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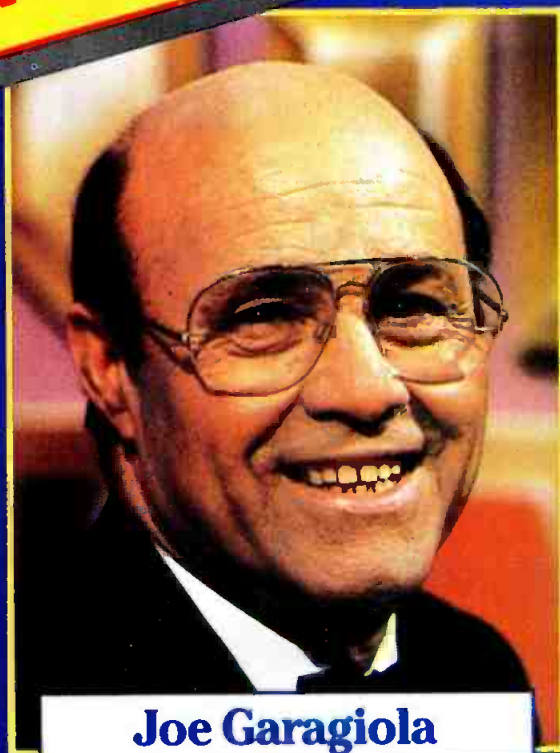
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NCTA '86
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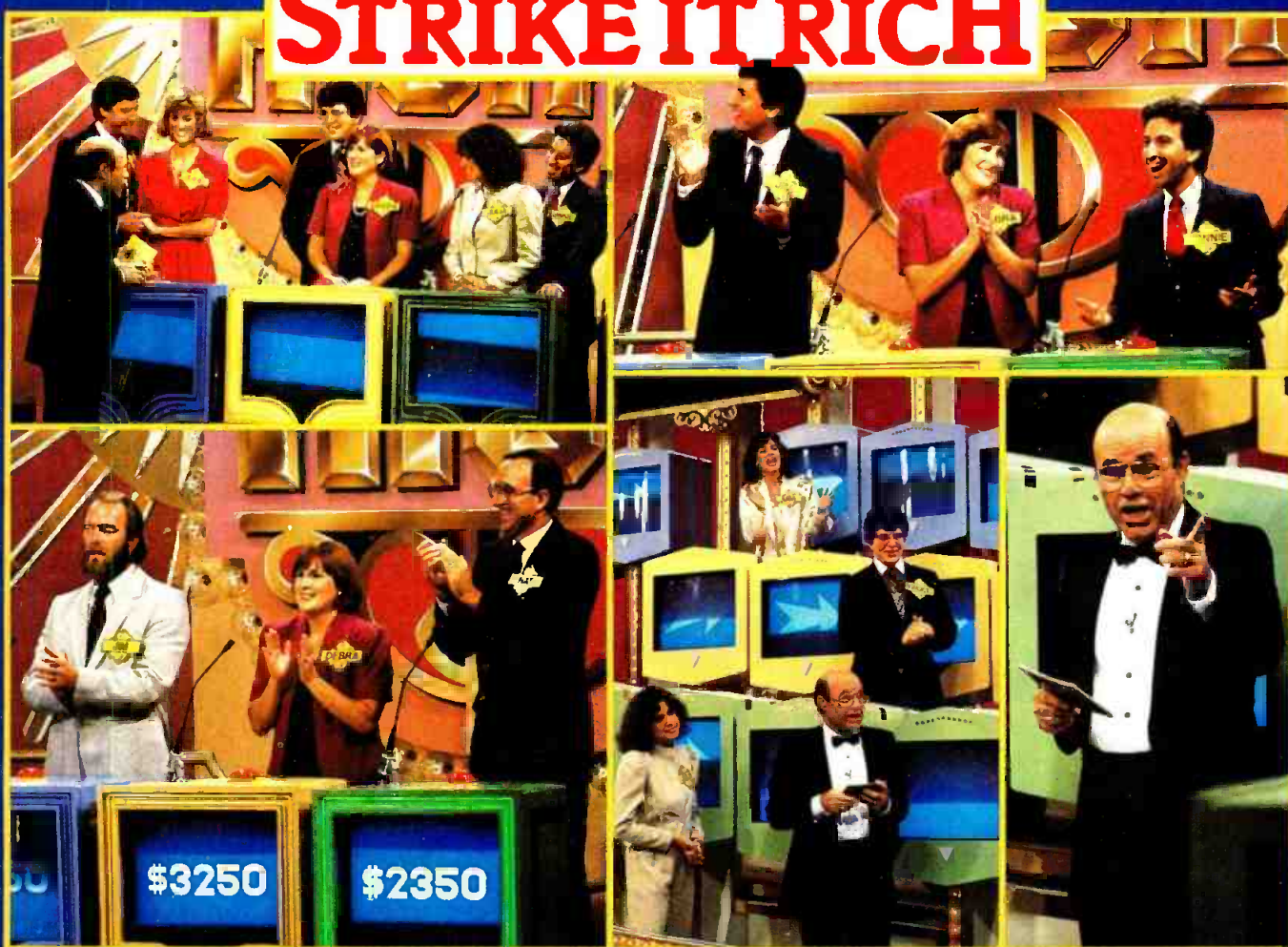
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STRIKE IT RICH



Created and produced by Richard S. Kline in association
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Coverage from NCTA 86 Viewtron service shuts down Justice eyes scrambling issue

LOOKING GOOD □ Cable operators at NCTA convention in Dallas find themselves on a business and legislative roll. **PAGE 39.**

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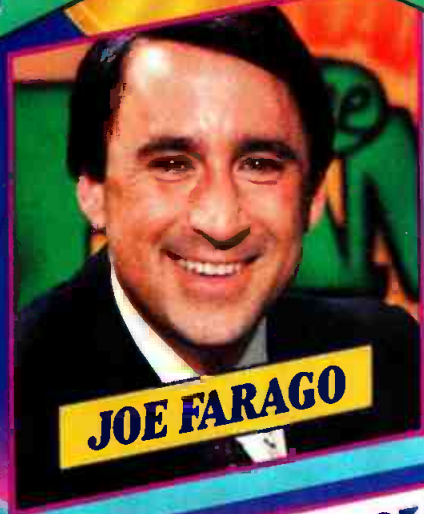
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AM aid

FCC staff has completed comprehensive report on state of AM radio. Among major questions it poses is whether FCC should loosen ownership restrictions for radio—for instance, those limiting ownership to 12 AM's and 12 FM's, prohibiting common ownership of co-located radio station and daily newspaper and common ownership of two radio stations in same service in same market. Other questions posed: Should AM assignment and interference protection ratios be reconsidered to provide for more stations with less power or fewer stations with more power? Should AM daytimers get more power after sunset? Should regulations requiring local origination and specifying minimum hours of operation be deleted? In addition, report says expanded use of AM carrier frequencies may spur station profits and recommends reopening issue to determine whether regulatory barriers can be lowered further.

Report, which suggests that FCC launch series of narrow rulemakings to explore ways of assisting AM radio, instead of single omnibus proceeding, is tentatively scheduled to be addressed at meeting April 3, when commissioners will be asked to release it for public comment. James McKinney, Mass Media Bureau chief, is expected to take break from his duties as head of U.S. delegation to Regional Administrative Radio Conference on planning use of expanded AM band to present FCC with report, which spans more than 100 pages.

Four to get ready

Tired of reading theoretical articles about hypothetical fourth television network? Reliable word is that Fox Television Network, which until month ago was two-person team of Jamie Kellner, president, and his secretary, is actively hiring executives and has plan that will be announced within month. Delay in hirings and announcement was in part safety precaution to make sure that Rupert Murdoch's News Corp., Fox's parent, closed on \$1.5-billion purchase of six television stations from Metromedia Broadcasting Corp. That closing took place March 6.

Next in line

With Grant Tinker's exit as chairman of NBC increasingly foregone conclusion, with only date up in air, spotlight turns to

choice of successor. Tinker narrowed that field considerably when, in interview with BROADCASTING editors, he expressed strong belief that successor would be chosen from within ranks of NBC, and that he would be surprised if soon-to-be new owner, General Electric, brought in executive from outside. Leading inside candidates are four top operating executives under Tinker: Robert C. Butler, Raymond J. Timothy, Robert S. Walsh, all group executive vice presidents, and Lawrence Grossman, president of NBC News (and former president of PBS). GE also could decide to reinstitute separate chairman and president's offices that, before Tinker, traditionally ran NBC. NBC at present has no president.

Surgery

Word around ABC News is to expect big round of layoffs this week. Network news official confirmed that cuts would come but said it hadn't been decided exactly how many, although it's believed that they may number 75 to 100. No word on whether any on-air correspondents would be cut. Last year ABC News laid off 32 employees and eliminated 42 unfilled positions.

Last to go

Metromedia is reportedly on verge of selling its 10-station radio group for upwards of \$200 million, according to media sources in New York. Likely purchaser, said sources, would be new group that will include current president of Metromedia radio, Carl Brazell. Spokesman for Metromedia said he had no comment on report.

Sleeper

National Association of Broadcasters, National Cable Television Association and other trade associations would be denied standing to represent their members in court if Supreme Court were to accept argument made by solicitor general in case involving United Auto Workers and several of its members. They are seeking to establish eligibility for special federal benefits of union members who say they lost their jobs because of import competition. Solicitor general said Supreme Court should reconsider doctrine of representative standing under which union sued, contending that organizations like unions do not have standing to sue based on rights of their

members. Solicitor general's position would require Supreme Court to reverse decisions issued over last 30 years, including 8-0 opinion written by Chief Justice Warren E. Burger in 1977. Eight groups, differing in most respects except interest in representing members in court, have filed brief asking Supreme Court to affirm previous rulings on standing. One of attorneys who prepared brief, Carter G. Phillip, said in interview that if solicitor general's argument prevailed, "the NAB wouldn't be able to go into court to challenge an FCC rule." Supreme Court will hear arguments in case on Tuesday.

Appreciation

Exact value of Senator William Armstrong's (R-Colo.) sale of his last radio property, KEZW(AM) Aurora (Denver), Colo. to Westinghouse (see "Changing Hands," page 116) was not known at press time, though estimated to be between \$1.5 million and \$2 million. But if sale resembles his earlier sale of KOSI(FM) Denver to Group W, Armstrong could do better than cash consideration indicates. In 1981, Armstrong sold KOSI for 300,000 shares of Westinghouse stock then valued at roughly \$5 million. Since then Westinghouse stock has split two-for-one and risen in price. Armstrong's shares are now valued at roughly \$25 million.

Tricky question

FCC Mass Media Bureau is, once again, said to be giving "serious consideration" to long-pending proceeding aimed at streamlining comparative renewals ("Closed Circuit," April 15, 1985). Bureau is still said to be trying to design way to rationalize awarding incumbents renewal expectancy (which gives them leg up over challengers at renewal time) that wouldn't take into account programming content. One idea would be to base renewal expectancy solely on whether incumbent complied with statutory obligations and nonprogramming-related FCC rules.

Laugh track

Daniel Brenner, senior adviser to FCC Chairman Mark Fowler, has been offered job as director of communications law program at University of California, Los Angeles, law school. Brenner is said to be "seriously considering" post, which would also give him chance to pursue avocation as comedian in Hollywood.

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Shopping around

Tele-Communications Inc. is planning to take part in the launch of a cable shopping service that would compete head-to-head with the Home Shopping Network. To launch and operate the service, TCI said, it has formed a joint venture with COMB of Minneapolis, a direct-mail and television merchandiser. TCI also said it had agreed to acquire a 10% interest in COMB in exchange for TCI common stock. TCI said it hopes to roll out the service by June. The service will be distributed to cable systems via Satcom III-R.

At NCTA last week, Lowell (Bud) Paxson, president of the Home Shopping Network, said he welcomed the competition. Paxson predicted that by 1990 there would be five shopping services. "I think the industry will embrace all five," Paxson said.

But, said Paxson: "We ask the question: 'As an MSO, would you want to make a cash investment in an unknown entity or consider an equity position with a service that has a three-and-a-half-year track record?'"

Paxson also announced that HSN signed on three major cable companies: New Channels, Metrovision and Vision Cable Communications. The agreement, he said, repre-



Scrambled apple. Superstation WOTV New York became the first basic cable service to be lost to most backyard earth station owners because of scrambling (see page 62). Using the M/A-Com Videocipher II system, Eastern Microwave, the superstation's satellite distributor, began fulltime fixed-key scrambling of the signal on March 17. It plans to start fulltime addressable scrambling in early May.

sents nearly 900,000 subscribers. Within the next three to four months, Paxson predicted, HSN will increase its subscribership by an additional 2.8 million. HSN also introduced a new incentive plan for cable system employees. (Two weeks ago, HSN unveiled an incentive program that would allow affiliates of its two services, HSN1 and HSN2, to earn up to five times the commissions they now earn from the sale of merchandise over the networks.)

Under the new employee program, HSN will agree to contribute up to 10 cents per subscriber to the employee incentive program, if the cable operator agrees to contribute 2.5 cents per subscriber. Also, HSN says its new incentive plan can be customized to fit an individual system's needs, but it retains the right to approve the plan.

On board

Studioline Corp., a Reston, Va.-based pay audio cable service, announced a major affiliation agreement at last week's National Cable Television Association convention.

American Television & Communications signed a three-year contract that will allow the MSO to offer to its 2.5-million subscribers a "package of commercial-free music services with high-quality stereo sound," according to Stuart A. Segal, Studioline's vice president of marketing.

ATC's Charlotte, N.C., system will begin pre-launch testing of the nine-channel audio service this month.

Affiliation agreements were also announced with Northwest Illinois TV Cable (Galesburg, Ill.), 10,500 subscribers; Community Cablevision of Irvine, Calif., 27,000 subscribers, and Duarte Cable Television, Duarte, Calif., a suburban Los Angeles new-build that is scheduled to serve 7,000 subscribers upon completion.

Segal also said Studioline would be making more affiliation announcements soon,

including one with "a major Midwestern MSO."

Studioline also offered results of a survey it commissioned on cable subscriber interest in cable music and stereo sound. The study consisted of 156 in-home interviews with subscribers of UA-Columbia Cablevision's Wayne, N.J., system. Segal said: "A total of 46% of the subscribers surveyed expressed positive interest in subscribing to a cable stereo service consisting of Studioline Cable Stereo and stereo sound for television stations and satellite cable services."

Forty-four percent expressing interest also said they would be willing to pay \$9.95 or more a month for the package. And, Segal added, 52% of those interested said they would purchase the necessary Stereo-Track II decoder needed to receive the audio channels for \$200, if the monthly service fee were reduced from \$9.95 to \$4.95.

Data delivery

The Cable Television Administration and Marketing Society was active at the NCTA convention trying to sell what it believes is the most valuable marketing tool to come along in the cable industry in a long time: the CTAM Database.

The database, based on information gathered from about 200 cable systems, will detail the service connects and disconnects, upgrades and downgrades, in a variety of system types. It's designed to allow operators to compare the performance of their systems against national trends.

The first of the Database's reports, on the second quarter of 1986, will be issued in July. (When CTAM first began marketing the Database last December, it had hoped to start with the first-quarter report in April.)

According to CTAM President Vic Parra, 25 cable companies have already signed as Database subscribers. And those charter subscriptions, he said, will come close to covering the \$367,000 cost of the Database. The Database is being compiled by A.C. Nielsen Co.

Color coded

The Nostalgia Channel is adding a little color to its programming. Last week, during the NCTA convention in Dallas, Nostalgia officials announced plans to start colorization of some of its programming beginning with one of its "Megaphone Video" segments. Premiering April 1, "It Seems to Me," a dance routine from the film, "Second Chorus," starring Fred Astaire and Paulette Goddard, will be shown in color, explained Nostalgia's Peter Flint. Some episodes of the channel's *Public Defender* series will also air in color.

Additionally, the channel is introducing a Nostalgia Channel fan club through the creation of a monthly magazine, *Nostalgia Monthly*. The magazine will be distributed in April and made available to cable operators as well as individual subscribers and TVRO owners. The channel also revealed plans to start scrambling its signal in the fall,

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AS AN HOUR
OR
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THE ANSWER IS...

although a scrambling mode has not been chosen. The channel, Flint said, is viewed in about 300,000 homes, but it has contracts that should "take us up to 700,000 in the next six months which will not put us too far away from the break-even point."

Texscan troubles

Texscan, the Phoenix-based cable hardware manufacturer, has had a lot of problems in the last year. It lost \$50 million in fiscal year 1985 (which ended last April 30) and is expecting "substantial" losses for the current fiscal year as well. Last November it filed for protection under federal bankruptcy law, from which it hopes to emerge by the end of this year. The company has shut down several operations and has laid off almost 2,000 employees in the past year. Last April it had 3,300 employees and by the end of next month the head count will be down to 1,200, said company president James Bonfiglio.

How did the company get into such a mess? Two reasons primarily, said Bonfiglio, at a press conference last week at the NCTA convention. First, he said, the company expanded too rapidly in the last couple of years—it acquired two smaller cable hardware companies, GTE and Dantek—without proper management controls. In addition, "foreign encroachment" into one of Texscan's main product lines, set-top converters, hurt the company's performance severely.

But Bonfiglio says the company's worst days are behind it, that it is paring down its operations to a few basic businesses and

will be ready for a new beginning when it emerges from bankruptcy protection. "By the end of the next month, when our fiscal year 1986 ends, the worst will be over," said Bonfiglio. The company will focus on three main product lines—transmission and distribution equipment, character generators, and test equipment. It has closed out its set-top converter manufacturing operation altogether. Bonfiglio said the company will continue to support its off-premises converter product line (TRAX) if sales are sufficient to justify the support. "If we can make money doing it, we will continue to support it."

The company will file a plan of reorganization by the end of this month, in which, among other things, it will propose a plan to pay off (at least partially) some \$31 million in unsecured debt owed the United Bank of Phoenix (\$20 million) and 2,500 smaller creditors. The company will also address the prospects of company bondholders, owed \$40 million.

Silent expansion

The Silent Network, a nationwide basic cable service for the hearing-impaired, has announced a new program lineup for the current season. The seven-year-old Los Angeles-based service is distributing two hours of programming each Saturday from 9:30 to 11:30 a.m. PST via the Satcom IV satellite.

The new lineup includes: *Festival*, a series for both deaf and hearing children aged 12 and older; *Hear Dog!*, providing training for dogs that assist the hearing-impaired; *Off Hand*, a celebrity interview series, and *Say It With Sign*, a sign-language instruction

show. National sponsors include Hallmark Cards, Mattel, Campbell's Soup and Kal Kan.

Silent Network programs are open-captioned by Computerized Shorthand Reporters and also presented in regular sound and American Sign Language.

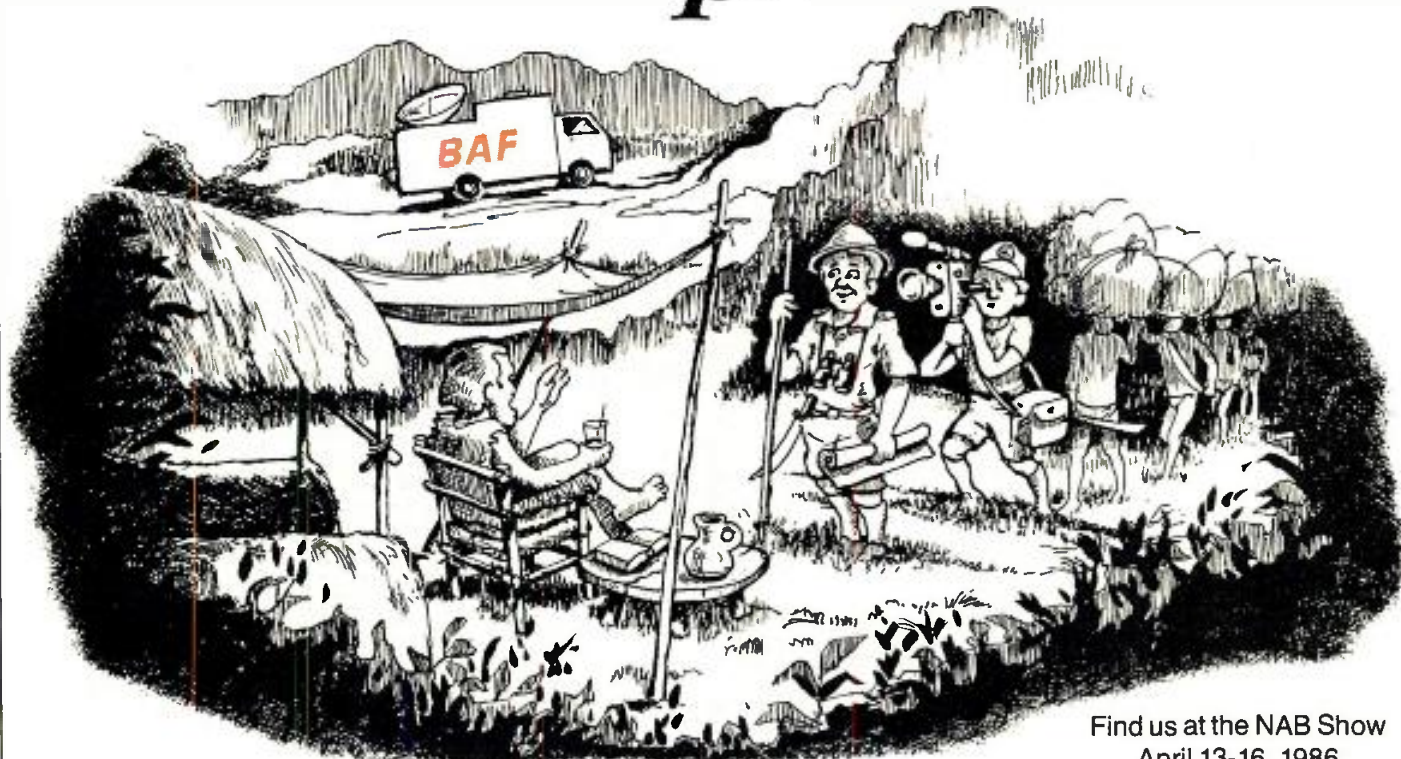
Program promotion

Cable Video Entertainment, New York, unveiled a monthly half-hour program that promotes the upcoming programs of the major pay and advertiser-supported cable networks. It is designed for use by local systems on a local origination channel. The program is formatted in the style of a video magazine show, complete with hostess (Terry Lee Johnson) and celebrity interviews. CVE President Dick Sullivan said the new program, by promoting cable shows, would help systems upgrade and retain subscribers.

Canadian connection

X*Press Information Services (XIS), a Golden, Colo.-based electronic news and information service, announced last week the development of a "North American" version of XIS software accessible by both U.S. and Canadian subscribers. Expanded Canadian content on the service includes stock exchanges based in Toronto, Vancouver and Montreal. XIS also said last week it signed an agreement with Rogers Cablesystems to launch X*Press in 16 of Rogers's Canadian systems and in eight of its American systems. XIS claims that 35 MSO's have now committed to launching X*Press.

"BAF . . . I presume."



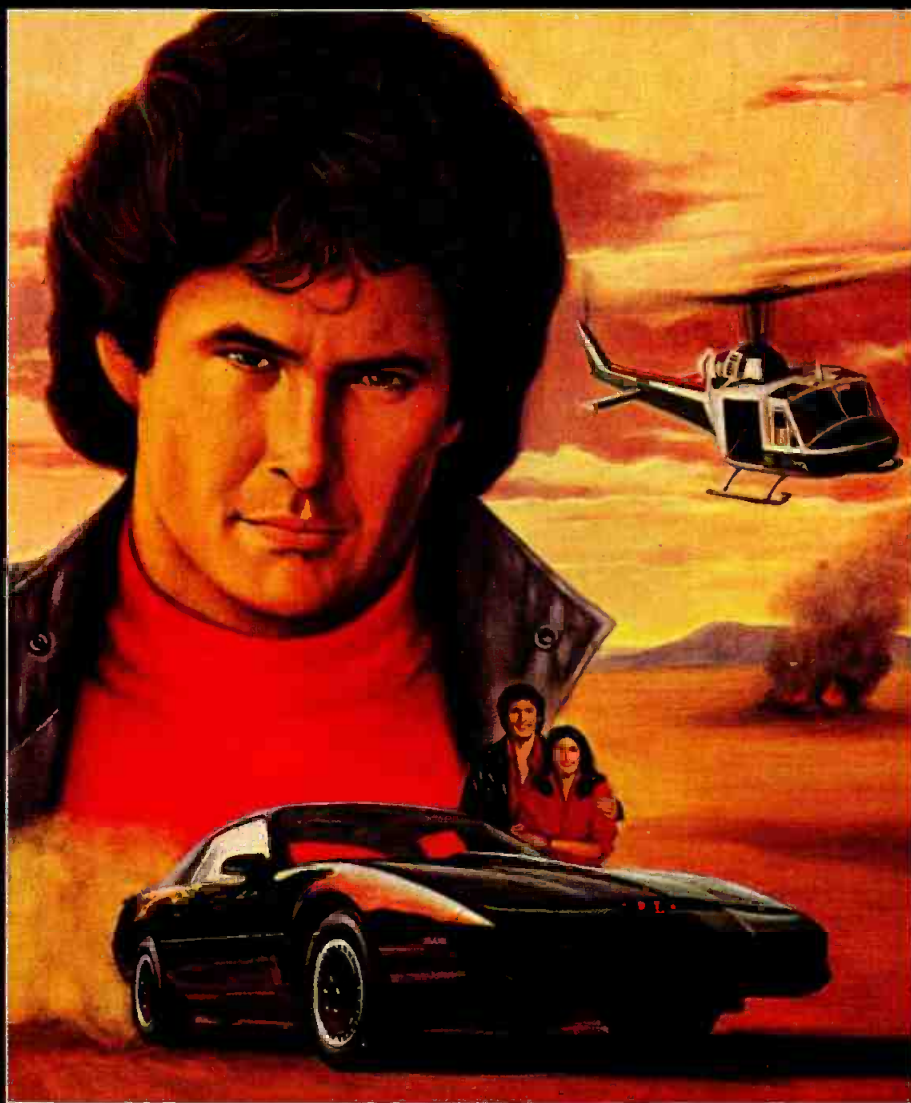
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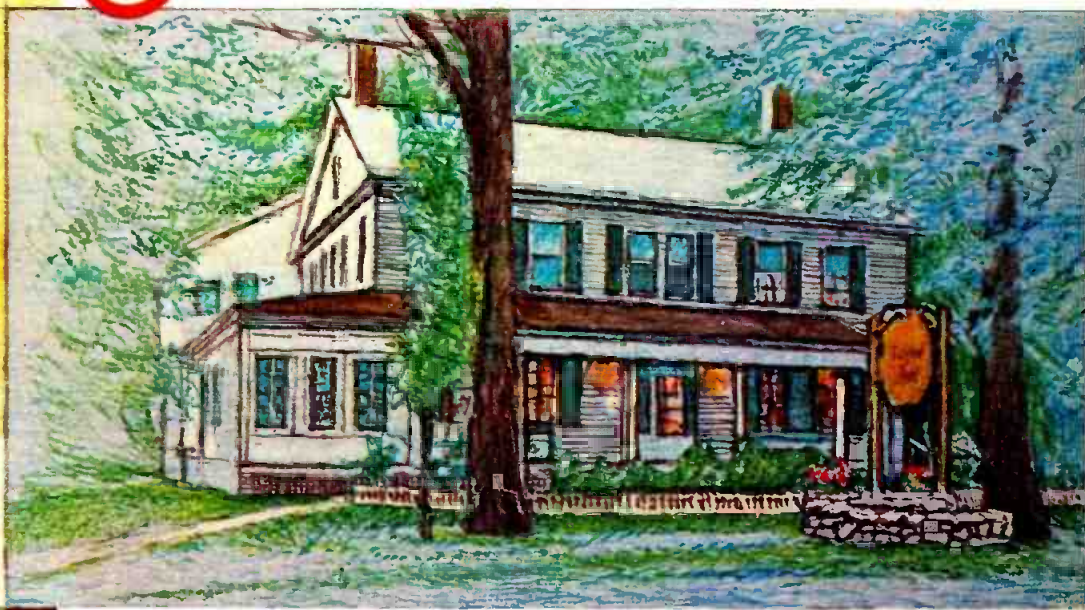
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They turned a
small country inn
into the comedy
capital of America!

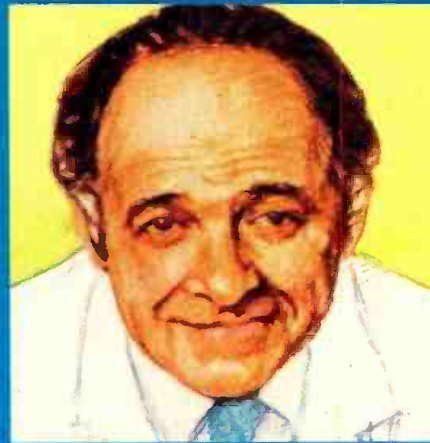
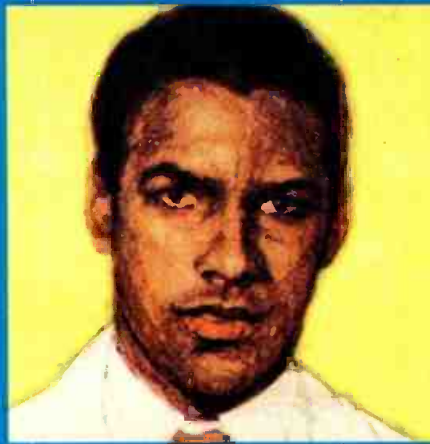
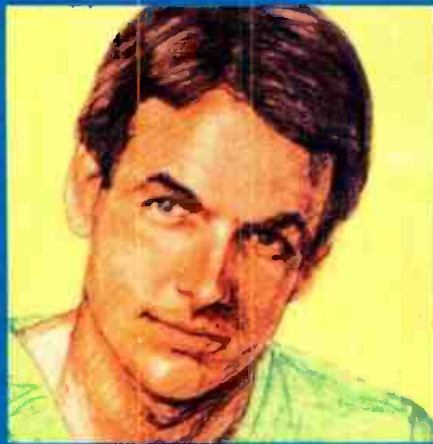
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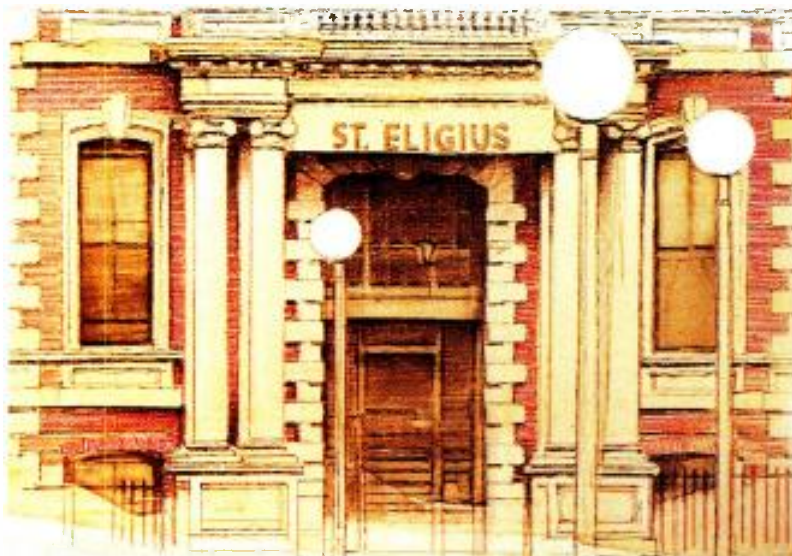
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Canon USA □ Company's T-70 camera will be promoted in campaign that begins this week in New York, Los Angeles, Chicago and Atlanta. Commercial will feature John Madden, ex-coach of Oakland Raiders and now CBS sports commentator. Commercial will be placed in news, sports and prime periods. Target: men, 25-54. Agency: Grey Advertising, New York.

Haworth Inc. □ In its first use of television advertising, maker of office furniture has begun \$1.7-million spot TV and print campaign in 19 U.S. markets and in parts of Canada for five weeks ending in late April. Another flight is being considered for this summer. Commercials will run in news and sports programs and on Cable News Network. Target: men, 25-54. Agency: Korey, Kay & Partners, New York.

Scott Paper □ Advertiser will promote Cottonelle toilet paper in 13-week flight beginning March 31. Day, fringe and

prime dayparts will be used. Spots will run in 30 markets, including Washington and Chicago. Target: women, 25-54. Agency: BBDO, New York.

Shoe Town □ Eight-week flight begins March 31 with campaign running in all dayparts. Spots will run in eight markets: New York, Washington, Detroit, Boston, Cleveland, Chicago, San Francisco and Hartford-New Haven, Conn. Target: women, 25-54. Agency: Levy, Flaxman & Associates, New York.

Orkin Exterminators □ Twelve-week flight for pest control will begin March 31 in Flint, Grand Rapids and Lansing, all Michigan, and Toledo, Ohio. Day and fringe dayparts will be used. Target: adults, 25-54. Agency: J. Walter Thompson, Detroit.

American Shows □ Tractor and Truck Pull shows will be promoted in 13 Midwest and southern markets for one week to 10 days. Spots will run between April 5 and June 28 using mixed

dayparts. Target: men 18-49. Agency: Simons, Michaelson, Zieve, Troy, Mich.

Mighty Distributing of America □ Campaign promoting Mighty auto repair shops and parts breaks this week and runs through November. Thirty-second spots will air on ESPN during auto racing shows. Target: men, 18-54. Agency: Cargill, Wilson & Acree, Atlanta.

RADIO ONLY

Hardee's Restaurants □ Second-quarter campaign will kick off in late March in eight markets in South, including Tallahassee and Orlando, both Florida. Commercials will be presented in all dayparts. Target: adults, 18-49. Agency: Ogilvy & Mather, Atlanta.

Federici Pasta □ To introduce new imported product from Italy, advertiser plans to begin 13-week flight in June in about 10 markets, including Philadelphia, Chicago, St. Louis and Washington. Commercials will be slotted in all dayparts. Target: women, 25-54. Agency: Sid Stone Advertising, Milwaukee.

Wisdom Imports □ Agent for Bohemia Beer is planning 12-week campaign to break in May in Southwest and western markets to promote beer. Commercials will be placed in all dayparts. Target: men, 25-54. Agency: Bozell & Jacobs, Kenyon & Eckhardt, Atlanta.

Huber Brewing □ Milwaukee will be added this week to market list of three-week flight that already includes Minneapolis, Chicago and Madison, Wis. After hiatus of several weeks, Huber will run flight throughout summer in same four markets. Commercials will be broadcast in all dayparts. Target: men, 18-34. Agency: Zechman & Associates, Chicago.

K-Mart □ Three-part flight over 26 weeks begins this week. Campaign will air in 42 markets, including Washington, Philadelphia, Cleveland, Detroit, Los Angeles and Chicago. Target: black adults, 18-54. Agency: Ross Roy, Inc., Detroit.

RADIO AND TV

Tenneco Automotive Retail □ Campaign for its Car-X brake shops and its Speedy Muffler King shops began on television last week and will be followed

IN TV SALES TODAY, BEING SMART AND AGGRESSIVE IS NOT ENOUGH.

Companies all over the country are realizing a third ingredient is necessary.

Professional training. To raise performance to the higher levels demanded in today's competitive world. That's why companies all over the country are turning to the Antonelli Media Training Center. Antonelli-trained people know how to sell specials and sports and how to increase share.

They know how to develop selling strategies, set up vendor programs and make persuasive presentations.

They produce because they know the business from local sales to the rating book to closing the sale.

To get salespeople and managers with this kind of intensive training working for you, do one, or both, of two things.

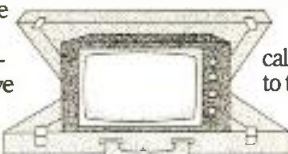
You can hire our graduates the way Katz, Storer, HRP, MMT, Seltel, Taft, Metromedia, WBAY, KWGN, WXON, and WVAH have done. Just call us with your job opening.

Or you can hire us. We'll train any level of your current staff from salesperson to sales manager.

Many of the industry's smartest, most bottom-line oriented stations such as KWGN, KBHK, WDAF, WSOC and KTVT have benefitted from this investment in their staffs' productivity. Either way, we believe you'll see the dramatic improvements

many others have seen.

For more information, call today. After all, if you want to travel at full-speed, you can't have an engine going at half-speed.



ANTONELLI MEDIA TRAINING CENTER

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ANTONELLI MEDIA TRAINING CENTER, INC. LICENSED BY THE N.Y. STATE DEPT OF EDUCATION

CARD SHARKS #1

*firm go
fall '86*



CARD SHARKS IS A FIRM GO FOR FALL '86 IN SYNDICATION

CARD SHARKS IS NUMBER ONE IN ITS TIME PERIOD ON THE CBS NETWORK

CARD SHARKS FROM GOODSON-TODMAN, THE PREMIER GAME SHOW PRODUCER

CARD SHARKS IS NUMBER ONE IN HOUSEHOLDS AND KEY DEMOGRAPHICS...
MARKET AFTER MARKET



• BILL RAFFERTY hosts the hottest show for FALL 1986

Distributed by: THE TELEVISION PROGRAM SOURCE



• 1155 Avenue of the Americas, 30th floor • New York, New York 10036 • (212) 302-4400
• 4000 W. Alameda Avenue, 6th floor • Burbank, California 91505 • (818) 954-7800

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

**RIGHT ON
TARGET...
FOR YOUR
TARGET
AUDIENCES!**

**GROUP W
PRODUCTIONS**
WESTINGHOUSE BROADCASTING AND CABLE, INC.

*Millions
of Kids*

...ARE LOOKING FORWARD TO
**FILMATION'S
GHOSTBUSTERS**



A SURE THING
FOR FIRST-RUN SYNDICATION
STARTING SEPTEMBER 1986!

65 HALF-HOUR ANIMATED
COMEDY ADVENTURES

SEE THE PREVIEW TAPE AND SEE
THE FILMATION DIFFERENCE

In association with
Tribune Entertainment Company

©1986 Filmation



...will welcome Jose's daily visits as the stylist to the stars becomes TV's hottest personality. Jose, celebrity co-hosts and guests and authorities on beauty, fitness and health will present the most sparkling and helpful half-hour on TV.

The **BEAUTY AFFAIR**
WITH
Jose Eber



**ALREADY CONFIRMED AS
CO-HOSTS AND GUESTS:**

ANGIE DICKINSON LINDA GRAY
MORGAN FAIRCHILD LISA HARTMAN
VICTORIA PRINCIPAL

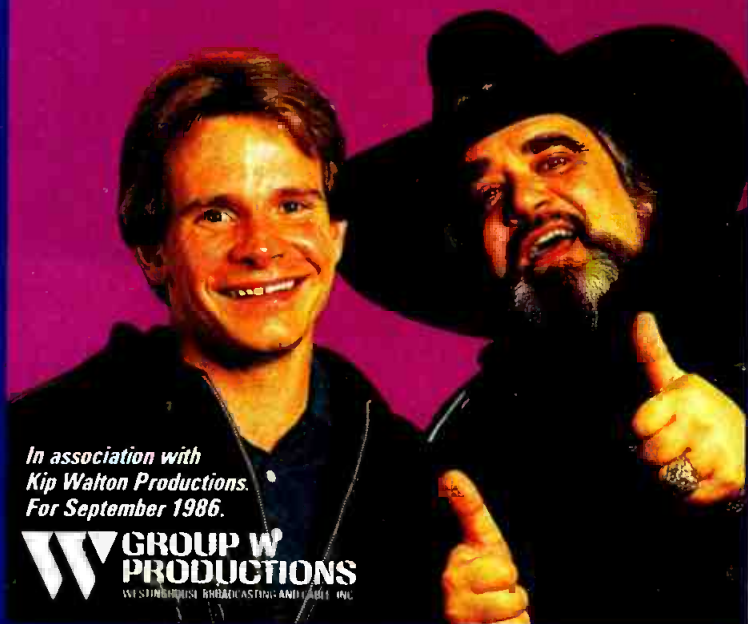
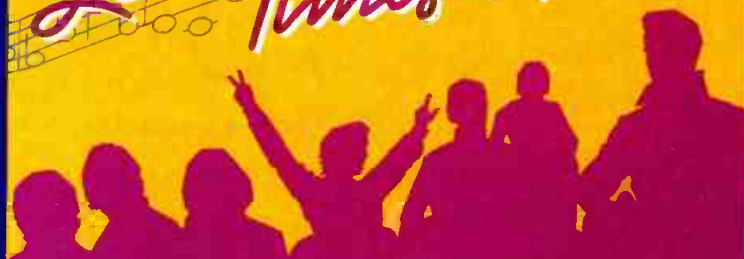
**GROUP W
PRODUCTIONS**
WESTINGHOUSE BROADCASTING AND CABLE, INC.

In association with
Bi-Coastal Television Productions Inc.
For September 1986.



...will be rockin'. It's a weekly hour of the biggest hits of three decades of rock performed live by the greatest names. Plus: clips from the past, comedy, dancing. Starring popular Peter Scolari of "Newhart." With Wolfman Jack and Paul Revere and the Raiders.

*Let The Good
Times Rock!*



In association with
Kip Walton Productions.
For September 1986.

**GROUP W
PRODUCTIONS**
WESTINGHOUSE BROADCASTING AND CABLE, INC.

shortly by radio and print advertising in markets throughout U.S. and nationally in Canada. Commercials will appear in all dayparts. Target: adults, 21-54. Agency: SSC&B:Lintas USA New York.

Lee Co. □ Shawnee jeans will be introduced in August via multimillion-dollar campaign in spot markets throughout U.S. Commercials will be carried in all dayparts on radio and TV and also will appear on MTV. Target:

adults, 18-24. Agency: Bozell & Jacobs, Kenyon & Eckhardt, New York.

Baltimore Orioles □ "Birdland II," 1986 multimedia advertising campaign promoting Orioles baseball team debuted last week and will run during entire baseball season in Baltimore and Washington markets. The 30-second spots will run around Oriole's baseball games. Target: adults, 18-54. Agency: Smith Burke & Azzam, Baltimore.

AdVantage

Honored trio. Three advertising executives will be inducted into Advertising Hall of Fame of American Advertising Federation tomorrow (March 25) in ceremonies in New York. Inductees are Donald A. Macdonald, vice chairman, Dow Jones & Co.; Samuel W. Meek, former chairman of J. Walter Thompson Co., and Arthur Harrison (Red) Motley, former board chairman and publisher of *Parade* magazine. Awards to Meek and Motley will be made posthumously. □

TVB gainers. Television Bureau of Advertising reports that three growth industries—automobile, legal services and health care—logged double-digit increases in television advertising last year. Health care categories, medical, dental and optical services, were in forefront, with 40% increase in spending over 1984, according to Broadcast Advertisers Reports. Legal services advertising, led by Hyatt Legal Services, was up 36%. Automobile advertising, which includes automotive advertisers, dealer associations and auto dealers, was up 15% over 1984. Total estimated expenditures for automobiles in 1985 were \$1,692,552,330. Spot TV, which accounts for 56% of automotive spending, was up 22%, to \$955,294,200. Ford Motor Co. at \$288.5 million and General Motors Corp. at \$227.9 million led manufacturers spending, largest part of automobile advertising, including both network and spot TV. Nissan topped the dealer association at \$45.8 million. Cal Worthington in Los Angeles ranked first among dealers on TV at \$4.2 million. According to Roger D. Rice, president of Television Bureau of Advertising, "The health care category is one of the fastest-growing and most important categories in local television..." Total expenditures in health-related television advertising in 1985 were \$125.6 million. Analysis of past five years by TVB reveals average annual compound growth rate of 36%. Health care investments have increased five-fold since 1980. Pearl Vision Center, at \$14,864,800, was number-one optical service television advertiser. Leading medical advertiser was Humana Inc., at \$4,971,100. Leading dental advertiser was Denta Health Dental Clinic, at \$880,100 in 1985. Hyatt Legal Services, based in Kansas City, was leading legal television advertiser for fourth year in row. Its investments totaled \$5,709,100. Jacoby and Myers was second again in advertising spending, up 275% to \$4,834,900. □

On board. Stroh Brewery has signed as major sponsor of Turner Broadcasting's 1986 Goodwill Games. Multimillion-dollar sponsorship Sponsorship package includes worldwide television advertising and on-site presence at games. J. Wayne Jones, Stroh's executive vice president, sales and marketing, said: "We believe this event will prove to be an efficient, desirable vehicle for our advertising message." Games are organized by Turner Broadcasting System, Gostelradio (USSR State Committee for TV and Radio) and Soyuzsport (USSR State Committee for Physical Culture and Sport). WBs will telecast 129 hours of July 5-20 sports event, involving 3,500 athletes from more than 50 countries. Games will be held in United States in 1990. □

A Constructive Service to Broadcasters and the Broadcasting Industry

HOWARD E. STARK

Media Brokers—Consultants

575 Madison Avenue

New York, N.Y. 10022

(212) 355-0405

RepReport

KDFI-TV Dallas: To Independent Television Sales from Spot Time. □

W0BB-TV Birmingham, Ala.: To Independent Television Sales from Seltel. □

KIEM-TV Eureka, Calif.: To Katz Continental Television from Seltel. □

KRAM(AM)-KKLZ(FM) Las Vegas: To Blair Radio from Torbet. □

KUDY(AM)-KOSP(FM) Spokane, Wash.; KIAM(AM) Albuquerque, N.M., and WWKF(AM)-WAIL(FM) Key West, Fla.: To Blair Radio (no previous rep). □

KTOX(AM)-KIZN(FM) Boise, Idaho; KOAK(AM)-KDUK(FM) Eugene, Ore., and KWNZ(FM) Reno: To Blair Radio from Hillier, Newmark, Wechsler and Howard. □

KATR(AM)-KATT-FM Oklahoma City: To Blair Radio from Selcom/RAR. □

KCRG(FM) Cedar Rapids, Iowa: To Masla Radio from Torbet Radio. □

KAYC(AM)-KAYD(FM) Beaumont, Tex.: To Blair Radio from Eastman Radio. □

KYKC(AM)-KKRC(FM) Sioux Falls, S.D.: To Weiss & Powell from Selcom. □

KKXL-AM-FM Grand Forks, N.D.: To Weiss & Powell from Hillier, Newmark, Wechsler & Howard. □

KCGL(FM) Centerville, Utah: To Weiss & Powell from Harold S. Schwartz Associates. □

WGLL(FM) Mercerburg, Pa.: To Weiss & Powell (no previous rep). □

WJNC(AM)-WRCM(FM) Jacksonville, N.C.: To Weiss & Powell (no previous rep). □

WRJM(FM) Troy, Ala.: To Masla Radio (no previous rep). □

KVNI(AM) Coeur d'Alene, Idaho: To Weiss & Powell (no previous rep). □

WJLM(FM) Salem, Va.: To Weiss & Powell (no previous rep). □

Movin' on. Eastman Radio has moved to new offices in Atlanta at 2635 Century Pkwy., Suite 560, 30345. Phone is: 404-321-5136.

JOIN THE CROWD!

And pack in the ratings with **THREE'S A CROWD**.

The only half-hour sitcom funny enough to follow syndication's superstar **THREE'S COMPANY**.

The irrepressible John Ritter plays the same lovable character that makes **THREE'S COMPANY** a runaway hit.

Once again, you get the same proven loyalties among Young Women, Young Adults, Teens and Kids, too.

Team it up as a full hour of fun with **THREE'S COMPANY**.

Strip it on its own as a seasonal replacement.

Or mix it with your **THREE'S COMPANY** strip using our optional **THREE'S COMPANY, TOO!** title.

Three great ways to crowd out the competition.

"THREE'S A CROWD"

D.L. TAFFNER

New York
(212) 245-4680

Atlanta
(404) 393-2491

Chicago
(312) 529-0074

Los Angeles
(213) 937-1144

**ALREADY
SOLD IN
43 MARKETS
INCLUDING
THE FOX
STATIONS!**

WHYW New York
KTTV Los Angeles
WFLD Chicago
KTVU San Francisco
WTTG Washington
KDAF Dallas
KRIV Houston
KWGN Denver
WCEE Mt. Vernon
KOVR Sacramento
WNUV Baltimore
WCPX Orlando
KOKH Oklahoma City
KUTV Salt Lake City
WBRE Wilkes-Barre
WTVZ Norfolk
WNEM Flint
KSNW Wichita
KNSG Garden City
KSNK Great Bend
KSNK McCool
WBIR Knoxville
WSTM Syracuse
WOI Des Moines
KSKN Spokane
WTHX Johnstown
KOLD Tucson
KDEB Springfield, MO
WOLO Columbia, SC
KLAS Las Vegas
WBAK Terre Haute
KSNF Joplin
KAUZ Wichita Falls
WMAZ Macon
KRCR Chico
KLBK Lubbock
KXMC Minot
KMID Odessa
WVVA Beckley
KSNT Topeka
WETM Elmira
KFBB Great Falls
KTVZ Bend



HOUR HE



ROES

First there was Rockford, scoring big in markets across the U.S.

Now there is Quincy, generating giant ratings day-in, day-out.

Tomorrow it will be our newest heroes.

SIMON & SIMON

OUR HOURS CAN MAKE YOUR DAY. **MCA TV**



A broadcast advertising commentary from William Miller, vice president, Spotwise, Boston

Reaching listeners through television

As long as I've been in the business (and it's been a long time because my daughter asks me questions about the good old days of broadcasting) there's been an advertising axiom that says a radio station should "own the medium" in which it advertises. If radio station X decides that television is the best place to attract new listeners, the rule says that the station should go all out and put the bulk of its advertising dollars into television spots.

The radio station would produce a television spot, or buy one of the many available syndicated spots that matches its music, talk or news format. Then a flight or series of flights would be scheduled to saturate the television market, usually during a peak rating period. What's important to understand is that the bulk of the station's advertising budget would be allocated to television time. Likewise, if radio station Z chooses the billboard approach, it would concentrate efforts in buying more billboards than any other radio station. This trend, in any market, would hold true for taxi-tops and newspapers on down to parking meters.

I've never much believed in rules and regulations, focus groups and other highly touted methods of market research. The research may be fair and accurate, but it is always six months old by the time anyone can act upon it. And in our media-laden world, six months might as well be six years or six eons. After all, how long does a number-one record—hot hits, country, or AOR—stay at the top of the charts? It's a fickle world with fickle listeners.

Second, to commission highly reliable listener data is expensive. And let's face it, most radio stations don't have the budget to conduct a massive research project and produce a television or newspaper campaign. Many opt for what they think is second best, the focus group. While focus groups can give immediate feedback, their statistical reliability is subject to many factors including weather, group dynamics and time of day.

Rules that may have been held in esteem in the '70's need review in the '80's. That's why I'm a subscriber to the New Think method of marketing, where there's always a second right answer, another road to travel, another rule to break. Look at how film and editing techniques have changed through the years, led in part by advertisers, filmmakers and performing artists who have been brave enough to challenge existing norms. Take for instance the jump cut approach to editing. What would never have passed muster in the '50's became standard practice in the '60's and is now considered passive by the editing standards of the '80's. And bravo to that vanguard of advertisers who brought us



William Miller started his career in broadcasting in the news and production departments at WBZ-TV and WHDH(AM) in Boston. He was the senior producer/director at Houghton Mifflin Publishing Co. film unit before co-founding Bostonia Productions in 1974. In 1983 Bostonia merged with Spotwise Productions, where Miller has remained as a principal. Spotwise produces broadcast promotional spots and specializes in custom and syndicated TV spots for TV stations, radio stations and retailers across the nation.

the "new look" of commercials by making several frames of academy leader an integral part of their spot. Not at the head but right smack in the middle. Or the Levi's ad that uses the wrong color balanced film, and everyone comes out looking blue, like the jeans. Hooray for these rule breakers. They may not always be right, but they're getting out of the advertising rut, and they're pulling the rest of us out with them.

Another reason for doing away with "owning the medium" becomes apparent if you take a long, hard look at the marketplace as a whole. Without looking too far, it's easy to recognize how fragmented this country has become. Look at television. No longer is it simply a matter of choosing UHF or VHF, sports or drama, news or talk shows. Cable has given us a host of other choices, each nicely categorized and labeled down to the last demographic in the last household before the freeway. Therefore, if you follow the old axiom of owning the television medium, you could potentially waste thousands of dollars. It may be true that you want to own sports on cable, MTV, or shows for women who wear only high-heeled shoes. The choices are mind-boggling. And the expense is overwhelming.

Even the largest radio stations in the top ADI's have trouble financing a flight that

comes close to penetrating the television market. The Cokes and Buds and Liptons of the advertising world penetrate by repetition. How many times have you heard the man say, "I said Bud Light" recently? The fact is that millions of dollars were spent to buy air time so you would be exposed at least once, and hopefully dozens of times, to that quip. A radio station with a couple of hundred thousand to spend is a little fish in a big pond. But the television advertising need not be money well wasted if it is part of an overall advertising plan.

I think in today's high-paced market, a better approach is to spread the advertising dollar among the choices available in your part of the country. That's not to say that everybody, including the bowling team that will put your call letters on its team shirts, should get a piece of the pie. But there can certainly be room for television and print and perhaps buscards, or other combinations that target your audience. The important thing is to present a uniform statement to narrow down your programming philosophy and to unify all aspects of your advertising. Make sure the same message comes across on television, on billboards and in print. And when all is said and done, I cannot overemphasize the importance of program sampling and call letter recall. After all, your primary purpose is to have people remember your call letters (and dial position) and to sample your programming. That's about all advertising can guarantee. Whether you keep the listener once he or she has sampled your station depends on how dynamic your programming is, your music or talk format, on-air personalities, and your competition.

Your advertising should have more than limited recall because you want the diary loggers to remember your name when it comes to filling out forms at the end of the sample period. It's also not wrong for your advertising to look a lot like that of a neighboring station, especially if you're after the same listeners and the other station has the majority share of the market. Let's face it, the music of the '80's is very homogenized, with playlists overlapping from AOR to hot hits to country. Music video stations, especially the independents, are playing a mixed bag and are helping shape the listening attitudes of the public. Show your audience what you have to offer and where they can find you. Package it in an attractive form, either syndicated or custom, and pray you've made the right programming choices. But don't expect results overnight. If you are selling Ginzu knives, the results may be expected immediately. But changing listening habits, or habits of any kind (ask a nail biter), takes considerable patience, weeks of hard work (which your advertising should be doing for you) and a general manager willing to wait it out with you. ■

When you're
the strongest force
in first-run syndication,
you don't have to shout.



Because the facts are loud and clear:

The Columbia Pictures Television Group is the hottest name in the first-run business and is firmly committed to the future of first-run syndication. With Columbia Pictures Television, Colex Enterprises and The Television Program Source, we're the first place that independent and affiliated stations turn to for first-run programming.

When you've got all this going for you, you don't need to shout.



COLUMBIA PICTURES TELEVISION GROUP

Columbia Pictures Television



WHAT'S HAPPENING NOW!!
2ND Yr. Series In Association With LBS Communications.



THE REAL GHOSTBUSTERS
1ST Yr. Strip

Colex Enterprises



GIDGET
1ST Yr. Series



IT CAME UPON THE MIDNIGHT CLEAR
AND OTHER PREMIERE MOVIES

The Television Program Source



THE NEW PRICE IS RIGHT
2ND Yr. Strip



CARD SHARKS
1ST Yr. Strip

This week

March 25—29th annual New York area Emmy awards, sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Grand Hyatt New York. Information: (212) 765-2450.

March 25—*Television Bureau of Advertising* regional sales conference. Amfac East-Airport, Dallas.

■ **March 25**—*Women in Cable, Greater Philadelphia chapter*, luncheon. Adam's Mark hotel, Philadelphia.

March 26—*Illinois Broadcasters Association* seminar at Illinois State University, Normal, Ill.

March 26—Time buying and selling seminar, co-sponsored by *International Radio and Television Society* and *Station Representatives Association*. Bankers Trust, New York.

March 26—*Academy of Television Arts and Sciences* forum luncheon. Speaker: Michael J. Fuchs, chairman and chief executive officer, Home Box Office. Sheraton Premiere hotel, Universal City, Calif. Information: (818) 763-2975.

■ **March 26**—*Academy of Television Arts and Sciences* seminar on television cinematography, "Through the Eyes of the Camera." Participants include cinematographers Haskell Wexler, Harry Wolf, Laszlo Kovacs, Charles Correll and George Spiro Dible. Walt Disney Studio Theater, Burbank, Calif. Information: (818) 763-2975.

■ **March 27**—*Southern California Broadcasters Association* and *Radio Advertising Bureau* annual radio workshop/luncheon. Speakers include KKG(FM) air

personality Gary Owens and Joy Radio President Joy Golden. Sheraton Premiere hotel, Los Angeles. Information: (213) 936-5515.

March 27—*Television Bureau of Advertising* regional sales conference. Denver Marriott City Center, Denver.

■ **March 27**—*Women in Film and Video, New England chapter*, meeting featuring screening in honor of International Women's Day. WGBH-TV Boston. Information: Kate Bernhardt, (617) 492-2777.

March 27—*National Academy of Television Arts and Sciences, New York chapter*, dinner meeting, "Stunt People." Copacabana, New York.

March 28-29—8th annual Black College Radio convention, sponsored by *Collegiate Broadcasting Group Inc.* Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

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

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

April

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

April 1—*Pennsylvania Association of Broadcasters* 21st annual Gold Medal dinner, featuring presentation of Gold Medal Award to entertainer Dick Clark. Adams Mark hotel, Philadelphia.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

April 8—*Women in Cable, New York chapter*, meet-

Celebrating our 50th year in communications lending

Join us during the NAB Convention at our
Hospitality Suite, Lowe's Anatole Hotel,
or call us during the convention at 748-1200.

CHUCK COON
JOLEN CAMERON
KEN KEELER
(216) 622-8654

Communications Lending Department

**Society
BANK**

Cleveland, Ohio

All clearances in early fringe
or prime access!

WOR	New York
KTLA	Los Angeles
WGBO	Chicago
WTAF	Philadelphia
KTVU	San Francisco
WLVI	Boston
WKBD	Detroit
WDCA	Washington DC
KTXA	Dallas/Ft. Worth
WOIO	Cleveland/Akron
KTXH	Houston
WPGH	Pittsburgh
WSB	Atlanta
KCPO	Seattle/Tacoma
WCIX	Miami/Ft. Lauderdale
KPLR	St. Louis
KCRA	Sacramento/Stockton
WNUV	Baltimore
KTVK	Phoenix
WTIC	Hartford/New Haven
XETV	San Diego
WOFL	Orlando/Daytona
WXIX	Cincinnati
KSHB	Kansas City
WCAY	Nashville
WCCB	Charlotte
WNYB	Buffalo
WDBB	Birmingham/Annis.
WLFL	Raleigh/Durham
WUHQ	Grand Rapids/Kalamazoo
WMKW	Memphis
KRRT	San Antonio

Over 70% of America
Already Cleared!

Smart Stations are Going for the New Gidget!

ALL FIRST-RUN!
22 TOTALLY NEW
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ing. HBO Media Center, New York. Information: (212) 661-4500.

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

April 9—*National Academy of Television Arts and Sciences*, New York, luncheon, featuring Terrence Elkes, president and chief executive officer, Viacom International. New York.

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

Trust, New York.

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

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

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

hotel and towers, Dallas.

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

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

April 11—*Broadcast Promotion and Marketing Executives* board meeting. Loew's Anatole, Dallas.

April 11-13—*National Association of Black Owned Broadcasters* 10th annual spring broadcast management conference, "Getting On Top and Staying There." Loews Anatole hotel, Dallas. Information: (202) 463-8970.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

April 22—*International Radio and Television Soci-*

Stay Tuned

A professional's guide to the intermedia week (March 24-30)

Network television □ **ABC:** *The Barbara Walters Special* (interview with Ronald and Nancy Reagan), Monday 8-9 p.m.; *58th Annual Academy Awards Presentation* (live), Monday 9 p.m.-conclusion; *Perfect Strangers** (comedy series), Tuesday 8:30-9 p.m.; *Mr. Sunshine** (comedy series), Friday 9-9:30 p.m.; *Joe Bash** (comedy series), Friday 9:30-10 p.m. **CBS:** *Morningstar/Eveningstar** (family drama), Tuesday 8-9 p.m.; *Sin of Innocence* (drama), Wednesday 9-11 p.m.; "The Postman Always Rings Twice" (drama), Saturday 9-11 p.m.; *NCAA Women's Basketball Championship Game*, Sunday 1-3 p.m.; *Mrs. Delafield Wants to Marry* (romance), Sunday 9-11 p.m. **PBS** (check local times): *Pride of Place: Building the American Dream** (architecture series), Monday 8-9 p.m.; *Bernstein Conducts Haydn's Mass in Time of War*, Friday 9-10 p.m.; *Te Maori—A Celebration of the People and Their Art* (documentary), Friday 10-11 p.m.



Robin Williams, Whoopi Goldberg and Billy Crystal on HBO's Comic Relief



Four cast members of CBS's Morningstar/Eveningstar, along with the show's producers, Earl Hamner (left) and Fred Silverman

Cable □ **Arts & Entertainment:** *Blott on the Landscape** (farical series), Monday 9-10 p.m.; *Africa** (documentary series), Wednesday 8:30-9:30 p.m.; *Home to Chagall: The Colors of Love* (artist profile), Thursday 9:30-11:30 p.m.; *Dark Waters* (thriller), Saturday 10 p.m.-midnight. **Bravo:** *All That Bach* (concert), Monday 10-11 p.m. **HBO:** *The Tale of the Bunny Picnic* (Muppet special), Wednesday 8-9 p.m.; *Comic Relief* (live comedy fund raiser), Saturday 9-10 p.m. **WTBS(TV) Atlanta:** *Gateway to Goodwill: World Cup Wrestling and International Volleyball Challenge*, Friday 9:50-11:20 p.m.

Play It Again □ **ABC:** "The Ten Commandments" (epic), Sunday 7-11 p.m. **CBS:** *It's the Easter Beagle, Charlie Brown* (animated special), Wednesday 8:30-9 p.m.

Museum of Broadcasting (1 East 53d Street, New York) □ *James Dean: The Television Work*, screenings of 25 live television performances, through April 29. *Mobil & Masterpiece Theatre: 15 Years of Excellence*, screenings of 36 of the 80 series that aired on PBS, Tuesday through Friday at 12:05, 2:05 and 4:05 p.m., Tuesday at 6:05 p.m. and Saturday at 12:05 p.m., through April 4. Information: (212) 752-4690, ext. 33.

The National Jewish Archive of Broadcasting (1109 Fifth Avenue, New York) □ *Music in March*, hour-long virtuoso performances from the Jerusalem Music Centre, continuing with "Mozart Violin Concerto in A Minor," with Isaac Stern, Alexander Schneider and the Jerusalem Youth Orchestra, Sunday at 12:30, 1:30 and 2:30 p.m. Information: (212) 860-1886.

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

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

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

ety newsmaker luncheon. Speakers: Ted Turner, Turner Broadcasting System, and Jack Valenti, Motion Picture Association of America. Waldorf-Astoria, New York.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Major Meetings

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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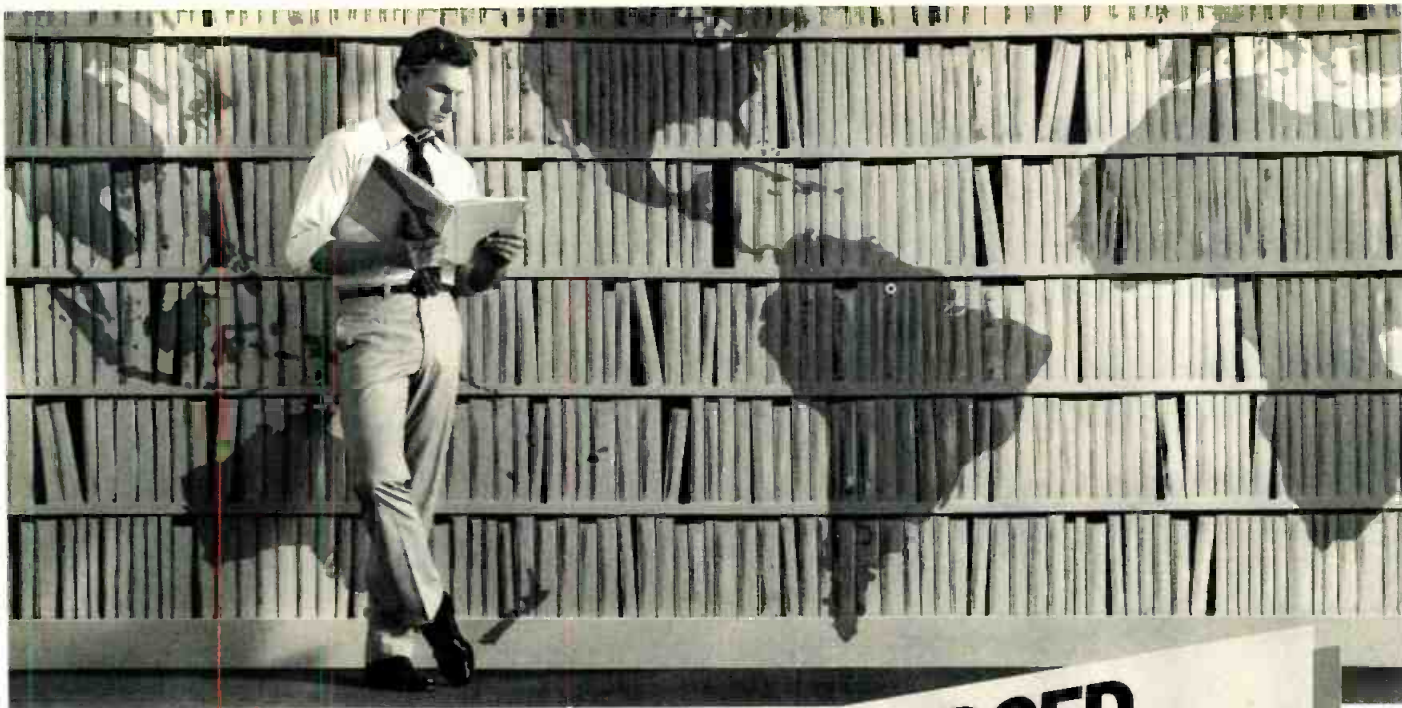
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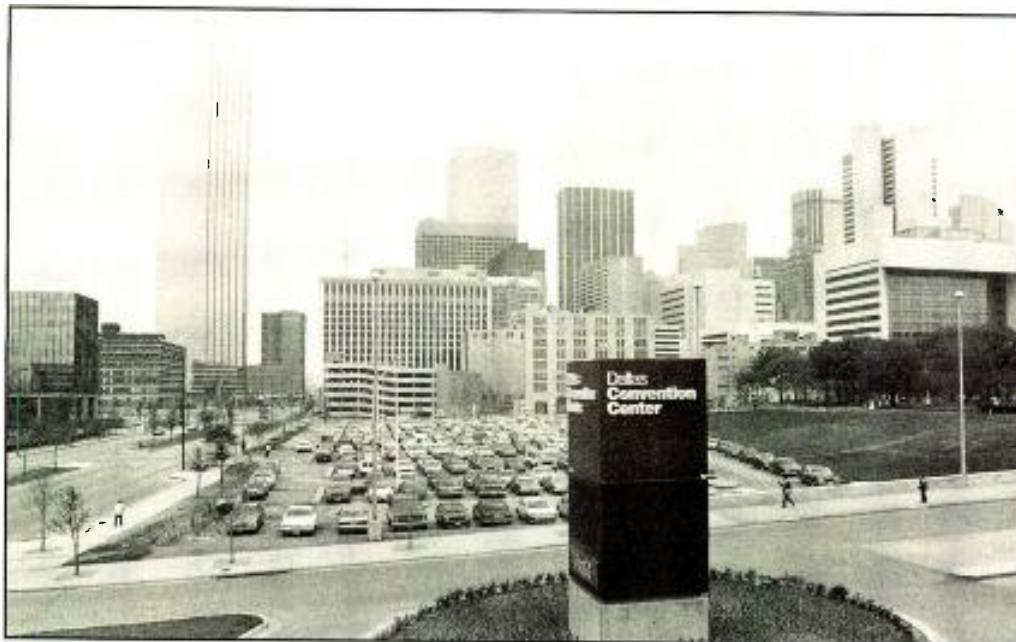
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TOP OF THE WEEK



All smiles and clear sky in Dallas

Cable operators find themselves on a financial, regulatory and programing roll at annual NCTA convention; Fowler says industry is no longer 'second banana' to broadcasting; Mooney, Turner, Malone stress need for increased development of original programming

National Cable Television Association President Jim Mooney felt the association's 35th annual convention last week in Dallas was "the best show" in a long time. None could be found to disagree.

The cable operators and programers and their support troops who turned out for the show—13,148 in all—infected one another with an optimism about the industry that stopped short of the euphoria that characterized the conventions of the early 1980's, but bordered on smugness.

The optimism about cable tomorrow was based on the soundness of cable today. By every measure, cable was reported to be in good financial health. Joe Collins, president of Home Box Office and former president of American Television & Communications, said system owners were enjoying the arithmetic of cable, multiplying the number of their subscribers by \$1,300 to come up with the marketplace value of their holdings.

"Cable is a little bit like my son," said John Malone, president of Tele-Communications Inc., the nation's largest MSO. "He's

15. I still remember him having trouble putting his shoes on in the morning and the next time you look at him he's bench pressing 300-400 pounds. That's the way cable is."

In his address to the cable operators, FCC Chairman Mark Fowler said cable was no longer a "second banana" to broadcasting in the legal/regulatory sense. And Ted Turner, chairman of Turner Broadcasting System, and Malone said it was no longer a second banana in the business sense.

"Cable is a better business than broadcasting," said Malone. Cable has inherent tax advantages that make it a superior "wealth generator," he said, offering as proof that some multimedia companies faced with crossownership problems have spun off their broadcasting properties while keeping their cable interests.

If cable puts enough money into original programming and extends its reach into 70% of American homes, said Turner, "the financial aspect of cable will be better than broadcasting... more profitable."

It's still hard to talk about cable as a mature industry. Although most cable operators have finished constructing systems and settled into an operational mode, the cable product and the pricing of the product are certain to undergo many changes in upcoming years.

Some of those changes will be sparked by the deregulation of basic cable rates on Jan. 1, 1987, under the Cable Communications

Policy Act of 1984. When the cap comes off, some operators plan to make significant increases in basic rates. Some, but not all. Trygve Myhren, chairman and chief executive officer, American Television & Communications, the second-largest MSO, told a group of financial analysts at the show that ATC systems would refrain from big increases, feeling it would aggravate pay churn and retard the growth of basic penetration (see box, page 40).

Changes will also come as cable operators gradually add pay-per-view services to their current mix of off-air signals, basic services and pay-per-channel services. For the second year in a row, PPV was an important story. A spokeswoman for Showtime/The Movie Channel said there was so much interest in the company's PPV service, Viewer's Choice, that it felt like the early days of pay television before the market for Showtime was saturated. The Viewer's Choice sales people had something to sell and were selling it, she said. By show's end, Viewer's Choice was able to report that it would have more than a million homes on line by mid-year.

Cable operators were able to cheer the passing of one threat: the proliferation of backyard earth stations within their franchises. Prior to last year's convention, operators were worried about the dishes that had begun popping up within their franchise areas and that allowed their owners to tune in

the C-band satellites and watch cable programming (and broadcast programming as well) for free. The operators saw every dish on their turf as a lost subscriber or, to put it more concretely, as the loss of \$1,300.

But at last year's show, cable operators began putting the heat on all cable programmers to follow the lead of the major pay services and scramble their satellite feeds. By last December's Western Cable Show, most of the services had complied, promising to scramble by the end of this year.

Cable programmers have said they will make their services available on a subscription basis to dish owners once they are scrambled, creating the new business of C-band direct or C-band satellite broadcasting. But, here again, operators seem to have nothing to fear. The programmers have shown an unwillingness to grant home satellite distribution rights to any third party but the local cable operators within their franchises.

The cable operators' role in scrambling and C-band direct has come under close scrutiny by Congress and the Justice Department. Congress seems to have no problem with it as long as cable operators don't get too greedy, but the Justice Department has intensified its investigations, issuing civil investigative demands to major MSO's and programmers last week (see story, page 43).

Legal and regulatory issues played a minor role in Dallas. Following the show, the NCTA board voted to adopt the association's compromise with the broadcasting industry, calling on the FCC to adopt new less stringent must-carry rules to replace those thrown out by the courts last summer as unconstitutional. There were only two dissenting votes.

Mooney said it wasn't only the "calm optimism" that set the Dallas show apart from most earlier ones. It was also the cable operators' preoccupation with finding ways of insuring the development of top-quality programming for their systems. "It was very forcefully manifested," Mooney said. "It ran right through the whole convention."

According to Mooney, the operators' new preoccupation stems from their recognition that programming is the key to their future success. "If we have product that people want to buy," he said, "then we are going to increase our penetration levels and revenues per household."

The only real evidence that operators were seeing to the programming side of the business came from TCI, but it provided plenty of it. During the convention, it announced it had made a substantial investment in American Movie Classics (see box, page 41) and, perhaps more important, had committed to carry it on most of its systems. It said it had purchased a 10% interest in COMB, a Minneapolis-based merchandiser, with an eye on launching its own home shopping channel. It said it had bought stock in Turner Broadcasting System and given its chairman, Ted Turner, assurances of support (see box, page 42). And it said it had signed a television rights deal with the Pittsburgh Pirates to include a number of games on a local origination channel that it planned to program like an independent broadcast station and offer to

cable systems throughout the Pittsburgh market.

"Cable has a lot of inherent strength," said Malone. "It's got a tremendous technological capacity that hasn't been tapped. And

with deregulation and the flexibility that it provides the industry, I think the industry will really begin focusing on the long term, which is quality original programming."

Said Turner: "The cable industry... has

Chairman Myhren wants to polish cable's image

Trygve Myhren, chairman and chief executive officer, American Television & Communications, who has been the unofficial chairman-designate of the National Cable Television Association for the past nine months, was elected chairman by the association's board at its regular post-convention meeting last Wednesday. Myhren's term will expire at next year's convention in Las Vegas.

James Cownie, executive vice president, Heritage Communications, who has served as treasurer and secretary of the association, was elected vice chairman. John Goddard, president, Viacom Cablevision, who was secretary, was elected treasurer, and Robert Miron, executive vice president, Newhouse Broadcasting Corp., was elected secretary.

Also elected to the NCTA executive committee: Joseph Gans, president, Cable TV Co., Hazelton, Pa.; John Malone, president, Tele-Communications Inc., and William



Myhren

Strange, vice president, corporate development, Sammons Communications. The executive committee also includes the immediate past chairman, Ed Allen, president of Western Communications, and NCTA President Jim Mooney, who has no vote on the committee.

Myhren had been expected to run and win the chairmanship for 1985-86 at last year's convention, but he stepped out of the running prior to the show, saying he needed to devote his full attention to completing the reorganization of ATC. Allen was elected to a second term as chairman in his place.

Myhren, 49, was an experienced marketer when he joined ATC in 1975, just as the cable industry, reinvigorated by satellite communications and pay television, started to come into its own. After several years as the MSO's top marketer, he was named executive vice president in 1980, president in 1981 and chairman and CEO in 1982. ATC, a subsidiary of Time Inc. since 1978, is the nation's second largest MSO ("Fifth Estater," Sept. 5, 1983).

In a telephone interview last week following his election, Myhren talked about two of the themes that will mark his chairmanship: that cable operators should go slow on increasing basic rates after rates become deregulated on Jan. 1, 1987, and that cable operators should take steps to improve their public image.

Big rate increases will not do the industry any good, he said. They'll cause further loss of pay revenues as subscribers drop services to offset the price hikes, and, perhaps worse, they'll cause a slowdown in the growth of basic cable penetration. What's more, he added, excessive increases would give the consumer press an opportunity to attack cable for gouging the public, adding to cable's already negative public image that is rooted, he said, in the feeling that all television is "rotten" and exacerbated by charges that cable is a purveyor of pornography and has not lived up to its promise to deliver a diversity of programming. "It's gotten to the point where the average consumer is not going to want his neighbor to know that he has cable."

allowed a certain adversarial relationship to develop between the operators and programmers over the years. Some of the cable operators have been a little penny wise and pound foolish, but that is turning around too. I believe we are going to see a new cooperation between programmers and operators because that's the way we are going to get to 70% penetration by end of 1991." Turner believes 70% penetration is needed to induce advertisers to begin pouring dollars into the medium.

Said Michael Fuchs, chairman of Home Box Office: "It's nice that the operators are saying that programing is our future. The operators have to support the programing side of this business more strongly if we are going to grow to 70% penetration. That doesn't happen with speeches. It happens with programing which is an expensive commodity."

"We happen to be in a condition where everything is looking terrific," said Mooney as the convention wound to its conclusion. "There will be lots of ups and downs in the future of this industry. We will have conventions where there is some industry problem that will have everybody concerned, but this ain't it."

Cable, PPV and VCR's fight it out on the movie battlefield

Home Box Office, the pay-per-channel programing service that revolutionized the cable industry in the mid-1970's and came to dominate it in the early 1980's, is not about to concede pre-eminence in home entertainment to such up-and-comers as home video or pay-per-view television.

PPV is far from unseating HBO as the home entertainment "champ," said HBO Chairman Michael Fuchs at a jam-packed general session on the last day of the NCTA convention. "In the boxing business, you have to win some matches before you are the champ," he said. HBO has not been hurt in systems where it has squared off against PPV, he said. PPV "will be a business. We just think it is a little bit premature."

HBO has already taken steps to counter another form of PPV, home video, Fuchs said. Before home video, "we used to be the only place where you could get first-run movies in the home," he said. "What we give the customer now is an awful lot of volume. We had 140 titles on in March. That breaks down to a dime a title."

Because Hollywood movies no longer pull the audience they once did during their first run on HBO, Fuchs said, HBO has turned to producing its own movies and found they do better in the ratings than "the average Hollywood movie." Producing a program or movie is one way to control its distribution, he said. "We have to make programing so we can control its destiny."

The panel session was kept on subject and enlivened by interviewer Larry King, host of talk shows on CNN and the Mutual Broadcasting System. Fuchs was joined on the panel by Ted Turner, chairman and president of the Turner Broadcasting System; John

Malone, president, Tele-Communications Inc.; Jonathan Dolgen, senior executive vice president, 20th Century Fox Films, and Austin Furst, chairman, Vestron Video, the nation's second largest home video producer-distributor.

"Home video is giving the consumer a better deal than cable," said Furst. "Our industry provides \$2 rentals on hit movies and now provides \$20 and \$25 purchases... on other types of programing," he said. "That's a terrific deal for consumers."

And home video is big and getting bigger, he said. The industry estimated retail tape sales and rentals at \$4.5 billion in 1985, putting it ahead of "box offices," other forms of pay television, the recording industry and bookstores. Penetration of VCR's in American homes should rise from 30% at the end of 1985 to at least 60% by 1990, he said. Penetration could go as high as 80% if the price of VCR's comes down significantly, he said.

Furst said home video is a "wide open

field" partly because "Congress has had the wisdom to preserve the first-sale doctrine which keeps it an open democratic market and frees the industry from a lot of cost pressures [associated with]... record keeping."

"The VCR does not threaten cable, but it is going to take some money away because it costs money to buy a VCR and to rent those movies," said Turner. "They are a competitor, but... if the cable industry plays its cards intelligently, it will be the big winner."

Malone said home video has at least one inherent flaw. "In delivering hits... the videocassette rental is not a very cost-effective method because there is a peak in demand that videocassettes cannot satisfy," he said. "It doesn't make sense to print enough tapes to take care of the peak and then have them waste away in inventory."

"Ultimately, electronic distribution of the hits by cable is probably in the cards," Malone said. That will be done by PPV services or "some kind of hits subscription service," he said. "The videocassette business, in the

TCI raises programing interests, buys into AMC

Tele-Communications Inc., the largest cable MSO, has made its biggest move to date into the program business by purchasing a stake in American Movie Classics, owned jointly by CBS and Rainbow Programing Services. Under the new ownership, said Rainbow founder Charles Dolan, the three companies will own equally the classic movie channel, sold for the most part as a mini-pay service. The deal does not involve Bravo, the pay cultural service also owned equally by Rainbow and CBS.

AMC currently claims about 300,000 subscribers. TCI, which has about 3.9 million basic subscribers, said AMC would eventually be rolled out to all or most of its systems.

According to TCI President John Malone, the company will continue to look for other investment opportunities in cable programing businesses. Such investments, he said, including the AMC deal, will help the companies involved develop more programing, which most in the industry agree cable must do if it expects to thrive in the long term. "I hope it encourages others [cable operators] to make other investments," said Malone of the AMC deal. TCI is part owner of three other program ventures, including Black Entertainment Television and EventTeleVision, a proposed pay-per-view service. Two weeks ago, TCI announced it was buying a 10% stake in a company called Close-Out Merchandise Buyers Inc. (COMB) which plans to launch a cable service this year to compete with The Home Shopping Network (see "Cable-castings," page 10).

The AMC deal came after a year when TCI tested the service in five small systems with 12 channels. The service produced buy rates of between 37% and 50%, said Malone. The price varied between \$1 and \$4.95 a month. Penetration was highest when the service was priced lower, Malone said. But the service tested exceptionally well in those small markets, which Malone described as "the toughest markets for pay."

According to Marc Lustgarten, president of Rainbow, AMC is being marketed nationally primarily as a "bonus to basic," which means that it is being priced low enough to attract subscribers that have resisted paying the \$10 or more a month that the typical premium services, such as HBO or Showtime, cost. He said that as part of Rainbow's settlement last year with Ted Turner and MGM concerning the use of the MGM film library, it was agreed AMC would not use the films on basic service for a short period of time. But that period has run its course, he said, and AMC could now be sold as a basic service. But Lustgarten stressed that Rainbow had decided the service was better sold as a mini-pay offering.

The TCI investment was described as "passive"—the company would not be involved in the management of the pay service. "We don't intend to become experts at picking movies," said Malone. But the company has indicated it does want to become a programmer on the local level, perhaps using movies, sports and other shows to program local origination channels. For example, it is negotiating for the cable rights for the Pittsburgh Pirates baseball games for airing on its Pittsburgh system.



General sessioners (l-r): Fuchs, Dolgen, Furst, Turner, Malone, King

long run, is a library business," he said. "It provides random access to a very large number of options, which is impractical to do electronically."

Furst disagreed with Malone. Home video is an "efficient" medium, he said, having the "lowest cost structure" of all the media. "There are fewer costs standing between the producer and the consumer, which is why home video is growing so rapidly," he said. And the battle between home video and the electronic media for the distribution of hit movies, he said, "will be won on the cost front."

Echoing the belief of others in the cable industry, Turner said VCR's can be "cable friendly," allowing pay cable subscribers to tape movies for viewing at a more convenient time. But Furst said such time-shifting is "a distinct secondary use" of VCR's. "The primary reason they buy VCR's is to access pre-recorded material," he said.

Despite the proliferation of cable and home video stores, Dolgen said, young people will continue to go to theaters to see movies—it's part of the "dating phenomenon." Home video and cable have enabled studios to recapture older people who stopped going to the theaters. Yet, he said,

the movie producers are not doing anything different to appeal to the recaptured audience. "I don't think people sit down and say: 'We are going to make a \$15-million movie and this is going to look great on HBO or on cassette.'"

Dolgen said he was less than bullish on PPV. It's a "business that will grow relatively slowly for a period of time and hopefully offer some decent opportunities for profit for us and cable operators," he said. (King asked Dolgen whether Fox's new owner, Rupert Murdoch, would do for motion pictures what he has done for newspaper publishing. "Is he going to make movies like 'Hack Murderer Slaughters the Bronx?'" Dolgen defended his boss. "You are not going to see that," he said. "That's a myth, not a reality.")

In response to a question from the audience, Turner had a chance to talk about the chief problem facing basic cable services:

poor advertising support. "It is extremely frustrating," he said. "Our share of the audience is three times larger than our share of the national advertising dollars. McDonald's, which spends over \$100 million a year, spends virtually nothing with us. Coca-Cola spends virtually nothing with us. It's enough to drive you crazy."

Turner, who owns three basic cable services (CNN, CNN Headline News and superstation WTBS-TV Atlanta), said basic cable services are a tough sell because they have limited reach—the most pervasive of them, WTBS and ESPN, reach only 42% of all television homes—and because they are seen only in cable homes where viewership is often divided between 30 different channels. And even when advertising dollars are allocated for cable, he said, there are so many services vying for them that the prices of spots "go down to rock bottom." □

Turner and TCI begin courting

Ted Turner, as a major cable programmer, and John Malone, as a major cable operator, are natural antagonists, at odds over how much Malone's Tele-Communications Inc. should pay to carry Turner's CNN and CNN Headline News. But last week at the NCTA convention they seemed prepared to put the antagonism aside and cooperate in trying to bring more and better programming to cable, which they both believe is critical to its future.

At the Tuesday general session, Turner and Malone said they had dinner the evening before and had discussed ways of working together toward achieving their common goal of improving cable programming, but both were reluctant to discuss specifics during the session and afterwards in interviews with reporters.

As part of TCI's current strategy of making "passive" investments in program services, Malone told reporters, TCI has purchased some Turner Broadcasting System stock. He wouldn't say how much, but indicated it was less than 5%.

Malone said TCI is also interested in buying a piece of CNN, Turner's basic news service. "There is a long list of people who would cut their throats to invest in CNN," he said. "We are among them."

Turner is scheduled to close on the purchase of MGM tomorrow (March 25), a deal that will bring Turner MGM's massive and popular film library and a mountain of debt. When the deal is done, he said, he'll "owe more money than any person who ever lived."

Malone said he and Turner talked about how Turner might restructure the MGM deal to make it more manageable. "There are lots of ways of doing that," Malone said, adding that TCI would be willing to lend a hand and perhaps "a few bucks. We would be willing to support him in any way appropriate to him and us," he said. "We want to do anything we can do to keep him independent. We don't want to see him absorbed by some other programmer."



Leader lauded. Outgoing NCTA chairman, Ed Allen (l), presents association president Jim Mooney with the Cable TV Pioneers leadership award during the Dallas convention.

Justice steps up scrambling investigation

It seeks information on distribution agreements from MSO's, programmers

The Department of Justice's inquiry into possible antitrust law violations in the scrambling of satellite signals is becoming more focused. The department last week issued civil investigative demands (CID's) for information to help it check out allegations that large cable MSO's have combined to extract exclusive third-party distribution agreements from major program distributors. All told, some dozen CID's are believed to have been issued.

The department does not make public the names of those receiving its CID's. But a check of the major companies possibly involved revealed that the CID's have gone both to MSO's and program distributors—in some cases to companies owning both MSO's and programmers. Time Inc. received one covering its American Television & Communications Corp., the second largest MSO, and its HBO, the leading pay programmer. And Viacom International received one in connection with its Viacom Cable, the 11th-ranked MSO, and Showtime/The Movie Channel, the second largest pay programmer. Tele-Communications Inc., the leading MSO, United Cable and Turner Broadcasting also received CID's. So did the the National Cable Television Association and the Community Antenna Television Association.

Word that the CID's were being received by companies began spreading through the NCTA convention in Dallas last week. The fact they were being issued was not a surprise; they had been expected as far back as

September, when the department asked a number of companies not to destroy certain documents. Since the middle of last year Justice has shown an increasing interest in the question of whether MSO's and pay programmers were combining to restrict competition in the distribution of scrambled programming. The issue received considerable attention in the hearing held by the House Telecommunications Subcommittee earlier this month, when representatives of the home earth station industry called for legislation to assure competition. A consultant to a company set up by some of those manufacturers to compete with MSO's in the distribution of pay programming—Viewers First National is the company's name—said VFN had been denied distribution rights by programmers out of "fear" their services would be dropped by the major MSO's (BROADCASTING, March 10).

The issue grows out of the Cable Communications Policy Act of 1984 which authorizes home dish owners to receive unscrambled programming at no cost—as they have been doing since the dish industry was born several years ago—but prohibits them from taking down scrambled signals without the permission of the programmers. The public policy question facing Congress is whether the marketplace or government should regulate the distribution of scrambled signals. Programmers have been distributing their material to the backyard earth station owners either directly or through cable operators. And cable operators argue that the marketplace is working.

But last week, representatives of the home earth station industry who have encouraged

and aided Justice in its inquiry expressed satisfaction with the issuance of the CID's. Robyn G. Nietert, an attorney in the firm of Brown & Finn, which represents SPACE, the association of backyard earth station manufacturers and owners, said, "We're thrilled. We think this is the right step." She said antitrust division attorneys had talked to backyard earth station industry representatives on the subject. "We weren't the inspiration" for the inquiry, she said. "They told us what they were doing and asked if we could help them. We provided what they wanted." (Rick Brown, of Brown & Finn, is one of the owners of Viewers First National.)

Officials of the companies contacted by Justice said they would cooperate in providing the requested information. Some virtually dismissed the issue as of little significance. Trygve Myhren, president of AT&C and the new chairman of NCTA, said an inquiry was inevitable once the scrambling issue arose and the conclusion of Justice's antitrust cases against IBM and AT&T left government lawyers "looking for something to do." Does that mean he did not think the department's inquiry was a serious matter? "There are probably people in the Justice Department who would like it to be serious," Myhren said. "But I don't think there is any information anywhere that is going to be serious, because I don't think anybody's done anything."

Justice, through its CID's, is seeking from the MSO's information on the number and location of systems they operate and on their program distribution agreements with backyard earth station owners. One source said Justice "is specifically concerned with the



NCTA's national notables. The National Cable Television Association presented its national awards last Tuesday night at a dinner-dance concluding the association's 35th annual convention in Dallas. The Vanguard Award, given to the individual regarded as having placed the cable industry in the vanguard of the new communications industries, was given to William B. Strange Jr., Sammons Communications, Dallas (in center, holding the plaque).

Other recipients were (l-r): Ralph Baruch, Viacom International, New York, and Edward D. Horowitz, Home Box Office, New York,

both winners of the President's Award; Charles C. Townsend III, Colony Communications, Providence, R.I., the Marketing Award; Robert Wussler, Turner Broadcasting System, Atlanta, the Associates Award; Strange; John F. Gault, American Television & Communications, the State/Regional Association Award; Marc Nathanson, Falcon Communications, Pasadena, Calif., the Challenger Award; G. Jeffrey Reynolds, Valley Cablevision, Seymour, Conn., the third President's Award, and Joseph Van Loan, Viacom Cable, Pleasanton, Calif., the Science and Technology Award.

unavailability of programing to those who want to buy it." The pay program companies have been asked to provide copies of agreements with those they serve—cable systems, MDS and SMATV systems, and backyard earth station owners, among them—rate cards and their plans for scrambling programs. Justice is interested in the trade associations as forums in which cable owners participate. A Justice Department official said association meetings might involve discussions regarding antitrust matters.

The issuance of a CID is a relatively preliminary step in an antitrust investigation. A Justice Department official said the issuance of a CID "is closer to the beginning than the end of a proceeding," adding that "the correlation" between issuance of a CID and the filing of a suit "is not so high as to warrant making book. But it's more than routine." □

Latest chapter in the struggle for Pulitzer

Top management, fighting off takeover attempts, lays groundwork for initial public stock offering

The Pulitzer Publishing Co. is (a) going public, (b) going to court, (c) going on the auction block, (d) all or some of the above. Although most observers were uncertain as to the answer, the pace of events that would lead to any of those possibilities picked up last week. Top management of the St. Louis-based media company initiated procedures for an initial public stock offering (IPO) while other family shareholders seemed ready to go to court to block management's action.

The deciding events included a meeting last Tuesday of the 15 or so family shareholders who own Pulitzer. They rejected the \$500-million offer for the company made by Alfred Taubman (BROADCASTING, March 3) by a vote of 69% to 31%. But bitterness was created nonetheless, in part because the company indicated it would also refuse any other outside offers—including a higher bid from Taubman, who already has an option to buy 20% of the company. The previous day, on Monday, the Bloomfield Hills, Mich.-based investor and developer was denied more detailed financial information about Pulitzer on which to make a new bid.

One of those who voted for the Taubman bid said the company has received offers from other bidders. But, asked whether offers had been made, Steven Rattner, a principal with Morgan Stanley & Co., one of two investment banks representing the broadcasting and publishing company, said: "While a number of other companies have contacted us, entirely at their own initiative, in no case was an offer made or a price discussed."

Late last week the company was ready to notify shareholders of the preliminary steps that need to be approved before the company may be taken public. Those steps will in-

Cuomo wants fairness doctrine repealed



In a strong defense of the First Amendment rights of broadcasters before the International Radio and Television Society in New York last week, New York Governor Mario Cuomo said that the "fairness doctrine is obsolete" and should be repealed. Using free-market rhetoric, Cuomo also said that cable operators should have the opportunity to choose the channels they transmit.

Cuomo, often mentioned as a Democratic candidate for President in 1988, has supported broadcasters' First Amendment rights in the past, but had not come out solidly for repeal of the fairness doctrine. (The governor declined, in response to questions by BROADCASTING after an appearance before the National Association of Broadcasters convention in April 1985, to offer an opinion on fairness.) But he said last week: "The underpinnings of the fairness doctrine have been undermined by the technological advances of four decades," adding that the variety of channels available to viewers makes the regulation of fairness obsolete, "especially when it comes to content and programing."

"You are enormously important these days," Cuomo told the broadcasters, and "your value goes far beyond the dollars that you pump into the economy." The framers of the Bill of Rights wrote the First Amendment in the "simplest and least ambiguous language they could," he said. "The strongest way was to give them [the press] power absolutely and not tentatively." Had there been "6 o'clock news" in the 18th century, "the word in the Constitution might have been 'media' and not press."

As a politician who has "had his days on the griddle," Cuomo said that although the media may be "guilty of excess" in their reporting of the news, "over all they are a huge force for good."

Cuomo's comment on cable operators' First Amendment rights lent itself to support for the eradication of must-carry regulation. In response to a question on cable operators' right to choose "what goes on the air," Cuomo said: "I would rather leave that up to the operators" than regulate it. Such regulation, he said, amounts to "a patronizing assumption."

Queried on whether 30-second political advertisements were good for elections, Cuomo again denounced any type of regulatory reform of broadcast political advertising, but he said that one way of "leveling" the political field to protect against inequities in advertising would be through the creation of a public fund for candidates. When it was suggested that Vice President George Bush is courting the favor of television ministers, Cuomo said that he had no fear, since the "people of this nation wouldn't listen."

Among those on the dais were RCA Chairman Thornton Bradshaw, RCA President Robert Frederick, NBC News President Lawrence K. Grossman, CBS/Broadcast Group Executive Vice President Neal H. Pilson, CBS News Executive Vice President Howard Stringer and ABC News President Roone Arledge.

clude recapitalizing the company—dividing Pulitzer's 1,500 shares into a number roughly 2,000 times larger—and possibly reducing the management component of the Pulitzer's 14-member board of directors.

Details of the proposed offering were not available, but it is believed most of the stock to be offered to the public would come from the sale of family shares. The company's ownership would be split between the common stock, to be owned by the public, and a separate family-owned class of equity that would have 10 times the voting power of the common. Family members who desired to liquidate their holdings in the future would convert their shares into common stock, which could then be sold on the open market. The voting rights associated with particular family shares would end whenever they were converted to common. Pulitzer would likely have a capitalization of about \$400 million, making its equity base similar in size to that of Rollins Communications or Multimedia.

The majority shareholder approval needed for the initial public offering has already been informally given by three shareholders who together own 54% of the stock and who, a month ago, signed an agreement that none would sell their shares to any outsider for at least a year. Those three are Joseph Pulitzer Jr., chairman; Michael Pulitzer, Joseph's half brother and vice chairman, and David Moore, their cousin and executive editor of the *Connecticut Business Journal* and The Westchester (county, N.Y.) *Business Journal*.

If an IPO take place, family members will have liquidity, but at a lower per share amount than could be obtained if the company were sold outright. Most observers expect that some family members, or Taubman, will try to overturn an IPO through litigation, a possibility that was not ruled out by Peter Quesada, a Portland, Me.-based developer and Joseph Pulitzer Jr.'s nephew. Quesada, his brother and mother and her sister were the shareholders who, two months ago, optioned their 20% to Taubman.

The grounds for potential litigation are not certain but might include the claim that Michael and Joseph Pulitzer Jr. are acting to entrench their positions at the company rather than representing the best interests of all shareholders. Quesada told BROADCASTING that Moore may have violated his legal duty as a trustee for the 80% of the stock held in a voting trust by signing the no-sale agreement and would also breach that duty by approving the idea of a public offering.

Moore holds a specifically designated nonmanagement trusteeship, and Quesada said that a majority of the nonmanagement shareholders has clearly indicated a preference to actively explore sale of the company. There is one 12% owner of Pulitzer, Kenward Elmslie, who voted against the Taubman offer but who has reportedly indicated a willingness to consider other offers. That would increase to over 40% the number of shares that might vote in favor of a higher bid.

Notices of the proposed recapitalization

were reportedly being sent out late last week, and a shareholders meeting to discuss the move may be held within 10 days of the notice. Additional changes and work by the company's investment bankers and lawyers would take time, but a filing with the Securities and Exchange Commission could take place in less than two months.

Knight-Ridder pulls plug on Viewtron

But second shutdown of videotex service this month does not spell its demise, say observers who see industry, through trial and error, finding out what will and won't work

Is it whither videotex, or withering videotex? That question was being asked last week following the termination of Viewtron, Knight-Ridder's two-and-a-half-year-old, home-based videotex effort that was both pioneering and highly publicized.

Reid Ashe, chairman of Viewdata Corp., the K-R subsidiary that oversaw Viewtron, said the proximity of its demise to that of another videotex effort, Times Mirror's Gateway ("In Brief," March 10), was merely "coincidental."

Coincidental in timing but not unrelated in cause. Both companies said that the home-based videotex market did not provide enough return on investment—\$50 million to \$60 million for Viewtron and an estimated \$20 million for Gateway.

Said Ashe: "It's a viable business, although not a very big business. . . . The problem was that to continue we would have had to recruit at least several times more customers [there are now an estimated 20,000] and that was going to result in more losses with no guarantee of success."

In fact Viewtron had already given up on some of its original goals. When the service was launched in September 1983, it was to be accessed by consumers through their television sets, using a "Sceptre" terminal designed and manufactured by AT&T. The format of Viewtron allowed for color graphics, making videotex yet another medium available for advertising messages.

By the end of the first year it was clear that Viewtron's original strategy was not going to work. After \$36 million had been spent, the service had attracted 2,200 subscribers, or a 0.2% household penetration in south Florida, its target market.

At that point, the system's budget was scaled back, entailing a 20% staff reduction. Changes were also made in the pricing of Viewtron to eliminate the Sceptre terminal's \$600 upfront cost.

Despite the changes, the number of subscribers and their use of the system failed to provide enough revenue so that by the beginning of 1985, Viewtron executives, including Ashe, who was appointed chairman the previous November, were back at the drawing board (BROADCASTING, Jan. 14, 1985).

They decided that Viewtron's future emphasis should be on the owners of personal computers and that the service should be offered in a text-only version (referred to as

Taubman may conceivably continue to buy shares from family members as well as on the public market, if the company goes public, thereby turning his quest to buy the company into a war of attrition.

Pulitzer publishes the *St. Louis Post-Dispatch* and the *Arizona Daily Star* and owns one AM, one FM and seven TV stations. □

ASCII) in addition to the color graphics system (called NAPLPS). Ashe said the conversion was not cheap: "Ideally we would have been able to cut costs faster but we faced a very big and ongoing conversion project from AT&T [Sceptre] to the PC's. It quickly became apparent that we had to do further conversions to more varieties of PC's. Then we realized that customers wanted the options associated with PC's, such as printing out pages, and saving pages."

Viewtron was becoming similar to, and competing with, what have traditionally been referred to as on-line data bases, such as The Source and CompuServe. Although there were distinctions—Ashe said that Viewtron was distinguished by its "ease of use"—both Viewtron and the data base systems offered many of the same or similar services. Viewtron had also dropped its monthly pricing structure and consumers now paid, as they do for most on-line services, primarily for the time they were hooked up.

The strategic switch had a positive effect. Viewtron's decision to close the operation came as its subscriber base was finally building. Ashe explains: "Another question we would have to ask ourselves was, 'once we got to the break-even point, what have we got?' The more we learned about the business, the less attractive it became. It shapes up as essentially quite a competitive business in which a newspaper company doesn't enjoy any competitive advantages."

Ashe said that while Viewtron had access to Knight-Ridder's news gathering organization, news was not a high-priority item with users. More than half the use, he said, was from people communicating with one another through electronic mail and other means. While there was some advertising, Ashe said the sales costs for obtaining advertising allowed for little profit.

Many of the lessons learned from Viewtron will not be known for a while because Knight-Ridder is trying to sell the data to those still interested in the business. And despite the highly visible failures, there are plenty of interested companies, many of which have combined their efforts to form joint ventures.

Robert L. Smith, president of the Videotex Industry Association, said: "The failure of Viewtron and Gateway does beg the issue of whether it was given sufficient time to work. . . . There is now perhaps a recognition by these companies that they need to have fairly deep pockets in addition to spreading the risk. I think you will still see a NAPLPS-based system in the future."

James Perkins, the newly appointed presi-

dent of one joint venture, CNR Partners, said that it would be a mistake to draw a conclusion about the videotex business from the failures of Viewtron and Gateway: "That's a little like people declaring that the printing press is dead just prior to the arrival of newspapers."

CNR, whose parent partners are RCA, Citicorp and NYNEX, was officially organized only a month ago and has no timetable for getting a product into the market. Perkins said its charge is to investigate "opportunities in interactive electronic services, including but not limited to videotex. . . . I think our primary focus will be the consumer market."

Another joint venture, Trintex, has already spent as much money as Viewtron,

and employs more than 200 people in White Plains, N.Y., but is still several years away from having a product on the market. Brian Ek, communications manager for the research and development venture of CBS, IBM and Sears, described the service: "We are developing a videotex service that is going to be nationwide in scope and going to be delivered to a wide range of home and personal computers. As it stands now, it looks like you will need telephone lines with a modem. The mixture of graphics and text is one of the things that we are working on right now. . . . We are currently looking at the NAPLPS protocol."

Color graphics using the NAPLPS system is found in specialized videotex services, such as kiosk systems seen in shopping

malls, hotel lobbies, airports, etc., and for various professional-based services, such as engineering or agriculture. But whether there is a general consumer demand for color graphics—which heretofore has been more costly and more time consuming to use—is a matter of some doubt.

Said Viewdata's Ashe: "I think the main thing we would have done differently is that we would never have attempted to use NAPLPS graphics capability. . . . It proved to be more of a problem than an advantage. Also we would have started on a smaller scale. Not only does that cost you less money to sustain the thing while you try to fine tune it, but it also expands your strategic options and allows you to perhaps go after narrower markets." □

WBBM-TV Chicago picketed by Jesse Jackson group

CBS owned station is object of PUSH boycott protesting minority employment practices of station; 'CBS Morning News' executive producer, who is black, named GM, but boycott continues

"Boycott CBS, Operation PUSH, may I help you?" That is the response callers to the Jesse Jackson-founded People United to Save Humanity (PUSH) in Chicago have been receiving since the group organized a boycott of the network's owned station there, WBBM-TV. The PUSH leadership stressed that the promotion last week of *CBS Morning News* executive producer Jonathan Rodgers, who is black, to the helm of WBBM-TV, did not by itself satisfy PUSH. Leaders of the organization said that absent signs of improvement in minority employment and programing and an increase in procurement contracts with outside minority firms, the protest would expand to other CBS-owned stations. They also said it could spread to stations owned by the other two networks as well.

The boycott against WBBM-TV was launched last December to protest the demotion of black anchorman Harry Porterfield, forced to give up his seat for a reporting job when the station rehired Bill Kurtis, who had been anchor on the *CBS Morning News*. Porterfield subsequently moved to Capcities/ABC-owned WLS-TV Chicago. The boycott consists of twice-weekly demonstrations outside the studios of WBBM-TV and appeals to viewers not to watch the CBS-owned station. PUSH says the boycott has been effective, and it cites the Nielsen February sweep when the station lost a combined eight rating points for its two early-evening news programs, at 5 p.m. and 6 p.m., and its late-night newscast. (However, the station remains number one in the late-news race and in second place at the dinner hour.)

PUSH has asked WBBM-TV to sign a so-called "covenant" letter that would commit the station to, among other things, achieve quotas of 40% minority employee levels in all job categories. Dr. Hycel Taylor, the national president of PUSH, said the figure repre-



Rodgers

sented the presence of 40% minorities in the population of Chicago. The big issue, said Taylor, is that minorities "are not getting full access to the media. We want a fair share of employment at all levels. We want an adequate opportunity [to have] input on programing. We want a fair share of the procurement contracts."

Taylor said the network's decision to make Rodgers general manager of the station was a positive first step. It's a sign, he said, that "some effort is being made to show good faith with respect to our demands, but it by no means satisfies all that we are requiring." A meeting was scheduled late last Friday (March 21) among Rodgers, Neil Derrough, CBS-owned station group president, Taylor and other PUSH members. Taylor said that if no progress were made at the meeting, the boycott would be rolled out to other CBS owned-station markets. "If we are at loggerheads with no evidence toward serious moves to negotiate on appropriate quotas," he said, the boycott would be expanded "immediately."

But, according to CBS's Derrough, negotiating a deal on quotas is "not possible. We just don't get into quotas." He stressed, however, that the network was "sensitive to the need for fair employment." Derrough said that, over all, the WBBM-TV staff is 22.8% minorities. He also said all CBS-

owned stations have minority employment levels "well within" the "zone of reasonableness" provisions in the FCC rules on equal employment opportunity.

The network has had several meetings with PUSH leaders, including one with Jesse Jackson in New York last Tuesday (March 18). Representing CBS were Derrough and CBS group vice presidents Van Gordon Sauter and Neil Pilson. When Jackson indicated the boycott might spread, Derrough said he, Sauter and Pilson "expressed our grave concern." Derrough said they told Jackson they did not understand the justification for such a move, saying the numbers show that when compared to other O&O and affiliated stations, CBS's O&O's are first in minority employment in New York, Los Angeles and St. Louis and second in Chicago and Philadelphia. Derrough also said that the network believed WBBM-TV was "highly sensitive" in considering the needs of minorities in Chicago.

Derrough said last week that Rodgers' impressive track record was the "most important consideration" in naming him to head WBBM-TV, not his color. Rodgers worked as station manager of KCBS-TV Los Angeles under then general manager Sauter. Sauter was impressed with his talent and brought him to the network news division last fall (Rodgers had been a local news producer and news director at WBBM-TV before moving to KCBS-TV Los Angeles) to see whether he could salvage the network's troubled *Morning News*. That Rodgers is black was "a plus," but not a "principal consideration" in his hiring, Derrough said.

In fact, Rodgers was not the first choice for the job. That was Robert Morse (who is white), president and general manager of WHAS-TV Louisville, Ky., who turned down the job because he has an opportunity to acquire an interest in WHAS-TV, one of the Barry Bingham properties up for sale.

WBBM-TV is in need of a station manager and, as of last week, a news director (Jay Newman switched to the network's owned station in Philadelphia, WCAU-TV). According to Derrough, it will be Rodgers's job to fill those positions. □

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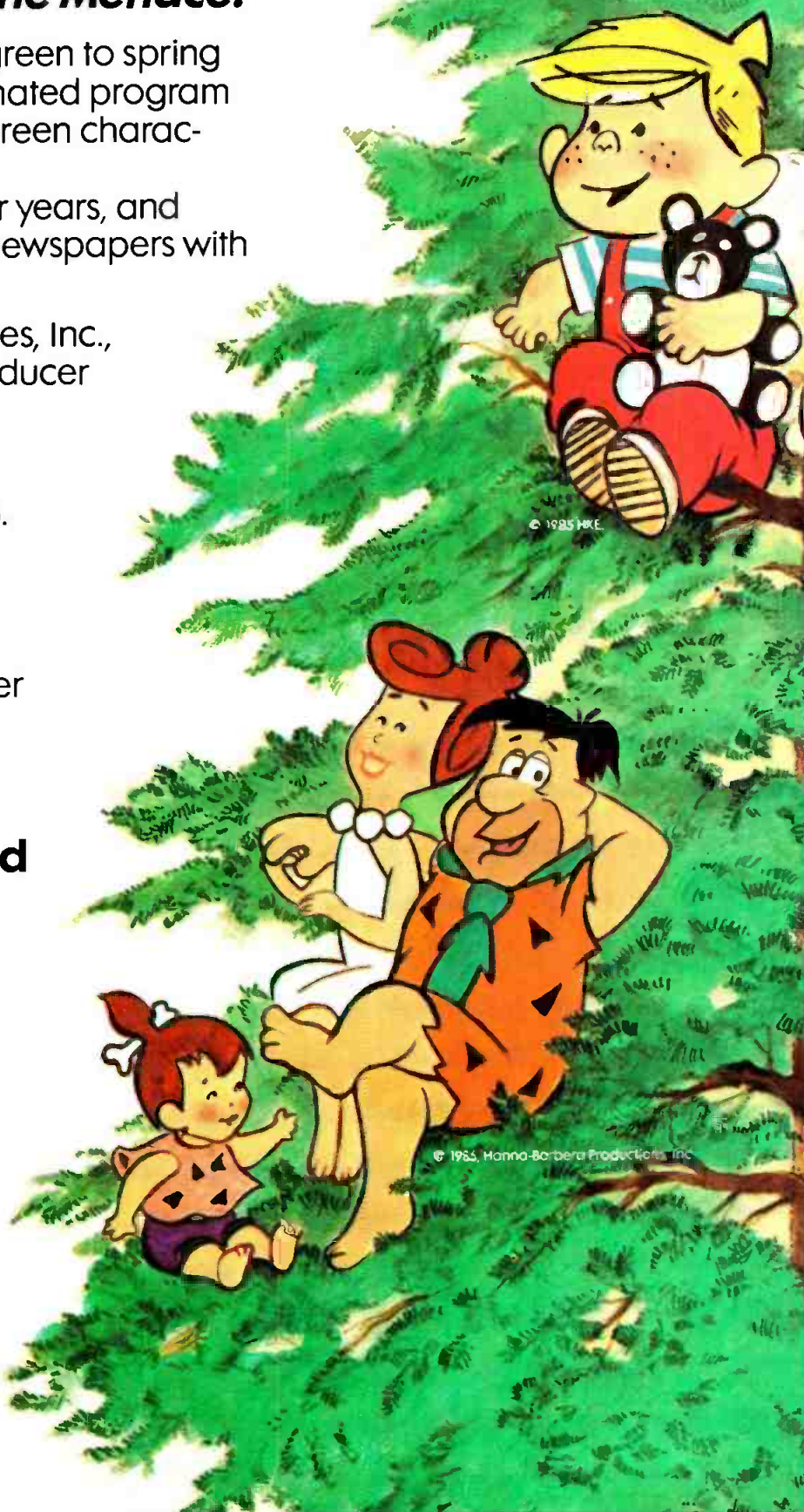
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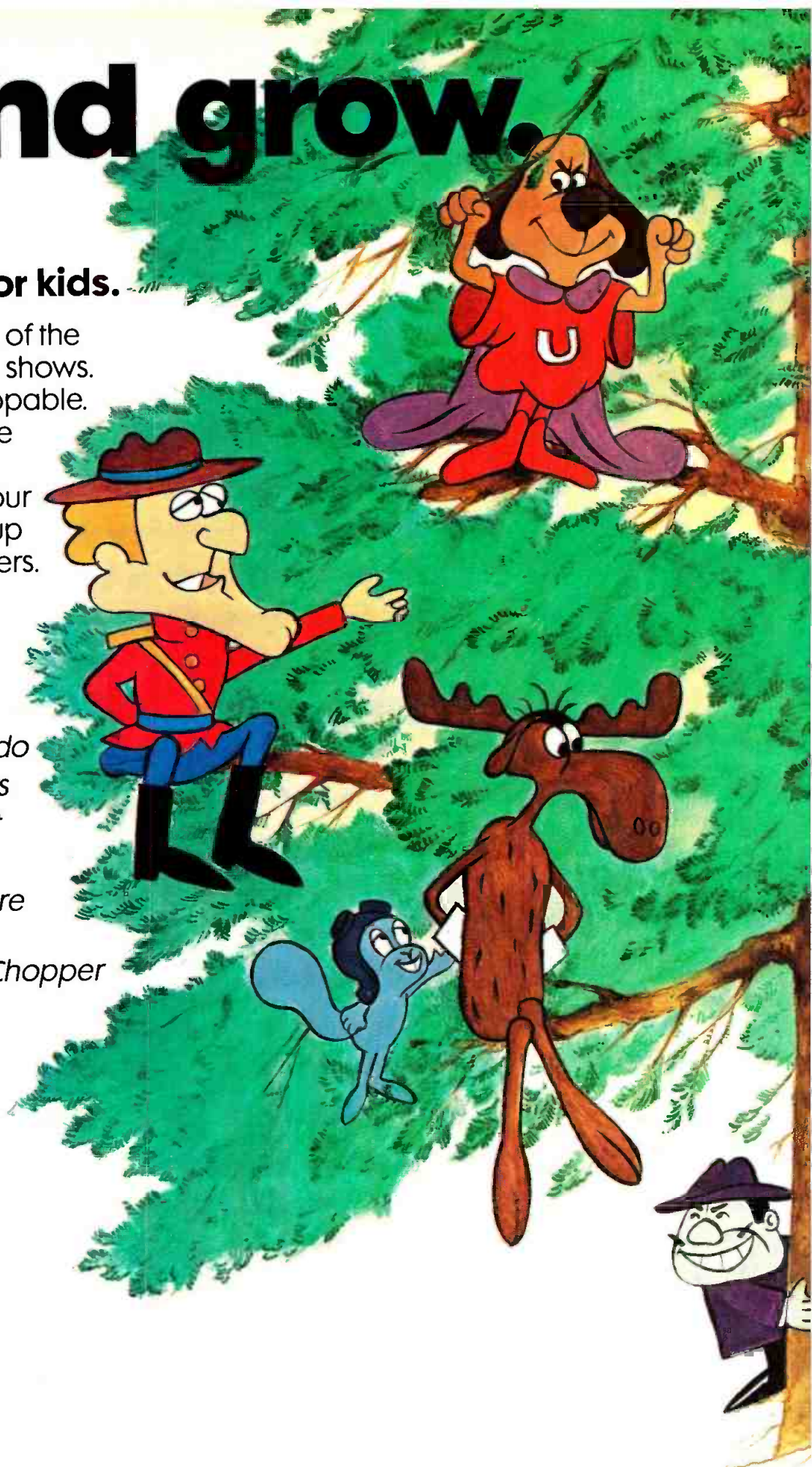


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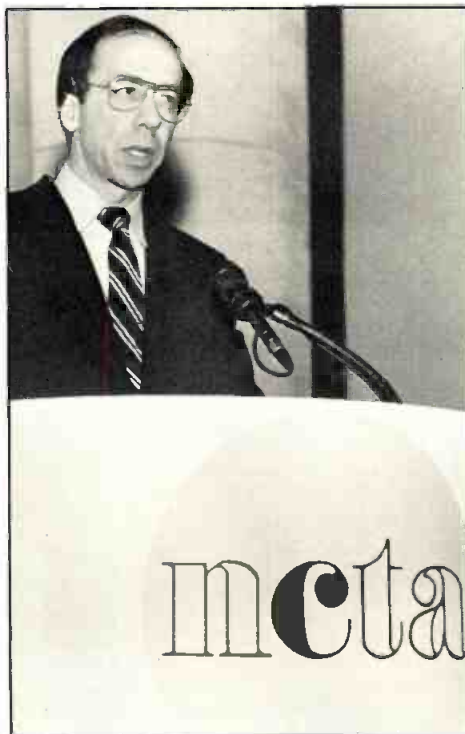


Fowler still questions must-carry compromise

FCC chairman said he will consider proposal, but won't jeopardize push for full First Amendment rights

FCC Chairman Mark Fowler used the forum provided by the National Cable Television Association in Dallas last week to signal again his likely opposition to the compromise the cable and broadcasting industries have proposed to resolve the controversy over must carry. And he seemed to do more: to suggest that the NCTA board, which was meeting on the issue on the day following his speech, think hard, at least, before accepting the compromise.

Fowler did not lock himself into any position on the proposal, which would be submitted to the FCC in the form of a petition for rulemaking. And he repeated his "willingness to consider" the matter. But, as he also has made clear in the past, he "can't and won't sign off on a set of rules that ignores the constitutional difficulties in the former rules." Then, in a reference to the commission's drive to eliminate content-related regulation, he said, "I won't sidetrack our First Amendment convoy for all the electronic press by jack-knifing cable right in the middle of it."



The chairman

Fowler was referring to the appeals court holding in the *Quincy* case that, in requiring cable systems to carry local signals, the must-carry rules violate the First Amendment. But the decision—which broadcasters have asked the Supreme Court to review—also invited the commission to draft new must-carry rules that would be consistent with First Amendment requirements. That helped generate the effort at compromise. The proposal allows cable operators considerable discretion in program selection, but does involve some must-carry-type obligations.

Fowler said he realizes that the cable television industry did not seek the compromise—that effort had been initiated by the National Association of Broadcasters—"but is willing to go along with it, for peace in the neighborhood." That willingness, he suggested, is cause for regret. "Think how far you've come, considering the obstacles, in creating a principled basis for your freedom," he said. "You're on your way to showing us all what cable can do with rate deregulation. And broadcasting has a great product that you'll want and need to carry for as far as I can-see into the future."

Indeed, Fowler even seemed to be at-



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tempting to bolster any sentiment that might exist within the NCTA for abandoning the compromise and taking on the political and legal fights that might follow. He referred to Washington "scuttlebut" that holds that cable wins too many battles and is due for a tumble. "I don't agree," he said. "If you're right, you're right; you're going to win, and I don't have a problem with industries that are doing it right." And the NCTA, he suggested, has the weapons to win tough fights—an administration that is "smart . . . informed, and . . . knows the difference between smoke and fire." He also said NCTA is "doubly blessed" in having not only skilled lobbyists but "some of the best legal talent in Washington."

Overall, Fowler saw a cable industry that has managed itself "into an enviable position." And while problems remain—among others, he cited the difficulty in bringing the-

ory to practice in pay per view and the appeals court decision that the FCC may not regulate pole attachment rates—the industry, he said, has weathered shakeouts in the past. He noted that he has seen the First Amendment status of cable graduate from material for law review articles to court opinions "that protect the core speech values of cable." He mentioned as well the development, by the private sector, of the technology that makes scrambling possible.

And he lauded cable for being different from "other communications industries" in making its mark in Washington "by trying to free itself from regulations." Cable, he said, has "avoided the cocoon of protection that industries, especially established industries, seek, with government help, to weave around their profits." An example of the loose rein the commission chooses to hold on cable is seen in connection with the own-

ership question. Fowler said the commission will "continue to be flexible," but not because it favors "monopolies or the big guys."

Rather, he said that until the distribution situation in video becomes clearer, "and until a significant problem appears, it's plainly wrong to start using the barbed wire of cross-ownership bands to cut off what might be mighty fine combinations from the public's viewpoint."

But if the government was providing the "level playing field" on which the cable industry says it wants to compete, Fowler offered a word of advice in what may have been a reference to the controversy over scrambling—and which services will provide the signal to backyard dishes: "A level playing field . . . is not the same thing as a fenced-in playground. That means competition for your services can and will enter." □

Herwitz raises must-carry and copyright connection

But there are few sympathizers for that position in NCTA audience as operators voice support for compromise

Repeal of the compulsory license may well be introduced into the FCC's consideration of the broadcasting and cable industry compromise on must carry. That was the impression left by Thomas Herwitz, legal assistant to FCC Chairman Mark Fowler, who presented his view of where the commission stands on must carry during an NCTA panel at last week's convention.

One of the things Herwitz said the FCC will look at during its must-carry proceeding is "not only, what is the need in this day and age for must carry, but also what is the need in this day and age for a compulsory license fee." The license, he said, deprives copyright owners of their statutory rights to use their work in a way that they deem appropriate. Furthermore, he emphasized, the FCC has not signed on to the must-carry compromise and will want to look at an earlier proposal that advocated eliminating the compulsory license and replacing it with a voluntary scheme (BROADCASTING, Nov. 18, 1985).

"I don't know that we have the jurisdiction. I don't know that it's good public policy. Those are questions we haven't decided yet. But I don't think those questions are moot by the fact that there has been a compromise," Herwitz said. If the FCC decides it doesn't have the jurisdiction, he added, it may recommend that whatever body has jurisdiction undertake such an examination.

Panel reactor Donald V. West, vice president and managing editor of BROADCASTING magazine, asked Herwitz why the FCC was taking such a "hostile" stand on must carry, after refusing in the past to reject the rules. Herwitz said his view may sound hostile but that it isn't. From the beginning, he said, the FCC has said there was a relationship between the compulsory license, the copyright scheme and must carry.

"It didn't make sense to remove one with-

out analyzing the effect on the others. The appeals court obviously didn't agree with that approach. They took away one leg of the stool and left the other there," Herwitz explained. "We would not have done that. But as long as we have the scheme that exists today, rather than creating a new false equilibrium by setting up new must-carry rules and leaving the compulsory license, it would better serve the purposes of the Fowler FCC philosophy to remove the second leg and bring it down to a competitive marketplace with full negotiations for copyright and liability and leave the must-carry rules as they were left by the Quincy case."

The basic question Herwitz said is "whether the FCC is willing to compromise on its fundamental objectives—full First Amendment rights for all electronic media and the creation of an unregulated, competitive telecommunications marketplace." He said FCC Chairman Mark Fowler does not want to adopt any rule that he thinks is unconstitutional. "He wants to look out for cable subscribers above all else," Herwitz said.

Herwitz also told cable operators that the FCC would put the industry compromise out for public comment for a month and that he hoped the commission would act by late

spring.

Other panelists and those in the audience challenged Herwitz's view on the compulsory license. Ken Bagwell, executive vice president of operations of Storer Communications, Miami, argued there would be "chaos" without the compulsory license. "Cable operators would have to go, separately, to virtually all syndication owners, station by station, to get that copyright. That's the chaos caused."

"That doesn't strike me as a problem that can't be surmounted," Herwitz said. "What is the basic character of cable in 1986 that suggests it needs a compulsory license?" he asked. Moderator Robert Miron, executive vice president, Newhouse Broadcasting, North Syracuse, N.Y., responded by presenting a specific scenario that might face a cable operator without the license. "Suppose I am a cable operator in the heart of Pennsylvania and I have 750 subscribers. Myself, my wife and daughter run that cable system. If I don't have the compulsory license I have to go out and negotiate the rights. How can I handle it? I am going to call up 20th Century Fox and they're going to talk to me?" Miron said.

Other than the argument that allocation of funds would be difficult, Herwitz said he



Johnson, Bagwell, Vierra, Herwitz, West

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was still unpersuaded that there is a need for a compulsory license. "Allocation of funds goes to the question of what the fee should be. It does not go to the question of whether a copyright holder can be deprived of the right to say no," he argued.

Steve Effros, president of the Community Antenna Television Association, who was attending the session, criticized the FCC for accusing cable of doing a "terrible thing" by accepting the must-carry compromise.

He also pointed out that cable is unsure the proposed rules will meet the court's constitutional concerns, but that it is a question that only the court can answer. Nevertheless, he asked, if the court throws out the compromise, will broadcasters march up to the Hill to get rid of the compulsory license?

"That's very likely to happen," Bagwell answered. "Do the broadcasters believe they will gain anything by eliminating the compulsory license? It will only make it harder for us to carry them," Effros said. Bagwell said Storer would not seek elimination of the license but that he couldn't speak for all broadcasters. However, he felt some broadcasters might push for repeal if for nothing else than "just plain punishment."

Unhappy with the must-carry compromise was panelist Robert Johnson, president of Black Entertainment Television, Washington. Johnson, as a cable programmer, was disturbed by what he called the industry's

"attitude" in accepting the compromise. He questioned the value of agreeing to new must-carry rules, when the old ones were thrown out by the court. He was critical of the argument made by compromise supporters that "what if we don't accept it," then cable is faced with a major fight. "I think it's better to fight when it comes. I think systems ought to drop those signals that don't bring any business. I hope the industry doesn't give up the battle because of a fear of some regulatory battle."

On the other hand, Fred Vierra, president and chief operating officer, United Cable Television, Denver, offered the reasons why cable accepted the compromise. "If we had not participated and the FCC came up with some rules, those rules could be more onerous than a compromise itself," he said. The broadcasters' threat to seek repeal of the compulsory license was an additional incentive, he noted, adding that Congress also intervened in the matter. Vierra pointed out that House Energy and Commerce Committee Chairman John Dingell (D-Mich.) said he wanted to see a compromise between the two sides.

"It's always in the best interest to be viewed as good guys by Congress. Congress was asking us to be the good guy," Vierra said. And cable has other regulatory and legislative issues on its agenda, such as scrambling and pole attachments, he added. □

can't avoid it, as a result of the decision. And as he analyzed the case, the compromise probably would not pass constitutional muster.

Dawson was asked to state the position NCTA Commissioner Jim Mooney would take response. She did not disagree with Patrick's analysis; she said, in fact, Patrick was suggesting "sound theory." "But," she said, "we live in the real world." And she said that while it would be "well to take a statesman-like position" on the issue, the compromise reflects a willingness to deal with a difficult question, "to try to resolve it in a way that is appropriate and not adverse to the interest of the NCTA." True, she added, the court may reverse a rule based on the compromise, but, she added, "I wouldn't consider that a losing situation."

But speaking as a commissioner, Dawson noted that the commission was not bound either to approve or reject the compromise as written. Other options are open to it.

The third member of the panel, Goddard, was clearly on the side of compromise. "You have to look at it from the cable operator's situation," he said. The compromise provides for a "far less egregious" situation than had prevailed under the FCC rules. "It still allows cable to be an editor—to pick and choose."

There was also the suggestion of possible disagreement between Patrick and Dawson—as real-life commissioners this time—on the question of whether the commission should act to guard against a concentration of ownership of cable television systems. Even major companies are being absorbed in a continuing shakeout of the cable industry. And a small cable television company, Satcom Inc., of Laurel, Mont., has petitioned the commission to adopt a rule limiting concentration of cable ownership. Two weeks ago, Satcom petitioned the commission to deny, on concentration of ownership grounds, the sale of Group W's cable systems to a consortium of major systems (BROADCASTING, March 17).

Goddard, in response to question from Nathanson, had said that although there has been a reduction in the number of companies, the concentration has been beneficial, in terms of promoting expertise and efficiency among the remaining firms. What's more, he cited the competition the cable industry faces from other technologies, including television, whose universe of stations con-

Must-carry debate preview

Panel on compromise offers unclear clues to votes of Patrick, Dawson

The question from the moderator, Marc Nathanson, of Falcon Communications, was meant to be provocative, to place FCC Commissioner Dennis Patrick on the spot in front of an audience of cable television operators. It did that, but whether it provided any insight into the commission's feelings on the compromise that the cable and broadcasting industries have drafted on the must-carry issue—whether the commission will adopt it as a rule—is another matter.

Patrick, like Chairman Mark Fowler before him, expressed serious reservations about the First Amendment questions he sees the compromise raising. But what surprised many in the audience was the position expressed by Commissioner Mimi Dawson: She appeared to feel it made sense as a "real world" solution to a difficult problem. But since she expressed a position while playing a role assigned to her, she said later, she was not stating her position.

Patrick and Dawson, along with John Goddard, president of Viacom Cablevision, were members of a panel at NCTA last week. And the question Nathanson posed to Patrick was whether, if he were a cable operator, he would remain in the NCTA after it had bargained away the gains cable had achieved in court in the *Quincy* case. The court held that the rule requiring cable systems to carry all local signals violated the First Amendment.

The compromise requires cable systems to carry a limited number of local signals and allows the operators some discretion in the selection of the signals to be carried. "As a cable operator, I'd have some concerns," Patrick said. But he seemed to be talking as a cable operator with strong public policy views. "In the long run, it will be important to provide for all media full First Amendment rights," he said, adding, "If one views the compromise as doing less, I'd be concerned."

And, speaking as a commissioner, Patrick said the commission will decide the matter on other criteria—on the commission's statutory public interest test and on the constitutional test set forth in *Quincy*. "We don't go out of our way to make constitutional pronouncements," he said. "But in this case, we



Nathanson, Dawson, Patrick, Goddard

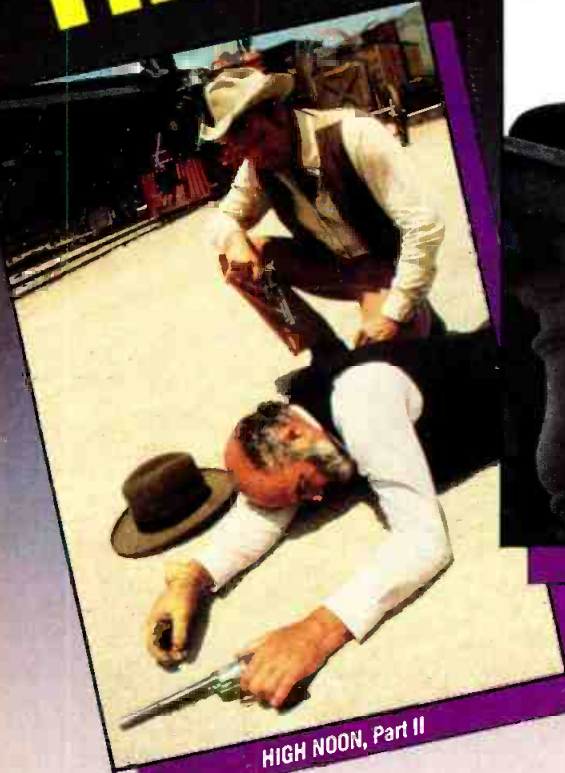


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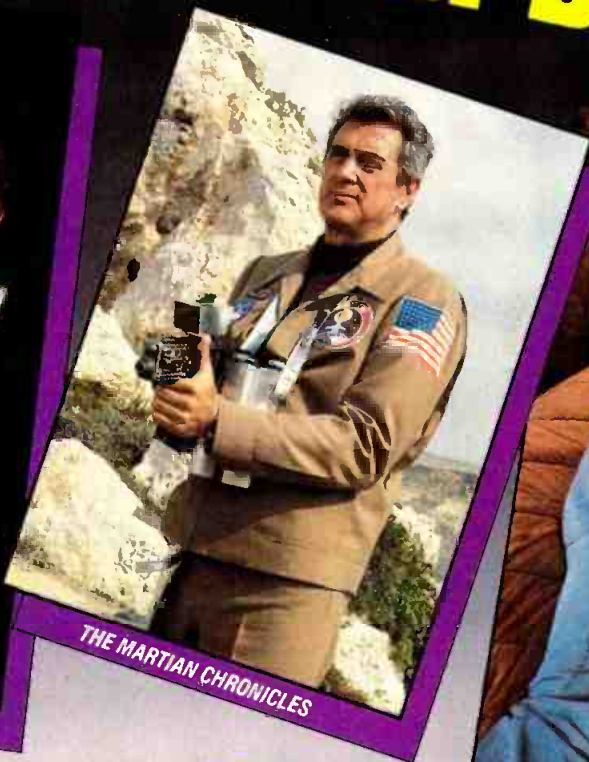
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tinues to expand; VCR's, whose sales have reached 25 million; MMDS, and direct broadcast satellites.

Patrick agreed. "We shouldn't look at consolidation by itself," he said. "The video marketplace is becoming more diverse." He said he was more concerned about diversity on the local level; he was "skeptical about national concentration."

Dawson, for her part, said the commission would be interested in looking into whether concentration gives a party "the leverage" to block the entrance of new competition into a market. She recalled that in 1982 the commission had looked into the ownership of cable systems, and decided there was not enough concentration to worry about. But, she said, "there may have been things happening" since then that do not make it "a *fait accompli*" the commission would reach the same conclusion again.

In a related matter, Dawson set forth her position on "the single wire into the home" technology, a subject that causes sleepless nights among many otherwise happy and prosperous members of the cable industry. Nathanson said to Dawson: "You favor one cable going into the home, and cable says it will be a telephone wire."

Said Dawson: "My position has been that the marketplace will determine that. We shouldn't preclude those who want to take their chance in the marketplace." □

Sorting out a scrambled mess

Feeling is that market competition, and not legislation, will emerge to quell concerns on cable scrambling

The scrambling of the cable services' satellite feeds and the legal and business implications of it were pervasive topics at last week's NCTA convention.

During the convention, Showtime/The Movie Channel and Eastern Microwave, purveyor of superstation WOR-TV New York, took significant steps toward the full-time addressable scrambling of their services in May, following the lead of Home Box Office, which scrambled HBO and Cinemax full time on Jan. 15. Most of the other major cable services have announced plans to scramble later this year. And, significantly, all of the services said they would use the M/A-Com Videocipher II scrambling system.

Some cable operators talked about how they are turning scrambling into new businesses—the selling of descramblers and subscriptions to scrambled services. They advised other operators to do likewise.

The word from most of the congressmen and their key aides at the convention was that Congress is not about to pass legislation to regulate the home satellite marketplace, despite heavy pressure from the home satellite industry and dish owners to do so. However, they said they will keep a close eye on the market to make sure competition develops, suggesting that regulation may yet



Wright idea. House Majority Leader James Wright (D-Tex.) gave cable credit for the "democratization of the airwaves" in America. "You let the American people have a wide choice and that, I think, is essentially America," he said at the opening session of the NCTA convention. "If it ever reaches the point where three... all-powerful network news executives were determining those gates through which the public of the United States might get its information and diversity... then I don't know what it would be, but it wouldn't be America."

Wright singled out C-Span for special praise. "Not since men would come together on the street corners in Athens and in the forum... and there debate together the policies of which that city-state would be governed has any nation had quite what you have created in C-Span," he said. "It is the town hall for the nation."

come if competition doesn't.

The only discouraging news on the scrambling front was that the Justice Department's antitrust division, which has been investigating possible collusion between cable programmers and operators to limit competition in the distribution of programming to dish owners, demanded information on scrambling and home satellite activities of key programmers and operators (see story, "Top of the Week").

In preparation for full-time addressable scrambling in May, Showtime/TMC began part-time "fixed key" scrambling (weekdays, 2 a.m. to 4 p.m. NYT) on Jan. 27, and began addressable scrambling during the same hours on March 17, the third day of the convention. (A signal that is fixed-key scrambled can be descrambled by any M/A-Com Videocipher II descrambler; an addressable scrambled signal requires a properly authorized descrambler.)

After two months of tests, Eastern Microwave, using Videocipher II, began the fixed-key scrambling of superstation WOR-TV New York on March 17. According to Eastern Microwave's Gil Korta, the satellite carrier plans to phase in addressable scrambling by early May.

At the Showtime/The Movie Channel booth, Stephan Schulte, senior vice president of direct broadcast development, reviewed the home satellite policy the services announced two weeks ago. Showtime/TMC will sell their services directly to dish owners inside and outside cabled areas and will

also authorize cable operators to sell them on a nonexclusive basis to dish owners within their franchise areas.

Showtime/TMC direct-to-home prices are \$10.95 a month for either of the services or \$16.95 a month for both. That's \$2 a month cheaper than what Home Box Office has been asking for HBO and Cinemax individually and \$3 less than what HBO wants for the HBO/Cinemax package. "I think you are going to see some real competition," Schulte said, "and that's what Congress wants."

Showtime/TMC hopes to involve dish dealers in the marketing of their services outside cable areas, Schulte said. It is offering them a rebate for each dish owner they refer to Showtime/TMC for programming, he said. Schulte wouldn't disclose the size of the rebate.

Even though cable operators have the opportunity to sell Showtime and TMC to dish owners within their franchises, many will probably not avail themselves of it. But they'll still be able to make some money from the home satellite market. According to Schulte, if Showtime/TMC signs up a dish owner within the franchise of one of its affiliates, it will send the affiliate a "marketing development allowance"—a reward for building consumer awareness in the market over the years. Schulte was no more willing to disclose the amount of the cable allowances than he was to talk about the dealer rebates.

(According to testimony before the House Telecommunications Subcommittee March

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February 18, 1986

6, HBO has also promised to rebate around \$5 of every \$12.95 subscription it sells to a dish owner within a cable franchise.)

Showtime/TMC is eager to exploit the home satellite market, Schulte said. According to the best information he's been able to gather, he said HBO has garnered 8,300 pay units among dish owners, 75% of which are outside cabled areas. "We think there is a business outside cable areas," he said. "And we are not about to give it away [to third-party distributors] until we see what the scope of it is."

Tele-Communications Inc., the nation's largest MSO, has the most ambitious plans for exploiting the home satellite market. TCI systems will offer this spring a package of some 15 basic services for \$12 a month, the first pay service for \$10 a month and each additional pay for \$6.50 a month. TCI is going ahead with the offering, even though most of the basic services in the package are not yet scrambled.

At one convention panel session, Larry Lewis, vice president, Cox Cable Communications, Pensacola, Fla., said Cox set out last September to capitalize on the home satellite market in Pensacola by offering dishes, descramblers and programing. He advised other operators to follow suit, saying it doesn't take lots of money and that it positions operators to enter the Ku-band satellite broadcasting business should it evolve in the future. "If Ku-band emerges as a big player, it would be a heck of a deal," he said. Dishes would cost less than \$500, he said. "That would open up a market for a lot of people."

Rod Thole, executive vice president, Heritage Communications, said Heritage is interested in selling descramblers and programing, but not dishes. Heritage had tried the dish business, but decided not to pursue it because of tough price competition from dish dealers and because marketing and sales outside cable franchises proved "difficult and expensive." Sale of programing, on the other hand, was attractive because it generated an "ongoing monthly revenue stream." Heritage is continuing to sell descramblers at a discounted price of \$349, he said, because it attracts customers for the programing. Thole said the cost of getting into the new business is small. The only significant incremental cost comes from advertising, he said.

Heritage is offering HBO and Cinemax, the only two services fully scrambled and available to the dish market, for \$19.90 a month for both and \$11.95 for either, Thole said. Heritage intends to offer a package of basic services for \$11.95 as soon as the services are scrambled and Heritage acquires the home satellite distribution rights for them, he said.

Heritage is attacking the home market in cooperation with dish dealers, he said. Heritage offers dealers \$10 for each dish owner they refer to Heritage for programing.

Piedmont Cablevision Inc., which serves Danville, Va., has been selling dishes for more than a year and, according to Piedmont General Manager William D. Laughinghouse, has been "very successful" at it. In 1985, he said, Piedmont sold and installed about 200 dishes, an average of more than

15 per month.

Piedmont has been offering the dishes through a lease-purchase plan, which costs consumers between \$39.95 and \$89.95 per month, Laughinghouse said. The price varies with the size of the dish and its features, he said.

Piedmont thought that 15% to 18% of the people to whom it had sold dishes would return for descramblers and HBO and Cinemax subscriptions once those services scrambled, Laughinghouse said. In fact, he said, slightly more than 14% actually returned. Piedmont's price for the services: \$17.95 for both, \$9.95 each.

Elements of the home satellite industry (dish manufacturers, distributors and dealers) have charged that cable operators' policy of authorizing only cable operators to distribute their services is anticompetitive. If the operators authorized "independent distributors," they argue, dish owners would be assured of price competition.

Thole dismissed the independent distributor argument. Cable operators should have the same right to control, to limit, local distribution of their product as do the suppliers in every other business, he said. "I think [Chrysler Chairman] Lee Iacocca would be upset if he only wanted two or three dealers in a market and somebody told him he had to have 10," he said.

Gary Bryson, executive vice president/officer of the president, American Television & Communications, commended cable operators who see themselves as suppliers of entertainment, not just cable operators, and who are aggressively pursuing the home satellite market. "We're all going to be better off if we follow their lead."

Paul Smith, minority counsel, House Telecommunications Subcommittee, was no more sympathetic to the charge of anticompetitiveness than was Thole. He said price competition seems to be developing. He pointed to the direct sale of programing by cable programmers inside and outside cable franchises and to the availability of a pay service [Select V] through Viewers First National, a noncable supplier of programing to the dish owners.

Smith said he and some of the subcommittee members still have concerns about scrambling and the evolution of the home satellite market. Chief among them, he said, is how scrambled services will be made available to dish owners in rural areas not served by cable operators.

The subcommittee's lingering concerns are not substantial enough to cause the subcommittee to pass legislation being promoted by the home satellite industry that would delay scrambling or insure dish owners access to scrambled programing at fair and reasonable prices, Smith said. "The prospects for legislation are very slim," he said. The only reason there is any chance of legislation at all, he said, is that the dish owners have been mobilized into a vocal grass roots lobby for the bill. When congressmen go home, he said, they hear from the dish owners and not from the cable operators and their subscribers.

At a session with a panel comprising sena-

tors, the panelists made plain their hope that the cable and the home satellite industries can resolve their problems without involving Congress. Larry Pressler (R-S.D.) noted that legislation has been introduced in both the Senate and House that would involve the government in the issue. And he said "there is a public interest involved in working out something to make it [programing] available to people who can't get cable." He warned that pressure for legislation might be severe if the matter is not solved privately. "The surest way to keep government out is to solve the problem yourself." He cited the experience of must carry: "The industry needed a compromise on must carry, and you can do it here."

Chuck Hewitt, executive director of the Satellite Television Industry Association (SPACE), the most forceful voice of the home satellite industry, said that his industry would keep up the pressure on Congress until "we are guaranteed a third-party distributor." □

Little hope held for scrambling bills

But congressmen at NCTA say that doesn't mean issue will fade away

There was both a major and a minor consensus at one of three NCTA sessions devoted to scrambling. The major: that several legislative initiatives now before the Congress will go nowhere this session (if ever); the minor: that the subject won't go away as a matter of controversy.

Chief enunciator of the going nowhere thesis was Representative Matthew Rinaldo (R-N.J.), who advanced several reasons for that point of view. The first was time and the pressure of other priorities, chiefly budgetary. Moreover, in his view, Congress should permit the marketplace to work and "shouldn't be passing legislation just in response to confusion."

The matter of scrambling network feeds to affiliates won't be solved as easily, Rinaldo said. Nevertheless, he described scrambling as largely a rural issue of little interest to the rest of the country, and said he had received only three letters on the subject.

But another congressman said he had received thousands of letters on scrambling. Michael Dewine (R-Ohio) represented the other end of the spectrum, although he agreed with Rinaldo and other House members that no action would be taken this year. Setting down the proposition that the issue would remain on the public agenda, he said a lot will depend on what it costs, "in real life," for a dish owner to gain access to the programing heretofore received free of charge. "I think this is a more intense political issue than do the other members of the panel," he said.

Representative James Florio (D-N.J.) called the scrambling issue "a classic example of when technology and the marketplace have outdistanced public debate." He said

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Runnells, Dewine, Fish, Florio, Luken, Rinaldo

citizens think they have been misled by TVRO salesmen who said satellite programming would remain available without charge; some of the proposed legislation would provide for assurances at the time of purchase as to the limitations of program availability. That measure might be noncontroversial and pass easily, he said. But Florio noted there was no evidence that cable operators would be unreasonable in charging; he thought the price would be close to that charged to conventional cable customers. There is an opportunity for consensus to resolve the problem, he said.

Representative Thomas Luken (D-Ohio) voiced a repeated concern about competitive issues in the cable marketplace, but said he was not yet concerned enough to vote for a moratorium on scrambling. He, too, said the network scrambling issue will have to be attended to.

Representative Hamilton Fish Jr. (R-N.Y.) saw the scrambling controversy as an offshoot of copyright and said that cable has secured its own compulsory copyright but now wants to deny it to others. Dish owners,

however, have no right to receive programming without charge, he said. He questioned whether scrambling was the only way to protect the programmer's interest. "Why not just charge dish owners a set fee?" he asked.

In the discussion that followed, moderator Clive Runnells, of Mid-Coast Cable, exercised his privilege to assert that "the decoders are there and will be there"—responding to charges ("scare tactics," he called them) that dish owners couldn't obtain such devices. And Dewine interjected at one point that there is an unspoken fear of a conspiracy between the programmers and the cable operators to keep the costs so high that consumers will stop buying dishes. That theory holds that cable's investment is threatened by the proliferation of dishes, he said.

"You're the strong man on the block," said Fish, and it was "very magnanimous" of cable to negotiate with broadcasters on must carry. Added Florio, after remarking that cable had acted responsibly on must carry: The deregulatory pendulum may have swung too far, and cable must be careful not to go too far itself. □

formation. Both cable and the backyard dish industry were guilty of misleading the public, Dowdy said.

Despite the criticism cable has received for its role on the scrambling issue, Oxley maintained that it isn't "cable versus the world." Cable, he continued, should not feel singled out. Oxley predicted that two years from now, "the issue will have passed."

Eckart urged cable operators to be reasonable, noting that dish owners have made a "heavy investment."

The debate between Sie and Tauzin occurred when the session was opened to questions from the floor. "I am not opposed to encryption," Tauzin said. But he said he was concerned that there won't be competitive access to programming and wondered whether it will be offered at reasonable prices.

"Will there be competition in the marketplace?" Tauzin asked. "Or will cable, because of the lack of competition, end up to be the monopoly supplier of services?" Tauzin asked.

The competition will be there, Sie said, "if you let us have a chance to evolve." TCI is offering a package of around 15 basic services for \$12 a month and pay services at \$10 per month for the first one and \$6.50 a month for each additional one.

Sie explained that as a retailer, he already has the existing infrastructure in place to offer new services to the marketplace. "I am able to be more efficient than a wholesaler and I am able to offer very attractive prices," Sie said. He thought competition would develop, particularly in rural America where there are adjoining cable systems, between cable programmers, and from other sources. For example, Sie cited the formation of Viewers First National, which plans to market SelectTV to TVRO owners. "We welcome them to compete," he said.

Sie pointed out that TCI is offering a package that is usually less than what it sells cable subscribers. "We sell that package whether we carry those programs on our cable system or not."

But Tauzin was unpersuaded by Sie's argument. "It's a question of whether the consumer will have a choice," he said. If programmers create independent distributors, Tauzin added, consumers can choose a distributor with which they want to deal.

"I can't speak for the programmers," Sie said. However, "what they tell me is that this is an emotional issue. Let's see if we can do the packaging, if it doesn't work then there are more efficient methods of distribution." TCI, he argued, has no control over what cable programmers do. Cable, he added, just wants to "make sure that we have a shot at marketing this new technology."

The marketing plan developed by HBO concerned Tauzin, who feels it will not stimulate competition. Under that plan, cable operators would receive a rebate from HBO whenever a customer chose to deal directly with HBO rather than the cable company in the system's franchise area. With that plan in place, Tauzin questioned whether there will ever be independent distributors.

Sie defended the compensation system, emphasizing that rebates from HBO are only

Scrambling battle over distributorship

Sie and Tauzin square off over program dissemination to TVRO's

The scrambling debate raged on during last week's NCTA convention as Representative Billy Tauzin (D-La.) and TCI Senior Vice President John Sie sparred over whether cable should be allowed to operate as a distributor of programming to backyard satellite dish owners.

"If cable is to be a free, competitive entity unregulated by government, it can't at the same time be a monopoly. That's the issue here," Tauzin said. Tauzin appeared on a panel with other members of the House Telecommunications Subcommittee, including Thomas Bliley Jr. (R-Va.), Wayne Dowdy (D-Miss.) and Michael Oxley (R-Ohio); parent Energy and Commerce Committee member Dennis Eckart (D-Ohio), and House Copyright Subcommittee member Howard Berman (D-Calif.).

Tauzin is the author of legislation that would guarantee dish owners access to cable programming at "fair and reasonable" rates. The bill calls for the FCC to step in if that

doesn't happen. The other panelists did not share Tauzin's enthusiasm for a legislative solution to scrambling. There was a sense that the scrambling issue will be settled by the marketplace through private negotiations among the parties. The members were concerned that consumers have access to programming and at reasonable rates, but they did not see a need for government involvement.

The proponents of the scrambling legislation have the burden of showing that the marketplace mechanism is not working, Berman said. "Your industry [cable] has to answer some questions as well. Do the mechanisms exist for purchasing decoders? Are they adequate?" he asked.

"As long as you [the cable industry] don't charge more for scrambling than what you charge subscribers, then you need not fear from Washington," Bliley said. But, he warned, "If you don't, you'll get regulation." Scrambling, Bliley added, is here to stay. "It's a question of access and the price of that access."

Dowdy said the controversy over scrambling has occurred, in part, through misin-

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given when HBO sells directly in a system's marketing area. "We have a right to ask for compensation. That started when HBO started to market hotel-motel directly in our areas. It is well justified and sanctioned by the courts," Sie said. It is the extension of a well-established distribution compensation method, he said. "We have marketed their names. We don't want people to take a free ride from our activity. It is not something we have developed as some Machiavellian scheme against the TVRO... We're not trying to coerce somebody to do something."

Sie also warned that elongated deliberation of the bill would be a "detriment to the public and TVRO dealers." Furthermore, he felt that SPACE, the satellite television industry's trade association, has added to confusion over the issue.

"There is a bill that asks for a two-year moratorium on scrambling, and SPACE supports that bill, but at the same time the other bill [Tauzin's measure, which SPACE also favors] says that when you scramble you have to have the decoders," Sie said. "How can [SPACE] follow two tracks simultaneously and say: 'We want a moratorium' and then the dealers say: 'We shouldn't buy any decoders.' The day HBO scrambled, nobody took out decoders. Why? Because the dealers didn't order them. Why? Because their trade association told them scrambling is being slowed down."

Tauzin expressed an interest in seeing the problem resolved. "We ought to settle this; in this Congress or not, whether we need legislation or not. If we need it, do it; if we don't, don't do it," he said. "There's a struggling industry out there, a new technology, just like you were a struggling industry once. It's trying to get going and I am telling you if we wait six or eight months to make that decision and if the marketplace is not a free competitive one, that industry will be gone. The manufacturer will move to Japan and what is left in America is a lot of people owning a lot of expensive equipment that they can't use any more. That's wrong. We ought to give this industry—like we gave cable—a shot to exist. Let's decide the public policy debate soon. If the marketplace is going to work, let's decide it soon. If it isn't, let's move soon to make sure it does." □

Cable stands up for the First

Rosencrans raises fairness doctrine concerns over religious programmers

Industry leaders presented their view of cable's First Amendment rights and the industry's responsibility in exercising those rights during an NCTA session.

Moderator Trygve Myhren, chairman and chief executive officer of American Television & Communications, Englewood, Colo., said cable still lacks First Amendment parity with newspapers. "The right of free speech should apply to cable as well as



Myhren, Pittman, Rosencrans, Cole

all other forms of the media," Myhren said. Some progress, however, has been made in recognizing cable's First Amendment rights. Washington attorney Jack Cole of Cole, Raywid & Braverman, in reviewing the history of cable regulation, cited the *Quincy* and *Preferred* cases as making major advances in cable's drive for full First Amendment rights.

Cole noted that the scarcity argument, used as the basis for the fairness doctrine, is no longer valid. "Scarcity is a prehistoric fossil," Cole said. He said there are now about 11,500 TV and radio stations in the U.S. In Washington alone, Cole said, there are 23 radio stations, and the market is served by 11 TV stations. In contrast, he added, Washington has only two daily newspapers.

"The present licensing scheme, whether it be administered by city hall or the FCC, serves to chill the most vigorous open debate and discussion," Cole said. "I submit our present system encourages the enlightened franchisee or licensee always to look over his shoulder for big brother and thereby produces for the most part a blandness of views inconsistent with the underlying purpose of the First Amendment."

Robert Rosencrans, president of Columbia International, Greenwich, Conn., felt cable's First Amendment rights have come a long way over the last 25 years. "We all believe in free speech and want to exercise it. We also have an obligation to protect it and use it fairly." Furthermore, Rosencrans believes cable will be held responsible for the programming aired on its channels. In light of Attorney General Edwin Meese's commission on pornography and its charges against the cable industry, Rosencrans felt it was imperative for cable to not "just hide." In the future, he added, "I hope we have the courage, when we have access programming that is detrimental, that we do something about it."

Rosencrans was particularly alarmed over religious programming on cable. "I think we're going to be faced with increased difficulty when religious programs cross over into the political arena. We may want to invoke our own fairness doctrine," he said.

"We feel our First Amendment rights are very clear, but we also feel a definite respon-

sibility to reflect the standards and values of the community," said Robert W. Pittman, president and chief executive officer of MTV Networks. "Right now," he said, "it is critical to express good judgment that we are doing our share to fit within society." If cable doesn't act responsibly, Pittman warned that the industry's critics "can paint an unattractive picture of the industry." □

Mooney blasts MPAA; heralds rate deregulation

NCTA president also tells members to be wary of phone companies in wake of pole attachment decision

National Cable Television Association President Jim Mooney excoriated the motion picture industry last week for "suddenly walking away" from a copyright compromise with the cable industry.

"One wonders at the audacity of a group of people who will publicly call for peace, sit at the table for a year discussing their own proposal for a flat fee, and then suddenly walk away, proclaiming that what they really want is total surrender," Mooney said in remarks during the opening session of the NCTA convention. "While I privately can sympathize with those who have the task of publicly defending this kind of behavior, I can say with absolute certainty that we will never give in to such tactics. The interests of 37 million [cable] households ought to count for more than nine guys on Rodeo Drive."

The tentative compromise worked out between staffs of the NCTA and the Motion Picture Association of America, which represents the major motion picture studios—"the nine guys on Rodeo Drive," would have replaced the existing formula for calculating cable's compulsory license payments with a flat per-subscriber, per-month fee of between 10 cents and 13 cents per month. The compromise unraveled three weeks ago after the MPAA informed NCTA that the MPAA board would not accept the flat-fee unless NCTA accepted elimination of the compul-

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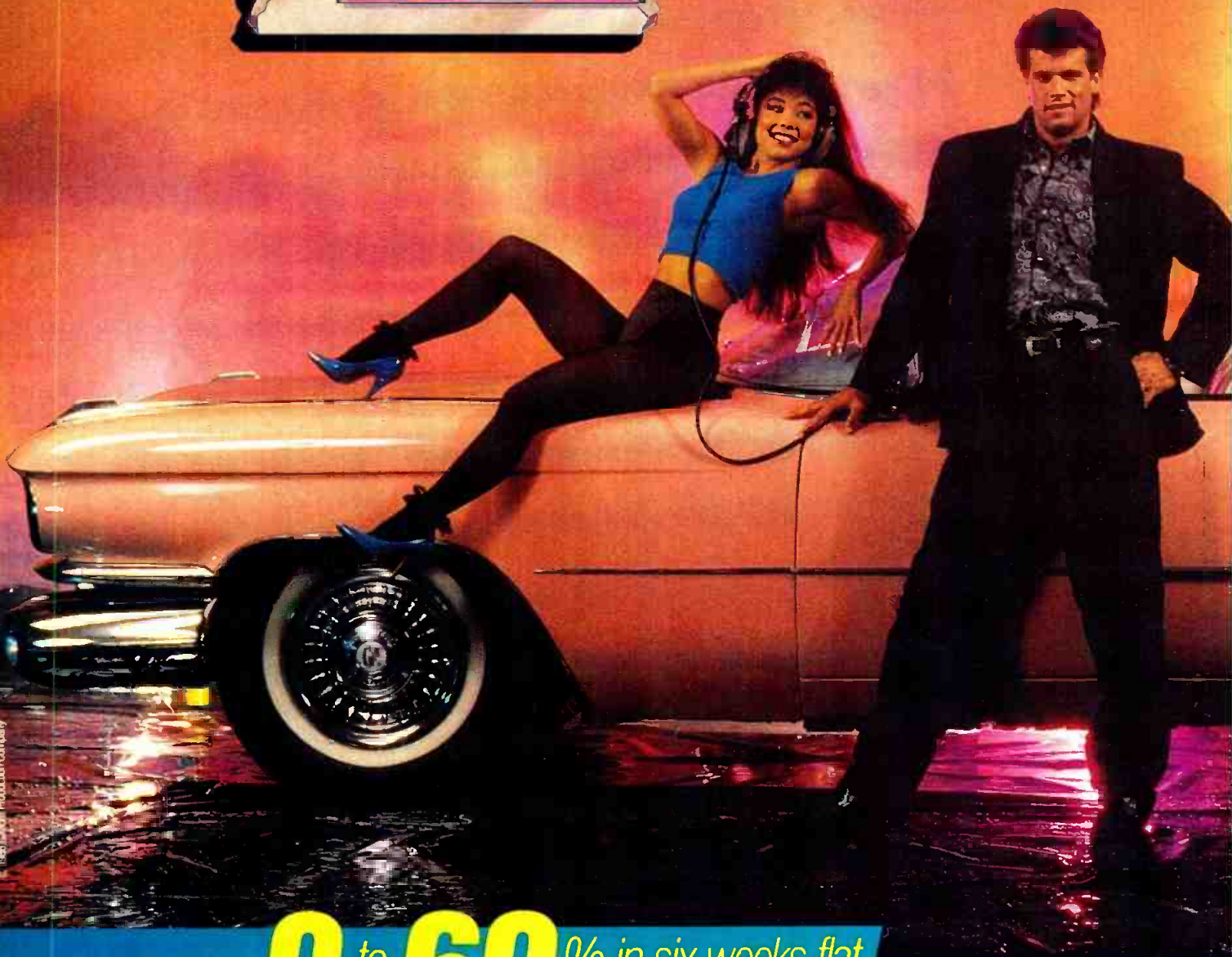
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sory license by 1991, a condition Mooney described in his speech as "total surrender."

With the collapse of the compromise, MPAA said it would seek elimination of the compulsory license in Congress. "It is no secret that the Hollywood cartel is again—as it did in the 1930's and 1940's—seeking to extend its grip to control the means of distribution as well as of production," Mooney said. "The financial pages are full of stories illustrating this fact, and it, perhaps, shouldn't be surprising, therefore, that Hollywood once again is preparing an assault on the compulsory license."

In the speech, Mooney also heralded the deregulation of basic cable rates starting in 1987 by a provision of the Cable Communications Policy Act, which NCTA was instrumental in passing in 1984. "The next time we meet we will do so in a deregulated world, one in which the subscriber, not the



Mooney
city council, rules," he said. "We will meet in a world in which the market, not politics,

governs our business.

"We believe as an industry that our pricing strategies have for too long been distorted by irrational political restraints. Now we will need the wisdom to develop pricing strategies that work for us, and for our subscribers," he said. "We believe as an industry that for too long our revenues have been drained off to meet irrelevant political demands. Now we will need the courage to put new resources into customer service, where they should have been all along."

Mooney also said cable should brace for a fight with the telephone industry. "After a brief hiatus, the telephone companies have renewed their offensive against cable on a broad front, ranging from pole attachments to the tax treatment accorded to cable plant," he said. "The phone companies, it appears, still believe they should have the only wire going into the home." □

How cable act works during franchise changes

Panel says system must show impracticability of provisions it wants changed and the reasonableness of proposal

To some speakers on a panel at the NCTA convention in Dallas last week, one of the principal benefits of the Cable Communications Policy Act of 1984 is the help it gives cable systems seeking modifications in the franchise under which they operate, as well as in getting a franchise renewed. But to a city official whose job it is to deal with the cable system in his area, cities and the systems that serve them should be "friendly collaborators," rather than adversaries.

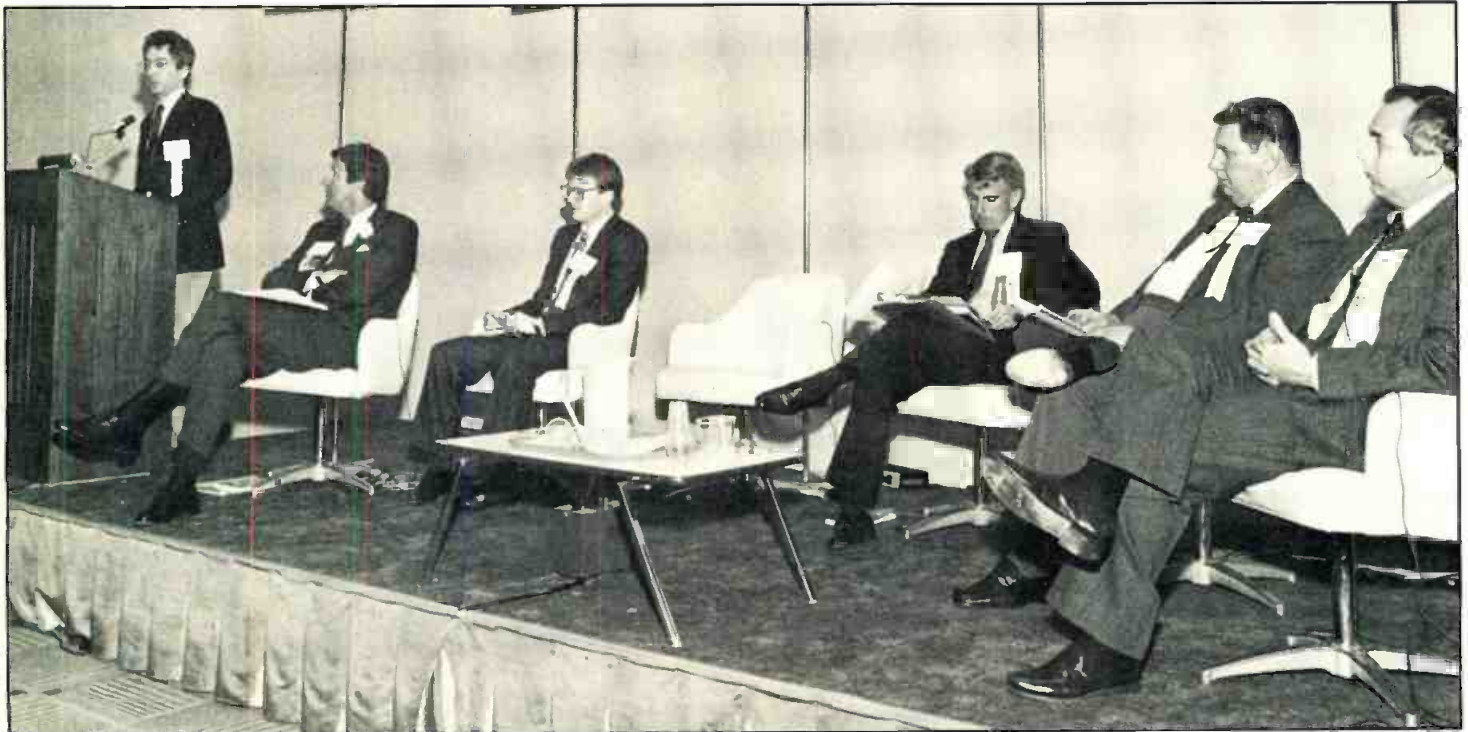
The panel was titled, "Implementing the Act: What Are the Answers?" And Charles Walsh, of the Washington law firm of

Fleishman & Walsh, who served NCTA as one of its outside counsel in working for passage of the cable act, indicated one of the answers is that "the major benefit of the act" involves the modification of the franchise. He said some provisions of the law require clarification, but he expressed hope the courts will recognize that providing cable service is not "like selling apples," where the standard of "practicability" is concerned.

The act permits a system to secure a modification in its franchise if it can demonstrate the "impracticability" of the provisions it wants changed and the "reasonableness" of its proposal. And Richard Berman, general counsel of Warner Amex, offered suggestions on how that might be accomplished. Basing his remarks on the case Warner Amex made to persuade the city of Milwau-

kee—in pre-Cable Act days—to modify the franchise provisions Warner Amex decided were far beyond its ability to keep, he said: Be thorough in the presentation (it should be comparable to a legal brief); use heavy documentation, such as economic analyses, and bring in experts ("your own credibility will be suspect"). He also recommended that system operators "be sensitive" to the community—to know the "needs of the franchise authority and the customers."

But, as Walsh said, most cable systems' dealings with franchise authorities develop in the context of renewal proceedings. And in that connection, he cited a number of protections written into the act for cable. He noted, for instance, that a franchise authority may not raise a complaint at renewal time that had not been filed earlier, and may not



Berman, Robbins, Southwick, Walsh, Bradley, Rossetti

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make demands for future service that are unreasonable—such as specifying services or asking a system in a small community to offer 108 channels of service. One gray area still to be illuminated by the courts, Walsh said, involves the dropping of a service. "If you maintain the mixed quality and level of service," he said, "there may be leniency shown in court."

What is life like in the real world of franchise renewal negotiations? Carl Rossetti, president of Public Cable Co., of Portland, Me., offered a menu of likely requests from franchise authorities, along with the kind of responses his company would make. For instance, it would oppose rate regulation, refuse to waive any rights, eliminate over-

reaching language, insist on a 5% franchise fee cap on basic and pay services and would not accept expenses over the 5%. Although the act bans discussion of specific programs in franchise negotiations, Rossetti said that, as a practical matter, programming cannot be discussed "generically" without citing specific programs.

The city official calling for cities and cable systems to work together was William Bradley, director of telecommunications for Denver and president of NATOA (National Association of Telecommunications Officers and Advisers). "Are franchising authorities necessary evils or friendly collaborators?" he asked. He said they can be the latter. Indeed, he feels cities and cable systems

have common interests on some policy issues—one that NATOA officials cite is the appeals court decision outlawing the pole attachment act authorizing the FCC to regulate the rates public utilities charge cable systems for carrying their lines on utility poles.

But Bradley seemed skeptical of cable's approach at the bargaining table. "Let's talk sense," he said. "Don't give me a lot of snow. What's the real problem?" That, he said, is what he wants to know.

Bradley said Denver has institutionalized its relations with the local system, Mile High. The procedures provide for public discussion of the issues every two years. Changes in the franchise are made by ordinance only after a thorough airing, in which the public participates. The cable act apparently did not require major changes in that approach. "The procedure can work if we negotiate while we observe the ritual of the act," Bradley said. "We must work together. We must include company input as well as city input. There should be a minimum of surprises."

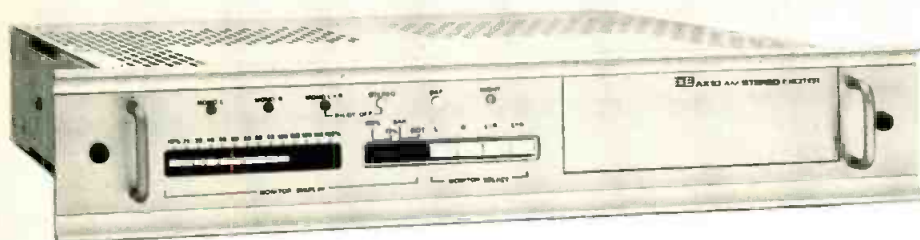
But cable operators apparently are not yet ready to take him, or anyone else, into their confidence on some things. One member of the audience asked if cable rates will rise when the rate deregulation prescribed in the cable act becomes effective, in January. Rossetti called that "an interesting question," and finally said it is "most likely." But he said the cable service still must "maintain a certain value to the customer." James Robbins, president of Cox Cable Communications, who served as moderator, said, "We'll see a lot of rate realignment." □

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TCI divides its house

Company plans to create six or seven "mini-MSO's"; move is intended to make company run more efficiently

Tele-Communications Inc. is decentralizing the management structure of its wholly owned cable systems. The company will create regional groups of systems account for about 2.5 million of its subscriber base, said Stewart Blair, the company's chief financial officer.

In effect, said Blair, the company is creating six or seven "mini-MSO's," each with a base of 400,000 or 500,000 subscribers. Systems will be grouped geographically, with those in the Northeast, Northwest, South, Rocky Mountain and Midwest regions forming separate operating groups, said Blair. "It's a more efficient structure," he said. And it fits with the company's realization that the cable business, like the broadcasting business, must respond to the needs of individual markets and regions.

From its numerous joint ventures, TCI has learned that regional stand-alone operations are more efficient to manage, and can also be profitable. Blair cited TCI's venture with the E.W. Scripps Co., known as Tele-Scripps, which was formed in 1983 to operate sys-

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tems in Tennessee, Kentucky and Georgia. TCI announced last week that it was selling back its half of the venture to E.W. Scripps. TCI's initial investment in Tele-Scripps was \$20 million, said Blair. The company will realize a pre-tax gain of \$78 million on the sale of its half of the venture.

Blair's statements came during a panel session at last week's NCTA convention where he discussed TCI's use of joint ventures to acquire and operate cable systems. He said that of the company's 3.9-million subscriber base, almost 1.5 million subscribers were in systems the company runs as joint ventures with other companies or individuals. He said TCI had about 30 such ventures at the present time.

In addition to being more "focused" from a management standpoint, Blair said those ventures tend to bring "different people with different talents to the table." In addition, a venture, with the right mix of people, can spark the "entrepreneurial spirit" that is hard to maintain in a company as large as TCI, said Blair. In some cases, TCI has purposely sought out venture partners with particular strengths. For example, TCI formed a joint venture with Taft Broadcasting several years ago because of Taft's strength in programming, said Blair. The venture is still operating cable systems.

He drew a distinction, however, between joint ventures TCI has formed to run cable systems and those it has entered with cable programmers, such as the recently announced American Movie Classics deal and the company's minority interest in Black Entertainment Television. But there is one direct and important tie, he said. "What they have in common is that they tend to maximize assets," he said. "We want control and involvement in programming," which TCI is packaging for sale at the system level, he said. The idea, he said, is to consistently improve (and have a hand in improving) the programming to justify the cost of cable to consumers. "We must convince the subscriber they are getting a better product over time" or operators will face strong consumer resistance to future rate hikes, said Blair.

Touching on the genesis of the deal TCI struck with ATC, Comcast, Century and Daniels to buy Group W Cable, Blair said there were essentially two motivating factors. "It was too large [a deal] for any one company to do," he said. The five that finally came together with a winning bid agreed on how to split the Group W pie. "There are still a lot of problems" to be worked out in that deal, said Blair, because the players involved have different ideas about how the company should be run until it is split up. □

Raise rates cautiously, advises panel

Cable operators told to resist temptation when rate dereg takes effect in January; sudden price hikes could drive customers to VCR's, rooftop aerals, TVRO's

Cable operators are looking forward to New Year's Day 1987. That's when the rate deregulation provision of the Cable Communications Policy Act of 1984 takes effect and frees them from the often cumbersome and often frustrating process of getting rate increases approved by local governments.

But with that new freedom comes the opportunity to make mistakes—raise rates too high or too quickly, and customers may desert cable for VCR's or TVRO's or return to their rooftop antennas.

Opinions on the tack the industry should take were offered at an NCTA session, "Rate Deregulation: How Will Cable Thrive on the Open Market?"

Mark MacCarthy, a staff member of the House Commerce Committee, outlined a little of the background of rate deregulation. "The premise behind deregulation," he said, was that "where there are alternative sources of programming [competition], basic rates should be set by the market. The FCC defined competitive as when there are three over-the-air signals available. Freedom and opportunity are there, and a potential for difficulty and abuse is too." MacCarthy warned of the "danger of a public backlash since it often views cable as a utility. That makes price changes difficult."

His advice was to "make changes gradually" and he warned the operators against doing anything to anger their customers enough to generate complaints to Capitol Hill. "You don't want [Congress] to start thinking 'reregulation.'"

The keys to cable's behavior under the new rules, said J.C. Sparkman, executive vice president and chief operating officer of Tele-Communications Inc., Denver, are "responsibility. We have been communicating with the political world and not very much with our customers. We need to change that. We have to start to find out what they are willing to pay for our services."

Sparkman continued: "We now have a responsibility to provide a very high level of service" since cable will be setting the rates. Before, he said, operators followed a "bottom up" type of service, offering service of a quality based on what the operator could afford under the rates regulated by the municipality. "Understand what your customers want," Sparkman advised. "If you can't communicate with your customers now, it's your fault, not the politicians'."

Advice on how to approach new pricing was offered by Thomas Rackerby, president of the national division of American Television & Communications, Englewood, Colo. He's had experience with this because ATC's San Diego system has already been deregulated.



Same old consumer. A panel of top-rank media executives featured at the NCTA convention's opening session rejected the hypothesis that consumers of media have undergone significant changes in recent years, demanding, for instance, special interest channels and magazines rather than those of mass appeal. The panel (l-r): Ed Allen, president of Western Communications and outgoing chairman of the National Cable Television Association (moderator); Bob Marbut, president and chief executive officer, Harte-Hanks Communications Inc.; Richard Frank, president, motion pictures, Walt Disney Productions, and Nicholas J. Nicholas Jr., executive vice president, Time Inc.

Marbut, Frank and Nicholas all seemed to agree that consumers haven't really changed. They still want what they always wanted: the ability to choose among a variety of good newspapers, magazines and channels and convenience in reading, watching or listening to them. Time's Home Box Office, Nicholas said, is catering to consumers' desire for more choice by offering Festival, a full-fledged pay movie service without excessive sex and violence. Marbut said Harte-Hanks has been using color and new layouts in its newspapers to make them more convenient—that is, more accessible and easier to read. Although consumers' desire for choice and convenience doesn't change, their taste in programming does. Said Frank: "You have to keep up with what the people want to watch today." Nicholas said the country is experiencing a rebirth of "Americanism." The role of our industry, he said, "is to make sure we are participating in this new trend."

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lated under California law. His suggestions:

- Start working on the price structure now, before tackling the 1987 budget. Look three years ahead: Where do you want to go? What's in store in terms of refranchising, reinvestments. And look for areas that you do well.

- What are market considerations, local political climate, local media climate? What are nearby cable operators doing? Is the local economy healthy? What's the market potential?

- How do customers view the cable company? What have you done to their bill over the past three years? Look at basic, pay and all the possible combinations. Does the customer think you're getting better? Ask your customer service reps and installers to help answer that.

"Be straightforward with your customers concerning a rate increase. Don't try to get them to feel sorry for you by saying the increase is due to 'rising costs of doing business' or that you're entitled to it under the law," Rackerby said. He suggested "announcing something good," such as a new channel when making the rate hike. And "you should make the announcement two or three months before the increase takes effect" so that any complaints or problems can be ironed out in advance. "Remember," he admonished the audience, "This is a first chance, not a last chance."

Richard Roberts, president and chief executive officer of TeleCable Corp., Norfolk, Va., offered advice from his experiences with locally deregulated systems. "We were concerned because we had priced our services so that two-thirds of our revenues were coming from two pay services. We changed that to 50%, with the rest coming from basic, remote units, FM stereo and a satellite package."

Roberts said TeleCable repackaged its services. It realigned prices to correspond with customers' perceived value; increased the perceived value of basic by adding remote control and FM services to the package, and increased the number of pay options. It also achieved its goal of increasing revenue per subscriber from \$18.50 per year in 1984 to \$22.50 by the end of 1985, with no rate increase. "We have not heavily raised basic rates by design," Rackerby said. "We're more interested in keeping our penetration as high as possible to keep our customers and keep our ability to continue marketing to them. Patience and persistence should be our guide as we seek to most efficiently select a pricing strategy—the patience not to abuse the subscribers and the persistence to keep [refining price structures] to maximize the revenue per homes passed."

Senate Commerce Committee staffer Katherine Meier warned cable operators not to jeopardize their new freedom. "Don't force must carry on Congress by taking [stations] off basic tiers or repackaging them. Keep Congress happy." She sounded another warning. Cable should offer programming to backyard dish owners for reasonable and competitive fees. If it doesn't, she said, the dish owners could cause problems on the Hill.

Moderator Robert Clasen, chairman and

chief executive officer of Comcast Cable Communications, Bala Cynwyd, Pa., had three suggestions:

- Pricing strategies and discounts should be creative.

- Pricing decisions should not be corporate. They should be local, market-by-mar-

ket judgments. "Make the decision close to the consumer."

- An eye should be kept on future competition. "We want to be the good stewards that Washington wants us to be," said Clasen. "We have to figure how to meet new competition and continue to grow." □



Leahy, Kastenmeier, Mazzoli and Moorhead

Compulsory license: repeal not likely; revision favored

Two sessions on copyright held at NCTA convention; congressmen express hope that cable and motion picture industry will try again on fees; panel agrees CRT needs change

Congressional support for retaining the compulsory license for cable television's use of copyrighted programming appears to remain strong. Key House and Senate members, responsible for setting copyright policy, last week told NCTA convention attendees that while there is some need for revisions in the law, particularly reform of the Copyright Royalty Tribunal, there is no overwhelming desire to repeal the license. The members expressed a hope that cable and the motion picture industry reach a compromise on a new method for determining compulsory license fees, rather than asking Congress to solve the issue.

Two concurrent copyright panels were held, one featuring House Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.), Senator Patrick Leahy (D-Vt.), a member of the Senate Copyright Subcommittee, and House Copyright Subcommittee members Romano Mazzoli (D-Ky.) and Carlos Moorhead (R-Calif.); the other featuring House Copyright Subcommittee member Dan Glickman (D-Kan.), Henry Hyde (R-Ill.), Patricia Schroeder (D-Colo.) and Pat Swindall (R-Ga.) and Senate Judiciary Committee member Howell Heflin (D-Ala.).

The Motion Picture Association of America and NCTA for months had been negotiating over a flat-fee-per-subscriber-per-signal scheme to replace the current method of calculating copyright royalties. But the deal was rejected by Hollywood, which insisted on a sunset clause for the compulsory license, an idea cable said all along it would

not accept. The deal also was reported to have been squelched by MPAA members who were unhappy with the flat-fee idea because they felt it would reduce the disincentive to carry additional distant signals. Now Hollywood says it will push for repeal of the compulsory license.

"We've found that more can be achieved by the industries themselves with the help of Congress, rather than when Congress intervenes," Kastenmeier said. "I'd like to see a simple fee adopted," he added, noting that a fee arrangement could be advantageous to both cable and Hollywood. It was regrettable, he said, that the negotiations fell apart and he hoped they would be revived.

As for the fate of the compulsory license, the chairman didn't think it would be phased out. "It's here to stay as long as cable says it's important to them," he said.

Later, Kastenmeier was asked if Congress could put pressure on Hollywood forcing it back into negotiations. "I don't know if we can pressure them to return to the table. Major figures in Hollywood are not that sanguine," he answered. He said Congress could introduce its own bill to revise the license fees. "It might have a chance of getting through." Over all, Kastenmeier felt it would be difficult to move such a bill without a compromise.

On reforming the CRT, Kastenmeier pointed out that Congress was waiting to see what the outcome of the MPAA and NCTA negotiations might bring forth before looking into reforms. "Depending on how the negotiations developed, the role of that agency might be viewed differently," he said. "I think the tribunal is still in grave difficulty, and I think Congress will eventually have to act on it regardless of what NCTA and MPAA do."

Leahy also expressed disappointment that

the NCTA-MPAA talks had broken down. "We all thought the settlement might have gone through. We all wanted it to." Even if the discussions are revived and a compromise is reached, Leahy doubted that there would be time to get a bill through. He noted that the Senate was facing legislative challenges, among them revisions to the tax code.

Mazzoli cited the must-carry compromise reached between broadcasters and cable as an example of "bridging" differences. He called it a "precursor of what might be done between MPAA and NCTA." (Mazzoli also said Congress hopes the must-carry agreement will be approved.) Unlike Kastenmeier, who felt the compulsory license was here to stay, Mazzoli thinks at some point it will be phased out. He noted that the general mood of Congress was away from regulation.

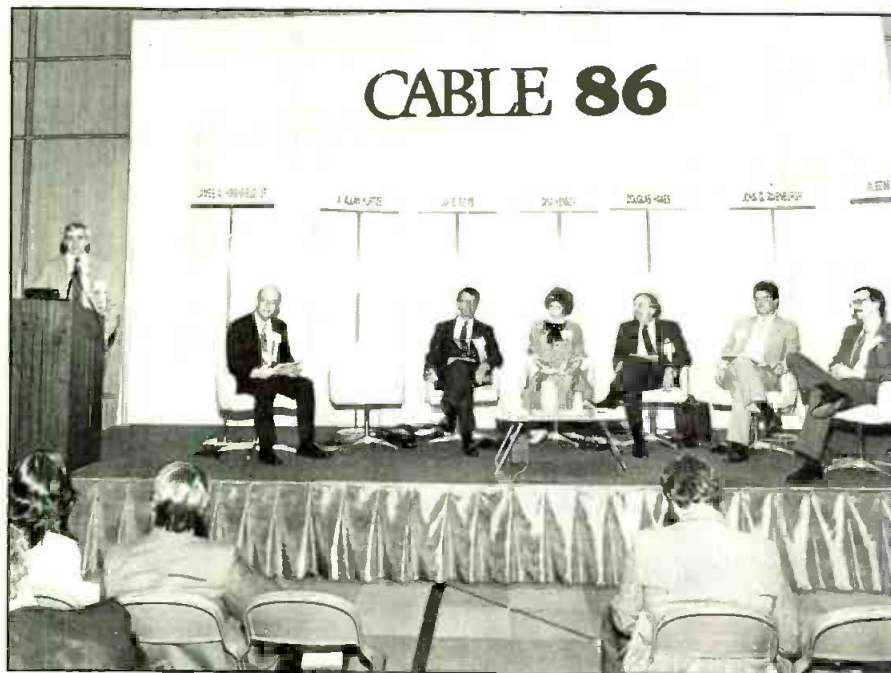
"You have to be willing to pay a reasonable price to keep the compulsory license," Moorhead said. He also felt the fees should be based on a simple formula. On another copyright matter, Moorhead advised cable to take a look at the music licensing legislation pending in Congress. "You should be interested in this issue as well," he said.

Glickman suggested that one way to settle the various copyright matters facing Congress would be through an omnibus legislative package that affects broadcasters, copyright holders and cable. The scrambling issue, Heflin said, may be the right vehicle to bring about such an omnibus bill.

Glickman recommended the cable industry strengthen its grass-roots activities, adding that the movie industry is "very effective" and "works Congress well." The congressmen said MPAA President Jack Valenti was a formidable lobbyist. Schroeder praised NCTA and its president, James P. Mooney, for their efforts on Capitol Hill.

"Valenti's not invincible," Hyde said. Moreover, he said, "you all may develop your own production facilities. If you can't beat them, then join them," he said.

Reform of the CRT cropped up during the panel discussions. "I think reforming the CRT" is the bottom line, Schroeder said. She said Congress needs to get the agency "back on track. We created it; let's straighten it out." Swindall felt Congress should define more clearly the CRT's responsibility. The others agreed with Schroeder and Swindall and indicated a willingness to press for action on the matter. □



Uncertain future. The title of a Sunday afternoon NCTA session ended in a question mark and that was pretty much the way the session ended also. "Cross-Currents of Cable and Utilities—Competition or Collaboration?" found a seven-member panel trying to predict the future of the uneasy relationships between the cable industry and the telephone companies and electric utilities.

Jay Ricks, of the Washington law firm, Hogan & Hartson, traced the problem to 1962 when telcos began to deny pole access to cable operators and charged "outrageous" rates until 1978 when the FCC took jurisdiction to regulate them. But last year an appeals court found that to be unconstitutional, and the Supreme Court has been asked to consider the matter. If the high court refuses the case, Congress may have to draft legislation, said Gina Kenney of the Senate Commerce Committee, but she declined to speculate on what that legislation might look like.

Others on the panel who talked about the problems of pole attachments and telco and utilities entering the cable business included (l-r): A. Allan Kurtze, Centel Cable; moderator James Hirshfield, Summit Communications; Ricks; Keeney; Douglas Hawes of Le-Boeuff, Lamb, Leibey & MacCrae; John Rivenburgh of Rogers Cablesystems, and Albert Halprin, FCC.



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Paying the price for major-market franchises

Problems facing big-city systems include nonpays, recruiting sales forces and heavy demands made by multiple-dwelling units

Cable television systems that have won franchises in major markets often pick up problems to match—in terms of bad debt, for instance, or providing customer service, or recruiting and retaining a sales force. Those were among the problems discussed at a panel on "Going to Town: How Will Cable Adapt to the Big City Market?" at the NCTA convention in Dallas last week.

The pressures that franchising authorities are frequently said to put on applicants was not discussed. And in answer to a question from a reporter, there was a general rejection of the notion that politicians might demand "payoffs" in return for franchises. Jack Gault, president of American Television & Communications' Manhattan Cable, which has been awarded a franchise to build in part of Queens, was emphatic in denying such pressure had been experienced. And Queens politicians are prominent among New York figures mired in a number of scandals.

But Gault offered a word of caution regarding the possible damage to image that could result from "overselling of services." He said "creating higher expectations in the mind of the subscribers" than is reasonable should be avoided. Although he did not say that had been the case with Manhattan Cable, he offered the advice when asked by the moderator, John Billock of HBO, whether ATC would do anything different in Queens from what it did in Manhattan. Gault said: "Overselling of services is a nationwide phenomenon."

But as for matters that occupied most of the panel's time, Mark Greenberg of Prime Cable cited the use the MSO made of credit checks to help turn around a discouraging situation at a bankrupt system it bought in Atlanta two years ago. A heavy promotional campaign had generated 8,000 orders by last Easter but, by August, "a majority" had been "discounted"—he said 3,300 customers were "nonpays" in that month. The credit check procedures were begun in July and

resulted in 20% of the orders being rejected, at least initially. Those would-be subscribers were required to pay "larger installation fees. The program led to the completion of 85% of the system, up from 61%, in August, and a reduction by half of bad debt.

J. Barry Washington, of Connections Communications, of Newark, N.J., indicated the problems big city systems have in recruiting a sales force. His system employs 16 full-time and 16 part-time salespeople—and finds that the average weekly commission for both groups is \$200. And the average length of stay for the salespeople, he said, is seven months. His explanation is that the employees are in their first job. Demographically, Washington said, the sales people generally mirror the ethnic makeup of Newark—with one exception. There are far fewer whites among the sales staff than would be expected: Washington asked members of the audience to send him white job applicants "for our affirmative action program."

Phoenix is in the middle of the second-fastest-growing area in the country, and that provides considerable opportunity for cable. Owners of multiple dwelling units are known to make heavy demands on cable systems to serve their properties—Washington said he has had that problem in Newark. But in Phoenix, Curt Robinson, of Times Mirror's Dimension Cable, said, builders are competing for buyers and renters—there is a 20% vacancy rate—"so cable has a good chance" of winning the contracts. And as a means of nailing down subscribers in multiple-dwelling and other units, Dimension Cable trains and equips its salespeople to install the equipment as soon as they make the sale. It's called the "instant-on" program.

Though there were no stories of pressure for payoffs from greedy politicians, Washington acknowledged there are "war stories" on the subject. As for a personal experience, he recalled: "There was a fire inspector... We ended up giving him a bottle of Scotch." □

Bullish atmosphere surrounding PPV

Panelists detail ways cable operators can make pay per view work for them

The answer to the question posed by a Tuesday afternoon session, "View to a Payoff: Is Pay Per View the New Frontier?" was an enthusiastic "yes."

Moderator Larry Wangberg, president and chief executive officer of Times Mirror Cablevision, set the tenor of the session in his opening remarks when he described PPV as "a new frontier that's been staring us in the face for a number of years."

A number of panelists listed reasons for operators to commit now to major PPV pushes: the improvements in addressable converter technology; the shrinking window of availability for movies (the gap between their theater release and their appearance on PPV is shrinking), and the rapidly increasing penetration of VCR's and corresponding movie cassette rentals that are hurting many cable system's pay services.

This last point was addressed by Nimrod Kovacs, vice president, marketing and programming, United Cable Television, Denver. He said 55% of pay subscribers own VCR's and of those, only 48% rent tapes, so they are a potential market, along with nonVCR

owners, for PPV, which is more convenient than video store rentals. "We need to reestablish cable's role of providing the best entertainment value," Kovacs said, a quality it once had but let VCR's usurp.

In a test at United's Oakland county, Mich., system, Kovacs said, using both one-way and addressable technology, people preferred the "impulse buying" ability of the addressable by two to one. (Impulse refers to the customer's ability to select from two, three, four or more movie titles by pushing a code on his home terminal. His choice is recorded automatically and appears on his monthly bill. One-way systems offer only one film at a time.)

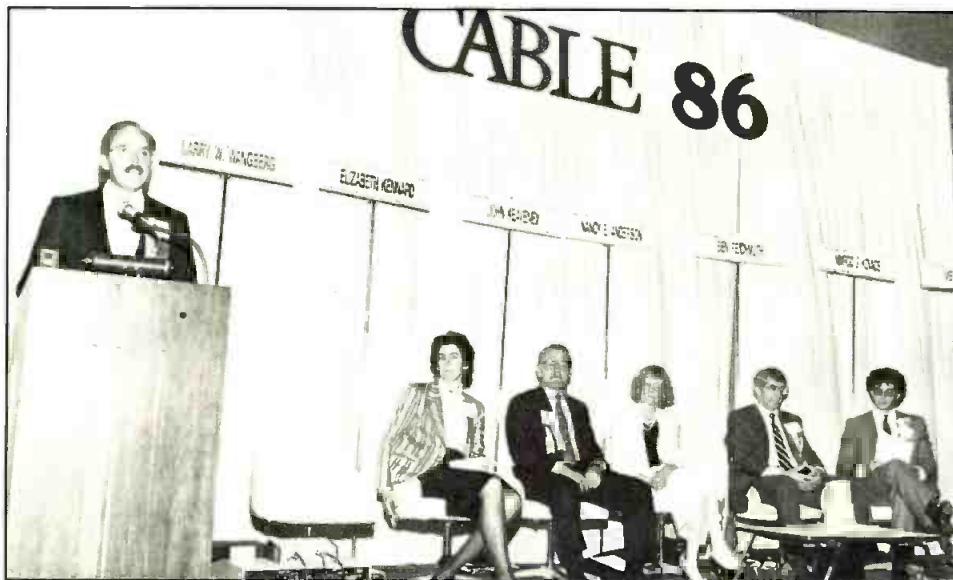
Kovacs said the test also showed viewing preferences for: movies (55%), adult fare (37%) and sports/specials (8%). He estimated that PPV will account for \$2 million in revenues for United by the end of this year.

Another PPV test was conducted by Mid-Hudson Cablevision of Catskill, N.Y. The company's marketing director, Elizabeth Kennard, said its subscribers also liked PPV, especially with a flexible programming schedule and a converter that was easy to hook up to VCR's. Mid-Hudson's is a stand-alone system, and she recommended using one of the satellite-delivered services. Things that need work, she said, include ordering and billing systems and she hoped the PPV window will be moved up, but overall, she said, "We believe pay per view is worth the commitment."

Nancy Anderson, national PPV manager of Rogers Cablesystems, Minneapolis, said that "finding product used to be a problem, but no more." Now, she said, systems need to devote more effort to promotion. She suggested: "program guides, announcements on your barker channel, ad avails, posters in your cable stores, contests and newspaper ads." She also agreed with figures Kovacs presented on subscriber preferences and added that the adult programming was in



Billock, Washington, Robinson, Greenberg, Gault



Wangberg, Kennard, Keaveney, Anderson, Reichmuth, Kovacs

steady demand—it didn't fluctuate like movies, which are very dependent on box office results.

She said her company had also found high customer satisfaction with impulse PPV and recommended using it as a customer incentive. She also said Rogers has not seen any indication of PPV causing a decrease in interest in the regular pay services. "With PPV," Anderson said, "we can compete with the video stores. We can keep the pay services and use PPV to get subscribers to upgrade to pay."

"PPV is a revenue strain. It will make money for your cable system," said Ben Reichmuth, San Jose, Calif.-based Gillcable's vice president of marketing. He also spoke of PPV's value in counteracting the exodus to VCR's, which he said should reach 85% penetration in the next 18 months. Reichmuth set forth some "commandments" for those offering PPV:

- Conduct vigorous promotion—cable guides, direct mail, telephone contact, etc.

- Increase customer service hours. People have to be able to reach the system when they decide they want an event. "If that means people have to work overtime, so be it," he said, and offered as example, keeping staff on hand over a weekend prior to a PPV event that cost \$3,000 in overhead, but took in \$30,000 in revenue.

- Insist on a system-wide commitment to quality. "Get the engineering and marketing people together. In PPV, things have to work on time."

- Price for true value. Don't give the service away, don't try to fight the video stores on price, but on convenience.

"Believe in PPV," Reichmuth advised, "or you won't get the penetration or the revenue."

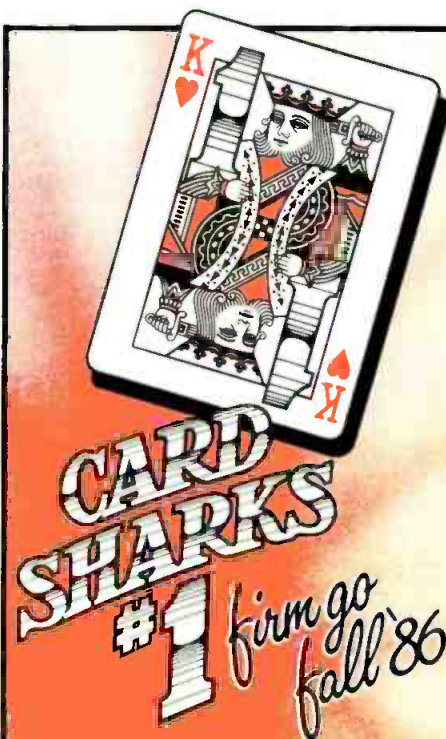
John Keaveney, operations vice president of Group W Cable, New York, doesn't view VCR's as competitors, he said; 33.2% of cable homes have VCR's, while the figure jumps to 39.4% for pay cable homes. Owning a VCR is not a barrier to pay programming, he said; it's something that is often add-

ed. Keaveney suggested some other applications for PPV: regional sports, local events, direct response advertising and automatic pay service ordering (allowing basic subscribers to order HBO or Showtime at the push of a button). □

Request TV offers chance to sample PPV

Addressable cable systems may test PPV with 'Rocky IV' without signing long-term contract

On the pay-per-view front at last week's NCTA convention, Request Television, the PPV service launched by Reiss Media Enterprises last November, said it would offer all addressable cable systems the opportunity to test PPV—with the film "Rocky IV" which hits the PPV market in May—without having to sign a long-term contract. Request President Jeffrey Reiss said the company would provide marketing support and had arranged for operators to purchase the necessary descrambling equipment from M/A-Com for about \$500. As an incentive to sign up with Request after the test, Request said it would reimburse the cost of that equipment to those operators who sign a three-year affiliate agreement within the first six months of the "Rocky IV" test. Reiss said Request now has systems with about 200,000 addressable units on line and agreements that will add another 500,000 addressable homes to the Request universe by year's end. The company just signed its biggest deal to date with United Cable, which has agreed to launch Request on four systems, including those located in Los Angeles; East San Fernando Valley, Calif.; Alameda Calif., and Scottsdale, Ariz. Combined, the systems have a total of 50,000 addressable homes. Reiss said that at this point Request systems had been averaging monthly come rates of



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25% to 30%. (An average 25% or 35% of a system's subscribers have been purchasing at least one PPV program each month.) That is also the rate that Showtime's Viewer's Choice PPV has been averaging.

Another PPV programmer, The People's Choice, which launched in January, said last week it was expanding its program schedule to offer two movies every night of the week. From Sunday to Thursday, it will offer films at 8 p.m. and 11 p.m. Since launch, it had been offering one film each of those evenings at 9 p.m. The service will continue to offer two films Friday and Saturday evenings, at 9 p.m. and 11 p.m. Currently, TPC is serving four systems with 50,000 addressable subscribers, but company chairman Lee Chadin said another 150,000 subscribers would probably be on line by May 1. He said the company had signed Cox Cable's Omaha system, which has 70,000 addressable subscribers, it be on line by May 1. In addition to a consumer marketing campaign and promotional support, TPC offers affiliates a 25-cent-per-subscriber co-op marketing allowance. Chadin said TPC is currently drawing up a plan to market PPV to the backyard dish viewing segment. "We have a strong interest in it," he said. □

Helping cable through its midlife crisis

Panelists discuss value of basic vs. pay in stimulating new burst of cable growth is down to 10% a year from 40% rate in 1970's

Some 40 years after it began delivering broadcast signals to American homes, the cable television industry is beginning to feel its age. What had been a 40% rate of growth in the 1970's has shrunk to a rate of some 10%. How do cable operators generate a new burst of growth? That was the question posed to a panel at the NCTA convention, in

Dallas, last week. And there were a number of answers, not always in sync. There was, for instance, a difference of views regarding the value of pay programming.

Charles C. Townsend, president of Colony Communications and president-elect of the Cable Television Administration and Marketing Society is, he said, "bullish on cable." A former executive with Pepsi Cola, he pointed out that Pepsi and Coca-Cola some 20 years ago were in about the same stage of maturity as cable is now. And those companies, he noted, found ways to break free of the forces stunting their growth. Cable TV, he said, could do the same.

Essentially, Townsend talked of the vast increase in choice the soft drink companies provide customers. Why not offer fewer channels at a lower price? he asked. "We have forced people to take what we want them to take. The soft drink companies say, 'We give them what they want.' That's more difficult." "Discounting" is another practice of the soft drink companies that he said might be taken up by cable system operators. Then, too, there is the heavy advertising in which Pepsi and Coke engage—"we could highlight the programming we have," Townsend said—and public relations campaigns: "We have to tie in with community events." Townsend's advice was to focus on long-term growth, not short-term profits.

Differences of opinion regarding pay programming principally involved John F. Cooke, president of the Disney Channel, and Philip B. Lind, president of Rogers U.S. Cablesystems Inc., the Toronto-based MSO. Cooke said, "We must be creative." Cable television, he said, faces competitive pressure from improved programming on the networks and independent stations and from the proliferation of VCR's. "We have to create more and better programming." That, he said, "is how to increase penetration and retention" of subscribers. He added, "I have always been enthusiastic about pay programming."

Not Lind, apparently. He stressed the importance of selling basic service. "Basic cable offers a good value; that's what we should push." The aim, he said, should be to build up from basic to pay. "Now," he said,

"we're going the other way. That won't work." Indeed, he said he was "traumatized by the multipay collapse," and the difference in the way customers of Rogers's Canadian and American systems react to pay services that lose their appeal: "In Canada, the subscriber disconnects the pay service. In the U.S., the whole thing goes out—that's what's killing us now."

Townsend, too, appeared less than thrilled with pay cable as now offered. "Maybe pay service fees should be reduced drastically to make them worth it to subscribers," he said. "Pay suppliers will have to do something to serve as an incentive [to cable operators] to drop rates. But I don't see that happening."

Pay services were on Townsend's mind when he responded to a question from the moderator, June Travis, president of Rifkin & Associates, as to "What's cable's biggest challenge?" Townsend's immediate response: "In January 1987 [when deregulation of cable rates becomes effective], all hell will break loose with pay services," Townsend said. "The operators have been in a regulatory environment, and they will make the adjustments." □

Disney moves to weekly schedule

Channel will introduce prime time programming blocks; gets colorized versions of Temple films

The Disney Channel said last week it would expand its prime block of programs to five hours, from 6 to 11 p.m., and switch from a monthly to a weekly program schedule, beginning in May. Disney Channel President John Cooke said the switch to a weekly schedule would "promote regular viewership" of the channel and was "consistent with how people watch television."

Cooke also said Disney will be included in a core program package that Tele-Communications Inc. will market in new-build systems (such as Chicago and St. Louis) as part of a new 10-year carriage deal recently signed by the two companies. The Disney Channel is currently available in 90 of TCI's systems, which have about 3.9-million basic subscribers in 40 states.

Under the new prime time schedule, Disney will air a family movie each week night from 6 to 8 p.m. From 8 to 9 p.m., the channel will offer a different original series each week night, with a comedy series on Monday (*Still the Beaver*, of which the channel will air another 26 repeat episodes before finding a replacement series); dramatic series on Tuesday (*The Swamp Fox Saga*); an action series of Wednesday (alternating episodes of *Danger Bay* and *The Edison Twins*, both recently renewed by the channel); a "Classic Disney" series on Thursday, and an adventure series on Friday (the new *Disney's Return to Treasure Island*). On Saturday and Sunday evenings, prime time will kick off with a half-hour series beginning at 6 p.m., followed by three movies throughout the rest of the night. In



Townsend, Travis, Lind, Cooke

the new late-night schedule, Disney will offer a five-day strip of *Ozzie and Harriet* at 11 p.m., followed by another movie from 11:30 p.m. until sign-off at 1:30 a.m.

Cooke also announced some upcoming specials for the channel, including one starring author/humorist Garrison Keillor and entitled *Lake Wobegon Comes to the Disney Channel* (90 minutes), which will air July 4. The channel is also gaining access to the film, "Pinocchio," considered one of the jewels in the Disney film vault, which recently completed a run in home video. The 1940 film, which won two Oscars and has never aired on broadcast or cable television, will be offered for pay-per-view exhibition in May and then will make a run on Disney in September.

Other Disney films coming soon to the cable channel include "Return to Oz" and "The Journey of Natty Gann." The channel's next made-for-cable movie, as yet unscheduled, will be based on the Louis L'Amour Western novel, "Down the Long Hills."

The channel also announced it has acquired exclusive pay TV rights to 18 Shirley Temple films from 20th Century Fox and will begin showing them in September. Two

of the films, "The Blue Bird" and "The Little Princess," were produced in color. Disney said the 16 others will be computer-colored by Color Systems Technology of Los Angeles.

The group encompasses a selection of Shirley Temple films made at 20th Century Fox during the years 1934-40. Besides the two done in color, they include "Baby, Take a Bow," "Bright Eyes," "Captain January," "Curly Top," "Heidi," "Just Around the Corner," "The Little Colonel," "Little Miss Broadway," "Our Little Girl," "Poor Little Rich Girl," "Rebecca of Sunnybrook Farm," "Stand Up and Cheer" and "Wee Willie Winkie."

Bruce Rider, Disney vice president, programming, said that "we're excited about the opportunity to re-introduce the greatest family film star of all time to a new generation. And those who have loved these films for years will be able to enjoy them in color for the first time." Said George Krieger, Fox vice president, pay television: "The opportunity to further enhance Shirley Temple's movies by adding color is very exciting. We are impressed with the new technology because it adds new dimensions to the classics." □

The reasons for recapitalization

With interest rates low, now is the time to borrow, panelists say, to finance new acquisitions or rearrange existing company debt

With interest rates low and the cash flow of cable systems high, it's a good time for cable operators to "recapitalize"—take on new debt or sell bits of equity—to finance acquisitions of other cable systems or to pursue other business interests.

That was the advice from an NCTA panel led by long-time industry financial consultant Paul Kagan of Paul Kagan Associates.

Kagan and Charles Kadlec, president, Frazier, Gross & Kadlec, agreed that the ca-

ble industry has not been "leveraged" to the extent it can be. Cable operators have the ability to take on considerably more debt, they said.

Assuming the cable industry is generating \$4.3 billion in cash flow and lenders are willing to lend five times cash flow, he said, cable could carry nearly \$22 million in debt. Yet, according to his estimates, he said, it only carries \$14 million. He said he is not suggesting that cable borrow every dollar it can, but cable "has not come close to doing that."

Kadlec gave an example of how recapitalization might work for a hypothetical cable operator who bought a system with cash



Kagan, Kadlec, Seegal, Hawthorne



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No. 1 TOTAL WOMEN

No. 1 WOMEN 18-49

No. 1 WOMEN 25-54

No. 1 TOTAL MEN

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IN SYNDICATION

Source: A.C. Nielsen - NSI-VIP- February, 1986



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flow of \$700,000 in 1983 for \$6.3 million (nine times cash flow) by borrowing \$4.2 million (six times cash flow) and putting the remaining \$2.1 million up in cash.

Today, Kadlec said, the system, if well managed, would be generating cash flow of \$1.1 million. That would allow the operator to borrow \$6.6 million, pay back the original debt of \$4.2 million and use the extra \$2.2 million to buy another system. A "side benefit" of borrowing today, he added, is the lower interest rates.

Operators should borrow on the basis of cash flow, Kadlec said, not on the "intrinsic value" of their holdings. He predicted that the cash flow of well-run cable systems will increase by an average of about 15% a year.

In borrowing on the basis of cash flow, Kadlec said, operators should make sure their lenders are familiar with the cable industry so that they don't panic if cash flow dips below the average one year.

If the cable industry is underleveraged, said Nancy Hawthorne, treasurer, Continental Cablevision, "it's not because we haven't been holding up our end." Continental recently borrowed \$300 million (\$200 million through the offering of high-yield "junk" bonds and \$100 million in bank debt) to repurchase half of the company's outstanding stock.

Like Kagan and Kadlec, Hawthorne said cable operators now have a good opportunity to recapitalize through debt. The junk bond market is "extremely receptive" to cable issues because of the relative stability of the business, she said. In the market, cable issues are second to utilities, she said.

Despite the opportunities in the debt market, she said, cable operators should not take on debt unless they have a good use for the money. Continental decided on the stock repurchase, she said, because some long-time stockholders wanted to cash in and because the company couldn't find any financially acceptable properties in the "overheated acquisition marketplace." "We decided that the best bargain was our own stock."

When cable operators consider recapitalization, said Frederic Seegal, managing director, Shearson Lehman Brothers Inc., they should consider more than just taking on more debt. One alternative is "unleveraged limited partnerships," he said.

Shearson Lehman Brothers expects the market for nontax-oriented limited partnerships in media properties to be "explosive," Seegal said. It expects to place between \$200 million and \$250 million through such partnerships this year, he said. The reason is that investors are now willing to accept "modest... cash-on-cash return" of 6% or 7% in the first year, he said.

Kadlec and Kagan disagreed on measuring the value of private cable properties. Kadlec said the value of such properties has stabilized around 10 times cash flow, although the multiple might go up slightly next year when basic cable rates are completely deregulated. The more bullish Kagan said the multiple could go up as high as 12 because cable systems, like some newspapers that command high multiples, are local monopolies. □

Making them happy in cableland

NCTA panel addresses ways to improve cable's image in eyes of subscribers

"Cable is a very visible industry. Our dorsal fin is sticking up all the time." That was an analogy drawn by Bill Lilly, the general manager of Viacom's Seattle cable system, to the public's perception of cable systems—as sharks—unless serious attention is paid to customer service problems.

Lilly was one of three speakers at a Monday morning panel: "Satisfaction Guaranteed: How Have Cable's Ratings Improved?" The ratings referred to are not the type Arbitron and Nielsen deal in, but in how the public rates the franchise.

Lilly said the cable operator needs to ask: "What is the perception and what do you want it to be?" Lilly's system sets out to raise the employee consciousness and improve customer relations:

- It tries to get everyone involved in the company. Installers, customer service reps and others who deal directly with the customers are included in staff meetings.

- It set up a "good news, bad news" bulletin board and posts letters from customers.

- It instituted a "coffee time" with customers on a regular basis. Some subscribers are invited in to talk about the cable service. More customers are invited than people from the system so customers don't feel intimidated.

- Response time to letters and post cards has been cut to 48 hours maximum.

- Customer service reps are given authority to handle situations immediately over the phone without checking with a superior or writing a memo and getting back to the customer later. "In most cases," Lilly said, "the decision the CSR makes on the phone is the same one the superior would make later."

- Supervisors ride with technicians to evaluate their performance and keep in touch with customers.

- Double standards are eliminated in the company. No parking places are assigned, for instance. If a service technician gets in before a supervisor, he gets the better space. If installers aren't allowed to have a drink at lunch, neither is anyone else.

"We have to approach our work," Lilly

said, "with intensity. We have to be value-driven."

Joan M. Coyne, Showtime/The Movie Channel's director of affiliate promotion, offered the cable programmer's view of customer service. "The customer doesn't disconnect after one bad experience," Coyne said. "It's an up and down staircase of various experiences. We have to work to make sure he goes up more than down." To accomplish that, she outlined a number of steps:

- Research. Who are the customers? What are their needs? How best to meet those needs? System people should talk to their employees on the front line, the installers, CSR's, etc., to find out what is on the customer's mind.

- Match marketing. "Satisfying the customer," Coyne said, "starts with getting a good match of [programming] services to the individual."

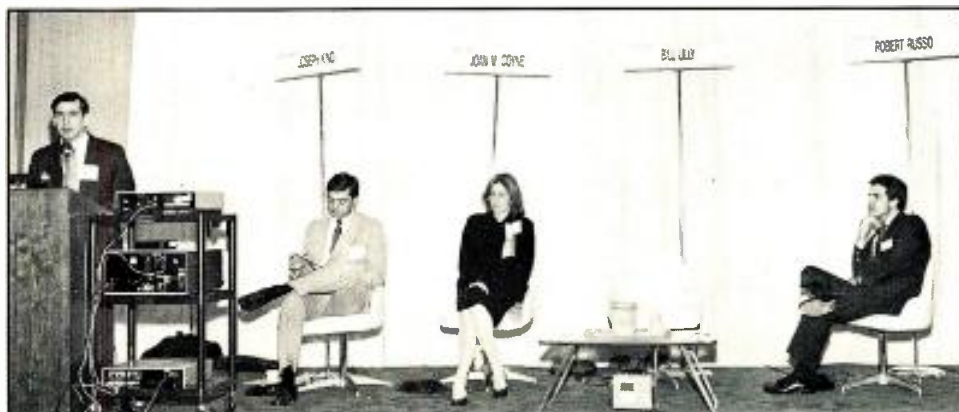
- Price/value sensitivity. "You have to offer good value for the price."

- Marketing. Tune-in advertising using various media is an important tool to educate the public. And when promoting pay services, use show titles. Don't just describe Showtime as a movie/specials channel. Say it has "Beverly Hills Cop" with Eddie Murphy. That sells the service.

- Public relations. Effective PR promotes tune-in and builds awareness. According to Coyne, systems should "conduct press screenings for original programming and create 'press worthy' events." The system's personnel should also be involved in community events. "Donate air time on your local origination channel; help out with the Toys for Tots campaign and so on."

- Customer service. This should consist of a number of things. Create a technically proficient system. Answer phones quickly and courteously. Do installations properly and respond promptly to service calls. Speak frequently to customers. Communicate with, train and motivate all customer-contact staff not only with the skills they need to do their jobs, but also with information. They should have ready access to current and upcoming programming.

A case history on how to turn around a system suffering from a bad public image was offered by Robert Russo, vice president, corporate communications, Daniels & Associates, Denver. He spoke on the problems Daniels had at its Asheville, N.C., system



Lilly, King, Coyne, Russo

and the three-month campaign used to correct the problems.

■ The effort was kicked off with a news conference carried live on the cable system. The customer service problems were identified and the public was promised the system was working to correct them. "We're getting better every day" was the slogan adopted. The slogan was used in a series of TV, radio and newspaper ads developed in-house and at a very low cost. The system's general manager was also featured on the system's local origination talk show answering questions from viewers.

■ Going to the people. Before the campaign began, the system had received 300 to 400 letters of complaint. Two staffers called each of those people and later met with 50 to 60 of them to hear their problems. Surveys were mailed out to try and isolate other problems. As a result, the system improved its phone system and billing procedures. A new attitude of pride was fostered among the employees because of this, and the system adopted long-range public relations planning and started becoming more involved in community affairs.

Moderator Joseph King, general manager of Heritage Cablevision's Dallas franchise, said that to correct customer relations problems at his system, it spent "90% of our time in the first five months concentrating on the basics. The next step is to see that the customers know that changes have been made. But we can't do that until we're sure we're delivering what we promise." □

Cable riding high on general economy

Low interest rates and low inflation spell good news for 1986, except from tax perspective; economists not quite so bullish for 1987

The capital intensive cable industry heard good news about its economic prospects from bankers and other financial officials assembled for NCTA's Dallas convention. The bottom line: low interest rates accompanied by low inflation for this year and next, with the largest question mark posed by federal tax proposals.

The basic economic presentation was made by John C. Maher, vice president of Citicorp Economic Services, New York. Declaring himself "quite bullish," he said the growth in real GNP would be about 3.8% this year versus 2.3% in 1985, with inflation under control and both short- and long-term interest rates down. The growth in personal

income should be close to 8% while unemployment should be close to 6% (a level economists consider to represent full employment).

Maher entered a cautionary note about 1987, saying it could be more difficult for cable than 1986 will be. "Forces are at work to increase both the inflation and interest rates," he said.

Kathleen M. Cooper, senior vice president and chief economist of Security Pacific Corp., Los Angeles, was even more optimistic. She said both interest and inflation rates will average much lower over the next five years, and that the budget deficit will start getting better—as will the "huge trade deficit." (The prime rate, she said, will average only 9% over the next five years versus 13% over the last five years.)

Cooper said it could not be assumed there would be no recession in late 1987 or early 1988, but added that it need not be like 1981 or 1982. "You have to expect some sort of correction," she said.

Philip J. Wiesner, partner in Peat, Marwick, Mitchell & Co., Washington, said his crystal ball from the tax perspective presented mostly bad news. "Don't memorize anything in the current House bill," he said. Both Senate and House bills will lower tax rates without necessarily lowering taxes (due to a broadening of the tax base).

Wiesner said the top corporate rate may be 35% but the investment tax credit will be repealed—as will the general utilities doctrine, which affects cable.

Pointing out that there are at present no effective dates for any of the prospective tax legislation, Wiesner advised that "you have nothing to gain in this area by being conservative; you're at least a candidate for transition relief" (consideration sometimes given to companies that may be crossing a new tax frontier).

John Alchin, vice president of Toronto Dominion Bank, New York, speaking of the sources of financing, said there is "so much money chasing so many deals that you have to be careful not to make the wrong deals." The types of financing have changed as cable has gone from the construction to the operating modes, with a number of banks now offering eight-to-10-year deals. Among the approaches: fixed-rate investments, subordinated debt placements and zero coupon bonds.

Moderator Phillip J. Hogue, executive vice president of Daniels & Associates, Denver, offered his own cautionary note in likening the economics of cable to the Denver weather. "If you don't like the way it is," he said, "wait 10 minutes or move 10 miles." □



Hogue, Maher, Cooper, Wiesner, Alchin



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TV violence bill to come from Simon

Illinois senator says legislation would encourage broadcasters, cable operators to deal with problem; Thurmond voices pornography concern

Senator Paul Simon (D-Ill.) last week recalled one night walking into a motel room where he was staying while on a trip, turning on the television set, and seeing someone "sawed in half with a chainsaw." The scene convinced the senator that violence on television "is a problem." And he has decided to introduce legislation aimed at bringing the broadcasting and cable television industries into a cooperative effort to deal with it.

Simon had gone public with his concern last October, and broadcasting industry representatives had attempted to dissuade him from proceeding with legislation. But he said they could cite only one study suggesting that the matter was not serious. Arguing to the contrary, Simon said, were such agencies as the National Institute of Mental Health, the surgeon general, the American Psychological Association, the American Medical Association, the American Academy of Pediatricians and even the Screen Actors Guild.

As a member of a panel at the NCTA convention last week, Simon said he will introduce a bill crafted to avoid a First Amendment problem. It would create an exemption from the antitrust law to permit the networks, independent stations and the cable industry to work out an agreement to deal with television violence. It would also direct the FCC to study the problem. "I don't want censorship," Simon said. "You in industry and we in Congress must recognize we have a problem. Working together we can come up with sensible solutions."

The bill will be the subject of hearings by the Senate Judiciary Committee, on which Simon sits. Senator Strom Thurmond (R-S.C.), chairman of the committee, was on the panel—"The Senate Looks at Cable"—with Simon at the NCTA. And asked from the audience about the prospect for hearings, Thurmond said of Simon: "He's a very influ-

ential member; I'm inclined to give him hearings."

Thurmond also made it clear he sees another problem with television—"pornography." He did not, however, suggest legislation. Neither did the other senators on the panel, although Senator J. James Exon (D-Neb.) said "pornography is as dangerous as violence."

"Television," said Thurmond, "has a responsibility to the public." And he said "the best way to handle" the matter is through the cooperation of the industry and the public. But, he said, "the American public will demand action on pornography." And Senator Larry Pressler (R-S.D.) suggested: "People vote with their money and by what they watch and listen to. If you turn the dial, you're voting."

In another matter, although the senators congratulated cable on its growth and evident prosperity—Thurmond called it "a competitive giant"—they did not offer the hoped-for answer when the moderator, Jerry Lindauer, of Prime Cable Corp., asked whether the senators thought the 5% franchise fee authorized by the new cable act is constitutional. He noted the courts increasingly have held that cable has newspaper-like First Amendment rights. Thurmond said that is a matter for the courts to decide. Simon did not have any problem with the franchise fee requirement, nor did Pressler. "You don't give a franchise to a newspaper," Simon said. Exon stunned some in the audience with his view: "You're a public utility more than a newspaper or a broadcaster."

The senators were far more positive, however, about the likelihood of television cameras becoming a permanent fixture in the Senate after the test scheduled for the spring is completed and the Senate votes on the issue. Exon quoted odds of 99-to-1 in favor of a yes vote. Not all members of the panel were quite that sanguine. And some cited the problems television in the Senate raises that are not present in the television coverage of the House—Senate rules providing for virtually unlimited debate, for instance. Still, they appeared confident that, as Pressler said, "the public will understand." And Thurmond said of television coverage, "It's going to be very helpful." While opponents

of television coverage of the Seante expressed concern the coverage will encourage demagoguery and posturing, Thurmond takes a different view: "In every legislative body there is demagoguery. This will reduce that." □

Basic services priced too low, panel agrees

For tier now averaging \$10 a month, operators seem to feel \$15 is reasonable price; but they say cable fare needs to be promoted more aggressively

At a panel session at last week's NTCA on pricing strategies for basic satellite services, programmers suggested that operators were, as ESPN's Roger Werner put it, "leaving money on the table," and ought to be charging subscribers more.

TCT's John Sie urged programmers not to "smudge" their program schedules by offering to sell too much time to peddlers, such as real estate dealers offering to show viewers how to become land barons for no money down.

Programmers, operators and Robert Alter, president of the Cabletelevision Advertising Bureau, cited a need for better promotion of cable programming.

Roger Werner Jr. of ESPN cited a survey of pay cable subscribers indicating that most of them assigned a value to basic service of about \$15. The average actual cost of basic, nationwide, he said, is just over \$10. Werner also noted, as did Alter, that average weekly viewing of satellite networks by cable subscribers has increased from about two hours in 1980-81 to about eight hours in 1984 and 1985.

CAB's Alter said the industry "has to pay more attention to the way people are using cable." Viewers are having a hard time "sorting out" the array of basic programming available to them, he said. One way broadcasting networks are combatting cable's inroads, he said, is with some "very good promotion. They are telling our viewers they don't need cable." To help cable operators with their promotion efforts, the CAB introduced a new "tune-in kit" at the NCTA convention last week. The kit, to which operators would subscribe, consists of a monthly batch of print tune-in ads for basic and pay networks, as well as weekly satellite-fed, program-specific video promos. Promotion is essential, said Alter, because competition for viewers is greater than ever. Tune-in advertising is crucial, stressed Lloyd Werner, marketing and sales vice president of Group W Satellite Communications. When viewers turn to the television section of their daily newspapers and see the schedule grid and accompanying advertising, "that's when the decision is made to watch," said Werner.

Werner of GWSC also suggested that one way of making carriage fees a little less arbitrary would be to make the fees based on



Lindauer, Exon, Pressler, Simon, Thurmond

each service's performance in the ratings. Asked why, Werner did not mention that The Nashville Network, which GWSC distributes, has been ranked number one in the ratings on an all-day basis recently. He suggested that rating-based carriage fees would encourage programmers to reinvest in strong programming that would attract greater viewership.

TCI's Sie also answered a charge that the company has been trying to dismiss for some time—that large operators such as TCI, with the power to leverage their program costs down because of the number of subscribers they have are in effect being “subsidized” by the smaller operators that get no discounts. When Sie asked for a show of hands from the audience, almost all of those describing themselves as small operators indicated they believed they were subsidizing the program costs of the TCI. But Sie suggested that was unfair. “We owe \$1.3 billion in risk capital,” he said. “It is the big guys that are risking huge amounts of dollars. It is the absolute dollars that count.” John Charlton, marketing vice president of Warner Cable, pointed out, however, that for smaller operators, it is often personal savings at stake, which is not the case with a major MSO that has access to major capital lending markets. □

Cable may get some of the '88 Seoul Olympics

Group W Satellite's Rosenzweig says NBC is talking to ESPN about turning over some of the action; discussion remains preliminary

Despite earlier statements to the contrary, NBC has not ruled out the possibility of selling the cable rights for some of the less popular events to be played in the 1988 summer Olympic games in Seoul, South Korea. The network has discussed that possibility with Westinghouse Broadcasting and Cable, a station group owner with strong affiliate ties to NBC, which also owns Home Team Sports, a regional sports service based in Washington (and serves Baltimore as well). Group W Satellite Communications also markets and promotes The Nashville Network, which has just restructured its Sunday lineup into an all sports format.

“We are talking with NBC about distributing some of the lesser Olympic events,” said Harlan Rosenzweig, president of GWSC. He made the comment while participating in a panel session at the NCTA convention last week on cable sports programming. He declined to elaborate and stressed that the conversations to date with NBC on the subject have been “very very preliminary.”

Indeed, Rosenzweig acknowledged that distribution of any part of the games on cable is still a gleam in Group W's eye. “That's a fair statement,” said Rosenzweig. “But I also think it is possible.” Perhaps the biggest obstacle to cable's getting any piece of the Seoul games is stiff resistance from broad-

casting affiliates. Traditionally, part of their sales pitch to Olympic advertisers has been the fact that the games are an exclusive and prestigious event, as NBC noted last fall when it won the rights, saying then it was not considering a cable rights deal.

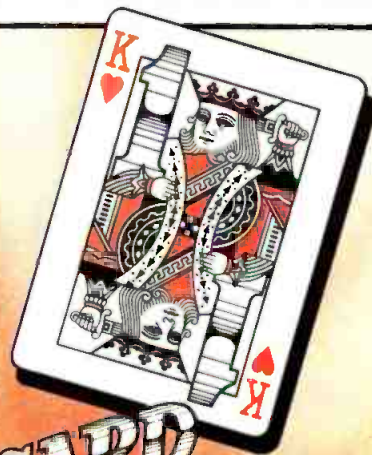
But it is not inconceivable that the network would pass along a few events to cable if it could persuade affiliates that to do so would not harm their over-the-air efforts. Rosenzweig said last week that for Group W to succeed in acquiring any cable rights it would have to demonstrate that the cable exhibitions would “promote value” to the over-the-air broadcasts and to advertisers. “If it happens,” he said, “it is going to be one of the greatest compromises of television history.”

Another factor that could work in Group W's favor is the price (\$300 million) NBC paid for the games. Some observers have questioned the network's ability to make much of a profit on them. If NBC can generate a little additional income by selling the cable rights without incurring the wrath of the affiliate body, it is reasoned, so much the better.

Another panelist on the session, Robert Wussler, executive vice president, Turner Broadcasting, came under fire from operators for the amount of dual distribution—on superstation WTBS and in broadcast syndication—TBS does with a lot of its sports programming, including college football and the upcoming Goodwill Games. But Wussler argued that distributing the product that way was essential if TBS was to be in the sports business at all. Without the syndication revenues, he said, the superstation could not afford the rights to much of the product it has to acquire beyond the Atlanta Braves and Hawks (Turner owns both of those teams and their games are televised exclusively on the superstation).

Wussler submitted that the sports programming business was in the middle of a transition period in which much of the sports programming seen exclusively on the networks is shifting to cable for exhibition. The period of transition, he suggested, began in 1980, when ESPN had a year of operational experience under its belt, and will last until around 1992. By that time, he said, the networks may be entirely out of some sports, such as regular-season baseball, that they currently cover exclusively, because of the economics involved. ESPN President William Grimes agreed, suggesting that the sport will be televised by “people like us [ESPN and WTBS] and five more just like us.” Wussler also said that by that time, cable may well be participating in coverage of the National Football League, again because the networks will find the rights payments impossible to carry by themselves.

By the time the transition period is over, said Wussler, cable will have solidified its position in the sports program marketplace, and WTBS will not continue to distribute its games to both the cable and syndication markets. “We don't see us being in that business forever,” he said. By 1992, TBS will decide “one or way or the other” whether it will focus its sports programming efforts in syndication or cable, he said. □



CARD SHARKS
#1 firm go fall '86

CARD SHARKS has an iron grasp on success in PITTSBURGH.

No. 1 HOUSEHOLD SHARE

No. 1 TOTAL WOMEN

No. 1 WOMEN 18-49

No. 1 WOMEN 25-54

No. 1 TOTAL MEN

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

Source: A.C. Nielsen -NSI-VIP- February, 1986



1155 Avenue of the Americas, 30th Floor
New York, New York 10036
(212) 302-4400

4000 W. Alameda Avenue, 6th Floor
Burbank, California 91505
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Stock Index

Closing Closing
Wed Wed
Mar 19 Mar 12

Net Percent P/E
Change Change Ratio (000,000)

BROADCASTING

N Capital Cities/ABC	246	248	1/4	- 2 1/4	- 0.90	22	3196
N CBS	137	134	1/2	2 1/2	1.85	30	3211
O Clear Channel	19	18	3/4	1/4	1.33	28	55
O Gulf Broadcasting		11/16	23/32	- 1/32	- 4.34		30
O Jacor Commun.	7	7/8	613/16	1 1/16	15.59		44
O LIN	46	1/2	43 7/8	2 5/8	5.98	32	1228
O Malrite	14	5/8	15 1/4	- 5/8	- 4.09	17	122
O Malrite 'A'	14	3/4	15	- 1/4	- 1.66	17	62
A Price Commun.	9	1/8	9 1/8				67
O Scripps Howard	52	1/4	50	2 1/4	4.50	17	539
O SunGroup Inc.	4	5/8	4 3/16	7/16	10.44		7
N Taft	96	1/2	91 3/8	5 1/8	5.60	21	872
O TVX Broadcast Group	11	1/8	11	1/8	1.13	46	65
O United Television	28	1/4	27 3/8	7/8	3.19	85	309

BROADCASTING WITH OTHER MAJOR INTERESTS

N A.H. Belo	52	3/4	51 1/4	1 1/2	2.92	25	610
A Adams Russell	35		32 1/2	2 1/2	7.69	22	216
A Affiliated Pubs	45	3/4	44 1/2	1 1/4	2.80	28	841
N American Family	29	1/4	29 7/8	- 5/8	- 2.09	14	1169
O Assoc. Commun.	43	1/4	39 1/4	4	10.19		206
N Chris-Craft	59	1/2	58 1/8	1 3/8	2.36	42	380
N Gannett Co.	71	5/8	68 7/8	2 3/4	3.99	23	5748
N GenCorp	81	3/4	73 3/4	8	10.84	23	1789
O Gray Commun.	132		116	16	13.79	22	65
N Jefferson-Pilot	52		50 7/8	1 1/8	2.21	7	1485
N John Blair	23	3/8	27	- 3 5/8	- 13.42		188
O Josephson Intl.	8	5/8	8 1/2	1/8	1.47		40
N Knight-Ridder	49	7/8	49 1/8	3/4	1.52	22	2793
N Lee Enterprises	27		23 3/8	3 5/8	15.50	22	683
N Liberty	40	1/4	36 3/4	3 1/2	9.52	17	406
N McGraw-Hill	56	7/8	54 1/4	2 5/8	4.83	19	2866
A Media General	85	1/4	84 3/4	1/2	.58	18	600
N Meredith Corp.	77	3/8	76 7/8	1/2	.65	14	732
O Multimedia	33	1/4	32 3/4	1/2	1.52		365
A New York Times	64		61 3/4	2 1/4	3.64	22	2556
O Park Commun.	26	1/2	24 1/4	2 1/4	9.27	24	365
N Rollins Commun.	29	7/8	29 7/8			34	436
T Selkirk	26	3/4	24 3/8	2 3/8	9.74	58	217
O Stauffer Commun.	116		112	4	3.57	19	116
A Tech/Ops Inc.	31		30 7/8	1/8	.40	5	68
N Times Mirror	58	7/8	58 7/8			15	3800
N Tribune	62	3/4	64 5/8	- 1 7/8	- 2.90	21	2545
A Turner Bcstg.	13	3/4	15 1/2	- 1 3/4	- 11.29	31	299
A Washington Post	151		146	5	3.42	17	1935

PROGRAMING

O American Nat. Ent	2	9/16	2 9/16			12	6
O Barris Indus	20	5/8	21 1/8	- 1/2	- 2.36	25	182
N Coca-Cola	102	1/2	94 5/8	7 7/8	8.32	20	13407
N Disney	34	3/4	35	1/4	.72	24	4495
N Dow Jones & Co.	56	1/2	53 1/8	3 3/8	6.35	26	3642
O Financial News	9	1/2	9 7/16	1/16	.66	237	102
O Four Star	6	1/4	5 7/8	3/8	6.38	6	5
A Fries Entertain.	15	1/2	15 1/4	1/4	1.63	19	53
N Gulf + Western	58	1/4	57 1/4	1	1.74	16	3589
O King World	41	1/2	40 1/4	1 1/4	3.10	27	422
A Lorimar-Telepictures	23	1/2	23 1/8	3/8	1.62	9	183
N MCA	48	3/4	50 1/2	- 1 3/4	- 3.46	30	3653
N MGM/UA	25	3/4	25 7/8	- 1/8	- 0.48		1279
N Orion Pictures	12	3/4	13 5/8	- 7/8	- 6.42		121
N Playboy Ent.	9	1/8	9	1/8	1.38		85
O Reeves Commun.	14	5/8	14 7/8	- 1/4	- 1.68		182
O Republic Pictures 'A'	11	1/8	11 1/2	- 3/8	- 3.26	79	32
O Republic Pictures 'B'	10	1/4	10 1/4			73	7
O Robert Halmi	3	7/8	3 7/8			55	67
O Sat. Music Net.	6	3/4	6	3/4	12.50		45
N Warner Communications	40	3/8	40	3/8	.93		2481
O Westwood One	52	3/4	49 1/4	3 1/2	7.10	45	179

Closing Closing
Wed Wed
Mar 19 Mar 12

Net Percent P/E
Change change Ratio (000,000)

SERVICE

O BBDO Inc.	60	1/4	61 1/4	- 1	- 1.63	21	388
O Compact Video	7	1/4	6 7/8				31
N Comsat	35	7/8	38 3/4	- 2 7/8	- 7.41	11	649
O Doyle Dane B.	21		21 1/2	- 1/2	- 2.32	14	110
N Foote Cone & B.	65	1/4	66	- 3/4	- 1.13	16	248
O Grey Advertising	223		219	4	1.82	14	134
N Interpublic Group	53		53 1/2	- 1/2	- 0.93	17	577
N JWT Group	40	1/2	38 7/8	1 5/8	4.18	23	367
A Movielab	7	5/8	7 3/4	- 1/8	- 1.61		12
O Ogilvy Group	36	3/4	35 1/2	1 1/4	3.52	11	504
O Telemation	6	1/2	6 1/4	1/4	4.00	6	7
O Tempo Enterprises	10		10			38	57
A Unitel Video	8	1/2	8	1/2	6.25		18
N Western Union	7	7/8	8 1/2	- 5/8	- 7.35		192

CABLE

A Acton Corp.	2		2				11
O AM Cable TV	1	3/4	1 3/4				6
N American Express	67	3/8	66 3/8	1	1.50	18	14981
N Anixter Brothers	22	3/8	20 5/8	1 3/4	8.48	21	406
O Burnup & Sims	8	1/4	7 7/8	3/8	4.76	15	73
O Cardiff Commun.	1	3/16	113/16	- 5/8	- 34.48	3	2
N Centel Corp.	50	3/4	50 3/4			11	1404
O Comcast	26	3/4	25 1/2	1 1/4	4.90	46	569
N Gen. Instrument	20	1/4	19 1/2	3/4	3.84		653
N Heritage Commun.	25	3/8	23 1/4	2 1/8	9.13	49	400
O Jones Intercable	9	3/4	9 1/4	1/2	5.40	42	101
T Maclean Hunter 'X'	19	1/4	18 3/8	7/8	4.76	26	709
A Pico Products	2	5/8	2 1/2	1/8	5.00		9
O Rogers Cable	15	1/8	14 1/8	1	7.07		354
O TCA Cable TV	25	1/4	25 1/4			34	168
O Tele-Commun.	47	1/4	42 1/8	5 1/8	12.16		2221
N Time Inc.	72	3/4	69	3 3/4	5.43	23	4563
O United Artists Commun.	27	1/2	27 3/4	- 1/4	- 0.90	40	564
N United Cable TV	45		42 3/8	2 5/8	6.19	68	680
N Viacom	58	1/2	57 3/8	1 1/8	1.96	22	1184

ELECTRONICS/MANUFACTURING

N 3M	101		96 5/8	4 3/8	4.52	17	11553
N Allied-Signal	51	3/8	49 7/8	1 1/2	3.00	10	8944
N Arvin Industries	26	3/4	25 5/8	1 1/8	4.39	12	416
O C-Cor Electronics	6		6 1/4	- 1/4	- 4.00		18
O Cable TV Indus.	3	3/8	3 1/2	- 1/8	- 3.57	168	10
A Cetec	8	3/4	8 1/4	1/2	6.06	21	18
O Chyron	5	1/4	5 7/8	- 5/8	- 10.63	16	53
A CMX Corp.	1	7/8	1 1/2	3/8	25.00		7
A Cohu	9	1/4	9 1/8	1/8	1.36	9	16
N Conrac	16	7/8	16 3/4	1/8	.74	19	101
N Eastman Kodak	56	1/2	57 1/4	- 3/4	- 1.31	17	12750
O Elec Mis & Comm.	3	3/8		3 3/8			13
N General Electric	77		75 1/8	1 7/8	2.49	15	35081
O Geotek Inc.	1	3/4	1 3/4			29	6
N Harris Corp.	29	1/8	29 3/4	- 5/8	- 2.10	19	1172
N M/A Com. Inc.	17	3/8	16 3/8	1	6.10	22	756
O Microdyne	5	1/4	5	1/4	5.00	23	23
N Motorola	44	1/2	41 1/2	3	7.22	72	5302
N N.A. Phillips	43	7/8	43 5/8		.57	15	1266
N Oak Industries	1	3/4	1 7/8	- 1/8	- 6.66		53
N RCA	62	5/8	62 1/8	1/2	.80	15	5621
N Rockwell Intl.	41	1/4	38 7/8	2 3/8	6.10	10	6159
N Sci-Atlanta	13	5/8	13 7/8	- 1/4	- 1.80	18	318
N Sony Corp.	19	5/8	19 7/8	- 1/4	- 1.25	13	4531
N Tektronix	60	1/8	60 3/4	- 5/8	- 1.02	17	1189
N Varian Assoc.	28	5/8	28 1/4	3/8	1.32	40	610
N Westinghouse	51	1/2	48	3 1/2	7.29	14	8995
N Zenith	25	5/8	24 3/4	7/8	3.53	1281	592

Standard & Poor's 256.09 247.10 8.98 3.63

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.

Spanish TV to compete with SIN

Five-hour block of programing, called Latinet, will consist mainly of soap operas; service will be advertiser supported and offered to independents, cable systems

Radio Caracas Television, the Venezuelan-based television network and program supplier, said it will introduce a five-hour block of Spanish-language programing next fall that will compete with SIN-TV and other independent Spanish-language television stations.

The five-hour block of programing, to be called Latinet, will be distributed to independent UHF stations and cable systems around the country on an advertiser-supported basis. Most of the programing will be produced by CRTV in Venezuela and at new facilities it will build in Miami. The majority of the programing (65%) will consist of *novelas*—better known to U.S. audiences as soap operas. The balance will consist of music and sports specials. There will be no news programing at the outset because of the costs associated with that kind of undertaking.

Radio Caracas Television is a subsidiary of Empresas IBC, a privately owned mini-conglomerate based in Venezuela with interests in broadcasting, entertainment, newspaper and book publishing, real estate and food services. It is principally owned by the des-

cendents of William H. Phelps, a 19th-century entrepreneur who emigrated from New York to Venezuela and who, among other things, founded Venezuela's first radio station in 1930. Today, the company is headed by his son-in-law, Peter Bottome.

By launching Latinet, CRTV hopes to capture a piece of the \$90-billion Hispanic market of the 24 million Hispanic residents in the U.S. That number is expected to approach 30 million by the turn of the century, making Hispanics the largest minority group in the U.S.

Hernan Perez Belisario, senior vice president of RCTV, said RCTV is presently negotiating to lease two satellite transponders to cover the East and West Coasts of the U.S. RCTV estimates it will require a capital investment of about \$20 million to start up Latinet and take at least three years to reach a positive cash flow (an operating profit could be achieved before then). To help defray the start-up costs associated with Latinet, CRTV is scouting for a U.S.-based partner to invest as much as \$10 million in exchange for a 50% interest in the network.

Although CRTV officials hope Latinet will be a viable enough Spanish-language network to compete with other Hispanic broadcasting services, it will resemble more a statewide or regional network than a full-fledged ABC, CBS or NBC. Belisario said 90% of the U.S. Hispanic population is con-

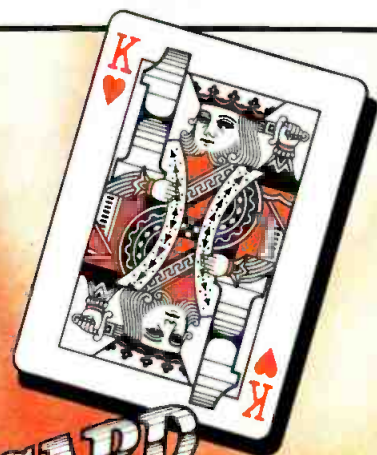
RCTV



Bottome



Belisario



CARD SHARKS

#1 firm go fall '86

CARD SHARKS is in high gear in INDIANAPOLIS.

No. 1 HOUSEHOLD SHARE

No. 1 TOTAL WOMEN

No. 1 WOMEN 18-49

No. 1 WOMEN 25-54

No. 1 TOTAL MEN

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

Source: A.C. Nielsen -NSI-VIP- February, 1986



1155 Avenue of the Americas, 30th Floor
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centrated in 12 states—New York, California, Florida and Illinois along with eight “border” states—and that to reach a majority of Hispanic viewers will not require affiliates in every market. Belisario declined to identify the stations with which RCTV was negotiating for affiliation, but said it is likely Latinet will sign on next fall with at least eight affiliates—but is prepared to go forward with fewer. “If we have to start with two [then] we will start with two,” Belisario said.

Those eight affiliates represent coverage of 60% of the U.S. Hispanic market, Belisario said. He did not indicate if any of those eight affiliates were cable systems.

Belisario said that initially Latinet will

produce about 70% of its own programming, which will come from its Caracas-based network and production facility in Miami. The balance of the programming will be bought from outside producers. And as time goes on, Belisario said he hoped Latinet would rely less on in-house productions and more on outside suppliers. In addition, Belisario said the goal is to wean Latinet off Caracas-produced programming and increase productions coming out of its Miami headquarters.

RCTV is a major supplier to SIN-TV, but Belisario said he hoped that relationship would not come to end as a result of RCTV building a competing network. “We have a wonderful relationship with SIN-TV and want to continue having it in the future,” he

said. “The only thing that could stop us from selling programs to SIN-TV is our lack of capacity to produce them.”

Deals with Latinet affiliates could be negotiated on a variety of terms, Belisario said. Some affiliates will be supplied on a straight barter basis, while others might buy the programming on a cash basis. “We’re making several arrangements according to the convenience of each particular station. There are some stations which desperately need the programming. There are others for which cash compensation is more appropriate. But in each case, Latinet will withhold a number of commercial spots for national sale.

Belisario said Latinet’s national advertis-

Syndication Marketplace

■ **Lorimar-Telepictures** says it has now cleared *Superior Court* in 91 markets covering 72% of country. Recent sales include KHJ-TV Los Angeles and KTVT(TV) Dallas. Sales of the show are on a cash plus barter basis, with the distributor holding one minute. ■ **Worldvision Enterprises** has cleared its first-run sitcom, *Throb*, in 77% of the country and all of the top 30 markets, including the NBC O&O’s in New York, Los Angeles and Chicago, in addition to KTXA(TV) Dallas, KTVU(TV) San Francisco, WLVI-TV Boston, WXON(TV) Detroit, WDCA-TV Washington and WCLO-TV Cleveland. Worldvision has also cleared a majority of the country for its four first-run children’s animation projects. First-run animated episodes of *Rambo* have been cleared in 70% of the U.S.; *Chuck Norris* in 68%; *Sectaurs* in 67%, and *Centurions* in 65%. Among the stations that have cleared all the animated programs are WNYW-TV New York, KCOP-TV Los Angeles, WPMR-TV Chicago, WGBS-TV Philadelphia and KBHK-TV San Francisco. ■ A U.S. District Court in New Jersey has issued an injunction against use of the trade name and service mark TEN by the Television Enterprise Network. The injunction was sought by **The Entertainment Network**, which also uses TEN as its service mark and trade name. Both of the companies are syndicators. In the legal action taken by The Entertainment Network, affidavits from station and local advertising agency executives were provided to support its claim that confusion existed in the marketplace because of the simultaneous use of the trade name. ■ **Colex Enterprises** says that it has cleared the two-hour “Miracle of the Heart: A Boys Town Story” on over 155 stations covering 92% of the country. The two-hour production, which will air during a March 30-April 13 window, stars Art Carney. Among major market clearances are WOR-TV New York, KTLA(TV) Los Angeles, WFLO-TV Chicago, WTAF-TV Philadelphia, KTVU(TV) San Francisco, WCVB-TV Boston, WKBD-TV Detroit, WDCA-TV Washington and KTXA(TV) Dallas. Sales are on a barter basis with 12 minutes for stations, and 11-and-a-half minutes for Colex, which says that all of its time has been sold. Sponsors include General Foods, Coca-Cola and Kraft. Colex reports that most of the stations carrying the movie have also cleared the company’s other World Premiere movies. ■ **Viacom Enterprises** says that it has cleared *MTV Presents the Rolling Stone Reader’s Poll* in 109 markets covering 79% of the country. Sales of the one-hour review of the magazine’s poll covering the best in pop music, among other things, in 1985 are on a barter basis, with stations getting six-and-a-half minutes and Viacom five-and-a-half. *Rolling Stone* Editor Jann Wenner and actor/producer Michael Douglas are hosts for the program. Clearances cover 29 of the top 30 markets. Outside of the top 10 markets the show is on KRIV-TV Houston; KDKA-TV Pittsburgh; WAGA-TV Atlanta; KIRO-TV Tacoma, Wash. (Seattle); WFTS(TV) Tampa-St. Petersburg, Fla.; WPLG(TV) Miami, and WCCO-TV Minneapolis. ■ **Access Syndication** has added five more stations to its lineup for *Hollywood Close-up*, and eight more to its lineup for *The Exciting World of Speed and Beauty*. Both half-hour weeklies are sold on a barter basis with four minutes for stations and two-and-a-half minutes for Access. The five new *Hollywood Close-up* markets, which brings that show’s total to 47 covering 67% of the country, are WPLG-TV Miami; KTBV(TV) Anchorage; WLFL-TV Raleigh, N.C.; WKRN-TV Nashville, and WUSV(TV) Albany, N.Y. The eight new *Speed and Beauty* markets, which bring the total for that show to 42 markets covering 54% of the country, are WQTV(TV) Boston;

KYW-TV Philadelphia; WBTV(TV) Charlotte, N.C.; KOTV(TV) Tulsa, Okla.; KCIK(TV) El Paso, Tex.; WDAU-TV Scranton and WGB-TV Red Lion (York), Pa., and KTBV(TV) Anchorage. Access also reports that it has sold *Speed and Beauty* to TMTV in Japan and Italia Uno in Italy. ■ **ITF Enterprises** says that it has cleared Gaylord Productions’s *Dancin’ to the Hits* in 60% of the country. The weekly series, hosted by *Falcon Crest* star Lorenzo Lamas, is slated for fall 1986. There are 30 weeks of first-run episodes and 22 weeks of repeats. Along with the Gaylord and Group W stations, the show has been cleared on WNBC-TV New York, KCBS-TV Los Angeles, WBBM-TV Chicago, WDMV-TV Washington, KSTP-TV Minneapolis and WSB-TV Atlanta. ■ **Paramount** says that it will break new ground in syndication at the end of the month, with the offering of off-network product via satellite. The first such properties to be offered by satellite will be episodes of three of the studio’s off-network series, *Angie*, *The Brady Bunch* and *The Odd Couple*. ■ **Syndicast** says that it has cleared *Return to Iwo Jima* and *The Unknown Soldier* in roughly 30% of the country including KNBC(TV) Los Angeles, KRON-TV San Francisco, WBZ-TV Boston, WPLG(TV) Miami, KUSA-TV Denver and KXTV(TV) Sacramento, Calif. Ed McMahon, a retired U.S. Marine colonel, and Jason Robards, who served with distinction in the Navy during World War II, will host the two documentaries which are scheduled to begin airing May 15. *The Unknown Soldier* is a portrait of six men killed during the war; *Return to Iwo Jima* follows the experiences of four Americans and six Japanese during that battle. Both of the programs are produced by Arnold Shapiro Productions. Sales of *The Unknown Soldier* are on a barter basis with five minutes each for stations and Syndicast; *Return to Iwo Jima* is on a barter basis with



Comedy Tonight

stations and Syndicast each getting six minutes. ■ **Orbis Communications** will begin the second cycle of tapings for *Comedy Tonight* beginning March 22. The late-night strip is currently in 108 markets covering 80% of the country. Orbis is also now offering *The Concert that Counts*, an 11-hour live show from the L.A. Coliseum on April 26 featuring 40 top pop acts promoting a drug-free life style. Sales of the event are on a barter basis with stations and Orbis each getting six minutes from noon to 7 p.m.; from 7 to 11 p.m., each will get five minutes. Currently the program is in roughly 20 markets including KBHK-TV San Francisco, WPGH-TV Pittsburgh, WPLG(TV) Miami, WFSB(TV) Hartford, Conn., and KOKH-TV Oklahoma City.

Reruns help power NBC to win number 18

Network schedules for the prime time ratings week of March 10-16 (the 25th of the season) contained harbingers of the summer season with repeats of sitcoms showing how strongly they can perform. (There were 18 repeats out of 69 programs broadcast.) And for NBC that meant another win, according to A.C. Nielsen.

NBC's 18th win came with a 17.4 average rating and a 28 average share. CBS turned in a 16.9/26, while ABC had a 15/23. Three of the top five shows of the week were repeats, and four of top five belonged to NBC.

For the second week in a row, NBC's newest sitcoms—*You Again* (19.8/30) and *Valerie* (19.9/29)—helped it to another Monday win with an 8-9 lineup the other networks could not overcome. Predictably, Thursday went to NBC, which had the week's top three shows running from 8 to 9:30—*The Cosby Show* (34.8/52), *Family Ties* (31/47) and *Cheers* (23.5/35).

In mini-series action, the first part of *If Tomorrow Comes* on CBS did a 21.8/34 on Sunday, and the second part of *Dress Gray* got a 19/30 on Monday. *Dress Gray's* second part averaged an 18.5/29.

In their second appearance, at 8-9 on Wednesday, *Fast Times*, got a 12.4/19, the same as its premiere the week before, and *Tough Cookies* did a 10.1/15, down from 11.5/18 in its first week. NBC had the week's only premiere. *Stingray* did a 13.6/23 at 10 on Wednesday.

In news ratings, CBS was first with a 13.1/23, followed by NBC's 12.4/22 and ABC's 12/21. HUT's (homes using television) for the week were 63.2, up 1% from last year's 62.5; three-network ratings were 47.3, up 3% from 45.8, and three-network shares were 74.8, up 1% from 73.7.

■ NBC swept every time period in its second consecutive Monday win. Its lineup included three of the week's top 20 programs.

■ ABC's Tuesday programming at 8-10 gave it a win by almost 3.9 rating points over second-place NBC. CBS finished third despite running second at 9-10, and first at 10-11, with the *People's Choice Awards* (17.4/28). CBS's performance for the night was depressed by *Trapper John, MD's* 9.9/15 at 8-9.

■ ABC's win on Wednesday was assured by the sixth-ranked *Dynasty* (22.6/34) and an 18th-place *Hotel* (19.1/33).

■ NBC rode its comedy block to another Thursday win. At 9-10, *Dynasty II: The Colbys* on ABC beat out *Simon and Simon* on CBS to place second in the time period for the fourth week in a row. At 10-11 on ABC, *20/20* had its highest rating/share of the season.

■ CBS's Friday win came thanks to *Dallas* (19.9/31), which ranked 14th for the week. ABC's ratings dropped as the night went on and it ended up with a 9.3/15 overall.

■ NBC dominated Saturday night, winning every time period easily. A repeat of *Golden Girls* ranked fourth for the week with a 22.8/39.

■ Sunday found the networks juggling their schedules to accommodate a presidential address at 8. NBC carried a repeat of *Amazing Stories* at 7-7:30 and got a 9/15; *Alfred Hitchcock Presents* (10.3/17) ran at 10:30, following a repeat of *Family Ties Vacation* (17.6/26).

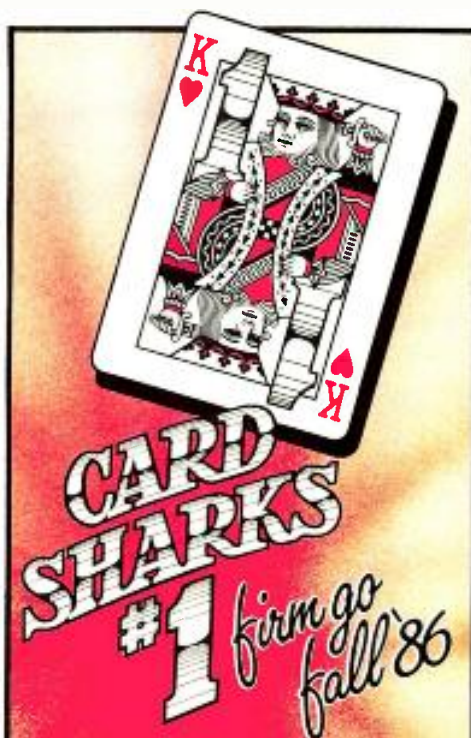
Rank □ Show □ Network □ Rating/Share

1.	The Cosby Show	NBC	34.8/52
2.	Family Ties	NBC	31.0/47
3.	Cheers	NBC	23.5/35
4.	Golden Girls	NBC	22.8/39
5.	Who's the Boss?	ABC	22.7/35
6.	Dynasty	ABC	22.6/34
7.	60 Minutes	CBS	22.5/36
8.	Growing Pains	ABC	22.5/34
9.	If Tomorrow Comes, pt. 1	CBS	21.8/34
10.	Miami Vice	NBC	21.2/36
11.	Highway to Heaven	NBC	21.1/32
12.	Night Court	NBC	20.8/31
13.	Moonlighting	ABC	20.5/31
14.	Dallas	CBS	19.9/31
15.	Valerie	NBC	19.9/29
16.	You Again	NBC	19.8/30
17.	227	NBC	19.1/33
18.	Hotel	ABC	19.1/33
19.	Dress Gray, pt. 2	NBC	19.0/30
20.	Kate & Allie	CBS	18.1/27
21.	Knots Landing	CBS	17.8/30
22.	Newhart	CBS	17.7/26
23.	Family Ties Vacation	NBC	17.6/26
24.	20/20	ABC	17.4/29
25.	People's Choice Awards	CBS	17.4/28
26.	A Team	NBC	17.1/26
27.	Falcon Crest	CBS	16.5/28
28.	Facts of Life	NBC	16.4/28
29.	Between Two Women	ABC	16.2/25
30.	Scarecrow & Mrs. King	CBS	16.2/24
31.	Blake's Magic	NBC	15.7/24
32.	Dynasty II: The Colbys	ABC	15.7/24
33.	Magic of David Copperfield	CBS	15.5/25
34.	Remington Steele	NBC	15.4/27
35.	MacGyver	ABC	15.3/23

Rank □ Show □ Network □ Rating/Share

36.	Simon & Simon	CBS	15.2/23
37.	Knight Rider	NBC	15.0/23
38.	Winnie the Pooh	ABC	14.7/23
39.	Hunter	NBC	14.7/22
40.	St. Elsewhere	NBC	14.4/25
41.	Hill Street Blues	NBC	14.4/24
42.	Magnum, P.I.	CBS	14.3/21
43.	Webster	ABC	14.0/23
44.	Spenser: For Hire	ABC	13.9/24
45.	Cagney & Lacey	CBS	13.9/23
46.	Gimme a Break	NBC	13.7/24
47.	*Stingray	NBC	13.6/23
48.	Hardcastle & McCormick	ABC	13.6/20
49.	Jaws II	ABC	13.5/20
50.	Riptide	NBC	12.9/21
51.	Airwolf	CBS	12.8/22
52.	Fast Times	CBS	12.4/19
53.	Redd Foxx Show-Friday	ABC	12.2/19
54.	Any Which Way You Can	CBS	11.3/20
55.	Equalizer	CBS	11.3/19
56.	Crazy Like a Fox	CBS	10.9/16
57.	Love Boat	ABC	10.3/18
58.	Alfred Hitchcock Presents	NBC	10.3/17
59.	Tough Cookies	CBS	10.1/15
60.	Silver Spoons	NBC	10.0/15
61.	Redd Foxx Show	ABC	9.9/17
62.	Trapper John, M.D.	CBS	9.9/16
63.	Diff'rent Strokes	ABC	9.8/15
64.	Amazing Stories	NBC	9.0/15
65.	Benson	ABC	8.8/15
66.	Fortune Dane	ABC	8.8/16
67.	He's the Mayor	ABC	8.1/13
68.	Ripley's Believe It Or Not	ABC	7.0/10
69.	Fall Guy	ABC	6.7/10

*Indicates premiere episode



CARD SHARKS
has the strength to
clean up in
CINCINNATI.

No. 1 HOUSEHOLD SHARE

No. 1 TOTAL WOMEN

No. 1 WOMEN 18-49

No. 1 TOTAL MEN

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

Source: A.C. Nielsen -NSI-VIP- February, 1986



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ing sales could either be handled by itself or by an outside vendor. Belisario said RCTV is talking to John Blair & Co.'s Hispanic Blair-Span division about handling national sales,

but no agreement has been reached between the two.

Unlike other networks RCTV will sell less than the five-hour block to affiliates. The

only exception would be major-market affiliates, he said, because of the revenue potential they represent to the advertiser base. □

Coloring the black and white past

Color Systems signs deal to color monochrome MGM films; Hal Roach also in business, which is picking up

The agreement earlier this month between MGM and Color Systems Technology for the latter company to convert 100 of the film studio's 700 black and white films to color is an example of a growing trend by syndicators to add spice to their programming by coloring the past. Indeed, the recent order was made chiefly at the request of the studio's new owner (officially, as of this week), Ted Turner.

Along with the MGM deal, Color Systems Technology, one of two companies in the colorization field, is also set to convert 16 Shirley Temple films, owned by 20th Century Fox, that will be shown on the Disney Channel (see page 83) and then sold in syndication, as well as Alfred Hitchcock's witty original introductions to *Alfred Hitchcock Presents* on NBC. Toronto-based Colorization, 50%-owned by Hal Roach Studios, was first to enter the business in 1985 with "Topper," which aired on some pay cable networks as well as some airlines. Still to be colored and offered in the near future by Hal Roach is the film "Night of the Living Dead," scheduled for next Halloween, and a number of Laurel and Hardy films. The bumpers and wrap-arounds for 26 features of the comedy team have been edited into half-hours and already have been converted. That package is now in 40 markets.

According to both Colorization and CST, the cost of coloring one minute of film begins at \$2,000. Some deals, however, are constructed for participation in gross or net revenues by the colorization studio, which alters the pricing scheme.

Among conversion deals in the making will be one by Viacom Enterprises, which is currently in negotiations with the talent in

some of the 32 black and white series that it owns. Among the more popular Viacom series are *I Love Lucy* (which will celebrate its 35th anniversary next year), *The Dick Van Dyke Show* (which will celebrate its 25th anniversary next year), *The Honeymooners* and *The Twilight Zone*. If it would seem sacrilegious to some to see *Lucy* or "Casablanca" in color, those in the business have one reply: Turn down the color knob on the set.

The MGM 100-film deal with CST follows an original contract for the conversion of four films, including "Yankee Doodle Dandy," "Camille," "Mutiny on the Bounty" and "Dr. Jekyll and Mr. Hyde," with an option for work on 16 more. "Yankee Doodle Dandy," starring Jimmy Cagney, will be ready by July 4, and the remaining conversions will occur at the rate of two per month within five to six months following that first film. At that pace, other films would be ready by the end of the year and all 100 films would be converted by February or March of 1991. Among the films in the MGM library is the classic "Casablanca." The conversions will take place in the order of their priority, according to Roger L. Mayer, vice president of studio administration at MGM/UA. According to all accounts, the Bogart-Bergman classic will be high on the list.

Marketing plans for the package have not yet been established, but, according to Jack Petrik, executive vice president and general manager of WTBS(TV) Atlanta, possibilities run the gamut—network showings to domestic and foreign video to barter syndication networks to pay cable networks to Turner's own WTBS. MGM/UA executives are formulating those marketing plans; sales of the films in syndication will be handled by MGM/UA.

The method of changing black and white into color used by CST and Colorization is

the result of a video process involving a series of large computer systems, rather than a film process using chemical baths. Films are colored scene by scene, by personnel called "colorists," who by freezing frames at the beginning, middle and end of a scene, assign colors to the various shades of grey. The scene is then completely colored using the computers. The entire process, with the research, the initial colorization and the complete run of the scene through the computer set-up, allows CST to color about 10 minutes daily. At CST, 85 colorists are working in three eight-hour shifts. Their training takes about six months. One of the problems confronting the colorists is that the computer can sometimes produce colors that are untrue. Charles M. Powell, executive vice president of CST, said that CST hired Gene Allen, former president of the Academy of Motion Pictures Arts and Sciences, and an Oscar-winning art director, to act as quality consultant. And for "Yankee Doodle Dandy," CST has asked Cagney's daughter, who has color pictures of the action on the film's set, to consult on the conversion of the film.

Although based in Toronto, Hal Roach Colorization is plenty busy. Rod Word, senior vice president, said that the company is currently assembling a package of films for sale to the networks, or in syndication on a barter basis. Among the titles being considered for the 1987 package is "It's a Wonderful Life," and Word said that stations have already begun calling about it. Other possibilities include: "Angel and the Badman," starring John Wayne; "Suddenly," starring Frank Sinatra, and "Santa Fe Trail," starring Errol Flynn.

Whether coloring films is a profitable business for the conversion studios in the long-term remains to be seen. Although the universe may be large, it is finite. But CST has had no trouble raising money over the



Cagney in "Yankee Doodle Dandy"



McQueen in "Wanted: Dead or Alive"

short term. Six months after it began coloring films in February 1985, CST went public, and raised \$5 million through the sale of 3.6 million shares in the over-the-counter market. The price per share has varied between \$5 and \$19, but it now stands at 18¾.

The ratings track record for conversion properties is not extensive, but the benchmark success so far has been 20th Century Fox's barter distribution of "Miracle on 34th Street" to 182 stations covering 94% of the country. The original 1947 film starring Maureen O'Hara, John Payne and Edmund Gwenn was the highest rated syndicated film in 1985, with a 15.1 NTI rating. In its previous syndicated showing on 141 stations covering 91% of the country in 1982, the black and white version earned a 7 NTI rating. In both of its syndicated runs, the films had one prime time telecast, and one week-end telecast at an earlier hour. In 1983 and 1984, the film was shown on WTBS.

Michael J. Lambert, executive vice president at 20th Century Fox, said that not only did the colorization of the movie produce an increase in ratings, but it also broadened the appeal of the film. "That's the reason I did it," he said of having the film converted. "Kids who were raised on color" tend to skip black and white broadcasts when changing the channels, he said. Thus the film attracted an audience of young adults and children in numbers that it previously had never enjoyed. After its investment of roughly \$200,000 to convert "Miracle" to color, Lambert said Fox made roughly \$400,000 on the film.

"Miracle" was sold on a barter basis with stations and Fox splitting 21 minutes of commercial time evenly. Harry Mulford, vice president of national sales, said that since the colorized film came in over the 12.5 estimated rating guaranteed in its advertising time sales, Fox has upped its national ratings estimate for sales next Christmas season to 16. Mulford described advertiser response to colorization of the film as strong, and is anticipating no trouble selling the higher rating.

Among the latest converts to coloring for syndication is Viacom's Joseph Zaleski, president of domestic syndication, who is satisfied that the "economics" of colorization have created a new interest for it. "They have been able to provide a good reason for taking a [black and white] product into prime time," he said, and added "we've got the product." Zaleski said that he has been "waiting for the process to mature," although Viacom has been in negotiations with both CST and Colorization. Zaleski said that another reason that Viacom has not yet gotten into conversions is time constraints posed by existing contracts for the black and white shows.

Richard Cignarelli, president of Four Star International, said that the decision to colorize the 94 episodes of *Wanted—Dead or Alive* through CST was based on what was seen as the potential for the popularity of series star Steve McQueen to grow, and the possibility for the enhanced half-hour series to play on station schedules from 4 to 8 p.m., especially on independents. After looking through its inventory of series, Four Star had originally given two episodes to

CST for colorization. Using those two for sales, Cignarelli said, Four Star had sold the series in 13 markets, including all of the Gaylord stations, after two weeks in the marketplace. The additional 92 episodes will be converted, given enough clearances. Sales are on a cash basis. Cignarelli added that the colorization will make the series more salable overseas, where audiences shun black and white television programs. *Wanted—Dead or Alive* will air on the USA Network on cable through 1987. □

Adult contemporary still top format, NRBA survey finds

The vast majority of radio stations are using some kind of long-form network programming (music, talk, news, sports or features), most of which is satellite-delivered.

That is one of the findings of a National Radio Broadcasters Association 1985 survey on programming. The survey was mailed last November to a random sample of 1,180 commercial radio stations in various markets. NRBA said that 591 "usable" questionnaires were returned, giving the survey a 50% response rate. (Only 10% of the respondents, however, were in the top 10 markets and 23% in market sizes 11 through 50).

The NRBA study also showed adult contemporary as the most widely programmed format on FM and full-time AM stations in 1985, while country headed the format list for daytime AM outlets. The second most popular format on FM was contemporary hit radio (CHR) followed by country. For full-time AM stations, country finished behind adult contemporary with big band/nostalgia and news/talk tied for third place. And for daytimers, adult contemporary and religious were second and third, respectively.

The survey did not hold good news for proponents of AM stereo. An unusually high 63% of the respondents said they have "no plans at present" to switch to AM stereo. Only 9% of the AM respondents are using the Motorola system and a smaller percentage, 3%, have the Kahn system. The rest are either planning to go AM stereo or are undecided.

The study indicated that the average length for newscasts on AM stations in 1985 has basically held steady since 1984 for full-time properties—at about 5.45 minutes—while dropping slightly for daytimers. Time allotted for newscasts by FM stations has also dipped—from 4.05 minutes in 1984 to 3.42 minutes last year. The study also shows that more newscasts are being programmed in morning drive time for both AM and FM stations than any other daypart. And the majority of responding stations (78% for both AM and FM) reported no change in the number of full-time news employees since 1984.

Additionally, the annual NRBA survey revealed that the average advertising time is 10.1 minutes per hour for AM outlets and 9.3 minutes per hour for FM. As for SCA use on FM stations, 17% lease out their sub-carrier channels and 23% use them themselves. □



CARD SHARKS
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RALEIGH DURHAM
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about,
CARD SHARKS**

No. 1 HOUSEHOLD SHARE

No. 1 TOTAL WOMEN

No. 1 WOMEN 18-49

No. 1 WOMEN 25-54

No. 1 TOTAL MEN

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

Source: A.C. Nielsen -NSI-VIP- February, 1986



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ARF gathering ponders the media climate of 2010

Although technology will provide quicker and more complete information, speakers say that content will remain the message

The 50th annual convention of the Advertising Research Foundation in New York last week struck a futuristic note as speakers attempted to predict the changes that would become reality in the year 2010 and outlined the strategies advertisers were likely to adopt under the new conditions.

More than 2,000 advertising executives crowded into the New York Hilton for three days (March 17-19) of discussions on subjects related to the future communications environment and its impact on advertising and media. The convention also was the site of Research Expo '86, at which more than 130 research firms took exhibit space to demonstrate products and services.

Jayne W. Zenaty, manager, media research, Leo Burnett USA, prefaced her remarks by saying that changes in media during the next 25 years will be evolutionary rather than revolutionary. She noted that three features will dominate the media world of 2010—choice, control and interactivity.

"The technology most responsible for delivering these features will be the satellite, the video recorder and the computer," she said.

Zenaty projected that as these features expanded, they would have the effect of providing more choices in the media environment, more consumer control and increased capability for interaction with information and entertainment sources. She added that consolidation will be a key trend, not only in the ownership of media but in the techniques that access them.

"Electronic component systems, which incorporate TV monitors, cable tuners, videocassette players . . . , are with us and will grow and expand," Zenaty said. "Stereo sound will be commonplace. Video enhancements will make the life of the channel switchers easier by displaying at least two channels simultaneously on the monitor."

Zenaty pointed out that in 1986 as in 2010, people use media because of the content, not the technology. She said the purpose in using any technology is to communicate messages. But she said technology does affect how people use and perceive media. She cited multiset television households, multichannel choices and remote control and recording devices as commodities that differentiate today's viewers from yesterday's.

Zenaty stressed that irrespective of the many changes, the media's role in the advertising process remains the same: to deliver the right messages to the right people in the right place at the right time.

Larry Lamattina, chief operating officer

of SSC&B:Lintas USA, disputed the contention of many advertiser and agency executives that media planning in the future will be extremely difficult. He said that "the factor that will improve media planning is the very factor that is creating the complex environment—technology."

In Lamattina's view, technology "will provide faster and better data to our industry. Data that is more useful in selection of media vehicles. Data so timely that we will know the plan is working almost instantaneously."

Lamattina believes that by the year 2010, the available technology will provide affordable consumer information that will go far beyond demographics and psychographics. He predicted that by that time, advertising will have "the most useful data of all—purchase behavior."

Speaking on Wednesday, William Rubens, vice president, research at NBC, said that the people meter will not be in existence by 2010, and that the weekly diary will continue to be used. Rubens explained his first conclusion by blaming researchers of syndicated programming for "rushing the people meter onstage too abruptly." Rubens said that "Nielsen's abandonment of the current system, and interjection of a whole new set of unknown and unfamiliar figures that result from people meters, means to the industry that there won't be adequate time to evaluate how to buy and sell television for the coming upfront fall season." Instead, he said "passive meters," which uses sonar to record who is in a viewing room, will replace the people meters. Nielsen has a passive meter on the drawing board.

Direct marketing was seen as the logical

result of the creation of a new generation of consumers who shop for quality at both K-Mart and Nieman-Marcus, according to Laurel Cutler, director of market planning at Leber Katz Partners. "This is megachange," she said. "Going direct saves time, saves money and it permits us to control the quality of our lives."

Cutler predicted that packaged goods would be last to join the direct marketing revolution. "The consumer will decide that some purchases are worth the personal investment of precious time," she said, referring to fresh produce, fashion and high performance machines.

The contributions of the new media technologies to public affairs endeavors were outlined by James E. Rosenfield, chairman of The Advertising Council. The advances to be made over the next 25 years in satellite broadcasting, Rosenfield said, will provide opportunities to improve the quality of life on a global scale through the dissemination of health and public service information. He reported that some U.S. advertising agencies already are involved in public service campaigns designed to benefit social service projects in various parts of the world.

Roger B. Smith, board chairman of General Motors Corp., pointed to some of the societal changes likely to occur over the next 25 years and discussed the effects they will have on the marketing of such products as automobiles. Through research and use of electronic technology, he said, companies will be able to flourish in a future period in which there will be an increase of women in the labor force; an increase in the black and Hispanic population to about 24%. □

All together now. Three advertising associations have launched a joint program to strengthen the advertising industry's response to issues affecting it at the state and local level. The cooperative effort by the American Advertising Federation, the American Association of Advertising Agencies and the Association of National Advertisers is called the State Legislative Alert and Action Coalition, and "is designed to benefit and protect the interests of the entire advertising industry," the AAF said last week. It will be administered by the AAF and financially supported by the three groups.

AAF President Howard Bell said of the new program: "The proliferation and frequency of threats encountered by advertising at the local and state levels has prompted" the three organizations "to evaluate and determine the most effective manner by which we can address and respond to such continued threats. . . . The new effort becomes an AAF program because of AAF's grass-roots constituency, which includes over 200 affiliated advertising clubs and federations nationwide."

Said AAAA's President Leonard Matthews: "With the increasing attention that our industry is getting both from those in government who seek to find new revenue sources and those in and out of government who think they know what's best for everyone else, we're finding it more and more necessary to maintain a constant watch at the state level. So we at AAAA have been strong proponents of the development of this tripartite, industrywide effort." ANA President DeWitt Helm Jr. said the program "demonstrates cooperation at its best by the three associations involved."

The coalition's director is William F. Sutherland, former director of state and local association relations at the Food Marketing Institute. He will develop and maintain the new coalition's state government relations network and will conduct regional and district workshops to help develop local government relations programs, AAF said.

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The offer is made only by the Prospectus.



1,148,000 Shares

Fox Television Stations, Inc.

Increasing Rate Exchangeable Guaranteed Preferred Stock
Guaranteed by The News Corporation Limited and News America Holdings Incorporated

Price \$1,000 a Share

Copies of the Prospectus are obtainable in any State from the undersigned
and such other dealers as may lawfully offer these securities in such State.

Drexel Burnham Lambert
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ALLEN & COMPANY
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February 28, 1986

Metromedia Broadcasting Corporation

has sold

WNEW-TV	New York, New York
KTTV	Los Angeles, California
WFLD-TV	Chicago, Illinois
WTTG	Washington, D.C.
KRLD-TV	Dallas/Fort Worth, Texas
KRIV-TV	Houston, Texas

to

Fox Television Stations, Inc.
a subsidiary of
The News Corporation Limited

The undersigned initiated this transaction and acted as financial advisor to
Metromedia Broadcasting Corporation and The News Corporation Limited.

Drexel Burnham Lambert
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March 1986

This announcement appears as a matter of record only.

Cash and/or shares of

Fox Television Stations, Inc.
Increasing Rate Exchangeable Guaranteed Preferred Stock
Guaranteed by The News Corporation Limited and News America Holdings Incorporated
exchanged for

Metromedia Broadcasting Corporation
\$960,000,000

Series 1 Zero Coupon Senior Notes due December 1, 1988
Series 2 Zero Coupon Senior Notes due December 1, 1989
Series 3 Zero Coupon Senior Notes due December 1, 1990
Series 4 Zero Coupon Senior Notes due December 1, 1991
Series 5 Zero Coupon Senior Notes due December 1, 1992
Series 6 Zero Coupon Senior Notes due December 1, 1993

\$954,276,000 Tendered
99% of the Class

\$335,000,000

Senior Exchangeable Variable Rate Debentures
due December 1, 1996
\$332,992,000 Tendered
99% of the Class

\$225,000,000

15% Senior Subordinated Debentures
due December 1, 1999
\$198,260,000 Tendered
88% of the Class

\$400,000,000

Adjustable Rate Participating Subordinated Debentures
due December 1, 2002
\$370,917,000 Tendered
93% of the Class

The undersigned acted as Dealer Managers for this Exchange Offer.

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March 1986

tal, bringing enhanced purchasing power; an increase in the level of educational attainment, and an increase in nontraditional households (singles and single parents). □

Y&R units foresees advertising growth on home video

This is the year that advertiser backing of home video programs will move out of the experimental stage and "begin to become a reality." So says Young & Rubicam's new electronic media unit in a report issued last week.

The report noted that 1985 had produced experimentation in advertiser-supported video programs—notably by Red Lobster, Kodak, Glenmore Distilleries and "Esquire Success"—and said several recent VCR developments "are prompting advertisers to take a serious look at the potential of the video medium."

Among these developments: One-third of U.S. households now have VCR's and by

the end of the year penetration should be 41%—enough "to justify exploration of this new media form." Further, the report said, "the demographics of the VCR owner are currently attractive to quite a variety of clients."

"For example," said Leo Scullin, director of the Y&R unit, "we estimate that currently close to half of all households with \$25,000-plus income levels already own a videocassette recorder."

"Certainly," Scullin continued, "there are a number of advertisers already experimenting in the video environment with this knowledge in mind. We anticipate that 1986 will be the year in which many more clients will seek to understand the potential of this type of video."

Susan Bahr, manager of the unit, said the price of pre-recorded cassettes seems to be stabilizing, "settling down to a more manageable average of \$30 (slightly less for children's and music videos) rather than the swings of \$80-plus to below \$10 in previous years."

"We believe," she added, "that pricing will remain an issue for advertiser-supported video programs particularly as it relates to originally produced advertiser videos." □

Bates sees ad cost trend following inflation rate

But annual report cautions that zapping and clutter could unglue its forecast 3.5% CPM increase

Inflation is expected to remain moderate in 1986, averaging about 3.5%, and so are media cost-per-thousand (CPM) increases, which will amount to less than their 1985 increases in many cases.

These conclusions are drawn from the latest in a long series of annual media cost trend analyses by Ted Bates Advertising, New York. The conclusions have a "but" in them, however, along with a strong note of warning:

Although CPM increases are moderating, they're still higher than general inflation and are contributing—along with potential harm from the zapping of commercials and from "increased clutter"—to "dual pressures" on advertisers to make sure that all these factors are "carefully considered in assessing media values and options."

The report, by Leslie Wood and Debbi Ellis of Bates Media Information and Analysis, says that in 1986, despite the moderating influence exerted by lowered inflation rates, "most media increases [in CPM] are still expected to be almost double that of inflation, generating substantial real growth:

"Daytime network television—close to three times the inflation rate—projects 9% increases.

"Evening network television projects a more modest 6% rate.

"Spot television will repeat [its] last year's growth rate—6%.

"Radio is expected to match last year's increases: Network radio 6%, spot radio 5%.

"Print adjusts marginally: Magazines reduce [CPM] growth to 6%; supplements hope to recover with a 5% increase; newspapers expect to repeat last year's rate with a 7% increase.

"Outdoor posters will again reduce their growth to a projected 5%."

Looking back over the last 10 years, the Bates study reviewed a decade of "sustained, although erratic, increases in media CPM's and inflation."

The 10-year span, Bates's analysts noted, "began with broadcast media posting extraordinary real growth, about 20%, in several cases. (Real growth has been calculated by subtracting inflationary increases [the consumer price index, or CPI] from nominal increases.)

"Over the next several years, 1978-81, the CPI grew at such a fast rate that most of the media elements analyzed were unable to keep pace. During these middle years, although confronted with skyrocketing inflation, advertisers were generally experiencing negative real CPM rates.

"However, with the improvements in the economy and resumption of moderate CPM growth, all of the media elements examined experienced *real* [CPM] growth since 1982.

Spot report. The Association of Independent Television Stations has issued a report showing that the top 25 national spot television advertisers in 1985 invested more than half of their television billings on independent television stations.

INTV said these advertisers increased their spending in 1985 on independents by 19% to \$1,670,589,000. These findings are based on a special 15-market tabulation made by Broadcast Advertisers Reports for INTV. The top 25 national spot TV advertisers listed were identified by the Television Bureau of Advertising.

INTV noted that many advertisers earmarked the bulk of their spot advertising dollars to independent stations with an average allocation of 54%. The top advertiser on independent stations is Procter & Gamble, with a 1985 investment of \$285,363,000, followed by Philip Morris, \$137,115,000; General Mills, \$106,975,000; Pepsico, 98,958,000, and Toyota Motor Sales, \$70,977,000.

Top 25 TV advertisers: Independent station usage January-December 1985

Company	Total spot TV Expenditures	Share to Date		Absolute Dollar change 1984 vs. 1985
		'85	'84	
1. Procter & Gamble	\$285,363	64%	66%	+14%
2. Philip Morris	137,115	43	38	+16
3. General Mills	106,975	80	80	+12
4. Pepsico	98,958	40	40	+27
5. Toyota Motor Sales	70,977	51	53	+34
6. Coca-Cola	68,296	51	52	+21
7. Anheuser-Busch	64,002	76	85	+9
8. Dart & Kraft	63,935	36	40	-8
9. Hasbro Inc.	63,767	96	99	NC
10. GTE Corp.	56,751	26	25	+113
11. Unilever (Lever Bros.)	55,530	51	42	+12
12. Nestle S.A.	54,084	39	35	+104
13. Beatrice Cos.	51,840	37	25	+78
14. R.J. Reynolds	51,743	46	41	+33
15. Kellogg Co.	51,050	58	66	+14
16. General Motors	48,868	34	27	+42
17. Nissan Motor Co.	44,974	41	36	-7
18. Ralston Purina	44,111	50	42	+117
19. Mars Inc.	39,874	82	73	+12
20. Warner-Lambert	39,281	80	82	+8
21. Time Inc.	37,768	55	58	+22
22. Ford Motor Co.	37,443	25	27	-2
23. Adolph Coors	34,633	35	40	+47
24. Chrysler Corp.	32,232	38	33	+14
25. MCI Communications	31,019	33	37	-19
Top 25 total	1,670,589	54%	53%	+19%

Television led the pack, at times posting real annual increases in double digits (see tables).

"The net effect of these yearly increases can be seen in the compounded and average annual growth rate over this period. Virtually every media element exceeded inflation with the exception of spot radio, which matched the CPI rate with a 6.9% increase.

"Network television, daytime and evening, moved at an alarming rate—almost twice the average annual CPI rate (11.9% daytime and 12.4% evening versus 7.0% CPI). The other broadcast media, spot TV (8.2%) and network radio (7.7%) shared comparable growth rates with the print media: magazines (8.4%), newspapers (9.2%), supplements (7.4%) and outdoor posters (8.5%)."

The Bates analysts characterize 1985 as "a strong, real growth year" for media CPM's, "although most media reported lower CPM increases than expected."

Concern over the federal deficit and proposed tax law changes helped to create "a conservative economic environment" in which "advertisers [in 1985] were more cautious in allocating advertising dollars, exerting pressure on the industry to improve media cost performance. All of these factors served to moderate media CPM increases. The majority of media elements (seven out of nine) experienced increases in 1985 which were lower than those recorded in 1984."

This combination of economic conditions hit the 1985 television market in particular: Network revenues dropped below the previous year's levels, "a phenomenon not experienced since 1971," and the two network media elements—daytime and evening—"posted double-digit CPM increases," with daytime network's rising from 9% in 1984 to 15% in 1985, and with evening network's dropping from 15% in 1984 to 10% in 1985 while "spot television CPM increases declined, almost by half, to 6%."

Bates finds that "the proportion of money spent on advertising as a percent of the gross national product continues to grow [from 1.8% in 1975 to an estimated 2.46% in 1986], thus demonstrating the vitality of the advertising industry." And "national advertising, as a percentage of total advertising, has remained consistent between 26%-28% and is expected to remain in that range in 1985," according to Bates's preliminary estimates, which have not been made for 1986.

As for the ups and downs of CPM's over the last 10 years and what it all may mean, Bates's Wood and Ellis offer this conclusion:

"The advertising industry has experienced real growth in CPM's during the last decade and will continue to do so in 1986. However, if the media continue to manifest real cost increases, while generally brand revenue growth parallels CPI increases, then advertising must assume a continually larger portion of a product's sales/profits in order to maintain the same level of advertising effort. Additionally, the quality of this advertising effort, particularly in the television medium, is possibly deteriorating due to VCR zipping, channel switching-zapping and increased clutter due to the rapid proliferation of 15-second commercials. □

Ted Bates's media cost survey

Cost-per-Thousand Trends

	Day Net TV	Eve Net TV	Spot TV	Net Radio	Spot Radio	Magazines	Supplements	Newspapers	Outdoor	CPI
1975	100	100	100	100	100	100	100	100	100	100
1976	125	108	125	110	112	102	103	110	106	106
1977	161	136	131	120	122	111	122	119	115	113
1978	174	149	131	129	129	122	124	129	127	121
1979	182	167	143	137	135	131	134	139	142	135
1980	203	190	154	143	145	147	147	153	158	153
1981	218	203	162	155	155	164	163	173	173	169
1982	238	251	176	166	164	181	183	191	191	179
1983	250	269	190	182	176	196	191	210	203	185
1984	272	308	211	200	188	212	201	229	221	193
1985	312	341	224	212	197	229	209	245	233	203
1986 (est.)	341	361	237	225	208	242	219	262	245	211

National Expenditure Trends

	Net TV	Spot TV	Magazines	News/Supplements	Radio	Outdoor	CPI
1975	100	100	100	100	100	100	100
1976	124	133	122	121	120	115	106
1977	150	136	148	133	132	132	113
1978	172	161	177	139	148	140	121
1979	199	177	200	160	160	161	135
1980	222	201	215	177	185	165	153
1981	242	231	241	204	214	190	169
1982	269	269	253	221	227	211	179
1983	304	297	289	247	257	233	185
1984	370	338	337	278	292	255	193
1985	360	367	354	298	324	273	203

Average Yearly Percent Increase in CPM

Category	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986*
Broadcast											
Day.net.TV	25	29	8	5	11	7	9	5	9	15	9
Even.net.TV	8	26	9	12	14	7	24	7	15	10	6
Spot TV	25	5	0	9	8	5	9	8	11	6	6
Network radio	10	9	7	6	5	8	7	10	10	6	6
Spot radio	12	9	5	5	7	7	6	7	7	5	5
Print											
Magazines	2	9	9	8	12	12	11	8	8	8	6
Supplements	3	19	2	9	9	11	12	5	6	4	5
Newspapers	10	9	8	8	10	13	10	10	9	7	7
Outdoor											
Posters	6	9	11	12	10	9	11	6	9	6	5
CPI	5.8	6.5	7.7	11.3	13.5	10.4	6.1	3.2	4.3	3.6	3.5

* projection

Top and bottom tables report trends in index form, with 1975, the base year, indexed at 100. Estimates are based on unit costs of 30 seconds for TV and network radio, 60 seconds for spot radio, one page four-color for magazines, milline black and white for newspapers, one page four-color for supplements, and 100 showing for outdoor through 1981 and increases in 50 showing for 1982-86. CPM's are based on women 18+ for day network, total persons 2+ for evening network, TV households for spot TV, persons 12+ for radio, circulation for magazines, newspapers and supplements and total population for outdoor. Sources for audience information: network and spot TV, A.C. Nielsen; network radio, RADAR; spot radio, Arbitron; magazines, Magazine Publishers Association; newspapers, Newspaper Advertising Bureau; supplements, Standard Rate & Data; outdoor, Outdoor Bureau and estimates. Advertising expenditure and GNP data from Television Bureau of Advertising. CPI is based on increase in yearly average compiled by conference board. Figures for 1986 are Ted Bates estimates.

Congress hears two divergent strains on blanket license

Broadcasters-songwriters square off on new bill that would replace blanket license for syndicated TV fare with fee built into package from syndicator

Representatives of television broadcasters last week aired their grievances on Capitol Hill about the blanket copyright licensing system for music in syndicated TV programming.

They did that at a press conference in a congressional hearing room and at a hearing before the House Copyright Subcommittee.

Their bottom line: support for H.R. 3521, a bill introduced by Representative Frederick Boucher (D-Va.), the most junior Democrat on the subcommittee. The bill would essentially eliminate the blanket licensing system for music in syndicated TV programming, shifting the responsibility for attaining those rights to a program's syndicator.

At the press conference, Edward O. Fritts, president of the National Association of Broadcasters, and Preston Padden, president of the Association of Independent Television Stations, said their organizations have given the bill their firm support. Boucher also had some good news for broadcasters: He said he had 120 co-sponsors in the House and that he believed there was "an excellent chance" that the bill would be approved.

But there appears to be reason to believe that Boucher may be unduly optimistic. Representatives of the American Society of Composers, Authors and Publishers, Broadcast Music Inc. and SESAC let their vehement opposition to the bill be known. Boucher also revealed that his only other co-sponsors on the 15-member subcommittee were Representatives Henry Hyde (R-Ill.) and Thomas Kindness (R-Ohio). At the hearing, Representative Robert Kastenmeier (D-Wis.), subcommittee chairman, said the subcommittee had learned that the issue was "both complex and controversial" and asserted that "the burden is on proponents to show why legislation is needed."

In an interview after the hearing, Kastenmeier declined to offer any prognosis on the fate of the bill, beyond asserting that another day of hearings would be held "later in the spring."

Under the present system, a local broadcaster buys all of the licenses to a syndicated program from a syndicator, except for the right to broadcast the music on the program's soundtrack. To get that right, the broadcaster purchases a "blanket license" from ASCAP, BMI, and perhaps even SESAC. (How much a blanket license actually costs a station appeared to be in dispute. But according to one account at the hearing, ASCAP's fee amounts to 1.2% of a station's annual revenues, and BMI's about 0.65%.) That blanket license entitles the broadcaster to air any



If a composer from your Congressional district asks you about H.R. 3521/S. 1980 give him this penny! Chances are it will be more than he or she has ever received from ASCAP/BMI from the licensing of music on local television stations.

Composers who receive some copyright payments from ASCAP/BMI may think these payments are represented by fees paid by local television stations, but in fact, they probably are not. ASCAP/BMI receives license revenues from many other sources which include commercial television networks (CBS, ABC, NBC), pay TV, cable TV, and CTV, radio, nightclubs, bars, restaurants, concert halls, and foreign societies, theaters, and investments, etc.

H.R. 3521/S. 1980 deals with none of the above, but only with license money paid to ASCAP/BMI by local television stations in local programs televised.

Of all the money collected from local television stations by ASCAP/BMI and paid out to composers, 95% of the money goes to only 6% of the composers. 85% of the composers never receive **ONE RED CENT.**

With the passage of H.R. 3521/S. 1980, local television stations will purchase syndicated programs that will include music performance rights with all other copyright elements included.

Music will be paid for fairly and the composer will continue to receive residual payments as the actors, directors, script writers, and others do now.

Local television stations will then have a requirement and economic justification to employ local composers, lyricists and music producers to supply custom music for television.



ALL-INDUSTRY TV MUSIC LICENSE COMMITTEE

1000 Thomas Jefferson Street NW Suite 500 Washington DC 20007
752 353-4259

Part of the lobbying over licensing



David



Bostick

of the about four million music titles licensed by those groups. The licensing groups, in turn, pay the composers and music publishers whose music is broadcast.

At the press conference and hearing, Boucher and M.N. (Buddy) Bostick, president and general manager of KWTX-TV Waco, Tex., and legislative chairman of the

All-Industry TV Music License Committee, led the assault on the blanket license for broadcasters. They said they were seeking the same licensing system for syndicated programming used for motion pictures released for theatrical distribution. When a

Washington Watch

Garden City FM. In initial decision, FCC Administrative Law Judge John Frysiak has granted application of Spectron Broadcasting Corp. for new FM in Garden City, N.Y., denying competing applications of Jarad Broadcasting, Garden City Broadcasting, Westplex Broadcasting, North Shore Broadcasting, December Ventures, WINK Radio, Fonix Broadcasting, Mid-Island Broadcasting and McComas Broadcasting. Spectron edged ahead on integration grounds. Spectron's voting stock is owned by Angela V. Shaw, black resident of Roslyn, N.Y. Shaw, former FCC attorney, is adjunct professor at Adelphi University. □

FM denied. In initial decision, FCC Administrative Law Judge Edward Kuhlmann has denied application of Stearns County Broadcasting for new FM in Albany, Minn. Stearns County, sole remaining applicant for station after settlement agreement, is licensee of daytimer KASM(AM) in same market. Judge alleged that Stearns County had engaged in various violations of *ex parte* rules and had failed to provide FCC with information required under other rules. "At this time and on this record, it cannot be concluded that Stearns County is qualified to become the operator" of new FM, judge said. □

Separate critique. Opposition to U.S. decision to authorize separate international satellite systems that would compete with Intelsat has drawn criticism of conference of Pan African Telecommunication Union in Arusha, Tanzania. But State Department official saw

Intelsat's hand in resolution conference adopted citing Intelsat's importance to African countries and expressing concern that separate systems would have adverse economic impact on Intelsat that would, in turn, "entail serious financial consequences for all users" of global system, "especially the developing countries." Resolution urges countries throughout world to refrain from acting as partner of any system that would compete with Intelsat. State Department official said resolution grew out of "input document" offered by Cameroon, Kenya and Tanzania that contained analysis of effect on African countries of competition that would reduce Intelsat's revenues by 20%. Official said analysis was so detailed and sophisticated as to appear to be beyond capacity of countries that introduced it. What's more, he described assumption on which analysis was based as "off the wall." He said "there is no way separate systems can take 20% of Intelsat's business."

□

Canadian must carry. Canadian Radio-Television and Telecommunications Commission has authorized cable television systems in Manitoba to replace CBS and NBC programming they had been picking up from television stations in North Dakota with signals beamed from Detroit by Canada's Cancom satellite system. Commission said change in transmission service will improve quality of signal that will be available to Manitoba cable subscribers. CRTC Chairman Andre Bureau said concerns regarding poor reception associated with signals broadcast by KXJB-TV (CBS) and KTHI-TV (NBC), both Fargo, outweigh concerns of some regarding "relevance of programming" coming from Detroit's WJBK-TV (CBS) and WDIV-TV (NBC). CRTC denied request by Greater Winnipeg Cablevision that included, in addition to CBS and NBC programming, that picked up from ABC and Public Broadcasting Service affiliates in North Dakota.

□

Second opinion. On remand from FCC Review Board, Administrative Law Judge Walter C. Miller has granted application of Comserv Broadcast Group Inc. for deleted facilities of WHBI(FM) Newark, N.J., denying competing applications of Antonin and Garcia, Caprice Broadcasting Group, Las Americas Communications, Multicultural Broadcasting Inc., Coastal Communications and Omnilingual Broadcasting. Judge had originally granted application of Antonin and Garcia (BROADCASTING, Jan. 7, 1985). But this time, Miller found applicant unqualified to be licensee because one of its principals allegedly had fraudulently evaded payment of federal taxes. Comserv prevailed over remaining competitors with pluses for past broadcast experience, female ownership and auxiliary power proposal. Comserve president is Cecil R. Forster Jr., who owns 49.75% of its voting stock. Sonya Suarez also owns 49.75%, and Charles J. Hamilton Jr. owns remaining 0.5%. Forster teaches law at Pace University; Suarez is independent communications/marketing consultant, and Hamilton is partner with New York law firm of Battle, Fowler, Jaffin & Kheel.

□

Raleigh TV. In initial decision, FCC Deputy Chief Administrative Law Judge James Tierney has granted application of The L Broadcasting Co. for new TV station on channel 50 in Raleigh, N.C., denying competing application of Cotton Broadcasting Co. L Broadcasting was found preferable on diversification grounds and for its minority female ownership and civic activities of its principals. L Broadcasting's general partners are Frederick R. Barber Jr.; his wife, Evelyn Barber, and Eleanor J. Brown. Frederick Barber is vice president and general manager of WTAE-TV Pittsburgh; Evelyn Barber is consultant for Learning International; Brown is director of personnel, Gannett Broadcasting Group. Grant Cotton, 51% owner of Cotton Broadcasting, is also president and 70.2% owner of WFLB-TV (Ch. 22) Raleigh. He had agreed to divest his interests in WFLB-TV if his application for channel 50 was granted.

□

Sanibel FM. In initial decision, FCC Administrative Law Judge Edward Kuhlmann has granted application of Hillebrand Broadcasting for new FM in Sanibel, Fla., denying competing applications of Gumbo Limbo Broadcasting and Riviera Communications-Sanibel Inc. Hillebrand prevailed on grounds that it is wholly owned by female with past broadcast experience who intends to move to Sanibel. Ruth H. Ray owns Hillebrand. According to initial decision, she is general manager of WMHE(FM) Toledo, Ohio. She has no other media interests.

□

Chicago AM. In initial decision, FCC Administrative Law Judge John Frysiak has conditionally granted application of CID Broadcasting Inc. for Class II-B AM station on 1200 khz in Chicago, denying mutually exclusive upgrade applications of WAWA(AM) West Allis, Wis., and WMRO(AM) Aurora, Ill. CID prevailed with preferences on diversification and integration grounds. Joseph G. Antelo is president and 55% owner of CID; Arthur R. Velasquez owns the other 45%. According to initial decision, Antelo is executive vice president of Tribune Entertainment of Chicago. Velasquez works for Pillsbury Corp., which purchased Azteca Corn Products Corp., which Velasquez founded. Velasquez also owns 10% of Monroe Communications, competitor for frequency of Video 44's WSNS(TV) Chicago, and is director of Illinois Bell Telephone Co. Grant was conditioned on Antelo divesting all interest in Tribune's WGN(AM) Chicago and Velasquez divesting himself of all interest in Monroe and Illinois Bell.

motion picture producer licenses a movie to a theater, all rights necessary to show the movie, including the music soundtrack, are included in a package deal. Under the proposed change in copyright law, TV stations would get the same sort of package deal from a syndicator. One result would be that a station would have to pay only for the music it uses.

Boucher suggested one reason Hollywood opposes the bill. He said that of the \$85 million in blanket license fees paid to ASCAP and BMI for syndicated TV programming in 1985, about half was paid to the music publishing subsidiaries of TV production studios. (Bostick referred to those payments as "kickbacks.") Both said that most of the other half of that amount went to about 6% of ASCAP's and BMI's composers. Both also said that the current system provided a disincentive for stations to hire local songwriters for local programming because the stations already are paying for the ASCAP and BMI titles, and William Meeks, a Dallas, Tex.-based composer, supported that contention.

Ralph Oman, register of copyrights, conceded that it was unfair that broadcasters must pay for music they don't use under the present system. But he also asserted that the system offers convenience and that rates had been "reasonable" for broadcasters, and questioned why legislation was needed. Oman said the copyright office supported continuation of the present system unless the legislation also protected composers by providing for payments for continued use of their works. "Their [broadcasters'] plight doesn't shock the conscience," Oman said.

At the hearing, Hal David, ASCAP president, said he believed the bill represented "unconscionable special interest legislation" that would erode a songwriter's economic incentives and the quality of music. He also alleged that what broadcasters really wanted was to use music without paying for it. "That is why, as a songwriter, I am outraged at their attempts to get Congress to take away my livelihood and the livelihood of thousands of other songwriters," David said.

In his testimony, Edward Cramer, BMI president and chief executive officer, said the bill would reduce the economic incentive to creators by tens of millions of dollars each year. "If enacted, virtually every writer and publisher in the U.S. would suffer severe economic harm because it is obvious that the next step will be to extend the legislation to encompass network television, cable, public television and then syndicated radio programs," Cramer said. "I can also assure you that based upon the internationally accepted concept of reciprocal treatment, our colleagues from abroad will quickly reduce their payments to U.S. writers and publishers. I might add that in this respect the U.S. enjoys a very favorable balance of trade."

In a statement, W. Robert Thompson, SESAC president, said the bill would exempt TV broadcasters from paying creators of music "for the continuing use through public performance of musical works."

Mike Post, another composer, said that under the current system, composers receive relatively small amounts of money for TV music from producers up front. Post said that

if the bill passed, producers would pressure composers to accept the same relatively small amounts, because TV programs are produced on lean budgets. There also, he said, would be no way of knowing at the time up-front negotiations would take place what sort of use the program will get down the road. "This bill is not fair; it's not right, and you shouldn't vote for it," Post said.

In addition to Post, a number of singers and song writers were on Capitol Hill last week to register their opposition to H.R. 3521 and its companion measure in the Senate, S. 1980. Among those calling on Senate and House members was country music star Wayland Holyfield. Singer-songwriter Donna Summer spoke to the Congressional Black Caucus and met with Senators Ted Kennedy (D-Mass.) and Howard Metzenbaum (D-Ohio). Singer Lee Greenwood met with the Congressional Rural Caucus and songwriters Marvin Hamlisch, Marilyn Bergman, Richard Lee, Peter McCann, Nan Schwartz, who wrote the theme song for *Cagney & Lacey*, and David Bell, who wrote the theme song for *Murder, She Wrote*, also made the rounds on Capitol Hill. □

Cable company wins court skirmish

Appeals court rules that Tribune-United can't be penalized for violations of franchise agreement during pact's renegotiation

Cable won another court case when the U.S. Court of Appeals in Richmond, Va., ruled that a franchising authority may not penalize cable operators for violations of franchise agreements before final action is taken on pending requests to modify those pacts.

A three-member panel of the appellate court issued the ruling March 10 in response to a request for relief from Tribune-United Cable, franchisee for Montgomery county, Md. The county had taken steps to revoke the franchise and assess penalties against the cable operator—which is seeking modification of the franchise agreement under procedures provided by the Cable Communications Policy Act of 1984—for defaulting on a variety of franchise commitments. Among other things, the county was attempting to collect a \$5-million bond and to impose fines of \$9,000 a day.

A U.S. district court had issued a temporary restraining order blocking the county from penalizing the cable company until the county had acted on the pending modification request. But it lifted that shortly thereafter and denied Tribune-United a preliminary injunction (BROADCASTING, Nov. 25). The cable company appealed.

According to the appellate court, the county argued that it could impose penalties for defaults that occurred before the modification request was filed. Tribune-United did not agree, and the appellate court came down on the cable company's bottom line.

"The county accurately asserts that the language of the [cable] act does not explicit-

ly require that the imposition of penalties be stayed or enjoined pending the consideration of a modification request," the court said in its opinion. "The purposes and thrust of the act, however, evince a congressional desire that franchise agreements be applied and modified so as to obtain a realistic and flexible regulatory framework recognizing the needs of both local governments and cable operators, but primarily concerned with providing viable cable systems responsive to the needs and interests of the local communities they serve.

"Congress... recognized that cable operators compete in a changing marketplace... It was sufficiently concerned with the plight of some cable operators, particularly urban franchisees committed to state-of-the-art systems, to create a federally protected

right to modification of commercially impractical agreements. That right would mean very little if local franchising authorities were able to burden it by enforcing massive penalties during the pendency of the modification proceedings.

"Severely penalizing an embryonic cable operation which may be stymied by commercial impracticabilities before it has had an opportunity to take advantage of the federally mandated right to modification does not strike us as promoting the objectives of the act. Short of a bad faith or frivolous application for modification, we hold that such application automatically stays any action on the part of the franchising authority to enforce the penalty provisions of the franchise agreement until its decision has been finalized." □

Preemption requests. The National Association of Broadcasters last week asked the FCC to take a firmer preemption of local zoning regulation of earth stations.

In a separate petition for a declaratory ruling, the NAB also requested the commission to preempt state or local radio frequency radiation regulations that restrict broadcast and communications services.

The FCC's earth-station order preempted local zoning regulation that differentiated between satellite receive-only antennas and other types of antennas unless the regulations have a "reasonable and clearly defined" health, safety or esthetic objective, and "do not operate to impose unreasonable limitations on, or prevent, reception of satellite-delivered signals by receive-only antennas or to impose costs on the users of such antennas that are excessive in light of the purchase and installation cost of the equipment. Regulation of satellite transmitting antennas is preempted in the same manner except that state and local health and safety regulation is not preempted" (BROADCASTING, Feb. 10).

In a petition for partial reconsideration, NAB urged the FCC to go beyond preempting regulations that discriminate, contending that "the discriminatory nature of any nonfederal zoning ordinance or similar restriction is not germane to the prime issue—the placement of an impermissible burden on interstate communications." NAB suggested the following preemption statement: "State and/or local zoning or other regulations that apply to the construction and/or use of satellite receive and transmit antennas are preempted unless such regulations have a direct and tangible relationship to valid, demonstrable and clearly articulated health, safety or esthetic objectives and constitute the least restrictive method available to accomplish such objectives and do not impose unreasonable limitations on, or prevent the use of such antennas and related interstate communications facilities."

In a footnote, NAB said it believed the same preemption should apply to "reception gear and other hardware" that the public uses to receive signals. "For example, NAB believes that the commission should address preemption of restrictions on viewers' and listeners' use of rooftop broadcast reception antennas," NAB said. "Though not licensed by the commission, use of such antennas can be critical to the achievement of the interstate communications goals set forth in the Communications Act, and restrictions on their use may be violative of the First Amendment."

Regarding its concerns over radio frequency radiation, NAB argued for the adoption of a preemption policy to stem nonfederal RF radiation regulatory activity, which it said is growing rapidly and could "arbitrarily restrict" broadcast and other interstate communications services.

Already, 28 states have enacted legislation regulating RF radiation on a state or local basis and 12 more states are considering legislation, the association said, citing an analysis conducted with the Washington-based Electromagnetic Energy Policy Alliance. A number of cities have also enacted or proposed restrictive laws, such as construction moratoriums, NAB added, and, in addition, communications companies have encountered delays and extra costs at local zoning hearings or other local authorization forums where RF exposure issues come into play.

In its ruling last year requiring broadcasters to limit human exposure to RF radiation to levels established by the American National Standards Institute, the FCC declined to take a final position on the federal preemption issue but indicated it would consider the topic on a case-by-case basis.

NAB asked the commission to reconsider the issue and adopt a policy specifically stating that "absent new scientific evidence showing potential harm from public exposure to RF radiofrequency energy at levels below the ANSI guidelines, the commission believes that significantly more stringent state or local standards, which unduly restrict such services, must be preempted."

While NAB noted its view that the relief requested would be best provided by a declaratory ruling, it said it would not oppose institution of a more formal rulemaking proceeding to develop a federal preemption decision.

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B

Debate continues on component DBS

General Instrument, M/A-Com, RCA, HBO oppose DBSA board choice

The argument over video standards for direct broadcast satellite services has shown no signs of abating since February, when the Direct Broadcast Satellite Association board of directors made a controversial recommendation to the FCC suggesting the use of a component video format.

General Instrument, M/A-Com, RCA and Home Box Office, each a proponent of competing NTSC composite video delivery methods, last week noted their opposition to the board's format choice in comments filed with the FCC and argued against the commission using it, in any form, as part of an eventual rulemaking on technical standards for DBS.

While the debate within DBSA continued, however, the major component video system, Scientific-Atlanta's B-MAC, received the key support of a second major industry standards group. In meetings March 11-12, an Advanced Television Systems Committee technology group chose B-MAC on a preliminary basis as the standard for component video satellite transmissions of enhanced television (BROADCASTING, March 17).

The recommendation, ATSC stressed, will not be an endorsement to use B-MAC for all satellite transmissions, but as the standard for entities that have already decided to use component video for enhanced TV by satellite. The ATSC decision is expected to be confirmed at its next meeting in May, when a drafting group furnishes a revised standards document describing the B-MAC characteristics that are to be part of the standard.

For the DBSA, little else but format issues were disputed in its extensive comments on a variety of DBS technical standards. Nevertheless, the negative responses to its filing were not unexpected. Three of the four companies commenting in the proceeding were already disputing the board's decision when it was first made last Feb. 13 (BROADCASTING, Feb. 17), and each has a strong interest

in advancing competing B-NTSC composite video technologies.

Canadian manufacturer General Instrument, for instance, is the designer of the B-NTSC composite video Star-Lok delivery system that was examined alongside S-A's B-MAC in detailed test comparisons conducted by DBSA last fall. M/A-Com, as well, has developed and is successfully marketing to the cable industry, including HBO, a B-NTSC system called Videocipher. RCA, although its satellite operations arm, Astro Electronics, could be viewed as neutral in the dispute since its satellites are transparent to the particular format chosen by users, has taken a broad corporate posture backing advanced NTSC systems. RCA, M/A-Com and HBO, the last showing of its support for advanced NTSC technology, all joined forces last July to mount an extensive display of possible enhancements to television systems using NTSC-compatible technology.

The potential for enhanced or high-definition television via DBS was a major factor in the February decision of the DBSA board and has since become a focal point for the debate. The DBSA board of directors cited the belief that component systems had more potential to be developed for use with extended-definition and high-definition television as the reason for its preference over the composite Star-Lok system, even after a technical standards committee had, after extensive review of both the Star-Lok and B-MAC systems, found the two to be essentially equivalent in terms of video performance.

The board's conclusion on component extensibility drew the bulk of the criticism the comments of the four companies. M/A-Com disputed DBSA's position that only component systems have produced hardware demonstrating extensibility to HDTV, and said it had "repeatedly" directed the attention of the technical standards committee to "documented work on hardware demonstrations of the extensibility of composite video formats to HDTV." RCA also cited various enhanced composite technologies which it said had been designed, built or tested and said the performance of both composite and compo-

nent technology could be improved in such areas as aspect ratio and resolution.

"Component systems do not offer any specific advantages with respect to such extensions or improvements," RCA concluded.

The commenters also each rebuked DBSA for having what was argued to be little evidence backing the selection of component technology, with M/A-Com noting, for instance, "The views [of the DBSA board] reflect merely the business preferences of a number of companies... these preferences are not supported with evidence or data."

Scientific-Atlanta representatives Alan Ecker and Guy Beakley countered the claims by noting, first that while S-A has "actually reduced [designs for extended definition] to practice," other methods for enhanced television exhibit technical problems and "may not be practical" in their implementation.

In addition, Beakley said, DBSA had made its recommendation on the basis of having "witnessed" the extensibility of B-MAC last year in a "hands-on" demonstration with test slides showing line resolution, carrier-to-noise ratio and other factors. They acknowledged that extended-definition and high-definition were not included in the extensive laboratory tests conducted by DBSA last fall, but said that was the case only because manufacturers of other systems would not agree to show similar developments for the comparison testing.

According to James Ennis, counsel for United States Satellite Broadcasting, a DBSA board member supporting the component video preference, the filings "mischaracterized USSB's view entirely. We supported the preference for component for business reasons—not our own, but for any DBS operator." Unlike the companies commenting, added Ennis, USSB had "no stake and no contract" binding it to either format and examined the choices with little business bias.

Although a number of DBS industry members expect the FCC to leave technical standardization of DBS up to industry participants, the four commenting companies sought anyway to make clear their opposition to use of the DBSA recommendation as a basis for any FCC action on DBS technical standards. There was less agreement, however, on whether the FCC should select the B-NTSC format in its place.

Both M/A-Com and HBO, while stating their own preferences for B-NTSC technology, called for the commission to take a market approach. HBO argued, for example, that "DBSA's assessment of DBS business objectives is a patently inadequate basis for establishing B-MAC as an industry standard at this early date. The marketplace is the only entity qualified to make final decisions on the industry's business objectives."

Stereo excitement. Leonard Kahn, president of Kahn Communications, charged in complaint filed with FCC that Motorola C-Quam AM stereo system causes stations using it to violate spectrum occupancy rules and interfere with other stations. Kahn, who is proponent of incompatible single-sideband Kahn AM stereo system, asked FCC to test C-Quam exciters from all manufacturers and to revoke their type acceptance if they are found to generate signals that would not comply with rules. Kahn and C-Quam have been vying in marketplace to become nation's de facto AM stereo standard. In related matter, FCC has apparently decided not to challenge type acceptance of Kahn exciters used in conjunction with audio processors. In letter to Kahn dated March 5, FCC said, "It has been determined that addition of audio processing equipment... has no bearing on the validity of the equipment authorizations granted by the commission."

"The commission should take a hands-off approach to avoid creating any possibility that its decision would influence what should be a decision made by the marketplace," HBO said, adding, "It is important to prevent any one party, in this case, DBSA, from prejudging or unduly influencing the industry's decision on appropriate DBS technical standards."

According to M/A-Com, "The companies that support a component format are seeking in this proceeding to have the commission distort the normal working of the marketplace by adopting a video format preference...the commission has no record on which to base a preference between component and composite formats."

RCA and GI took a different approach, with both suggesting that the FCC should choose B-NTSC technology as the voluntary transmission standard for DBS. RCA, in its argument, cited factors such as the "enormous investment" of the U.S. public in the installed base of NTSC receivers, coupled with the "relative ease" of converting between the existing NTSC format and B-NTSC, as well as the video enhancement work it said is now under way in the U.S. and Japan, as reasons for making the selection.

RCA also rejected calls for further study of the video formats, made in earlier comments by USSB and added that such reassessments "could only serve to further delay the selection of a video format, with the effect of perhaps depriving the public of early, meaningful progress toward the implementation of a compatible direct broadcast system."

DBSA President Dennis Brownlee of USSB declined to comment on the filings of the four companies, noting that the organization had not yet considered them in any official capacity. He added that the DBSA's full report on DBS technical standards, developed from extensive laboratory testing of the Star-Lok and B-MAC format video performance and the review of the systems' other factors, should be completed by the end of this month.

In a related development, details of a planned low-power DBS project are expected to be announced this spring by Telesat Canada, which is scheduled to start the semi-DBS project by late this year or early 1987 using 16 transponders on the already launched Anik C-3 satellite and five transponders on Anik C-1.

Among the considerations now under review for the low-power service, in addition to the development of a retail and distribution network and assembly of a program package, are the system's video format and scrambling, according to Orest Roscoe, who is a special adviser to the corporate development department of Telesat and involved with the planning and implementation of the system.

The four video delivery methods under examination, said Roscoe, are those of S-A, M/A-Com, GI and Oak Industries, with key factors being price, system security, technical performance and features. Lab tests have already been carried out on the systems; testing over satellite links was conducted last summer, and negotiations have been under way since early this year. □

Bottom Line

The harder they fall. Filing on recent debt offering by Capital Cities/ABC Inc. provided preliminary, unaudited and limited glance at 1985 year-end results of pre-merger American Broadcasting Companies Inc. Filing also said that consolidated earnings of newly merged company would decline in first quarter because of weakness in national advertising market. ABC reportedly had 1985 net earnings of \$158.4 million, down 19%, while revenue was \$3.31 billion, down 11%. Fourth-quarter numbers were not broken out specifically, but subtracting first nine months from year-end numbers indicated fourth-quarter net income of \$37.1 million, down 29%, with revenue up 2% to \$947 million. □

No Philadelphia story? Those expecting all-out battle between Fairness in Media (FIM) and CBS at latter's April 16 shareholders meeting in Philadelphia may be disappointed. At previous year's meeting in Chicago, FIM, Raleigh, N.C.-based watchdog organization started by political associates of Senator Jesse Helms (R-N.C.), had contemplated nominating its own slate of directors to CBS board but backed away, citing expenses and lack of time. With plenty of lead time organization surfaced two weeks ago as source of shareholders resolution urging company's board not to adopt, in future, any antitakeover resolutions ("In Brief," March 10). Among difficulties that may restrain FIM are fund-raising efforts, which, at \$1.3 million, are still \$200,000 short of covering the organization's expenses for 1985. And why hasn't FIM yet nominated alternate slate of directors? One consideration is that to lobby for nominees before meeting, FIM would have to use shareholders list obtained from CBS. Use of list would enable CBS to bring FIM back into court in connection with suit filed one year ago—and never withdrawn—alleging organization had violated federal securities laws in connection with its ongoing efforts to have supporters buy CBS stock. CBS has already deposed FIM officials and done some discovery work, all of which are available if case is reactivated. □

What if... Would you have been better off buying stock in acquisition-oriented media company 10 years ago? Jeff Epstein, chief operating officer of media group at The First Boston Corp., said that dollar invested in such company, Gannett (NYSE: GCI) for instance, would be worth \$5 today, but that dollar invested in more conservative The Washington Post Co. (ASE: WPOB) would be worth \$23 today. There are several reasons, Epstein noted, speaking at seminar sponsored last week by International Radio and Television Society, but suggested main one might be that latter company had "Warren Buffet sitting on the board, saying: 'Don't go out and spend your money buying things. Instead buy back stock from your shareholders.'" Epstein said that Post now has one-third fewer shares outstanding, whereas Gannett has twice as many. He said that television network parent companies, which were limited in their choice of acquisitions—for instance they could not become major MSOs or buy syndication companies—still made a lot of purchases with many of them showing poor returns. He concluded that RCA, ABC and CBS all might have learned lesson from The Washington Post Co. □

Hearing a second. Oak Industries reportedly held special shareholders meeting on Friday, March 14, but postponed it for lack of quorum until April 4. Company attributed receipt of fewer than half proxies necessary to "short vote-processing period" after Feb. 14 mailing. Meeting is being held to obtain shareholder approval of previously announced sale of Oak's materials division to Allied-Signal Inc., and to ratify new stock option plan for executives and key employees. □

Swap shop. Lorimar-Telepictures announced completion of exchange offer for 4% notes due May 16 and 7% notes due May 15 ("Bottom Line," March 10). Company said over 80% of aggregate \$20 million principal amount was tendered. Lorimar-Telepictures also announced exchange offer of 46 common shares (AMEX: LT) for each \$1,000 principal amount of 13% notes due Oct. 15, 1991. Notes not tendered in exchange will be redeemed on May 17 at 100% of principal plus accrued interest. Company said there are approximately \$31.57 million, principal amount, of 13% notes outstanding. John Blair & Co. has announced offer to exchange shares of company's common stock for up to \$40 million (principal amount) of debt securities. Partial terms of offer are that company would offer 45 shares of stock (NYSE: BJ) for each 10¾% senior subordinated note due 1990. Offer would expire April 9. Blair closed at \$21, down 2% on day of announcement. Also likely to change capital structure of Blair in near future are plans to sell company's two remaining printing operations. □

Of investments and inventory. Zenith Electronics Corp. has filed registration for \$100 million of convertible subordinated debentures due 2011. Net proceeds of offering, underwritten by Morgan Stanley & Co. and Salomon Brothers, will be invested in short-term securities pending use for "general corporate purposes." Preliminary prospectus forecasts first-quarter net loss due to continued "lower selling prices" and inadequate inventory of color television sets and microcomputers. Glenview, Ill.-based manufacturer said it was working "to increase production levels at various facilities." □

dio system, some "as soon as May 1986," NPR said. Among the projects funded is a series on adult illiteracy; a series on dissidents living in exile in the U.S., and a third on gay parenting, AIDS and teen-age homosexuality.

Among those receiving money was non-commercial WGBH(FM) Boston, which received \$35,000 for a program examining the lives and music of 20th century American composers such as Duke Ellington and Charles Ives. Garuda Productions also received \$35,000 for *The Nature of Music*, a 13-part series of half-hour programs comparing music and musical instruments, and Felix Hernandez and Karen Jefferson received \$35,000 for *Harlem Hit Parade*, a 13-part series exploring the rhythm and blues roots of contemporary popular music.

The next deadline for SPDF applications is May 16.

Playback

The Creative Radio Network, Van Nuys, Calif., has unveiled *The Elvis Hour*, a new, 60-minute series. *The Elvis Hour*, according to CRN President Darwin Lamm, "is a weekly variety program filled with great hits,

memories and trivia." Lamm said each edition will feature rare recordings of and interviews with Presley as well as a special guest star "who will share memories" of the late performer.

CRN also distributes *Gary Owens Supertracks* and the *Sinatra Special of the Week* programs in addition to a variety of specials.

Winton Communications, a Tampa, Fla.-based radio program supplier, has reached an agreement with Gannett Broadcasting for the purchase of Gannett Radio Productions, syndicator of the "Primetime" nostalgia format and other programming that includes a Monday-through-Friday, 60-minute series, *Sentimental Journey*. The purchase price was not disclosed.

Winton Communications, headed by veteran radio broadcaster Ed Winton, currently distributes four formats: easy listening, "Kozy A/C," "Klassic Country" and a nostalgia service called "Memories," in addition to several weekly programs. Winton noted that there are some market conflicts among the different formats "that need to be resolved."

Gannett bought "Primetime" from Taft Broadcasting nearly two years ago ("Riding

Gain," May 7, 1984). Gannett Radio Productions is also based in Tampa at company-owned WDAE(AM).

All-Star Radio is now distributing the fourth comedy series from the syndicated comedy team of Stevens & Grdnic. The Hollywood-based duo is now heard on more than 300 stations. The new series, *Party Drop-Ins*, is being sold on a cash basis and has cleared stations in more than 20 markets, including New York and San Francisco. The husband-and-wife team of Ron Stevens and Joy Grdnic are also completing a one-hour video special.

New York-based Cinema Sound Ltd. has completed production of 13 new three-minute episodes of the *American Museum of Natural History Radio Series*. The programs, to be shipped in early April, consist of interviews conducted by the museum's director, Thomas D. Nicholson, with members of the institution's staff. The series is currently distributed free of charge to about 700 stations.

TELECASTINGS

Focus on black mayors

A reception was held in Washington last Tuesday (March 18) to introduce a two-hour documentary produced and syndicated by Tribune/Central City Productions, *The Making of Black Mayors*. The news special, also available as two one-hour segments, profiles many of the country's 290 black mayors. Already cleared in 80 markets, the program is available for airing until April 6, and may be obtained either by tape or by satellite.

The program's host, Terry Carter, co-star of former series *McCloud* and *Battlestar Galactica*, described it last week as a show that "heralds a quiet revolution in America," marking "the ascendancy of black people to a measure of power" and the increasing sophistication of both black and white voters. Among the mayors interviewed by Carter are Harold Washington of Chicago, Wilson Goode of Philadelphia, Andrew Young of Atlanta, Coleman Young of Detroit and Marion Barry of Washington. Barry, president of the National Conference of Black Mayors, said at last week's reception that he and his colleagues often kid themselves: "Whenever a city gets in trouble, when its industry is leaving, when the middle-income population is moving to the suburbs, when the books are not balanced, it's time for a black mayor." Barry said: "We have demonstrated that we can turn these cities around. We're competent and compassionate and committed to our cities and their people."

Also attending the reception were FCC Chairman Mark Fowler and Commissioner



Dowdle, Jackson and Barry

Dennis Patrick; National Association of Broadcasters President Eddie Fritts; National Black Media Coalition Chairman Pluria Marshall; Tribune Broadcasting Co. President James Dowdle, and Tribune/Central City Productions President and Executive Producer Don Jackson. Dowdle said the program demonstrates Tribune's commitment to "an area of programming that is relevant to our markets and to the viewers in our markets. . . I'm sure it's the first of many other shows that we will do." Jackson said he found it "encouraging to black producers that we can produce shows of this caliber that will get acceptance from stations around the country. . . It takes a commitment from the industry to take a show like this and put it on in good time periods." Jackson thanked Tribune and advertisers including AT&T, Campbell Soup and the Coca-Cola Bottlers for their support.

Fresno troubles

Independent KAIL-TV Fresno, Calif., has suffered a transmitter disruption and mass resignations during the past several weeks in the wake of an apparent personnel dispute. About half of the station's approximately 20 employees have left KAIL, reportedly forcing the station to reduce power and occasionally disrupt programming.

General Manager John Lockhart declined to confirm or deny a report that he was resigning, effective last Thursday (March 20). Lockhart would also not comment on claims by former employees that he was departing because his authority had been undermined by the station's business manager, Cathy Jones. Attempts to reach Jones at the station by telephone last week were unsuccessful.

The confrontation came to a head Feb. 20,

when five KAIL-TV employees walked off their jobs following the alleged firing of two other workers and the appointment of Jones as program director. As a result of the action, the UHF station was off the air for more than an hour that afternoon and reportedly signed off early that night and on several subsequent evenings.

Operator Rich Withers told BROADCASTING he shut down KAIL's transmitter at about 12:30 p.m. and walked out in a protest over the firing of two directors and Jones's appointment. (In a Feb. 21 account of the incident, the Fresno *Bee* newspaper quoted Jones as saying she continues as business manager, not program director. She would not comment on other aspects of the dispute.)

"I walked out because of the way the station was being operated," Withers said, "as did the others. Jones is basically running the station herself, and we feel she lacks the experience or authority." He alleged the manager's resignation is a direct result of Jones's "attempts to hamper [Lockhart's] operation of KAIL." Withers and other former employees claim the station has been operating at reduced power and with transmitter interruptions as a result of the turmoil, which they say has prompted the departure of nine staff members to date, including KAIL's program director, chief engineer, traffic manager and promotion director. Few of the vacant positions have been filled, Withers claimed.

The departed employees have retained counsel and are preparing legal action against the station's owner, Trans-America Broadcasting Corp., for alleged violation of labor laws. The station was licensed in 1961.

People progress

AGB Television Research said last week it had reached its initial marketing goal of obtaining support for its new national people meter service from advertising agencies that account for more than 30% of total network television billings.

Dr. Joseph Philport, president of the company, said it reached this initial goal by signing DMB&B and NW Ayer, in addition to four agencies signed earlier for the people meter TV audience-measurement service: Young & Rubicam, BBDO, Grey Advertising and Ted Bates. Philport estimated that those six agencies in 1986 will spend more than \$3 billion on network TV on behalf of their clients.

"The networks," Philport said, "encouraged us to secure significant agency support as a first step in their consideration of our new people meter service. We have achieved that support in less than six months from the time we announced plans to go national. In fact, all six agencies have signed up within the past two months."

Philport said AGB will continue selling to agencies "since we recognize the vital role they play in the ultimate success of our new service," but will also "now expand our marketing activities to obtain support from other segments of the industry—over-the-air networks, cable networks, syndicators and advertisers."

AGB has said the people meter service will be based on a sample of 5,000 homes (13,000 people) by September 1988, with 2,000 households (5,200 people) on line and providing audience data by September 1987.

New PBS schedule. Four new series were chosen following the Public Broadcasting Service's 13th annual station program cooperative (SPC-13), the mechanism by which PBS stations select programming for the 1986-87 season (BROADCASTING, Feb. 24). Three of the new programs will premiere in the 1986-87 season: *Adventure*, *American Masters* and *The Day the Universe Changed*. The first, produced by noncommercial WGBH-TV Boston, is an eight-part series featuring profiles of "extraordinary people facing great challenges." *American Masters* is a 15-part production from WNET(TV) New York, which profiles American artists such as Eugene O'Neill, Billie Holiday and George Gershwin. *Universe* is a 10-part BBC production in association with South Carolina Educational Television, which explores how discoveries have changed thinking about the world and universe. Airing in the 1987-88 season will be *The Search for the Mind*, also produced by WNET, a nine-part sequel to *The Brain*. The new series will examine the biology of the brain by investigating the relationship between biochemistry and human behavior, PBS said.

Also purchased as part of SPC-13 were 22 returning PBS staples, such as *Mr. Rogers' Neighborhood*, *Nature*, *Sesame Street*, *Austin City Limits* and *The MacNeil/Lehrer NewsHour*. The cost of the 26 programs (901 hours of programming) is \$39,436,099, most of which will come from PBS stations.

Foxy move

CBS will move *Crazy Like a Fox* to Saturday, 8-9 p.m., beginning April 5. The final broadcast in the 9-10 p.m. time period will be on Wednesday, March 12. The series will replace *Airwolf* on Saturday, which will last be seen in their time period on March 29.

Demo breakdown

According to the most recent NBC report on network demographic delivery (Sept. 23-Feb. 23), the network had at least five of the top 10 shows among all categories and at least 10 of the top 20. *The Cosby Show* rated first in all demographic categories, with the exception of men and women 55 plus, in which it ranked third. NBC's demographic domination is also the result of the performance of its Thursday comedy block, *Family Ties*, *Cheers* and *Night Court*, as well as Friday's *Miami Vice*.

For women 18-34, NBC had seven of the top 10 shows, ABC three and CBS none. For women 18-49, NBC had six of the top 10, CBS one and ABC three. In women 25-54, NBC had six of the top 10, CBS had two and ABC had two. For men 18-34, 18-49 and 25-54, NBC had eight of the top 10 in each category. ABC had two of the top 10 for men 18-34 and 18-49, and one for men 25-54. CBS has one top-10 show among men 25-54, and none among men 18-34 and men 18-49. *60 Minutes* and *Murder, She Wrote* on CBS were the top two shows among men and women 55-plus. NBC had the lion's share of teenagers and children 2-11.

Football replay

The National Football League team owners at a winter meeting in Palm Springs, Calif., passed a resolution authorizing use of video replays for next season only. The so-called replay official who would be added to the officiating team will sit in a booth near the press box. The official will watch two monitors, one of the main network feed and one to replay any portion of that feed. The official would have no direct communication with the network covering the game to ask, for example, for a special angle of a particular play. Replays would only be used for certain plays, including possession-type plays (fumbles, receptions) and plays where the question of being out-of-bounds or crossing

the goal line occurs. Plays involving judgment calls by officials, such as clipping or pass interference, would not be subject to replay. The resolution will be reviewed at the end of next season.

Third jewel

ABC has acquired the rights to the Belmont Stakes, the third leg of the Triple Crown of horse racing, to be telecast live June 7. ABC also has rights to the first two Triple Crown races, the Kentucky Derby on May 3, and the Preakness, May 17. This year is the first time any network has had rights to all three races in a single season, ABC said.

Missing credits

Lorimar-Telepictures has begun to air photographs of missing children as part of the closing credits of *The \$1,000,000 Chance of a Lifetime*. The photographs are provided by "Find the Children," a nonprofit corporation formed three years ago by the creators of an NBC movie about missing children, "Adam."

In the vault

Geraldo Rivera will host *The Mystery of Al Capone's Vaults* on April 21 for Tribune Entertainment. The special will culminate with the live prime time telecast of the opening of Capone's 125-foot-long secret vault located beneath the Lexington Hotel in Chicago.

Starring opposite

Gary Imhoff will play the role of "Boris" opposite Milton Berle in *Moscow & Vine*, a new first-run series currently in development by Gaylord Productions. Imhoff's credits include television appearances in such series as *The Walton's* and *Eight is Enough*, as well as a variety of stage roles. Jackie Cooper will direct the series pilot.

Television in print

The relationship between television and art is explored in a new book, "Television," by Chicago artist Miles DeCoster. DeCoster's work was sponsored by Post-Newsweek Stations Inc. and the Washington Project for the Arts, which selected DeCoster as the

winner of their 1984 Artist Fellowship-Residency, established "to motivate a contemporary artist to produce art reflective in some way of this country's unique television system." The book begins with theories of the alphabet, written language and printing, moves to photography, and then traces the growth of television, using historical photographs, newspaper and magazine clippings and a broadcast "text" that chronicles the history of the medium. An edition of 2,500 copies was printed by Concert Typographers in Chicago. DeCoster spent his residency at Post-Newsweek's WJXT(TV) Jacksonville, Fla., and WDIV(TV) Detroit.

The further adventures of Tom Jones

Henry Fielding's character, Tom Jones, is the subject of a television joint venture between American and British firms that the producers hope will attract worldwide investors and audience. The four-film project, to be filmed in England, is backed by U.S. distributor MG/Perin, and Britain's HTV Ltd.

The two have joined forces to produce an updated package of two-hour films that will have windows for pay television, home video and broadcast syndication, in that order. Production costs for each of the four films are estimated at \$2 million. A cast and a director have yet to be named, but production of the first film will begin within six to eight weeks, according to Marvin M. Grieve, president of MG/Perin. Terrence Feely, who wrote the teleplay for ABC's *Mistral's Daughter*, will write the final script.

Grieve said the production will feature both American and British actors. Tom Jones will be British, and an American will be chosen for the female lead. Actors from Germany and France may also be used if distributors from those countries become involved. Currently, MG/Perin has a 25% interest and owns western hemisphere rights, and HTV has a 75% share, with eastern hemisphere rights. Other partners are being sought.

The four episodes will portray the adventures of Tom Jones after the character's appearance some 20 years ago in the Academy Award-winning film of the same name starring Albert Finney.

Feely's first script for the project was written approximately 10 years ago as a half-hour comedy series, Grieve said. An R-rated version will be produced for the cable and home video windows, and a PG version will be made for broadcast, he said.

Grieve said that in their broadcast run, the films will be distributed on a barter basis initially, to be followed by cash or cash-plus-barter runs.

International eyes

Representatives from about 30 countries are expected next month in Montreal at Input '86, the ninth international public television screening conference. Delegates to the gathering will screen some 75 hours of public television programming from around the world and attend discussions on such topics as "public television in progress" and television cultural exchanges.

Product presentation

The Public Broadcasting Service will present a national closed-circuit teleconference on product liability next month, featuring more than 12 panelists representing the legal, legislative and insurance aspects of the subject. Included among them will be Representative John Dingell (D-Mich.). The seminar, called *Product Liability, Weathering the Storm*, will be broadcast live on April 9 (1-5 p.m. NYT) by more than 120 noncommercial television stations. It is one of five teleconferences included in the spring demonstration of PBS's National Narrowcast Service, which delivers video-based education, training and information programming directly to various sites using satellites, microwave and cable technologies.

Captioned soap

March 3 marked another first in the history of closed captioning for the hearing impaired. According to the National Captioning Institute, *Search for Tomorrow*, the long-running soap opera on NBC, became the



"Search" star John Meek and NCI President John Ball

first daytime network program to carry captions. Procter & Gamble, the producer of *Search*, is paying NCI \$1,100 to caption each installment of the daily program. NBC, as it does with other captioned programs in its schedule, is covering the more modest costs of broadcasting the captions.

Partners

Kenny Rogers and producer Andy Friendly have formed a television production company, Kenny Rogers and Andy Friendly Productions, and hope to have product ready for 1987-88 season. Andy Friendly Productions, which recently entered the syndication marketplace with *Rock 'n' Roll Evening News*, distributed by King World, will continue to function as a separate entity.

Second signing

Beginning its second season, *Deaf Mosaic* is a half-hour, monthly television program that explores deafness-related issues and is distributed on the Public Broadcasting Service. It is hosted by a deaf actor and writer, Gilbert Eastman, who uses sign language. A voice-over and open captions are used in addition to the signing. Produced by the department of television, film and photography at Gallaudet College in Washington, each show covers a variety of topics, including profiles of deaf professionals, deaf dancers and poets, and segments on deaf organizations, services, sports, interpreters and life styles.

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3/24/86

Changing Hands

PROPOSED

WCPX-TV Orlando, Fla. □ Sold by Outlet Communications Inc. to First Media Corp. for \$200 million. **Seller** is Providence, R.I.-based group of one AM, three FM's and seven TV's. It was recently purchased by group headed by former chairman Bruce Sundlun and Wesray Corp. ("For the Record," March 10). It recently sold KSAF-TV San Antonio, Tex. ("For the Record," page 116) and KVOR-TV Stockton, Calif. ("In Brief," March 10). **Buyer** is Washington-based group of three AM's and eight FM's principally owned by Richard E. Marriott and family. Marriott is also head of Marriott Co., major hotel and food-service firm. WCPX-TV is CBS affiliate on channel 6, with 74.1 kw visual, 14.8 kw aural and antenna 1,460 feet above average terrain. **Broker:** Howard E. Stark.

KDBC-TV El Paso □ Sold by El Paso Television Co. to United Broadcasting Corp. for \$32 million cash. **Seller** is subsidiary of Evening Post Publishing Co., Charleston, S.C.-based publisher that also owns KOAA-TV Pueblo, Colo., and KIVI-TV Nampa, Idaho. It publishes four newspapers in Maryland and South Carolina. **Buyer** is owned by Michael L. Waddington. It also owns KARK-TV Little Rock, Ark., and WTOK-TV Meridian, Miss. KDBC-TV is CBS affiliate on channel 4 with 100 kw visual, 10 kw aural and antenna 1,563 feet above average terrain.

WIIN(AM)-WFPG(FM) Atlantic City, N.J. □ Sold by Atlantic County Radio Inc. to H&D Wireless Inc. for \$5 million, comprising \$3.5 million cash and remainder note. **Seller** is principally owned by Allan W. Roberts. It has no other broadcast interests. **Buyer** is owned by Joel M. Hartstone and Barry J. Dickstein. It also owns WUHN(AM)-WUPE(FM) Pittsfield, Mass.; WSUB(AM)-WQGN(FM) Groton, Conn.; WDOV(AM)-WDSD(FM) Dover, Del., and has interest in Citadel Communications Co., which owns WVNY-TV Burlington, Vt.; WUTV-TV Buffalo, N.Y., and KCAU-TV Sioux City, Iowa. WIIN is on 1450 khz with 1 kw day and 500 w night. WFPG is on 96.9 mhz with 50 kw and antenna 340 feet above average terrain.

KEZW(AM) Aurora (Denver), Colo. □ Sold by Republic Media Inc. to Group W Radio for approximately \$1.5 to \$2 million. **Seller** is owned by Senator William L. Armstrong (R-Colo.). It has no other broadcast interests. **Buyer** is division of Westinghouse Broadcasting & Cable Inc., subsidiary of Westinghouse Electric. Group W Radio is headed by Richard Harris. Group W bought co-located FM from seller in 1981. KEZW is on 1430 khz full time with 5 kw.

WWWB-AM-FM Jasper, WWR(AM) Russellville and WWWF(AM) Fayette, all Alabama □ Sold by Tri-W Broadcasting Inc. to SIS Sound Inc. for \$737,500 for WWWB-AM-FM, \$212,500 for WWWF and \$125,000 for WWR. **Seller** is principally owned by John H. Bankhead and family. It has no other broadcast interests. **Buyer** is owned by William A. Grant, who also owns WJRD(AM)

Tuscaloosa, Ala., and WDXB(AM) Chattanooga. WWWB is daytimer on 1360 khz with 1 kw. WWWB-FM is on 102.5 mhz with 39 kw and antenna 140 feet above average terrain. WWR is daytimer on 920 khz with 1 kw. WWWF is daytimer on 990 khz with 1 kw.

WPGW-AM-FM Portland, Ind. □ 54.56% of WPGW Inc. sold by Robert C. Brandon and family to Robert A. Weaver and Ronald Brandon and his wife, Joyce, who collectively own rest of stock, for \$261,000. **Sellers** also have interest in WBUT(AM)-WLER(FM) Butler, Pa. **Buyer** Weaver is stations' general manager. Ronald Brandon is son of seller. **Buyers** also have interest in WBUT (AM)-WLER(FM). WPGW is daytimer on 1440 khz with 500 w day. WPGW-FM is on 100.9 mhz with 3 kw and antenna 180 feet above average terrain.

Merger. The media brokerage and consulting firms, James F. O'Grady of Goshen, N.Y., and Media Marketing Associates of Richmond, Va., have merged to form O'Grady Associates. Offices in Richmond and Goshen are now open and a New York office is set to open in April.

WWLX(AM) Lexington, Ala. □ Sold by Prospect Communications to Allen Carwile for \$250,000, comprising \$185,822.02 note and assumption of \$64,177.98 note. **Seller** is owned by Roger W. Wright, who also owns WLLX(FM) Minor Hill, Tenn. **Buyer** is former general manager of WXAL(AM)-WNAN(FM) Demopolis, Ala. WWLX is daytimer on 620 khz with 5 kw.

For other proposed and approved sales see "For the Record," page 116.

TIO gathering. The first general membership meeting of the New York-based Television Information Office will take place at the National Association of Broadcasters convention in Dallas, on opening day, Sunday, April 13. The breakfast meeting will feature a multimedia presentation, "Challenges and Choices," and will focus on the basic values of free, over-the-air television and on broadcasters' involvement in serving their communities. On Monday, April 14, there will be a panel moderated by TIO President Roy Danish, titled "The Home Team Advantage." Station executives will participate in the panel, with a demonstration and discussion of their approaches to community programming. TIO will also sponsor a booth in the west lobby of the convention center, on level 3. Station services managers Hank Levinson and Lynne Grasz will staff the booth, providing details of TIO services and activities.

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Korean programmer reveals ties with Korean government

KTE reverses earlier denial of ties to South Korean government, admits programing, most of which is aired by KSCI-TV, is propaganda

Korean Television Enterprises Inc., a broker of Korean-language broadcast news and entertainment shows that operates out of Los Angeles, has acknowledged that it is wholly owned and financed by the South Korean government and that its programing contains "political propaganda." And KTE indicates that most of the programing it disseminates is aired by KSCI(TV) San Bernardino, Calif.

KTE made the disclosures in documents filed with the Justice Department under the Foreign Agents Registration Act. The filing followed by some five months the denial by a KTE spokesman, Henry Paik, that there was any connection between KTE and the South Korean government. He told the Associated Press that the company was financed by advertising. The registration statement indicates that the South Korean government has provided KTE with \$33,000

a month since 1984 and that the money is for the preparation and dissemination of "political propaganda." It also says that the programs are "for the sole purpose of enhancing patriotism among Korean residents in the U.S."

KSCI, which sells blocs of time to producers of shows in 13 languages, including the Korean broadcasts that are aimed at the 300,000 Korean Americans in southern California, appears to have been the principal recipient of KTE funds—\$135,000 monthly since October 1984. And it has its own problems with the government: a complaint has been filed with the FCC charging the station with violations of the sponsorship identification rule—a charge based on the contention that the South Korean government is the sponsor of the KTE-supplied programs—and suggesting that the commission inquire into whether the station's license should be revoked.

The complaint was filed by the Korea-American Free Press Committee, a Los Angeles-based group affiliated with the Center

for Development Policy of Washington, D.C. (BROADCASTING Oct. 14, 1985). And it was a complaint that the Free Press Committee filed with the Justice Department that led to the filing by KTE of the foreign registration statement. The Free Press Committee, which is represented by the Washington public interest law firm, Media Access Project, had requested a criminal investigation of KTE after finding numerous examples of what it considered one-sided and distorted news programing favorable to the South Korean government. MAP, in a letter to Justice, alleged that KTE was in violation of the Foreign Agents Registration Act.

Although KTE acknowledges that it is owned ultimately by the government of the Republic of Korea—KTE is owned by KBS Enterprises Ltd., which in turn is owned by the Korean Broadcasting System, a government corporation—it says its programing is independent.

The registration statement says that KBS Enterprises "does not exercise any editorial control over the content" of the programs that are produced in the U.S., nor does it control KTE's "production or acquisition of programs produced outside" the U.S. However, MAP, which filed a copy of KTE's foreign registration statement with the FCC, maintains that what it refers to as "KBSE/KTE" falls under the jurisdiction of the South Korean Press Law, which requires overseas broadcast operations to "prepare and submit their overseas broadcast plans on a regular monthly basis to the Minister of Culture and Information for prior approval."

KSCI has denied the allegations that it has violated the commission's sponsorship identification rule. In a letter to the commission in January, the station said KTE is the sponsor of locally produced programs aired on the station, and is identified as such. "Neither KBSE, nor KBS, nor the Korean government exercises control over such programing," the station said. And the commission, the station added, requires identification only of sponsors exercising such control. It also said that it identifies KBS as the sponsor of the programing it provides. But the station said it is unnecessary to identify the government of South Korea as sponsor as well, as the Free Press Committee contends, since "KBS was created by the government of South Korea and is known as a government-invested corporation." The station drew an analogy to the British Broadcasting Corp., which, it said, virtually all Britons know is owned and operated by the British government. Furthermore, KSCI said, it has adopted and implements "detailed procedures for monitoring and controlling its foreign language programs." □

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Lottery drawing lots of attention

Pennsylvania television stations excluded from carrying state lottery are forming coalition to make ping-pong balls public domain

"When is news news—before it happens or after it happens?" That, according to John Kanzius, general manager of WJET-TV Erie, Pa., is the issue in a controversy over whether the Pennsylvania state lottery should be allowed to give exclusivity to the television stations it chooses to air its six-days-a-week drawings.

At the forefront of the controversy is WJET-TV, which aired the lottery until 1978, then lost it to co-located WICU-TV. Kanzius claims that the state's lottery drawings, which are transmitted by satellite, constitute news—and thus should be available to all stations that want to air them. Large lottery kettles generate advance publicity and turn the lottery into a news event, he said. In addition, the lottery is a state-produced program with an advertising budget, said Kanzius. The Lottery Commission spends 75%-78% of its Erie ad budget with WICU-TV, the station that carries the lottery, he said, and favoring one private business over another could constitute restraint of trade.

Planning to meet with WJET-TV Thursday (March 27) are about seven other Pennsylvania television stations that are not carrying the lottery—among them, WTAE-TV Pittsburgh. WTAE-TV also lost the lottery program, on June 30, 1984, and the station's general manager, Fred Barber, said WTAE-TV's Nielsen ratings for the 6-7 p.m. news period "immediately plummeted" (the lottery airs just prior to 7 p.m.), from 17/32 in the May 1984 book to 13/23 in November 1984. Over the same period, the 6-7 p.m. ratings for rival KDKA-TV, which began airing the program, jumped from 19/36 to 25/44, he said.

According to KDKA-TV's general manager, Joe Berwanger, however, the lottery is not necessarily the cause of ratings dominance. He said that at the time his station gained the lottery, it also made changes in its early news, and its 5:30 program, *Wheel of Fortune*, "finally caught hold and grew tremendously." Berwanger said he had hoped to determine whether the lottery added to the station's ratings, but "we muddled the waters too much to even see if there was any growth contributed by the lottery itself." And in spite of the fact that KDKA-TV airs the live Pennsylvania lottery, Berwanger said so many stations report the results "no more than five or 10 seconds behind us" that "when I watch the airwaves, it looks like everybody has it anyhow."

But according to Barber, "There is a tremendous interest in Pennsylvania in seeing the live drawing of the daily lottery, and it's having a significant impact on news ratings in every market in the state." More than half the people in the state play the lottery, he said, and many of them "will watch the news that has the lottery to see the lottery results at the end of it," rather than "seeing their favorite station for news."

To attract viewers, WJET-TV and WTAE-TV have begun airing their own lottery programs, reporting Pennsylvania's daily results as soon as they are aired, when they become public domain. WJET's program, *Double Lotto*, awards money and prizes ranging in value from \$20 to \$3,000. Contestants send postcards to the station, and the winner is selected on each night that the state lottery winner is announced. WTAE-TV's *Lottery Plus* offers viewers two different ways to win. In the first, a postcard is drawn after the three-digit Pennsylvania lottery number is announced. That person wins an amount of money equal to the three-digit number. For the second, a new postcard is drawn, and the three-digit number written on it (chosen

by the contestant) is matched to the Pennsylvania lottery daily winning number. If one digit matches, the person wins \$250; if two are the same, \$500; if three, \$1,000, and if the three match in order, the person wins \$10,000. In addition, if the contestant calls the station within four minutes, the prize winnings are doubled. Barber said his station gives away \$500 prizes often, but has not yet awarded \$10,000. He estimated the station spends \$30,000 a month on its promotional campaign.

But the stations are not satisfied with running their own lottery programs—they feel all Pennsylvania TV stations are entitled to the viewership and advertising dollars that accompany the state's lottery game. Thursday's meeting will provide a forum for the nonlottery stations to discuss their views. Barber said: "I don't think it's a closed issue at all," but declined further comment on the



Chief view. U.S. Supreme Court Chief Justice Warren E. Burger appeared live on the U.S. Information Agency's Worldnet last week to discuss the U.S. Constitution in connection with the bicentennial celebration next year of ratification of that document. Burger, who was interviewed by Paul Duke in the one-hour, interactive program that was broadcast to Western Europe, said the Constitution has served America well over the years because it is a "flexible" document that aids citizens in finding individual liberty and economic opportunity. Among those asking questions of Burger were the president of Finland's supreme court and the president-designate of Italy's. The broadcast was seen in Europe on national television networks and cable television systems. Burger is chairman of the Bicentennial Commission of the U.S. Constitution that is supporting anniversary programs sponsored by the government and private organizations.

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grounds that he didn't want to jeopardize negotiations. Kanzius, who said he has been complaining for three years to the lottery board's representative, a Philadelphia-based public relations firm, Lewis, Gilman & Kynett Inc., hinted that the ad hoc coalition of stations might consider personal visits to state legislators or a restraint-of-trade suit.

LG&K's Ed Mahlman estimated that the

Pennsylvania state lottery spends \$7.5 million yearly on production and on TV, radio and newspaper advertising, with the biggest media budget going to TV. LG&K chooses the stations that air the drawings based on their ratings performance, Mahlman said, and currently airs the program on the top station in each of the state's six designated market areas, reviewing the stations' perfor-

mances at least once a year. "We've had a goal to deliver this show to the greatest number of people possible," he said. Berwanger said his station had been offered the lottery in the mid-70's but its owner, Group W, had a policy at the time that prohibited airing such programs. When company policy changed, said Berwanger, KDKA-TV approached the lottery, which "saw an opportunity for a bigger audience." Berwanger denied that his station receives anywhere near 75% of the lottery's ad revenues. "If we were getting 70% of their ad budget, I'd know about it. It's not nearly that high."

According to Kanzius, over the past three years he has made several proposals to LG&K, including offering to run the lottery, air the drawings on his station and give the advertising payments back to the state as a gift. "We want the program, not the money," he said. But the agency refused, and "keeps shifting the ground," said Kanzius. Kanzius and Barber both believe that the lottery is a definitive factor in the ratings. "Pennsylvania is the only state I know of that has a dominant news station in every single market, and without exception those are the stations that have the daily lottery," Barber said. □

Fifth Estate Quarterly Earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
Anixter Brothers	Second	\$151,299	1	\$4,210	36	\$0.23
Avantek	Fourth	\$65,300	13	\$6,600	14	\$0.34
	Year	\$190,300	20	\$17,700	3	\$0.92
Comcast Corp.	Year	\$117,312	14	\$14,570	20	\$0.70
DDB	Fourth	\$61,243	-1	\$1,654	-59	\$0.29
	Year	\$220,854	2	\$6,057	-31	\$1.06
Lorimar	Second	\$115,548	17	(\$4,111)	NM	(\$0.51)
Malrite Comm.	Fourth	\$23,280	1	\$1,633	30	\$0.13
	Year	\$83,294	8	\$8,828	258	\$0.70
Zenith Electronics	Fourth	\$484,000	—	\$3,600	-68	\$0.16
	Year	\$1,623,700	-5	(\$7,700)	NM	(\$0.33)

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

■ Operating profit for **Anixter Brothers** was \$6.7 million, up 44%. Alan Anixter, chairman of Skokie, Ill.-based communications materials supply company, said: "Although new cable TV system construction has declined, our market penetration is continuing. Furthermore, emphasis has switched from building systems to operating them. Consequently our customers require smaller orders with greater frequency." ■ **Comcast Corp.** said it had charged to operations \$4 million related to company's unsuccessful bid to acquire Storer Communications. Expense had impact of \$2.2 million on both net earnings and on "cash generated from operations," which rose 6% to \$36.1 million. ■ **Doyle Dane Bernbach** said: "Cost containment measures implemented in 1985 limited the increase in operating expenses to 5%, despite a significant increase in interest expense," as result of company's stock repurchase. ■ **Lorimar** had net income in previous year's second quarter of \$8.3 million. Operating income in most recent quarter was \$1.2 million, down 91%. Merv Adelson, chairman and chief executive officer of Lorimar-Telepictures Corp. (merged on Feb. 18), said: "The expected change in operating income during the current six-month period is primarily attributable to our increased television development and production activities, investment in our advertising and home video businesses and the disappointing domestic theatrical performance of *Power*." ■ **Malrite Communications Group** said "total revenue of stations owned and operated... increased 13% and cash flow grew 18%... fourth-quarter revenues were essentially unchanged on a year-to-year basis due to softness in advertising expenditures." ■ **Zenith** had net income of \$63.6 million in 1984. Pre-tax income in fourth quarter of 1985 was \$2.4 million, down 85%, while full-year showed pre-tax loss of \$20.9 million, compared to pre-tax income of \$91.7 million for 1984. Sale of cable products dropped 36% in fourth quarter, to \$16 million, and plunged 64% for full year, to \$66 million. Company reported: "On Feb. 20, 1986, Zenith's leased cable products repair plant in Mexico was damaged by fire. The company is now estimating damages and reviewing alternatives to assure appropriate support for its customers." □

Rubenstein retains PR firm for CPB

Move comes after Weber resignation from communications post

Corporation for Public Broadcasting President Martin Rubenstein has hired a New York public relations firm, Gene Nichols & Associates, to "help restructure" CPB's public information office. The action follows the resignation of CPB's vice president of corporate communications, Ronald Weber, effective April 1. Weber said he was pressured to resign by the CPB board Jan. 29 (although he was publicly reelected to his position during a board meeting Jan. 31). Weber said the board was "not happy with the publicity that [it] had been receiving." Weber was hired July 1, 1985, following the resignation of Ed Pfister, CPB's president, and Linda Dorian, general counsel (BROADCASTING, May 20, 1985), and prior to the election of CPB's new president Jan. 31. CPB Board Chairman Sonia Landau said she had no comment on Weber's departure since it was part of the board's closed "executive session material." Weber said he is considering several job offers, two of which are in the communications field.

Nichols, whose firm served as the public relations agency for the Mutual Broadcasting System when Rubenstein was its president, said that "with funds appropriated by the Congress, CPB exists to serve the public. Commercial broadcasters invariably know where they stand with their constituents—the advertisers, the shareholders and the affiliates." Nichols said that Rubenstein "feels the agency must reach beyond the political and media capitals in order to identify the expectations of public broadcasting's audiences." He plans to increase CPB's visibility and its "accountability as an administrator of the public's time and money." □

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News staffing: size holds steady

Annual RTNDA survey shows little change in numbers from 1984

The size of news staffs at commercial broadcast stations changed little last year, according to a Radio-Television News Directors Association report by Vernon A. Stone, director of the school of journalism at Southern Illinois University and RTNDA's research director. The study estimated that 40,000 worked in broadcast news last year (21,000 in radio and 19,000 in TV) and that 12,000 of them were hired in 1985. Stone also found that "turnover of news personnel was twice as high in radio as in TV."

The 1985 figures reveal a "near standstill for TV news staff" and "marked a leveling off after several years of steady growth," Stone said. A survey of 453 TV news directors showed that a typical station employs a staff of 18 full-time and two part-time news people. Twenty-one percent of all stations reported 36 or more employees while 8% had no news staff. Network affiliates typically carried 20 full-time and two part-time workers. At 26% of the network affiliates there were crews of 21-35, while 24% employed 36 or more. An independent station typically employed one full-timer and one part-timer. There was no news staff at 30% of the independent stations and five or fewer staffers at 40%.

Stations in the top 25 markets had a median 24 full-timers and four part-timers while stations in ADI's 26-50 typically employed 40 full-timers and one part-timer. The largest TV news staffs were in the top 25 markets. In the median figure this fact was "masked by the inclusion of small-staffed independent stations in the pool," said Stone. A major-market network affiliate typically has a 65-person news staff and one part-timer. An affiliate in ADI's 26-50 carried 42 full-timers and two part-timers.

A typical radio station employs a news director, one full-time and one part-time employee, based on the figures provided by 405 responding radio news directors. Eighteen percent of all stations had no full-time news personnel while 37% employed one, 23% employed two, 17% employed three to five and 5% employed six or more.

Last year's radio numbers are about the same as 1984's for small and medium markets but represent a "slight erosion" in large and major markets, according to Stone. A typical major-market radio station had two or three full-time news people and one part-timer. There were two working full-time and one part-time in large markets, one full-time and one part-time in medium markets and one or no full-time and one part-time in small markets.

RTNDA also polled news directors on the

NewsBeat

Issues and impact. CBS News is exploring new approach to documentaries. Idea is to find community confronting issue or issues that might have important and lasting impact. Program would focus both on issue and community and tie two together. "It sounds good, but it's not easy to get that stuff," said CBS News Vice President David Fuchs. "You have to find an issue where there is real conflict and real effect, with some widespread recognizable value." (Hormel meat packing plant strike in Minnesota was cited as that type of story.) He said that commentator Bill Moyers would likely do first such program (with Jon Katz as executive producer) for airing probably by summer. If news brass is pleased with outcome, said Fuchs, similar programs would follow, being rolled into this year's quota of documentaries.

□

Ban lifted. After meeting with CBS News officials who flew to South Africa three weekends ago, South African Minister of Home Affairs Stoffel Botha canceled order requiring three-man CBS news team to leave country. Three were ordered to leave after *CBS Evening News* broadcast footage of mass funeral procession in Alexandra, where cameras had been banned (BROADCASTING, March 10). CBS News officials stressed that footage was acquired from independent source outside South Africa and that in future network would take extra care, "as far as possible [to] insure that material obtained and used by them from whatever source is not tainted with illegality."

□

Jamieson to 'Sunrise.' NBC News correspondent Bob Jamieson will replace Connie Chung on *NBC News at Sunrise*. Chung has taken leave of absence from *Sunrise* broadcasts to do *American Almanac* stories. She will continue to anchor NBC's Saturday evening newscast and news briefs in midweek. Jamieson had substituted frequently for Chung on *Sunrise* over last five months. Future of *Almanac* program is far from secure, however. Weekly premiere has been postponed twice, and network has denied reports that if it were not ready by June it would be scrapped altogether. Network spokesman insisted that place in fall schedule has been reserved for program, while news executives have said they could be ready by early summer. It is also understood that executives are considering renaming *Almanac* to reflect show's harder edge. NBC also confirmed that Robert Chandler, former CBS News producer who took early retirement last year, has been named managing editor of *Almanac*, reporting to executive producer Ed Foughy.

□

Restricted list. Reporters Committee for Freedom of Press says Reagan administration is continuing policy of restricting flow of information to public. Committee, which calls itself news media defense group, has issued updated report of its continuing monitoring of actions by administration and supporters in Congress "to restrict public and press access" to information. Report listed 75 actions, dating back to 1981. Among actions in past year included in report were appointment by Attorney General Edwin Meese III of commission to study distribution of pornography and ways to control it, Justice Department's subpoenaing of audio and videotapes and pictures made by networks and print media in connection with government's investigation of hijacking of TWA plane and resulting hostage crisis in Beirut, and Nuclear Regulatory Commission's adoption of new Sunshine Act rules permitting commissioners to hold secret "gatherings" that are "informational in nature" without giving public notice or keeping transcripts.

turnover rates in broadcast news. The results showed that 20% of the positions in TV news, or five of a station's typical 20 full and part-time employees, were replaced at some time in 1985. A typical network affiliate replaced 19% of its news staff in 1985 while an independent replaced 24%. TV turnover rates were 15% in ADI's 1-25, 14% in ADI's 26-50, 23% in ADI's 51-100, 27% in ADI's 101-150 and 28% in ADI's 151-212.

In radio, the turnover rate of 39% was nearly twice that of TV. By market size the rates were 21% in major markets, 38% in large, 50% in medium and 45% in small.

Among news directors the turnover rate slowed in TV news but increased in radio. A typical TV news director in 1985 had been on the job for 2.2 years, compared to 1.8

years for a typical radio news director. Twelve percent of all TV news directors and 23% of all radio news directors were hired last year. News directors who have been at the same station four to 10 years make up 26% of all TV directors and 24% of radio directors. Eight percent of the news directors in both radio and TV have been on the job for 11 or more years.

Turnover among television anchors was 21% in 1985, a decrease from 25% in 1984. The lowest rate by market was 14% among anchors in ADI's 26-50. The highest rate was 29% in the smallest markets. Radio anchors had an overall turnover rate of 42%, with 26% of those being in major markets, 41% in large, 48% in medium and 41% in small.

□

As compiled by BROADCASTING, March 13 through March 19, 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

■ **WWWB-AM-FM Jasper, WWR(AM) Russellville and WWWF(AM) Fayette, all Alabama** (WWWB(AM): 1360 khz; 1 kw-D; WWWB-FM: 102.5 mhz; 39 kw; HAAT: 140 ft.; WWR(AM): 920 khz; 1 kw-D; WWWF(AM): 990 khz; 1 kw-D)—Seek assignment of license from Tri-W Broadcasting Inc. to SIS Sound Inc. for \$737,500 for WWWB-AM-FM, \$212,500 for WWWF(AM) and \$125,000 for WWR(AM). Seller is principally owned by John H. Bankhead and family. It has no other broadcast interests. Buyer is owned by William A. Grant, who also owns WJRD(AM) Tuscaloosa, Ala., and WDXB(AM)

Chattanooga. Filed March 4.

■ **WCRT(AM) Homewood, Ala. (CP)**—Seeks transfer of control of The Jireh Corp. from John A. Loper and Kenneth Usry (33.3% each before; none after) to Paul M. Pankey for assumption of liabilities. Seller and buyer have no other broadcast interests. Filed March 10.

■ **WPGW-AM-FM Portland, Ind. (AM: 1440 khz; 500 w-D; FM: 100.9 mhz; 3 kw; HAAT: 180 ft.)**—Seeks transfer of control of WPGW Inc. from Robert C. Brandon and family (54.56% before; none after) to Robert A. Weaver and Ronald Brandon and his wife, Joyce, for \$261,000 for stock. Sellers also have interest in WBUT(AM)-WLER(FM) Butler, Pa. Buyer, Weaver, is stations' general manager. Brandon is son of seller. Buyers also have interest in WBUT(AM)-WLER(FM). Filed March 10.

■ **WIIN(AM)-WFGP(FM) Atlantic City (AM: 1450 khz; 1 kw-D; 500 w-N; FM: 96.9 mhz; 50 kw; HAAT: 340 ft.)**—Seeks assignment of license from Atlantic County Radio Inc. to H&D Wireless Inc. for \$5 million, comprising \$3.5 million cash and remainder note. Seller is principally owned by Allan W. Roberts. It has no other broadcast interests. Buyer is owned by Joel M. Hartstone and Barry J. Dickstein. It also owns WUHN(AM)-WUPE(FM) Pittsfield, Mass.; WSUB(AM)-WQGN(FM) Groton, Conn.; WDOV(AM)-WDSD(FM) Dover, Del., and has interest in Citadel Communications Co., which owns WYNY-TV Burlington, Vt.; WUTV-TV Buffalo, N.Y., and KCAU-TV Sioux City, Iowa. Filed March 10.

■ **WPJM(AM) Adamsville, Tenn. (960 khz; 500 w-D)**—Seeks assignment of license from WPJM Inc. to Bible Belt Broadcasting Inc. for approximately \$78,000. Seller is owned by Thomas D. Norton who also owns WEAB(AM) Greer. S.C. Buyer is owned by Bill T. Brown and Bill R. McCall, who have no other broadcast interests. Filed March 11.

■ **KDBC-TV El Paso (ch. 4; CBS; ERP vis. 100 kw; aur. 10 kw; HAAT: 1,563 ft.; ant. height above ground: 410 ft.)**—Seeks assignment of license from El Paso Television Co. to United Broadcasting Corp. for \$32 million cash. Seller is subsidiary of Evening Post Publishing Co., Charleston, N.C.-based publisher and station group which owns KOAA-TV Pueblo, Colo., and KIVI-TV Nampa, Idaho. It publishes four newspapers in Maryland and South Carolina. Buyer is owned by Michael L. Waddington. It also owns KARK-TV Little Rock, Ark., and WTOK-TV Meridian, Miss. Filed March 11.

■ **KSAT-TV San Antonio, Tex. (ch. 12; ABC; ERP vis. 316 kw, aur. 63.2 kw; HAAT: 1,480 ft.; ant. height above ground: 1,505 ft.)**—Seeks assignment of license from Outlet Communications Inc. to H&C Communications Inc. for \$153 million cash. Seller is Providence, R.I.-based group of one AM, three FM's and seven TV's. It was recently purchased by group headed by chairman Bruce Sundlun and Wesray Corp. ("For the Record," March 10). It recently sold KOVR-TV Stockton, Calif. ("In Brief," March 10) and is selling WCPX-TV Orlando, Fla. (see "Changing Hands," page 112). Buyer is Houston-based group of one AM and five TV's, principally owned by Oveta Culp Hobby. Filed March 7.

■ **KLVR(AM) Heber City, Utah (1340 khz; 500 w-D; 250 w-N)**—Seeks assignment of license from Majestic Broadcasting Inc. to Creek Broadcasting Corp. for \$153,838. Seller is owned by Howard Johnson and family. It also owns KSUB(AM)-KSSD(FM) Cedar City, Utah. Buyer is owned by Kathleen Davis and Larry Mahoney, who have no other broadcast interests. Filed March 10.

■ **WVFT-TV Roanoke, Va. (ch. 27; independent; ERP vis. 1m230 kw; aur. 123 kw; HAAT: 2,005 ft.; ant. height above ground: 249 ft.)**—Seeks assignment of license from Roanoke Christian Broadcasting Inc. to Family Group Ltd. V for \$500,000. Seller is headed by Llewellyn L. Fischer. It has no other broadcast interests. Buyer is Tampa, Fla.-based group



Jack F. Satterfield

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Mr Satterfield joins Gammon & Ninowski after 28 years working with the radio and television national sales representative firms of the Katz Agency and Blair Television in New York, Chicago and Philadelphia. Mr. Satterfield recently left Blair Television as Vice President and General Manager of their Philadelphia office. His responsibilities included the hiring and direction of sales staff representing more than 140 television stations, including network affiliated stations and major market independents.

Mr. Satterfield resides in Philadelphia and has a B.S. degree in Journalism from West Virginia University.



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Summary of broadcasting as of February 25, 1986

Service	On Air	CP's	Total *
Commercial AM	4,718	170	4,888
Commercial FM	3,875	419	4,293
Educational FM	1,231	173	1,404
Total Radio	9,824	761	10,585
FM translators	789	444	1,233
Commercial VHF TV	540	23	563
Commercial UHF TV	401	222	623
Educational VHF TV	114	3	117
Educational UHF TV	186	25	211
Total TV	1,241	273	1,514
VHF LPTV	242	74	316
UHF LPTV	141	136	277
Total LPTV	383	210	593
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,336	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

* Note: Due to computer problems, FCC has not and will not release broadcast station totals for November, December or January.

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New Stations

Applications

AM's

■ Oviedo, Fla.—Seminole Broadcasting seeks 880 khz; 10 kw-D; 1 kw-N. Address: C8 2nd St., Urb. El Retiro, Uerbradilas, P.R. 00742. Principal is owned by Idalia Arzuaga, who has no other broadcast interests. Filed Mar. 10.

FM's

■ Dothan, Ala.—Bethany Bible College seeks 91.1 mhz; 100 w; HAAT: 145 ft. Address: 2311 Hedgesville Rd., 36302. Principal is nonprofit institution headed by H.D.

Shuemake, chancellor. Filed March 13.

■ Naugatuck, Conn.—Danbury Community Radio Inc. seeks 91.5 mhz; 1 kw; HAAT: 62 ft. Address: 78 Liberty St., Danbury, Conn. 06810. Principal is headed by David Abrantes, president. It also owns WFAR(FM) Danbury. Filed March 10.

■ Bunnell, Fla.—Meredith Corp. seeks ch. 58; ERP vis. 468 kw; aur. 93.3 kw; HAAT: 303 ft.; ant. height above ground: 297 ft. Address: 1716 Locust St., Des Moines, Iowa 50336. Principal is publicly owned group of eight TV's headed by E.T. Meredith, chairman. Filed March 6.

■ Pennsboro, Fla.—Gadela Christian Church Inc. seeks 88.1 mhz; 100 w; HAAT: 328 ft. Address: 735 N.E. 160th St., North Miami, Fla. 33162. Principal is nonprofit corp. headed by Ernest Vendrell, president. Filed March 13.

■ Millerstown, Ky.—FM 90.1 Inc. seeks 90.1 mhz; 100 kw; HAAT: 385 ft. Address: 13101 Priceville Rd., Upton, Ky. 42784. Principal is educational institution headed by Donald A. Powell. Filed March 10.

Facilities Changes

Applications

AM's

Tendered

■ KUET (710 khz) Black Canyon, Ariz.—Seeks CP to increase day power to 50 kw and increase night power to 4.5 kw. App. March 12.

■ WREF (850 khz) Ridgefield, Calif.—Seeks CP to increase power. App. March 12.

■ WYNS (1160 khz) Leighton, Pa.—Seeks CP to increase day power to 4 kw and make changes in ant. sys. App. March 11.

■ WGFV (1580 khz) Morovis, P.R.—Seeks CP to increase day power to 5 kw. App. March 11.

■ WVVW (1570 khz) St. Mary's, W.Va.—Seeks CP to change freq. to 630 khz; change power to 500 w, and make changes in ant. sys. App. March 11.

Accepted

■ KMDB (760 khz) Thornton, Conn.—Seeks CP to increase power to 1 kw. App. March 12.

■ WFKB (1180 khz) Florence, Ky.—Seeks mod. of lic. to move SL to 7075 Industrial Road, Independence, Ky. App. March 12.

■ KDFM (1500 khz) Doniphan, Mo.—Seeks mod. of lic. to operate by remote control. App. March 17.

■ WHBC (1480 khz) Canton, Ohio—Seeks MP to install new daytime aux. ant. App. March 11.

■ KTAM (1240 khz) Bryan, Tex.—Seeks CP to change TL; reduce power to .38 kw, and make changes in ant. sys. App. March 11.

FM's

Tendered

■ *KSOZ (91.7 mhz) Point Lookout, Mo.—Seeks CP to change TL; change ERP to 14 kw; change HAAT to 768.5 ft., and make changes in ant. sys. App. March 14.

■ *KCLC (89.1 mhz) St. Charles, Mo.—Seeks mod. of CP to change ERP to 25.5 kw and change HAAT to 219.76 ft. App. March 13.

■ *WGCC-FM (90.7 mhz) Batavia, N.Y.—Seeks mod. of CP to change HAAT to 138.09 ft. App. March 13.

■ *KNYD (90.5 mhz) Broken Arrow, Okla.—Seeks mod. of CP to change TL; change HAAT to 1,638 ft., and make changes in ant. sys. App. March 14.

■ *WKCL (91.5 mhz) Ladson, S.C.—Seeks mod. of CP to change TL; change ERP to 11.25 kw, and change HAAT to 306.02 ft. App. March 14.

■ *KCFS (90.1 mhz) Sioux Falls, S.D.—Seeks CP to change freq. to 100.1 mhz and Seeks mod. of CP to 3 kw. App. March 14.

■ *KPFT (90.1 mhz) Houston—Seeks CP to change HAAT to 431.32 ft. App. March 13.

■ *KJVH (89.5 mhz) Longview, Wash.—Seeks mod. of CP to change ERP to .1 kw. App. March 13.

Accepted

■ KDEJ (97.3 mhz) Anchorage—Seeks mod. of CP to change TL and change HAAT to 593 ft. App. March 13.

■ KDKB-FM (93.3 mhz) Mesa, Ariz.—Seeks mod. of lic. to install new transmission sys. App. March 12.

■ KAIO-FM (100.9 mhz) Russellville, Ark.—Seeks mod. of CP to change HAAT to 298.48 ft. and make changes in ant. sys. App. March 13.

■ KDUC (94.3 mhz) Barstow, Calif.—Seeks CP to change TL; change ERP to .35 kw, and change HAAT to 745.22 ft. App. March 13.

■ KWSS (94.5 mhz) Gilroy, Calif.—Seeks mod. of lic. to install new transmission sys. App. March 12.

■ KKGO (105.1 mhz) Los Angeles—Seeks mod. of CP to make changes in aux. ant. sys. App. March 12.

■ KXVR (99.5 mhz) Mountain Pass, Calif.—Seeks mod. of lic. to operate formerly authorized main facilities as aux. App. March 12.

■ KROR-FM (106.9 mhz) Yucca Valley, Calif.—Seeks mod. of CP to change ERP to 4 kw; change HAAT to

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1,371.04 ft., and make changes in ant. sys. App. March 13.

- **WWBA** (107.3 mhz) St. Petersburg, Fla.—Seeks CP to install aux. sys. App. March 14.
- **KMAI** (93.9 mhz) Honolulu—Seeks CP to change TL and change HAAT to minus 143 ft. App. March 11.
- **WYCA** (92.3 mhz) Hammond, Ind.—Seeks CP to change ERP to 50 kw and change HAAT to 492 ft. App. March 11.
- **WYCA** (92.3 mhz) Hammond, Ind.—Seeks CP to install aux. sys. App. March 13.
- **KLVN** (95.9 mhz) Newton, Iowa—Seeks CP to change TL; change ERP to 2.51 kw, and change HAAT to 353.58 ft. App. March 13.
- **WBOX-FM** (92.7 mhz) Varnado, La.—Seeks mod. of CP to change HAAT to 300.45 ft. and make changes in ant. sys. App. March 13.
- **KRZZ-FM** (95.9 mhz) Derby, Kan.—Seeks CP to change ERP to 1.35 kw. App. March 11.
- **WBCN** (104.1 mhz) Boston—Seeks CP to change ERP to 22.4 kw. App. March 13.
- **WOKK** (97.1 mhz) Meridian, Miss.—Seeks CP to make changes in ant. sys.; change TL, and change HAAT to 1,105.36 ft. App. March 13.
- **KZMT** (101.1 mhz) Helena, Mont.—Seeks CP to install aux. sys. App. March 11.
- **KMMR** (100.1 mhz) Malta, Mont.—Seeks CP to change TL and change HAAT to 377.2 ft. App. March 17.
- ***KLYT** (88.3 mhz) Albuquerque, N.M.—Seeks CP to change TL and change HAAT to 1,272 ft. App. March 17.
- **WBFT** (101.7 mhz) Attica, N.Y.—Seeks mod. of lic. to move main SL to 438 East Main Street, Batavia, N.Y. App. March 17.
- **WCDO-FM** (100.9 mhz) Sidney, N.Y.—Seeks CP to change ERP to .94 ft. App. March 17.
- **WCLV** (95.5 mhz) Cleveland—Seeks mod. of CP to make changes in ant. sys. App. March 13.
- **WFCJ** (93.7 mhz) Miamisburg, Ohio—Seeks CP to change HAAT to 492 ft. App. March 11.
- **WIOT** (104.7 mhz) Toledo, Ohio—Seeks mod. of lic. to install new transmission sys. App. March 12.
- **KWVR-FM** (92.1 mhz) Enterprise, Ore.—Seeks mod. of CP to change TL and change HAAT to minus 626 ft. App. March 13.
- **WRFY-FM** (102.5 mhz) Reading, Pa.—Seeks mod. of CP to change ERP to 19.05 kw. App. March 11.
- ***WIDA-FM** (90.5 mhz) Carolina, P.R.—Seeks CP to change HAAT to 1,889.28 ft. and make changes in ant. sys. App. March 17.
- **KTLR-FM** (107.1 mhz) Terrell, Tex.—Seeks CP to change HAAT to 328 ft. App. March 13.
- **WMYX-FM** (99.1 mhz) Milwaukee—Seeks mod. of lic. to install new transmission sys. App. March 12.
- **WEZW** (103.7 mhz) Wauwatosa, Wis.—Seeks CP to install aux. sys. App. March 14.

TV's

Accepted

- ***WUJA** (ch. 58) Caguas, P.R.—Seeks MP to move SL outside community of lic. App. March 13.
- **WART** (ch. 64) Naranjito, P.R.—Seeks MP to change ant. App. March 11.

Actions

AM's

- **WDCQ** (1200 khz) Pine Island Centre, Fla.—Granted app. to operate transmitter by remote control from main SL. Action March 5.
- **KAIM** (870 khz) Honolulu—Denied app. to increase power to 100 kw. Action March 6.
- **WMST** (1150 khz) Mount Sterling, Ky.—Granted app. to add night service with 1 kw; increase day power to 1 kw; install DA-2; change freq. to 1160 khz; change TL, and make changes in ant. sys. Action March 6.
- **WHEZ** (1560 khz) Portage, Mich.—Granted app. to operate transmitter by remote control. Action March 5.
- **WENY** (1230 khz) Elmira, N.Y.—Dismissed app. to change city of lic. to Southport, N.Y.; change freq. to 1200; increase day power to 5 kw; increase night power to 1 kw; install DA-2, and make changes in ant. sys. Action March 6.
- **WTOB** (1380 khz) Winston-Salem, N.C.—Granted app.

to change TL. Action March 11.

- **KBAL** (1410 khz) San Saba, Tex.—Returned app. to increase power to 1 kw. Action March 6.

- **KLVR** (1340 khz) Heber City, Utah—Dismissed app. to change freq. to 1210 khz and increase day power to 5 kw. Action March 7.

FM's

- **KKGO** (105.1 mhz) Los Angeles—Granted app. to install new ant. Action March 7.

- **KROQ-FM** (106.7 mhz) Pasadena, Calif.—Granted app. to move SL to 3500 West Olive, Burbank, Calif. Action Feb. 27.

- **KHIH** (94.7 mhz) Boulder, Colo.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 984 ft. Action March 5.

- ***WSHU** (91.1 mhz) Fairfield, Conn.—Granted app. to change ERP to 12.5 kw; install DA, and change HAAT to 595 ft. Action March 5.

- **WNLT** (95.7 mhz) Clearwater, Fla.—Granted app. to change TL; change HAAT to 606.8 ft., and make changes in ant. sys. Action March 11.

- ***WLPJ** (91.5 mhz) New Port Richey, Fla.—Granted app. to move SL. Action Feb. 27.

- **WSOS** (105.5 mhz) St. Augustine, Fla.—Granted app. to change ERP to 2.27 kw. Action March 5.

- ***WYFS** (89.5 mhz) Savannah, Ga.—Granted app. to move SL. Action March 7.

- ***WKOC** (88.3 mhz) Kankakee, Ill.—Granted app. to change freq. to 89.7 mhz; change TL; change ERP to 35 kw; change HAAT to 413.28 ft., make changes in ant. sys. Action March 5.

- **WGFA-FM** (94.1 mhz) Watseka, Ill.—Granted app. to change ERP to 26 kw. Action March 6.

- **KITR** (101.7 mhz) Creston, Iowa—Granted app. to change ERP to 1.9 kw; change TL, and change HAAT to 393.93 ft. Action March 5.

- **KTWA** (92.7 mhz) Ottumwa, Iowa—Granted app. to change HAAT to 328 ft. Action March 5.

- **KFTS** (101.7 mhz) Fort Scott, Kan.—Granted app. to move SL outside community of lic. Action Feb. 27.

- **WLTI** (93.1 mhz) Detroit—Granted app. to change TL; change ERP to 25.1 kw; change HAAT to 396.88 ft., and make changes in ant. sys. Action March 5.

- **WMUZ** (103.5 mhz) Detroit—Granted app. to install aux. sys. Action Feb. 27.

- **WOSM** (103.1 mhz) Ocean Springs, Miss.—Granted app. to change HAAT to 320 ft. Action March 4.

- **WMFM** (106.3 mhz) Petal, Miss.—Granted app. to move SL outside community of lic. Action Feb. 28.

- ***KNEO** (91.5 mhz) Neosho, Mo.—Granted app. to change HAAT to 73.14 ft. Action March 4.

- **KNIS** (94.7 mhz) Carson City, Nev.—Granted app. to change ERP to 86.6 kw and change HAAT to 2,072 ft. Action March 5.

- **WBLK-FM** (93.7 mhz) Depew, N.Y.—Granted app. to move SL to 712 Main Street, Buffalo, N.Y. Action Feb. 27.

- **WCBS-FM** (101.1 mhz) New York—Returned app. to change HAAT to 1,327 ft. Action March 5.

- **WCDO-FM** (100.9 mhz) Sidney, N.Y.—Dismissed app. to change ERP to .94 kw. Action March 7.

- **WYNT** (95.9 mhz) Upper Sandusky, Ohio—Granted app. to change TL and change HAAT to 298 ft. Action March 7.

- **KYFM** (100.1 mhz) Bartlesville, Okla.—Granted app. to install aux. sys. Action March 4.

- **KMOD-FM** (97.5 mhz) Tulsa, Okla.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 1,326.76 ft. Action March 5.

- **KRAV-FM** (96.5 mhz) Tulsa, Okla.—Granted app. to change TL; change ERP to 96.2 kw, and change HAAT to 1,326.76 ft. Action March 5.

- **KWEN** (95.5 mhz) Tulsa, Okla.—Granted app. to change TL; change ERP to 95.69 kw, and change HAAT to 1,326.76 ft. Action March 4.

- ***KSOR** (90.1 mhz) Ashland, Ore.—Granted app. to change HAAT to 2,658 ft. Action March 5.

- **KEZV** (101.1 mhz) Spearfish, S.D.—Granted app. to change TL and change HAAT to 1,641 ft. Action March 7.

- ***WSMS** (91.7 mhz) Memphis—Returned app. to change TL; change ERP to 12 kw, and change HAAT to 269 ft. Action March 3.

- **KPEZ** (102.3 mhz) Austin, Tex.—Granted app. to change

ERP to 1.32 kw and change HAAT to 450.02 ft. Action March 10.

- **KWCB** (94.3 mhz) Floresville, Tex.—Returned app. to change TL and SL to 1905 10th Street, Floresville and change HAAT to 300 ft. Action March 7.

- **KODA** (99.1 mhz) Houston—Dismissed app. to install aux. sys. Action March 7.

- **KMFM** (104.9 mhz) Premont, Tex.—Granted app. to move SL. Action Feb. 13.

- **KSTV-FM** (105.7 mhz) Stephenville, Tex.—Granted app. to change TL and change HAAT to 492.98 ft. Action March 4.

- ***WJYJ** (90.5 mhz) Fredericksburg, Va.—Dismissed app. to change ERP to 35 kw and change HAAT to 538 ft. Action March 7.

TV's

- **KSCH-TV** (ch. 58) Stockton, Calif.—Dismissed app. to change HAAT to 1,000 ft and change TL. Action Feb. 28.

- ***KNXT** (ch. 49) Visalia, Calif.—Granted app. to change ERP to vis. 2,150 kw, aur. 215 kw; change HAAT to 2,738 ft.; change ant., and change TL. Action March 7.

- **WYMT-TV** (ch. 57) Hazard, Ky.—Granted app. to change ERP to vis. 2,630 kw, aur. 263 kw. Action Feb. 28.

- ***WEKW-TV** (ch. 52) Keene, N.H.—Granted app. to change ERP to vis. 60 kw. Action March 10.

- **WRDG** (ch. 16) Burlington, N.C.—Granted app. to move SL. Action March 10.

- **WKPV** (ch. 20) Ponce, P.R.—Granted app. to change ERP to vis. 100 kw, aur. 10 kw; change HAAT to 849 ft.; change ant., and change TL. Action March 10.

Call Letters

Applications

Call	Sought by
New TV	
WJYS	Jovon Minority Broadcasting Corp., Hammond, Ind.
Existing AM	
WKLR	WCXR Metcom Virginia Associates, Alexandria, Va.

Grants

Call	Assigned to
New AM	
KCZQ	Osage Broadcasting, Camdenton, Mo.
New FM's	
*WBTD	The Board of Trustees of University of Alabama, Muscle Shoals, Ala.
*KIEG	Crested Butte Mountain Educational Radio Inc., Crested Butte, Colo.
*KGTB	Idaho Educational Broadcasting Foundation, Sandpoint, Idaho
*KMJO	Idaho Educational Broadcasting Foundation, Lewiston, Idaho
*KIEO	Great Plains Educational Trust, Yankton, S.D.
New TV's	
*KPTM	Harry J. Pappas, Omaha.
WRBV	Rappahannock Television Broadcasting Inc., Fredericksburg, Va.
Existing AM's	
KVSD	KKOS Tri-Cities Broadcasting Inc., Vista, Calif.
WCZE	WAIT Century Chicago Broadcasting Ltd., Chicago
WWLK	WEAK Lakes Broadcasting, Eddyville, Ky.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General manager: Small market FM, with proven audience/ billing growth in mid-south gulf coast college town. Must be an aggressive, self-starter, planner, organizer, people oriented person. Salary package negotiable. Box B-46.

Deep South full time AM/ soon to have sister FM in need of Sales Manager experienced in all phases of broadcast operation. Earnings potential unlimited to person heavy on individual sales. Only Steady, proven sales/ management record need apply. Reply to Box B-70.

Live and work in paradise! New Colorado mountain AM covers several ski resorts, year-round recreation areas. Needs sales oriented manager, prefer husband-wife team. Proven track records only. No ski bums. Call Jim Slaughter. 404-324-1271.

Wanted: general manager for small market AM/ FM operation. Required buy-in for right individual. Send detailed resume to KWO, Box 727, Sheridan, WY 82801.

Business manager: Mid-Atlantic area combo station seeks degreed accountant, CPA preferred, with minimum five years' experience - including supervision. Responsible for all accounting functions (billing thru financial statements) on computer based system. Competitive salary and benefits package. Send resume and salary requirements to: P.O. Box 725301, Atlanta, GA 30339. EOE.

Selling manager needed for turnaround situation. Outstanding potential, excellent market. Northern midwest. If you are ready for a challenge, this group operator invites your resume, references & letter. Reply to Box B-103. EOE.

Assistant manager for development and promotion. WRTI, Temple University's public FM station seeks experienced, qualified person to manage all fundraising efforts, including coordination of several on-air fund drives each year. Will solicit underwriting and foundation grants from area businesses, sell program guide advertising. Applicant must have 3-5 years' experience, preferably in public radio, bachelor's degree in radio-TV, journalism, or communications. WRTI is a rapidly growing, 20,000 watt, 24-hour jazz formatted station serving America's fourth largest market. Excellent salary and benefits. Submit resume, references, and salary history before April 11, 1986 to: Harry Young, Temple University Personnel Services, Room 203 USB, 1601 N. Broad St., Philadelphia, PA 19122. Equal opportunity, affirmative action employer.

Sales manager: The best opportunity in the Sunbelt. Class C, with high rated CHR, in a \$13 million market. Killers on the make send resume to: Box B-125.

General manager seeking ownership wanted for leading station in small Southern market. Absentee owners want professional who can take charge without close supervision. \$30,000 and 5% of stock per year for five years for successful operation. Must have proven sales experience as manager or sales manager and be prepared to carry high percent of sales. EOE. Box B-117.

Group manager. Strong in AM, sales and administration. Hands-on management. Heavy travel. Challenging opportunity. Established communications company. Sunbelt. Resume to Box B-120.

HELP WANTED SALES

FM on Florida's east coast seeks Williams trained sales person excellent opportunity. Reply Box A-124.

Radio sales. Hilton Head, S.C. AM-FM has immediate opening for sales manager, experienced sales professional, and creative director. Stations have a 60% + market share. Successful only need apply. Send resumes and letters to Tom Harvey, 14 Archer Road, Hilton Head, SC 29928. No Calls. An Equal Opportunity Employer.

Local sales manager: WHPA FM Hollidaysburg-Altoona. Solid radio sales experience and strong leadership required. Resumes to: PO 464, Hollidaysburg, PA 16648.

Sales manager for #1 CHR and #2 Country Station. Excellent sales staff needs proven leader. Call Wally Bolter, KUJY/ KKAZ, Cheyenne, Wyoming 307-632-0551.

Sales manager for Bay area local FM in Walnut Creek, California. Salary, 25% commission plus 10% of total sales. Call Jim Bryan, General Manager 415-944-5275.

Sales manager, sharp midwestern small market. Must be a good sales executive first-looking for managerial opportunity. 816-736-4127.

FM album rocker in scenic northwestern Pennsylvania has immediate opening for aggressive self-motivated retail sales pro. Small market broadcast sales experience required. Opportunity to prove your abilities and become sales manager after 2nd month. Resume and qualifying letter to Box B-85. EOE.

Connecticut AM seeking professional salesperson for suburban AC station. Proven track record. No beginners. Draw against substantial commission. Resume/ references to: George Stevens, WNTY, Box 459, Southington, CT 06489. EEO, M/F.

Growing AOR FM on New England's west coast/Burlington, VT. Seeking experienced account executive, possible advancement to sales manager. Contact Art LaVigne 802-877-6800. EOE.

General sales manager for AM start-up in Little Rock, Arkansas. Ownership potential available. Box B-115

HELP WANTED ANNOUNCERS

Morning personality, who loves on-air, start \$18,000.00 - \$20,000.00, but will consider experience, presentation, professionalism and enthusiasm. Must love prep of show, production and public relations in the community. Send tape and resume to Box 2174, Kettering, OH 45429.

Morning personality to build audience. AC FM at Lake of the Ozarks in Missouri. Send T & R to Ken Birdsong PO Box 225 Osage Beach, MO 65065.

Major market announcer wanted for morning on KOOL, leading east Texas Class C FM area station. Only top talent need apply. If qualified and interested, could also be PD. Serving growing Tyler, Longview markets. Contact Dudley Waller at 214-586-2527. EOE.

FM producer/announcer. WETA FM, a fine arts and information station serving the greater Washington area, seeks a producer/announcer with an excellent working knowledge of classical music and the fine arts. Responsible for regular production of features and programs for local and national distribution and for on-air operation and announcing of classical music shifts. Minimum of two years' professional experience with on-air combo broadcasting. Excellent dictation and flawless pronunciation a must. Audition tape required. EOE. Send resume and tape to: WETA/FM, Post Office Box 2626, Washington, DC 20013, 703-820-6025.

HELP WANTED TECHNICAL

Chief engineer for WIOB/ WNRS. Ann Arbor, Michigan. Must have strong engineering background. Send resume and salary requirements to Ernie Winn, WIOB Radio, P.O. Box 8605, Ann Arbor, MI 48107. 313-662-2881. EOE.

Assistant engineer experienced in high-power FM, AM DA, STLs, RPU, satellite and state of the art audio, needed immediately. General radiotelephone or SBE certification preferred. Steve Boucher, CE, WKIX/W-Lite, Box 12526, Raleigh, NC 27605. 919-851-2711. EOE.

Chief engineer for Los Angeles FM-AM radio stations. Send resume to Box B-122.

Chief engineer for well equipped 3 AM/ 3 FM group in Nebraska/Colorado. Experienced in AM directionals, audio processing, automation, Class C FM, Commission rules & regs. Hands-on, organized, and capable of working with staff and management. Good working conditions, benefits and pay. Resume to Ray Lockhart, KOGA, Box 509, Ogallala, NE 69153.

HELP WANTED NEWS

WBHP Radio in Huntsville, Alabama is the information station in the Tennessee Valley. We are looking for a news director/ anchor. This person must be full of new ideas, have a lot of energy, be able to write clear concise copy, present it in an understandable way, and represent us well with our community newsmakers. This person must also be able to motivate others, manage a newsroom, and most importantly be a people person. If you wish to work for a company that can offer you longevity and an atmosphere where you can grow, Send resume, tape and salary requirements to: Dana Webb, P.O. Box 1230 Huntsville, AL 35807.

WMBD Newswatch! 300,000 metro needs a news pro to join our 15 person AM/ FM/ TV news department as a radio reporter/ anchor. We offer good pay, solid benefits, excellent facilities, the chance to advance. We need a contemporary writer/ reporter/ thinker that lives news and loves to dig. Send tape, resume, writing samples. Duane Wallace, WMBD-AM-TV, 3131 N. University, Peoria, IL 61604. EEO, M/F.

Are you qualified to direct a small professional radio news operation? Can you anchor with a strong delivery combined with sound writing skills? We offer unusual benefits and working conditions. Send resume and salary requirements to J. William Poole, General Manager, WFLS AM-FM, 616 Amelia St., Fredericksburg, VA 22401. EOE.

News and sports director for Temple University's public FM station, WRTI. Responsible for day-to-day operation of newsroom, supervising over 100 students on news/sports staffs, auditioning, critiquing, assigning shifts. Thorough knowledge and experience in news reporting, editing, production and announcing required. Computer skills helpful. Applicant should have 3-5 years' experience, preferably in public radio, Bachelor's degree in journalism, radio-TV, or communications, and ability to teach a basic news course. WRTI is a rapidly growing, 20,000 watt, 24-hour operation; all-jazz format with strong emphasis on news, sports, and information, serving America's fourth largest market. Excellent salary and benefits. Submit resume, references, and salary history before April 11, 1986 to: Harry Young, Temple University Personnel Services, Room 203 USB, 1601 N. Broad St., Philadelphia, PA 19122. Equal opportunity, affirmative action employer.

Experienced news director for Albany metro AM-FM. Strong on-air and news writing talent necessary. Telephone-talk experience helpful. Tape and resume to: Jeff Weber, VP/GM, WKOL and FM 98, P.O. Box 3, Amsterdam, NY 12010. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Program director. Eastern Long Island WWHB seeking PD with radio promotion experience for full service, CHR, FM. Require musically creative program director to anchor afternoon drive, manage on-air staff, direct an effective community oriented promotion campaign. If you are looking for an association with a group of experienced entertainment professionals who promote management from within, send T&R: Paul Simon Music, 1619 Broadway, New York, NY 10019. ATTN: WWHB. EOE.

Writer/producer. Terrific opportunity for creative scriptwriter to assume production of established monthly audio tape series and collaborate on video and other A/V projects. Large trade association in Washington, DC. Complete compensation package. Send resume and writing samples to Box B-92.

Classical and jazz associate producers (WPKF-FM/WPL-FM) Radio Broadcasting Division of the Louisville Free Public Library. B.A. in related field. Demonstrated announcing, production, editing and equipment operating and maintenance skills; professional experience with similar radio production duties; thorough knowledge of classical music (jazz music respectively); familiarity with foreign languages associated with classical music. Audition tape (cassette only) must accompany resume. Deadline: March 31, 1986. Salary \$12,481.56. Respond to: City of Louisville, Dept. of Employee Relations, 609 West Jefferson, Louisville, KY 40202. EOE.

Production manager: Quality Christian radio group has immediate opening for a production manager. Responsibilities include assigning, scheduling, and producing creative commercials and promotional material, monitoring air sound for quality control and directing on-air staff. Individual must possess creative voicing ability, previous production experience, plus an interest in news and issues of importance to the Christian audience. Please send tape, resume and references to Rich Bott, Bott Broadcasting Company, 10841 E. 28th St., Independence, MO 64052.

Assistant manager for programming. WRTI, Temple University's public FM station seeks experienced, qualified person to manage day-to-day programming, supervise fulltime news/sports director, student directors and music announcers. Thorough knowledge of jazz music essential. Must maintain relations with record companies, music clubs, etc. and work with large numbers of students and volunteers. On-air and production experience very helpful. Applicant must have 3-5 years' experience, preferably in public radio, Bachelor's degree in radio-TV, journalism, or Communications. WRTI is a rapidly growing, 20,000 watt, 24-hour station serving America's fourth largest market since 1953. Format is all-jazz with strong emphasis on news, sports and information. Excellent salary and benefits. Submit resume, references, and salary history before April 11, 1986 to: Harry Young, Temple University Personnel Services, Room 203 USB, 1601 N. Broad St., Philadelphia, PA 19122. Equal opportunity, affirmative action employer.

SITUATIONS WANTED MANAGEMENT

Employed, successful general manager seeks buy-in opportunity with aggressive owner. Fifteen years' radio experience - ten in management. Honest, dependable and dedicated radio and family man. Box A-112

17 year manager-successful in all phases, available now. Prefer country-farm oriented. Call 308-532-8444.

General manager: Hands-on shirt sleeve pro with 18 years management experience. Strong on administration, programming and sale. Looking for long term association with reputable medium market station or growing group. Call 215-759-5303 before noon.

General manager/ general sales manager. Major market experience. Former owner. See you at NAB. Al Moll 608-788-8269.

GM/GSM: employed, well-paid, successful GSM seeks good company that wants more. See my 19 year track record and judge or yourself. Box B-110.

Upwardly mobile manager/ NAB panelist April 1986 Dallas NAB, seeks to compare notes privately with broadcasters who have opportunities. Send business card! Box B-108.

Public relations, promotions, GM turnaround experience. Billings from \$5,000 to \$50,000 monthly. Arbitron from .5 to 8.9 (#2 in top 100 market). Value from \$400,000 to \$1,200,000. Box B-111.

Are you an absentee owner with a struggling radio station? Sales problems? Programming problems? My experience with sales, programming and marketing makes me the general manager you need to turn your station around. Send inquiries and needs to: Lee Nye, P.O. Box 1441, Citrus Heights, CA 95611.

Urban general manager. Over 15 years' experience. Major and medium markets. Successful sales, programming, management. Box B-119.

Strong, aggressive, knowledgeable problem solver, just returned from offshore assignment. Want challenge, financial rewards. William Shaw, 704-487-1589.

GM in top 100 market seeking general manager position. 12 years' radio experience. Decisive, mature leader specializing in sales management and training. Promotion, format and bottom line. Increased top 100 market's sales 71% in 1 1/2 years. Decreased expenses 25%. Creative streetfighter willing to provide hard work and energy to create a winning environment. 100% relocatable. All inquiries answered promptly. Box B-118.

SITUATIONS WANTED ANNOUNCERS

Two years' commercial experience in small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Call Dave anytime, 201-777-0749.

Experienced "Baby-Boom" husband/ wife comedy team would like to take cable TV show to radio in urban market. Lots of great concepts, write and perform, grads of NYC Broadcasting School. 201-288-6687.

25 years experience radio/TV. Ten years with same station. Will relocate. Mike 713-777-6471, day/night.

Years of professional experience, all formats. College graduate, speech training, permanent position desired. Bill, 804-253-5889.

Funniest team in America. We get attention and results. Looking for commitment from AC, CHR or AOR winner. WZOU, WPIX, WJOK. Morin and Krantz. 617-566-7028.

SITUATIONS WANTED TECHNICAL

Chief engineer available. Experienced, all phases. Seek years pleasant situation. Written details available. Resume. 305-791-7027.

ENG. OPS. FCC 1st class ticket. 8 years' exp. Avail. Immed. NC sal. neg. Box B-123.

SITUATIONS WANTED NEWS

Experienced sportscaster, who also has solid news background, willing to relocate anywhere in the country. 201-543-2035.

Experienced radio reporter seeks a challenge. Equally adept with general assignment, state house and sports coverage. Call Roy Akers 313-673-2805. Will relocate.

Informed and creative newscaster. Energetic speaker and concise writer with good production skills. For air check tape and resume, contact Roger at 312-477-5427 after 3PM.

Get Stanley Cup hockey coverage from Chicago stadium. Take hard shots at your competition's NHL coverage with phoners, actualities, and wrap-ups that aren't generic but fit your demo and include your calls or slogan. Call 312-453-1829 or write P.O. Box 2055, River Grove, IL 60171. Five years' experience is ready to score listeners from both sides of the border!

News veteran on hiatus seeks position in top 50 market. Awards and commendations will back up my qualifications. All serious replies considered. Box B-109.

Farm reporter/director: Agribusiness. Broad expertise in agriculture world. Worked with and analyzed markets, commodities, and trends. Knows, understands, and can interpret national/international agribusiness happenings as they relate to the business world. Interviewed people in depth on a multitude of subjects. Have experience in workings of agriculture both on a first-hand and world-wide basis. Produced, directed and reported farm programs or 17 years. Box B-100.

News reporter with 2 1/2 years' experience in active, small market operation seeks position in first love - sports reporting. Award winner in that field. Knowledgeable, energetic, straightforward. PBP, color also. Box B-97.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

PD/ music director: 5 years announcing. Ready to advance. Trained in management. Light rock, AC preferred. Small/ medium market. Jim, 615-896-4271.

Seeking stations to run sports on 50-50 commission basis. Play-um Box 315055, Detroit, MI 48231.

TELEVISION

HELP WANTED MANAGEMENT

Wanted: Alive GSM for fast growing independent TV station. Must have independent TV knowledge. Must know how to create sales programs and ongoing training. Must be able to guide LSM. Must have thorough knowledge of TVB. Send complete resume to Box B-58.

Station manager: UHF affiliate in lovely Sunbelt, two-station market seeks aggressive, take charge manager. Must be organizer, motivator, teacher. Send resume to Dewey T. Acker, President, KVCT-TV, POB 1879, Victoria, TX 77902.

Broadcasting/telecommunications director. The Oregon Commission on Public Broadcasting seeks an executive director for the administration and development of the state-licensed television and radio system and related telecommunications activities. Requires minimum five years administrative experience. Application deadline: April 15, 1986. Salary: competitive. Candidates must send complete resume and a 3-page statement of candidate's philosophy regarding public broadcasting to: Alicia Wolfrum, Oregon Commission on Public Broadcasting, 2828 S.W. Front Avenue, Portland, OR 97201. 503-295-6170. An AA/EEO employer.

Assistant controller: Position available with broadcasting division of rapidly growing, publicly held communications corporation headquartered in the heart of the beautiful Finger Lakes region of upstate New York. Responsibilities will include supervision of accounting systems and staff, consolidating and consolidated financial statements, operating budget review and analysis and special projects. Some travel to company's 7 television and 16 radio stations. Candidates should possess 4 year accounting degree and minimum of 5 years accounting experience, preferably with the broadcasting industry. Send resume with salary history in complete confidence to: VP-Controller, Park Communications, Inc., P.O. Box 550, Ithaca, N.Y. 14851.

General sales manager: NBC affiliate in small mid-Atlantic market seeks achievement motivated general sales manager. Excellent opportunity for medium market local sales manager. Please send resume and cover letter outlining sales philosophy. EOE. Box B-101.

General sales manager. CBS affiliate in St. Thomas, United States Virgin Islands, seeks professional manager to oversee and develop sales staffs including rep office in San Juan, Puerto Rico. Spanish/English bilingual ability preferred. Experienced professionals with proven track record only. Resume to Dennis West, Worrell Broadcasting, Inc., P.O. Box 123, Rockford, IL 61105. 815-987-5300. EOE.

General manager of public broadcast TV station. New public TV station (Channel 60) in Rio Grande Valley of Texas (Harlingen). 17 hours daily. Applicant should possess management production and public relation skills-experience in all aspects of operating a TV station is highly desirable. Knowledge of Spanish preferred. Opportunity to develop innovative programming and productions. Competitive salary and fringe benefits. Send cover letter with resume to: Ruben R. Cardenas, Chairman, KMBH, Search Committee, Valley Federal Building, One South Broadway, McAllen, TX 78501.

Business manager: Affiliate in major Southeast Market seeks a hands on individual experienced in all phases of television accounting and computer systems. Needs to have accounting degree and strong supervisory and communications skills. Send resume to Box B-126. An EEO M/F employer.

We are a multifaceted financial services firm establishing a new independent television group. We are looking for general management/general sales management personnel with a strong background in television, preferably in independent television/turnaround or start-up situations. Management personnel attracted by this ad will be comfortable in entrepreneurial endeavors and can reasonably expect to earn significantly above-average rewards for successful performance. Reply in confidence to: Box B-124.

HELP WANTED SALES

Account executive for group-owned NBC affiliate. Television sales experience required in local direct and agency accounts. Resumes to Sales, WCIV, PO Box 10866, Charleston, SC 29411. EOE.

Seeking vendor co-op specialist. We are looking for a vendor specialist who can establish, organize and implement a full service vendor program at our television station. Some of the responsibilities will include: educating retailers to vendor programs, prospecting new vendor clients, making calls with sales staff, and coordinating vendor tapes and brochures. Individual must be outgoing, knowledgeable about vendor programs and have a minimum 1 year experience as a vendor specialist working either for a retail organization or at a television station. Salary, plus commission. Send your resume to: Gerald J. Pelletier, General Sales Manager, WSOE-TV, P.O. Box 34665, Charlotte, NC 28234 or call 704-335-4717. WSOE-TV is an equal opportunity employer. M/F/H.

HELP WANTED TECHNICAL

Senior editor. Washington, DC production/post-production facility seeking editor. Computerized editing, DVE, 1" experience necessary. Box B-5.

Chief engineer. Full power UHF-new plant. Requires extensive UHF transmitter (Harris), studio maintenance experience. Excellent opportunity for asst or maintenance engineer on way up. Contact Bill Barba, DOE, KJTL-TV, 3800 Call Field Rd, Wichita Falls, TX 76308. 817-691-1808. EOE M/F

Assistant chief for PBS station in southwest. Requires BSEET and three years experience, or equivalent combination of education and experience, including major equipment maintenance; valid FCC General Class license. Will maintain equipment, supervise and schedule technical personnel. Salary in mid-twenties. Send resume and names of three professional references to Jim Dryden, KRWG-TV, Box TV22, Las Cruces, NM 88003. Postmark deadline is March 28, 1986. New Mexico State University is an EO/AA employer.

TV engineer, salary \$18,036, two year degree in electronics and at least one year experience in repair and maintenance of electronic equipment. First or General FCC license required. Send resume to: Dr. Oscar Patterson, III, Director of Telecommunications, Pembroke State University, Pembroke, N.C. 28372.

Asst. chief engineer wanted for UHF independent to maintain studio equipment. Must know SONY 3/4" machines. Transmitter experience a plus. Salary min. 20,000. Send resume or call Lamar Gilbert WKCH-TV 109E Churchwell Knoxville, TN. 37917.

Maintenance engineer. Progressive New England network affiliate has an opening for an individual who can contribute to our expanding technical operation. Applicants should have at least 3 years experience in TV broadcast maintenance. Strong troubleshooting skills and ability to work independently a must. Experience with system installation, computer graphics, computer editors, satellite and microwave technology is desirable. Excellent salary and benefits package. Send resume to Steven M. Davis, CE, WPRI-TV, 25 Catamore Blvd., East Providence, RI 02914. EOE/ MF.

Leading major market East Coast production house looking for assistant chief engineer with 3-5 years' experience. Solid background in maintenance. Aggressive compensation and benefits package. If you're qualified, call 215-568-4134, for Dave Culver, General Manager.

Top 50 independent needs maintenance supervisor. TCR-100 experience necessary, transmitter experience a plus. Only qualified people will be notified for interview. Send resume to P.O. Box 59020, Birmingham, AL 35209. EOE.

Assistant chief engineer. Supervise day to day technical operation. Must have two years' technical school or equivalent, five years' engineering supervisory experience in commercial television station. Must have excellent skills in theory and maintenance of broadcast studio and transmitter equipment. Resume to: John Simmons, Chief Engineer, WRBL, Box 270, Columbus, GA 31994. EOE.

Sony 1" editor: Pittsburgh based production facility seeking Sony BVE 5000 1" editor. Must have 3-5 years commercial editing and ADO experience. 4 Sony 1" machines & Ampex 4100 switcher. Send resume to Box B-9.

WCBD-TV, Charleston, S.C. is seeking a TV operations maintenance engineer capable of maintaining TV transmitter, studio and news electronic equipment. General Class FCC license and TV broadcast experience desirable. Send resume to General Manager, WCBD-TV, P.O. Box 879, Charleston, S.C. 29402. EOE M/F.

Maintenance technician wanted at Hollywood post-production facility. Must be willing to work past midnight. Position to be filled by June 2nd. We operate assorted 1-inch tape, Abekas digital recorders, GVG switchers with DVE & ADO, ISC edit systems, Rank telecines with color correction, and Quantel paintbox. Send resume, references, and salary requirements to Chief Engineer, Action Video, 6616 Lexington Avenue, Hollywood, CA 90038.

HELP WANTED NEWS

Executive producer needed for dominant Gulf Coast net affiliate. Aggressive, experienced producer or executive producer with good people skills to work with a number one team. Previous reporting experience required. Contact Rob Dean, News Director, KIII-TV, P.O. Box 6669, Corpus Christi, TX 78411. EOE.

Sports: We're looking for an aggressive sportsperson. Someone who makes sports fun to watch. We're the number one station in the major market. If you're the person we're looking for, rush resume to Box B-47. EOE/M-F.

Central Florida's leading news station is looking for an experienced general assignment reporter. This is a rare opportunity to join an aggressive news operation that's equipped with state-of-the-art equipment, including Ku Satellite technology. Send a resume and non-returnable samples of recent work to: Bob Jordan, WFTV, Box 999, Orlando, FL 32802. No calls, agents, or beginners, please. WFTV is an equal Opportunity Employer.

Co-anchor: KOB-TV, NBC Affiliate, in sunny Albuquerque, NM seeks anchor to complement female anchor. Very aggressive #2 that wants to be #1. State-of-the-art equipment including Newstar Satellite truck. If you are the best with a minimum of 4-5 years TV anchor experience rush tape to Mark Slimp, 4 Broadcast Plaza S.W., Albuquerque, NM 87103. Include salary history. No phone calls. EOE.

Director: We're expanding and looking for the right person to join our team of number one news directors. Ability to switch a must. Post production editing skills desirable. If you're good and want to join an aggressive NBC affiliate with state-of-the-art facilities in a very competitive market, send your resume to: WSVN Personnel, P.O. Box 1118, Miami, FL 33138. EOE.

Weekend co-anchor/reporter. One year on-air experience a minimum, plus solid reporting background. Resume, salary history, tape to Jan Stratton, KSWO-TV, Box 708, Lawton, OK 73502.

Sports reporter-anchor. Minimum 1 year experience in sports reporting. Responsibilities include reporting and weekend sports anchoring. Eng. experience preferred. Send resume, salary history and tape to Jan Stratton, KSWO-TV, Box 708, Lawton, OK 73502.

Weatherpeople: Full and parttime positions for experienced and entry level talent. Resume & tape to: Jeff Wimmer, P.O. Box 1122, Flushing, NY 11354.

Assignment editor: top five market. Must be able learn new market quickly, develop sources and know how to aggressively chase a story. Strong news and writing skills essential. Must be able to manage strong staff of reporters and crews and have thorough knowledge of equipment. Several years' experience required. Send resume and letter with your ideas on how to do the job to Box B-94. EOE.

Weather anchor: The Weather Channel is changing its format to incorporate weather anchors by daypart. Candidates should possess a high degree of credibility and professionalism. Previous on-air experience required. Degree in meteorology or broadcast communications preferred. Send current tape and resume with salary history to: Ray Ban, The Weather Channel, 2840 Mt. Wilkinson Pkwy, Atlanta, GA 30339. EOE.

Co-anchor. CBS affiliate seeking applications for co-anchor for 6pm and 10pm newscasts. Anchor experience necessary. Send resume, tape of present anchor work and reporting and letter detailing your present job duties and explaining briefly your news presentation philosophy, to John Denney, KOLN/KGIN, PO Box 30350, Lincoln, NE 68503. KOLN/KGIN is an equal opportunity employer.

Two immediate openings. EXECUTIVE PRODUCER for 6 newscast. Five years experience. Strong leadership skills. Satellite experience a requirement. ASSIGNMENT EDITOR. Three years experience. Direct a staff of 35. Tapes/resumes to Jim Anderson, P.O. Box 17,000, Jacksonville, FL. 32216. No calls.

Producer, for 6 and 10pm newscasts; experienced; good production skills; familiar with ADO and still-store. Send recent show tape, resume, and letter explaining your present job duties and briefly your newscast philosophy, to John Denney, KOLN/KGIN, PO Box 30350, Lincoln, NE, 68503. KOLN/KGIN is an Equal Opportunity Employer.

News director-WPTF-TV. Build a new daily news operation on NBC affiliate in the fast-growing Raleigh-Durham market! Strong competition. Solid, growing company with application for 2000' tower. Must be self-starter with excellent management and production skills. Send resume and salary requirements to: Bob Wolfe, WPTF-TV, Box 1511, Raleigh, NC 27602.

One-man-band reporter needed to staff bureau in Midwestern medium market. CBS affiliate needs a strong photojournalist who can shoot, edit, and report with the best of them. Successful candidate will have a minimum of 1 year's reporting experience, plus demonstrable photo and editing skills. Resume and tape to Paul Machesky, News Director, KGAN-TV, P.O. Box 3131, Cedar Rapids, IA 52406.

Assignment manager. Wanted: aggressive, hard working person to handle news planning. Creative mind, "can do" attitude, good news judgement and ability to motivate and move the troops are a must. If you are this person, let's talk. Tim Gardner, KTBC-TV, P.O. Box 2223, Austin, TX 78768. 512-476-7777. EOE.

WPXI-TV Pittsburgh needs a director of news programs. Very good director needed for fast paced, graphic intensive ENG news. Ability, leadership and references important. For more information call 412-237-4980. EEO/AA.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Director of Research. KCBS-TV, a CBS owned station in Los Angeles is looking for an individual to analyze and disseminate ratings and demographic data. Develop, perform or contract audience research studies for news, programing, sales and marketing development. Monitor the market impact of new technologies and maintain liaison with CBS television stations and CBS/Broadcast group research. The ONLY candidates to be considered are those who: Have 5-10 years major market experience in broadcast audience research. Have excellent verbal and written communication skills. Must have an undergraduate degree. Graduate degree preferred. Network background helpful. Send resume and salary history to: CBS Placement Office, 7800 Beverly Blvd., Los Angeles, CA 90036. An equal opportunity employer.

Western network affiliate station is seeking qualified production manager. Must have minimum 5 years experience. Important to be experienced in all types of electronic production equipment. Must be a leader and manager. Salary based on experience and knowledge. EOE. J.Herzig, Box 10,000, Reno, NV 89510.

Director: Middle market affiliate with #1 news seeks versatile self-starter. Responsibilities include directing weekend news and commercial production. People skills a must. 2-5 years experience preferred. Resumes to Box B-57. EOE/ MF.

Wanted for major remote production company: Remote unit supervisor. Duties: Coordinate the maintenance and operation of a 45' remote truck. EIC on remote productions, work with clients before and during contracted productions, perform maintenance on television equipment. Remote unit maintenance supervisor. Duties: Maintain all television equipment on 45' remote truck. Must be fully versed in the maintenance of the following equipment: Ampex tape-machines, Grass Valley switchers and terminal equipment, Chyron CG's, Ikegami cameras. Requirements: 4-6 years experience. First Class License or equivalent, must be willing to travel. Contact: Director of Finance, WYES-TV, P.O. Box 24026, New Orleans, LA 70184. No calls please!

Art director. Top 15 VHF Indy has immediate opening. Responsible for administrating 3 person dept and developing on-air/print graphics and sales leave behinds. (We are not a start up). Should have at least 3-5 yrs television design experience and would prefer 1 yr management background. E.O.E. Resumes to: Dept Ad, POB 98828, Tacoma, WA 98499.

Producer, copywriter: Creative individual works well with clients, commercial copywriting experience a necessity. Resume and salary history to Box B-107.

Research director. Top 10 TV market in Sunbelt. Develop research to aid in marketing, promotion and programming of station. Background in statistical analysis, marketing and/or data processing. Communications skills and ability to work ratings and other forms of research. Experience with computers helpful. Send resumes to Box B-78. EOE.

Production manager-cable TV. Excellent opportunity for an experienced, talented individual to become production/operations manager. Self starter with scheduling and personnel management abilities and ability to deal effectively with clients. Any technical background a plus. Best Maine cable TV facilities. Satellite network ad insertion and local origination channel. State Cable is a top 100 MSO. Excellent salary, incentives and benefits. Resume and references to: Personnel Department, Cablecast Div., State Cable TV Corp., 261 State St., Augusta, ME 04330. No phone calls yet.

Promotion director. Wanted: creative self-starter with television production experience. Good writing and organizational skills a must. Send resume and tape to: Director of Broadcast Operations, KCAU-TV, 7th & Douglas Streets, Sioux City, IA 51101. EOE.

CMX editor. One of the nation's leading television production centers seeks videotape editor with CMX experience. Thorough knowledge of television tape, switching, digital effects and audio systems. Secure future with tremendous growth potential for right candidate. Send resume to: Scene Three, Inc., 1813 Eighth Avenue South, Nashville, TN 37203 ANNT: Mike Arnold.

Cameraperson: For nationally syndicated network show and corporate industrial work in N.Y. area. Must have two years experience in non-news, single camera, electronic field production. Responses must include resume, demo reel, and salary history. To: P.O. Box 661, Oyster Bay, NY 11771.

Network information director. Responsible for building viewer awareness of programming on the nine station statewide Nebraska ETV Network and programs distributed regionally and nationally through public television system. Provides oversight for community outreach related to issue-oriented programming. Also responsible for building awareness of and developing materials related to network educational telecommunications functions. Bachelor's in communications, journalism, broadcasting, advertising or related field required. Equivalency considered. \$23,446 minimum. Apply by April 18 to Personnel Coordinator, Nebraska ETV Network, Box 83111, Lincoln, NE 68501. EOE/AA.

Major market production facility seeks experienced CMX editor. Strong creative and technical abilities a must. Heavy emphasis on special effects, including ADO and computer graphics. Send resume and salary history to Box B-116.

Senior graphic artist: Top 10 affiliate has immediate opening for talented & creative television graphic designer with at least 3-5 yrs. experience in design. Must be a strong concept person with unlimited energy. Responsibilities include: news graphics, electronic graphics, print and illustration. Experience with still store and/or Paint Box helpful. Thorough knowledge of print and typography a must. Send slides/samples with resume to: Bob Helsley, Design Manager, WJLA-TV, 4461 Connecticut Ave., N.W., Wash. D.C. 20008 (No phone calls) EOE.

Graphic arts supervisor for PTV station in the beautiful Shenandoah Valley. Need experienced manager for two person shop providing full support for station and outside contract work. Salary DOE and qualifications. Send resume and portfolio to Production Manager, WVPT, Port Republic Road, Harrisonburg, VA 22801. Position closes April 4. EOE.

Director/producer for commercials, E.F.P. remotes, special projects. Hands-on experience in above and in directing, switching, lighting. Need to be creative and able to work with clients and staff. 2 years experience. Resumes only to: Production Manager, 3117 Plaza Drive N.E., Grand Rapids, MI 49505.

SITUATIONS WANTED MANAGEMENT

Promotion Manager: I'm a hard working number 2 person in a 30s market, ready for the responsibilities of running my own department. I'm looking for a management group where team work and the exchange of ideas make the station click. I'm energetic, creative and a risk taker. If those qualities are what you want in a promotion manager, I'd like to talk. Box B-131.

Number one, That's what I'm ready for and where I'll take your ratings if you make me promotion manager. My reel and references can attest to that. Give this #2 person the reins and support tools...and I'll produce solutions, not just spots. Box B-76.

#1 news director who moved to large market to produce wants to return to medium or small market in news management. Team player with no hang-ups. Great track record! Richard Howard 704-552-9594.

SITUATIONS WANTED TECHNICAL

Entry level TV Eng. Eight yrs AM-FM. First phone-hands on and more. Ph Chuck 312-354-3973 703-523-0121.

Experienced radio engineer desires television maintenance, solid background in XMTRS, microwave, digital, and micro computer electronics. H. Roedell, 8163 Avery, Indpls, 317-872-4384, evenings.

SITUATIONS WANTED NEWS

Young, ambitious, good looking Florida U. graduate seeking a position as reporter/ videographer in any market. Has strong shooting skills. Available immediately. Will consider anything. Contact Jay 305-932-2426.

Top network ENG and EFP crews available. BETA-CAM, 1", AND 3/4" equipment packages. Multi-camera or satellite facilities. Production Craft Inc. 312-442-5719.

LA-based anchor, currently network television producer, seeks lead position in quality shop. Top talent available for right situation. 714-671-1297.

Videographer/editor, 3 years' ENG experience. Seeks small-medium news market. West or East Coast preferred. Resume tape available. Bruce Jans, 26092 Serano Ct., ElToro, CA 92630, 714-770-6806.

Top 50 anchor. Our news #1 competitive market. Strong writer, field reporter. Available now. A winner, and our books prove it. Days 214-891-3036 nights 214-492-5749.

Weekend anchor with one year experience looking to move into regular anchor slot or would really like to break into weather. Writing pro with sales and promotional experience. Available real soon. Box B-105.

Young professional meteorologist seeking entry level position. Please contact John Livingston, 2615 Golden Eye Drive, Sandy UT 84092, 801-943-1176.

Hispanic photographer: 3 yrs. experience live remotes, Sony Betacam also, Ikegami. Tape resume ready to go. Gilbert Zermeno 806-359-0615 after 7pm.

Aggressive black male looking for sports reporter or weekend anchor position. Solid journalist. Mike 703-998-0458.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Production assistant. Ambitious young talent with BA in Television Production seeks entry level position with TV or cable company. Professional attitude, excellent organizational skills, can meet deadlines, detail oriented, innovative and creative. Network experience. Relocation is no problem. Currently working for 2nd largest cable system in the country. Box B-62.

No. 2 man at leading production company seeks position as your production manager, producer, or assistant. Experienced in personnel, facilities, scheduling, budgets, bids, contracts, location supervision, clients, post-production, surveys, producing, up-linking. Credits include tele-conferences, sports, news, concerts, specials, etc. for networks, stations, corporations etc. Can definitely help your station or company. Box B-59.

Director-cameraman: Successful freelancer looking to expand clientele. Experienced in sports, ENG, industrial, and commercial productions. Willing to travel. Staff positions considered. 215-828-5152.

Award winning public affairs producer: Currently in top 30 market, seeking Eastern top 20. Excellent writer, on-air presence, management skills. Boston U. degree. I will call you ASAP, please send business card to Box B-106.

Chyron operator. Sports, news, post. Also still store, camera, lighting, EFP. Top 10 market experience. Currently freelance seeking permanent position. Michael 716-483-0506.

Need creative, enthusiastic, dedicated pro working for you? Previously traffic manager/ commercial announcer for NY major market radio station, looking for move into television. Currently telemarketing sales supervisor for national cable television company. Experience - celebrity interviews, writing, acting, some TV production. Seeking position in production, promotion on West Coast. Will stay in NY for right offer. Valerie Mayer 212-874-5300 leave message.

Ambitious college graduate willing to relocate to learn behind the scenes production work at a television station. Call John 516-249-8096.

CMX editor seeking new and challenging position. 3 years on-line editing experience with extensive ADO background. Currently employed. Resume and Tape available. Box B-121.

MISCELLANEOUS

Spring has sprung, and so has activity in the job market! Ideal career opportunities in most areas of television and radio. All levels, all market sizes. Confidential and personalized services. No placement fees. Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476. 813-786-3603.

Primo People now seeking outstanding sportscasters. Must appeal to non-sports fans too! Send tape and resume to Steve Porcelli or Jackie Roe, Box 116, Old Greenwich, CT. 06870-0116. 203-637-3653.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Graduate assistants (4), Miami University, 1986-87, WMUB. Fulltime 30kw NPR affiliate, jazz-news format. Need: 2 reporters/ writers, 1 promotion/ development assistant, 1 programing/ operations assistant. Work toward Master's degree, mass communications. Required: 2.5 GPA, Bachelor's degree. Stipened \$5,000 plus fee waiver. Additional \$1,000 summer '87 stipened probable. Qualified only. No phone calls. Early application necessary. Contact GA Search Committee, WMUB, Miami University, Oxford, OH 45056. AA/ EOE.

Position posting: Broadcast Engineering/Instructor for unique R/TV Department. Department is being funded to strengthen Engineering sequence beginning, Fall, 1986. Starting Salary: \$20,000 - \$25,000 plus excellent fringe benefits, depending on qualifications and experience. Academic Year contract. Position is pending funding approval in March. Instructor will teach half-time in RF-Electronics courses, preparing students to complete SBE and FCC certification exams. Other half-time responsibility will deal with supervision of students in maintenance of R/TV facilities. Successful candidate will have MS or MA in broadcast or electrical engineering and appropriate SBE/FCC certification. BS with extensive professional experience will be considered. Instructor will also fulfill student advising, University and community service requirements of position. Send resume and three letters of reference by April 18, 1986, to: R/TV Search Committee, c/o Office of the Dean, Ohio University - Zanesville, 1425 Newark Road, Zanesville, OH 43701. Ohio University is an equal opportunity/affirmative action employer.

Radio-television news position beginning August 25, 1986. Instructor or Assistant Professor. Masters required, Ph.D. preferred in broadcast journalism. Terminal degree, teaching excellence, creative activity required for tenure. Teach broadcast news production, including newsgathering, writing, reporting, and interviewing. Supervise student activities. Deadline April 18, 1986. Letter of application, current resume, names and addresses of three references to Dr. Dwight Wilhelm, Broadcast & Cinematic Arts, Central Michigan University, Mt. Pleasant, MI 48859. AA/EEO institution.

HELP WANTED FINANCE

Valuation specialist-High visibility, challenging position with D.C.-based financial consulting firm. In-depth knowledge of accounting, finance, computers. MBA and broadcast experience preferred. Send resume and salary history to: Broadcast Investment Analysts, Inc., Box 17307, Washington, DC 20041.

HELP WANTED TECHNICAL

Broadcast engineer:Challenging position with rapidly growing consulting firm specializing in appraisals. Knowledge of RF systems and studio equipment. College degree and experience preferred. Send resume and salary history to: Broadcast Investment Analysts, Inc., Box 17307, Washington, D.C. 20041.

HELP WANTED MANAGEMENT

Director of news services University of Colorado at Denver, CU-Denver is seeking a Director of News Services to assume responsibility for institutional public relations, news media and community relations, publications and internal communications: C.U. Denver is an urban university of approximately 11,000 students, with Colleges and Schools of liberal arts and science, business, education, engineering, music, public affairs, and design and planning. It is one of four campuses of the University of Colorado. The Director of News Services will work closely with other external relations directors, such as alumni relations, development, and legislative relations. A major responsibility will be to develop and direct a comprehensive public relations plan for the campus. Director administers a news services staff of three and will need to aggressively seek out news from within academic programs and research activities on the campus. The position requires a Bachelor's degree and a minimum of five years of broad public relations experience encompassing broadcasting and print media relations, publications, institutional marketing, special events, and speech writing. Strong writing and speaking skills, and the ability to deal effectively with people are necessary. Experience in higher education would be helpful. Salary is commensurate with experience and qualifications. Please submit a letter of application, a support resume, three references and two samples of work including one news release and one example of a marketing brochure by April 11, 1986 to: Dean John M. Ostheimer, Chair, News Services Director Search Committee, University of Colorado at Denver, Box 144, 1100 14th Street, Denver, CO 80202. CU-Denver is an affirmative action/equal opportunity employer.

HELP WANTED SALES

TV systems/equipment sales. We are looking for experienced television sales professionals to sell equipment and systems to television broadcasters. Our company specializes in building complete stations. We also manufacture and distribute discrete products. Extensive travel. Five figure earning potential. Good benefits. Send resume to Broadcast Systems Inc., P.O. Box 15291, Austin, TX, 78761. You may call Don Forbes at 800-531-5232 or 800-252-9792 in Texas for further information.

HELP WANTED NEWS

Writer/editor: Major trade association seeks hands-on editor for weekly newsletters. Must have strong writing/communications background. Send resume, writing samples, salary history to: Box B-113.

SITUATIONS WANTED INSTRUCTION

MA or MBA degree wanted. Broadcast journalism professional, 33, offers more than graduate assistant potential. Communications or business. Hard worker convinced fulltime study's the only way. All ideas considered. Box B-93.

EMPLOYMENT SERVICES

We customize material to get your talent noticed! No placement fees. Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476. 813-786-3603.

INSTRUCTION

Seminars for managers. "How to negotiate more effectively." (17 years experience in the industry, 8 years Dow Jones management committees) Gilbert Faulk, Faulk International, 2 Wall Street, New York, NY 10005, 212-619-5666.

RADIO AND TV PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

MISCELLANEOUS

Professional video services. American Cable, serving your commercial and industrial production needs with quality and efficiency. Contractor's discounts available. 23' mobile studio. 4 Indianapolis-area studios. 750-scan line resolution quality. 3/4" tape format. Call Mary Davidsen for a custom proposal at 317-632-9077.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Irburide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash-highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 404-324-1271.

Wanted: used VHS 3/4", 1 and 2" videotapes. Cash paid for all lengths. No defectives. Call Andy Carpel, 301-845-8888.

RCA MI-11401 loudspeaker (LC-1A speaker in wood cabinet). David Carson, 16 Woodhill Dr, Maplewood, NJ 07040, or call 201-829-2503.

FOR SALE EQUIPMENT

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-884-0888.

Complete FM station, all equipment 1 year old, Harris 2.5K w/ MS-15, Optimod, monitors, 3-bay ERI, Cable, 2 studios, EBS, Call M. Cooper/ Transcom 215-884-0888.

30KW FM, BE-30 w/ FX-30 exciter, spare final (unused), other spares, like new—Call M. Cooper/ Transcom 215-884-0888

5KW & 3.5KW FM: Elcom 605B w/690 (8000 Hrs.) on air mint. McMartin 3.5K w/ exciter (1982) and spares. Call M. Cooper/ Transcom 215-884-0888.

AM-5KW ITA on air w/ proof: Collins 820D1, 1KW---RCA 1N1, 1KW, RCA 1L, Harris SX-1, Call M. Cooper/ Transcom 215-884-0888.

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 404-324-1271.

GE 30kw UHF transmitter. Immediate delivery, good condition. Quality Media 404-324-1271.

Videomedia 1" VTR editor model Z-6000. New. Half price. Bill Kitchen, Quality Media, 404-324-1271.

GE 110 KW UHF transmitter. Townsend exciter, pulsars, ready to go. Quality Media, 404-324-1271.

Over 85 AM & FM transmitters. AM-50KW-10KW-5KW & 1KW FM-15KW-10KW-5KW & 1KW All manufacturers. All inst. books. All our own inventory. See us at NAB, Bescos International, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

Quality broadcast equipment. AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTRs, switchers, film chains, audio, etc. Trade with honest, reliable people; Call Ray LaRue, Custom Electronics Corp. 813-685-2938.

Machine control system: Utah Scientific PLMC-1. Brand new, never used. For use alone or with Utah A/S-1 routing switchers. 3 assignment panels, 2 panels to control 4 VTRs and up to 8-8 function machines. 1 interface for 2-15 function machines. Contact Ted Szyplski, Director of Engineering, WTIC-TV, 203-527-6161.

Ward-Beck intercom— 24 X 24 Squak system. Includes remote panels with microphones, cables, IFB system and patch panel. In operation now. Available March, 1986. Contact Ted Szyplski, Director of Engineering, WTIC-TV, 203-527-6161.

Sony BVP-3 Camera w CA-3 adapter and Fuji 9-126mm lens. Camera is well maintained and in great cond. Approx. 700 hours use. Asking \$20K. 312-442-5719.

Betacam BVW-3 complete field package. Well maintained. \$35K or best offer. 415-386-1100.

Stereo automation system: 24 hr. "walkaway" system. 4 Otari playback decks, Broadcast Electronics racks, BE-16 Controller includes keyboard, audio controller, customer panel and power supply with remote. IGM stereo 48 Instacart with interface to automation. Five years' operation in good condition. New \$63,000, asking \$24,000. Mark Atkinson, TeleVideo Productions, 611 S. Farwell St., Eau Claire, WI 54701, or call 715-834-3471.

Mobile studio. Customized 60 foot tractor trailer unit for live broadcasting. Complete studio on wheels with state-of-the-art equipment. Ideal sales and promotion tool. Call 503-222-9700.

RCA TK-27s, TK-28 and TK-29C. TP-66s, TP-7s, TP-55. Sony 5800/5850/440. HL-79A, TK-76Cs, Grass 1600-7G switcher, Betacams. Chyron 3 and Q-7 character generators. Mirage. HL-79DAL. One inch VTRs. Call Media Concepts 919-977-3600.

60kw UHF RCA TTU-50C transmitter on channel 19 for sale. Removed from service 10/85. Call R.T. Laughridge, 803-776-3600.

Dunbar CBG-2 animation system, excellent condition. 4096 colors. DeJag/Anti-Aliased, 4 Meg Meg-O-Mem board. Drives included. Iomega and CDC removable. Call 215-568-4134.

Ikegami (HL 83) camera with Fuji/extender lens and (BVU 110) with TC in excellent condition. Sold together or separately. Call 212-267-8221.

Lease an automation system: Cut overhead with customized used SMC automations. Low rates. Call 216-499-5221.

Towers: 240' self-supporting tower, \$45,000.00. Call for quotes on your specific design requirements. Dale Hendrix - 215-866-2131 - Holt Technical Services, a division of the Holt Corporation.

Used broadcast TV equipment. Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listing. 213-641-2042.

3/4" evaluate videotape! Guaranteed to look and work as new. Prices Field mini KCS-20 minute cassettes \$6.99, 30 minutes \$9.49, 60 minutes \$12.49. ELCON evaluated, shrink wrapped and delivered free! Master broadcast quality at half the price. Hundreds of thousands sold to professional users. To order call Carpel Video, Inc., collect, 301-845-8888 or toll free 800-238-4300.

(3) 1000 watt Horizontally Polarized Antennas (Phelps-Dodge) plus connecting cables. Can be tuned to your frequency (HP1000-3) Best Offer. KDFM, P.O. Box 2455, Durango, CO 303-247-2240.

BVU 110 3/4" portable with TC card \$5,000.00. New heads, belts, brakes. 3/4" one pass 60 min. \$4.00. 213-876-4055.

CLASSIFIED ADVERTISING IS YOUR BEST BUY . . .

This space could be
working for you for a
very low cost . . . and it
reaches a most
responsive audience.

RADIO
Help Wanted Management

EVEN IF YOU'RE HAPPY...READ THIS!

We're a rapidly expanding broadcast group with existing state of the art #1 facilities throughout the country. We're looking for radio pros who eat sleep and breathe radio.

If you're currently a GM, GSM, PD, Production Director, or Engineer who's interested in joining a progressive broadcast company intent on being the best, we would like to talk to you.

Please contact us in advance of the Dallas NAB Convention April 12-16. Send resume and salary history in confidence to: Box B-114.

Help Wanted Announcers

Voice of America

International Radio Broadcaster (Spanish)

The Voice of America, the International Radio Broadcasting service of the Federal Government, seeks candidates for positions as International Radio Broadcaster (Spanish). Salaries range from \$26,381 to \$31,655 per annum (based on experience and prior earnings). These Washington, DC based positions require at least two years work experience in the field of radio broadcasting or journalism in which the Spanish language was used. Work must have included writing, editing, and/or voicing broadcast material. Applicants must have good writing skills in both Spanish and English. A written examination and voice audition are required. Discover new creative freedom with the Voice of America.

Interested candidates must submit a resume or standard form 171 (Federal Application Form), to the Voice of America, Office of Personnel, Room 1192, 330 Independence Ave., SW, Washington, DC 20547, ATTN: VRG-1. (SF 171 may be obtained from any US Office of Personnel Management regional office or by calling 202-485-8117.)

The Voice of America is an equal opportunity employer and a part of the United States Information Agency.

Help Wanted News

FOREIGN CORRESPONDENT

International broadcast news organization seeks correspondent for bureau in Pakistan. Bureau covers Afghanistan war, South Asia and Islamic affairs with stress on in-depth features rather than spot news.

Qualifications:

American citizen willing to travel in region; academic or journalistic background in Near Eastern/South affairs; previous journalistic experience — print or broadcast; clear, simple writing style; at least one regional language (Dari/Farsi, Urdu, Pushtu or Arabic) or readiness to take language training.

Starting salary \$35,000 - 40,000 with hardship allowance, home leave, company housing, R & R trips.

Send detailed resume and writing samples to Dept. B at:

Box B-112.

E.O.E. M/F

U.S. Citizenship Required

**ASSISTANT
RADIO STATION
MANAGER**

Loyola University of Chicago has a challenging position available as an assistant radio station manager in our radio station. The chosen candidate will assist the General Manager in maintaining daily radio operations and supervising students in radio on-air/production responsibilities. Requirements include commercial and non-commercial radio experience with related technical skills. Good communication and organizational skills are essential. Relevant Bachelor's Degree is desired.

We offer an excellent location, salary and benefits package including free evening school tuition. Please submit resume, including salary history and requirement, to the Personnel Office by April 11, 1986.

LOYOLA
UNIVERSITY
820 N. Michigan
Chicago, IL 60611
equal opportunity employer m/f/h

Creating Original Programming for Cable TV.

Cable television now reaches over 30% of America's households—and the ever growing number of stations available on new cable TV stations has created a huge need as well as a viable market for original programming. This basic how-to manual edited for the NFLCP, will take you step-by-step through the fascinating world of cable TV programming. Representatives of cable companies, programming services, producers and a communications attorney explain the ins and outs of how to create programming for cable TV. They discuss who the participants are in this new enterprise; the role of advertising on cable TV programming; suggest program sources; provide an overview of copyright and royalty issues; and show the way from producing to distributing original programming. The role of access and independent producers is examined and a glossary of terms has been provided. 175 pages, index, glossary.

0-86729-043-9. \$29.95.

Please send me _____ copies of **Creating Original Programming for Cable TV.** My payment in the amount of _____ is enclosed. (Payment must accompany order.) Mastercard and Visa accepted.

**Broadcasting Book Division
1735 DeSales Street, N.W.
Washington, D.C. 20036**

Name _____
Address _____
City _____
State _____
Zip _____

Situations Wanted Management

RADIO EXECUTIVE

I would like to build a radio group from the ground up or manage your medium to large market radio station. Former station owner, successful broadcaster, excellent track record and references. Presently employed. Write in confidence to Box B-87.

Situations Wanted Programing, Production, Others

MAJOR MARKET PROGRAMMER

Ready to go to bat in your medium or major market! I've programmed full and limited service AM/FM stations with proven success for industry leader. My experience includes talent development, promotion, budgets, news and sports, computers, union negotiations, production, plus can handle an airshift. Top flight references, presentation tape and resume ready for your consideration. Box B-127.

For Fast Action Use BROADCASTING'S Classified Advertising

TELEVISION Help Wanted Management

AFFILIATE REGIONAL MANAGER

The National Broadcasting Company, a leader in entertainment and communications, has an exciting position available in Affiliate Relations.

As Regional Manager, you will be responsible for servicing affiliated stations, analyzing local station performance and securing optimum station clearances.

Qualified candidates should have 3+ years of station-related experience including knowledge of station operations, programming, sales and clearances. You must have strong interpersonal skills and have a working knowledge of ratings systems (NTI, NSI and ARB).

NBC offers a highly competitive salary and comprehensive benefits package. For immediate consideration, please forward your resume, including salary history, in confidence to: Debra Tausendfreund, Suite 1631.



NBC
30 Rockefeller Plaza
New York, N.Y. 10020

NBC is an equal opportunity employer m/f

Help Wanted Sales

TELEVISION EQUIPMENT SALES

Major television equipment manufacturer who is expanding is looking for sales representatives. Familiarity with television equipment, along with a proven track record in sales, is required. Excellent benefits. Travel is required. Salary commensurate with experience. Reply in confidence to Box B-73.

REGIONAL SALES REPRESENTATIVE

Fortune 500 Company Subsidiary; leader in the industry; producing station ID's, sales and production libraries, music commercials and television commercials, has opening for sales representative.

Candidates must have successful track record in radio and TV sales, advertising agency sales, or related fields. Position requires extensive travel. Company provides excellent salary, commission plan, plus company automobile, full expenses and outstanding benefits.

Please send resume and salary history to: Jack Adkins, VP/Director Human Resources, Media General Broadcast Services, Inc., 2714 Union Avenue Extended, Memphis, TN 38112. EOE, M/F.



TV SYNDICATION SALES MAJOR TERRITORY AVAILABLE

■ MIDWEST ■

Female/male experienced in TV syndication or TV station sales.

- Self starter
- Ability to think on feet
- Base plus commissions

Please reply in writing to:
Mr. Dick Joliffe
VP, National Sales Mgr.

Republic Pictures Corporation
12636 Beatrice Street
P.O. Box 66930
Los Angeles, CA 90066-0930
213-306-4040

Help Wanted Programing, Production, Others

SPECIAL PROJECTS PRODUCER

Energetic, creative, versatile producer who specializes in whistles and bells production. Must have very strong background in sports, but also be able to produce a daily game show, and public affairs documentaries. Work for one of America's most aggressive stations in America's most liveable city. Send tapes and resumes to Mr. Mark Barash, Program Director/Operations Manager, WPXI-TV, P.O. Box 1100, Pittsburgh, PA 15230. EEO/AA.

PRODUCER TOP 30 MARKET

Seeks experienced professional to produce early newscast. Aggressive staff, state of the art facilities. Send resume to Box B-129. An EEOC employer, M/F.

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

PROMOTION PRODUCER

Nashville's broadcast innovator seeks highly motivated, super creative writer-producer with two to three years' experience. Heavy news promotion background a plus. Send cover letter detailing qualifications, tape, resume & writing samples to: Promotion Manager, WTVF, 474 James Robertson Pkwy., Nashville, TN 37219. No phone calls, please! An EEOC employer, M/F.

Help Wanted Technical



**MAINTENANCE
TECHNICIANS**
Florida Opportunity

WXFL, Channel. 8 Tampa, Florida has two excellent positions available in our Engineering Department for Broadcast Maintenance Technicians to perform all levels of maintenance for broadcast electronic equipment including digital, analog and microwave equipment. Duties will include installation of electronics equipment as required. We require a minimum of 3 years broadcast electronic experience, FCC license desired but not required. We seek self-motivated individuals capable of working with a minimum of supervision.

In addition to our desirable Florida West coast location, we offer a competitive salary and benefits. Send resume to:

Personnel Department
MEDIA GENERAL
BROADCAST GROUP
817 E. Washington St.
Tampa, FL 33602

an equal opportunity employer M/F
NO PHONE CALLS PLEASE

MAINTENANCE TECHNICIAN

WBAL-TV, CBS in Baltimore, has an opening for a MAINTENANCE TECHNICIAN. Familiarity with operation and maintenance of television broadcast equipment necessary. Must have hands-on experience trouble-shooting and maintaining audio, video equipment, tape machines, cameras and digital systems. FCC license and SBE certification desirable.

Qualified candidates are invited to submit a resume to:

3800 Hopper Avenue
Baltimore, Maryland 21211
Engineering Department
An Equal Opportunity Employer, M/F.

**Help Wanted Technical
Continued**

Talented Engineers

A Fortune 500 company located in the Santa Clara Valley is currently seeking the following engineering pros:

Broadcast Engineer

You will work with Norpak on the development, testing and installation of the VBI equipment for company network. This will involve supervising an RF test engineer and a diagnostic programmer. At least seven years' experience in the design and installation of television broadcast equipment with emphasis on VBI technology required.

RF Engineer

You should be familiar with antenna design, RF amplifiers, tuners and VBI equipment. You will be responsible for testing and evaluation of the VBI reception in several metropolitan areas. This will involve assisting in the selection and possible redesign of the VBI insertion, transmission, and reception equipment including design of the receiver's antenna and front end. Five years' minimum experience in design, installation, and maintenance of equipment in the TV broadcast industry required.

Send resumes to Box B-91, BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036. EOE.

**TECHNICAL DIRECTOR/
CHIEF ENGINEER**

Take-charge person for major market multi-channel ITFS system including studio, transmitters, repeaters earth station, microwave links. Responsible for technical/maintenance staff supervision. Will direct and assist staff in problem resolution, establishment of performance standards and meeting FCC requirements. Representation at public and industry meetings. Minimum 7 years of hands-on broadcasters/ITFS experience with similar equipment/facilities. FCC General Class license. Tech school graduate or equivalent—college degree a plus. Good written, verbal and interpersonal communication skills—a must.

Immediate opening. Excellent benefits. Salary commensurate with experience. Equal opportunity employer. Box B-86.

Help Wanted News

McHugh and Hoffman, Inc. is looking for broadcast professionals to fill these current positions at our client stations:

**MIDDLE MARKET
WEATHERCASTER**

Must have at least 2 years experience in television meteorology and strong earth science background.

**MEDIUM MARKET
PRODUCER AND EXEC. PRODUCER**

Must have at least 2-3 years line producing experience plus people management skills. Strong writing and editorial background a must.

SEND RESUME AND TAPES TO:

McHugh and Hoffman, Inc.
3970 Chain Bridge Road
Fairfax, Virginia 22030

HEALTH REPORTER

Southern city seeking experienced health/medicine reporter. Top 30 market. Send resume to Box B-130. An EEOC employer, M/F.

ALLIED FIELDS

Help Wanted Sales

sales

ACCOUNT EXECUTIVE COMMUNICATIONS FINANCE

Communications Finance is the Equipment Finance Group of Heller Financial, Inc., and specializes in producing a broad range of financial services including leveraged buy-outs and refinancing to the radio, television and cable television industry. We have an excellent opportunity available for an individual to work on new business development and existing accounts on a nationwide basis.

The qualified candidate will have strong communication skills gained in the marketplace, plus a solid understanding of industry trends and financing needs. Prior experience in the marketing of commercial financial services may also qualify. BS in Accounting or Finance coupled with strong presentation and organizational skills is also required.

Now is the time to join a leader in an industry that is expanding at a rapid pace. Heller provides an outstanding compensation program including incentive opportunities. For consideration, send a resume and earnings history in strictest confidence, to: Dept. 316, Heller Financial, Incorporated, 105 W. Adams, Chicago, IL 60603. Equal Opportunity Employer M/F/H.



Heller Financial

Help Wanted Instruction

TELECOMMUNICATIONS FACULTY

Radio instructor for professionally-oriented radio and TV degree programs. Responsible for radio production, announcing, news reporting, mass media, radio-TV writing, management courses, and radio internship. Must have appropriate commercial radio station experience, thorough knowledge of applicable FCC rules and regs and of former FCC 3rd class license requirements; BA degree, MA preferred. TV production experience a plus. West Windsor campus houses public radio station WWFM, state-of-the-art radio and TV facilities and 5 meter TVRO satellite earth station. Tenure track, excellent benefits. Salary negotiable. Applications from minorities are encouraged. Send resume, academic transcripts and non-returnable audition tapes by April 17 to: Mercer County Community College, Personnel Services, Dept. GS, P.O. Box B, Trenton, NJ 08690. AA/EEOE, M/F.

Employment Services



MediaLine clients heard about these new jobs last week: major market reporter, medium market weather personality, small market sports anchor, special projects producer in a 30's market, a reporter in an entry level market, a photographer in a 50's market, and dozens more. Details from MediaLine 312-855-6799.

Consultants

- ☐ Negotiations
- ☐ Sales and Acquisitions
- ☐ Labor Relations
- ☐ Postal
- ☐ Telecommunications
- ☐ Distribution
- ☐ International Opportunities
- ☐ Governmental Relations
- ☐ Seminars
- ☐ Real Estate
- ☐ Settlement of Company Disputes

Faulk International

Gilbert Faulk
17 years of Industry Experience
8 Years of Service on Dow Jones
Management Committee
2 Wall Street — New York, NY 10005
212 — 619-5666

ACCOUNT EXECs NEEDED

How often have you heard the expression—"If you're good, you can write your own ticket?" This particularly applies to radio sales personnel. NATIONAL, the nation's leading radio placement service, receives more job orders for qualified sales people than we are able to fill. If you are ready for a move, let NATIONAL help. For complete confidential details and registration form, enclose \$1 postage and handling to: NATIONAL BROADCAST TALENT COORDINATORS, DEPT. B., PO BOX 20551, BIRMINGHAM, AL 35216, 205-822-9144-ACT NOW!

SAVE TIME!!

Computerize
your logs and billing!
Runs on Commodore 64 or 128. For TV,
radio, cable. In use in major market.
415-457-0303.

Programing



Lum and Abner Are Back

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

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

For Fast Action Use BROADCASTING'S Classified Advertising

For Sale Stations

"TWENTY YEARS EXPERIENCE GOES INTO EVERY SALE"

H.B. La Rue, Media Broker

Radio TV CATV Appraisals

West Coast

44 Montgomery St. #500
San Francisco, CA 94104
415 434-1750

East Coast

500 East 77th St. #1909
New York, N.Y. 10021
212 288-0737

Atlanta

6201 Powers Ferry Rd., #455
Atlanta, GA 30339
404 956-0673 Hal Gore, V.P.

Top 100 Market
West Coast
Class C FM/AM
Excellent Cash Flow
\$3.5 million

Fulltime AM/FM
West Texas Medium Market
\$1.5 million
Terms available

NF&A

Norman Fischer & Associates, Inc.
Media Brokerage Appraisals
Management Consultants
1209 Parkway Austin, Texas 78703 (512) 476-9457

901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
"Specializing In Sunbelt Broadcast Properties"
5050 Poplar - Suite 1135 - Memphis, Tn. 38157

POWERHOUSE IN THE SOUTHWEST

AM/FM combo, asking \$3-million-plus terms. Contact Jerry Dennon/The Montcalm Corporation. 206-622-6236.

SOUTHWEST FM

Stand Alone FM - serves pop. of @ 50,000.
State-of-the-art. Solid ratings and good revenue. Asking \$650,000 with \$180,000 down.
Contact Bill Whitley 214-680-2807.

For Sale Stations Continued

Location	Size	Type	Price	Terms	Contact	Phone
Plains	Met	AM/FM	\$2000K	Terms	Peter Stromquist	(818) 366-2554
CA	Met	FM	\$1250K	\$400K	Jim Mergen	(818) 366-2554
WY	Med	AM/FM	\$1200K	\$175K	David LaFrance	(303) 234-0405
ME	Sm	AM/FM	\$800K	Terms	Ron Hickman	(401) 423-1271
OK	Med	FM	\$650K	\$180K	Bill Whitley	(214) 680-2807
KA	Sm	FM	\$600K	Terms	Bill Lytle	(816) 941-3733
NB	Med	FM	\$500K	Terms	Bill Lytle	(816) 941-3733
KA	Sub	FM	\$450K	\$150K	Bill Lochman	(816) 941-3733
WY	Sm	AM	\$425K	\$75K	Greg Merrill	(816) 941-3733
UT	Met	AM	\$325K	Terms	Greg Merrill	(816) 941-3733

For information on these properties, please contact the Associate shown. For information on other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 8425 Dunwoody Place, Atlanta, GA 30338. 404-998-1100.



OKLAHOMA CITY FULL-POWER UHF TV

**LOW PRICE
EXCELLENT TERMS**

**FT. WORTH TEXAS
LPTV
EXCELLENT COVERAGE
GOOD TERMS**

**Bill Kitchen
(404)324-1271**



**Quality Media
Corporation**

RARE RADIO MERGER OPPORTUNITY

Contact me only if you are the principal of a company with sufficient assets to do a stock/cash deal in excess of \$50 million. This middle market regional group of FMs, AMs and related valuable real estate holdings is poised for major expansion of facilities, acquisitions and applications (with 10 year goal of achieving \$250 million value). These are prime long-established, uniquely successful stations with enviable distinguished reputation and acceptance. Aging owner wants merger partner with vision, deep pockets, and commitment to my talented management team as a separate, expanding entity that can grow to America's #1 middle market group. Box B-102.

- 100,000 watts. North West Coastal California. \$1.9 million
- AM/FM in central Minnesota. \$340,000. Terms
- AM/FM in south central Ohio. \$390,000. Terms.
- AM/FM in Nebraska. \$1.3 million. Terms.
- More than 80 radio and 20 TV and TV CPs from Puerto Rico to Guam including several combos and class C stations. Call to get on our mailing list.
- Buying or selling, see us at NAB in Dallas. By appointment only.

**BUSINESS BROKER ASSOCIATES
615-756-7635, 24 hours**

A RARE OPPORTUNITY

Unlike other stations listed for sale, here is your opportunity to purchase an AM/FM that is on top of its market in every way. Established, good reputation, includes real estate, excellent equipment, programming, prosperous, and potential. Growing Midwest market. Owner retiring. Bargain at \$700,000 cash. Qualified buyers only. Send qualifications, no brokers. Box B-104.

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

DO YOU BELIEVE

The "professionals" who say buying an AM station is the kiss of death...OR...are you more interested in making money. We have several Southern New England AM stations available to make money for the right owner.

Call Bob Kimel or Mike Rice 203-423-1767

8 Driscoll Dr., St. Albans, VT 05478
802-524-5963

TV CP's For Sale

- Lake Ozark, MO & Great Bend, KS.
- Large, growing LPTV markets.
- Full Comm'l UHF - top 43rd ADI plus others.

**D.R. Stimble Associates
417-739-4869**

NORTHERN NEVADA

Top FM station in growth market. Positive cash flow, price \$598,000. Terms. Great opportunity. P.O. Box 7040, Salt Lake City, UT 84107.

FOR SALE UHF INDEPENDENT

Medium size SW market

COMMUNICATION RESOURCES
6539 E. 31st St. Suite 6 Tulsa, OK 74145
TOM BELCHER (918) 665-9484

**TEXAS UHF TV CP
FULL POWER
ONLY INDEPENDENT
IN GROWING MARKET
CO-VENTURE DESIRED
BOX B-95.**

UHF-TV/NETWORK AFFILIATE

with 2 satellite stations located in western growth market. Asking \$6 million on terms.

Contact Brian Cobb
202-822-8913

or
Corky Cartwright
619-346-0742



R.A. Marshall & Co.

Media Investment Analysts & Brokers
Bob Marshall, President

In addition to media brokerage, we have complete facilities for appraisals. If you need either a simple letter appraisal or complete fair market value appraisal, we have a qualified professional staff to assist you.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252

AM-FM,	MO	\$550,000
AM-FM,	MO	\$1 Million
AM-FM,	OK	\$475,000
FM, "C",	OK	\$2.25 Mil.
AM-FM,	AR	\$350,000
FM, "A",	AR	\$225,000

Terms to Qualified Buyers

Ralph E. Meador, Media Brokers,
P.O. Box 36, Lexington, MO 64067,
816-259-2544.

Randy Meador, 816-455-0001.

SUNBELT TV

CP for first religious station in 84th ADI market. Over 540,000 population. Asking \$180,000. Terms. Phone 318-377-8855.

LOOKING FOR A STATION?

512/327-9570

JAMAR RICE CO.

Media Brokerage & Appraisals

110 Wild Basin Rd. # 245 • Austin, TX 78746

Ski Resort Cable TV Station

5 years established operation
Summit County, Colorado
Serves Breckenridge, Keystone, Arapahoe Basin, Dillon & Silverthorne, Colorado
Growing too fast for present owners.
Dedicated aggressive staff; in-house production facility.
Call Tom Foster 303-453-1492
or Reply; KRTN TV, P.O. Box 848, Breckenridge, CO 80424.

OWNER WILL FINANCE DOWN PAYMENT

Southeast suburban fulltimer priced at \$550,000 with 1985 cash flow of \$75,000. Down payment owner financed INTEREST FREE. Must be experienced broadcaster. Mr. Williams. 404-396-4970.

**FULL TIME AM & FM
IN MICHIGAN
NETWORK AFFILIATION
& DETROIT TIGERS
BOX B-99**

Southwest Class C FM

Number one ARB in growth market.
Good cash-flow potential
Box B-96.

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Cash, check, or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be 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, \$18.00 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All others classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80.00 per inch. Situations Wanted (personal ads): \$50.00 per inch. All other classifications: \$100.00 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space, Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media

Wallace Dunlap, senior VP, Washington office, Group W, will retire June 30. He will be succeeded by **Gerald Udwin**, VP, Washington administration, Group W, since 1982. Dunlap joined Group W in 1962 as sales manager for KDKA-TV Pittsburgh. He has also held posts at



Dunlap



Udwin

Westinghouse Broadcasting's KWTZ(AM) Philadelphia and KDKA(AM) Pittsburgh. Following his retirement, Dunlap will consult in broadcast management and government relations, with Group W as principal client. Udwin joined Group W in 1961. In 1967, he moved to Washington news bureau for Group W's radio and television stations. He was bureau chief from 1977 to 1982. That same year he joined Washington administration office as VP.



Nesbitt

G. Alan Nesbitt, news director, Capital Cities/ABC's WPVI-TV Philadelphia, joins co-owned WTVD(TV) Durham, N.C., as president and general manager. He succeeds Paul Bures, named general manager of co-owned KTRK-TV Houston ("Fates & Fortunes," March 3).

Terrence Connelly, VP, television news, Taft Broadcasting Co., Cincinnati, since 1980, joins WCPO-TV Cincinnati as general manager. He succeeds Robert Regalbuto, who joined KSTP-TV Minneapolis-St. Paul in February ("Fates & Fortunes," Feb. 17). **J.B. Chase**, general sales manager, WCPO-TV, named assistant general manager.

Jerry Schnacke, general manager, WJIK(AM)-WBIZ(FM) Eau Claire, Wis., joins KMNS(AM)-KSEZ(FM) Sioux City, Iowa, as general manager.

Douglas W. Brown Jr., VP and general manager, WCCO-AM-TV and WLTE(FM) Minneapolis, joins Legacy Broadcasting, Los Angeles, as VP, group operations. Legacy was formed recently by Carl Hirsch and Robert F.X. Silberman, and is in process of purchasing KJOI(FM) Los Angeles, KDWB-AM-FM Minneapolis, WLLZ(FM) Detroit and KHOW(AM)-KPKE(FM) Denver.

John Williams, general manager, WPSD-TV Paducah, Ky., named VP and general manager.

Steve Korn, assistant VP, deputy general counsel, Turner Broadcasting, Atlanta, named VP, deputy general counsel.

Ted Ferguson, president, North American Communications Research, joins KTAL-TV Shreveport, La., as general manager.

Eugene Romano, program director, WZZO(FM) Bethlehem, Pa., named assistant station manager, programming.

Richard Kurshner, senior contract attorney, business affairs, NBC, New York, named business affairs director.

Suzanne Smith Sorknes, assistant secretary, KING-TV Seattle, named VP, legal affairs.

Sidney Tishler, director of telecommunications, Maryland Public Television, Owings Mills, Md., resigns to become independent communications consultant.

Marketing



Noble

John Noble, executive VP, creative director, Doyle Dane Bernbach, New York, named executive VP and executive creative director, DDB/New York.

Richard Mercer, associate creative director, McCann-Erickson, New York, named senior VP.

Elected VP's, BBDO, N.Y.: **Melissa Goldsmith**, assistant director of program development; **Geralyn Grasso**, media systems supervisor; **Donald Kennedy**, media supervisor, and **Frances Weisberger**, planning supervisor.

Benjamin Colarossi, chief executive officer and creative director, Ross Roy/Colarossi Inc., joins Young & Rubicam, New York, as president of its Cato Johnson subsidiary, advertising sales promotion and design company.

George Guimaraes, president, Ketchum Advertising, Pittsburgh, joins Young & Rubicam, New York, as senior vice president and director of business development.

Claire Simpson, VP, programming, United States Satellite Broadcasting, joins McCann-Erickson, New York, as director of Coca-Cola national broadcast.

John Timothy, senior VP, Albert Jay Rosenthal, New York, joins Plummer Associates/DHB, New York, division of Ted Bates, as executive VP and management supervisor.

Penny Plueckhahn and **James Wilson**, VP's, management supervisors, Tracy-Locke, Dal-

las, named senior VP's, management supervisors.

Pat Kidd, account supervisor, and **Roddy Freeman**, assistant group media director, Cunningham & Walsh, New York, named VP's.

Sam Moore, national sales manager, WKEF-TV Dayton, Ohio, resigns to become president of Moore Advertising Inc., Cincinnati.

James Slone, from Cox Cable, Tucson, Ariz., joins Katz Radio, Atlanta, as account executive. **Curtis Carroll**, from KOB-AM-FM Albuquerque, N.M., joins Katz Radio, Dallas, as account executive. **Edward Ortell**, account executive, Blair Television, Chicago, joins Katz American Television there as account executive.

Jayne Zenaty, manager of media research, Leo Burnett U.S.A., named director of media research.

Mirta Jara, research analyst, Group W Radio, New York, named research manager.

Appointments, TeleRep: **Dennis Leonard**, account executive, Atlanta, to manager, Cleveland office; **Judy Carden**, account executive, T team, Detroit, to team manager, and **Gary Harbison**, account executive, R team, to team

**PUT YOUR
CAREER IN
SHERLEE'S
HANDS**



After years as the top news recruiter in broadcasting, Sherlee Barish has branched out as a personal manager.

She can help news people find their next position and then keep an eye on their careers for all the right moves in the future.

You can have her do what you can't always do on your own: Get a new position now and set a career plan for tomorrow. Call her.

Sherlee Barish & Associates

Broadcast Personnel, Inc.

200 West 57 Street
New York City 10019

212/977-3580

manager.

Appointments, Barkley & Evergreen, Shawnee Mission, Kan.: **Brian Brooker**, copywriter and producer, Bernstein-Rein Advertising, Kansas City, Mo., to copywriter; **Sallie Gleason**, from Southwest Missouri State University, Springfield, Mo., to account coordinator; **Jan Kimball**, associate partner, New Product Marketing Consultants, Overland Park, Kan., to account supervisor, and **Patricia Nelson**, from Bryant, Lahey & Barnes Advertising, Kansas City, Mo., to administrative assistant.

Appointments, McGavren Guild Radio: **Michelle Robinson**, account executive, Seattle, to sales manager; **Corkey Murray**, media director, Marx Corp., Denver, to regional radio specialist there, and **Andrea Simon**, account executive, KLIF(AM) Dallas-KPLX(FM) Fort Worth, to account executive, research manager, Dallas.

Appointments, Katz Independent Television: **Charles Beeson**, account executive, Chicago, to manager, Detroit office; **Jill Javurek**, member of lancers sales research team, New York, to research analyst; **Reeni Anderson**, senior media buyer, Foote, Cone & Belding, Los Angeles, to account executive, Los Angeles, and **Diane Branz**, sales assistant, St. Louis, to account executive there.

Marcus Chang, from Campbell-Ewald, Detroit, joins W.B. Doner there as copywriter.

Marsha Peterson, sales manager, Dallas office, CBS Radio Representatives, named sales manager, newly opened Houston office.

Jennifer Owensby, recent graduate, University of North Carolina, Chapel Hill, N.C., joins Siddall, Matus & Coughler, Richmond, Va., as copywriter.

Judith Monosson, planning supervisor, Quinn & Johnson/BBDO, Boston, named associate media director. **Beth Guzzi**, account coordinator, Quinn & Johnson/BBDO, Boston, named assistant account executive.

Robert Ryals, from D'Arcy Masius Benton & Bowles, Atlanta, joins Arbitron there as account executive, advertiser-agency radio sales.

Dana George, buying assistant, Foote, Cone & Belding, San Francisco, named buyer.

Diane Winlock, from *Daily-Press/Times-Herald*, Newport News, Va., joins WVEC-TV Hampton, Va., as director of marketing.

Kenneth Beedle, from Blair Television, Minneapolis, joins KOKH-TV Oklahoma City as general sales manager.

Thomas Callahan, general sales manager, KMOX(AM) St. Louis, assumes additional duties as general sales manager of co-owned KHTR(FM) there. **Rich Gray**, sales manager, KHTR, named national sales manager for both stations.

John Scott, national sales manager, KSBY-TV San Luis Obispo, Calif., named general sales manager.

Kevin Le Roux, general sales manager, WTOV-TV Wheeling, W. Va., joins KCRG-TV Cedar Rapids, Iowa, as general sales manager.

Gerald Liss, general manager and general sales manager, WDLZ(TV) Miami, joins WHNS-TV Asheville, N.C., as general sales manager.

Ray Hunt, local sales manager, WXIN(TV) Indianapolis, named general sales manager. **Dennis Christine Jr.**, local-regional sales manager, WHNS-TV Greenville, S.C., joins WXIN as national sales manager.

Tim Siegel, account executive, WZZM-TV Grand Rapids, Mich., named national sales manager.

William Fine, national sales manager, WCVB-TV Boston, named local sales manager. **Andrew Hoffman**, account executive, WCVB-TV, succeeds Fine.

Tim Crumley, account executive, WSOC-TV Charlotte, N.C., named national sales manager. **Marye Pat Philemon**, personnel director, WSOC-TV, named account executive.

Kay Marikos, director of research and marketing, WPLG(TV) Miami, joins Marshall Marketing & Communications, Pittsburgh, as director of retail services.

Maire Mason, national sales manager, WCBS-FM New York, named retail sales manager.

Nancy Dobrow, account executive, WCBS-FM, succeeds Mason.

Steve Scollard, national sales manager, KRRT(TV) Kerrville, Tex., named local sales manager.

Frederic Hamilton Jr., executive VP, Griffin, Hamilton & Thompson, Baltimore, joins WLIF-FM there as co-op sales manager. **Michael Gonick**, assistant broadcast manager, Bambergers Department Stores, Newark, N.J., joins WLIF-FM as account executive.

Donna Rosen, account executive, WMMM(AM) Westport, Conn., named sales manager.

Tim Tucker, retail marketing manager, WIL-AM-FM St. Louis, named local sales manager.

Barbara Ravinett, account executive, MMT, New York, joins WALK-AM-FM Patchogue, N.Y., as local sales manager.

Chuck Holdridge, account executive, KSBY-TV San Luis Obispo, Calif., named local sales manager.

Lee Hubby, account executive, KAYI-FM Tulsa, Okla., named regional sales manager.

John LeFeber, from WAIT(AM)-WLOO(FM) Chicago, joins WLS(AM)-WYFZ(FM) there as account executive.

Lawrence Slon, account executive, WXEX-TV Petersburg, Va., retires. He has been with station since 1955, and served in various capacities including general sales manager and acting general manager.

Randy Broadus, from Indiana Pacers, Indianapolis, and **David Lebow**, from WBCS-AM-FM Milwaukee, join KPWR-FM Los Angeles as account executives.

Kim Stanek, sales manager, WOKY(AM) Milwaukee, joins KOAA-TV Colorado Springs as account executive.

Don O'Brien, general sales manager, WHCT-TV Hartford, Conn., and **Rebecca Vidaud**, account executive, WPLG(TV) Miami, join WFSB-TV Hartford, Conn., as account executives.

Programing

Eric Frankel, director of pay TV marketing,

Warner Bros. Television, New York, named VP, marketing, East Coast activities. **Stanley Solson**, VP, pay TV marketing, Warner Bros. TV, named VP, pay TV sales and administration.

Mary Alice Dwyer-Dobbin, VP, programing, Lifetime Cable Network, New York, joins ABC Entertainment there as VP, daytime programs, East Coast.



Dwyer-Dobbin



Symes

John Symes, executive director, comedy programing, Paramount Network Television, Los Angeles, named VP, current programing, responsible for programing on all of Paramount's ongoing network and cable series.

John Fitzgerald, chief financial officer and controller, RKO General, New York, joins Satori Entertainment there as chief financial officer.

Gregory Cascante, executive VP, chief operating officer, Producers Sales Organization, Santa Monica, Calif., programing syndicator, named president.

Regina Dantas, VP, program acquisitions, Metromedia Producers Corp., joins Hal Roach Studios, New York, as senior VP, international marketing and acquisitions.

Bill Rassmussen, communications consultant, Naples, Fla., and founder of Entertainment and Sports Programing Network, has been employed by Big Ten Conference, Schaumburg, Ill., to develop and coordinate in-house control of distribution of television rights to 1986-87 Big 10 conference college basketball games. Conference had previously had one-year deal with Lorimar Sports as syndicator.

Bob Apter, director of administration and financial controls, ABC Sports, New York, named VP, administration and financial controls.

Rich Hoffman, director, management information systems, Embassy Television, Los Angeles, named VP, management information systems.

Jack Donahue, Western division sales manager, Tribune Entertainment, Los Angeles, joins Orbis Communications, television syndication firm there, as Western regional sales manager.

Appointments, Lifetime, New York: **Karen Campbell**, sales administration coordinator, to manager of sales administration; **Marlan Caracciolo**, assistant to VP, sponsorship sales, to sponsorship sales coordinator; **Robert Bazer**, from Doyle Dane Bernbach, New York, and **Alan Bolno**, from Spencer Sports Marketing Services, to account executives.

Nick Wilkinson, casting director, Goodman Theater, Chicago, joins ABC Entertainment,

York, as supervisor, casting, East Coast.

Dale Brooks and **Ron DeLorenzo**, account executives, KRDO-TV Colorado Springs, resign to form Summit Sports and Entertainment, programing syndication firm in Colorado Springs.

Bobbee Gabelman, associate director of programing, Petry Inc., New York, joins MMT Marketing there as director of programing.

Pamela Dedrick, from KTCA-TV St. Paul, Minn., resigns to form own production firm, Windflower Productions, Burnsville, Minn.

Linda Rosenbaum, associate director, business affairs, Hanna-Barbera Productions, Hollywood, named director of business affairs.

Susan Berkley, reporter, Shadow Traffic, New York traffic news programing service, named executive director/programing.

Janice Ginsberg, radio reporter, *Billboard* magazine, New York, joins DIR Broadcasting, New York radio program and production firm owned by Lorimar-Telepictures, as producer, *Success In America*.

Bob Neil, operations manager, WYAY(FM) Gainesville, Ga., assumes additional duties as program consultant for parent Katz Broadcasting Co.

Harry Young, assistant program director, CBN Cable, Virginia Beach, Va., named program director.

Andy Bickel, program director, WIBC(AM) Indianapolis, joins KLZZ-FM San Diego in same capacity.

Walter Pinto, program director, WWYZ(FM) Waterbury, Conn., joins WHYN(AM) Springfield, Mass., in same capacity.

Rick Rodriguez, commercial production supervisor, Dynamic Cablevision of Florida, Hialeah, Fla., named program manager.

Tommy Hawkins, sports director and anchor, KABC(AM) Los Angeles, resigns.

Bruce Fox, program director, WKXW(FM) Trenton, N.J., joins WMGK(FM) Philadelphia as production director.

Michael Beck, producer manager and executive producer, KTZZ-TV Seattle, joins KOMO-TV there as production manager.

Carroll (Beano) Cook, sports commentator, WHTX(FM) Pittsburgh, and former college football sports commentator for ABC Sports, joins ESPN, Bristol, Conn., as college football commentator for *SportsCenter*.

Newsweek Stations there as Washington bureau chief.



Dunkel

news, London, named producer, Washington.

Pat O'Brien, host, *At the Half*, CBS Sports, named West Coast correspondent, *CBS Morning News*. **Erin Moriarty**, from WMAQ-TV Chicago, joins *CBS Morning News* as consumer reporter.

John Ydstie, senior editor, *Morning Edition*, National Public Radio, Washington, named executive producer. **Ellen McDonnell**, staff member, *Morning Edition*, named senior producer.

Kirk Winkler, news director, KTVK(TV) Phoenix, joins KETV(TV) Omaha as news director.

Henry Chu, executive news producer, WKBW-TV Buffalo, N.Y., joins KTVV(TV) Austin, Tex., as news director.

Tom Butler, news director, WPSD-TV Paducah, Ky., named VP, news. **Johanna Comisak Rhodes**, assistant news director, succeeds Butler.

Tim Larson, 11 p.m. news producer, WDIV(TV) Detroit, named executive news producer. **Anne Thompson**, from KSDK-TV St. Louis, joins WDIV(TV) as general assignment and consumer reporter.

Savitri Belizaire, assistant producer, WHSV-TV Harrisburg, Va., joins WEYI-TV Flint, Mich., as assignment editor.

Patrick Curry, assignment editor, WTMJ-TV Milwaukee, joins WMAQ-TV Chicago as a.m. assignment editor. **Eric Eifrig**, writer-producer, WXYZ-TV Detroit, joins WMAQ-TV in same capacity.

Andrea Bear, executive news producer, WLS-TV Chicago, joins WVEC-TV Hampton, Va., as coordinating producer, news.

Lisa Callahan, morning news anchor, WPOC(FM) Baltimore, joins WLIF(FM) there as afternoon news anchor.

Appointments, WEAR-TV Pensacola, Fla.: **Ana Garcia**, anchor-reporter, WCJB(TV) Gainesville, Fla., to weekend anchor-reporter; **J. Ronald Krauss**, assistant news director, noncommercial WUFT(TV) Gainesville, to news producer, and **Becky Ozburn**, weekend anchor, to assignment editor.

Teresa Joy, news director and co-anchor, KCBY-TV Coos Bay, Ore., joins KXJB-TV Fargo, N.D., as co-anchor.

Sandra Maas, reporter, KSBY-TV San Luis Obispo, Calif., named weekend anchor. **Roger Wallace**, sports producer-reporter, WXL(TV) Tampa-St. Petersburg, Fla., joins KSBY-TV as weekend sports anchor-reporter. **Jason Bishop**, 5 p.m. news producer, KWCH-TV Wichita, Kan., joins KSBY-TV as producer, *Action News Hour*.

Henry Marcotte, morning anchor, WRC(AM) Washington, joins WTZA-TV Kingston, N.Y., as morning anchor.

Jim Badger, anchor-producer, WSIL-TV Harrisburg, Ill., joins WANE-TV Fort Wayne, Ind., as reporter.

Bruce Aune, from WILX-TV Lansing, Mich., joins KCRG-TV Cedar Rapids, Iowa, as co-anchor.

Chris Curlis, meteorological assistant, WRC-TV Washington, joins WVVA-TV Bluefield, W.Va., as meteorologist.

Cindy Wine, from KOPA-FM Scottsdale, Ariz., joins KKLT(FM) Phoenix as anchor.

Technology

Art Sterman, chief engineer, KABC(AM)-KLOS(FM) Los Angeles, retired March 14. He had been with stations since 1961, and with ABC-owned stations since 1945.

J. Larry Bradner, general manager, broadband communications, Scientific-Atlanta, Atlanta, named VP.

Craig Chambers, general manager, affiliate relations, Western division, Group W Satellite Communications, Seattle, joins Satellite TV Systems, Bellevue, Wash., as president. Satellite TV Systems, affiliated with Summit Communications, sells, installs and main-

News and Public Affairs

Appointments, United Press International: **Janet Bass**, reporter, Madison, Wis., named Madison bureau manager; **Royal Brightbill**, Shreveport, La., bureau manager, to New Orleans bureau manager, succeeding **Ellen Debenport**, resigned; **Rodney Boshart**, agriculture reporter, UPI, Des Moines, Iowa, to Davenport, Iowa, bureau manager.

Albert Reyes, director, on-air promotion, NBC Radio, New York, named producer, special programs, NBC Radio News.

Tina Galland, host and executive producer, Voice of America, Washington, joins Post-

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tains satellite television systems.

Roger Henley, chief financial officer, Netcom, Burbank, Calif.-based satellite transmission company, elected to board of directors.

John Pillow, sales manager, Spectradyn, Dallas, named divisional sales manager.

Rob Ringle, independent consultant, joins Pallace Inc., Silver Spring, Md.-based advertising agency specializing in electronic hardware and computer software companies, as creative director.

Chris Anderson, freelance audio engineer, Boston, joins Production Masters Inc., Pittsburgh audio and video production facility, as audio engineer.

Richard Goebel, from Rockwell International, Downers Grove, Ill., joins California Microwave, Sunnyvale, Calif., as Central regional sales engineer, digital products.

Michael Sterba, director, transponder services, American Satellite Co., New York, joins Satellite Gateway Communications there as major accounts representative.

Herbert Lyons, assistant chief engineer, WANE-TV Fort Wayne, Ind., named chief engineer.

Promotion and PR

Thomas Eidson, executive VP, Hill & Knowlton, Los Angeles, named head of firm's national operations.

Bruce Breslau, general manager, Frank Gari Productions, Greenwich, Conn., resigns to form Bruce Breslau Creative Inc., marketing, promotion and production company based in Bayside, N.Y.

Craig Miller, promotion manager, KPTV(TV) Portland, Ore., joins KRLD-TV Dallas as advertising and promotion manager.

Richard Fordham, news director, WCBD-TV Charleston, S.C., named director of newly formed creative services department.

Scott Vacek, from WXYZ-TV Detroit, joins MVP Communications, Troy, Mich.-based broadcast visual communications firm, as member of production staff.

Sally Salisbury, promotion director, WXFL(TV) Tampa-St. Petersburg, Fla., resigns to become independent broadcast marketing and advertising specialist.

David Horowitz, from Rogers & Cowan, has been named president of newly established Entertainment Public Relations Group of Lorimar-Telepictures-owned advertising agency Bozell, Jacobs, Kenyon & Eckhardt Inc. Division will handle financial and corporate public relations.

Shelley Hobson, director of marketing, WDSU-TV New Orleans, joins WBZ-TV Boston as creative services director.

Jan Kramer, director of creative services, Muzak, New York, unit of Group W, joins Group W's WINS(AM) there as advertising and promotion manager.

Mark Doyal, assistant promotion manager, WLNS-TV Lansing, Mich., named promotion manager.

Allied Fields

Appointments, Media Research Group, A.C. Nielsen, New York: **John Dimling**, group director of planning and development, to senior VP, director of marketing national services and member of board of directors; **David Harkness**, director of marketing, Nielsen HomeVideo Index, to senior VP; **Susan Whiting**, manager of administration and sales development, **Michael Chico**, Southwest regional manager, Nielsen Station Index, and **David Stepp**, account executive, to VP's.

Robert Branson, attorney, Policy and Rules Division, Mass Media Bureau, FCC, Washington, joins National Association of Broadcasters there as member of legal department.

Michael Lareau, president and chief executive officer, Grace Broadcasting, Southfield, Mich., and **Steven Berger**, VP, radio, Nationwide Communications, New York, named to executive committee, Radio Advertising Bureau, New York. They will fill vacancies created by recent radio mergers and acquisitions. Staff appointments, RAB: **Robert Felice**, senior account executive, WBNR(AM) Beacon, N.Y.-WSPK(FM) Poughkeepsie, N.Y., to territory manager, member service division; **Michelle Duggan**, assistant retail timebuyer, Hanes, Newark, N.J., to account executive, and **Irv Michaels**, collections manager, Archer Carrier Systems, New York, to same capacity.

In reorganization of California offices of law firm of Farrow, Schidhouse & Wilson, firm's Sacramento office has been closed, with that business to be handled out of its Oakland office. New Los Angeles office is being established, with head of that office yet to be named. **Robert Bramson**, formerly of Sacramento office, moves to Oakland.

Daniel Nachtigal and **Gregory Oyler**, associates, law firm of Hamel & Park, Washington, named partners.

Wallace Westphal, director of retail marketing, Television Bureau of Advertising, New York, named to board of directors of Retail Advertising Conference.

Deaths



Harold W. Arlin, 90, first full-time radio announcer, died March 14 at his home in Bakersfield, Calif. He had suffered heart attack March 2. Arlin, then electrical engineer with Westinghouse in Pittsburgh, joined company's KDKA(AM) in 1921, which had gone on air year before as first radio station providing regular broadcasts, as first full-time announcer. Among his credits were first remote broadcast, first report of baseball scores and first broadcast of baseball and football games. Arlin once recalled exhibition game New York Yankees played in Pittsburgh: A speech was written for Babe Ruth to read before the game. When Ruth suffered mike fright, said Arlin, "I grabbed his speech and read it myself. I received several letters com-

menting on what a wonderful voice Babe Ruth had." KDKA's shortwave broadcasts were heard in several continents, and in 1924, Arlin was hailed as world's most popular announcer. Arlin left station in 1925, joining Westinghouse Industrial Relations in Mansfield Ohio. He is survived by his wife, Ida Lee, two sons and daughter.

Thomas E. Knode, 70, retired radio and television station consultant and former VP, station relations, NBC, from 1957 until his retirement in 1967, died of complications from blood disorder March 14 at New York hospital. He joined NBC Washington as news editor in 1938, becoming director of Washington news department two years later. After service in World War II, during which he won Distinguished Service Cross in New Guinea, he returned to NBC Washington in press department, moving to New York and rising to director of network press department in 1947. He joined station relations department there, becoming director of department in 1954 and after two-year stint as VP, general manager, television, for Edward Petry Co., he returned to NBC as VP, station relations. He is survived by his wife, Irene, and four daughters. Irene is member of NBC programming department.

Gorden D. Lewis, 83, retired executive with *Advertising Age* and instrumental in creation of Broadcasters Promotion Association (Now Broadcast Promotion and Marketing Executives), died March 15 at his home in Chicago. Lewis was with magazine from 1946 until he retired in 1968. In 1956, Lewis brought together seven Chicago area radio and television promotion executives with suggestion that they form association. First seminar was held at Sheraton hotel in Chicago, at which time BPA was officially formed. In 1968, he received honorary lifetime membership in organization. He is survived by his wife, Mary, and daughter.

Edith Atwater, 74, stage, film and television actress, died of cancer March 14 at Cedars-Sinai Medical Center, Los Angeles. Atwater made stage debut in 1929 and first film in 1936. She appeared in numerous television series, including *The Alfred Hitchcock Hour*, *Dr. Kildare*, *Peyton Place*, *Rockford Files*, *Knots Landing* and *Family Ties*. She was regular cast member of *The Hardy Boys*, *Kaz* and *Love On a Rooftop*.

Arne Sultan, 60, Emmy Award-winning television writer-producer and former comedian, died of cancer March 17 at his home in Studio City, Calif. He wrote for television shows starring Steve Allen, Martha Raye and Ray Bolger. He won Emmy as writer and executive producer of *Get Smart*, and later was involved in production of *The Governor and J.J.*, *He And She*, *Barney Miller*, *The Partners*, *Too Close For Comfort*, *Ted Knight Show* and *The Sandy Duncan Show*. His writing credits included *The Judy Garland Show*, *The Chevy Chase Show*, feature films and several motion pictures for television. Survivors include son and daughter.

Beverly June Avery, 58, died of heart attack March 8 at Hampton (Va.) General hospital. She was assistant to chairman of board of WVEC-TV Hampton, and had been with station for 35 years. She is survived by her husband, James, and son. Son is news producer with Cable News Network in Atlanta.

Playing the numbers on Madison Avenue

When Paul Isacsson began his career, television advertising was more often associated with a round of martinis at the bar of the 21 Club than with the sophisticated computer-generated ratings analysis at the heart of the business today. "I came into the business when it was going from the golfers to the numbers players," says Isacsson.

By most accounts, Isacsson plays the numbers pretty well. But then he has to. As director of Young & Rubicam's broadcast programming and purchasing operations, Isacsson directs the expenditure of \$1.5 billion in combined broadcast/cable billings annually on behalf of such blue-chip clients as General Foods, Colgate, Johnson & Johnson, Lincoln-Mercury and Walt Disney Pictures—to name a few. (Y&R bills more in television advertising than any other agency, some \$350 million more than second-place J. Walter Thompson.)

Isacsson crossed Madison Avenue four times before he went home, 18 months ago, to Y&R. He started out at a network (NBC); moved to Y&R; then to Wells, Rich, Greene; then to CBS, all before finally returning to Y&R as field marshal to \$1.5 billion in broadcast billings. Although it is not unusual to see former timebuyers as salesmen at the networks—or former network salesmen as timebuyers at the agencies—it is a rare occurrence when one person has held the top spots on both sides of the street.

A career in advertising appeared to call Isacsson early in life. A marketing major at Fordham University, he landed a job as a junior ratings analyst with NBC following a three-year tour in the Army (Isacsson's fascination with the media was evident by his choice of early reading material. He says he was probably the only person in the U.S. armed forces to take out a subscription to *Printer's Ink*, an advertising trade journal of the time.)

When Isacsson joined NBC in the research department in 1961, the science of television ratings was in its infancy. "It was the tail end of the program-producing era and the beginning of the numbers-oriented scientific and strategic use of television to accomplish advertising objectives," Isacsson explains. Advertising strategies of sponsors were primitive by today's standards. Advertisers were only beginning to understand that "when you had a show with three different dog foods in it, you really weren't helping any of those dog foods."

After one year at NBC, Isacsson moved to Y&R, joining its audience measurement department. One of his earliest projects was to investigate the possibility of shifting a portion of the budget of one of Y&R's biggest clients, General Foods, into daytime programming. Prime time was still the period of



Paul John Isacsson, executive vice president, director of broadcast programming and purchasing, Young & Rubicam, New York; b. Aug. 5, 1936, Larchmont, N.Y.; BS, marketing, Fordham University, 1958. U.S. Army, 1959-61; ratings analyst, NBC, 1961-64; manager, audience measurement, Y&R, 1965; account executive, television department, Y&R, 1965-67; director of network negotiations, Wells, Rich, Greene, 1968; account executive, CBS Television Network sales, 1968-71; director of night [prime] time sales, CBS, 1971-74; vice president, Eastern sales, CBS, 1974-76; vice president, sales planning, CBS, 1977; vice president, network sales, CBS, 1977-82; senior vice president, CBS/Broadcast Group Enterprises, 1982-84; current position since March 1984; m. Caroline Consiglio, Aug. 18, 1962; children—Eric, 18; Kris, 13.

choice for television advertisers. GF liked the results: In one year it upped its daytime budget from \$1 million to \$16 million.

But Isacsson yearned to return to the network side of the business. That was, after all, the big action—even more so since the networks were starting to produce their own programs in addition to buying them from the Hollywood studios. Crossing the street again, Isacsson went to CBS as an account executive selling commercial time in everything from *Captain Kangaroo* to *Gomer Pyle, U.S.M.C.* (this was before CBS and the other networks made specialists out of their salesmen and assigned them individual dayparts). Subsequently, Isacsson moved up to director of night [prime] time sales and then vice president of Eastern sales in charge of the New York sales office for the CBS Television Network. Following less than a year as head of sales planning, responsible for all dayparts, Isacsson was named in 1977 to head

sales for the entire CBS network.

Head of sales at a television network is like chief cardinal to the Pope—the next job is often president of the network, but the appointments are few and infrequent. Isacsson made what some have interpreted as a lateral move: He went over to the very un-salesman-like job of senior vice president of CBS/Broadcast Group Enterprises, where he was responsible for new business ventures within CBG.

Isacsson was put in charge of CBS's MDS project; Black Hawk Cable; the international unit; plans for a consortium of Columbia Pictures, 20th Century Fox, HBO and CBS to develop pay cable networks around the world; and the "expectation" of a CBS domestic syndication division to be resurrected if, as didn't happen, the FCC's rules against network syndication were repealed. "I got my post graduate degree in new technologies," says Isacsson.

The new assignment turned out to be a collection of ventures that never went anywhere. CBS dropped its MDS plans; it pulled out—after the contracts were drawn up but before they were signed—of the pay cable consortium project; the fight to repeal fin-syn was lost, and CBS has since sold Black Hawk Cable. Says Isacsson of the experience: "It was a time of looking around, and everything looked good. Who knew that cable in England was going to be the pits?"

So it was in 1984 that Isacsson crossed Madison Avenue once again and returned to the agency where he began his career. "I would probably not be in the agency business," he confesses, "except this is the best job in the agency business." Why hasn't a man with Isacsson's credentials become head of the whole media department, overseeing both the broadcasting and print divisions? Isacsson, who admits to reading more than watching television, declares that "print is boring." Besides, broadcast and cable account for 64% of Y&R's total billings.

With his gentle speaking manner and soft features, Isacsson's image runs counter to that of the gladhanding salesman or the high-strung media planner, yet he has spent most of his career in sales. One of the reasons, Isacsson says, is that it has given him the opportunity to meet people in all corners of the industry, from corporate sponsors to Hollywood producers. "I've worked with or called upon at some time just about everybody in the business," he says.

For relaxation, Isacsson jogs "several times a week." And three years ago, he picked up one habit that he tended to eschew as a young Turk technocrat with his ratings spreadsheets who took it upon himself to direct a major portion of General Foods' advertising budget into uncharted daytime territory. "I like to play golf," he says in a tone that suggests even he is surprised to hear it. "I took it up late in life and enjoy it very much."

Broadcast and cable industry **must-carry compromise was filed with FCC late last Friday** (March 21). Although FCC is expected to provide additional time for parties to comment on that, some parties have already offered their opinions. In statement, Peter Fannon, president of National Association of Public Television Stations, said public broadcasters believed "FCC should reaffirm its strong public policy interest in not-for-profit, educational television by mandating free, uninterrupted carriage of all local public television stations on cable." In reply comments, newly formed National Coalition for Minority Broadcasting—whose supporters include Global-Net, Los Angeles based network for ethnic stations, KSCI(TV) (ch. 18) San Bernardino, Calif.; KTSF(TV) (ch. 26) San Francisco; noncommercial WLAE-TV (ch. 32) New Orleans; WKBW-TV (ch. 7) Buffalo, N.Y., and noncommercial WHMM(TV) (ch. 32) Washington—said significantly viewed standard proposed in industry compromise discriminated against "minority-oriented" stations and that proposal's carriage caps placed "minority-oriented" stations at risk. Coalition proposed that "all television stations which devote more than one-third of their broadcast time to minority programming and all television stations which are minority owned be exempt from any new must-carry criteria and continue to be carried on cable systems." Richard Leghorn, former director of National Cable Television Association, said industry compromise was "fatally disrespectful" of Constitution and would not be upheld when appealed "as it surely will by this commenter if none other." Leghorn said his own A/B switching and "may-carry" proposal (BROADCASTING, Feb. 17), which he has modified in reply comments, would better advance valid FCC objectives.

Bristol-Myers Co. sent letter to key syndicators and station groups warning about growing problem of **commercial clutter in advertiser-supported syndicated programming**. Peter J. Spengler, vice president of advertising services for Bristol-Myers, wrote that rising practice of adding 30-second spots to strip game shows and weekly barter series, particularly first-run sitcoms, combined with the growing use of 10-second trade-for-mention promos "adds substantial clutter to an already crowded environment." Bristol-Myers said over-commercialization "diminishes the communications value of syndication. Product protection is jeopardized, viewer attentiveness declines and the impact of our commercial message suffers." B-M said it has "strong presence" in advertiser-supported syndication and that "it is the wrong time in syndication's development to encourage such a negative direction." B-M asked syndicators to "consider this issue" in planning for 1986-87 season.

MCA-TV and Tribune Broadcasting will offer Charles in Charge, starring Scott Baio, in first-run syndication as weekly. Currently, 23 episodes of Universal Production exist. CBS aired series in 1984. Strip will eventually be achieved through multiyear deals upfront. Sales will be on barter basis. MCA-TV will clear show, and Tribune will sell barter time. Tribune stations will take show.

Prism Entertainment Corp., Los Angeles, completed its **acquisition of Fox/Lorber Associates** for exchange of 137,609 shares of Prism common stock and 110,000 warrants exercisable at \$15.50. Deal is valued at between \$2.5-\$2.6 million—\$1,750,00 for stock, assump-

Review Board favors UHF owner for Knoxville V

Reversing an initial decision, the FCC Review Board has granted the application of a group broadcaster, South Central Communications Corp., to upgrade its WTVK(TV) Knoxville, Tenn., from UHF channel 26 to VHF channel 8, one of four VHF drop-ins approved more than five years ago (BROADCASTING, Sept. 15, 1980).

The board denied the competing applications for a new station on that frequency of Knoxville Broadcasting Corp., Community Broadcasters of Knoxville Inc., East Tennessee Broadcasting, Tennessee Telecorp Inc., Knoxville Tennessee TV Inc., Citizens Community Television, Tennessee Telecasting, HHS Inc., and Le Conte Broadcasting Co.

In an initial decision, FCC Administrative Law Judge John Frysiak had granted the application of Tennessee Telecorp Inc., preferring it on integration grounds (BROADCASTING, Sept. 9, 1985). But the Review Board, in a unanimous decision written by member Norman Blumenthal, said that Frysiak erred in essentially putting South Central—which also owns WEZK(FM) Knoxville, WZEZ(FM) Nashville, and WROZ(AM)-WIKY(FM) Evansville, Ind.—out of the running on diversification grounds in a case where competitors had no other media interests. The board awarded WTVK an "at most slight-to-moderate" diversification demerit for its ownership of the radio stations in Nashville and Evansville. But the board said South Central should not be assessed with a diversification demerit for its occupancy of UHF channel 26, "a television channel it would eagerly vacate in exchange for the VHF 'drop-in' frequency now available in Knoxville." Neither should a diversification demerit be assessed for South Central's ownership of WEZK(FM), since grant of the VHF to South Central was conditioned on divestiture of the Knoxville FM, the board said. "None is justifiable because, should WTVK be awarded the new VHF television channel, that licensee would then, by operation of law, possess one—and only one—broadcast facility in the Knoxville market: VHF channel 8. On the other hand, and because its present TV-FM radio

combination in Knoxville is 'grandfathered' under our prevailing multiple ownership rules, a grant of the new VHF frequency to the licensee of WTVK here—and the mandatory divestiture of its co-located FM radio station—would actually increase the total number of broadcast media voices available in that community."

But the board also held that WTVK warranted "a very substantial preference under the banalistic licensing objective" of best practicable service because of its 30-year record of "exemplary" service to the people of Knoxville. The board noted that whoever received the VHF drop-in grant in a market with only two other VHF's would "surely" get WTVK's affiliation with NBC. "A loss by WTVK in this case would mean not merely a failure to reward that station's indomitable efforts in Knoxville, but it would result, perversely, in an economic and regulatory punishment of devastating dimension, thus violating the fundamental 'reward-punishment' schema which pervades [the] Communications Act... as well as our basal senses of bedrock justice," the board said. "The law, the logic, and the manifest equities of this unprecedented case demand that the notable efforts of nearly one-third of a century, fought against grossly uneven opportunity, not be rent asunder by administrative *tour de force*. The licensee of station WTVK has acquired its surpassing entitlement to the new Knoxville VHF frequency the hard way: it has earned it. As for those parties whose competing applications are necessarily rebuffed by our grant of this VHF frequency to WTVK, the door of opportunity to television broadcasting in Knoxville still remains wide open by dint of station WTVK's coeval relinquishment of its channel 26 slot. Though the path that station WTVK has broken for the past 30 long years is financially risky and operationally steep, there will always be those—such as South Central Communications Corp. in the early 1950's—intrepid enough to take an honest entrepreneurial chance on an available UHF television channel. And, perhaps succeed."

ion of \$562,000 in debt and another \$220,000 for warrants (valued at \$2.00 each). Prism President Barry Collier said merger will result in additional capital infusion into Fox/Lorber for acquisition of product for syndication and home video marketplace. Fox/Lorber partners Richard Lorber and David Fox are staying with company under long-term contracts.

There will be **cable in Washington by Labor Day**, Bob Johnson, president of District Cablevision Inc., city's cable franchisee, promised last week. DCI struck financing agreement with Tele-Communications Inc. on March 14, deadline for doing so imposed by city. DCI and TCI formed limited partnership, District Cablevision Limited Partnership, in which DCI is general partner holding 25% interest and TCI in limited partner with 75%. For its share, TCI is putting up cash needed to build system and begin service, \$45 million. Johnson said construction will begin in June and first subscriber should be on line by Labor Day.

NBC Television will switch its Ku-band interconnection system to RCA's K-2 satellite this week. Transfer was planned since satellite network began operation last spring using Comsat SBS satellites and will take place Tuesday, March 25, at 5 a.m. (NYT). Switch increases network capacity to six full-time transponders on industry's highest-powered bird from previous four SBS transponders, with NBC retaining use of SBS channels for some sports and news transmissions, network representative said.

Goldman Sachs put out prospectus last week on **media properties of Barry Bingham Sr. and family, which include WHAS-AM-TV-WAMZ(FM) Louisville, Ky., Louisville Courier-Journal and Louisville Times** and separate printing facility. Barry Sr. announced sale of holdings in January, after years of squabbling among heirs about future direction of company (BROADCASTING, Jan. 13). Newspaper, printing, TV and radio properties are being sold separately. Only known bidders at this point for television property, valued by brokers and analysts at between \$60 million and \$80 million, is four-member management team of station led by president and general manager, Robert Morse. Station manager Donna Zapata and broadcast operations manager Steve Steinberg and finance and planning vice president Oscar Brohm are also in on bid. Morse declined comment. On radio side, Robert Scherer, general sales manager, and Brian Rublein, vice president, radio news, are bidding for WHAS and WAMZ, valued at between \$10 million and \$15 million.

Representative James Howard (D-N.J.) introduced **campaign finance reform bill** virtually identical to bill offered earlier this year by Representative Mike Synar (D-Okla.). Bill places limits on campaign contributions (Synar bill limits PAC contributions to \$3,000, while Howard's measure would restrict PAC contributions to \$1,500) and would expand equal-time provisions of political broadcasting law. Measure would require broadcasters to provide candidates with free "equal time" if candidate is subject of negative advertising funded by PAC's.

Budget reconciliation bill is on its way to President after weeks of deliberation between House and Senate. House last week passed budget reconciliation bill sent over by Senate that includes authorizing legislation for FCC and Corporation for Public Broadcasting. FCC section also includes cost-of-regulation fees for FCC applicants and licensees. President is expected to sign bill, although there was earlier threat of veto.

Senator Dennis DeConcini (D-Ariz.) has put **hold on nomination of Daniel Oliver to Federal Trade Commission** (BROADCASTING, May 17). Oliver, general counsel to Department of Agriculture, is expected to be named FTC chairman upon confirmation by Senate. (Senate Commerce Committee approved Oliver's nomination two weeks ago, along with Andrew J. Strenio Jr., to FTC.)

Pan American Satellite Corp. says it is on verge of concluding agreement with foreign partner with whom it would provide inter-

national communications satellite service. Panamsat, in letter to FCC, says in fact its negotiations with more than one foreign government have reached "sensitive stage." But "most promising recent communication" is from one foreign government that, Panamsat says, is still considering its offer and requests "short extension of time" in which to respond. Panamsat, which plans to provide service between U.S. and Latin America and within Latin American countries, said in its letter dated March 17 that its representatives will meet with that "foreign government and several others this week, to finalize discussions and to enter into an agreement."

Pleased reactions to Italian HDTV DBS test. *European broadcast technical experts meeting in Italy last week were witness to a display that, according to a U.S. standards group, showed high-definition television can be broadcast without degradation over a single, direct broadcast satellite channel.*

Organized by representatives of the national broadcasting networks of Italy (RAI) and Japan (NHK), the demonstrations were apparently designed to put to rest concerns about whether a Japanese-developed HDTV system under review as a world standard is suitable for DBS applications, particularly with noisy satellite transmission paths.

The tests sent pictures from the 1,125-line, 60 hertz HDTV studio system over a simulated 12 ghz DBS channel using NHK's extensively developed and tested MUSE transmission system, which compresses HDTV's 27 mhz wide bandwidth into 8.1 mhz (six mhz are used for existing television transmission systems).

As described in a report issued last Thursday (March 20) by the U.S. Advanced Television Systems Committee, the engineers, in Turin, Italy, for meetings of the European Broadcasting Union, were "extremely impressed" by the high-definition picture quality achieved with MUSE. ATSC added that most found the MUSE-encoded pictures "surprisingly resistant" to noise in the radio frequency transmission path and otherwise were "virtually equivalent to the original HDTV picture and, even on critical program segments, provided high quality pictures."

One source reported that George Waters, newly appointed director of EBU's Technical Center in Brussels, commented last Friday after viewing the demonstration that it was "very difficult to tell the difference" between MUSE and the original HDTV signal and even those opposing the Japanese system had to admit it was a "good result." He reportedly added, however, that it was still going to be "extremely difficult" to gain a world HDTV studio standard based on the 1,125-line system.

During the tests, MUSE was also found to be more resistant to noise than a 625-line, 50 hz MAC system tested under identical conditions, ATSC said. A family of MAC, or multiplexed analog component, encoding systems, was established last year as standard for Europe's DBS systems by EBU and an organization of European consumer electronics manufacturers. Commented one observer: "The Europeans [some of whom have opposed the Japanese system] have their money on the wrong horse and the starting gate is about to open."

MUSE, designed for operation with 60 hz television systems (60 hz is standard in the U.S., Japan and other countries with NTSC television), is not compatible with Europe's current 50 hz PAL and SECAM television systems. It is assumed by many, however, that if a 60 hz HDTV production system were standardized internationally, there would be a transition period with standards conversions between the two different rates, after which 60 hz transmission would eventually become standard practice.

The HDTV 1,125-line studio system is being considered for standardization by the International Radio Consultative Committee (CCIR) at meetings next May and has already been backed by the U.S. administration.

Editorials

Riding high

Officials of the National Cable Television Association may be forgiven a touch of euphoria after last week's convention in Dallas. In all respects, perhaps save gigantism, it lived up to the high hopes the drafters had for it. In true Texas fashion, seldom was heard a discouraging word, and the industry had on display a new virtuosity and range that bode well for the future.

Take the general session that brought to the NCTA stage Michael Fuchs of HBO, Austin Furst of Vestron Video, Ted Turner of Turner Broadcasting, Jonathan Dolgen of 20th Century Fox Films and John Malone of TCI. Among them they represent the leading company in pay TV, one of the top three in home video, a multi-networked cable programmer about to take over a major Hollywood motion picture company, a principal supplier of television product and a major cable MSO with programming ambitions of its own. Among their comments could be sensed a large part of the future being worked out.

All that doesn't mean cable is yet center stage in the American entertainment-journalism complex. That preeminence still belongs to conventional broadcasting, and will for years to come. But the wired world is increasingly a force to be reckoned with, and the day when it will focus first on programming and only secondarily on delivery systems may come sooner than some think.

Shorter cycles

The reduction of FCC members' terms of office from seven years to five, as is promised in this Congress, makes a tidy connection between the number of commissioners, now five, and their tenures of appointment. There was a certain ambiguity left by the 1982 congressional action that reduced the FCC from seven to five members without changing the seven-year terms of FCC office.

The shortening of terms will also enable future Presidents to recast the FCC to their political liking faster than was possible for some Presidents of the past. The Reagan FCC that will be in office when the next President takes office can be changed to a three-to-two majority of the next President's appointees in his first three years in office, even if all Reagan appointees elect to serve out their appointed tenures. Until now, Presidents had to wait longer to get a four-to-three majority on a commission appointed to seven-year terms if their predecessor's appointees stayed put.

The political significance of the projected five-year term is demonstrated by the case of Patricia Diaz Dennis whom Ronald Reagan has nominated to succeed the resigned Henry Rivera. If the law remained unchanged, Dennis would be appointed to the rest of Rivera's term, which expires June 30, 1987, and could be reappointed to her own term ending in 1994 by President Reagan. Under the proposed law, her term will expire in 1989—giving the next President the chance to make an FCC nomination in his first year of office.

Similarly, Mark Fowler's present term expires on June 30 this year. With the law unchanged, he or his successor could be appointed as a Reagan choice serving until 1993. The new law proposes to extend his present term to 1990, when the five-year cycle would begin. That would give the next President his second chance for an appointment, assuming the incumbents he inherits serve to the conclusion of their terms.

Under the proposed scenario, the third term available to create the next President's majority would be that of James Quello, whose term runs to 1991. Dennis Patrick's term runs to 1992.

Mimi Dawson, if reappointed by Reagan when her term expires in 1988, would complete the first five-year cycle in 1993. But by then she could be a minority of one.

The process will inevitably put the Presidency closer to the formulation of communications regulation. Is that good or bad? From the regulated enterprises' point of view, the answer will depend on who is President.

Vox populi

Senator Paul Simon (D.-Ill.) told cable conventioners in Dallas last week of his intention to introduce legislation that would direct the broadcasting and cable industries to cooperate in reducing what he sees as excessive violence on television, and he would charge the FCC to study the problem. Bad idea on both counts.

Simon said the bill would be worded to avoid offense to the First Amendment by intrusion in matters of public taste or personal choice. The senator assured the gathering: "I don't want censorship." The best way to guarantee that is not to set bad precedent by legislation, no matter how well intentioned or carefully crafted.

We would refer Senator Simon to his colleague, Senator Larry Pressler (R-S.D.), who, in expressing concern on another topic at the same convention, suggested a preferable method of establishing public tastes: "People vote with their money and by what they watch and listen to. If you turn the dial, you're voting." Well put.

Medium and message. Mario Cuomo, governor of New York, appearing at a National Association of Broadcasters convention a year ago, had nice things to say about broadcasters' First Amendment rights, but he hedged on repeal of the fairness doctrine when BROADCASTING asked for amplification. Last week, appearing before the International Radio and Television Society in New York, he was unequivocal. He wants to repeal the fairness doctrine. Indeed, said Governor Cuomo, if there had been a 6 o'clock news when they wrote the Bill of Rights, the framers would have substituted "media" for the "press" that they guaranteed freedom. The governor added that if there had ever been a reason to oversee content of broadcasting, it had disappeared in the proliferation of media. The word is sinking in.



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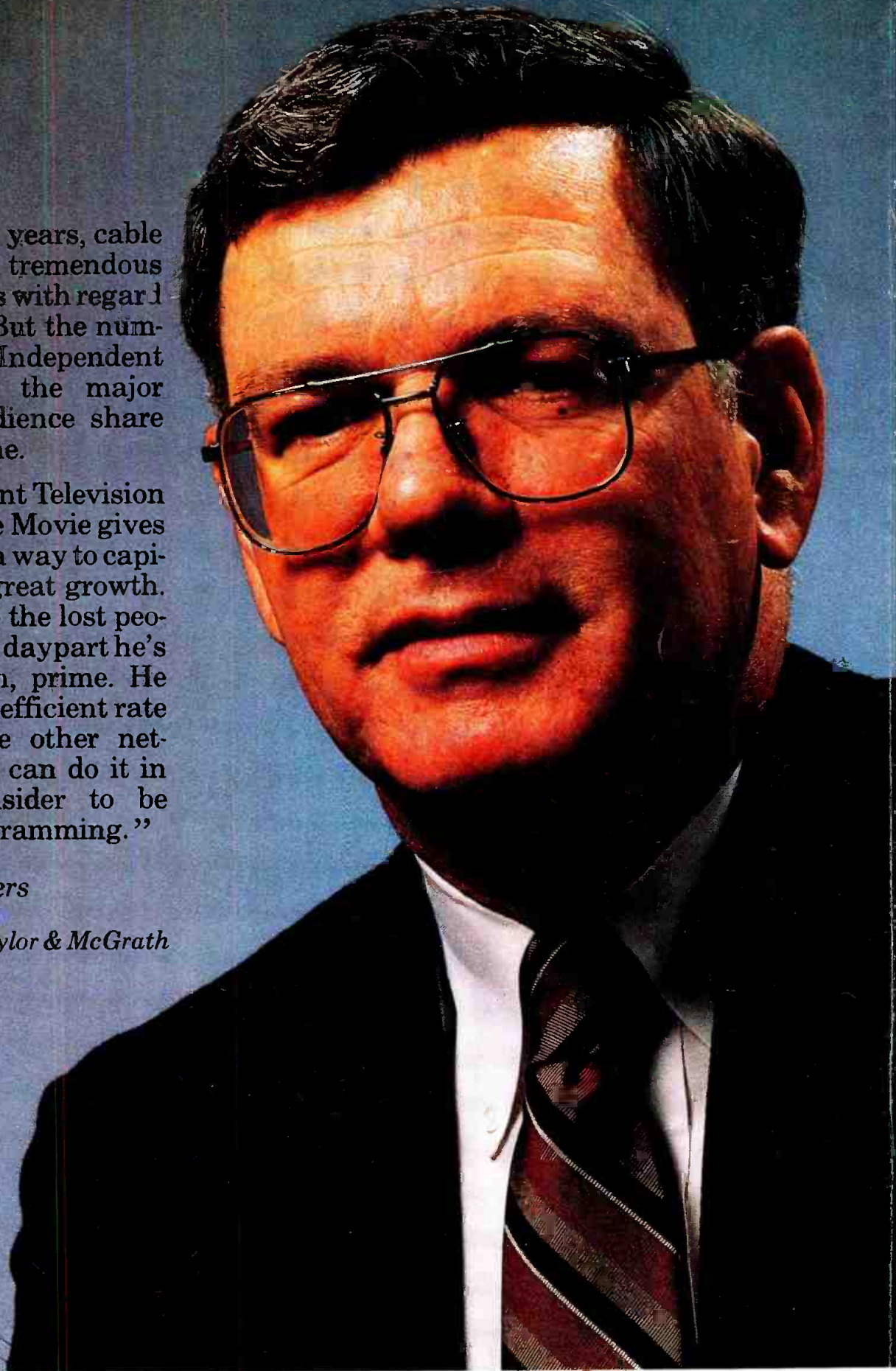
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