleta, Calif., has announced an exclusive license agreement with Integrated Media Systems, a San Carlos, Calif., maker of programable audio switchers. The agreement covers switcher products, as well as analog and digital converters.

According to Paul McGoldrick, Moseley marketing director, his company has already begun marketing the new products, which he said complement Moseley's line of broadcast and industrial digital remote control equipment. Delivery of Moseley-manufactured IMS designs will begin in July.

□

Audio equipment manufacturer **AKG Acoustics** of Stamford, Conn., has purchased Ursa Major, a Boston-based maker of digital reverb and effects units. Ursa Major's research and development facilities will form the core of a new AKG digital products division, headquartered at its current site, with Christopher Moore, former Ursa president, as executive vice president. The division showed two new products at last month's NAB show, a stereo processor and a digital reverb-effects unit.

According to S. Richard Ravich, AKG vice president and general manager, sales and marketing for the new division will be handled out of Stamford. AKG, whose parent company is based in Vienna, Austria, manufactures microphones, headphones, phonocassettes and other audio gear. Ravich declined to disclose the value of the deal.

An Ursa Major offshoot has also been

formed by Gerard Abeles, Ursa Major co-founder and former vice president of marketing. The new company, **A/V Technology International**, will distribute professional audio and video products worldwide and is to be based in Newton Centre, Mass.

□

Shintron Co. has reached an agreement in principle to acquire the assets of Chroma Digital Systems of Santa Clara, Calif., a maker of low-end digital video effects devices. Shintron, based in Cambridge, Mass., makes TV and computer imaging equipment. The company said it will honor the remainder of Chroma Digital's existing warranty policies and warranty obligations.

□

W. Vinten Ltd., a British firm whose broadcast camera mounting and support equipment has been distributed in the U.S. exclusively by Listec Television Equipment Corp. for the past 17 years, will now distribute the line through the newly formed Vinten Equipment Inc. The subsidiary is headed by Joanne Camarda and has offices in Plainview, N.Y., and Glendale, Calif.

Listec head Jack Littler, who said in a press release the change was made in part because he is nearing retirement, will concentrate marketing efforts on Listec's line of prompting systems. Listec also has offices in Plainview and Glendale.

□

Cascom Inc., designer of graphic animation packages for broadcast and corporate markets, and **Cinema Concepts**, producer and distributor of theater screen advertising, have been acquired by the newly formed Cascom International. The firms are based in Nashville.

Cinema Concepts president Ron Ellis was named chief executive officer of the new firm, and Cascom President Wayne Smith has been named executive producer and director for all production.

Gearing up

Grass Valley Group of Grass Valley, Calif., has developed a series of new synchronizing generators. The units use a GVG-designed, single 44-pin integrated circuit, equivalent to 121 14-pin IC's, which accomplishes all critical pulse timing and keeps subcarrier-to-horizontal phase stability better than five degrees in all operational modes.

The series includes a 9520 master reference sync generator (\$3,500), a 9510 reference sync generator with protected video genlock (\$2,900) and a 9505 source sync generator, available in either encoded subcarrier or color black reference versions (\$1,800 and \$2,000).

□

A 23 ghz video microwave radio relay, the first, according to **Harris Broadcast Microwave**, to meet industry specification EIA RS-250B for short-haul transmissions, is now available from the Mountain View, Ca-



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firm. The Harris Microstar 23 unit, supplied to the company by Microwave Networks Inc. of Houston under a five-year agreement, costs less than \$11,000 for a simplex system. Production has already begun, with a 60-90-day delivery schedule.

□ **Panasonic** has a new TZ-PC120 cable converter with 68-channel capacity, an enhanced version of its PC110 57-channel

unit. The company has also introduced a new VCS-1 control switch, a single cable RF routing switch that enables subscribers to view one of four video source signals and select one of two incoming cable signals for recording on a VCR.

Satellite Footprints

More bad luck. As with any launch vehicle failure, the loss of a NASA Delta rocket carrying a weather satellite two weeks ago will have a negative impact on the satellite communications industry, making it even more difficult to put satellites in orbit in a timely fashion. The company hit hardest may well be Western Union, which has been looking to the Delta rocket for launching Westar VI-S ever since the Challenger disaster and the suspension of the space shuttle program. Westar VI-S had been slated to go up aboard the shuttle on June 24. With the Delta program now suspended, when the \$60-million satellite will reach geostationary orbit and begin generating some revenue for Western Union is more uncertain than ever.

According to Fred Knipp, assistant vice president, transmission systems, Western Union, Arianespace, NASA's European competitor in the satellite launching business, has proposed launching the 24-transponder, C-band satellite aboard one of its Ariane rockets "some time next year." Western Union, he said, has also talked with Great Wall Industry, the People's Republic of China's version of NASA, about launching the bird on one of its three-stage rockets. Before doing anything, however, he said, Western Union can afford to wait a little longer to see if NASA can somehow accommodate it. "Things should be a little clearer in a couple of months," he said.

Aside from delaying the launch of Westar VI-S and any return on Western Union's considerable investment in the bird, the shuttle and Delta disasters are affecting Western Union in at least two other ways—neither of them good. First, Knipp said, whatever launch vehicle Western Union finally uses, it's certain to cost more than the \$9 million that Western Union was prepared to pay NASA for the June 24 shuttle launch. Second, he said, Western Union will have to pay more for launch insurance, assuming it's able to find any. Western Union was in the process of negotiating for launch insurance when the Challenger went down, he said.

Roman numeral "VI" may carry some kind of curse for Western Union. Westar VI-S is a replacement for Westar VI, which foundered in a low orbit along with India's Palapa B-2 after their deployments by Challenger in February 1984. After the satellite's insurers paid Western Union \$105 million and India \$75 million for the losses, they paid NASA \$5 million to retrieve the Hughes-built satellites during a subsequent shuttle mission.

On the market. In addition to paying NASA \$5 million to rescue the satellites, the insurance companies, led by Lloyd's of London, paid Hughes \$5.5 million to refurbish them with the hope of reselling them to some existing or would-be satellite operator.

The insurance companies may have found a buyer. Early last month, Henry Schwartz, chairman and president of Teresat Inc., announced Teresat had reached "an agreement in principle" to buy the two birds for approximately \$50 million. But, two days later, James Barrett, who represents a group of the insurers selling the Indian satellite, told the Associated Press that no deal had been made with Schwartz. He confirmed, however, that the insurers had been in negotiation with Schwartz.

Reached by telephone in New York last week, Schwartz said he felt he had an agreement with the insurers when he made the announcement, but is now willing to go along with Barrett and say they are still in negotiation.

Schwartz has a plan for the satellites, but no money to pay for them. To raise the money, he said, Teresat intends to make a public offering of stock. Several companies have expressed interest in underwriting the offering, he said. Teresat will supplement the proceeds from the offering through borrowing, he said.

If Teresat can raise the necessary capital, Schwartz said, it will buy the satellites, place one in orbit and resell the other overseas. With NASA's satellite launching business in disarray, he said, Teresat has turned to the People's Republic of China. It has signed a letter of intent with Great Wall Industry for the launch of the satellite in the

fourth quarter of 1987.

Once Teresat has its satellite in orbit, it will use it to supplement the shared-tenant communications systems of office buildings, office parks and shopping malls, he said. The satellite could be used to interconnect such systems or to provide access into local telephone networks, he said.

To secure an orbital slot for its satellite, Schwartz said, Teresat has talked to Western Union about forming a joint venture between the two companies. As Schwartz explained it, Western would provide the slot and the ground control and Teresat would provide the satellite. Knipp confirmed that there have been some talks between the two companies.

According to Schwartz, Teresat was formed a year ago for the sole purpose of going into the satellite communications business by buying the rescued satellites. Teresat is owned by Universal Satellite Corp., a publicly traded company that provides satellite transmission services and manufactures projection television systems, of which Schwartz is president, and First National Trust of Houston, which Schwartz described as a "real estate trust company."

Public service. The Advertising Council will become the fourth organization to take advantage of Wold Communications' two-and-a-half-year-old Seminars by Satellite service. Through the service, Wold distributes programing via satellite free of charge for "qualified broadcasting industry associations."

For the Ad Council, Wold will beam public service announcements to interested broadcast stations the second Friday of each month from noon to 12:30 p.m. NYT beginning June 13. The other organizations using the service on a monthly basis: the Television Bureau of Advertising, the Broadcast Promotion and Marketing Executives and the National Association of Broadcasters.

Ready for round two. When Captain Midnight interrupted Home Box Office's eastern satellite feed April 27 with his message protesting the scrambling of cable programing and its sale to backyard dish owners (BROADCASTING, May 5), he caught the pay programmer by surprise. To make sure HBO and other programmers are not caught off guard again, representatives of HBO, Showtime/The Movie Channel, CNN, the FCC and the FBI met in Washington May 2 to set up procedures in the event of a repeat performance by Captain Midnight or someone of his ilk. According to one person in attendance, who asked not to be identified, the procedures cover what the programmers' technicians should do during a recurrence—make sure they capture it all on high-quality videotape, for one thing—and how they should report it to the authorities.

According to the source, engineers at the FCC and at the programmers have analyzed the tape of the April 27 incident and have been able to extract an "amazing" amount of information about the kind of equipment Captain Midnight was using, greatly reducing the number of uplinks from which the signal could have emanated and commensurately simplifying the job of the federal investigators. Judging by what was said at the meeting, the source said, investigators would have "a decent shot" at tracking down Captain Midnight, especially if he tries it again. With the new procedures in place, he said, technicians should be able to gather even more information about his hardware and location.

According to an FCC spokeswoman, joining FCC and FBI officials at the meeting were Paul Heimbach, HBO; Bob Ross, Turner Broadcasting System; Andy Setos, Showtime/The Movie Channel, and Ed Renshaw, Hughes Communications.

Trying it again. A line was dropped in last week's "Satellite Footprints" item on BrightStar Communications of America's new Ku-band syndicated programing distribution service, SyndiStar. The item should have said Brightstar has struck a five-year agreement with RCA Americom for the lease of an eight-hour block (8 a.m. to 4 p.m. NYT) on RCA's Satcom K-2 satellite. Financial terms of the deal were not disclosed.

Furor over NBC's Abbas interview

Criticism comes both from government officials and from within journalism establishment

An NBC News interview with a terrorist suspect being sought by three governments has produced the latest controversy over the question of where journalistic enterprise ends and the responsibility of citizens begins. *The Nightly News* on Monday—and the *Today* show on Tuesday—broadcast a two-minute interview with Mohammed Abul Abbas, in which Abbas threatened action against Americans at home and in the Middle East, and described President Reagan as enemy “number one.” As troubling to U.S. officials and some in the media as the interview itself was NBC’s agreement, as a condition for obtaining it, not to disclose its location.

Abbas, secretary general of the Palestine Liberation Front, is under indictment in the U.S. as the ringleader of the hijacking last October of the Italian cruise ship Achille Lauro, an action that resulted in the shooting death of an elderly passenger, Leon Klinghoffer. The State Department has offered a \$250,000 reward for information leading to Abbas’s arrest and prosecution. Italy and Israel are searching for him also.

The interview was conducted by London-based correspondent Henry Champ in what NBC described only as an “Arab-speaking country.” And it was not long before State Department officials were denouncing NBC. The head of the department’s counter-terrorism unit, Robert A. Oakley, said from Tokyo in an interview with Cable News Network that in agreeing not to divulge the location of the interview, NBC becomes Abbas’s accomplice “in order to give him publicity.” And at a regular State Department briefing on Tuesday, Charles E. Redman said that “terrorism thrives on this kind of publicity”; it “gives terrorists the platform that they seek.” It may, he added, “encourage the terrorist activities which we are all seeking to deter.” (The secretary of state himself, George Shultz, did not join in that kind of criticism. In another interview with CNN, in Tokyo, Shultz was asked if he had “any problem with American news media giving Abbas an opportunity to make threats against the U.S. on television.” He responded, “I believe in freedom of the press, and I’ll just let it go at that.”)

Perhaps the angriest denunciation came from a colleague. Charles Osgood, in his daily commentary on CBS Radio, on Tuesday. He suggested that NBC had not done what the Central Intelligence Agency and Israeli intelligence have been unable to do—that is, find Abbas—but, rather, that Abbas found NBC. “If your purpose is to strike fear into the hearts of Americans,” he said, “you need to find somebody to deliver your mes-



sage for you.” He noted that there is talk of legislation to prevent such activities by the press, and made it clear he feels the media “must be independent and must not be government controlled.” But, he said, “perhaps we should not let Abul Abbas and his kind call the shots either.”

Osgood’s mention of those who would make broadcasting such interviews a crime was a reference to remarks on Monday, before the interview was broadcast, by Bruce Fein, former FCC general counsel and now a vice president of Gray & Co., the public

relations and lobbying firm. Speaking at a conference on terrorism and the media sponsored by the National Forum Foundation, Fein said Congress should make it a criminal offense for the media to carry statements by those who take hostages or to report a particular hostage is an employee of the government or to disclose the religious affiliation of anyone held hostage. Disclosing someone is Jewish could amount to a death sentence, Fein said later. As for NBC’s refusal to reveal the whereabouts of Abbas, Fein called that “outrageous.”

Abbas said in the interview that actions would be initiated against Americans at home and in the Middle East because of the American bombing of Libya. “It’s the American taxpayer who is financing the American policies that decide his own fate,” Abbas said. And while he once thought his “greatest enemy was some Israeli person,” he now regards Reagan “as enemy number one.” Nevertheless, Abbas denied he is a terrorist. And while he accepted responsibility for the Achille Lauro hijacking, he said evidence that his men murdered the wheelchair-bound Klinghoffer was “fabricated.” “What,” he asked, “is the use of killing an old man?”

NBC News executives expressed disap-

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pointment at the reactions—but found it ironic that the controversy was generated in the same week the news division was announced as the winner of a Peabody Award for its week-long coverage of the 10th anniversary of the end of the Vietnam war (see “Top of the Week”). NBC News vice president Timothy Russert said the news division had been criticized at the time for its extensive coverage. He recalled that critics wondered “why an American network should go to Vietnam to cover the anniversary of an end of a war America lost.”

And he predicted that in time the criticism of the Abbas interview will fade as well. “It’s clear that when NBC puts anyone on it’s not sanctioning the views but is covering the news,” he said. He also said it is foolish to suggest that American viewers are favorably impressed by anyone who says the President is enemy number one “and that he is going to take terrorism to America.” Russert also suggested the State Department is being inconsistent in criticizing the Soviet Union for failure to divulge information about the nuclear accident at Chernobyl, then complaining about NBC’s coverage of the news. He said the interview was another example of providing “painful and even maddening news of a dangerous world.”

As for the agreement not to divulge the location of the interview, Russert said NBC, along with “nearly every other medium,” had been seeking an interview with Abbas since the Achille Lauro incident. (Abbas’s news value was enhanced when he avoided capture after U.S. fighter planes forced the

Making the cut. The field narrowed again in the search for the first journalist to go into space. Sixteen candidates were selected from among 40 in the Northeastern and south central regions, with 16 more to be chosen from the north central and Western regions later this month, and eight already chosen from the Southeast (BROADCASTING, May 5), for a total of 40 finalists. Five final applicants will be selected to undergo physical examinations and interviews conducted by the National Aeronautics and Space Administration. Finalists from the broadcasting industry include: Walter Cronkite, CBS News correspondent; William Blakemore, ABC News correspondent; Morton Dean, Independent Network News; Lynn Sherr, ABC News national correspondent; John Hockenberry, National Public Radio reporter, and Michael Masterson, special writer for WEHCO Media, Little Rock, Ark.

Egyptian Air jetliner that was carrying him and four hijackers to land in Italy: the Italian government, over strong U.S. objections, permitted him to escape to Yugoslavia.) And Russert did not see any difference between the agreement made with Abbas and the agreements other networks and television stations make with “felons or drug smugglers” in protecting their identities while broadcasting interviews with them. “I sense a lot of competitive jealousy here.”

However, Warren Hoge, foreign editor of *The New York Times*, was quoted in that newspaper on Wednesday as saying *The Times* turned down an opportunity to interview Abbas under the same conditions. He was quoted as saying the newspaper would not agree not to disclose the whereabouts of a man “being sought for murder [if we knew where he was].” Besides, “the most important news was his whereabouts.” On the other hand, CNN’s Ed Turner applauded NBC’s work in securing and broadcasting the interview. “For good or ill, this character [Abbas] is one of the major figures” in the news. “If

we got it [the interview] we would run it. Once you start not running interviews [with controversial personalities], where do you stop?” □

Government said to be studying legal action against media

‘Washington Post’ reports Casey wants Justice to prosecute it, ‘New York Times,’ ‘Washington Times,’ ‘Time’ and ‘Newsweek’ for sensitive stories on U.S. intelligence activity

Central Intelligence Agency Director William Casey was reported last week to have urged the Justice Department to consider prosecuting five news organizations for publishing information regarding the government’s intelligence-gathering capabilities. He was said to be particularly concerned about stories involving the interception of communications that would indicate U.S. code-breaking abilities—and to be interested in heading off publication of additional material he considers sensitive.

The Washington Post, which broke the story on Wednesday, reported that Casey had discussed the possibility of prosecutions with Deputy Attorney General Lowell Jensen on May 2, then conferred with two *Post* editors, Executive Editor Benjamin C. Bradley and Managing Editor Leonard Downie. Casey reportedly told the editors that prosecution would be an option to be considered if *The Post* published another story concerning U.S. intelligence capabilities that the newspaper has prepared but has not yet decided to print.

The government is said to be considering using a law adopted in 1950 to protect U.S. communications intelligence activities but never used against a news medium. Section 798 of Title 18 of the U.S. Code, nicknamed the “COMINT statute.” *The Post* also reported that other security officials had said the administration was looking for ways to plug leaks to the news media. One of the officials, General William Odom, head of the National Security Agency, best known for its code-breaking ability, said the administration was considering that statute.

The other publications mentioned in *The Post* story are *The Washington Times*, *Newsweek*, *Time* and *The New York Times*. *The*

Setting the record straight. There is an “unrealistic view by businesspeople of what the press is and what it does and what it can do,” according to Herbert Schertz, vice president/public affairs, Mobil Oil Corp. Schertz, guest speaker at a Media Institute luncheon in Washington last Tuesday (May 6), is the author of a new book, “Good-bye to the Low Profile: The Art of Creative Confrontation” (Little, Brown & Co., \$16.95).

In his speech, “A Realistic View of the Press,” Schertz tried to “cut away some of the myth” surrounding the role of the press in America. Journalists believe businessmen are “arrogant, aloof, inaccessible, evasive, vague and generally not cooperative,” Schertz said. But a businessman who approaches the press “as something that is not that special” can do well in dealing with the press, he said.

Businesspeople have a number of misconceptions about the press—many of them fostered by the press itself, Schertz said. Contrary to popular belief, he claimed:

- The press is not a group to be feared. “If you understand the press process and deal with it in a rational and mature way I don’t think you have anything to fear.”
- The press is not the surrogate of the public. “A group of people that’s 95% white, 60% male, 93% college graduates, 50% expressing no religion and 78% earning more than \$30,000 a year is hardly representative of the public. They are an elite, special group and nobody appointed them or elected them as the surrogates of the public.”
- The press is not on a higher ethical plane than other institutions.
- The press is not the arbiter of public policy, even though “they want to do more than just report; they want to have an impact. Even beyond that, they want to enforce policy.”
- The press does not have the right to know everything. “The public does have a right to know a lot of things, but I don’t think anybody appointed journalists as enforcers of the public’s right to know.” Corporations have obligations to the public, to government agencies and to their shareholders, “but they don’t have any specific obligation to the press to tell the press something just because the press says the public has the right to know.”
- The press does not always get the last word.

“Your job as a communicator is not to convince the press,” Schertz told the businessmen at the luncheon. “Your job is to communicate and convince the public.”

Television is dependent on ratings, audiences and recognition, he said. NBC, for example, has been running full-page ads to promote its news anchor, Tom Brokaw, he said. The ads show Brokaw getting up, eating breakfast, crossing a street. “What the hell does that have to do with news?” Schertz asked. “They are packaging Tom Brokaw as if he were an entertainer, and I guess that’s what he is,” he said. “Network television journalism has more to do with television than it does with journalism.” According to Schertz, “The media is simply a business like the rest of us. The media is in business to make a profit.

Post said it and *Newsweek* had attracted Casey's attention with stories on U.S. intercepts of messages between Tripoli and the Libyan People's Bureau in East Berlin. As for the other publications, the stories said to have been involved were not specified. The Associated Press said its sources at the Justice Department indicated *The New York Times* was not involved.

There was no hard indication that the Justice Department would seek indictments of any of the publications. The AP said sources there said such an effort was highly questionable. However, the decision rests with Attorney General William Meese III, a long-time friend and political ally of Casey. *The New York Times*, in a story on Wednesday, quoted an unnamed Justice Department official as saying "cooler heads will prevail" and no charges will be filed. □

Seniority main criterion for media coverage of senators

Brookings study finds leadership, committee assignments lead to air time and print exposure

Who's in and who's out in national media coverage of the Senate is primarily determined by the hierarchy of the chamber. At

least that is the finding of a study released last week by the Washington-based Brookings Institution. The results of the study are compiled in a book, "The Ultimate Insiders: U.S. Senators in the National Media," written by Stephen Hess, a senior fellow at Brookings.

Hess presented the results during a press briefing last week. He found the contention that the media have been a "destabilizing" force in the Senate, focusing too much attention on junior members, to be largely untrue. Instead, he discovered that the media's chief focus is on senators in leadership positions. "Neither good looks nor clever views can compete with the aphrodisiac of a leadership position," Hess said. "So long as the Senate lives by seniority, Senator Blowdried will never be able to compete with Senator Mandarin for sustained attention on the network evening news or in large-circulation newspapers," he added.

Hess examined the coverage senators received in 1983 in five major newspapers and on the three TV broadcasting networks. He found about 20 senators monopolize national media coverage, with just 10 receiving 50% of the total coverage. He ranked the lawmakers by giving each senator one point for each newspaper mention, one point for each network evening newscast mention of the senator's name, two points if the senator appeared on screen and three points for appearing on a Sunday interview show.

Senators in the top 10: John Glenn (D-Ohio), 563 points; Alan Cranston (D-Calif.), 354; Howard Baker (R-Tenn.), 316;

Robert Dole (R-Kan.), 307; Gary Hart (D-Colo.), 229; Ernest Hollings (D-S.C.), 171; Edward Kennedy (D-Mass.), 159; Jesse Helms (R-N.C.), 146; Pete Domenici (R-N.M.), 138, and Daniel Moynihan (D-N.Y.), 114.

Those with no points were Senators James Abdnor (R-S.D.), Alan Dixon (D-Ill.) and Spark Matsunaga (D-Hawaii). "Those on the lower end of the Senate's national media scale are an odd admixture in terms of why they stay out of the limelight. The under-achievers include the too old, too new, too scared, too provincial, too stupid and too uninterested. Some members fit in more than one category," Hess said.

Hess also said that committee assignments add to a member's media exposure. The leading media committees, he said, are Foreign Relations, Judiciary, Budget and Governmental Affairs. For example, 81% of Domenici's network TV score was the result of his Budget Committee chairmanship. "The right committees do not guarantee success, but being on the wrong committee is the high road to going nowhere in the news media," Hess wrote.

Among some of the other ways senators can gain attention, he said, is by becoming a "temporary leader" on an issue. Also, Hess noted, "the best way for a senator to be noticed by the national media is to run for President, or, if it is credible, to hint broadly of his or her availability for the job." Becoming an expert on an issue, he added, can also contribute to a senator's media coverage. □



Small to Fordham. William Small (r), former president of NBC News and UPI Inc., was named last week to head the newly created Center for Communications at the Graduate School of Business Administration, Fordham University, New York. In addition to being named director of the center, Small becomes the first Felix E. Larkin professor of Communications at Fordham, a newly established chair named for a 1931 Fordham graduate and former chairman of the executive committee of W.R. Grace & Co. The appointment was announced last week by Arthur Taylor (l), former president of CBS Inc. and current dean of Fordham's graduate business school. "This center will give our students a unique opportunity to learn about the media from successful professionals, and we're particularly pleased to have a man of Bill Small's stature as its head," said Taylor.

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O N R A D I O

Measuring misunderstanding

Taft Television & Radio Co., Cincinnati, has filed suit in Hamilton county Common Pleas Court in that city against Arbitron Ratings Co., alleging breach of a five-year written contract in effect from 1982 through April 1987, which, said Taft, calls for Arbitron to provide free winter ratings reports, when produced, in all markets where the communications concern owns radio properties, for a two-year period.

Arbitron has provided such reports for three markets: Pittsburgh, Kansas City, Mo., and Portland, Ore. But Taft said that the rating service notified company officials in March that it will not supply free winter reports for the remaining Taft radio markets: Indianapolis, Atlanta, Cincinnati, Columbus, Ohio, and Buffalo, N.Y., all of which were measured for the first time during the winter 1986 survey period (Jan. 9 through April 2).

An Arbitron spokeswoman said the company feels it has "fulfilled" all contractual agreement. Taft currently owns and operates 15 radio properties in the above eight markets.

Helping out

Mutual Broadcasting served as the communications link between the Australian Broadcasting Corp. and one of the latter's reporters when the latter was expelled from Bali during President Reagan's recent stay there enroute to the seven-nation economic summit meeting in Tokyo. (Reagan had stopped in Bali for rest and talks with Indonesian President Suharto.)

According to Mutual White House Correspondent Peter Maer, the following events unfolded: Two Australian journalists that were traveling with the White House press corp covering Reagan's Tokyo trip received word from the Indonesian Information Minister in Hawaii that they would not be welcomed in Bali due to a recent article in the *Sydney Morning Herald* that was critical of the Suharto government.

But the Australians decided to proceed to Bali after White House officials indicated that the Indonesians might reconsider. On the final leg of the trip from Guam to Bali, Maer suggested to Australian reporter Jim Meddleton to "quietly" tape a report on the plane in the event he was not able to file in Bali. Maer also offered to send the story to the Australian Broadcasting Corp.

When the Australians were taken into custody by Indonesian military officers in Bali and then sent directly on to Tokyo, Maer transmitted Meddleton's report to Mutual's Arlington, Va., headquarters from the White House filing center in Bali. Mutual re-

Spot list. Anheuser-Busch Inc. was the top national spot radio advertiser in 1985 followed by Van Munching & Co. (Heineken & Amstel), and PepsiCo Inc., according to the just-released, 1986-87 "Radio Facts" book, published by the Radio Advertising Bureau. Anheuser-Busch spent \$40 million on spot radio last year to Van Munching's \$31.7 million and PepsiCo's \$29.9 million.

Rounding out the top 10 advertisers in this category were: General Motors Corp. (\$27.9 million), Chrysler Corp. (\$23.5 million), Southland Corp. (\$19.93 million), Delta Airlines (\$19.9 million), Miller Brewing Co. (\$19.7 million), Sears Roebuck & Co. (\$16.7 million) and Eastern Airlines (\$14.9 million).

(The Radio Advertising Bureau's listing is based on data compiled by Radio Expenditure Reports, which, in turn, is weighted by the RAB to account for direct business not channeled through the radio rep companies.)

fed to ABC in Sydney via telephone lines. Mutual also aired the report with a special introduction by Maer.

Summer sun

NBC Radio Entertainment is kicking off its summer programing with a four-hour Memorial Day weekend (May 23-26) music special, entitled *S.U.M.M.E.R. '86* (Summer's Unforgettable Musical Memories Everyone Remembers).

According to Frank Cody, director of programing for NBC Radio Entertainment, the show will highlight the release of the Beatles' *Sgt. Pepper's Lonely Hearts Club Band* album in 1967, the Woodstock Festival in 1969 and Paul McCartney's "Wings Over America" tour, the Watkins Glen Festival and the "Frampton Comes Alive Tour," all 1976 events, plus last summer's "Live Aid" concert. In addition to music, Cody said the program will employ news actualities and sound effects in an effort to bring back "the fads and fantasies of the summer season."

Separately, the NBC programing unit will offer an "updated" presentation of last year's 30-hour July 4 weekend special, *The Rock of Your Life*, for airing over the Independence Day weekend. The 1986 version will run 24 hours. According to NBC, stations have the option of airing the broadcast as two 12-hour blocks; three eight-hour blocks, or four six-hour blocks.

Ochs tribute

Noncommercial WNYC-AM-FM New York is offering other public radio outlets, via satellite, a special broadcast tribute to folk singer Phil Ochs, entitled *A Small Circle of Friends*. The one-hour program, recorded live at New York's Folk City, is described as featuring a "gathering of friends and admirers," including singers Eric Anderson, Dave Von Ronk and Melanie. The Ochs special commemorates the 10th anniversary of his death.

Finalized

TM Communications Inc., Dallas, has completed the sale of its radio music programing

division to Wagontrain Enterprises Inc., Albuquerque, N.M., owner of Drake-Chenault Enterprises, a Canoga Park, Calif.-based radio program syndicator, for \$3.8 million.

TM received \$3.5 million in cash and a note for \$300,000, which will be paid in 36 monthly installments beginning April 1, 1987. The primary assets sold were programing contracts with more than 240 radio stations and a small portion of TM's music library. A two-year, noncompete agreement was also part of the deal.

FM actions

The FCC has eliminated FM stereo transmission quality standards. It also has eliminated its standards limiting development of new methods of FM stereo transmission governing main-channel signal degradation caused by subsidiary communications.

Expanding coverage

National Public Radio reporter Tom Gjelten will be based in Mexico City beginning in mid-May, providing full-time coverage of Central America. NPR, which often uses freelance foreign correspondents because of its limited budget, also has salaried reporters in South Africa and London.

TV 'Companion' too

Public radio's popular *A Prairie Home Companion* broadcast appears to have made a smooth transition to public television, at least in the program's home town. The Public Broadcasting Service's two-hour special telecast of the radio show over noncommercial KTCATV Minneapolis-St. Paul at 8-10 p.m., Saturday, April 26, finished with a 14 rating and 27 share in Nielsen, outranking the commercial outlets in that time period, according to the show's producer, Minnesota Public Radio.

Station goes dark; says it was victim of terrorists

News series on KKK and other groups is target of vandals, according to West Virginia television station

WOWK-TV Huntington, W. Va., was knocked off the air last Monday, and the station was calling it "an act of terrorism."

A five-part series, "West Virginia: Haven for Hate?", on the Ku Klux Klan, neo-Nazi groups and other "offbeat" political organizations operating in the state, was scheduled to begin during the 11 p.m. news on Monday, May 5. The station had promoted the day and time the series was to begin for three days beforehand, and, according to the promotion director, Bob Willis, had received phone calls Monday evening from three people, including two who had been interviewed for the piece, requesting that the series not air, then threatening to sue the station if it did. None of the callers threatened violence, said Willis.

About 10:45 p.m., someone scaled an

eight-foot fence surrounding the rear of the studio and severed the cable linking the studio to the satellite dish receiving the ABC network feed. At about the same time on the roof of the studio, the cable feeding the station's microwave dish, which sends its signal to the transmitter, was cut. The station went dark, losing the last 12 minutes of the ABC mini-series, *North and South, Book II*, and did not resume broadcasting until more than two and a half hours later.

Although there was no direct evidence linking the acts to the news series, Leo MacCourtney, station vice president and general manager, felt sure enough of the connection to make an on-air statement (once when the station went back on the air, and twice on Tuesday morning as cut-ins during *Good Morning America*) branding it an "act of terrorism" designed to prevent the airing of the series. It was surely not a random act, said MacCourtney, but a "planned and rather nift-

ily executed assault on this building."

"Somebody knew what they were doing," said Willis, who explained that there are three cables leading from both the network dish and microwave dish, all about the same size and color. In both cases, only the transmission cable was cut. Since vandalism against broadcast properties is a violation of federal law, the FBI is investigating the incident.

MacCourtney rescheduled the series for 11 p.m., May 7-13, and the station has hired security guards for the studio and the transmitter site.

In a further development, Willis, who has been quoted extensively in news reports of the act, found a file folder on his front lawn Thursday morning following the airing of the first part of the series. Inside the folder was a note, in letters cut from magazines and newspapers, that warned: "Stop all talk about KKK now." □

Changing Hands

PROPOSED

KBRG-FM Fremont, Calif. □ Sold by Leon A. Crosby to Radio America for \$2,875,000,

comprising assumption of notes totalling approximately \$1.25 million and remainder cash. **Seller** has interest in WFAT(TV) Johnstown-Altoona, Pa. **Buyer** is owned by brothers, James and Daniel Villanueva, Jr. They are Los Angeles-based investors. Firm owns rights for broadcast of World Cup soccer tournament. KBRG-FM is on 104.9 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Blackburn & Co.*

KRKE-AM-FM Albuquerque, N.M. □ Sold by Compass Communications to Sandia Peak Broadcasters Inc. for \$2,850,000. **Seller** is Peoria, Ill.-based group of three AM's and three FM's, owned by Peoria Journal Star Inc. and Curran-Victor Management. Peoria Journal Star Inc. publishes *Peoria* (Ill.) *Journal Star* and five magazines. It is headed by Henry P. Slane, chairman and principal owner. Curran-Victor Management is owned by Don Curran and Herb Victor, owners of Larkspur, Calif.-based program distribution and management firm. **Buyer** is owned by David H. Lloyd, N. Eric Jorgenson, his father, Norman, Dennis Lyons, G. Duane Vieth and Melvin C. Garbow. It has interest in WISE(AM)-WSKF(FM) Asheville, N.C. KRKE(AM) is on 610 khz full time with 5 kw. KRKE-FM is on 94.1 mhz with 100 kw and antenna 4,130 feet above average terrain.

WYKH(AM)-WZZF(FM) Hopkinsville, Ky. □ Sold by Pennyrite Broadcasting Co. to John N. Hall III for \$855,000. **Seller** is owned by Henry C. Clayton, Dr. Gabe Payne, Dr. John Newsome and Russell E. Croft. It has no other broadcast interests. Twenty percent of proceeds from sale will go to station's general manager, Sam Buchanan. **Buyer** is former engineering director at WDAF(TV) Kansas City, Mo., and has no other broadcast inter-

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ests. WYKH is daytimer on 1480 khz with 1 kw. WZZF(FM) is on 100.3 mhz with 100 kw and antenna 602 feet above average terrain. *Broker: Wallace Bryan/Century 21.*

WYOU(AM) Tampa, Fla. □ Sold by WYOU Radio Inc. to Effrain Archilla Roig for \$750,000, comprising \$150,000 noncompete agreement and remainder cash. **Seller** is owned by Tedford E. Kimbell and his cousin, Mary Jane Harper. It owns KALB(AM)-KTIZ(FM)-KALB-TV, Alexandria, La., KLST(TV) San Angelo, Tex., and has interest in KNAZ(TV) Flagstaff and KMOH-TV Kingman, both Arizona, and KNAG-TV Gallup, N.M. **Buyer** owns WALO(AM) Humacao, P.R., and is selling WAMA(FM) Dunedin, Fla. (see below) WYOU is daytimer on 1550 khz with 10 kw.

KBBW(AM) Waco, Tex. □ Sold by Brown Broadcasting of Waco Inc. to American Broadcasting of Texas for \$600,000. **Seller** is owned by John Brown University, which owns two AM's and two FM's. It is educational institution based in Siloam Springs, Ark., headed by Dr. John Brown. **Buyer** is owned by Steve Williams, general manager of KELP(AM) El Paso. KBBW is on 1010 khz with 10 kw day and 2.5 kw night.

WXAL(AM)-WNAN(FM) Demopolis, Ala. □ Sold by Edmonds-Ridgon Broadcasting Inc. to Southstar Communications Inc. for \$575,000, comprising \$110,000 cash and remainder note. **Seller** is owned by Ben D. Ridgon, who also owns WBIB(AM) Centreville, Ala. **Buyer** is principally owned by James M. Spann and David R. Baird. Spann is weatherman on KDFW(TV) Dallas. Baird is news anchor on WCFT(TV) Tuscaloosa, Ala. WXAL is on 1400 khz with 1 kw day and 250 w night. WNAN is on 106.3 mhz with 3 kw and antenna 300 feet above average terrain.

WAMA(FM) Dunedin (Clearwater), Fla. □ Sold by Effrain Archilla Roig to Gulf Atlantic

Broadcasting Corp. for \$450,000. **Seller** is buying WYOU(AM) Tampa, Fla. (see above). **Buyer** is owned by Carl Marcocci, who also owns WGUL-FM New Port Richey, Fla. WAMA is on 860 khz full time with 500 w.

WDVL(AM)-WKQV(FM) Vineland, N.J. □ Sold by Frank R. Ventresca and his wife, Vita Marie, to Clear Communications Inc. for \$400,000. **Sellers** have no other broadcast interests. **Buyer** is principally owned by David Klahr and Charles M. McCreery. Klahr has interest in WMID(AM)-WLQE(FM) Pleasantville, N.J. McCreery has interest in WZOZ-FM Oneonta, N.Y. WDVL is daytimer on 1270 khz with 500 w. WKQV is on 92.1 mhz with 3 kw and antenna 200 feet above average terrain.

KPAS(FM) Fabens, Tex. □ Sold by Good

News Broadcasting to Algie A. Felder for \$375,000, comprising \$75,000 cash and remainder note. **Seller** is owned by Gary L. Acker, who also owns WONS(AM) Pleasure Ridge Park, Ky. **Buyer** is station's chief engineer. KPAS is on 103.1 mhz with 3 kw and antenna 300 feet above average terrain.

WAUC(AM) Wauchula, Fla. □ Sold by Heartland Broadcasting Inc. to Ted L. Hite for \$325,000. **Seller** is owned by Jesse D. Newman and his wife, Anna, and Terry R. Reed and his wife, Laura. Newman owns WBUC(AM) Buckhannon, W.Va. Reeds are applicants for new FM in Buckhannon. **Buyer** is station's general manager. WAUC is daytimer on 1310 khz with 5 kw.

WWBZ(AM) Vineland, N.J. □ Sold by Donald J. Martin to Cawley Broadcasting Corp. for

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In the running. Outlet Communications Chairman Bruce G. Sundlun has announced his candidacy for the governorship of Rhode Island. The 66-year-old Rhode Island native said he was asked to run about a month ago: "We took a Peter Hart poll, and the results were encouraging, so I told the Democratic state chairman I would be a candidate." Sundlun added that, based on his first week in politics, the leveraged buyout he and other top Outlet executives recently completed ("Top of the Week," Feb. 10) "was a cinch."

Sundlun's previous political experience includes work as election finance chairman for Senator Claiborne Pell (D-R.I.). So far Sundlun is unopposed for the Democratic nomination. The Outlet chairman said he did not yet want to discuss issues for his upcoming campaign against the incumbent governor, Edward DiPrete, a first-term Republican.

After making his decision to run, Sundlun sent a letter to Outlet President Bruce Henderson indicating he would separate himself "immediately from any and all activities," involving Outlet's WJAR-TV Providence, R.I.

\$250,000 cash. Seller has no other broadcast interests. Buyer is owned by Augustine M. Cawley, former owner of WIPS(AM)-WXTY(FM) Ticonderoga, WGFM(AM) Hudson Falls and WGFM(FM) South Glens Falls, all

New York. WwBZ is on 1360 khz full time with 1 kw. Broker: Media Marketing Inc.

For other proposed and approved sales see "For the Record," page 84.

Buyer of KP01-FM Honolulu ("Changing Hands," May 5). Charles K. Cotton, is currently sales manager of KFMB-AM-FM San Diego.

TELECASTINGS

VCR variables

Two-thirds of the nation's households do not own a videocassette recorder. But that situation is changing rapidly, with 41% of nonowners intending to buy a VCR this year, according to an Electronics Industries Association study.

The one-third of U.S. homes already owning VCR's will apparently stay with the entertainment source, 95% saying they would replace their VCR's if necessary, the EIA reported.

The report, which also surveys audience makeup and usage habits, was prepared for EIA's Consumer Electronics Group by Market Facts Inc., using responses from 75% of the 10,000 U.S. households sampled by mail between Jan. 21 and Feb. 20.

Adult males are more likely to use VCR's than females by 49% to 37%, according to the study, and VCR owners are likely to have larger households, higher incomes and be younger than nonowners. VCR's are found in all demographic segments, however, and ownership parallels the distribution of U.S. households by geographic region, although purchases in the Pacific states exceed that area's share of the population.

VCR households report using the units for an average 9.3 hours a week for playing cassettes and another 6.1 hours a week for recording. More than one-half of the VCR's are used in living rooms, 29% in family rooms and 11% in bedrooms.

Respondents cited cable compatibility, wireless remote control and high-speed forward-reverse as the most important features in VCR's, with the most important factors in

Broadcasting congress. Representatives of more than 30 broadcasting organizations will meet with the National Association of Broadcasters executive committee this Thursday (May 15) in an effort to arrive at a consensus on industry matters. The results of the conference will be incorporated into NAB's long-range plan expected to be adopted at its joint board meeting in June. Among the organizations: the American Advertising Federation; American Women in Radio and Television; Association of National Advertisers; National Public Radio; Broadcast Education Association; Broadcast Financial Management Association; Broadcast Pioneers; Community Broadcasters Association; International Radio and Television Society; National Association of Public Television Stations; National Broadcast Editorial Association; Sigma Delta Chi; Radio Advertising Bureau, and Television Bureau of Advertising. NAB Joint Board Chairman Ted Snider, KARN(AM)-KYYK(FM) Little Rock, Ark., has already met with former NAB leaders to get their views on a long-range plan.

Also this week (May 13-15) NAB holds an orientation meeting for new radio and TV directors. Attending the meeting along with the new directors elected by NAB's conventional election process will be 12 board members of the National Radio Broadcasters Association which merged with NAB earlier this year and who officially join NAB's radio board at the June meeting. In addition to participating in the executive committee meeting, the directors will hear from some of the candidates running for the executive committee. This year the only contested race is the radio vice chairmanship between directors David Palmer WATH(AM)-WXTQ(FM) Athens, Ohio, and Jerry Lyman, president of RKO Radio.

the decision to buy being picture quality, price and format.

First-time purchases still account for the majority of units sold, up to 83% of VCR's sold in 1985, EIA said. The average purchase price of VCR's dropped to \$420 in 1985 from \$728 in 1981, one reason as many as 21% of the units were given as gifts last year.

Among EIA's other findings: The share held by VHS decks has increased from 71% in 1980 to 90% in 1985; almost all of the VCR's acquired since 1980 remain in working order, and people who have rented a

VCR appear twice as likely to purchase one than those who have never rented.

The report, "EIA Study of Videocassette Recorders," is available for \$300 from the EIA, 2001 Eye Street, N.W., Washington 20006.

CBS unveils Saturday schedule

Four new children's television series will be added to the CBS-TV Saturday morning schedule beginning Sept. 13, the network announced last Tuesday (April 29). The new lineup is as follows, with all times NYT:

■ *The Berenstain Bears* (7-7:30 a.m.), a returning series from Southern Star Productions.

■ *Wildfire* (7:30-8 a.m.), from Hanna-Barbera Studios and developed in association with Peter S. Beagle. An animated fairy tale about a princess destined to become queen of a serene and magical people.

■ *Jim Henson's Muppet Babies* (8-9 a.m.), a returning animated series from Henson Associates/Marvel Productions.

■ *Galaxy High* (9-9:30 a.m.), from TMS Productions. An animated story about a "universal" high school "where students come from every planet," featuring two exchange students from earth.

■ *Teen Wolf* (9:30-10 a.m.), from Southern Star/Atlantic Releasing Corp. Based on the movie about a teen-ager who has the capacity to become a wolf, this animated series is about the problem of being a werewolf in

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■ *Pee Wee's Playhouse* (10-10:30 a.m.), from Pee Wee Productions and Broadcast Arts. A combination of live action and animation, this program highlights the whimsical world of entertainer Pee Wee Herman as portrayed in the 1985 theatrical film, "Pee Wee's Big Adventure."

■ *The Puppy's Great Adventures* (10:30-11 a.m.), from Ruby-Spears Enterprises Inc. A rebroadcast of the animated series previously seen on ABC-TV about the adventures of a lovable puppy separated from his human family.

■ *Hulk Hogan's Rock 'n' Wrestling* (11-noon), a returning animated adventure from D.I.C. Productions.

■ *In the News*, a series of information capsules from CBS News, will also continue between the Saturday morning programs, and *CBS Storybreak* will return next January with 10 new animated adaptations of children's books.

Woman's work

A woman will break into the ranks of game-show hosts for the first time next fall when singer, dancer and actress Elaine Joyce debuts in Barris Industries' *AllNew Dating Game*, a daily, syndicated, half-hour show.

Barris president, Budd Granoff, said the decision, made jointly with the company's chairman, Chuck Barris, was inspired by the success of the female-hosted *Blind Date* on England's ITV. Granoff said the one-hour show hosted by Cilla Black, a 1960's rock singer, is the number-three show in prime time there.

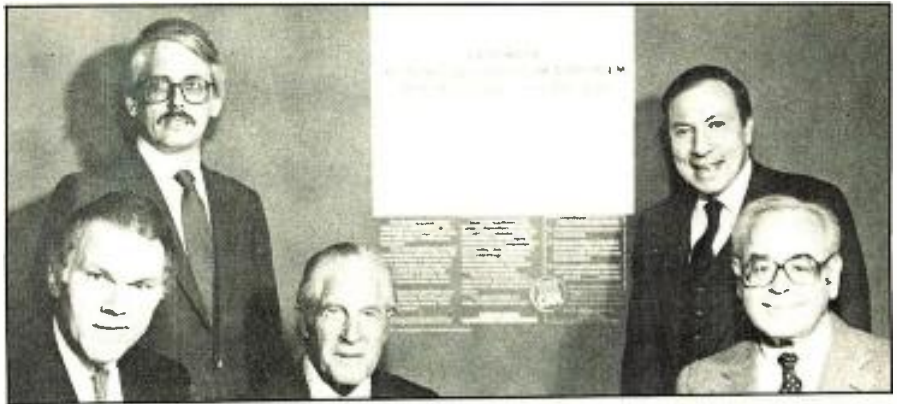
While Joyce will be the first woman to host a game show by herself, there have been several female co-hosts. In 1977, Sarah Purcell and Bill Anderson hosted *The Better Sex* on ABC; in 1982-83 Leslie Uggams and Peter Marshall hosted *Fantasies* on NBC; Betty White was the host of a talk-game show on NBC in 1983, *Just Men*, and Vanna White of *Wheel of Fortune* is often mentioned as a strong presence on that show.

So far, the *AllNew Dating Game* has been sold by the Barris syndication arm, Bel-Air Program Sales, in 133 markets without a host. Stations did not receive word of Joyce's role in the show until last week. According to Brian Firestone of Bel-Air, 60% of the clearances are for early fringe and 40% are for access. The show is sold on a cash-plus-barter basis with Bel-Air keeping one minute. Firestone said that sales of the minute by the company's media arm, Clarion, are going well. Joyce's affect on the show's demographic delivery is a big unknown according to advertising executives.

Barris has a history of hiring unknown hosts for its game shows. Both Bob Eubanks (host of the original *Newlywed Game* as well as its revival) and Jim Lange (host of the original *Dating Game*) were disk jockeys before joining the shows.

Six from Reeves

Reeves Entertainment Group says it has six pilots in production for the coming prime time season: *Late Bloomer*, a one-hour *Kate & Allie* spin-off starring Lindsey Wagner that CBS has ordered for midseason; *We're Puttin' on the Ritz*, a one-hour comedy starring Lee Ayers and Matt McCoy ordered by CBS; *Father's Day* (working title), a half-hour



Public service partnership. A joint venture for solving America's social problems was announced last week among American Values, an organization backed by leading media associations, and two other public service efforts, Partnerships Data Net and Volunteer. Titled the Community Initiatives Network, the group will "gather and distribute the nation's best ideas for coping with the 20 community social problems Americans see as most critical." American Values will amass pertinent public service material broadcast or published by the media, with Partnerships Data Net maintaining an electronic data base and Volunteer servicing requests for material. The basic idea: to avoid reinventing the wheel in the social problems area by recirculating solutions already discovered. Announcing the joint venture (l to r): Gene DePrez, president, Partnership Data Net; Kenn Allen, president, and George Romney, chairman, Volunteer, and Miles David, president, and Norman Glenn, chairman, American Values.

PBS at home

sitcom starring Robert Kline ordered by ABC; *Stiller and Meara* (working title), a half-hour sitcom starring Jerry Stiller and Anne Meara ordered by NBC; an untitled half-hour sitcom starring Albert Innaurato, and an untitled half-hour *Gimme a Break* spin-off, starring Harry Basil.

The Public Broadcasting Service plans to test a new home video distribution service, administered by PBS and marketed locally by its member stations, beginning next fall. Details of the initial program offerings will be announced in July, PBS said.

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U.S. satisfied with AM conference results

FCC's McKinney says his delegation came away a winner in planning use for new AM frequencies; Cuba raises objections to Radio Marti

Members of the U.S. delegation to the western hemisphere conference on planning the expanded AM band returned from Geneva last week, pleased with the results, even the tone of the meeting, which, they indicated, was businesslike. The U.S. managed to head off for the three weeks of the conference discussion of Cuba's complaints about Radio Marti and its broadcasts to Cuba, a subject the U.S. regarded as political. But once the conference ended, the U.S. and Cuba engaged in an exchange of statements on the issue.

James McKinney, chief of the FCC's Mass Media Bureau, who headed the delegation, said the U.S. suffered "not a single negative—we won on every issue." He noted that the planning of the 100 khz added to the band that now ends at 1605 khz would be by allotment, would be based on 1 kw of power with a nondirectional antenna at the border and on 10 kw with a directional antenna 200 miles or more from a border. The technical

standards adopted were those now in force for the AM band, as the U.S. had proposed, and the propagation will be measured with the aid of what has been dubbed "the FCC model."

The second session of the conference is scheduled for 1988, and McKinney has predicted that the first of as many as 500 new AM stations may be operating by 1990. Last week, he said the action of the first session should be taken as a signal to countries in the western hemisphere that the time has come to begin clearing the expanded band, from 1605 khz to 1705 khz, of nonbroadcast services. The U.S. uses it now only for radiolocation services, which are used by off-shore oil drilling rigs.

Ambassador Diana Lady Dougan, U.S. coordinator and head of the State Department's Bureau of International Communications and Information Policy, was in Europe last week. But a statement her office released in her name said: "I am pleased that the U.S. achieved 100% of its objectives at the conference. This has been a fine example of harmonious, positive cooperation in this hemisphere. The conference was a real success for the ITU," the International Telecom-

munication Union, the sponsoring body.

Indeed, the conference—the first session of two that will be held on planning the expanded band—may help restore confidence in the U.S. in the ITU, which U.S. officials have said was becoming politicized. At the first plenary meeting, the Cuban delegate began reading a statement critical of the U.S. and Radio Marti. McKinney raised a point of order, and the Brazilian chairman of the conference directed the Cuban to keep his remarks general and to adhere to the subject of the conference.

Cuba did not attempt to raise the issue again until the day after the closing of the session, when its delegation issued a declaration expressing regret that the report that was adopted did not reflect Cuba's view that the new band "should not be used for purposes of aggression against one country's sovereignty by another country." The statement said the U.S. is "systematically" engaging in such activity, operating "anti-Cuban stations" in the AM band that are heard in Cuba and that are intended to promote "destabilization and [are] increasing interference to established Cuban stations." The statement also said that "if the new band is used to perpetrate further aggression" against it, Cuba "reserves the right to take any action" necessary to protect its interests, including refusing to confer with the U.S. on use of the expanded band.

The U.S. countered with a statement of its own, contending that introduction of the term "aggression" in a technical conference was "inappropriate." It also said Cuba was complaining about the programming of a U.S. station that had been "notified to, and registered by, the International Frequency Registration Board." And program content, the U.S. statement added, "is not appropriate for consideration in either session of the conference or in any forum of the ITU."

But more than that, the U.S. used the opportunity to lay out before the western hemisphere delegates its case against Cuba on the interference issue that has plagued American AM owners for years. Papers in a U.S.-distributed information kit said the problem "is due only to the deliberate action of the government of Cuba" and has been so severe over the years as to threaten some U.S. station owners with bankruptcy. The papers also said Cuba has refused to continue talks aimed at resolving incompatibilities between the two countries' stations.

Even in the midst of the U.S.-Cuban sniping, there was evidence Cuba is not immune to pressure from neighbors in the western hemisphere who want the conference to succeed. Cuba's statement denouncing the U.S. and Radio Marti also contained language critical of some of the actions taken at the first session and stating it reserves the right to "revert to all these matters during the sec-

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ond session of the conference, with a view to finding just and equitable solutions for all the countries" of the region. Later, the Cuban delegation issued a second statement, saying it believes the report of the session "generally fulfills the objectives established" for the first session and offering assurances it will work with other countries of the hemisphere at the second session "in a climate of mutual respect and understanding."

U.S. officials explained the change of tone in the second Cuban statement as a consequence of talks members of "one or more" delegations had with the Cubans. They told the Cubans the first statement appeared to indicate they were prepared to reject the work of the session. The Cubans reportedly said that was not their intention and, to ease concerns, agreed to issue the second statement.

However, as one U.S. official said, the Cubans "are still unhappy about Radio Marti." □

U.S. stood alone over Israeli coordination issue

Behind-the-scenes look into flap over coordination of Israeli domestic satellite service reveals who supported whom

The sometimes bizarre nature of the relations between the U.S. and the International Telecommunications Satellite Organization was demonstrated anew at the press briefing Intelsat director General Richard Colino held on May 1 (BROADCASTING May 5). For what was involved was an issue Colino says is closed and the U.S. seems to have no desire to pursue—Israel's proposal to establish a domestic satellite system, labeled AMS, and Intelsat's letter apparently threatening to withdraw the coordination Israel had achieved with the global system (BROADCASTING April 7, et seq.). Among other things, a document was presented indicating that the U.S. was alone on the issue at

Diversification ruling. On remand from the Court of Appeals in Washington, the FCC has voted unanimously to disregard, for diversification purposes, the applicant's interest in the broadcast station for which he is seeking upgrade. The FCC made that ruling in reaffirming a grant permitting Vacationland Broadcasting Co., owner of WFTW-AM-FM Fort Walton Beach, Fla., to upgrade the FM from a class A operation on 99.3 mhz to a class C operation on 96.5 mhz. The FCC also affirmed denial of competing applications for new stations on 96.5 mhz of Miracle Strip Communications Inc., Juanina Inc., Pinnacle Broadcasting Corp. and Da-Gon Broadcasting Co. Vacationland had indicated it would divest the AM before it commenced operation on improved facilities of the FM.

Appropriations request. Spokesmen for the public broadcasting community asked Congress last week to appropriate \$238 million for fiscal 1989 for the Corporation for Public Broadcasting. Authorizing legislation for CPB recommends \$238 million for FY 1989 (public broadcasting receives its funding two years in advance). Peter Fannon, president of the National Association of Public Television Stations; Richard Ottinger of the Georgia Public Telecommunications Commission, NAPTS chairman, and Douglas Bennet, president of National Public Radio, appeared before a House Appropriations Subcommittee that has jurisdiction over noncommercial broadcasting. In arguing their case, Fannon and Ottinger noted that federal funding remains the "essential component of public television's income." Without that support, they stressed, public television's ability to produce, purchase and broadcast new programming would be affected. For example, the NAPTS representatives pointed out that for the 1986-87 season, "nearly \$25 million still needs to be raised to bring in the national program schedule productions currently in progress; for the 1987-88 season, unfunded needs for new programs total \$78 million."

Bennet, in his testimony, presented a brief progress report on NPR's financial condition. He reported that the network ended FY 1985 with a \$1-million positive balance. Moreover, this year, Bennet said NPR would pay back the remainder of the \$6.9 million loan it received in 1983 from CPB.

the last board of governors meeting.

Although he has declared the issue closed ("We told the board what we were going to do, and we did it"), Colino needed little encouragement to plunge into a review of it, and to contend that his original recommendation to "rescind" the coordination—an action that would require Israel to start the coordination process from scratch—was aimed at avoiding a political fight at the board of governors meeting in March. Indeed, he seemed determined to defend his handling of the issue against unflattering statements by unnamed government officials that have appeared in the trade press; he ap-

peared to be reading the quotes from clips pasted in a book. Colino said Israel is not concerned over the issue, and he rejected with some vehemence allegations that he wanted to rescind the coordination—a fate that has never before befallen a proposed satellite system—to establish a precedent that could be used to delay coordination of the U.S. separate systems. He called that "a total falsehood with four exclamation marks."

Reporters were given more than Colino's personal observations. Tucked in among the stale press releases in the press kit given each of them was a summary record of the

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board's action on the Israeli issue. It had been unavailable from the State Department earlier; it was not, officials said, a public document. And Colino himself, a week before the briefing, said the same thing. But the document helped bolster Colino's case.

It indicated that, after Colino's recommendation encountered opposition, the director general suggested putting the matter over until the June meeting, to enable the staff and Israel representatives to discuss the matter further. But the Saudi Arabian governor is reported to have objected, contending that the appropriate action would be rescission. Other governors were said to have supported that view. Finally, a vote was taken, the document shows, at the insistence of the U.S. representative.

And it appears to show the U.S. was isolated on the issue. As a substantive matter, 62% of the voting strength on the board, where such strength is based on ownership of the global system, was required for approval. And the recommendation received the support of only 12%, made up of seven voting groups, six of them comprising Arab countries. But the U.S., with its 22.5% of the vote, was the only country casting a negative vote. Governors representing 53% of the vote abstained.

Some U.S. officials last week said the U.S. had not been isolated. They said countries abstaining actually supported its position, but were reluctant to pay what they thought would be a political price by getting involved in what they perceived as an Arab-Israeli dispute. One source said that, by ab-

staining, a country could help defeat Colino without putting itself "on the political hot-seat."

The question as to whether Colino was defeated at the board meeting on the issue seems, at best, academic, a further indication of the unusual nature of the U.S.-Intelsat relationship. Intelsat, in its letter to the Israeli ministry of communications, said that unless the parameters of its proposed satellite conformed to those contained in the proposal that had—after considerable trouble—cleared the coordination process, that coordination was no longer "in effect." Colino has said the executive organ has ample authority to declare a coordination "null and void" if a proposal departs substantially from the parameters submitted for coordination, as occurred in the case of Israel's AMS (BROADCASTING April 28). And the U.S. shows no interest in challenging that view.

The official U.S. position now is that the

issue—which the U.S. created by forcing the vote in the board of governors meeting—involves Israel, not the U.S. And the U.S. would not become involved unless Israel seeks its help. Thus far, Israel has not contacted the U.S. on the issue, and Colino says Intelsat's relations with Israel are "great." What's more, U.S. officials suggest Intelsat's letter has ensnared them in a semantical maze. There is no dispute that reconsultation is required when the parameters of a proposed system are changed. But what does no longer "in effect" mean? One official said it seems to fall between "reconsultation," which would be proper, and "cancellation," which would not.

What seems to have happened to the U.S., according to one observer, was that, out of concern over the possible establishment of a precedent it thought would be counter to its interests, it got involved in a political fight it relishes even less. □

For the Record

As compiled by BROADCASTING, May 1 through May 7, 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.

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Ownership Changes

Applications

- WXAL(AM)-WNAN(FM) Demopolis, Ala. (AM: 1400 khz; 1 kw-D; 250 w-N; FM: 106.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Edmonds-Ridgon Broadcasting Inc. to Southstar Communications Inc. for \$575,000, comprising \$110,000 cash and remainder note. Seller is owned by Ben D. Ridgon, who also owns WBIB(AM) Centerville, Ala. Buyer is principally owned by James M. Spann and David R. Baird. Spann is weatherman on KDFW(TV) Dallas. Baird is anchor on WCFT(TV) Tuscaloosa, Ala. Filed April 29.
- WZZX(AM) Lineville, Ala. (780 khz; 5 kw-D)—Seeks assignment of license from Clay County Broadcasters Inc. to Robert A. Perry for \$82,715.43. Seller is owned by Robert Haynes and his wife, Fannie. It also owns WQZX(FM) Greenville and WLUL(AM) Fort Deposit, both Alabama. Buyer also owns WASZ(FM) Ashland, Ala. Filed April 28.
- KDEJ(FM) Anchorage (97.3 mhz; 100 kw; HAAT: 433 ft.)—Seeks assignment of construction permit from Local Talent Broadcasting Co. to Northern Lights Broadcasting for \$125,000. Seller is subsidiary of Constant Communications, Portland, Ore.-based group of one AM and four FM's owned by Frederic W. Constant. Buyer is owned by Jerome Maltz, who also owns KCKC(AM) San Bernardino, KGOF(AM) Indio, KZTR(FM) Cammarillo, all California, and KLRZ(FM) Provo, Utah. Filed April 24.
- KFMP(FM) Chico, Calif. (93.7 mhz; 15 kw; HAAT: 330 ft.)—Seeks transfer of control of Kragwood Broadcasting Inc. from Jeffrey J. Kragwood and Ronald M. Woodward to Fuller-Jeffrey Broadcasting Corp. of Northern California for \$1.2 million, less liabilities, leaving total purchase price of approximately \$700,000 to \$900,000. Sellers have no other broadcast interests. Buyer is Sacramento, Calif.-based group of one AM and four FM's, owned by Robert F. (Doc) Fuller, Joseph N. Jeffrey and Edward F. Bock. It recently purchased KSCO-AM-FM Santa Cruz, Calif. ("Changing Hands," April 14) and is also buying KRMV(FM) Des Moines, Iowa (see below). Filed April 28.
- *KUBO-FM Chualar, Calif. (90.9 mhz; 3 kw; HAAT: 195 ft.)—Seeks assignment of license from Voces Unidas

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to make changes in ant. sys. Action April 16.

■ WLS-D-FM (93.5 mhz) Big Stone Gap, Va.—Granted app. to change ERP to .15 kw; change HAAT to 1,419 ft., and increase ant. height to 408 ft. Action May 1.

■ WFVA-FM (101.5 mhz) Fredericksburg, Va.—Granted app. to change TL; change ERP to 30 kw. and change HAAT to 400 ft. Action April 30.

■ *KEWC-FM (89.5 mhz) Cheney, Wash.—Granted app. to change TL; change ERP to 10 kw; change HAAT to 1,407 ft., and make changes in ant. sys. Action April 22.

TV's

■ KJTM-TV (ch. 38) Pine Bluff, Ark.—Granted app. to replace DA. Action April 25.

■ KLXV-TV (ch. 65) San Jose, Calif.—Granted app. to change ERP to vis. 3,090 kw, aur. 309 kw; change HAAT to 2,651 ft.; replace ant., and change TL. Action April 28.

■ WHCT-TV (ch. 18) Hartford, Conn.—Granted app. to change ERP to vis. 3,273 kw, aur. 327.3; change HAAT to 1,110 ft.; replace ant., and change TL. Action April 28.

■ WCTV (ch. 6) Thomasville, Ga.—Granted app. to change ERP to vis. 97.5 kw, aur. 19.5 kw; change HAAT to 2,031 ft., and change TL. Action April 29.

■ WCLJ (ch. 42) Bloomington, Ind.—Granted app. to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,044.02 ft.; replace ant., and change TL. Action April 28.

■ WDKY-TV (ch. 56) Danville, Ky.—Granted app. to change ERP to vis. 4,570 kw, aur. 457 kw; change HAAT to 1,150 ft.; replace ant., and change TL. Action April 25.

In Contest

ALJ John M. Frysiak made following decisions:

■ Newton, N.J. (Bogner Newton Corp., et al) TV proceeding. By separate orders: granted motions for summary decisions by Bogner Newton and Newton Broadcasting Co. and resolved air hazard issues in their favor. By MO&O's, April 28.

■ New Hope and Wake Forest, N.C., and Tuckahoe, Va. (Saint Augustine's College, et al) AM proceeding. Granted motion for summary decision by Virginia Broadcasters and resolved in its favor issue to determine whether its daytime and critical hours contours will encompass Tuckahoe, Va. By MO&O, April 28.

ALJ Joseph P. Gonzalez made following decision:

■ Fowler, Calif. (Frontier Communications Inc., et al) AM proceeding. Granted joint request by Frontier, J & K Broadcasters and Robert R. Bignami and dismissed app. of Bignami with prejudice; conditionally granted amended app. of Frontier for new AM at Fowler, and granted app. of J & K Broadcasters for new AM at Rocklin, Calif. By MO&O, April 28.

ALJ Byron E. Harrison made following decision:

■ New Orleans (Crescent City Communications Co. and Mandeville Communications Co. of New Orleans) TV proceeding. Granted joint requests for settlement agreement by Crescent City and Mandeville and dismissed app. of Mandeville with prejudice. Crescent City's app. is retained in hearing status. By MO&O, April 28.

ALJ Edward J. Kuhlmann made following decisions:

■ Las Vegas (Classic Vision Inc., et al) TV proceeding. Granted Venture Broadcasting Inc.'s motion and dismissed app. of M.W.D. Inc. with prejudice for failure to prosecute and ordered app. of El Sol Broadcasting dismissed for failure to prosecute. By MO&O, April 24.

■ San Antonio, Tex. (Vela Broadcasting Co., et al) TV proceeding. Granted motion for summary decision by San Antonio Video Corp. and resolved air hazard issue in its favor. By MO&O, April 24.

ALJ Edward Luton made following decisions:

■ Palm Desert, Calif. (Milyana Broadcasters, et al) FM proceeding. By separate orders: granted Radio Rancho's motion for summary decision and resolved air hazard issue in its favor; granted joint requests for settlement agreements by Milyana, Palm Desert Broadcasting Co. and Radio Rancho and dismissed apps. of Milyana, Palm Desert and Radio Rancho with prejudice; granted app. of Pennino Music for new FM station at LaQuinta, Calif., and terminated proceeding. By order and MO&O, April 18.

■ Virginia City, Nev. (A.M. Renaissance Inc., et al) AM proceeding. Granted December Group's request and dismissed its app. with prejudice. By order, April 18.

■ Conroe, Tex. (DLBS Inc., et al) TV proceeding. Granted DLBS Inc.'s motion for summary decision and resolved air hazard issue in its favor. By order, April 25.

ALJ Richard L. Sippel made following decision:

■ Charleston, S.C. (First Equipmedia, et al) TV proceeding. Granted request by First Equipmedia and dismissed its app. with prejudice. By order, April 28.

Call Letters

Applications

Call	Sought by
	Existing FM's
KEYX	KIKO-FM Denny E. Durbin, Globe, Ariz.
KTPS-FM	KTOY Tacoma School District No. 10, Tacoma, Wash.

Grants

Call	Assigned to
	New AM's
KZAO	Brenda J. Miller, Dardanelle, Ark.
KCCA	Miles City Broadcasting Corp., Kinsey, Mont.
	New FM's
*WWOL	Tri-State Inspirational Broadcasting Corp., Florence, Ala.
KWSP	Mid-Coast Radio Inc., Santa Marganta, Calif.
WVBM	VBM Enterprises Inc., Springfield, Fla.
WTNY-FM	790 Communications, Watertown, N.Y.
	New TV's
KZXX	Christian Communications Inc., Ashland, Va.
*WFSG	Board of Regents of Florida, Panama City, Fla.
KRTW	Pray Inc., Baytown, Tex.
	Existing AM's
KRTS	KKRE Tri-Lakes Broadcasting of Colorado Inc., Monument, Colo.
WYFX	WKAQ Beach Broadcasting Co., Boynton Beach, Fla.
WPGS	WNUY Randy Henry, Scottsmeer, Fla.
WFAM	WIGL Family Broadcasters Inc., Augusta, Ga.
KRXR	KIDI Wescom Corp., Gooding, Idaho
WJIK	WBQZ Francon Inc., Camp LeJeune, N.C.
KMGR	KOLC TransColumbia Communications Ltd., Murray, Utah
	Existing FM's
KRCD	KOSX Chubbuck Community Broadcasters, Chubbuck, Idaho
WEGR	WZXR Summit Communications of Tennessee Inc., Memphis
KMGR-FM	KMGR TransColumbia Communications Ltd., Orem, Utah
	Existing TV's
WBRE-TV	WBRE WBRE Television Inc., Wilkes-Barre, Pa.
WVRN-TV	WTLL Sudbrink Broadcasting of Virginia Inc., Richmond, Va.

This announcement is neither an offer to sell nor a solicitation of an offer to buy these securities.
The offer is made only by the Prospectus.

March 31, 1986



FRIES ENTERTAINMENT, INC.

\$30,000,000

7½% Convertible Subordinated Debentures Due 2006

Interest Payable on April 1 and October 1

The Debentures are convertible into Common Stock of the Company at any time prior to maturity, unless previously redeemed, at \$12.25 per share, subject to adjustment in certain events.

Price 100%

Plus accrued interest, if any, from April 4, 1986

Copies of the Prospectus may be obtained from the undersigned only in States where the undersigned may legally offer these securities in compliance with the securities laws thereof.

L. F. ROTHSCHILD, UNTERBERG, TOWBIN, INC.

RADIO
Help Wanted Programing,
Production, Others

Senior Promotion Writer, CBS Radio Network, Marketing & Promotion

Look to CBS for high visibility
in a broadscoped creative role.

CBS Radio Network has an exciting growth opportunity for an experienced copywriter ready for greater creative challenge.

You will be primarily responsible for the concept development, writing and production of all on-air promos for the CBS Radio Network, and the daily marketing segment of "Morning Briefing," a closed circuit communication to affiliates. You'll oversee the editing, talent taping and production of local station promos. Includes maintenance of commercial/PSA computer inventory system. The individual will become a member of the Writers Guild after one month.

To qualify, you must be an energetic, well-organized professional with 5 years' copywriting experience in broadcasting and/or print, with some technical/studio production background, and the ability to work independently under tight deadlines.

As part of a multi-billion-dollar international company, you'll enjoy an excellent salary and comprehensive benefits. Please send resume with salary history in confidence to: G. Burnett, CBS Inc., 51 West 52nd Street, 20th Floor, New York, NY 10019.

CBS

Men and Women of All Races Desired

Help Wanted Management

BROADCASTING

GENERAL MANAGER WXPB-FM (Philadelphia)

University, 1900 watt, non-commercial radio station applying for CPB status. Oversee operating budget, programming, fund raising, 4 professional staff, 100 student/community volunteers meet FCC requirements. Requires previous experience in public radio station management, fund raising/ resource development, programming, ability to work with university students and volunteers. Salary range, mid to high 20s. Women and minorities especially urged to apply. Send application and resume with 3 references by May 30, 1986, to Dr. Charlotte Jacobson, UNIVERSITY OF PENNSYLVANIA, 105 Houston Hall, 3417 Spruce St., Philadelphia, PA 19104-6306. Equal opportunity/affirmative action employer.

General Manager General Sales Manager

Are you a successful small or medium market GM or GSM that has reached his or her potential? Do you have a desire to grow with a major group broadcaster? If you answered yes to both of these questions, then you should answer this ad.

We're growing and you can grow with us. It takes a commitment to success, and a willingness to move to a top 25 market. EOE. Reply Box D-43.

Help Wanted Sales

\$30,000 SALARY!

Plus opportunity for thousands more to the person who can supply employment references that will convince us you are a sales winner. Located in the market that U.S. NEWS AND WORLD REPORT called "Number one for business" (Charleston, SC), WKQB (Q107) and WQIZ combine to deliver the largest 12 plus audience in the Charleston TSA (Arbitron, Fall '85). Turn this audience into money for you. Express resume, employment references, and photo to: Steve Judy, VP & GM, WKQB-FM, 4995 LaCross Rd., Suite 1600, North Charleston, SC 29418. EOE.

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.

EXPERIENCED RADIO SALES PERSON

For major market station. Minimum of two years of local retail and agency experience. Good billing list. Write or call WHQT, 377 Alhambra Circle, Coral Gables, FL 33134. 305-445-5411. Equal opportunity employer.

Help Wanted Sales Continued

VP-SALES/ MARKETING

The industry's fastest growing market research firm is looking for an exceptional sales professional. Position reports to CEO. Candidate should have successful track record in sales. Radio management background also preferred.

We offer you the opportunity to work in an exciting, challenging entrepreneurial environment. You'll represent a firm committed to providing clients with the highest-quality research services available.

Compensation package commensurate with experience. Travel required.

Qualified sales professionals only, please send resume, salary history, and references to:

Kurt Hanson, President
STRATEGIC RADIO RESEARCH
211 E. Ontario
Chicago, IL 60611

Situations Wanted Announcers

JOB 1...AM DRIVE

This high performance act allows you to monopolize mornings in your market. Zany characters...lotsa phones and warmth! Wanna be your market's next #1! Call now 505-988-4505.

Situations Wanted Management

MANAGEMENT

Successful management professional ready to make a move. 20 years' experience from reporter to GM, small market to network. Exceptionally strong news & programing background. Proven sales & ratings gains. Know & understand current AM DILEMMA. Seeking demanding management position with positive career potential.

Please respond Box D-69

TELEVISION Help Wanted Sales

LOCAL SALES MANAGER

Southeast Texas ABC affiliate seeks a person who possesses 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 and salary requirements to J. Allerd, KBMT-TV, P.O. Box 1550, Beaumont, TX 77704 or call 409-833-7512 today!

SALES REPRESENTATIVES

needed to represent company marketing 200 well known brands of TV equipment including Mosley, Ikegami, QSI, ITE, For-A, Crospoint Latch, RTS, Conrac, Laird, Lenco, TFT, Leader, Videotek, etc. No relocation required, prefer persons with equipment sales experience. Generous commissions, good job for a self-starter, self-manager who wants to make money. Positions available in most of the US. Call Sales Manager, National Television Systems Co., 800-531-5143 (US) or 800-252-8286 (TX).

Help Wanted Management

GOVERNMENT AFFAIRS MANAGER

Viacom Cable, a leader in the fast growing cable TV entertainment field, is currently seeking a government affairs manager to assist system management in attaining the successful renewal of franchise agreements on a division-wide basis.

Reporting to the Director of Government Relations, you will be responsible for the coordination of the franchise renewal process. This includes providing strategic direction; writing/preparing documents, agreements and applications; negotiating renewal agreements with municipal officials and/or consultants; and testifying at public hearings.

This opportunity calls for a minimum of 3 years' experience in the cable television industry and franchise renewal process. A demonstrated ability to communicate effectively with all levels of personnel. Strong writing skills and an in-depth knowledge of contracts are required. Previous experience in the political or media environment is preferred.

We offer an excellent benefits/compensation package along with the opportunity to work with a growing, progressive company. Qualified applicants are invited to submit resumes to: Employment Department #160, P.O. Box 13, Pleasanton, CA 94566. Salary history and requirements must be included for consideration. No phone calls, please. We are an equal opportunity employer.

VIACOM

Help Wanted Technical Continued

TELEVISION / SATELLITE ENGINEER

Voluntary Hospitals of America, Inc. (VHA), a progressive national health care service organization, is rapidly expanding. We are seeking a Television/Satellite Engineer to assist in the technical operation of the VHA Satellite Network, which will include the planning, operation and maintenance of all reception and broadcast equipment for the Corporate organization and member organizations.

Qualified candidates will possess the following:

- Minimum of 2 years of college education or equivalent technical education.
- First Class or General FCC license preferred.
- Minimum of 5 years experience in the broadcast, industrial or corporate television engineering field required.
- Satellite systems experience preferred.
- Excellent communication and interpersonal skills required.
- Ability to work in an environment with multiple projects and meet deadlines.

We offer a competitive salary and a comprehensive benefits package in a challenging, high growth environment. For immediate consideration, please forward your resume and salary history in confidence to:

Attn: E. Sullivan
Human Resources Department
Voluntary Hospitals of America, Inc.
P.O. Box 160909 • Irving, Texas 75016

VHA Voluntary
Hospitals of
America, Inc. -

We are an equal opportunity employer M/F/H/V

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

REGIONAL SALES MANAGER

Comark Communications, Inc., a leading manufacturer and distributor of television broadcast transmitters and RF systems, is expanding its marketing efforts and now has openings for experienced, professional RF sales managers in several U.S. regions. Sound technical background and proven experience in RF system sales a must. These are fulltime, salary-plus-bonus positions. Resumes only to:

Director of Marketing
Comark Communications, Inc.
P.O. Box 506
Colmar, PA 18915

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 a resume with salary requirements to J. Allred, KBMT-TV, P.O. Box 1550, Beaumont, TX 77704 or call 409-833-7512.

NEWS

JOIN AN ALL-NEW NEWS TEAM IN THE 38TH ADI. THE NBC AFFILIATE IN RALEIGH-DURHAM HAS IMMEDIATE OPENINGS:

NEWS ANCHORS—Must be articulate, creative, seasoned and personable...possess good news judgement, skills and solid journalistic background...must believe in strong community involvement.

SPORTS ANCHORS—Need excellent communication skills and sports knowledge...upbeat, personable and involved...must have sports anchor experience.

WEATHER ANCHORS—Experienced, accurate, personable and involved...production and graphics knowledge necessary...must have weather anchor experience.

EXECUTIVE PRODUCER—#2 person with solid background in newscast production and writing...strong organizational and people skills, excellent news judgement and proven record of accuracy and quality...minimum 5 years experience in TV news.

PRODUCERS—Need skills listed for executive producer...minimum 2 years experience as TV newscasts producer.

REPORTERS—Solid journalistic background and news judgement...good production techniques and creative writing skills necessary...2 years experience.

PHOTOJOURNALISTS—Ability to work with reporters or independently...need good, creative editing skills...minimum 2 years experience.

No beginners; no phone calls please.

Send resumes, tapes, salary requirements and references to:

NEWS DIRECTOR

WPTF-TV
410 South Salisbury St.
Raleigh, N.C. 27602



Durham Life Broadcasting, Inc.
EOE

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
American Community Cablevision
519 W. State St.
Ithaca, NY 14850

(No phone calls or tapes, please!)
EOE, MF/HN

Help Wanted Programing, Production, Others

PRODUCER

#1 rated daily magazine/talk format show in top 35 market expanding staff and looking for a producer. Must be creative and have experience producing studio segments and stories for magazine/talk format. Send resume to Box D-37. EOE, M/F.

Situations Wanted News

ARE YOU AN ENTREPRENEUR WITH AN UNDERPERFORMING TELEVISION STATION?

Extremely successful vice president & general sales manager seeks station ownership opportunity in return for a first class track record of superior sales, marketing, management and cost control performance. Box D-42

ALLIED FIELDS

Help Wanted Sales

Broadcast Equipment Salesperson

wanted to cover mid Atlantic area. Must have broadcast sales & engineering experience & be knowledgeable in configuring complete AM & FM systems. Send resume to Northeast Broadcast Lab., Inc., P.O.1176, S. Glens Falls, N.Y. 12801

Help Wanted Technical

ELECTRONICS TECHNICIAN SUPERVISOR SAUDI ARABIA

U.S.-Saudi Arabian Joint Economic Commission seeks U.S. citizen for 2 year (with possible renewal) technical equipment specialist job in Riyadh, starting in early 1987.

Applicants must: be highly qualified electronics technicians & have minimum 5 years' fulltime, hands-on maintenance experience with state of the art teleproduction equipment (Sony BVU-800 VTRs, BVE-800 editing system, Beta-cam, GVG switchers, HL-79 cameras, Yamaha RM-1608 mixer, Otari MX-5050 MKIII-8 audio recorder, Chyron character generator). Engineer will be responsible for actual maintenance as well as supervision of purchase & maintenance of electronic equipment. SBE certification preferred; Arabic knowledge desirable, not required.

Benefits include: Salary (GS-12 or GS-13; range: \$31,619-\$48,876) + 25%; free housing, car; dependents to accompany.

Send ad/ resume by May 20 to J.M. Ansheles, #910, 1730 Rhode Island Ave., N.W., Washington, DC 20036. EOE.

VIDEO FIELD SERVICE ENGINEER

Heavy maintenance background in 1" VTRs, small format VTRs, computer editing systems, cameras. Experienced only. SBE certification preferred. Send resume to: Alpha Video 7 Electronics Company, 28 East Mall Plaza, Carnegie, PA 15106.

THIS PUBLICATION AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road,
Dept. P.R., Ann Arbor, MI 48106

**Help Wanted Technical
Continued**

ENGINEER

Top NYC post-production facility seeks video maintenance engineer with experience on VPR-2B's, VPR-3's, ADO, Chyron and switchers. Competitive salary and good benefits. Please send resume to: Box D-70.

**Help Wanted Programing,
Production, Others**

**CLIENT
SERVICE
REPRESENTATIVE**

Arbitron, one of the nation's leading radio and television audience measurement firms, has an entry level position available which requires a college degree or equivalent work experience. TV station sales experience helpful. Duties will include working closely with area TV stations and advertising agencies. Some travel will also be required. Promotional opportunities are available. If you are qualified and have the "work your way up" initiative, send a resume with salary requirements to:

D. Spragg
**ARBITRON
RATINGS**

14801 Quorum Drive
Dallas, TX 75240

Affirmative Action Employer

**EXPERIENCED VIDEO EDITOR
NEEDED**

great opportunity for the right person...progressive Birmingham post-production studio looking for an experienced video editor to work with System 10, E Flex, ACE, 4100L, 1", Betacam and more. Send a tape and resume in confidence to: Video Editor, 1020 South 22nd Street, Birmingham, AL 35205. No phone calls.

**EXPERIENCED AUDIO/VIDEO
PRODUCER**

Also seeking another producer, to work with Creative Director, supervising audio sessions, as well as producing fast paced major market television commercials. Good position with aggressive post-production facility for experienced producer—possible television station background—who's looking for more stimulation, challenge and growth opportunity. Send a tape and resume in confidence to: Producer, 1020 South 22nd Street, Birmingham, AL 35205. No phone calls.

**Help Wanted Programing,
Production, Others Continued**

Shawmut is an \$8 billion regional bank based in Boston. 1985 was the best year in our 150 year history with record earnings and returns on assets and equity. We are currently serving a wide variety of both retail and wholesale markets throughout New England.

**PRODUCT PUBLICITY
SPECIALIST**

The most exciting quality of this position is that you will design, shape and build it based on your years of experience and knowledge of the field. This is a new position ideally suited to a self-starter.

We are seeking a seasoned individual with 5 plus years of progressive experience, hopefully from both an agency and company perspective. You must have dealt directly with product publicity and have established strong media contacts here in Massachusetts. An outstanding record of generating results with strong interpersonal skills and the demonstrated ability to influence others are requirements of this position.

Reporting to the Director of Marketing, you will develop publicity to favorably position our products and business in their markets and create opportunities to be leveraged through effective Public Relations tools.

Please send your resume along with salary history to Mr. Douglas C. Cooney, Professional Staffing Manager, Shawmut Bank of Boston, 1 Federal St., Boston, MA 02211.



An Equal Opportunity Employer
**Shawmut
Bank of Boston**

Look to us for direction.

Programing



**Lum and Abner
Are Back**

... piling up profits
for sponsors and stations.
15-minute programs from
the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737
Jonesboro, Arkansas 72403 ■ 501/972-5884

Employment Services



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.

**Employment Service
Continued**

**RADIO
TALENT!**

You've Heard It Over And Over... It's Who You Know!

Get to know us first! B.T.A. gets your foot in the door by presenting your tape to people who need you! B.T.A. obtains an immediate evaluation—no more wondering if "that call" will come. Be in the right place at the right time with B.T.A. For details and registration, in confidence, enclose \$2.00 postage/handling to:

 Broadcast
Talent Agency B
555 S. Palm Canyon Drive, 110-A
Suite 350
Palm Springs, CA 92262
(619) 341-0225

RADIO PERSONNEL NEEDED

NATIONAL, the Nation's oldest exclusive Radio Personnel Placement Service, & acknowledged leader in radio placement is now in its sixth year of successful radio placement. Over 3,000 radio stations have placed job orders with NATIONAL. NATIONAL receives a constant flow of job orders from stations coast to coast, in all size markets, for all on-air positions. If you are seriously seeking a move up, contact NATIONAL now. For complete confidential details including brochure & registration form, enclose \$1.00 P&H to:

**NATIONAL BROADCAST
TALENT COORDINATORS
DEPT. B., PO BOX 20551
BIRMINGHAM, AL 35216
205-822-9144-ACT NOW!**

**ANCHORS/REPORTERS
BETTER AUDITION TAPES**

Let our knowledge and objectivity help assemble an audition that will get results. CALL: First Impressions. (312) 642-4070

Most Job Openings Never Published!

JOBPHONE, the national job listing service employers prefer to use. From Entry Level to Presidents. From the smallest station to the networks. Radio-TV/Advertising/Cable. For complete information, write or call toll free:

Broadcast Entry Consultants
15 W. 44th St/Suite 303, New York, NY 10036
1-800-824-7888 OPR. 869

Wanted to Buy Stations

LPTV WANTED

Investor interested in purchasing LPTV operating station. Please reply immediately with particulars. Box D-68.

**Wanted to Buy Stations
Continued**

Public Corp. seeks to acquire LPTV CP's. Write with full details Box D-18.

For Sale Stations

Several Excellent Farm Area Stations including Several Class "C" FM's: MN, NEB, IA, KS, MO, OK, ARK, ILL, TX, TN.

"C" FM-AM	2 million
"C" FM-AM	1.5 million
"C" FM-AM	1 million
FM-AM Single Mkt	1 million
FM-AM Multi Mkt	1 million
FM-AM Single Mkt	750 K
"C"FM-AM	495 K
AM Multi Mkt	450 K

Excellent Terms
to Qualified Buyers

Ralph E. Meador
MEDIA BROKER

Ralph E. Meador
816—259-2544

P.O. Box 36, Lexington,
MO 64067

Randy Meador, KC, MO
816—455-0001

**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**

**TEXAS FM
CHEAP FOR CASH!**

Super opportunity for owner/operator. Possible upgrade could make this the investment of your lifetime! Good track record. Owners pursuing other interests—don't pass this one up. Box D-71.

For Sale Stations Continued

Location	Size	Type	Price	Terms	Contact	Phone
ID	Met	AM/FM	\$1000K	33%	Peter Stromquist	(818) 366-2554
CA	Sm	FM	\$775K	\$135K	Elliott Evers	(415) 495-3516
OK	Med	FM	\$650K	\$180K	Bill Whitley	(214) 680-2807
ID	Med	AM/FM	\$550K	\$100K	Greg Merrill	(801) 753-8090
OK	Med	AM	\$525K	Terms	Bill Whitley	(214) 680-2807
IA	Sm	FM	\$450K	\$100K	Bill Lochman	(816) 941-3733
NB	Sm	FM	\$450K	\$90K	Bill Lytle	(816) 941-3733
AZ	Med	FM	\$450K	\$135	Jim Mergen	(818) 366-2554
MS	Sm	FM	\$400K	\$100K	Ernie Pearce	(404) 998-1100
CO	Sm	AM/FM	\$365K	\$100K	David LaFrance	(303) 234-0405

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.



The Holt Corporation

The big Class C just left town in the Columbia-Charleston corridor. Our station are the only FM and fulltime AM in a market of 100,000. The combo includes real estate for \$1.2 million on terms. Call Gary Kirtley in Falls Church, VA at (703) 698-8824 today for more information.

Suite 205
The Westgate Mall
Bethlehem, PA 18017

Suite 800
2033 M Street, N.W.
Washington, DC 20036

Box 2869
One Tower Park
Winchester, VA 22601

**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.

THINKING OF SELLING?

512/327-9570

JAMAR-RICE CO.

Media Brokerage & Appraisals
110 Wild Basin Rd. # 245 • Austin, TX 78748

NEW MEXICO

Full-time Class IVAM—exceptional opportunity for owner-operator in sunny New Mexico. Good revenue, nice facility, great staff. \$350,000 terms. Box D-54.

**BOB KIMEL'S
NEW ENGLAND MEDIA, INC.**

STATION OWNERS

Lower bank rates makes financing easier—
means now is a great time to sell

8 Driscoll Dr., St. Albans, VT 05478
802-524-5963
GEORGE WILDEY 207-947-8083 (ME)

FOR SALE — CLASS B

AM/FM Midwest rural. Mod. equipt. 500M sales—120M cash flow. Call Mr. Dill, 212—725-2266 or Mr. Streich, 212—496-2366.

**BRING YOUR BARTER
PROJECTS TO THE PROS**

BUCHANAN & ASSOCIATES

(714) 641-8100

CLASS 4 AM; TOP 50 MARKET

Sale by owners. full-time, 1,000 watts. Positive cash flow, strong sales. Valuable real estate included. Network affiliation and Cincinnati Reds. Priced for immediate sale. Principals only. A unique broadcast opportunity. Write Box D-72.



R.A. Marshall & Co.

Media Investment Analysts & Brokers
Bob Marshall, President

This class C FM in a medium-size southwestern market is ripe for a turnaround. \$1.5 million.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252

EARLY DEADLINE NOTICE

Due to holiday, Monday, May 26, 1986, the deadline for classified advertising for the June 2 issue will be noon, EDT, **FRIDAY, MAY 23, 1986.**

Hoyun - Feldmann, Inc.

MEDIA BROKERS - CONSULTANTS
P.O. Box 136
Encino, California 91126
Area Code (818) 986-3201

MEDIUM, MAJOR, SMALL MARKETS

Radio stations from \$160K to \$8M in Tex., La., Ark., Miss., Okla., Mo., Tenn., Kan., Ariz., Ill., and Ala.

Radio spoken here

Over 60 years combined broadcasting and brokering experience.

MITCHELL & ASSOCIATES

John Mitchell or Joe Miot
Box 1065 Shreveport, La. 71163
318-868-5409

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: (personal ads): \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

AM CP

Orlando suburb. Inquire: First Columbia, 30 Longleat Parkway, Amherst, NY 14226.

NORTHWEST AM/FM COMBO

Top station in market. Class C FM. Great AM. 12% increase in gross-prior year. Good ratings and an excellent staff. \$1.5 million. Reply Box D-36.

BILL - DAVID ASSOCIATES BROKERS-CONSULTANTS

303-636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS

"Specializing In Sunbelt Broadcast Properties"
5050 Poplar - Suite 1135 - Memphis, Tn. 38157

SUNBELT UHF INDEPENDENT \$2,250,000

Owner lacks sufficient operating capital to develop this viable independent to its fullest potential. Excellent opportunity for an experienced and well-financed purchaser to obtain a fully-equipped television station at a very reasonable price. Reply to Box D-38.

- 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

WESTERN NORTH CAROLINA

Single station market. Fulltime AM. Good starter. Asking \$300,000 with 10% down, terms—with real estate. Contact Mitt Younts (202) 822-8913



CHAPMAN ASSOCIATES
nationwide media brokers

40,000 DOWN

Will get you a start in your first market AM/FM radio station in Michigan's beautiful Upper Peninsula. Positive cash flow. All accounts payable up to date, clean operation. 85 cash sales of \$138,500. \$200,000 with 40,000 down with balance over 10 years at 8%. Or, \$180,000 CASH. Sale includes real estate. Write Box D-67.

Fates & Fortunes

Media

Clayton Kaufman, general manager, WCCO(AM) Minneapolis, named senior VP, radio, for parent, Midwest Communications. **L. Steven Goldstein**, senior VP, Carmichael Lynch, Minneapolis, succeeds Kaufman as VP and general manager.

John Irwin, from KOSI(FM) Denver, joins WYNY(FM) New York as VP and general manager.

Lew Shapiro, sales manager, WHUT(AM)-WLHN(FM) Anderson, Ind., named VP and general manager.

David Olmsted, VP and general manager, WTOG(TV) Tampa-St. Petersburg, Fla., joins CBS-TV, New York, as VP and general manager, affiliate relations. **Heather Regan**, VP, station services, affiliate relations, CBS-TV, New York, named VP, marketing, affiliate relations.

Steve Wrath, general manager, KMCO-AM-FM Phoenix, joins KVLTV-AM-FM Tulsa, Okla., in same capacity.

William Nichols, assistant general manager, WKJG-TV Fort Wayne, Ind., named station manager.

Appointments, Cablevision Systems Corp., Woodbury, N.Y.: **Robert Lemle**, VP and general counsel, and **Barry O'Leary**, VP, finance, to senior VP's. **Jerry Shaw**, controller, to VP.

Kyhl S. Smeby, executive vice president, Bank of America, joins noncommercial KCEI(TV) Los Angeles as chairman, succeeding **Dennis Stanfill**, resigned.

John Swart, program director, WGRD-FM Grand Rapids, Mich., joins WJFM(FM) there as station manager.

Ed Passarelli, business manager, WPRI-TV Providence, R.I., named VP, director of finance. **Rita Neuschatz**, assistant business manager, WPRI-TV, named accounting manager.

Ken Karaszewicz, controller, WIND(AM) Chicago, joins WTXN-TV Hartford, Conn., as controller.

Katherine Ann Billings, senior producer, development, noncommercial KTCA-TV St. Paul, Minn., joins noncommercial WLIW(TV) Garden City, N.Y., as director, development.

Judy Jankowski, general manager, noncommercial KUHF(FM) Houston, joins noncommercial WDUQ(FM) Pittsburgh as director of operations.

Appointments, affiliate relations, CBS-TV: **David Olmsted**, vice president and general manager, WTOG-TV Tampa-St. Petersburg, Fla., to same capacity; **Heather B. Regan**, VP, station services, to VP, marketing.

Sheila Key, from noncommercial KXCI(FM) Tucson, Ariz., joins West Virginia Public Radio, Charleston, as membership director.

Marketing

Ernst de Flines, chief executive, Saatchi & Saatchi Amsterdam, named executive VP, management director, Saatchi & Saatchi Compton Inc., New York. **Marcia Grace**, senior VP, creative group head, Wells, Rich, Greene, New York, joins Saatchi & Saatchi Compton there as senior VP, group creative director.

Elected VP's, Doyle Dane Bernbach, New York: **James Folds**, personnel manager; **Dean Hacothen**, copywriter; **Gigi Hartrey**, media planner, and **Eugene Longwell**, assistant controller.

William Joubert Jr., sales manager, Jones Intercable, Saratoga Springs, N.Y., joins Katz Independent Television, New York, as research analyst. **Michael Fanning**, senior media buyer, D'Arcy Masius Benton & Bowles, Atlanta, joins Katz Continental Television there as sales executive.

Ginger Stieber, associate media director, Lowe Marschalk Co., San Francisco, joins Tracy-Locke, Denver, as VP, media director.

John Putney, senior VP, director of new products, Grey Advertising, San Francisco, joins Tracy-Locke, Denver, as VP, management supervisor.

Thomas Burke Jr., VP, management supervisor, management supervisor, Smith Burke & Azzam Advertising, joins Henry J. Kaufman, Washington, as VP, management supervisor. **Richard Headley**, independent art director, joins Kaufman as senior art director.

Mary Joan Schwab, from Trintex, videotex joint venture among CBS, Sears and IBM, New York, joins Doyle Dane Bernbach there as manager, new media technology and video programming.

Creative group supervisors named VP's, W.B. Doner, Detroit: **Steve Kidd**, **Chris Lezotte**, **John Richards** and **Mike Sullivan**.

Dan Foster, from Lowe, Marschalk, Houston, joins Eisaman, Johns & Laws there as media buyer.

Harvey Gamm, account executive, Television Program Enterprises, New York, named director of advertiser sales.

Art Scott, former president of Petry, New York, in 1978-81, who most recently has been managing private investments, joins Adam Young there as executive VP.

Raymond Dundas, VP, associate media director, Weightman Advertising, Philadelphia, named VP, media director. **Flo Zaccheo**, media buyer, Weightman Advertising, Philadelphia, named senior media planner.

Neil Zelenetz, VP and general manager, Franklin Library, joins McCaffrey & McCall Direct Marketing, New York, as senior VP, group account director.

Dennis Geraghty, director of marketing, AAMCO, Philadelphia, joins McAdams & Ong, Philadelphia, as VP, director of client services.

Don Gorman, general sales manager, WTNH-TV New Haven, Conn., joins MMT Sales, New York, as senior VP, director of New York sales. Named sales specialists, marketing division, MMT, Chicago: **Dorothea Wieland**, from Katz Independent Television, Chicago; **James Thacker**, from WPWR-TV Chicago, and **Lee Ann Todd**, from TeleRep, Chicago.

Robert Steadman, VP, regional manager, Hillier, Newmark, Wechsler & Howard, St. Louis, joins Select Radio as manager of Chicago office.

Patricia Liguori, assistant research director, WABC-TV New York, named associate director, research and marketing services, ABC TV Spot Sales.

Donna Goldsmith Kleinman, account executive, jaguars team, TeleRep, Chicago, named sales manager, wildcats team there. **Rich Jacobs**, account executive, Harrington, Righter & Parsons, New York, joins TeleRep there as account executive, jaguars team.

Hal Walters, creative director, Flynn/Sabatino, St. Louis, joins Gardner Advertising there as group creative director.

Andrea Baxter, member of sales training program, Harrington, Righter & Parsons, New York, named account executive, green team.

Betty Brown, media director, Tepe, Hensler & Westerkamp, Cincinnati, joins Sive Associates there as account executive.

Ken Murphy, from Petry Television, New York, joins Seltel there as account executive.

Cathy Moran, from Masla Radio, Detroit, joins McGavren Guild Radio there as account executive.

Joseph Frank Loece Jr., New York sales manager, Republic Radio, New York, joins Select Radio Representatives there as account executive. **Roger Steadman**, VP, regional manager, Hillier, Newmark Wechsler & Howard, St. Louis, joins Select Radio Representatives as manager of Chicago office.

Sonya Darragh, publicist, KDKA-TV Pittsburgh, joins Creamer Dickson Basford there as account executive.

Anne Catalane, account executive, WBCS-AM-FM Milwaukee, joins Nettesheim & Associates there as account executive.

Daniel Parisi, from TeleRep, New York, joins Seltel there as sales manager, rebel sales team. **Juanita Hamilton**, from Petry Television, New York, joins Seltel there as account executive.

Ed Howard, from United Stations Radio Networks, New York, joins Mutual Broadcasting there as account executive.

Don Allen Yamate, from own firm, D.A. Yamate & Associates, San Francisco, joins Re-

public Radio there as account executive.

Jerry Gerson, sales manager, KAYI-FM Tulsa, Okla., named general sales manager.

Marty Soloker, general sales manager, KLRT-TV Little Rock, Ark., joins KITN-TV Minneapolis-St. Paul as general sales manager.

Rob Fields, Southeast regional manager, TV station sales, Arbitron, Atlanta, joins WNFJ-TV Jacksonville, Fla., as general sales manager.

JoAnn Campo, local sales manager, KSHB-TV Kansas City, Mo., named general sales manager.

Daniel Viles Jr., general sales manager, WTZA-TV Kingston, N.Y., joins WHLL-TV Shrewsbury, Mass., as general sales manager.

Bill McKay, general sales manager, KONO(AM)-KITY(FM) San Antonio, Tex., joins WXAM(AM)-WQXY(FM) Baton Rouge in same capacity.

Bill Hurwitz, general sales manager, WZUW-AM-FM Milwaukee, joins WISN(AM)-WLTQ(FM) there in same capacity.

Mary Lou Hutchens, local sales manager, KMJ(AM) Fresno, Calif., named general sales manager, KMJ-KNAX(FM).

Ray Erb, sales manager, WJBF-TV Augusta, Ga., named VP and general sales manager.

Scott Bauer, regional sales manager, KSTW-TV Tacoma, Wash., named general sales manager.

Terry Pittman, marketing-research director, WFAA-TV Dallas, joins KCBS-TV Los Angeles as director, research. **Donald Meek**, account executive, Seltel, Los Angeles, joins KCBS-TV there as account executive.

Diane Giovanni, VP and national sales manager, WNYW-TV New York, named VP, local sales manager.

Laurence Widrig, account executive, central sales, ABC-TV, Chicago, joins CBS-TV there in same capacity.

Kevin Harlan, from KDNL-TV St. Louis, joins KMOX-TV there as account executive.

Bob Poh, Durpetti & Associates, New York, joins KYW(AM) Philadelphia as account executive.

Jim Reilly and **Susan Mullen**, from WNSR(FM) New York, join WPLJ(FM) there as account executives.

Tim Hoffman, from Petry Television, St. Louis, and **Don Wells**, from KTVI(TV) St. Louis, join KDNL-TV there as account executives.

Pamela Young, from XETRA-AM-FM Tijuana, Mexico (San Diego), joins WFYR-FM Chicago as account executive.

Hal Kemp, administrative manager, KHOU-TV Houston, named account executive.

Don Howe, from WYNF(FM) Tampa, Fla., joins CBS Radio Representatives, Atlanta, as account executive.

Michael Price, from WKQX(FM) Chicago, joins WBBM(AM) there as account executive.

Brock Kruzik, from Petry Television, Los Angeles, joins Group W Productions, Chicago, as account executive.

Joni Hayes-Boyle, account executive,

Times a' changing. Under the latest phase of a corporate restructuring plan approved last year, directors of Times Mirror Co. have named a new president and appointed two vice chairmen, effective Jan. 1, 1987. Under the plan, Robert F. Erburu, now president, chairman and chief executive officer, will relinquish the title of president to David Laven-thol, chairman of Long Island, N.Y.-based *Newsday* (owned by Times Mirror), and a corporate senior vice president of Times Mirror. All Times Mirror operating units will report to Laven-thol, who in turn will report to Erburu. Philip L. Williams, executive vice president, and Tom Johnson, publisher of the *Los Angeles Times* and a corporate senior vice president, will become vice chairmen. Williams will relinquish his current title and has been elected to the board of directors. Laven-thol and Johnson will be recommended for election to the board next year. Times Mirror owns eight newspapers as well as broadcasting, cable, magazine, book publishing and other communications ventures. In a prepared statement, Erburu said the move was intended to "insure a strong leadership team and continuity of purpose" for the company's future. All four executives are current members of the operations management committee, which oversees Times Mirror's activities.

KUTV(TV) Salt Lake City, joins KTVX(TV) there in same capacity.

Named account executives, WJAR-TV Providence, R.I.: **Frederic Siegel**, from Pro Media Inc., Wellesley, Mass.; **Deborah Kelly**, from John Blair & Co., New York; **Brian Schreiber**, from Leonard Monahan Saabye, Providence, R.I., and **Steven Donohue**, from WSBK-TV Boston.

Tom Bell, account executive, WXYT(AM) Detroit, joins WXYZ-TV there in same capacity.

Programing

Robert Lawrence, executive VP, worldwide production, United Artists Corp., Los Angeles, named president, Motion Picture Production.



Boyle

Barbara Boyle, senior VP, production, Orion Pictures, Los Angeles, joins RKO Pictures there as executive VP, production.

Stuart Smiley, head of variety programing, Showtime, New York, joins Home Box Office there as VP, comedy, East Coast.

Martyn S. Weinberg, senior VP, finance, and chief financial officer, Taft Entertainment Co., Los Angeles, named senior VP, animation operations.

Sara Levinson, director, corporate development, Viacom, New York, joins Showtime/The Movie Channel there as senior VP, corporate development.

Paul Rich, president, International Vidmark Productions, Los Angeles, joins De Laurentiis Entertainment Group there as executive VP, entertainment division.

James Retter, independent film and video producer, based in Los Angeles, joins Barry & Enright Productions there as director, home video division.

Gary Abrams, from New York law firm of Cahill Gordon & Reindel, joins NBC Sports there as director, sports contract negotiations.

Tony Elmaleh, director of creative affairs, 20th Century Fox, New York, joins WW Entertainment there as VP, production.

Darrell Walker, attorney, Columbia Pictures Industries, New York, named senior counsel.

Arthur Badavas, manager, on-air talent, HBO, New York, named director, talent relations.

Robert Tucci, director, financial planning, Viacom, New York, named VP, financial planning and development, Viacom Entertainment Group. **Tony Colabraro**, controller, Viacom Enterprises, named VP, controller.



Lee

Debra Lee, attorney, Steptoe & Johnson, Washington, joins Black Entertainment Television there as general counsel and VP, legal affairs.

Judith McHale, senior counsel, MTV Networks Inc., New York, named VP, law.

Donald Kendall, chairman and chief executive officer, Pepsico, elected to board of directors, Lorimar-Telepictures, Culver City, Calif.

Mark Resnick, attorney, Columbia Pictures Industries, Burbank, Calif., named senior counsel.

Dorothy Hamilton, manager of sales service, Blair Entertainment, New York, named director, sales service. **Sherryl Servello**, sales service assistant, Blair Entertainment, named traffic coordinator.

Robert Syers, national sales manager, Cable-television Advertising Bureau, New York, joins Syndicast Services there as VP, national sales.

Denny Moore, VP and general manager, wwwi(FM) Eden, N.C., joins TM Communications, Dallas, as VP, corporate productions.

Robert West, assistant program director, KPLR-TV St. Louis, joins KDNL-TV there as program director.

Wally George, commentator, KDOC-TV Anaheim, Calif., joins KKLA(FM) Los Angeles as talk show host.

Linda Munich, acting producer, *Vision*, minority affairs program, WPVI-TV Philadelphia, named producer.

Gary Furlow, production manager, WMDT-TV Salisbury, Md., joins KSDK-TV St. Louis as

special projects producer.

Chuck Buell, from KRRY-AM-FM Denver, joins KTHR(FM) St. Louis as morning drive personality.

Roy Schrodt, from KTIV(TV) Sioux City, Iowa, joins WIVB-TV Buffalo, N.Y., as commercial production photographer.

Ann Mahoney, playback operator, and **Milliecent Williams**, community programming assistant, Group W Cable, Skokie, Ill., named production coordinators.

News and Public Affairs

Les Kretman, producer, NBC News's Frankfurt, West Germany, bureau, and former deputy bureau chief, NBC News, Washington, named assignment editor, NBC News, Washington.

Brad Kalbfeld, assistant managing editor, news, Associated Press Broadcast News Cen-



Kalbfeld



Thomas

ter, Washington, named managing editor. **Jan Thomas**, anchor-reporter, AP Broadcast News Center, named assistant managing editor, operations.

William Nagy, director of administration, finance and production affairs, ABC News, New York, named VP, production control.

Appointments, WKPT-TV Kingsport, Tenn.: **Mark Wright**, managing editor, to news director, succeeding **Rick Snyder**, who joins KBAK-TV Bakersfield, Calif., as news director; **David Zuckerman**, Myrtle Beach, S.C., bureau chief, WECT-TV Wilmington, N.C., succeeds Wright; **Keith Cate**, reporter, to anchor; **Joe McMakin**, assistant chief videographer, to chief videographer; **Tim Waller**, from WXLV(FM) North Charleston, S.C., **Laurel Fairworth**, from KYW-TV Philadelphia, and **Mike Bond**, from Sacramento (Calif.) *Union*, to reporters; **John Jacobs** and **Joe Cragg**, from WJHL-TV Johnson City, Tenn., to videographers, and **Jim Wogan**, from WMUR-TV Manchester, N.H., to sports anchor-reporter.

Judi Fogel, news director, WITH(AM) Baltimore, joins noncommercial WJHU-FM there as news director.

Frank O'Donnell, senior writer, 10 p.m. news, WTTG(TV) Washington, named producer, 10 p.m.

Jack Calahan, news director, WBRC-TV Birmingham, Ala., joins WCPO-TV Cincinnati in same capacity.

Jim Boyer, from WWL-TV New Orleans, joins KOMO-TV Seattle as news director.

Rebecca La Rue, from KVBC-TV Las Vegas, joins KCRG-TV Cedar Rapids, Iowa, as news producer.

Appointments, The Weather Channel, Atlanta: **Ron Qurashi**, director of affiliate marketing, to Eastern regional manager; **Ame Rogers**, affiliate representative, Eastern region, to marketing coordinator; **Cheryl Jones**, weather anchor, KMGH-TV Denver, to on-camera meteorologist.

Carl Rochelle, correspondent, ABC News, Washington, joins CNN there as military affairs correspondent.

Candy Crowley, White House correspondent, Associated Press Radio Network, Washington, joins NBC News, Washington, as general assignment correspondent.

Robert Lipsyte, correspondent, CBS News, *Sunday Morning*, New York, joins NBC News there as correspondent.

Kim Devore, anchor-reporter, WITI-TV Milwaukee, joins KCST-TV San Diego in same capacity.

Roberta Baskin, from WLS-TV Chicago, joins Lorimar-Telepictures' N.I.W.S. (News and Information Weekly Service), as consumer reporter.

Mark Cassel, reporter and weekend anchor, WCOJ(AM) Coatesville, Pa., joins WILM(AM) Wilmington, Del., as anchor-reporter.

Greia Orihuela, head of production and special projects, WJNU-TV Linden, N.J., named executive producer of *Informador*, station's daily news program.

Mike Schuh, weekend anchor and producer, KFVS-TV Cape Girardeau, Mo., joins WLKY-TV Louisville, Ky., as general assignment reporter.

Jan Snyder, from Utah Arts Council, Salt Lake City, joins KSL(AM) there as producer-community affairs liaison.

Tom Hatten, actor, joins KNX(AM) Los Angeles as entertainment reporter, succeeding Gary Franklin, who has resigned.

Appointments, noncommercial KPFK(FM) Los Angeles: **Harlan Ellison**, science fiction author, to co-host, *Hour 25* science fiction series; **Gillian Rees**, independent publicist, joins as host, *Dancing on the Radio* series.

Lisa Patton, weekend weathercaster, WTVK(TV) Knoxville, Tenn., joins WATE-TV there in same capacity.

Mike Smith, sports director, KGTV(TV) San Diego, joins KNBC-TV Los Angeles as weekend sports reporter.

Mike Moriarty, from University of Iowa, and **Matt Cohea**, from WTOV-TV Rockford, Ill., join KCRG-TV Cedar Rapids, Iowa, as ENG photographers.

Mark Cassel, reporter and weekend anchor, WCOJ(AM) Coatesville, Pa., joins WILM(AM) Wilmington, Del., as anchor-reporter.

Technology

David Baylor, VP, broadcast operations and engineering, Public Broadcasting Service, Washington, joins NBC, New York, as VP, broadcast operations, operations and technical services, succeeding Jack Weir, who was named VP, operations and engineering, Olympics, for NBC.

New home. Jim Spence, former senior vice president, ABC Sports, who left the network earlier this year, has been named president of ICM Sports, a newly created arm of International Creative Management, the New York-based talent agency. ICM Sports will be involved in "all areas of television sports," the company said, including consultation, representation, production and packaging. Mike Pithey, also an ABC Sports veteran, joins Spence at ICM Sports as vice president. Pithey had been with ABC Sports since 1978.

Robert Perry, from IBM, Washington, joins Comsat there as VP and chief financial officer. **Daniel Thomas**, VP, finance, Comsat Technology Products, named treasurer.

D. Grant Ruesch, division VP, business development, RCA Home Information Systems, New York, joins CNR Partners there as VP, finance and administration. **Therese Lee Unnold**, director, corporate marketing, NYNEX Corp., joins CNR Partners as VP, planning. CNR is joint venture of Citicorp, NYNEX Corp. and RCA designed to research and develop interactive electronic services, including videotex.

Mary Krage, key accounts representative, VCA/Technicolor, Des Plaines, Ill., named marketing development supervisor.

William Meyer, director of engineering, OPV Systems, Bolton, Ontario, joins Dixieland Productions, Atlanta, video production and post-production facilities, as chief engineer.

Promotion and PR

Amy Bright-Ruben, acquisitions coordinator, Nickelodeon, MTV Networks Inc., New York, named manager, talent relations.

Regina DeMartino, coordinator, broadcast publicity, ABC Public Relations, New York, named manager, broadcast publicity.

Cynthia Lieberman, manager of audience promotion, Columbia Pictures Television Distribution, Burbank, Calif., named director of audience promotion.

Richard Rottkov, account executive, Manning, Selvage & Lee, New York, joins All American Television there as director of corporate communications.

Jim Andrews, director of public relations, Luckie & Forney Inc. Advertising, Birmingham, Ala., named operations manager. **Philip Shirley**, public relations account executive, L&F, succeeds Andrews.

Christine Brown, account executive, Barkley & Evergreen, Shawnee Mission, Kan., named account supervisor, public relations division.

Joel Canfield, promotion manager, WDIV(TV) Detroit, joins Lorimar-Telepictures, Los Angeles, as director, creative services.

Howard Sherman, director of account services, GK&D Communications, Washington marketing communications agency, joins WNBC-TV New York as manager, advertising

and promotion.

Bob Lawrence, director of creative services, WKPT-TV Kingsport, Tenn., named director of promotion, creative services and community affairs.

Andy Crittenden, promotion director, KHSL-TV Chico, Calif., joins KXLY-AM-FM-TV Spokane, Wash., in same capacity.

Allied Fields



Head

Howard Head, chairman, A.D. Ring & Associates, P.C., Washington-based consulting engineers, retires effective July 31. He will move to Spain, where his wife has family, and set up consulting office in Madrid serving Western Europe, particularly in antenna design, wave propagation and frequency allocation. Head joined company, then Ring & Clark, in 1945, becoming managing partner in 1960's, and chairman when company incorporated in 1984.

Morton Gould, composer and conductor, elected president of American Society of Composers, Authors and Publishers, succeeding **Hal David**, who has been president for past six years. David will continue to serve on board of directors, and will continue his coordination of ASCAP's legislative campaign in Washington.

Alfred Stern, former chairman of National Cable Television Association and chairman of Business Research Publications Inc., was re-elected to Public Broadcasting Service board last week. **N. Joseph Welling**, director of Telecommunications Center at Ohio University in Athens, Ohio, and **Robert McNair**, South Carolina lawyer and former governor of that state, were elected professional and lay vice chairman, respectively.

Jeanette Tully, director of finance, broadcast and entertainment. Harte Hanks Communications, joins Communications Equity Associates, Tampa, Fla., as controller, managed investments division.

Jess DeVaney, research and music director, KCBQ-AM-FM San Diego, joins FMR Associates, Tucson, Ariz., as director of music research and computer systems. FMR provides computerized research and programming service to radio.

Gary Tydings, deputy press secretary, Senator Jeff Bingaman (D-N.M.), joins Public Broadcasting Service, Washington, as associate director of programming for its National Narrowcast Service. He will develop and acquire programming for NNS, which delivers training and educational programs directly to businesses, public agencies and colleges via satellite, microwave and addressable cable technologies.

Trevlyn Holdrige, research analyst, Reyrer & Gersin Associates, joins Coleman Research, Research Triangle Park, N.C., as research associate.

Larry Schott, assistant director, state government relations, National Cable Television Association, Washington, named director of association affairs.

Appointments, Baseline Inc./New York Zoetrope, computer information service to entertainment industry: **Merle Sue Gordon**, director of development, RKO Pictures, New York, to VP, corporate development; **Michelle Sagalyn**, from Showtime/The Movie Channel, New York, to East Coast sales director, and **Linda Basso**, from The Publishing House, Los Angeles, to West Coast sales director, Los Angeles.

Rupert Burks, VP, development, ABC, New York, joins AGB Research there as senior VP, operations.

Steven Beeks, director, operations planning, Walt Disney Studios, Los Angeles, joins Paragon Group there as VP, corporate development. Paragon is limited partnership formed by Russell Goldsmith, former chief operating officer of Lorimar, to acquire, operate and invest in entertainment and communications companies and product.

Tom Weems, independent television engineering consultant, joins National TeleConsultants, Glendale, Calif., broadcast facility design firm, as director of marketing.

Dean Jordan, assistant sports director, WINA-AM Charlottesville, Va., joins athletic department, Penn State University, State College, Pa., as coordinator of radio and television media.

Deaths



Tufty in 1950's

Esther Van Wagoner Tufty, 89, radio, television and newspaper journalist for 70 years, died May 4 at Mount Vernon Nursing Home in Alexandria, Va., following stroke. Tufty, nicknamed "Duchess" by her colleagues, started her Tufty News Service in 1935, working out of National Press Building until 1983, when she began working out of her home. At its height, service was taken by about 300 newspapers. Tufty, who had been newspaper reporter in Michigan, Wisconsin and Illinois, moved to Washington when her husband, Harold, became investigator for Federal Radio Commission (forerunner of FCC). She began broadcasting career in 1930's with interview show on WWDC(AM) Washington. Program had short-lived stint on Atlantic network. When Atlantic closed shop, program moved to NBC, then to ABC when NBC's Blue network was spun off. She entered television in 1952, covering presidential conventions for NBC. In mid-1950's, she was Washington editor for NBC's *Home* show, and was only woman panelist on its *Ask Washington* program. In 1960, Tufty served as president of American Women in Radio and Television. Tufty is survived by two sons.

De Arv (Bart) Barton, 83, general consultant and former VP, MCA TV, Cleveland, died of

complications from circulatory disorder April 27 at Lakewood hospital, Cleveland. Barton had been with MCA since 1935, when he joined its Chicago office. Six months later he opened Cleveland office. In 1951, he joined MCA TV. He is survived by his wife, Dorothy, and daughter.

Ralph Garone, 46, director of sales, WHN(AM)-WAPP(FM) New York, died of cancer May 5 at his home in Roosevelt Island (New York City), N.Y. Before joining stations, he held sales positions at New York radio stations WPIX(FM), WYNY(FM) and WNBC(AM). He was also member of The Bob Knight Four singing group. He is survived by his wife, Susan, and daughter from previous marriage.

Robert Alda, 72, television, film and stage actor, died May 3 at his home in Los Angeles of complications from stroke he suffered two years ago. Alda's television credits, in addition to guest appearances, include game shows, *What's Your Bid* (DuMont), 1953; *Can Do* (NBC), 1956; *Personality Puzzle* (ABC), 1953; variety series, *By Popular Demand*, and most recently, *Supertrain* (NBC), 1979. Alda is survived by his wife, Flora, and two sons. One son, Alan, is former star of *M.A.S.H.* television series.

Robert Stevenson, 81, motion picture and television director and writer, died April 30 in Santa Barbara, Calif. In 1934, he began writing and directing motion pictures in his native England, moving to Hollywood following year under contract to producer David O. Selznick. He directed scores of films for various studios, including "Mary Poppins" and "Old Yeller" for Walt Disney Studios during 22-year affiliation that began in 1956. During early 1950's he began directing for television, eventually overseeing more than 100 productions and writing for such series as *Gunsmoke*, *Alfred Hitchcock Presents* and *General Electric Theater*. Survivors include his wife, Ursula, son and daughter.

R.V. (Bob) Bowles, 86, retired radio broadcaster, died of cancer May 1 at Munroe Regional Medical Center, Ocala, Fla. Bowles was formerly general manager of WFTL(AM) Ft. Lauderdale, Fla., and served on board of directors for Florida Association of Broadcasters in 1950's and '60's. He is survived by his wife, daughter and two sons, one of whom is radio researcher Jhan Hiber of Jhan Hiber & Associates, Carmel, Calif.

Bill Scholz, 53, director, plant and facilities, WRC-TV Washington, since 1979, died May 7 in apparent suicide jump from roof of station. He had joined parent, RCA, as manager, plant engineering, Washington, in 1951. In 1976-1979, he became manager, engineering and facilities, WRC-TV, and 1979-present, director, plant and facilities. He is survived by his wife Pat, two daughters and son.

Rodolfo Garcia Cortez, 43, air personality, KWKW(AM) Pasadena, Calif., was found stabbed to death April 29 near his home in Los Angeles. Police said he had apparently been murdered on April 28 and that his car, wallet and jewelry were missing. He was born in Mexico, where he worked for various radio stations before emigrating to U.S. in 1980, first working at Spanish-language KO-FY(AM) San Mateo, Calif., before joining KWKW in 1983. Survivors include his wife, Bertha, two daughters and one son.

Building Viacom's broadcast group

Paul Hughes, president of Viacom's broadcast station group, has very high expectations for the station managers reporting to him. And the group's performance in recent years indicates he has the ability to turn those expectations into results. Earnings for the division, which includes four television and five radio stations, were up 37% in 1985 to over \$29 million, on revenues that climbed 19% to almost \$84 million. A year earlier, earnings grew 51% on revenues up 32%. (Operating profit margins for the group have averaged in the 40% range.) Hughes attributes those gains to good positioning of the stations in their markets, aggressive selling and, as he puts it, "some prudent budgeting on the cost side." His managers credit his style of decentralized management, coupled with an ability and willingness to help them solve specific problems, with much of that success.

If all goes according to plan, Hughes will have many more station managers under his wing in the coming years. One of his long-term strategies is to build the station group to a full complement of 12 radio and 12 television stations. Viacom will probably close on its deal for TV station number five—KMOX-TV St. Louis—in the next week or two. "We are actively searching all the time."

But Viacom will conduct its search with a "prudent focus" on stations in markets with great growth potential. Hughes cites St. Louis as one such market, although KMOX-TV is a rare find because it is part of the CBS owned-station group. "We are looking for the right kind of stations in markets that represent solid growth potential," said Hughes. St. Louis, he contends, has had "tremendous growth" over the past 15 years and now has a strong economic base that should make KMOX-TV a gold mine in the years ahead. "We saw a number of things that were unique to the St. Louis station," said Hughes, not the least of which was its O&O status. "As a network owned station it has certain built-in things to serve that organization that represent cost-savings opportunities for us because we don't need them. We tend to run rather lean and mean operations."

The pace of acquisitions, Hughes suggests, may be slowed by the high prices currently being asked. "It is a little more difficult climate given seller expectations. We're in a phase now where our acquisition process is a little more difficult," said Hughes.

Hughes, 47, began his broadcast career 25 years ago on the agency side of the business, as a media buyer for Harold Cabot Co., Boston. That was from 1961 until 1963, when he decided he could probably make a lot more money selling advertising time on television, if the people who had called on him



PAUL MARTIN HUGHES—president, Viacom Broadcast Group; b. Sept. 8, 1938, Boston; BS, business administration, Boston College, 1960; media buyer, Harold Cabot Co., Boston, 1961-63; local sales representative, WPRO-TV Providence, R.I., 1963-65; sales manager, 1965-70; general manager, WJRT-TV Flint, Mich., 1971; general manager, WTEN-TV Albany, N.Y., 1971-76; executive vice president, TeleRep, 1976-77; general manager, WCCO-TV Minneapolis, 1977; president and general manager, WVIT(TV) Hartford, Conn., 1978-82, present position since April 1982; m. Maureen McCabe, Sept. 1, 1962; children—Caroleen, 23; James, 21; Nancy, 19.

as a buyer were any indication. He landed a job as a local salesman for WPRO-TV (now WPRI-TV) Providence, R.I. Two years later, he moved to WJRT-TV Flint, Mich., (owned by Poole Broadcasting, which was subsequently acquired by Knight-Ridder) as local sales manager. He remained with the station until 1971, working his way up to general manager before transferring to Poole's WTBN-TV Albany, N.Y., as general manager, where he stayed until 1976.

In 1976 Hughes transferred to the Poole station in Albany, N.Y., WTBN-TV, as general manager. But in 1977 Hughes was sidetracked from the station business for a year when he was lured to TeleRep by Al Masini, who was looking for a number-two man. Hughes had questions about the future direction and independence of Poole at the time he made the move. "So [Masini's] objectives and my concern about where the company was going sort of melded together," said Hughes. But it didn't take him long to conclude that the headaches of being a middleman were not worth the rewards or management opportunities that he had left the station business to explore.

The rep business proved to be, in Hughes's estimation, a fruitless tug-of-war with stations on one side and agencies on the other, each pulling at the rep in the middle. "You get pulled apart nine ways to Sunday," Hughes said. "It's a tough, demanding business because you never seem to get the appropriate credit. If something works out, the

station will always take credit and the agencies get their part. But if something doesn't work out, they both jump on you." Hughes said a major frustration was that stations often would not take the program advice that TeleRep offered, based on what he says was a sophisticated research operation with a proved track record. "You knew they would get the ratings" with the program recommendations they often rejected, said Hughes, "and then they would jump on you when their rates weren't up."

But his time at TeleRep allowed him to manage an organization with offices nationwide, which, as he notes, "is a lot different than when you have everybody under one roof." The experience, he believes, broadened his management skills, and he has no regrets about that.

In 1977, Hughes rejoined the station business, as general manager of WCCO-TV Minneapolis, but he was not ready to settle down. A year later he left the station, hoping to acquire one of his own. He had realized a small windfall when Poole Broadcasting (of which he had been a stockholder) was sold. But the stock turned out to be "a drop in the ocean in terms of acquiring a station."

Hughes put his goal of acquiring a station on hold and sought out a new management opportunity. Through contacts, he learned that Viacom was looking for a manager to run its first television station, WVIT(TV) Hartford, Conn. He got the nod. In 1982, with the company's station group beginning to expand, Viacom named Hughes to the newly created position of broadcast group president. The current portfolio includes: television stations WVIT, WNYT(TV) Albany and WHEC-TV Rochester, both New York, and KSLA-TV Shreveport, La.; and radio stations WLTW-FM New York; WLAK-FM Chicago; KIKK(AM) Pasadena, Tex.; KIKK-FM Houston; WMZQ-AM-FM Washington and WRVR-AM-FM Memphis.

Some of the station managers who work for him say Hughes lets them run their stations pretty much as they see fit. "It comes as close to owning your own business without owning it as you can get," said one. "He stays out of the way as long as you're hitting the basic objectives you said you would." Another Viacom station manager praises his accessibility. "There's great communication to the top," he said of Hughes. "Problems are quickly addressed and after that things just move forward."

As for the industry, Hughes says the industry's most important mandate is to find ways of improving the "vitality of programming." A couple of years ago, he notes, some were proclaiming the death of the TV comedy genre. "But once you got some good ones on the air," he said, "people realized the form wasn't dead; it was the quality of execution that was lacking." The point is, he said, "viewers will respond to well executed and well produced programming." ■

Takeover rumors again focused on Viacom last week, as **stock rose on heavy trading to \$72, up \$9 since beginning of week.** Arousing special interest were two large block trades: one million shares on Monday, May 5, followed last Friday by 1.5-million-share block. Latter purchase represents more than 5% of Viacom's outstanding shares, indicating filing with Securities and Exchange Commission identifying buyer should be expected within next 10 days. Unsubstantiated reports said buyer of both blocks was investor, **Carl Icahn.** Same reports said seller was JMB Realty Corp., Chicago-based real estate syndicator, that five months ago filed with SEC stating ownership at 11.7% of Viacom ("Top of the Week," Dec. 9, 1985). JMB's average price-per-share was roughly \$55. At Viacom's annual meeting, two weeks ago, company's president and chief executive officer, Terrence Elkes, said, "While I am sure you have read various reports of takeover rumors, Viacom fully intends to remain an independent company so that it may continue on its very successful strategic course and enhance shareholder values." At May 1 meeting, shareholders approved two-for-one stock split and authorized increase in number of shares from 30 million to 150 million.

In wrapping up analysis of network's new prime time season last week, CBS Entertainment President Bud Grant said **Magnum P.I.,** former hit that's been in shadow of NBC's *Cosby* last two seasons, would be "remarketed" this summer, in preparation for new slot against *Dynasty* next fall (see "Top of the Week"). That was interpreted to mean that program and star, Tom Selleck, will get extraordinary amount of promotion this summer, because CBS feels show has good chance of knocking *Dynasty* out of first place at Wednesday 9 p.m.-10 p.m. Grant also revealed that, contrary to recent press reports, when Patrick Duffy returns to cast of *Dallas*, he will be revived as Bobby Ewing, who was killed off last season when Duffy left show. Earlier reports said Duffy would return as different character.

CBS affiliate KGGM-TV Albuquerque, N.M., scored court victory last

week in its attempt to hinder on-air contesting, mostly within local newscasts, by two major competitors in town during May sweeps. New Mexico state district court in Albuquerque lifted temporary restraining order sought by NBC affiliate KOB-TV, which was issued May 2, allowing KGGM to continue broadcasting "sweepstakes" numbers and "code" words that are part of separate promotional contests being conducted by KOB and ABC affiliate KOAT-TV, respectively. (KOAT, which launched its promotion after KOB, did not take legal action against KGGM.) Court said it could not determine what, if any, financial harm would occur through actions of either KGGM or KOB. KGGM President Andrew Hebenstreit said station took such measures to underscore its belief that it's "bad practice" for stations to conduct contests during sweeps period because it "distorts" ratings picture. KGGM is airing KOB's numbers and KOAT's code words under what it calls its "Watch What You Want and Win" campaign. KOB Vice President and General Manager Jerry Danziger said he had "mixed emotions" about court's decision because KOB, through KGGM, was receiving "free publicity." Danziger also said that running contest during sweeps is only way to measure true strength of promotion and audience sampling.

Saatchi & Saatchi, PLC, confirmed last Tuesday (May 6) that it was holding **merger talks with privately held Ted Bates Worldwide Inc.** If completed, merger would lead to world's largest advertising agency, with combined estimated billings of \$6.5 billion. London-based Saatchi & Saatchi (NASDAQ:SACHY) has within past month acquired two other U.S. advertising agencies: Backer & Spielvogel and Dancer Fitzgerald Sample.

Impact of network television on nomination process "is greater than the effect of the news media on any other part of the national political process." That view was presented last week by Michael J. Robinson of the Media Analysis Project, George Washington University, before House Subcommittee on Elections. Subcommittee held **hearing on several bills that would revise presidential prima-**

Fifth Estate fares well under new tax plan

The Senate Finance Committee last week passed legislation that would result in a major overhaul of the current tax code. For the business community in general, the bill, if adopted, would lead to substantial changes. Chief among them would be the elimination of many widely used deductions and tax shelters. Corporate taxes in total would be increased by about \$100 billion by 1991.

Under the bill, the current top corporate tax rate of 46% would fall to 33%, and the top personal tax rate would be reduced from 50% to 27%. The current deduction for business expenses for entertainment and meals would be reduced from 100% to 80%. The legislation also proposes a tougher corporate minimum tax. The Senate bill like its counterpart in the House would repeal the investment tax credits (ITC's) that allow companies to subtract from their tax bills 6% to 10% of the sum they have spent during the year on certain types of assets.

The measure is far from being a fait accompli. First, the bill moves to the Senate floor for a vote, where attempts at further revision are expected. Even if the Senate adopts the controversial bill, the measure must still be reconciled with a considerably different House version.

From broadcasters, the bill was basically getting positive reviews. Gerald W. Agema, chief financial officer for Tribune Stations, thinks the measure is "generally favorable." Agema noted that Tribune is presently paying close to a 46% tax rate and that the lowering of the corporate tax rate to 33% was considered a plus. For some smaller broadcasters, the loss of ITC's might be viewed as a major problem. Agema said that ITC's were not a "big item" for Tribune. And as Ronald J. Doerfler, senior vice president and chief financial officer for Captial Cities Communications/ABC, noted, the lowering of the tax rate compensates for the loss of ITC's.

But there also appeared to be a downside for broadcasters in

the tax package. The bill's elimination of some tax shelters is likely to have a negative impact on limited partnerships to finance broadcast operations. Mike Finkelstein, chief executive officer for Odyssey Television, whose group operation of five television stations is financed through limited partnerships, thinks the measure spells the end to that form of financing. Without the limited partnerships, Finkelstein said it won't be as easy to finance new start-ups. Nonetheless, "we'll find ways of getting it done," he said.

Broadcasters along with advertisers were particularly relieved that an earlier proposal to limit the deductions for advertising expenses from 100% to 80% within a given year, with the remaining 20% amortized over a five-year period, had not been revived (BROADCASTING, March 17, 1985).

Overall, the general impression of the measure by cable representatives in Washington was that its corporate provisions are a "substantial improvement" over the House bill.

The bill's inclusion of the current five-year recovery period on the 200% declining balance method for depreciation is being viewed by cable as a major improvement over the 10-year depreciation provision contained in the House bill. Also good news for cable is that the so-called General Utilities doctrine is retained. An earlier version of the bill proposed to substantially repeal the doctrine. Under existing tax law, if a corporation liquidates assets and distributes the proceeds to the shareholders, the shareholders pay income taxes on the distribution, not the corporation.

However, the measure does raise some concerns for cable. Limited partnerships have also been a popular means of financing cable systems, and the bill's removal of the use of such partnerships will surely have an effect. And a tougher corporate minimum tax could throw some companies that currently pay no taxes into a tax-paying position.

ry process. Robinson addressed subject of how media influences primary process. He listed several ways in which media affects process. One way in particular is through use of what Robinson called "surprise journalism." Specifically, broadcast journalism, he said, has "marked tendency to shift attention dramatically to anyone who does surprisingly well in a primary or caucus.

Judge with U.S. District Court for Southern District of New York has ordered local stations delinquent in making **retroactive music license payments to BMI** for period from Feb. 1, 1983, to Nov. 16, 1984, to report and pay fees. That was period when fees were on hold pending disposition of antitrust suit against BMI and ASCAP. Jan. 31, 1986, deadline imposed by court has come and gone by which time all retroactive fees were to have been paid. Court said last week those missing that deadline would have to pay interest amounting to annual 9%. Exact count of delinquent stations was not available last week, but it's estimated to be between 100 and 200 stations. Spokesman for All-Industry TV Station Music License Committee commented that, "broadcasters who have not submitted payments [for the retroactive period] must do so immediately. There is no question about that." Similar proceeding concerning ASCAP payments is still pending.

Saturday Night Live has been renewed by NBC for 12th season. Lorne Michaels will continue as executive producer. Brandon Tartikoff, president of NBC Entertainment, called this past year "rebuilding season" for show.

FCC has proposed to permit both single channel and multiple channel **multipoint distribution service** operators to provide any sort of point-to-multipoint service they choose on common carrier or noncommon carrier basis.

Lawrence K. Grossman, president of NBC News, addressed issue of **television coverage of terrorism** last week at Edward R. Murrow Brotherhood Awards ceremony, given by Cinema/Radio/TV unit of B'nai B'rith in New York. In defense of press coverage of terrorism, and in particular of NBC's interview of terrorist Abul Abbas (see story, page 73) last week, Grossman said "the press cannot treat terrorist kidnappings, murders and bombings as if they had not happened. If television cameras were to be turned away from such news, viewers would no longer trust television

journalism. It would lose all credibility." Television does get "used" by terrorists, "offering them a tactical advantage," he said, adding, "the very existence of television today undoubtedly bears some responsibility for the 'copycat' syndrome of terrorism today." That does not mean complete control of situations for terrorists, however: "It is unrealistic to believe that air time will ever be surrendered when lives are at stake." Grossman said banning coverage in democratic society is wrong: "It is the height of arrogance to take the position that the general public should not be permitted to know what reporters on-the-scene know, unless the reporters have confidential information that could jeopardize lives." Grossman said NBC News internal investigation of coverage of terrorism "produced no dramatic new theories or special new insights. Instead, our study has reaffirmed that professionalism, tempered by common sense and good judgment in each case, is the most useful guide to covering such incidents." Grossman's remarks paralleled his speech at World Economic Forum this past February in Davos, Switzerland.

Representative James T. Broyhill (R-N.C.), ranking minority member on House Energy and Commerce Committee, **won party primary for Senate seat** being vacated by John East (R-N.C.). Broyhill was challenged by Republican David Funderburk. Broyhill will run against Democrat Terry Sanford in general election.

Lane Venardos is stepping down as executive producer of CBS Evening News with Dan Rather and will become **executive producer and deputy director, special events**, effective today (May 12). He will report to Joan Richman, vice president of special event coverage. Venardos, who has been in charge of *Evening News* since January of 1984, is being replaced by **Tom Bettag**, who has been number-two executive on *Evening News*. Bettag has been with CBS News since 1969. **Andrew Heyward** will replace Bettag as senior broadcast producer. CBS News president Van Gordon Sauter praised Venardos for having performed "superbly" during his reign over evening broadcast.

White House plans to renominate R. Kenneth Towery of Austin, Tex., to board of Corporation for Public Broadcasting. Towery, president and founder of Sentinel Corp., Texas business and consulting firm, and former newspaper reporter and Pulitzer Prize winner, has been board member since November 1981 and its vice chairman since September 1984.

CBS, affiliates SNG talks slow

To stay competitive in news, CBS and its affiliates recognize that they have to get into satellite newsgathering—the coverage and exchange of news using powerful and flexible Ku-band satellite technology—and that they have to do it together. With that in mind, CBS executives and affiliate representatives have been talking since January in an effort to come up with an SNG plan for the network. They had hoped to finish the job in time for an unveiling at the annual affiliates meeting in Los Angeles next week (May 18-21), but the talks have gotten bogged down. The sticking point: how and to what extent the affiliates should compensate CBS for its subsidization of SNG uplinks and its provision of Ku-band satellite time and an SNG operations centers.

The affiliates board, meeting by telephone last Thursday, decided to simplify the negotiations by concentrating on just one element of the SNG plan, the subsidization of uplinks. According to Phil Jones, chairman of the board and vice president-general manager of KCTV(TV) Kansas City, Mo., the affiliates want CBS to pay half the cost (up to \$150,000) of either an SNG vehicle or fixed Ku-band uplink to encourage affiliates in all markets to acquire them. During the conference-call meeting, he said, the board assigned its economic study committee the task of how to compensate CBS for the subsidization. After the committee makes its recommendations, he said, he will meet with CBS officials in New York in mid-June and hammer out an agreement "eyeball to eyeball."

Once the uplink arrangement is settled, Jones said, CBS and the affiliates can focus setting up and sharing the expense of the other two elements of an SNG network: the Ku-band satellite time and the operations center. Jones said the full value of an SNG vehicle is not realized until it becomes part of a network. "If the truck is out there on its own, it's really kind of stupid."

The CBS affiliates began clamoring for help in getting into SNG since NBC announced its affiliate plan last January during the NATPE meeting in January. Under the NBC plan, which is apparently the model for the CBS plan, the network has promised to pay half the cost of the SNG vehicle (up to \$150,000) and provide a \$30,000 communications package for it. NBC is also providing Ku-band satellite time (on RCA's Satcom K-2) and a traffic control center. The NBC affiliate board has agreed to compensate NBC by returning some of local spots in network programming to the network.

According to Jones, the CBS board may follow the lead of the NBC board and pay back CBS by giving up a few spots. The idea is seductive because it would not make any significant immediate impact on the revenues of the station, he said, but many affiliates are reluctant to set a precedent for expanding the network's inventory.

Another way the affiliates could reimburse the network is by giving up some of the compensation the network pays affiliates for broadcasting each of its shows, he said.

Editorials

Fox gives chase

It talks like a network, chooses programs like a network and hires executives from the three networks now on the air, so maybe Fox Broadcasting Co. will indeed become the fourth broadcasting network, even though its president calls it by another name. With the resources at its command and already committed, this venture looks solid enough to justify the gamble it is taking.

From television and NBC comes something borrowed and at times slightly blue, Joan Rivers. From the movies and Disney's Touchstone Productions comes a sitcom version of this season's biggest box-office hit, "Down and Out in Beverly Hills." The first acquisitions suggest budgets competitive with those of the existing networks. Money talks as loudly in television as anywhere else, and when money talks, television broadcasters listen. Add to that the promise of generous compensation for stations that affiliate with FBC, and FBC is bound to attract attention.

There has been talk of a fourth network since the existing network business achieved the status of a three-network enterprise. At one time ABC was called half a network. Talk has led to tentative actions and to ad hoc networks that appear and disappear. FBC just may be going at this enterprise in the right way and at the right time.

Fox officials vow that their enterprise will affiliate exclusively with broadcasters. If there were hybrid plans to affiliate with cable where broadcasting was unavailable, as once reported, they have been scrubbed. It is interesting that Fox has made that choice at a time that cable interests are talking of forming still another cable network.

Can enough programming be found to satisfy this expanding market, or will cannibalizing set in? Tune in later, but meanwhile give Barry Diller and Jamie Kellner an introductory round of applause.

Then and now

As was to be expected, broadcasters and land-mobile radio interests have disagreed on the extent and intensity of interference that UHF broadcasters would suffer if the sharing of UHF channels in eight major cities, as proposed by the FCC, came about. Technicalities aside, the dispute boils down to a definition of objectionable interference. That leads to a subjective study of viewer expectations, not quite as precise a laboratory exercise as, say, measuring decibels with a meter.

The FCC and land-mobile people think the definitive work on interference tolerance was done in 1958 by the Television Allocations Study Organization, an industry-government committee that functioned during the early television years to help the FCC set standards. The broadcasters of 1986 say that any study of viewer tolerance made nearly 30 years ago is grossly obsolete. A study commissioned by the broadcasters early this year supports their conclusion.

Anyone whose personal experience spans the period in question and whose sight, hearing and memory remain unimpaired is aware of the improvement that has taken place in the quality of television reception. In 1958 the pictures on the studio monitor and living-room console presented different worlds, but viewers were in no position to know that what they saw was a fuzzy, jumpy and gray version of the black and white picture that was originated. Color was a novelty. Only NBC was putting much on the air. Neither ABC nor CBS had converted its regular schedule from monochrome. The level of viewer sophistication had been

measured not so many years before by the appearance of test patterns in rating reports.

It doesn't take research at CBS Labs, as commissioned by the broadcasters, to prove that the television picture of 1958 would be instantly rejected by the television viewer of 1986. If anything, interference limitations ought to be stricter now than they were when the medium and its audience were too young to know better.

An FCC official is quoted elsewhere in these pages as saying the FCC will take a look at the new research that the broadcasters commissioned. After that, it had better take a harder look at the premises on which it based its proposal for widespread channel sharing.

Perilous passage

Another FCC commissioner is being held hostage. The victim this time is Patricia Dennis, the prospective Democratic successor to Henry Rivera on a commission that has by now grown accustomed to only four faces. Or at least should be getting used to seeing its members shanghaied on their way to being sworn in. In 1982 it was Stephen Sharp, held up by Senator Ted Stevens. In 1983 it was Dennis Patrick, held up by Senator Barry Goldwater. Now it's Dennis, held up by Representative James T. Broyhill, ranking minority member of the House Energy and Commerce Committee. And those are but the detainees of freshest memory.

The compounded pity of it all is that Broyhill presumably has nothing against Dennis personally; his target is the White House, and Dennis has simply proved handy ammunition. Indeed, the congressman's hold—for reasons known not only best but exclusively to him—is on the so-called "terms bill" that reduces the FCC commissioners' tenure from seven years to five. The Senate, in turn, says it won't move on the Dennis nomination until the House passes the terms measure, atop which Broyhill sits (with the sufferance of the House Telecommunications Subcommittee Chairman, Tim Wirth). In the meantime, the agency is forced to operate at 80%, while the remaining 20% cools her heels at the National Labor Relations Board.

Broyhill has been a good friend to broadcasters in the past (not to mention the FCC's other constituents) and surely will be again. At present, however, he is winning no friends in those quarters by handicapping the commission as the means to his legislative ends. Politics is politics. But enough is also enough.



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