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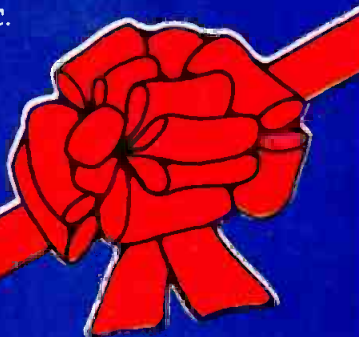
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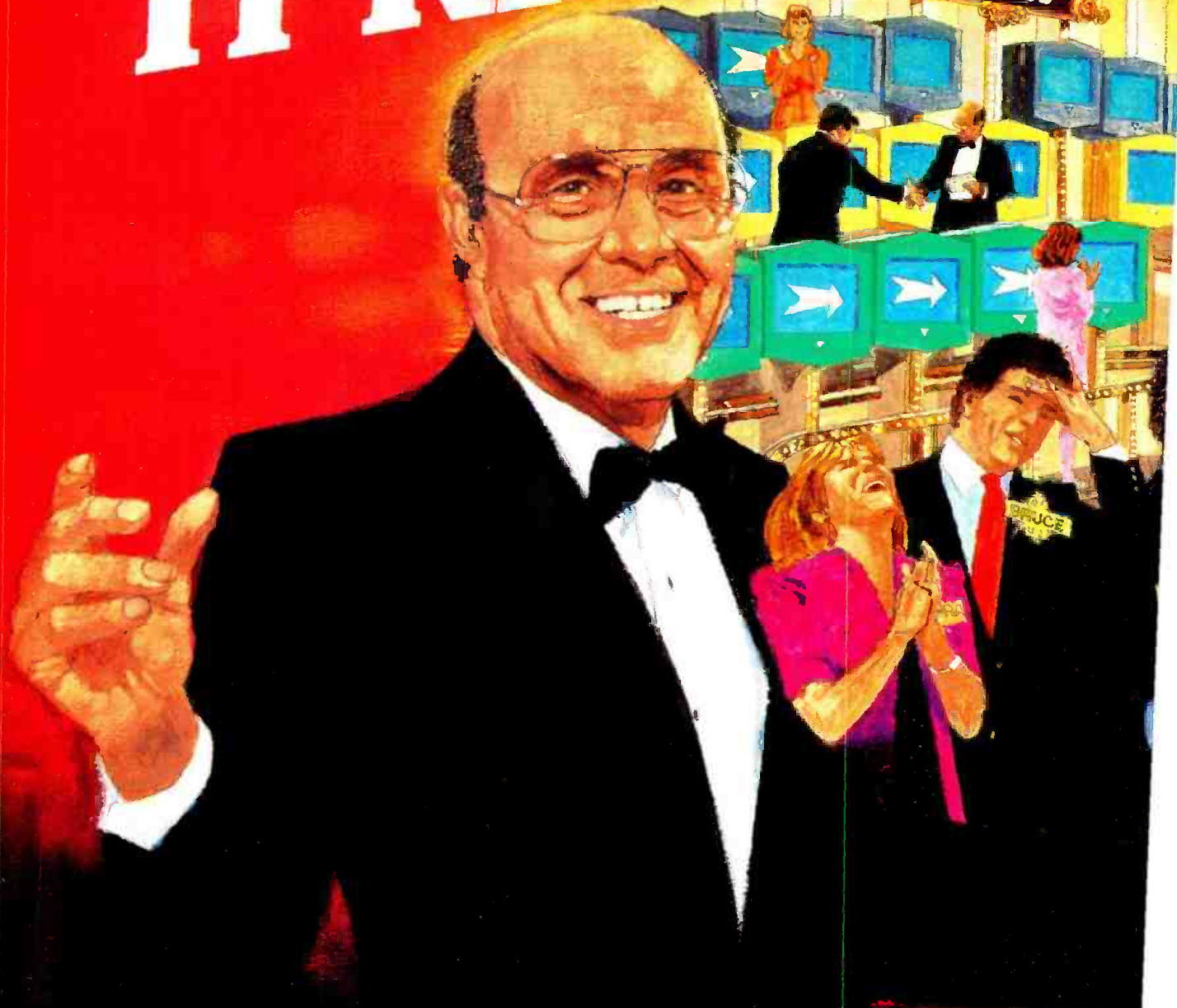
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55th Year 1985

**TCL, ATC, Comcast in,
Group W Cable out**

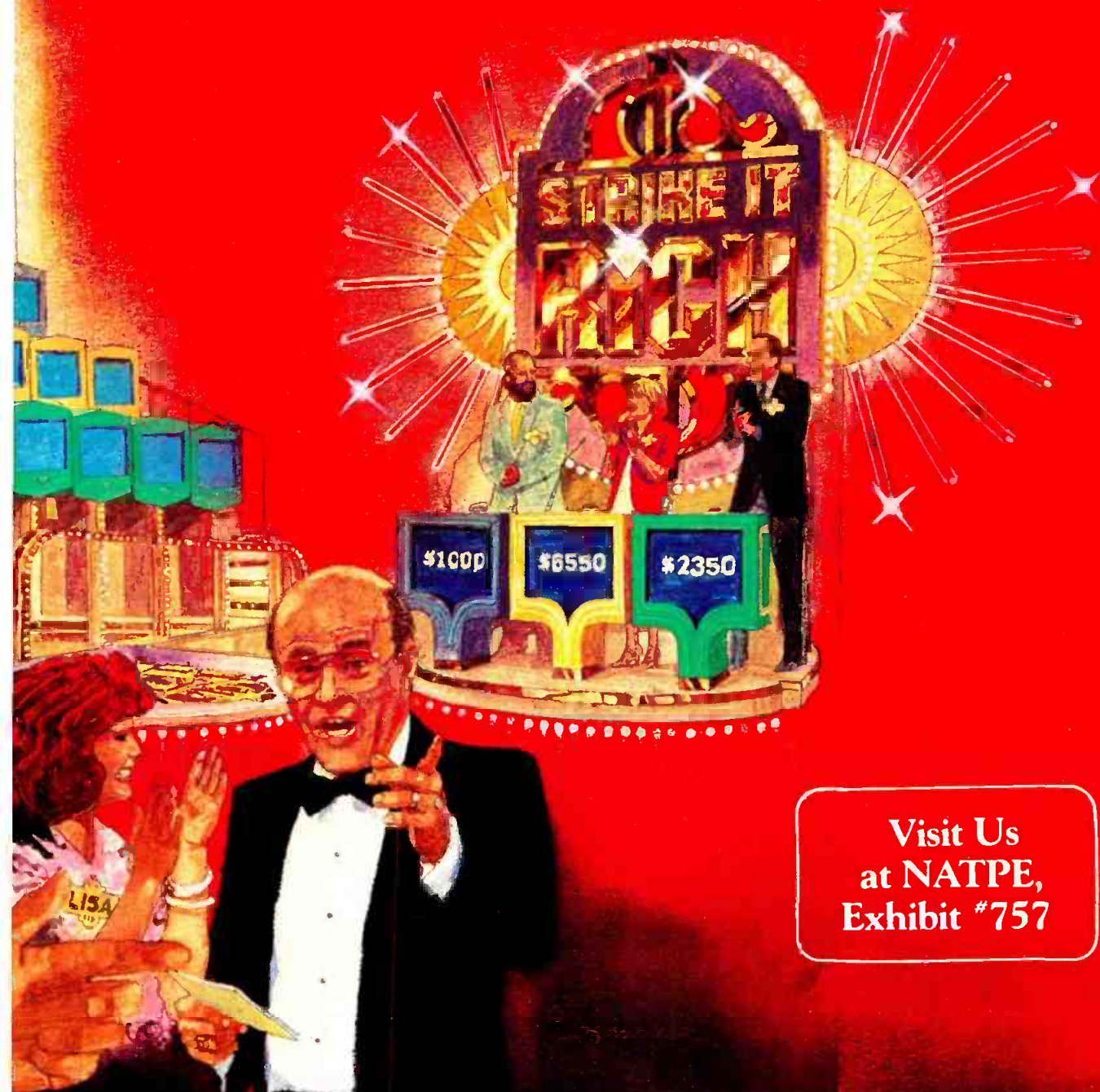
White House mediaman
Pat Buchanan

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STARRING
JOE GARAGIOLA

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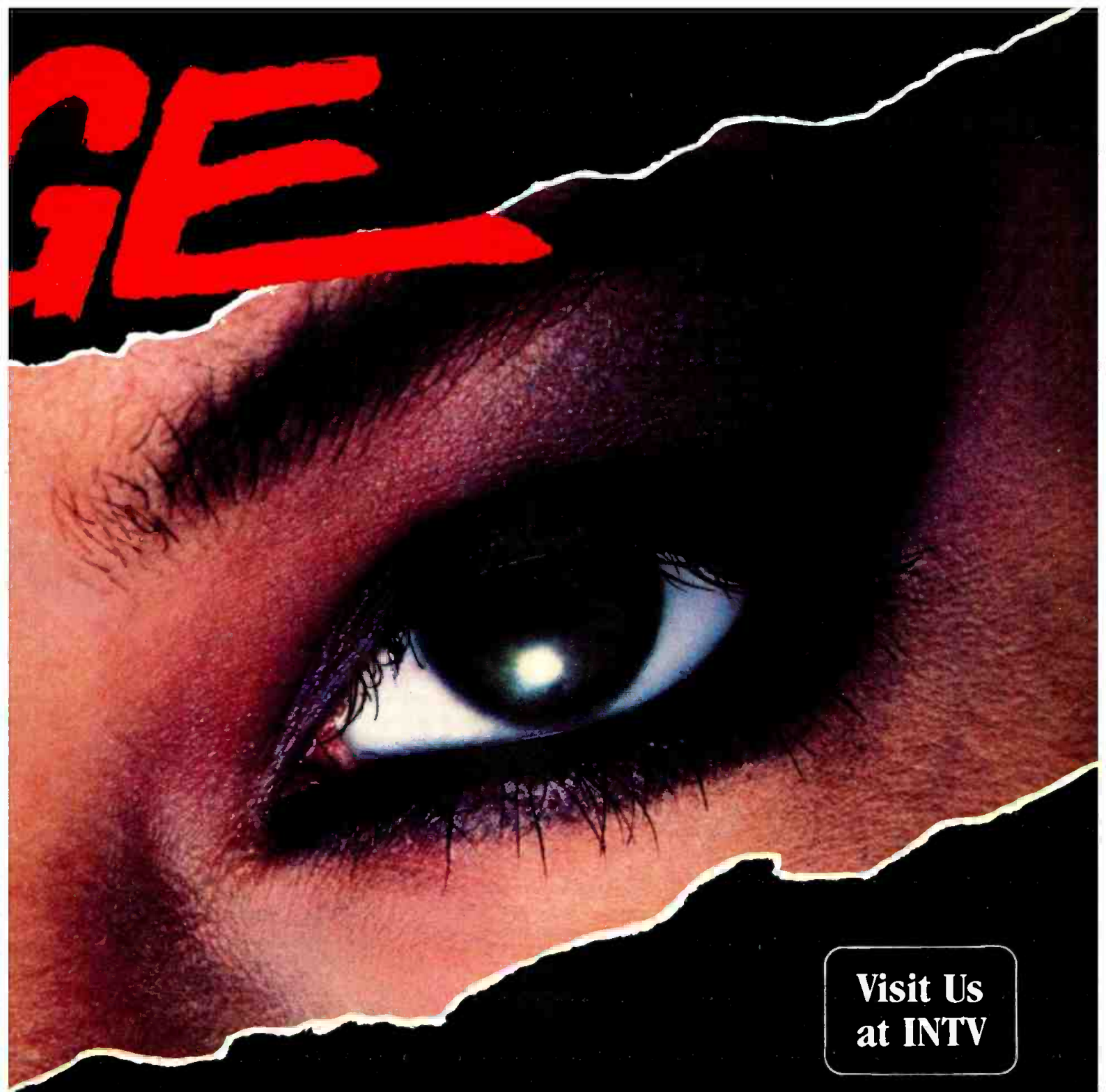


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Broadcasting **Dec 30**

Buying and selling dominate history of 1985 MSO consortium buys Group W Cable Countdown to INTV

BONANZA YEAR □ Buying and selling of Fifth Estate properties, including television and radio networks and stations, film and production companies, cable systems and advertising agencies, totals \$30 billion, making 1985 the biggest year of financial deals in history. **PAGE 35.** What all those deals have done to the top 20 television group owners by market reach begins on **PAGE 39.**

UNDER FIRE □ Suit filed against National Black Media Coalition, alleging it tried to force owner of FM to sell to minority buyer. NBMC says charges are "frivolous." **PAGE 41.**

NAB REORGANIZATION □ NAB President Eddie Fritts announces changes in association structure. **PAGE 42.** Shaun Sheehan leaves to take Tribune post in Washington. **PAGE 42.**

INTV COUNTDOWN □ Association of Independent Television Stations convention next week in Los Angeles sports "Coming of Age" theme. **PAGE 43.** The agenda appears on **PAGE 46.** An exhibitor's listing begins on **PAGE 54.**

THE SECOND 50 YEARS □ BROADCASTING's annual look back at the year 1985, a year in which two of the three broadcast networks changed hands and the rush to buy and sell other properties went on unabated. The Supreme Court's must carry decision threw a new twist into the broadcaster-cable operator relationship. **PAGE 70.**

POINT MAN □ White House communications chief Patrick Buchanan has kept a low profile in the Reagan administration, working to implant firmly

in history the President's programs. **PAGE 76.**

NEW SLATE □ Public Broadcasting Service unveils new winter-spring schedule. **PAGE 79.**

ANOTHER WIN □ NBC wins week 13 of the season, its ninth win to date. **PAGE 80.**

BULLPEN SAVE □ ABC to fill USFL football gap in spring by programming Major League Baseball on Sunday afternoons. **PAGE 82.**

COUNTING UP □ By year's end, 150 television broadcasters expected to be on the air with stereo. **PAGE 84.**

JOURNALISTIC APPEAL □ Financial News Network appeals bankruptcy judge's ruling that bidding process for UPI will not be reopened. **PAGE 88.**

CHANGING FACE □ Capped by the purchase of KTLA Los Angeles, Tribune Co. has gone from a newspaper-dominated company to one of the major players in broadcasting. **PAGE 89.**

GROUP BUY □ MSO consortium of Tele-Communications Inc., American Television & Communications, Comcast, Daniels & Associates and Century buys Group W Cable properties, which serve 2.1 million subscribers, for \$2.1 billion. **PAGE 94.**

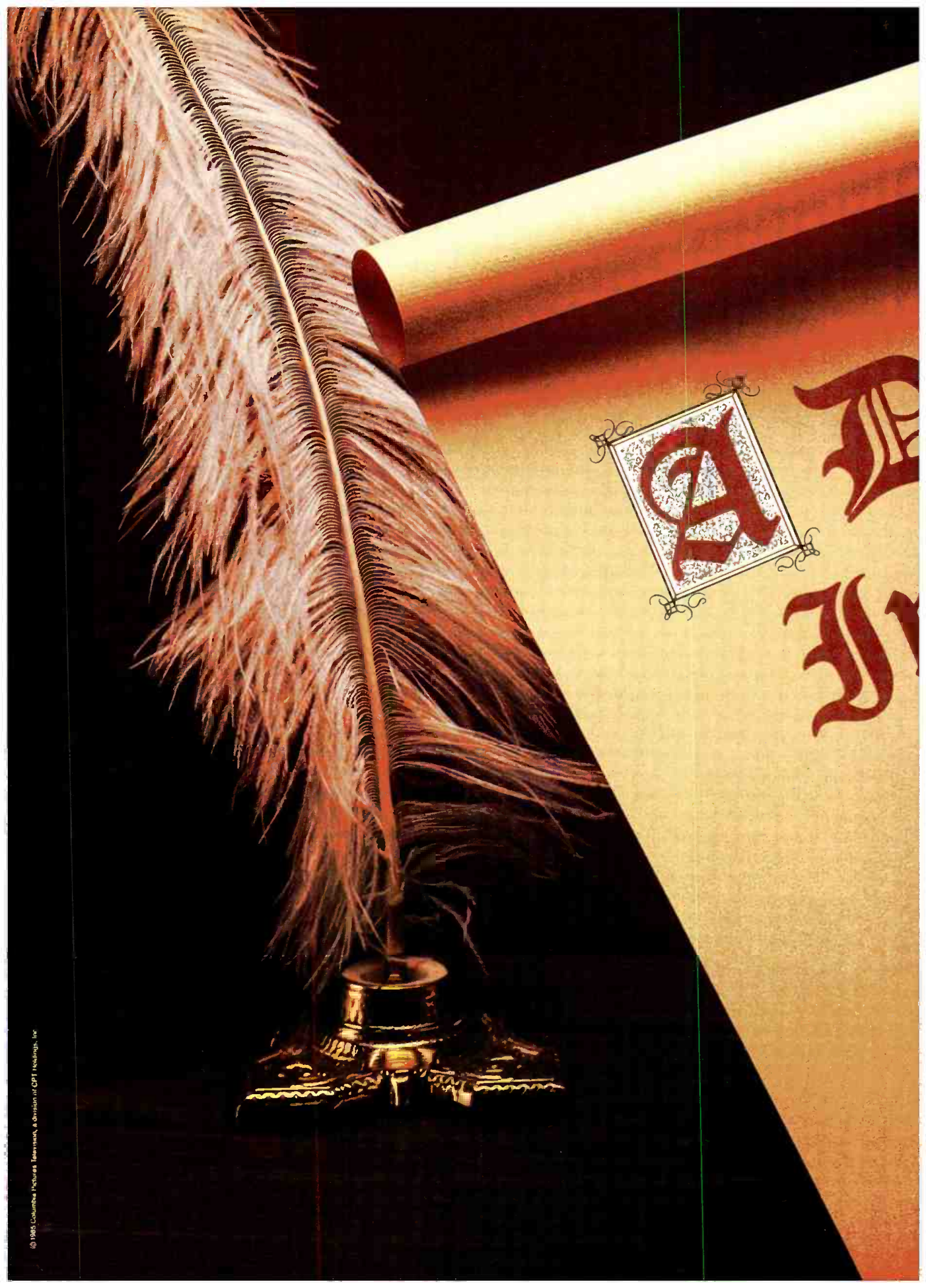
READY, WILLING: ABEL □ NAB's great communicator, VP of Research and Planning John Abel, becomes executive vice president for operations on Jan. 1. **PAGE 111.**

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Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions: U.S. and possessions: one year \$65, two years \$125, three years \$175. Canadian and other international subscribers add \$20 per year. U.S. and possessions \$170 yearly for special delivery. \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* \$85. *Across the Dial* \$6.95. Call toll-free for new orders: 800-638-SUBS. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (\$37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

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Declaration to Independents.

Together we will continue to
make programming history.



INTV 1986

Radio rapprochement

Negotiations to effect merger between National Association of Broadcasters and National Radio Broadcasters Association are on fast track, and should be ready for approval by NAB board at winter meeting in St. Maarten, Netherlands Antilles, and—assuming approval—ratification by NRBA board shortly thereafter. Historic agreement would unite radio industry in one major trade association, retiring from scene separatist movement NRBA has operated for quarter century.

Among quid pro quos: 12 NRBA members would serve on NAB board, four for one year, four for two years and four for three years—all seats sunsetting at end of first term; radio board chairman, with elevated responsibilities, would become principal spokesperson for radio industry; by-laws changes would give radio department “substantially more clout and visibility” in NAB; TV board would have no veto over radio board proposals; there’d be separate executive committee for radio, with one member from NRBA, two from NAB and three-year sunset on NRBA person; NRBA members joining NAB would have dues grandfathered at existing level.

Worth their weight

Aggressive investors continue to search out closely held group owners and media companies. It was noted five months ago (“Closed Circuit,” Aug. 19) that Stauffer Communications stock had jumped from \$65 to \$85 per share. Stock of Topeka, Kan.-based publisher and group owner now has bid price of \$119, although available shares are few and far between.

Now Doubleday & Co. has attracted renewed attention. Eighteen months ago one would have paid \$500 for any of 266,000 shares of publisher and owner of WHN(AM)-WAPP(FM) New York, WAVA(FM) Washington and New York Mets baseball team. Six months ago shares had been bid up to \$950 and in next few months were “stuck” at about \$1,200. Within past few weeks caution has lifted, with Doubleday receiving high bid on Christmas Eve of \$1,900, according to “pink sheets” of National Quotation Bureau.

What is big rush to own piece of company majority-controlled by Nelson Doubleday Jr.—no likely takeover battle here—and which, we are told, only broke even on revenue of over \$500 million for year ending April 30, 1985? Broadcast

analyst, Paul Kagan, confirmed he is among those who bought shares—although he has not written up Doubleday & Co. for his newsletter. Kagan noted company recently appointed new president and said it also has great “franchise” name. Bottom line, he said, is that stock will be worth still more. Other investors canvassed said shares even now are worth more than current bid price.

Getting the picture

Sony Broadcast will soon introduce advanced three-quarter-inch U-matic videotape recorder format, said to significantly enhance picture and sound quality. Designated “SP” (superior performance), technology will be displayed in early 1986, prior to National Association of Broadcasters equipment exhibition in April. SP U-matic was made available in PAL version for European market last summer, but for NTSC, SP techniques compatible with existing U-matic recorders were reportedly more difficult to achieve.

Sony is holding number of discussions with potential U.S. users of SP systems, including ABC, which in November obtained prototypes of equipment for ongoing laboratory and field testing, and is considering major order of SP products to fill electronic newsgathering needs.

First run for roses

In lieu of major syndicated program offerings at upcoming INTV and NATPE conventions along lines of *America* and *Inday* last year, first-run sitcoms appear ready quietly to take center stage. This year’s weekly sitcom offerings are *Throb* (Worldvision), *9 to 5* (20th Century Fox), *Check it Out* (Taffner) and two unannounced projects from Telepictures—*Mama’s Family* and *One Big Family*. They join ranks of present first-run sitcom successes like *Small Wonder* (New Program Group), *What’s Happening Now* (Columbia), *It’s a Living* (LBS) and *Too Close for Comfort* (Taffner). With prices of off-network sitcom strips cramping independent station budgets at present, cheaper first-run product that can be stripped in three to four years is especially attractive, should it prove ratings success. First-run syndication also opens up sitcom opportunity in access for affiliates in top 50 markets, which are prohibited from carrying present stock of off-network sitcoms in access.

Name game

New York has provided earliest returns on possible successor to Shaun Sheehan, National Association of Broadcasters senior vice president for public affairs and communications, who is leaving association to join Tribune Co. (see box, page 42). Among those mentioned are New York State Broadcasters Association President Richard Novik, WPUT(AM) Brewster, N.Y., and WRVH(FM) Patterson, N.Y., and Joseph Reilly, executive director of NYSBA.

Goodwill growing

Turner Program Services reports early success in broadcast syndication of Goodwill Games, Ted Turner’s answer to summer Olympics, to be telecast July 5-20 from Moscow. According to Turner officials, 30 independent stations covering more than 50% of country have signed up to carry 129-hour package. Based on early returns, Turner expects to clear between 85% and 90% of country, even though local exclusivity will be spoiled in most markets by cable systems carrying Turner’s superstation WTBS(TV) Atlanta, which also plans to telecast games.

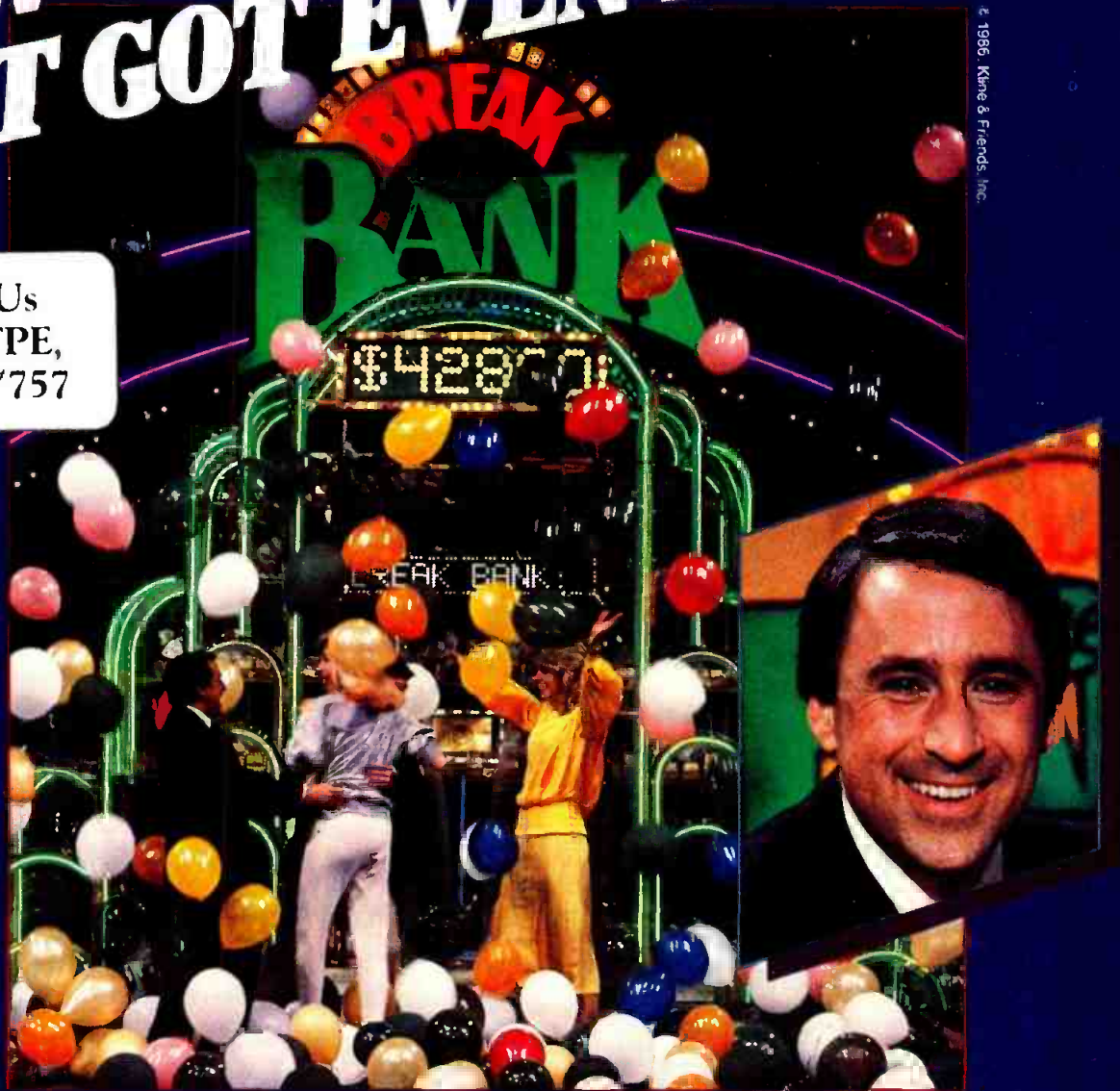
Goodwill Games may produce unprecedented preemption of broadcast network programming over short period in few markets. According to Turner’s Bob Schuessler, six network-affiliated stations are “seriously” considering carrying games.

Growing numbers

Stereo sound television receivers emerged as significant product category for consumer electronics manufacturers in 1985, and forecasts for 1986 sales are upbeat, according to trade group, Electronic Industries Association, which for first time has gathered figures on year-old product category. Those figures will be released Jan. 9 at EIA’s winter show in Las Vegas. Sets with built-in stereo capability, while still only small percentage of total television households, accounted for respectable percentage of total unit sales for color TV’s in 1985, EIA found. Even larger piece of sales pie was accorded to stereo sets when comparing dollar amount of factory sales to 1985 color TV total. That’s good news for set manufacturers, who see added stereo capability as providing drawing power to high end—and higher profit—receivers.

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			WOMEN 25-54	MEN 18-49
WOR-TV POLICE WOMAN	7	15	189 #1 in time period	144 #1 in time period

Year Ago, WOR-TV

MOVIE	4	8	101	98
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Source: NIELSEN, New York; November 1985, 1984

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She's tough on the competition!

Brooklyn cable

Cable has finally arrived to the first of the outer boroughs of New York. Warner Cable's BQ Cable, which is building franchises in Queens and Brooklyn, signed its first Queens subscriber two weeks ago and has since signed about 500 subscribers, according to Richard Aurelio, president and general manager of BQ. Aurelio said that the company's target is to sign between 48,000 and 50,000 subscribers by the end of 1986, or about 4,000 subscribers a month. That is based on a construction timetable of passing between 8,000 and 10,000 homes each month. BQ's Queens franchise contains 300,000 homes and construction of the entire system is expected to take four years. The 550 mhz system will offer 60 channels of programming initially, including, at least for the next year until full deregulation kicks in, a city-mandated 40-channel offering priced at \$12.95. Aurelio said most subscribers are signing up for the so-called 50-channel "standard" service, which includes most of the basic services and is priced at \$15.95. Pay services being offered range from the experimental Playboy Weekend channel, priced at \$5, to HBO, priced at \$13. Aurelio said that BQ has been delayed in starting construction of its Brooklyn franchise, but should have all the necessary permits in line to begin building by February 1986. That franchise has about 190,000 homes and construction of that system is also expected to be completed within four years.

Meanwhile, two other franchise holders for the outer boroughs, Staten Island Cable, owned by Cox Communications and New York businessman Peter Gilbert, and ATC, the Time Inc. subsidiary that has a piece of Queens, have said they will start construction in the first quarter of 1986.

Two other franchise holders, Queens Inner Unity, owned by Percy Sutton's Inner City Broadcasting Corp., which holds a third franchise for Queens, and Cablevision Systems Inc., which has franchises for a piece of Brooklyn and all of the Bronx, continue to have difficulty raising the funds to finance their proposed systems. In fact, Inner Unity has defaulted on its commitments to the city, failing to submit any financial or construction plans at all, although the city has yet to decide what to do. Cablevision was recently given another three-month extension, until March 31, to get its financing plans in place for both of its franchises. The company claims it had hoped to raise money in the equity markets to build both systems, but that investor uncertainty in the cable industry has dried those markets up. The company has indicated that a small part of a planned \$115-million public stock offering would be used to start construction of its franchises. According to New York Bureau of Franchises Director Morris Tarshis, that decision "proves to me, and I hope to the board of estimate, that [Cablevision] wants to go forward and is putting their money where their mouth is."

Queens Inner Unity hoped to enter into a venture with Cox Cable to get its system built, but talks collapsed and the venture is off. As a result, Inner Unity has made little if any progress in moving forward with its franchise. "Technically they are in default," Tarshis said of QUI last week. "They have to make up their minds whether they will go forward or not go forward," he said. But a decision on what to do about the QUI franchise, he added, has been put off until next month. Asked if the city would revoke the franchise and put the QUI territory up for rebid, Tarshis said, "I'm leaving all my options open."

Meanwhile, a law suit by losing Queens franchise bidder Al Simon remains a potential stumbling block for the three current franchise holders in the borough—QUI, ATC and Warner. Simon has charged that the city violated the New York City charter in awarding the Queens franchises because the community board districts were not given an opportunity to review the agreements after substantial changes were made in the contracts. Two weeks ago, the state supreme court refused to grant the city summary dismissal of the suit, but did deny a motion by Simon to enjoin the franchise holders from proceeding with construction. The court also threw out several allegations by Simon, including one alleging fraud on the part of city officials. The court ruled, however, that Simon had at least raised several "triable issues of fact" pertaining to the allegation that the city violated its charter in awarding the Queens franchises. The court also said that the city might avoid a trial by resubmitting the franchise agreements before the affected community boards and the board of estimate. At deadline the city had not made a formal decision, but published reports indicated it would appeal, for fear of setting what it sees as unfavorable precedent affecting future franchising decisions.

Technical filings

The National Cable Television Association, announcing plans last week for the Cable '86 convention in Dallas next March 15-18, has apparently stabilized its shrinking exhibition of cable hardware and programming, after watching it fall by more than 30,000 square feet last year.

"We are not experiencing a downturn in space reservations," said William B. Strange Jr., convention chairman and vice president of Sammons Communications. "We have about the same space reserved for exhibits now as we had at the same stage of the convention planning last year."

The association will also try, as it did in 1985, to maintain exhibit floor traffic by setting aside 14 hours of the exhibit's three-day schedule for exclusive viewing without competing activities, in addition to providing two entrances to the exhibit hall. The exhibit opens the morning of March 16. NCTA has not yet disclosed the size of the

exhibit space or the number of exhibiting companies.

The annual meeting, cosponsored by the Texas Cable Television Association, will feature 30 panel sessions, grouped into six tracks: management, finance, legal, programming, marketing and public policy. Nearly four dozen technical presentations during 10 technical sessions will be offered as well.

Among 11 management topics to be reviewed are TVRO sales, acquisitions, cable profit from home video, scrambling options and rate deregulation, while legal panels will discuss cable and utilities, the resolution of must-carry, implementation of the Cable Communications Policy Act and First Amendment issues. Public policy concerns under examination will include scrambling, copyright and communications policy.

Five marketing sessions are scheduled, with talks covering adaption to major markets, tiering, retention marketing and marketing in a mature cable universe; four programming topics address pricing basic services, pay-per-view, sports services and production, and finance sessions include a forecast on the cable economy and a review of recent acquisitions.

The first of 10 technical sessions begin on March 16 with a discussion of stereo television and data delivery techniques. Among the technical topics that follow that week are FM audio quality, cable distribution design, impulse pay-per-view, monitoring system performance, consumer products, improving signal security and operations considerations.

Featured speakers for the technical segment of the program include representatives of MTV, Viacom, Gillcable, ATC, Sammons and Group W Cable, along with speakers from manufacturers General Instrument, Scientific-Atlanta, Oak, Zenith, Pioneer Communications and Times Fiber. Spokesmen from the FCC will also be on hand for a session on airborne monitoring of signal leakage.

The convention opens the evening of March 15, with the general program getting under way the morning of March 16 with a session on the theme of the 1986 show, "more choice, more value." A second general session on March 18 will explore programming issues.

Montgomery county, update

Hauser Communications, the firm headed by former Warner Amex Cable Communications chief Gustave Hauser, has agreed to buy the troubled cable system serving Montgomery county, Md., from a joint venture of Tribune Cable Communications and United Cable, for \$40 million. But, according to Jay Ricks, an attorney for Tribune-United, the deal is contingent on the county agreeing to a long list of modifications in the franchise agreement.

In a telephone interview with BROADCASTING last week, Hauser declined to talk about

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any changes Hauser Communications might or might not ask the county to make. He said Hauser officials have met with county officials, but have not presented or discussed any requests for changes. "We just said, 'Hello,'" he said.

Alexander Greene, an aide of the county executive, confirmed that Hauser had not yet made any direct appeals, but that the county had received the changes upon which the transfer is contingent from Daniels & Associates, the broker in the deal.

Greene said the deal is based on the county agreeing to "very substantial changes" in the franchise agreement: a switch from a dual-cable to a single-cable residential system; elimination of the institutional network until its economic feasibility can be proved; reduction in local origination and public access obligations; extension of franchise from 12 to 15 years; postponement of the final construction deadline from two years to four and a half years from today; advancement of basic rate deregulation from Dec. 29, 1986 (as specified in Cable Communications Policy Act), to the day of closing to facilitate marketing; deferral of the introduction of unspecified "exotic" services; reduction of annual contribution for grants from 1½% to 1% of gross revenues; a reduction in the letter of credit the franchisee must post from \$5 million to \$1 million; the replacement of the problem-ridden Texscan TRACS distribution equipment with more conventional equipment and a reduction in reporting requirements.

While the county considers the Hauser bid, Greene said, it plans to moved forward with proceedings to revoke Tribune-United's franchise and collect \$5.1 million in security deposits and bonds for allegedly defaulting on major provisions of the franchise agreement. Tribune-United alleged defaults culminated last October when it unilaterally stopped construction of the system.

Claiming that the franchise agreement requires facilities and services that are eco-

nomically not feasible, Tribune-United has asked the county to concede to a series of modifications under a proceeding set up under the Cable Act. The county has scheduled a public hearing on Jan. 13 to consider Tribune-United's request.

Coming up

The Southern Cable Television Association's annual convention is slated for July 20-22, 1986, but don't go looking for it at Atlanta's World Congress Center, the show's venue for the past few years. According to SCTA Executive Director Dick Carlton, it's been moved across town to The Merchandise Mart, accessible via an enclosed over-the-street walkway from the Peachtree Plaza hotel.

Carlton said there was just one reason for the move: "We figured it would be a heck of a lot more convenient." With the show at the expansive World Congress Center, he said, exhibitors and operators had to shuttle between the hall and their hotels, which were "somewhat removed." With the show at the Merchandise Mart, on the other hand, he said, those attending the convention will be able to stay nearby at the popular Peachtree Plaza and at other major hotels.

Carlton acknowledged that there was no longer any point in sticking with the World Congress Center since the Eastern Show has not been getting any bigger. He predicted the same kind of turnout in 1986 as in 1985: between 3,500 and 3,600 people and around 150 exhibiting companies.

Fee filing

Last July, the FCC took itself out of the business of regulating franchise fees, saying that the Cable Communications Policy Act, which had gone into effect seven months

earlier, had limited its authority over fees. At the same time, it dismissed scores of petitions from cable operators calling on the FCC to settle franchise-fee disputes with municipalities.

The FCC's actions did not sit well with many in the cable industry who felt the agency was shirking its responsibilities. The industry displeasure materialized last week as the National Cable Television Association and three cable companies asked the U.S. Appeals Court in Washington to instruct the FCC to get back into the business of regulating fees by resolving two of the complaints it dismissed in July—those made by Yakima (Wash.) Valley Cablevision Inc. and the Connecticut Cable Television Association.

"The Cable Act... expressly provides for FCC jurisdiction over cable television," the cable petitioners said. "In the area of franchise fees, Congress clearly contemplated a continuing regulatory role for the FCC in enforcing the fee limits. Under the Cable Act, the agency has not merely the authority, but the statutory responsibility to interpret and apply the franchise fee provisions."

The Cable Act was intended to establish a uniform regulatory policy for cable, they said. "The question of whether franchise obligations imposed on a cable operator constitute a franchise fee requires an interpretation not just of the Cable Act, but also of the principles developed by the FCC in the more than 12 years of administering its franchise rule. Should resolution of these issues be left to local courts across the United States, uniform treatment of cable would be eviscerated."

The petitioners acknowledge that the Cable Act does not prescribe "strict parameters" on the FCC's regulation of franchise fees. But they said "it stipulates that franchise fees may not exceed 5%, and it defines generally what the term 'franchise fee' does and does not include." The question of what franchise fees include or do not include is at the root of most franchise-fee disagreements.

"Nothing in the express terms of the statute nor in its legislative history, however, suggests that the FCC has lost any of its authority to interpret and enforce the franchise fee limitations," they said.

The cable interests also argued that, if nothing else, the FCC should deal with 34 of the complaints it dismissed because they were filed prior to the effective date of the Cable Act.

Joint expansion

AP Broadcast Services Inc. and Tribune Media Co. (AP/TMS) have expanded their joint venture to provide for the development of future news and information services for the cable industry. Currently the venture provides a cabletext service known as NEWS PLUS, which serves 50 cable systems with 1 million subscribers. John Reid, director of broadcast services at AP, said it was "premature" to say what new services the venture was planning. AP/TMS also said it had made an agreement with Dow Jones to replace the Dow Jones News text service carried by 147 cable affiliates with AP/TMS programming. Dow Jones News service is being discontinued at the end of this month.



Crossmedia partners. MTV and NBC have pooled talent and resources to produce a "special edition" of NBC-TV's *Friday Night Videos*, which will air on NBC this Saturday (Jan. 4) at 12:30 a.m. NYT. At the taping of the hour-and-a-half show: Bob Pittman, the new president and chief executive officer of MTV Networks Inc.; Dick Ebersol, executive producer, *Friday Night Videos*; MTV video jockeys Mark Goodman and Martha Quinn, and Paul Shaffer, band leader for NBC's *Late Night with David Letterman*, and host of the *Friday Night Videos* special edition.

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Business Briefly

TV ONLY

Royal Crown Cola □ Diet Rite Cola returns to network television after absence of 11 years, with Jan. 5 through Jan. 15 flight on seven prime time ABC-TV programs. Network investment will be followed by TV



advertising in local markets on nationwide basis for several weeks as part of tie-in with bottlers. There will be 20-second commercial and 10-second tagline. Commercials will be placed in all dayparts. Target: adults, 21-49. Agency: Dancer Fitzgerald Sample,

New York.

Ryland Group □ Ryland homes will be advertising in first-quarter flight to run in approximately nine markets. Commercials will be presented in fringe, news and sports periods. Target: adults 25-49. Agency: Fredericks Kullberg Amato Piscane, New York.

Charms Candy Co. □ Second-quarter flight is planned for 13 weeks in 35 markets. Commercials will be scheduled in daytime, fringe, weather and children's programs. Target: children, 2-5, 6-11. Agency: Popofsky Advertising, New York.

RADIO ONLY

U.S. Air Force □ Two-week flight to boost recruitment will be conducted in nine markets in Southeast Texas, Louisiana and Mississippi, starting in early January. Commercials will be carried in all dayparts. Target: men, 18-24. Agency: Bill Bosse & Associates, Houston.

Joseph A. Bank Co. □ Clothing retail

Advertising challenged. Ten challenges to national advertising, including five on television, were resolved during November by the National Advertising Division of Council of Better Business Bureaus. Reviewed by NAD and substantiated were TV commercials for Revlon Inc./Norcliff Thayer Inc. (Tums) and Sterling Products Inc. (Chubs Baby Wipes). Modified or discontinued were TV commercials for Commonwealth Toy & Novelty Co. (Plus Toys); General Plastics Corp. (Trash Bags) and Nike Inc. (Basketball Shoe).

chain will promote its winter clearance sale with two-week flight in January in 19 markets, including Atlanta, Boston, Detroit and Chicago. Commercials will be slotted in drive times. Target: adults, 21-54. Agency: Eisner & Associates.

Treesweet □ Orange beverage will be highlighted in one-week flight starting in late January in Boston and Indianapolis. Commercials will be carried in all time periods. Target: women, 25-54. Agency: Saunders, Lubinski & White, Dallas.

RADIO AND TV

Package to Hawaii Inc. □ Wholesale tour operator is investing about \$500,000 to sponsor three-week flight on television and radio in up to 21 markets, including Cleveland, Dallas, Denver and Pittsburgh. Commercials will be slotted in fringe and prime periods. Target: adults, 25-54. Agency: Hogan, Hogan, Hogan & Hogan, Westlake Village, Calif.

Playboy Magazine □ Three-month campaign will break in late January in New York, Los Angeles and Chicago as part of effort to test advertising as guide for expansion later to other markets. Commercials will be scheduled in all

21 Years in Sound

Since 1965, the Associated Press has produced annual recordings, highlighting the year's top stories. They feature the voices of the past's most powerful, prophetic and profound newsmakers, including draft resisters, presidents, and men on the moon.

They'll take you back to places that will live forever in American history with on-the-spot reports from Vietnam, to the Democratic National Convention in Chicago, to the Congress that deliberated the

impeachment of a president.

And now you can have it all — all 21 years — in a single collection of cassette tapes, and all for one specially reduced price. Purchased separately, the cassettes would cost \$500. But now, you can have them for your production archives for just \$295.

To order yours, send a check or money order to: The Associated Press, 21 Years in Sound, 1825 K St., N.W., Washington, D.C. 20006. Attention: Mark Huffman.

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Rep Report

WTOP(AM)-WTKS(FM) Washington and WOAI(AM)-KAJA(FM) San Antonio, Tex.: To Hillier, Newmark, Wechsler & Howard from CBS Radio Representatives.

□

WBAL(AM)-WYYY(FM) Baltimore: To Hillier, Newmark, Wechsler & Howard from Blair Radio.

□

WGKX(FM) Memphis: To Hillier, Newmark, Wechsler & Howard from Eastman Radio.

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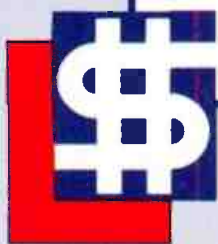
INSTANT WINNER

LFM 3684
CXO 2599
YOG 6017
NQR 5193

TELEVISION SWEEPSTAKES

FOR HOME VIEWERS

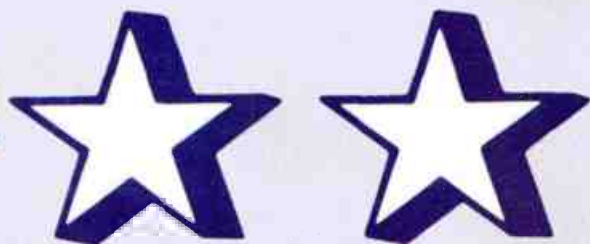
WENDY WINNER
ANYWHERE, USA



SUPER
SWEEPSTAKES

9866517892

WID ONLY KES... N DOLLARS.

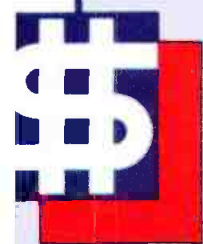


SWEEPSTAKES

8437611520

6972195315

Void Where Prohibited By Law.



WinAmerica Sweepstakes
—the new, first-run, half-hour strip where home viewers will win **6 million dollars...** and studio contestants can win prizes and cash totaling as much as another **6 million dollars.**

Beginning July 1, 1986, 20 million WinAmerica Sweepstakes cards will flood the country by mail. Additionally, millions more will be made available through major publications, and national retail and fast food outlets to give everyone in America the chance to share in the WinAmerica Sweepstakes.*

- WinAmerica Sweepstakes is fascinating and fast-paced. It's fun to watch and fun to play. And winning is a snap. It's as easy as not having to be there.
- The host, M.G. Kelly is a fresh talent. He's M.C. of America's #1 adult contemporary radio show heard on over 300 stations with a giant following of women 25-54.
- WinAmerica Sweepstakes will be supported by a multi-million dollar consumer advertising and promotion campaign from MCA TV.

See for yourself how simple it is—and how well it works.



**INTV Century Plaza Hotel
Suite 622-628
NATPE The Westin Canal Place
28th Floor**

MCA TV

*No Purchase Necessary.

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dayparts. Target: adults, 21-49. Agency is Smith Burke & Azzam Inc., Baltimore, which landed consumer portion of

account this month after obtaining \$2-million advertising trade account in October.

AdVantage

Super Bowl hype. Two ingredients have been added to NBC-TV's coverage of Super Bowl on Jan. 26—one minute of silence at about 4 p.m. and mystery contest, courtesy of one of game's sponsors, Minolta Corp.'s Business Equipment Division. NBC spokesman said one-minute pause will show darkened screen except for NBC Sports Logo and syncopated clock that will tick off seconds while music plays in background. Mystery contest centers on 30-second commercial starring Tony Randall, extolling new EP 50 personal copier from Minolta. Fans will be asked to identify Randall's co-star who plays miserly "Uncle Ebenezer" in commercial. Character makeup obscures features of actor playing "Uncle Ebenezer." Winners of local contests will be eligible for drawing to determine winner of EP 50 personal copier.

As Grey sees it. Grey Advertising, New York, has issued media review of past six months and points to three TV networks' audience improvements as one of noteworthy developments. Grey notes that for first time in several years, network audiences increased slightly and networks' share of overall TV audiences did not decrease. Grey adds that because of soft economy and resulting tightness in advertising, there will be decline in combined TV network revenues in 1985, first time since 1971, when cigarette advertising was banned from TV. Grey calls CBS's decision to accept "stand-alone" 15-second TV commercials "most dramatic strategy" of 1985. Agency observes that demand for 15's has grown more rapidly than expected and adds that "sales rose 38% between August and November to comprise 13% of all network ad revenues."

Another view of 15's. At odds with many observers on future of 15-second TV commercials is Data Communications Corp., Memphis. DCC's study among officials of 225 stations shows that in 1985, 15's accounted for about 10% of stations' average weekly inventory. Research firm adds that as for future, 70% of station executives surveyed anticipate growth in 1986, with one half expecting only 10% growth while another one third foresee 11% to 20% increase. Survey also found that stations will not carry appreciable number of 15's until they are forced to by agencies.

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Broadcasting ■ Cablecasting

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Doris Kelly, sales service manager.
Meg Robertie, classified advertising.

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Charles Mohr, Ruth Windsor,
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Hollywood
Tim Thometz, sales manager.

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Debra De Zarn, Joseph Kolthoff,
Chris McGirr.

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Don Gallo, production assistant.

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Philippe E. Boucher, controller.
Albert Anderson.
Irving C. Miller, financial consultant.
Wendy J. Liebmann.

Corporate Relations

Patricia A. Vance, director.

Bureaus

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

Stephen McClellan, associate editor.
Vincent M. Dittingo, senior editor: radio.
John Lippman, assistant editor.

Geoff Folsie, staff writer.

Scott Barrett, editorial assistant.
June Chauhan, advertising assistant.

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

Richard Mahler, correspondent.

Tim Thometz, Western sales manager.
Sandra Klausner, editorial-advertising assistant.

International Advertising Representatives

Continental Europe: John J. Lucassen, John Ashcraft & Co., Akerdijk 150 A, 1171 PV Badhoevedorp, Holland. Phone: 02968-6226. Telex: 18406 harke nl.

United Kingdom: John Ashcraft & Co., 12 Bear St., Leicester Square, WC2H 7AS London, England. Phone: 01-930 0525. Telex: 895 2387 answer g ashcraft.

Japan: Masayuki Harihari, Yukari Media Inc., Hus Building, 4-21-1-602, Nakanoshima, Kita-Ku, Osaka, Japan. Phone: 06-448-5011. Telex: J64400 OH-BINBTH.

Founded 1931. Broadcasting-Television * introduced in 1946. Television * acquired in 1961. Cablecasting * introduced in 1972. Reg. U.S. Patent Office. Copyright 1985 by Broadcasting Publications Inc.

The One Place To Be

MCA TV

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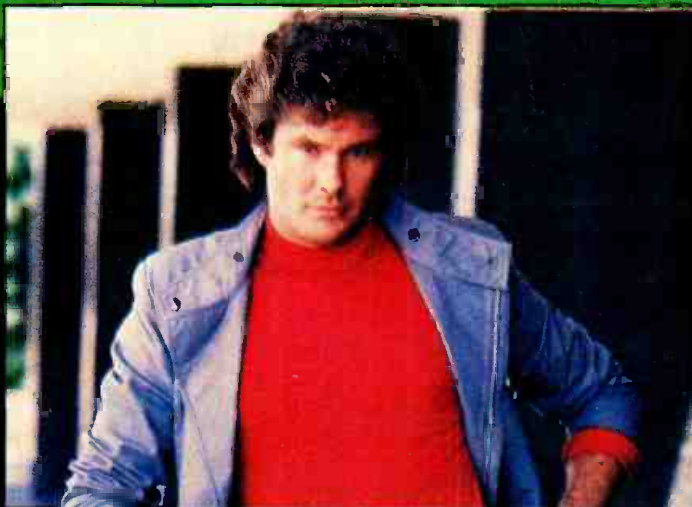
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The One To Be

MCATV



KNIGHT RIDER David Hasselhoff stars in this high-powered adventure hour with the perfect demographics for syndication.



UNIVERSAL PICTURES DEBUT NETWORK II The only group of theatrical movies, making their broadcast debuts, that could possibly match and, even, surpass the excitement, promotability and ratings power generated by the enormously successful Debut Network I.



SIMON & SIMON The action series with the light touch. A favorite among young adult audiences—especially women 18-49.



THE A TEAM One of television's top-rated series, with all the fast-paced action and rousing humor needed to make it big in syndication.

COMING SOON

Kate & Allie



Jane Curtin and Susan Saint James star in this fun-loving half-hour sitcom.

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UNIVERSAL'S MARVELOUS 10 MOVIES The comedy is free-wheeling, the action is non-stop, and the fantasy is out-of-this-world in this superb group of feature films with special appeal to kids, teens and young adults. They're the perfect way to generate giant numbers in the all-important 4-8 p.m. time block.



UNIVERSAL PICTURES EXPLOITABLE 13 & PRESTIGE 13

Top box-office stars and extraordinary production values combine to deliver two highly promotable groups of theatrical motion pictures making their broadcast debuts.

2nd BIG YEAR



FTV This outrageous, first-run, weekly half-hour music-comedy series is soaring into a hilarious second year. Advertiser-Supported.

3rd BIG YEAR



PUTTIN' ON THE HITS This season's top-rated weekly, first-run half-hour is coming back for a third year. Advertiser-Supported.



THE COLUMBO, McCLOUD, McMILLAN MYSTERY MOVIES

Peter Falk, Dennis Weaver, Rock Hudson and Susan Saint James star in this superb series of action-suspense movies.



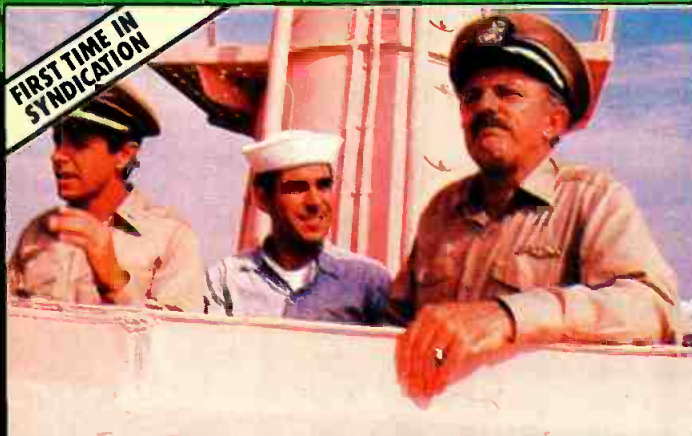
BLACK SHEEP SQUADRON

Robert Conrad battles, laughs and loves his way through this high-spirited WWII off-network action hour. A giant syndication hit.

The One To Be

MCA TV

FIRST TIME IN SYNDICATION



OPERATION PETTICOAT John Astin and Jamie Lee Curtis star in this zany half-hour, off-network sitcom about a pink submarine in Japanese waters during WWII.

FIRST TIME IN SYNDICATION



HARPER VALLEY Television superstar Barbara Eden is busy turning small town life upside-down in this engaging half-hour, off-network sitcom.



STREET HAWK Rex Smith wages a high-tech battle against crime in this action packed, off-network hour. Advertiser-Supported.



VOYAGERS!/WHIZ KIDS 52 weeks of off-network action targeted to young adults, teens and kids: *Voyagers!*—exciting sci-fi fantasy. *Whiz Kids*—follows the adventures of a group of computer-happy teenage detectives. Advertiser-Supported.



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and Dead End Kids Movies

MCA TV

A children's TV programing commentary from Martin Keltz, president, Scholastic Productions, New York

Growing avenues for children's TV programing

Once again, this time with the U.S. Congress, an effort is under way to create legislation mandating broadcasters to provide daily and weekly offerings of children's programing. Whether this attempt succeeds where others have failed, the fact is that in today's diversified broadcast, cable and home video markets, the availability of children's programing has never been greater.

This surge in children's programing is not a result of governmental controls, but is, rather, a result of a new commercial viability that children's programing has demonstrated in an open market. Once pushed aside in the 1950's to clear the late afternoon time periods for shows targeted to women 18-34, children's programing on both affiliated and independent stations is returning in force. Animated strips like *He Man*, *Inspector Gadget* and so on have contributed to an expanded afternoon time block of first-run programing that is proving to be highly profitable for broadcasters, syndicators and program suppliers.

The momentum has built to a point where the competition for the limited number of afternoon time periods is spilling over into Sunday morning. Hanna-Barbera and the Taft Merchandising Group and, separately, LBS and DIC, have targeted Sunday mornings as an additional new frontier for first-run animated programing.

In many cases, fueling this explosive new interest in animated programing are toy manufacturers such as Mattel, Hasbro, Bradley and Kenner that have built successful toy and licensing opportunities around characters introduced in animated specials and series. Since many of these newer toy lines are "collectables"—such as *He Man* and the soon to be aired *Mask*—they sell all year long, encouraging toy manufacturers and retailers to move away from fourth-quarter-only advertising strategies. These companies have joined the candy, cereal and fast-food operators in helping spread the children's advertising dollars across all 12 months of the year.

The expanded opportunities for children's programing have not been limited to broadcasting alone. In cable, both the Disney Channel and Nickelodeon are profitable networks directed solely at children's and family audiences. Nickelodeon, with its 24-million-plus households, is proving to be one of basic cable's true survivors and, along with the successful Disney Channel, has clearly demonstrated that children's and family fare can pay its own way.

Elsewhere in cable, children's programing is attracting advertising dollars to the



Martin J. Keltz is president of Scholastic Productions, New York, a position he has held since April 1983 after having served as executive director of the company since 1979. He also serves as a vice president of Scholastic Inc., the parent company, which he joined in 1978 to help form Scholastic Productions. Prior to his work at Scholastic, Keltz was regional sales manager and later publisher of *Media and Methods* magazine, and went on to become a vice president of its parent company, North American Publishing Co. He was also national sales manager of E.Y.R. Program, which distributed first-run feature films to colleges, and a high school English teacher.

USA Network and high viewer satisfaction levels to HBO and Showtime. Recently published HBO research indicated that 71% of that service's subscribers designated children's and family programing as a top priority. Indeed, *Fraggle Rock* is pay cable's most popular series, and provides HBO with viewer loyalty and longevity in a marketplace that is proving to have a high rate of churn and viewer disaffection. Not to be outdone, Showtime has had great success with Shelley Duvall's *Faerie Tale Theatre* and has additionally created a daily family time block from 4 to 6 p.m. weekdays and 7 to 10 a.m. Sundays.

The thread running through all these examples is that an advertiser, toy manufacturer, mass merchandiser and/or cable network or broadcaster has identified a real, quantifiable financial gain in programing to the children's audience. While there are a great many agendas that are being satisfied in the above examples, and a great deal of controversy surrounding shows that have been accused of being no more than half-hour commercials, the fact remains that forces in the marketplace have created this explosion of children's offerings, and not government intervention. Whether better quality, age-specific programing can be successfully man-

dated remains to be seen, but clearly, more importantly, we must find ways to continue to create programing opportunities that are financially viable.

With more than 22 million VCR's in American homes and a penetration rate of more than 50% of U.S. households being promised for the early 1990's, the home video marketplace is proving to be the most fertile opportunity for children's product. Expectations are that the domestic market for the children's category could reach nearly \$140 million for 1985. This category grew from 8.75% of the total in 1983 to 11% in 1984 and is expected to hit 12.5% in 1985.

More like publishing than either cablecasting or broadcasting, home video gives the television consumer absolute control. Viewers watch what they want to watch, when they want to watch it. The VCR has created a new kind of literacy and appetite for motion media. Special-interest publishing in a video format is television's future, and the special-interest category that is growing the fastest is children's programing.

In a marketplace that has been dominated almost exclusively by feature film rentals, children's programing is purchased by parents who have watched their youngsters enjoy the same programing over and over. Younger brothers and sisters can enjoy cassettes that have become part of the family library, sharing them in precisely the same way that older generations passed along favorite books.

The overall television options for children and parents have never been greater. With cable, broadcast and home video, parents can view with their children a wide variety of both live action and animated programing. Parental involvement both as a viewer and "programer" can guarantee that any family may have the style and content of programing they feel appropriate to the age of the child and the values of the family.

Finding an appropriate business opportunity for children's programing is the only way to be assured of a steady flow of high-quality product. Fortunately for today's parents and children, a variety of profitable distribution options are encouraging program suppliers to invest in children's products. While one distribution channel alone may not be enough to adequately finance a project, the combining of home video with broadcast and/or cablecasting opportunities, with or without advertising support, can be financially successful.

There are few product categories where programing can continue to pay back year after year. High quality children's productions can be enjoyed by an unlimited number of future generations and is well worth investing in.

Datebook

January 1986

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

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

Jan. 9—Deadline for entries in Pro Awards, professional video competition sponsored by *JVC*. Information: JVC, c/o Shaw & Todd, 6215 Empire State Building, New York, N.Y., 10018.

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

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

Jan. 10—Deadline for entries in Distinguished Service Awards, presented by *Sigma Delta Chi, Society of Professional Journalists*. Information: Sigma Delta Chi, suite 731, 53 West Jackson Boulevard, Chicago, 60604.

Jan. 10—Deadline for reply comments on *FCC* docket 85-108, FM/aviation interference. FCC, Washington.

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

Jan. 14—*International Radio and Television Society* "Second Tuesday" seminar. Topic: "Television Advertising Market Dynamics, 1986-1990." Speakers: Melvin Goldberg, Electronic Media Rating Council; Paul Isacs-

son, Young and Rubicam; David Poltrack, CBS/Broadcast Group. Viacom Conference Center, New York. Information: (212) 867-6650.

Jan. 14—*Federal Communications Bar Association* monthly luncheon meeting. Speaker: Rev. Jesse Jackson. Washington Marriott, Washington.

Jan. 15—*International Radio and Television Society* newsmaker luncheon. Speaker: Gene Jankowski, president, CBS/Broadcast Group. Waldorf-Astoria, New York.

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

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

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

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

Jan. 15—Deadline for entries in Chicago Community

Access Network Community Television Competition and Festival, presented by *Chicago Access Corp.* and sponsored by *Eastman Kodak Co.* Information: CAC, 220 South State Street, #312, Chicago, 60604.

Jan. 15—Deadline for entries in *National Educational Film & Video Festival*. Information: 314 East 10th Street, Oakland, Calif., 94606.

Jan. 16-17—"Current Developments in Copyright Law" program sponsored by *Practising Law Institute*. Helmsley hotel, New York.

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

Jan. 18—*Associated Press Television-Radio Association of California-Nevada* regional seminar, "Cutting Yourself a Better Deal in the Broadcast Job Market." Radisson hotel, San Diego. Information: (619) 293-1721.

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

Jan. 20-21—Leveraged acquisitions and buyouts, program sponsored by *Practising Law Institute*. Westbury hotel, New York.

Jan. 21-23—*Georgia Association of Broadcasters* 41st annual Radio-Television Institute. Georgia Center for Continuing Education, University of Georgia, Athens.

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

Jan. 24—Deadline for entries in *Broadcast Designers' Association* international design competition. Information: BDA, 251 Kearney Street, suite 602, San Francisco, 94108; (415) 788-2324.

Jan. 26-28—*California Broadcasters Association* win-

■ Indicates new entry

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

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

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

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

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

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

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

April 12-16, 1986—*National Association of Broadcasters* 64th annual convention. Dallas Convention Center. Future conventions: Dallas, March 29-April 1, 1987; Las Vegas, April 10-13, 1988; Las Vegas, April 30-May 3, 1989; Dallas, March 25-28, 1990, and Dallas, April 14-17, 1991.

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

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

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

Major Meetings

New York.

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

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

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

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

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

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

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

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

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

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

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

July 20-22, 1986—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Atlanta Market Center, Atlanta.

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

Sept. 10-13, 1986—Radio '86 Management and Programing Convention, sponsored by *National Association of Broadcasters and National Radio Broadcasters Association*. New Orleans Convention Center, New Orleans.

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

Oct. 2-5, 1986—*Association of National Advertisers* annual convention. Homestead, Hot Springs, Va.

Oct. 14-16, 1986—*Society of Broadcast Engineers* national convention. St. Louis Convention Center, St. Louis.

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

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

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

Stay Tuned

A professional's guide to the intermedia week (Dec. 30-Jan. 5)

Network television □ **ABC:** *Dick Clark's New Year's Rockin' Eve—'86* (musical holiday celebration), Tuesday 11:30 p.m.-1 a.m.; *The Defiant Ones* (drama), Sunday 9-11 p.m. **CBS:** *Happy New Year, America* (musical holiday celebration), Tuesday 11:30 p.m.-1:30 a.m.; *The CBS Cotton Bowl Parade* (live coverage), Wednesday 10-11:30 a.m.; *CBS Tournament of Roses Parade* (live coverage), Wednesday 11:30 a.m.-1:30 p.m.; *Happy New Year, Charlie Brown* (animated special), Wednesday 8:30-9 p.m.; *Intimate Strangers* (drama), Wednesday 9-11 p.m.; *Richie Rich** (animated series), Saturday 11-11:28 p.m. **NBC:** *97th Tournament of Roses Parade* (live coverage), Wednesday 11 a.m.-1:30 p.m.; *Friday Night Videos: The Year-End Review* (music video special), Friday 12:30 p.m.-2 a.m.; *Blackie's Magic** (mystery-adventure series), Sunday 9-11 p.m. **PBS** (check local times): *From Vienna: The New Year's Celebration 1986* (orchestra special), Thursday 9-10:30 p.m.; *The Military and the News Media* (three panel discussions of hypothetical situations), Thursday 8-9 p.m., continuing Jan. 9 and 16; *On the Razzle* (comedy), Friday 9-11 p.m.; *A House for All Seasons** (home design series), Saturday 1:30-2 p.m.; *Madeleine Cooks** (cooking series), Saturday 2:30-3 p.m.

Network radio □ **CBS RadioRadio** (check local times): *Top 40 Satellite Survey* (80-record countdown), Saturday and Sunday; *Top 30 USA* (60-record countdown), Saturday and Sunday. **NBC Radio Entertainment:** *The Jazz Show with David Sanborn** (two-hour weekly music series), Friday-Sunday (check local times). **The Disney Channel:** *National New Year's Eve Party* (holiday special), Tuesday 9 p.m.-4 a.m. on over 200 stations.



"Happy Trails Theatre" on TNN



Carl Perkins on Cinemax

Cable □ **Arts & Entertainment:** *Handel Tercentenary Concert* (musical tribute), Wednesday 8-11 p.m.; *The Old Forest* (drama), Saturday 8-9:30 p.m. **Cinemax:** *The Cotton Club* (drama), Wednesday 10 p.m.-12:15 a.m.; *A Rockabilly Session—Carl Perkins & Friends* (music special), Sunday 10-11 p.m. **C-SPAN:** *America and the Courts* (week-long documentary series), Monday 1-4:30 p.m., Tuesday 1-6 p.m., Wednesday 1-4 p.m., Thursday 1-5 p.m., Friday 1-4 p.m., Saturday 1-3 p.m. **HBO:** *"2010"* (science fiction), Wednesday 8-10 p.m.; *The Cotton Club* (drama), Thursday 8-10:15 p.m. **The Learning Channel:** *Comet Halley Returns* (documentary), Thursday 3:30-4 p.m. **The Movie Channel:** *The Cotton Club* (drama), Wednesday 7-9:05 p.m.; *"2010"* (science fiction), Friday 8-10 p.m. **MTV:** *Music Television: 1985: The Year in Rock* (recap), Wednesday noon-1 p.m. and 7-8 p.m. **The Nashville Network:** *Happy Trails Theatre** (film clips), Saturday 5-6:30 p.m. **Nickelodeon:** *Raggedy Ann and Andy* (animated musical adventure), Saturday 2-4 p.m.; *Stanley the Ugly Duckling* (animated drama), Sunday 2-2:30 p.m. **Showtime:** *The Cotton Club* (drama), Friday 8-10:15 p.m.; *"2010"* (science fiction), Saturday 8-10 p.m. **Satellite Program Network:** *Tonight Special** (talk show), Sunday 2-2:30 a.m. **VH-1:** *Video Hits One: VH-1's Video Yearbook Countdown* (music video highlights), Wednesday 6-9 p.m. **WTBS(TV) Atlanta:** *Fishing with Roland Martin** (sports series), Saturday 5:05-5:35 p.m.

Museum of Broadcasting (1 East 53d Street, New York) □ **Discovery:** *I Remember Mama*, 18 episodes of popular domestic comedy *Mama*, airing in 90-minute segments three times daily, continuing with "The Children—Katrin, Nels, and Dagmar," Tuesday at 12:05 and 1:45 p.m., Thursday through Saturday at 12:05, 1:45 and 3:30 p.m. *Jazz on Television*, 50 programs giving historical perspective on relationship between jazz and television and highlighting jazz artists, including local, network and international specials, Tuesday through Saturday at 12:15 and 2:30 and Tuesday at 5:30, through Jan. 30.

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

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

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

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

February 1986

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

Feb. 1—Deadline for entries in fifth annual advertising journalism awards competition, sponsored by *Saatchi & Saatchi Compton Inc.*, New York advertising agency. Information: (212) 350-7870.

Feb. 1—Deadline for entries in Achievement in Children's Television Awards, sponsored by *Action for Children's Television*, presented for programs and public service announcements that make "significant contributions toward improving service to children on broadcast and cable television and on radio." Information: (617) 527-7870; ACT, 46 Austin Street, Newtonville, Mass., 02160.

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

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

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

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

Feb. 6—*International Radio and Television Society* newsmaker luncheon. Speaker: Brandon Tartikoff, NBC; Brandon Stoddard, ABC, and Bud Grant, CBS. Waldorf-Astoria, New York.

Feb. 6-7—*International Radio and Television Society* seminar, "Merger Mania... The Media Explosion—Can It Be Business As Usual?" Waldorf-Astoria, New York.

Feb. 7-8—*Society of Motion Picture and Television Engineers* 20th annual television conference. Theme: "Tools and Technologies for Tomorrow's Television." Chicago Marriott. Information: (914) 472-6606.

Feb. 8—Video dramatization workshop (15 sessions), sponsored by *Global Village*, nonprofit video production group and media center. Global Village, New York. Information: (212) 966-7526.

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

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

Errata

Titles for newly re-elected officers of **Radio Network Association** were switched in Dec. 23 "Riding Gain" photo caption. **Dick Brescia**, senior vice president, CBS Radio Networks, was re-elected **RNA chairman**, while **Nick Verbitsky**, president, United Stations, was re-elected **vice chairman**.

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

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

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

Feb. 12-14—18th annual *Georgia Cable Television Association* convention. Omni International hotel, Atlanta.

Feb. 13-14—Leveraged acquisitions and buyouts, program sponsored by *Practising Law Institute*. Century Plaza hotel, Los Angeles.

Feb. 13-16—*Howard University, School of Communications*, 15th annual communications conference. Theme: "Communications: A Key to Economic and Political Change." Howard University campus, Washington. Information: (202) 636-7491.

Feb. 14—Deadline for entries in Edward R. Murrow Award, recognizing outstanding contributions to public radio, sponsored by *Corporation for Public Broadcasting*. Information: (202) 955-5211.

Feb. 15—Deadline for entries in The Vanguard, award for portrayal of women, and deadline for entries in 14th annual Clarion competition, for excellence in all areas of communication. Both contests sponsored by *Women in Communications*. Information: WICI, P.O. Box 9561, Austin, Tex., 78766.

Feb. 16-18—*Louisiana Association of Broadcasters* annual convention. Embassy Suites hotel, Baton Rouge, La.

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

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

■ **Feb. 18**—*Ohio Association of Broadcasters* sales workshop. Harley hotel, Columbus, Ohio.

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

Feb. 18-19—*Wisconsin Broadcasters Association* annual winter convention. Concourse hotel, Madison, Wis.

Feb. 20—Presentation of Angel Awards, for excellence



Learning experience

EDITOR: Since my retirement from Viacom International, I have been teaching courses in the communications department of Fordham University. One of the assignments I gave my students in "Commercial Broadcasting" was to visit any radio or TV station of their choice, and ask to see the public file. The exercise had several objectives: to see how the students were treated by the stations when they asked for the file, to have them actually look through the file to see what it contains and then to report back to the class and compare notes.

The 36 students visited 16 radio and TV stations in the New York area. The majority—70%—of the visits ended in very positive experiences. The student was welcomed, shown to the file immediately and helped by friendly, knowledgeable personnel. As a lesson in business courtesy, I made sure these students wrote thank you letters to the stations involved.

Thirty percent of the stations, however, including some of the biggest in the country, did not provide so happy an experience. The major complaint by the students who visited these stations was that they were made to feel very unwelcome. "You think you can just barge in off the street and ask for the public file?" Or "Oh, you have to make an appointment, at least two weeks in advance." Or "The person in charge of that is on vacation. You'll have to call back." My personal favorite was: "I'm sure there's no public file at this station. Are you sure there is such a thing?"

Those unsatisfactory receptions both surprised and annoyed me. As a former general manager (WMAQ[AM] Chicago, and WWRL[AM], WRVR[FM] and WINS[AM] New York), I knew how careful we had always been to make certain that public file requests were handled promptly and cheerfully, with immediate access given to the material. I checked with Tom Walsh of the FCC to see whether the rules had changed in the two years since I had left management ranks. No, the rules were the same, including the one that a station may not tell visitors they need an appointment, and that the file is available to be seen by *anyone* at *any time* during business hours. Period.

I wrote personal letters expressing these feelings to the GM's involved, some of whom were former colleagues. To a man (and woman) they thanked me for calling this lapse to their attention, apologized to the students through me, and assured me their

people and policy manuals had been brought up to snuff.

So...it appears from this one-class survey that the majority of New York area stations are discharging their public file responsibilities properly, and the ones that had been a bit lax were happy to be jacked up on the matter, and are presumably in full compliance now.—*Mark Olds, Olds Communications Inc., Port Washington, N.Y.*

SNG update

EDITOR: I would like to correct an impression given by Mel Martin of WJXT(TV) Jacksonville, Fla., in your Dec. 16 SNG story.

Ironically, I began reading the article while waiting to uplink material on the clemency hearing for mass-murderer Theodore Bundy held that afternoon and destined for CBS affiliates in the far west. I finished the article while waiting to transmit another story later that evening for CBS affiliates in the southeast concerning the subpoena of Governor Bob Graham to testify before a grand jury in Tampa. Both were "breaking stories." Indeed, FNN had no material whatever on the Graham subpoena. To typify CBS's material as "day-old" is profoundly inaccurate. Inasmuch as we provide facilities for CBS's Southeast Newsfeed, and we are also a transmission point for and subscriber-member of the Florida News Network, we are in a unique position to judge the freshness of both products. In a phrase, "some days you eat the bear; some days the bear eats you."

As to Ku versus C-band...again, Mel Martin apparently has little first-hand knowledge of the CBS system, which uses Ku transportable units extensively to relay breaking news back to the bureau facilities such as this one. In turn, raw footage is edited, then retransmitted, very often in a matter of a few minutes later, depending upon the story. When the producer's call is that a story warrants it, a "hot" turnaround is performed. Far from "lagging behind," CBS's use of Ku technology has been quite imaginative. Significantly, CBS is doing this now; other networks are planning to do so shortly. There is a difference.

The point should be that what is developing is a two-layered approach. Very regional (such as FNN), and a broader concept (such as that being developed swiftly by CBS). Most stations that wish to compete in local news will belong to both.—*Jan G. Rogers, vice president, Satellite & Production Services, Tallahassee, Fla.*

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**Katz Broadcasting announces that WDBO has won
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"Most Outstanding Overall News Operation
in the Nation"**

In presenting the award to WDBO the Radio & Television News Directors Association said:

"This station understands the medium and how to use it to the utmost...WDBO's commitment to new technology to cover breaking news, to the presentation of at least ten multi-part documentary series in 1984, to its own news polling operation is very impressive...Its staff exhibits excellent teamwork and excellent judgement...powerful writing...excellent use of sound."

WDBO is an exciting, integral part of the Orlando community, a pace setter in news broadcasting and the AM leader in a highly competitive radio market.

It is also the first radio station in Florida to ever win the Edward R. Murrow Award.

We're sure you can't blame us here at Katz Broadcasting for being proud of WDBO.

58 WDBO



Katz Broadcasting Company, Inc.
A subsidiary of Katz Communications, Inc.

Broadcasting Dec 30

Vol. 109 No. 27

TOP OF THE WEEK

Fifth Estate's \$30 billion-plus year

It was a \$30 billion year, and then some—one in which the Fifth Estate underwent a record 12 months of mergers, sales and acquisitions. Not counting the "then some"—sales with price tags under \$10 million—108 deals were struck in 1985, seven worth more than a billion dollars each. The cost of the top five alone tallied \$16.4 billion—more than half of all the transactions on the chart below.

General Electric's purchase of NBC's parent company, RCA, topped the list, costing about \$6.3 billion. It was followed by Capital Cities Communications' buy of ABC Inc. for \$3.5 billion, and then by the Kohlberg Kravis Roberts purchase of Storer Communications for \$2.5 billion. The five-MSO consortium purchase of Group W Cable's 2.1 million subscribers went for \$2.1 billion. And two individuals made their mark on the business: Rupert Murdoch bought

Metromedia's TV stations for \$2 billion, and Ted Turner purchased MGM/UA for \$1.5 billion.

Also contributing to 1985's total were the sale of Golden West's KTLA(TV) Los Angeles to Tribune Co. for \$510 million, the most ever paid for a single station; Metromedia's sale of WCVB-TV Boston to Hearst Corp. for \$450 million, and RKO's sale of KHJ-TV Los Angeles to Group W for \$313 million.

In addition to the \$29.947 billion transacted in the Fifth Estate in 1985 (counting only those deals worth \$10 million or more, as tallied below), an additional \$1 billion-plus of broadcast properties were put on the market. For most of those listed on page 37, their appearance on the block is in compliance with FCC crossownership restrictions resulting from these 1985 actions. □

The following is a list of Fifth Estate sales, mergers and buyouts above \$10 million which were announced in 1985. Not all the transactions

<i>Price</i>	<i>Buyer</i>
\$6.3 billion	General Electric
\$3.5 billion	Capital Cities
\$2.5 billion	Kohlberg Kravis Roberts
\$2.1 billion	T'CI, ATC, Comcast, Daniels, Century
\$2 billion	Rupert Murdoch
\$1.5 billion	Turner Broadcasting
\$1.3 billion	Cox Enterprises (Cox family and management)
\$760 million	Taft Broadcasting
\$717 million	Gannett
\$690 million	Viacom
\$510 million	Tribune
\$500 million	Allied-Signal Inc. merger
\$487 million	Rupert Murdoch
\$450 million	Kirk Kerkorian
\$450 million	Hearst
\$450 million	Warner Communications Inc.
\$350 million	Washington Post
\$313 million	Group W
\$306 million	Lorimar/Telepictures merger
\$246 million	Scripps Howard
\$237 million	Jones Intercable
\$200 million	Gannett
\$200 million	Times Mirror/Storer cable swap
\$185 million	Cox
\$176 million	Jack Kent Cooke
\$175 million	Dillon Read, current management
\$170 million	Cook Inlet Region Inc.
\$160 million	Knight-Ridder

listed below have closed or have met regulatory approval by government authorities.

Property (Seller)

RCA
ABC
Storer Communications
Group W Cable
Metromedia
MGM/UA
59.8 % of Cox shares
Gulf Broadcasting
Evening News Association
MTV Networks Inc. and 50% of Showtime/TMC
KTLA(TV) Los Angeles (Golden West)
Ampex (Signal Cos.)
20th Century Fox Film Corp.
United Artists (Ted Turner)
WCVB-TV Boston (Metromedia)
American Express interest in WCI
Capcities cable systems
KHJ-TV Los Angeles (RKO)
Lorimar/Telepictures merger
WXYZ-TV Detroit and WFTS(TV) Tampa, Fla. (ABC)
15 Tribune cable systems
Des Moines Register, plus three smaller papers (Des Moines Register Co.)
Times Mirror/Storer cable swap
WFTV(TV) Orlando, Fla. (SFN)
Los Angeles Daily News (Tribune)
Times Mirror microwave common carrier division
WTNH-TV New Haven, Conn. (CCC/ABC)
KTVY(TV) Oklahoma City, WALA-TV Mobile, Ala., KOLD-TV Tucson, Ariz.(Gannett)

Chart continues on page 36

Chart continues from page 35

<i>Price</i>	<i>Buyer</i>	<i>Property (Seller)</i>
\$150 million	Jefferson Smurfit Corp.	80% of Times-Mirror paper division
\$130 million	Coca-Cola	Embassy TV
\$130 million	CSI executives/TCI	Communications Services (Norman Lear)
\$122.5 million	Viacom	KMOX-TV St. Louis (CBS)
\$110 million	Heritage	Dallas cable system (Warner-Amex)
\$107 million	CBS	Five Taft radio stations
\$100 million	JMB Realty Co.	11.7% of Viacom
\$96 million	Meredith Corp.	<i>Ladies' Home Journal, Health</i>
\$90 million	McCaw Communications	Tucson, Ariz.; Aberdeen, Wash.; Oregon cable systems (Cox Cable)
\$84 million	Smith Acquisition Co.	WHTM-TV Harrisburg, Pa.; WETM-TV Elmira, N.Y.; WSTM-TV Syracuse, N.Y. (Times Mirror)
\$80 million	Gillett Communications	Fetzer TV Corp. (WKZO-TV Kalamazoo, Mich.; KMEQ-TV) Sioux City, Iowa; KOLN-TV Lincoln and KGIN-TV Grand Island, both Neb.)
\$75.5 million	Malrite	KLAC(AM)-KZLA-FM Los Angeles, KSRR-FM Houston (CCC/ABC)
\$65 million	Queen City Broadcasting	WKBW-TV Buffalo, N.Y. (CCC/ABC)
\$62 million	Price Communications	WZZM-TV Grand Rapids, Mich. (KKR/Wometco)
\$61.5 million	United Cable	Hartford, Conn., cable system (Times Mirror)
\$60.1 million	Keymarket Communications	KMJM(FM) St. Louis, KMJQ(FM) Houston, WLTJ(FM) Detroit (The Amaturio Group)
\$57 million	Freedom Newspapers	WRGB-TV Schenectady, N.Y. (John Backe)
\$50 million	Columbia Pictures	CBS 25.5% stake in Tri-Star Pictures
\$50 million	Burnham Broadcasting	KHON-TV Honolulu, KAH-TV Wailuku (Des Moines Register)
\$50 million	Park Communications	WPAT-AM-FM Paterson, N.Y. (CCC/ABC)
\$44 million	Regency Broadcasting (Carl Hirsch)	KJOI(FM) Los Angeles (Noble)
\$41.7 million	Mario Vazquez Rana, Joe Russo	UPI
\$40 million	Hauser Communications	Montgomery county, Md., cable sys. (Tribune-United)
\$40 million	Rupert Murdoch	Metromedia Producers Corp.
\$40 million	Southern Broadcast Group	WXLTV (TV) Sarasota, Fla. (Sarasota-Bradenton Fla. TV)
\$40 million	H&W Communications (Cecil Heftel)	KTNQ(AM)-KLVE(FM) Los Angeles (K-LOVE Radio)
\$40 million	Lorimar	Bozell & Jacobs
\$40 million	Simmons Communications	Long Beach, Calif., cable system
\$40 million	American Cablesystems	Chicago suburban cable systems (Joyce Cable)
\$39 million	Westwood One	Mutual
\$38.5 million	Federal Enterprises Inc.	WWJ(AM)-WJOI(FM) Detroit (ENA)
\$35 million	MCA	63% of L.J.N. Toys
\$30 million	Grant Broadcasting (Milton Grant)	WWSG-TV Philadelphia (Channel 57)
\$30 million	Estrela Communications	KBSC-TV Guasti (Los Angeles) (Oak)
\$30 million	Price Communications	WEEK-TV Peoria, Ill.; KRCG-TV Columbia-Jefferson City, Mo. (K.C. Southern Ind.)
\$27 million	Robert Sillerman	WLLZ(FM) Detroit, KPKE-FM Denver, KDWB-AM-FM Minneapolis (Doubleday)
\$25 million	Draper Communications	KGBT(TV) Harlingen, Tex. (Tichenor Media Systems)
\$25 million	Jones Intercable	Wisconsin Rapids, Wis., cable system
\$25 million	Ackerley Communications	KVOS-TV Bellingham, Wash. (Wometco/KKR)
\$24.2 million	Sterling Communications	WKJN(FM) Hammond, La.; WSSL-AM-FM Greenville, S.C.; WJDX(AM)-WMIS(FM) Jackson, Miss. (Keymarket)
\$24 million	American Family Corp.	WITN-TV Washington, N.C. (WITN Inc.)
\$23.5 million	DKM Broadcasting	Stuart Broadcasting (10 stations)
\$21 million	Heritage Broadcasting	WREX-TV Rockford, Ill. (Gilmore)
\$20 million	Toledo TV Investors	WDHO-TV Toledo, Ohio (First Nat. Bank of Boston)
\$20 million	Jeff Smuylan, Steven Crane (Emmis Broadcasting)	51.6% of Emmis Broadcasting

<i>Price</i>	<i>Buyer</i>	<i>Property (Seller)</i>
\$20-\$25 mill.	Nationwide Communications	KITN-TV Minneapolis (Beverly Hills Hotel Corp. [Ivan Boesky])
\$19 million	Price Communications	WLAC-AM-FM Nashville (Sudbrink Broadcasting)
\$18-\$20 mill.	Heritage Communications	KDLT(TV) Mitchell, KEVN-TV Rapid City, KIVV-TV Lead, all South Dakota (Dakota Broadcasting)
\$18.2 million	Price Communications	WNIC-AM-FM Detroit (Josephson)
\$18 million	Founders Communications	KEES(AM) Gladewater, Tex.; WXVI(AM) Montgomery, Ala.; WGIV(AM) Charlotte, N.C. (Attaway Cos.)
\$17.5 million	Adams-Russell	RHG Electronics
\$16.5 million	MSP TV of Midland-Odessa	KTXH(TV) Odessa, KWAB(TV) Big Spring, both Texas (Permian Basin TV)
\$16 million	Gannett	KTKS(FM) Dallas (CCC/ABC)
\$16 million	Group W	KMEO-AM-FM Phoenix (Scripps-Howard)
\$15-\$20 mill.	John Blair & Co.	Selcom Radio, Torbet Radio
\$15 million	Citadel Communications	KCAU-TV Sioux City, Iowa (Forward)
\$14.5 million	TV Corp. Stations	WLFL-TV Raleigh, N.C. (Family TV Corp.)
\$14.5 million	Diversified Communications	WPDE(TV) Florence, S.C. (Eastern Carolinas Brdest.)
\$14.4 million	A.S. Abell	WRLH-TV Richmond, Va. (TVX Corp.)
\$14 million	Silver Star Communications	WRIF(FM) Detroit (CCC/ABC)
\$14 million	The Essex Group	Tennessee cable systems (Group W)
\$13.5 million	KIX Broadcasting	WGKX(FM) Memphis, KSSN(FM) Little Rock, Ark. (Firstcom Corp.)
\$13.2 million	Wooster Republican Printing	KAAL-TV Austin, Minn.
\$13 million	Charles Wood Broadcasting	KMTG(TV) Springfield, Mo. (Midland TV)
\$12.5 million	Heritage	WMET(FM) Chicago (Doubleday)
\$12 million	Olympic Broadcasting	KIAZ(AM)-KQFZ(FM) Fairbanks and KYAK(AM)-KGOT(FM) Anchorage, both Alaska
\$12 million	Commonwealth Broadcasting	KENZ(AM)-KSAC(FM) Sacramento, KSJQ(AM) Manteca, Calif. (Jonsson Communications)
\$12 million	Lorimar	DIR Broadcasting
\$11.9 million	Michigan Energy Resources	WPMI(TV) Mobile, Ala. (Hess Broadcasting)
\$11 million	Robert Sillerman	KHOW(AM) Denver (Metromedia)
\$11 million	Atlantic TV Associates	WGGT(TV) Greensboro, N.C. (Guilford Telecasters)
\$11 million	World Class Communications	WZPL(FM) Greenfield, Ind. (H&W Communications)
\$11 million	Hurst Hill Holdings	WGY(AM)-WGFM(FM) Schenectady, N.Y. (Sky Comm.)
\$10.7 million	TVX Broadcast Corp.	Channel 38 Associates
\$10.6 million	Beasley-Reed Broadcasting	WGJX(FM) Miami (Wodlinger Brdestg.)
\$10.2 million	Terrapin Communications	WKAB-TV Montgomery, Ala. (Bahakel)
\$10 million	United Stations	RKO Networks
\$10 million	S.D. Broadcasting Co.	KSFY(TV) Sioux Falls, KABY-TV Aberdeen, KPRY(TV) Pierre, all S.D. (Forum Publishing Co.)
\$10 million	Sandusky Newspapers	WZNE(FM) Clearwater, Fla. (DKM Broadcasting)
\$10 million	Gordon Broadcasting	KHGI-TV Kearney, KWNB-TV Hayes Center and KSNB-TV Superior, all Nebraska (Amaturo Group)

On the block at yearend

The following is only a partial list of broadcast properties up for sale. Most of those listed below are on the market because companies which have merged this year have to divest properties in order to

comply with FCC crossownership rules. Others appear on the list because their owners have announced they are on the market. The estimated value of stations was arrived at by canvassing brokers.

<i>Estimated value</i>	<i>Property (Owner and divestiture time period)</i>
\$310-\$400 million	WOR-TV New York (RKO)
\$220-\$240 million	WTVJ(TV) Miami or 138,000 cable subs (KKR granted 18-month waiver)
\$210-\$230 million	WAGA-TV Atlanta or 100,000 cable subs (KKR granted 18-month waiver)
\$110-\$120 million	KABC(AM)-KLOS(FM) Los Angeles (CCC/ABC granted 18-month waiver)
\$60-\$65 million	WNBC(AM)-WYNY(FM) New York (RCA-GE)*

Chart continues on page 38

Chart continues from page 37

Estimated value	Property (Owner and divestiture time period)
\$50-\$60 million	WABC(AM)-WPLJ(FM) New York (CCC/ABC granted 18-month waiver)
\$48-\$50 million	WMAQ(AM)-WKQX(FM) Chicago (RCA-GE)*
\$45-\$49 million	KDFI-TV Dallas
\$37-\$41 million	WJBF-TV Augusta and WTVM(TV) Columbus, both Georgia (SFN)
\$36-\$40 million	WTVG(TV) Toledo, Ohio (KKR granted 18-month waiver)
\$32-\$40 million	WKYS(FM) Washington (RCA-GE)*
\$30-\$50 million	KGO(AM) San Francisco (CCC/ABC granted 18-month waiver)
\$30-\$40 million	WLS-AM-FM Chicago (CCC/ABC granted 18-month waiver)
\$30 million	WCZY-AM-FM Detroit (Gannett will keep for 4 years with <i>Free Press</i>)
\$28-\$32 million	WSNL-TV Smithtown, N.Y., and WWHT(TV) Newark, N.J., or cable systems serving 195,000 subs (Storer says it wants to keep cable systems) (KKR granted 18-month waiver)

* The divestiture of the RCA-GE radio stations is anticipated under current FCC rules unless the companies request a temporary or permanent waiver to keep the stations.

1985: A year like no other for the Fifth Estate

The topographical map of the broadcast and cable industries was drastically rearranged as mergers, takeovers and record-setting deals were commonplace

Is it finally over? Has the year in which the big got bigger—the year in which broadcasting companies became the subjects of their own evening newscasts—ended, or will we continue seeing wholesale redevelopment of the Fifth Estate landscape?

The year 1985 started with a bang when Taft Broadcasting Co. became the first to fill out the limit of 12 television stations by announcing its purchase of Gulf Broadcasting. It ended with NBC, only recently third among three networks, suddenly transformed into the frontrunner that may end up helping an industrial giant guard against foreign competition.

The procession of mergers and acquisitions with increasingly higher prices that have marched across these pages during the last 12 months has made for interesting reading. Very soon, however, those headlines will fade from sight and what will remain is an industry with generally higher debt levels, moderate revenue increases and some powerful new players.

Are the big different, or merely bigger? Taft Broadcasting now has a full complement of stations but has decided not to take its rep business in-house. And instead of strategic plans descending from the top stratum of management, it was decentralization that was in fashion this year, if one believes what was written in the business press. Accolades were given, with or without justification, to those companies having the smallest corporate staffs—Capcities-style—and treating stations as dispersed cash-growing islands ruled over by autonomous general managers.

Even with media conglomerates swallowing yet more major-market stations, the concentration of industry revenue is about the same as it was five years ago, by BROADCASTING's estimates. A look at 1985's top-10 group owners (discounting the soon-to-be-sold TV stations of RKO) shows their 1980 revenue

to have been \$5.2 billion and their 1985 revenue—assuming all the various mergers and other combinations had already been completed—to be an estimated \$10.65 billion. When compared against McCann-Erickson's estimates of total TV and radio spending (minus a 15% agency discount) of \$12.8 billion in 1980 and \$22.66 billion in 1985, the top-10 broadcasters' share of the industry in the past 12 months has remained level, barely sliding from 48.4% in 1980 to 47.8% in 1985, a percentage minutely understated because it does not include the barter activity of such groups as Taft and Tribune.

But within the top-10 total, revenue for the seven group owners outside the three networks (Chris-Craft, Cox, Group W, Metromedia/Murdoch, Kohlberg Kravis Roberts & Co., Taft and Tribune) has increased at a rate nearly twice as fast as that of the three networks, significant even discounting the effects of the 1980 winter Olympics and elections on reducing the percentage of three-network revenue.

And the increased importance of such larger groups cannot be judged by revenue alone. For instance, Tribune has reached the critical mass, with its purchase of KTLA(TV) Los Angeles, where the economics of production for sitcoms may exceed buying them second-hand (off-network) in syndication.

On the selling side, Gannett believes that it achieved a critical mass in 1985 by combining all its media—newspaper, outdoor and broadcasting—and selling "turn-key" packages to advertisers. Thus, in Los Angeles the message of an advertiser such as Sears Business Systems was placed on two Gannett-owned area newspapers; in four other papers that use the just-purchased Sunday insert, *USA Weekend* (formerly *Family Weekly*); on Gannett outdoor advertising, and on KISS-FM. With the soon-to-be-completed purchase of WDVM-TV Washington, Gannett will have direct media ownership in all of the top-10 markets and, if one includes *USA Today* and *USA Weekend*, has representation in the top-100 markets.

While the higher price tags of television stations focused most of the year's attention on that side of the industry, radio groups took

advantage of the FCC's relaxation of station-ownership limits as well. Most of those commenting said, however, that the diversity of programming and markets within a group tends to limit the advantages that come with size. Instead, the more noticeable merger activity took place among those who service the radio industry. In programming, United Stations bought the RKO networks and Westwood One bought Mutual. And further consolidation in the radio station rep business occurred at the end of the year when John Blair announced it would purchase Selkirk's two representation subsidiaries.

It will be in 1986 that the broadcasting industry will begin to see the full impact of the mergers, since by year's end most sales had not closed and those that had are still sifting together the old and new corporate entities.

"The pace of the industry has slowed down while management gets in place and everybody determines what their needs are and what debt service will call for," said Alvin Rush, president of MCA Television Group. Even Taft's purchase did not close until Aug. 1, and Ro D. Grignon, Taft's executive vice president, television, seemed only half-joking when he said that since the closing he has spent his time "mostly making introductions to the managers and staff at the [new] stations."

Along with the merger and takeover activity have come historically high levels of debt. From a macro-economic perspective there is disagreement about how dangerous the corporate leverage is. While the debt-servicing ability of broadcasting is more predictable than that of the personal computer industry, the indebtedness of the Fifth Estate has its critics as well.

The motivations for undertaking debt in 1985 ranged widely. Some companies took advantage of the lowest real interest rates in years to raise money for needs as yet undetermined, while others were paying for already announced strategic acquisitions; some executives wanted to make a profit in leveraged buyouts while others proposed debt as a defensive measure. Yet others wanted to quickly build a group from the

Television's top 20

These will be the 20 companies at the top in TV group ownership (ranked by their penetration of the total U.S., including 50% UHF discounts) should all proposed sales take place. The chart presupposes that station sales and mergers announced in 1985, but not yet completed or approved by regulatory bodies, will close in 1986. The number in parentheses after each city is the Arbitron ADI market rank. The percentages reflect Arbitron's 1985-86 market ADI household and percentage figures released in October.

1. □ Capcities/ABC (24.39%)

- Ch. 7 WLS-TV Chicago (3) 3.49%
- Ch. 30 KFSN-TV Fresno, Calif. (64) .23%
- Ch. 13 KTRK-TV Houston (10) 1.64%
- Ch. 7 KABC-TV Los Angeles (2) 5.11%
- Ch. 7 WABC-TV New York (1) 7.78%
- Ch. 6 WPVI-TV Philadelphia (4) 3.07%
- Ch. 11 WTVD(TV) Raleigh-Durham, N.C. (38) .70%
- Ch. 7 KGO-TV San Francisco (5) 2.37%

2. □ GE/NBC (20.94%)

- Ch. 5 WMAQ-TV Chicago (3) 3.49%
- Ch. 3 WKYC-TV Cleveland (11) 1.62%
- Ch. 4 KCNC-TV Denver (19) 1.17%
- Ch. 4 KNBC(TV) Los Angeles (2) 5.11%
- Ch. 4 WNBC-TV New York (1) 7.78%
- Ch. 4 WRC-TV Washington (9) 1.77%

3. □ CBS (19.45%)

- Ch. 2 WBBM-TV Chicago (3) 3.49%
- Ch. 2 KCBS-TV Los Angeles (2) 5.11%
- Ch. 2 WCBS-TV New York (1) 7.78%
- Ch. 10 WCAU-TV Philadelphia (4) 3.07%

4. □ Tribune (18.60%)

- Ch. 46 WGNX(TV) Atlanta (15) .68%
- Ch. 9 WGN-TV Chicago (3) 3.49%
- Ch. 2 KWGN-TV Denver (19) 1.17%
- Ch. 5 KTLA(TV) Los Angeles (2) 5.11%
- Ch. 26 WGNO-TV New Orleans (33) .37%
- Ch. 11 WPIX(TV) New York (1) 7.78%

5. □ 20th Century Fox (18.130%)

- Ch. 32 WFLD-TV Chicago (3) 1.745
- Ch. 33 KRLD-TV Dallas (8) .905%
- Ch. 26 KRIV-TV Houston (10) .82%
- Ch. 11 KTTV(TV) Los Angeles (2) 5.11%
- Ch. 5 WNEW-TV New York (1) 7.78%
- Ch. 5 WTTG(TV) Washington (9) 1.77%

6. □ Group W (15.36%)

- Ch. 13 WJZ-TV Baltimore (21) 1.02%
- Ch. 4 WBZ-TV Boston (6) 2.33%
- Ch. 9 KHJ-TV Los Angeles (2) 5.11%
- Ch. 3 KYW-TV Philadelphia (4) 3.07%
- Ch. 2 KDKA-TV Pittsburgh (12) 1.46%
- Ch. 5 KPIX(TV) San Francisco (5) 2.37%

7. □ KKR (13.73%)

- Ch. 13 WLOS(TV) Asheville, N.C. (37) .70%
- Ch. 5 WAGA-TV Atlanta (15) 1.36%
- Ch. 38 WSBK-TV Boston (6) 1.165%
- Ch. 8 WJKW-TV Cleveland (11) 1.62%
- Ch. 2 WJBK-TV Detroit (7) 1.93%
- Ch. 4 WTVJ(TV) Miami (14) 1.36%
- Ch. 6 WITI-TV Milwaukee (28) .81%
- Ch. 68 WWHT(TV) Newark, N.J. (1) 3.89%
- Ch. 39 KCST-TV San Diego (26) .455%
- Ch. 13 WTVG(TV) Toledo, Ohio (65) .44%

8. □ Taft (11.205%)

- Ch. 6 WBRC-TV Birmingham, Ala. (47) .59%
- Ch. 12 WKRC-TV Cincinnati (29) .80%
- Ch. 6 WTVN-TV Columbus, Ohio (33) .75%
- Ch. 21 KTXA-TV Dallas-Fort Worth (8) .905%
- Ch. 8 WGHP-TV High Point, N.C. (50) .57%
- Ch. 20 KTXH(TV) Houston (10) .82%
- Ch. 4 WDAF-TV Kansas City, Mo. (30) .80%
- Ch. 6 WCIX(TV) Miami (14) 1.36%
- Ch. 29 WTAF-TV Philadelphia (4) 1.535%
- Ch. 10 KTSP-TV Phoenix (22) .96%
- Ch. 10 WTSP(TV) St. Petersburg, Fla. (17) 1.23%
- Ch. 20 WDCA-TV Washington (9) .885%

9. □ Chris Craft Industries (10.315%)

- Ch. 13 KCOP(TV) Los Angeles (2) 5.11%
- Ch. 9 KMSP-TV Minneapolis (16) 1.35%
- Ch. 45 KUTP(TV) Phoenix (22) .48%
- Ch. 12 KPTV(TV) Portland, Ore. (25) .90%
- Ch. 4 KTVX(TV) Salt Lake City (39) .68%
- Ch. 4 KMOL-TV San Antonio, Tex. (45) .61%
- Ch. 44 KBHK-TV San Francisco (5) 1.185%

10. □ Cox (8.925%)

- Ch. 2 WSB-TV Atlanta (15) 1.36%
- Ch. 9 WSOC-TV Charlotte, N.C. (32) .76%
- Ch. 7 WHIO-TV Dayton, Ohio (48) .58%
- Ch. 50 WKBD-TV Detroit (7) .965%
- Ch. 2 KTVU(TV) Oakland, Calif. (5) 2.37%
- Ch. 9 WFTV(TV) Orlando, Fla. (27) .83%
- Ch. 11 WPXI(TV) Pittsburgh (12) 1.46%
- Ch. 30 KDNL-TV St. Louis (17) .60%

11. □ Gannett (8.645%)

- Ch. 24 KVUE-TV Austin, Tex. (81) .16%
- Ch. 11 WXIA-TV Atlanta (15) 1.36%
- Ch. 56 WLVI-TV Boston (6) 1.165%
- Ch. 9 KUSA-TV Denver (19) 1.17%
- Ch. 11 WUSA(TV) Minneapolis (16) 1.35%
- Ch. 5 KOCO-TV Oklahoma City (36) .71%
- Ch. 12 KPNX-TV Phoenix (22) .96%
- Ch. 9 WDVM-TV Washington (9) 1.77%

12. □ RKO (8.45%)

- Ch. 13 WHBQ-TV Memphis (40) .67%
- Ch. 9 WOR-TV New York (1) 7.78%

13. □ Spanish International (7.655%)

- Ch. 21 KFTV(TV) Hanford, Calif. (65) .225%
- Ch. 34 KMEX-TV Los Angeles (2) 2.555%
- Ch. 23 WLTN(TV) Miami (14) .68%
- Ch. 41 WXTV(TV) Paterson, N.J. (1) 3.89%
- Ch. 41 KWEX-TV San Antonio, Tex. (45) .305%

14. □ Scripps Howard (7.515%)

- Ch. 9 WCPO-TV Cincinnati (29) .80%
- Ch. 5 WEWS(TV) Cleveland (11) 1.62%

- Ch. 7 WXYZ-TV Detroit (7) 1.93%
- Ch. 41 KSHB-TV Kansas City, Mo. (30) .40%
- Ch. 5 WMC-TV Memphis (40) .67%
- Ch. 15 KNXV-TV Phoenix (22) .48%
- Ch. 28 WFTS(TV) Tampa, Fla. (17) .615%
- Ch. 2 KJRH(TV) Tulsa, Okla. (54) .54%
- Ch. 5 WPTV(TV) West Palm Beach, Fla. (62) .46%

15. □ Gaylord (7.145%)

- Ch. 43 WUAB(TV) Cleveland (11) .81%
- Ch. 11 KTVT(TV) Fort Worth (8) 1.81%
- Ch. 39 KHTV(TV) Houston (10) .82%
- Ch. 18 WTVT(TV) Milwaukee (28) .405%
- Ch. 8 WVUE(TV) New Orleans (33) .74%
- Ch. 11 KSTW(TV) Tacoma, Wash. (16) 1.33%
- Ch. 13 WTVT(TV) Tampa, Fla. (17) 1.23%

16. □ Hearst (7.0%)

- Ch. 11 WBAL-TV Baltimore (21) 1.02%
- Ch. 5 WCVB-TV Boston (6) 2.33%
- Ch. 2 WDTN(TV) Dayton, Ohio (48) .58%
- Ch. 9 KMBC-TV Kansas City, Mo. (30) .80%
- Ch. 12 WISN-TV Milwaukee (28) .81%
- Ch. 4 WTAE-TV Pittsburgh (12) 1.46%

17. □ Belo Broadcasting (5.61%)

- Ch. 8 WFAA-TV Dallas (8) 1.81%
- Ch. 13 WVEC-TV Hampton, Va. (46) .59%
- Ch. 11 KHOU-TV Houston (10) 1.62%
- Ch. 10 KXTV(TV) Sacramento, Calif. (20) 1.06%
- Ch. 6 KOTV(TV) Tulsa, Okla. (52) .53%

18. □ Outlet/Rockefeller (5.05%)

- Ch. 36 WATL-TV Atlanta (15) .68%
- Ch. 4 WCMH-TV Columbus, Ohio (33) .75%
- Ch. 59 WPDS-TV Indianapolis (25) .46%
- Ch. 6 WCPX-TV Orlando, Fla. (27) .83%
- Ch. 10 WJAR-TV Providence, R.I. (39) .66%
- Ch. 12 KSAT-TV San Antonio, Tex. (45) .61%
- Ch. 13 KOVR(TV) Stockton, Calif. (20) 1.06%

19. □ Meredith (4.98%)

- Ch. 5 WNEM-TV Bay City, Mich. (54) .51%
- Ch. 24 KSEE-TV Fresno, Calif. (64) .46%
- Ch. 5 KVVU-TV Las Vegas (96) .26%
- Ch. 5 KCTV(TV) Kansas City (30) .80%
- Ch. 35 WOFL(TV) Orlando, Fla. (27) .83%
- Ch. 5 KPHO-TV Phoenix (22) .96%
- Ch. 53 WPGH-TV Pittsburgh (12) .73%
- Ch. 5 WTVH(TV) Syracuse, N.Y. (67) .43%

20. □ Knight-Ridder (4.67%)

- Ch. 10 WTEN(TV) Albany, N.Y. (51) .56%
- Ch. 12 WJRT(TV) Flint, Mich. (54) .51%
- Ch. 10 WALA-TV Mobile, Ala. (57) .49%
- Ch. 2 WKRN-TV Nashville, Tenn. (31) .77%
- Ch. 3 WTKR-TV Norfolk, Va. (46) .59%
- Ch. 4 KTVY Oklahoma City (36) .77%
- Ch. 12 WPRI-TV Providence, R.I. (42) .65%
- Ch. 13 KOLD-TV Tucson, Ariz. (82) .33%



The Fowler FCC circa early 1985: the deregulators

ground up. At year's end some observers were suggesting that borrowing costs will decline further, leading perhaps to even heavier industry-wide borrowing in 1986.

In a sense, permission was granted by Washington for all the tumultuous activity in broadcasting this year. Beginning in 1981, the FCC under Chairman Mark Fowler started changing the rules of the game, including eliminating the station-trafficking rule and the regional concentration of control rule, and relaxing the multiple ownership and attribution limitations. It was written in these pages earlier in the year that the FCC had "reviewed, changed or deleted 89% of the agency's some 900 mass media rules" (BROADCASTING, Feb. 18).

Other examples of the new regulatory era were rule changes simplifying license renewals and a decision not to put a license at risk for the owner's malfeasance outside of the broadcasting industry. The dictums coming from M Street in Washington had the important result of making station operation more of a real business in the eyes of the investment community.

Does that community realize its indebtedness, figuratively speaking, to Washington? Is it worried that what Washington has given, the agenda of a different FCC chairman might take away? Apparently not, judging by the many prospectuses for below-investment-grade broadcasting bonds that have recently circulated. In the cautionary notes to investors dubbed "Risk Factors" or "Significant Considerations," the fact that broadcasting was a regulated industry was not even mentioned to those examining the \$1.3-billion Metromedia Broadcasting Corp. deal, at the time the largest-ever "junk bond" offering. And the usual mention that "The broadcasting industry is subject to extensive federal regulation..." might seem ironic to those who think the pendulum of regulation has swung almost out of the picture.

Still, there have been no major public debt defaults in the industry, and revenue increases have kept pace with most publicly stated projections. (When broadcasting companies have undertaken leveraged buyouts, they project how much revenue

will be available in future years.) Without going into the particular results of various station groups, it can be noted that the 1985 projections for such highly-leveraged companies as Wometco and Harte-Hanks, along with the more recent Multimedia and Storer projections, all fall between 10% and 11.5%, close to what most observers think the final results will be for this year but above what some see the industry achieving in 1986. Cox, with a different mix of stations, was more optimistic, projecting a 14.1% increase in 1985.

This past year was not all asset swapping and restructuring. At least one projection for on-going business was noticeably off the mark. At the beginning of the year prognosticators were saying that the three television networks would register 5% revenue gains in 1985. It has instead turned out that the final network tally for the year will be a decline of somewhere between 2.5% and 4%—depending on whom you talk to. Discounting Olympic dollars, the three-network revenue will have increased a few percent, just keeping up with inflation.

The networks' current problems come at a time when there has been equally active merger activity among the consumer goods and food product companies—most of whom are major advertisers in network television. In fact, the three largest network advertisers—as measured during the first nine months of this year by the Television Bureau of Advertising using statistics from Broadcast Advertiser Reports—have either recently merged or have proposed to do so.

Again, the giants appear subsumed in a much larger industry. Although the combined advertising budgets of those merged entities—Procter & Gamble/Richardson-Vicks; R.J. Reynolds/Nabisco Brands, and Philip Morris/General Foods—were each over \$1 billion in 1984, the combined network budgets of the three would still have been responsible for less than one of every six network dollars.

But the impact of those particular mergers on broadcasting revenue may turn out to be more complicated than a slight shift in the network-versus-advertiser odds. Among the

possible ways the extra leverage could influence events, these new giant companies will have more influence with the large store chains, and that might, for instance, lead to an increased emphasis on in-store merchandising, a trend that has shown itself recently at the expense of media advertising.

Revenue increases will be important not only for paying off corporate debt, but for buying programming, which consumes roughly two-thirds of the networks' budgets, between 33% and 60% of the budgets of most television stations and, for radio, between 10% and 40%. It is the rising cost of programming that has mainly been responsible for keeping operating margins flat over the past five years for publicly traded broadcasters, according to John Suhler, president of Veronis, Suhler & Associates, which recently completed a study of broadcasters' financial results (BROADCASTING, Dec. 16).

What is the trend in programing costs? Network executives have said in recent years, and continued to say in 1985, that a new realism prevails and that they are holding the line against growing production costs. And it is generally agreed that the networks have been able to keep licensee fees to single-digit increases in recent years, a move the studios may have agreed to because there are no other customers of substance for their product.

Despite the promise of cable, the number of shows basic cable services are buying first-run from the studios can be counted on one hand. And as for the ad-hoc station groups, so far they are not willing to pay top dollar—when *Too Close for Comfort* went from the network to first-run, it did so only when talent agreed to take a pay cut.

What does the head of the largest television producer and syndication company think about the 'new realism'? Alvin Rush, president of the MCA Television Group, said: "Of course, it is sort of a self-serving line. As far as productions go, I don't think it is a new era."

The reason Rush thinks the networks will continue to face cost increases is that they will be fighting hard to preserve audience share against competition for the viewers' attention, including that provided by station

groups including Tribune and Metromedia/Murdoch. "The buyer wants a bigger picture, he wants more action, more casting... a bigger look. And understandably, he wants to win his time period. To make that happen puts tremendous pressure on costs, and unfortunately the costs keep going up," he said.

Network executives over the past year were also saying that a new realism had also arrived for another source of programming: sports rights. But by the end of the year the signs were pointing in both directions. While NBC will come nowhere near paying the \$1 billion that was initially suggested as an appropriate rights fee for the 1988 summer Olympics in Seoul, South Korea, on the other hand CBS paid nearly double to renew its four-year contract with the National Basketball Association, and the \$309 million ABC will pay to broadcast the 1988 winter Olympics in Calgary, Canada, is more than triple what it paid to cover the 1984 Sarajevo games. In both the NBA and the Olympics renewal there was at least one mitigating factor—the right to broadcast additional hours—but in a low-inflation environment those price increases were still impressive.

At the station level, too, program directors were saying that the cost of off-network sitcoms and other "hot items" would no longer double or triple in the space of a few years. Here MCA's Rush was somewhat more in agreement, saying that some of the previous inflationary pressure had eased, because the "market is saturated with product."

In other ways supply and demand shifted in favor of the stations looking for product. At least in some markets the heavy buying that preceded and accompanied the sign-on of new independents has trailed off—although there are still major markets, such as Philadelphia or Washington, where the arrival of new independents has not abated. On the supply side, at least two of the networks were saying that "quick trigger" cancellations are no longer the method of operation, increasing the possibility that more shows will stay on long enough to end up in syndication.

During the last 12 months there was perhaps no more important sign that programming is still the lifeblood of broadcasting than the mergers, acquisitions and other forms of vertical integration that promise to bring creation and dissemination together under one corporate roof.

The examples were many. Ted Turner proposed to buy MGM but has said he would be happy to sell off everything else as long as he can keep the film library to air on his superstation, WTBS(TV) Atlanta. Rupert Murdoch completed his purchase of 20th Century Fox, and proposed last spring to purchase the six independent stations belonging to Metromedia Broadcasting Corp. Meanwhile, CBS is on the verge of completing negotiations with the Hollywood community that would allow the network to own three hours of prime time programming.

Also, the production community at least talks about building station groups, and after

the sale of WOR(TV) New York was announced a few months ago, one of the major studios had its director of development working over the weekend to analyze the station as a possible acquisition. Nor do ad hoc station programming groups show any signs of diminishing.

For the near term, all the strategic changes in both the industry and the economy don't seem to have overly confused forecasters of the bottom line. Observers suggest real 1986 gross national product growth of 2%-3.2%, and inflation of between 3.5% and 4.2%.

Such modest growth would not be especially good news for the three television networks, since most observers think they will do no more than match nominal GNP growth (real GNP plus inflation). Robert J. Coen of McCann-Erickson is projecting a three-network revenue increase of 6%; CBS is projecting 5%-6%, and R. Joseph Fuchs of Kidder Peabody thinks 5%. TVB is more positive, suggesting a 7%-9% increase.

TVB has also projected an 11%-13% increase in local TV dollars and an 8%-10% increase in spot TV dollars, while Coen pegs the spot increase at just 8%. Those numbers would be roughly the same as the 1985 gains, and radio growth in 1986 could also be a rerun. The Radio Advertising Bureau is predicting local dollars will be up 11.7%; spot dollars up 11%, and network dollars up 13.2%.

The projected strength of local advertising will be good for television, which gets half its dollars from that source, and even better for radio, which draws on local advertisers for three-quarters of its revenue.

All those dollars will not just automatically show up on a broadcaster's balance sheet, but will instead be earned by selling against other stations and against other media. Networks and national spot will continue selling against barter syndication and vice versa. Radio station rep firms will continue selling against the radio networks.

Despite the best laid plans, 1986 will have its share of surprises. It may be that during the next 12 months if there will be a new tax bill, or a different resolution of the must-carry controversy. Even without any unknowns it will be an interesting year.

Stuart Brotman, a Cambridge, Mass.-based industry consultant, points out that 1986 will be the first year with a strong base of stereo television sets and stations broadcasting in stereo. This will also be the year that 20-second commercials and split-30's are not just a topic of contention, but a fact of life.

In 1986 some Fifth Estate managers will accomplish their asset trading and will instead be able to determine how best to use their new rosters. It will be a year in which we hear much of Thomas Murphy, John Welch Jr. and, perhaps, Lawrence Tisch. It will be a year in which the euphoric high of easy money in 1985 may or may not give way to a hangover. The Fifth Estate may not make news on its own evening newscasts as during the past 12 months, but it will be no less interesting.

NBMC accused of trying to force sale of FM to minority buyer

Licensee of WYEN Des Plaines, Ill., abandons agreement to sell station to partnership, then files to sell station to Flint Metro, owned by minority; first would-be buyer files petition to deny sale to Flint, saying NBMC pressured licensee to sell WYEN to minority

The National Black Media Coalition, which was accused by the FCC's Mass Media Bureau earlier this month of using the FCC's processes to "to obtain a lucrative payoff" in a broadcast license transfer case, has now been accused in a second proceeding of using the commission's processes to force a licensee to repudiate an agreement to sell its FM outlet. NBMC's aim in the second case was said to be to pressure the licensee to sell the station—WYEN(FM) Des Plaines, Ill.—to a minority-owned company. Counsel for NBMC, which has been opposing renewal of the station's license, called the charges "frivolous and without merit."

The charges were made by attorneys for L. David Moorehead and Larry Greene, who had agreed to buy the station for \$8 million, in a suit filed in U.S. District Court for the Northern District of Illinois, and in a petition filed with the FCC. The court suit seeks an order requiring Walt-West Enterprises Inc., licensee of WYEN, to honor the agreement with Moorehead and Greene. The petition asks the commission to deny Walt-West Enterprises' application to sell the station to Flint Metro Mass Media Inc., which is owned by Vernon Merritt Jr., who is black. The proposed purchase price is \$8 million.

A complicating factor in the case is NBMC's effort to have Walt-West Enterprises stripped of its license for the station because of alleged violations of the commission's equal employment opportunity rules, an effort that had been ongoing since 1982. Moorehead and Greene, who are in the business of buying radio and television stations, entered into a memorandum of agreement to buy the station, on Sept. 8, without an attorney and without being aware, according to the papers filed with the commission and the court, that the station's license was in jeopardy. (On the day following execution of the agreement, a three-judge panel of the U.S. Court of Appeals in Washington would hear oral argument on NBMC's appeal of the commission's renewal of the station's license.) The panel on Oct. 22 reversed the commission and sent the case back to the agency (BROADCASTING, Oct. 28) for further consideration.

Moorehead/Greene's attorneys cite letters to their clients from Walt-West Enterprises' Chicago counsel in making the claim that NBMC was responsible for the decision to abandon the Sept. 8 memorandum of agreement and negotiate a new one with Flint Metro. In a letter dated Sept. 25, John W.

Hough said it was "obvious" to him—and that his client agreed—that "an immediate settlement with NBMC was imperative" and that David Honig, NBMC counsel, had refused to submit one to his client. Hough said lawyers involved in the case, including counsel for the commission, thought the appeals court panel would reverse the commission. But the letter also said Honig had submitted a proposed settlement that included a list of demands for various legal and other costs totalling over \$200,000, and a provision that "WYEN be sold to a black minority immediately."

Hough's outline of Honig's proposed settlement is not contained in any NBMC document filed with the commission or the court. And Honig said last week, in response to questions, that Hough's letter "doesn't accurately portray our proposal." But he declined, for the present, to describe the proposal. In a letter to Hough dated Sept. 22 and included in the material filed with the commission and the court, Honig said that, because of its concern regarding its "credibility" with the appeals court, NBMC could not consider settling the case until the panel issued its decision. However, he said NBMC would "mull over" what he said was Hough's suggestion that "a foundation for minorities be created as part of a settlement" and added that he would "take the liberty of referring" to Hough "any minority broadcasters who inquire of me about WYEN.... We think it would be delightful to have a minority owner of the station."

The petition to deny the sale to Flint Metro charges that NBMC's conduct "is a classic example of abuse of process." It contended that NBMC "instituted proceedings against WYEN, nominally, because of its concern over the station's EEO performance" but that it "sought, not redress of EEO grievances (its proper goal) but the forced sale of WYEN to a minority-controlled entity of NBMC's choice, a goal not legally permissible under either the court decision or FCC policy." In support of the argument, the Moorehead/Greene petition maintains there is "no significant difference between the substantive terms" of agreements Walt-West reached with each of the proposed buyers, "except for one thing: NBMC did not approve the first and it did approve the second."

However, Walt-West, whose financial problems are sufficiently serious that its counsel mentioned filing for bankruptcy as a way out of the licensee's problems, would have received one benefit from Flint Metro not available from Moorehead/Greene. According to a letter confirming the second agreement, Flint-Metro had already loaned Walt-West \$400,000 and was prepared to lend it another \$500,000. Honig said he was "puzzled" by the charges leveled at NBMC, calling them "frivolous and without merit," and said NBMC would defend against them "vigorously."

The complaints involving WYEN were filed in the same week that NBMC abandoned provisions of a settlement agreement under which it and Honig would have received \$375,000 (BROADCASTING, Dec. 23). □

NAB management restructured

Summers, Abel and Harwood to operate under equal stature and will report to Fritts, who plans to focus on long-range projects, policy matters and lobbying

The National Association of Broadcasters has undergone major internal reorganization. On Jan. 1, a new executive order will be in place, with three promotions. John Summers, executive vice president for government relations, becomes senior executive vice president; John Abel, senior vice president for research and planning, will be ex-

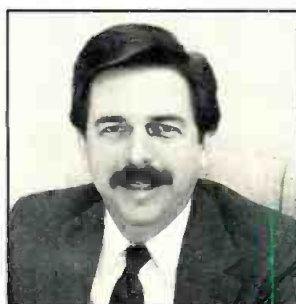
ment. Since then, Fritts has concentrated on "fine tuning" the operation of each department and is now "satisfied that NAB is on sound footing."

Under the new internal structure, Summers will supervise not only the government relations department but the legal area as well. Jeff Baumann, senior vice president and general counsel, reports to Summers. Fritts felt the combination was appropriate because many legal and legislative matters are "closely intertwined."

A large part of the association's operational concerns, Fritts said, will fall on Abel's



Summers



Abel



Harwood

ecutive vice president for operations, and Michael Harwood, secretary-treasurer, becomes executive vice president and chief financial officer.

"It's the appropriate time for me to focus more on long-range projects beneficial to broadcasters and turn the day-to-day operations over to the three executive vice presidents," said NAB President Eddie Fritts. He said they will all report to him and will operate under equal stature.

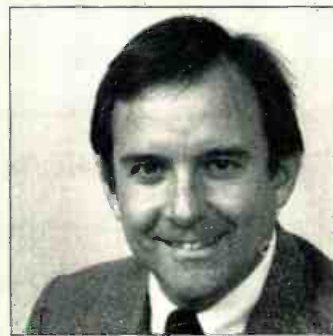
With the new structure in place, Fritts plans to devote more time to policy matters and lobbying at the FCC and on Capitol Hill. He noted that NAB reorganized the staff two years ago when Summers, who was at that time executive vice president, was put in charge of the government relations depart-

ment. Abel will oversee the research and planning, science and technology, public affairs, radio, television, minority and special services and the station services departments. (NAB aims to fill Abel's post within three months.) "I am looking forward to working with Eddie," Abel told BROADCASTING. Abel says the position marks a "big change" for him as he moves away from his career in research.

Harwood's responsibilities essentially remain the same (he'll continue as secretary-treasurer). His new position, Fritts said, emphasizes the "importance of the association's financial affairs." The data processing, accounting, conventions and meetings and production divisions will continue reporting to Harwood. □

Sheehan joins Tribune

Shaun Sheehan, senior vice president for public affairs and communications for the National Association of Broadcasters, joins Tribune Broadcasting in February as vice president, Washington. Sheehan will establish a Washington office for Tribune, with specific responsibility for government relations, media relations and liaison with the broadcast industry. "We're pleased that Shaun will be able to set up that office," said Tribune President and Chief Executive Officer James C. Dowdle. "With the growth we have had, the timing is right to establish a Washington office," Dowdle added. Sheehan, who will report to Dowdle, said he doesn't know yet how large a staff he'll bring on board. He will, however, work with Tribune's Washington consultant, Ward Quaal.



Sheehan joined NAB in 1978 as vice president for public affairs. Prior to NAB, he was vice president and group supervisor in the Washington office of Daniel J. Edelman Inc., a public relations firm. He also spent three years at the U.S. Catholic Conference where he wrote and anchored *Guidelines*, formerly *The Catholic Hour*, on the NBC radio network. He is a board member of Mothers Against Drunk Driving.

Independents "Coming of Age" convention

Frazier, Gross study, Murdoch speech among highlights of INTV show, set for next week in Los Angeles

Media moguls, Washington lawmakers and Hollywood stars are all expected to be on hand at next week's 13th annual Association of Independent Television Stations convention. More than 1,100 registrants are expected for the five-day affair, which runs from Jan. 4 to 8 at Los Angeles' Century Plaza hotel. There will be 19 seminars and workshops covering everything from how to put a new independent station on the air to what the program schedule of that station will look like in five years. Also on hand will be 65 program producers and distributors who will be giving sneak previews of many of the hopeful new first-run syndicated shows scheduled to premiere in the fall of 1986.

The theme of this year's convention is "Independents—Coming of Age," a theme chosen "for very obvious reasons," said convention chairman Charles L. Edwards, vice president and general manager of Gaylord Broadcasting's KTVT(TV) Fort Worth, Tex. According to Edwards, the days of independent stations as second-class citizens in the Fifth Estate are long over, and they are now on a level equal to that of network affiliates when it comes to ratings, advertisers and—not least—trading prices. Edwards described the coming-of-age theme as a "simple statement about where we are right now."

Edwards also promised this year's convention would feature "a great deal more meat than we've had in any convention in the past." Among the highlights on the agenda, Edwards says, is a discussion on barter syndication. Although careful not to take sides on the issue, Edwards said "I don't think we know nearly what we should know about participating in the barter process." INTV has commissioned the consulting firm of Butterfield Communications Group, Cambridge, Mass., to present a report on the subject. The presentation will be followed by a reaction panel.

The INTV convention officially gets under way Saturday, Jan. 4, at 1 p.m. with a two-session "New Independent Station Workshop." The first session will focus on reviewing the cable copyright and must-carry rules, while the second workshop session will be a once-over "nuts and bolts" field guide on independent broadcasting for new operators. At 3 p.m. Saturday there will be a closed-door session for general managers and sales managers.

Sunday, Jan. 8, begins at 8:45 a.m. with a report presented by INTV chairman Eugene



Century Plaza hotel

McCurdy, president and general manager of WPHL-TV Philadelphia, to be followed by a report given by INTV President Preston Padden. The rest of the morning will be devoted to a report on the state of independent television prepared by the Washington consulting firm of Frazier, Gross & Kadlec, followed by a panel of congressmen speaking on independent television.

Sunday's luncheon speaker will be Rupert Murdoch, who was recently granted FCC approval to buy the six independent Metro-media television stations and who last year also acquired 20th Century-Fox Film Corp. Murdoch has announced plans to launch the Fox Television Network as an independent supplier of television programming. Murdoch will talk about, among other things, the challenge of programing independents.

Sunday afternoon sessions will focus on selling advertising on independent stations and how to position an independent station in media buying plans. That evening's entertainment will include Roy Clark with George Lindsey and the *Hee Haw* girls.

Monday, Jan. 6, will kick off with a round-table discussion of Washington policy makers. Expected to be on hand are FCC commissioners Mimi Weyforth Dawson and Dennis R. Patrick; Rodney Joyce, acting as-

sistant secretary, National Telecommunication and Information Administration; James C. McKinney, chief, Mass Media Bureau, FCC. Monday morning will continue with a panel discussion about programing an independent station in the future.

Monday and Tuesday afternoons will be free of sessions while distributor suites are open for previews and program selling.

Tuesday, Jan. 7, will begin with a presentation of a barter study prepared by Butterfield Communications Group. That will be followed by a "reaction panel" composed of station managers, barter syndicators and advertising agency executives. Later Tuesday morning there will be a session on promotion and advertising including a sampling of "the best of independent TV promotion."

Wednesday, Jan. 8, opens with four sessions, the first on starting or buying an independent station, and the second on how independents can grab a bigger share of the local retail advertising business. The third session will address "future cost reduction and income enhancement possibilities." The fourth will cover the independent/station rep relationship. The convention adjourns Wednesday at noon. The agenda appears on page 46. An exhibitor's listing begins on page 54. □



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The daily calendar at INTV

Saturday, Jan. 4

Board meeting. Noon-2 p.m. Directors board room.

New independent station workshop. 1-4 p.m. Santa Monica room. Introduction by Preston Padden, INTV. *Cable Copyright and Must Carry*. Moderator: James D. Johnson, KFTY(TV) San Francisco (Santa Rosa). Panelists: Victor E. Ferrall Jr., Crowell & Moring, Washington; Paul McCarthy, Broadcasting Cable Associates; James C. McKinney, FCC. *Nuts and Bolts*. Moderator: James D. Johnson, KFTY(TV) San Francisco. Panelists: Browning Holcombe, Independent Television Sales; Charles H. Kadlec, Frazier, Gross & Kadlec Inc.; Steven A. Smith, Broadcast Technology Consultants; Gene Wilkin, Wilkin Consulting Services.

INTV general managers meeting. 3-6 p.m. (Closed meeting.) Beverly Hills room. Moderator: Kevin O'Brien, WNEW-TV New York. Discussion topics: *INTV Journal*: Jonathan Banner, *View Must Carry/Cable Copyright*: James B. Hedlund, INTV; J. Laurent Scharff, Pierson, Ball & Dowd. *CBS/MPAA-Financial Interest-Syndication Rule*: Dean Burch, Pierson, Ball & Dowd. *Music Licensing Legislation*: Jack Zwaska, All Industry Television Station Music License Committee. *Media-Diary Controversy*: Ted Baze, KGMC-TV Oklahoma City. *INTV Marketing Study*: Martin Brantley, KPTV(TV), Portland, Ore. *Split 30's/Isolated 15's*: Kevin O'Brien, WNEW-TV New York.

INTV sales managers meeting. 4-6 p.m. (Closed meeting.) Pacific Palisades room. *INTV Reports*: Michael Eigner, KTLA(TV) Los Angeles; Ron Inman, WTOG(TV) Tampa-St. Petersburg, Fla.; Martin Brantley, KPTV(TV) Portland, Ore.; Howard Kamin, INTV. **Sales managers roundtable.** Moderator: Ron Inman, WTOG(TV) Tampa-St. Petersburg, Fla. Panelists: Arch S. Chapman, WDRB-TV Louisville, Ky.; Gordon French, WPHL-TV Philadelphia; Lloyd J. Low, KCPQ(TV) Tacoma, Wash.; Lee Rudnick, WTRC-TV Hartford-New Haven, Conn.

Sunday, Jan. 5

Breakfast roundtable. 8-9:15 a.m. California Lounge.

INTV report. 8:45-9:15 a.m. Introduction: Charles L. Edwards, Gaylord Broadcasting Co.; Chairman's report: Eugene McCurdy, WPHL-TV Philadelphia. President's report: Preston D. Padden, INTV.

Opening session. 9:15-10:30. *Independent Thinking—An Overview of the Independent Television Industry*. Presentation of study by Frazier, Gross & Kadlec by Charles H. Kadlec. Industry reaction: John D. Abel, National Association of Broadcasters; James C. Dowdle, Tribune Broadcasting Co.; Milton Maltz, Malrite Communications Group Inc.; Brad Moran, KJTV(TV) Lubbock, Tex.

Congressional session. 10:45 a.m.-noon. *Congress Looks at Independent Television*. Los Angeles room. Moderator: James B. Hedlund, INTV. Panelists: Senator Slade Gorton (R-Wash.), Representatives John Bryant (D-Tex.), Barney Frank (D-Mass.), Don Ritter (R-Pa.), Pat Swindall (R-Ga.), W.J. "Billy" Tauzin (D-La.).

Luncheon. 12:45-2 p.m. Los Angeles room. Guest speaker: Rupert Murdoch.

Two concurrent sessions. 2:30-3:30 p.m. *Selling Your Station Beyond Numbers*. Santa Monica room. Moderator: Ron Inman, WTOG-TV Tampa-St. Petersburg, Fla. Panelists: Richard J. Bove, KXTX(TV) Dallas-Fort Worth; Michael D. Granados, KMPH(TV) Fresno, Calif.; Lloyd J. Low, KCPQ(TV) Tacoma, Wash.; Lee Rudnick, WTRC-TV Hartford-New Haven, Conn.

Station Positioning and Selling in a Highly Competitive Market Situation. Pacific Palisades room. Moderator: Paul S. Williams, INTV. Panelists: Steven Mark Friedheim, KZKC(TV) Kansas City; Frank J. Savage, KFTY(TV)

San Francisco; Bill Shafer, Arbitron Ratings Co.; Keith Erling Thompson, Adam Young Inc.; David A. Taylor, A.C. Nielson Co.

Owner's meeting. 2:30-3:30. (Closed meeting.) Sherman Oaks room. Host: Milton Maltz, Malrite Communications Group Inc.

Session. 3:45-4:45 p.m. *Independent Television in the Changing World of Media Planning and Buying*. Los Angeles room. Moderator: Robert W. Jones, INTV. Panelists: Ira Carlin, McCann-Erickson; Richard J. Kostyra, J. Walter Thompson; Gary Pranzo, Young & Rubicam.

Dinner. 7:30-10:30 p.m. Los Angeles ballroom. Entertainment: Roy Clark with George Lindsey and the *Hee Haw* Girls.

Monday, Jan. 6

Public policy power breakfast. 7:30-9 a.m. Beverly Hills room. Host: James B. Hedlund, INTV.

INTV marketing advisory committee meeting. 8-9 a.m. Directors board room.

Washington roundtable. 9:15-10:30 a.m. Los Angeles room. Moderator: Eugene McCurdy, WPHL(TV) Philadelphia. Panelists: FCC Commissioners Mimi Weyforth Dawson and Dennis Patrick; Rodney Joyce, National Telecommunications and Information Administration; James C. McKinney, Mass Media Bureau, FCC.

Session. 10:15 a.m.-noon. Los Angeles room. *Gazing into the Crystal Ball*. Moderator: Bill Jenkins, wxix-TV Cincinnati. Panelists: Alan D. Courtney, Gaylord Production Co.; Joseph Isabella, Telerep; Gary Lieberthal, Embassy Telecommunications; Lucie Salhany, Paramount Television; Melvyn Smith, Tribune Broadcasting Co.

Screenings. Noon-6:30 p.m. Exhibition rooms.

Tuesday, Jan. 7

Continental breakfast. 8-8:30 p.m. California lounge.

Barter session. 8:45-10:15 a.m. Los Angeles room. Introduction: Jerome Feniger, Station Representatives Association. Presentation of Butterfield study: David C. Butterfield, Butterfield Communications Group. Reaction to study: Moderator: Edward G. Aiken, WHNS(TV) Greenville-Spartanburg, S.C.-Asheville, N.C. Panelists: Martin Brantley, KPTV(TV) Portland, Ore.; Dennis Gillespie, Viacom Enterprises; Joel M. Segal, Ted Bates Advertising; Harry Stecker, Petry Inc.

Session. 10:30-noon. *Spicing Up Your Fall Presentation*. Los Angeles room. Executive producer: Mort Slakoff, MCA TV. Moderator: Lance Webster, Broadcast Promotion & Marketing Executives. Presenters: Matthew Cooperstein, KNXV-TV Phoenix; Bob Galvin, KCPQ(TV) Tacoma, Wash.; Paul A. Bissonette, WPXI Inc., New York. *The Best of Independent TV Promotion*. Presenter: Elmer F. Jaspan, WDRB-TV Louisville, Ky.

Gala studio dinner party. 6:30 p.m. Hosted by Warner Bros. Television Distribution. Music by Les Brown and his orchestra.

Wednesday, Jan. 8

Two concurrent sessions. 9:15-10:15 a.m. *So You Really Want to Own Your Own Station*. Beverly Hills room. Moderator: Paul F. Kagan, Paul Kagan Associates. Panelists: Robert A. Beizer, Schnader, Harrison, Segal & Lewis; Craig Dougherty, Union Bank, Los Angeles; Ted Hepburn, The

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How Independent Stations Can Increase Their Share of Retail Business. Santa Monica room. Moderator: Howard Kamin, INTV. Panelists: Jack Myers, Infomarketing; Philip S. Press, KTVU(TV) San Francisco; Sally Ann Lowry, Broadway Department Stores, Los Angeles; Larry Walker, J.C. Penney Co.

Two concurrent sessions. 10:30-11:30 a.m. *Future Cost Reduction and Income Enhancement Possibilities.* Beverly Hills room. Moderator: Harold E. Protter, WNOL-TV New Orleans. *Current and Future Advances in*

UHF Klystron Operating Costs: Earl W. McCune, Varian Associates. *Multiple UHF Stations Sharing of Common Transmitting Antenna:* Raymond Tattershall, LeBlanc & Dick Communications. *Income Opportunities for Selling Tower Space:* Dirk B. Freeman, Blair Media. *Low Cost Approaches to Stereo Conversion:* Lee Pinski, KCPQ(TV) Tacoma, Wash.

Station Rep Interchange. Santa Monica room. Moderator: John D. King, INTV. Panelists: Kerry Andrews, Katz Independent Television. Thomas M. Arnost, KTLA(TV) Los Angeles; Lynn Boggs, Media Central Inc.; Ellen Glantz, Blair Television; Duane G. Kell, WKBD-TV Detroit; Larry VanderBeke, MMT Sales.

Programing on parade in the suites

The following is a list of exhibitors for the INTV convention at the Century Plaza hotel. An asterisk indicates a product new to the market.

ABR Entertainment 728

Acama Films 549, 551
14724 Ventura Blvd., Suite 610, Sherman Oaks, Calif. 91403

Acama Star I (24), II (26), Martial Arts Theater (43), Bill Burrud's Wonderful World of Travel (26), Bill Burrud's World of Adventure (26), The Explorers (13), Boxing (51), Wrestling (51), Body Buddies (65), film classics. **Staff:** William Morrison, James Sowards, John Cosgrove, Bill Seymour.

Access Syndication 724
12345 Ventura Blvd., Studio City, Calif. 91604

Lorne Greene's New Wilderness, The Exciting World of Speed & Beauty, Hollywood Close-Up. **Staff:** Dennis Miller, Jeffrey Kazmark, Gary Benz, Nancy Dixon, Bill Trotter, Rick Pack, Fran Harman, Melissa Schiavo, Steve Kirk, Stel Deleon.

Alan Enterprises 611
32234 Pacific Coast Hwy., Malibu, Calif. 90265

The Classics* (28), The Promotables (15), Vietnam: The Ten Thousand Day War (13), Speed Racer (52), Abbott and Costello Show (52), Felix the Cat (260), Mighty Hercules (130). **Staff:** Alan Gleitsman, Cheri Rosche, Milt Strasser, Bob Mitchell, Christine Buchanan.

Almi Television Productions 512, 514
1585 Broadway, New York 10036

Almi Film Festival I* (10), Children's Cinema Classics* (33), The Ninja Connection* (13), Thriller (18), She's A Lady (19), Hot Rocks (10), Kitten's Christmas, Great Comedy Volume I (32) and II (15), Passport to Adventure (33). **Staff:** Dan Harrison, Mary Voll, Debbie von Ahrens.

Alternative Network Television 713, 715

Behrens Co. 716
51 W. 9th St., Miami 33130

Blair Entertainment 545, 547
1290 Avenue of the Americas, New York 10104

RPR Productions
511 Old Lancaster Pike, Berwyn, Pa. 19312
Strike It Rich* (52), Divorce Court (52),

Break the Bank* (52), SCTV (156), Death Valley Days (130), Cisco Kid (156), Revenge Movie Package (15), Wake Up the Echoes, NFL Great Moments, Great Plays of the Glory Days, Legends of College Basketball, College Football Scrapbook, You Make the Call, NFL Classics, Fantastic Finishes, NFL Most Valuable Player, Be All That You Can Be, Beachcombers (130), Keystone Komedies (79), Road to the Super Bowl '87, NFL Update '87, The Lollipop Dragon, telephone interactive programs. **Staff:** Richard Coveny, Guy Mazzeo, Phil Kent, Tim Harrington, Linda Prozeller, Leslie Lillian, Tony Brown, Joe Middelburg, Jim Weathers, Monte Lounsbury, Al Lanken, Tony Fasola, Steve Hackett, Joe Mirabella, Paul Franklin, Ken Kagen, Anne Foran, Dorothy Hamilton, Alan Berkowitz, Norman Lesser, Catherine Morrow, Marlene Rochman. **RPR Productions:** Pete Retzlaff, Andy Rogin, Walter Rolph.

Broadcast Management Plus 730
Box 5708, Auburn, Calif. 95604

Converts Arbitron and Nielsen computer tapes to floppy diskettes and provides software to allow stations to perform sales and program research on a micro-computer, color bar charts show trends, rankers, comparisons, audience composition reports. **Staff:** Roger Cooper, Dave Ludwig, John Morris, Peg DeSchepper.

Frank W. Cawood & Assoc. 722

C.B. Distribution 535
141 El Camino, Suite 110, Beverly Hills, Calif. 90212

Carol Burnett and Friends. **Staff:** Wayne Baruch, Linda Bross, JoAnne Leighton, Bob Wright.

**Cinema Preview/
KHS Entertainment 707**

Claster Television Productions 656-60
9630 Deereco Rd., Timonium, Md. 21093

My Little Pony and Friends* (65), The Transformers* (65), G.I. Joe—A Real American Hero* (90), Super Saturday/Super Sunday* (15), JEM* (26), Great Space Coaster (140), Romper Room and Friends (100), Miss Manners (100), Bowling for Dollars. **Staff:** John Claster, Sally Bell, Janice Carter, Terri Akman, John Russel, Peggy Powell, JoAnn Heller.

Colex Enterprises (see LBS)

Columbia Pictures Television 656-60
Columbia Pl., Burbank, Calif. 91505

Carson's Comedy Classics (130), The Real Ghostbusters* (65), Naked City (99), Riptide*, T.J. Hooker* (93), What's Happening Now (22), Barney Miller (170), Benson (90), Carter Country (44), Charlie's Angels (115), Fantasy Island (130), Fish (35), Here Come the Brides (52), Limited Engagement* (260), Mr. Magoo (90), Hart to Hart (112), Police Story (84), Police Woman (91), The Real McCoys (224), Soap (93), Starsky & Hutch (92), SWAT (37), That's My Mama (39), What's Happening (65), Wyatt Earp (226), TV 20 (20), Volume IV (23), Volume V (26), Volume VI (21), Columbia Gems, Prime Four. **Staff:** Herman Rush, Joseph Indelli, Dick Woollen, Steve Astor, David Mumford, Larry Lynch, Bill Clark, Tom Holland, Valerie Rohrer, Doug Roth, June Burakoff-Smith, Herb Weiss, David Jacquemin, Steve Mulderrig, Dick Campbell, Mitch Sallitt, Marlynda Salas, Don Bryan, Tim Overmyer, Jay Silha, Noranne Frisby, Ken Doyle, Don Toye, Dain Fritz.

Continental Syndication 609

Crown International TV 533
292 S. La Cienega Blvd., Beverly Hills, Calif. 90211

Crown Jewels I, Crown Classics. **Staff:** Sy Shapiro, Cathy Polk.

Direct Response Marketing 607

Walt Disney Pictures 602-06
500 S. Buena Vista St., Burbank, Calif. 91521

Magic I (25), Wonderful World of Disney (178). **Staff:** Robert Jacquemin, Rich Goldman, Jamie Bennett, Jay Finkelman, Dave Morris, Janice Marinelli, Pete Afie, Tony Faske, Larry Frankenbach, Matthew Jacobson, Peter Newgard, John Attebery, Mike Mellon, Pat Pattison, Lloyd Wendkos, John Huncke.

Embassy Telecommunications 501-05
1901 Avenue of the Stars, Los Angeles 90067

Silver Spoons (116), Facts of Life (153), Diff'rent Strokes (170), The Jeffersons (253), One Day at a Time (209), Sanford & Son (136), Good Times (133), Maude (141), Archie Bunker's Place (97), Square Pegs (20), Professionals (52), Pete 'n' Gladys (72), Embassy Night at the Movies (6), Embassy II (20), Entertainer of the Year (31). **Staff:** Gary Lie-



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Empire Television 725, 27
1551 N. LaBrea Ave., Los Angeles 90028

Heroes, Pirates and Warriors (14), Wicked Women (6), Empire I (10). **Staff:** Ed O'Brien, Keith Walley, Beth Rice.

The Entertainment Network 633, 35
11111 Santa Monica Blvd., Suite 1210, Los Angeles 90025

Animated Classics (3), Animated Space/Sci-Fi (5), Dan Cougar, Alaska Outdoors (13), No Guts, No Glory (6), Hollywood Television Theater (12), Shakespeare Theater, 1986 Montreux Golden Rose Rock Festival, 1986 International British Record Industry Awards, B.B. King—Live at Nick's, Swan Lake Ballet, Cosmos—In the Year of the Comet (3). **Staff:** Drew Levin, Bill Doyle, Eve Joffe, Steve Finch, Mark Rafalowski.

Entervision 537
6525 Sunset Blvd., G-6, Hollywood, Calif. 90028

Tribute to Fists of Fury (29). **Staff:** Kris Gangadean, William deArmas, Rachel Leaver, Slade Walter.

FilmLife/American Film Repair 719
141 Moonachie Rd., Moonachie, N.J. 07074
Rejuvenation, restoration, protection and preservation of damaged motion picture film, preservation film depository, TV film storage, shipping and distribution, inspection and repair services, transfers, film editing. **Staff:** Marvin Bernard, John Natall, Sheila Bernard, Milton Miller, Paul Delplace, Larry Bernard, Russell Dupree, Angela Abrams, Mattie Mobley, Nelly Morales, Fatima Morden, Peter Settimeill, Ben Harris.

Four Star International 540
931 N. Cole Ave., Hollywood, Calif. 90038
Star Cluster (195+65), Matchmaker (195+65), Mad Movies with the L.A. Connection (26+26), The Achievers (13), Big Valley (112), Wanted Dead or Alive (94), Burke's Law (64), Thrillseekers (52), Star I (15), No Restrictions (13), Awards Theater (50), The Late Show (30), Main Events I and II (30), Galaxy I and II (30), Odyssey (14), Rainbow Outdoor Adventures (45), Scream Theater I & II (32), Cisco Kid (13), Dr. Snuggles, The Magic of Dr. Snuggles, Ninja the Wonder Boy, Robbie the Robot, Timefighters, Timefighters in the Land of Fantasy. **Staff:** Joseph Fischer, Richard Cignarelli, Kristie Smith, Bill Armstrong, Bob Neece, Tom O'Leary, Keith Lewis, David Reinbach, Andrew Bolt, Robert Bosen.

Fox/Lorber Associates 726
432 Park Ave. South, Suite 705, New York 10016
The Best of You* (130), The Best of David Susskind* (130), Curtis Signature Collec-

tion* (12), Grundy Premiere Films (12), Bruce Lee Martial Arts Theater* (15), Trailblazers (26), Trailblazers II* (18), Young Duke (15), Plastic Man (130), Broadway Video Specials (7), King... Montgomery to Memphis, Legacy of a Dream, Magical Mystery Tour, The Invasion of Carol Enders, Nightmare at 43 Hillcrest, Shadow of Fear, feature films (9), New Candid Camera (130). **Staff:** David Fox, Richard Ruben, Jackie Judd, Richard Lorber, Susan Margolin.

Frazier, Gross & Kadlec 630
4801 Massachusetts Ave., NW, Washington 20016

INTV research study. **Staff:** Charles Kadlec, Sandra Freschi, Linda Shapiro, Kim O'Neill, William Baker.

Fries Distribution Co. 625, 27
9200 Sunset Blvd., Suite 700, Los Angeles 90069

Fries Frame 2* (20), Fries Frame I (27), Fries Late Night Theater* (6). **Staff:** Robert Lloyd, Dick Askin, Lou Wexner, Don Golden, Bette Alofsin, Wendy Levin.

Gaylord Syndicom 729
2806 Opryland Dr., Nashville 37214

Happy Trails Theater* (26), It's a Funny Life*, Hee Haw, The Lady is a Champ with Barbara Mandrell*, specials (4), Super Sports America. **Staff:** Jane Dowden Grams, Bill Madden, Martin Clayton.

Genesis Entertainment 649, 51
5743 Corsa Ave., Suite 210, Westlake Village, Calif. 91362

The Judge*, Sale of the Century, Wild Wild World of Animals, Classic Country, G.I. Diary, Wilderness Alive, A Third Testament, Life Around Us, The Africans, Music World, America Sings. **Staff:** Gary Gannaway, Betsy Green.

Samuel Goldwyn 608, 10
10203 Santa Monica Blvd., Los Angeles 90067

On the Record*, Makeover*, Explosives II* (17), Goldwyn Gold I, Goldwyn Gold II, Explosives, Treasure Chest, Terrorpix, Family 6 Pack, Dan August, Power Pack, Mothers-in-Law, Flipper*, Gentle Ben*. **Staff:** Jack Masters, Gary Marenzi, Douglas McCormick, Lisa Thompson.

Raymond Horn Productions 717
325 W. 45th St., New York 10036

Independent Network News 509, 11
11 WPIX Pl., New York 10017

INN Nighttime Edition, Inday News, Editor's Desk, Christian Science Monitor Reports, Index News Service. **Staff:** John Corporon, Barbara Mortimer, Dennis Gillespe, Christine Gebhardt, Marty Appel.

INTV Marketing 629

ITF Enterprises 527

King Features Entertainment 612-16
235 E. 45th St., New York 10017
The Performers: Marquee Edition* (12), Good Housekeeping: A Better Way* (65), All New Popeye (192), Original Popeye (220), Animated Flash Gordon (24), Ani-

mated Flash Gordon, Cool McCool (20), Beetle Bailey (50), Beatles (39), Barney Google & Snuffy Smith (50), Krazy Kat (50), Perspective on Greatness (26), Hearst Reports (64), The Performers (15), The Performers II (12), Blondie (28), Flash Gordon (4), TV Time Capsules (2,000), Hints from Heloise (130), The Butcher (195), Blondie (26), Flash Gordon (40), The Romance of Betty Boop. **International:** Defenders of the Earth* (65), The Performers (31), The Performers* II (7), Television Playhouse (14), Bonaventure Travel Series (25), Great Adventures (4), How About... (104), Pick Up Your Feet: Double Dutch Show. **Staff:** William Miller, Leonard Soglio, Chips Barabee, Steven Weiser.

King World 530-36
1700 Broadway, New York 10019
12400 Wilshire Blvd., Suite 1060, Los Angeles 90025

Oprah Winfrey Show*, Night Life Starring David Brenner*, True Confessions*, Rock 'n' Roll Evening News*, Dick Clark's Nite-time*, The Merv Griffin Show. **Staff:** Michael King, David Sifford, Rick Levy, Sid Cohen.

LBS Communications 601-05
875 Third Ave., New York 10022

Inday News, Inday: What's Hot! What's Not?, It's a Living, Tales from the Darkside, M.A.S.K., Inspector Gadget, Strictly Business*, Heathcliff, Care Bears, Superfriends, Kideo TV*, The Botts*, Popple Time*, Greatest American Hero, 1986 LBS Movie of the Month, Test Series, The Teller and the Tale*, Dancing in the Wings, Time Man of the Year*, Marco Polo, Peter and Paul, Annual MTV Video Music Awards, Crystal Light National Aerobic Championship*, Fame, Too Close for Comfort, Ted Knight Show*, What's Happening Now!*, Hee Haw, MGM/UA Premiere Network, America's Top 10 Christmas Special. **Colex Enterprises—605**
Miracle of the Heart, Gidget's Summer Reunion, It Came Upon a Midnight Clear, Reunion at Fairborough*, The Canterville Ghost*, New Gidget Series*, Hardcastle & McCormick*, The Hollywood Reporter*, Family, Father Murphy*, The Flying Nun, Gidget, Colex 3 Pack, Joe Forrester, Route 66, Hawk*, Eischied, The Monkees, The Burns & Allen Show, Dennis the Menace, Father Knows Best, The Donna Reed Show, Wild Bill Hickok, Jungle Jim, Ghost Story/Circle of Fear, Bob & Carol & Ted & Alice, Bridget Loves Bernie. **Staff:** Henry Siegel, Dan Greenblatt, Phil Howort, Roger Lefkon, Paul Siegel, Tony Intelisano, Fred Petrosino, Mike Weiden, Mary Herne, Andrew Holtzman, Rand Stoll, Caroline Vanderlip, Donna Barrie, Jerry Frank, Stephen Parker, Louise Perillo, John Reisenbach, Beth Mulnick, Debbie Hirschinger, Marian Lockett-Egan, Patrick Grotto, Joan Ahlheim, Donald Barnett, Tara Carroll, Scott Gaulocher, Tony Vella, Marcey Abelow, Ira Bernstein, Liza Parker, Monica Powers, Cindy Rosenberg. **Colex** Mort Marcus, Jack Al-

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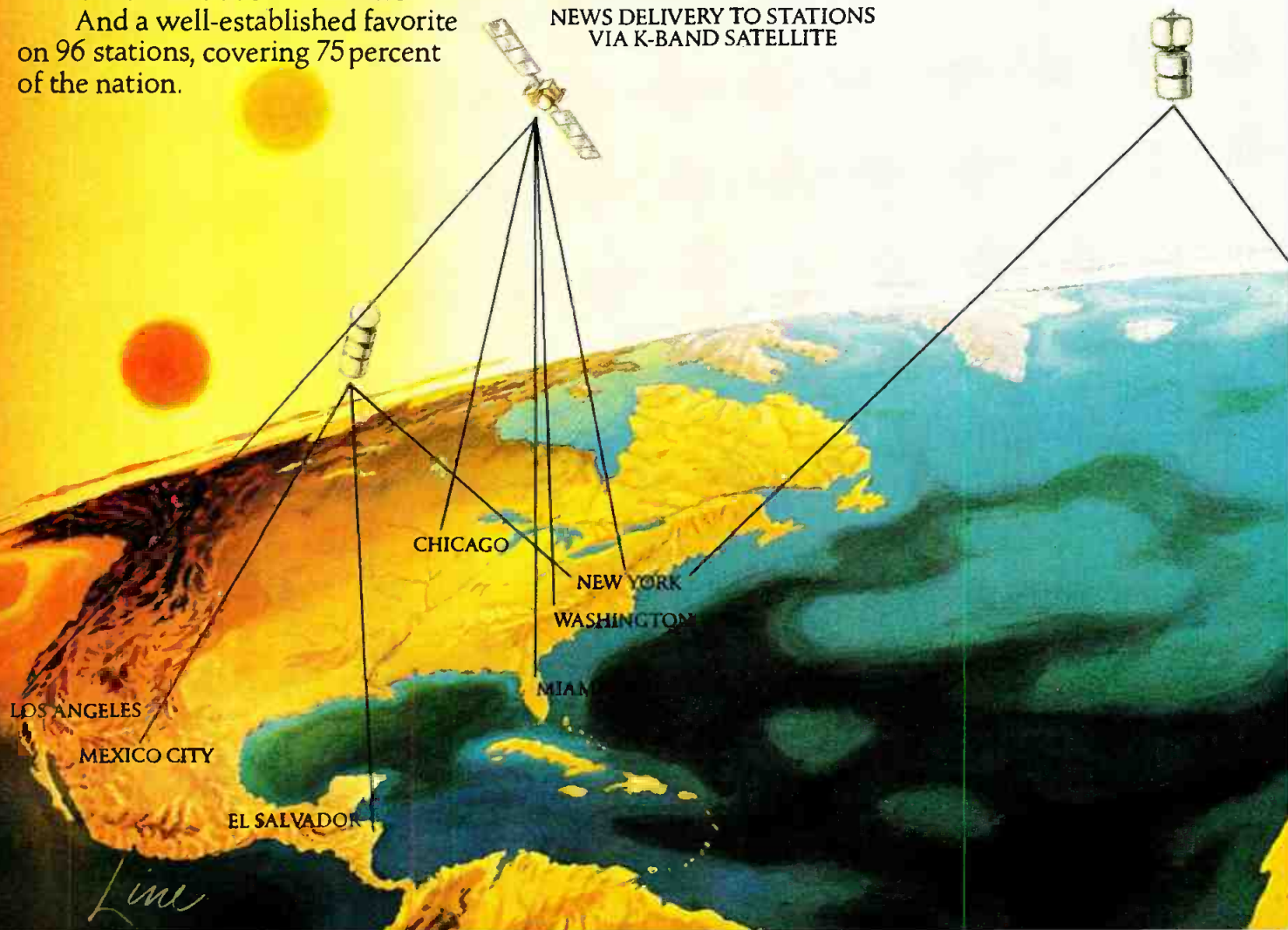
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What's in a Name* (27), Dad's Army (26), Dave Allen at Large (51), The Dick Emery Show (40), The Fall & Rise of Reginald Perrin (21), Fawcett Towers (12), Good Neighbors (29), Goodies (26), Hitch-hiker's Guide to the Galaxy (6), The Last Song (13), To The Manor Born (20), Wodehouse Playhouse (20), Not the Nine O'Clock News (16), Ripping Yarns (9), Sweet Sixteen (6), Sorry (18), The Two Ronnies (32), Yes Minister (21), Connections (10), Elizabeth R (6), Fight Against Slavery (6), Madame Bovary (4), Marie Curie (5), Microbes and Men (6), Murder Most English, 1915 (7), Search for the Nile (6), Shock of the New (8), Six Wives of Henry VIII (6), Voyage of Charles Darwin (7), Europe the Mighty Continent (13), Fall of Eagles (13), Threads, Tenko, America (13), The Americans (12), Ascent of Man (13), Civilisation (14), The Commanders (7), The First Churchills (12), Great Little Railway Journeys (7), Great Railway Journeys (7), The Long Search (13), Risking It All (13), Ten Who Dared (10), Touring Great Cities (4), Ireland: A Television History (13), The Beatles Special, Rock Goes to College, Shirley Bassey Show (12), Sight and Sound in Concert (16), Michel Legrand in Concert, Auschwitz and the Allies, The Gathering, Window on the World (9), On the Eighth Day, Miscellaneous, All Creatures Great and Small (41), Barbara's Problem Dogs, Barbara's World of Horses and Ponies (7), Billy Smart's Circus, Training Dogs the Woodhouse Way (10), Great Zoos of the World (8), Great Parks of the World (6), Wilderness (8), Wildside (52), Anna Karenina (10), Great Detectives (52), Casanova (6), Duchess of Duke Street (31), Glittering Prizes (6), A Horseman Riding By (13), I Can Jump Puddles (9), Jane Eyre (5), Nanny (30), Pallisers (22), Poldark (29), Rush (13), War and Peace (19), De Bono's Thinking Course (10), Vision On (74), Madhur Jaffrey's Indian Cooking Course (8), Thunder Sub (27), Ballet Shows (6), Black Tulip (6), Ivanhoe (10), The Last of the Mohicans (13), The Legend of King Arthur (8), Little Women (9), The Prince and the Pauper (6), Rebecca of Sunnybrook Farm (4), Tom Brown's Schooldays (8), Robin Hood (12), Blake's 7 (52), Doctor Who. **Staff:** Paul Vane, Bob Greenstein, David Friedman, Carl Menk, Glen Hagen, Rich Golden.

Lorimar 550-60
475 Park Ave. South, New York 10016
15303 Ventura Blvd., Sherman Oaks, Calif. 91403

Mama's Family* (22), One Big Family* (22), Falcon Crest* (127), Knots Landing (128), Dallas (191), The Blue Knight (23), Flamingo Road (37), Ten Speed and

Brown Shoe (12), 22 Karat (22), Lorimar I (25), Lorimar II (25), Sci-Fi Horror (55), Cowboys and Indians (32), Bomba the Jungle Boy (13), Deja-Views (55), Rocket to the Stars*, The \$1,000,000 Chance of a Lifetime*, Perfect Match, The People's Court, Love Connection, The All New Let's Make a Deal, Catch Phrase, N.I.W.S., Silverhawks (65), The Comic Strip (65), Thundercats (65), Alvin and the Chipmunks (65), Gumby (32), Your Show of Shows (65), Eight Is Enough (112), The Greatest American Hero (42), The New Dick Van Dyke Show/Mayberry RFD (150), More Real People (195), My Favorite Martian (107), Here's Lucy (144), The Animated Off-Network Prime Time All Family Specials (19), Telepictures 3 (28), Telepictures 2 (27), Telepictures 1 (16), Masters of Fury (15), Big 10 Basketball (23), Pac 10 Basketball (25), Southeastern Conference Basketball (23), Holiday Bowl, Blue Bonnet Bowl, Freedom Bowl. **Staff:** Dick Robertson, Peter Temple, Jim Moloshok, Pat Kenney, Dalton Danon, Ed Youngmark, Garrett Hart, Victoria Laughlin, Bob Jacobs, Tom Byrnes, Ralene Levy, Maury Lanken, Bruce Genter, Gust Theodore, Scott Weber, Jim McGillen, Tom Straszewski, Mike McHugh, Damien Riordan, Bruce Rosenblum, Vince Messina, Scott Carlin, Robert Barnett, Steve Knowles, Keith Samples, Dave Almstead, Marc Solomon, Karl Kuechenmeister.

MCA TV 622-28
445 Park Ave., New York 10022

Knight Rider* (90), Universal Pictures Prestige 13*, Universal Pictures Exploitable 13*, The A Team* (128), Harper Valley* (29), Operation Petticoat* (32), The Blinkins*, Universal's Marvelous Twelve*, Puttin' on the Hits Year 3* (36), FTV Year 2* (26), Win America Sweepstakes*, Whiz Kids/Voyagers (52), Street Hawk* (52), Simon & Simon (125), Gimme A Break (110), Black Sheep Squadron (50), Magnum (129), Banacek (16), The Columbo McCloud McMillan Mystery Movies (124), That's Incredible (165), Quincy (148), Buck Rogers (37), Kojak (118), Rockford Files (125), House Calls (57), B.J. Lobo Show (86), Incredible Hulk (85), Baretta (82), Alias Smith & Jones (43), Six Million Dollar Man (108), Bionic Woman (58), Emergency (136), Jack Benny Show (104), Leave It To Beaver (234), McHale's Navy (138), Munsters (70), Woody Woodpecker & Friends (360), Olivia Newton-John, Let's Get Physical, Universal Pictures Debut Network (33), Universal's Most Wanted List (23), Hit List (36), Universal Network Movies 85 (85), Battlestar Galactica (12), Champagne Movies 34 (34), Ninety Minute Movies (49), Universal Grand 50 (48), Universal Star Spangled 33, Universal World Premiere (35), Comedy Festival I (26) and II (26), Universal 40 (39), Universal 49 (49), Universal 52 (52), Universal 50 (45), Paramount Pre 48 (496), Paramount 100 Select (100), Universal 53 (52), Universal 123 (116), Universal 260 Select List

(260), Universal Color 100 (99), Universal 36 Black and White Elite (36), 77 Horror Greats (77), Western Roundup (26), Reserve (169), Diabolic Dozen (12), Switch (70), Five Star Mystery (87), The Bold Ones (98), Ironside (198), It Takes a Thief (65), The Name of the Game (76), Rod Serling's Night Gallery (97), Run For Your Life (85), Rich Man, Poor Man, Book 1 (12), Rich Man, Poor Man, Book 2 (22), Best Sellers 1 (30), Best Sellers II (33), The Deputy (76), Mickey Spillane's Mike Hammer (78), Thriller (67), Men from Shiloh (23), Wagon Train (32), Dead End Kids Movies (7). **Staff:** Al Rush, Lou Friedland, Don Menchel, Shelly Schwab, Carl Russell, Chuck Gerber, Marc Grayson, Bill Smith, Mort Slakoff, Paul Hoffman, Tom Maples, Richard Nailling, Jeff McElheney, Jim Kraus, David Brenner, Bobbi Fisher, Charlotte Sweet, Stephanie Beatty, Don Micallef, Bert Herbert, Phil Conway, Karen Volkman, Gerri Pare, Kate Kelleher, John Carson, Ernie Goodman, Sara Rutenberg, Lin Oliver, Steve Teamlin, Fran Toll, Lori Shecter, Kathleen Sichler, Inger Jensen.

Metromedia Producers Corp. 522-26
5746 Sunset Blvd., Los Angeles 90028

Small Wonder, Miller's Court (65), Expedition Danger (26), Dynasty (148), Vega\$ (68), Ann Sothern Show (190), Movin' On (44), The Untamed World (106), New Avengers (26), Squaring the Circle, Blind Alleys, Summer Solstice, Vault of Horror, Tales from the Crypt, Boy in the Plastic Bubble, Premium I (7), Premium II (9), Premium Plus (28), Premium III (14), Premium IV (11), MPC (20), Carry On (11), Sara Dane (8), I Claudius (13), Wild Times, Roughnecks, The Far Pavilions, Empire, Jamaica Inn, Salute to Lady Liberty, Presidential Command Performance, Crystal Light National Aerobic Championship, Inside Russia, Future Shock, Time of Man, Assassins Among Us, Cancer Confrontation, Sex Teenage Style, Divorce: Kids in the Middle, Undersea World of Jacques Cousteau (36), Jane Goodall and the World of Animal Behavior (4), Groovy Ghouls and Friends (104), Crusader Rabbit (13). **Staff:** Leonard Grossi, Bruce Marson, Grant Norlin, Jack Duffield, Regina Dantas, Susan Bender, Julie Ambrosino, Gary Carlson, Lark Zonka, Steve Leblang, Ben Glazer, Bob Freedman, Alan Winters, Karen Marino, Jim Ricks, Tom Noonan, William Roberson, Ron Geagan, Mark Lieber.

MGM/UA Television 502-508
1350 Avenue of the Americas, New York 10019

Frame Game*, Love Me, Love Me Not*, Kids Inc., Fame, Gilligan's Island (98), ChiPs (138), Courtship of Eddie's Father (73), How the West Was Won (6), Man/Girl from U.N.C.L.E. (132), Medical Center (170), Please Don't Eat the Daisies (58), Then Came Bronson (26), Thin Man (72), Conquest (6), Daktari (89), The World of Mother Teresa, Outer Limits (49), My

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Mother the Car (30), Patty Duke Show (104), Rat Patrol (58), Tough Guys*, MGM/UA Premiere Network, MGM/UA Vantage I, MGM/UA #1, MGM Family Fair, Showcase 11, MGM's That's Entertainment, MGM Lion I & II, UA/17, MGM/ 10 & 11, MGM/Pre-48, Warner Bros./Pre-48, RKO/Pre-48, Extra Extra Movies, 13 Tailor Mades, James Stewart as "Hawkins", Theater 15, UA Showcase 1, 2, 3, 5, 6, 7, 8, 9, 10, UA Prime Time I & II, Pink Panther (226), Tom and Jerry (308), MGM/ 105 (105), Bugs Bunny & Warner Bros. Cartoons (327), Popeye (234), Our Gang (52), Circus Parade (140). **International:** The Fifth Missile*, Garbo*, Lady Blue*, Motown 25*, Gabriela (130), George Washington (8), Goodbye Mr. Chips, Paper Dolls, Jessie, Pink Panther & Sons, We Got It Made (22), Empire (6), For Love and Honor (12), New Adventures of Gilligan (24), The Yearling (52), Barretts of Wimpole Street, Thank Heavens for Maurice Chevalier, Tom Sawyer, Bette Davis: The Benevolent Volcano, Making of Rocky III, Separate Tables, The Citadel, Gavilan, Seven Brides for Seven Brothers (22), Cutter to Houston (9), McClain's Law (16), Flamingo Road (37), Chicago Story (14), Banjo the Woodpile Cat, Pandamonium (13), Meatballs & Spaghetti (13), Gilligan's Planet (13), Sean (13), Studs Lonigan (6), French Atlantic Affair, Kids from Fame Special, Magic of the Stars, James Cagney: That Yankee Doodle Dandy, The World of Entertainment, Logan's Run (14), Lucan (11), G. E. Monograms (9), The Defiant Ones*, Children of the Night*, The Dirty Dozen: Next Mission, Braker*, Something About Amelia, Paper Dolls, Casey Stengel, Cowboy, Cry for the Strangers, Deadly Lessons, Death of a Centerfold, Dear Liar, Fantasies, Farrell for the People, For Lovers Only, Happy Endings, Hear No Evil, Incident at Crestridge, I Take These Men, I Was a Mail Order Bride, I Want to Live, Johnny Belinda, Journey's End, Love Tapes, Marian Rose White, Sins of the Past, This House Possessed, Witness for the Prosecution, Women of San Quentin. **Staff:** Lawrence Gershman, Joseph Tirinato, Rob Corona, Susan Swimer, Phil Smith, Chuck Atkins, Peter Preis, Robert Horen, Tom Dwyer, Michael Caponi, Kenneth DuBow, Stacey Valenza.

Mizlou Programing 654
350 Fifth Ave., New York 10118

Muller Media 538
23 E. 39th St., New York 10016
Reels of Fortune* (16), The Chisholms*, The Making of...*, Warriors (12), Heroes & Heroines (15), Family Rainbow Theater (12), Super Action 10 (10), Premier Showcase (10), Cinema Greats (15), Scattergood Brains (5), The American Diary, The Turkey Caper*, Which Witch is Which, Christmas Tree Train, Masters of the Martial Arts (26), Fabulous Follies (36), Mr. & Mrs. North. **Staff:** Robert Muller, Daniel Mulholland.

Orbis Communications 701-05
432 Park Ave. South, New York 10016
Platinum 193, Orbis Premiere Movies (5), Hangin' In (94), Tales of the Unexpected (90), MetroPrime Mini-series, Macron I (65), Defenders of the Earth, Birds of a Feather, War Chronicles (13), Wang Laboratories Specials, Bob Uecker's Wacky World of Sports (6), Rainbow Music Specials (24), Liberty Minutes, Comedy Tonight. **Staff:** Robert Turner, John Ranck, Brian Byrne, Ethan Podell, Neil Russell, Peter Schmid, Fran Reiter, David Spiegelman, David Goodman, Lorraine Joseph, Bob Chenoff, Barbara Fultz, Rae Schatz, Betty McGuire, Ronni Faust.

Orion Television 621, 23
1875 Century Park E., Los Angeles 90067
New Hollywood Squares, Cagney & Lacey. **Staff:** Jamie Kellner, Scott Towle, Rick Jacobson, James Ricks Jr., Arthur Hasson, Larry Hutchings, Don Frehe, Tom Cerio.

Pappas TeleProductions 528
Paramount Television 702-12
1 Gulf & Western Pl., New York 10023

Webster* (100), Cheers (94), Family Ties (98), Taxi (114), Happy Days (255), Mork & Mindy (95), Laverne & Shirley (178), Odd Couple (114), Brady Bunch (117), Star Trek (79), Star Trek Animated (22), Love American Style (224), Brady Kids Animated (22), Lucy Show (156), Mission Impossible (171), The Untouchables (114), Mannix (130), Entertainment Tonight, Entertainment This Week, Solid Gold, Star Trek Memories, Jesse Owens Story, Portfolio XI (22), X (20), IX (30), VIII (37), VII (30), VI (30), V (33), IV (40), III (60), II (38), I (44), Special Edition (50), Preview II (16), Preview I (14), Marquee III (18), II (17), Paramount Action Theater (33), The Untouchables (3), Shogun. **Staff:** Mel Harris, Lucie Salhany, Frank Kelly, Rick Weidner, Helen Ricketts, Tom Mazza, Phil Murphy, Steve Goldman, Greg Meidel, James Martz, Robert Dahill, Joel Berman, Marc Hirsch, Ken Solomon, Mike Kerans, Dick Montgomery, Gerry Noonan, Stan Justice, Ed Wilson, John Morrow, Don Salem, Bruce Gordon, Joseph Lucas, Mal Orme, Kevin Keely, Ramon Perez.

Hal Roach Studio Inc. 641
Satori Television 637
330 W. 42d St., Penthouse Suite, New York 10036

Alligator Package* (10), Dimension (15), Dimension II* (15), Shock Theater (8), Family Entertainment (13), Family Entertainment II* (18), The Wombles (13). **Staff:** Gary Conner, Cindy Stern, Hank Gusik.

SFM Entertainment 632
1180 Ave. of the Americas, New York 10036
The George Steinbrenner Show* (26), The Texas 150th Birthday Celebration*, Directions*, Stamp of Greatness*, Zoobilee Zoo*, SFM Holiday Network (11), SFM I (6), Jayce & the Wheeled Warriors (65), Rose-Petal Place, Faces of Love (8), March of Time (205), Crusade in the Pacific (26), Crusade in Europe (26), Indomitable Teddy Roosevelt, Dayan's Israel, The Golden

Twenties, The Vatican, We Are the Marines, The Made-for-TV Election, The Dione Lucas Cooking Show, The World of Tomorrow, Hugga Bunch. **Staff:** Stanley Moger, Jordan Ringel, Joe Gerard, John Doscher, Mike James, Dave Grimm, Virginia Jucius, Allan Infeld.

Silverbach-Lazarus Group 734
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For the Term of His Natural Life*, The Last Days of Marilyn Monroe*, No Earthly Reason*, The First Annual 16 Magazine Readers' Awards*, Post Newsweek Specials*, Las Vegas This Month*, The Littlest Hobo (114), Cimarron Strip (23), Explore (13), Phenomenal World (11), Best Christmas Pageant Ever, Quincy Jones special, Faerie Tale Theatre (26), Terror!. **Staff:** Alan Silverbach, Herb Lazarus, Toby Rogers, Steve Syatt, Gerald Feifer, Nicole Wonica, Betty Jane Metz.

Sony Broadcast 652
1600 Queen Anne Rd., Teaneck, N.J. 07666
Taffner/Limited, D.L. 631
31 W. 56th St., New York 10019

Benny Hill (85), Thames Comedy Originals (156), After Benny (40), Robin's Nest (48), Man About the House (39), George & Mildred (38), Keep It in the Family (31), Best of Benny, Blood and Honor, Too Close For Comfort (first run—104), World at War (36), Destination America, Three's Company (222), Too Close for Comfort (107), The Ropers (26), Three's A Crowd (22), Benny Hill Specials I and II, Danger Mouse (50), Crime Inc. 7. **Staff:** Chuck Larsen, Mike Fahn, Rosemary Berry.

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Television Program Enterprises/Operation Prime Time 539-43
875 Third Ave., New York 10022

You Write the Songs* (260), The Start of Something Big (52), Star Search (52), Lifestyles of the Rich and Famous (52), Solid Gold (52), Entertainment Tonight/This Week (52), Challenge of the Gobots (260), Smurfs* (260), Strong Medicine*, Hold the Dream*, Key to Rebecca, A Woman of Substance, Sadat, Blood Feud, Helen Keller: The Miracle Continues, Supermodel of the World*, Solid Gold Countdown, Lifestyles Picks the World's Best, Star Search Junior (2), Solid Gold Summer, Lifestyles of the Rich and Famous, Solid Gold Christmas, Hanna-Barbera Presents. **Staff:** Al Masini, Phil Flanagan, Mary Jane Hastings, Rick Meril, Rich Levy, Ted Rudolph, Noreen Donovan, Howard Levy, Len Giarraputo, Rich Grove, Jeff Kinney, Bill Andrews, Ollie Treyz.

TimeRite Inc. 723
2500 Ridgmar Pl., Fort Worth, Tex. 76116
The Sunshine Factory, Country Crossroads, Cope, The Plant Groom, The Sloppy Cook. **Staff:** Bob Thornton, Claude Cox, Bonita Sparrow.

Tribune Entertainment 513-19
435 N. Michigan Ave., Chicago 60611
The Smurfs and the Magic Flute, GI Joe, Ghostbusters (65), Dempsey & Makepeace, At The Movies (52), A Married Man

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(2), U.S. Farm Report (52), Cornelia Connelly, Monte Carlo, Nadia, TV Net (12), Soul Train, Comedy Break, Rocker '85, Free at Last, The Making of Black Mayors, Chicago Cubs Baseball. **Staff:** Sheldon Cooper, John Barrett, William Kunkel, Clark Morehouse, Carol Forace, Reggie Jester, Jack Donahue.

Turner Program Services 643, 45
1050 Techwood Dr., Atlanta 30318

CNN Television and Headline News, Goodwill Games*, SEC Football*, Big 10 Football*, Super Football Saturday Night*, World of Cousteau (28), Centennial (26), Chart Busters*, Women in White, The Last Convertible, Black Beauty, American Caesar, Cousteau/Riders of the Wind*, Cousteau/Haiti Expedition*, World of Audubon*, Battle of the Planets (85), Behing the Veil, Our Finite World, Okefenokee Swamp. **Staff:** Henry Gillespie, Robert Schuessler, Robert Rierson, Tom Todd, Carol Bomberger, Colin Chisholm, Arthur O'Connor, Paul Wischmeyer, Eric McLamb.

TV Guide 653
Radnor, Pa. 19088

Twentieth Century Fox 553-59
10201 W. Pico Blvd., Los Angeles 90035

Circus (52), That's Hollywood (74), Banko*, Dance Fever (26), Dream Girl USA* (25), 9 to 5* (52), \$100,000 Pyramid*, Movers and Shakers*, Animal Express (130), Batman (120), Daniel Boone (120), Fall Guy (112), Ghost and Mrs. Muir (50), Jackie Gleason Show (100), Julia (86), Lancer (51), Land of the Giants (51), Lost in Space (83), M*A*S*H (255), Nanny and the Professor (54), Room 222 (113), Trapper John (154), Voyage to the Bottom of the Sea (110), 12 O'Clock High (78), Big 36 (36), Century 5, 6, 7, 8, 9, 10, 11, 12, 13 (220), Charlie Chan (20), Fox I, II, III, IV, V and VI (204), Fox Hollywood Theater '85*, Fox Mystery Theater (13), Laurel & Hardy (6), Planet of the Apes (5), Premiere 1 (20), Time Tunnel (5), Fox Movietone News (520), Charles Dickens Animated Classics (8), Hollywood: The Gift of Laughter, The Making of M*A*S*H. **International:** Charlie and Co. (22), A Letter to Three Wives, The Long Hot Summer, Love Thy Neighbor, Mr. Belvedere (28), Peyton Place: The Next Generation, Sentimental Journey, The Sun Also Rises. **Staff:** Barry Diller, Alan Horn, Jonathan Dolgen, Michael Lambert, Joseph Greene, Tony Bauer, Dennis Juravic, Gary Butterfield, Harry Mulford, Michael Newsum, James Puffer, Al Shore, Victor Zimmerman, John Walden, Charles Gersch, Benson Begun, Michael Doodan, Stanley DeCovnick, Jerry Greenberg, John Garofolo, Barbara Van Buskirk, Harold Potter, William Saunders, Peter Broome, Elie Wahba, Gustavo Montaudon, David Jackson, George Krieger.

Viacom Enterprises 521-25
1211 Ave. of Americas, New York 10036

Exclusive* (39+13), MTV Video Countdown* (52), The Honeymooners* (107), Star Games* (26+26), Comedy Break* (260), Bizarre (125), All in the Family (207), Mary Tyler Moore (168), Bob Ne-

whart (142), Life and Times of Grizzly Adams (35), Cannon (124), Beverly Hillbillies (168), Hawaii Five-O (200), Clint Eastwood/Rawhide (217), Gunsmoke (226), Gomer Pyle (150), Hogan's Heroes (168), Andy Griffith Show (249), Twilight Zone (168), I Love Lucy (179), Honeymooners (67*+39), Petticoat Junction (148), Circus (25), December Bride (154), Dick Van Dyke (158), Family Affair (138), Family Feud (260), Have Gun Will Travel (156), Marshall Dillon (233), Millionaire (188), My Three Sons (160), Our Miss Brooks (127), Perry Mason (245), Rookies (90), Spy (6), Trackdown (71), Wild Wild West (104), You Are There (65), Terrytoons (689), Harlem Globetrotters (22), The Alvin Show (26), Peter the Great, Mistral's Daughter, Master of the Game, The Gambler Trilogy, Viacom Features I through X, Viacom Movie Greats, The Legend Group, GASP, The Exploitable, The Explodables, Thematics, Young and Reckless. **Staff:** Terrence Elkes, Kenneth Gorman, Jules Haimowitz, Joseph Zaleski, Dennis Gillespie, Paul Kalvin, Toby Martin, Elissa Lebeck, Brooks Carroll, Dennis Emerson, James McCormick, Frank Flanagan, Lisa Merians, Kim Schlotman.

Video Media Marketing 507

Vitt Media 650

1114 Ave. of Americas, New York 10036
The Polka Dot Door (185), The How-To Package (78), Half-A-Handy (26), Bits and Bytes (13), Down to Earth (26), Canadian Sport Fishing (13), All Being Well* (13), Front Runners* (10), Fish On* (13). **Staff:** Richard Olsen, Suzan Couch, Sheldon Senzon.

VTS Music 714

Warner Bros. Television 655-59
4000 Warner Blvd., Burbank, Calif. 91522

Bugs Bunny & Friends (100), Porky Pig & Friends (156), TV3* (13), Volume 25 (24), TV2 (13), Volume 24 (18), Volume 23 (20), 13 Classic Thrillers II (13), TV1 (13), Volumes 13 (25), 14-15 (13), 16 (18), 17 (23), 18 (28), 19 (29), 20 (30), 21 (26), 22 (38), Volume 1A (24), 11A (22), FBI Story (4), Tarzan features (32), Bowery Boys (48), 13 Classic Thrillers (13), Starlight 3 (30), 4 (30), 5 (28), 6 (25), Special Features (17), V*, Bare Essence, Thorn Birds, Pearl, Scruples, Roots, Roots: The Next Generations, Night Court*, Matt Houston*, Private Benjamin (39), Alice (202), Welcome Back Kotter (95), Chico and the Man (88), F Troop (65), Superman (104), Batman/Superman/Aquaman (69), Dukes of Hazzard (147), Harry O (44), Wonder Woman (61), Kung Fu (62), The Waltons (221), FBI (234), Tarzan (57), Maverick (124), Phenomenon of Roots, David Wolper Specials of the '70s (30). **Staff:** Charles McGregor, Mauro Sardi, William Hart, Ed Donaldson, Bill Seiler, John Louis, John Laing, John Bryan, Gary Cozen, Paul Simon, Ken Fournier, John Chickering, Dee Eulberg, Dan McRae, Sharon Kneller, Eleanor Liebs, Steven Konow, Erwin Markisch, Joe Kivlehan, Louis Marino, Bruce Hoffman.

World Events 721

4935 Lindell Blvd., St. Louis 63108

Voltron... Defender of the Universe (125), Voltron special. **Staff:** Ted Koplar, Peter Keefe, John Teichmann, Brett Cervantes, Lee Mann, Tom Burton.

World Wrestling Federation/ Titan Sports 529, 31

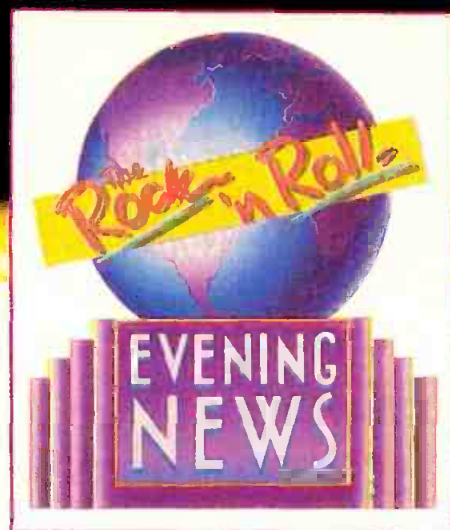
5 Edgewood Ave., Box 4520, Greenwich, Conn. 06830

WWF Championship Wrestling, All-Star Wrestling, Superstars of Wrestling, TNT*.

Staff: Vincent McMahon, Linda McMahon, James Barnett, Frank Tomeo, Joseph Perkins, James Troy, Basil DeVito, Hulk Hogan.

Worldvision Enterprises 636-40
660 Madison Ave., New York 10021

Rambo* (65), Centurions* (65), Fantastic World of Hanna-Barbera*, The Jetsons* (65), Rambo* (animation), Centurions* (animated), Sectaurs*, Chuck Norris*, Yogi's First Christmas*, For the People*, Throb*, Starring the Actors*, A Shark's Paradise*, The Love Boat* (109), That Girl* (136), Douglas Fairbanks Jr. Presents* (115), Dark Shadows* (260), Barnaby Jones (177), Little House on the Prairie (216), Love Boat (249), The Invaders (43), The Fugitive (120), Dark Shadows (780), Man from Atlantis (20), Doris Day Show (128), The Rebel (76), Mod Squad (124), Ben Casey (153), Combat (152), One Step Beyond (94), Next Step Beyond (24), Wonders of the Wild (26), N.Y.P.D. (49), F.D.R. (27), One Man Show (26), People's Choice (104), Wendy and Me (34), Don Lane Show (130), Range Rider (78), Annie Oakley (80), Buffalo Bill Jr. (42), Adventures of Champion (26), Take My Word for It (130), Return to Eden (22+6), Holocaust (10), Against the Wind (13), Prime I (10), Prime II (16), Prime III (16), Prime IV (26), Prime V (26), Prime VI (19), Prime VII (25), Jackson Five (23), Banana Splits & Friends (125), H-B's World of Super Adventure (129), Fun World of Hanna-Barbera (84), Saturday A.M. at the Movies (6), George of the Jungle (17), Casper the Friendly Ghost and His Friends (244), Jerry Lewis Show (17), Josie & the Pussycats (16), King Kong (26), Lancelot Link (17), Milton the Monster (26), Wonderful World of Professor Kitzel (104), Reluctant Dragon & Mr. Toad (17), Top Cat (30), Wait Till Your Father Gets Home (48), Discovery (103), Smokey the Bear (17), Come Along (13), The Bobby Vinton Show, An Evening with Irish Television, Ron Luciano's Lighter Side of Sports, A Christmas Carol, Amahl and the Night Visitors, Jack Nicklaus at the Home of Golf, Fabulous Sixties (10), Bay City Rollers, Echo I, Herbie Mann/Rahsaan Roland Kirk, Is It Christ?, Last Nazi, Raphael, Roberta Flack/Donny Hathaway, A Little Bit of Irish, World of Miss World, Newfangled Wandering Minstrel Show, Musical Ambassadors, Russian Festival of Music and Dance. **Staff:** John Ryan, Burt Rosenburgh, Larry Forsdick, Kaki Holt, Jim Thomson, Bill Baffi, Randy Hanson, Paul Danylik, Gene Ferry, Tim Davis, Jesse Weatherby, Marty Weisman, Tim Newman, Victoria Quoss.



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A LOOK BACK AT THE MAJOR COMMUNICATIONS EVENTS OF THE YEAR

The Second 50 Years Of The Fifth Estate

Of all the marks left on the Fifth Estate by the events of 1985, the most indelible by far were those made by a wave of mergers and acquisitions, takeovers and takeover attempts that started early and never subsided, leaving the year with new faces coming into high places—and a legacy of questions that may take years to answer.

Some of broadcasting's oldest names and biggest companies are in the process of changing hands as a result of the 1985 merger mania. All three of the major commercial TV network ownerships were involved:

ABC Inc. was bought by Capital Cities Communications in a \$3.5-billion deal announced in March and approved by the FCC in November. RCA, NBC's corporate parent, was bought by General Electric in a \$6.28-billion deal announced in December. In between, CBS Inc. was forced to put up a costly fight to avoid takeover by Ted Turner and his Turner Broadcasting Co. Only once before had even one of the three networks been sold (ABC), and that was more than 30 years ago when the company was nowhere near its present size or shape and the selling price was \$25 million.

Those were not the only networks caught up in the fever.

■ In radio, the Westwood One radio program production and distribution company bought the Mutual radio network from Amway Corp. for \$39.2 million in cash, notes and stock; the RKO Radio networks were taken over by United Stations, and United Press International (including UPI audio) appeared late in the year to have finally found acceptable buyers—Mexican publisher Mario Vazquez Rana (90%) and Houston real estate developer Joe E. Russo (10%)—to get the news agency out of bankruptcy proceedings by putting up \$41.7 million for working capital and old debts. However, at deadline, the Financial News Network was still planning to proceed with an appeal of a bankruptcy court decision denying its bid for UPI.

■ In cable, Viacom International became sole owner, for about \$690 million, of the Showtime and The Movie Channel pay TV services and of MTV: Music Television, Nickelodeon and VH-1 advertising-supported services; this was part of a complex deal involving Viacom, Warner Communications and American Express Co. in which American Express would sell all of its cable interests to Warner for \$450 million.

In most cases, analysts thought, the fever was fueled primarily by two factors. One was the FCC decision, effective in April, to lift from seven to 12 the number of TV stations a single entity might own (as long as the stations collectively reach no more than 25% of U.S. TV homes). The other was that some of the early prices, and perhaps especially Ted Turner's daring hostile takeover bid for CBS, created perceptions of unsuspected values in the prices at which broadcast stocks were trading on the stock markets, impelling investors to join the acquisition rush already evident in other industries.

If why it happened seemed fairly clear, what it would mean was not. There were worries that businessmen were replacing broadcast-

ers in too many instances, and would pamper profits at the expense of service to the public. Others felt that the end result, overall, would be good: that operations would be more efficient and that standards would be kept high. Which view would prove closer to the mark remained to be determined somewhere down the road.

Other high points in the year's trading included:

■ On the failed side, Ted Turner, in April, put to work a coup to get control of CBS by buying up 67% of its stock in a noncash, all-paper deal—junk bonds in Wall Street terms. By his evaluation, his per-share offer would have put the value of all outstanding CBS stock at \$5.2 billion. Turner succeeded only in getting CBS stirred up, but he left his mark. CBS ended with a laundry list of commitments—including \$1 billion in debt from buying back 21% of its shares—that resulted in its selling a number of nonbroadcast holdings, all of its limited cable interests and KMOX-TV St. Louis, plus manpower cut-backs and a widespread offer of early-retirement deals that have been accepted by at least 550 executives, including the broadcasting division's number-two officer, James H. Rosenfield. KMOX-TV went to Viacom International for \$122.5 million. Write-downs were primarily responsible for a \$114.1-million third-quarter loss, the first since CBS's early days.

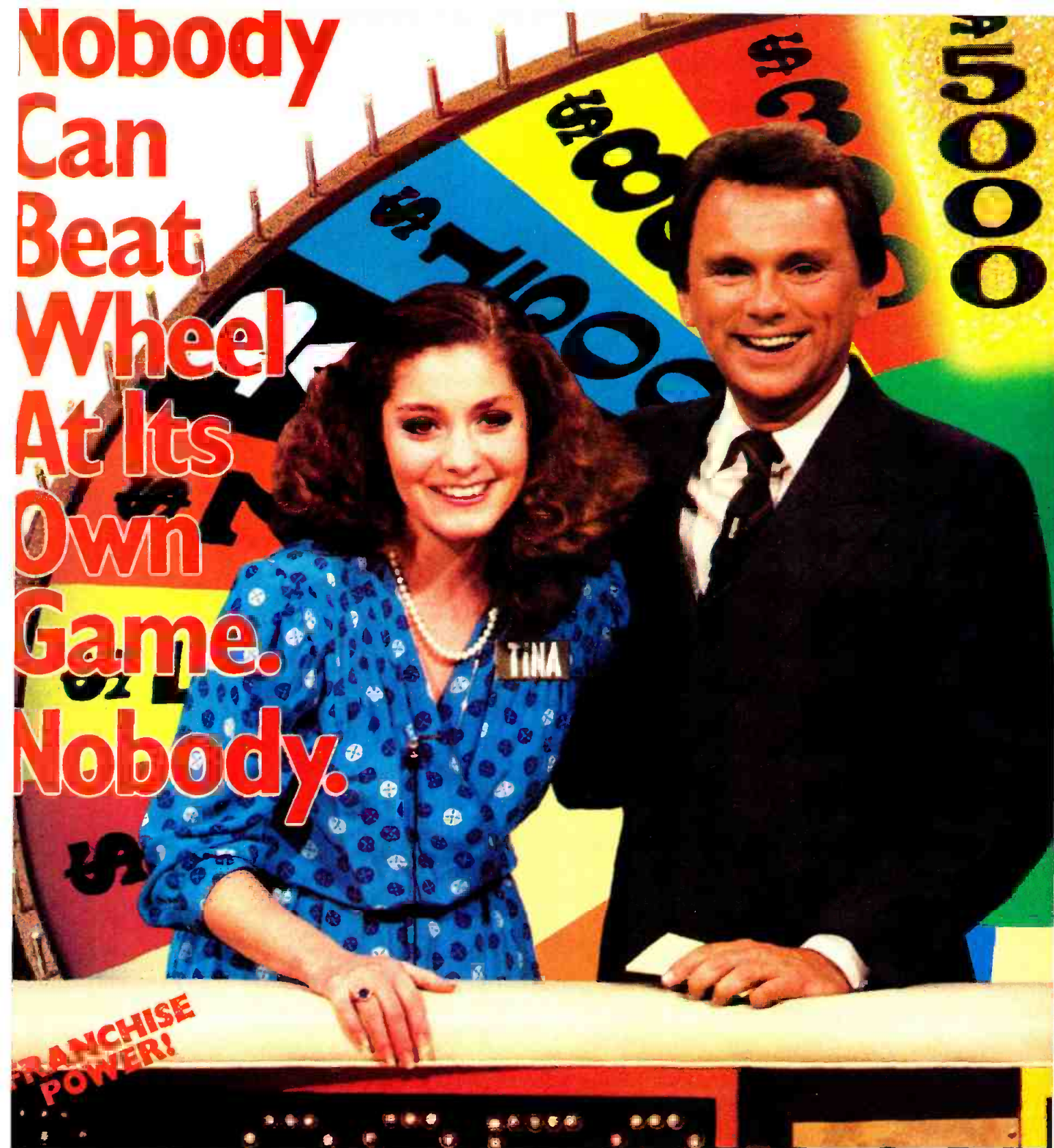
■ Turner, writing off his coup attempt, worked out a friendly deal looking toward a merger of Turner Broadcasting System and MGM Entertainment/UA for approximately \$1 billion. The deal ran into delays, and at one point Turner put a part-interest in his Cable News Network up for sale—although not, he insisted, because he needed the money for the MGM/UA deal. Others insisted he needed a deal of some sort to complete the merger.

■ Rupert Murdoch, the Australian publishing and broadcasting entrepreneur, acquired U.S. citizenship and became a major U.S. broadcaster. He bought six Metromedia television stations for \$1.5 billion (while a seventh, WCVB-TV Boston, was spun off to the Hearst Corp. for \$450 million). A little less than a year before Murdoch bought them, the Metromedia stations had been taken private in a \$1.45-billion leveraged buyout by Metromedia Chairman John W. Kluge and a few key associates. The \$450 million earmarked for WCVB in its sale to Hearst was double the \$220 million—at the time a record price—that Metromedia paid for it in 1982.

■ Murdoch, already half owner of 20th Century Fox Film Corp., in the meantime had bought the other half for \$325 million. He said he would operate the TV and motion picture holdings as separate subsidiaries of Fox Inc. and form a third subsidiary, Fox Television Network, whose intentions he did not describe, leaving speculation to range from "fourth commercial network" to a more modest "distributor/syndicator of first-run programming."

■ The Evening News Association of Detroit and its five TV stations, two radio stations and nine newspapers were in the middle of a month-long takeover struggle in midsummer. It was initiated in

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July when Hollywood programmers Norman Lear and A. Jerrold Perenchio made a \$1,000-a-share tender offer for ENA's 453,000 shares—an offer that ENA management stubbornly opposed. Gannett Co., the publisher and broadcaster, emerged a month later as the friendly—and winning—buyer at \$717,000,000 in cash, or \$1,583 a share, subject to complying with FCC's cross-ownership rules by selling off stations in three markets where Gannett already owned media properties.

■ Allen Neuharth, Gannett chairman, said later that his company would similarly give aid to other "friends" who needed and asked for it. Unfriendly "traders and raiders," he said in a speech in October, were not welcome in the broadcasting business.

■ Multimedia Inc., a leading cable operator, publisher and TV programmer, undertook a recapitalization plan, costing over \$1 billion, after a leveraged buyout by family owners and management was blocked by outside bidders.

■ Westinghouse Electric Co. put its 115 cable television systems up for sale. They served 2.1 million customers and were valued at more than \$2 billion. Some of cable's biggest operators joined the bidding.

■ Aside from takeovers and merger fever, 1985 was still a busy year.

In a dramatic turnaround, NBC-TV climbed out of third place in the prime time household ratings in the 1984-85 season, dumping ABC-TV out of second place and giving CBS-TV a close run for

duopoly restrictions at least enough to let struggling co-owned AM stations with overlapping signals "join forces, lest they both go under." The National Association of Broadcasters, putting his words into action, promptly petitioned for a rulemaking to explore these—and other—ideas for easing AM broadcasting's burdens.

What might prove to be the biggest actual deregulatory move of 1985, however, came from the U.S. appeals court in Washington. In a ruling in July, the court delighted cable operators and horrified broadcasters by declaring the FCC's "must-carry" rules—a cornerstone of FCC cable regulation for 20 years—unconstitutional. Many cable operators had all along wanted to get out of the yoke of must carry, to devote those channels to other programming. But broadcasters insisted must carry was essential to keeping local broadcast service available to subscribers and nonsubscribers alike.

The commission doubted it could redo the rule to the court's satisfaction, but later, under pressure from broadcasters and some key congressmen, it initiated a proceeding to see what, if anything, might be done.

Meanwhile, in an effort to get cable operators to negotiate, broadcasters opened a campaign on Capitol Hill against cable's compulsory license. The ploy showed signs of working. In late November, the National Cable Television Association empowered its officers to talk with broadcasters and see if they could work out a "tolerable alternative" to must carry.

Cable continued to expand, but it had problems, too. Nielsen put cable penetration at midyear at 38.9 million homes, or almost 46% of all TV homes, compared to 36.1 million, or almost 43%, a year earlier.

The Council for Cable Information, created in late 1983 to promote cable and advance its image via broadcast advertising, voted itself out of business in October, blaming lack of support by a number of cable's major companies and subsequent dropouts by some that had supported it through its first year. CCI conducted a \$6-million network TV and radio campaign that produced positive results for cable, according to research presented by CCI officials. But the CCI board didn't like it and voted to take a new approach. New spots with a harder sell were developed and were being tested when CCI voted to call it quits.

The cable economy was not booming, but it was advancing, and an A.D. Little survey predicted that between 1984 and 1990, industry revenues would rise from \$8.4 billion to \$16.5 billion, with after-tax profit rising from \$600 million to \$1.7 billion.

Nothing happened to brighten the early prospects of satellite broadcasting directly into homes (DBS), but satellite transmissions were causing trouble. Signal piracy was costing cable operators millions of dollars in lost revenues as the number of homes getting free cable service via backyard receiving dishes edged up around the 1.5-million mark.

To foil the pirates and get them on a paying basis with decoders, leading program services were preparing to scramble their satellite feeds, starting with Home Box Office next month and continuing until, according to current plans, most of the major services would be scrambling by the end of 1986.

NCTA was also working on plans for a nonprofit consortium of cable operators to facilitate scrambling and the offering of direct-to-home satellite services to owners of backyard earth stations.

But the scrambling movement ran into a potential problem of its own. The Justice Department confirmed in September that it was looking into the industry's scrambling efforts, to see if antitrust law violations might be involved.

Videocassette recorders remained TV's biggest growth area. Industry estimates put penetration at about 28% of U.S. TV homes, more than double the 13% of a year earlier. Nielsen said average weekly usage reached two hours and 14 minutes of recording time and four hours and 18 minutes of playing time in July, with 60% of the recording done while the set was off.

Pay-per-view gained momentum, although the industry was divided over whether it would become a major profit center. Two PPV services started up in November, apparently racing to be first: Showtime/The Movie Channel launched its Viewer's Choice on Nov. 27, and Reiss Media's Request Television, which had been distributing promotional material to affiliates by satellite for a couple of weeks, got its first movies going on Nov. 28. A third PPV service, People's Choice, was planning to start in January, and two other companies, Telstar Inc. of Los Angeles and World Video Library of Fort Worth, said they would check in with not one-channel but four-channel PPV



Rupert Murdoch buys Metromedia's TV stations for \$1.5 billion

first—in fact, tying or even edging past CBS if the season is counted (as NBC did) as a 52-week affair. The scores: On the conventional 30-week September-April basis, CBS averaged a 16.9/27 rating/share, NBC a 16.2/26 and ABC a 15.4/24. On a September-to-September basis, CBS and NBC were in a dead heat at 15/25 or, by NBC's round-off calculations, NBC led by a tenth of a rating point.

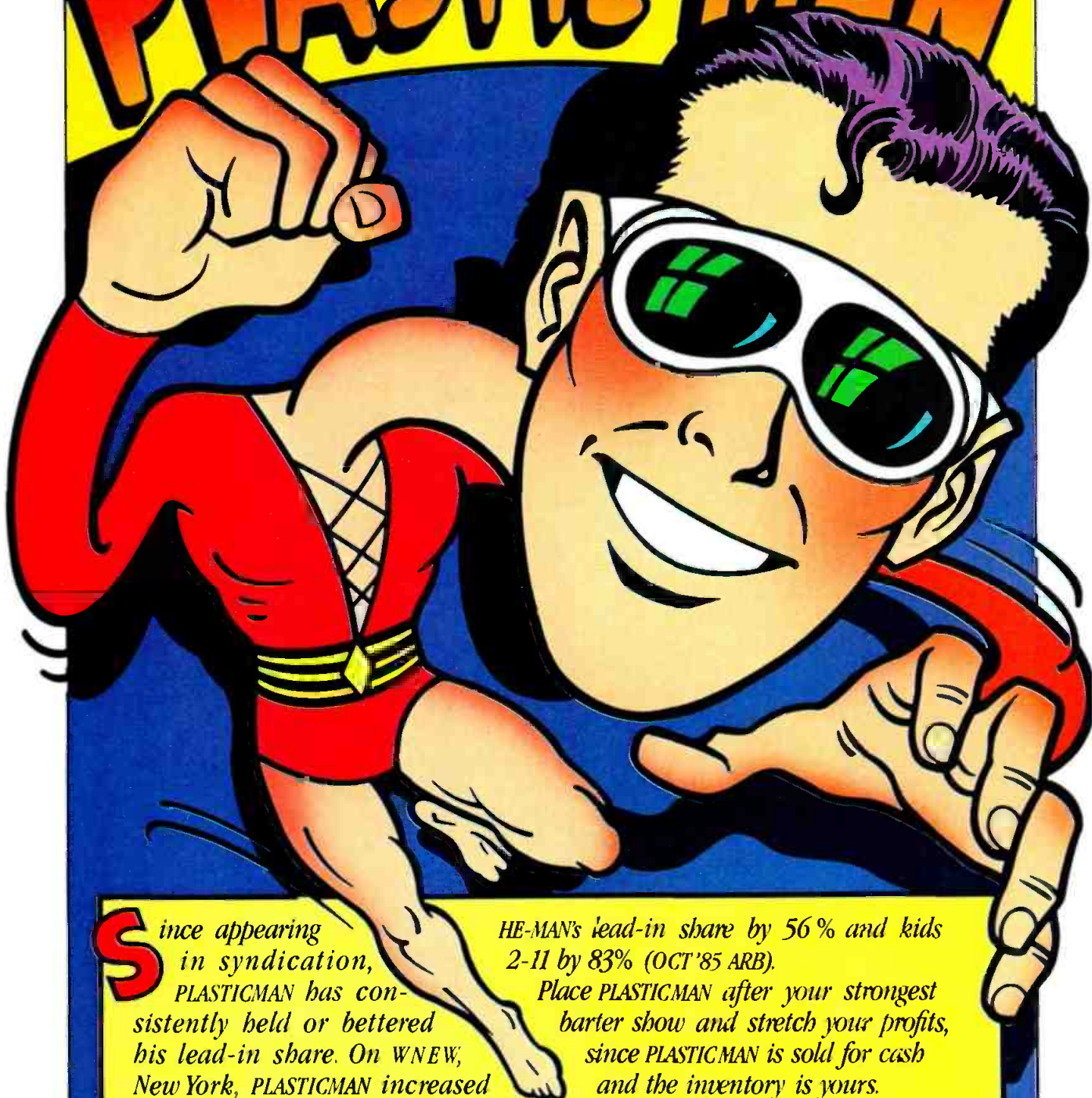
A lot of agency and other observers were giving NBC even better odds for first in the 1985-86 season. It won eight of the first 12 weeks of the season.

Deregulation continued, but after four years, the opportunities were getting thinner. The FCC spotted a tasty morsel in August, but didn't bite. Winding up a proceeding it had begun in 1984, the commission concluded that the fairness doctrine is not in the public interest and probably infringes on "fundamental constitutional principles." But since the doctrine was involved in a decision approved by the Supreme Court in 1969, the commission concluded there was no choice but to enforce it.

Mark Fowler, FCC chairman, and James McKinney, FCC Mass Media Bureau chief, created some rosy new deregulatory hopes among broadcasters. In a speech to the International Radio and Television Society in September, Fowler gave a strong hint that he would be willing to do away with the FCC's media crossownership restrictions, or at least grant permanent waivers. He also hinted he might support the idea, advanced earlier by McKinney, of lifting the

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Another would-be PPV venture, however, called the Choice Channel, failed to raise \$9 million in equity financing and said it would become a producer, rather than a distributor, of PPV events.

NBC News was preparing to enter the cable news field on a round-the-clock basis, but NBC officials said they needed commitments covering 13.5 million cable homes by mid-December for a launch on June 1, 1986. Later, they indicated these targets were subject to a six-month extension.

When Ted Turner put a part-interest in CNN up for sale, NBC responded with an offer—which Turner rejected, saying he was not willing to give up as much editorial control as NBC wanted. He said he had offered to sell part of the news operation because he was afraid NBC's cable rates would undercut CNN's and make CNN unviable. He also said in mid-November that Time Inc. and Rupert Murdoch were interested in acquiring part of CNN but that he might decide not to sell, after all.

To open the new prime time TV season in September, the three

one half-hour comedy, *Growing Pains*, starring former late-night talk show host Alan Thicke, and six one-hour action-adventure shows: *Lime Street*, starring Robert Wagner; *Spenser: For Hire*, with Robert Urich, *The Insiders*, *Family Honor*, *Hollywood Beat* and *MacGyver*.

Despite some early casualties among the new entries, prime time viewing got off to a stronger start in the fall of 1985. After almost a decade of downward drift in viewing levels, homes using television (HUT) through the first nine weeks of the new season were running 3.6% higher than in the same 1984 period, averaging 64.7, while combined network ratings were up 5.3%, from a 48.6 average to a 51.2.

Fall football ratings were also up—and a good thing, too, in view of continually rising rights costs. BROADCASTING's annual survey found that TV and radio networks, stations and cable operators were paying \$530 million for 1985 professional and college football rights, an increase of about 6% over 1984.

Costs were still going up in other sports too. BROADCASTING also found that 1985 rights to professional baseball games reached \$278 million, up 3.7% from 1984.

Looking ahead, ABC agreed to pay \$309 million for TV rights to the 1988 winter Olympics in Calgary, Canada, and NBC won rights to the 1988 summer Olympics in Seoul, South Korea, with an unusual arrangement: \$300 million base, with up to \$200 million to be added, according to how much advertising it could sell in its Olympics coverage. The big drawback from NBC's standpoint: the 14-hour time difference between Seoul and the U.S., which meant that many Olympic events could not be shown live in prime time.

In radio, BROADCASTING's analysis of programming on the top 10 stations in each of the top 50 markets found, for the second year in a row, that adult contemporary, or currently popular, was the type of music programed most extensively, with contemporary hit, country, easy-listening and album-oriented-rock following in that order.

Nationwide, based on information from more than 8,000 stations, the Radio Information Center, New York, reported that country music was the most widely programed format, followed by adult contemporary/soft and middle-of-the-road/nostalgia.

The most widely seen and heard program of the year undoubtedly was a 17-hour Live Aid concert held simultaneously in Philadelphia and London on July 13, a multinational, multimedia event to raise money for African famine relief. Employing 14 communications satellites, it was sent live to some 110 countries and on tape delay to about 40 others, and in all, it reached an estimated two billion people around the world. It also was said to have raised \$50 million to \$60 million in famine-relief pledges.

Among those carrying some or all of the Live Aid concert were ABC-TV, ABC Radio, MTV, the BBC and more than 100 independent stations.

An international event of another kind was set up by Ted Turner. In partnership with the Soviet Union, he created the Goodwill Games, an international athletic contest to be held quadrennially, starting next summer, and televised throughout the world. The purpose: to

Two casualties of 1985

RCA Broadcast Systems

COUNCIL
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commercial networks introduced 20 new series totaling 16.5 hours, or about a quarter of their combined prime time schedules.

NBC, happy with the way most of its 1984-85 schedule performed, brought in six new series, its smallest new slate in 15 years. They were: two half-hour anthologies, *Alfred Hitchcock Presents* and Steven Spielberg's *Amazing Stories*; two half-hour situation comedies, *Golden Girls* and *227*; a one-hour drama, *Hell Town*, starring Robert Blake as a rough-and-tumble priest, and a one-hour comedy-adventure, *Misfits of Science*.

CBS also introduced six new series: *Stir Crazy*, a one-hour comedy, and *Hometown*, a one-hour comedy that also had a dramatic line—both of which were among the first to get the hook after the season opened; *George Burns' Comedy Week*, a half hour with the comedian as host; *Charlie and Company*, a half-hour comedy starring Flip Wilson and Gladys Knight, and two one-hour entries, *The Twilight Zone*, an updated version of the 1960's hit, and *The Equalizer*, an action-adventure drama.

ABC, with more repairs to make, brought in eight new series: *Dynasty II: The Colbys*, a one-hour spinoff from the *Dynasty* series;



After Ted Turner lost his bid for CBS he turned his attention to MGM/UA

ease world tensions, particularly those between the U.S. and the USSR. In November, Turner Program Services reported it had already cleared its 129-hour coverage of next year's games, set for July 5-20 in Moscow, on TV stations in 26 markets representing 59% of U.S. TV households.

Turner also founded the nonprofit Better World Society to produce programming designed to ease tensions and help solve overpopulation problems, and he began efforts to swap news and other programming between his Cable News Network and Soviet-bloc countries.

Advertising sales slowed in 1985, especially in comparison with the recent past. The Television Bureau of Advertising projected 1985 TV revenues up 8% over last year's in national spot, up 13% in local and up 2% in network.

Radio was looking for gains in double numbers. The Radio Advertising Bureau said radio advertising for 1985 should be up about 12% in total, with network revenues up 13.6%, national spot up 11.4% and local up 11.7%.

A shocker for oldtimers came in October, when RCA announced it was closing its broadcast systems division, which at one time—and for decades—had been a dominant manufacturer of transmission and studio products, but which more recently had been losing market share. The official explanation: "Competitive pressures and continued losses."

As a possible means of easing the financial strain on public stations, the FCC called a proceeding to consider the idea of letting public stations with VHF facilities swap those VHF assignments with commercial UHF stations in their markets, getting the difference in value in cash. Under the proposal, the swaps would not have to be exposed to competing applications. But when comments were filed in June, they were almost unanimously against. The scarce support came primarily from stations that had already engineered swaps of their own.

The Public Broadcasting Service issued a report at midyear citing Nielsen data to show that PBS programs reached 48 million homes and 95.1 million viewers per week, or 75% more homes and 86% more people than when PBS first started having its audiences measured in 1977-78. In prime time, PBS said, it was reaching 53.7 million people a week, a gain of 120%.

The audience challenge now, PBS concluded, was to get more of its viewers to watch several PBS programs, not just one or two. "In the electronic supermarket," PBS said, "public TV is the quick trip for a quart of milk and a loaf of bread, but not the five bags of groceries. Usage, then, must be increased."

To help increase the usage, PBS was introducing 21 new programs in the fall. Among them were two that PBS officials called the "centerpieces." One was *War: A Commentary* by Gwynne Dyer, an eight-parter that followed Dyer, a Canadian journalist, on a survey of 200 years of world military history. The other was *River Journeys*, a film record of the experiences of six journalists traveling separately on some of the world's major waterways, including trips through New Guinea, Cambodia, Brazil and Egypt.

Other new programs on the PBS schedule included *The Abortion Battle*, a three-hour documentary; *Quest for the Killers*, five, one-hour stories about modern medical achievements; *Lone Star*, eight one-hour segments exploring "the Texas mystique," with Larry Hagman of *Dallas* as host; *Treasure Houses of Britain*, a three-part documentary, and *Owl/TV*, 10 half-hour segments to introduce young people to science, nature and technology.

Major national and international stories, from President Reagan's second inaugurations (one private, the other public) in January to his Geneva meeting with Soviet leader Mikhail Gorbachev in November, plus hijackings and the disastrous earthquake in Mexico and mudslide in Colombia, strained newsmen's skills and budgets.

The hijacking of TWA 847 by terrorists in the Mideast in July and the networks' protracted concentration on it—and especially on the terrorists—in particular, led to a public controversy—and to introspection by the networks themselves—as to whether so much coverage, and especially so much live coverage, had played into the hands of the terrorists and delayed a resolution.

The development of mobile satellite uplinks brought a new phase and a new phrase—satellite news gathering (SNG)—into local and network journalism. All three commercial TV networks were engaged in efforts to implement SNG services for their affiliates nationwide, and were getting them started on a regional test basis.

Among other major developments of 1985 were these:

- The Supreme Court in March let stand an appeals court decision



A hell of a year for NBC and Brandon Tartikoff

holding that the blanket music licenses issued to TV stations by the American Society of Composers, Authors and Publishers and Broadcast Music Inc. did not violate antitrust laws. The All-Industry TV Stations Music License Committee, which had brought the suit against ASCAP and BMI in the first place, and had won the initial round in district court, conceded the Supreme Court's action was "a setback," but vowed to fight on. On Capitol Hill, the committee and the NAB began scouting around to see if they could stir up support for legislation forcing producers and syndicators to deliver syndicated programming to stations with music-performance rights included, so stations wouldn't have to go to ASCAP and BMI for licenses.

- Tensions between NAB and the National Radio Broadcasters Association were taut at times, especially after NRBA began pushing for a "super" radio association—an idea widely rejected, but most strongly by NAB. In November, however, after a month's deliberation, the NAB decided to continue its association with NRBA in sponsoring a joint Radio Management and Programming Conference again in 1986. NAB and NRBA also agreed to "discuss and to seek areas of common interest which they can jointly pursue for the betterment of the radio industry."

- In a December reorganization, Van Gordon Sauter, who had left the CBS News presidency to become an executive vice president of the CBS/Broadcast Group with wider responsibilities (including news), returned to the presidency of CBS News but retained the CBG post, although with somewhat different responsibilities. In the CBS News presidency, he succeeded Edward M. Joyce, who accepted a new assignment as senior vice president of CBG for CBS Worldwide Enterprises. These and other changes followed the decision of Jim Rosenfield to take early retirement from his post as senior executive vice president of CBG (see above).

- At ABC, Anthony Thomopoulos resigned in November as president of the ABC Broadcast Group, showing up two weeks later as president of the United Artists motion picture and television group. With his departure, ABC Motion Pictures President Brandon Stoddard was named president of ABC Entertainment to succeed Lewis H. Erlicht, who was named president of ABC Circle Films and senior vice president of ABC Entertainment. With the changes, all operating divisions of the ABC Broadcast Group now report to Fred Pierce, ABC president and chief operating officer.

- Herman Land retired as president of the Association of Independent Television Stations after serving as its head since its formation 12 years before. Preston Padden, assistant general counsel in Metro-media's Washington office, was chosen to succeed him. Padden began breaking into his new duties in May, with Land staying on to assist during the transition period.

1985 was a year of unforeseen events. Few would have imagined a year in which two networks would be sold and a third undergo major financial restructuring to fend off a hostile takeover—indeed, even the idea that a network *could* change hands barely seemed plausible 12 months ago. It was truly a year during which "the old order changeth, yielding place to new."

Pat Buchanan: the White House 'cause man'

Reagan's director of communications has surprised many who expected him to come out swinging at the media

Last February, the White House jolted the press corps covering it with the announcement that Pat Buchanan was returning. Buchanan, the representative of the slash-and-cut wing of hard-right Republican politics who was credited with drafting some of the harshest anti-media speeches of the Nixon administration, had been named director of *communications*, of all things (BROADCASTING, Feb. 11). Since then, however, Buchanan has largely faded into the background. Those who thought (hoped?) he would become a point man in a war on the media are still waiting for him to unload. In fact, some White House reporters describe him, as has NBC News's Chris Wallace, as "pleasant" and "professional" in his dealings with them. But this is to report that Buchanan has not changed.

Buchanan at 47 remains the quintessential "cause man," and his cause, his friends say, is to advance the core of the Reagan revolution and advance what he perceives to be the conservative movement's ideals and values. It seems to subsume all ambition and vanity. Getting out front as a "spokesman" or calling reporters to suggest the "spin" they might give a story—as his predecessor, David Gergen, was known to do—is not Buchanan's style. Indeed, worrying about spin, he feels, is "ridiculous." He does not involve himself in the work of assistant press secretary Larry Speakes or interfere with his lines to chief of staff Donald Regan or the President. And other than providing an occasional background briefing, he does not very often deal directly with the press. Hence, the lack of notoriety over the last 10 months—he has, in fact, become something of a mystery figure to regulars among the White House press corps who swear they do not know what it is, precisely, that Buchanan does. But serving as a member of the White House senior staff, contributing to policy—the prospect of that kind of work is what led Buchanan, without hesitation, to give up an income of \$400,000 from a syndicated column, lectures and radio and television work, and make do with \$75,000.

Buchanan does not always win in the policy battles: the speech the President made at Strasbourg, on the 40th anniversary of the end of the war in Europe—was less hard-line anticommunist than he would have liked; it called for improved relations and easing tensions with the Soviet Union. (The President's adviser on national security affairs at the time, Robert McFarlane, had his way on that one.) And he was a critic of the Gramm-Rudman deficit-reduction bill, concerned, like the military, that it would require cuts in defense spending. But he wins his share—



Buchanan

the tough speech the President gave before the United Nations in October was one. (It was tough enough to win the praise of William F. Buckley Jr. He called it "a joy.") And Buchanan continues to approach his job with enthusiasm. "The White House is the greatest place in the world to work," he says. "I love the White House. But when you're here, your purpose is to see how much of the Reagan legacy you can see accomplished before the President leaves." His aim, as he has expressed it more than once, "is to have a hand in making Ronald Reagan the F.D.R. of the conservative movement."

In that regard, he does not seem to expect any more help from the media than he feels he received during his first tour in the White House.

Yes, he says, he was "the principal author" of the speeches Vice President Spiro Agnew gave, on Nov. 13, 1969, in Des Moines, and on Nov. 20, in Montgomery, Ala., attacking the media. The content does not seem as alarming today as it did 16 years ago. But considering that the speeches were delivered by a senior member of the government, which licenses broadcasters, the intimidation factor would be considered high at any time.

In the first, Agnew blistered the network news operations for concluding their live coverage of a speech by President Nixon on Vietnam a couple of weeks earlier with commentary by correspondents who he said were hostile to the President and whose minds "were made up in advance." He also accused the networks of amplifying in the public

mind the nation's ills "by an endless pursuit of controversy." A week later, he was focusing on what he saw as the unhealthy concentration of power in the networks, the New York Times Co. and the Washington Post Co. The eastern establishment press, with its presumed liberal bias, then, was seen as having become the enemy of the Nixon administration, 10 months into its first year.

That was 16 years ago, when Buchanan was barely into his 30's. But 10 days ago, Buchanan was not taking anything back. "The years basically have fortified my opinions," he says. "A lot of what Mr. Agnew said has become conventional criticism, if not conventional wisdom." Then he added: "In my personal judgment, there is an ideological and political bias that dominates the Washington-based press corps. It influences their coverage. It dominates their commentary. It is in pretty profound disagreement with most of the things I believe in." For all of that, Buchanan declines to address directly the question of whether he believes the broadcast press treats President Reagan unfairly. "Sometimes they are unfair," he says. "But I think Ronald Reagan communicates effectively through the media, and sometimes over the heads of the media."

But while relations between the administration and the media are frequently antagonistic and reporters continue to complain about a clampdown on the flow of information, the days of confrontation as a White House tactic in dealing with the media appear to be over, at least temporarily. Buchanan is working for a more relaxed, very popular President in a far more relaxed time. When the Nixon administration came to power in 1969, Buchanan recalls, "the country was torn apart by racial riots, by student riots, by the war in Vietnam, by the murders of Kennedy and Martin Luther King, by the rip up in the Democratic party... by the fact we had a President who was the most controversial figure of the post-war era." Buchanan thinks the tactics with which the Nixon administration chose to defend itself against its "antagonists" were correct. He thinks the vastly different approach of the Reagan administration is correct for its time, too.

Indeed, Buchanan himself seems relaxed, even philosophical. "The liberal bias of the the Washington-based press is not so much a problem that can be solved as it is a predicament with which you have to live. So we have lived with it, for these 16 years." Of course, he is secure in the knowledge that Reagan, at the end of his fifth year in office, is, as he says, more popular than any other modern-era President at that point in his presidency. Franklin D. Roosevelt and Dwight D. Eisenhower included. "So you put it [the alleged press-bias issue] in perspective, and live with it, and you just move on, and don't let yourself be terribly distract-

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ed by it. There are too many more important things to do."

Of course, all of that assumes there is a liberal bias on the part of the media. That conventional wisdom is not borne out by the studies funded by the conservatively oriented American Enterprise Institute and George Washington University, and conducted by Michael Robinson and his colleague, Maura Clancey, throughout the presidential campaign last year. In a wrapup piece, published in the February/March issue of AEI's *Public Opinion*, they said the networks' coverage of the Reagan-Bush ticket had been more negative than that accorded Walter Mondale and his running mate, Geraldine Ferraro. But they said liberal bias, as such, was not involved; they found no liberal bias on the issues. Rather, the authors blamed the negative coverage of the Reagan-Bush campaign on such factors as "impishness" (a reporter's tendency to contribute to the closeness of the "horserace") and "incumbency" (the reporters' belief they have a special mission "to warn Americans about the advantages any incumbent has") (BROADCASTING, Feb. 18). In short, there was nothing political, let alone personal, involved. A Democratic president and his running mate would, presumably, have been treated with equal (lack of) consideration.

(Robinson, in fact, in a chapter of an AEI book, "American Elections of 1984," makes a case for the proposition that the networks actually helped Reagan in his campaign. "In the fall," he said, the media elite broadcast—and rebroadcast—almost all of Reagan's best one-liners. In the summer they sounded like another George Bush as they did cheerleading for the U.S. Olympic team." Then he added, "The same ABC that gave us [Sam] Donaldson's criticism of Reagan gave us Jim McKay's adulation of Mary Lou Retton. In the long run, it is altogether conceivable that ABC's Rooney Arledge... did more for Reagan by promoting the Olympics than he did to Reagan by unleashing Donaldson.")

But perhaps a more interesting observation the authors made was that such "compensatory journalism," as practiced by the networks, had little impact on the electorate. Buchanan in effect acknowledges that, and attributes that happy circumstance—in 1984, at least—to what he sees as a decline in the influence of the networks. (He notes, for instance, the percentage decline in network audience, from well over 90% several years ago to about 70%.) But another factor he regards as significant is the "strategy" employed by the President, *whichever* Republican President he was talking about: "Nixon's approach, which was confrontational, worked. He won 49 states in 1972. Ronald Reagan's approach, which is to let it roll like water off a duck's back, works. He won 49 states in 1984." No wonder Buchanan can "live with" what he says is the media's "liberal bias." ■

Buchanan operates in a manner different from his predecessors. Where Gergen, for instance, dealt with reporters frequently and served as a source, providing background as well as suggesting "spin," Buchanan seems to have become something of a mystery figure. "I don't even know what he does," ABC

Lawyer management. Get recommendations, check credentials, use a personal interview. do some comparison shopping and consider offering barter or stock instead of cash. There are 96 more guidelines espoused in *101 Ways to Cut Legal Fees and Manage Your Lawyer*, written by Washington lawyer Erwin G. Krasnow and free-lance writer Jill MacNeice. In the book's introduction, the authors say that an "irrational situation" exists between lawyers and their clients. "Most broadcasters, cable operators and other businessmen refuse to deal rationally with their lawyers," Krasnow and MacNeice write. "They treat them differently from other vendors of services and ignore the traditional managerial techniques of supervision, goal setting, budgeting and other controls. They often do not know *who* will do the work, how much it will cost and *when* it will be finished." This situation exists "partly because of the priestly mystique of lawyers, embellished by the profession's legal mumbo jumbo, and partly because many businessmen simply do not know how best to utilize and control lawyers."

News's Donaldson said the other day. CBS News's Lesley Stahl, asked her views of Buchanan as director of communications, could offer none. "I don't follow him and haven't read anything on him," she said.

Evidence that Buchanan would take a different approach to his job than did Gergen was available early in his tour. The announcement of his appointment generated considerable interest among reporters, for through his column, which was being published in 125 newspapers, his appearances on television, as a member of *The McLaughlin Group* and as co-host of *Crossfire*, on CNN and on NBC radio as a commentator, he had been very much a public figure. But he did not return telephone calls from the scores of journalists seeking interviews. More than one reporter was heard to grumble that the White House had a director of communications who refused to communicate.

Buchanan now says that the decision to avoid the press was "tactical"—

that while he knew "what Pat Buchanan thought," back in February, he did not want to talk to reporters until he was fully tuned in to administration thinking on issues and was prepared to express and defend it. And today? "I can get more done if I stay out of the limelight," he says. Buchanan turns down requests to speak before various groups—"If you do one, you can't turn down others." And he hasn't done a TV interview in six months. "They stop calling after a while."

But if the White House has not reverted to its media-bashing days, it is not because Buchanan does not have the opportunity to suggest it. Along with other members of the White House senior staff, Buchanan sees the President on a structured but reasonably frequent basis—at issues sessions and at meetings of the cabinet, cabinet councils and congressional leadership, among other occasions. And, as director of communications, he has something of a fiefdom to administer—the research division, speech writers, the television office (which consults on the President's use of radio and television), the Office of Media Liaison (which deals with the press outside Washington), the Office of Public Affairs (which briefs the President in advance of press conferences and serves as liaison with the press offices of executive branch agencies, providing them with the official policy line) and the Office of Public Liaison (which maintains contact with virtually every kind of public organization other than political—fraternal, women's and minority groups, unions, and so on). All of that, he acknowledges, is a lot to administer

for someone who, as he says, never before managed anything more than his basement, when he was writing his column. But he says, "I find it enjoyable. It gets me into being an editor rather than a commentator."

As director of communications, he is also something of a producer, as was Gergen, in association with then-deputy chief of staff Mike Deaver, who was regarded as one of the most inventive image makers employed by any President. Buchanan and other White House staffers concern themselves every day with the story dominating the news that morning and attempt to divine the story that will lead the network news broadcasts that evening. And they try to develop plans for using the President to sell his policies through the media.

Background, apparently, is important. For in kicking off the promotion of the tax-reform bill, the first presidential stop was Williamsburg, Va., to capture "the revolutionary aspects" of the measure, as Buchanan put it. Then the President was whisked to a blue collar neighborhood in Wisconsin, to capture "the family aspects." Later, it was off to a high-tech area to symbolize the pro-growth benefits that cuts in capital gains taxes would generate. (Despite such efforts, of course, final passage of the bill is not yet certain. And it took a highly unusual visit by the President to Capitol Hill to talk to balking members of his own party to save the bill from dying in the House.) ■

Buchanan, always a "cause man," was expressing his views as an editorial writer for the *St. Louis Globe Democrat* when he met his future. Richard Nixon, who had failed as a presidential candidate and then as a gubernatorial candidate and was earning a living as a Wall Street lawyer, was wandering in the wilderness known to politicians who have no office and no constituency when, at a cocktail party in Belleville, Ill., in 1965, Buchanan introduced himself. The two were a match—a leading member of the conservative wing of the Republican party aching to be President and a bright, young man—he was an honors graduate in English and philosophy from Georgetown University—eager to dedicate himself to seeing him realize that ambition. "He invited me to New York"—Nixon was a partner in Nixon, Mudge, Rose, Guthrie, Alexander & Mitchell—"where we talked for three hours," Buchanan recalls. And Nixon hired him as the second member of his reelection team—the first was his secretary Rose Mary Woods.

For the next three years, Buchanan handled the press and correspondence for Nixon.

on, helped him write his column, did political analysis, and wrote speech "excerpts" for distribution to the press. He traveled with Nixon as he campaigned for House and Senate Republican candidates in 1966. He also traveled abroad with Nixon in 1967 and campaigned with him as he sought and finally achieved the presidency. Buchanan was named a special assistant to the new President on the first day of his term, Jan. 20, 1969, and began writing speeches for both Nixon and Agnew, developing political strategy, publishing the President's *Daily News Summary*, and preparing foreign and

domestic briefing books for presidential news conferences. Not bad for a 30-year-old.

Buchanan left what by then was the Ford White House in November 1974. Nixon had resigned and his administration had collapsed in the disgrace of Watergate. A number of top administration figures had gone or were on their way to prison. "It was," Buchanan recalls, "a bloodbath." He himself had been questioned for six hours before the Senate Watergate Committee. But, though he had defended Nixon to the last bullet, he emerged with honor and reputation intact.

And despite the trauma to which it led, Buchanan remembers his association with Nixon warmly: "It was a great political education at the knee of Richard Nixon in his prime, at the beginning of his comeback."

Nixon was a cause. Reagan is a cause. What will be next? If not one of the Republican hopefuls now maneuvering for the inside track for the race to the nomination, it could just as easily be the Reagan revolution itself and that kind of muscular conservatism with which Buchanan has become identified. Whatever. He would be happy to supply the roar. □

Programming

PBS unveils new programs

Noncommercial network will feature multipart specials on music, health, history, space, cooking, sports

What's new? For the Public Broadcasting Service, a winter-spring schedule that includes a three-part musical comedy and folk opera series, a three-part series on black athletes and a nine-part series on health.

On Jan. 14, 21 and 28 at 10 p.m. NYT, PBS will air *Campaigning on Cue: The Presidential Election of 1984*. The three-part series combines panel discussions, debates and film clips as it examines the relationship between the media and the 1984 presidential campaigns. Panelists include Reagan-Bush campaign director Lee Atwater, Mondale-Ferraro campaign adviser William Daley, NBC News commentator John Chancellor and former FCC Chairman Newton Minow.

The series is moderated by John Callaway, director of the Benton Fellowship Program, a six-month academic program for broadcast journalists at the University of Chicago, which sponsored the forums. Topics to be discussed include television's treatment of each candidate and campaign organization, the extent to which the commercial networks aid political parties in the image-making process and media coverage of the candidates during the Democratic primary process and the coverage of the Republican and Democratic conventions.

Beginning Jan. 19 at 3 p.m. PBS will air *America's Musical Theater*, which highlights musical productions from the early 20th century, featuring different aspects of life in America.

For those interested in good health, there is *Bodywatch*, a "health maintenance" series

hosted by a Texas surgeon, James (Red) Duke Jr., and a Yale University psychologist, Judy Rodin. The series opens with an hour-long special on March 24 at 10 p.m., and is to be followed by eight weekly, half-hour programs beginning April 5 at 2:30 p.m. According to PBS, the series "expands on the theme of self-analysis, inviting viewers at home to test their own capacities and limits in a variety of diet, health and fitness areas," through news features, profiles and do-it-yourself tests.

Black Champions provides a historical look at blacks in American sports, combining archival film footage with current interviews and still photos. *Cats and Dogs* gives advice on pet care, and *Madeleine Cooks* offers 13 cooking lessons by a French chef, Madeleine Kamman.

A four-part series, *The Great Space Race*

Syndicator Wakened

■ **Bel-Air Program Sales** has cleared four episodes of the *Richard Pryor Show*, along with one Pryor special in 20 markets, including nine of the top 10. The show, which ran on NBC in the late 70's, was canceled due to Pryor's growing commitment to theatrical movies. The show has already debuted for the first time in syndication, on a number of the cleared stations, beginning in September. Sales are on a cash basis for four runs over four years. Among clearances are WOR-TV New York, KHJ-TV Los Angeles, WFBM-TV Chicago, WGBS-TV Philadelphia, KTVU-TV San Francisco, WXON-TV Detroit and KRLD-TV Dallas. ■ **Centaur Distribution Corp.** and **Mizlou Programming** have cast Claudia Day as the "Strange Lady" who will host its series of 195 half-hours for late night, *Strange Paradise*. Day, who has appeared on such network soap operas as *Guiding Light* and *As the World Turns*, along with other productions, will do "send ups"—intros, outros and mid-breaks—as Dracena Morg, resident of a castle's crypt. The 15-year-old tale of the occult, which is in color, is aimed at late night. ■ **ITF Enterprises** says that it has cleared the animated *Adventures of the Galaxy Rangers* in 54 markets covering 60% of the country. Produced by Gaylord Productions and Transcom Media, the high-tech space western's 65 episodes are being sold for cash plus one barter minute. The show has been cleared in 27 of the top 30 markets, including the Gaylord and Chris Craft/United groups, WPMR-TV Aurora, Ill. (Chicago), and WPHL-TV Philadelphia. ITF President Tom Battista said that 10 to 15 stations, including a New York clearance, were expected shortly. ■ **Access Syndication** has cleared 13 half-hours of *The Exciting World of Speed and Beauty* on 55 stations, including four of the five NBC O&Os—WCBS-TV New York, KNBC-TV Los Angeles, WKYC-TV Cleveland and WRC-TV Washington. The weekly series, which follows land, air and

water motor sports, is hosted by former pro football quarterback Dan Pastorini. Sales are on a barter basis with four and a half minutes local and two minutes national. Other stations cleared include ABC's KGO-TV San Francisco, Post-Newsweek's WDIV-TV Detroit and WFLG-TV Miami, and Belo Broadcasting's KHOU-TV Houston. ■ **Group W Productions** has cleared *The Entertainment Report*, a daily 15-minute feed of up-to-the-minute entertainment news for local newscasts, on 49 stations covering 50% of the country. Distribution of the report is in exchange for two 30-second spots. The report will be available the first quarter of 1986. Group W expects to reach 70% of the country. Clearances include WOR-TV New York, KHJ-TV Los Angeles, KCPQ-TV Seattle, KMSP-TV Minneapolis-St. Paul and KMGH-TV Denver. ■ **Harmony Gold** will have Camelot Entertainment sell its barter time in *Shaka Zulu*, the 10-hour, \$24-million mini-series. *Shaka Zulu* is being offered for cash plus one barter minute for four runs over six years. Among the cast appearing in the saga filmed in cooperation with the Zulu royal family are Edward Fox, Robert Powell, Trevor Howard, Christopher Lee and Fiona Fullerton. ■ **Carl Meyers and Associates** and the **M.J. Thomas Co.** have cleared the *Ebony/Jet Showcase* in 61 markets. The half-hour weekly series hosted by Greg Gumble and Deborah Crable is sold on a barter basis with three and a half minutes for stations and three minutes for the Johnson Publishing Co., producers of the series. Sales of the series are for 26 first-run episodes and 26 weeks of re-formatted interview segments. Among those interviewed on the show are Bill Cosby, Michael Jackson and Eddie Murphy. Johnson publishes *Ebony* and *Jet* magazines. Clearances include WABC-TV New York, WLS-TV Chicago, WNEV-TV Boston, WJLA-TV Washington, WXIA-TV Atlanta and WBFF-TV Baltimore.

examines technological breakthroughs and new rivalries in space ventures. The program uses footage documenting research under way in several countries as well as interviews with scientists, scholars and policymakers to examine the future impact of space technology on people's lives. Closer to the ground is a new seven-part series called *Planet Earth*. Filmed on location on seven continents, the show focuses on different studies about the planet and its solar system.

Pride of Place: Building the American Dream examines American architecture. The eight one-hour programs are hosted by Robert A. M. Stern, professor of architecture at Columbia University, and examine New York skyscrapers, William Randolph Hearst's castle, San Simeon, and the campuses of Yale University and the University of Virginia.

The Shakespeare Hour Hosted by Walter



American Music Theater

Matthau debuts Jan. 19 at 7 p.m. The 15-part series focuses on love and is composed of five Shakespeare plays: "A Midsummer Night's Dream," "Twelfth Night," "All's Well That Ends Well," "Measure for Measure" and "King Lear." Actor Walter Matthau introduces an hour-long presentation of each play, including the plot and characters and "clarifying points that might confuse modern audiences," PBS said. Matthau also concludes each program with a discussion of the play, explaining its relationship to the theme of love and to other plays in the series, PBS said. Six documentaries highlighting Shakespeare's life and artistic achievements are also included in the series.

Among the specials to air on PBS next season are four on India: *Rajiv's India* (Jan. 7, 9 p.m.) profiles India's prime minister, Rajiv Gandhi; *Spiritual India* (Jan. 7, 10 p.m.) examines spiritual beliefs and astrol-

NBC goes nine for 13

NBC had its ninth win in the 13 weeks of the season so far, in the week of Dec. 16-22. NBC had an average rating of 16.5, and an average share of 27. CBS was a close second with a 16.3/26 and ABC followed with a 14.8/24.

Week 13 was the lowest win by a network this season, due in part to the large number of pre-emptions of network schedules by affiliates for sports events and specials. When a scheduled program does not run in a market, it figures into the overall prime time average as a zero.

The week also saw the networks carry a total of six Christmas specials, the highest rated of which was the 19th-ranked repeat of a *CBS Special Movie Presentation, A Christmas Carol* (18.1/28). The highest ranked Christmas episode among regular series was the 12th-ranked repeat of *Moonlighting* (19.6/30).

Despite its third-place finish, ABC took the first three nights of the week, including Wednesday, which it has lost for the past two weeks. While *Dynasty* (20/30) failed to make the top 10 for the week (it finished 11th), combined with the 13th-ranked *Hotel* (19.3/32) following it, it still helped give ABC the night.

As during the 11th week, the drop in coverage had virtually no impact on HUT levels, combined network ratings and combined network shares. HUT's for the week were 61.7 (the same as last year), combined network ratings were 47.6 (compared to 46.9 last year) and combined network shares were 77 (compared to 76 last year).

■ An ABC win on Monday was attributable to the seventh place finish of *Monday Night Football* (20.7/33). Running opposite the game from 9 to 11 p.m. on NBC was *A Letter to Three Wives*, an *NBC Monday*

Night Movie, which scored a 19.3/30. *Scarecrow and Mrs. King* (17.4/26) gave CBS 8-9 p.m.

■ ABC won from 8 p.m. to 10 p.m. with the ninth-ranked *Who's the Boss* (20.4/32) at 8 p.m., *Growing Pains* (18.5/28) at 8:30 p.m. and *Moonlighting* at 9 p.m. An all-Christmas night of programming on CBS—*The Life and Adventures of Santa Claus* (12.5/19) and *The Gift of Love: A Christmas Story*, a *CBS Tuesday Night Movie* (16.4/26)—combined for a 15.1/24, 1 ahead of NBC for a second place finish.

■ While ABC had 9-11 p.m. in hand with its two prime time soaps, NBC's second place finish was powered by the fifth-ranked *Highway to Heaven*. In their second week on CBS, *Mary* (14.3/23) and *Foley Square* (12.9/20) were second from 8 to 9 p.m.

■ NBC's Thursday schedule provided the highest-rated night of television by a network for the week (22/35). From 10-11 CBS's *Knots Landing* (20.6/34) was the week's eighth-ranked program.

■ An *ABC NFL Football Special* (13.4/22) on Friday could not deliver the ratings that the Monday games have delivered this season, because of stiffer competition. With fifth-ranked *Dallas* (21.1/35), CBS won the night.

■ NBC's new comedy block delivered every time period on Saturday. *Golden Girls* (19.3/33) ranked 13th. The *CBS Saturday Night Movie*, "Blazing Saddles," delivered a 12.7/22.

■ With an NFL overrun leading into its Sunday schedule until 7:23 p.m., and scoring a 20.4/37, CBS had a Sunday win that featured the third-ranked *60 Minutes* (23.6/40). From 9 p.m. to 11 p.m. on ABC, *The Toy*, starring Richard Pryor, had a 18.7/30 to rank 16th.

Rank □ Show □ Network □ Rating/Share

1.	The Cosby Show	NBC	33.1/52
2.	Family Ties	NBC	29.8/46
3.	60 Minutes	CBS	23.6/40
4.	Cheers	NBC	23.1/35
5.	Highway to Heaven	NBC	21.1/33
6.	Dallas	CBS	21.1/35
7.	Football, N.E.-Miami	ABC	20.7/33
8.	Knots Landing	CBS	20.6/34
9.	Who's the Boss	ABC	20.4/32
10.	Night Court	NBC	20.1/31
11.	Dynasty	ABC	20.0/30
12.	Moonlighting	ABC	19.6/30
13.	A Letter to Three Wives	NBC	19.3/30
13.	Golden Girls	NBC	19.3/33
15.	Hotel	ABC	19.3/32
16.	The Toy	ABC	18.7/30
17.	Miami Vice	NBC	18.6/32
18.	Growing Pains	ABC	18.5/28
19.	Falcon Crest	CBS	18.1/31
19.	A Christmas Carol	CBS	18.1/28
21.	Kate & Allie	CBS	17.7/26
22.	Scarecrow & Mrs. King	CBS	17.4/26

Rank □ Show □ Network □ Rating/Share

23.	Newhart	CBS	17.3/26
24.	20/20	ABC	17.2/29
25.	Andy Williams Special	NBC	16.6/28
25.	Mickey's Christmas Carol	NBC	16.6/26
27.	Simon & Simon	CBS	16.5/25
28.	227	NBC	16.4/28
28.	Gift-Love	CBS	16.4/26
30.	Twilight Zone	CBS	16.3/27
30.	Crazy Like a Fox	CBS	16.3/29
32.	A Team	NBC	15.8/24
32.	Remington Steele	NBC	15.8/27
34.	Kenny & Dolly Christmas	CBS	15.6/24
35.	Silver Spoons Special	NBC	15.4/28
36.	TV Bloopers & Prac. Jokes	NBC	15.1/23
36.	Cagney & Lacey	CBS	15.1/24
38.	Christmas Dream	NBC	15.0/25
39.	Dynasty II: The Colbys	ABC	14.8/23
40.	Facts of Life	NBC	14.4/26
41.	St. Elsewhere	NBC	14.3/24
41.	Mary	CBS	14.3/23
43.	Hell Town	NBC	14.1/21
44.	Hunter	NBC	14.0/25

Rank □ Show □ Network □ Rating/Share

45.	Equalizer	CBS	13.6/23
46.	Riptide	NBC	13.5/21
47.	Football, Denver-Seattle	ABC	13.4/22
48.	Spencer: For Hire	ABC	13.3/22
49.	MacGyver	ABC	13.2/21
50.	Foley Square	CBS	12.9/20
51.	Hill Street Blues	NBC	12.8/21
52.	Conan the Barbarian	NBC	12.7/21
52.	Blazing Saddles	CBS	12.7/22
54.	Hardcastle & McCormick	ABC	12.7/20
55.	Magnum P.I.	CBS	12.5/19
56.	Life Adventures of S. Claus	CBS	12.5/19
57.	Love Boat	ABC	12.3/22
58.	Kissyfur	NBC	11.9/20
59.	Airwolf	CBS	11.9/21
60.	The Insiders	ABC	11.6/18
61.	Lady Blue	ABC	10.1/17
62.	Chipmunk Reunion	NBC	9.4/16
63.	Fall Guy	ABC	8.6/16
64.	Ripley's Believe It Or Not	ABC	8.5/16
65.	Shadow Chasers	ABC	6.2/10

*Indicates premiere episode

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ogy and their influence on everyday life in India; *India Speaks* (Jan. 8, 8 p.m.) examines members of India's middle class, including a filmmaker, a film star and a physicist, and *India Cabaret* (Jan. 8, 10 p.m.) looks at stereotypes of "amoral" and virtuous Indian women.

Other specials include:

■ *Championship Ballroom Dancing* (Jan. 13, 9 p.m.), hosted by actress Juliet Prowse.

■ *From Vienna: The New Year's Celebration 1986* (Jan. 1, 2:30 p.m.), a festival of music and dance hosted by Walter Cronkite.

■ *An Evening of Championship Skating* (Feb. 26, 8 p.m.), hosted by Jo Jo Starbuck and John Powers.

■ *Say Amen, Somebody* (April 30) (which had a limited theatrical release) focuses on black gospel singers.

■ *The Golden Boys of Bandstand On Stage at Wolf Trap* (Jan. 29, 8 p.m.) is hosted by Beverly Sills and features a reunion of singers Frankie Avalon, Fabian and Bobby Rydell at Wolf Trap performing arts center outside Washington.

Also scheduled are new additions to some PBS staples such as *Frontline*, *American Playhouse*, *Nature*, *National Geographic Specials* and *Wonderworks*. □

ABC adds 11 weeks to baseball lineup

It will fill hole left by USFL's move to fall with additional games

Competition between NBC and ABC for Major League Baseball advertisers should heat up dramatically next season. ABC said last week that it will expand its Sunday afternoon Major League Baseball coverage by 11 weeks in the spring as a way of filling the gap left by the United States Football League. The expansion next season will mark ABC's most extensive baseball coverage since it began MLB telecasts in 1976. The USFL has indicated that, if it survives, the league will move to a fall schedule next year. ABC has carried the USFL's spring schedule since its inception three years ago.

Last season, ABC carried no MLB games for the first two and half months of the season, then carried eight *Monday Night Baseball* games and three Sunday afternoon games in September. NBC airs a game each Saturday afternoon (with an occasional doubleheader) throughout the regular season, which spans 26 weeks. With its expanded season this year, ABC will carry a game each week—14 Sunday games and eight Monday Night games—for all but four weeks of the season. ABC Sports Executive Vice President Jim Spence said the network has owned the rights to air up to 16 Sunday games each season since the last MLB pact was negotiated almost three years ago. Therefore, he said, no renegotiation was necessary to expand the Sunday schedule. The expanded Sunday lineup begins April 13 and will run through July 6, with the exception of the network's live coverage of the Indianapolis 500 on May 25 and the final round of the U.S. Open golf tournament on June 15. *Monday Night* games begin June 30 and run

Programing with NATPE in mind

The supply of syndicated television is growing as producers prepare new offerings in anticipation of the annual NATPE International convention, Jan. 17-21, in New Orleans. The following are some of the most recent announcements:

■ In addition to three previously-announced projects, **20th Century Fox Television** is offering *Today's Movers and Shakers*, a half-hour strip dealing with people behind the headlines, produced by Arbus/Merlis/Putnam Productions in association with Procter and Gamble for the Gaylord Production Co. Michael J. Lambert, executive vice president, domestic syndication, said that the show is still in the "germination stages," but has been presented to the network owned-and-operated stations. 20th will also be selling the series *9 to 5*. In addition to the 33 off-network episodes, Lambert said production of additional episodes will give the company 85 shows for stripping by 1988. Initially, the company will sell the original 33 episodes for cash; subsequent episodes will be sold in the two following seasons with three minutes for Fox and three-and-a-half for stations. Lambert said that show would be principally sold for weekend access. The company's *Dreamgirl U.S.A.*, a weekly search for "America's dream girl," is "going like wildfire," according to Lambert. The show will be sold on a barter basis using the same split as *9 to 5*. Regional beauty competitions will be held in 80 cities



Dreamgirl USA



Banko

across the country to find contestants for the show. The winners of five consecutive shows will earn the right to compete in semi-finals leading to a one-hour final. Prizes totaling \$125,000 will be given out. Ken Howard will host the show. Also offered will be *Banko*, a spin-off of a bingo show that allows home viewers to compete for cash prizes. "We've produced a real slick game," Lambert said. It will be hosted by Wink Martindale and produced by Barry & Enright, which will guarantee \$250,000 in winnings per week, said Lambert. Viewers at home will call an 800 number to win. In addition, a card drawing will produce additional winners. The game cards will be distributed to gas stations and convenience stores by the Wallace Co. Twenty-six weeks of first-run episodes will be distributed on a cash plus barter basis, with 20th Century holding back one 30-second spot. Distribution of all-new cards will make repeats possible.

■ **ITF Enterprises** is bringing a new weekly dance show, *Dancin' to the Hits*, produced by the Gaylord Production Co., to the upcoming INTV and NATPE conventions. According to ITF President Thomas M. Battista, a former executive with the CBS owned stations division, 35% of the country, including KCBS-TV Los Angeles and WBBM-TV Chicago, have cleared the show. Battista said sales started roughly three weeks ago. The half-hour show is designed for 6 to 8 p.m. on weekends. Produced in stereo and hosted by Lorenzo Lamas, the show will feature dancing to top 40 songs by "Street Talk," the show's dance troop, as well as a new video and a performance by a guest star. Battista said each episode will cost \$150,000, and that its 30 weeks of first-run episodes and 22 weeks of repeats will be sold on a barter basis with four minutes for local and two-and-a-half for national. The producers of *Dancin' to the Hits* have been involved in the production of music videos for such pop stars as Culture Club and Michael Jackson. The show's pilot was shot at the production facilities of Tribune's KTLA-TV Los Angeles, but Battista said that did not mean that the Tribune stations would necessarily commit to the show. Delivery will be via satellite. ITF is already distributing another Gaylord production, the animated *Adventures of the Galaxy Rangers*.

■ **SETN**, The Special Events Television Network, is bringing *This Week in Motor Sports* to NATPE, a new weekly that debuts March 1. The show will be hosted by Mike Hogewood, a sportscaster with Taft Broadcasting, and a yet-to-be-announced female anchor. It will feature race coverage and on-location interviews from a staff of stringers from around the country. The decision to produce the show was the result of SETN's success with its monthly series of syndicated NASCAR auto races, now on 125 stations. The pilot for the new show was shot during Christmas week. Seven categories of auto racing will be covered by the program, as well as drag racing, Motorcross and biking. Sales of the 52 weeks of the show will be on a barter basis with stations getting three-and-a-half minutes and SETN keeping two-and-a-half minutes. As promotion for its two syndicated racing offerings, SETN plans to have Richard Petty's famous blue and red number 43 stock car at NATPE. Petty will also make an appearance.

■ **Blair Entertainment** is debuting its first film package, "Revenge," 12 suspense/mystery movies, for 1986. Among titles are "Whispering Death," starring Christopher Lee; "Mean Frank and Crazy Tony," starring Lee Van Cleef and Tony Lo Bianco, and "Order to Kill," starring Jose Ferrer. All of the package's titles are two hours in length, and none have had previous

work, cable or syndication exposure.

■ **All American Television** is offering *Fridays*, the late-night series that ran on ABC from 1980 to 1982, on a barter basis. The show originally ran 90 minutes, but All American will edit the show into hour-long episodes. *Fridays* was produced by Moffitt-Lee Productions. Guest hosts for the show include George Carlin, Mark Hamill, George Hamilton, William Shatner and Jamie Lee Curtis; musical guests included Kool & the Gang, Jefferson Starship, Devo, The Manhattan Transfer, among others. Under the show's barter terms, stations will get seven minutes, and All American will get five.

■ **Access Syndication** will have two more offerings for 1986, both on a cash-plus-barter basis. *Heroes: Made in the U.S.A.* is a series of 26 profiles of famous Americans, such as Chuck Yeager, Lee Iacocca and Pete Rose. Retrospectives on historical figures, including John Wayne, Walt Disney and Amelia Earhart, will also be shown. *The 4 Seasons* is a package of four one-hour sports specials, hosted by Olympic skier Suzy Chaffee. In all, Access is bringing out five new first-run series for 1986.

■ **The Larry Harmon Picture Corp.** will distribute *The Bozo News*, a package of 90-second inserts designed for local newscasts. According to the 60-year-old creator of the original *Bozo* series, the inserts are for use at the end of a newscast and will serve as a contrast to the rest of the newscast by offering three "quick, concise" stories. The inserts will be distributed via J-NEX Satellite News Service, or via tape, if necessary. Sales of the inserts will be on cash basis. George Merlis, former executive producer of *Good Morning, America* and a number of other shows, will produce.

■ **Teleworld** is releasing two mini-series for 1986—*Kennedy* and Judith Krantz's *Mistral's Daughter*. The company, which is celebrating its 20th anniversary, acquired the mini-series because of its success with *Chiefs*. The two new mini-series run 15 hours and cost \$20 million to produce. Cash sales will be for three runs over five years.

■ **WW Entertainment** is offering 130 hours *Skyways*, an off-network Australian soap opera for cash for four runs over two years. In Australia, the show played until 1982 in prime time two days a week. Company President George Hankoff said that the show is versatile enough to be stripped in prime time, daytime and late night. The series revolves around characters working at an international airport. Another 47 hours of the series may be released. The series ran on Australia's channel seven.

■ **Video Media Marketing** is distributing another of its "thematic magic" packages designed for use as weekend matinees, early or late afternoons, and late night. In addition to the previously announced 25-title *Swords and Sandals* package, the company has announced *Nightmare Cinema*, 10 titles including *Death Kiss*, starring Bela Lugosi, and *Island Monster*, starring Boris Karloff. Cash sales will be for 10 runs over five years.

■ **Excel Telemedia** will debut *The American Campus Tour*, hosted by Jayne Kennedy, at NATPE. Top artists who perform at college campuses will be featured in the special. Sales will be for cash with runs negotiable.

■ In addition to the previously announced *Movie Connection*, *Monster Band* and *This Day in Hollywood*, **JM Entertainment** is releasing two specials for 1986. *Hansel & Gretel*, produced by Michael Myerberg, is a live-action adaptation of the children's classic using puppets. Sales of the 90-minute special will be on a barter basis with eight minutes for JM and 10 minutes for stations. The movie will be available during the second quarter of the year. Also released will be *At the Gate*, a one-hour look at the world of professional jockeys. John Underwood of *Sports Illustrated* wrote the script and William Conrad hosts the program. Sales will be on a barter basis with stations getting seven minutes, and JM getting five minutes. Availability will be in mid-May.

■ **Crown International Television** will release *Crown Classics*, a package of 50 vintage titles from the Crown International Library circa 1960-70. Titles in the package include "Horror High," starring Mean Joe Greene; "Seven Commandments," starring John Carpenter, and "Single Room Furnished," starring Jayne Mansfield. The number of runs is negotiable. Sy Shapiro, general sales manager, said that another package, *Crown Jewels II*, consisting of 10 to 15 titles, is on the horizon for 1986.

through Aug. 25. Three more Sunday games will follow, on Sept. 21, 28 and Oct. 5. With the departure of USFL from spring play, said Spence, "we had a programming need for Sunday afternoon, and baseball seems to be the ideal choice to fill that need." At the same time, he said, it gives the network an opportunity to further "amortize" the MLB rights cost.

The rate card for the Sunday baseball games on ABC is \$40,000 per 30-second spot, said Larre Barrett, vice president, sport sales, ABC Television Network. That compares to last season's USFL rate of \$42,000 per 30 and \$40,000 per 30 for last year's *Game of the Week* baseball telecasts on NBC. Barrett downplayed the significance of ABC's expanded lineup, at least as far as the effect it will have in heating up competition between the two networks for baseball advertiser dollars. "Sure," he said, "it's competition, but so is our *Wide World of Sports*. We're competing for the same [sports] dollars." The pool of advertisers that want a source of rating points in the second and third quarters won't be affected by the switch in programming, he said.

Barrett said it was unclear whether any categories would be sold on an exclusive basis for ABC's Sunday baseball. The network did not offer exclusivities for USFL games, and USFL advertisers will not necessarily have first crack at Sunday baseball. "But that is inconsequential," he said. "We aren't precluding anybody. We don't normally follow a policy of incumbencies from one program to another." □

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Banner year for stereo TV

Stereo TV began 1985 at fewer than a dozen stations around the country, but by year's end at least 150 TV broadcasters will be on the air with multichannel sound services, while another five dozen are in the final stages of conversion. As shown in the chart below, the stereo TV phenomenon is widespread, reaching well over 55 million homes in 86 U.S. markets, including more than half of the top 100 ADI's.

At least two factors appear to have helped boost the number of conversions. The first was local competition; nearly half (42) of all markets with stereo TV have two or more stations either already providing or about to provide the service. The second factor has been the surge of stereo programming from NBC (now more than 20 hours a week, according to NBC), bringing an estimated 45 NBC affiliates and four owned-and-operated stations on line in stereo, compared to an estimated 38 independents, 23 ABC affiliates, 23 PBS stations and 17 CBS affiliates and one CBS owned-and-operated facility.

The chart below shows all known markets with at least one stereo TV broadcaster and is based on BROADCASTING research, along with information supplied by equipment manufacturers Orban Associates, Modulation Sciences and Broadcast Electronics. Those three companies comprise the major suppliers of multichannel TV sound generators, with Orban now having delivered to 143 TV stations, Modulation Sciences to approximately 50 and BE to approximately 20 stations. The 1985-86 Arbitron ADI market rank is listed in parentheses and an asterisk indicates two or more stereo stations on-air or completing conversion.

New York (1)*
Los Angeles (2)*
Chicago (3)*
Philadelphia (4)*
San Francisco (5)*
Boston (6)*
Detroit (7)
Dallas-Fort Worth (8)*
Washington (9)*
Houston (10)*
Cleveland (11)*
Seattle-Tacoma (13)*
Miami (14)*
Atlanta (15)*
Minneapolis (16)*
Tampa-St. Petersburg (Lakeland), Fla. (17)
St. Louis (18)
Denver (19)*
Sacramento-Stockton, Calif. (20)*
Baltimore (21)*
Phoenix (22)*
Indianapolis (23)*
Hartford-New Haven, Conn. (24)*
Portland, Ore. (25)*
San Diego (26)
Orlando-Daytona Beach, Fla. (27)*
Milwaukee (28)*
Cincinnati (29)*
Nashville (31)
Charlotte, N.C. (32)*

Columbus, Ohio (33)
New Orleans (34)*
Oklahoma City (36)*
Greenville-Spartanburg, S.C.-Asheville, N.C. (37)*
Raleigh-Durham, N.C. (38)*
Salt Lake City (39)*
Providence, R.I.-New Bedford, Mass. (42)*
Harrisburg-York-Lancaster-Lebanon, Pa. (44)
San Antonio (Kerrville), Tex. (45)*
Greensboro-Winston Salem-High Point, N.C. (50)
Albany-Schenectady-Troy, N.Y. (51)
Shreveport, La. (53)
Little Rock, Ark. (55)*
Mobile, Ala.-Pensacola, Fla. (57)*
Wilkes Barre-Scranton, Pa. (58)
Wichita-Hutchinson, Kan. (59)*
Knoxville, Tenn. (60)
Jacksonville, Fla. (61)
Albuquerque, N.M. (62)
Richmond (Charlottesville), Va. (63)*
Fresno-Visalia, Calif. (64)
Toledo, Ohio (65)*
Des Moines, Iowa (66)*
Omaha (70)*
Rochester, N.Y. (71)*
Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill. (75)
Lexington, Ky. (77)
Spokane, Wash. (78)
Johnstown-Altoona, Pa. (81)
Springfield, Mo. (82)
South Bend-Elkhart, Ind. (84)
Bristol, Va.-Kingsport-Johnson City, Tenn. (86)
Evansville, Ind. (88)
Fort Wayne, Ind. (93)
Waco-Temple, Tex. (94)
Las Vegas (96)
Lansing (Onondaga), Mich. (100)
Springfield, Mass. (103)
Madison, Wis. (109)*
Salinas-Monterey, Calif. (110)
Amarillo, Tex. (118)*
Duluth, Minn.-Superior, Wis. (120)
Corpus Christi, Tex. (125)
Wichita Falls, Tex.-Lawton, Okla. (126)
Tallahassee, Fla.-Thomsville, Ga. (130)
Boise, Idaho (136)
Wilmington, N.C. (151)
Abilene-Sweetwater, Tex. (155)
Greenwood-Greenville (Columbus), Miss. (168)
Tuscaloosa, Ala. (187)
San Angelo, Tex. (192)
Zanesville, Ohio (201)
Selma, Ala. (210)
North Platte, Neb. (212)
Anchorage (unranked)
San Juan, P.R. (unranked)

Working for the union

More than 3,100 ABC network engineers and employees will enter 1986 without a new contract. The latest round of talks between the company and representatives of the National Association of Broadcast Employees and Technicians union, which have been ongoing over the past 10 months, ended Dec. 11 in Washington after only three days, and no progress appears to have been made in the negotiations. The previous four-year

contract expired last March.

Chief ABC negotiator Richard Freund was unable to attend the meetings because of an illness, and although the company negotiating team also included Julius Barnathan, president, Broadcast Operations and Engineering; Isaac Hersley, vice president of engineering, ABC owned television stations, and others, ABC representatives asked that the talks be rescheduled after early January, when its merger with Capital Cities Communications is set to be completed.

Union officials, who have little reason to rush the proceedings, since the existing contract is considered favorable in comparison to other major broadcast agreements, displayed some frustration with the lack of movement. The organization notified NABET members of its "denunciation of this charade [the delays]," and accused ABC of "stalling" and "failing to bargain in good faith." But the union, which said differences still exist on economic, jurisdictional and work rule areas of the contract, is raising no official concerns against ABC with federal mediators who have overseen recent talks.

Automatic pilot

The FCC has broadened the use of automatic transmission systems to include directional AM and TV licensees. Automatic transmission systems (ATS) using monitors, alarms and control devices to maintain transmission operating parameters were first authorized in 1976 for use in nondirectional AM and FM facilities.

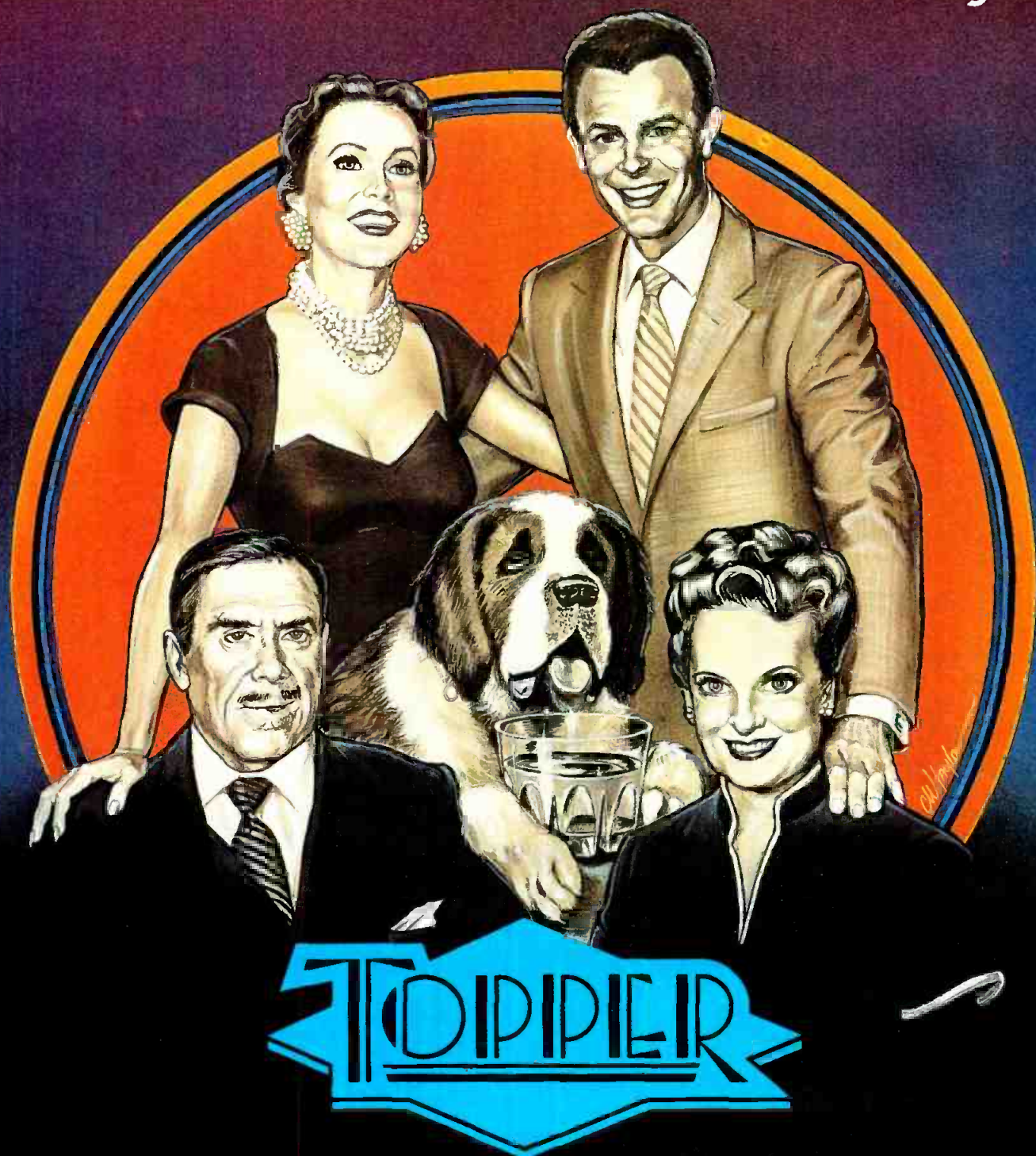
Tape topics

The new magnetic media is the subject of study for a standards group of the Society of Motion Picture and Television Engineers. Chaired by Robert Thomas of ABC Broadcast Operations and Engineering, who headed SMPTE's now-defunct quarter-inch videotape committee, the group held its first meeting in San Jose in early December and drew three dozen participants from 19 different companies, including European and Japanese organizations.

The committee, a study group limited to investigation rather than standardization on the topic, will invite a series of technical tutorials on recent experimentation with new media and their impact on videotape recorder designs now in use. The tutorials will be presented and discussed at the group's next meeting, scheduled for March 3-4 in New York, before it decides on further activities.

One new magnetic medium likely to be discussed is metal particle tape, which was at one time used in experimental form by Hitachi with its quarter-inch videotape format and was first introduced as a commercial product last April for Matsushita's new half-inch M-II system. Barium ferrite has also been frequently mentioned as a potential new medium.

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O N R A D I O

Monitor talk

The *Christian Science Monitor* is offering radio stations a 30-minute daily talk/interview program titled *Conversations*. "We have test-marketed our concept for several months over WOR(AM) New York and WEEI(AM) Boston, plus stations in Los Angeles, Chicago and San Francisco," said Ned Crecelius, manager of the *Monitor's* broadcast division. "The reaction has been good, and the program is now ready for syndication."

Serving as the program's host is radio personality Bob Macdonald, who will be joined by a member of the *Monitor's* editorial staff on a regular basis. A co-anchor is expected to be named shortly.

The show is being offered to stations on a barter basis, with three minutes available for local spots. It will be satellite-fed during late afternoon for live or delayed playback. Currently, the program is transmitted via Westar III. Clearing *Conversations* for commercial broadcast is Pasadena, Calif.-based Real Radio Co.

The *Monitor's* broadcast division current-

ly produces two other commercial programs: *New England Edition*, a daily, regional broadcast, and the international *Weekend Edition*, which is being aired in the British Isles and throughout Europe over Radio Luxembourg. In addition, *Monitor* produces daily and weekly programs for public radio stations.

Talk talk

What type of radio talk format has the most appeal? According to a study conducted by Margaret Andreasen of the University of Wisconsin, radio audiences comprehend information more from a call-in show than a host/interview program.

The research entailed preparation of two radio programs—one as a call-in show and the other in an interview format—on the same topic. The programs were played in the background while a group of college students completed various tasks. The listeners were tested on program recall and the study found that students remembered more information from the call-in format.

The research indicated that talk radio listeners were attracted to call-in programs by sound cues such as voices, speech patterns and background household noises. "These sounds result in listeners paying more attention and remembering more of the content of the program," said Andreasen. She continued: "The questions people ask usually excite curiosity and stimulate attention. When listeners are invited to call, they may explore their own inventory of information on the topic and formulate questions. If listeners don't call, they may wait and hope for callers to ask those same questions."

Andreasen concluded that talk radio listeners develop more empathy for a caller who asks a question than with an interviewer with whom they have little in common.

Andreasen's report, "Listener Recall for Call-in vs. Structured Interview Radio Formats," was published in the fall 1985 issue of the *Journal of Broadcasting and Electronic Media*, a publication of the Broadcast Education Association.

Presidential tab

President Reagan's weekly Saturday radio address is estimated to reach between 13 and 14 million people using time valued at nearly \$6 million. So says the Radio Advertising Bureau in a report conducted at the request of Public television's *MacNeil/Lehrer NewsHour*.

RAB says that approximately 33.5 million Americans listen to network radio at 12:06 p.m. NYT each Saturday, the time of the President's address. (The data is based on Statistical Research Inc.'s spring 1985 RADAR 31 report.) Of the more than 33 million listeners, the RAB estimates as many as five

to six million people hear President Reagan's speech live, with an additional eight million hearing excerpts of the address as stand-alone reports or in newscasts during the remainder of the weekend. Based on a network radio advertising commitment including special rates for political advertising and a 52-week schedule, RAB projects that President Reagan's live address roughly equals commercial radio time valued at \$3 million-\$4 million. "Assuming that excerpts and news reports from his Saturday radio speech were bought as 30-second radio commercials throughout the remainder of the weekend, the President's message could be valued at an additional \$1 million-\$2 million," RAB said.

Looking at the value of the radio time used by President Reagan in commercial spot terms, the RAB report says it would be similar to radio advertising expenditures for one of the following companies: General Mills, Woolworth, Toyota, Seven-Up, Continental Airlines, Marriott or Fotomat.

Other chair

John F. Dille III, National Association of Broadcasters radio board chairman and president of Elkhart, Ind.-based Federated Media, will be the co-chairman of Radio '86, the radio convention jointly sponsored by the NAB and the National Radio Broadcasters Association. Joseph Dorton, president of the Radio Division of Gannett Broadcasting Group, will represent the NRBA as co-chairman ("Riding Gain," Dec. 16). The convention will be held in New Orleans, Sept. 10-14, 1986.

They are the world

Classical-formatted WFMT(FM) Chicago will distribute the first concert by the newly formed World Philharmonic Orchestra on New Year's Day—sponsored by Kraft—to radio stations throughout the U.S. and Canada. The concert took place in Stockholm Dec. 8. The World Philharmonic Orchestra was created by the United Nations and comprises 92 musicians from 55 countries.

Public jazz

National Public Radio will celebrate black history month this February with *Jazz Jubilee*. Among the different programs included in the series are four half-hour programs featuring Jon Hendricks, Thelonius Monk, Dizzy Gillespie and Miles Davis; a four-part, hour-long series, "American Women in Jazz," which examines, among other things, the careers of singer Abbey Lincoln and trombonist and arranger Melba Liston, and "Profiles in Jazz." The last gives audio por-

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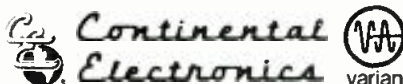
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NETWORK.**

**ALFORD ON
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traits of the life of trumpeters Clifford Brown and Jonah Jones and jazz singer Betty Carter. *Jazz Jubilee* also includes a half-hour special, "Jazz, America's Classical Music," a debate about the importance of preserving jazz as a "living art form in America," NPR said. Among those participating in the discussion will be trumpeter Wynton Marsalis, Jimmy Owens and Donald Byrd.

Minnesota move

American Public Radio, the St. Paul-based radio network that distributes *Prairie Home Companion* among other shows, is moving to new headquarters. As of Jan. 1 its new address will be: 700 Conwed Tower, 444 Cedar St., St. Paul 55101. The new telephone number will be: (612) 293-5466.

Playback

NBC Radio Entertainment is readying itself for the premiere of *The Jazz Show With David Sanborn* ("Riding Gain," Sept. 9), scheduled to debut over the weekend of Jan. 3-5. It will be a two-hour, weekly music/artist interview broadcast hosted by noted jazz saxophonist David Sanborn.

Additionally, the NBC programing unit is offering *The News That Rocked '85*, a two-hour special that stations can air between Dec. 21 and Jan. 1.

DIR Broadcasting, New York, has suspended production of its weekly broadcast, *Almost Live Starring Richard Belzer*. According to a company spokeswoman, the show is

being "restructured" to better fit Belzer's comedy style and should be back on the air early next year. The program replaced *David Brenner Live* last fall ("Closed Circuit," Oct. 21.)

New York-based Cinema Sound Ltd. is syndicating *Playback 85*, a five-hour year-end news and music retrospective produced by Rockwell/Weinstein Productions. The program, which incorporates hit music, interviews and top news stories from 1985, is available on a cash-barter, market-exclusive basis. *Playback 85* has cleared on stations serving 22 of the top 25 markets, including WYNY(FM) New York, KMGG(FM) Los Angeles, WLS(AM) Chicago and WMJX(FM) Boston.

Journalism

FNN appeals refusal to reopen bids for UPI

It says its bid would be better than already accepted one from New UPI Inc.

As expected, the Financial News Network filed a notice of appeal with the District Court in Washington on Thursday, Dec. 19, three days after Bankruptcy Court Judge George F. Bason ruled that he would not reopen the bidding process for parties interested in acquiring UPI (BROADCASTING, Dec. 23). The financially strapped wire service filed for reorganization under the federal bankruptcy laws last April. After an arduous and well publicized process that lasted seven months, the UPI management, creditors committee and the Wire Service Guild appeared to agree on a buyer last month—New UPI Inc., principally owned by Mario Vazquez Rana. But FNN, representing a consortium of investors seeking control of UPI, has vowed to use all legal remedies available, its primary argument to date being that its offer to UPI's unsecured creditors is superior to that offered by Vazquez Rana (60 cents on the dollar compared to VR's 40 cents).

Several weeks ago the unified support of UPI management, employees and creditors was weakened when the creditors committee asked Judge Bason for permission to reconsider the FNN proposal, in light of its higher offer to that group. But in his decision two weeks ago refusing to reopen the bidding process, Bason essentially told the creditors committee that it struck a legally binding deal with Vazquez Rana and must stick to it. "It cannot ignore its contractual obligation," Bason said of the creditors committee at the time.

Immediately after that decision, Media News Corp., the umbrella company owned by Douglas Ruhe and William Geissler that holds UPI's stock, filed an emergency request with Bason to be considered eligible for filing its own reorganization plan for UPI. Shortly before that request was filed, Ruhe and Geissler forged a formal alliance with the FNN group by giving it irrevocable control of MNC. As per Bason's order, UPI management and the Wire Service Guild filed comments on the emergency request Friday, Dec. 20. Management urged Bason to continue to keep MNC out of the reorganization process. To do otherwise, it said, would "unquestionably jeopardize" the progress that UPI has made under reorganization with the selection of the Vazquez Rana bid. The guild stated that since Ruhe and Geissler claim they will receive no compensation under the bid offered by the FNN group, they have no stake in the process and should not be allowed to participate. The guild also said of Ruhe and Geissler that they have "acted in bad faith in all aspects of the case," and are simply out to "foil the well-intentioned plans" of the management team to get UPI back on track.

Judge Bason said he would consider both MNC's emergency request and opposing comments, but gave no date for a decision. Meanwhile, FNN must file a bare-bones statement of issues relating to its district court appeal this week. An FNN attorney said last week that it will be "a number of weeks" before either side files substantial briefs stating its case to the court.

First Amendment educators

Educators and representatives of the TV industry joined forces at two major conventions to educate students on the significance of the First Amendment in a free society.

In Chicago, members of the National

Council for the Social Studies presented social studies teachers with ways to heighten their students' understanding of the First Amendment and the role freedom of the press plays in society. Television Information Office director, Roy Danish, moderated the panel. He noted that journalists, like educators, have a responsibility to focus attention on free speech and press guarantees. "Clearly," he said, "it is not enough to try to educate adults about these constitutional guarantees if our children remain ignorant of their implications."

Other speakers included Dr. Roger LaRaous, curriculum supervisor for the Evanston, Ill., school district; Harold Burrow, a Franklin Park, Ill., social studies teacher, and Professor Thomas Eveslage, an associate professor of communications at Temple University. Eveslage said his main motivation for writing "Free Speech and a Free Press" was to insure "that our young people embrace the belief that the First Amendment belongs to them."

Professor Eveslage appeared again at the 75th annual convention of the National Council of Teachers of English. At that session, WPVI-TV Philadelphia anchorman Jim Gardner traced the system of laws that led to the rights of free speech and a free press. Gardner also discussed the implications of having two First Amendment standards—one for print media and a separate one for broadcasting.

Also present for the Philadelphia session was Dr. Mary Sasse, a teacher of English at Carbondale Community High School in Illinois. Sasse said that freedom of speech is constantly under attack in the nation's schools, in the form of pressure groups and censored text books. She pointed out that "Fear of censorship leads to self-censorship of the most terrified variety."

Both panels were presented by TIO as a part of its ongoing First Amendment Rights campaign, which has included public service spots such as "Without Freedom of the Press..." and "Cronkite on Television Journalism."

From doorstep to TV set: The evolving strengths of the Tribune Co.

The media company once dominated by newspapers is making a greater and greater mark upon the Fifth Estate

What is the Tribune Co.? No one doubts that it owns some of this country's most valuable media franchises. Tribune has long owned established newspapers and television stations in both Chicago and New York and two market-dominant newspapers in Florida.

But some observers say that Tribune has traditionally been little more than a holding company for these franchises. A composite image of that Tribune stereotype might read, "... a bunch of guys who grew up around Chicago, went to Loyola or Notre Dame, and turn out good solid product... the milk and cookie guys."

Such generalizations derive from at least a bit of truth, but they do little to explain the company's recent record. That record shows some tough businessmen beating back challenges from Rupert Murdoch's News Corp. in both Chicago and New York. The record also shows that Tribune's stock has outpaced that of similar companies in 1985 and was trading at all-time highs even before the latest market surge.

Tribune's recent history also shows a break with 136 years of tradition. The company can no longer be characterized as a newspaper publisher or, more recently, as one with a few broadcasting properties. Instead Tribune management in the last three years has built a broadcasting and entertainment division that is second only to the three television networks in size.

The company will still rely on newspapers for 60% percent of its revenue, a dependence that has been in place since 1847 when the first edition of the *Chicago Tribune* was published. That newspaper was the whole company until the early part of this century, when its owner, the late Colonel Robert R. McCormick, started newsprint production in Canada in 1913 and when his cousin, the late Joseph M. Patterson, founded the *New York Daily News* in 1919.

The first broadcasting property, WGN(AM) Chicago, was begun in 1924. Both WGN-TV Chicago and WPIX-TV New York began operations in 1948.

Through most of its history Tribune was privately owned. In 1932 the two cousins established the McCormick-Patterson Trust, which owned 54% of the stock. Even when that trust was dissolved in 1975 there were still fewer than 200 shareholders and no outsiders sat on the board of directors.

If Tribune had stayed closely held during the recent jump in the value of media properties it might have been subjected to the same



Chicago headquarters



The \$510 million purchase

internal dissension that recently led to the breakup of other closely held companies such as the Register & Tribune Co. and the Evening News Association. But Tribune already had its family squabble and survived.

Just before the McCormick-Patterson trust was dissolved, the Tribune board approved a staggered election of directors and a requirement that a proposed merger receive 80% shareholder approval. One of Patterson's daughters then filed a suit accusing Tribune's leaders of, among other things,

mismanagement and failing to provide a public market for the stock.

In 1979 the suit lost on appeal, but the trust's end had already accentuated the question of shareholder liquidity. By 1982 there were 400 stockholders, just 100 shy of the number that would force Tribune under Securities and Exchange Commission regulations to issue public reports.

James Crumley, a vice president at the Chicago office of Salomon Brothers, Tribune Co.'s long-time investment banker, said Tribune was already meeting "90% of the SEC standards, but it was at their convenience and in their style." The imposition of reporting requirements would have attracted the attention of outside investors, without any of the commensurate benefits of being a publicly held company.

Crumley said there were two other reasons why 7.7 million shares were offered to the public in October 1983: the need for capital, and the fact that it was a good market for public financing. Tribune currently has about 40.5 million shares outstanding (NYSE: TRB)—16% held in a management-administered trust—and the stock price is a little over double the \$26.75 initial offering price.

Securities analysts are bullish on the media giant because of its growing earnings. And there are several reasons why those earnings are likely to continue to increase—indeed, analysts have continued to raise their estimates of Tribune's 1986 earnings in the face of a softer advertising marketplace.

One reason is the *New York Daily News*, which Tribune executives were trying to sell only four years ago because it was losing about \$20 million annually. But the *Daily News* was not sold and a subsequent work-force reduction agreement with the paper's unions has helped profitability; as has recent capital investment and a change in the tide of its running battle with Rupert Murdoch's *New York Post*.

The *Chicago Tribune* has also gotten the better of its Murdoch competition and now, according to Tribune officials, receives three of every four major-newspaper advertising dollars spent in that city. A strike of about 1,000 production workers that began in mid-July has not stopped printing of the newspaper, and Tribune's replacement of the strikers with lower-cost workers has expanded the paper's operating margin.

Other major properties in the company's newspaper division are *The Orlando (Fla.) Sentinel*, purchased in 1965 and dominant in what has recently been the second or third fastest growing market in the country, and, purchased about the same time, the after-

noon *Fort Lauderdale* (Fla.) *News* and the morning *Sun-Sentinel*.

Both Florida acquisitions have worked out well for Tribune, and Ed Atorino, the publishing and broadcasting analyst for Smith Barney, estimates the Orlando paper to be Tribune's single most lucrative asset, expected to generate about \$56 million in operating profit this year, compared to \$55 million from the *Chicago Tribune*, which has a circulation four times as large.

On the radio side there is no sign that WGN(AM) will give up its position as the number one station in Chicago and, some say, the number one billing AM station in the country. Tribune officials confirm that the station brings in more than half the revenue for the group of five radio stations, which also includes WPIX-FM New York; WICC(AM) Bridgeport, and KGNR(AM)-KCTC(FM) Sacramento, Calif.

For the company's six independent television stations—it closed on its \$510-million purchase of KTLA Los Angeles on Dec. 17—revenue growth continues to be strong and is up 20% for the first 11 months of 1985. Part of that growth can be attributed to the Chicago Cubs baseball team.

Tribune bought the team in 1981, protecting a programming source that in recent years has accounted for seven percent of WGN-TV's programming and more than 15% of its revenue. Although the Cubs placed fourth in their division this past season, the team was a crowd pleaser—it had a record year in attendance for both home and away games.

Metromedia's WNEW-TV New York has led Tribune's WPIX-TV for a long time, but Richard Block, who until recently oversaw Metromedia Broadcasting Corp.'s television stations, said, "... but certainly as independents have grown WPIX-TV has narrowed the gap."

In Chicago the reverse has been true, with Metromedia's WFLD-TV working to narrow the lead of Tribune's WGN-TV. Tribune will face additional competition in that market, as just within the past two months WPWR-TV Aurora, Ill., has switched to English-language programming after 7 p.m.—previously

evening hours were Spanish-language—and WFBN(TV) Joliet, Ill., has come under Milt Grant's direction.

Block and other competitors of Tribune Broadcasting give it good marks. In New Orleans, Hal Protter, president of WNOL-TV, said that when Tribune bought WGNO-TV there two years ago the company improved it "from a third-rated station and made it into a first-rated station.... They did it with improved equipment, improved attention to air look and improved management." Protter said that Tribune has probably also managed to improve the station's billings, despite a weakened oil-related economy complicated by that city's recent World's Fair disappointment.

Tribune has also improved the ratings of WGNX(TV) Atlanta, since purchasing that station at the beginning of 1984. At KWGN-TV Denver, the installation of ratings meters by Nielsen in that city helped boost that station's sign-on-to-sign-off share in the recent November book by five points.

Protter said the corporate muscle that Tribune has displayed against Murdoch and unions in the newspaper business is also at work in television. "Their strengths are the resources they have financially to bid high for programming, the ability to buy on a group basis and to know when something is being shopped in New York and Chicago before it gets shopped here." And whatever leverage Tribune has will presumably increase now that it has completed the KTLA purchase.

One of the competing independents in Denver, KDVR(TV), has claimed that Tribune's using stations outside that market to obtain a program buying edge constitutes an antitrust violation. The year-and-a-half-old suit is still in discovery before a federal court in Denver, and so far depositions have been taken from many of the important executives in program syndication.

Tribune officials will say nothing about the suit for the record now, but one of them previously told BROADCASTING he would not deny an advantage to owning a group of stations, an advantage known to the industry for years. Whether a judge or jury ever has the chance to agree or disagree with that

interpretation may depend on whether the complainant still has legal standing if the case comes to trial. KDVR's owner, Centennial Broadcasting Corp., recently hired Morgan Stanley to find bidders for the station.

The purchase of KTLA gives Tribune the leverage that previously belonged only to Metromedia, and words such as "missing link" and "bargaining power" figured in the company's explanation of the record-setting price it paid for the Los Angeles independent. But it is only of partial importance that Tribune picked up the station—Los Angeles is the only market with four VHF independents and one of the least difficult for syndicators to get into.

By Block's assessment, not too many reasons are needed for buying what has historically been the most profitable independent television station in one of the country's fastest growing—and soon to be its largest—markets.

Fear was also a driving force behind Tribune's aggressive bidding for the station, according to James C. Dowdle, president of Tribune Broadcasting. The current industrywide consolidation meant there was a possibility that Los Angeles's independents would be snapped up by one of Tribune's competitors, Dowdle said. And the subsequent acquisition of KHJ-TV by Group W Broadcasting and its active station-shopping along with that of Gaylord Broadcasting and Chris Craft Industries seems to substantiate that concern.

Tribune does not seem to need much prompting to develop its own programming (see chart), but the purchase of KTLA creates additional incentive. There are instances where the cost of buying an off-network show for all six stations would come close to that same program's—or an equivalent's—initial production costs. That kind of math has moved Tribune further into program development, and the company has quietly undertaken to produce a first-run situation comedy in partnership with LBS Communications, with other sitcom projects soon to be announced.

The rapid expansion of Tribune Entertainment and the purchase of half the company's station portfolio have taken place in the past few years, as did the hiring of Dowdle. That Stanton Rufus Cook, the 59-year-old president and chief executive officer of Tribune and a career newspaperman, approved the strategy is a credit to him, according to most observers.

Ward L. Quaal, for many years president of WGN, currently a major Tribune Co. shareholder and recently re-signed as consultant to the company, said: "Cook is very much in newspapers.... He had no background in broadcasting. He is just a good businessman and recognizes its future." Quaal said it would be a fair statement that he, Quaal, had been frustrated under previous Tribune leadership: "During my years of administration the family ownership of the board lent itself more to print than broadcasting. That is not a negative, it is just to say, that was their background. Meanwhile I was champing at the bit to expand."

In 1951, two years after graduating with a

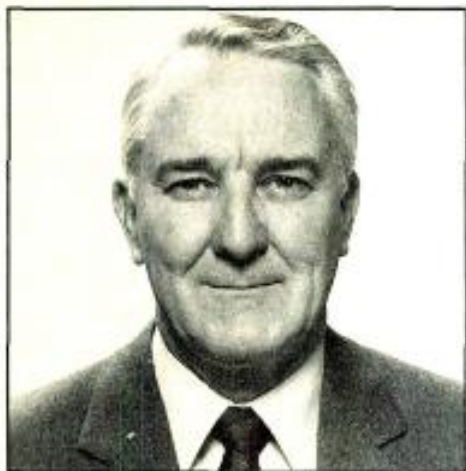
The changing source of Tribune Co. revenue

	1981	% of total	1985 *	% of total
Newspaper	\$1,023,600,000	67	\$1,290,400,000	62
Cable	\$11,300,000	1	—	—
Newsprint and forest products	\$360,200,000 **	23	\$380,000,000 **	18
Television	\$111,800,000	7	\$337,800,000	16
Radio	\$22,300,000	1	\$42,500,000	2
Entertainment	\$8,700,000	1	\$57,200,000	3
Broadcasting and entertainment subtotal	\$142,800,000	9	\$43,500,000	21
Total	\$1,537,900,000 **	100	\$2,107,900,000	101 ***

* Does not represent estimate of what Tribune will report at end of year, but instead suggests what company might have reported had its purchase of KTLA(TV) Los Angeles and the sale of the Los Angeles Daily News and Tribune Cable closed at the beginning of 1985.

** In 1981, \$130.8 million of newsprint purchases came from within company. Actual reported Tribune revenue (subtracting all intercompany revenue) for year was \$1,406.3 million. In 1985, approximately \$170 million of newsprint revenue will be intercompany.

*** Does not add to 100% because of rounding.



Cook



Madigan



Dowdle

BS in mechanical engineering from Northwestern University, Cook joined the *Chicago Tribune's* production department, where he stayed until 1970 when he took on a wider focus as the paper's director of operations. Later that year he was named the paper's general manager. The Chicago-born Cook was promoted rapidly during the next few years and was elected president and chief executive officer in April 1974. The company has no chairman and Cook chairs the board meetings. He is still the *Chicago Tribune's* publisher.

Technically the head of each major newspaper reports directly to Cook, as do Dowdle and John Madigan, the company's executive vice president. But Dowdle's more informal description of communications with the 24th floor of Tribune Tower suggests a different order: "We talk on a regular basis and in no prearranged framework. . . John [Madigan] and Stan [Cook] and I have constant communications so that many times when I talk with one of them the other is in the room, so I end up talking with both of them. Sometimes I may mention something first to Stan and other times I mention it to John."

Madigan is widely seen as the second in command—although the company has no chief operating officer—and, said one investment banker who was involved with the company in a recent transaction, "I think you have to think of them [Cook and Madigan] as a team."

Madigan, the 47-year-old former chief financial officer, has a lot of visibility, if not actual authority. At recent industry gatherings, such as the American Newspaper Publishers Association convention, or the recent Paine Webber media conference, it is he who has spoken for the company just as it was he who announced the company's most expensive acquisition ever, KTLA.

Madigan's high profile serves to compensate for Cook's desire to stay out of the public view. Many who know the chief executive officer say he is "quiet" and "shy." A corporate spokesman said Cook denies most requests for interviews, as he did to this magazine over a three-month period. Part of Cook's preference for privacy may also be a residue of the old privately held Tribune; until the public stock offering the company not only had less reason to respond to inquiries, it also received less attention.

But the Tribune president's low profile has helped encourage speculation that he is not the only person at the helm. *Fortune*, in a Tribune profile it did three years ago, deemed a lawyer, Don Reuben, to be the "power behind the company".

Reuben began working on Tribune matters while a partner at Kirkland & Ellis, the Chicago-based law firm. But when Reuben left to form his own law firm, Reuben & Proctor, after a falling out with his former partners, Tribune moved its account with him, ending a tie with Kirkland & Ellis that went back several decades.

No single example of Reuben's direct influence on company strategy was confirmed, but in the past he was clearly involved in more than just Tribune's litigation. Until several years ago the company had no in-house counsel, but the fact that it does now suggests to some that Reuben's influence at Tribune has diminished.

At the head of Tribune, Stan Cook may stay out of sight, but he does not lack for supporters.

"You can judge a person by those he surrounds himself with, the type of people he has put in major operating positions," said Kevin Gruneich, publishing securities analyst for First Boston Corp. "I think his [Cook's] choices really indicate that he is smart and knows business enough to put them in the slot they should be in." Gruneich added that despite Tribune's reputation for management uniformity—Midwest born and raised, conservative—"I was awed by the fact that you have in top management people from their early 30's to early 60's and from everywhere."

Another Cook supporter is Salomon Brothers' Crumley, who said that the quality of Cook appointees causes them to take initiatives, "but he is the one who backs them to the board. Those recommendations come right to his desk, and it's his neck."

Crumley said that throughout most of Tribune's history the company had been operated as a collection of separate fiefdoms, with McCormick running the *Tribune*, Patterson running the *Daily News* and others elsewhere.

"When Cook took over in 1974, neither of the newspapers was doing well by any measure of return," said Crumley. "They were

tough editorially, but people didn't always think of them as money-making institutions." Crumley said Cook and Madigan had to operate carefully. "What some people said was five years of inactivity was pulling back the team to where it should be and coordinating the financial planning. They certainly were going to do that before they started selling bonds or going anywhere near the ratings services."

In particular, Madigan began adding to the then-20-person corporate staff and started bringing in-house many of the corporate functions that are today handled by about 90 people. At the operating level at least some decentralization still seems to apply; there is no companywide standard logo using the letter "T" and as a result at least three operating divisions of the company have their own distinct version.

There are other ways to judge management. Using ratios such as operating margins, Tribune has shown a steady improvement over the past four years. Compared to similar companies, Tribune's return-on-equity (ROE)—net earnings divided by market capitalization—has been below par, and Cook identified increasing the ROE to 18% in 1985 as a major priority. Although he may fall short—it was 14.2% for the four quarters ending in September—it should well be in reach next year, when Tribune should have completed its sale of Tribune Cable.

Like Westinghouse, Tribune is spinning off its cable operation, Tribune Cable Communications, claiming no dissatisfaction with the business, but noting that it does not generate much, if anything, in the way of reportable earnings. Three weeks ago, it announced the sale of nine of its 15 systems to Jones Intercable for \$237.5 million. Doug Ditttrick, president of Tribune Cable Communications, is first in line to buy Tribune's systems in New York and Tennessee, but Tribune has yet to identify any buyer for its troubled Montgomery county, Md., franchise, which it owns and operates with United Cable. Charging default of major provisions of the franchise agreement, the county has launched revocation proceedings against Tribune and is trying to get its hands on more than \$5 million in a bond and security deposit.

At the same time Tribune announced its deal with Jones, it said it had agreed to sell

the *Los Angeles Daily News* to real-estate mogul Jack Kent Cooke for \$176 million to comply with FCC requirements occasioned by the KTLA purchase.

Judging management from a strategic point of view, Tribune's coups, such as the purchase of the Chicago Cubs, seem to at least balance out its blunders, such as a failed attempt to establish a separate afternoon New York newspaper. But ironically it is what the company has not done that may be responsible for its current favored status among investors.

More specifically, the company's approach to diversification has been conservative and its commitment to start-up businesses, low-budget. Some would say the low-growth strategy is unimaginative and shows up in a five-year revenue growth rate that compares poorly to other, similar companies.

On the positive side Cooke has not had to talk about "returning to our core businesses," a phrase more "dynamic" chief executive officers have recently had to employ as a euphemism to justify divesting failed acquisitions and discontinuing start-ups.

One example of the company's conservative approach is in electronic publishing and videotex, where Tribune Media Services has a joint venture with the Associated Press to provide news services reaching roughly seven million cable subscribers. Although no specific numbers were given, the company's capital commitment is low and will likely continue to be so, said Madigan at the most recent Paine Webber conference.

In programing, Tribune also has a reputation for keeping risks to a minimum, again through the use of joint ventures. And although the company's name has been prominently associated with *Indy*, the troubled daytime syndication project that was supposed to have cost at least \$25 million in its first year, Tribune has no cash tied up in the program (the investment is carried by LBS Communications and Coca-Cola) and its five stations wasted little time before deciding to carry *Indy* for only one hour, instead of the production's scheduled two. Tribune's half-interest in another program, the hour-long adventure series *Dempsey & Makepeace*, costs the company \$200,000, well below the industry average for the genre.

Although financial statistics show how rapidly the entertainment division, headed by Sheldon Cooper, has grown (see chart), there is no profit breakdown. But one Tribune official told BROADCASTING that the division's operating profit exceeds that of the stations: "If it weren't, we would get out of that business and buy some more TV stations."

The next few years may tell whether the Chicago-based media giant will continue with its modest but successful ambitions in programing, or whether the critical mass added by KTLA will produce a grander design. "They ought to lock me up and throw the key away if I propose to our board that I want to go prime time seven nights a week," said Dowdle in a recent interview. "That is biting off far more than any one company can chew," he said.

The programing that Tribune buys or instigates is seen by some outsiders as Midwest conservative. Said Henry Siegel, chairman of LBS Communications: "I think of them as a company that likes family-oriented, good, pro-social programs. I remember talking with one of their people about *Rambo*, the new animated series, and he said that would have been wrong for their company."

With Murdoch now talking about developing a fourth network, the temptation for Tribune to develop a more ambitious and costlier strategy may be strong. Beginning this year, the five stations formally identified themselves on-air as Tribune Broadcasting stations. And with its purchase of KTLA, Tribune will now have a West Coast office and production facilities, which it never had despite its programing involvement.

Tribune Broadcasting and Entertainment has so far been able to keep in check its participation in vertical integration, an industrywide trend evidenced most recently in Murdoch's purchase of 20th Century Fox and Ted Turner's proposed purchase of MGM. Company officials say they have no present intention of going that route.

Donald Hacker, vice president of development for Tribune Broadcasting, said: "We believe that there is both a great quantity of film libraries and that syndication of those films to independents is still the most profitable way to distribute them. We really don't have a fear that there won't be an adequate supply of feature films. Just look at the movie packages available—through Columbia, Warner, Viacom, Paramount—and there are new packages coming out in addition to re-negals."

Despite Tribune's production facilities, Dowdle said Tribune Entertainment would

still leave most of the production to others: "We are primarily a broadcasting company, and I don't foresee us developing a creative company whereby we would go out and do things solely on our own."

Nonetheless, the company is examining all possibilities, and earlier this year several Tribune executives quietly visited Hollywood to talk about the availability of the MCA company's film library.

For 1986 the operating assumption is that Tribune won't be making any large acquisitions as it digests the KTLA purchase. There will be about \$400 million in long-term debt once its most recent transactions are concluded. And although the station portfolio appears to be set for the next month, Smith Barney's Atorino said Tribune could soon be on the acquisition trail again: "There is no question of their ability to make another sizable acquisition in 1987. At that time their debt/equity ratio would be about 35%, still a lot less than Knight-Ridder or Times Mirror, and they would still have one of the more conservative balance sheets in the industry."

Even if future acquisitions by the broadcasting side of Tribune are kept to a minimum, and Salomon Brothers' Crumley believes the opposite, that division by the end of 1986 could bring in a half-billion dollars in revenue. And Broadcasting and Entertainment will have a disproportionate impact on the bottom line. Revenue would only be a third that from newspapers, but operating profit of nearly \$100 million could be one third Tribune's total, or about half what newspapers bring in. It appears Tribune Co. will continue to change the balance between product delivered at the doorstep and that delivered by the TV set.

BottomLine

Next year's model. Knight-Ridder (K-R) executives told financial analysts recently that company expects "booming increase in earnings for the year (1986) as a whole." K-R President James K. Batten said revenue for company's five VHF stations should increase next year by 10% to 12%. Batten also said that \$160-million price paid for three stations belonging to Evening News Association represented 14 to 15 times those stations' 1985 cash flow. Batten also said that Viewtron, K-R's videotex business, will have \$13-million budget in 1986, down \$2 million from 1985 budget.

Rainy day money report. Recent report on discretionary income by U.S. Commerce Department's Census Bureau and The Conference Board suggests that 18-49 demographic target may leave certain luxury-good advertisers short of real mark. Defining discretionary income as money left over after meeting "basic everyday needs at fairly decent level," study found that 50-year-old-and-over market held about one of every two discretionary dollars, which it said totaled roughly \$280 billion (1984 dollars). Fabian Linden, executive director of The Conference Board, New York-based organization representing major U.S. corporations, also said that discretionary income was not declining, seemingly good news for cable industry, since study considers cable discretionary item for U.S. household.

Public largess. Rogers Cablesystems said it has received proceeds of \$55 million (Canadian) from recent issue of 7½% convertible preferred stock. Newly issued shares are convertible into Rogers' class B common stock at \$17 (Canadian) per share any time during next 10 years. Toronto-based MSO has used proceeds of offering to pay debt.

Closing book on Praeger. CBS said it has signed definitive agreement to sell Praeger Publishers to Greenwood Press, which is subsidiary of Elsevier-NDU n.v., Netherland-based publisher. CBS, which had acquired Praeger in 1976, made sale as part of company's debt-reduction plan that includes selling \$300 million in assets, after-tax. Terms of agreement were not announced.

Stock Index

	Closing Tue Dec 24	Closing Wed Dec 18	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N ABC	121	120 5/8		3/8	.31	18
N Capital Cities	218 1/4	220 1/2	- 2 1/4	- 1.02	20	2,835
N CBS	116 1/4	114 3/4	1 1/2	1.30	20	2,720
O Clear Channel	17	17 1/8	- 1/8	- 0.72	25	49
O Gulf Broadcasting		3/4				33
O Jacor Commun.	4 7/8	4 5/8	1/4	5.40		27
O LIN	37 5/8	38 5/8	- 1	- 2.58	26	992
O Mairite	11 7/8	11 5/8	1/4	2.15	14	99
O Mairite 'A'	10 3/4	10 3/4				45
O Price Commun.	8 1/8	8	1/8	1.56		48
O Scripps Howard	48	47	1	2.12	28	495
O SunGroup Inc.	3 7/8	3 7/8				5
N Taft	83 1/4	86	- 2 3/4	- 3.19	16	751
O TVX Broadcast Group	11 3/8	11 1/2	- 1/8	- 1.08	47	66
O United Television	24 1/4	24 1/4			73	265

BROADCASTING WITH OTHER MAJOR INTERESTS						
N A.H. Belo	51 3/8	52	- 5/8	- 1.20	22	594
A Adams Russell	26 1/8	26 3/4	- 5/8	- 2.33	17	160
A Affiliated Pubs	54 1/8	56 1/8	- 2	- 3.56	22	662
N American Family	27 7/8	28 7/8	- 1	- 3.46	14	832
O Assoc. Commun.	32 1/2	32 1/2				154
N Chris-Craft	52 1/2	52 5/8	- 1/8	- 0.23	37	334
N Gannett Co.	61 1/2	60 5/8	7/8	1.44	19	4,934
N GenCorp	64 3/8	61 1/4	3 1/8	5.10	36	1,408
O Gray Commun.	116	117	- 1	- 0.85	20	57
N Jefferson-Pilot	47 1/2	49 3/8	- 1 7/8	- 3.79	7	1,397
N John Blair	21 7/8	22 3/4	- 7/8	- 3.84		175
O Josephson Intl.	8 1/4	7 7/8	3/8	4.76		38
N Knight-Ridder	38 3/8	39 3/8	- 1	- 2.53	17	2,149
N Lee Enterprises	42 3/4	44 1/8	- 1 3/8	- 3.11	19	549
N Liberty	34	34 5/8	- 5/8	- 1.80	14	345
N McGraw-Hill	47 5/8	48 3/8	- 3/4	- 1.55	16	2,400
A Media General	79	83 1/4	- 4 1/4	- 5.10	16	556
N Meredith Corp.	70 3/4	71 5/8	- 7/8	- 1.22	13	669
O Multimedia	29 1/2	29 3/4	- 1/4	- 0.84		324
A New York Times	48 3/4	49 1/8	- 3/8	- 0.76	17	1,952
O Park Commun.	23 1/4	23 1/4			21	320
N Rollins Commun.	28	28 3/8	- 3/8	- 1.32	32	409
T Selkirk	23 3/4	23 1/4	1/2	2.15	51	192
O Stauffer Commun.	119	117	2	1.70	19	119
A Tech/Ops Inc.	22 1/4	23 1/4	- 1	- 4.30	9	52
N Times Mirror	56	54 7/8	1 1/8	2.05	14	3,615
N Tribune	54 3/4	56 1/4	- 1 1/2	- 2.66	18	2,219
A Turner Bcstg.	14 3/4	15 1/8	- 3/8	- 2.47	30	321
A Washington Post	120	121 1/2	- 1 1/2	- 1.23	14	1,538

PROGRAMING						
O American Nat. Ent.	2 1/4	2 1/8	1/8	5.88	11	5
O Barris Indus.	20 7/8	19 3/4	1 1/8	5.69	54	182
N Coca-Cola	83 5/8	86 5/8	- 3	- 3.46	16	10,957
N Disney	110 5/8	108 3/4	1 7/8	1.72	61	3,620
N Dow Jones & Co.	45 3/4	48 1/2	- 2 3/4	- 5.67	22	2,949
O Financial News	7 3/8	7 11/16	- 5/16	- 4.06		77
O Four Star	5 1/4	5 3/4	- 1/2	- 8.69	5	4
A Fries Entertain.	11	11 1/4	- 1/4	- 2.22	18	37
N Gulf + Western	47 3/4	49 1/2	- 1 3/4	- 3.53	14	3,030
O King World	28 1/2	29	- 1/2	- 1.72	35	290
A Lorimar	43 5/8	42 3/8	1 1/4	2.94	11	334
N MCA	49 5/8	51 1/8	- 1 1/2	- 2.93	42	3,687
N MGM/UA	24 1/4	24 1/4				1,204
N Orion Pictures	10	9 1/2	1/2	5.26	30	94
N Playboy Ent.	8 3/4	8 3/4			19	82
O Reeves Commun.	12	11	1	9.09		149
O Republic Pictures 'A'	8	8 5/8	- 5/8	- 7.24	57	23
O Republic Pictures 'B'	8	8 1/2	- 1/2	- 5.88	57	6
O Robert Halmi	2 5/8	2 3/4	- 1/8	- 4.54	52	45
O Sat. Music Net.	20 3/4	21 1/4	- 1/2	- 2.35		141
O Telepictures	20 5/8	21 1/2	- 7/8	- 4.06	27	272
N Warner Communications	37 1/8	34 3/4	2 3/8	6.83		2,260
O Westwood One	42 3/4	44	- 1 1/4	- 2.84	40	141

	Closing Tue Dec 24	Closing Wed Dec 18	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
SERVICE						
O BBDO Inc.	46 1/2	47 3/4	- 1 1/4	- 2.61	16	298
O Compact Video	7	6 7/8	1/8	1.81		30
N Comsat	35 1/8	35	1/8	.35	10	635
O Doyle Dane B.	19 3/4	18 3/4	1	5.33	13	104
N Foote Cone & B.	48 3/4	48 1/2	1/4	.51	10	183
O Grey Advertising	194	203	- 9	- 4.43	11	117
N Interpublic Group	42 5/8	42	5/8	1.48	14	463
N JWT Group	31 7/8	32 7/8	- 1	- 3.04	18	288
A Movielab	7 1/4	7 3/8	- 1/8	- 1.69	2	11
O Ogilvy Group	43	43 5/8	- 5/8	- 1.43	14	391
O Sat. Syn. Syst.	6 1/4	6 1/2	- 1/4	- 3.84	13	35
O Telemation	5 1/2	5 1/2			5	6
O TPC Commun.	1/4	5/16	- 1/16	- 20.00		2
A Unitel Video	5 1/2	5 1/2			16	11
N Western Union	13 5/8	13 1/8	1/2	3.80		332

CABLE						
A Acton Corp.	1 3/8	1 1/4				8
O AM Cable TV	111/16	1 3/4	- 1/16	- 3.57		6
N American Express	51 5/8	53 3/8	- 1 3/4	- 3.27	16	11,443
N Anixter Brothers	19 3/4	19 7/8	- 1/8	- 0.62	20	359
O Burnup & Sims	7	7 1/2	- 1/2	- 6.66	4	62
O Cardiff Commun.	1 1/16	1 1/16			2	2
N Centel Corp.	45	45 3/8	- 3/8	- 0.82	9	1,243
O Comcast	22	24 1/8	- 2 1/8	- 8.80	31	436
N Gen. Instrument	17	17 1/2	- 1/2	- 2.85		548
N Heritage Commun.	20 1/2	21 1/2	- 1	- 4.65	40	298
O Jones Intercable	7 3/8	5 7/8	1 1/2	25.53	30	76
T Maclean Hunter 'X'	14 7/8	15	- 1/8	- 0.83	20	548
A Pico Products	2 3/4	2 7/8	- 1/8	- 4.34		9
O Rogers Cable	11 3/8	11 1/4	1/8	1.11		259
O TCA Cable TV	27	27			34	180
O Tele-Commun.	37 7/8	38 1/2	- 5/8	- 1.62	420	1,780
N Time Inc.	63 1/2	63 3/8	1/8	.19	18	3,976
O United Artists Commun.	26 3/8	26	3/8	1.44	34	541
N United Cable TV	35	35 1/4	- 1/4	- 0.70	55	529
N Viacom	54 1/8	56 1/8	- 2	- 3.56	20	867

ELECTRONICS/MANUFACTURING						
N 3M	90	89	1	1.12	14	10,292
N Allied-Signal	45 7/8	46 1/2	- 5/8	- 1.34	9	7,342
N Arvin Industries	20 1/2	28 3/4	- 8 1/4	- 28.69	7	239
O C-Cor Electronics	7	7			21	21
O Cable TV Indus.	3 1/8	3 1/8			31	9
A Cetec	7 1/4	7 1/4			12	15
O Chyron	7	6 3/4	1/4	3.70	20	70
A CMX Corp.		7/8				
A Cohu	9 1/2	9 1/8	3/8	4.10	9	17
N Conrac	16 3/8	14	2 3/8	16.96	19	98
N Eastman Kodak	49	48 7/8	1/8	.25	14	11,066
N General Electric	70 3/8	71	- 5/8	- 0.88	13	32,063
O Geotel Inc.	1 1/2	1 3/8	- 1/8	- 9.09	25	5
N Harris Corp.	27 1/4	27 1/2	- 1/4	- 0.90	16	1,096
N M/A Com. Inc.	14 5/8	13 3/4	7/8	6.36	14	636
O Microdyne	5 3/8	5 7/8	- 1/2	- 8.51	67	24
N Motorola	37 1/2	37 1/2			38	4,463
N N.A. Philips	37 1/2	38 3/4	- 1 1/4	- 3.22	9	1,082
N Oak Industries	1 3/4	1 5/8	1/8	7.69		45
N RCA	59 1/2	59	1/2	.84	15	5,337
N Rockwell Intl.	34 1/4	35 5/8	- 1 3/8	- 3.85	8	5,108
N Sci-Atlanta	11 1/2	11 5/8	- 1/8	- 1.07	16	267
N Sony Corp.	20 1/4	20 3/8	- 1/8	- 0.61	15	4,676
N Tektronix	55 3/4	56 1/2	- 3/4	- 1.32	14	1,139
N Varian Assoc.	28	28 1/8	- 1/8	- 0.44	23	601
N Westinghouse	44 1/8	45 1/4	- 1 1/8	- 2.48	13	7,707
N Zenith	19 1/4	19 3/4	- 1/2	- 2.53	962	444
Standard & Poor's	230.12	232.79	-2.67	-1.14		

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

for the previous 12 months as published by Standard & Poor's or as obtained by BROADCASTING's own research. * 4-for-3 split, Dec. 23, 1985.

Group W Cable sold to large MSO consortium

TCI, ATC, Comcast, Daniels and Century make \$2.1-billion buy

After weeks of negotiation and speculation, Westinghouse Electric finally made it official on Christmas Eve: It announced that it had signed "a definitive agreement" to sell the stock of Group W Cable and most of its cable systems to a group of cable MSO's, including Tele-Communications Inc., Time Inc.'s American Television & Communications, Comcast Cable, Daniels & Associates and Century Communications.

For approximately 135 cable systems, the MSO's will pay \$1.6 billion and assume tax and other liabilities that bring the total value of the transaction to around \$2.1 billion or, according to Westinghouse, "more than \$1,050" for each of the some 2.1 million basic subscribers involved in the transaction. (Group W was unable to come up with the precise number of cable systems involved in the deal.)

The deal, the largest in the history of the cable industry, includes all the Group W Cable properties except a system serving two franchises in the city of Chicago, which is

still under construction, and three unidentified systems with more than 50,000 subscribers whose sale to other buyers is pending.

The effect of the transaction on the cable industry will be to reduce the number of players by one and to make five of the industry's 25 biggest MSO's even bigger. And whatever else that means, it does not bode well for most cable programmers. The bigger the individual MSO, the more powerful it becomes in negotiation of affiliation fees with the programmers. Said Robert Clasen, chairman and chief executive officer, Comcast: "Sure, there are some discounts that are volume-related, and TCI and ATC know that better than anybody else."

For Westinghouse, the closing of the deal next summer will mark the end of a five-year fling with cable that began in the fall of 1980 when it agreed to buy Teleprompter and its 1.25 million subscribers for \$646 million and the assumption of another \$300 million or \$400 million in liabilities (BROADCASTING, Oct. 20, 1980).

Following the closing of the deal in 1981, Westinghouse formed Group W Cable (un-

der the aegis of Group W Broadcasting and Cable) and began pouring hundreds of millions of dollars into it for both new construction and rebuilding. Subscribership grew steadily, topping out at its current 2.1-million level.

But in the volatile corporate marketplace of 1985, Westinghouse could no longer afford the luxury of operating cable systems, even though most analysts believe the business is poised on a period of high profitability. In announcing the sale of Group W Cable last August, Daniel Ritchie, chairman of Group W Broadcasting and Cable, said, "The problem is that cable is a great cash flow business, but the reported earnings, compared to the value of the investment here, are relatively small, and not reflected in the stock value" (BROADCASTING, Sept. 2).

Group W Cable increased Westinghouse's vulnerability to takeover attempts. Not only did the unit contribute relatively little to Westinghouse's earnings and, hence, its stock price, but it also represented an asset that a corporate raider could sell quickly to finance a takeover.

Westinghouse and Group W officials were unavailable for comment last week. In its terse press announcement, Westinghouse said the deal will result in an "after-tax book gain" of approximately \$500 million, based on current tax rates.

It also said it would use the proceeds from the sale—\$1.6 billion—to retire short-term debt incurred in its anti-takeover stock repurchase program, to fund "product-line restructuring" and unspecified future acquisitions. So far, it said, it has repurchased 21 million shares of common stock, four million shares short of its goal, at an average price of \$42.25 a share.

Westinghouse still plans to keep a hand in cable television through Group W Satellite Communications, a cable programmer now offering three services—The Nashville Network, Home Theater Network and Home Team Sports (a Washington-based regional sports network).

It wasn't clear last week what the buyers would do with the systems following closing. According to Clasen, the buyers have three options: operate all the systems jointly, divvy them up or divvy up some and operate the others jointly. "We are trying to decide which plan is most advantageous to the partners." What the buyers do, he said, will depend on the answers to some of the tax, regulatory and financing questions surrounding the deal. Those answers, he said, should become "much clearer to us over the next few months."

(The Chicago system was excluded from the deal because of its burdensome financing and franchising obligations, Clasen said. "It looked like enough risk that it was some-

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12/30/85

thing we didn't want to deal with if we didn't have to.")

Trygve Myhren, chairman and chief executive officer, ATC, hinted that things are more settled than Clasen claimed. He agreed that "there are a lot of things to be worked out," but said "some assumptions" can be made, including that ATC would acquire the Group W system serving the northern half of New York's borough of Manhattan. (ATC already owns the system serving the southern half of the island.)

Clasen said the three principal buyers—ATC, TCI and Comcast—would, in the end, each end up controlling between 20% and 30% of the Group W subscribers either directly or through partnerships. Daniels and Century would pick up the remainder.

Comcast will have little trouble coming up with its share of the purchase price at closing, according to Clasen. "Given our balance sheet, it is not a terribly large amount," he said. Comcast has around \$200 million in short-term investments that can be turned into cash, he said, and a healthy cash flow to support short-term borrowings. "There is also the prospect that if we took some of the systems from the Group W group for our own account we might syndicate them or look for partners to assist us in financing them."

The TCI-ATC-Comcast bid was one of at least four considered by Westinghouse. The others were made by groups headed by Viacom International; Communications Equity Associates; Warburg, E.M. Pincus & Co.,

and Wesray Corp.

Clasen and Myhren agreed that their group prevailed because of their financial strength and because they had done their homework. "When you are talking about ATC, TCI and Comcast, you are talking about three companies that are very solid financially," said Myhren.

The TCI-ATC-Comcast group assembled a task force to investigate and analyze the Group W systems. "We covered their systems like a blanket," said Myhren. "We had an extremely well worked out, very aggressive plan to do due diligence. We did it because we needed to know and... Group W knew that if they could do a deal with us there would not be a bunch of stuff coming up later."

Changing Hands

PROPOSED

KIAZ(AM)-KQRZ(FM) Fairbanks and KYAK(AM)-KGOT(FM) Anchorage, both Alaska □ Sold by Bingham Broadcasting of Alaska Inc. to Olympic Broadcasting Corp. for, depending on future performance, between \$11.3 million and \$12.5 million, comprising \$9.5 million cash plus \$2.5 million noncompete agreement. **Seller** is owned Robert A. Bingham, who also owns KBRO(AM)-KHIT(FM) Bremerton (Seattle), Wash. It purchased stations in 1982 for \$4.5 million. **Buyer** is Seattle-based station group of three AM's and five FM's principally owned by James Ireland and Ivan Braiker. KIAK is on 970 khz full time with 5 kw. KQRZ is on 102.5 mhz with 25 kw and antenna 89.5 feet below average terrain. KYAK is on 650 khz with 50 kw day and 25 kw night. KGOT is on 101.3 mhz with 26 kw and antenna 66 feet below average terrain. **Broker: Chapman Associates.**

WBYU(FM) New Orleans □ Sold by Swanson Broadcasting Inc. to Stoner Broadcasting System Inc. for \$7 million, including \$2 million noncompete agreement. **Seller** is Tulsa, Okla.-based station group of two AM's and two FM's principally owned by Gerock Swanson. **Buyer** is Des Moines, Iowa-based station group of six AM's and eight FM's principally owned by Tom Stoner. WBYU is on 95.7 mhz with 100 kw and antenna 580 feet above average terrain. **Broker: Americom Media Brokers.**

WRKB(AM)-WJZR(FM) Kannapolis, N.C. □ Sold by Downs Radio Inc. to Metroplex Communications Inc. for \$6 million cash. **Seller** is principally owned by Paul Downs. It also owns WQIM(FM) Montgomery, Ala. **Buyer** is Cleveland-based station group of three AM's, five FM's and one TV, principally owned by Norman Wain and Robert Weiss. WRKB is on 1460 khz with 500 w-D. WJZR is on 99.7 mhz with 50 kw and antenna 320 feet above average terrain. It holds construction permit for 100 kw and antenna 330.5 feet above average terrain. **Broker: Cecil L. Richards Inc.**

WRJQ(AM) Appleton and WROE(FM) Neenah, both Wisconsin □ Sold by Fox Valley Communications Corp. to Fox Valley Broadcasting Inc. for \$2,115,000, comprising \$1.8 million cash and \$315,000 non-

compete agreement. **Seller** is principally owned by William Hansen and Harry Jacobs. Hansen is general manager of WJOL(AM)-WLLI(FM) Joliet, Ill. Jacobs owns WKTT(FM) Cleveland, Wis. **Buyer** is principally owned by Thomas L. Bookey, Chicago investor with no other broadcast interests. WRJQ is daytimer on 1570 khz with 1 kw. WROE is on 94.3 mhz with 3 kw and antenna 340 feet above average terrain. **Broker: Dex Card Associates.**

WGFM(AM) [CP] Glens Falls and WENU(FM) Hudson Falls, both New York □ Sold by Premier Broadcasting Corp. to Bradmark Broadcasting Co. for \$1,575,000, compris-

ing \$900,000 cash, \$100,000 noncompete agreement and remainder note at 10% over 10 years. **Seller** is owned by Augustine Crawley, who has no other broadcast interests. **Buyer** is principally owned by Donald W. Heckman, who is general manager of WQLR(FM) Kalamazoo, Mich. WGFM is unbuilt daytimer on 1410 khz with 1 kw. WENU is on 101.7 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: Chapman Associates.**

KZTR(FM) Camarillo, Calif. □ Sold by Pacific Horizons Broadcasting Inc. to Gold Coast Communications Corp. for \$1.4 million, comprising \$400,000 cash, \$100,000 non-

SOME RECENT TV SALES

*KGBT-TV, Harlingen, Texas—\$25,000,000
KMTC-TV, Springfield, Missouri—\$13,000,000
KSPR-TV, Springfield, Missouri—\$6,000,000
WHTV-TV, Meridian, Mississippi—\$4,000,000
WCOV-TV, Montgomery, Alabama—\$4,000,000

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complete agreement and remainder note. **Seller** is owned by brothers, Kenneth and Charles Cowan. It has no other broadcast interests. **Buyer** is owned by Jerome Maltz, who also owns KCKC(AM) San Bernardino and KRCQ(AM) Indio, both California. KZTR is on 95.9 mhz with 3 kw and antenna 296 feet above average terrain. *Broker: Hogan-Feldmann Inc.*

WDPN(FM) Columbia, S.C. □ Sold by Midicom Corp. to Alpha Communications of South Carolina for \$1.3 million. **Seller** has no other broadcast interests. **Buyer** is owned by Kent Burkhart and Jim Phillips. Burkhart is chairman of Burkhart/Abrams/Michaels/Douglas and Associates, Atlanta-based consulting firm. It also owns KEHY-AM-FM El Paso, Tex., and KNSS(FM) Carson City, Nev. It is also purchasing co-located WOIC (AM) (see below). WDPN is on 103.1 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Stan Raymond Associates.*

WKWF(AM)-WAIL(FM) Key West, Fla. □ Sold by Long Communications Corp. to Conch City Communications Inc. for \$975,000, comprising \$135,000 cash and remainder assumption of note for purchase of assets. **Seller** is principally owned by Russell H. Long, who has no other broadcast interests. **Buyer** is owned by Ian N. (Sandy) Wheeler, who is general manager and owner of WFTX-TV Cape Coral, Fla., and WLAX-TV LaCrosse and WGBA-TV Green Bay, both Wisconsin. WKWF is on 1600 khz full time with 500. WAIL is on 95.5 mhz with 100 kw and antenna 300 feet above average terrain.

WOIC(AM) Columbia, S.C. □ Sold by Nuance Corp. to Alpha Communications of South Carolina Inc. for \$750,000 cash. **Seller** is owned by I.S. Leevy Johnson, who has no other broadcast interests. **Buyer** is also buying co-located WDPN(FM) (see above). WOIC is on 1320 khz with 5 kw day and 2.5 kw night. *Broker: Stan Raymond Assoc.*

WLPM(AM) Suffolk, Va. □ Sold by JAG Communications of Virginia Inc. to Suffolk Broadcasting Co. for \$600,000, including additional real estate. **Seller** is owned by John A. Gambling, talk show host on WOR(AM) New York. He also owns colocated WFOG. **Buyer** is owned by James Russell, local businessman, and Hubert H. Young, Suffolk attorney. It has no other broadcast interests. WLPM is on 1450 khz with 1 kw day and 250 w night. WFOG is on 92.9 mhz with 50 kw and antenna 480 feet.

KQDI(AM)-KOOZ(FM) Great Falls, Mont. □ Sold by Sun River Broadcasting Inc. to Lockhart Broadcasting Inc. for \$518,622.84 for assets, comprising \$126,995.42 cash and remainder note at 2% over prime with payments of \$7,700 until paid. **Seller** is owned by Leo Greybill. It has no other broadcast interests. **Buyer** is owned by E.H. Lockhart, who has no other broadcast interests. He is station's general manager. KQDI is on 1450 khz with 1 kw and 250 w night. KOOZ is on 106.3 mhz with 3 kw and antenna 300 feet above average terrain.

For other proposed and approved sales see, "For the Record," page 98.

'Christian Science Monitor' set to go shortwave

Shortwave has yet to become a major factor in American broadcasting. But around the edges, it is beginning to demand some attention. The FCC has issued a construction permit for what would be the 14th shortwave station in the U.S. or its possessions, the 11th authorized since 1980. And not only was the permit issued to an affiliate of a respected force in American journalism—the *Christian Science Monitor*—but the planned station will operate with what is said to be the most powerful nongovernmental transmitter in the U.S.

The permittee is Herald Broadcasting Inc., a nonprofit corporation owned, like the *Monitor*, by the First Church of Christ Scientist. And the station, to be built 30 miles north of Bangor, Me., to broadcast to Europe and Africa, will be only the first of three the new corporation is planning. Annetta Robertson, president of the permittee, said a search is under way for a site in the South for a station that would broadcast to Latin America. The third would broadcast to Asia.

Although construction of the station—at a cost of about \$5 million—will mark the church's first venture into broadcast ownership, it is active in the production of radio news programming that is distributed to public and commercial stations and television material that is carried by Independent Network News. Much of the radio material is news based on stories published in the *Monitor*. Robertson said the same source would be tapped for much of the new station's programming, but she also said the station will air some religious programming. The station is expected to go on the air in January 1987, with programs broadcast in English and later in as many as eight other languages to accommodate audiences in Europe and Africa.

The signal should be heard loud and clear. It will broadcast with 500 kw over a four-tiered curtain antenna, which delivers an effective radiated power of 50 megawatts. According to the church's consulting engineer, George Jacobs, the only other broadcast facility with that much power in the U.S. is the Voice of America's shortwave station at Greenville, N.C.

Originally, shortwave stations established in the U.S. broadcast only religious programming. Many still do, some of it on a commercial basis. But beginning with a permit granted to WRNO New Orleans in 1980, some of the shortwave operations began operating on a more conventional commercial basis, broadcasting entertainment and selling time. Robertson said the new Herald station will be entirely subsidized by the church, at least initially. Selling advertising time, however, "has not been ruled out."

Why is the church entering international broadcasting? "Our thought for a long time has been to reach more of the world with the quality of *Monitor* reporting," Robertson said. "We have sources all over the world, and we want to reach a larger audience." □



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TELECASTINGS

Feed foulup

AP Broadcast Services confirmed that NBC-TV has been receiving unauthorized transmissions of advance story rundowns of ABC's DEF affiliate news service and Group W's Newsfeed Network. The two news organizations transmit their rundowns over AP's high-speed TV wire but rundowns are supposed to be fed through special filters to affiliates only. It was unclear how long NBC had been receiving the unauthorized feeds. An AP executive said that the actual feeds of all services on the wire are received by competitors but that the story rundown information NBC is tapping into gives it a "time advantage." The AP executive said his company believed NBC made an improper computer hookup but that it was probably not intentional. He said decoders were installed last Monday (Dec. 23) to correct the problem. NBC refused to comment.

Chinese magic

A one-hour magic and variety special, *Kraft Salutes the Magic of David Copperfield... in China*, is described as "the first co-production between an American company and China's state-owned network, China Central Television." Scheduled to air in March 1986 on CBS-TV, the program was produced with all-Chinese crews and used 1,000 Chinese extras. Special permission was obtained from the Chinese government for Copperfield, an illusionist, to walk through the Great Wall.

'Trois-deux-un Contact'

The Children's Television Workshop, producer of noncommercial television's science and technology series, *3-2-1 Contact*, and FR3, one of France's three television networks, have agreed to jointly produce a season of the children's program. The 20 half-hour programs, which will include segments taped on location in France, will be aired on 302 noncommercial television stations in the U.S. as well as in France, beginning Sept. 15, 1986. Said Ed Atkins, content director for the series: "Just as the principles of science are universal, so also can the joy of discovering science cross national boundaries and linguistic barriers."

Celebrating Huck's 100th

Mark Twain's "Adventures of Huckleberry Finn" will air on the Public Broadcasting Service in a new four-hour, four-part series beginning Feb. 10, 1986, at 9 p.m. NYT. In celebration of the novel's 100th anniversary, *American Playhouse* will present the program, whose cast includes Lillian Gish, Richard Kiley, Butterfly McQueen, Geraldine Page, Samm-Art Williams and Sada Thompson. William Perry, executive pro-

ducer of the *American Playhouse* adaptation, said the show's producers saw the novel as two books—"the one most people read when they're about 11 or 12 and the one they read as adults. We have tried, as much as possible, to dramatize the adult version, some of the episodes of which are dark and somewhat violent. For example, earlier versions avoided the violent scenes between Huck and Pap Finn; ours doesn't," Perry said. The show was filmed on the Ohio river and in Maysville, Ky.

Birth of a station

"We're Your Mountain Television" is the slogan of a new 1,330 kw TV station in Hazard, Ky., WYMT-TV. The station, owned by Bluegrass Broadcasting Inc., was built in just 134 days, and sends out a signal covering 25 counties in Kentucky, West Virginia and



WYMT-TV transmitter site

Tennessee. Because the station is located in a hollow between two mountains, it must bounce its signals by microwave off a passive reflector to its 1,000-foot tower atop a 2,000-foot mountain five miles away. A two-

way microwave links WYMT-TV with co-owned WKYT-TV Lexington, Ky., 100 miles to the northwest, and with bureaus in the state capital and the "Big Sandy" region.

Washington news

Visnews and The Newsfeed Network announced a new arrangement last week whereby Visnews will open new offices next month in Washington at Newsfeed's Washington bureau. Through what is described as a "cooperative arrangement," Visnews will use Newsfeed Network's technical and administrative facilities to provide expanded coverage of the nation's capital for its television network and station clients worldwide. In return, Newsfeed will have access to Visnews' Washington material.

Training search

The Corporation for Public Broadcasting wants proposals for the design, development and delivery of training for noncommercial radio news reporters, producers, music recorders, audience researchers, engineers and programmers. "Proposals should show innovative training plans that reflect knowledge of public radio's needed skills," CPB said, adding that proposals were due by Jan. 30, 1986.

The final frontier

New Hampshire teacher Christa McAuliffe's historic trip aboard the space shuttle, Challenger, will be the focus of two NASA-produced programs to be fed live via the Public Broadcasting Service transponder on Westar IV on Jan. 27 (if the launch is Jan. 22). The ground portions of the programs will be produced by noncommercial KUHT(TV) Houston, with PBS providing satellite time. The shows will be fed from 11:30 a.m. to 12:30 p.m. NYT (with a repeat of the pro-

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gram an hour later) and from 1:30 to 2:15 p.m. Each show will have a 10-minute introduction and 15-minute wrap-up by McAuliffe's backup, Barbara Morgan, an Idaho teacher. In addition, five minutes of pre-arranged call-in questions from students in New Hampshire and Idaho will be included during each program, PBS said.

Children's summit

Minnesota public television stations KAWB Bemidji, KWCM Appleton, KSMO Austin and KFME Moorhead/Fargo presented the *Minnesota/Moscow Children's Space Bridge*, a project of the international Peace Child Foundation sponsored by the state of Minnesota and Soviet television. Hosted by entertainer John Denver, WCCO-TV news anchor Don Shelby and Soviet news analyst Vladimir

Posner, *Space Bridge* consisted of an exchange of questions and viewpoints among Soviet and American children. Negotiations between Minnesota Governor Rudy Perpich and Gostelradio, Soviet public television, for the hour-long TV program began more than a year ago. The project was dedicated to the memory of Samantha Smith, the American elementary school student killed in a plane crash last August, who toured the Soviet Union after sending a letter to Soviet leader Yuri Andropov in 1983.

Another revival

Following the ratings success of *Perry Mason Returns* on NBC Monday Night Movie (27.9/39) during the week of Nov. 25-Dec. 1, NBC has approved the production of a two-

hour *Return to Mayberry* feature to be produced by Viacom Productions, which also produced the Mason feature. Scheduling of *Mayberry* will depend on the availability of Ron Howard, "Opie" in the original series, but production is now slated for early February, with the telecast said to be possible in May.

Disturbed by distortion

The National Association of Broadcasters, joined by the Electronic Media Rating Council, said it is concerned with stations' tactics that "intentionally" distort audience surveys conducted in their markets. This includes "exhorting the public to cooperate with audience measurement surveys that are in progress," NAB said.

For the Record

As compiled by BROADCASTING, Dec. 18 through Dec. 24, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

Applications

■ **KLKY(AM)** Prescott Valley, Ariz. (1130 khz; 1 kw-D)—Seeks assignment of license from R. David Carson to Lucky Communications Inc. for no consideration. Seller has no other broadcasting interests. Buyer is owned by Carson, Charles E. Schott, Daniel A. Niedringhaus and John C. King. It has no other broadcast interests. Filed Dec. 9.

■ **WKWF(AM)-WAIL(FM)** Key West, Fla. (AM: 1600 khz; 500 w-D; FM: 95.5 mhz; 100 kw; HAAT: 300 ft.)—Seeks assignment of license from Long Communications Corp. to Conch City Communications Inc. for \$135,000 cash and remainder assumption of note for purchase of assets. Seller is principally owned by Russell H. Long, who has no other broadcast interests. Buyer is owned by Ian N. (Sandy) Wheeler, who is general manager of WFTX-TV Cape Coral, Fla., and WLAX-TV LaCrosse and WGBA-TV Green Bay, both Wisconsin. Filed Dec. 11.

■ **WEAK(FM)** Eddyville, Ky. (900 khz; 250 w-D)—Seeks assignment of license from Lyon County Broadcasting Co. to Lakes Broadcasting for \$30,000 cash for assets. Seller is owned by Lee Anderson, Bill Cunningham, George Long, Bill McConnell and four others. It has no other broadcast interests. Buyer is owned by Brian Gentry, who has no other broadcast interests. Filed Dec. 11.

■ **KFXZ(FM)** Maurice, La.—Seeks transfer of control of Maurice Broadcasting from Simla B. Ellis (51%) and Sharon H. Ledoux (49%) to KSIG Broadcasting Co. Inc. for \$900,000 cash for shares. Sellers have no other broadcast interests. Buyer is owned by Louis M. Basso and family. It also owns KSIG(AM) Crowley, La. Filed Dec. 13.

■ **WNOL-TV** New Orleans (ch. 38; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 1,049 ft.)—Seeks assignment of license from Channel 38 Associates to TVX Corp. for \$13.7 mil-

lion. Seller is owned by Harold Protter. He is member of boards of National Association of Broadcasters and Association of Independent Television Stations. Buyer is Virginia Beach, Va.-based station group of five TV's, principally owned by Gene Loving, John Trinder and Tim MacDonald. Filed Dec. 13.

■ **WWJ(AM)-WJOI(FM)** Detroit (AM: 950 khz; 5 kw-U; FM: 97.1 mhz; 12 kw; HAAT: 890 ft.)—Seeks assignment of license from Evening News Association to Federal Enterprises Inc. for \$38,510,000 cash for assets. Seller is former Detroit-based newspaper publisher and station group recently purchased by Gannett Co. (BROADCASTING, Sept. 2). Buyer is owned by David B. Hermelin (36.9%), Martin R. Goldman (22.9%), Joseph H. Jackier, chairman, (2.3%), Harold Berry (5.1%) and four others. It has interest in cable system serving Oxford, Miss. Berry is chairman and 6% owner of licensee of WTTV(TV) Bloomington, Ind. Filed Dec. 12.

■ **KQDI(AM)-KOOZ(FM)** Great Falls, Mont. (AM: 1450 khz; 1 kw-D; 250 w-N; FM: 106.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Sun River Broadcasting Inc. to Lockhart Broadcasting Inc. for \$518,622.84 for assets, comprising \$126,995.42 cash and remainder note at 2% over prime with payments of \$7,700 until paid. Seller is owned by Leo Greybill. It has no other broadcast interests. Buyer is owned by E.H. Lockhart, who has no other broadcast interests. He is station's general manager. Filed Dec. 12.

New Stations

Applications

AM's

■ **Santa Fe**—La Voz Broadcasting Co. seeks 900 khz; 2.5 kw-D. Address: P.O. Box 1154, 87504. Principal is owned by Celina V. Gonzales and her children, Anthony and Patrick. It has no other broadcast interests. Filed Dec. 12.

■ **Quincy, S.C.**—Sunshine Broadcasting Inc. seeks 1570 khz; 2.5 kw-D. Address: P.O. Box 475, Altavista, Va. 24517. Principal is owned by Michael G. Orr and Theodore J. Gray. Orr owns WCRE(AM) Cheraw, S.C. Gray owns WSQL(AM) Graham, N.C. Filed Dec. 17.

■ **Blythehood, S.C.**—Michael Gliner seeks 1020 khz; 2.5 kw-D. Address: 1711 Appletree Lane, Fort Mill, S.C. 29715. Principal owns WQCC(AM) Charlotte, N.C., and WIDD(AM) Elizabethtown, Tenn. Filed Dec. 13.

FM's

■ **Houghton, Mich.**—Finlaplander Broadcasting seeks 102.3 mhz; 3 kw; HAAT: 328 ft. Address: 7349 Lullwater Rd., Columbus, Ga. 31904. Principal is owned by Linda McCarter, who has no other broadcast interests. Filed Dec. 6.

■ **Bruce, Miss.**—Kerry W. Hill seeks 94.5 mhz; 3 kw; HAAT: 328 ft. Address: 107 Spring St., Ripley, Miss. 38663. Principal owns WTXI(FM) Ripley, Miss. Filed Dec. 4.

■ **Fargo, N.D.**—Radio Fargo seeks 107.9 mhz; 100 kw; HAAT: 500 ft. Address: 2711 Hwy. 62, Jeffersonville, Ind. 47131-1462. Principal is owned by Mary L. Smith, who owns LPTV in Jeffersonville, Ind., and is app. for five new FM's. Filed Dec. 17.

■ **Greenville, S.C.**—Tabernacle Baptist Bible College seeks 91.7 mhz; 3 kw; HAAT: 300 ft. Address: 3931 White Horse Rd., 29611. Principal is educational institution headed by Harold B. Sightler. It has no other broadcast interests. Filed Dec. 6.

■ **Rutland, Vt.**—Edward Pickett and his wife, Carole, seek 94.5 mhz; 3 kw; HAAT: minus 241 ft. Address: 1 North Park Place, Fair Haven, Vt., 05743. Principal, Edward Pickett, owns WHWB(AM) Rutland, Vt. Filed Dec. 19.

■ **Rutland, Vt.**—Rutland Community Broadcasting Inc. seeks 94.5 mhz; 3 kw; HAAT: 205 ft. Address: U.S. Route 7, St. Albans, Vt. 05478. Principal is owned by Howard M. Ginsberg and Kimel Broadcast Group. Ginsberg has interest in WXXX-FM South Burlington, Vt. KBG is owned by brothers, Dave and John Kimel. It is station group of two AM's and two FM's. Kimels also own New England Media, broadcast brokerage firm. Filed Dec. 9.

Facilities Changes

Applications

AM's

Tendered

■ **WKRQ** (710 khz) Mobile, Ala.—Seeks CP to increase night power to 1 kw. App. Dec. 18.

■ **KRDU** (1130 khz) Dinuba, Calif.—Seeks CP to increase day power to 5 kw; change night power to 10 kw; install DA-2, and change TL. App. Dec. 20.

■ **KCAL** (1410 khz) Redlands, Calif.—Seeks CP to increase night power to 4 kw. App. Dec. 19.

■ **WKDC** (1530 khz) Elmhurst, Ill.—Seeks CP to increase power to 400 w. App. Dec. 19.

■ **WSBS** (860 khz) Great Barrington, Mass.—Seeks CP to increase power to 2.2 kw. App. Dec. 17.

Accepted

■ **KUKQ** (1060 khz) Tempe, Ariz.—Seeks CP to make changes in ant. sys. App. Dec. 17.

■ **KDRW** (1450 khz) Silverton, Colo.—Seeks mod. of lic to move SL to Purgatory, Colo. App. Dec. 23.

■ **WDUN** (550 khz) Gainesville, Ga.—Seeks mod. of lic. to operate by remote control from main SL. App. Dec. 23.

■ **KLPW** (1220 khz) Union, Mo.—Seeks CP to make changes in ant. sys. App. Dec. 19.

■ **WCQR** (1030 khz) Mint Hill, N.C.—Seeks MP to change

■ KRGL (1360 khz) Myrtle Creek, Ore.—Seeks CP to change TL. App. Dec. 17.

■ WEKO (930 khz) Cabo Rojo, P.R.—Seeks CP to make changes in ant. sys. App. Dec. 23.

■ WTDY (1480 khz) Madison, Wis.—Seeks MP to change standard pattern augmentation. App. Dec. 23.

FM's

Tendered

■ *WCBN-FM (88.3 mhz) Ann Arbor, Mich.—Seeks CP to change ERP to .2 kw; change HAAT to 176 ft., and change ant., transmitter, and transmission line. App. Dec. 20.

■ *WTEB (89.5 mhz) New Bern, N.C.—Seeks CP to change freq. to 89.3 mhz and change ERP to 98.5 kw. App. Dec. 20.

Accepted

■ KCMJ-FM (92.7 mhz) Indio, Calif.—Seeks CP to change ERP to .946 kw. App. Dec. 17.

■ KDFM (103.9 mhz) Silverton, Colo.—Seeks mod. of CP to move SL to Purgatory, Colo.

■ *WLPJ (91.5 mhz) New Port Richey, Fla.—Seeks mod. of CP to change SL. App. Dec. 19.

■ *WYFS (89.5 mhz) Savannah, Ga.—Seeks mod. of CP to move SL. App. Dec. 23.

■ KAYL-FM (101.5 mhz) Storm Lake, Iowa—Seeks mod. of lic. to install new ant. sys. App. Dec. 20.

■ KWNR (102.7 mhz) Liberal, Kan.—Seeks CP to change TL and change HAAT to 512.99 ft. App. Dec. 20.

■ KROK (102.7 mhz) De Ridder, La.—Seeks CP to change ERP to 1.25 kw and change HAAT to 492 ft. App. Dec. 20.

■ KLPL-FM (92.7 mhz) Lake Providence, La.—Seeks CP to change HAAT to 328 ft. App. Dec. 20.

■ WMJX (106.7 mhz) Boston—Seeks CP to change ERP to 24.5 kw; change HAAT to 719 ft., and change TL. App. Dec. 19.

■ WMBN-FM (96.3 mhz) Petoskey, Mich.—Seeks CP to change TL; change HAAT to 980.72 ft. and make changes in ant. sys. App. Dec. 20.

■ KCMJ (103.9 mhz) Terrytown, Neb.—Seeks CP to change TL; change freq. to 96.9 mhz; change ERP to 100 kw, and change HAAT to 1,310 ft.

■ WKIT (102.5 mhz) Hendersonville, N.C.—Seeks CP to change TL and change HAAT to 1,701.04 ft. App. Dec. 20.

■ WRQK (106.9 mhz) Canton, Ohio—Seeks mod. of lic. to install new ant. sys. App. Dec. 20.

■ WFBG-FM (98.1 mhz) Altoona, Pa.—Seeks mod. of lic. to install new ant. sys. App. Dec. 23.

■ WJMX-FM (106.3 mhz) Florence, S.C.—Seeks CP to change TL and change HAAT to 328 ft. App. Dec. 19.

■ WWGO (102.3 mhz) St. Andrews, S.C.—Seeks CP to change ERP to 3 kw. App. Dec. 20.

■ WFKX (95.9 mhz) Henderson, Tenn.—Seeks mod. of lic. to move SL to Jackson, Tenn. App. Dec. 19.

■ WPMW (92.7 mhz) Mullens, W.Va.—Seeks mod. of CP to change ERP to 1.65 kw and change HAAT to 443 ft. App. Dec. 18.

TV

Accepted

■ *KWBR (ch. 9) Ogden, Utah—Seeks MP to move main SL outside community of lic. App. Dec. 17.

Actions

AM's

■ WAPI (1070 khz) Birmingham, Ala.—Returned app. to increase night power to 10 kw. Action Dec. 13.

■ WEYY (1580 khz) Talladega, Ala.—Granted app. to change city of lic. to Oxford, Ala., and change TL. Action May 29.

■ KRKS (990 khz) Denver—Returned app. to add night service with 500 w; install DA-N, and make changes in ant. sys. Action Oct. 13.

■ WSFT (1220 khz) Thomaston, Ga.—Granted app. to increase power to 1 kw. Action Dec. 11.

■ KGEM (1140 khz) Boise, Idaho—Granted app. to make changes in ant. sys. Action Dec. 10.

■ KTIB (630 khz) Thibodaux, La.—Granted app. to make

changes in ant. sys. Action Dec. 10.

■ WUNR (1600 khz) Brookline, Mass.—Granted app. to change monitoring radials. Action Dec. 10.

■ WSJC (810 khz) Magee, Miss.—Granted app. to make changes in ant. sys. Action Dec. 10.

■ KSLQ (1350 khz) Washington, Mo.—Granted app. to augment standard pattern. Action Dec. 10.

■ WHOT (1330 khz) Campbell, Ohio—Granted app. to move SL to 4040 Simon Road, Youngstown, Ohio. Action Dec. 12.

■ WIP (610 khz) Philadelphia—Granted app. to request assignment of new specified directions. Action Dec. 10.

■ WEAB (800 khz) Greer, S.C.—Granted app. to increase power to 1 kw. Action Dec. 11.

■ WLVS (1430 khz) Germantown, Tenn.—Granted app. to augment night directional pattern. Action Dec. 10.

■ WGOC (1090 khz) Kingsport, Tenn.—Granted app. to increase power to 10 kw. Action Dec. 11.

■ KVOZ (890 khz) Del Mar Hills, Tex.—Granted app. to change city of lic. to Laredo, Tex. Action Dec. 10.

■ WYRV (770 khz) Cedar Bluff, Va.—Granted app. to increase power to 5 kw. Action Dec. 11.

■ KASY (1210 khz) Auburn, Wash.—Returned app. to increase daytime power to 50 kw and install DA-D. Action Dec. 13.

FM's

■ WKYD-FM (98.1 mhz) Andalusia, Ala.—Dismissed app. to change TL and change HAAT to 981.3 ft. Action Dec. 17.

■ *KCDC (90.7 mhz) Longmont, Colo.—Dismissed app. to change ERP to .437 kw and change HAAT to 258 ft. Action Dec. 17.

■ *KVNF (90.9 mhz) Paonia, Colo.—Dismissed app. to change ERP to 5.915 kw and change HAAT to minus 171 ft. Action Dec. 17.

■ WJLQ (100.7 mhz) Pensacola, Fla.—Granted app. to change HAAT to 1,555 ft. Action Dec. 16.

■ KFJB-FM (101.1 mhz) Marshalltown, Iowa—Granted app. to change ERP to 75 kw. Action Dec. 18.

■ KICT (95.1 mhz) Wichita, Kan.—Dismissed app. to change HAAT to 1,040.38 ft. Action Dec. 17.

■ WSGS (101.1 mhz) Hazard, Ky.—Granted app. to change TL and change HAAT to 1,482.56 ft. Action Dec. 16.

■ WDJX (99.7 mhz) Louisville—Dismissed app. to change ERP to 24 kw and operate non-DA. Action Dec. 12.

Summary of broadcasting as of September 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,799	170	4,969
Commercial FM	3,839	418	4,257
Educational FM	1,211	173	1,384
Total Radio	9,849	761	10,610
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	379	222	601
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,219	273	1,492
VHF LPTV	224	74	298
UHF LPTV	130	136	266
Total LPTV	354	210	564
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ WQCB (106.5 mhz) Brewer, Me.—Granted app. to change TL. Action Dec. 16.

■ WXLO (104.5 mhz) Fitchburg, Mass.—Granted app. to change ERP to 25.5 kw and change HAAT to 677 ft. Action Dec. 16.

■ KJJO (104.1 mhz) St. Louis Park, Minn.—Granted app. to change ERP to 100 kw and make changes in ant. sys. Action Dec. 17.

■ *WMCN (91.7 mhz) St. Paul—Dismissed app. to change freq. to 104.9 mhz. Action Dec. 16.

■ KZLS (97.1 mhz) Billings, Mont.—Granted app. to change ERP to 85 kw and change HAAT to 386 ft. Action Dec. 13.

■ *WRRF-FM (100.1 mhz) Lawrenceville, N.J.—Dismissed app. to change freq. to 107.7 mhz. Action Dec. 17.

■ KOVO (94.5 mhz) Gallup, N.M.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 1,381 ft. Action Dec. 13.

■ WELV-FM (99.3 mhz) Ellenville, N.Y.—Granted app. to change ERP to .1 kw. Action Dec. 18.

■ WGFB (99.9 mhz) Plattsburgh, N.Y.—Granted app. to change ERP to 100 kw and change HAAT to 984 ft. Action Dec. 18.

■ WKTC (104.3 mhz) Tarboro, N.C.—Granted app. to change TL; change HAAT to 984 ft., and make changes in ant. sys. Action Dec. 16.

■ WFOB-FM (96.7 mhz) Fostoria, Ohio—Dismissed app. to change TL and change HAAT to 328 ft. Action Dec. 12.

■ KMOD-FM (97.5 mhz) Tulsa, Okla.—Dismissed app. to change TL; change ERP to 96.17 kw, and change HAAT to 1,327.16 ft. Action Dec. 12.

■ *KSOR (90.1 mhz) Ashland, Ore.—Dismissed app. to change HAAT to 2,658 ft. and make changes in ant. sys. Action Dec. 17.

■ WGOX (101.7 mhz) Ravenel, S.C.—Granted app. to change ERP to 1.32 kw and 483.26 ft. Action Dec. 16.

■ *KVTT (91.7 mhz) Dallas—Granted app. to change TL. Action Dec. 17.

■ KLTR-FM (93.7 mhz) Houston—Granted app. to make changes in directional pattern. Action Dec. 18.

■ KFYO-FM (102.5 mhz) Lubbock, Tex.—Granted app. to change TL; change HAAT to 841.05 ft., and make changes in ant. sys. Action Dec. 9.

■ KSOP-FM (104.3 mhz) Salt Lake City—Dismissed app. to install aux. sys. Action Dec. 12.

■ *WUDZ (91.5 mhz) Sweet Briar, Va.—Dismissed app. to change ERP to 125 w and change HAAT to 218 ft. Action Dec. 17.

■ WTIJ (103.1 mhz) Waterbury, Vt.—Granted app. to change TL. Action Dec. 18.

■ WISS-FM (102.3 mhz) Berlin, Wis.—Granted app. to change ERP to 3 kw and change HAAT to 176 ft. Action Dec. 18.

■ WJLW (95.9 mhz) Depere, Wis.—Granted app. to change HAAT to 328 ft. Action Dec. 16.

TV's

■ WCAJ (ch. 68) Birmingham, Ala.—Granted app. to change ERP to vis. 1,380 kw, aur. 138 kw; change HAAT to 1,129 ft.; replace ant., and change TL. Action Dec. 9.

■ WIYE (ch. 55) Leesburg, Fla.—Granted app. to change HAAT to 1,691.1 ft. Action Dec. 13.

■ *WKUU (ch. 32) Aguadilla, P.R.—Granted app. to change HAAT to 791 ft and change TL. Action Nov. 22.

■ WCBF-TV (ch. 2) Charleston, S.C.—Granted app. to change TL and change HAAT to 1,949.7 ft. Action Dec. 6.

■ WJPR (ch. 21) Lynchburg, Va.—Granted app. to change ERP to vis. 4,207 kw, aur. 421 kw and replace ant. and transmission line. Action Dec. 6.

■ WBOY-TV (ch. 12) Clarksburg, W.Va.—Granted app. to change ERP to vis. 262 kw, aur. 26.2 kw. Action Dec. 11.

In Contest

ALJ Joseph Chachkin made following decision:

■ Reno (Washoe Shoshone Broadcasting, et al) TV proceeding. Granted motion filed by Gloria Hammers and dismissed her app. with prejudice. By order, Dec. 11.

ALJ Thomas B. Fitzpatrick made following decision:

■ Presque Isle, Me. (Allan H. Weiner, et al) TV proceeding. Granted request filed by Weiner and dismissed his app. without prejudice. By order. Dec. 10.

ALJ John M. Frysiak made following decisions:

■ Orlando, Fla. (Marlin Broadcasting of Central Florida Inc., et al) TV proceeding. Granted petition for partial summary decision filed by Orlando 27 Inc. and resolved cross-interest issue in its favor. By MO&O, Dec. 9.

■ Honolulu (Family Media Inc., et al) TV proceeding. Granted joint request for settlement agreements filed by Ka'Ikena Lani TV Corp. and Family Media and dismissed app. of Family Media with prejudice. By MO&O, Dec. 12.

■ Rock Hill, S.C. (Beverly Hills Hotel Corp., et al) TV proceeding. Granted petition filed by Susan S. Mulkey to enlarge issues against Fay Daye Corp. to determine whether Day has compiled its app. in a daily newspaper; and, whether Daye has made its public file available in accordance with commission rules, and, if not, effect of these issues on basic and/or comparative qualifications of Daye to be commission

licensee. By MO&O, Dec. 10.

ALJ Joseph P. Gonzalez made following decisions:

■ Ocala, Fla. (Westside Communications of Tampa Inc. and Leesburg Communications & Answering Service Inc.) PLMS proceeding. Granted joint motion for settlement and approved "Cooperative Time Sharing Agreement" between Westside and Leesburg for additional one-way facilities at Ocala and terminated proceeding. By MO&O, Dec. 10.

■ Seattle (Digital Paging Inc., et al) MDS proceeding. Granted joint request for issuance of construction permit filed by Digital Paging, Estate of Fred A. Niles, and Private Networks Inc., denying apps. of Niles and Private Networks; amended app. of Digital Paging to reflect Seattle MDS Co. as new applicant. granted app. of Seattle MDS for new MDS station at Seattle. and terminated proceeding. By MO&O, Dec. 16.

ALJ Byron E. Harrison made following decision:

■ New Orleans (Horizon Broadcasting Inc., et al) TV proceeding. Granted joint petition for settlement agreement filed by Albert Inc., Crescent City Communications Co.,

NOLA TV, and Manderville Communications Co. of New Orleans and dismissed app. of Albert Inc. with prejudice and retained remaining applicants in hearing status. By order, Dec. 17.

ALJ Edward Luton made following decision:

■ Huntingdon, Tenn. (Magic Valley Broadcasting Inc., et al) FM proceeding. Granted joint petition for settlement agreements and dismissed app. of WJPI Inc. with prejudice; granted renewal and transfer apps. of Magic Valley Broadcasting and Ed R. Perkins for WPBE-FM Huntingdon, and terminated proceeding. By MO&O, Dec. 12.

Call Letters

Applications

Call	Sought by
New FM	
WNUU-FM	Long Island Radio Communications, Garden City, N.Y.
Existing FM's	
WCCL	WDFP WCLS Inc., Battle Creek, Mich.
KVLT	KCMA Pathfinder Communications Corp., Owasso, Okla.
WNCK	WNEF Ocean State Broadcasting, Woonsocket, R.I.

Grants

Call	Assigned to
New FM	
*WOUC-FM	Ohio University, Cambridge, Ohio
New TV's	
KFAA	MCC Communications, Rogers, Ark.
KBBL	Felice-Tec, Big Bear Lake, Calif.
Existing AM's	
WTME	WRXV Great Ideas Inc., Auburn, Me.
WILC	WLMD ILC Corp., Laurel, Md.
WAXC	WNHX Christina & Joel Martin, Berlin, N.H.
WWMG	WSFL P & C Broadcasting Co., New Bern, N.C.
WHRP	WQSI Portland Broadcasting Inc., Portland, Tenn.
WHRD	WBDX White Bluff Communications Inc., White Bluff, Tenn.
KUKA	KKET Texas Lotus Corp., San Antonio, Tex.
WVRQ	WISV Robinson Corp., Viroqua, Wis.
Existing FM's	
WKTK	WYRO Comco Inc., Crystal River, Fla.
WHMJ	WTUF Holder Communications Corp., Thomasville, Ga.
WWWO	WWHC Cashdollar Inc., Hartford City, Ind.
KARS-FM	KMLW Brooks Broadcasting Co., Berlin, N.M.
WDKC	WIDO Landsman-Webster Communications of North Carolina Inc., Dunn, N.C.
WINJ	WMGL Pulaski Broadcasting Inc., Pulaski, Tenn.
KTLC	KTYE Tye Broadcasting Inc., Tye, Tex.
KEYF	KEYJ Delta Radio Inc., Cheney, Wash.
WVRQ-FM	WGMB Robinson Corp., Viroqua, Wis.
Existing TV	
KZZS-TV	KSKN 22 Spokane, Spokane, Wash.

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New Florida Coastal AM stereo powerhouse seeks entire sales force. Get in on the ground floor. Air date is February. Send complete information now to Jerry Collins, c/o WDCQ, 1227 Del Prado Blvd., Cape Coral, FL 33904.

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PD for MOYL 5,000 watt daytimer in beautiful Berkshire Hills of Massachusetts. Must be familiar with all aspects of programming and commercial productions. Air shift. Send salary requirements, cassette, and resume to WUHN, P.O. Box 1265, Pittsfield, MA 01202. EOE/MF.

HELP WANTED NEWS

News is an essential element of programming that brings success in attractive small community near Ft. Worth. Position available for broadcast journalist to lead news/sports coverage. Duties include assignments, writing, air delivery, and public issues programming. Requires genuine respect and appreciation for small community. Send resume and tape to Mark Riley, Operations manager, KZEE, Box 219, Weatherford, TX 76086. We are equal opportunity employer and especially invite applications from women and minorities.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

#1 country station in Anderson/Muncie, Indiana, seeks program director. Strong voice, production, and morning air shift. Good income, personal appearance fee. Strong in people management. Send tape and resume to: Jim Mougeotte, WAXT, Box "D", Alexandria, IA 46001.

KQZY 105 FM, a Group W station in Dallas, seeks a qualified individual for operations manager. Individual should be experienced program director with a thorough knowledge of music. Creative energy and motivation skills a must. Send resume and salary history to: Ted Jordan, VP & GM, KQZY, 400 S. Houston St., Dallas, TX 75243. An equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Radio professional with 25 excellent years of major and medium market; on-air, programming, sales and upper level management experience, seeks new challenge as medium market group programmer or general managership in "deep south". 18 of my 25 years includes major markets. A perfect situation awaits! Perhaps you have it for me? Am gainfully employed at present. Look forward to responding to all who inquire. Just "testing the waters". Box X-59.

General manager. Currently employed sales-oriented general manager available. Now managing full-time country AM and a daytime urban contemporary AM NBC affiliate. Both in multi-station top 100 markets in the South. Both stations were in distressed financial condition prior to my tenure as manager. Need guaranteed salary, commission and progress over-ride on improvements. Call Don. 813-627-3547.

SITUATIONS WANTED ANNOUNCERS

Helicopter pilot, 3 years' ENG and on-air radio experience. Resume and references on request. Preston Ewen, P.O. Box 285, Rochester, IN 46975, 219-223-5759.

SITUATIONS WANTED TECHNICAL

AM/FM chief engineer. Experienced in all phases maintenance and construction. Seeks stable operation. Box X-60.

SITUATIONS WANTED NEWS

Radio newsmen with 7 years experience, the last 2 in newspapers. Looking for radio news spot. Call Greg, 717-828-7187.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Promotions director with 9 years success in contests, special events and sweepstakes. Highly creative. Seeking similar position in medium market. Dave Mann, 213-397-6415.

TELEVISION

HELP WANTED MANAGEMENT

Operations manager. Hands on production and station operations experience a must. Medium market affiliate. Resume to Box X-75. EOE.

Sales manager. Local's the key. If you've had outstanding success, send resume/performance history to Box X-76. Medium market affiliate. EOE.

Art director. South East Florida affiliate has opening for an Art Director. This position is responsible for the production design of all station related graphics and creative. This includes on-air, news graphics, special projects and ADDA slides. Applicant must have three years television experience. Send resume and salary requirements to: Box X-91. EOE.

Christian broadcaster planning full power television station. Seeking take charge manager with "hands on" studio/transmitter construction experience. Box X-67.

Manager of Cable Programming, Montgomery County, MD, Government. Coordinates and produces video programs for cable channel 30, a local government access channel. Requires a broad range of video production experience and management ability. Please call Employment division, 301-251-2252, for special application which must be submitted by January 24, 1986. Salary: \$27,145 to \$34,276, depending on experience.

HELP WANTED SALES

Traffic assistant needed for new Spanish language TV station in Los Angeles. Will enter facilities and do tape inventory. Data entry experience helpful. Benefits. Call Joe Castro at 818-502-5795. EOE.

Account executive: Group owned ABC affiliate in Sacramento, CA is looking for a local salesperson with 1-3 years of either rep or local experience. Opportunity to grow with aggressive sales organization in the 7th fastest growing city in the US. Contact Steve Morris, KOVR-TV, 1216 Arden Way, Sacramento, CA 95815. 916-927-1313.

Aggressive cable advertising AE wanted to sell in Monterey/Salinas market for "state-of-the-art" cable system. Prior cable ad sales experience is a plus. Rush resume to MPTV Cable, P.O. Box 862, Monterey, CA 93940.

HELP WANTED TECHNICAL

Maintenance engineer. Maintenance engineer for VHF network affiliate in Virginia. Experience necessary in studio and ENG equipment, including Sony U-Matic and cameras, RCA Quads, TK-47, Ampex 1" C VTRs, Grass switcher. Transmitter experience helpful. FCC first or general or SBE certification required. Send resume to Ted Hand, Assistant Chief Engineer, WAVY-TV, 801 Wavy St., Portsmouth, VA 23704. No beginners and no phone calls. We are an affirmative action, equal opportunity employer. M/F.

TV maintenance technician. Immediate opening for individual with exp. in repair of Sony 3/4" VCR's and editing equipment. Min. requirements: H.S. degree, formal training in maintenance of electronic equipment, gen class FCC radio license, 2 years exp. in electronic maintenance. Send resume to: Eng. Mgr., WJWJ-TV, P.O. Box 1165, Beaufort, SC 29901, or call 803-524-0808 11 AM - 6 PM. Salary \$17,641. WJWJ-TV is part of SC ETV Network, EEO employer

Maintenance engineer for KTVK-TV. Requires two years' maintenance experience on state-of-the-art production equipment. Send resume or call Bill Lawrence, Box 5068, Phoenix, AZ 85010, 602-263-3356.

Wanted: Major market Tv broadcast maintenance engineer, minimum 5 years hands-on-experience to repair studio, transmitter, control room equipment. Northeast Ohio location. Replies to Box X-90.

Maintenance engineer: Experience a must—background to include 2" Quad, TCR 100, 3/4"—Xmtr experience a plus—Digital Video experience a plus—Excellent salary and benefits—EOE—Call Ken Swisher, KODE-TV, 417-623-7260, a Gilmore Group Broadcast Facility.

Master control operator wanted for UHF CBS affiliate. Must have 1 or 2 years master control operations experience. Good opportunity for someone in small market to move up. Send resume with salary requirements to: Mark Finch, Operations Supervisor, WIFR-TV, P.O. Box 123, Rockford, IL 61105. EOE.

Assistant engineering manager for group owned major market VHF network affiliate in sunbelt. Former group is one of the largest in the industry and offers a very competitive compensation and benefit package as well as good advancement opportunities. If you are highly motivated, management oriented, have demonstrated technical and people skills, preferably with supervisory experience, we invite your resume. Box X-84. EOE

Uplink engineer with experience in satellite/microwave is needed to maintain and operate transportable Ku-band uplink. ENG and maintenance background helpful. Send resume and salary requirements to Box X-92

Maintenance engineer for VHF NBC affiliate. No beginners. Must be experienced and now working as a television broadcast maintenance engineer. Contact Ken Renfrow, Chief Engineer, KOAA-TV, 2200 7th Ave., Pueblo, CO 81003, 303-544-5781.

Chief radio-television engineer sought Arkansas State University Radio-Television Department to succeed long-time chief who is retiring. Department operates 100,000 watt, full service FM station (KASU), three fully-equipped radio labs, TV production facilities, professionally equipped including Philips LDK-25B's and RCA TK-630 cameras, quad and 3/4-inch recording equipment and Sony ENG and editing facilities, all housed in three-year-old building. Chief Radio-TV Engineer reports to Department Chairman (Director of Broadcasting) and supervises three other full-time engineers. Ability to work smoothly with others, including students/faculty, a must. Chief is responsible for insuring proper technical operation and maintenance of above facilities as well as appropriate and reliable technical support for academic classes in radio-TV and other departmental assignments including commercial-type production assignments and Indian Sports Network. First or General Class license required as is bachelor's degree in an appropriate field and some prior experience as broadcast engineer or technical. Significant experience in the field may be considered in lieu of bachelor's degree. Salary negotiable. Position available July 1, 1986. Send resumes to Chairman, Department of Radio-TV, Box 2160, State University (Jonesboro), Arkansas 72467. Arkansas State University is an equal-employment, affirmative action employer.

HELP WANTED NEWS

New TV station building a news department from anchors up. If you're talented, energetic, dedicated and want to work hard in reporting, sports, weather or ENG, contact: Paul Thompson, News Director, KCPM-TV, 180 E. 4th St., Chico, CA 95926.

Small market station in Pacific Northwest starting up a news operation. Seeking news, weather, sports anchors. Reporters. Videographers. Talent & desire most important. Send non-returnable tapes/resumes to: KECH-TV, Indian School Rd., NE, Salem, OR 97305.

TV news anchor. Experienced, mature person to anchor 6 & 11 weekdays at CBS Sunbelt station. Resume-tape to WNCT-TV, Attention Roy Hardee, News Director, Box 898, Greenville, NC 27834. All applications confidential. EOE.

Bureau chief Saipan. Need experienced reporter ready to take over operation in developing island commonwealth. Responsible for producing/anchoring nightly newscast plus daily feed to main studio. John Morvant, News Director, Guam Cable TV, 671-477-9484.

News Director. Totally experienced, now directing successful department, for medium market affiliate. Resume to Box X-77. EOE.

News producer. Two years experience and strong writing background required. Send tape and resume to News Director, WJRT, 2302 Lapeer Rd., Flint, MI 48502.

News director. Dominant #1 TV station in sunny South Texas has immediate opening for top notch news director. Minimum previous experience of three years as news director is required. Escape the cold—come to the sparkling city by the sea. Send resume to Billy Brotherton, KIII-TV, P.O. box 6669, Corpus Christi, TX 78411, or call 512-854-4733. EOE.

Assignment editor. Dominant medium market group owned affiliate needs aggressive, imaginative assignment editor. Must work well with staff, yet maintain control desk. Need someone who can think ahead, develop unique story ideas, and have ideas on even the driest news days. Great pay and benefits, in a fun place to work. Box X-87.

Meteorologist needed: Top ranked CBS affiliate in top 60, southeast market, wants weather professional to compliment winning team. Colorgraphics, radar, and all the tools available. Minorities encouraged to apply. Send tape and reply to Box X-81. MF, EOE.

Assignment editor. Solid news judgement, good people manager and motivator. Minimum two years experience. Resume and references to Steve O'Brien, Assistant ND, WEVU-TV, P.O. box 06260, Ft. Myers, FL 33906. EOE.

Anchor: need strong, aggressive news personality for the weekend. No beginners. Minimum three years anchoring. Tapes and resumes only to: Newscenter, KSEE-TV, P.O. Box 24000, Fresno, CA 93721. EOE/MF.

Evening anchor sought for an aggressive small market news department to compliment established male anchor. No phone calls. No beginners. Tape, resume and salary requirements to ND, WVIR-TV, Box 769, Charlottesville, VA 22902. EOE.

Primo People needs investigative reporters—tough, incisive—NOW!! Send tape and resume to: Steve Porcelli or Jackie Roe, Box 116, Old Greenwich, CT 06870, 203-637-3653.

Reporter, photographer, video coordinator. WRCB-TV in Chattanooga has three openings in its news department for talented professionals. Candidates for the reporter and photographer positions need to have at least one year of experience at a competitive commercial television station. Candidates for video coordinator should have an interest in moving up to newscast production. No phone calls. Send tapes and resumes to Lee Meredith, News Director, WRCB-TV, 900 Whitehall Rd., Chattanooga, TN 37405. An equal opportunity employer.

CBS affiliate hiring three reporters, including reporter/associate producer. Experience preferred. A New York Times Company, EOE. Tapes and resumes to News Director, KFSM-TV, P.O. Box 369, Fort Smith, AR 72902.

Weather people: Agent has full and part-time positions for experienced and entry-level talent. Resume, tape, salary history to: Jeff Wimmer, P.O. Box 1122, Flushing, NY 11354.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Top rated, non-union, group-owned station in Sunbelt is seeking experienced production manager to develop and challenge crack staff. Priorities are news and station operations. Must have directing background. Box X-55.

Director to director local newscasts. Applicants should be experienced in directing news; Grass Valley 300 experience preferred. Station is ABC affiliate; offers good salary and benefits. Send resume and salary history to: Steve Headrick, WTVC-TV, Box 1150, Chattanooga, TN 37401.

Promotional writer/editor wanted for movie oriented station. Hands-on editing experience a must, preferably on 1" equipment. We offer a position with creative flexibility and opportunity for growth. If you have solid writing skills, a fresh creative approach and possess promotional experience other than new, send tape and resume to Stan Wasilik, Sr. Promotions Producer, TV-29, 4119 W. Blue Heron Blvd., West Palm Beach, FL 33404.

Production supervisor for commercial Cable TV station in Pacific Northwest, to supervise all video personnel and activity. \$1800-2100.00 per month. Send resume to Box X-95.

TV director: Creative and experienced production director needed for remote shoots, commercial post production, some live newscasts and public affairs programs. Experience with 1" and 3/4" tape, field cameras and recorders, studio and remote lighting, a good working attitude, and ability to work with clients and agencies are a must. Individual will be part of our growing company at the number 1 station in the market. Send resume and salary requirements to Daniel Foyt, Production Manager, P.O. Drawer B, Midland TX 79711.

Corporate video/producer Brockway Broadcasting, Long Island's leading broadcast and industrial producer (Fortune 500 clients, series currently airing on ABC-TV O&O's) is expanding its corporate videotape division and needs a talented self-starter to produce corporate videotapes. The right person has experience in all aspects of corporate videotape production and will be responsible for location scouting, client liaison, and supervision of post-production. Please send resume and demo reel. No telephone calls, please. Salary will be commensurate with experience, an outstanding benefit package including medical and dental. Brockway Broadcasting Corporation, 40 New York Ave., Huntington, NY 11743. An equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Here's an offer you shouldn't refuse... I will either lease your TV station or run it for you on a percentage. Have complete staff and programming of my own, plus successful track record. Either way you win. Call Herb Rossin, 609-983-0967.

GM Indy turnaround specialist. If your station can be fixed, I can do it, if not I'll tell you, just completed very successful turn around, looking for new challenge. Not cheap, but very effective. Leave message for Tom Boiler at Century City Plaza desk during INTV for meeting or Box X-94.

SITUATIONS WANTED NEWS

Ambitious talent relinquishes sales "job" for broadcasting "career". Wants shot at small market anchor/reporter slot, preferably sports. Will relocate. Call Tony at 215-357-0984 after 4 PM.

Network producer/off-air reporter w/7yrs network news experience w/prime time show looking to make switch to on-air reporter. Tape/resume and references upon request. Box V-95.

Top network EJ & EFP crews available. BETA CAM, 1", & 3/4" equipment packages. Best equipment. Excellent rates. 312-442-5719.

Start 1986 off right. Hire a seasoned professional to manage your news department. Award winning news director seeks new challenge. Small, medium and large market experience. Strong management skills. Outstanding news judgement. 901-377-8676.

Meteorologist: BS degree. CT native, vast experience in radio/TV/consulting. Excellent forecasting skills, small/medium market. News demo available. Matt, 203-869-3877, evenings.

News director: small/medium overseas market seeking long-term position in small/medium state-side market. Excellent references, easy relocation. Box X-93.

SITUATIONS WANTED PROGRAMMING

Need an art director? The Broadcast Designers' Association employment service can send you, at no charge, members' resumes—some of the most experienced, talented designers in the business. If you need an Art Director, Graphic Designer and/or Video Designer, call the BDA office at 415-788-2324.

ALLIED FIELDS

HELP WANTED INSTRUCTION

FCC license preparation seminars in January Washington, Philadelphia, Detroit, Boston. Bob Johnson Telecommunications 1201 North, Manhattan Beach, CA 90266. 213-379-4461.

The University of Georgia school of Journalism & Mass Communication seeks an associate professor to teach broadcast news and print media writing courses, beginning Fall, 1986. One-half of teaching in broadcast news courses and one-half in public affairs reporting or other writing courses. Significant professional broadcast news and print media experience required. Applicant should be an experienced college teacher. Salary competitive for rank and experience. Ph. D. preferred. Research interests of applicant will be encouraged. Broadcast news is jointly administered by news-editorial and radio-TV-film sequences. Applications go to Dr. Warren Agee, Search Committee, School of Journalism & Mass Communication, University of Georgia, Athens, GA 30602. Application deadline: Jan. 31, 1986. An equal opportunity/affirmative action employer.

Television production instructor for faculty position, beginning August, 1986 to teach two sections of Basic Television Production, and supervise laboratories. Master's degree and demonstrated teaching effectiveness required; professional experience a plus. Send application letter, vita/resume, and names of three references to Office of Academic Affairs, Western Kentucky University, Bowling Green, KY 42101. Review of applications begins February 17, 1986 and will continue until position is filled. An affirmative action, equal opportunity employer.

HELP WANTED PRODUCTION

CMX editor: Leading Southwest Post Production facility is seeking highly experienced editor. Must have a minimum of 3 years editing and ADO experience. We are looking for someone who wants to work and develop a strong client following. Send resume and tape to General Manager, P.O. Box 160323, Irving, TX 75016.

PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303—795-3288.

For sale—MDS transmission time. Single channel MDS stations in San Antonio, Killeen, Victoria, Texas. Any time slot available for video and/or data programs. For info call Judi at 512—223-6383.

New radio formats for sale: ROOTS of ROCK and PURE COUNTRY. American music formats, 15205 W. Lynwood, New Berlin, WI 53151.

CONSULTANTS

TV news tips. Reporters/anchors land job in larger market. Veteran provides complete analysis of video tapes. Write: TVM, 841 Kenneth St., St. Paul, MN 55116.

MISCELLANEOUS

West Coast TV Newsletter, California, Washington, Oregon job listings, articles. \$35 annually. Write the West Coast Edition, 1044 Portola, Monterey, CA 93940.

Info-packed cassette tells how to break into radio-TV voice-over business. \$9.95 to: Voiceworks, Box 17115, Greenville, SC 29606.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723-3331.

Instant cash—highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 404—324-1271.

Wanted: Used 50kw AM transmitters that have been well maintained, with good maintenance records and documentations. Must also use current tube type—no junk. Call/write Watt Hairston, Sudbrink Broadcasting, 14 Music Circle East, Nashville, TN 37203, Tel. 615—748-8150.

Wanted: used VHS 1" and 2" videotapes. Cash paid for all lengths. No defectives. Also buying 2" Quad and 1" C-type. Call Andy Carpel, 301—845-8888.

FOR SALE EQUIPMENT

AM and FM transmitters—used. excellent condition. Guaranteed. Financing available. Transcom, 215—379-6585.

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 404—324-1271.

RCA 30kw UHF transmitter. Immediate delivery, good condition. Quality Media 404—324-1271.

RCA TCR-100 2" video cart. Pinzone diagnostics, carts, spare parts, excellent condition. \$25,000. Quality Media 404—324-1271.

Transmission line, 6 1/8" EIA. Rebuilt line. New inner conductors. \$750 per section. Quality Media 404—324-1271.

Videomedia 1" VTR editor model Z-6000. New. Half price. Bill Kitchen, Quality Media, 404—324-1271.

20kw-10kw-2.5kw FM's: 1982 CSI T20-F w/exciter and stereo, on-air; RCA BTF 10E-1 w/BTE 15A, exc. cond.; Collins 831-D1 w/310-Z1, stereo, on air, exc. cond. Call Transcom Corp. 215—379-6585.

5kw & 1kw AMs: Gates BC5-P2, mint cond., on air; Collins 820-D1 & 20V2. RCA BTA-1L. All in excellent condition. Call Transcom Corp. 215—379-6585.

30KW FM BE FM-30 exciter, on-air, avail. early 1986, mint cond. Also CSI T-20-F (1982) on air avail. 60 days, exc. cond. Call Transcom Corp., 215—379-6585.

RCA TCR-100, approximately \$5,000 in spare parts, 1,500 RCA 2" carts. Price \$20,000. FOB Lafayette, LA. Contact Thomas G. Pears or Dave Herbert, KLFY-TV, P.O. Box 90665, Lafayette, LA 70509. Telephone 318—981-4823.

Refurbished 8 3/16", 75 ohm transmission line, 19 1/2 foot sections, call 1-800-874-5449 outside Florida, or 1-800-282-6214 inside Florida.

Used broadcast TV equipment. Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213—641-2042.

Blank tape, half price! Perfect for editing, dubbing or studio recording, commercials, resumess, student projects, training, copying, etc. ELCON evaluated 3/4" videocassettes guaranteed broadcast quality. To order, call Carpel Video, Inc., 301—845-8888, or toll free 800—238-4300.

Anchor, reporters, meteorologists. Send for directory of News Directors in every US market. Includes names, addresses, phone numbers. Indispensible for job hunting. \$10.00 to JD Associates, Box 3654, Richmond, VA 23235.

Automation system: ESP-1 includes programmer, time announcer, logging package, reel to reels, carts, carousels. Available separately. WMMQ, 517—372-3333.

Telecine; all refurbished. Eastman CT 500 \$5,500.00. Eastman 285 \$4,495.00 Phillips FP16TV \$4,995.00. Eastman Pneumatic multiplexer, good used \$2,995.00. RCA TP-7B slide projector, \$4,995.00. RCA TK-27 camera, as is \$2,500.00. GE 240 camera, as is \$1,500.00. RCA FR-35B like new \$15,000.00. RCA FP-35 studio telecine \$11,000. B&H 561 opt/mag 16mm portable telecine, new \$2,500.00 JAN telecine 16mm opt/mag, new \$5,330.00. We take trades. International Cinema Equipment Co. 6750 NE 4th Couyt, Miami, FL 33138, 305—756-0699.

RADIO

Help Wanted Sales

REGIONAL AFFILIATE MANAGER

Due to rapid growth and expansion, Satellite Music Network is seeking additional sales personnel to call on America's top station owners and managers. If you have first hand experience at the station level, want to be a part of the exciting future of radio, and are willing to travel—this is an outstanding career opportunity for you. We pay a good draw against commission, giving you unlimited financial opportunities. Call 800—527-4892 for details from Charlie Strickland or Bob Bruton.

Help Wanted News

WRC WASHINGTON NEWS POSITIONS AVAILABLE

Seasoned journalists invited to apply for two positions. **Morning Co-anchor.** All news background preferred. An experienced **Reporter** to write morning news and cover local stories. Tape and resume to Rita Foley, News Director, WRC Radio, 8121 Georgia, Ave., Silver Spring, MD 20910.



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Situations Wanted News

24 CARAT LIFESTYLE NEWSWOMAN

Conversational delivery, exceptional feature/hard news/short-form writing and production.

Warm, sparkling, mature—dynamic network airstyle, highly-regarded team player loves production, outrageous bits, bad puns, zoo atmosphere.

Heavy experience, major references.

Reply Box V-129.

TELEVISION

Help Wanted Sales

TV SALES

Experienced local account executive for medium market NBC affiliate in northern California. Must be aggressive, resourceful, and knowledgeable of ARD, NSI, and TvB. Write: GM, Box X-98. EOE/MF

Help Wanted Technical

SATELLITE OPERATIONS

Private Satellite Network, Inc has an immediate opportunity in its Network Control Center for a SENIOR OPERATOR. Must have significant hands-on experience in satellite video uplink operations, test & measurement (including spectrum analyzer, Tektronix Answer system, waveform, vectorscope, etc.), signal encryption (Oak Orion & S/A B-MAC), signal processing & switching. FCC General-class license & SBE certification desirable. Master control operation, systems construction & documentation, terrestrial MW, and IBM-PC background a plus. Resume & salary history to:

Director of Network Operations
PRIVATE SATELLITE NETWORK, INC.
215 Lexington Avenue, 9th floor
New York, NY 10016
NO PHONE CALLS, PLEASE

TV BROADCAST ENGINEER

Person needed with good engineering mind to fill permanent full time position as remote, post production engineer. Hands on editing-machine to machine. Will work for advertising agency's production company. Some maintenance knowledge required. (This is not a training position.) Send resume to:

ALA-Productions
8833 Sunset Blvd. #301
Los Angeles, CA 90069
Equal Opportunity Employer M/F/H

Help Wanted Programing, Production, Others

SPECIAL PROJECTS PRODUCER

Group W station in Baltimore is seeking a creative, hardworking, Producer for its Programming Department. Person will primarily produce segments for Evening Magazine with additional responsibilities for long term special projects. Minimum 3 years field producing experience required. Documentary/special experience helpful. Send tape and resume to: WJZ-TV, P.O. Box 4861, Baltimore, MD 21211. Equal Opportunity Employer.

Expanding video production facility in need of additional personnel. We are located just minutes from downtown Washington, DC in Alexandria, VA.

SENIOR VIDEO TAPE EDITOR

5 years experience required with emphasis on Paltex Vanguard computer editor, Ampex ADO, Dubner graphics generator, and Grass Valley 300-3B switcher.

Send resume/salary requirements, to Bob Lambert, Director of Engineering, Atlantic Video, 150 South Gordon St., Alexandria, VA 22304.

Situations Wanted Management

EXPERIENCED, SUCCESSFUL STATION MGR/GROUP OP'S MGR.

Aggressive, Young, Good track record, Leader. Looking for growth opportunity in Texas or Southwest. If you're an owner/operator who appreciates hard work, good people and results: and if you're looking at a change, I would appreciate hearing from you! (Ready for interviews now; looking for 1st quarter move.) Box V-107

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Miscellaneous

TECHNOLOGY AND SCIENCE JOURNALISTS

Vannevar Bush Fellowships
at the Massachusetts
Institute of Technology
1986-87 Academic Year

OPEN to writers and broadcasters, staff and freelance, with at least 3 years' experience in reporting technology, medicine and science to the public.

STARTING 1 September 1986, the fourth group of about 8 Bush Fellows will begin 9-month residential fellowships at MIT

STIPEND: \$18,000 plus \$2,000 relocation allowance, with fee in lieu of tuition paid by program.

DEADLINE for applications accompanied by samples of professional work (tapes and clippings) and essays about career and main goals for study: 1 March 1986.

PROGRAM includes twice-weekly seminar, auditing of courses, individual research.

AIMS include increasing journalists acquaintance with sources, technical background, and policy issues in such fields as basic science, advanced engineering, energy, environment, weaponry, biotechnology and computers.

ADDRESS for application forms: Vannevar Bush Fellowship Program, E40-373, MIT, Cambridge, MA 02139. Telephone: 617-253-3442. Directed by Victor K. McElheny, technology reporter, NY Times 1973-78.

MIT is an Equal Opportunity
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Consultants

ATTN GMS, NEWS DIRECTORS!

Especially small, medium markets. O.T.O. Consultants look at your news, operations, sales, or total station. Complete evaluations, recommendations. Written, oral reports, plus workshops available by experienced pros! And, no long-term contracts! Very reasonable rates!

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Criteria Capital is a company formed to provide financing for Radio start-ups. Our particular interest is in situations where experienced broadcasters are competing for new licenses and with financial backing could buy-out competing applicants.

Contact David Hawkins at 803-723-5359 or send information in confidence to 5 Cordes St., Charleston, SC 29401. Criteria Capital is the Investment Division of Pritchard & Co., Inc.

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Bob Marshall, President

This AM was recently granted fulltime status and enjoys excellent ratings in a small southeastern market. Reasonably priced at \$250,000 with terms available.

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WEST VIRGINIA FM

Class A FM located in single station market. Asking price of \$400,000 CASH equals slightly less than 1.7 times 1985 gross. Box X-97.

- Class C plus powerful fulltimer. Southern city. \$2.8 million.
 - SC coastal FM. \$500,000 terms.
 - Several UHF TVs and TV CPs plus 2 LP TVs
- Business Broker Associates**
615-756-7635, 24 hours

"TWENTY YEARS OF EXPERIENCE GOES INTO EVERY SALE"

H.B. La Rue, Media Broker

Radio TV CATV Appraisals

West Coast

44 Montgomery St. #500
San Francisco, CA 94104
415 434-1750

East Coast

500 East 77th St. #1909
New York, N.Y. 10021
212 288-0737

Atlanta

6201 Powers Ferry Rd., #455
Atlanta, GA 30339
404 956-0673 Hal Gore, V.P.

CLASS "A" FM

in midwest market of only 5 radio stations. Metro population 143,000. 150K Down; 750K total price. FOR SALE BY OWNER/Box X-79

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.

Location	Size	Type	Price	Terms	Contact	Phone
NW	Maj	AM/FM	\$3350K	Cash	Greg Merrill	(801) 753-8090
MW	Met	FM	\$2500K	Cash	Bill Lochman	(816) 941-3733
AR	Met	FM	\$2500K	\$350K	Bill Whitley	(214) 680-2807
TX	Met	FM	\$1625K	\$175K	Bill Whitley	(214) 680-2807
WY	Met	AM/FM	\$1200K	\$175K	David LaFrance	(303) 234-0405
FL	Sm	FM	\$900K	Terms	Randy Jeffery	(305) 295-2572
NW	Maj	AM	\$750K	Cash	Peter Stromquist	(816) 366-2554
CA	Sm	FM	\$675K	\$200K	Elliot Evers	(415) 495-3516
AL	Sm	AM/FM	\$650K	\$150K	Ernie Pearce	(404) 458-9226
NC	Sm	AM	\$360K	\$90K	Mitt Younts	(202) 822-8913

For information on these properties, please contact the Associate shown. For information on other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.



ATTENTION: EARLY DEADLINE NOTICE

Due to holiday, Monday, January 20, the deadline for classified advertising for the January 27 issue will be Noon, EST, Friday, January 17.

Fates & Fortunes

Media

Richard Rambaldo, general manager, WUHF-TV Rochester, N.Y., elected to additional post of vice president.

Cliff Brown, general manager, WDAM-TV Hattiesburg, Miss., named VP and general manager.

Dennis Dougherty, VP, general manager, WXTU(FM) Philadelphia, joins WREY(AM)-WMVB-FM Millville, N.J., as VP, managing partner.

Michael (Dusty) Black, general sales manager, KMEZ(AM) Dallas, joins KKNG(FM) Oklahoma City as VP and general manager.

Tom Lawrence, general sales manager, WBAK-TV Terre Haute, Ind., assumes additional duties as general manager.

Walt Davis, from KJEO(TV) Fresno, Calif., joins KVEO(TV) Brownsville, Tex., as general manager.

Lisa Revare, VP, operations manager, KZKC-TV Kansas City, Mo., named VP, program and operations director.

Hugh Robinson, from WFTS(TV) Tampa-St. Petersburg, Fla., joins WFTX(TV) Cape Coral, Fla., as station manager.

John Bullington, program manager, noncommercial WNSC-TV Rock Hill, S.C., named station manager.

Ken Tonning, general sales manager, KUSA-TV Denver, named station manager.

Brooke Spector, station manager, Cox-owned WSB-TV Atlanta, joins co-owned KTVU(TV) San Francisco as station manager.

Joe Chontos, air personality, WONW(AM) Defiance, Ohio, named operations director.

Bruce McKinnon, operations manager, Cox Cable's Oklahoma City system, joins Warner Amex as general manager of its suburban Boston cable system.

Nancy Myers, director of marketing and programming, United Cable Television of Scottsdale (Ariz.), named system manager.

John Gault, president, Manhattan division, American Television & Communications, New York, named corporate executive VP.

Robert Hamby Jr., controller and VP, Multimedia, Greenville, S.C., named VP, finance.

R. Steven Vetter, director, finance and planning, Compute Publications, Greensboro, N.C., joins ABC Consumer Magazines, New York, as VP, finance.

Joan Tollman Chase, business manager, WIS-TV Columbia, S.C., joins WXIA-TV Atlanta as director of systems and finance.

Joye Vickery, sales manager, Warner Amex, Dallas, joins Heritage Cablevision there as director of sales and multiunit dwelling development. **Al Johnson**, telemarketing supervisor, Warner Amex, Dallas, joins Heritage

as sales manager, direct sales and telecommunications.

Kenneth Durham, VP, controller, Durham Life Broadcasting, Raleigh, N.C., named senior VP, controller.

Pamela Miley, Gerstung and Data Entry Services, Baltimore, joins WCAO(AM)-WXYV(FM) Baltimore as business manager.

Suzanne Berger, manager of sales strategy and planning, Viacom Cablevision of Long Island, N.Y., named manager of new business development.

Marketing

Jack Mariucci, senior VP and creative director, Doyle Dane Bernbach, New York, named executive VP and elected to board of direc-



Mariucci



Victor

tors. **Richard Victor**, senior VP, administration and acquisitions, Doyle Dane Bernbach, New York, named general manager, domestic subsidiaries.

Todd Abrams, VP, group supervisor, D'Arcy Masius Benton & Bowles, St. Louis, named senior VP, account group director.

Julia Giancristoforo, account supervisor, and **Richard Smith**, associate creative director, Smith Burke & Azzam, Baltimore, named VP's.

Fred Reffsin, account executive, Waring & LaRosa, New York, joins Foote, Cone & Belding there as account director.

Bertram Zeldin, VP, negotiations, NBC Sports, New York, named VP, Olympic sales, NBC-TV.

Paul Green, account executive, Entertainment and Sports Programming Network, Bristol, Conn., joins Ten Media, newly formed affiliate of The Entertainment Network, to sell national advertising in TEN's programming, as VP. He is based in New York.

Senior staff members named VP's, Media Basics, New York media buying company: **William Christensen**, **Jill Cohen**, and **Shella Hamowy**.

Appointments, Hillier, Newmark, Wechsler & Howard: **Josh Nash**, national and local sales manager, WKHQ(FM) Charlevoix, Mich., to account executive, Detroit; **Beverly Shelby**, from KYUU(FM) San Francisco, to regional manager there; **Tracey Zucker**, sales assistant,

Los Angeles, to account executive, and **Megan Kassube**, from Blair/RAR, Los Angeles, to sales assistant there.

Dennis Coyle, account supervisor, Levine, Huntley, Schmidt & Beaver Advertising, New York, joins Gillespie Advertising, Princeton, N.J., in same capacity.

Sara Lippincott, media research analyst, Ketchum Advertising, Philadelphia, joins Kalish & Rice there as media buyer.

Laura Feist, media director, Tavernier, Perez, Molsick & Associates, Tampa, Fla., joins Ensslin & Hall Advertising there as media planner-buyer.

Parker Stoner, media research analyst, Fletcher/Mayo/Associates, St. Joseph, Mo., named media research director.

Timothy Halpin, copywriter, Campbell-Ewald, Detroit, joins Gardner Advertising, St. Louis, as copywriter.

Mimi Brown, account executive, Barkley & Evergreen, Shawnee Mission, Kan., named account supervisor.

Thomas Guber, marketing director, Hospitality Marketing, Morristown, N.J., joins Venet Advertising, Union, N.J., as account executive.

Greg Bendin, sales manager, WKYC-TV Cleveland, named sales director.

Jack Johnson, sales manager, WLS-AM-FM Chicago, named general sales manager.

Bruce Krawetz, account executive, WLS-AM-FM, succeeds Johnson.

Fred Schmidt, sales manager, KOB-FM Farmington, N.M., joins WNTZ-TV Natchez, Miss., as general sales manager.

Ken Walter, account executive, WBFF-TV Baltimore, named sales manager.

Tom Bigelow, freelance writer and editor, joins noncommercial WEVO(FM) Concord, N.H., as marketing coordinator.

Appointments, WCAO(AM)-WXYV(FM) Baltimore: **Julia Martin**, account executive, WPGC-AM-FM Morningside, Md., to retail sales manager; **Richard Mack Jr.**, account executive, to local sales manager; **Amy D'Amario**, from noncommercial WCVT(FM) Towson, Md., to co-op specialist-account executive; **Robert Deutsch**, account executive, WAVA(FM) Washington, and **Larry Sherman**, account executive, WMZQ-AM-FM Washington, to account executives.

Nick Nicholson, account executive, WFAA-TV Dallas, joins KOTV(TV) Tulsa, Okla., as local sales manager.

Mary Ann Skinner, account executive, KOTV(TV) Tulsa, Okla., named regional sales manager.

Brooks Hogg, regional-national sales manager, KTVV(TV) Austin, Tex., named local sales manager. **Monika Woos**, from Harte-Hanks Direct Marketing, Austin, joins KTVV

as local account executive.

Carolyn Gunter, local sales manager and national sales manager, KTVI(TV) St. Louis, joins KPLR-TV there as regional sales manager. **Tina Callaghan**, account executive, KSDK-TV St. Louis, joins KPLR-TV as account executive.

Jim Infantine, account executive, KSON-AM-FM San Diego, named local sales manager.

Fritz Stahmer, local sales manager, KRXY-AM-FM Denver, named national sales manager.

George Giatzis, from WTPP(AM) Natick, Mass., joins WSRO(AM) Marlboro, Mass., as account executive.

John Misner, national sales manager, KJEO(TV) Fresno, Calif., joins KSTP-TV Minneapolis-St. Paul as member of sales team.

Charlie Holmes, general sales manager, WCVX(TV) Vineyard Haven, Mass., joins WLVI-TV Boston as account executive.

Named account executives, WLUK-TV Green Bay, Wis.: **Mark Royal**, from WDUZ-FM Green Bay; **Lon Rudolph**, from Xerox Co., Toledo, Ohio, and **Dennis Van De Yacht**, from WGEE(AM) Green Bay.

Named account executives, WATL-TV Atlanta: **Jeanette LeCroy**, from Katz Communications, Atlanta; **Bruce Fauser**, from Petry Television, New York; **Earl Jones**, from Xerox, Atlanta, and **John Makla**, from WCTV(TV) Tallahassee, Fla.

Peggy McCormick, from KMMM(AM) Austin, Tex., joins KHFI-FM there as account executive.

Appointments, Barkley & Evergreen, Shawnee Mission, Kan.: **Steven Fox**, account executive, to account supervisor; **Thomas Wealand**, from Karsh & Hagen Advertising, Denver, to account supervisor, and **Tracey Roberts**, account coordinator, to account executive.

Mitch Truemner, from WTRX(AM) Flint, Mich., joins WNEM-TV Saginaw, Mich., as account executive.

Doreen Cappelli, from Christal Radio, and **Jeanne Leibfried**, from Katz Radio, join WINS(AM) New York as account executives.

Programing

Judith Jenkins, director, daytime casting, CBS Entertainment, New York, named associate director, daytime programs.

Richard Albarino, VP, development, drama, Showtime/The Movie Channel, joins Viacom Productions, Los Angeles, as VP, comedy.

Robert McCullough, staff producer, Aaron Spelling Productions, Los Angeles, joins NBC Productions there as executive producer.

Dan Willis, assistant to director of contract administration, Worldvision Enterprises, New York, named VP, international sales administration.

Candace Farrell, VP, marketing, ABC Motion Pictures, Los Angeles, named vice president, marketing, ABC Entertainment.

Edward Drake, VP, Satellite Syndicated Systems, Tulsa, Okla., named senior VP and



In a good cause. CBS Entertainment President B. Donald Grant (r) was roasted Dec. 13 at the annual dinner of Friends of the Los Angeles Free Clinic, held at the Beverly Wilshire Hotel. Shown above at the dais is one of the roasters, 20th Century Fox owner Marvin Davis. Others who took turns turning the spit were rival NBC Entertainment president, Brandon Tartikoff; Lorimar president, Lee Rich; Harvey Shephard, VP, programs, CBS Entertainment; producer Mark Goodson, and actor-comedians Harvey Korman, Flip Wilson and Larry Hagman. Approximately \$300,000 was raised for the clinic, which provides health care to needy patients.

chief financial officer.

Arnold M. Glassberg, vice president and controller, Embassy Television, Tandem Productions and T.A.T. Communications, Los Angeles, joins Carson Productions as vice president and chief financial officer.



Vanderlip

Caroline Vanderlip, VP, business affairs, King World Productions, New York, joins LBS Communications there as senior VP, strategic marketing.

L. Paul Scott, financial manager, The Disney Channel, Los Angeles, joins The Entertainment Network there as VP, finance.

Jack Allen, VP, Lorimar, joins Colex Enterprises, New York, as senior VP, national sales manager, of joint venture of LBS Communications and Columbia Pictures Television.

Joseph Abrams, sales executive, CBS-TV, New York, joins Columbia Pictures Television, Burbank, Calif., as director, first-run syndication and pay cable.

Jeffrey Cokin, director, sports contract negotiations, NBC Sports, New York, named VP, negotiations, NBC Sports.

Richard Sigler, VP, business affairs, Hanna-Barbera Productions, Hollywood, named VP, legal and business affairs.

Dennis Gresham, from Lorimar, Los Angeles, joins WW Entertainment there as VP, Western sales manager.

Deborah Posey, coordinator, Top Event, movie and special events service of Media General Cable of Fairfax, Va., named pay-per-view coordinator.

Doug Levy, program director and acting gen-

eral manager, noncommercial WWNO(FM) New Orleans, joins WEVO(FM) Concord, N.H., as program manager.

Jack Michael, VP, programming, WREG-TV Memphis, retires.

Paula Janos, producer-director, Group W Cable of Skokie, Ill., named program manager.

Debbie Stauber, film director, KZKC-TV Kansas City, Mo., named assistant program director-film director.

Don Wade, from WUSN(FM) Chicago, joins WLS(AM) there as evening personality.

James Ward, freelance writer, Chicago, joins WLS-TV there as restaurant-food critic.

Roger Hedgecock, former mayor, city of San Diego, joins KSDO(AM) San Diego as talk show host.

News and Public Affairs



Clancy

Mike Clancy, producer, *NBC News at Sunrise*, New York, named senior producer.

Frank Graham, assistant news director, Hearst Corp.'s WTAE-TV Pittsburgh, joins WBAL-TV Baltimore as news director.

Pat Carroll, morning news anchor, WELI(AM) New Haven, Conn., named news director.

Paul James, morning anchor, WPIX(FM) New York, named news director.

Jack Smith, general assignment correspondent, ABC News, Washington, and regular contributor to *World News Tonight with Peter*

Jennings, named principal reporter for *This Week with David Brinkley*, succeeding **John Martin**, national correspondent, who will concentrate on pieces for *World News Tonight*.

Appointments, WFAA-TV Dallas: **Ilene Engel**, 6:30 p.m. news producer, to 6 p.m. news producer; **Carolyn Fessler**, weekend producer, to 5 p.m. news producer; **Larry Deboever**, from KTUL-TV Tulsa, Okla., to 6:30 p.m. news producer; **Katie McManus**, from WALA-TV Mobile, Ala., to weekend producer; **Becky Slack**, daybreak producer, to 11:30 a.m. producer, and **Cynthia Devaney**, writer, to daybreak producer.

Larry Siddons, deputy sports editor, Associated Press, New York, named European sports editor, based in London. **Rick Mossing**, account executive and assistant sports director, WNDH(FM) Napoleon, Ohio, joins Associated Press, Des Moines, Iowa, as broadcast executive for Iowa, Nebraska and South Dakota.

Mark John Holliday, member of news staff, WUBE(FM) Cincinnati, named news director. **Nathan Posey**, assignment editor, WLWT(TV) Cincinnati, joins WUBE as weekend anchor.

Johanna Eurich, news director, noncommercial KSKA(FM) Anchorage, joins Alaska Public Radio Network there as associate producer.

Jay Foot, video producer, AM/Philadelphia, WPVI-TV named coordinating producer.

Bob Jacobs, reporter-producer, WSMV-TV Nashville, joins WTSP-TV Tampa-St. Petersburg, Fla., as producer, weekend broadcasts.

Bert Knapp, news director and newscaster, WMCA(AM) New York, retires after 40 years with station. Knapp will continue as adjunct professor, communications arts department, C.W. Post campus, Long Island University.

Annette Walker, member of news staff, WSAZ-TV Huntington, W. Va., named assignment editor.

Nancy Cozean, anchor, WNYT-TV Albany, N.Y., joins WTZA-TV Kingston, N.Y., as anchor and manager, daytime news. **Brian Madden**, anchor, WNEW-TV New York, joins WTZA-TV as anchor and manager, nighttime news.

Steve Ruxton, from WLK(FM) Charlotte, joins WTOP(AM) Washington-WTKS(FM) Bethesda, Md., (Washington) as assistant operations manager and morning news anchor for WTKS and production announcer for both stations.

Tama Davis, health editor and weekend co-anchor, KIFI-TV Idaho Falls, Idaho, joins KRRI(FM) Boulder City, Nev., as morning news anchor and sales representative.

Andy Gannon, weekend sports anchor, WIFR-TV Rockford, Ill., named sports director.

Johanna Shaw, medical reporter, WJZ-TV Baltimore, joins WNEW-TV New York as health and science reporter.

Michael Scott Anderson, from Weatherdata Inc., Wichita, Kan., joins KOTV(TV) Tulsa, Okla., as weekend weather anchor.

Shane Hollett, from WNEV-TV Boston, joins WKYC-TV Cleveland as weekday weathercaster.

Carl Nathe, sports director, KCWY-TV Casper,

Wyo., joins WLEX-TV Lexington, Ky., as sports anchor.

Bruce Snyder, sports reporter and backup news anchor, WAKA-TV Selma, Ala., joins WTVM-TV Columbus, Ga., as weekend sports anchor and sports reporter.

Dave Wagner, reporter and weekend anchor, WKYT-TV Lexington, Ky., joins WISN-TV Milwaukee as reporter.

Ted Canova, producer, WCVB-TV Boston, joins WMTW-TV Auburn, Me., as reporter.

Dave Whitford, weeknight meteorologist-anchor, WLNS-TV Lansing, Mich., joins WZZM-TV Grand Rapids, Mich., as weekend meteorologist.

Shane Hollett, weather anchor, WNEV-TV Boston, joins WKYC-TV Cleveland as weekday weather anchor.

Johnny Phelps, sportscaster and weekend sports anchor, WFMV-TV Greensboro, N.C., resigns.

George Parry, attorney, Philadelphia, joins KYW-TV there as on-air legal analyst.

Kris Kridel, morning anchor, Tribune Radio Networks, Chicago, joins WBBM(AM) there as member of news staff.

Norm Sebastian, from The Weather Channel, Atlanta, joins WNYT-TV Albany, N.Y., as meteorologist-environmental reporter.

Technology

Arthur Dojan, director, corporate purchasing

services, North American Philips Corp., New York, named VP. **John Rich**, director, executive staffing and management development, North American Philips, named staff VP.

Michael Kirkman, manager of new interconnect technology, Augat Inc., Attleboro, Mass., named product manager, interconnection components division.

Bob Gleason, senior editor, Modern Telecommunications, New York, joins Caesar Video Graphics there as senior editor.

James Woodworth, from Compusonics, Denver, joins Circuit Research Labs, Tempe, Ariz., as director of sales and marketing.

J.C. Warren, chief engineer, KGER(AM) Long Beach, Calif., retired. He is succeeded by his assistant, **William Sheets**.

Promotion and PR

Madeline Boyer, from Proserv, New York, joins WYNY(FM) New York as manager of advertising and promotion.

Kerry Richards, creative services director, Hearst Corp.'s WTAE-TV Pittsburgh, joins co-owned WBAL-TV Baltimore as director of advertising and promotion.

Paul O'Brien, afternoon personality, WUBE(FM) Cincinnati, named director of creative services.

Neal Kenagy, production manager, KZKZ-TV Kansas City, Mo., named promotion manager.

Broadcasting

The Newsweekly of the Fifth Estate

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

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☐ 3 years \$175

☐ 2 years \$125

☐ 1 year \$65

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The complete guide to radio, TV, cable and satellite facts and figures—\$85 (if payment with order \$75) **Billable orders** must be accompanied by company business card or company purchase order. Off press Spring 1985.

Name _____

☐ Payment enclosed

Company _____

☐ Bill me

Address _____

Home? Yes ☐ No ☐

City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

Signature _____ (required)

Are you in cable TV operations ☐ Yes

☐ No

For renewal or address change
place most recent label here

The one to read when there's time to read only one.

Appointments, WLEX-TV Lexington, Ky.: **Kamille Brookbank**, from McAlpin's department stores, Lexington, to special projects producer; **Gregory Thomas**, from WGRB-TV Campbellsville, Ky., to promotion producer; and **Dana Lee Graham**, from Telecable, Lexington, to promotion assistant.



Lesser

Nancy Lesser, senior publicist, original programming, Home Box Office, New York, named director, consumer press information, HBO.

Kay Millar, account executive, CRE/PR, Indianapolis, named VP.

Karen Davis Bott, director of news and public relations, KZKC-TV

Kansas City, Mo., joins Bott Broadcasting there as corporate promotion manager.

Pat Weaver, West Coast manager, press and publicity, Capitol Records, Los Angeles, joins WJCT-TV Jacksonville, Fla., as information specialist.

Jim Thomas, assistant promotion director, WISN-TV Milwaukee, joins WTAE-TV Pittsburgh as writer-producer, promotion department.

Joan Bowditch, associate producer, documentaries, WJXT(TV) Jacksonville, Fla., named community services manager.

Debra Benson, assistant director, programing and promotion, WAAY-TV Huntsville, Ala., named promotion manager.

Allied Fields

Bob Elliot, vice president, Burkhart/Abrams/Michaels/Douglas & Associates, Atlanta, has become partner in radio program consultancy, which, as of tomorrow (Jan. 1), will be called Burkhart/Abrams/Douglas/Elliott & Associates. (Partner Lee Michaels died in auto accident last December [BROADCASTING, Dec. 31, 1984].)

President Reagan presented **James McKinney**, FCC Mass Media Bureau chief, with \$20,000 Presidential Award of Distinguished Executive ("Closed Circuit," Nov. 25). That's top award White House uses to honor senior executive service members for sustained performance.

Sylvester L. (Pat) Weaver, former president of NBC, elected to board of directors, Broadcast Pioneers Library, Washington.

Hank Rieger, head of own public relations firm and co-chair of press and publicity committee and of *Emmy* magazine advisory council, Academy of Television Arts & Sciences, North Hollywood, Calif., named interim editor and publisher of *Emmy* magazine, bi-monthly general circulation publication of ATAS.

Elected officers, Philadelphia chapter, Women in Cable: **Debra Disch**, *TV Guide*, president; **Lori Shelton**, Comcast Cable Corp., VP, administration; **Ava Whaiey**, Times Mirror, vice president, programing; **Linda Stuchell**,



All-star gathering. Some 400 celebrities and sports personalities gathered earlier this month at New York's Marriott to pay tribute to this year's top sportscasters at the second annual American Sportscasters' Hall of Fame dinner, sponsored by the American Sportscasters Association. Among those who were bestowed honors were (l-r): NBC sportscaster Vin Scully, selected as the 1985 sportscaster of the year; CBS color commentator John Madden, named sports personality of the year; William E. Simon, former Treasury secretary, who received the association's Humanitarian Award "for his work with the U.S. Olympic Committee," and Louis O. Schwartz, executive director, American Sportscasters Association. Proceeds from the dinner will help support programs aimed at preventing drug addiction among young Americans, according to association officials.

Harron Communications Corp., secretary, and **Elisabeth Bacon**, *TV Guide*, treasurer.

Larry Johnson, research director, KOME(FM) San Jose, Calif., joins Jhan Hiber & Associates, Carmel, Calif., as senior research consultant.

Edwin Hall, general counsel, Senate Committee on Commerce, Science and Transportation, Washington, joins MCI Communications there as VP, government relations.

Charles Bailey, Washington editor, National Public Radio, Washington, elected chairman of board of trustees, Washington Journalism Center, succeeding **John Curley**, president of Gannett Co., who remains member of board. Newly elected to board of trustees: **Edward Fouhy**, NBC News; **Ernest Holsendolph**, *Cleveland Plain Dealer*; **Susan Miller**, Scripps-Howard; **Ernie Schultz**, Radio-Television News Directors Association, and **Jerald terHorst**, Ford Motor Co.

Appointments, Wold Communications, Los Angeles: **Robert N. Wold**, VP, sales and marketing, to senior VP, sales and operations; **Richard Marsh**, VP, facilities/network operations, to VP, networking, and **Craig Robin**, VP, traffic and station relations, to VP, facilities.

Elected officers, South Florida Radio Broadcasters: **Chuck Bortnick**, WSRF(AM)-WSHE(FM) Fort Lauderdale, Fla., president; **David Harris**, WHYI(FM), first VP; **Salvador Lew**, WRHC(AM) Coral Gables, second VP, and

Steve Avellone, WLVE(FM) Miami Beach, treasurer.

Deaths

Roger Robb, 78, retired judge, U.S. Court of Appeals for District of Columbia circuit, died of respiratory arrest Dec. 19 at his home in Washington. He had joined appeals court in 1969, assuming senior status in 1982 and retiring in fall of 1985. He had been trial lawyer in Washington for 39 years prior to joining court. Shortly before being named to court, Robb had served as chief counsel for WGB(AM) Red Lion, Pa., in its appeal to the Supreme Court on legality of fairness doctrine. Robb is survived by his wife, Irene, and son by previous marriage.

Cortland Anderson, 50, director of E.W. Scripps School of Journalism, Ohio University, Athens, and member of board of noncommercial WETA-TV Washington, died of cancer Dec. 24 at Riverside Methodist Hospital, Columbus, Ohio. Before joining Ohio University in July 1981, Cortland was vice president, corporate affairs, for Washington Post Co., Washington, in 1979-81. In 1977-79, he was executive vice president, Corporation for Public Broadcasting, Washington. He remained on board of trustees of WETA-TV. He is survived by wife, Fidella, and three daughters.

Sally Gannett McAdam, 62, daughter of Gannett founder Frank E. Gannett and trustee of Gannett Foundation, died of cancer Dec. 23 at her home in Greenwich, Conn. She is survived by her husband, Charles, three sons and daughter.

Earl Noel, 49, general manager, KVEO(TV) Brownsville, Tex., died of heart attack Dec. 15 at Brownsville Medical Center. He is survived by his wife, Charlotte, son and daughter.

Room for more. Action for Children Television's Achievement in Children's TV awards has added new category for programing produced for home video market. Deadline for entries is Feb. 1. For application information, contact David Gamson, ACT, 46 Austin St. Newtonville, Mass. 02160.

A foot in both doors

For John David Abel, 1986 marks the beginning not just of a new year, but of a new challenge. On Jan. 1, Abel, senior vice president for research and planning at the National Association of Broadcasters, becomes executive vice president for operations, a newly created post.

Abel, who joined NAB in June 1983, has made his mark. His skills as a manager and his ability to "cross over from management into policy matters" has impressed both the association's executive committee and NAB President Eddie Fritts, who feels Abel is the "natural choice," for the job.

"John is probably one of the most versatile people on our staff," Fritts said. "He has a unique ability to ferret out information which is important to broadcasters. He has outstanding organizational skills and gets along exceedingly well with other staff members," Fritts said. In his new position, Abel will oversee seven departments: research and planning, minority and special services, science and technology, radio, television, station services and public affairs.

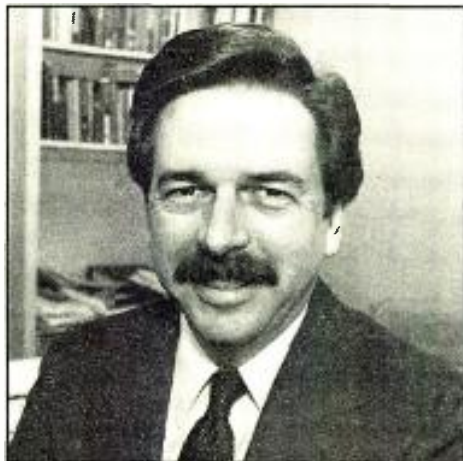
To Abel, who has spent much of his adult life in academia and as a telecommunications consultant, NAB represents the "best of both worlds." It enables him to conduct research much as he would at a university, while maintaining close ties with the broadcasting community. "The industry contact is much more stimulating to me than being in an academic environment," he says. Indeed, it was Abel's activities as a business consultant from 1979 to 1983 that spurred his decision to join NAB.

"I thought this [his work at NAB] would give me closer contact with an industry and I would be committed to an industry as opposed to working a little bit in broadcasting, a little bit in cable. And my department here is like being in a university. We do research but without the burdens of having to deal with students or teach classes."

The opportunity to join NAB came about through a chance meeting with Fritts on a plane enroute to Washington shortly after Larry Patrick (Abel's predecessor) resigned. "We sat together and he gave me this pitch about going to work at NAB, which had been something I had never considered."

At that time, 1983, Abel was chairman of the Department of Telecommunications at Michigan State University in East Lansing, Mich. He was also a founding partner of ELRA Group, a media research and consulting firm with offices in East Lansing, San Francisco, New York, Denver and San Antonio, Tex. "I was doing very well there, but I was also working very hard. It was very difficult to keep a family life and run these two jobs. I needed a change."

Abel, 43, grew up in Indiana, on what he describes as a "gentleman's farm." Ten years younger than his closest sibling, Abel was



JOHN DAVID ABEL—senior vice president, research and planning, National Association of Broadcasters; b. Oct. 1, 1942, Union City, Ind.; BA, Concordia College, Moorhead, Minn., 1964; MA, PhD, Indiana University, Bloomington, 1970, 1972; instructor in communications, North Dakota State University, Fargo, 1965-68; associate instructor, department of telecommunications, Indiana University, 1968-71; assistant professor, department of telecommunications, Michigan State University, East Lansing, 1972-76; research fellow, University of Exeter, Devon, England, 1974-75; social science consultant to children's television task force and social science policy analyst, FCC, Washington, 1977-78; founding partner, ELRA Group, East Lansing, Mich., 1979-83; professor and chairman, department of telecommunications, Michigan State University, East Lansing, 1981-83, present position since June 1983; m. Shellie Kaufman, December 1972; children—Jason, 9, Blake, 4.

born when his father was near retirement. An executive with the Sinclair Oil refining company, his father retired to Union City, Ind., thinking that a rural environment was a good place to raise his young son.

After graduating from high school, Abel went to Concordia College in Moorhead, Minnesota. His father wanted him to be a Lutheran minister. "Not only did I not do that," Abel says, "I changed religion." After some soul searching and studying of various religions, Abel converted to Judaism.

In college, Abel got "hooked" on broadcasting. He worked on the school's carrier current radio station and eventually became station manager. During the summers he worked at several stations, including KXGO(AM) (now KFGO(AM)) and KXJB-TV in the Fargo, N.D.-Moorhead area. Abel graduated in 1964 with a triple major in sociology, psychology and speech communications. He joined WDRK(FM) Greenville, Ohio, as news director, but left that fall for graduate school.

After a year studying toward a masters in

telecommunications at Indiana University, Bloomington, Abel got an offer to put a new FM station on the air, noncommercial KDSU(FM), at North Dakota State University in Fargo. He stayed there from 1965 to 1968, and then returned to Indiana to finish his masters. While in graduate school, he was also news director at noncommercial WFUI(FM) Bloomington, and helped develop news programming at noncommercial WTU(TV) there. He received his masters in 1970 and his PhD in 1972.

Abel remained in academia, teaching in 1972 at Michigan State University, and was there, except for two years, until he joined NAB. One of those years he spent in England as a post-doctoral fellow in the department of psychology and sociology at the University of Exeter. The other year he spent in Washington—from 1977 to 1978—as a consultant in the FCC's policy and rules division and later in the office of plans and policy. He was also a consultant to the FCC on the children's television proceeding and consulted at the FTC on the children's advertising rulemaking. "In a sense, I've been on both sides of the issue. I've filed petitions at the FCC on behalf of citizen groups, and on the policy issues I've been involved on the consumer interest side."

In 1972 Abel became an associate professor at Michigan State. But his interest in consulting had grown and, in 1979, while still at the university, Abel and others created the ELRA Group. "We did a fair amount of broadcasting research, but we also did a lot of cable research," he says. Abel also was a consultant to the FCC's Temporary Commission on Alternative Financing for Public Telecommunications from 1982 to 1983. He sold his interest in ELRA after joining NAB.

"From my standpoint, I gave up a lot of security to do something different, but it's been tremendous, much more exciting than consulting," Abel says. One of his chief concerns has been providing information to broadcasters. "A lot of that information deals with how to make their business operation better, whether that's how to manage people better or how to invest in new technologies or how to point out opportunities so they can make more money."

Getting that information across successfully has brought Abel much recognition. His presentation on the new technologies at NAB's winter board meeting last year drew considerable praise. Television Board Chairman William Turner, KCAU-TV Sioux City, Iowa, credits Abel with making "enormous contributions" toward the development of the association's long-range planning.

As for the future, Abel looks forward to tackling his new duties. And, if Peter Kizer, vice chairman of NAB's TV board, is right, Abel won't have any trouble. "He's a man of action. He gets things done," says Kizer. "He doesn't get bogged down in the bureaucracy."

Books of **CBS News** were opened up last week when **Manhattan Inc.** reported details from that division's internal budget memorandum for November. Story reports that as of Nov. 27, 1985, **CBS News** was headed toward **\$10.8 million budget overrun**, and would likely spend \$278.2 million for year. Of that total, \$188.7 million—\$10.6 million over budget—would be for "hard news"; \$35.6 million—\$2.4 million below budget—for "public affairs," including *60 Minutes*, *West 57th* and documentaries; \$7.1 million for "special and unscheduled events" (e.g., disaster coverage); \$5.1 million for political coverage; \$10.9 million for worldwide distribution of shows and other "by-products," and \$30.9 million for staff, including division management, whose salaries are not attributable to any particular show. Memorandum reportedly cited, as reasons for expense overruns, office space increases; higher AT&T cable charges; advertising costs; severance payments resulting from layoffs at CBS News; addition of *West 57th*, and "funding of *Nightwatch* through 1985." Also cited were unanticipated news events, including hostage crises, Mexican earthquake and Colombian volcano disaster. CBS officials had no comment on story in magazine's January issue. Initial 1985 CBS News budget of \$267.4 million was reportedly \$16 million lower than that for 1984.

NBC has reversed scheduling of **Misfits of Science** and **Knight Rider** in its Friday schedule. *Misfits of Science* switched from 9-10 p.m. to 8-9 p.m. as of Dec. 27, and *Knight Rider* will switch from 8-9 p.m. to 9-10 p.m. as of Jan. 3. On Dec. 27, **Miami Vice** will run at 9-10 p.m., and will be followed at 10-11 p.m. by **Fast Copy**, special featuring stories from pages of *New York*, *Esquire*, *Time* and other magazines. Program is Ohlmeyer Communications Co. production. *Miami Vice* will not compete against *Dallas* on Dec. 27, as CBS is pre-empting that show for special.

CBS-TV has ordered production of **Melba**, previously announced midseason replacement series from Saul Lison Productions in association with Columbia Pictures Television. Half-hour comedy, which does not yet have premiere date, stars Melba Moore as director of Manhattan tourism office. **ABC-TV** has set Jan. 10, 9:30 p.m. NYT, as debut time for new half-hour comedy, **He's the Mayor**, previously announced Universal Television production. Midseason entry stars Kevin Hooks as 25-year-old college student who becomes mayor of medium-sized city. In unrelated developments, ABC-TV has made full season pickup order for its Friday night comedy, **Mr. Belvedere**, half-hour Lazy B/FOB Production in association with 20th Century Fox Television premiering last fall. ABC Circle Films, meanwhile, has announced production begins Jan. 7, 1986, on **War and Remembrance**, 30-hour dramatization of Herman Wouk novel of same name. First three announced cast members in mini-series are Jane Seymour, Sir John Gielgud and David Dukes. Program is expected to complete production in mid-1987, with Barbara Steele as producer and Dan Curtis executive producer.

Affiliation agreement with American Television & Communications has put **Home Team Sports** over quarter-million-subscriber mark. Agreement calls for introduction of regional cable sports service on expanded basic tier of five North Carolina systems that comprise ATC's Piedmont division, as well as system serving Durham, N.C. Six systems, all of which are expected to be on line by Jan. 6, will add 67,000 homes to HTS's subscriber count, giving regional sports network 255,000 subscribers. On programming front, HTS said it will air **80 college basketball games during current season**, 48 of them live. To complement on-court action, HTS will also telecast series of weekly shows featuring coaches of 11 teams that will be appearing on network. Weekly shows are produced by television stations for local broadcast and picked up by HTS for regional carriage.

Latest ETA for cable in Washington is Labor Day 1986. That's according to Bob Johnson, president of District Cablevision Inc., city's cable franchisee. If all goes well, DCI will give Chesapeake & Potomac Telephone Co. go-ahead to begin construction of system

in mid-February, which means C&P will actually start "stringing cable" in mid-April and have first subscribers on line by Labor Day in September. There is one sticking point, Johnson said. DCI and C&P are discussing before District Public Service Commission what C&P should be allowed to charge DCI for space in telco's underground conduits—a critical issue because of large amount of underground construction required in city. PSC is expected to render decision in January. If it's low enough to convince Telecommunications Inc. (MSO financing DCI) that system can be built at cost that will make its operation economically feasible, DCI and C&P will move forward with build.

Blair Entertainment reports it has cleared 12 markets in roughly two weeks, for sales total of well over \$1,000,000, with its first **film package, "Revenge."** Among 12 titles in package are *Whispering Death*, *Mean Frank and Crazy Tony* and *Order to Kill*. Senior vice president and general sales manager, Tony Brown, said company's move into theatricals is matter of timing—"The market is ready for it." He added that movie packages will make Blair "full service company." Stations cleared are KTTV(TV) Los Angeles, KRLD-TV Dallas, KRIV-TV Houston, WCIX(TV) Miami, WRTV(TV) Indianapolis, WFMV-TV Greensboro, N.C., KREM-TV Spokane, Wash., WAWS(TV) Jacksonville, Fla., WVC(TV) Flint, Mich., WGRB(TV) Bowling Green, Ky., WETO-TV Greeneville, Tenn., and WSYM-TV, Lansing, Mich.

NBC Radio's weeknight **Talknet** service will now run from **7 p.m. to 7 a.m.** NYT, beginning tonight (Dec. 30). First six hours will be live—Bruce Williams from 7 p.m. to 10 p.m. and Sally Jesse Raphael from 10 p.m. to 1 a.m.—with balance of service containing rereads of Williams' and Raphael's programs, respectively. Time slot for Talknet's weekend nighttime lineup of Dr. Bernard Meltzer and Dr. Harvey Ruben is also being extended from 7 p.m. to 7 a.m., beginning this weekend. Talknet programming had previously aired from 8 p.m. to 5 a.m. each night. NBC Talknet, which is just over four years old, now boasts some 245 affiliated stations.

Gateway Communications Inc.'s **wowk(TV) Huntington, W. Va.,** has **complied with state court order to make available to prosecutors raw videotape footage of interview** one of its reporters conducted with man awaiting trial on charges of killing his former girlfriend's four-year-old daughter. Station had aired three pieces of about two minutes each of 20-minute interview that reporter Janet Graber conducted with David Adkins in his jail cell. However, it resisted prosecutors' request for full tape, during which Adkins said he was innocent. Station, in accordance with its policy, claimed qualified privilege based on First Amendment and corresponding provision of West Virginia constitution. Station's attorneys had argued that state must prove relevance and need of tape, and inability to obtain information on tape from other, nonmedia source. They said chief jailer was present during interview. However, Kanawha county circuit court ordered station to comply with prosecutors' request, and state supreme court, by 3-2 vote, refused to review case. That court has never ruled on press's qualified privilege claim. Station's attorney, Robert Schaub, said there was no point in seeking review by U.S. Supreme Court, that there was not "remote" chance high court would take case.

NBC News hopes to take advantage of huge Super Bowl audience (Nielsen estimate is that minimum 40 million U.S. viewers will be watching) to increase visibility of its star anchor, Tom Brokaw. **NBC has requested live interview between Brokaw and President Reagan to air some time during Super Bowl** on Sunday, Jan. 26. News executives see game as **way to expose Brokaw to audience at least four times normal size of evening news audience.** Interview has not yet been approved and officials involved say decision by White House probably won't come until two weeks before game. Brokaw may also do news briefs during game. Meanwhile, NBC says it is still going ahead with planned one-minute break (conceived as way of offering viewers brief respite from all of game's hype and hoopla) about mid-way through two-hour pre-game show (which begins at 3 p.m.) in which there will be only NBC logo and back-

ground music, no commercials and no announcers. Network also said last week that noted video producer Bob Giraldi will collaborate with New York-based Chelsea Communications to produce three-part, four-minute vignette on how Super Bowl "touches the lives of people from all walks of life," as release described it. First part of vignette, 90 seconds in length, will open pre-game show; second part, two minutes long, will air just prior to kickoff, and final 30-second segment will conclude post-game show.

President **Reagan** and Soviet leader **Mikhail Gorbachev** will speak to each other's nation on radio and television on New Year's day. White House announced planned exchange of greetings as Reagan, on Friday, was flying to his ranch in California where he will greet new year. Each leader will tape his message for radio and television, and tapes will be released for broadcast at 1 p.m. NYT (9 p.m. in Moscow) on Wednesday. Gorbachev's tape was to have been delivered to U.S. embassy in Moscow by Saturday (Dec. 28), then sent to State Department for release to American radio and television networks. White House spokesman Larry Speakes said each address will be about five minutes. Speakes said U.S. could not assure Soviet Union that U.S. networks, which are privately owned, would carry messages. But he said U.S. considers unprecedented exchange of broadcast greetings "an important event." Spokespersons for ABC and CNN said on Friday those networks would carry messages in special programming beginning at 1 p.m. Spokesperson said NBC would carry both tapes between 1 and 1:30 p.m. CBS News had not made decision. Voice of America will carry exchange of messages at 1 p.m. on its world-wide English service.

With departure of Doubleday Broadcasting President Gary Stevens to New York-based investment banking firm of Wertheim & Co. this Friday, Jan. 3 ("Riding Gain," Dec. 16), **Doubleday & Co.** has named its 40-year-old vice president and general counsel, **Gerard Toner**, as "acting president" of broadcasting unit. Toner will continue in capacity of general counsel while taking charge of Doubleday's shrinking broadcast portfolio of three owned radio stations—**WHN(AM)**, **WAPP(FM)** New York and **WAVA(FM)** Washington—as well as overseeing completion of deals and transfers for radio properties company has sold in 1985. Toner countered industry speculation that Doubleday may soon sell off its remaining three outlets, saying company plans to be "extremely competitive" in both markets.

The Peoples' Choice pay-per-view channel said last week it signed affiliate sales and marketing agreement with **Rick Kulis**, whose own **PPV service, Choice Channel**, failed before getting off ground. Kulis's company, based in Los Angeles, will perform sales and affiliate relations functions for TPC and will coordinate with TPC's own affiliate relations staff, based in Old Greenwich, Conn. Parties said agreement also "contemplated" development of future PPV special events by Kulis for TPC, which is set to launch Jan. 3, 1986.

ESPN said schedule of **1985 College Football Association** cablecasts averaged **3.6 Nielsen rating** (or average 1,328,400 households in network's 36.9 million home universe), **down 10%** from last season's average of 4.0. It attributed drop to fact it had competition for first time from Turner Broadcasting System's prime time college football package, which was carried on superstation **WTBS(TV)** Atlanta, and on broadcast stations on syndicated basis. TBS package averaged 2.5 rating on both **WTBS** and in syndication, but, factoring out duplication, average dropped to 2.3 for combined cable and syndication audience. TBS did not have prime time package last season.

Playboy's Private Ticket pay-per-view service averaged **10.4% penetration for first five months** in operation, company said last week. Penetration has varied by event, from range of 8% to 25%, company said.

Move over MTV and VH-1. There's another **music video service available to cable** systems via satellite. **Hit Video USA**, produced and broadcast by five-month-old **LPTV station (KOSHU)** in Houston,

is now on Satcom IV, transponder 18, and available to cable systems as well as television stations in other markets. According to Mike Opelka, programming director, Hit Video is being offered to cable systems free of charge in 1986. Starting in 1987, however, he said, systems will be charged per-subscriber fee. Opelka said service is "mass appeal" containing mix of top-40, AOR and urban formats. "We are not as shocking as one service and not as boring as another," he said. Hit Video and Houston LPTV are owned by Mark and Connie Wodlinger, who also own **KZZC(FM)** Kansas City, Mo.; **KCLO(AM)** Lawrence, Kan.; and **WCJX(FM)** Maramar, Fla.

National Association of Broadcasters is relying on expertise of **Washington consultant Joseph Canzeri**, former assistant to President Reagan and to then deputy chief of staff, Michael Deaver, to help with arrangements for **gala it is considering throwing next year**. Fund raiser would be co-sponsored by National Federation of Parents For a Drug-Free Youth, Congressional Families For A Drug Free Youth and Pharmacists Against Drug Abuse, with proceeds going to federation.

Network radio sales for November climbed 16% over November 1984 to \$28,847,131, according to Radio Network Association, which relies on data collected confidentially each month from nine network companies by accounting firm of Ernst & Whinney. **For year-to-date** (January through November), **network radio business is up 13%** over comparable period in 1984, to \$301,650,857.

Comedy Television Company has disclosed it intends to start **24-hour comedy-oriented cable television program service** in second quarter of 1986 and expects to make formal launch announcement during March convention of National Cable Television Association. Hollywood-based venture plans format to include "all kinds of humor: stand-up, films, shorts and comedy sketches," as well as comedic concerts and live performances.

FCC monitoring of **Cuban AM broadcasting** has turned up what commission calls "two significant changes" in that broadcasting, both in **violation of Western Hemisphere agreement on AM broadcasting**, which Cuba has not signed. One change involves broadcasting by Cuban station for first time on 710 khz. Commission said initially two stations were observed on that frequency, one at Santa Clara, other near Havana, both operating "at high power," which commission staffers estimate at 50 kw, maximum allowable power for AM stations in U.S. Since Nov. 19, FCC's field operation bureau personnel have been able to pick up only Havana station, broadcasting in Spanish day and night. Interference has been sufficient to cause commission last week to grant **WKRQ(AM)** Mobile, Ala., which operates on 710 khz, special temporary authority to increase power, from 500 w to 1 kw, to overcome interference. Second change, originally detected Nov. 3, involves operation of station near Havana on 1160 khz. Commission said it operates primarily during daylight "at very high power." Staffer said power is probably about 100 kw. Station has also been detected broadcasting at night on two occasions, when it caused interference to U.S. station. Meanwhile, Cuban-caused interference on other frequencies remains problem. **WDAT(AM)** Ormond Beach, Fla., which operates on 1380 khz, is working with commission engineers seeking site change to escape what its engineers say is heavy interference from Cuban stations on that frequency.

Franklin H. Brown, 64, co-founder of WBM(AM) McMinnville, Tenn., who had been general manager of station from its beginning until his retirement in February 1985, **died** of complications from diabetes Dec. 26 at his home in McMinnville. He had suffered heart attack in fall of 1984. Brown is survived by his wife, Gwendolyn, and five daughters.

National Association of Broadcasters is readying itself for another separate **day of workshops for radio** attendees at its annual convention (April 13-16 in Dallas). Special radio day is scheduled for Saturday, April 12.

Editorials

Closing the gap

If we read the tea leaves rightly, there now is substantive hope for a merger between the National Association of Broadcasters and the National Radio Broadcasters Association—a consummation devoutly to be wished. Parties of good will on both sides have worked diligently and with sincerity of purpose to bring the backstage negotiations to the point described in this issue's "Closed Circuit" (page 10). Both the effort and the individuals involved are to be commended; a united broadcasting industry will be far stronger than a fractured one.

Our enthusiasm for the prospect at this point should not be read as foreclosing further critical scrutiny when the final configuration is unveiled. Were we designing the new organizational structure it would look more like the federation BROADCASTING has advocated for so many years with a constancy equaled only by our ardor. That is, there would be under the NAB umbrella a radio division headed by an executive of prominence and vision, alongside a television division headed by a leader of similar distinction and ability. Each would report directly to the president, heightening their visibility and that of their divisions within the NAB hierarchy—unlike the present organizational setup, which has radio and television aligned alongside such staff functions as public relations and science and technology and reporting to an executive vice president. One more layer and both those media would be relegated to the sub-basement at 1771 N Street.

It may be asking too much at this point to hope that the leaders on both sides will either demand or accommodate so bold a step as that our vision describes, but it is not asking too much to hope that they keep such a goal in sight, if not yet within reach.

Tensions

The negotiations—if they may be dignified by so specific a term—between broadcasters and the cable industry over must carry resemble nothing so much as a rubber band: they must be pulled apart before springing back together. Certainly that may be said of the proposal advanced by Community Antenna Television Association President Stephen Effros, which says in essence that cable systems will simply pick out the broadcast signals they intend to carry and reassure those broadcasters with long-term contracts—in other words, let the marketplace rule. From the broadcasters' point of view, that amounted to pulling the band way out to the left. Then there was the letter from ABC television affiliates to the negotiating team at the National Association of Broadcasters saying that duplicated network signals must not be sacrificed at the must carry bargaining table. From the cable industry's point of view—given that all parties to this issue had conceded such signals even before *Quincy*—that amounted to pulling the band way out to the right.

Still another phenomenon is at work here: that of both sides taking harder and harder lines as it appears the other side isn't prepared to deal. Cable, conspicuously—and perhaps as a consequence of having the better cards to begin with—is virtually frigid on the subject these days, at least in its public posture. Broadcasters still appear to believe that, *Quincy* or not, must carry falls under the category of divine right. Until both parties acquire an appreciation of the other's point of view—and of the public's preeminent interest in this matter—there can be no snap to the middle.

The fact is, it won't take much more stretching to the sides to break this rubber band for good. Or, as we see it, for ill.

The times they are a-changin'

In the journalism business, no news is bad news. In that respect at least, 1985 was a very good year in the Fifth Estate. For sheer volume of activity, few if any years in the industry's history could match it. And beyond the numbers, there was an excitement in the upheaval that shook the industry but did not appear to damage its foundations.

For one thing, 1985 may have marked the passing of "the networks" as a collective noun referring to three sets of initials. The growth of satellite delivery, the reach of cable and the increasing numbers of ad hoc programming ventures have broadened the definition of what a network is, while "Under New Management" signs provisionally posted at NBC and ABC, and some wholesale excising of old management at CBS, have raised questions about the emerging character and direction of those organizations. They have also done much to dispel the aura of immutability that had clung to the big three in the 30 years since any one of them (ABC) had changed hands.

The FCC continued in the direction of a less restrictive marketplace, contributing to the climate of change with a fundamental one of its own: its decision, effective in April, to raise from seven to 12 the number of broadcast stations allowed to a group owner (with a 25% reach cap for TV).

July saw an appeals court find the FCC's must-carry rules unconstitutional, prompting cable operators to break out the champagne, and many broadcasters—independent station owners especially—to reach for the Alka-Seltzer.

Some familiar faces became somewhat less so in 1985. RCA's Broadcast Systems division folded its tent after 66 years that included decades of dominance in broadcast equipment, while at Group W, which had ranked third on BROADCASTING's most recent list of the top cable MSO's, there was virtually a wholesale abandonment of that medium. Perhaps most illustrative of the changing face of the Fifth Estate was Metromedia, whose soaring stock price, dramatic buyback and bankrolling of revamped news operations had not so long ago been the talk of this, and many another, page. This year saw the company sell all its television properties and a production subsidiary, perhaps casualties to overcapitalization, with the explanation that it would concentrate on other interests, particularly its cellular telephone business.

The list is not exhausted.

Absent the perspective that only time will provide, it is risky to predict what constitutes a seasonal shakeup and what may herald a more fundamental change in the order of things. But the pace of change has quickened.



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