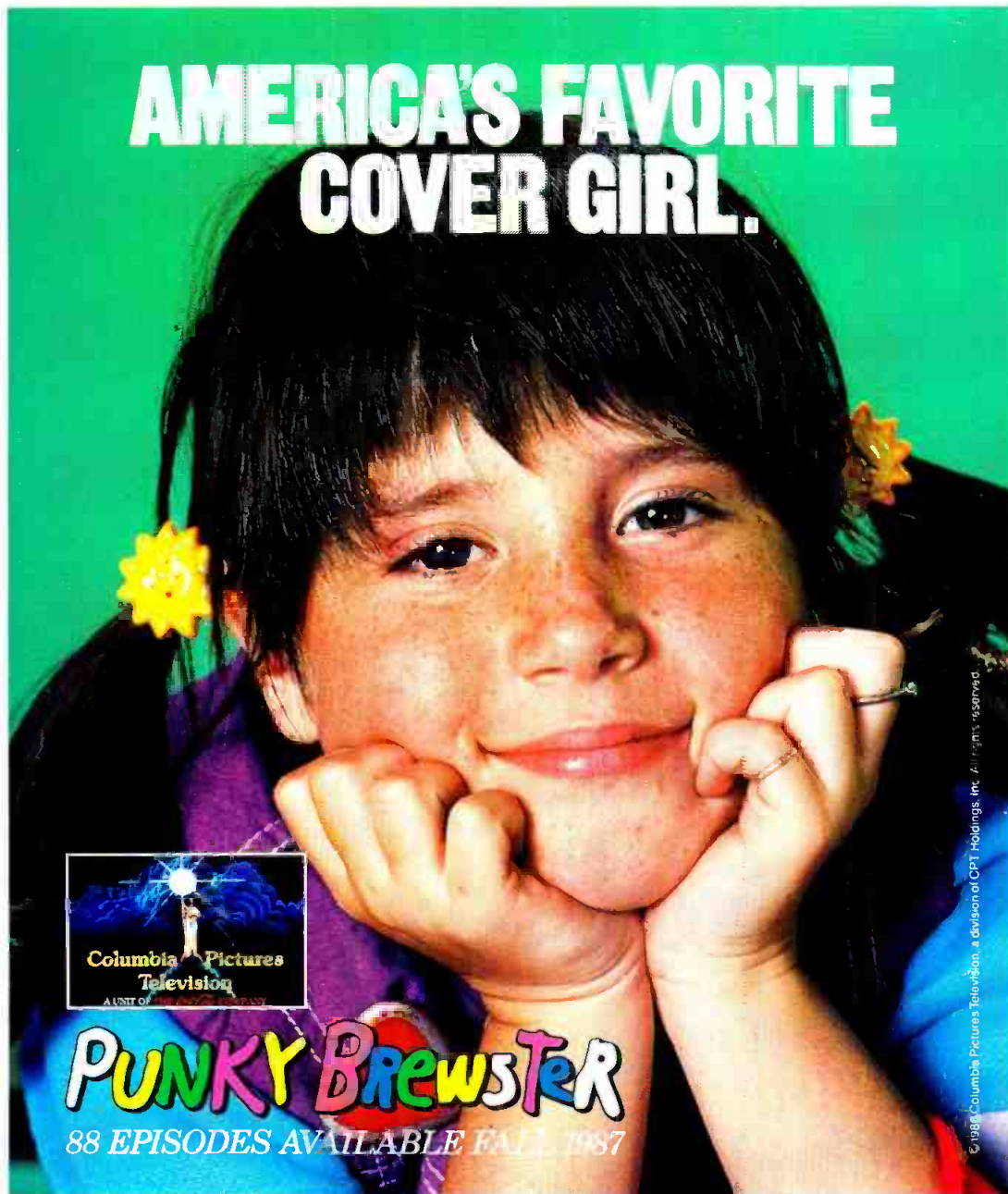


The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Oct 20

**AMERICA'S FAVORITE
COVER GIRL.**




PUNKY Brewster
88 EPISODES AVAILABLE FALL 1987

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AL 36112 ***

T2364 ILK NOV/86

MAXWELL
BLOG 1405
ROOM 122
AUL-SAS

36112

56th Year 1986

Early outlook
for network ad comeback
in 1987:
Study in gradualism

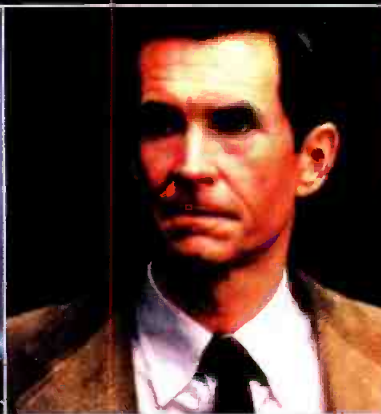
THERE ARE MOVIES THAT THEN...THERE ARE MOVIE FILMS



ADVICE TO
THE LOVELORN



THE ANNIHILATOR



ANTHONY PERKINS HOSTS
THE HORROR SHOW



THE BELARUS FILE



HAWAIIAN HEAT



ISLAND SONS



THE JERK, TOO



THE LOVES
OF DRACULA



THE MIRACLE OF
KATHY MILLER



PETER & PAUL, 1 & 2



THE RED LIGHT STING



THE RETURN OF
MARCUS WELBY, M.D.

RE MADE FOR TELEVISION. THAT MAKE TELEVISION. EST I



**CODENAME:
FOXFIRE**



**CURSE OF
THE GOLD MONKEY**



**THE GIRL WHO
SAVED THE WORLD**



A powerhouse list
of 22 great motion
pictures from
Universal Television.



**M.A.D.D.: THE CANDY
LIGHTNER STORY**



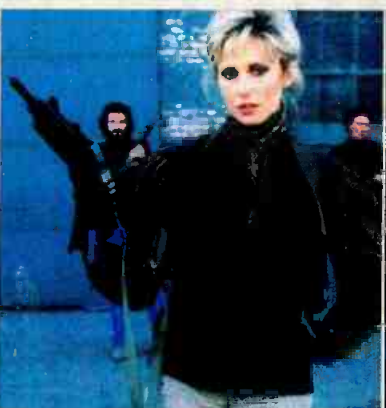
MEMORIES NEVER DIE



MIDNIGHT LACE



STREETS OF JUSTICE



TIME BOMB



**VISIONS OF
CHRISTMAS PAST**

MCA TV

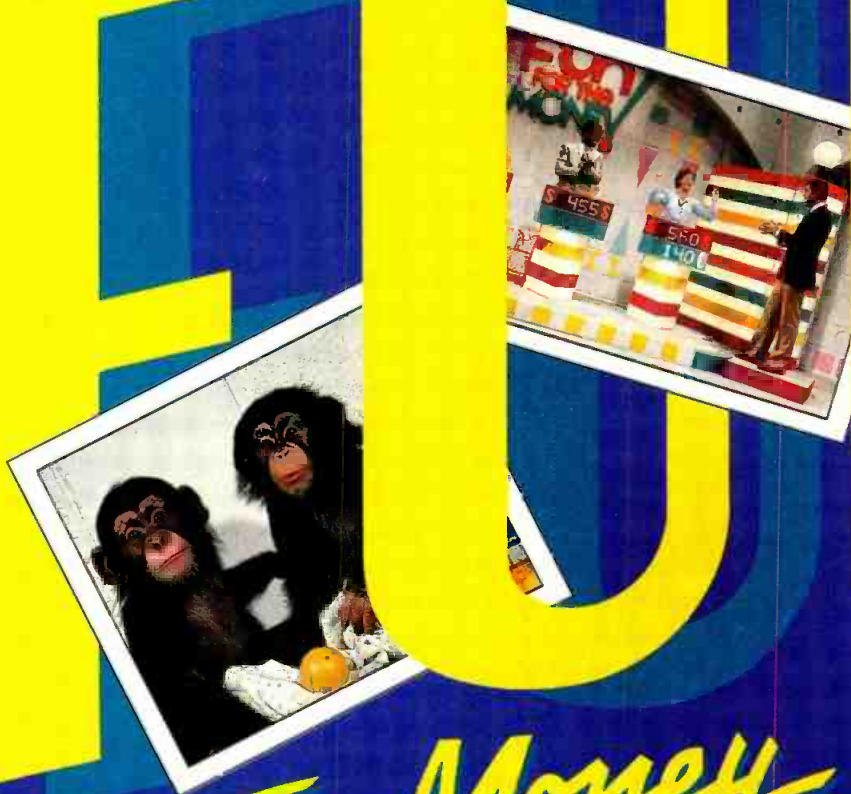
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Got A Problem Strip?
WE'VE GOT THE MID-SEASON WINNER FOR YOU!
To Start Audiences Roaring, Ratings Soaring!

FUN

For The Money

Fun For the Money is outstandingly, outrageously different! Game players bet on the wildest, wackiest stunts, races and events ever dreamed up! The freshest, funniest daily half-hour in all of television will do wonders for your schedule.



Host:
BOB HILTON

Available early 1987. For Fun, call today—

*Produced in association with Woody Fraser Productions
and B&E TV Productions, Inc.*

**GROUP W
PRODUCTIONS**
A WESTINGHOUSE BROADCASTING COMPANY
3801 BARHAM BOULEVARD, LOS ANGELES, CA 90068 (213) 850-3800

Broadcasting Oct 20

CBS management moves cleared by FCC Syndication details on Viacom's *Cosby* Austrian, Iselin step down

1987 UPFRONT □ A number of key negotiations early next year will go a long way in determining the financial outlook for the three broadcast networks for 1987. **PAGE 27.**

A OK □ FCC rules that no change in control occurred during CBS management shakeup. **PAGE 28.**

COSBY TERMS □ Viacom announces *Cosby* will be sold in syndication on cash-plus-barter basis. **PAGE 29.**

LIFE EXTENSION □ Comsat announces technique to expand the life of satellites. **PAGE 30.**

ABC FORECAST □ Top ABC executives express calm confidence in face of sobering economic forecast. **PAGE 31.**

STEPPING DOWN □ Neil Austrian resigns his post at Showtime/The Movie Channel. **PAGE 32.**

NUMBER ONE □ Contemporary hit radio stations are first in summer Arbitron reports in New York and Los Angeles. MOR/talk number one in Chicago. **PAGE 38.**

BATTING 1.000 □ NBC wins third consecutive week of the prime time season. **PAGE 38.**

ON TONIGHT □ Cable promotion network with a dash of *Entertainment Tonight* set to debut in February. **PAGE 42.**

MONKEE FROLIC □ Colex Enterprises introduces

four new Monkees to star in revival of 60's sitcom. **PAGE 44.**

LUCKY THREE □ D.L. Taffner to create spinoff from a spinoff to be entitled *Three Apartments*. **PAGE 46.**

LAWYER TALK □ Washington panel redebates must carry. **PAGE 52.**

SOUTHERN DIRECTION □ Worldnet unveils service to Latin America and Caribbean. **PAGE 52.**

SUPREME DECISION □ High court rules that government can restrict prisoner access by journalists. **PAGE 54.**

AFTRA AGREEMENT □ American Federation of Television and Radio Artists and three broadcast networks agree to contract covering news employees. **PAGE 56.**

CREDIT WOES □ Increasing number of stations behind on payments to syndicators causing concern to those in Hollywood. **PAGE 60.**

TOP OF THE CHART □ Fifth Estaters figure prominently in *Forbes* list of most wealthy Americans. **PAGE 62.**

PUBLIC RESIGNATION □ John Jay Iselin, president of noncommercial WNET(TV) New York, steps down from his post after 15 years. **PAGE 74.**

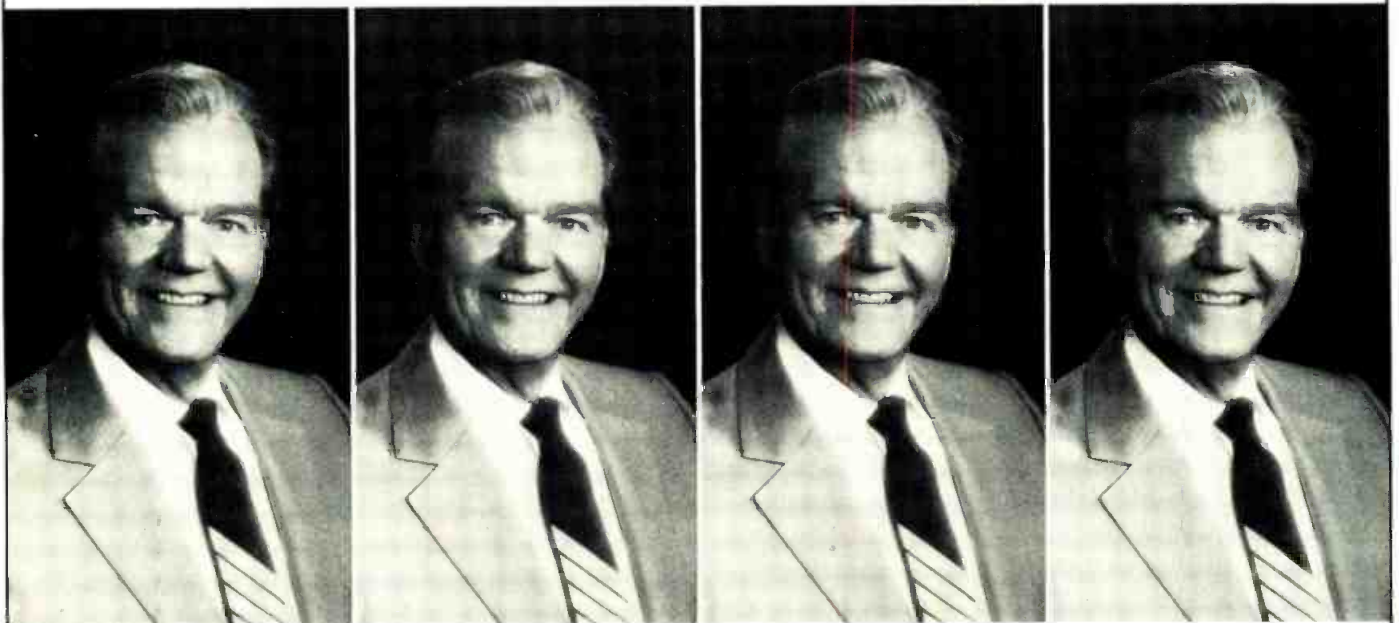
FCC'S LAWMAN □ Jack Smith, as FCC's general counsel, has brought a cool hand to the commission's hot seat. **PAGE 95.**

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We just signed up the top four radio personalities in the U.S.



#1

PAUL HARVEY

For the highest-rated program in all of network radio. Paul Harvey News at 8:30 a.m. ET Monday to Friday.

#2

PAUL HARVEY

For the 2nd highest-rated program. Paul Harvey News at 12:06 p.m. ET Monday to Friday.

#3

PAUL HARVEY

For the 3rd highest-rated program. Paul Harvey News at 11:10 a.m. ET Saturday.

#4

PAUL HARVEY

For the 4th highest-rated program. Paul Harvey's Rest of The Story 3:06 p.m. ET Monday to Friday.

Paul Harvey, often referred to as a one-man news network, has just signed a new contract with ABC Radio Network which lasts until 1993.

Paul Harvey began his special brand of news and commentary for ABC Radio Network back in 1951, and has been a landmark here ever since.

His list of honors and awards is endless. His unmistakable voice and style are delivered to more than 1,290 great radio stations, plus an additional 400 stations of American Forces Radio around the world.

We're proud and delighted to have renewed the contract of The Number One Radio Commentator in America.

Thanks, Paul.

abc ABC RADIO NETWORKS

*Source: RADAR 33, Spring 1986. Persons 12+, Network audiences to Commercials within Programs, Average Per Broadcast.

Getting an earful

Howard Stern, WXRK(FM) New York's morning-drive personality, was getting high-level review at FCC last week, with James McKinney, Mass Media Bureau chief, listening to taped excerpts of air personality's programming in effort to determine if they seem indecent. Tapes were supplied by Donald Wildmon, executive director of National Federation for Decency, in complaint citing Infinity Broadcasting's co-owned WYSP(FM) Philadelphia, which simulcasts Stern's program.

Last month, McKinney asked two noncommercial California radio stations to respond to allegations that they had aired "obscene or indecent" programming (BROADCASTING, Sept. 29). McKinney told BROADCASTING last week that he had not determined whether to make similar request for response from WYSP(FM). "It's a much tougher call," McKinney said, noting that unlike California stations, Stern's programming relied more on "innuendo and double meaning than on direct statements some might consider indecent."

Station shopping

Gaylord Broadcasting's unannounced sale of four of its seven TV's continues to generate interest. Joe Allbritton, owner of Washington-based station group of five TV's, was seen looking over facilities of Gaylord's WTVT(TV) Tampa, Fla., and is said to be actively considering purchase of group. Allbritton announced last month ("In Brief," Sept. 15) he had formed new company with commitment from institutional investors for up to \$1 billion for acquisition of TV stations.

Musical chairs

There appears to be some internal unrest at All-Industry Radio Music License Committee (AIRMLC) as Don Thurston, president of Berkshire Broadcasting, North Adams, Mass., and long-time committee member, steps in as interim chairman, replacing Bob Henley, former president and general manager of KGNR(AM)-KCTC(FM) Sacramento, Calif. Henley, however, may remain with AIRMLC.

Reason for switch reportedly stems from some committee members' dissatisfaction over Henley's leadership. Henley has been associated with AIRMLC since 1976 and chairman since 1979.

Committee recently resolved nearly four-year-old contract dispute with ASCAP for new licensing agreement, which entailed costly legal battle ("In Brief," July 28). It is now gearing up for negotiations with BMI on new industry contract. Meeting has been scheduled for Oct. 30-31 in New York.

In their midst

In wake of controversy surrounding Home Shopping Network's purchase of nine stations to carry its feed for most of programming day, syndicators might be interested to know that HSN will not only be on their minds, but probably in their presence by the time NATPE rolls around in January. According to NATPE, HSN has not signed contract yet, but chances are that it will be on convention floor at next year's show. Syndicators have been up in arms in recent months over asset-only purchases of stations that exclude programming contracts made with syndicators prior to sales of stations (BROADCASTING, Oct. 6, 13). If not through legal channels, revenge on part of syndicators may come through delivery of home shopping in syndication. Lorimar-Telepictures is has already planned its own home shopping service called *ValueTelevision*.

Trade hazards

Reminder of difficulty in launching television network surfaced last week with news of bankruptcy filing by Fox Television Network affiliate KMSS-TV Shreveport, La. Station personnel said last Tuesday that independent station submitted court papers. Move also serves as reminder of problems stations located in energy-industry dependent markets are facing.

Local people meter?

While main focus on people meters to date has been on national services proposed by AGB Television Research and Nielsen, latter has also explored use of service on local level as well. According to John Dimling, in charge of Nielsen's people meter effort, company has "talked about using it in some of the larger local markets," including New York, Chicago and Los Angeles. Dimling said local service wouldn't be in place before 1988-89 season and that there's no guarantee it would happen then either. He said

Nielsen still needs approval from clients.

Joseph Philport, president, AGB Television Research, said that company would concentrate on getting national service launched (set for next September, along with Nielsen's) before focusing on local people meter service. But once national service is up and running, he said, "we would consider possibly expanding the scope of the service."

Checkerboard countdown

Syndicators vying to get place on NBC checkerboard had better hurry. NBC station division is looking to have checkerboard together by end of this week or next, so that syndicators handling each show will have enough time to gain enough market clearances.

Among properties being discussed for checkerboard are *Cass Malloy* (Lorimar-Telepictures), based on pilot which did not make CBS 1982-83 schedule; *Three Apartments*, recently announced *Three's Company* spin-off from D.L. Taffner (see page 46); and show from Group W Productions in association with Bristol-Myers.

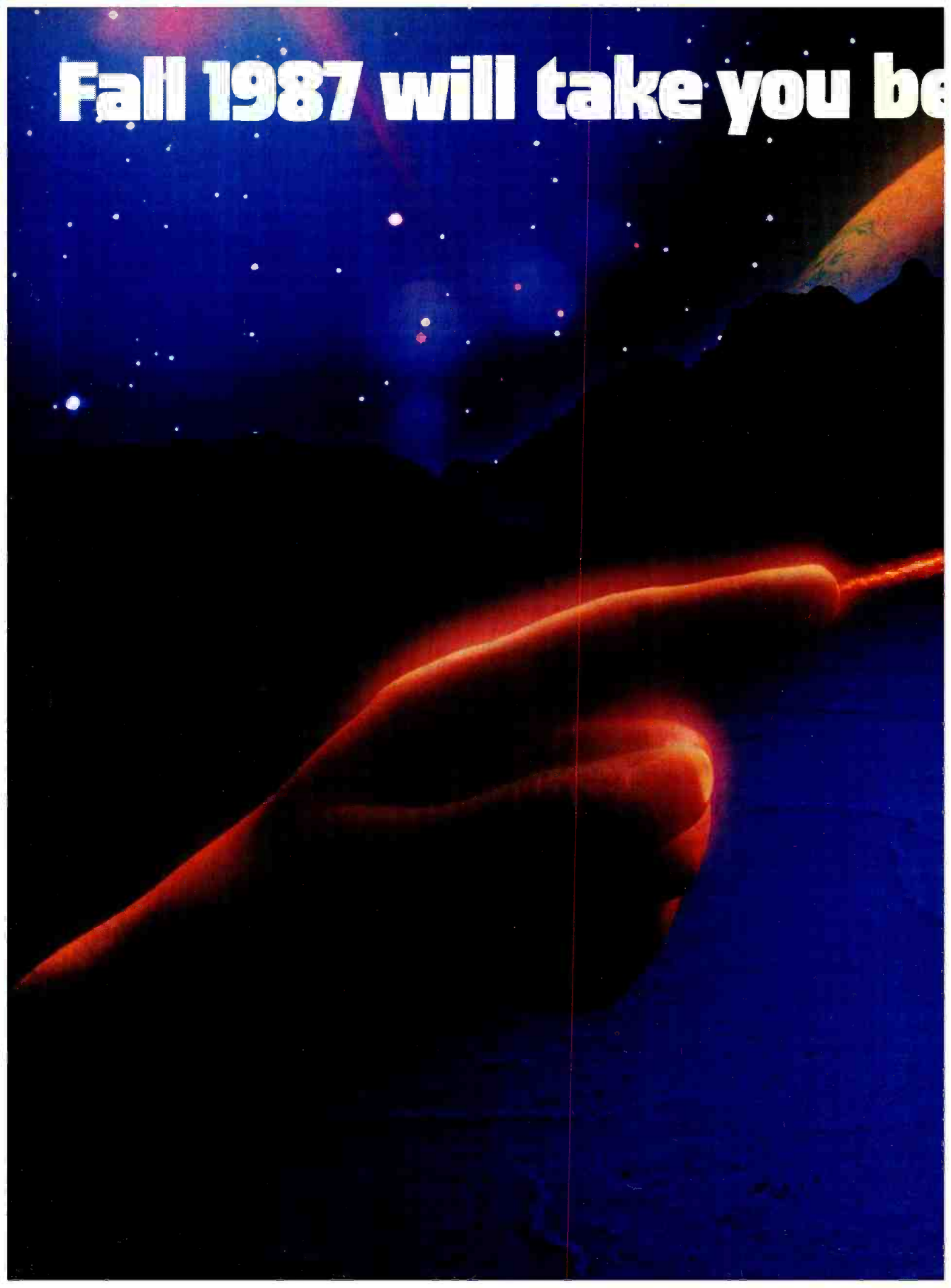
Back burner

ABC-TV has decided against purchase of half-inch video gear, at least not in time for 1988 election year and winter Olympics. While acknowledging potential for improved performance with half-inch, particularly new metal tape versions such as Sony Betacam SP and Matsushita M-II, network remains unconvinced advantages are great enough to warrant logistical difficulties and high cost of replacing still useful three-quarter-inch and one-inch videotape systems.

Looking it over

NBC could well become first American network to broadcast HDTV images. Network has not been strong backer in past of 1,125-line high-definition technology developed by Japanese national broadcaster NHK, but took opportunity of recent Asian games to shoot HDTV video with system and this week will view images converted to U.S. standard NTSC television. If conversion quality is high enough, NBC may air the material on its *Sports World* program next Sunday afternoon, Oct. 25.

Fall 1987 will take you be



beyond your expectations.

- "Ripley's Believe It or Not!" TV's most unique, promotable series.
- A worldwide institution — over 70 years of popularity. And an awareness level of 9 out of every 10 people.
- Delivers women, men, teens and kids — in early fringe, late night and weekends.
- Available in both hours and half-hours.
- Hosted by Jack Palance.

RIPLEY'S
Believe It or Not!
It will make a believer out of you.

A Haley/Rastar Production
in association with



CBN violence

The National Coalition on Television Violence has released a study of violence on the Christian Broadcasting Network, the basic cable service that refers to itself as "The Family Entertainer." NCTV said that CBN's 12 most popular programs—all westerns—and its second most frequently aired program, *The Man From U.N.C.L.E.*, contained an average of 34 violent acts per hour, and that an "average of 34 hours per week out of 43 hours of CBN action-drama programming appeared to be of the type that is likely to teach violence as the best way to solve interpersonal problems." The study found that CBN's dramatic films contain an average of 21 acts of violence per hour.

NCTV's study spanned two and a half weeks and 100 hours of CBN programming. It catalogued the number of violent acts per program, rated programs according to principles used in aggression research and analyzed programs using standards of aggression research and Christian ethics. (Also recorded were instances of alcohol consumption and cigarette smoking.) NCTV found that on Saturdays from 9 a.m. to 9 p.m. and Sundays from 1 to 6 p.m., when CBN airs its westerns, CBN has the highest number of acts of violence per hour of all cable and broadcast networks in America.

According to NCTV, CBN has turned down its requests for meetings. "The fact that television's leading proponent of Christian ethics so seriously misunderstands the violence issue shows how desensitized we have become to violent entertainment," said Thomas Radecki, NCTV research director.

CBN's Earl Weirich, director of information services, acknowledged that the cable network has turned down requests for meetings, claiming NCTV's study lacks credibility and uses subjective definitions of violence. In the past, Weirich said, CBN's animated children's Bible series, *Flying House*, was deemed too violent by NCTV. The issue "boils down to the interpretation of violence," Weirich said. "Whose interpretation do you go by?"

NCTV called on the United States Surgeon General to arrange meetings among TV violence researchers and television program directors to discuss violent programming, and is recommending legislation to require 30-second violence counter-advertisements to air every four or five hours on TV and cable networks. (The announcements would be similar to those required by the FCC for cigarettes in the late 1960's, Radecki said [BROADCASTING, June 12, 1967].) NCTV has also asked Christian leaders and groups to ask CBN to discontinue broadcasts of its violent programming. "We do sincerely hope that CBN will drop violent action-drama from its programming mix, even though it is a difficult financial decision for CBN," NCTV said.

Weirich doubted NCTV's report or demands would affect CBN's schedule, saying: "I can't imagine that we're about to change our programming." CBN has received

letters and calls from viewers who commend the network's programs as a positive alternative to other programming fare, he said. Weirich said CBN would never air programming that used violence for shock value, and asked why NCTV's report didn't focus on services that did. He also pointed out that generations of children have grown up watching westerns. "Violence isn't something we [CBN] promote, but it's something around us," Weirich said. "You can no more remove violence from the human experience than you can remove love."

More Disney

Beginning Dec. 7, the Disney Channel will program 24 hours a day, filling the additional hours with two feature films or specials "that appeal to adults" and episodes of *Walt Disney Presents*. Currently, the cable service is on from 6 a.m. to 1:30 a.m., seven days a week. The move is designed to "increase the convenience" of watching for current subscribers and attract new ones, Disney said.

Sports additions

Madison Square Garden Network has a new weekly half-hour program, *Coca-Cola High School Sportsweek*. The 40-week series about tri-state high school sports (New York, New Jersey and Connecticut) will air each Thursday at 7 p.m.

Sportsweek is hosted by Greg Gumbel (brother of NBC *Today* co-host, Bryant Gumbel). The MSG series will cover 23 areas of amateur athletic competition, including football, basketball, baseball, track and field, swimming, wrestling and gymnastics. The series is produced by Sports Marketing & Television International Inc. of Greenwich, Conn., and sponsored by Coca-Cola and The Coca-Cola Bottling Co. of New York.

Another new MSG show is *Sports Forum*, a half-hour weekly series also hosted by Greg Gumbel. The program airs on Wednesday at 10:30 p.m. (and is repeated throughout the week), and features sports journalists and athletes in "roundtable discussions of current events and pressing issues facing the sports world," MSG said.



All that Jazz. Tele-Communications Inc.'s latest foray into the realm of programming is a joint venture with the Utah Jazz of the National Basketball League that will offer 20 Jazz games during the upcoming season and, possibly, other sports and entertainment programming to cable subscribers in five western states starting Nov. 1. At the signing of the joint venture agreement (l-r): Randy Rigby, Jazz director of media services; David Checketts, Jazz president; John Sie, TCI senior vice president, and Tom Bork, affiliates services, TCI-West.

According to the Jazz and TCI, the new programming service will be offered to cable systems in Utah, Idaho, Nevada, Wyoming and Montana. It will be supported by affiliate fees and advertising and will be offered to subscribers as part of the basic service.

The new service can be assured of some carriage. TCI owns the cable systems serving more than 100,000 subscribers in and around Salt Lake City, where the Jazz is based. What's more, TCI owns some 366,000 subscribers to the target five-state areas out of a total cable universe of 671,800. Jazz President Checketts said the Jazz will try to line up other professional and collegiate sports to complement the Jazz games.

According to TCI and the Jazz, the deal is subject to the approval of NBA Commissioner David J. Stern. For TCI, the Jazz venture is its second move into regional basic sports programming. Last spring, it launched a service featuring the Pittsburgh Pirates in western Pennsylvania, another area with a large concentration of TCI subscribers.

ANNOUNCING

**A
MAJOR EVENT IN
MOVIE HISTORY!
NOW IN PRODUCTION**

**THE
GREATEST
ASSEMBLAGE
OF INTERNATIONAL
STARS EVER OFFERED IN
A SINGLE MOVIE PACKAGE**

DUSTIN
SYLVESTER
MERYL
PAUL
SOPHIA
MARLON
CLINT
ELIZABETH
CARY
SIR LAURENCE...

M-O-O-O-V-E OVER FOR...



HANNA-BARBERA'S SUPERSTARS 10



Top Cat

Huck

George

Yogi

Fred

Scooby

Now, together for the first time from
HANNA-BARBERA's array of glamorous and romantic
box office champions, come these worldwide
superstars in their most challenging roles:

- ★ **THE GOOD, THE BAD, AND HUCKLEBERRY HOUND**
- ★ **SCOOBY-DOO AND THE BOO BROTHERS**
- ★ **TOP CAT AND THE BEVERLY HILLS CATS**
- ★ **GHOUL SCHOOL STARRING SCOOBY-DOO & SCRAPPY-DOO**
- ★ **YOGI BEAR AND THE MAGICAL FLIGHT OF THE SPRUCE GOOSE**
- ★ **THE JETSONS MEET THE FLINTSTONES**
- ★ **YOGI BEAR AND THE SEVEN LITTLE CUBS**
- ★ **SCOOBY-DOO AND THE RELUCTANT WEREWOLF**
- ★ **JUDY JETSON AND THE ROCK PIRATES**
- ★ **AROUND THE WORLD WITH THE WACKY RACERS**

These HANNA-BARBERA stars have accumulated
more screen time than any performers
in history.

Laugh with them, cry with them,
love with them—

HANNA-BARBERA'S SUPERSTARS' 10—

10 original two-hour animated movies.

NOW IN PRODUCTION.



**WORLDVISION
ENTERPRISES INC.**

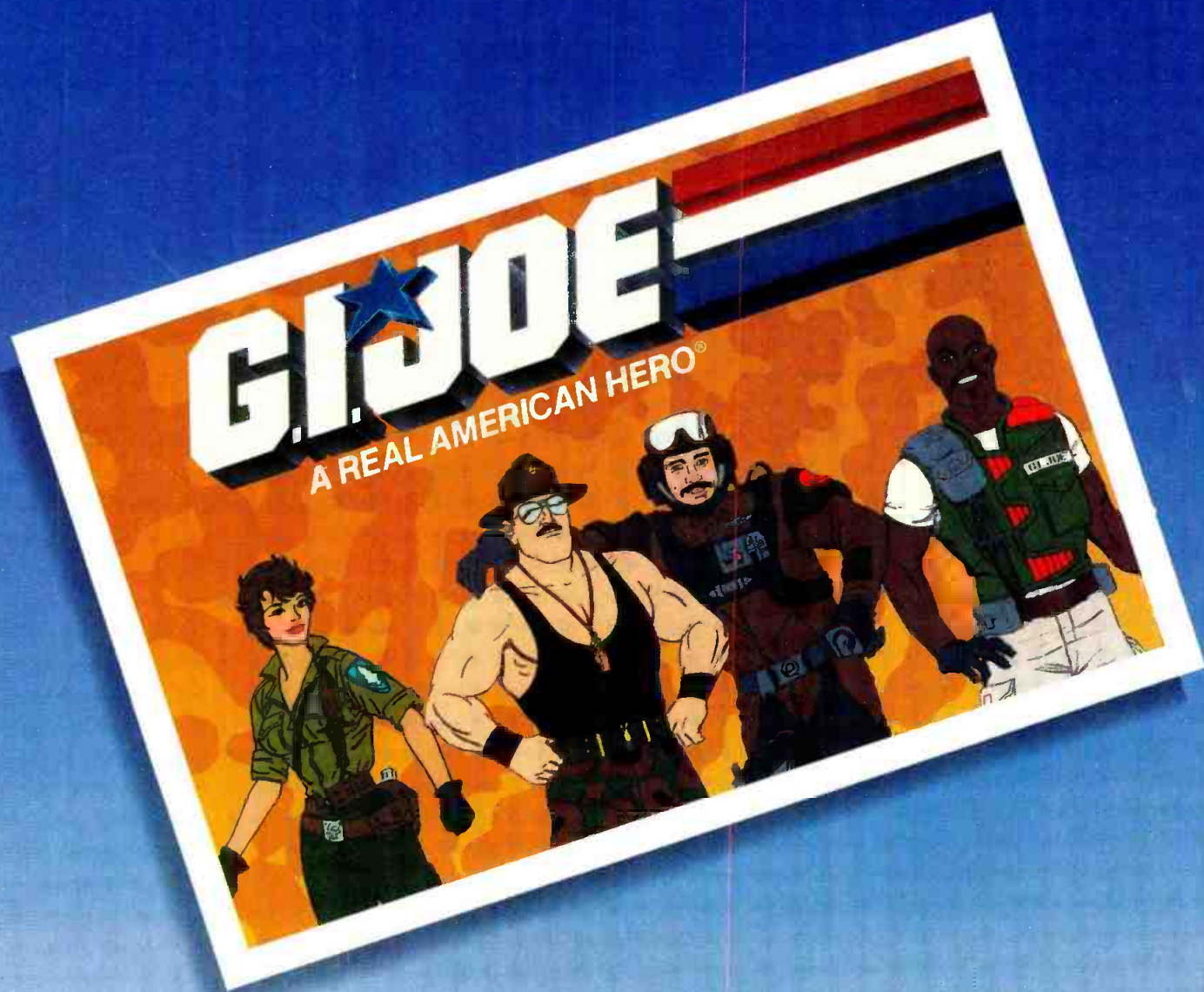
The World's Leading Distributor
for Independent Television Producers

New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo,
Sydney, Toronto, Rio de Janeiro, Munich, Rome

A IAFI COMPANY

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"Not Affiliated With World Vision International, A Religious And Charitable Organization"

THE BEST



**Claster and Sunbow—
for hot kid's concepts that last.**

*Source: Nielsen Syndicated Service (NTI) Fast Weekly Household Audience Report Week ending September 21, 1986.

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IN THE BUSINESS STILL SIZZLES!

Premiere Week-TRANSFORMERS®
and G.I. JOE® held the #1 and #2
positions at the top of
the kid's charts.*



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Business Briefly

TV ONLY

NYNEX □ Telephone service is scheduled to launch corporate advertising campaign this week and run until mid-December. Commercials will be shown primarily in New York and Boston but there will be exposure in Northeastern markets, including Buffalo, N.Y.; Springfield, Mass., and Hartford, Conn. Spots will run in all dayparts to reach upscale audience. Target: adults, 25-54. Agency: Young & Rubicam, New York.

California Cooler □ Wine coolers will be promoted for Thanksgiving and Christmas holidays in six-week campaign flighted over 10 weeks, starting in mid-November and continuing to end of January. Commercials will be presented in all dayparts. Target: adults, 18-34. Agency: Chiat/Day, Los Angeles.

DuPont □ Introductory campaign for SilverStone Supra nonstick coating began last week on network television, syndicated daytime and spot television

on national basis and will continue into 1987. Commercials are running in



prime, daytime and fringe periods. Target: women, 25-54. Agency: N W Ayer, New York.

Dial Corp. □ Newly formulated Tone soap is being promoted in nationwide campaign on network, syndicated and cable television, with spot television possibility for fourth quarter. Commercials are scheduled for all time periods. Target: women, 25-54. Agency: Foote, Cone & Belding/West, San Francisco.

RADIO ONLY

Hip Pocket Stores □ Clothing for teenagers will be spotlighted in campaign running in five Virginia markets for two weeks, effective in late October. Commercials will run in all dayparts. Target: adults, 18-34. Agency: Evergreen Media, Edmonds, Wash.

Motorola □ Cellular telephones will be featured in two-week flight beginning in late October in New York, Philadelphia, Phoenix and in Texas. Commercials will be slotted in all time periods. Target: men, 25-54. Agency: Evergreen Media, Edmonds, Wash.

Institute of Specialized Medicine □ Commercial for Physician's Clinic programs to stop smoking and lose weight have begun in Austin, Dallas and San Antonio, all Texas. Commercials in the antismoking campaign are carried on 52-week basis while spots for weight loss are being flighted. Market coverage will expand as other clinics are added. Target: adults, 25-49. Agency:

WHY BE A LITTLE FISH IN A BIG POND?

LAUREL-HATTIESBURG DRUG PRODUCT SALES WILL CURE WHAT AILS YOUR SALES.

Over-the-counter drug product sales per household are on the rise in Laurel-Hattiesburg, outperforming the state by 13%, region by 13% and entire United States by 5% in 1984 alone. Over-the-counter drug sales have increased 35.3% in five short years. Effective Buying Income has increased 70.2%, and is expected to reach 77.5% by 1989. So if you're selling over-the-counter drug products, your sales will be a lot healthier in Laurel-Hattiesburg.

WDAM-TV DOMINATES THE MARKET.

We've got the facts, figures and programming, including the #1 News, to help you dominate this healthy new market, too.

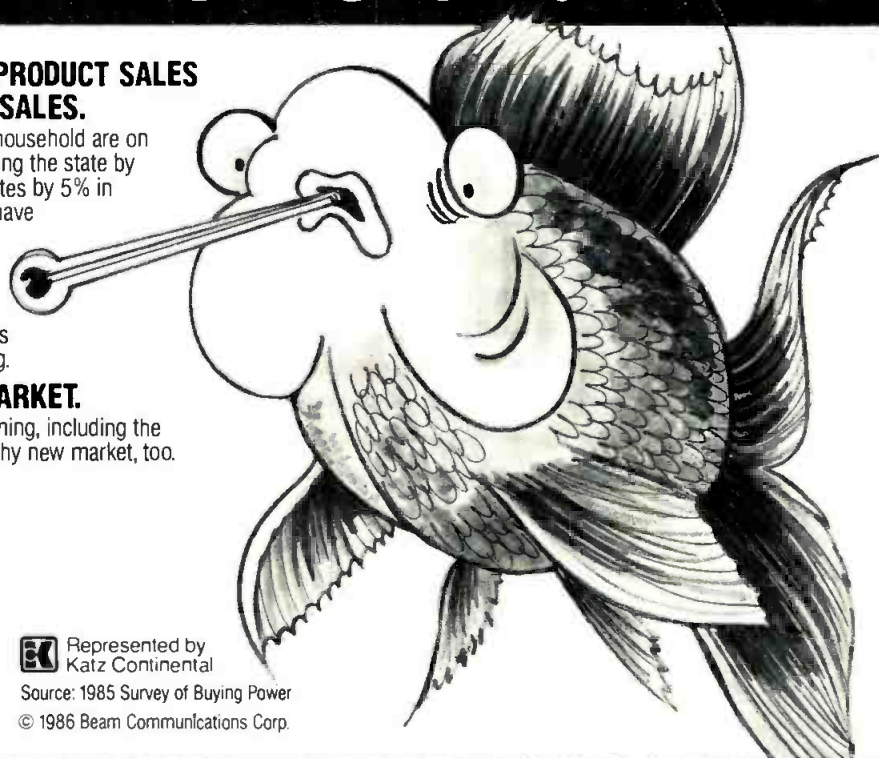
BE A BIG FISH

BEAM COMMUNICATIONS

NBC WDAM-TV, NBC, Laurel-Hattiesburg, MS
KYEL-TV, NBC, Yuma, AZ - El Centro, CA
WPBN-TV/WTOM-TV, NBC, Traverse City -
Cadillac - Cheboygan, MI
CBS WCFT-TV, CBS, Tuscaloosa, AL

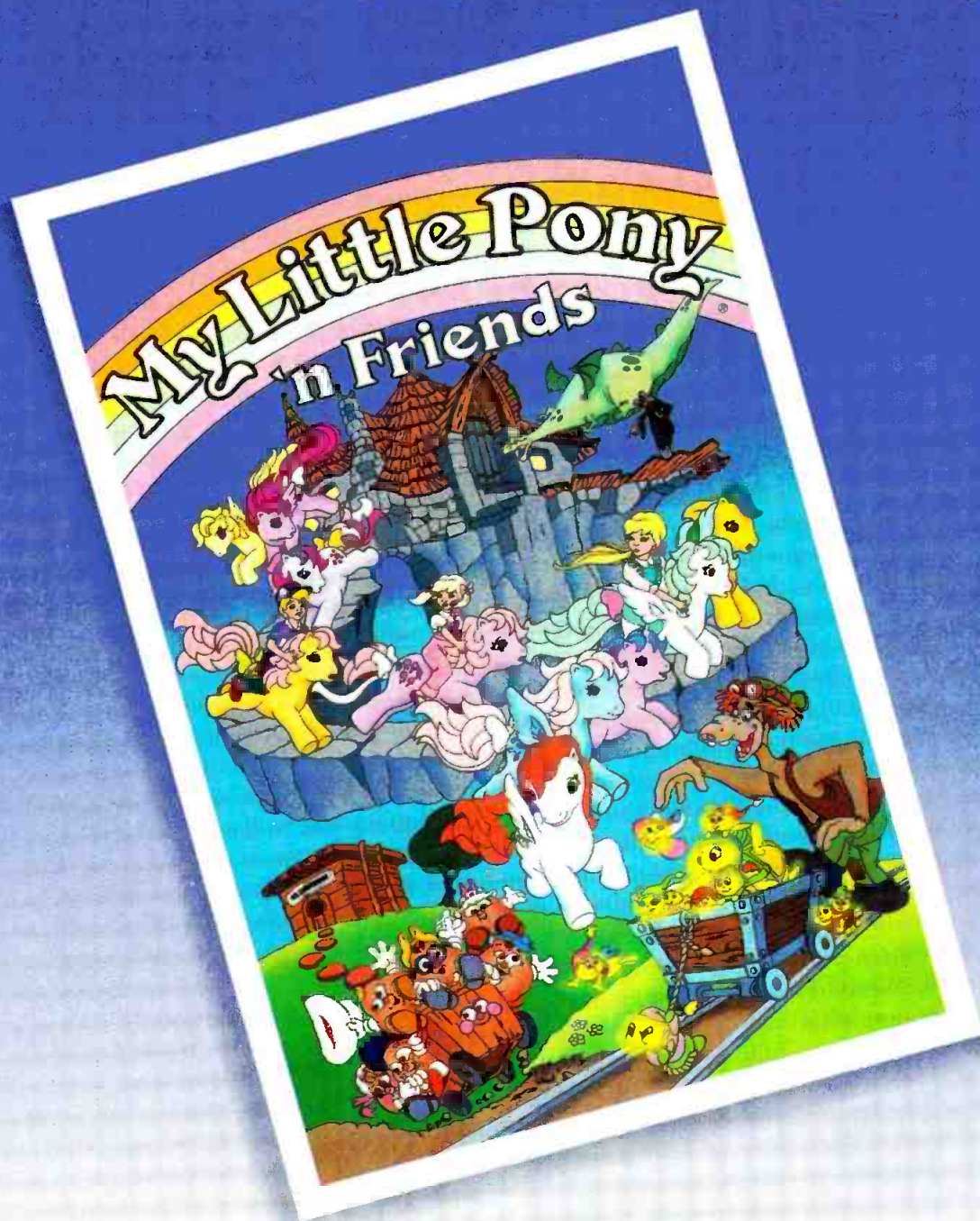
Represented by
Katz Continental

Source: 1985 Survey of Buying Power
© 1986 Beam Communications Corp.



THE BEST NEW KID'S SHOW IN SYNDICATION!

Already winning more time periods than any other
animated program premiering this fall.*



*Source: NTL and Arbitron Overnights September 15, 1986
through October 3, 1986.

My Little Pony® Glo Friends™ and Potato Head Kids™ are trademarks of Hasbro, Inc.
© 1986 Hasbro, Inc. / © 1986 Sunbow Productions, Inc.



Ellis, Pedersen & Forbes, Houston.

Al's Auto Supply □ Two-week campaign will kick off in late October in Seattle and Yakima, Wash. Commercials will be placed in all dayparts. Target: men, 18 and older. Agency: Evergreen Media, Edmonds, Wash.

Jay Jacobs □ Retail chain for young women's clothing will conduct pre-Christmas campaign for three weeks, starting in early December. Markets will number about 45, including San Francisco, Portland, Ore., and Yakima,

Wash. Commercials will be slotted in periods from 3 p.m. to 11 p.m. and on Saturday morning and afternoon. Target: women, 12-24. Agency: Northwest Media Services, Seattle.

RADIO&TV

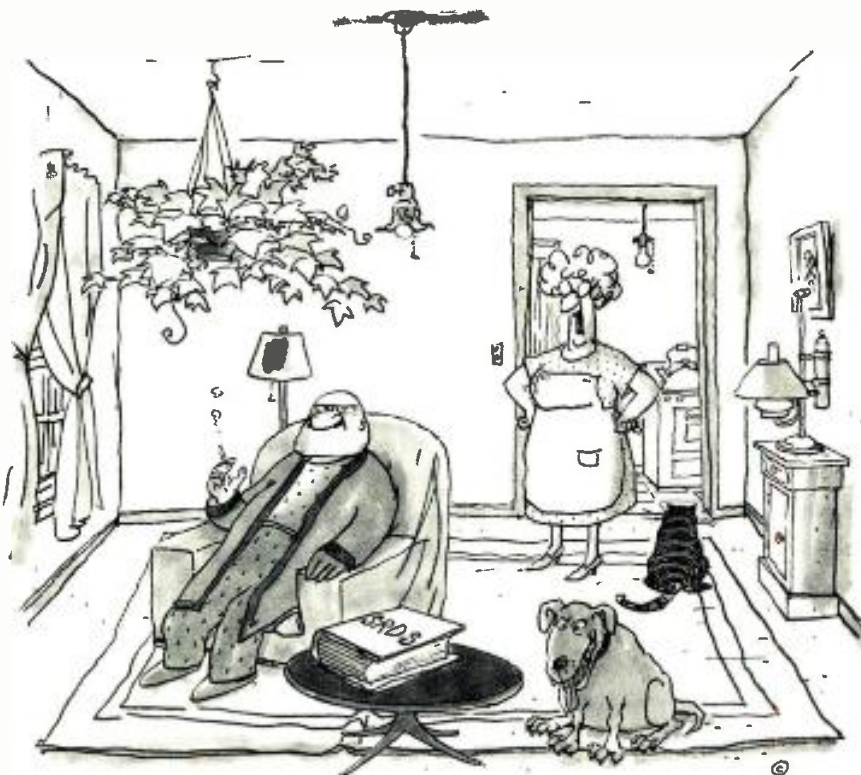
Nike Inc. □ Footwear firm will launch campaign in early November in 15 major markets to continue until end of year. Commercials will be carried in all dayparts. Target: adults, 18-54. Agency: Wieden & Kennedy, Portland, Ore.

AdVantage

McGavren's picture. McGavren Guild Radio last week issued analysis of contracts for first six months of 1986. Network and spot data were computed by number of contracts and dollar volume. Based upon number of contracts, 39% of all spot availabilities requested were for 25-54, followed by 18-49/18-44, 19%, and 25-49/25-44, 10%. McGavren said on dollar basis 25-54 led by 41%. On network avails, 34% of contract volume and 22% of dollar volume were 25-54. Daypart rank in spot by percentage of contracts was a.m., 31%; p.m., 21%; daytime, 20%, and run of schedule, 13%. Daypart ranking for network: run of schedule, 25%; a.m. 20%; daytime, 17%, and p.m., 15%.

□

Blood drive. New 30-second television commercial, plus 25-, 15- and 10-second versions will be made available in November to networks and American Red Cross regions for public service use in support of blood donor drive. Commercial is centered on young man who walks crowded streets pleading for help—not for dollars but for blood for one of his children. Voice-over asks: "Imagine if you had to ask for blood to save the life of someone you love." Commercials were created by J. Walter Thompson/New York.



*"Arnold, I know it means a lot to you,
but a coffee table book it's not."*

Broadcasting Publications Inc.

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This week

Oct. 17-21—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France.

Oct. 18-21—"Promoting Your Campus via Radio and Television," conference sponsored by *Council for the Advancement and Support of Education*. Radisson hotel, Denver. Information: (904) 644-4030.

Oct. 19-22—Intelevent '86, fifth annual conference on international telecommunications policy, sponsored by *International Televent*. Hotel Bayerischer, Munich. Sponsors include Finley, Kumble, Wagner; E.F. Hutton; Peat, Marwick, Mitchell & Co., and International Chamber of Commerce. Information: (202) 857-4612.

Oct. 20-22—*National Religious Broadcasters* Southwestern regional convention. Holiday Inn Holidome, Dallas-Fort Worth. Information: Sharon Barela, (918) 664-7991.

Oct. 20-22—*Magnavox* mobile training seminar for cable. Holiday Inn North, Richmond, Va. Information: (800) 448-5171, extension 389.

Oct. 21—*International Radio and Television Society* seminar, "Dialogue—An Insider's View of the Television Industry," featuring Professor Richard Brown, who teaches courses at New School for Social Research. Guest: comedian Jay Leno. New York Hilton, New York. Information: (212) 867-6650.

Oct. 21-22—*New York State Broadcasters Association* 32d annual meeting. Turf Inn, Albany, New York.

Oct. 21-23—Annual convention of *Microwave Commu-*

nications Association. Theme: "MMDS/ITFS/OFS/DEMS Emerging Microwave Technologies." Ramada Renaissance hotel, Washington. Information: (202) 659-4417.

Oct. 22—*Federal Communications Bar Association* luncheon. Speaker: Alfred Sikes, head of National Telecommunications and Information Administration. Washington Marriott, Washington.

Oct. 22—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Tom Goodgame, president, Group W Television Station Group. Topic: "What Television Is... Or Should Be... Doing for Kids." Copacabana, New York.

Oct. 22—*Women in Cable, Washington chapter*, meeting, "Must Carry Jeopardy." National Cable Television Association, Washington. Information: (202) 872-9200.

Oct. 22-23—*Ohio Association of Broadcasters* fall convention. Stouffer Dayton Plaza hotel, Dayton, Ohio.

Oct. 22-23—*Kentucky Broadcasters Association* fall convention. Radisson Plaza hotel, Lexington, Ky.

Oct. 22-24—*American Women in Radio and Television* North Central area conference. Hilton on the Circle, Indianapolis. Information: (202) 429-5102.

Oct. 22-25—*National Black Media Coalition* annual conference. Speakers include Oprah Winfrey, syndicated talk show host; Barry Mayo, WRKS(FM) New York; Erwin Krasnow, Verner, Lipfert; Vince Cullers, Cullers Advertising, Chicago; Mal Goode, U.N. correspondent and consultant, New York, and Randall Robinson, TransAfrica, lobbying group for African countries. Shoreham hotel, Washington. Information: (202) 387-8155.

Oct. 22-26—*Association of Music Personnel in Public Radio*. Hyatt Regency New Orleans. Information: (504)

286-7000.

Oct. 23—*National Association of Broadcasters* television membership committee meeting. NAB, Washington.

Oct. 23—Presentation of 1986 Communications Excellence to Black Audiences (CEBA) Awards, sponsored by *World Institute of Black Communications*, honoring "corporations, ad agencies and individuals who have demonstrated sensitivity and expertise in advertising and marketing directed towards black consumers." New York Hilton. Information: (212) 586-1771.

Oct. 23-25—*National Religious Broadcasters, Eastern chapter*, convention. Philadelphia Airport Marriott, Philadelphia. Information: Sue Bahner, (716) 461-9212.

Oct. 24—*Montana Broadcasters Association* sales clinic. Village Red Lion Motor Inn, Missoula, Mont.

Oct. 24—Radio acquisition seminar, sponsored by *National Association of Broadcasters Radio*. Airport Marriott, San Francisco.

Oct. 24-25—*New Hampshire Association of Broadcasters* fall conference. Center of New Hampshire Holiday Inn, Manchester, N.H.

Oct. 24-25—*Friends of Old-Time Radio* 11th annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 248-2887 or (203) 795-6261.

Oct. 24-29—*Society of Motion Picture and Television Engineers* 128th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York. Information: Dorothy Smith, (914) 761-1100.

Oct. 25—*Museum of Broadcast Communications* "You Can Come Home Again" gala, "homecoming reunion saluting broadcast stars born in Illinois or whose careers were nurtured in Chicago." MBC, Chicago. Information: (312) 565-1950.

Oct. 25—*American Women in Radio and Television* 32d annual Genii awards luncheon, honoring actress Sharon Gless and writer-producer Fay Kanin. Beverly Wilshire, Los Angeles. Information: (818) 509-0819.

Oct. 25-28—*Texas Association of Broadcasters* annual convention. Hilton Palacio del Rio, San Antonio, Tex.

Also in October

Oct. 26—*National Association of Broadcasters* "100 plus" committee. O'Hare Hilton Airport hotel, Chicago.

Oct. 26-27—"Teleconferencing: Steps to Take, Moves to Make," sponsored by *National University Teleconference Network*. Anaheim Marriott hotel, Anaheim, Calif. Information: Jeff Beaver, (405) 624-5191.

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

Oct. 27—*Cable Television Network of New York* third annual CAPE (Cable Awards for Programing Excellence) awards and dinner dance. Trump Tower, Atlantic City, N.J. Information: (609) 392-4360.

Oct. 27-28—*National Association of Broadcasters* "Hundred Plus Exchange," for small market TV stations. Chicago O'Hare Airport Hilton, Chicago.

Oct. 27-29—*National Association of Broadcasters* regional managers meeting. NAB, Washington.

Oct. 27-Nov. 1—Journalism Week, annual program sponsored by *University of Missouri-Columbia, School of Journalism*. Various locations at UM and in Columbia. Information: Bob Gassaway, (314) 442-3161, extension 225.

■ **Oct. 28-29**—"The Rise of Television Syndication" and "The Business of Television Syndication," seminars sponsored by *Museum of Broadcasting*. Panelists include George Back, All American Television; Fred Silverman, Matlock Productions; Don Menschel, MCA Television, and Merrill Grant, Reeves Entertainment Group. MOB, New York. Information: Richard Rottkov, (212) 818-1200.

Oct. 28—Conference for journalists, "Illiteracy: How Big a Problem? What Can Be Done?" sponsored by

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Washington Journalism Center. Watergate hotel, Washington. Information: (202) 331-7977.

Oct. 28—International Radio and Television Society seminar, "Dialogue—An Insider's View of the Television Industry," featuring Professor Richard Brown, who teaches courses at New School for Social Research. New York Hilton. Information: (212) 867-6650.

Oct. 28—"Telecommunications for Development: Exploring New Strategies," international forum sponsored by Intelsat, New York University, Economic Development Foundation and Intergovernmental Bureau for Informatics. Loew's Summit hotel, New York. Information: (202) 944-7805.

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

Oct. 29—Washington Metropolitan Cable Club luncheon. Speaker: Ted Turner, Turner Broadcasting System. Washington Marriott, Washington. Information: (202) 775-3550.

Oct. 29—New York chapter of National Academy of Television Arts and Sciences luncheon, featuring Robert E. Mulholland, director, Television Information Office. Topic: "Why TV News Makes News." Copacabana, New York.

Oct. 29-30—Conference for journalists, "Education 1986: Are Schools Better? Are Basics Being Taught?" sponsored by Washington Journalism Center. Watergate hotel, Washington. Information: (202) 331-7977.

Oct. 30—Dinner sponsored by Entertainment Industries Council, honoring Grant Tinker, outgoing chairman of NBC. Sheraton Premiere hotel, Los Angeles. Information: (818) 840-3842.

Oct. 30—National Association of Broadcasters small market radio committee meeting. NAB, Washington.

Oct. 30-31—"Success in Radio and Television Sales and Promotion," sponsored by California Broadcasters Association and Broadcast Promotion and Marketing Executives. Hyatt Los Angeles Airport.

Oct. 30—Advertising Women of New York luncheon. Waldorf Astoria, New York.

Oct. 30-Nov. 1—Alpha Epsilon Rho, National Broadcasting Society. East Central regional convention. Appalachian State, Boone, N.C.

Oct. 31—Academy of Television Arts and Sciences forum luncheon. Keynote speaker: First Lady Nancy Reagan, on drug abuse. Los Angeles. Information:

(818) 953-7575.

Oct. 31—International Radio and Television Society newsmaker luncheon. Speaker: Richard Wiley of Wiley, Rein & Fielding, Washington. Waldorf-Astoria, New York.

November

Nov. 1—Academy of Television Arts and Sciences all-day seminar on drug abuse. Sheraton Premiere, Los Angeles. Information: (818) 953-7575.

Nov. 1—Deadline for entries in Media Awards competition, sponsored by New York State Bar Association. Competition is designed to "encourage excellence in reporting on an aspect of the administration of justice that educates citizens about the roles of law and law enforcement in our society." Information: (518) 463-3200.

Nov. 2-6—Annual Public Broadcasting Service Program Fair. Hyatt Regency, Austin, Tex. Information: (703) 739-5000.

Nov. 3-5—Electronic Imaging '86, conference and exhibit, featuring computer graphics, fiber optics and high-definition TV. Sponsored by Institute for Graphic Communication. Sheraton-Boston hotel, Boston. Information: (617) 267-9425.

Nov. 3-7—London Market for TV, film, home video, cable and satellite. Gloucester hotel, London. Information: (212) 593-2258.

Nov. 4—International Radio and Television Society seminar, "Dialogue—An Insider's View of the Television Industry," featuring Professor Richard Brown, who teaches courses at New School for Social Research. New York Hilton, New York. Information: (212) 867-6650.

Nov. 5—New York chapter of National Academy of Television Arts and Sciences luncheon, featuring David D. Connell, VP-executive producer, Children's Television Workshop. Copacabana, New York.

Nov. 5—Presentation of Cannes International Advertising Film Festival commercials. Event sponsored by Screenvision Cinema Network and Adweek. First Chicago Center and Three First National Plaza, Chicago. Information: (212) 818-0180.

Nov. 5—American Advertising Federation's National Advertising Law and Business Conference. Westin hotel, Chicago. Information: (202) 898-0089.

Major Meetings

ferences: 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.

Feb. 19-21, 1987—Country Radio Seminar, sponsored by Country Radio Broadcasters. Opryland hotel, Nashville.

March 25-28, 1987—American Association of Advertising Agencies annual convention. Boca Raton hotel and beach club, Boca Raton, Fla.

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

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

April 1-5, 1987—Alpha Epsilon Rho, National Broadcasting Society, 45th annual convention. Clarion hotel, St. Louis.

April 21-27, 1987—23d annual MIP-TV, Marches des International Programmes des Television, international television program market. Palais des Festivals, Cannes, France.

April 26-29, 1987—Broadcast Financial Management Association annual meeting. Marriott Copley Place, Boston. Future meeting: April 17-20, 1988, Hyatt Regency, New Orleans, and April 9-12, 1989, Loews Anatole, Dallas.

April 29-May 3, 1987—National Public Radio annual public radio conference. Washington Hilton,

Nov. 5-6—National Association of Broadcasters executive committee meeting. NAB, Washington.

Nov. 6—Women in Cable, San Francisco chapter, meeting. Topic: employee relations. EEO. Blue Dolphin restaurant, San Leandro, Calif.

Nov. 6—Women in Cable, Chicago chapter, luncheon meeting. Como Inn, Chicago. Information: (312) 693-9800.

Nov. 6-8—Alpha Epsilon Rho, National Broadcasting Society, Midwest regional convention. Chicago. Information: Joan Applebaum, (312) 297-1234.

Nov. 7—Radio acquisition seminar, sponsored by National Association of Broadcasters Radio. Henry VIII Inn Airport, St. Louis. Information: (202) 429-5420.

Nov. 7—Georgia Association of Broadcasters "Georgian of the Year" banquet. Omni hotel, Atlanta.

Nov. 7—Vermont Broadcasters Association management seminar. Radisson, Burlington, Vt.

Nov. 7-9—Conference for journalists on "civil justice/litigious society," sponsored by Foundation for American Communications and Gannett Foundation. Vista International hotel, Washington. Information: (213) 851-7372.

Nov. 7-9—Alpha Epsilon Rho, National Broadcasting Society, South Central regional convention. Montevallo, Ala. Information: Stan Mimms, (205) 646-3771.

Nov. 7-9—Broadcast Executive Directors Association fall meeting. Hyatt Orlando, Orlando, Fla.

Nov. 8—Radio-Television News Directors Association region six workshop on cameras and microphones in the courtroom. Columbia, Mo.

Nov. 8—Alpha Epsilon Rho, National Broadcasting Society, North Central regional convention. University of Wisconsin, Oshkosh, Wis. Information: Dr. Robert Snyder, (414) 424-3132.

Nov. 8—"Making the Story Work," workshop on story structure and scriptwriting, sponsored by American Film Institute. Parsons Exhibition Center, New York. Information: (212) 856-7690.

Nov. 9-13—Nebraska Videodisk Workshop, sponsored by Nebraska ETV Network/University of Nebraska-Lincoln, Videodisk Design/Production Group. UN, Lincoln. Information: (402) 472-3611.

Nov. 10—29th annual International Film & TV Festival of New York, awards for film, video, slide and audio-visual productions. Town Hall, New York. Infor-

Washington.

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

May 17-20, 1987—CBS-TV annual affiliates meeting. Century Plaza, Los Angeles.

May 31-June 2, 1987—NBC-TV annual affiliates meeting. Century Plaza, Los Angeles.

June 6-9, 1987—American Advertising Federation annual convention. Buena Vista Palace hotel, Orlando, Fla.

June 9-11, 1987—ABC-TV annual affiliates meeting. Century Plaza, Los Angeles.

June 10-13, 1987—American Women in Radio and Television 36th annual convention. Beverly Hilton, Los Angeles.

June 10-14, 1987—Broadcast Promotion and Marketing Executives/Broadcast Designers Association annual seminar. Peachtree Plaza, Atlanta; June 8-12, 1988, Bonaventure, Los Angeles, and June 21-25, 1989, Renaissance Center, Detroit.

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

Aug. 16-19, 1987—Cable Television Administration and Marketing Society 14th annual meeting. Fairmont hotel, San Francisco.

Aug. 30-Sept. 1, 1987—Eastern Cable Show, sponsored by Southern Cable Television Association. Merchandise Mart, Atlanta.

Sept. 1-4, 1987—Radio-Television News Directors Association international conference. Orange County Convention Center, Orlando, Fla.

Sept. 9-12, 1987—Radio '87, sponsored by the National Association of Broadcasters. Anaheim Convention Center, Anaheim, Calif.

Oct. 22-25—National Black Media Coalition annual conference. Shoreham hotel, Washington. Information: (202) 387-8155.

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 K. Javits Convention Center, New York, and Oct. 22-27, 1989, Los Angeles Convention Center.

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

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

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

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

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

Jan. 21-25, 1987—NATPE International 24th annual convention. New Orleans Convention Center, New Orleans. Future meeting: Feb. 26-29, 1988, George Brown Convention Center, Houston.

Feb. 1-4, 1987—National Religious Broadcasters 44th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington.

Feb. 6-7, 1987—Society of Motion Picture and Television Engineers 21st annual television conference. St. Francis hotel, San Francisco. Future con-

mation: (914) 238-4481.

■ **Nov. 12-15**—*Society of Professional Journalists, Sigma Delta Chi*, national convention. Marriott Downtown, Atlanta. Information: (312) 922-7424.

Nov. 12—*Ohio Association of Broadcasters* financial managers meeting. Embassy Suites, Columbus, Ohio.

Nov. 12—*American Women in Radio and Television, Washington chapter*, meeting. "Sexism in Broadcasting: Fact or Fallacy." National Association of Broadcasters, Washington. Information: Lisa Tate, (202) 628-3544.

Nov. 12—*International Radio and Television Society* "Second Tuesday" seminar. Viacom conference center, New York. Information: (212) 867-6650.

Nov. 12-13—Conference for journalists, "The Women's Movement: Is It Still Making Progress?" Sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

Nov. 12-14—*Magnavox* mobile training seminar for cable. Orlando Marriott, Orlando, Fla. Information: (800) 448-5171, extension 389.

Nov. 12-15—International Women's Media Conference. National Press Club, Washington. Information: (202) 223-0030.

Nov. 12-16—*Audio Engineering Society* convention. Los Angeles Convention Center. Information: (212) 661-8528.

Nov. 13—*Association of National Advertisers* promotion management workshop. New York Hilton, New York.

Nov. 13—12th annual *Chicago Communications* luncheon, "for the advancement of communications to benefit the Albert P. Weisman Memorial Scholarship Fund at Columbia College." Keynote speech: CBS White House correspondent Lesley Stahl. Westin hotel, Chicago. Information: (312) 663-1600; extension 421.

Nov. 13—*Southern California Cable Association* dinner. Speaker: Trygve Myhren, chairman-CEO, American Television & Communications. Pacifica hotel, Los Angeles. Information: (213) 684-7024.

Nov. 13-14—14th annual Communications Law program, sponsored by *Practising Law Institute*, non-profit educational organization. New York Penta, New York. Information: (212) 765-5700.

Nov. 13-15—Broadcast sales training seminar, "The National Sales Manager Program," sponsored by *Television Bureau of Advertising*. Century Plaza, Los Angeles.

Nov. 13-15—17th annual *Loyola Radio Conference*. Holiday Inn Mart Plaza, Chicago. Information: (312) 670-3207.

Nov. 13-16—*National Association of Farm Broadcasters* fall meeting. Kansas City, Mo.

Nov. 14—29th *International Film & TV Festival of New York*, awards for TV programs, promos and music video. Sheraton Center, New York. Information: (914) 238-4481.

■ **Nov. 14**—Deadline for nominations for Advertising Hall of Fame, sponsored by *American Advertising Federation*. Information: AAF, 1400 K Street, N.W., Washington, 20005.

Nov. 14-16—Second annual Women in Film Festival, co-sponsored by *Women in Film and California First Bank*. Directors Guild of America, Los Angeles.

Nov. 14-20—"Audible Visions," East Coast radio theater conference coordinated by *Pennsylvania Radio Theater, Friends of Radio Theater and Pennsylvania Council on the Arts*. International House, Philadelphia. Information: (717) 744-4432.

Nov. 15—*Caucus for Producers, Writers and Directors* final general membership meeting of 1986. Chasen's restaurant, Los Angeles.

Nov. 15—Second annual New England College Radio Conference, sponsored by *noncommercial WHUS(FM) Storrs, Conn.*, and *Intercollegiate Broadcasting System*. Student Union, University of Connecticut, Storrs, Conn. Information: John Murphy or Dean Lapenta, (203) 486-4007.

■ **Nov. 15**—"Comedy Writing for TV and Film," seminar sponsored by *American Film Institute*. Parsons Exhibition Center, New York. Information: (212) 856-7690.

■ **Nov. 17**—"The Mafia Mystique," conference on organized crime and the media, sponsored by *Media Institute of the National Italian American Foundation*.

Marriott Marquis, New York. Information: Jean Grillo, (212) 267-1915.

Nov. 17-19—*Television Bureau of Advertising* 32d annual meeting. Theme: "Television in Today's Tougher Business Climate." Century Plaza, Los Angeles.

Nov. 17-21—*Southern Educational Communications Association* annual conference. Hyatt Regency, Tampa, Fla. Information: (803) 799-5517.

Nov. 18—*American Sportscasters Association* third annual hall of fame awards dinner. Marriott Marquis, New York. Information: (212) 227-8080.

Nov. 18—*Association of National Advertisers* research workshop. Plaza hotel, New York.

Nov. 20—*Federal Communications Bar Association* luncheon. Speaker: James Olson, chairman-CEO, AT&T. Washington Marriott, Washington.

Nov. 20-22—*Arizona Broadcasters Association* fall convention and annual meeting. Westward Look Resort, Tucson, Ariz.

Nov. 21—Radio acquisition seminar, sponsored by *National Association of Broadcasters Radio*. Marriott Marquis, New York. Information: (202) 429-5420.

Nov. 21—*Broadcast Pioneers, Washington area chapter*, seventh annual awards dinner. Kenwood country club, Bethesda, Md. Information: Joe Ryan, (202) 783-5100.

Nov. 21—Reunion of reporters and photographers who covered Vietnam war, sponsored by *Overseas Press Club of America*. Seventh Regiment Armory, New York. Information: (212) 679-9650.

Nov. 21-23—*Foundation for American Communications and Gannett Foundation* conference for journalists on science/environment. Sheraton Miramar, Santa Monica, Calif. Information: (213) 851-7372.

Nov. 25—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

■ **Nov. 29**—Broadcast/entertainment seminar for students and investors, sponsored by *Gemini Productions Corp.*, Olathe, Kan. Hyatt Regency-Crown Center, Kansas City, Kan. Information: (913) 829-6600.

December

■ **Dec. 1**—Deadline for entries in 12th annual National Commendation Awards, for the "positive and realistic portrayal of women in all media forms," sponsored by *American Women in Radio and Television*. Information: AWRT, 1101 Connecticut Avenue, N.W., suite 700, Washington, 20036; (202) 429-5102.

■ **Dec. 1-2**—Annual World Telecommunications Conference, sponsored by *Financial Times*. Intercontinental hotel, London. Information: (01) 621-1355.

Dec. 1-5—Video Expo Orlando '86, sponsored by *Knowledge Industry Publications*. Buena Vista Palace hotel, Lake Buena Vista, Fla. Information: (914) 328-9157.

Dec. 3—*Ohio Association of Broadcasters* sales workshop. Park University hotel, Columbus, Ohio.

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

Dec. 4-7—Sixth annual National Video Festival, sponsored by *Sony Corp. of America* and presented by *American Film Institute*. Themes: TV and video sound—regional styles. Los Angeles campus, AFI. Information: (213) 856-7787.

Dec. 5—Deadline for entries in 27th annual International Broadcasting Awards, honoring "world's best television and radio commercials," sponsored by *Hollywood Radio and Television Society*. Information: HRTS, (818) 769-4313.

Dec. 7-8—*NBC-TV* midseason promotion executives conference. Contemporary hotel, Orlando, Fla.

Dec. 8-10—Eighth annual *National Media Conference*. Theme: "New Directions." Participants include

Jeff Greenfield, ABC News; Oprah Winfrey, syndicated talk show host; Bruce Christensen, PBS, and Charles Gingold, Lifetime Cable Network. New York Hilton, New York. Information: (212) 819-9310.

Dec. 9—*International Radio and Television Society* "Second Tuesday" seminar. Viacom conference center, New York. Information: (212) 867-6650.

Dec. 9-10—*NBC-TV* local news promotion workshop. Contemporary hotel, Orlando, Fla.

■ **Dec. 11-12**—*Federal Communications Bar Association and Practising Law Institute* fifth annual conference, "Telecommunications: Competition and Deregulation after the AT&T Divestiture." Sheraton Washington hotel, Washington. Information: (212) 765-5700.

Dec. 15—Deadline for entries in second annual International Computer Animation competition, sponsored by *National Computer Graphics Association*. Information: (703) 698-9600.

Dec. 16—*Federal Communications Bar Association* luncheon, "The McLaughlin Group: Media Style." Panelists: Paul Harris, *Variety*; Tac Nail, *TV Digest*; Penny Pagano, *Los Angeles Times*, and Don West, *Broadcasting*. Washington Marriott, Washington.

Dec. 16—Conference for journalists, "Trade and Protectionism: Prospects and Problems," sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

Dec. 17-18—Conference for journalists, "The Economic Outlook for 1987," sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

Dec. 18—*International Radio and Television Society* Christmas benefit. Waldorf-Astoria, New York.

January, 1987

Jan. 7-11—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles.

Jan. 8-11—Winter Consumer Electronics Show, sponsored by *Electronic Industries Association/Consumer Electronics Group*. Las Vegas Convention Center, Las Vegas Hilton, Riviera and Sahara hotels. Las Vegas. Information: (202) 457-8700.

Jan. 13—*International Radio and Television Society* "Second Tuesday" seminar. Viacom conference center, New York. Information: (212) 867-6650.

Jan. 13-15—Georgia Radio-Television Institute, sponsored by *Georgia Association of Broadcasters*. Georgia Center for Continuing Education, University of Georgia, Athens, Ga.

Jan. 14—*American Women in Radio and Television, Washington chapter*, meeting. "An Evening with FCC Commissioner Patricia Diaz Dennis." National Association of Broadcasters. Washington. Information: Lisa Tate, (202) 628-3544.

Jan. 14—*Association of Independent Television Stations and NATPE International* first-run syndication promotion event, to be held during annual Television Critics Association press tour. Los Angeles. Information: INTV, (202) 8871970.

Jan. 15—Deadline for entries in Charles E. Scripps Award, for "newspaper or broadcast station which best promotes literacy in its community," sponsored by *Scripps Howard Foundation*. No network may compete. Award is part of Scripps Howard Foundation National Journalism Awards. Information: Scripps Howard Foundation, 1100 Central Trust Tower, Cincinnati, 45202.

Jan. 15—*Federal Communications Bar Association* luncheon. Speaker: Congressman John Dingell, chairman, House Energy and Commerce Committee. Washington Marriott, Washington.

Jan. 20—Presentation of eighth annual network ACE Awards, sponsored by *National Academy of Cable Programming*. Ceremony to be aired live by WTBS-TV Atlanta. Los Angeles. Information: (213) 278-3940.

Jan. 21-25—*NATPE International* 24th annual convention. New Orleans Convention Center, New Orleans. Information: (212) 949-9890.

■ **Jan. 23**—Deadline for entries in 24th annual National Student Production Awards competition, sponsored by *Alpha Epsilon Rho, National Broadcasting Society*. Information: Dave Smith, (317) 285-1492.

Jan. 27-29—*South Carolina Broadcasters Association*

Errata

Correct call letters for new **Major Market Radio** represented station in **Canton, Ohio**, are **WRQK(FM)**, not **WRKQ**, as reported in Oct. 6 issue.

Datebook continues on page 78.

Monday Memo

A radio sales and programing commentary from David M. Landau, United Stations Radio Networks, New York

Special programing offers radio special opportunities

Learn from the competition. It's an old rule of thumb for athletes and businessmen alike, and it's eminently applicable to today's radio. And the lesson today is specials.

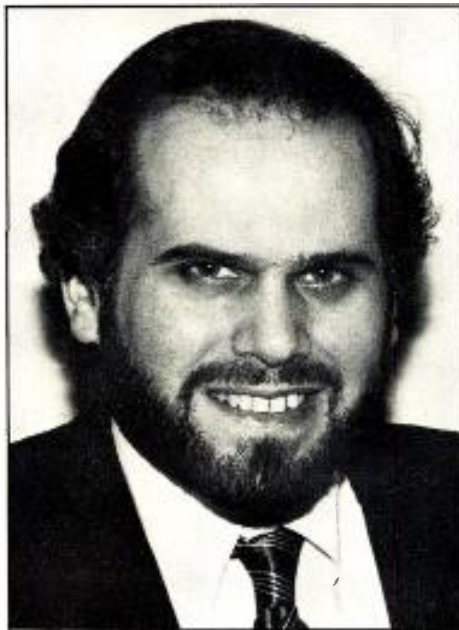
Specials have been a successful mainstay in television for years, attracting new advertisers and light users to the medium through premiere original programs featuring the biggest names in Hollywood. While providing viewers with new and exciting entertainment, TV specials allow local affiliates to offer advertisers vehicles with premium positioning and availabilities. Special presentations are such a success story for TV that their popularity has increased even as overall viewing has declined.

Radio has no such problems, and so the lesson learned from television specials can be very profitable indeed. While TV viewing is declining, radio's overall popularity has never been higher: 99% of all households have radios, and there are more than half a billion radio sets currently in use. Each week, radio reaches more than 95% of all Americans, and it reaches them everywhere: 55% in the home, 24% out-of-home and 21% in cars. It reaches the kind of Americans whom advertisers want to reach: 96% of the people with household incomes over \$40,000, 97% of all blacks, 98% of all Hispanics and, on weekends, 82% of all persons over 12 years old and 91% of all teenagers.

The health of radio is furthered by its historic efficiency. Since 1967, radio's cost-per-thousand (C-P-M) grew less than any other medium. And critical to the advertiser whose peak selling seasons may not mirror those of television, radio listening knows no season—it maintains its strength all year long. While television specials tend to crop up only during rating sweeps, radio specials are a year-round presence accommodating the specific interests and requirements of the listener, the station, the local advertiser and the network's national advertiser.

To top all these impressive statistics off, daily and weekly radio outreaches TV and newspapers.

Unmatched volume, efficiency, reach and consistency—these are signs of a healthy medium, and the perfect backdrop for special programing. And for radio, special programing means music. Network radio music specials can provide local affiliates—and their listeners—with premiere original programs featuring the biggest names in music with no seasonal constraints and with tremendous pulling power against a specific



David M. Landau is senior vice president of sales at the United Stations Radio Networks, New York. Landau joined United Stations in 1983 as director of Eastern sales and later was named vice president of sales. When the networks acquired the RKO Radio Networks in 1985, Landau was named vice president of sales for both United Stations Radio Networks and United Stations Programing Network. His radio background also includes sales positions at The Christal Co. and Infinity Broadcasting.

demographic.

The match-up is a natural. Whether it's CHR, AOR, AC, country, urban, oldies, big band or MOR, rock from light to heavy to none at all, radio and musical artists are inextricably tied together. The richness of the relationship allows music programers to create either stand-alone specials or conceptual multiartist packages.

Such packages can be designed to capture a specific advertiser's demographic target, through use of certain artists or concepts that appeal to the chosen target group, and through air date scheduling appropriate for the advertiser. This is a strength that most television, with its tendency toward "the lowest common denominator," cannot claim. Advertisers' associations and identifications with top music talent, coupled with air dates suited to their peak seasons, are image-builders only radio can deliver—and, importantly, on the same delivery line as the local stations's tie-in. Local affiliates are of-

fered the imprimatur of the national advertiser in the quest for local sales and promotional budgets which, in turn, bolster the national campaign, along with billboards and pre-promotion.

National advertisers are attracted to network radio specials because they deliver 90% national coverage with low out-of-pocket efficiencies. The power of the nationals trickles down to the locals: Radio is not only explosive in its growth, it is implosive in its commercial impact.

The attractiveness of specials is obvious for national advertisers, but how can the local radio station tap into this powerful source of revenue? One important step is to recognize the "marquee value" that comes from being identified with "hot" artists and national advertisers. By emphasizing the big names and big products, local stations can attract new local advertisers and light users.

As many recent multimedia events have demonstrated, the local radio station is the critical link in "tiered" selling, reaching from the national to the local advertiser, from the single sponsor to multiple commercial participants. Events such as the Amnesty International concert, the American Music Awards and Hands Across America approached the status of cultural phenomena—and they had compatible radio specials augmenting television and cable coverage. Savvy local stations are able to capitalize on the power of these events.

For example, a local radio affiliate that is airing a special broadcast covering one of these multimedia events has an opportunity to tie in locally with the national sponsors for these telecasts. Many of these events, by their very nature, lend themselves to a multitude of promotional options. It is, after all, the local station that can be the driving force behind the final success of the event and the sale of the client's product. The tiered approach is one of the most successful techniques open to the local marketplace.

The time has never been better to take advantage of specials. Network radio's steady growth in both revenue and programing diversity, coupled with the recent surge in individual station sales and station group acquisitions, bodes well for the future of radio. The commitment of new station owners increases the competitive pressure for the share of local audience and revenues. Special programing offered by the radio networks can fulfill an important programing void where a competitive edge is essential.

All the elements are there; the selling spectrum could not be wider or more favorable for radio. It's now just a matter of beating our television competitors at their own game.

A BRAND NEW TAFFNER SITCOM IN THE TRADITION OF "THREE'S COMPANY" "THREE APARTMENTS"

Hey,
the Ropers
are back
from
vacation.

I know,
I owe them
two months
back rent.

Helen,
what's wrong
with young
people today?

You're not
one of them,
Stanley.

Hey!
where's all
our food?

Janet
needed some
sugar and I
got carried away.

Was that
Jack Tripper
visiting
2A?



COMING FOR APRIL '87

D.L. Taffner/Ltd.

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CHICAGO (312) 642-5383

LOS ANGELES (213) 937-1144

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9 to 5 is working.

WOW,
ARE WE HOT IN LATE NIGHT!
KTVU **SAN FRANCISCO** SHARE
IS **UP 80%** OVER LEAD-IN...WKBD
DETROIT SHARE IS **UP 150%**
OVER LAST OCTOBER'S "WHAT'S
HAPPENING NOW"!...THIS
COULD MEAN A HUSBAND!

HMMNN...
#1 IN OUR TIME PERIOD
AND #1 FOR THE ENTIRE DAY ON
WNYW **NEW YORK** WITH A **10/22**...
SAME ON WTTG **WASHINGTON** WITH
AN **11/24**...SOUNDS LIKE A BIG
PROMOTION TO ME!

WE DID IT!
WITH A **10/20**, WE WERE #1
FOR THE ENTIRE DAY ON WFLD
CHICAGO AND MADE IT THE #1
INDEPENDENT IN PRIME ACCESS!...
MY KIDS WILL BE SO PROUD!

ISN'T IT NICE
OUR SHARE IS **UP 50%**
OVER LAST OCTOBER'S "STAR GAMES"
ON WPHL **PHILADELPHIA**?...
MAKES ME PROUD TO BE
AN AMERICAN!



TELEVISION

Since AAB Marketing & Media Services, Inc. 3-10/4/86 (NSI) as compared to 1st sweep time period shares. Subject to limitations of methodology employed.

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TOP OF THE WEEK

Early 1987 to tell the tale for networks

Football rights, program license fees loom as major factors in financial picture for 1987

The three broadcast television networks are now face-to-face with the new economic reality and their new parent companies now occupy the corporate suites. It might seem that because most of the dramatic budget cutting has already taken place, the rest of what has been an eventful year will weigh heavily with uneventful watching of the bottom line. But by early next year, several key negotiations will take place—with Hollywood over program license fees, with the National Football League over television rights and, by mid-year, with advertisers over the upfront market. Their outcome will largely determine the financial outlook for the networks in 1987.

Many securities analysts who follow the

network-owned companies are telling their investor clients to stay on the sidelines until the middle of 1987, after the results of this season's ratings and next year's upfront marketplace are known. Strongly influencing their view is the current lack of excitement in network television advertising.

In the upcoming first-quarter scatter market, the major dayparts are expected to be mostly sold-out at prices moderately above those registered in the upfront marketplace, as was the case for the largely sold-out fourth quarter. There is an adequate demand by advertisers—who apparently have cancelled few first-quarter options.

But while the networks have been able to reestablish the historical order of doing business—with prices in the scatter market higher than those upfront—they were able to do so only by significantly lowering some upfront prices. So for 1986 the three-network

revenue figure will be roughly the same—Capital Cities/ABC is estimating a 2% three-network increase while Kidder Peabody's Joseph Fuchs recently said that a 0.5% increase is likely. The scene was summarized by Irwin Gottlieb, senior vice president of broadcasting, D'Arcy Masius Benton & Bowles: "I wouldn't say they are in good shape. The fact is that while the market has stabilized, the key fact is that revenues are not growing at the same rate as they used to."

For 1987 and the foreseeable future, many executives, including CBS acting chief executive officer, Lawrence Tisch, think that advertising revenue, and perhaps specifically that of the networks, will track real economic growth plus whatever inflation is, a combined number that all expect to be single digit. Last week a Conference Board panel of senior financial officials predicted that the

Group W-GE radio merger: almost a fait accompli

Westinghouse Broadcasting and General Electric, new owner of NBC, have been engaged in on-going discussions over a plan that would merge Group W's 13 radio properties with NBC's eight stations and three networks into a new company, according to recent reports ("Closed Circuit," Sept. 29). The move would be one of the largest radio joint ventures, with the total value of the Group W and GE properties placed at nearly \$400 million. It would give the new entity stations in nine of the top 10 markets along with some 650 network affiliates. The only obvious conflict with the FCC ownership rules in the proposed partnership is in New York, where Group W owns WINS(AM) and NBC owns WNBC(AM).

Informed sources say that if such a deal is struck, the likely scenario would have Group W and GE each holding a minority interest—possibly 24% each—in the new company, but with no voting stock.

The management of the new group, whose principals would include Group W Radio President Dick Harris and NBC Radio President Randy Bongarten, would reportedly take the remaining interest public through a stock offering. Sources also indicate that the new entity would be paying GE a licensing fee for the NBC network product. (Under the reported plan, Bongarten would oversee the networks.)

Discussions between the two parties are said to have primarily been prompted by GE's decision to divest itself of its five NBC-owned radio stations in New York, Chicago and Washington, where it has co-owned television stations. (GE is selling the five stations to comply with FCC rules after its purchase of NBC late last year.) Neither side denied that talks between Group W and NBC were taking place. "We are looking at 'internally-generated options' and cannot get into the substance of any discussions we are having with anyone," said an NBC spokesman. A Group W Radio spokesman would only say that the company

"never discusses what it may do in the future." Sources said a decision on a possible venture will occur within the next three to four weeks.

In addition to WINS(AM), Group W also owns WBZ(AM) Boston, KYW(AM) Philadelphia, KDKA(AM) Pittsburgh, KFWB(AM) Los Angeles, KJQY(FM) San Diego, KODA(FM) Houston, KQZY(FM) Dallas, KEZW(AM)-KOSI(FM) Denver, KMEO-AM-FM Phoenix and KQXT(FM) San Antonio, Tex. Earlier this year, Westinghouse sold its cable TV operations for \$1.6 billion-\$1.7 billion, and its Muzak background music service for a reported \$40 million-\$45 million. Westinghouse is attempting to acquire KHJ-TV Los Angeles from RKO General.

In addition to WNBC, NBC owns WYNY(FM) New York, WMAQ(AM)-WKQX(FM) Chicago, KNBR(AM)-KYUU(FM) San Francisco, WKYS(FM) Washington and WJIB(FM) Boston. NBC's three networks are the traditional NBC Radio Network, the oldest in the country; The Source, a young-adult network, and Talknet, a nighttime programming service.

On a separate but related note, Interop, which represents five of the eight NBC-owned radio stations for national sales, has acquired national spot representation for the 13 Group W stations, effective Nov. 27. The stations have been represented by John Blair & Co.'s Select Radio Representatives (see "Riding Gain," page 66).

While talks between Westinghouse and GE appear to be in their final stages, other industry reports point to publicly held Westwood One, the Culver City, Calif.-based network radio company that owns Mutual Broadcasting, as an active pursuer of the NBC networks. Westwood One recently filed with the Securities and Exchange Commission for a \$100-million offering of convertible subordinate debentures, proceeds of which would be used for "acquisitions complementary to the company's existing business and for general corporate purposes."

real economic growth and inflation will increase roughly 6% in both 1987 and 1988. Perhaps the three-network gains will be even less than that, with Capital Cities/ABC last week projecting next year's gains in the 1% to 4% range. Neither scenario is likely to inspire too many investors unless costs can be kept in check or brought down further.

If 1986 promises to tell us little, the following few months will quickly find the networks in contract negotiations that will decide almost all their outside costs which are two-thirds of their total costs.

In December and January, negotiations with the studios on the prices for fall 1987 series will take place. This year could see some tough negotiating not like anything seen recently, said one studio official, and CBS has said it intends to limit license fee increases to between 3% and 4% (BROADCASTING, Sept. 22).

Of equivalent importance are the professional football rights negotiations beginning in February. Although starting after many of the prime time series negotiations, the dollar amount (in the billions) to be paid the National Football League will give those negotiations a prominence through which the networks hope to convey a new, tougher image. How tough may be determined if some combination of cable enterprises outbid the networks for a portion of the games, such as *Monday Night Football*.

The new year will also bring a decision by Nielsen on the extent of people meter use for the 1987-88 season, which would affect next year's upfront negotiations. Marvin Mord, ABC's vice president of marketing and research services, said that Nielsen will probably either decide to gather all information through the new people meters, or "conform" the data, using household meters to establish homes using television while using people meters for audience composition. The latter option is seen by advertisers as being more favorable to the networks.

Furthermore, both sides of the network marketplace will be looking for economic trends in the coming months, said Jerry Dominus, vice president of sales for the CBS Television Network: "We will be looking to see how consumer spending goes and whether inflation picks up. New product introductions, the health of the computer industry and whether or not wine coolers will continue to be as robust will also be of interest." Dominus added that the networks are still waiting to see whether prescription drug advertising will finally materialize and are anxious to know how heavily automobile manufacturers will have to advertise to move their 1987 models.

Not all the securities analysts suggest waiting on the sideline with Capital Cities/ABC getting most of the positive sentiment. Rich MacDonald of First Boston is recommending buying that stock and selling CBS, because of the ratings momentum he said is favoring ABC. Barry Kaplan of Goldman Sachs also recommended Capital Cities/ABC, noting that its ratings so far are up 4% over last year: "It will avoid makegood problems and have inventory for sale."

What the next several months may finally

indicate is whether the networks will get some respite from the battering of competi-

tive marketplace forces that have hurt profits and resulted in layoffs. □

FCC on CBS: No change of control

Commission rules that under the Communications Act, there was no transfer to Tisch; FIM prepared to challenge FCC ruling in court

Loews Corp.'s acquisition of 24.9% of CBS's stock, and the appointment of Laurence Tisch, Loews chairman, as the network's interim chief executive officer, do not constitute a transfer of control under the Communications Act. That's what the FCC ruled in a 4-0 vote (with Commissioner Patricia Dennis not participating) last week.

It appeared the FCC won't have the final word, however. Fairness in Media, which requested the ruling (BROADCASTING, Sept. 15), will, according to Bruce Fein, seek reconsideration, and, if turned down, request review in the court of appeals. Fein, a former FCC general counsel for Chairman Mark Fowler, started representing FIM last Wednesday (Oct. 15), the day before the FCC took up the CBS question on short notice at an open meeting.

In a press release, the FCC explained there was no evidence that Loews Corp.

"had exerted such dominance over other CBS shareholders as to warrant the conclusion that it had obtained *de facto* control. Moreover, the commission recognized that in this and other contexts, CBS has consistently asserted that control resides in its board of directors," the FCC said. "Even under that theory, which is contrary to recent FCC decisions that have indicated that it is the shareholders who retain ultimate legal control of a corporate licensee, no transfer of control took place. Rather, the commission concluded that Tisch, as acting chief executive officer, was subject to review by a management committee of the board of directors, and, ultimately, by the CBS shareholders."

At the meeting, Fowler said he didn't believe it was "even a close case." He also said he believed control lay with the stockholders, not the board.

Commissioner James Quello backed away from his earlier statement that it appeared that a *de facto* transfer had occurred (BROADCASTING, Sept. 15). "Sorry if my earlier doubts made it unclear where I



Congressional warning. The FCC's proposed abandonment of its long-standing policy awarding minority and female preferences continues to attract congressional criticism (BROADCASTING, Oct. 13). Last week representatives of the Congressional Black Caucus (CBC), the Congressional Caucus for Women's Issues (CCWI) and the Congressional Hispanic Caucus cautioned the FCC not to eliminate its policy on preferences and threatened to take action if the commission doesn't heed their warning. They let their views be known in a letter to FCC Chairman Mark Fowler and during a press briefing. On hand were (l-r): Mickey Leland (D-Tex.), chairman of the CBC, Pat Schroeder (D-Colo.), co-chair of the CCWI; Cardiss Collins (D-Ill.), and Jim Winston of the National Association of Black Owned Broadcasters.

The briefing was in reaction to a decision by the U.S. Court of Appeals in Washington to remand the *Steele* case to the FCC (BROADCASTING, Oct. 13). The court was responding to a motion the agency filed in the *Steele* case along with a supplemental brief in which it concluded that the preference routinely given minorities and women in comparative hearings for radio and television stations exceeds the agency's statutory and constitutional authority (BROADCASTING, Sept. 22).

The FCC was lambasted two weeks ago during a House Telecommunications Subcommittee hearing chaired by Collins (BROADCASTING, Oct. 6). Again the congressmen stressed their concern that the policy not be eliminated. "This commission has blinded itself to reality and seeks to force a return to the dark days when women and minorities were precluded from opportunities as owners of broadcast properties," Leland said. Collins and Leland have introduced legislation that would codify the FCC's existing policy. They have pledged to press for passage of their bill in the next Congress if the FCC is unresponsive to their concerns.

stood," Quello said.

At a press conference, James McKinney, FCC Mass Media Bureau chief, said that important to the determination were that CBS founder William Paley, who has stepped in as acting chairman, had stated he had no agreement to vote his 8.1% of CBS's shares with Tisch; that there was no "extrinsic" evidence that Tisch had the ability to dominate other stock, and that there was no evidence that Tisch controlled the board. McKinney also said the commission took the CBS item up on short (one day's) notice because his own letter to CBS requesting a response on the transfer allegations (BROADCASTING, Sept. 22) had "placed a cloud"

over CBS, making it important to resolve the situation as soon as possible.

An aide to Commissioner Dennis said the commissioner had opted not to participate because of the complexity of the issue. She did not attend the FCC meeting. Her aide said she had left for a United States Information Agency-sponsored speaking tour of Kenya, Italy, Finland and Ireland.

Fein asserted the FCC's decision was "flawed," and Tisch had control of CBS because he has the power to exercise it. "The legal concept of control is the capacity to exercise it, if you want to," Fein said. "Everyone knows that if Larry Tisch wanted to alter the [CBS] board of directors, he could do it." □

would consider alternative payment plans.

Viacom will allow one-run per episode per day over three-and-a-half years (182 weeks)—or five seasons' worth of network episodes. When the show goes into production for additional episodes, Viacom will extend terms of the original license in 26-week, six-month increments covering up to eight seasons of network episodes.

Viacom's president of domestic distribution, Joe Zaleski, explained that the show will be cash-driven. The show, now cut for four-and-a-half minutes of advertising, will carry six-and-a-half minutes in syndication. Carsey, Werner, and Cosby will edit those two minutes out of the show. Viacom will not begin to sell its barter minute until 1987.

While Viacom would not comment on expected revenues for the three-and-a-half year deals, estimates range between \$500 million and \$600 million. Mark Reilly, broadcast analyst at Eberstadt Fleming, said that despite the show's tremendous ratings, without a turnaround in the advertising marketplace, the show's license fees in syndication could be negatively affected. Reilly said that Viacom's stock price already reflects potential earnings from *The Cosby Show*. He said the barter minute Viacom will keep was a smart extra for it to add to the deal.

The marketing plan for *The Cosby Show* was initiated two years ago at a budget meeting, according to Zaleski. Dennis Gillespie, vice president of marketing at Viacom, said that to determine the reserve fees Viacom will be asking, an analysis of each market was done with an eye to the pricing of other off-network half-hours; what the show could do for stations in a market, and what reserve price would give most stations in a market a chance to bid. Through computers, common sense and the experience of Viacom's executives from Chairman Ralph Baruch on down, Gillespie said that a plan was forged. Gillespie said that if an affiliate were to improve its newscast dramatically with the show as a lead-in, or if an independent were to improve its entire prime time lineup with the show running at 7:30-8 p.m., "we would expect to participate in that."

Although the marketing plan is similar to another highly successful, cash-driven, cash-plus-barter show, *Wheel of Fortune*, Gillespie said the latter was only one of a number of factors influencing Viacom's decision. He added that Viacom's own experience with *Family Feud*, *Wheel's* predecessor as the dominant access game show strip, was also an influence.

The Cosby Show's ground-breaking sales plans, an off-network show being sold like a first-run show, may create some problems with stations over how they will amortize the cost of episodes. Off-network shows are usually sold for a per-episode fee covering a number of runs. A station will write down a decreasing percentage of that fee as an annual expense. First-run shows, by contrast, are amortized equally for each run according to the license fee. *The Cosby Show* will potentially mean that for the first time, an off-network show will be amortized like a first-run show. Methods of amortization of costs vary from station to station. □

Cosby in syndication: cash plus barter

Viacom announces terms for top-rated comedy; syndicator will hold back one minute in multiyear deals

Viacom Enterprises finally let its *Cosby* cat out of the bag last week. At a reception Thursday (Oct. 16) in New York, the company's executives let about 400 advertising, station and other industry executives know their well-kept secret—that the show will be marketed in syndication like a first-run property. Viacom will sell *Cosby* in three-and-a-half-year deals on a cash-plus-barter basis, holding back one minute in each episode. And, like other first-run syndicated offerings, Viacom will distribute the show by satellite on a day and date basis. By the end of the 1988-89 season, there will be roughly 125 episodes of the show, which will begin in syndication in the fall of 1988.

On the night of the announcement, *The Cosby Show* led NBC to its highest rating in more than 10 years for a regular night of programming. *Cosby* had a 36.7/57 (its highest share ever) and NBC had a 27.2/43 for the night. CBS scored a 14.1/22 that night and ABC had a 10.2/16.

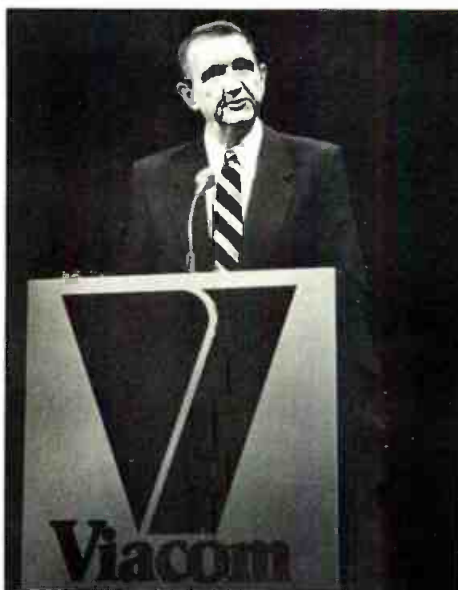
Viacom will close markets in sequence by market size, beginning with New York the week of Oct. 27. By the time NATPE convention rolls around, 10 to 12 markets are expected to be closed.

Bill Cosby and the show's producers, Marcia Carsey and Tom Werner, could not attend the announcement last week, although a representative for Cosby had earlier approved the marketing plan. The two producers and Cosby were taping a pilot for a spinoff starring the second oldest daughter in *Cosby*, Lisa Bonet, that Viacom will produce.

Historically, first-run shows are sold for a weekly license fee and off-network shows are sold for a per-episode fee. But instead of selling *Cosby* by single episodes, Viacom has set its "reserve cash prices" in each market for weekly five-episode blocks. Bids will then be accepted in increments of 5% over that "reserve price." Price Waterhouse will administer the bidding process, and Viacom said all bids will be subject to credit verification. The winning bidder will have to make a down payment of 10% of the license fee



The 'Cosby' cast



Viacom's Zaleski

portion of the show. The remaining portion of the weekly cash license fees will be paid on a pay and play basis over the 42 months of the show, although the company said it

Comsat says new technique will extend satellite life

Its 'Comsat Maneuver' should save fuel by eliminating need to correct satellite drift, making birds last up to twice as long; technique requires steerable earth stations

At a Washington press conference last Thursday (Oct. 16), the Communications Satellite Corp. said it has come up with a proprietary technique—the Comsat Maneuver—that will make communications satellites more cost-competitive by extending their lifespans by between 50% and 100%.

The technique, which requires changes in the control of in-orbit satellites to save fuel and earth stations capable of tracking small changes in the position of satellites, "is a response to heavy competition and cost pressures in the communications industry, and will make satellites even more cost competitive with fiber-optic cable," said William Mayo, president of Comsat General Corp., who presided at the press conference. "As a result of Comsat's control technique, issues such as launch availability and insurance, satellite design and competition from fiber optics must now be re-examined. In short, the technical and economic impact could change communications planning for decades."

Comsat is already using the technique to breathe new life into its two aging C-Band satellites, Comstar II and Comstar IV. According to Larry Westerlund, the Comsat engineer who is credited with developing the maneuver, because of the technique, Comstar II, which was launched in 1976 and which has been out of service for two-and-a-half years, could provide 10 more years of service and the relatively new Comstar IV,

which was launched in 1981, will last until its electronic components or some other subsystem fails.

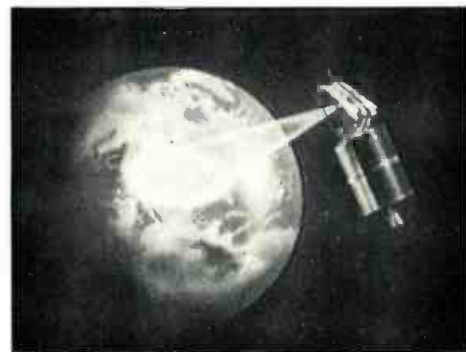
By using the technique, Comsat has, in effect, come up with two brand-new satellites without going to the expense of building, launching and insuring them. And, according to Mayo, the cost of putting one satellite in orbit today is more than \$100 million. "It will reduce Comsat's... costs and unquestionably will make us the low-cost provider of satellite communications services," he said.

Intelsat, which operates a global satellite network comprising 16 satellites, issued a press release immediately following the press conference heralding the Comsat Maneuver as a "major advance and significant breakthrough." Comsat is the U.S. representative in Intelsat.

In a prepared statement, Intelsat Director General and Chief Executive Richard R. Colino, said the use of technique would lower the cost of Intelsat services by extending the lifespan of its satellites and stretching out their amortization schedules. He also said its use "could very well permit Intelsat to postpone successor generations of spacecraft to the Intelsat V-A and VI series and, hence, permit greater launch option selectivity."

The availability of the technique "will cause Intelsat to review its operating plans and financial considerations against possible introduction of further satellite facilities," Intelsat said.

In contrast with Intelsat's enthusiasm, the leading domestic satellite carriers were unimpressed. C. J. Waylan, president of GTE Spacenet and a former satellite expert for the Navy, said that the Comsat Maneuver is a



Comsat's simulation of its new "Maneuver"

commercial application of a technique that has been used for years in military satellites. He said it's unlikely that GTE Spacenet would adopt the technique for use with either the four satellites it has in orbit or the two it plans to launch next year because it precludes the use of large number of low-cost earth stations. He said he doesn't believe the lower cost of satellite capacity promised by the technique justifies the added expense of the earth station. "Our belief is that the economics just don't bear it out."

Because it would require the retrofitting of thousands of earth stations at great expense, said RCA Americom spokesman John Williamson, "we don't think it is very practical" for satellites now being used in cable, broadcasting or private-network applications. "It just doesn't make sense."

To date, the lifespans of geostationary satellites have been determined primarily by the amount of fuel they have on board to keep them "on station" so that they remain positioned over the same spot of the earth and so that fixed earth stations can lock in on them and bounce signals off them.

Satellites in geostationary orbit have a natural tendency to drift north and south from their desired location 22,300 miles directly above the equator and the tendency gets worse with time. After seven years, a satellite would drift seven degrees north and seven degrees south each day unless corrected.

To limit the daily north-south drift to no more than one-tenth of a degree in either direction, satellite operators use on-board rockets. Once the fuel feeding the rockets is used up, the satellite has to be retired even though all of its other systems—its batteries and transponders—may be in perfectly good working order.

The Comsat Maneuver extends the life by preserving the fuel. The technique calls for allowing a satellite to drift freely north and south and for inclining it continually as it moves up and down so that its antenna is always facing in the same direction and its footprint is always covering roughly the same area on the ground. Because the satellite operator is no longer trying to correct for the north-south drift, it will use only one-tenth as much on-board fuel as it otherwise would. According to Comsat, it now will have to expend three pounds of fuel a year to keep its Comstar satellites in operation rather

And now the bad news...

At about the same time Comsat announced the development of the Comsat Maneuver, it released its third-quarter financial results showing decreases in revenues and net income. For the quarter ended Sept. 30, 1986, revenues were \$113.8 million, down 2.3% from \$116.4 million for the same quarter of 1985, and net income was \$9.8 million, down 27.5% from \$12.5 million a year earlier. For the nine months, net income was \$37.8 million, a decrease of 18.2% from \$44.7 million for the same period a year earlier.

In a statement accompanying the figures, Comsat blamed the drop in revenues to reduced revenue from its domestic Comstar satellites and Marisat satellites, the transfer of NBC's satellite traffic from Comsat's transponders on the SBS/MCI satellite system to RCA Americom's Satcom K-2 and "the continued softness in the telephony equipment business." The lower net income was due, it said, to lower revenue and interest income, increased depreciation and start-up costs associated with HI-Net Communications (a joint venture with Holiday Inns) and its VSAT business (private business networks).

Chairman Irving Goldstein said management was not satisfied with the results and was taking steps to improve the company's performance. He said Comsat was "aggressively pursuing several alternatives with regard to telephony products business" and trying to stimulate its Intelsat business by cutting prices. Comsat had leased most of its capacity on the MCI/SBS system, freed up by the loss of the NBC business to RCA Americom, to HI-Net, he said, and the Comsat Maneuver would make its Comstar satellites "more commercially attractive."

Comsat and Contel Corp., an Atlanta-based telephone and telecommunications company, have agreed to merge (BROADCASTING, Oct. 6). The deal is awaiting the approval of the shareholders, the FCC and state regulatory agencies.

er than 37 pounds.

But the Comsat Maneuver doesn't provide something for nothing. Because the satellite is now moving north and south in its orbit, earth stations must be steerable so they can track the satellites. What's more, they must be equipped with a microprocessor-based device so the tracking can be done automatically. Westerlund said the device, available from several manufacturers, sells for around \$15,000.

Because the technique requires steerable earth stations with automatic tracking capability, its application is somewhat limited. Mayo pointed out at the press conference that it would be unsuitable for cable programmers because of the large number of non-

steerable earth stations at cable headends. He also acknowledged it would be undesirable for satellite broadcasting and for other applications involving large numbers of low-cost earth stations unless the cost of the tracking device is drastically reduced.

On the other hand, he said, many larger earth stations already have the necessary tracking capability. This was underscored by Colino, who said the "large antennas in the Intelsat system used for the vast majority of the traffic carried on the system were already equipped with such tracking."

In addition to lengthening the lives of some of the current satellites in orbit, the technique may also affect the design of future satellites. Because of the fuel savings,

Comsat said, satellite designers could either opt for longer life or build in technological advances, additional redundancies and increase capacity in place of fuel.

In addition to rejuvenating its domestic satellites and making Intelsat, in which it has a 25% stake, more competitive, Comsat hopes to make money from the technique by licensing it to other satellite operators. According to Mayo, it has filed for a patent.

Bill Pritchard, president of Satellite Systems Engineering, expressed skepticism that there is anything proprietary about the technique. He called it "a relatively minor bit of routine engineering," but said it should allow some satellite carriers to "squeeze a little more life out of their satellites." □

Restrained projections from ABC

Murphy, Burke and Sias see network posting loss in '86 and '87

Last week the three top executives of Capital Cities/ABC with oversight of the ABC television network projected a calm confidence at a news conference, while simultaneously making less than optimistic forecasts. Capital Cities Chairman Thomas Murphy, President Daniel Burke and ABC Network Division President John Sias said there was little current evidence to expect a substantial rebound in network operating margins until after 1988.

Sias said the company projected a 2% revenue increase this year for the three broadcast networks, and a "1%-4%" increase in 1987. Combined with an inability to find additional in-house budget cuts of great significance, and a "substantial" sports rights loss in 1986, repeated to some degree in 1987, the television network in both years would probably show a "modest" loss. The network division president said he had just spent three weeks with department managers preparing 1987 budgets, concluding that it was "tough to find downsizing."

Nor was Burke too optimistic about the company generating free cash, after planned capital expenditures and interest expense: "The jury is still out on whether there will be cash generation... probably not a whole lot in 1986; perhaps of some significance in 1987 and then not much in 1988 with the costs of the Olympics, the elections and *War and Remembrance*." Major capital expenditures are being made at WLS-TV Chicago and the *Fort Worth Star-Telegram*.

The company should obtain at least several hundred million pre-tax dollars from the sale of real estate and, unless it is given a permanent waiver by the FCC, its radio stations—Burke told BROADCASTING that Capital Cities management is preparing a study to present to the commission which is expected to show that the divestiture of the owned radio stations would be to the detriment of its seven radio networks. If any funds become available they might be used to retire outstanding warrants and debt. Any acquisitions that are made, Murphy said, would likely be in the media business: "That

is what we know something about."

Sias, who oversees the television network, said it would not cancel any new prime time programs until the end of the fourth quarter. If that decision holds, it would buck a recent network trend of cutting losses by dumping ratings losers early. Last

year, for example, ABC had announced the cancellation of four new programs before the end of the first quarter—*Lime Street*, *Hollywood Beat*, *Family Honor* and *The Insiders*. Another new ABC show, *Lady Blue* and an older program, *Ripley's Believe It or Not*, were axed in January. According to Sias,

ABC to air 'Amerika' in February; UN protests

Brandon Stoddard, president ABC Entertainment, said last week he intends to schedule the network's controversial mini-series, *Amerika*, for the next February sweep period. The program, now in post production, is 12 hours long and may become longer, said Stoddard. He also said the network is moving away from such lengthy projects because of the costs of such projects (an estimated \$32 million for *Amerika*) and because they tend not to repeat well. (*Winds of War*, for example, a 18-hour epic which had its second run on ABC in September, averaged a 9.4/16 over six nights.)

Amerika, which focuses on life in a midwest county 10 years after the occupation of the United States by the Soviet Union, has been a source of controversy almost since it was first announced. The Soviet Union has denounced the program as propaganda sure to create anti-Soviet fervor in the U.S., and in foreign markets where the program is sold. The Soviets have also suggested that if ABC went ahead with the project it could lead to certain undefined consequences to ABC's news gathering capability in Moscow, and perhaps other locales under Soviet influence. In fact, there was speculation at ABC News last week that the program may have figured in the Soviet decision to exclude ABC News from observing a Soviet troop withdrawal from Afghanistan. Both CBS and NBC were invited to observe that activity. Peter Jennings, anchor of ABC's *World News Tonight*, confirmed last week that some within the news division believed *Amerika* may have been a factor in the exclusion. But he also said it may be impossible to know for certain if the program was a factor because decisions made by foreign governments sometimes are simply the result of "playing favorites." ABC covered the Soviet troop movements with material from Eurovision, which feeds all three American broadcast networks.

ABC has also received serious criticism from the United Nations and related organizations over the way UN peacekeeping troops are portrayed in the program. Those troops appear as black-shirted pawns of the Soviet occupation forces used to suppress, and in some cases kill, American citizens.

A UN official who asked not to be identified said the organization is "seriously concerned about the series' apparently defamatory treatment of the United Nations, its emblem and its peacekeeping operations." He said the negative depiction of the peacekeeping troops "does a particular disservice to the memory of those UN soldiers who gave up their lives in the course of peace." The official said that UN Secretary General Javier Perez de Cuellar wrote to ABC Chairman Thomas Murphy about the organization's concerns. He said Cuellar received a reply from ABC's vice president of policy and standards, Al Schneider, which basically said the program met all the network's program standards. The UN, the official said, is now exploring its options, including the possibility of legal action.

there will be "no cancellations until we get through the fall." ABC Entertainment President Brandon Stoddard said last week there would certainly be no cancellations before the end of November, but that some changes could come in December. Both executives said they wanted to give the new schedule an opportunity to be sampled in a more stable viewing environment, which is thrown off by baseball's playoffs and World Series in October and by the November sweeps.

Asked whether Capcities management might consider a new approach to its news operation to increase profitability, Burke responded: "Historically I am not aware that that network news had to do good at the expense of profitability.... We are asking ABC News to take on an expanded program burden." The company's president added,



Burke, Sias and Murphy

even with the stations' increased newsgathering ability, "they still look to the networks to bring back the fantastic coverage like we sent from Reykjavik." □

Austrian leaving Showtime/TMC

Pay services' chairman/CEO decides to quit after it became clear company was not going public; he hasn't announced his plans

When Neil Austrian joined Showtime/The Movie Channel Inc. two and a half years ago as its chairman and chief executive officer (BROADCASTING, May 21, 1984), it was with the expectation that the pay cable programmer would remain an independent company and probably become a public one.

Today, Showtime/TMC is a wholly owned subsidiary of Viacom International with no plans to go public. The upshot: Austrian announced his resignation last week to pursue other opportunities where, presumably, he would be the boss. "I guess I decided that I wanted to run my own company as opposed to running a subsidiary," he told BROADCASTING following the announcement.

Kenneth F. Gorman, chairman of the Viacom Networks Group, which includes Showtime/TMC, said a successor to Austrian has not yet been chosen. Speculation about possible successors within Showtime/TMC point to Ron Bernard, executive vice president, Showtime/TMC, and Jules Haimowitz, president of the Viacom Entertainment Group and former senior vice president, programming, Showtime.

Showtime/TMC has had no president or chief operating officer since Mike Weinblatt resigned after Austrian was hired and positioned above him in the corporate structure. Austrian said he seriously considered several candidates for the job, but, for one reason or another, never hired any of them. In restructuring management, Austrian appointed three number-two's, all with the title of executive vice president—Bernard; Jack Heim, sales, and Peter Chernin, programming and marketing.

Austrian arrived at Showtime/TMC in May 1984 at a bad time—just as the pay cable business was moving from an era of high growth to one of stagnation as a result of stiff competition from home video and a slowdown in cable construction. During Austrian's tenure, Showtime/TMC has

worked hard simply to maintain its subscriber level at around 8.2 million homes.

Austrian has tried to answer the home video threat with the creation of Viewer's Choice, a pay-per-view service that now reaches more than one million cable homes, and by trying to convince consumers that pay cable and home video are complementary, not mutually exclusive. TMC's current marketing campaign touts the services as "the perfect VCR accessory."

Within the cable arena, Showtime/TMC's principal competition comes from Home Box Office, the purveyor of HBO and Cinemax. In that battle, under Austrian's leadership, Showtime/TMC has pursued a strategy of motion picture exclusivity. Since March, it has exclusively licensed 300 films. Combined with aggressive marketing campaigns, the strategy has begun to show some signs of paying off. Showtime/TMC announced two weeks ago that its summer "The Heat is On" campaign yielded a net gain of 125,000 subscribers.

Austrian has also aggressively pursued the low-power satellite broadcasting business created this year after Showtime, TMC and other major cable services began to scramble their satellite feeds. To exploit the backyard dish or TVRO market, Showtime/TMC



Austrian

me/TMC formed a subsidiary, Satellite Direct Inc. In addition to Showtime and TMC, SDI hopes eventually to offer a package of 10 basic cable services to dish owners for monthly subscription fees.

According to a Showtime/TMC spokeswoman, the company is profitable. It reported nearly \$20 million in profit in 1985 and, despite additional costs associated with the exclusive films, is expected to approach that figure again in 1986, she said.

Despite the competition from home video and the other pay programmers, Austrian believes that Showtime/TMC is on the threshold of another high-growth period. "If you look at the strategic decision we've made, you'll see that it puts us right back challenging not only HBO, but forcing [cable] operators and studios to rethink where the industry is going," he said. "I think this whole strategy of product exclusivity is going to revitalize the entire category. I am very, very comfortable with where Showtime is and would bet my money on Showtime."

If Austrian had gotten his way, he would have bet his money on Showtime's future. According to industry sources, Austrian had offered to buy the company from Viacom, but found that it was not for sale. Austrian declined to comment on the reports.

Austrian said he first had doubts that life at Showtime/TMC would unfold as he had expected in November 1985 when Viacom bought out its two partners in the company—Warner Communications Inc. (31%) and Warner Amex Satellite Communications—and made it a wholly owned subsidiary.

Because of the buyout, Austrian ended up reporting to Gorman. According to Showtime/TMC sources, Gorman took an active role in Showtime/TMC affairs, much to the annoyance of Austrian, who saw the autonomy he enjoyed under the partnership arrangement slipping away.

Despite his lessened role under Viacom's sole ownership, Austrian remained at the helm, hoping Viacom would take the company public or, again according to sources, he could arrange financing and buy the company.

Four weeks ago, Viacom's top management offered to take over the company through a leveraged buyout. At that time, Austrian said, it became clear to him that the company was never going public. "I had to make a decision," he said. "Given the LBO, did I want to remain in this scenario running a subsidiary for the next three to five years?" Although he was given an "attractive" opportunity to participate in the LBO, he said, he decided the answer was "no."

Austrian has experience as an investment banker, but, when hired by Showtime/TMC, he was president and chief executive officer of Doyle Dane Bernbach International Inc.

What's next for the 46-year-old executive? "There have been a number of situations presented to me over the past year and I just haven't been able to focus on them because you can't run a company and do exploration at the same time," he said. "I am going to take some time off and really decide which I would like to pursue." □

Rivers show opens to weak review, Fox unfazed

FBC emphasizes ratings, not critical reviews, in assessment of new late-night offering

The Late Show Starring Joan Rivers opened to mostly negative reviews, but the criticism of the Fox Broadcasting Co. premiere program did not seem to bother executives at the fledgling network. Their attention was focused instead on the ratings, which they said showed the Rivers show performing well during its second week in competition with local newscasts and NBC's *Tonight Show Starring Johnny Carson*. "The [overnight] numbers are way beyond what we expected," said Jamie Kellner, FBC president and chief operating officer. "They seemed to have stabilized." And despite weak lead-ins in some markets, a company spokesman said the Rivers program has still managed to double those stations ratings in the time period and boost ratings for programs following the hour-long talk show.

In national ratings, available for the week of Oct. 6-10, Carson drew a 7.0/22 and Rivers scored a 4.2 rating (share was not available). Overnight ratings for the first week of competition were (in 12 metered cities, excluding Boston, where Rivers is heard on radio): Oct. 9—Rivers, 7.9/19, and Carson, 8.7/25; Oct. 10—Rivers, 6.2/14, and Carson, 9.2/24; Oct. 13—Rivers, 4.6/11, and Carson, 8.9/24; Oct. 14—Rivers, 5.0/12, and Carson, 6.6/19; Oct. 15—Rivers, 4.6/12, and Carson, 7.2/22, and Oct. 16—Rivers, 4.4/11, and Carson, 7.8/24.

Kellner downplays the rivalry between Rivers and Carson, saying the Fox program is intended to compete with local newscasts since it competes head-to-head in only three markets—Philadelphia, Detroit and Denver. "We are an 11 o'clock show... The time period has a very positive effect on our ratings." The Rivers show overlaps the first half hour of *The Tonight Show* on many of Fox's 99 affiliate stations. But NBC officials take the threat seriously, and steadfastly maintain *The Tonight Show* continues to remain strong in major cities. Moreover, a network spokesman cited Rivers' ratings decline in San Francisco and Atlanta, where she outdrew Carson on opening night (Oct. 9) and trailed him in less than a week.

During the same period last year, the Fox stations reached 1.8% of TV homes from 11 p.m.-midnight. Fox has guaranteed advertisers that Rivers will reach 4% of the television households within a year or it will have to offer them make goods. "If we can better that [1.8%] number, we will be very happy," a Fox official said.

If the first week of *The Late Show* is any indication, Fox may have succeeded. At KTTV-TV in Los Angeles, for instance, Rivers generated a 4.8 Nielsen rating, which compares to the two's and three's the station's half-hour 11 p.m. newscast was receiving, a spokeswoman said. Additionally, since the arrival of Rivers, the station has generated a 2.9 average for its new midnight

news. The second half hour of *Vega\$* used to appear in that slot, and drew a 1.9 in the Nielsen metered market.

Kellner said it's "much too early to make any real judgments" about the Rivers show, although he would like to see greater use of props, such as the telephone, that were used by Rivers during her first week on the air, he said. Fox officials expressed disappointment about critical newspaper reviews of her opening night performance, saying it was obvious she was nervous and the show improved as the program progressed into its second week. "It took Letterman years to get the right chemistry going," Kellner said.

The reviews went like this: *Los Angeles*

Times critic Howard Rosenberg noted "the orchestrated, spontaneous five-minute standing ovation" that greeted Rivers on opening night, and then proceeded to rip her and her guests—Pee-wee Herman, Cher, David Lee Roth and Elton John. But Rosenberg lashed out at Carson for also falling flat.

However, Tom Shales of the *Washington Post* said: "Johnny Carson's show looks fresher after 24 years on the air than the Joan Rivers show does after two nights on the air."

John J. O'Connor of *The New York Times* said: "This may have been the first hour in the history of television that begged for a stiff tranquilizer." □

The Congress that wouldn't go home

House and Senate were still trying to finish their work last week; among things left undone was funding measure to keep FCC, FTC operating

The 99th Congress appeared to be nearing adjournment last week, it was struggling to wrap up its business by no later than Saturday (Oct. 18). Since Oct. 3, the lawmakers have been trying to go home but have been unable to reach a consensus on a number of bills including an omnibus funding measure (the continuing resolution) that will keep the FCC and other agencies operating through fiscal 1987. A strong indication that the reserve of staffers and members alike was wearing thin was evident by the "Free the 99th Congress" lapel buttons many were sporting.

Congress was leaving behind several unresolved issues concerning communications and copyright, some of which are expected to resurface when the 100th Congress convenes in January. Among the items likely to be re-examined, a bill introduced by Senator Paul Simon (D-Ill.), aimed at reducing television violence which was left pending in the House Judiciary Committee and the so-called superstation scrambling bill which never came to a vote on the House floor (BROADCASTING, Oct. 13). And, if television broadcasters have their way, music licensing legislation which was the focus of several House and Senate hearings, will be a front burner matter for the next Congress. The legislation, would eliminate the current blanket licensing scheme and require syndicators to include music license rights as part of the overall programming package. Opposition from Hollywood to the measure will undoubtedly continue.

Next year, predicted one Hill source, Congress will be watching for developments in the home marketplace for scrambled satellite programming. Some congressmen felt that competition was being stifled in the TVRO marketplace by the cable industry. Legislative attempts in that area, however, were defeated by the cable industry (BROADCAST-

ING, Oct. 6).

Another issue that lawmakers will surely wrestle with is the regulation of the seven Bell operating companies (under terms of the modified final judgment that resulted in the breakup of AT&T) and whether it should be transferred from a federal court to the FCC. If such a move was made, it might lead to an effort to allow the BOC's to offer mass media services.

Because of provisions in the omnibus funding bill, the FCC's fairness doctrine will probably also be revisited. By late last week, the House had approved the funding package, while the Senate was stalled in debate. Congress adopted a number of stop-gap funding bills to keep the government temporarily running until it could pass a long-term measure. But it failed to do that and by noon last Friday federal offices, including the FCC, were shut down. And even last Thursday the FCC postponed its morning meeting until the afternoon because of uncertainty over the funding bill.

Two weeks ago, House Speaker Thomas (Tip) O'Neill Jr. (D-Mass.) was pushing for an amendment to the funding bill that would codify the fairness doctrine. That effort, however, was blocked and a House-Senate conference committee adopted compromise language that temporarily prevents the FCC from touching the doctrine (BROADCASTING, Oct. 13). It directs the FCC to consider alternative methods of administering and enforcing the fairness doctrine and to report those findings no later than Sept. 30, 1987. Until then, the agency is barred from eliminating or weakening the doctrine. Under the Senate version of the funding bill, the FCC would have been ordered to reopen its 1985 inquiry into the doctrine, a move staunchly opposed by the broadcasting industry.

The resolution would also prohibit the FCC from using any funds to diminish the number of VHF channel assignments reserved for noncommercial educational television stations. The FCC had explored the idea of permitting VHF public stations to swap their channel with a UHF commercial

broadcasting station for money.

Accompanying the omnibus funding legislation is a proposal that officials of the State and Commerce Departments and the FCC meet bimonthly to monitor international telecommunications policy matters. Originally, the Senate version of the funding bill called for establishment of an international telecommunications policy committee in the executive branch (BROADCASTING, Aug. 18). But representatives from those agencies suggested a less formal arrangement.

The statement to managers also calls on the Justice Department to complete its anti-trust investigation of the cable industry's scrambling activities and the home satellite marketplace, "expeditiously." That language was added after the Senate rejected efforts by some of its members to pass legislation that would dictate developments in the TVRO marketplace (BROADCASTING, Oct. 6).

In addition, the spending bill includes a "sense of the Senate" that "unauthorized and uncompensated retransmission of U.S. television programming signals should not be permitted to expand further in Canada." That provision is responding to the problems encountered by U.S. copyright holders who are trying to obtain compensation for retransmission of U.S. television signals by Canadian cable systems (BROADCASTING, Oct. 13).

As for fiscal 1987 funding, the FCC would receive \$95 million, an increase of \$4.7 million over the agency's FY '86 appropriation. Also funded in the measure were the Federal Trade Commission at \$65 million; the National Telecommunications and Information Administration, \$13 million; NTIA's public telecommunications facilities program, \$20.5 million; Board for International Broadcasting, \$140 million; U.S. Information Agency, \$809.3 million (\$46 million was earmarked for radio construction under Voice of America and Radio Marti was appropriated \$11.3 million), and Corporation for Public Broadcasting, \$228 million.

Antidrug legislation that establishes a President's Media Commission on Alcohol and Drug Abuse was expected to be adopted by the House; the Senate had acted earlier, although its fate at one point appeared threatened by a controversial death penalty provision. And language was added to express the sense of Congress that the entertainment and "written media" industries voluntarily refrain from producing material that "glamorizes or encourages the use of illegal drugs and alcohol." Plus, the bill permits the FCC to revoke a station's license if the licensee is found to have used the license for the purpose of "using or distributing any controlled substance" (BROADCASTING, Oct. 13). □

Cable weighs in at FCC on scrambling

Programers say there is no need for federal regulation in scrambling marketplace

The cable programers that have led the way in scrambling the satellite feeds of their cable services and in selling subscriptions for the services to the nation's 1.5 million backyard earth station (TVRO) owners urged the FCC not to regulate the new marketplace or adopt a scrambling standard, arguing that such steps were unnecessary in light of what's happened in the marketplace over the past 10 months.

The programers were responding to an FCC notice of inquiry aimed primarily at determining whether dish owners "have reasonable access to satellite programming at competitive prices" and whether the marketplace had established a de facto scrambling standard that would allow dish owners to descramble all scrambled services with a single descrambler.

Initial comments were due last Friday (Oct. 17) at day's end, but the FCC was forced to close its doors at noon when a federal stop-gap funding bill needed to keep all federal agencies operating expired. As a result, BROADCASTING was unable to gather comments from other parties, including the Satellite Viewing Rights Coalition, which favors federal intervention in the marketplace.

Home Box Office, which pioneered the scrambling of cable services and the sale of them to dish owners last January, said any federal intervention in the marketplace is not

only unnecessary, but also runs counter to the FCC's hands-off philosophy. "Without government intervention, the marketplace has established a single video scrambling system [Videocipher II] and has created a competitive environment in which [TVRO] consumers have access to a diverse mix of program services at reasonable prices."

Since scrambling its services last January, HBO said, it has done well in the marketplace. As of Oct. 15, it said, it had 61,301 TVRO subscriptions—already more than twice as many it had projected it would have by year's end. "As prices continue to come down and discounted packages are made available to the consumer by a number of competing sellers, it will become even more apparent that regulatory action would be intrusive and wholly unwarranted."

Contrary to implications contained in the FCC notice of inquiry, its "initial decision to scramble its signals and its subsequent marketing decisions were not the subjects of pressure or threats, but were instead the results of HBO's perception of marketplace conditions and its judgment as to appropriate competitive strategies."

HBO said it decided to limit third-party rights to distribute its services to cable operators primarily because it viewed the TVRO market as relatively small and it did not "believe that the costs associated with the creation of new distributors would be economically justified." In addition, cable operators are experienced in promoting and marketing HBO's programming services, making them immediately able to serve the...

[TVRO] community in the most efficient manner." And, it said, it decided to sell its services directly to dish owners to calm fears that HBO services would not be available at fair and reasonable prices if offered only by cable operators.

Showtime/The Movie Channel scrambled and began selling its two services last May and, since that time, it has signed up 24,000 TVRO homes for a total of 46,000 pay units. Through its new subsidiary, Satellite Direct Inc., it said, it plans to offer a package of 10 basic services for \$10 a month to go along with its pay services. The packages will include CNN and CNN Headline News, which it is already offering, and, once they are scrambled, ESPN and the MTV Network's services (MTV, VH-1, Nickelodeon and Nick at Nite).

"Showtime/TMC believes that there has been and will continue to be sufficient price competition both in the manufacture and sale of Videocipher II decoders and [home earth stations] and in the sale and marketing of satellite television programming," it said. "Aggressive intramodal competition for the patronage of [dish] owners between HBO and Cinemax, on the one hand, and Showtime and The Movie Channel, on the other hand, is evident in the pricing of the various services, their expenditures on [TVRO]-related advertising and in their efforts to put together competing packages of services for [dish] owners."

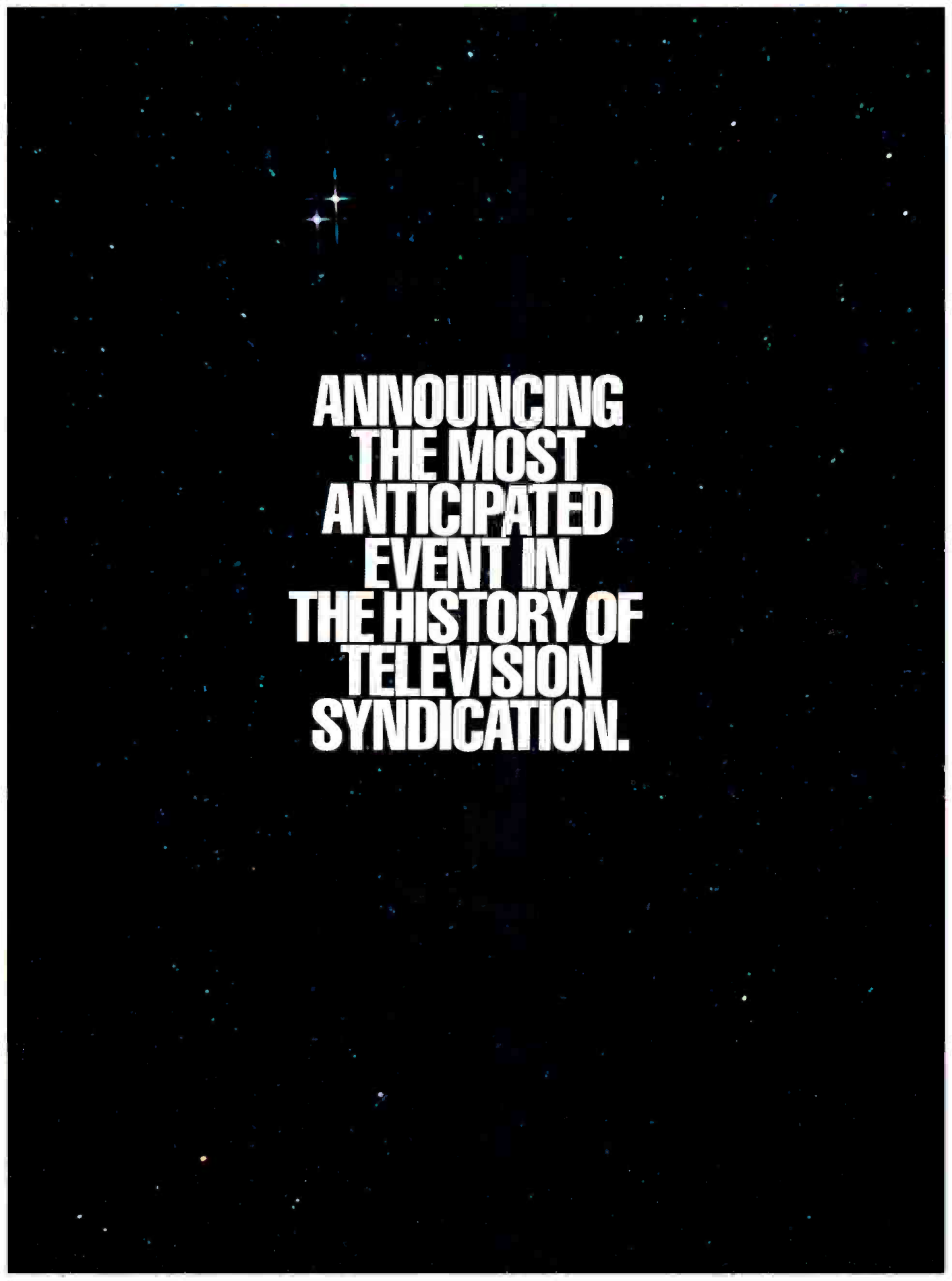
Turner Broadcasting System, which has scrambled CNN and CNN Headline News in July and has been selling them to dish owners, said it "is firmly committed to servicing the...[TVRO] marketplace" and will continue "to insure the broadest possible distribution and availability" of its two services to dish owners.

"While TBS welcomes the commission's interest in this nascent industry, it believes that any governmental intervention in the...[TVRO] market is unnecessary and would be counterproductive at this time, particularly with respect to programers, where the commission's jurisdiction is highly questionable."

TBS said its services are not only available directly from TBS, but also as part of packages being put together HBO and Showtime/TMC. What's more, it said, it has decided to offer its own program package. "To that end, TBS has been negotiating with other satellite programers such as CBN, ESPN, SelecTV (through its distributor, the Amway Corp.) and Rainbow Programming Services, as well as with satellite resale carriers. TBS hopes to be able to market these additional services through its consumer order center."

TBS said more than 20,000 TVRO homes have subscribed to its service over the past three months.

TBS also said the FCC's authority to regulate the TVRO marketplace was "highly questionable." "Satellite programers are neither common carriers...nor broadcasters," he said. "Any exercise of potential 'ancillary' jurisdiction, even if theoretically possible on some abstract legal basis under the case law, is improper in this instance." □



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CHR stations number one in New York and L.A.

Summer Arbitrons rerank radio in country's top three markets

Contemporary hit KIIS-AM-FM has overtaken Talkradio KABC(AM) for the leading 12-plus metro share spot in Los Angeles, according to the new summer Arbitron reports. In past reports, KIIS(AM) and KIIS(FM) were listed separately because Arbitron said the AM outlet did not meet its simulcast requirements prior to the survey periods (BROADCASTING, July 28). (KIIS[AM] switched from nostalgia to contemporary hit in January 1985.) The latest results reestablish KIIS as the ratings leader in southern California, a

position it held for three years prior to the spring 1986 survey.

CHR was also the big story in New York this summer with WHTZ(FM) and WPLJ(FM) tied for first. And MOR/talk WGN(AM) Chicago remained in first, but lost some ground to urban contemporary WGCI-AM-FM, which was also listed as two separate stations in previous Arbitron reports.

That's the top ratings picture for the nation's three largest markets based on the summer survey period, which ran from June 26 through Sept. 17. All Arbitron figures are average quarter hour, Monday through Sunday, 6 a.m. to midnight.

New York

It was WHTZ(FM) (licensed to Newark, N.J.) and WPLJ(FM) topping the rest of the pack in New York, each finishing with 5.5 12-plus metro shares. They were followed by talk WOR(AM) at 5.3, up from 4.5 and fifth place in the spring book; urban contemporary WRKS(FM) with 5.1, and by urban contemporary WBSL(FM) and news WINS(AM), both at 4.9.

In the broad-based adult contemporary category, "soft" rock WNSR(FM) (formerly easy listening under the calls of WRFM before it switched formats in mid-April) has gained

NBC keeps on rolling

NBC is batting a perfect three-for-three with its prime time ratings win for the week ended Oct. 12. It pulled an 18.4 rating/29 share against CBS's 16.8/27 and ABC's 15.7/25. For the season to date, NBC has averaged an 18.3/29—2.3 ratings points ahead of CBS's season average 16.0/26 and 3.2 ahead of ABC's average, 15.1/25. But CBS won the evening news battle with an 11.4/22, just edging out NBC's 11.2/22. ABC's news numbers were 10.3/21. (ABC broadcast the baseball play-off games so *World News Tonight* did not air in its usual time period in some western markets. In fact, Monday night was the only night on which ABC aired regular programming during the week.)

For the same period last year in prime time, CBS came out on top with a 17.7/27, just ahead of NBC's 17.3/27 and 2.1 points ahead of ABC's 15.6/25. Last year's evening news win also went to CBS: It had a 12.8/24, while ABC pulled an 11.2/21 and NBC a 10.5/21.

HUT levels (homes using television) were down this year, standing at 62.6%. Last year's HUT level was 63.8%.

Cosby, *Family Ties* and *Cheers* maintained their new season rankings of first, second and third, respectively. *Murder, She Wrote* held onto fourth for a second week. (It took eighth place during week one with a 24.6/38, when *Dallas* was fourth with a 26.5/44.) *Golden Girls* dropped to sixth with a 24.6/40, getting bumped out of fifth by part two

of CBS's *The Last Frontier* (25.0/39). *Night Court* came in next at seventh with a 23.2/34. The *NBC Sunday Night Movie*, *When the Bough Breaks*, took eighth with a 22.3/36. CBS's *60 Minutes* tied for ninth place in the ratings with 21.1, but *60 Minutes* got a 34 share to *Highway*'s 33.

The six playoff games and *Monday Night Football* weren't enough competition against the two other networks' lineups. For the week, ABC only won Wednesday night, with game one of the National League playoffs (Mets vs. Astros). ABC's Wednesday average was an 18.4/29.3, against NBC's 17.3/27.2 and CBS's 16.4/26.0. *Monday Night Football* (Chargers vs. Seahawks) tied with *Hill Street Blues* for 25th place with a 17.4 rating. Game one of the American League playoffs (Angels vs. Red Sox) on Tuesday, ranked 35th (15.9/25) along with *The Wizard* (15.9/24). Thursday's second National League game ranked 32d (16.2/25), tied with *Kay O'Brien* (16.2/27) and *Easy Street* (16.2/25). Friday's AL game three (15.0/26) tied with *Cagney & Lacey* (15.0/24) for 42d place. Saturday's AL game four placed 48th with a 14.3/26. Sunday's NL game four took 31st place with a 16.7/26.

In the divvying up of days, NBC won Monday, Thursday and Saturday. CBS took Tuesday, Friday and Sunday, leaving ABC with Wednesday.

Rank □ Show □ Network □ Rating/Share

1.	Cosby Show	NBC	33.9/58
2.	Family Ties	NBC	31.0/46
3.	Cheers	NBC	26.4/38
4.	Murder, She Wrote	CBS	25.2/38
5.	Last Frontier, pt. 2	CBS	25.0/39
6.	Golden Girls	NBC	24.6/40
7.	Night Court	NBC	23.2/34
8.	When the Bough Breaks	NBC	22.3/36
9.	60 Minutes	CBS	21.1/34
10.	Highway to Heaven	NBC	21.1/33
11.	Amen	NBC	20.7/35
12.	A Fight for Jenny	NBC	20.0/31
13.	Matlock	NBC	19.6/30
14.	Dallas	CBS	19.5/32
15.	Hunter	NBC	19.3/35
16.	Magnum, P.I.	CBS	19.0/29
17.	227	NBC	18.9/32
18.	Baseball, NL Champ. Game 1	ABC	18.9/31
19.	Newhart	CBS	18.8/28
20.	My Sister Sam	CBS	18.6/28
21.	Facts of Life	NBC	18.1/32
22.	Miami Vice	NBC	18.0/29

Rank □ Show □ Network □ Rating/Share

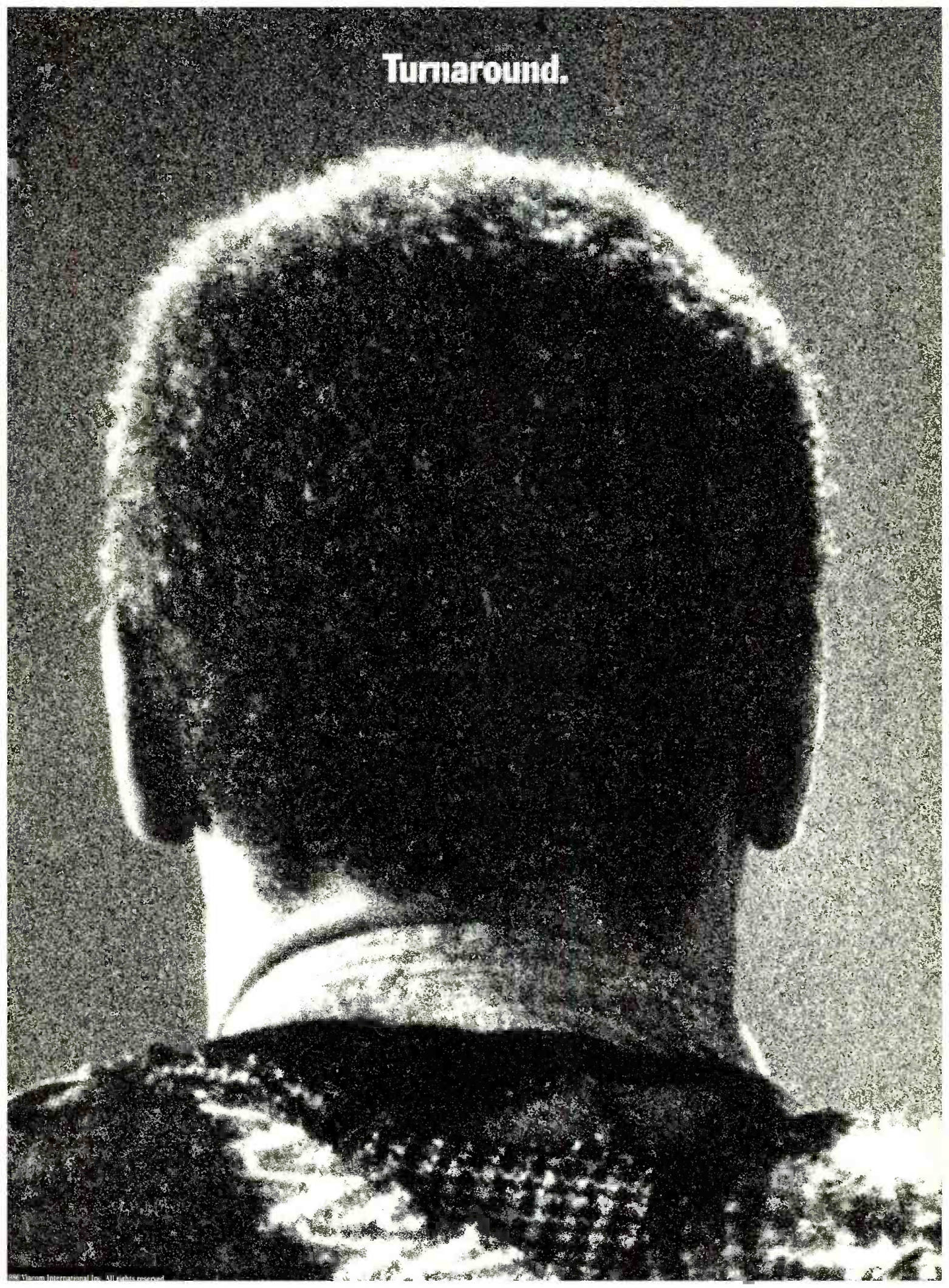
23.	Knots Landing	CBS	17.7/26
24.	Gimme a Break	NBC	17.6/26
25.	NFL Monday Night Football	ABC	17.4/30
26.	Hill Street Blues	NBC	17.4/29
27.	Kate & Allie	CBS	17.3/27
28.	Equalizer	CBS	17.0/28
29.	Designing Women	CBS	16.9/25
30.	Valerie	NBC	16.8/25
31.	Baseball, NL Champ. Game 4	ABC	16.7/26
32.	Kay O'Brien, Surgeon	CBS	16.2/27
33.	Easy Street	NBC	16.2/25
34.	Baseball, NL Champ. Game 2	ABC	16.2/25
35.	Baseball, AL Champ. Game 1	ABC	15.9/25
36.	The Wizard	CBS	15.9/24
37.	Violence: Family Drama	CBS	15.7/25
38.	Our House	NBC	15.7/25
39.	Falcon Crest	CBS	15.2/26
40.	You Again?	NBC	15.1/23
41.	ALF	NBC	15.1/23
42.	Baseball, AL Champ. Game 3	ABC	15.0/26
43.	Cagney & Lacey	CBS	15.0/24
44.	A Team	NBC	14.7/25

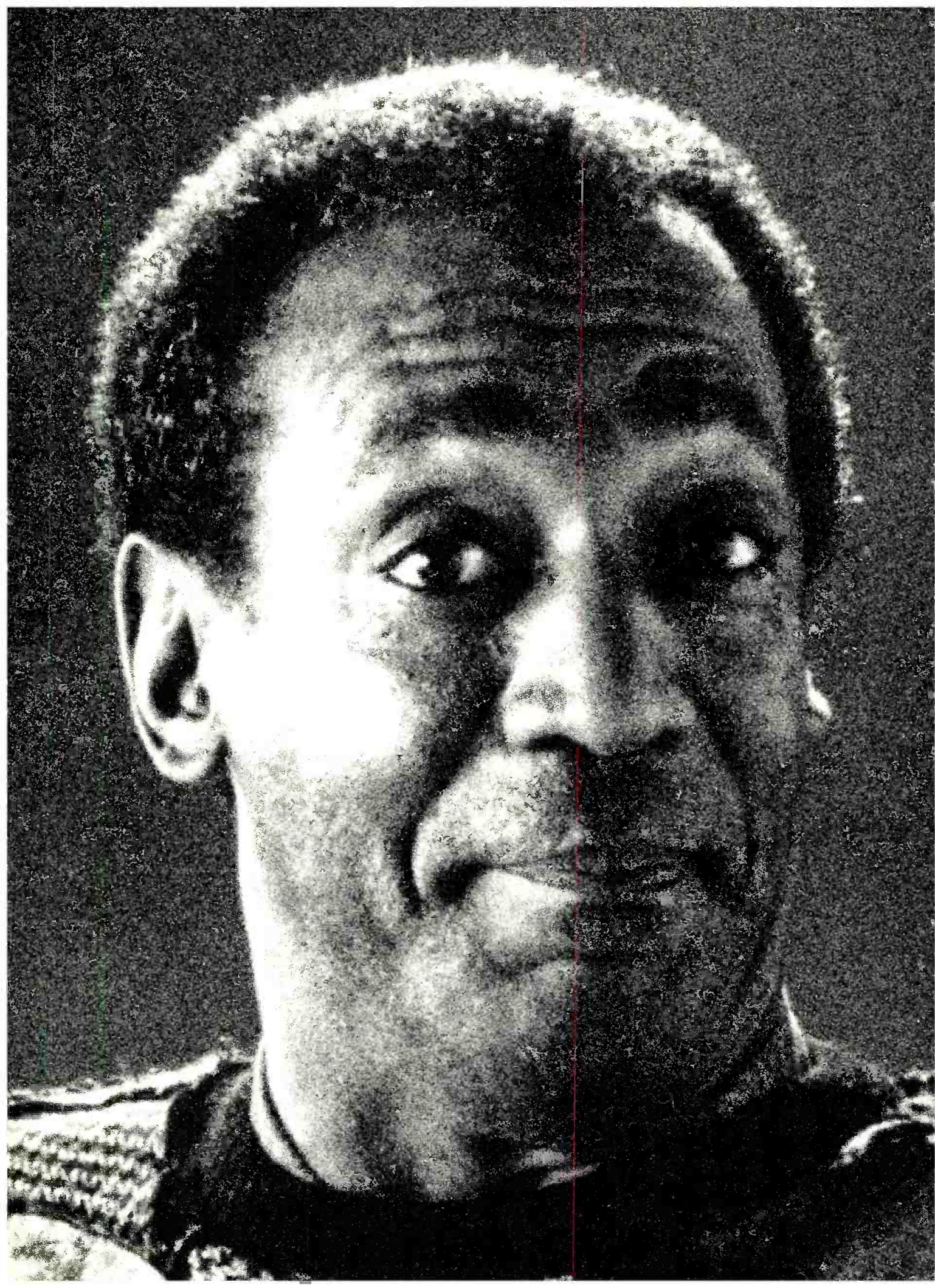
Rank □ Show □ Network □ Rating/Share

45.	L.A. Law	NBC	14.7/25
46.	St. Elsewhere	NBC	14.6/24
47.	Scarecrow & Mrs. King	CBS	14.4/25
48.	Baseball, AL Champ. Game 4	ABC	14.3/26
49.	Baseball, AL pregame 1	ABC	14.1/24
50.	MacGyver	ABC	13.9/22
51.	Baseball, NL pregame 1	ABC	13.5/24
52.	Together We Stand	CBS	13.5/22
53.	Better Days	CBS	12.8/20
54.	Amazing Stories	NBC	12.7/19
55.	Simon & Simon	CBS	12.0/18
56.	Crime Story	NBC	11.5/17
57.	Downtown	CBS	10.8/19
58.	Baseball, AL pregame 3	ABC	10.7/20
59.	Baseball, NL pregame 4	ABC	10.7/18
60.	Baseball, NL pregame 2	ABC	10.2/17
61.	Mike Hammer	CBS	9.9/16
62.	Twilight Zone	CBS	9.5/17
63.	Reagan Summit Special	ABC	9.1/15
64.	1986	NBC	8.8/14

*indicates premiere episode

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The Cosby Factor: Profit from it.



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Deficit financing. Producers of first-run syndicated sitcoms could face deficits of more than \$2 million per program during the fall 1987 television season, according to Lucie Salhany, president of Paramount's domestic television and video programming unit. But despite the fact that half-hour sitcoms are no longer a bargain to produce for syndication, Salhany, among the speakers at a Hollywood Radio and Television Society luncheon last week titled "Syndication's Exploding Marketplace," said there could be 17 of them next fall. Her estimate, she said, would depend on the five new sitcom offerings generated for the NBC-owned station checkerboard plan, a minimum of six half hours coming out of NATPE and at least half the currently-running syndicated sitcoms being renewed.

Dick Robertson, a member of the president's office of Lorimar-Telepictures, said the \$2 million deficit cost cited by Salhany could escalate even further. For instance, Lorimar's three syndicated sitcoms, *Mama's Family*, *One Big Family* and *It's a Living*, cost \$400,000 per episode, he said. "When we did our original estimates of what we would generate from advertising sales, we were somewhere around \$250,000-\$260,000 an episode. Then the bottom fell out of the market. With that number dropping to \$200,000, deficits could be as much as \$4 million per year per show." While no one is quite certain whether syndicated sitcoms are more profitable for producers than network comedies—which can generate deficits up to \$3 million—Robertson said "we feel that there is probably a better chance of a sitcom (going to) 100 episodes in syndication than on the networks." It takes 50 episodes to recoup costs and 100 to make a healthy profit, he said.

Present at the luncheon (l-r above): Robertson, Salhany, 20th Century Fox's Derk Zimmerman, Fries Entertainment's Chuck Fries and Orbis Communication's Robert Turner.

some momentum since the spring report, climbing from a 1.9 overall share to a 2.3. The market's other adult contemporary outlets have all lost 12-plus share audiences: WLTW(FM) remains the lead AC station, but it fell from 4.2 last spring to 3.6; WPIX(FM) slipped from 2.0 to 1.9; WYNY(FM) went from 2.0 to 1.8, and co-owned WNBC(AM) dropped from 3.0 (spring 1985) to 2.6 (fall 1985) to 2.0 (spring 1986) to 1.5 in the latest report.

New York's only easy listening stations, WPAT-AM-FM, finished with the same combined total 12-plus shares, 5.9, as in the spring book. WPAT(AM) landed with a 1.5 overall share with WPAT(FM) pulling a 4.4.

The complexion of album-rock radio in New York has been slowly changing over the last two survey periods as WXRK(FM), with popular morning man Howard Stern, continues to make inroads into WNEW-FM's audience share. WXRK posted a 3.3 12-plus share, up from 3.1 in the spring, to WNEW's 3.5, down from 3.9.

The market's newest station, urban/contemporary hit WQHT(FM), which switched from an hybrid album-rock/contemporary hit format under the call of WAPP in mid-summer, finished with a 1.4 overall share.

Other 12-plus finishes include: talk WABC(AM), 2.7, up from 2.6 in the spring; oldies WCBS(FM), 3.3, down from 3.6; country WHN(AM), 2.8, down from 3.0; talk WMCA(AM), which is being sold to Federal Broadcasting of Detroit for about \$11 mil-

lion (see "Changing Hands," page 75), 0.7, down from 0.9; and MOR/big band WNEW(AM), 3.0, down from 2.7.

Los Angeles

KIIS-AM-FM with a 7.1 overall metro share (KIIS(FM) had a 6.9 and KIIS(AM) a 0.2) edged out KABC(AM) with a 6.7, down from 7.0 and first place in the spring Los Angeles book. Next was urban/contemporary hit KPWR(FM) at 6.6 followed by easy listening KJOK(FM) and soft contemporary KOST(FM) with 4.4 and 4.1, respectively.

In the market's all-news race, KNX(AM) landed ahead of KFWB(AM), 3.5 to 3.3. Meanwhile, KLOS(FM) has widened the gap between it and its main cross-town rival KMET(FM). KLOS registered a 3.7 12-plus share, up from 3.4 in the last book, while KMET continued its slide from 3.2 (winter 1985) to 2.2 (spring 1985) to 2.0 in the new report. KROQ-FM, with its hybrid album-rock/CHR "Rock of the 80's" format, posted a 3.6 12-plus share.

Among the other 12-plus finishers: easy listening KBIG(FM), 3.9, down from 4.3 last spring; KIQQ(FM), which programs Transtar's "Format 41" adult contemporary service, holding steady at 2.9; MOR/big band KMPC(AM), 3.3, up from 3.0; soft rock KNX(FM), 1.4, down from 1.8 (the station switched from contemporary hit to its present sound in June); oldies KRTH(FM), 4.0, up from 3.5; Spanish-language KTNQ(AM), 3.2,

up from 2.7, and country KZLA(FM), 1.6, down from 2.5.

Chicago

Holding on to a double-digit overall share, MOR/talk WGN(AM) maintained its dominance in the Windy City with a 10.1 finish. But coming a close second was urban contemporary WGCI-AM-FM at 9.1. Capturing third place at 5.9 was urban contemporary WBMX(FM) while a three-way tie developed for fourth: news WBBM(AM), easy listening WLOO(FM) and album-rocker WLUP(FM), all registering 5.6 12-plus shares. Rounding out the fifth spot was adult contemporary WLAK(FM) with 3.6, the same share as it had in the spring report.

On the contemporary hit front, WBBM(FM) took the 12-plus lead at 3.3 with WLS(AM) and co-owned WYTZ(FM) following at 2.6 and 2.5, respectively. (WLS(AM) was listed "below the line" in the market report due to what Arbitron said was a violation of the company's "special station activity" guidelines over the air on Aug. 25.)

The market's two country stations, WUSN(FM) and WMAQ(AM), both dropped in overall share, but WUSN continued to corner the larger 12-plus share. WUSN had a 2.6, down from 2.9, while WMAQ finished with a 1.8, down from 2.6.

Some other results: adult contemporary WCLR(AM), 3.0, down from 3.6 in the spring book; adult contemporary WFYR(FM), 2.6, down from 3.1; adult contemporary WKQX(FM), 3.4, up from 3.3; nostalgia WJJD(AM), 2.5, down from 2.9; oldies WJMK-FM, 2.6, down from 3.0, and album-rocker wxRT(FM), 2.5, down from 3.1.

Cable to get promotion network

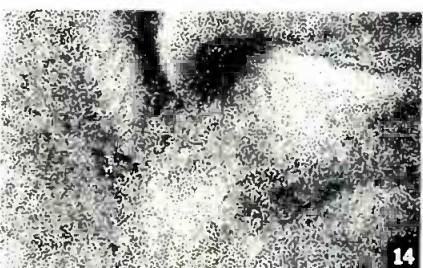
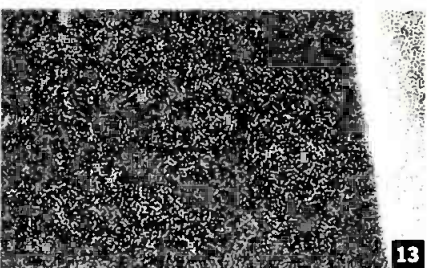
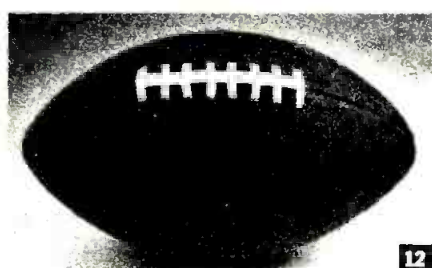
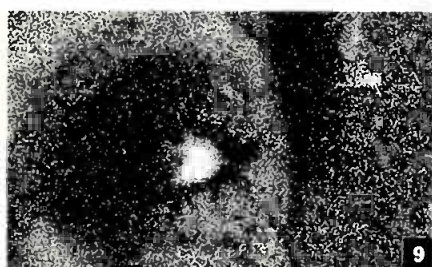
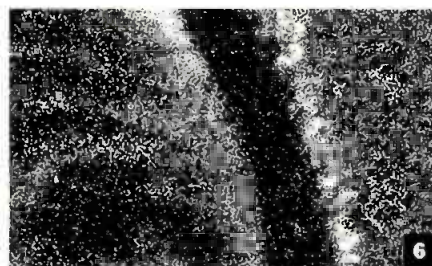
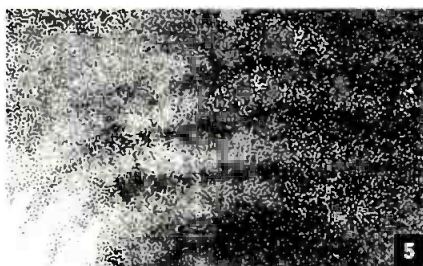
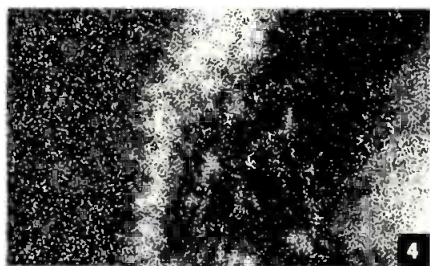
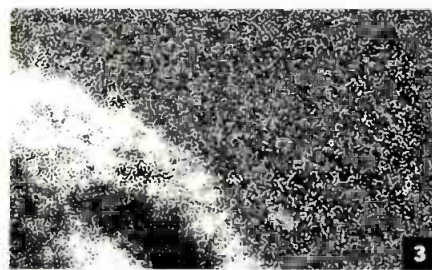
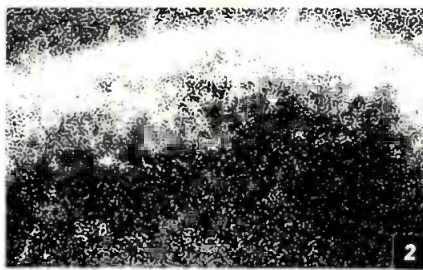
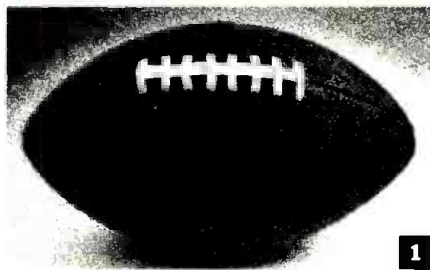
Three-minute segments on what's being shown on cable services set for launch early next year

The principal function of The Preview Network, a proposed cable service promised for early next year, is to provide cable subscribers with a convenient means of finding out what's coming up on all the popular cable services. But, according to President Lou Zaccheo, it will also perform another function: It will entertain.

"It's going to have the look and feel of *Entertainment Tonight*," he said last week. "It's going to have long-form previews, behind-the-scenes [segments], a fast pace and a host."

The 24-hour-a-day service—slated to debut Feb. 1, 1987—will comprise previews and promotions for programs on the major cable services interspersed, as Zaccheo pointed out, with introductions by a host or hostess, interviews with celebrities and short features.

According to Zaccheo, he and TPN's co-owners David Avery and Arthur Triechel have already raised hundreds of thousands of dollars to finance the service through a private placement with the help of Jerry Wenger, publisher of *Penny Stock News* and



Final score: 13-2.

The Cosby Show delivered 13 of the 15 highest program ratings in the 1985-86 season. Only Super Bowl XX and its post game show blocked a clean sweep. Regularly scheduled prime time programs don't have a sporting chance against The Cosby Show.

The Cosby Factor: Profit from it.

Source: NTI



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host of the Financial News Network's *Taking Stock*.

TPN is a spinoff of another service of Zaccheo. Avery and Trichel: the Cable Promotion Network. Despite its name, CPN is not a network, but a service providing tune-in cable promos tailored for individual cable systems. According to Zaccheo, CPN's list of clients now includes 60 systems serving more than 2 million homes. Zaccheo said the business is profitable, but not as profitable as he hopes it will be ultimately.

TPN has yet to lock in a satellite transponder, Zaccheo said, but it is close to signing a deal with QVC Network for one on RCA Americom's Satcom IV.

As Zaccheo now envisions it, TPN will be built out of three-minute segments, each promoting programming on a particular cable



Zaccheo

service, and will be organized around a half-hour cycle. The first half of each cycle will feature segments for five of the most pervasive pay and basic cable networks (Home Box Office, ESPN, MTV, CNN and USA Network). The second half will contain segments for any of 10 other popular services (Cinemax, Showtime, The Movie Channel, superstation WTBS-TV Atlanta, CBN Cable, Lifetime, Arts & Entertainment, Nickelodeon, The Nashville Network and The Disney Channel) selected by the cable affiliates to match their channel lineups.

Cable affiliates will telecast the first-half segments just as they come off the satellite, but will play back the second-half segments from a one-hour tape recorded each morning.

Around 4 a.m. NYT or 5 a.m. NYT each morning, TPN will transmit and a videocassette at each cable affiliate will record 20 segments intended for second-half play (two for each of the services). At the appropriate times, the computerized VCR will replay five segments in the order in which they were received. To tailor the second-half lineup, operators will program the computer to preempt segments promoting services they don't carry and to switch back to the satellite feed for additional segments for "first-half" services like HBO and ESPN.

To offer the service, affiliates that don't already have one will have to buy a computer-controlled videocassette recorder, which, according to Zaccheo, will be available for between \$2,000 and \$3,000. □

The Monkees are back

New syndicated TV series has new faces, original producers

The Monkees were back in the limelight last week, at a press conference at New York's Hard Rock Cafe. But they weren't the old Monkees—they were four new faces who will be *The New Monkees*. The revived show will be distributed by Colex Enterprises, a joint venture of Columbia Pictures Television and LBS Communications. The original series aired on NBC from 1966 to 1968.

At the first media event since their signing the previous week, the new Monkees displayed the same sense of humor that characterized the first Monkees series. Last week, the new foursome also appeared on *Good Morning America* and *Entertainment Tonight*.

Two of the four new Monkees were chosen through open calls in New York City. Playing guitar will be 27-year-old Marty Ross of Los Angeles, who currently plays in a band called The Wigs. He appeared in and wrote songs for the movie, "My Chauffeur." Also playing guitar will be Larry Saltis, of Akron, Ohio, who at 18 is the youngest member of *The New Monkees*. Saltis teaches guitar and plays in a band called Scheme. Jared Chandler of Hollywood, 19 years old, appeared in two feature films, "Woo-Woo Kid" and "Blood Diner." *The New Monkees* drummer will be 20-year-old Dino Kovacs of Dearborn, Mich., who appeared in the TV series, *Back Porch Video*, and plays in a band called Snake Out.

The New Monkees will be produced by Straybert Productions in association with Columbia Pictures Television. Robert Rafelson, Bert Schneider and Steve Blauner, producers of the original *The Monkees*, are partners in Straybert. The three formed B.B.S. productions in 1969 and produced "Easy Rider," "Five Easy Pieces" and "The Last Picture Show." Blauner, who managed singer Bobby Darin, will be executive producer of the new series. He also produced *Richard Pryor Live in Concert* in 1979.

The series will be produced at Columbia at \$350,000 per episode. Handling production of the series will be Victor Fresco and Matthew Fassberg, both chosen for their youth.

Herman Rush, president of Columbia Pic-



Back row: Ross, Kovacs
Kneeling: Chandler, Saltis

tures Television Group, said "the series has been 20 years in the making."

Colex has had great success in selling the original series in syndication, according to LBS Chairman Henry Siegel, which prompted Colex to handle the new first-run series. "We wanted to get the *Monkees* on MTV [the original series began airing on MTV this year] and create a buildup for the announcement," said Colex President Mort Marcus.

The new Monkees will also appear in other media. A deal with a major record company will be announced soon. Each episode of the syndicated series will include two music videos, which will be seen on music video programs. The group will also tour the country and will be heard on radio.

Colex's Marcus said 44 episodes of the *New Monkees* will be sold in two-year deals on a barter basis with three minutes for Colex and three-and-a-half minutes for stations. He said the show will be sold as a first-run sitcom with early evening time periods desired.

Stations will be able to use the new episodes with the 58 original *Monkees* episodes

NATPE on the move. As of Aug. 1, 1987, NATPE International will be headquartered in the Century City area of Los Angeles. Unanimous approval of the move came during an Oct. 11-12 meeting in New Orleans of NATPE's board of directors and its executive committee (BROADCASTING, Oct. 13).

NATPE said the chief reason for the move is the importance of Los Angeles in the programming and production industries. Deb McDermott, program director of WKRN-TV Nashville, who will be NATPE's president next year, said the move "is really making a statement about our business" and "the way it has come of age." Along with being closer to the production end of the business, McDermott said the move will allow the NATPE to provide its members more services.

NATPE will end its use of the New York-based March Five promotion agency, effective June 30. Instead, NATPE will use a "large glamorous firm" based in Los Angeles, which it hopes to choose prior to the organization's 24th annual program conference, Jan. 21-25. March Five head Bob Bernstein will remain a consultant to NATPE.

Everybody wins.

Not only did NBC move from third place to first place after *Cosby* went on the air, but the number of its affiliates in the #1 position in prime time has more than tripled. The *Cosby* Show has television's broadest coattails.

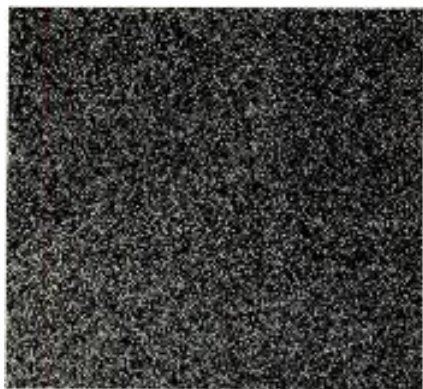
100 NBC Affiliates in 1st Place



74 NBC Affiliates in 1st Place



31 NBC Affiliates in 1st Place



Before *Cosby*
1983

After *Cosby*
1984

1985

The *Cosby* Factor: Profit from it.

Source: Nielsen Household Report, PrimeTime, November, Primary Affiliates only



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for a strip beginning in 1989.

The New Monkees follows syndication of *The New Gidget*, placed by Colex in more than 100 markets. □

Tempo introducing 'television mall'

'Tempo Galleria' to offer viewers products tied into related programing

Executives of Tempo Television Inc. announced that the company will begin airing *Tempo Galleria*, a "television mall" consisting of 30- to 90-minute segments offering merchandise compatible with the programs airing during a specific daypart. And as part of the plan, Tempo will suspend all fees, offering its full 24-hour schedule of entertainment and home shopping programing free to affiliates.

(Currently, Tempo receives from one to five cents per subscriber, depending on the size of the system and the number of subscribers it has.) Anyone carrying the shopping service will receive a 6% rebate of all sales made in an affiliate's specific zip code area. Ed Drake, senior vice president for Tempo Enterprises, said that Tempo expects that the revenues from the home shopping revenues will surpass the suspended revenue from affiliates.

Tempo will begin airing about four hours daily of different shopping shows in the coming months, expanding that to eight hours by January 1987, Tempo executives said. Tempo has signed an agreement with H&T Ventures Inc., an affiliate of Horn & Hardart Co., a direct mail merchandiser that mails more than 200 catalogues yearly, Tempo said, adding that H&H operates a fulfillment center in Hanover, Pa., which will process the home shopping orders.

The *Galleria* shows will be scheduled adjacent to Tempo's other programing—including its international features, finance and health programs, classic movies, how-to shows and sporting events—which Tempo Enterprises Chairman Edward L. Taylor said Tempo believes "will attract a high level of participation by viewers, particularly those who might not otherwise watch a full-time shopping network."

Following Tempo's program on fishing, for example, it will present a home shopping program offering sporting goods, said Richard Smith, president of Tempo Television. "We're now offering the cable industry a shopping alternative and providing busy viewers with conveniently scheduled times to purchase specific merchandise which directly relates to their individual viewing preferences," Smith said.

Two Tempo original productions, *Jewelry Showcase* and *The Christmas Shop*, are scheduled to be added to *Tempo Galleria*. Taylor said that Tempo's television station, WIHT(TV) Ann Arbor, Mich., will also produce some of the shopping segments, as will H&T and other merchandisers. Tempo is also negotiating preliminary contracts for syndication sales with some independent television stations, Drake said, adding that it is



Smith

currently looking in the top 20 markets.

The home shopping business is not new for Tempo Television, which has been offering such programs since it first began operation in

1979. Tempo, which is received by about 12.8 million homes, Drake said, currently offers about four hours a week of a home shopping program called *Telephone Auction*. □

Another 'Three' for Taffner

'Three Apartments' will be latest offspring of 'Three's Company' to be offered for syndication

D.L. Taffner Ltd. has returned to its successful *Three's Company* format once again, for a spin-off of a spin-off. The new show, a first-run sitcom called *Three Apartments*, will debut in April 1987 and will star Norman Fell and Audra Lindley as the landlords of a three-unit apartment house. Fell and Lindley, who played the Ropers, the next-door neighbors in *Three's Company*, and in their own series spun off from that show, *The Ropers*, will return in those roles for the new series. *Three's Company* is the second most lucrative series in television history behind *M*A*S*H*, according to Taffner.

The series will be produced by Taffner and is intended as a replacement for stations that carried *The Ted Knight Show*. That show, which began in April 1986, ran for 22 episodes before the death of Ted Knight on Aug. 26 (BROADCASTING, Sept. 1).

It was the ratings success of *The Ropers* that led Taffner to revive the series. A number of stations that now carry *The Ropers* had requested more episodes of the show, according to Taffner.

Three Apartments will include ample op-



Three's a Crowd

portunities to bring in guest stars. The three apartments in the Ropers' house will be used to feature characters who appeared in *Three's Company* (John Ritter, Joyce Dewitt, Richard Kline and Don Knotts); in *Too Close for Comfort* (Jim J. Bullock and Nancy Dussault), and in *Three's a Crowd* (Robert Mandan). Additionally, the *Three's Company* character of Chrissy Snow, originally played by Suzanne Somers, may be revived by a different actress for the new series.

Taffner head Don Taffner said that two-year deals for 44 episodes of the show will be made on a cash-plus-barter basis, with Taffner keeping three 30-second spots.

Combined with the 26 episodes of the *The Ropers* from its network run, there will be 70 episodes that will be used as a strip in 1989. Taffner said it was holding discussions with two advertisers.

Taffner said he hoped the show will become part of the NBC-owned station checkerboard (BROADCASTING, Sept. 29), in which case 52 episodes would be produced for a September 1987 start. *Three Apartments* has already met the NBC stations' first requirement for the checkerboard—being sold for cash plus barter or barter.

Taffner also announced that his company will be featuring a first-run half-hour action-adventure show at the NATPE International convention in January in New Orleans. □

Antidrug action. The National Federation for Decency, a Tupelo, Miss., organization that monitors network television programs for sex, violence and anti-Christian stereotyping, has expanded its list to include portrayals of drug use. NFD believes "the positive portrayal of drug use on television programs is an important contributing factor to the drug problem" and is asking television viewers to report to it television programs that portray drug use, along with the network on which the program aired and the date the program aired. NFD plans to identify companies that sponsor programs portraying drug use and encourage viewers to boycott their products. "Television advertisers have been irresponsible in selecting the programs they help sponsor," said NFD Executive Director Donald Wildmon.



THURSDAY THURSDAY THURSDAY THURSDAY

Follow the leader.

The Cosby Show boosts programs all Thursday evening long including the local late news three hours later. Think of what it could do for you five nights a week.

The Cosby Factor: Profit from it.

Source: NTA, February 1986, Top 20 Markets



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Stay Tuned

ABC: Singer Stevie Wonder will make two appearances on ABC's *All My Children* (Oct. 20, Oct. 24). The storyline has Wonder coming to Pine Valley, at the request of an "old friend," Erica (Susan Lucci character), to participate in a charity benefit. Wonder and Lucci will sing several songs together, including "I Just Called to Say I Love You" and "Don't Drive Drunk."

Warner Bros. Television said ABC has ordered six episodes of a one-hour "comedy/drama series," *Ohara*, for possible midseason replacement use. It stars Pat Morita as "police detective with a heart of gold."

ABC Sports has signed a new contract with the New York Racing Association Inc. to carry live exclusive coverage of the Belmont Stakes, the third and final segment of thoroughbred horse racing's Triple Crown, through 1989, as well as the Wood Memorial, one of the Kentucky Derby "prep races," and the Travers Stakes, which will air live from Saratoga Springs, N.Y., next summer, ABC said.

□

CBS: Telly Savalas and Kate Nelligan will star in a new *Kojak* on CBS, *Kojak: The Investigation*. It has begun filming in New York for future broadcast.

The network has tapped a number of prominent government figures to participate in its American Portrait series, including Secretary of State George Schultz, former secretary of Health Margaret Heckler, Vice President George Bush, and his wife, Barbara, for this week, Oct. 20-24. The series offers short sketches of unsung Americans who "have left a special mark on the fabric of American life."

CBS has scheduled the six-hour comedy mini-series, *Fresno*, starring Carol Burnett, to air five nights beginning Sunday, Nov. 17, at 9-11 p.m., and Monday through Thursday, 8-9 p.m., each night.

CBS News will air a report on AIDS this fall in an hour-long prime time special broadcast anchored by Dan Rather. David Browning is executive producer of special, and E.S. Bud Lamoreaux III is senior producer.

□

NBC: Actress Loretta Young will do her first television role in 23 years on an NBC made-for-TV movie, *Christmas Eve*, to air during the holiday season. She plays an eccentric rich woman who goes to great lengths to bring her scattered family together for one last Christmas.

The network has scheduled the mini-series, *Rage of Angels: The Story Continues*, in two parts, on Nov. 2 and 3, from 9 to 11 p.m. It stars Jaclyn Smith in the lead role.

NBC, which signed comedian Jay Leno to a long-term contract to do a series of specials for the network, will air the first on Saturday, Nov. 1, from 11:30 p.m. to 1 a.m. The special will preempt *Saturday Night Live* that week.

Production has started, in Manzanillo, Mexico, for the first of three scheduled two-hour *Remington Steele* special episodes to air NBC this season. The second episode will be shot in Ireland. None have been scheduled yet, but the first is likely to air in late December or January, in a movie time slot.

NBC has tapped gossip columnist and TV reporter Rona Barrett to produce original "novels for television," based on her experiences covering the entertainment industry. The first movie will air next season on *NBC Monday Night at the Movies*, NBC said.

□

PBS will air *Entrepreneurs*, a 90-minute special on Wednesday, Nov. 5, at 9 p.m. The program will examine the rising fortunes of five American businessmen: Steven Jobs, formerly of Apple Computer and now of Next Inc.; Mitch Kapor, Lotus Development Corp.; Lane Nemeth, Discovery Toys; Fred Smith, Federal Express, and Doug Tompkins, Esprit. *Entrepreneurs* will be presented by WETA-TV Washington. The program was produced, written and directed by John Nathan. Pam Moskow is the associate producer.

The third season of *Smithsonian World* premieres Wednesday, Nov. 19, at 8 p.m. with "The Wyeths: A Father and His Family." The program will include stills and footage from the Wyeths' home movies, as well as interviews with all five of patriarch N.C. Wyeth's (1882-1945) children. Author and historian David McCullough continues as host.

A full-color version of John Huston's *The Maltese Falcon* will make its premiere on Wednesday, Nov. 12 on **WTBS** Atlanta, at 8:05-10:10 p.m. . . *World Safari*, a co-production of the BBC, Turner Broadcasting and broadcasting services in eight other countries, will air its first live telecast on Sunday (Oct. 26). The 90-minute satellite feed will be hosted in London by David Attenborough, and will show wildlife from various areas, including Alaska, the Galapagos Islands, the Chesapeake Bay, China, India and the Soviet Union.

In production: *Babytalk*, a new comedy movie about expectant parenthood, on location in Los Angeles, stars Margaret Colin and Tim Matheson. James Frawley is directing from a script by Allen and Mark Estrin. Bonnie Raskin is the executive producer and Andrew Adelson the producer for Lorimar-Telepictures. . . *Stilwatch*, a mystery set amid "the glamour and cutthroat competition" of Washington, is another movie in production for CBS. Lynda Carter and Angie Dickinson star in this Interscope Communications production. Zev Braun, Ted Field and Lynda Carter are executive producers. Terry Morse is producer. Rod Holcomb directs from a script by David E. Peckinpah and Laird Koenig, which is based on the novel by Mary Higgins Clark. . . Michael Zagor has signed a development, production and distribution agreement with MGM/UA Television Productions. Under the deal, Zagor will develop, write and produce both comedy and dramatic television projects for MGM/UA, with the company also receiving a first look at feature films. For his first project at MGM/UA, Zagor will write and project "Counterpoint," a one-hour pilot for CBS in association with Lewis Chesler. Zagor is also at work completing the script for "Dol Bonner," an NBC movie based on Rex Stout's novel "A Hand in the Glove." Now in post-production is "Of Pure Blood," a CBS movie starring Lee Remick that Zagor penned for producer/director Joe Sargent and Warner Bros. Television.

Gary Shandling will be the guest host of *The Tonight Show*, next week (Monday-Wednesday, Oct. 27-29).

A professional's guide to the intermedia week (Oct. 20-26)

Network television: **CBS:** *CBS Tuesday Movie, Johnnie Mae Gibson: FBI* (docudrama about the life of a female FBI agent, stars Howard E. Rollins Jr. and Lynn Whitfield), Tuesday, 9-11 p.m. *Garfield's Halloween Adventure*, Friday, 8-8:30 p.m. *It's the Great Pumpkin, Charlie Brown* (The Peanuts gang are back in the pumpkin patch), Friday, 8:30-9 p.m. *CBS Sunday Movie, Who is Julia?* (a drama about the first human brain transplant, stars Mare Winningham as Julia North and Mary Frances Beaudine, along with Jameson Parker as Julia's husband), Sunday, 9-11 p.m.

PBS: *Good Health from Jan Brody's Kitchen* (premiere), Saturday, 3:30-4 p.m.

Cable: **HBO:** *The Worst Witch* (Halloween special, Charlotte Rae, Diana Rigg and Tim Curry star), Tuesday, 4:30-5:30 p.m. *Florida Straits* (HBO original, action adventure about three men searching for gold buried in the Cuban jungle), Sunday, 8 p.m.

Radio: **National Public Radio (NPR):** *The American Jazz Radio Festival* (live performances, includes world premiere of saxophonist David Murray's orchestral composition), Saturday, 9 p.m. (EDT).

CBS: *Newsmark* "Keepers of the Big Sky" (Charles Kuralt anchors a celebration of the American cowboy), Friday, 2:30-3 p.m.

Museum of Broadcasting (1 East 53d Street, New York) *The Metropolitan Opera: The Television and Radio Legacy*, an exhibition of screenings covering over 55 years of the Met on radio and television. Exhibit covers more than 50 complete operas, beginning with the Met's first radio broadcast (1931) of *Hansel und Gretel* and the first complete opera to be telecast from the Met (1948). *Otello*. Through Nov. 22. Also at MOB: *Barbra Streisand, The Television Work*, a series of screenings of all Streisand's television specials, as well as her first appearances on *The Ed Sullivan Show* in 1962, and on *The Dinah Shore Show* in 1963. Through Dec. 6. Information: (212) 752-7684.

Good neighbor.

After NBC added The Cosby Show to its Thursday night lineup in the 1984-85 season, Family Ties' rating jumped 48%. In 1985-86 Family Ties jumped another 34% to become television's number two show. Now that's being downright neighborly.

The Cosby Factor: Profit from it.



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Group W Productions will offer *Fun for the Money* as a mid-season replacement beginning Feb. 3. *Fun for the Money* was originally introduced by Group W in December 1985 for a start this fall, but Group W did not get enough market clearances to air the show. Sales will be on a cash-plus-barter basis, with Group W holding one minute for a 34-week run through Sept 25. That includes 26 weeks of first-run episodes and eight weeks of re-runs. In *Fun for the Money*, players wager money on the outcomes of zany stunts and races. Members of the audience set the odds on those events.

Viacom Enterprises has acquired the theatrical film, "Amadeus," and will sell it for a debut on broadcast television in September 1987 as part of a barter ad hoc network. Following that it will be sold for



"Amadeus"

cash. "Amadeus" won eight Academy Awards in 1985. It was was acquired from the Saul Zaentz Co. Film Center.

GGP Sports has cleared *The Miss World Beauty Pageant* in 67 markets covering 52% of the country in roughly one week. The pageant, which takes place at the Royal Albert Theater at the end of November, will be available for the weekend of Dec. 5-7. Stations can opt to take either a 90-minute or two-hour version of the program. In the 90-minute version, stations will get 10 minutes of advertising time, and in the two-hour version they will get 16 minutes; in both versions GGP will keep eight minutes. Many of the stations clearing the program are ABC and CBS affiliates who plan to use it in late night on Saturday, Dec. 6, according to GGP president Bob Horowitz. Among those stations are KHJ-TV Los Angeles, WCVB-TV Boston, WXYZ-TV Detroit and WTVJ(TV) Miami.

GGP has also now cleared the *John Madden Super Bowl Special* on 147 stations covering 84% of the country. Recent clearances include KHOU-TV Houston, WJW-TV Cleveland, KARE-TV Minneapolis, KCST-TV San Diego and WFLA(TV) Tampa, Fla. The one-hour program is available on a barter basis with six minutes for stations and six minutes for GGP.

D.L. Taffner Ltd. has cleared *Check it Out!* on eight more stations to bring its clearance total to 93. The latest stations are WAXA(TV) Greenville, S.C.; WISN-TV Milwaukee; WGAL-TV Lancaster, Pa.; KJTM-TV Little Rock, Ark.; WFFT-TV Fort Wayne, Ind.; WQRF-TV Rockford, Ill.; WTVY(TV) Dothan, Ala., and KQUS-TV Billings, Mont. Sales of *Check it Out!* are on a cash-plus-barter basis with Taffner holding one-and-a-half minutes.

TEN has cleared the two-hour *Christmas in Montreux Rock Special* in 80 markets covering 75% of the country. Airing from Dec. 11-24, the special will be hosted by Nina Blackwood, and will feature performances by the Earthmatics, Genesis, Elvis Costello, and 15 other acts. Sales are on a barter basis with 14 minutes for stations and 10 minutes for TEN. Clearances include WNBC-TV New York, KABC-TV Los Angeles, WTAJ-TV Philadelphia and KBHK-TV San Francisco.

Lionheart Television has sold *Dr. Who*, the BBC-produced science-fiction series, in 188 markets covering 79% of the country. Major stations carrying the half-hour show include WNYC-TV New York, KCET(TV), Los Angeles, WTTW(TV) Chicago, WGBH-TV Boston, WGPR-TV Detroit and WETA-TV Washington. *Dr. Who*, which is about an intergalactic cult hero who battles the forces of evil in the universe, is sold on a cash basis.

Video Ink, a weekly satellite-fed series of first-run commentaries, will be produced by the Media Group, a public affairs and communications company, and syndicated by Lionheart, announced Lionheart President Frank R. Miller last week. There will be 12 of the 60- to 90-second *Video Columns*, available in March 1987. It is sold on a cash basis. The commentaries, on issues such as politics, sports, world and financial news, will be available for insertion into news or other locally originated talk and public affairs programming. Columnists signed include Tom Wicker, *New York Times*; Robert Novak, *McLaughlin Group* and News America Service; Jack Germond, *The Baltimore Sun* and *McLaughlin Group*; Pete Hamill, *Village Voice*; Mark Shields, *The Washington Post*; Mike Barnicle, *The Boston Globe*; Charlie Peters, *Washington Monthly*; Tom Boswell, *Washington Post* sports columnist, and independents Judy Bachrach and Diana McLellan.

Embassy Communications' Embassy Night at the Movies's first fourth-quarter telecast will be on Oct. 30 with the premiere of "Road Games," a two-hour psychological suspense drama featuring Stacy Keach and Jamie Lee Curtis. Window for the presentation will be Oct. 30-Nov. 26, with a maximum of two airings available in each market. "Road Games" has been cleared in 138 markets, including 35 top markets and 49 out of top 50 markets, covering 89% of U.S. television households. "Road Games," the 13th movie in the Embassy Night at the Movies package that began in November 1983, is the first feature in Embassy's new arrangement with the Tribune Entertainment Co., which will be selling the national advertising time for the movie package. Each movie is sold on a barter basis, with Embassy retaining 9½ minutes and the station 10½ minutes.

All American Television has anted up more than \$1 million toward the production and syndication of *The Entertainment Report*, a daily satellite-fed show produced in cooperation with Group W's Newsfeed Network. *The Entertainment Report* will have bureaus across the country and around the world and will debut Jan. 19. Each report will include news from the movie and television businesses on both coasts, as well as movie reviews and top 10 lists. *The Entertainment Report* will be fed from the East Coast in the afternoon. Along with the Group W stations, the lineup for the service will include KHJ-TV Los Angeles, WDIV(TV) Detroit and WAGA-TV Atlanta. All American will keep two 30-second spots each week as payment for the service.

All American has also acquired the pay, home video and domestic syndication rights to a reunion concert by the Wailers held in Madison Square Garden on Aug.

16. The concert, *Reggae Consciousness—Wailing Together Again*, was produced by Bunny Wailer's Solomonic Productions, and includes appearances by Peter Tosh, Sly Dunbar and Robbie Shakespeare and The Radics. Carl Menk of Hagen-Menk Entertainment, which was recently acquired by All American, was responsible for acquiring the concert. The concert will go into syndication roughly a year from now following a window for a pay channel.



Bunny Wailer

To your health.

In 1983-84, before Cosby, Cheers
In the 1985-86 season, with Cosby
became the number 3 show.



ranked 54th for the season.
leading the night, Cheers
Bottoms up!



The Cosby Factor: Profit from it.

Source: NTI



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Must-carry gets airing at Washington debate

Cablecasters and broadcasters go back and forth during cable forum

Representatives of the cable and broadcasting industries sparred over the merits of must-carry regulations during a forum sponsored last week by the Cable Television Pioneers, the National Museum of Cable Television and Pennsylvania State University. Participating in the first of a series of forums concerning cable television and the public interest were Charles Ferris, former FCC chairman who is an attorney with Mintz, Levin, Cohn, Ferris, Glovsky & Popeo; Richard Leghorn, a former cable operator and National Cable Television Association board member; Preston Padden, president of the Association of Independent Television Stations, and Jack Cole of Cole, Raywid & Braverman.

A spirited debate developed over the cable industry's position on must carry as it relates to the First Amendment. When it comes to the First Amendment, "cable is the great courtroom chameleon," Padden said. For example, he said, in copyright cases, cable assumes the posture of being "just a passive little antenna that shouldn't have to, under any circumstances, pay any performing rights licenses for the programing it carries." But in must carry when cable operators "want to exclude broadcasters for anticompetitive reasons, they become this dashing video publisher," Padden argued.

But the others, all cable advocates, disagreed with Padden. Cole described any form of mandatory cable television carriage rules as an unnecessary government intrusion. (Cole argued the *Quincy* cable case that led to the Supreme Court's decision to throw out the FCC's must carry rules.) Such regulations, he argued, erode "individual freedoms and constitutes an erosion of First Amendment law." Moreover, Cole felt the rules only served to protect the television industry, an industry that he maintained doesn't need any "special economic protections."

Ferris, who represents Turner Broadcasting, which was also a party in the *Quincy* case, agreed with Cole that must-carry rules are a form of "economic protectionism." Furthermore, Ferris didn't think broadcasters would be denied carriage on cable systems. He noted that cable operators want to satisfy their subscribers and won't exclude stations that viewers want to watch. He predicted that the FCC's new must-carry rules also would be declared unconstitutional.

Opposed to instituting any must-carry rules, Leghorn thought installing A/B switches, as proposed in the FCC's new rules, was a solution to the problem of must carry. "Competition is what the FCC is trying to introduce with this little switch," he said. "It's the least intrusive means of making these signals available to the viewer." □



Ferris, Leghorn, Padden and Cole

Worldnet opens doors to south

Journalist-government exchange is first to Latin America

U.S. Trade Representative Clayton Yeutter sat in a U.S. Information Agency studio in Washington on Wednesday (Oct. 15), taking questions on international trade matters put to him by journalists and trade representatives in American posts in nine cities in Latin America and the Caribbean.

The Q-and-A, made possible by satellite-delivered signals, was not the first time the USIA's Worldnet service had been used to make U.S. opinion makers available to government officials and journalists in those areas. But it marked the inauguration of a one-hour, daily Worldnet service to the U.S.'s neighbors to the south, broadcast in Spanish and Portuguese, and will be an expansion of the USIA's existing global satellite television network.

Worldnet began a daily service with a two-hour program of news and entertainment beamed to Europe in April 1985. And the daily service is expected to be worldwide by 1988, after Asia and Africa are brought into the network. USIA has an advantage over others engaged in international broadcasts. Member countries of Eutelsat, that distributes the Worldnet signal in Europe, and of the International Telecommunications Satellite system that is distributing the signal in Latin America, are waiving downlink charges.

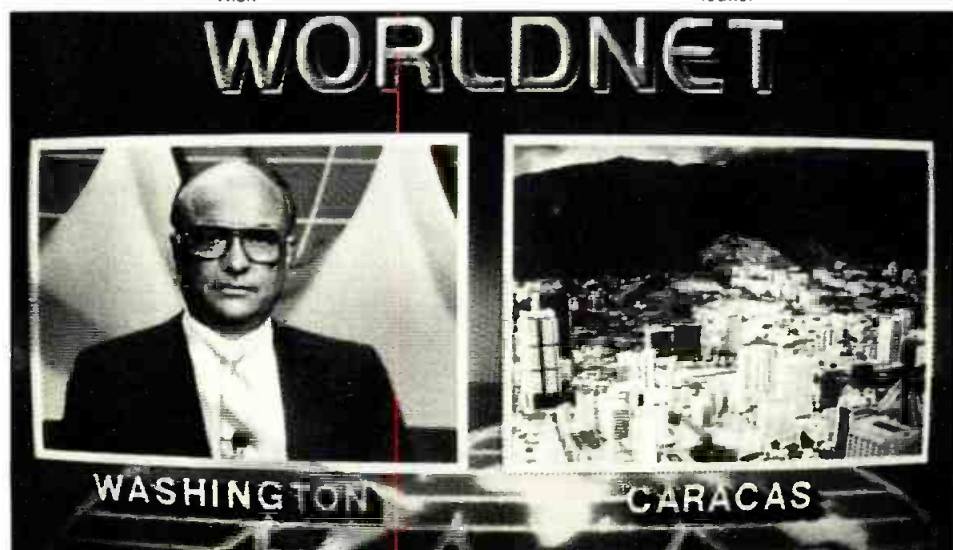
Henry E. Hockeimer, deputy director of USIA's television and film service, who is described as the "architect" of the Worldnet system, said the annual cost of the European

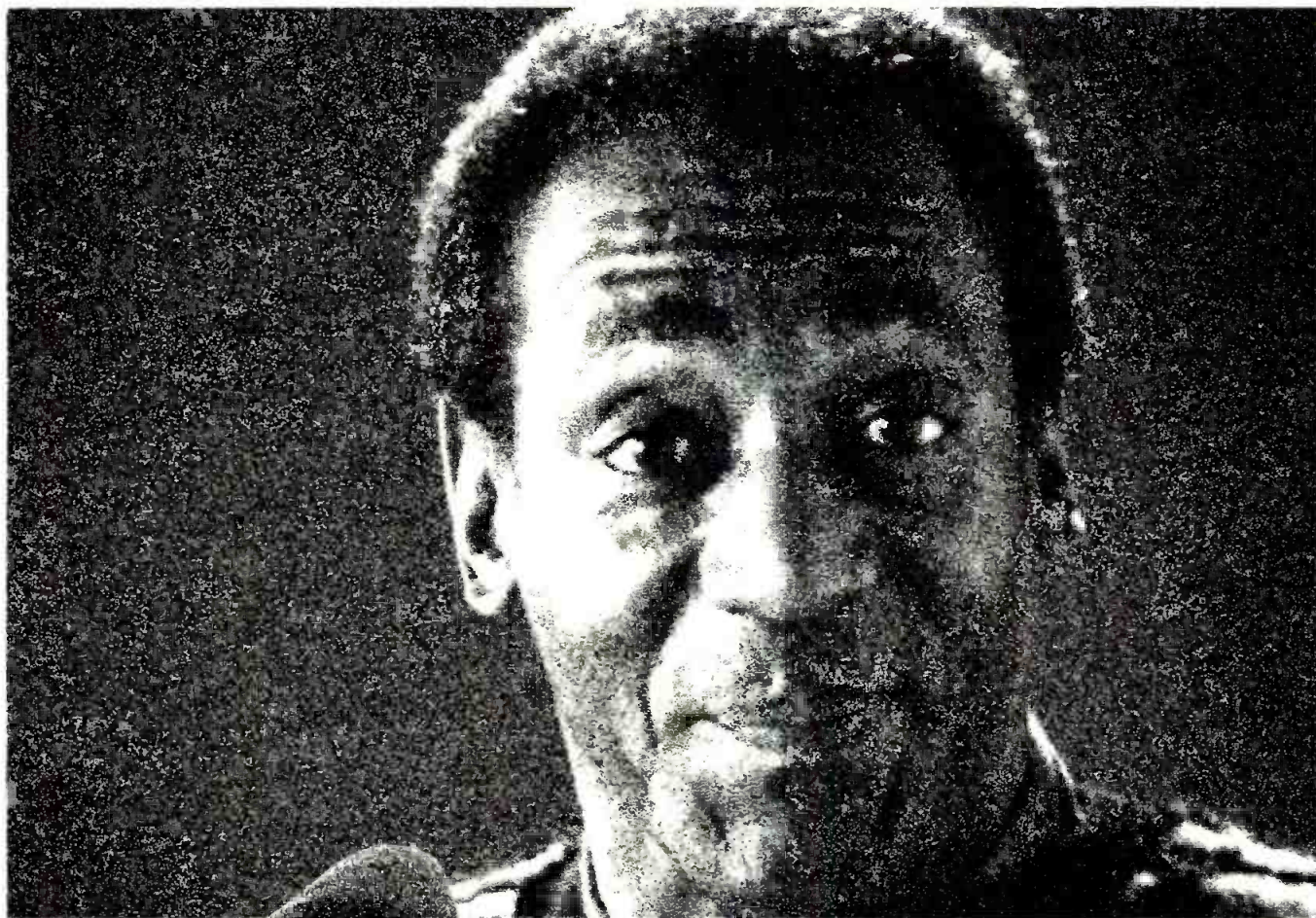


Wick



Yeutter





A magnum effect.

Head to head with The Cosby Show, Magnum P.I. plunged from its position of 6th highest rated program in the 1983-84 season to 51st in 1985-86. Even superstars fall to the megaforce of The Cosby Show.

The Cosby Factor: Profit from it.

Source: NTA



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service is \$2 million; the Latin American service, managed by Embratel, of Brazil, is \$800,000. U.S. posts in Santo Domingo, Salvador da Bahia, Brasilia, Sao Paulo, Buenos Aires, Caracas, Rio de Janeiro and Mexico City were involved in Wednesday's inaugural broadcast.

USIA director Charles Z. Wick, who regards the establishment of Worldnet as one of the principal achievements of his administration, was host at a reception for ambassadors and other government representatives from Latin American and Caribbean countries. "Through this exchange of ideas and information," he said, "the countries of the Western Hemisphere will better understand each other's actions, cultures and values—an understanding that is a prerequisite to lasting cooperation and peace."

High court allows government control of prisoner access by journalists

**Case stems from interview
Atlanta journalist sought
for public access channel**

The Supreme Court has let stand a ruling that the government may set standards for determining which journalists will be granted access to federal prisoners. The government had argued there was a need to draw a clear line between journalists and the general public.

At issue was an appeal by Jack Jersawitz, a freelance journalist and television producer in Atlanta, who had sought an interview with a federal prisoner in connection with an editorial-type program, *Let's Tell It Like It Is*, that was presented over a public access channel operated by Prime Cable (Channel 12) in Atlanta. The prisoner was Father Roy Bourgeois, a critic of U.S. foreign policy, who was confined in the Atlanta federal penitentiary for civil disobedience.

Jersawitz was denied permission to talk to Bourgeois because of what officials cited as Jersawitz's independent status. He had never been employed as a journalist and was not an employee of Channel 12, which itself is independent of any major media organization. Its facilities are available at no charge to any member of the public. To the prison officials, Jersawitz was "not a representative of the news media."

Jersawitz's attorneys, in seeking review by the high court, said the challenged regulations impose "a selective ban designed to further news presentation [the U.S. Bureau of Prisons] deems objective or accurate by a journalist the bureau deems responsible." The government, on the other hand, said the regulations are needed "to draw a line somewhere to distinguish press from the general public." There was no alternative to such regulations, the government added, given the burden and expense of a case-by-case review of each journalist's credentials. □

Washington Watch

WTVR-TV Richmond update. Sparring between Park Communications Inc., licensee of WTVR-TV Richmond, and Richmond Community Television, group of investors that has filed competing application for station's facilities (BROADCASTING, Sept. 8), continues at FCC. In response to Park's request that Richmond Community's application be dismissed on grounds that it failed to disclose identity of all its partners in application (BROADCASTING, Sept. 29), Richmond Community told FCC that it had reported all except one partner it had when it filed application, and one omitted was due to "clerical error." It also filed amendment to report partners it said were added since application was filed. In another filing last week, however, Park again charged that Richmond Community had not disclosed all of its partners when it first filed at FCC. Park also alleged that Richmond Community, in its subsequent filing and amendment, had "misrepresented material facts in an effort to deceive the commission into believing it had made full disclosure in its original filing." Richmond Community, Park said, "should not be allowed to cure the defects in its original application through amendment, filed after the last day for the submission of a complete application, where those defects resulted from RCT's [Richmond Community's] own willful decision not to make full disclosure in the original application and where RCT's attempted cure is accompanied by misrepresentations." □

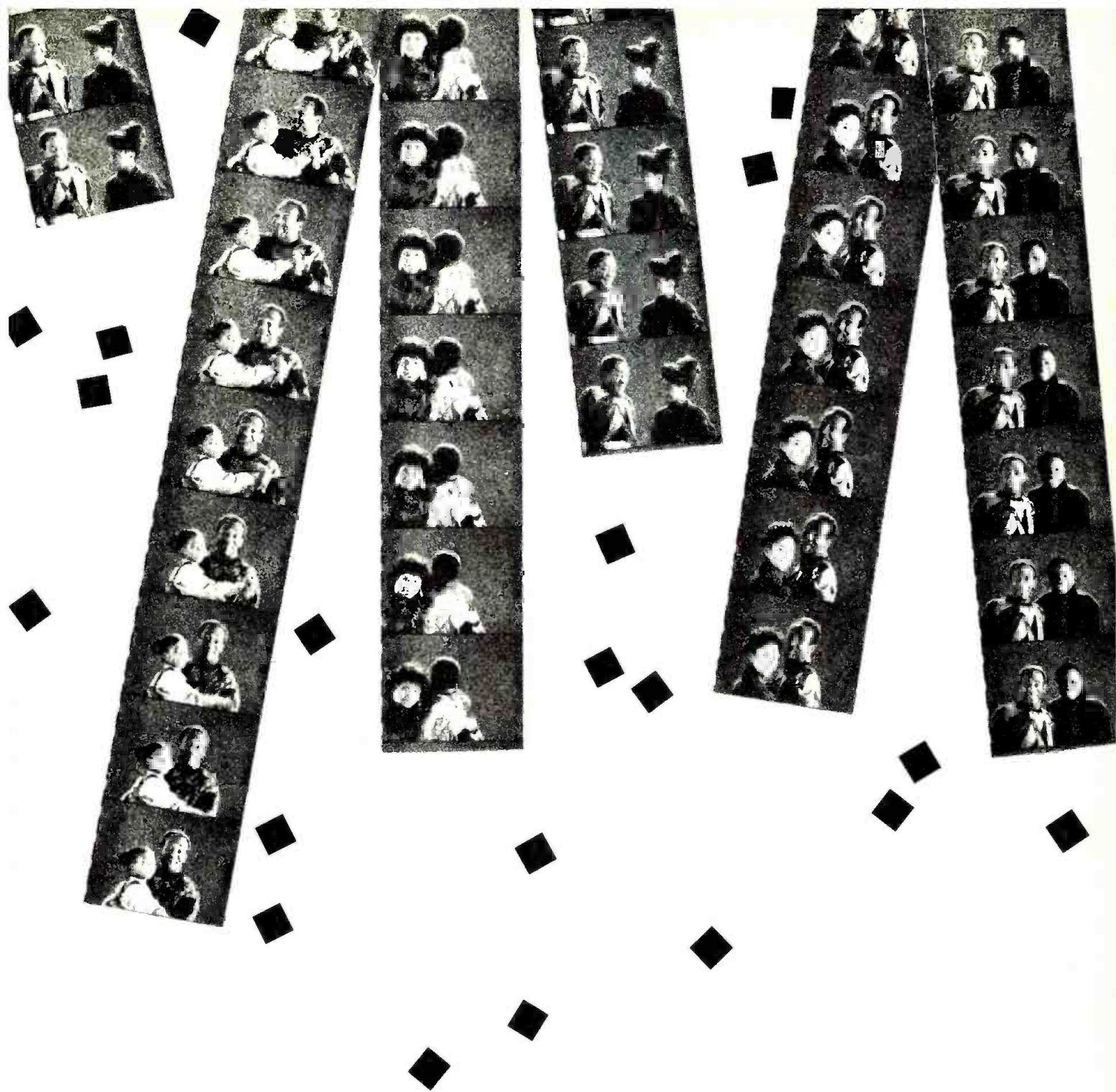
Florida TV. FCC Administrative Law Judge John Frysiak has approved settlement agreement clearing way for grant of application of Channel 68 Inc. for new TV on channel 68 in Clermont, Fla. Under settlement, Channel 68 agreed to pay competitor South Lake Communications Inc. \$300,000 to dismiss its application. It also agreed to assume \$12,750 in South Lake's obligations to parties who dismissed previously under other agreements. President and 10% owner of Channel 68 is Lester Cole, Clermont town councilman. Gordon Sherman (7.5%) and Laurie Silvers (9.9%) also control Boynton Beach, Fla., cable system. □

International analysis. Major effort to report on and analyze revolutionary changes in telecommunications policies now evident in countries around world has emerged in book, "From Telecommunications to Electronic Services," which was produced under auspices of International Institute of Communications, London, and sponsored by 12 U.S. and foreign companies and government agencies. Book, 596 pages, published by Butterworths of Stoneham, Mass., and priced at \$40, attempts to describe telecommunications policy changes in seven industrialized countries—U.S., Canada, Japan, United Kingdom, Finland, France and Federal Republic of Germany—and to explain international consequences of those developments. It notes that technological developments create potential for new services that cannot be fitted easily into old categories. It also describes economic pressures that confront policy makers with dilemma of "weighing the short-term political costs of implementing new price structures against the long-term economic benefits" likely to result from them. Authors are with Washington office of law firm of Debevoise & Plimpton—Robert R. Bruce, partner, who is former FCC general counsel, and Jeffrey P. Cunard and Mark D. Director, both associates. □

VAB hotline. Virginia Association of Broadcasters is offering new service to its members. Association has lined up FCC attorney, communications engineer and Virginia tax attorney to answer state broadcasters questions at no charge, "as long as research is not required." Only stipulation is that station's general manager must make call. For tax matters, broadcasters can contact G. Timothy Oksman, Shuford, Rubin & Oksman, suite 605, Mutual Building, Box 675 Richmond, Va., 23206 (804) 648-4434; For engineering questions, John Lundin, A.D. Ring & Associates, 1140 19th Street, N.W., suite 500, Washington 20036 (202) 223-6700, and communications attorney, M. Scott Johnson, Gardner, Craton & Douglas, 1875 Eye Street, N.W., suite 1050, Washington 20006 (202) 872-0200. □

TV figures. National Association of Broadcasters has published its TV market analysis data for 1985 revenues and expenses from 107 markets. Reports are available from NAB station services department at \$200 for members and \$400 for nonmembers. □

Black programing push. Corporation for Public Broadcasting has chosen two nonprofit media organizations, Maga Link Inc. and Media Forum, to operate black programing consortium. Los Angeles-based organizations, both headed by actor Brock Peters (Darth Vader in National Public Radio's production of *Star Wars*), will acquire, produce, co-produce and distribute programing and will maintain libraries of black television programing. Organizations were chosen from among 13 that submitted proposals to CPB and were involved in production of national public television program, *Voices of Our People*, with KCET(TV) Los Angeles.



The winner by a landslide.

In every key demographic, men and women, kids and teens, urban and rural, The Cosby Show beats all network prime time programs. Talk about the people's choice!

The Cosby Factor: Profit from it.

Source: NTI, 1985-86 Network Season



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AFTRA, networks agree to contract

Three-year pact covers news employees at ABC, NBC and CBS

The three broadcast television networks and the American Federation of Television and Radio Artists reached agreement last week on a new three-year news contract, extending (retroactively) from Nov. 15, 1985, to Nov. 15, 1988. The agreement, which still has to be ratified by the AFTRA news employee membership, provides an increase in the minimum wage scale of 3% in each of the last two years of the pact. Most employees covered under the agreement are already earning above the minimum union scale, sources said last week.

The networks avoided a strike by dropping their proposal that news personnel also assume traditionally technical functions, such as operating camera, sound and satellite equipment. However, AFTRA agreed to reopen negotiations on that issue, if the networks succeed in persuading the two technical unions, NABET (National Association of Broadcast Employees & Technicians) and IBEW (International Brotherhood of Electrical Workers) to give up their exclusive hold on certain technical jobs. NABET has supported the AFTRA stand opposing the idea of having news personnel performing technical roles. In fact, last week, James Nolan, NABET's international vice president, said the union was annoyed that AFTRA agreed to negotiate with the networks at all on the issue, because the terms agreed upon to reopen talks effectively take AFTRA out of a possible strike situation by putting NABET in a similar situation.

According to Nolan, there is no way NABET will agree to let news personnel in the AFTRA union perform technical jobs currently performed exclusively by NABET members. "There is no way they'll take [that] work away from us," said Nolan, "short of locking us out and taking it away from us." The IBEW has remained out of the dispute so far, and a spokesman last week refused to comment on the whole matter.

Robert Schakne, chairman of AFTRA's news steering committee and a Washington correspondent for CBS News, said in a prepared statement last week that "there were three big priority issues for working journalists in these negotiations: Pension and benefit programs, severance pay, and maintaining professional integrity in a period of changing technology." The tentative new agreement, he said, "answers every one of these priorities."

John Hall, AFTRA's national executive secretary, said details of the pact would be available once the proposal had been mailed to the appropriate union members. But sources familiar with the details said the

Bottom Line

Preferred debt preferred. Footnote in first year-end report for Fox Television Stations quantifies loss if Internal Revenue Service should rule against Fox's categorizing of preferred stock as debt. Categorization currently allows Fox to count dividends as tax-deductible interest expense. Footnote said effect of ruling against company on results from March 3 (when Fox bought stations) to June 29 "... would be to increase income tax expense, net loss and accumulated deficit by approximately \$16.2 million. The company's available operating loss carryforwards would be reduced to zero." Fox said that on Oct. 31, it would retire 230,000 shares of that preferred stock, leaving 460,000 (40% of original issue) still outstanding.

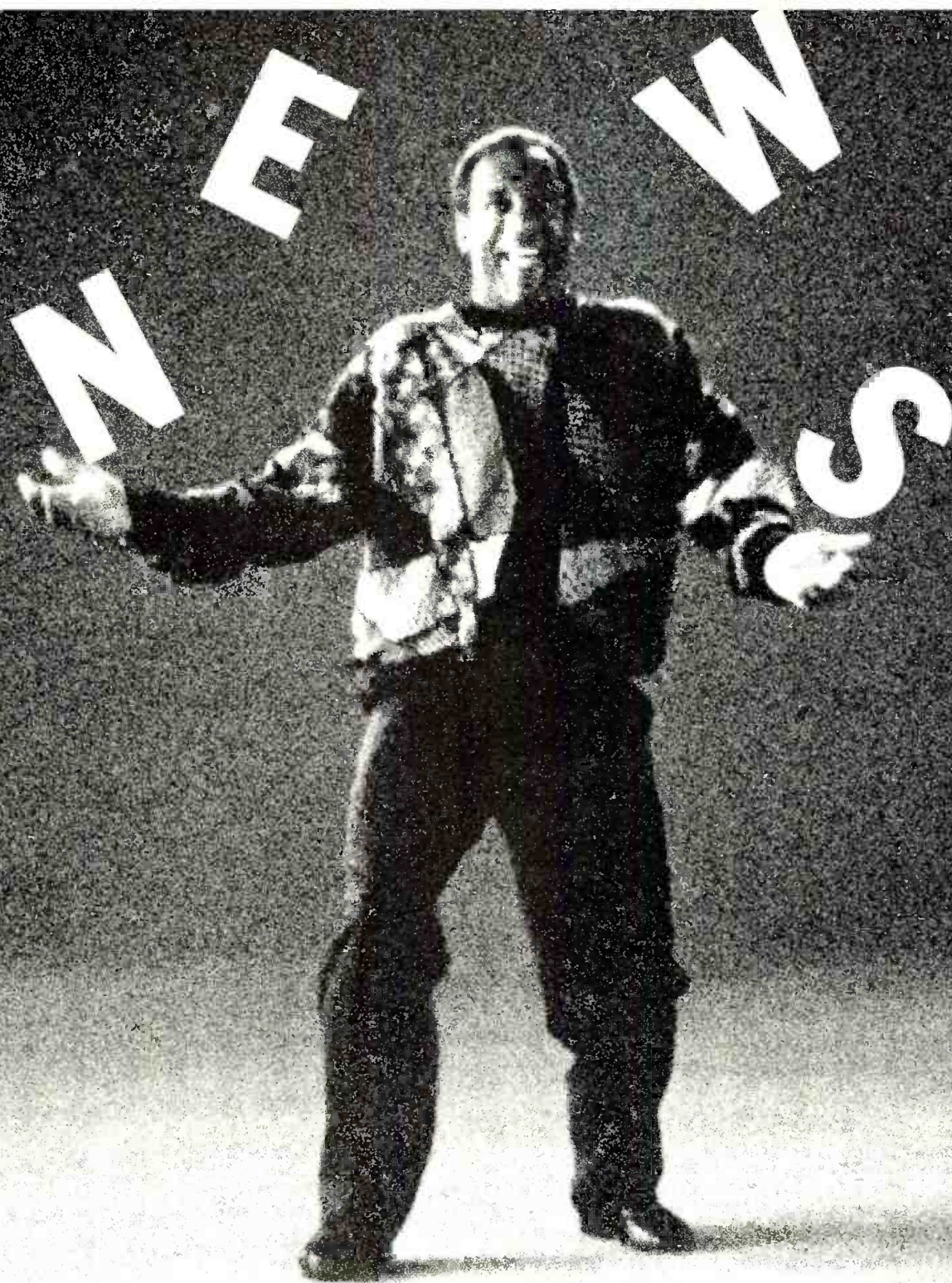
Tiffany efficiency. CBS senior vice president, administration, Haskell P. MacCawatt, sent memo recently to corporate staff saying that company had hired Coopers & Lybrand. Accounting and consulting firm, memo said, "... will be meeting with management, supervisors and selected employees to address such aspects as paperwork flows, financial systems, data processing functions, reports, forms and organizational structures in order to obtain an understanding of overall operations."

Shopping three. Previously announced merger between E.W. Scripps Co. and John P. Scripps newspaper group has been finalized, with latter becoming independent operating division (newspaper publishing) within Scripps Howard. ■ Cetec Corp. said it had signed letter of intent to purchase Mekel Engineering, Walnut, Calif.-based company "involved in all facets of the design and manufacture of photographic instrumentation, documentation and retrieval systems."

Featuring funds. Time Inc. said it had arranged five-year, \$250-million international credit facility through Swiss Bank Corp. Options reportedly include sterling and dollar Euronotes, multi-currency advances and interest rate and currency swaps. ■ Gulf + Western said it filed "shelf" registration with Securities and Exchange Commission to offer up to \$500 million in debt securities, "which may be senior or subordinated, and warrants to purchase debt securities." In July, company sold \$275 million of senior debt, completing previously filed \$500 million shelf registration. ■ Color Systems Technology said it placed \$15 million of 9% convertible subordinated notes due 1996 with General Electric Pension Trust. Notes are convertible into 606,060 shares of common—Color Systems has roughly five million shares outstanding—at \$24.75 per share. Proceeds of placement are to be used to purchase film library of Alan Enterprises.

Dollars for dialing. Telephone Auction Inc. has filed for 2.3 million share offering at between \$14-and-\$17 per share. San Jose, Calif.-based home shopping syndicator said it would use net proceeds of offering, through Salomon Brothers, to purchase inventory, to buy additional computers; television production equipment, and to improvement its warehouse facilities. Note adds that "The company may purchase broadcast stations or cable networks. ... The company has discussed each of these possibilities with other parties on a preliminary basis but is still evaluating the feasibility of these ideas and has not entered into any agreements or understandings with respect thereto." For year ending May 31, 1986, company had revenue of \$47.6 million; gross profit of \$14.4 million; loss from operations of \$103,000, and net loss of \$86,000. Prospectus said that as of Aug. 31, company's one hour to two hours of weekly programming was aired on 111 TV stations. Additionally, roughly 10% of revenue came from customers watching show on Tempo cable channel. Programing differs from other teleshopping shows through use of live-audience auction and greater number of products (averaging 45) per hour shown. For three months ending Aug. 31, 38% of revenues came from jewelry, 21% from electronic products, 20% from houseware appliances and 11% from leisure items. After offering, founders John W. DeTar, president, and Charles W. Huggins, executive vice president, will retain roughly 60% of common stock.

Murphy and the surf. Thomas S. Murphy, chairman of Capital Cities/ABC, has figured in business news recently in connection with Resorts International Inc., Atlantic City, N.J.-based casino operator. Murphy, along with his brother, Henry, are both executors of estate of James M. Crosby, late chairman of Resorts, who was their brother-in-law. Crosby estate includes large block of Resorts stock, which was recently bid for by Dallas-based Pratt Hotel Corp. Latter withdrew offer after Resorts board failed to respond to offer by preestablished deadline. One report said: "Sources say that Thomas Murphy has tried to distance himself from decisions about how to respond to Pratt..."



Good news.

The Cosby Show has a higher percentage of news viewers than any other sitcom in prime time. Cosby lovers keep up with the Huxtables—and with the world.

The Cosby Factor: Profit from it.

Source: Nielsen Duplication Study, February 1986



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Stock Index

Symbol/Comp.	Closing Wed Oct 15	Closing Wed Oct 8	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N (CCB) Capital Cities/ABC	257	252 5/8	4 3/8	1.73	26	4,133
N (CBS) CBS	127 5/8	130	- 2 3/8	- 1.82	24	2,992
O (CLCH) Clear Channel	12	11 1/2	1/2	4.34	17	35
O (INFTA) Infinity Broadcasting	12	12			63	125
O (JCOR) Jacor Commun.	6 1/2	6 3/4	- 1/4	- 3.70		36
O (LINB) LIN	50 1/4	49 5/8	5/8	1.25	38	1,330
O (MALR) Malrite	12	12 1/4	- 1/4	- 2.04	14	100
O (MALRA) Malrite 'A'	11	11 1/4	- 1/4	- 2.22	15	46
A (PR) Price Commun.	10 3/4	10 1/4	1/2	4.87		105
O (SCRIP) Scripps Howard	79	80 1/2	- 1 1/2	- 1.86	28	815
O (SUNN) SunGroup Inc.	3 1/8	3 1/4	- 1/8	- 3.84	31	5
N (TFB) Taft	117	118 1/4	- 1 1/4	- 1.05	95	1,060
O (TVXG) TVX Broadcast	8	8 1/4	- 1/4	- 3.03	33	46
O (UTVI) United Television	33 7/8	33 1/4	5/8	1.87	31	371

BROADCASTING WITH OTHER MAJOR INTERESTS						
N (BLC) A.H. Belo	53	53 3/8	- 3/8	- 0.70	27	609
A (AAR) Adams Russell	20	20 1/2	- 1/2	- 2.43	16	124
A (AFI) Affiliated Pubs	62	61 1/2	1/2	.81	32	1,094
O (ASTV) Amer. Comm. & TV	3/32	3/32				7
N (AFL) American Family	28 5/8	28 1/4	3/8	1.32	19	1,144
O (ACCOM) Assoc. Commun.	27 1/2	25	2 1/2	10.00		262
O (BMAC) Bus. Men's Assur.	27 1/2	27 1/4	1/4	.91	16	290
N (CCN) Chris-Craft	69 1/2	70	- 1/2	- 0.71	30	454
N (DNB) Dun & Bradstreet	105 1/2	103	2 1/2	2.42	25	8,019
O (DUCO) Durham Corp.	43 1/2	42 3/4	3/4	1.75	11	247
N (GCI) Gannett Co.	74	72	2	2.77	23	5,941
N (GY) GenCorp	76 3/8	76 1/2	- 1/8	- 0.16	18	1,706
N (GCN) General Cinema	47	45 3/4	1 1/4	2.73	19	1,711
O (GCOM) Gray Commun.	179	178	1	.56	31	88
N (JP) Jefferson-Pilot	35 1/2	33 1/8	2 3/8	7.16	11	1,484
N (BJ) John Blair	15 1/4	13 7/8	1 3/8	9.90		123
O (JSON) Josephson Intl.	11 3/4	11	3/4	6.81		55
N (KRI) Knight-Ridder	47 3/8	47 1/8	1/4	.53	21	2,660
N (LEE) Lee Enterprises	24 1/4	23 3/4	1/2	2.10	20	614
N (LC) Liberty	41	36 1/4	4 3/4	13.10	17	413
N (MHP) McGraw-Hill	54 3/4	54 5/8	1/8	.22	18	2,760
A (MEGA) Media General	86	85 1/4	3/4	.87	18	605
N (MDP) Meredith Corp.	70 1/2	67	3 1/2	5.22	14	667
O (MMEDC) Multimedia	43 1/4	42 7/8	3/8	.87	-393	474
A (NYTA) New York Times	38	39 1/8	- 1 1/8	- 2.87	25	3,074
O (PARC) Park Commun.	29 1/2	29 3/4	- 1/4	- 0.84	28	407
N (ROC) Rollins Commun.	40 3/4	40 3/4			45	595
T (SKHQ) Seikirk	22 1/2	22 3/4	- 1/4	- 1.09	48	182
O (STAUF) Stauffer Commun.	140	142	- 2	- 1.40	23	140
A (TO) Tech/Ops Inc.	29 1/4	28	1 1/4	4.46	5	63
N (TMC) Times Mirror	64	61 5/8	2 3/8	3.85	18	4,125
O (TMCI) TM Communications	2 1/4	2 1/4			225	17
O (TPCC) TPCC Commun.	1/2	5/16	3/16	60.00		5
N (TRB) Tribune	62 1/4	62 3/8	- 1/8	- 0.20	20	2,527
A (TBS) Turner Bcstg.	17 5/8	16 5/8	1	6.01	40	384
A (WPOB) Washington Post	146 1/2	150	- 3 1/2	- 2.33	18	1,904

PROGRAMING						
O (ALLT) All American TV	6 1/4	5 1/4	1	19.04		7
O (AMNT) American Nat. Ent	1 5/8	1 5/8			8	3
O (BRRS) Barris Indus	14 1/2	13 3/4	3/4	5.45	24	128
O (BFTV) Birdfinder Corp.	1 1/4	3/4	1/2	66.66	-6	4
O (CMCO) C.O.M.B.	24 3/4	22 7/8	1 7/8	8.19	41	285
N (KO) Coca-Cola	37 1/4	35 1/2	1 3/4	4.92	19	14,377
O (CLST) Color Systems	19 3/4	18	1 3/4	9.72		13
N (DIS) Disney	42 1/4	41 7/8	3/8	.89	29	5,466
N (DJI) Dow Jones & Co.	37 1/4	34 5/8	2 5/8	7.58	26	3,604
O (FNNI) Financial News	13 3/8	12 7/8	1/2	3.88	222	148
A (FE) Fries Entertain.	5 1/2	5 7/8	- 3/8	- 6.38	10	28
N (GW) Gulf + Western	63 3/4	62 3/4	1	1.59	18	3,941
O (HRSI) Hal Roach	10 3/8	11 1/8	- 3/4	- 6.74		57
A (HHH) Heritage Entertain.	7 3/4	7 7/8	- 1/8	- 1.58	8	21
A (HSN) Home Shopping Net.	37 1/4	40 7/8	- 3 5/8	- 8.86	84	1,438
O (KWP) King World	14 7/8	14 3/4	1/8	.84	28	456
O (LAUR) Laurel Entertainment	5 1/8	5 1/8			19	12
A (LT) Lorimar-Telepictures	20 3/4	18 3/4	2	10.66	20	704
N (MCA) MCA	43 7/8	41 7/8	2	4.77	20	3,425
N (MGM) MGM/UA Commun.	10 3/8	10 1/2	- 1/8	- 1.19		529
A (NWP) New World Pictures	13 1/8	13	1/8	.96	25	139
N (OPC) Orion Pictures	12 7/8	12 7/8				122
O (MOVE) Peregrine Entertain.	14	13	1	7.69		25
N (PLA) Playboy Ent.	8 3/4	8	3/4	9.37		82

Symbol/Comp.	Closing Wed Oct 15	Closing Wed Oct 8	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING						
O (QVCN) QVC Network	14 1/4	1 1/4	- 2 3/4	- 16.17		93
O (RVCC) Reeves Commun.	8 5/8	8 3/4	- 1/8	- 1.42		107
O (RPICA) Republic Pictures 'A'	10 3/4	11 1/4	- 1/2	- 4.44	76	31
O (RPICB) Republic Pic. 'B'	10 7/8	10 7/8				8
A (RHI) Robert Halmi	3 1/8	3 1/4	- 1/8	- 3.84	28	59
O (SMNI) Sat. Music Net.	8 1/8	8 1/8				55
N (WCI) Warner Commun.	24	23 1/8	7/8	3.78	16	2,961
O (WWTW) Western World TV	2 3/8	2 1/8	1/4	11.76	14	3
O (WONE) Westwood One	29 1/4	28 1/2	3/4	2.63	45	238

SERVICE						
O (BSIM) Burnup & Sims	4 1/2	4 3/4	- 1/4	- 5.26	-8	71
O (CVSI) Compact Video	5 1/4	5 3/8	- 1/8	- 2.32	52	30
N (CQ) Comsat	30	30 5/8	- 5/8	- 2.04		543
O (OMCM) Doyle Dane B.	19 1/2	19 1/2			17	111
N (FCB) Foote Cone & B.	49 3/4	49 1/4	1/2	1.01	12	189
O (GREY) Grey Advertising	90 1/2	85	5 1/2	6.47	12	109
N (IPG) Interpublic Group	28 3/8	27	1 3/8	5.09	16	619
N (JWT) JWT Group	29	30	- 1	- 3.33	12	263
A (MOV) Movielab	6 5/8	6 1/2	1/8	1.92		10
O (OGIL) Ogilvy Group	28 3/4	28 1/2	1/4	.87	13	393
O (SACHY) Saatchi & Saatchi	28 1/8	26 3/4	1 3/8	5.14	13	1,454
O (TLMTB) Telemation	11 1/4	10 3/4	1/2	4.65	11	12
A (TPO) TEMPO Enterprises	13 1/4	14 3/4	- 1 1/2	- 10.16	33	76
A (UNV) Unitel Video	11 3/4	11 3/4				25

CABLE						
A (ATN) Acton Corp.	1 5/8	1 3/4	- 1/8	- 7.14	-1	9
A (CVC) Cablevision Sys. 'A'	20 3/8	19 3/4	5/8	3.16	-6	427
O (CRDF) Cardiff Commun.	1 3/4	1 3/4			4	3
N (CNT) Centel Corp.	59 1/4	59 3/4	- 1/2	- 0.83	12	1,639
O (CCCOA) Century Commun.	14 3/4	14 1/2	1/4	1.72	295	285
O (CMCSA) Comcast	25 1/4	25 3/8	- 1/8	- 0.49	33	537
N (HCI) Heritage Commun.	21 3/4	21 1/4	1/2	2.35	80	486
O (JOIN) Jones Intercable	11 3/4	11 3/8	3/8	3.29	28	152
T (MHRQ) Maclean Hunter 'X'	18 1/2	18 3/8	1/8	.68	25	681
O (RCCAA) Rogers Cab. Amer.	12 1/2	11 3/8	1 1/8	9.89		64
T (RCINZ) Rogers Cable	15 7/8	16	- 1/8	- 0.78		372
O (TCAT) TCA Cable TV	18 1/4	17	1 1/4	7.35	31	197
O (TCOMA) Tele-Commun.	24	23 7/8	1/8	.52	184	2,306
N (TL) Time Inc.	70 1/2	73 3/8	- 2 7/8	- 3.91	21	4,425
O (UACIA) United Art. Commun.	17 1/4	16 1/8	1 1/8	6.97	82	708
N (UCT) United Cable TV	27 1/2	26 7/8	5/8	2.32	68	669
N (VIA) Viacom	43 7/8	44 1/4	- 3/8	- 0.84	42	1,503
N (WU) Western Union	5	5				121

ELECTRONICS/MANUFACTURING						
N (MMM) 3M	107 1/4	100 3/4	6 1/2	6.45	17	12,337
N (ALD) Allied-Signal	41 1/8	40 7/8	1/4	.61	-9	7,251
O (AMTV) AM Cable TV	1 3/8	1 3/8			-1	4
N (ANX) Anixter Brothers	9 7/8	9 3/4	1/8	1.28	17	359
N (ARV) Arvin Industries	24 1/2	23 7/8	5/8	2.61	10	395
O (CCBL) C-Cor Electronics	6 3/4	7 1/4	- 1/2	- 6.89	-4	20
O (CATV) Cable TV Indus.	2 1/4	2 1/4			-11	6
A (CEC) Cetec	5 1/2	5 3/4	- 1/4	- 4.34	-8	11
A (CHY) Chyron	4 5/8	4 3/8	1/4	5.71	22	46
A (CXC) CMX Corp.	1 1/8	1	1/8	12.50		5
A (COH) Cohu	6 1/8	6 1/4	- 1/8	- 2.00	12	11
N (CAX) Conrac	14 1/4	14 1/4			12	94
N (EK) Eastman Kodak	57	56	1	1.78	48	12,876
O (ECIN) Elec Mis & Comm.	2 1/2	2 1/4	1/4	11.11		10
N (GRL) Gen. Instrument	19	19 3/8	- 3/8	- 1.93		615
N (GE) General Electric	76 7/8	73 1/2	3 3/8	4.59	14	35,053
O (GETE) Geotek Inc.	1 3/4	1 7/8	- 1/8	- 6.66	7	6
N (HRS) Harris Corp.	28	28 5/8	- 5/8	- 2.18	19	1,127
N (MAI) M/A Com. Inc.	14 3/8	14 1/2	- 1/8	- 0.86		625
O (MCDY) Microdyne	4	3 3/4	1/4	6.66	36	18
N (MOT) Motorola	35 3/8	35 5/8	- 1/4	- 0.70	41	4,517
N (NPH) N.A. Philips	38 7/8	37 5/8	1 1/4	3.32	16	1,124
N (OAK) Oak Industries	1 1/4	1 1/8	1/8	11.11		42
A (PPI) Pico Products	1 7/8	1 3/4	1/8	7.14		6
N (SFA) Sci-Atlanta	8 7/8	8 7/8			15	208
N (SEK) Sony Corp.	20 1/4	19 1/2	3/4	3.84	12	4,680
N (TEK) Tektronix	62 3/8	60 7/8	1 1/2	2.46	20	1,220
N (VAR) Varian Assoc.	24 1/8	23 3/4	3/8	1.57	34	514
N (WX) Westinghouse	54 7/8	55 5/8	- 3/4	- 1.34	14	8,430
V (ZE) Zenith	20	20 5/8	- 5/8	- 3.03		462
Standard & Poor's 400	264.74	262.06		2.67		1.02

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.



Play it again, Sam.

The repeats of The Cosby Show beat all other prime time programs in their original telecasts. No one gets enough of The Cosby Show.

The Cosby Factor: Profit from it.

Source: NTA, 1985-86



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union gained substantial ground on both severance pay and pension issues, seen as critical issues in the current network environment where job security is not what it once was.

On the severance pay issue, the networks agreed to raise the ceiling from \$150,000 to \$225,000, for employees with at least 15 years service with a network. Also, the minimum number of years an employee has to put in to collect three weeks of severance pay for each year with a company was reduced to 10 years from 11 years. (Employees with a minimum three years service are eligible for two weeks severance pay for each year of employment.)

As for pensions, each company has different arrangements, and NBC's pension structure has been perceived as lacking considerably behind those of both ABC and CBS. The tentative pact brings the NBC pension choices more in line with those at ABC and CBS, sources said. For NBC correspondents, maximum contributions to the RCA plan will increase by about 50%, while contributions to the optional AFTRA union plan will double. To some degree, the distinctions between the network pension choices and the options at the owned stations of each network were also said to be eliminated. In the latter case, said a source, "ceilings on the pension contributions [at the O&O and network levels] will for the most part be the same by the end of this contract."

Another improvement for NBC news people is that they are now eligible for an employee savings plan, like their counterparts at

the other two networks. CBS employees also receive improvements in their medical program, sources said. The one improvement that applies to all employees covered under the agreement is that dental coverage has been extended to employee dependents. Union officials believe the proposed new contract will be approved by the required majority needed to allow to take effect. "I have no doubt that it will," said one official last week. □

Syndicators fight payment problems by stations

Increase in number of stations behind on accounts is starting to cause concern to programmers

It is the monthly checks written by television stations to program syndicators that repays Hollywood for the financial risk it incurs when producing, at a loss, television shows for the networks or for first-run syndication. Many program distributors now say those checks are getting harder to collect. Even if there is only a slight deterioration in the credit worthiness of TV stations, the billions of dollars at stake make it a topic of concern for those involved.

Is the station population getting more delinquent in paying for programming? Such has

been the case over the past one or two years, according to a majority of those syndication executives commenting who are responsible for managing credit relationships. One syndicator said "there are about 40 or 50 stations on a list who are between 90-to-180 days behind payments on their programming." That number adds up to roughly 10% of a large syndicator's 400 to 500 client stations.

Direct measurement of how serious the problem is in dollar terms is not easy to deduce. One indirect measurement is the number of stations filing for bankruptcy. In a complete shutdown (chapter seven), the syndicator is left empty-handed. In chapter 11 bankruptcy, stations can restructure their business while protecting it from creditors. In that case a syndicator is forced to continue to supply programming even though the station is behind on payments.

Preliminary numbers from a computer search done by Dun & Bradstreet for BROADCASTING show that the number of filings are down (from 10 to 8) for the first half of 1986, but the extent of liabilities has jumped (from \$14.8 million to \$24.3 million) over the year earlier. In the first half of 1984, liabilities were only \$198,000. Legal staff for one of the largest syndicators said about 10 of that company's customers had been involved in bankruptcies over the past several years.

It is possible for syndicators to force a station far behind in payments into bankruptcy. Although some credit managers denied getting together to discuss "problem stations," others said that roughly once a month, many major syndicators meet to decide whether to keep extending credit to late-paying stations.

Another indirect measure of station payment problems can be found on the balance sheet of publicly reporting program syndicators, on a line called "allowance for doubtful accounts." Included in this dollar figure are bills that in management's judgment may never be paid. An executive at MGM/UA said that once a station gets four months behind on payments, it might be considered, for accounting purposes, a "doubtful" customer. The potential nonpayers would include not only television stations, but all other customers with whom the company does business, including overseas customers.

While the allowance made by some syndicators has increased—King World Productions' went from 1.4% of all accounts receivable as of August 1984, to 2.5% the next year, and 2.6% in May of this year—other companies' recording of potentially bad debt has decreased. And the several percent allowance recorded by most syndication companies is not considered especially high by general business standards.

Not necessarily reflected in the numbers is when a station owner renegotiates a programming contract with the distributor. If a station has difficulty making the payments it may ask for a reduction in the program's price; a lengthening of the payment terms, or to completely drop some of the shows which it previously contracted to run. Said an official at MGM/UA: "We have lately been rewriting most of the contracts . . . almost all of them." While not desirable, syndicators of-



*"If you think this is dry—
just wait 'til we get to the oasis."*



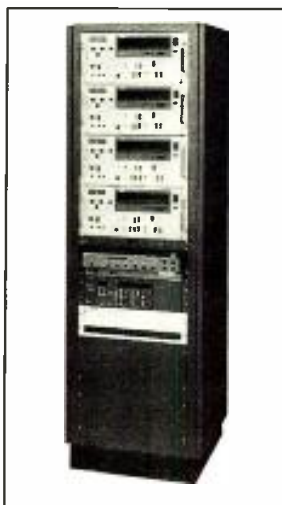
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ten renegotiate contracts because the alternative, bankruptcy, is worse.

Payment problems can also be solved when a station is sold. Many programming contracts call for a station's payments to be brought up to date before it can sell the program rights, and many contracts between a buyer and seller stipulate the same. But a distributor often will have to negotiate with the new owner for some relief from terms of the existing contract. Station broker Ron Ninowski said: "Buyers will sometimes go to the syndicator before the actual transfer. I know of some cases where the syndicator's refusal to make contract adjustments has persuaded the buyer not to go ahead with the station purchase."

Within the past few months, situations have arisen where stations are being sold without the programming rights. Some of those sellers, who keep the rights but no longer have a broadcast license or facility, are now trying to work out agreements with the distributors ("Top of the Week," Oct. 6 and 13). As an example, one source said that in Baltimore, WKJL(TV), which has sold the

station but not the programming rights, has gone to syndicators offering to settle existing contracts for 35 cents to 40 cents on the dollar.

The problems distributors are facing are likely to affect those who sell programs for cash more than those who barter the programs for a station's advertising time. George Back, president of a distributor. All American Television, said that most barter deals are for 26 weeks: "If a station is going down the drain, I might lose eight weeks of barter spots, but probably the station has been getting very low ratings anyway. It's not like the guy hasn't paid me for six months but has run 83 of my shows." Problems are also more likely to arise at a station with stand-alone financing, as opposed to one that has access to the resources of a larger corporate entity.

Many syndicators say they are tightening their pre-contract procedures as a result of the credit problems. An official at Paramount said that company now might ask for a deposit on certain programming, or put a cap on the amount of credit that could be given to

a first-time account: "It is that way on a majority of the new deals [now]... six months down the line, once they are meeting payments, we might lift the cap." At MGM/UA, sales executives previously could sell additional product to a station, even if it had payment problems on existing contracts. Now the go-ahead for the additional sales, it is said, must be cleared with the credit department, which has the power to veto them. □

Fifth Estaters figure prominently in 'Forbes' 400

Kluge, Buffett and members of Newhouse and Cox family lead the list of wealthiest with communications holdings

The "b" list in *Forbes* stands for billionaire, a category that includes many among the Fifth Estate, as found in the magazine's annual review of the 400 wealthiest in America. The bi-weekly business magazine said last week that John Kluge is worth "well over \$2.5 billion," and Warren Buffett, \$1.4 billion. Sisters Barbara Cox Anthony and Anne Cox Chambers control Cox Enter-



Kluge

prises, which is reportedly worth over \$2 billion, and brothers Samuel Newhouse Jr. and Donald Newhouse share a family fortune "worth at least \$2.3 billion."

In the \$500-million to \$1-billion club are Samuel LeFrak, who, *Forbes* said, is part owner of *Fame*, and Loews Corp. chairman and acting CBS chief executive officer, Laurence Tisch, and his brother, Postmaster General Preston Tisch. Four Bass Brothers, including Robert Bass—who leads an investor group with over 20% of Taft Broadcasting—share a fortune that "exceeds \$3.2 billion." Others in the half-billion or more club were said to be Keith Rupert Murdoch, Edward Gaylord, Orville Rollins, Kirk Kerkorian, Dow Jones heiress Jane Cook, Donald Reynolds and Joe Allbritton. Saul Steinberg, whose company, Reliance Capital Group, is in process of buying John Blair & Co., was on the list as was Jack Kent Cooke, who told *Forbes*: "I'd much preferred to have Multi-

Fifth Estate Quarterly Earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
Barris Industries	Fourth	\$5,189	229	\$1,516	NM	\$0.18
	Year	\$31,024	385	\$7,555	115	\$0.84
Conrac	Third	\$41,092	5	\$2,025	—	\$0.30
Dow Jones & Co.	Third	\$277,896	11	\$33,098	23	\$0.34
General Electric	Third	\$9,278,000	42	\$604,000	5	\$1.32
TCA Cable TV	Third	\$12,202	9	\$1,573	-1	\$0.15
United Cable	First	\$52,314	17	\$1,870	20	\$0.07

Barris Industries had net loss of \$329,000 in previous fourth quarter. Company attributed stronger results to *The New Newlywed Game*. ■ Operating income for **Dow Jones & Co.** was \$60 million, up 19%. Strongest percentage growth continued to be registered by company's information services group, which posted 27% revenue gain in quarter. ■ **General Electric** said that financial data is based on preliminary accounting for June 9 purchase of RCA. NBC parent company said that \$2.31 billion of third-quarter revenue came from RCA operations as did \$99 million in net earnings, "...before estimated acquisition costs." Inclusion of RCA operations into GE industry segments has yet to be done. ■ **TCA Cable TV** reported operating income of \$3.7 million, up 7%. Company attributed decline in net income primarily to decreased capital expenditure, causing decrease in investment tax credits available to offset existing tax rate, which increased to 42% from 35% in previous third quarter. Tyler, Tex.-based MSO said "most" of revenue increase came from certain basic rate increases and subscriber increases of 5% (basic) and 1% (pay). ■ **United Cable Television** said that cash flow ("net income plus depreciation and other noncash items") grew 14% to \$13 million. As of Aug. 31, Denver-based MSO managed systems serving 1,031,000 basic and 786,000 premium subscribers.



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We're up to 336 stations already.

BAR promised you we'd provide 52-week monitoring in sixteen markets—representing 50 percent of TV spot expenditures—by the start of '87.

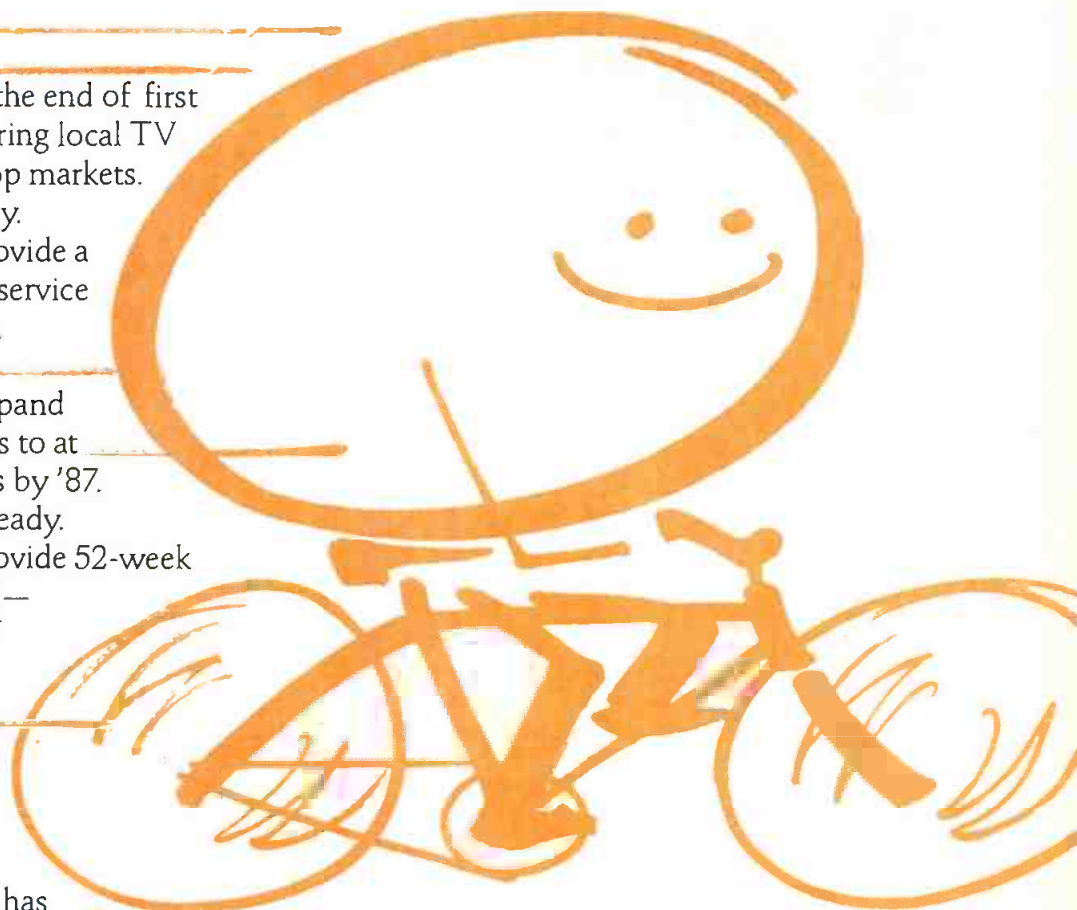
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Come up with the right solutions at the right times.

And then deliver what you promise, *when* you promise.



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media."

Worth at least \$200 million were Donald Hall and his two sisters, whose family stock is in Hallmark Cards, proposed buyer of Spanish International Communications Corp. TV stations. Also on that list were Helen Copley; Katharine Graham; the five children of William Randolph Hearst; Oveta Hobby; Roy Park; Roy Disney; James Knight, of Knight-Ridder reknown, and

Frederick (Ted) Field, whose share of the Marshall Field fortune is now partly used for television production, "as Interscope Communications."

Home Shopping Network founders, Lowell Paxson and Roy Speer, made the list for the first time, as did Aaron Spelling and Merv Griffin. They joined Robert W. Galvin, of Motorola reknown; Iphigene Sulzberger and son, Arthur; Bob Magness, and

William Paley. Other newcomers were Cablevision Systems founder Charles Dolan; game-show producer Mark Goodson, and station-owner Richard Louis Duchossois, who joined part-owners of Whitney Communications, Betsey Cushing and Roosevelt Whitney. Included on the list were Dorothy Bullitt, William Cox Jr. and Jan MacElree, also benefitting from Dow Jones inheritance. "The game I'm in is building assets," reportedly said Ted Turner, whom *Forbes* describes as "egocentric, quick-tempered" and valued at "more than \$280 million."

Also on the list were Arthur Nielsen Jr., Malcolm Borg, Robert Howard, members of the Marriott family, Lewis (Lew) Wasserman, Norman Lear, Andrew Perenchio and Wesray founder William Simon, who was quoted as saying "When there are jackasses around me, I just get agitated." Also giving a memorable comment was station-owner Ivan Boesky, who said of his securities arbitrage activity: "It's a sickness I have, in the face of which I am helpless." Others whose net worth exceeded \$200 million were Chapman Root, Stanley Hubbard, Landmark Communications' Frank Batten, August Meyer and Edmund Ansin, who owns WSVN(TV) Miami.

Just under the \$200-million mark were new members, Raymond Chambers, the other founder of Wesray; station owner David Chase, and Irwin Jacobs, who has a sizable interest in the home shopping player, C.O.M.B. They joined John Johnson, Mary Hulman, who has a controlling interest in Wabash Valley Broadcasting. Dick Clark, who reportedly said, "I don't make culture. I sell it," was new to the list as were leveraged-buyout kings, Jerome Kohlberg Jr., Henry Kravis and George R. Roberts.

Family fortunes making the *Forbes* list included those of the Toledo, Ohio-based Block family; other Bancrofts who share in the ownership of Dow Jones; the Chandlers; the (William) Cowles family; the de Young's, of Chronicle Publishing reknown, and the Disney's. Also on the list were the Seattle-based (Oliver) Fisher's; other members of the Hearst family; Freedom Newspapers owners, the Hoiles; the McGraw's; and the Naify family which still is majority owner of United Artists Communications. Closing out the list of well-known Fifth Estate families were the (E.W.) Scripps's, and the Pulitzer's, whose leader, Joseph Jr., stated: "I was not trained by my father to liquidate this company."

Among those previously on the list of the 400 richest Americans, but whose holdings did not keep pace with this year's \$180-million cutoff were Gene Autry, John Fetzer and James Gilmore. Also, those financial newsmakers whose investments have carried near or into the broadcasting and cable industries were Marvin Davis (CBS) \$2.3 billion; Alfred Taubman (Pulitzer), over \$800 million; Carl Henry Linder (Taft, Aaron Spelling Productions, Chris-Craft, etc.); Sumner Redstone (Viacom); brothers, Lawrence and Zachary Fisher (CBS); Neil Bluhm and Judd Malkin, who do business as JMB Realty (Viacom), and Drexel Burnham's Michael Miliken (WTTV[TV] Bloomington [Indianapolis], Ind., and many companies). □

Not so great expectations. United Artists Communications Inc. (UACIA) said it has reached an agreement in principle to acquire Gulf States Theaters for \$55.7 million. The acquisition would then become part of a movie theater group which is to be spun off to Tri-Star Pictures once 51% control of UACIA itself is purchased by Tele-Communications Inc. TCI's purchase of the majority stake from brothers Marshall and Robert Naify is expected to close by late November. Although the Denver-based MSO never indicated it would purchase the rest of the publicly-held shares, the arbitrage initially indicated that would occur and caused the stock to slowly rise to near the expected offering price. In recent weeks, however, the stock has headed in the other direction, trading at or below \$16 per share, compared to \$18 just before the initial deal was first announced (BROADCASTING, July 21). Securities analyst Jeffrey Logsdon of Crowell, Weedon & Co., said there were several possible explanations for the stock's movement. Any tender offer for the rest of company, he said, would be based on consideration "equivalent" to what Naifys receive. Their payment includes debt that is convertible into TCI stock, the price of which has dropped since the acquisition was first announced. Therefore, Logsdon said, the value of both the Naify's consideration and "equivalent" consideration is currently lower. He also said there may be some additional costs to TCI. One cost involves a clause in the agreement with General Electric when GE sold its share in a cable partnership to UACIA. The agreement apparently said that if control over the cable systems changed hands before Dec. 13, then GE can get additional consideration.

Another cost involves taxes previously deferred, and now due, from the reorganization of the predecessor MSO, UACIA/Columbia. The final cause of the price decline cited by Logsdon had to do with the dynamics of the stock market with some investors switching to cheaper stocks following the recent market decline.

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To learn more about the Newsfeed or Breeders' Cup Day, call the Breeders' Cup Newsfeed staff at (703) 847-6662.



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Pictured above at meeting of NAB's Medium Market Radio Committee (see right). Standing (l-r): Walter Maxwell, WGHQ(AM)-WBPM(FM) Kingston, N.Y.; Andrew Langston, WDKX(AM) Rochester, N.Y.; William McElveen, WNOK-AM-FM Columbia, S.C., and David Parnigoni, NAB. Seated (l-r): Rusty Shaffer, KBOL(AM) Boulder, Colo.; Gene Millard, KFEQ(AM), St. Joseph, Mo., who also serves as committee chairman; Charles Wilson, KBOI(AM)-KQFC(FM) Boise, Idaho, and Robin Martin, Deer River Broadcasting Group, Washington.

The National Association of Broadcasters' Medium Market Radio Committee, during its meeting at NAB headquarters in Washington earlier this month, adopted a resolution encouraging all AM broadcasters to "immediately" convert from mono to stereo transmissions, using the system of their choice. The group (pictured at left) also endorsed the National Radio Standards Committee's draft of voluntary standards for improved AM service. The draft, approved by the full NRSC at NAB's Radio '86 convention in New Orleans, governs AM preemphasis and deemphasis and establishes a 10 kHz audio bandwidth specification (BROADCASTING, Sept. 15.) The Medium Market Radio Committee is urging all NAB radio members to file supporting comments with the NRSC by the Dec. 15 deadline.

Honduran help

HRR(AM) Honduras, a new shortwave 10 kW radio station funded by the U.S. Agency for International Development, will provide educational and cultural service to 20,000 Nicaraguan Miskito and Sumo Indian refugees encamped on the Nicaraguan border. The station will provide classroom instruction through shortwave radio receivers in 40 Miskito settlements, as well as music, weather, sports, health information, classified ads, drama, cultural events and local history. The broadcasts will be conducted in three languages—Spanish, Miskito and Sumo—and the station's producers, writers, announcers and reporters will all be bilingual. HRR is on 4755 kHz, and can be heard in Honduras, northern Nicaragua, northern El Salvador and parts of Guatemala. The station, a project of the International Rescue Committee, was dedicated by Ralph Baruch, vice chairman of IRC and chairman of Viacom International.

Package deal

Interep, holding company for five radio representation firms, will soon pick up national sales representation for Group W's 13 owned-radio stations. According to Interep Chairman Ralph Guild, the stations will form the basis for a sixth Interep company, which presently has the working title of Group W Radio Sales—one of the names used when Group W operated its own radio rep company. A president for the new Group W Radio Sales firm is expected to be named shortly. The 13 Group W stations, currently represented by John Blair & Co.'s Select Radio Representatives, are said to be billing more than \$30 million annually.

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Community kudos. The National Broadcast Association for Community Affairs presented nine awards at its 12th Community Service Awards for Radio and Television banquet, held during its annual conference in Washington. NBACA is an organization of radio and TV station community affairs specialists.

A special Innovator of the Year award was presented to WCVB-TV Boston for tackling the issue of prejudice in its "A World of Difference" project and a Governor's Award to Stevie Wonder for his efforts to discourage teen-age drinking and driving. Awards for total station projects and public service announcements were given to four television and three radio stations:

- KFRC(AM) San Francisco, "AIDS: The People/The Plague"—best total station project, radio metro areas 1-30.

- WCTC(AM) New Brunswick, N.J., "Law Week"—best total station project, radio metro areas 31-plus.

- WBBM(AM) Chicago, "Drunk Driver"—best public service spots, radio metro areas 1-30.

- WBZ-TV Boston, "For Kids' Sake"—best total station project, TV metro areas 1-30.

- WHAS-TV Louisville, Ky., "The WHAS Crusade for Children"—best total station project, TV metro areas 31-plus.

- KDAF(TV) Dallas, "United Negro College Fund"—best public service spots, TV metro areas 1-30.

- KVUE-TV Austin, Tex., "Anti-Litter"—best public service spot, TV metro areas 31-plus.

member Group W Radio sales management review committee set up to examine the company's "future course" in national representation. The in-house group, which worked six weeks, was composed of Group W radio station and sales managers. The move to convene the committee was precipitated by the recent takeover of John Blair & Co. and what, if any, possible impact it might have on the future direction of its radio representation division. (Blair was purchased by the Reliance Capital Group Inc.) A Group W Radio spokesman said the company had a 30-day option to re-evaluate its contract with Blair if a change in ownership occurs.

"In reviewing our plans for growth and development, we saw a significant opportunity in uniting the broad-based marketing capabilities of the Interep organization with

the Group W Radio stations," said Dick Harris, president of Group W Radio. The Interep agreement takes effect Nov. 27.

Some good news

Although the radio industry has been experiencing a dismal year for attracting national spot dollars, a just-released Radio Advertising Bureau analysis of spot radio revenue data, collected by Radio Expenditure Reports, shows there were some significant spot advertising increases among certain business categories during the first half of 1986.

RAB reports that government and retail marketers registered the largest percentage gain in national spot spending. Lotteries, political candidates, military recruiters and postal marketers—grouped into the general

"government" category by RER—posted a 66.3% increase in their use of spot radio between the first six months of 1985 (\$6.1 million) and the first half of 1986 (\$10.1 million.) Retail stores and mass merchandisers increased their investment in spot radio by 61% during the same period, going from \$12.8 million in expenditures during the first half of 1985 to \$20.6 million in the first six months of 1986.

Among the other business categories showing notable gains in spot radio spending from January through July compared to the first half of 1985 were: education, up 44.5%; pet products, up 37.1%; professional employment ads, up 27.7%; media and publishing, up 13.8%; communications and drug products, both up 13.3%; health care industries, up 13%; and food products—including supermarkets and restaurants—up 7.0%. "It's important to notice that those marketers with specific targeting needs, unique distribution or dealer systems and/or geographic concentrations are using spot radio," said Ken Costa, vice president of marketing information for RAB.

Memorial scholarship

The John Bayliss Broadcast Foundation, in association with Alpha Epsilon Rho (AERho), the national broadcasting society, will award two \$500 college scholarships in 1987 to students pursuing an education in broadcasting or an allied field. The scholarships are scheduled to be presented at AERho's annual convention in St. Louis, April 1-4. The Bayliss Foundation was founded by friends and family of veteran radio executive

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Happy 50. WQXR(AM) New York celebrated its 50th anniversary with a birthday party at Lincoln Center, including the New York Philharmonic's performance of a new work by composer John Corigliano. Before the concert, a reception was held at Avery Fisher Hall for about 300 guests from the media, advertising agencies and sponsors of WQXR classical music programming. At intermission, Warren Bodow, president and general manager of the station (r), received a plaque marking the occasion from Zubin Mehta, musical director of the orchestra.

The proposed tax reforms make it advisable to extend your professional subscriptions now

Extend your subscriptions to professional publications now, and you should be able to claim them as deductible expenses in your 1986 federal (and possibly state) income-tax returns. As tax reform legislation is now shaping up, this probably will not be allowable after December 31.

By acting now to extend your subscription to **BROADCASTING**, for example, you will realize substantial tax savings, thus drastically reducing the cost. While **BROADCASTING** has not actively sought advance renewals in the past, we are glad to offer them now as a money-saving convenience for tax-conscious readers.

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John Bayliss, who was killed in an automobile accident in 1984.

Financial feature

The Syndicate, an Oakland, Calif.-based radio program supplier, will soon offer a new, three-minute weekday financial news feature, *Value Line Viewpoints*. The cassette-delivered series, which will be based on information taken from the weekly *Value Line Investment Survey* newsletter, is scheduled to debut on Dec. 1. It is being made available to stations on a market-exclusive, barter basis.

Astro outlet

All-news KTRH(AM) Houston and the Houston Astros Baseball Club have reached an agreement to continue the station's status as the Astros' flagship outlet through the 1991 season. (KTRH also feeds Astros baseball over a regional network of several stations.) The Astros retain the radio rights and will handle all advertising sales.

ARMS talks

An update to the more than 20-year-old ARMS study (All Radio Methodology Study) will be considered by the National Association of Broadcasters Committee on Local Radio Audience Measurement (COLRAM) at the group's next meeting in Washington on Dec. 16, according to Rick Ducey, NAB vice president of research and planning. (The ARMS study was the catalyst for the Arbitron diary methodology now in use. At the time, it showed that diaries compared more favorably to the telephone coincidental method of measuring listening.) The ARMS update was proposed by David Kennedy, vice president, planning and research, Susquehanna Broadcasting.

Ducey also reported that Arbitron's first redesigned diary prototype was shown to the COLRAM redesign subcommittee last Tuesday (Oct. 14.) This redesign effort by Arbitron is intended to improve response rates and improve the tracking of radio exposure through a combination of physical, graphical and textual changes to the present diary. Ducey said Arbitron plans to modify the prototype incorporating some of COLRAM's suggestions. The COLRAM subcommittee and Arbitron are expected to

Local angle. The CBS Radio Network will, for the first time, offer its affiliates "individualized" national and regional news updates on election night (Nov. 4). According to Tony Brunton, director of special radio events for CBS News, correspondent Judy Muller, who anchors the network's early morning *First Line Report* broadcast, will provide local affiliate news teams with analysis of political races through live satellite or telephone hookups. Brunton said he will try to keep conversations between local station news anchors and Muller to approximately two-to-three minutes in length. Muller's coverage, which will originate from CBS News election headquarters in New York, is expected to run from 7 p.m. to about 2 a.m., NYT.

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- NON-FICTION TELEVISION: "The Times of Harvey Milk" (3 Emmys)
- NOVA: "Aids: Chapter One"
- THE SKIN HORSE
- AMERICA TODAY: "Paul Host"
- "MY HEART, YOUR HEART"
- HIROSHIMA REMEMBERED
- FRONTLINE: "The Lifer and the Lady"
- FRONTLINE: "A Class Divided"
- THE PRECIOUS LEGACY (2 Emmys)
- THE STONE CARVERS
- HOMAGE TO CHAGALL
- NATIONAL GEOGRAPHIC SPECIAL: "Land of the Tiger" (2 Emmys)
- AMERICA TODAY: "3 Segments: Desert, Winter, Calving, Colorado Gold"
- NATIONAL GEOGRAPHIC SOCIETY SPECIAL: "Miraculous Machines"



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Money coming. Hospitality suite hosts who have complained about poor service during their stay at the New Orleans Marriott hotel last month for the National Association of Broadcasters' Radio '86 Convention (BROADCASTING, Sept. 22), could soon receive some form of restitution. (Hotel traffic during the four-day event was apparently close to an all-time high, causing a major slowdown in elevator service.)

Marriott said it intends to make sure those guests who stayed at the hotel were "satisfied." At a meeting in Washington, Marriott officials told NAB, which has received letters from broadcasters complaining about inadequate food and bar service, that it will review the complaints on a case-by-case basis.

The NAB said it will no longer depend on one principal hotel to "carry the load" at future radio conventions.

put the final stamp of approval on the new diary at a meeting in early December. A test of the redesigned diary is expected next spring in at least five markets with the aim of having an "in-tab" sample size of 17,600.

In other COLRAM developments, committee members directed NAB's research and planning staff to determine the "labeling criteria" for specially-commissioned audience measurement books offered to stations by Arbitron and Birch. Ducey said several broadcasters have complained to NAB that other stations in their markets may not be including all of the relevant evaluative information concerning the special ratings books in their sales pieces.

Revenue rise

Network radio revenue registered its first single-digit percentage increase in a year with September advertising expenditures rising by 6% over September 1985 to \$32,672,481. That's according to the Radio Network Association, which relies on data collected each month from the different networks by the accounting firm of Ernst & Whinney. Year-to-date (January through September), however, network radio revenues are up 18% over the same period a year ago to \$283,305,206.

Playback

Lou Adler, the former vice president and news director of talk-formatted WOR(AM) New York who is entering the program syndication business, is planning to offer his two-and-a-half minute *Medical Journal* series on a national basis beginning in January. Adler started the short-form series on all-news WCBS(AM) New York in 1968. The program, which will continue to air over WOR, will be produced by Adler's Eagle Media Productions Ltd., Bronxville, N.Y.; (914) 779-3111.

□

Trivia Beat, a new 90-second series hosted by television and radio personality Art Fleming, is being planned by GBD Productions, Allendale, N.J. GBD Productions, which has signed more than 100 stations for the program, is looking to launch it in early January. GBD Productions can be reached at (201) 825-4350.



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Iselin leaving WNET

President of noncommercial station for 15 years says he wants a change

John Jay Iselin, 15-year president of non-commercial WNET(TV) New York, submitted his resignation to the station's board of trustees last Wednesday (Oct. 15). The resignation is effective June 30, 1987, the end of the station's current fiscal year, unless a successor can be found before then.

The decision was apparently made by Iselin without prompting from the station's board, which accepted the resignation "with deep regret." In a prepared statement, Iselin cited a need for change as his reason for leaving. "There comes a time when it is appropriate to move on, when an institution needs some new life and some different leadership and when an individual needs to seek new challenges," he said. "I feel we have reached that point."

Iselin elaborated to BROADCASTING later: "Any organization benefits from a change in command periodically. Sooner or later, if you're doing a good job, you're going to create enough people out there who are disappointed with whatever you may have done



Iselin

that you lose your capacity to be as effective as you might be. Therefore, it's a rule of thumb that after a while, no matter who you are, you ought to turn over the reins of leadership to a fresh individual."

The chairman of WNET's board, William Ellinghaus, announced that a search com-

mittee will be formed to find a new president. Iselin named as a possible successor WNET's chief operating officer, George Miles, who joined the station in April 1984. Miles played a role in settling National Public Radio's financial crisis in 1983 (BROADCASTING, April 25, 1983, et. seq.), supervising finance and administration as a member of the transition team, and was hired by WNET to smooth out financial troubles there. (The station announced in June that it would institute a five-year plan to shift its focus from national program production to increasing its role as a public station serving the New York metropolitan area. The change was the result of financial risks WNET assumed in producing underfunded series for PBS last year [BROADCASTING, June 16].)

There was nothing particularly "opportune" about the timing of his resignation, Iselin said, although he said he waited until the station's five-year reorganization was under way. Iselin claimed the station is now "in the strongest position it's ever been in," financially and in terms of its staff. WNET has "gone through the whole process of infancy and growth," he said, and is capable of handling future problems.

The feeling that he ought to leave "had been in my gut probably for the last year," Iselin said, and he made the decision to move on without having a new job lined up. "I really just didn't feel I could even begin to scout around or should do so until I had clearly enunciated my plans in terms of the organization I'm now working for." He said he hoped to find a "rewarding and challenging post" in the communications field.

In making the decision to leave, Iselin said he talked over the move with his wife and with friends. "Half of them say it's a good idea and the other half say it's a crazy idea."

Iselin joined WNET in 1971 as general manager, was named to a newly created position, managing director, in 1972, and became president in 1973. He is credited with pioneering many of the programs that have helped the station increase its membership from 70,000 to 300,000 and its annual budget from \$15 million to more than \$80 million, including *Nature*, *Great Performances*, *American Playhouse* and *Live From the Met*. (WNET now produces 40% of the prime time programming that airs on Public Broadcasting Service stations.)

PBS President Bruce Christensen called Iselin "a visionary in one of broadcasting's most trying and demanding positions" and said he has "balanced the responsibilities of a local institution with the demands of a national resource, building upon WNET's distinguished past to forge a most promising future for all of television." □

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Changing Hands

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WZPL(FM) Greenfield, Ind. □ Sold by Midwestern Communications Ltd. to WZPL Inc. for \$13 million. **Seller** is owned by William Yde, brothers George and Reg Johns and Richard D. Homer. It also owns KKCW(FM) Beaverton, Ore. **Buyer** is subsidiary of Booth American Co., Detroit-based group of four AM's and eight FM's owned by John L. Booth and family. WZPL is on 99.5 mhz with 50 kw and antenna 490 feet above average terrain. *Broker: Gammon & Ninowski, Media Investments Inc.*

WMCA(AM) New York □ Sold by Straus Communications Inc. to Federal Broadcasting for approximately \$11 million. **Seller** is owned by R. Peter Straus, who also owns WFTR-AM-FM Front Royal, Va., and WELV-AM-FM Ellensville, N.Y. **Buyer** is headed by Peter Kizer, chairman. It also owns WWJ(AM)-WJOL(FM) Detroit. Kizer is chairman of National Association of Broadcasters TV board. WMCA is on 570 khz full time with 5 kw. *Broker: Wertheim & Co.*

WCOA(AM)-WJLQ(FM) Pensacola, Fla. □ Sold by Summit Communications of Florida to Norman S. Drubner for \$5.5 million. **Seller** is Winston-Salem, N.C.-based group of five AM's and five FM's headed by Richard S. Stakes, president. It owns cable systems in North Carolina and Georgia. **Buyer**, based in New London, Conn., owns one AM and four FM's and owns 50% of KSLM(AM)-KXYQ(FM) Salem, Ore. WCOA is on 1370 khz full time with 5 kw. WJLQ is on 100.7 mhz with 100 kw and antenna 1,554 feet above average terrain. *Broker: Richard A. Foreman Associates.*

WMYF(AM)-WERZ(FM) Exeter (Portsmouth), N.H. □ Sold by Porter Communications Inc. to Lawrence K. Justice for \$5 million. **Seller** is owned by Turner Winslow Porter, who also owns WWGT-AM-FM Portland, Me. **Buyer** owns WCIB(FM) Falmouth, Mass., and WQEZ(FM) Fort Myers, Fla. WMYF is daytimer on 1540 khz with 5 kw. WERZ is on 107.1 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Richard A. Foreman Associates.*

WNRS(AM) Saline and WIQB(FM) Ann Arbor, both Michigan □ Sold by Lake America Communications Corp. to Trans-America Communications Corp. for \$4,348,000. **Seller** is owned by Ernie Winn and Thomas Merriman. It has no other broadcast interests. **Buyer** is owned by Michael Solan, Richard Kughn and Paul Nine. Solan is former general manager of WLLZ(FM) Detroit. Kughn and Nine are Detroit-based investors with no other broadcast interests. WNRS is daytimer on 1290 khz with 500 w. WIQB is on 102.9 mhz with 10 kw and antenna 500 feet above average terrain.

KLTH-FM Florissant, Mo. □ Sold by Florissant Broadcasting Co. to Chester Broadcasting Corp. for \$3.5 million. **Seller** is owned by Santa Fe Communications and DeRance Inc., nonprofit Catholic foundations. It recently sold KHS-TV Ontario, Calif., for \$35 million ("Changing Hands," Sept. 29) and

has no other broadcast interests. **Buyer** is principally owned by Emmet A. Capstick. It also owns KXOK(AM) St. Louis. KLTH-FM is on 97.1 mhz with 32 kw and antenna 600 feet above average terrain.

WPEx(AM) Hampton, Va. □ Sold by Golden East Broadcasting Inc. to Hampton Radio Inc. for \$485,000. **Seller** is owned by Larry Saunders and Dick Lamb, who have no other broadcast interests. **Buyer** is owned by Joseph Moore and Christoforo Russo. It has no other broadcast interests. Moore owns Raceway Printing, Hampton-based publisher of *Raceway News*, horse racing publication. Russo is Hampton-based investor. WPEx is on 1490 khz with 1 kw day and 250 w.

WSRC(AM) Durham, N.C. □ Sold by Carolina Radio of Durham Inc. to Wright Communications Corp. for \$450,000. **Seller** is principally owned by James H. Mayes, who has no other broadcast interests. **Buyer** is owned by David Wright, who also has interest in WRNC(AM) Reidsville, N.C. WSRC is daytimer on 1410 khz with 5 kw.

WHVL(AM) Hendersonville, N.C. □ Sold by Mountaineer Corp. to Butler Broadcasting Inc. for \$250,000. **Seller** is owned by D.E. Perkins. It has no other broadcast interests. **Buyer** is owned by James T. Butler and his wife, Myrtle. James Butler is general manager and Myrtle Butler is traffic director at

WCCF(AM)-WQLM(FM) Punta Gorda, Fla. WHVL is on 1600 khz with 5 kw day and 500 w night.

For other proposed and approved sales see "For the Record," page 79.

KCBS-TV returns to standard newscast

KCBS-TV Los Angeles last Thursday (Oct. 16) returned to regular news broadcasts at 4, 5 and 6 p.m., replacing a format that had been in effect only a month. The format experiment was a ratings disaster for the station and led to the ouster Oct. 6 of Neil Derrough, CBS TV Stations division president, and Frank Gardner, vice president and general manager of KCBS-TV (BROADCASTING, Oct. 13). Four days later, Erik Sorenson, KCBS-TV news director, resigned citing "philosophical differences" with Tom Van Amburg, the station's newly appointed vice president and general manager ("In Brief," Oct. 13). The former management team was responsible for originating an evening news block Sept. 15 that had six 20-minute segments with 10 revolving anchors.

In making the announcement, Van Amburg said: "While the new format was an interesting experiment, the public has spoken." Under the revised format, he said, the station would incorporate "the most informative elements of the 20-minute broadcasts as regular segments" and would make "better use of the talents of the news staff." □

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SBE convention goes national

Former regional gathering hosts impressive display of equipment; hears from FCC's McKinney; show may become major engineering event

The Society of Broadcast Engineers successfully opened its first national convention last week in St. Louis, and the consensus among many of the 2,200 radio and television engineers and exhibitors in attendance is that it may develop into one of the more significant events in the annual schedule of technical gatherings.

The highlight of the convention, and one of its most heavily attended events, was a Wednesday, Oct. 15, luncheon speech by James McKinney, the FCC's Mass Media Bureau chief. Three days of sessions, Oct. 14-16, also drew uniformly well with talks on a wide range of broadcast engineering topics.

The two-day equipment exhibition held last Wednesday and Thursday in conjunction with the show was a major draw of its own and showed a good deal of growth from previous SBE conventions in St. Louis, when



the gathering was a regional rather than national event.

Exhibitors were calling the show's mid-

west location a plus, and several saw the event as a potential competitor for engineering attendance at the annual fall radio show of the National Association of Broadcasters because of SBE's clearer technical focus.

Although floor traffic began slowly on the exhibit's first morning, the doubling of last year's attendance to some 1,200 engineers, along with the 1,000 from exhibitors, helped pick up the pace early, leaving many veteran and first time exhibitors satisfied.

The high attendance was also in evidence at the opening technical session on Tuesday, attended by approximately 500, according to organizers. A wide geographical range was reported, as well, with attendees from 47 states, South America, Canada, Europe and Australia. Attendance was roughly split between radio and TV station personnel, although in the past radio has been the larger of the two groups.

The number of exhibiting companies also grew by at least one-third, to 154, in this second year in St. Louis's A.J. Cervantes Convention Center. Further evidence of interest by manufacturers, although the industry's increasing number of such events can strain even the largest company's resources, was the noticeable presence of manufacturer's national sales staffs, along with regional staffs which in the past has held greater responsibility for the show.

In his luncheon speech, McKinney, an engineer by background, spoke to the technical crowd with characteristic ease, using his familiarity to defend the commission's approach on technical deregulation, a program not always uniformly embraced by broadcast engineers. The possibility of improvement in AM radio also occupied much of his talk, as did concerns regarding RF radiation standards. McKinney also opened the floor

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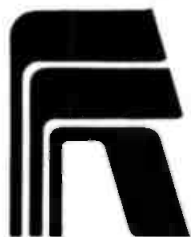
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to debate in a lengthy question-and-answer session with some of the nearly 500 in attendance.

"Broadcast engineers have been released from their federally manufactured regulatory environment. . . . It's time for you to do it yourself," McKinney said, explaining the two principles of the FCC's technical deregulatory work: "We don't care about quality, the marketplace will quite effectively provide incentives for you to produce good sound on radio and good pictures on TV. [And] we don't care how you do your job. . . . the FCC is out of that end of micro-management."

Reminding the audience that the commission has cut its staff by one-third since 1979, McKinney added: "The FCC has never been quite fast enough to keep up and now we don't have to."

One area in which the government can play a useful role, McKinney said, was in AM improvement, which he noted has grown into a major concern at the FCC since the Mass Media Bureau began its extensive examination of the future of the medium last fall.

Among the issues requiring most urgent FCC review, according to McKinney, are the AM duopoly rules, which he said now work to the "great disadvantage" of AM stations (he also suggested in an aside that he was "not so sure" duopoly rules for FM were "right" either). Regulations defining the community of license and main studio location are also scheduled to come under close scrutiny, he said.

The use of AM synchronous transmitters to improve AM coverage areas, which McKinney said received highly favorable comments from the industry and could be "one of the major outcomes" of the FCC's AM improvement proposals last spring, is to be the subject of a rulemaking this winter. The commission has already granted two experimental authorizations for synchronous operations, to KROL Las Vegas and to KOB Albuquerque, N.M., and has received a total of 10 applications for the transmitters by eight different stations around the country.

Also candidates for early rulemakings in the AM proceeding are considerations on AM protection requirements and all-night operations for the 1,800 remaining daytime stations.

But McKinney warned, as he has in the past, that AM cannot be "saved through rhetoric." While government can "clear away barriers," he said, broadcasters would have to take the initiative through such actions as generally promoting use of their band, providing necessary funds to cleaning up and improving their signals and converting to AM stereo.

Regarding AM stereo, McKinney also advised that a recent petition from equipment manufacturer Texar asking the FCC to re-enter standardization proceedings (BROADCASTING, Oct. 13), which could further delay the service's implementation by several years or more, could also prompt major receiver manufacturers to withdraw from the AM stereo marketplace permanently.

"We have made a fairly rocky bed" which the industry will now have to lie in, McKinney said. A decision on whether the com-



McKinney

mission will reinstitute AM stereo standard proceedings is anticipated before the end of the year, he said.

McKinney also advised broadcasters on another area where a standard is needed, that of limits on human exposure to RF radiation. An industry-set standard currently serves as the basis for FCC rules on exposure, but McKinney said that the absence of a fully accepted national standard has resulted in "wide regulatory swings" by local governments enacting their own protection measures.

McKinney indicated the commission will rely on the Environmental Protection Agency to develop national regulations (the EPA is now involved in a rulemaking on the issue) and said without some national guidance on exposure limits, state and local politicians "will out of ignorance, seriously disrupt our industry. . . . I strongly encourage local governments to stay out of the fray."

While the vast majority of excessive exposures under current FCC rules can be corrected by simple fencing and posting measures, McKinney cited an instance—the first on record—of an FM in Garberville, Calif., being asked to reduce its power because of an exposure problem. The station later declined, turned in its license and becoming the first to go off the air in a case involving RF radiation.

On the convention's exhibition floor came several new product introductions, largely from radio manufacturers, with a wide range of displays for television engineers as well.

Pacific Recorders & Engineering was displaying its new Micromax cartridge recorder, its first since the company introduced the

Tomcat deck in 1980. The \$2,980 Micromax, available at year's end, is the companion to the Micromax player the company introduced at the National Association of Broadcasters annual equipment show in Dallas in April.

Studer Revox had on hand a prototype of the A807 recorder-producer, also first shown at NAB. The \$5,000, three-speed broadcast and production unit will be available next January. Also shown by Studer was a 6x2 input mixing deck, the C279, for use in production and location recording and priced at \$2,500.

Also showing a new production mixer was Audio-Technica, whose \$1,500 AT4462 stereo field production unit features a built-in IFB system, internal cue system, two stereo inputs and mono inputs with pan. Eventide was showing its new model BD980 broadcast delay unit.

One of the exhibit floor's most sizeable booths was Harris, which used the space to display a range of AM stereo exciters and AM transmitters, portable microwave gear, plus its Medalist audio consoles. The company was also promoting its two experimental AM synchronous transmitter operations now in use at KFOR and KOB (see above), where Harris SX-1A solid state 1 kw transmitters are in use with a newly developed Harris unit for synchronization of the AM carriers.

Broadcast Electronics had its own sizable display, and was showing FM transmitters, AM exciters and other RF gear, along with the DV-2 digital solid state record-playback unit first introduced at NAB and now in production.

The video displays included a booth from Sony showing its CCD Betacam, a one-inch VTR with PCM (pulse code modulation) digital audio and its line of videotape, and Panasonic, which had on display its M-II recorders for studio and field, an M-II field editing system and field cameras.

Other companies at the exhibit included Ampex, showing its graphics systems and Betacam CCD camera; Broadcast Television Systems, which displayed a Philips LDK6A studio camera; Hitachi, with its family of SK-97 and Z31 cameras, and the HR-230 one-inch production VTR, and NEC, showing the SP-3A CCD camera, DVE System 100, plus an FM transmitter and a TV exciter. □

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February, 1987

Feb. 1-4—*National Religious Broadcasters* 44th annual convention. Theme: "Communicating Christ to the Nations." Sheraton Washington. Information: (201) 428-5400.

Feb. 2-6—*National Association of Broadcasters* winter board meeting. Ritz-Carlton, Laguna Niguel, Calif.

Feb. 3-4—*Arizona Cable Television Association* annual meeting. Phoenix Hilton, Phoenix. Information: (602) 257-9338.

Feb. 6-7—*Society of Motion Picture and Television Engineers* 21st annual television conference. St. Francis hotel, San Francisco.

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

Feb. 15-17—*Louisiana Association of Broadcasters* annual convention. Westin Canal Place hotel, New Orleans.

Feb. 15-20—"The Olympic Movement and the Mass Media," international congress sponsored by *University of Calgary*. Calgary, Alberta. Information: (403) 220-7575.

Feb. 17-18—*Wisconsin Broadcasters Association* annual winter convention. Concourse hotel, Madison, Wis.

Feb. 19—*Federal Communications Bar Association* luncheon. Speaker: FCC Commissioner Patricia Diaz Dennis. Washington Marriott, Washington.

Feb. 19-20—*Broadcast Financial Management Association* board meeting. Loews Anatole hotel, Dallas.

Feb. 19-21—Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4488.

Feb. 19-21—*Howard University's School of Communications* annual communications conference. Theme: "Leadership and Power Through Communications." Howard campus, Washington. Information: (202) 636-7491.

■ **Feb. 23-25**—Annual *National Association of Broadcasters* state leadership conference, formerly called state association presidents and executive directors conference. J.W. Marriott, Washington. Information: (202) 429-5310.

Feb. 23-25—*Kentucky Broadcasters Association* trip to Washington for NAB's annual state leadership conference (see item above).

March, 1987

■ **March 2-3**—"First Amendment Values in Space: Freedom of Communications and the New Space Tech-

nologies," symposium sponsored by *Catholic University*, Washington, and funded by *Capital Cities Foundation of Capacities/ABC Inc.* CU campus, Washington. Information: (202) 635-5600.

March 2-4—*SPACE/STTI* convention, sponsored by *Satellite Television Industry Association*. Bally's, Las Vegas. Information: (703) 549-6990.

March 6—Television and ethics conference sponsored by *Emerson College* and *National Academy of Television Arts and Sciences, Boston/New England chapter*. Marriott hotel, Copley Place, Boston. (617) 578-8615.

March 10-13—*Audio Engineering Society* convention. Queen Elizabeth II conference center, London. Information: (212) 661-8528.

March 17—Presentation of 27th annual International Broadcasting Awards honoring "world's best television and radio commercials, sponsored by *Hollywood Radio and Television Society*. Century Plaza hotel, Los Angeles.

March 20-22—*Intercollegiate Broadcasting System* national convention. New York Penta hotel, New York. Information: Jeff Tellis, (914) 565-6710; Andy Moore, (803) 782-7413.

March 22-26—*National Computer Graphics Association* Graphics '87 conference. Philadelphia Civic Center, Philadelphia. Information: (703) 698-9600.

March 24—*Federal Communications Bar Association* luncheon. Speaker: Tom Brokaw, NBC. Washington Marriott, Washington.

March 25-28—*American Association of Advertising Agencies* annual convention. Boca Raton hotel and beach club, Boca Raton, Fla.

March 27—*National Association of Black Owned Broadcasters* third annual communications awards dinner. Hyatt Regency hotel, Washington. Information: Lynne Taylor, (202) 463-8970.

March 28-April 1—*National Association of Broadcasters* 65th annual convention. Dallas Convention Center.

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

April, 1987

April 1-5—*Alpha Epsilon Rho, National Broadcasting Society*, 45th annual convention. Clarion hotel, St. Louis.

April 15—Ohio State Awards ceremony. National Press Club, Washington. Information: (614) 422-0185.

April 16—*Federal Communications Bar Association* luncheon. Speaker: Supreme Court Justice Antonin Scalia. Washington Marriott, Washington.

April 21-27—23d annual *MIP-TV, Marches des International Programmes des Television*, international program market. Palais des Festivals, Cannes, France.

April 26-29—*Broadcast Financial Management Association* 27th annual meeting. Marriott Copley Place, Boston. Information: (312) 296-0200.

April 29-May 3—*National Public Radio* annual public

radio conference. Washington Hilton.

May 1987

May 17-20—*National Cable Television Association* annual convention. Theme: "Television Serving America." Las Vegas Convention Center, Las Vegas.

May 17-20—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 25-28—*Canadian Satellite User Conference*, sponsored by *Telesat Canada*, private commercial corporation which owns and operates Canada's Anik satellites. Theme: "Directions for the Future." Ottawa Congress Center, Ottawa, Canada. Information: (617) 727-0062.

May 31-June 2—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 1987

June 6-9—*American Advertising Federation* annual convention. Buena Vista Palace, Orlando, Fla.

June 7-13—Eighth *Banff Television Festival*. Banff, Alberta, Canada. Information: (403) 762-3060.

June 8-10—*NBC-TV* annual promotion executives conference. Peachtree Plaza, Atlanta.

June 9-11—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 10-13—*American Women in Radio and Television* 36th annual convention. Beverly Hilton, Los Angeles.

June 10-14—*Broadcast Promotion & Marketing Executives/Broadcast Designers Association* seminar. Peachtree Plaza, Atlanta. Information: (212) 757-7232.

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

June 17-19—*Audio Engineering Society* second regional convention. Tokyo. Information: (212) 661-8528.

June 18-20—*Maryland/District of Columbia/Delaware Broadcasters Association* annual convention. Sheraton Fontainebleau, Ocean City, Md.

June 18-21—Third annual *NATPE* Production Conference. Opryland hotel, Nashville. Information: (212) 757-7232.

June 20-22—*Georgia Association of Broadcasters* 53rd annual convention. Peachtree Sheraton conference center, Peachtree City, Ga. Information: (404) 993-2200.

August, 1987

Aug. 16-19—*Cable Television Administration and Marketing Society* 14th annual meeting. Fairmont hotel, San Francisco. Information: (202) 371-0800.

Aug. 30-Sept. 1—Eastern Show, sponsored by *South-eastern Cable Television Association*. Merchandise Mart, Atlanta. Information: (404) 252-2454.

September, 1987

Sept. 1-4—*Radio-Television News Directors Association* international conference. Orange County Convention Center, Orlando, Fla.

Sept. 9-12—Radio '87, sponsored by the *National Association of Broadcasters*. Anaheim Convention Center, Anaheim, Calif.

October, 1987

Oct. 16-19—*Audio Engineering Society* convention. New York. Information: (212) 661-8528.

November, 1987

Nov. 11-13—*Television Bureau of Advertising* annual meeting. Atlanta Marriott, Atlanta.

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As compiled by BROADCASTING, Oct. 9 through Oct. 15, 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

- WZPL(FM) Greenfield, Ind. (99.5 mhz; 50 kw; HAAT: 490 ft.)—Seeks assignment of license from Midwest Communications Ltd. to WZPL Inc. for \$13 million. Seller is owned by William Yde, brothers George and Reg Johns and Richard D. Horner. It also owns KKCW(FM) Beaver-ton, Ore. Buyer is subsidiary of Booth American Co., De-troit-based group of four AM's and eight FM's owned by John L. Booth and family. Filed Oct. 1.
- KFHF(AM)-KLZS(FM) Wichita, Kan. (AM: 1330 khz; 5 kw-U; FM: 97.9 mhz; 85 kw; HAAT: 370 ft.)—Seeks assign-ment of license from The Radio Station KFHF Company to Group 3 Broadcasting for \$5 million. Seller is principally owned by J. Phillip Kassebaum, former husband of Sen. Nancy Kassebaum (R-Kan.). It has no other broadcast in-terests. Buyer is owned by Gordon Smith, who recently sold WWKX(FM) Gallatin, Tenn., for \$6.6 million ("Changing Hands," July 28). Filed Sept. 30.
- WNRS(AM) Saline and WIOB(FM) Ann Arbor, Mich. (1290 khz; 500 w-D; FM: 102.9 mhz; 10 kw; HAAT: 500 ft.)—Seeks assignment of license from Lake America Com-munications Corp. to Trans-America Communications Corp. for \$4,348,000. Seller is owned by Ernie Winn and Thomas Merriman. It has no other broadcast interests. Buyer is owned by Michael Solan and Paul Nine. It has no other broadcast interests. Filed Oct. 2.
- WKXT(AM) Sardis, Miss. (1500 khz; 500 w-D)—Seeks assignment of license from Sardis Broadcasting Co. to Bobby B. Anderson for \$5,000. Seller is owned by Jackson Kirk and family. It has no other broadcast interests. Buyer owns WTCY(FM) Charleston, Miss. Filed Oct. 2.
- KLTH-FM Florissant, Mo. (97.1 mhz; 32 kw; HAAT: 600 ft.)—Seeks assignment of license from Florissant Broadcasting Co. to Chester Broadcasting Corp. for \$3.5 million. Seller is owned by Santa Fe Communications and DeRanc Inc., nonprofit Catholic Foundations with no other broadcast interests. Buyer is principally owned by Emmet A. Capstick. It also owns KXOK(AM) St. Louis. Filed Oct. 2.
- WTRY(AM)-WPYX(FM) Albany-Troy, N.Y. (AM: 980 khz; 5 kw-U; FM: 106.5 mhz; 11 kw; HAAT: 902 ft.)—Seeks assignment of license from Scott Communications Ltd. to CapCom for \$15 million. Seller is Pottstown, Pa.-based group of seven AM's and five FM's owned by Faye Scott, wife of late founder, Herb Scott. Buyer is subsidiary of Griffin Co., principally owned by entertainer, Merv Grif-fin. It also owns WPOP(AM)-WIOF(FM) Hartford, Conn. Filed Oct. 1.
- WSRC(AM) Durham, N.C. (1410 khz; 5 kw-D)—Seeks assignment of license from Carolina Radio of Durham Inc. to Wright Communications Corp. for \$450,000. Seller is prin-cipally owned by James H. Mayes, who has no other broad-cast interests. Buyer is owned by David Wright, who also has interest in WRNC(AM) Reidsville, N.C. Filed Oct. 2.
- WHVL(AM) Hendersonville, N.C. (1600 khz; 5 kw-D; 500 w-N)—Seeks assignment of license from the Mountain-aire Corp. to Butler Broadcasting Inc. for \$250,000. Seller is owned by D.E. Perkins. It has no other broadcast interests. Buyer is owned by James T. Butler and his wife, Myrtle. James Butler is general manager and Myrtle Butler is traffic

director at WCCF(AM)-WQLM(FM) Punta Gorda, Fla. Filed Oct. 3.

- WOHS(AM) Shelby, N.C. (730 khz; 1 kw-D)—Seeks assignment of license from Voyager Communications V Inc. to Watson Broadcasting Inc. for \$210,000. Seller is owned by Jack P. McCarthy and Carl V. Venters, who also own WMFR(AM)-WMAG-FM High Point, WVOT(AM)-WRDU(FM) Wilson, both North Carolina, and WSVS(FM) Crewe, Va. Buyer is owned by Harold R. Watson and his wife, Bobbie. He is general manager and she is office man-ager of station. Filed Oct. 3.
 - KTIL-AM-FM Tillamook, Ore. (AM: 1590 khz; 5 kw-D; 1 kw-N; FM: 104.1 mhz; 98 kw; HAAT: 2,000 ft.)—Seeks assignment of license from Beaver Broadcasting Sys-tem to Oregon Eagle Inc. for \$250,000. Seller is owned by Phillip Tonken, who has no other broadcast interests. Buyer is owned by Joyce Moe and her husband, Van. It has no other broadcast interests. Filed Oct. 1.
 - WWDB(FM) Philadelphia, WTUX(AM)-WTLC(FM) Indianapolis and WBLZ(FM) Hamilton, Ohio (Cincinnati) (WWDB: 96.5 mhz; 18 kw; HAAT: 850 ft.; WTUX: 1310 khz; 5 kw-D; 1 kw-N; WTLC: 105.7 mhz; 50 kw; HAAT: 445 ft.; WBLZ: 103.5 mhz; 19.3 kw; HAAT: 790 ft.)—Seeks assignment of license from NEWSsystems Group Inc. to Panache Broadcasting for \$28.5 million. Seller is Phila-delphia-based group of two AM's and four FM's principally owned by Ragan A. Henry. It also owns KDIA(AM) Oak-land, Calif., and WBUS(FM) Atlanta. Buyer is principally owned by Charles D. Schwartz, president of seller. It has no other broadcast interests. Filed Oct. 1.
 - WPX(AM) Hampton, Va. (1490 khz; 1 kw-D; 250 kw-N)—Seeks assignment of license from Edens Broadcasting Inc. to Hampton Radio Inc. for \$485,000. Seller is owned by Larry Saunders and Dick Lamb, who have no other broad-cast interests. Buyer is owned by Joseph Moore and Christo-foro Russo. It has no other broadcast interests. Moore owns Raceway Printing, Hampton-based publisher of *Raceway News*. Russo is Hampton-based investor. Filed Oct. 2.
- New Stations**
- Oro Valley, Ariz.—Mauricio D. Mendez seeks 97.5 mhz; 3 kw; HAAT: minus 295.2 ft. Address: 9040 No Oracle Rd., Suite D, 85704. Principal has no other broadcast in-terests. Filed Oct. 2.
 - Coleman, Mich.—Panam Communications seeks 101.5 mhz; 3 kw; HAAT: 328 ft. Address: 600 N. Pickard, Mt. Pleasant, Mich. 48858. Principal is owned by Phillip C. Engelhardt, Thomas H. Anthony and his brother, Mark. Paul B. Murray and Steven Nixon. It has no other broadcast interests. Filed Oct. 2.
 - Mt. Pleasant, Mich.—Central Michigan Commu-nications Inc. seeks 104.3 mhz; 2.6 kw; HAAT: 335 ft. Address: 1418 Lincoln Court, 48858. Principals are Terrance M.

Carey and Marilyn H. Rison. It has no other broadcast interests. Filed Oct. 2.

- *Duluth, Minn.—Minnesota Public Radio Inc. seeks 92.9 mhz; 70 kw; 605.4 ft. Address: 45 East Eighth St., St. Paul, Minn. 55101. Filed Oct. 2.
- Warroad, Minn.—Demolee Communications Inc. seeks 92.5 mhz; 100 kw; HAAT: 438.9 ft. Address: Box 597 Star Route, 56763. Principal is owned by Daniel A. Demolee and family. It has no other broadcast interests. Filed Oct. 2.

Facilities Changes

Applications

AM's

Tendered

- WVOC (690 khz) Birmingham, Ala.—Seeks CP to add night service with 500 w; install DA-N, and make changes in ant. sys. App. Oct. 7.
- KEWQ (930 khz) Paradise, Calif.—Seeks CP to increase power to 1 kw. App. Oct. 10.
- WPOM (1600 khz) Riviera Beach, Fla.—Seeks CP to increase day power to 5 kw and night power to 4.6 kw and change TL. App. Oct. 8.
- WMTG (1150 khz) Gaitersburg, Md.—Seeks CP to in-crease night power to 800 w. App. Oct. 8.
- KJOR (550 khz) Sun Valley, Nev.—Seeks CP to change city of lic. to Reno. App. Oct. 10.
- WXRL (1300 khz) Lancaster, N.Y.—Seeks CP to increase day power to 2,395 kw. App. Oct. 9.
- WCOK (1060 khz) Sparta, N.C.—Seeks CP to increase power to 800 w. App. Oct. 8.
- WENA (1330 khz) Penuelas, P.R.—Seeks CP to change city of lic. to Yauco, P.R.; increase power to 2 kw; install DA, and change TL. App. Oct. 8.
- WJKM (1090 khz) Hartsville, Tenn.—Seeks CP to change city of lic. to Lebanon, Tenn., and change TL. App. Oct. 7.

Accepted

- KMRY (1390 khz) Des Moines, Iowa—Seeks mod. of lic. to move SL to 1551 N.E. 66th Avenue, Des Moines. App. Oct. 9.
- WJJY (1270 khz) Baxter, Minn.—Seeks MP to move SL to Brainerd, Minn. App. Oct. 8.

FM's

Accepted

- WHMA-FM (100.5 mhz) Anniston, Ala.—Seeks CP to

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change TL and change HAAT to 1,142.5 ft. App. Oct. 10.

- KWLF (98.1 mhz) Fairbanks, Alaska.—Seeks mod. of CP to change TL; change ERP to 25 kw. and change HAAT to minus 6 ft. App. Oct. 9.
- KEYX (100.3 mhz) Globe, Ariz.—Seeks CP to change ERP to 37.2 kw and change HAAT to 3,015.96 ft. App. Oct. 10.
- KZOU (98.5 mhz) Little Rock, Ark.—Seeks CP to change TL and change HAAT to 1,188 ft. App. Oct. 9.
- WDIZ (100.3 mhz) Orlando, Fla.—Seeks mod. of CP to change HAAT to 1,184.08 ft. App. Oct. 8.
- WGIG-FM (100.7 mhz) Brunswick, Ga.—Seeks CP to change TL; change ERP to 100 kw. and change HAAT to 981 ft. App. Oct. 9.
- WIXV (95.5 mhz) Savannah, Ga.—Seeks mod. of CP to change TL and change HAAT to 857.06 ft. App. Oct. 8.
- WZAT (102.1 mhz) Savannah, Ga.—Seeks CP to change HAAT to 1,320.86 ft. App. Oct. 8.
- WKJM (95.3 mhz) Monticello, Ind.—Seeks CP to change ERP to 519.55 ft. App. Oct. 9.

- WLWV (105.5 mhz) Salisbury, Md.—Seeks CP to change ERP to 2.1 kw. App. Oct. 9.
- WFNX (101.7 mhz) Lynn, Mass.—Seeks mod. of CP to change ERP to 1.66 kw and change HAAT to 440.83 ft. App. Oct. 10.
- WSNE (93.3 mhz) Taunton, Mass.—Seeks CP to change DA pattern and make changes in ant. sys. App. Oct. 8.
- *WSCD-FM (92.9 mhz) Duluth, Minn.—Seeks mod. of CP to change ERP to 70 kw and change HAAT to 605.49 ft. App. Oct. 8.
- WGTG (94.3 mhz) Charleston, Miss.—Seeks CP to change ERP to 3 kw and change HAAT to 328 ft. App. Oct. 10.
- KFUO (99.1 mhz) Clayton, Mo.—Seeks CP to change TL and change HAAT to 1,025.98 ft. App. Oct. 9.
- KOOZ-FM (106.1 mhz) Great Falls, Mont.—Seeks CP to change TL and change HAAT to 985.64 ft. App. Oct. 9.
- WHOB (106.3 mhz) Nashua, N.H.—Seeks mod. of CP to change ERP to 3 kw and change HAAT to 328 ft. App. Oct. 10.

- KREK (104.9 mhz) Bristow, Okla.—Seeks CP to change ERP to 2.643 kw and change HAAT to 351 ft. App. Oct. 9.
- WEDA-FM (95.1 mhz) Grove City, Pa.—Seeks CP to change TL; change ERP to 15.2 kw, and change HAAT to 899.704 ft. App. Oct. 10.
- WGLU (92.1 mhz) Johnstown, Pa.—Seeks CP to change ERP to 300 w. App. Oct. 10.
- WWDB (96.5 mhz) Philadelphia.—Seeks CP to change TL and change HAAT to 865.92 ft. App. Oct. 10.
- WAYZ-FM (101.5 mhz) Waynesboro, Pa.—Seeks mod. of CP to change DA pattern. App. Oct. 8.
- WZLD (96.7 mhz) Cayce, S.C.—Seeks CP to change HAAT to 1.91 kw. App. Oct. 10.
- KALP (92.7 mhz) Alpine, Tex.—Seeks mod. of CP to change HAAT to 273 ft. App. Oct. 10.

TV's

Accepted

- KPST-TV (ch. 66) Vallejo, Calif.—Seeks MP to change HAAT to 1,529 ft. and, by separate app., seeks CP to install aux. ant. Apps. Oct. 7.
- *WCFE-TV (ch. 57) Plattsburgh, N.Y.—Seeks CP to change ERP to vis. 800 kw. App. Oct. 9.
- WBNB-TV (ch. 10) Charlotte Amalie, V.I.—Seeks CP to change ERP to vis. 316 kw, aur. 31.6 kw and change HAAT to 1,869 ft. App. Oct. 7.

Actions

AM's

- WLWJ (640 khz) Royal Palm Beach, Fla.—Returned app. to increase day power to 25 kw. Action Oct. 3.
- KNPA (1340 khz) Nampa, Idaho—Granted app. to change TL and construct new ant. sys. Action Oct. 1.
- WKKD (1580 khz) Aurora, Ill.—Granted app. to add night service with 250 w; install DA-D, and make changes in ant. sys. Action Oct. 3.
- WOBS (1570 khz) New Albany, Ind.—Returned app. to increase day power to 2.5 kw. Action Oct. 3.
- KSCJ (1360 khz) Sioux City, Iowa—Granted app. to operate transmitter by remote control. Action Sept. 17.
- WDGJ (1130 khz) Minneapolis—Granted app. to operate transmitter by remote control. Action Sept. 29.
- WSPD (1370 khz) Toledo, Ohio—Granted app. to install aux. ant. sys. Action Oct. 3.
- WGFV (1580 khz) Moravia, P.R.—Returned app. to increase day power to 5 kw. Action Oct. 3.
- KOTA (1380 khz) Rapid City, S.D.—Granted app. to aug-

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Summary of broadcasting as of May 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,838	170	4,958
Commercial FM	3,917	418	4,335
Educational FM	1,247	173	1,420
Total Radio	10,002	761	10,763
FM translators	789	444	1,233
Commercial VHF TV	547	23	570
Commercial UHF TV	415	222	637
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,262	273	1,535
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

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ment DA pattern. Action Sept. 30.

■ KGBT (1530 khz) Harlingen, Tex.—Granted app. to operate transmitter by remote control. Action Sept. 17.

■ KXAM (1440 khz) Helotes, Tex.—Granted app. to make changes in DA pattern. Action Oct. 1.

■ WHWB (1000 khz) Rutland, Vt.—Granted app. to change freq. to 970 khz. Action Sept. 29.

■ KNTR (1550 khz) Ferndale, Wash.—Granted app. to change ERP to 50 kw. Action Oct. 2.

■ KRIZ (1420 khz) Renton, Wash.—Granted app. to augment DA-N pattern. Action Oct. 6.

■ WMVP (1290 khz) Greenfield, Wis.—Dismissed app. to change SL to 520 West Capital Drive, Milwaukee. Action Oct. 3.

FM's

■ KSJO (92.3 mhz) San Jose, Calif.—Granted app. to change HAAT to 369 ft. and change TL. Action Oct. 6.

■ KKMZ (98.9 mhz) Pueblo, Colo.—Granted app. to change TL and change HAAT to 1,209.66 ft. Action Oct. 3.

■ WJST (94.5 mhz) Port St. Joe, Fla.—Granted app. to change HAAT to 990.56 ft. and make changes in ant. sys. Action Sept. 30.

■ WHVE (102.5 mhz) Sarasota, Fla.—Granted app. to change TL and change HAAT to 1,662.96 ft. Action Oct. 6.

■ *WMV (90.7 mhz) McDonough, Ga.—Returned app. to change TL and change ERP to 3 kw. Action Oct. 2.

■ WJYF (95.3 mhz) Nashville, Ga.—Granted app. to change TL; change ERP to 450 w, and change HAAT to 797.04 ft. Action Sept. 29.

■ KGC (97.7 mhz) Grundy Center, Iowa—Dismissed app. to change TL and change HAAT to 358 ft. Action Oct. 2.

■ KHUM (95.7 mhz) Ottawa, Kan.—Granted app. to change HAAT to 980.72 ft. Action Oct. 1.

■ KHOM (104.1 mhz) Houma, La.—Granted app. to change TL and change HAAT to 1,943.73 ft. Action Oct. 2.

■ *WJHU (88.1 mhz) Baltimore—Granted app. to change TL; change ERP to 10 kw, and change HAAT to 426.4 ft. Action Sept. 17.

■ WICO-FM (94.3 mhz) Salisbury, Md.—Granted app. to change HAAT to 328 ft. Action Oct. 6.

■ *WUMB-FM (91.9 mhz) Boston—Dismissed app. to install aux. sys. Action Oct. 2.

■ *KRNU (90.3 mhz) Lincoln, Neb.—Granted app. to change ERP to 100 w. Action Sept. 24.

■ WMVQ (97.7 mhz) Amsterdam, N.Y.—Granted app. to change TL and change HAAT to 328 ft. Action Oct. 2.

■ *WFBF (89.9 mhz) Buffalo, N.Y.—Dismissed app. to change ERP to 20 kw; change HAAT to 40.02 ft., and change TL. Action Oct. 2.

■ WQXR-FM (96.3 mhz) New York—Granted app. to install aux. sys. Action Oct. 6.

■ *WUNY (89.5 mhz) Utica, N.Y.—Granted app. to change ERP to 6.26 kw; change HAAT to 777.36 ft., and make changes in ant. sys. Action Sept. 30.

■ WROQ-FM (95.1 mhz) Charlotte, N.C.—Granted app. to change TL. Action Oct. 3.

■ WEQR (96.9 mhz) Goldsboro, N.C.—Granted app. to change HAAT to 984 ft.; change ERP to 99.5 kw, and change TL. Action Oct. 1.

■ *WVSP (90.9 mhz) Warrenton, N.C.—Granted app. to change ERP to 100 kw. Action Oct. 6.

■ WEZX (107.1 mhz) Scranton, Pa.—Granted app. to change ERP to 190 kw. Action Oct. 2.

■ WALV (95.2 mhz) Cleveland, Tenn.—Dismissed app. to change TL; change ERP to 1.48 kw, and change HAAT to 435 ft. Action Oct. 2.

■ KALP (92.7 mhz) Alpine, Tex.—Returned app. to change HAAT to 273 ft. Action Oct. 1.

■ KDLZ (107.5 mhz) Fort Worth—Granted app. to change TL; change ERP to 25.1 kw, and change HAAT to 1,647.37 ft. Action Oct. 2.

■ WPSK-FM (107.1 mhz) Pulaski, Va.—Granted app. to change ERP to 200 w. Action Oct. 1.

■ WSTX-FM (100.3 mhz) Christiansted, V.I.—Granted app. to change TL; change ERP to 50 kw, and change HAAT to 1,059.44 ft. Action Oct. 1.

■ WEZW (103.7 mhz) Wauwatosa, Wis.—Granted app. to install aux. sys. Action Oct. 6.

TV's

■ WHCT-TV (ch. 18) Hartford, Conn.—Granted app. to change ERP to vis. 3,272 kw, aur. 327.2 kw; change HAAT to 986 ft., and change TL. Action Sept. 30.

■ WRBT-TV (ch. 33) Baton Rouge—Granted app. to change ERP to vis. 5,000 kw, aur. 1,000 kw; change HAAT to 1,713 ft., and change TL. Action Sept. 30.

■ WTLJ (ch. 54) Muskegon, Mich.—Granted app. to move SL outside community of lic. Action Sept. 30.

■ WNED-TV (ch. 17) Buffalo, N.Y.—Granted app. to change HAAT to 1,082.4 ft. Action Sept. 30.

In Contest

ALJ John M. Frysiaak made following decision:

■ Newton, N.J. (Bogner Newton Corp., et al) TV proceeding. Granted Mountain Broadcasting Corp.'s motion to enlarge issues against Reyes Broadcasting Co. to determine whether Reyes misrepresented or lacked candor in responding to request for production of documents and whether it exhibited pattern of carelessness, inadvertence and/or ineptness in complying with commission's processes and requirements for comparative proceedings. By MO&O, Oct. 1.

ALJ Joseph P. Gonzalez made following decision:

■ Inverness, Fla. (Nancy Sharp, et al) TV proceeding. Approved settlement agreement between Nancy Sharp and West Florida Television Limited and dismissed Sharp's app. with prejudice. By MO&O, Sept. 29.

ALJ Edward J. Kuhlmann made following decision:

■ Las Vegas (Classic Vision Inc., et al) TV proceeding. Approved settlement agreement and dismissed with prejudice apps. of Classic Vision and Independent Concepts; granted app. of 4-A Communications for new TV station at Las Vegas, and terminated proceeding. By MO&O, Oct. 1.

ALJ Walter C. Miller made following decision:

■ Custer, S.D. (French Creek Communications Inc. and Custer Communications Inc.) AM proceeding. Granted

French Creek's motion to enlarge issues against Custer Communications to determine: real-parties-in-interest; misrepresentation of facts regarding ownership structure; financial qualifications; lack of candor when it responded affirmatively to financial certifications questions; false certification of site availability in Jan. 13, 1986, amendment; whether Custer is basically qualified to be commission licensee. Phase II hearing is scheduled for Jan. 26. By MO&O, Oct. 1.

ALJ Richard L. Sippel made following decision:

■ Greenville, N.C. (Community Service Telecasters Inc. and East Coast Media) TV proceeding. Approved settlement agreement and dismissed with prejudice app. of East Coast Media; granted app. of Community Service for new TV station at Greenville, and terminated proceeding. By MO&O, Sept. 30.

Call Letters

Applications

Call	Sought by
New AM	
WAUG	Saint Augustine's College, New Hope, N.C.
New FM's	
WGCA-FM	Great Commission Broadcasting Corp., Quincy, Ill.
KHSS	B anche Mane Hodgins, Walla Walla, Wash.
Existing AM's	
KEWI	KSKX Midland Broadcasters Inc., Topeka, Kan.
WKYL	WLAU W.B. Holloway, Laurel, Miss.
Existing FM	
WGLV	WEIZ-FM B Ken Woodfin, Phenix City, Ariz.

Grants

Call	Assigned to
New AM's	
WWLB	Sumter County Radio, Bushnell, Fla.
KCHN	CFC Broadcasting Corp., Jeffers, Minn.
WKTR	Rural Radio Service, Earlysville, Va.
New FM's	
KJHA	Missionary Fellowship Inc., Houston, Alaska
*KPFR	Family Stations Inc., Pueblo, Colo.
WSSW	Sonora S. Wray, Mackinaw City, Mich.
KCMB	Clare Marie Ferguson, Baker, Ore.
KRGN	Atkins Broadcasting, Amarillo, Tex.
New TV's	
*KCHD	Colorado Christian College, Denver
WOCT	Albany Broadcasters Inc., Albany, Ga.
WTAU	Albany Television Co., Albany, Ga.
KMNZ	Richard Mendoza, Oklahoma City
Existing AM's	
KPRO	KMAY Riverside County Broadcasters, Riverside, Calif.
WWWQ	WCAI Morris-Pierce Inc., Fort Myers, Fla.
WBLQ	WJET Greater Erie Economic Development Corp., Erie, Pa.
WPSC	WCPL Robert Broadcasting Co., Pageland, S.C.
WLTP	WIKS Composite Broadcasting Inc., Parkersburg, W. Va.

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RADIO

HELP WANTED MANAGEMENT

General manager for Class C FM in eastern North Carolina top 100 market. Rapidly expanding group looking for experienced GM with strong sales background. Excellent compensation package with opportunity for equity participation. Resume, references and salary requirements to Caravelle Broadcast Group, 212 South Tryon, Charlotte, NC 28281. EOE.

General manager/sales. General manager medium market AM stereo. Exciting opportunity with new owner, new format. Need take charge, people oriented person with sales experience. Ample salary, generous sales override. Inquiries: Geedc, 18 West 9th Street, Erie, PA 16501. EOE.

Sales manager for market-leading AM-FM in Midwest. Stable 7-person staff. Excellent facilities. \$7 million market. If you are a positive motivator who understands the importance of people, send resume and salary history to: Box 41. EOE. M/F.

Number-one producer wanted to be selling general manager for 50,000 watt FM, full-time AM combo in northern Shenandoah Valley. If you love being on the street, writing orders every day, training and motivating a number-one sales staff and fully taking charge of every aspect of a dynamic radio operation -- this could be your kind of challenge. Promotions and community-involvement a must. If twelve-hour days don't appeal to you, skip this one. If being the best, running the best, making the best money of your life sounds good, let's talk. It's happening in two other markets. We want you to make it happen in a third. Character qualification essential; minimum five years' experience. Send information to Bill Prettyman, President, Prettyman Broadcasting Co, Box 909, Salisbury, MD 21801. EOE.

This is the ad you've hoped you'd see! General manager needed for new format 50 kilowatt AM serving over 8,000,000 population. This outstanding opportunity can be yours if you have the heavy experience and proven record of station management success which makes you that one-in-a-thousand professional we seek. Of course you must be a creative genius who can handle sales, personnel, public relations, production and on-air work. You must be an enthusiastic motivator, yet very personable, because our small team is going to work closely together to create the most exciting new broadcast service California has ever heard. If you're willing to work to exhaustion at the start, if your voice doesn't make you sound 19 years old, if you can do it all (and then some), we'll provide you with a package of salary, bonus, commissions, benefits and perks that will astonish you. Resume, tape, references, in confidence, to Radio, Box 41156, Sacramento, CA 95841. EOE-M/F.

WTMI/FM Miami, FL seeks candidates for position of VP/Gen Manager to lead one of America's foremost classical music stations. Strong broadcast experience required with emphasis on sales, leadership and strong community involvement. Preference for those in local area but all qualified persons will be considered. WTMI/FM is an equal opportunity employer. Send resume to Steven Krakow, Corp. VP, c/o WTMI, 2951 S. Bayshore Drive, Miami, FL 33133. All inquiries will be treated in strictest confidence.

Radio broadcast program manager (KEWU) Eastern Washington University. (\$17,220 - \$24,100 for 12 month contract) Responsibilities include planning and directing the development, production, and programming of music for radio broadcast, as well as development and maintenance of a collection of recorded music in support of educational outreach objective. Applicants must possess a B.A. in electronic media, music or closely related field, and three years of experience programming music or as an air personality (jazz preferred) in a radio station, or an equivalent combination of education and experience, is required. FCC license (3rd Class) is required. Submit letter of application, resume and three letters of references to: Marvin E. Smith II, Chairman, Radio-Television, MS104, EWU, Cheney, WA 99004. EOE.

General manager for Fort Morgan, Colorado; absentee owned; resume, references to Kim Love, Box N, Sheridan, WY 82801.

Wanted for AM-FM in Great Lakes area. Must be highly motivated to sell, recruit and train. This job pays well. If you have a proven track record as a sales manager, please respond with letter and resume. Box K-59.

Number-one producer wanted to be selling general manager for 50,000-watt FM, full time AM combo in Northern Shenandoah Valley. If you love being on the street, writing orders everyday, training and motivating a number-one sales staff and fully taking charge of every aspect of a dynamic radio operation -- this could be your kind of challenge. Promotions and community-involvement a must. If twelve-hour days don't appeal to you, skip this one. If being the best, running the best, making the best money of your life sounds good, let's talk. It's happening in two other markets. We want to make it happen in a third. Character qualifications essential; minimum five years' experience. Send information to Bill Prettyman, President, Prettyman Broadcasting Co, box 909, Salisbury, MD 21801. EOE.

HELP WANTED SALES

California. Top 75. Easy listening station is seeking a professional salesperson with experience in direct and agency sales. Salary plus commission, established accounts, and benefits. Contact Steve Katomski, KGFM, Box 260, Bakersfield, CA 93302 805-842-5436.

Aggressive, selling sales manager needed for new Albany FM. Growing 14 station group has the resources to make this station a winner. Successful, experienced salespeople looking for first management job considered. Resume, references to: Jeff Weber, Vice President/General Manager, WMVQ, P.O. Box 5 Albany, NY 12201. EOE.

WQRC, Cape Cod's leading radio station, is currently interviewing for an opening in its sales staff. The individual appointed can realize excellent earnings and professional advancement in one of New England's fastest growing and most competitive markets. Write: Stephen M. Colella, Sales Manager, WQRC, 737 West Main Street, Hyannis, MA 02601.

Sales manager, KLMS/KFMQ, prefer CRMC, college degree, 5 years experience. Resume to: Thomas Birk, GM, KLMS/KFMQ, 1540 South 70th St., Suite 200, Lincoln, NE 68506.

Account executives. If you are a professional, career minded salesperson looking to join a growing group owner with stations in Baton Rouge, Greenville-Spartanburg, and Jackson (with more to follow soon), then we would like to talk with you. If you know sales and want the opportunity for career advancement, please contact Larry Patrick, President, Sterling Communications Corporation, 10320 Little Patuxent Parkway, Columbia, MD 21044.

Sales: Knoxville, Tennessee. Great place to work and live. WKGN/the only urban contemporary in the market is climbing and needs an experienced salesperson. Call Fred Jacob 615-521-6220. EOE.

Energetic, take charge sales manager or station manager for Carolina resort area. Assume account list supervise and motivate sales staff. Good pay and future for worker. Resume to Box K-71. EOE.

HELP WANTED ANNOUNCERS

Evening position open, good A/C communicator, PBP helpful not necessary. T & R to WLBR Box 1270, Lebanon, PA 17042.

New religious radio station in Louisville looking for full time announcers. Must have at least 3 years experience. Send resume and air-check to WJIE, Drawer B, Louisville, KY 40219.

Afternoon personality/copywriter for Christian station in Jacksonville. 1/2 music (MOR), 1/2 talk. Two years minimum radio experience. Call Donna Mangham at 904-264-4523 or write WJAX Radio, P.O. Box 486, Orange Park, FL 32073. EOE. M/F.

Talk show host wants to talk. Currently in top fifteen market. Call Doug 412-321-2895.

HELP WANTED TECHNICAL

I need a CE for 1kw AM, 3kw FM in southern Arizona. Must have at least three years hands on experience at similar broadcast operation. Call or write Gordon, Box 2770, Sierra Vista, AZ 85636. 602-458-4313.

roadcast engineer. The Department of Speech Communication and Theatre in a small, church related, liberal arts college is seeking a broadcast engineer to maintain equipment and insure smooth operation of a 1.3kw FM campus radio station and a cable access television studio. Must show evidence of technical expertise and training. Work experience is essential. Some teaching possible. Year round responsibility with one month vacation. Preferred starting date March 1, 1987 (negotiable). Salary competitive. Send letter, vita, and three recent references to Jerry Martin, Chair, Speech Communication and Theatre, Muskingum College, New Concord, OH 43762. Deadline January 15, 1987.

Chief engineer. Class B FM and directional AM medium market in New England. 3 years experience required. Salary negotiable. Reply in writing to Box K-52.

HELP WANTED NEWS

Newsperson for established Midwest AM/FM/ North Central Illinois, 90 miles from Chicago. Experience in gathering, writing and interviewing required. Send tape and resume to J. McCullough, WLPO/WAJK, P.O. Box 215, LaSalle, IL 61301.

Graduate assistant: to produce public service radio programs, news stories, and PSAs while studying for MA in mass communications. Beginning spring term (Jan. 1, 1987), with annual stipend of \$8,500. Individual with undergraduate degree in broadcasting or related field, and professional experience in radio and/or TV broadcast production, writing, and announcing are invited to apply. Acceptable applicant must be approved for graduate study admission by the University College of Journalism and Communications. Send resume to Mr. Bob Smith, GO22 McCarty Hall, University of Florida, Gainesville, FL 32611.

Experienced morning news anchor wanted for top rated news oriented AC. Send tape and resume to Ed Huot, WTRC Box 699, Elkhart IN 46515 EOE.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

On air program director. Major southeast market. Target black adults with Gospel music and community affairs format. Send resume to Box K-74. EOE.

SITUATIONS WANTED MANAGEMENT

High performing general manager, 19 years managing all markets. Expertise includes building sales profits, heavy promotions, programming. No-nonsense hands on professional that leads by example. Want a quality leader, write: Box K-42.

General manager: Twenty plus years; bottom line oriented, medium market, Southeast. Best at turn-around, sales, promotions, community involvement 713-481-9583.

I can solve your sales management problems... 20 years successful experience building stations. 905 Rivercrest, Allen, TX 75002.

General manager looking for underdeveloped or new AM/FM or FM in a top 100 market. Sales and programming oriented. Box K-53.

Solid stable general manager available, top 100 market preferred. Currently employed, but station selling. Solid credentials, superior people skills, good leader and motivator. Sales and bottom-line oriented. Looking for permanent position with stable operation. Box K-72.

GM or GSM. Strong sales, professional, creative. 27 years experience. Presently employed. All markets considered. Box J-144.

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GM or GSM ambitious middle market GSM looking for new opportunity in West or Midwest. Desire a position with aggressive group who want the best and won't settle for less. Box K-79.

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SITUATIONS WANTED ANNOUNCERS

Available now. First rate announcer with three years experience seeks move to larger market as announcer or to lateral market as PD. Excellent production and on-air. Call Drew anytime 601—445-5260/442-4895.

Top rated adult contemporary and country air and production talent available. Call 214—539-0877.

Morning man or any shift experienced, professionally trained top 40 DJ. Anywhere. Contact Timothy Osborn, 432 North Avenue, Sheboygan, WI 53081 or call 414-452-0292. Resume and tape available upon request.

Easy listening or soft rock. Excellent voice and commercial delivery, experienced. West coast. Dan Louis 818—980-2625.

Talk show host wants to talk. Currently in top fifteen market. Call Doug 412—321-2895.

SITUATIONS WANTED NEWS

Newsman looking to work for management with hands-off attitude. Experienced, dedicated, aggressive, professional. Prefer Midwest. 309—833-3129.

Black female, news anchor/reporter, college grad., seeking opportunity to work for a solid news operation. 419—865-8776.

Star sportscaster. Sophisticated, exciting PBP and solid anchoring skills too big for small markets. Challenge me. Bob 201—546-5546.

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TELEVISION

HELP WANTED MANAGEMENT

Jamestown, NY: new full power station starting January. Sales manager and sales reps needed. Send resume to George Kimble, P.O. Box 1012, Canandaigua, NY 14424.

Local sales manager: Harrisburg-Lancaster-Lebanon-York #44 market. WPMT-TV only indy in the market. Candidate should have local sales and management experience. Must have leadership and management skills. Great opportunity at a great station. Send resumes to: Mike Conway, WPMT-TV, 2005 S. Queen St., York, PA 17403. EOE.

General manager: Southeast network affiliate is in need of person with budgeting and operational skills. Ready to advance. Apply Box K-68.

HELP WANTED SALES

TV sales manager for Southwest indy. An organized planner with high motivational skills to direct sales staff. Must have aspirations of succeeding with a growing broadcast group. All benefits paid. Salary + commissions commensurate with skill. Box K-30.

Account executive: 3 years sales experience with proven track record in broadcast. Must have strong presentation skills/weekly travel. Send resume to: Adams Communications, 2242 N. Great Neck Road, Virginia Beach, VA 23451.

Account executive. Organized, self-motivated person with strong negotiation/selling ability. Prior media/advertising experience, quality verbal/written presentation skills, ability to analyze and manipulate statistical data. College degree preferred. Resumes only; Sales Manager, P.O. Box 400, Hampton, VA 23669. An equal opportunity employer.

Account executive for established local list with South East network affiliate. Experience required. Send resume to Jim Davis, Local Sales Manager, WSAW, P.O. Box 2429, Savannah, GA 31402. EOE.

Large Midwest UHF in major market looking for a closer. Success in selling sports a must. We are the fastest growing station in town and we cater to the sports viewer. If you meet these simple qualifications, and are willing to give a 110% effort, you'll make a lot of money. Send resume to Box K-51.

Account executive. KGSW-TV, FBC Albuquerque, New Mexico is looking for a top notch salesperson with a minimum of 2 to 3 years experience in independent television sales. Knowledge of and experience in all aspects of spot sales. Send resume to: Jason Gould, GSM, KGSW-TV, P.O. Box 25200, Albuquerque, NM 87125. Equal opportunity employer.

General sales manager: Ready to operate and train sales force in #2 position Southeast network affiliate. Send resume Box K-69.

General sales manager position available at America's #1 indie, KMPH-TV. Candidates must have extensive broadcast background covering preferably local, national and/or regional sales management. Applicants should have a college degree and possess 5 years or more selling experience. Growth potential is very lucrative. Salary, bonus and employee benefits package negotiable. Send resume to: Personnel Department, KMPH-TV, 5111 E. McKinley Ave., Fresno, CA 93727. No phone calls, please. An EOE, M/F/H.

HELP WANTED TECHNICAL

TV maintenance engineer. Maintain latest state-of-the-art video broadcast equipment, including Sony one-inch machines. Experience in RCA TK-47's and TCR-100 cart machines desirable. Salary commensurate with experience. Send resume to Chief Engineer, P.O. Box 400, Hampton, VA 23669. A Belo Broadcast-ing Company. An equal opportunity employer.

Television engineering supervisor. Community college district with growing cable television operation, seeks highly experienced individual with strong video/audio/media engineering and supervisory skills. Responsible for the development, supervision, and performance of technical systems design, maintenance, repair, installation, and production engineering relating to cable, instructional television, broadcast radio, media production, and classroom media equipment. Supervision of television engineers and media repair specialists. Extensive production engineering, troubleshooting, and hands-on bench skills essential. Broadcast radio experience desirable. Salary \$39,326 to \$47,817 plus generous benefits. Classified management position. Send resume to NOCCCD, Personnel Office, 1000 N. Lemon, Fullerton, CA 92634 by 10/29/86.

Chief engineer for Midwestern UHF network TV station. Must be "hands-on" chief with strong maintenance background in ENG/EFP, TVRO, digital and RF. Five years experience with SBE certification preferred. Supervisory background helpful. Send resume to: General Manager, WEHT-TV, P.O. Box 25, Evansville, IN 47701. EOE.

Video engineer: Immediate opening for a video engineer experienced in studio design and the maintenance and repair of Sony BVU 800's, 5800's, 5000's, Ikegami 79 & 730 cameras, Grass Valley switchers, and automated commercial insertion equipment. Position requires interfacing between two cable television production facilities. Send resume to: Sue Bennett, Program Director, Lowell Cable Television, 12 Washer St., Lowell, MA 01853. Equal opportunity employer.

Assistant chief engineer: Southwestern, top 40 market, excellent technical skills needed, management and people skills equally important. Growing group operation, flagship station with heavy ENG, SNG, production activities. Resumes to Box J-151.

Assistant video editor: Independent production facility in Pittsburgh seeks assistant editor for one-inch edit suite. One-inch VTR experience necessary. Great growth opportunity. Please phone 412—471-7224.

Audio engineer/producer: Must have experience with current techniques, state of the art equipment, and original track selection and scoring. Field audio production experience helpful. Motivated & dedicated. Please phone 412—471-7224.

Television engineer III for public TV station. Requires two years of technical training or ASET degree, plus five years progressively responsible experience in broadcast TVEquipment installation, operation, maintenance; or any equivalent combination of education and experience, FCC restricted radio-telephone permit. Will perform planning and supervisory duties in installation and maintenance of all types of TV studio and transmission equipment; will operate, maintain, and make recommendations for purchase and procedures. Salary \$20,333.28 (Grade 20) plus benefits. Send resume, names of three references to John Ramp, KRWG-TV, Box TV22, Las Cruces, NM 88003. Deadline is November 4, 1986. New Mexico State University is an EO/AA employer.

Maintenance technician for public television station near Los Angeles with signal coverage throughout southern California. Seeking a person with two years full-time experience in the installation, operation, maintenance and repair of radio and/or television equipment at a broadcast station or equivalent. Salary to \$19.5K plus excellent family benefits package. Send letter and resume postmarked by October 31, 1986 to Winston Carl, Personnel Officer, KVCN-TV/FM, San Bernardino Community College District, 633 North E St., San Bernardino, CA 92410-3080. EOE.

Chief engineer: Should have working knowledge of transmitter and state of the arts electronics. Southeast UHF affiliate. Send resume Box K-70.

Audio technician sought by KPBS-TV, San Diego's public television station. Responsibilities include the planning, installation, maintenance and skilled repair of broadcast audio systems; performance of complex studio audio mixes for live broadcast and recorded productions; remote audio productions; multi-track recording and post-production. Minimum one year of journey-level experience in audio production engineering required. Must have highly developed diagnostic skills and a good working knowledge of modern solid-state electronics. Demonstrable abilities in live stereo broadcast and recording techniques needed. Equivalent to one year of collegiate study in electrical engineering, telecommunications or other related field is preferred. Salary range: \$1972 - \$2427/month. Excellent benefit package. Applications must be received no later than 3:00 PM on Wednesday, November 19, 1986. Apply directly to: San Diego State University Employment Office, Third Floor-Administration Building, San Diego, CA 92182. EEO/AA/Title IX employer.

We are now accepting applications for the position of technician in our engineering department. Schedule: All shifts. Fulltime. Salary range: Dependent on experience. Qualifications: Minimum of 1 to 2 years experience in broadcast radio or television technical maintenance and operations. Technical training in both analog and digital electronics a must. RF experience would be helpful. FCC general class license and/or SBE certification desired. Job description: Maintenance of electronic equipment at KOBR-TV studios, transmitter site, microwave and translator sites, including video and audio systems, intercity microwave and RF equipment used in conjunction with KOBR-TV. Start date: Immediate. Closing date: When filled. Contact for interview: Dave Atkins, Chief Engineer 505—625-8841. EOE, M/F.

HELP WANTED NEWS

News editor with good writing and editing skills, sound news judgment and supervisory ability. EOE. Box K-23.

Reporter qualified to handle general news assignments plus weekend sports and/or weather. South Texas as VHF. EOE Box K-33.

Meteorologist with good technical background, able to present weather in clear, crisp manner. Texas VHF. EOE. Box K-27.

Producer, KWTW in Oklahoma City is looking for a weekend producer to help us build on our strong number one position. Must have degree and 2 years experience. Send tape, resume, references and writing samples to Billye Gavitt, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. EOE, M/F.

Producer, who loves putting together visually interesting, dynamic newscasts, and has a way with words. Live ENG and SNG are our trademark. Walter Saddler, WJTV, Box 8887, Jackson, MS 39204.

Top rated station on the Gulf Coast is looking for an assignment editor, producer and reporters. Send resume and salary requirements to: Box K-56.

Anchor-reporter, strong & professional, to complement our male anchor. Must be able to produce, write, and work with people. Send tape and resume to News Director, KCOY, 1503 No. McClelland St., Santa Maria, CA 93454. EOE.

Producer: top 20 NBC affiliate seeks innovative news producer. Must have strong writing and production skills, with experience in state of the art "live" technology. Send resume, tape and references to Frank C. Biancuzzo, WSVN-TV, 1401 79th St. Causeway, Miami, FL 33141. No calls. EOE.

Reporter. CBS affiliate serving Joplin, Missouri/Pittsburg, Kansas market is searching for a television journalist. Anchor capability a plus. Send tape, resume and salary requirements to Larry Young, KOAM-TV, P.O. Box 659, Pittsburg, KS 66762. EOE.

Graduate assistant in broadcast journalism. Earn a Master's degree in mass communication while gaining additional professional experience. Graduate assistant earns partial tuition, remission of out-of-state fees, plus monthly stipend of approximately \$600 a month while working as a weekend assignment editor for a university-owned commercial television station. WOITV is the ABC affiliate for central Iowa. Applicants must qualify for graduate admission based on experience and academic record. Write for application materials to Dr. J.K. Hvistendahl, Coordinator of Graduate Courses, Dept. of Journalism and Mass Communication, Iowa State University, Ames, IA 50011. Deadline for applications is Dec. 1. EEO/AEE.

Still searching for #1 weathercaster. Midwest medium market. Seal not mandatory, sharp presentation is. Need strong presenter with great graphic and computer skills, team player, involved in community. Very competitive salary, benefits, and long term commitment for right pro to round out rebuilding team. Management support, equipment, second to none. Letter, resume, references to Box K-75.

Reporter: General assignment reporter. Minimum five years professional reporting experience. A quick worker, polished producer, and a strong writer. Send non-returnable tape with resume and references to Ken Middleton, News Director, WTSP-TV (Tampa/St. Petersburg), P.O. Box 10,000, St. Petersburg, FL 33733. No calls, please. EOE.

Co-anchor/reporter: Still looking for that personable anchor to join our male anchor on the market's number one rated, award-winning 6:00 and 11:00 newscasts. Candidates should have prior television experience as anchor or reporter. Send tape, resume and salary requirements to Stew Kasloff, News Director, WVVA-TV, P.O. Box 1930, Bluefield, WV 24701. EOE, M/F.

Weather anchor: South Carolina's fastest growing news station needs experienced weather anchor to complement existing male on co-anchor news team. Knowledge of tropical storms and severe weather a must. Rush tape and resume to: Bill Long, WCBD-TV, P.O. Box 879, Charleston, SC 29402. No beginners or phone calls, please. EOE.

Wanted: Creative, people-oriented feature reporter for growing Southeast television station. Reporter must have strong enterprising and people skills. Immediate opening. Send tape and resume to Bill Carter, News Director, WCBI-TV, P.O. Box 271, Columbus, MS 39703. WCBI is an equal opportunity employer.

Executive producer: To oversee production of six daily newscasts for leading news operation. Supervisory experience, outstanding writing and production skills required. Large staff and all the tools (including own helicopter and SNG truck). Contact: Larry Maisel, VP-News/Station Manager, WBNS-TV, Box 1010, Columbus, OH 43216.

McHugh & Hoffman, Communications Consultants, seeking qualified business/economics reporters for client station news operation(s). Prospects must have strong analytic, organizational and communication skills. Understanding of television writing, graphics and visuals helpful. Journalism experience preferred, but business/economics education and experience more important. Inquiries will be treated confidentially. Send writing and/or tape samples, and biography material to BIZ, McHugh & Hoffman, Inc., 4009 Chain Bridge Rd., Fairfax, VA 22030.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Experienced promotion manager capable of creative audience and sales promotion. EOE. Send resume and salary requirements to Box J-152.

Art director: Top 20 movie movie/sports oriented independent. Minimum 5 years experience, 2 years management. Be able to show us your best TV Guide ads, in-house animation, set design, intelligent use of digital effects, consistency in on-air and print. BFA or related education. Perfect spelling skills. Send resume to Department AD, P.O. Box 98828, Tacoma, WA 98499. EOE.

Chief engineer. Small market network UHF needs take charge chief. Must possess knowledge of RCA transmitters. Maintenance, management, and design skills required. Excellent pay and benefits. EOE. Send resume and salary history to Box K-47.

Technical director needed: top 50 market. Operates video switcher per director during live shows, and functions as A/V switcher. Requires hi-school or equivalent; 1 1/2 years prior related experience. Excellent working conditions and company benefits. Reply to C. Plank, KWTW, 7401 N. Kelley, Oklahoma City, OK 73113. EOE.

Emerging conservative Christian cable television network featuring diversified entertainment, educational, and sports programming seeks personnel for various positions including director/producer, experienced news/scriptwriter, switcher, and aggressive business manager. Send resume and references to BBCM/Position B, 6445 Powers Ferry Rd., #108, Atlanta, GA 30339. EOE.

Wanted: Field producer for weekly nationally-syndicated magazine-format TV program. 2-3 years experience in segment writing, production and editing. Send resumes to Box K-60.

Photographer: Medium market in Sunbelt needs experienced ENG photographer with strong editing and live capabilities. Excellent salary and benefits. Send tape and resume to: Chris Metivier, WCBD, P.O. Box 879, Charleston, SC 29402. EOE.

Christian television-program director. Established full time religious station seeking capable professional to be responsible for program schedule, traffic, program promotion and be producer of station generated programming. Looking for hands-on manager to upgrade current efforts with immediate results. Attractive northern California location. Excellent salary and benefits. Send detailed resume with specific employment experience and salary information to: TRC Box 66, Los Gatos, CA 95031.

Producer/director, KUID-PTV, Moscow, Idaho. PBS affiliate and part of 3-station network. Wanted: energetic, talented and creative producer/director to take charge of the production of local/statewide/national programs for KUID/Idaho Public TV. Direct and edit studio and location productions; develop/control production budgets. Previous experience and degree in broadcasting or related field required. PTV experience producing/directing sports, public affairs and specials and videography experience desirable. Phone or write for application form (required) by November 7. Idaho Public TV, 1910 University Dr., Boise, ID 83725. 208-385-3727. No tapes. \$19,200 starting moves to \$22,200 in July. AA/EEO.

Top 15 independent rebuilding production department. Need manager and two producer/directors immediately to join current staff. Heavy emphasis on local commercials (studio and remote). Must have "hands-on" experience (including switching). State-of-the-art facility under construction. Background required: Manager (5-7 years); PDs (3-5 years). No beginners. Independent station experience preferred. Resumes to: Operations Manager, WATL-TV, 575 Ponce de Leon Ave., Atlanta, GA 30308. No phone calls, please. EOE.

Producer/director. TV producer/director/writer of major programs and projects for large state university TV operation, including writing documentaries and directing multi-camera studio productions for broadcast. Major programs are journalistic or instructional, requiring use of maximum creative ability. Requires a bachelor's degree or equivalent, preferably in a communications area such as journalism, radio, or television, plus approximately three years of professional experience, preferably in commercial or educational television. Effective communication skills are required. A background as writer, producer, or director in television or radio is preferred. Rutgers' New Brunswick campus is 30 miles south of New York City. Salary \$26,566-\$35,860. Excellent benefits package includes tuition remission for employee and children. Demo tape will be requested at time of interview. Submit resume indicating Reference Number 129 to: The State University of New Jersey, Rutgers, Division of Personnel Services, New Brunswick, NJ 08903. An affirmative action/equal opportunity employer.

Promotion writer/producer for ABC affiliate in 31st market needed to create innovative on-air news promotion. Must demonstrate creative writing skills and be able to carry through campaign themes. Two years television promotion or related experience preferred. Send tape and resume to: Jan Wade, Marketing Director, WKRN-TV, 441 Murfreesboro Rd., Nashville, TN 37210.

SITUATIONS WANTED MANAGEMENT

General manager in \$38 million market seeks new opportunities. Have dramatically increased sales and profits. Turned news into a national award winner. Current owners aware of my search for a bigger market. All replies confidential. Box K-73.

SITUATIONS WANTED SALES

Radio sales and management veteran (certified radio marketing consultant) seeks career change to television sales. John R. Sharp, CRMC, 919-247-6199.

SITUATIONS WANTED ANNOUNCERS

Talk show host in desperate need of a change. Experienced. Unique style. Eager to relocate. Debbie 412-378-3520.

SITUATIONS WANTED NEWS

News management: Super experience. Super people-person. Victim of high management shake-up. 25 years in journalism, most in TV news management. Latest technology. Anchor experience also. 40 years old. Box J-150.

Anchor. Getting restless in radio. Attractive 29 year old male radio personality. Excellent vocal skills. Mature voice. Good writer. Eager to conquer the challenge of TV news anchor. Much radio and TV. Box K-17.

Seeking entry level position in TV news department of medium market. Have internship experience. BA in broadcasting communications and political science. Very hard worker and willing to move anywhere for the right opportunity. Call Robin Ring, 501-229-4360.

O&O photographer/editor. 8 years experience. Looking for new creative challenge. Will travel & relocate. Tom 215-544-8349.

Ten year radio news pro wants to make transition to TV. Good writer, prefer Ohio area but will consider all offers. Kevin 513-653-6651.

Sports - TV: Exciting, young talent seeking anchor/reporter position in Southern market. Six months experience in medium Midwest market. PBP college football, basketball, baseball. Have worked NBC network productions of NFL games. Box K-48.

Reporter, black male, college grad, employed medium market. Seeking opportunity to sink roots and grow. 419-865-6068.

Sports shooter. Creative, experienced photojournalist/producer/editor. Wide World of Sports, American Sportsman. CNN seeks challenging growth position. Will relocate. Bill 305-754-5263, 945-9854.

Feature reporter: 2 years experience community TV. Skills include social service background, writing, associate producer. Seeking entry position in small-medium market preferably in Southeast. Phone for resume tape. HB 404-874-8951.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Production manager. Team leader with technical know how and people skills to get the job done. 914—331-8601.

MISCELLANEOUS

California, Washington, Oregon TV newsletter monthly job listings, articles, \$35 annually. The West Coast Edition, Box 136, San Luis Obispo, CA 93406.

Primo People now seeking producers, executive producers, news directors from all market sizes. Send tape and resume to Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116. 203—637-3653.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Tenure-track faculty position for January 1987 in attractive Northeast setting. Communication Arts & Sciences Department, Lyndon State College. Teach courses television production, videography, theory and application of video equipment. College has broadcast facility, instructional lab with full equipment in growing, vital program. Qualifications: M.S., M.F.A., M.Ed. degree; extensive video expertise in both 1/2" and 3/4" studio/field production and editing. Teaching desirable. Resume, tape on 1/2" Beta or 3/4" must accompany application and resume. Faculty have strong fringe benefits, consulting time. Send tape and resume to Dr. Perry Viles, Academic Dean, Lyndon State College, Lyndonville, VT 05851 no later than November 3, 1986. Position will be filled as soon as possible.

Texas Christian University. The Department of Radio-TV-Film has two full-time, tenure track openings beginning August 1987. Position #1: Chairperson to provide academic and scholarly leadership to a department with ten full-time faculty and staff. Rank and salary dependent upon qualifications. Ph.D., record of teaching excellence, record of scholarly activity, and evidence of administrative ability required. Position #2: Assistant Professor to teach a wide range of radio, television, and film courses. Ph.D. required (may consider ABD). Teaching experience, capacity for scholarly activity, and commercial broadcast experience highly desirable. Salary negotiable, the search committee will begin reviewing applications in December. Send letter of interest, current vita, and names of three references to: Dr. R.T. Ellmore, Acting Chairman, Department of Radio-TV-Film, P.O. Box 30793, Texas Christian University, Ft. Worth, TX 76129. TCU is an EOE/AA employer.

Radio-television-film position. California State University-Fullerton seeks assistant/associate professor (tenure track) to teach courses in broadcast journalism and other communications areas. Ph.D. or A.B.D. required. Professional experience and successful university teaching desired. Salary will be commensurate with qualifications, but the normal range is \$26,000 to \$38,000 for the academic year. Send vita to Dr. Lynne Gross, Vice Chair, Department of Communications, California State University, Fullerton, CA 92534. Deadline date is November 24 or until a suitable candidate is found. Affirmative action/EOE employer.

Production facilities supervisor/lecturer. Indiana University, Bloomington. Supervise academic audio and TV studios, equipment, editing complex; teach production courses; supervise work-study students and graduate teaching assistants. 12 month, renewable, non-tenure track appointment begins July 1, 1986. Salary \$25,000, depending on qualifications. Qualifications: Masters degree or equivalent professional experience, two years teaching experience, facilities supervision experience. Send resume and 3 letters of recommendation to Michael McGregor, Chairman, Search Committee, Dept. of Communications, Radio-TV Building, Indiana University, Bloomington, IN 47405. Applications received by Dec. 1, 1986 will receive full consideration. Indiana University is an equal opportunity/affirmative action employer.

HELP WANTED SALES

Manufacturing firm seeks sales oriented video specialist, to produce in-house sales and service tapes for nationwide distribution. Reporting or sales background a plus. Competitive salary. Call Mr. Waller 608—783-5691 or write L.B. White Co., Box 188, Onalaska, WI 54650.

Build your career on excellence. The commitment to excellence our employees have shown throughout the years has made Columbine the dynamic force in the broadcast information systems industry it is today. Columbine has been in business for 22 years and has a client base of over 1,000 broadcast stations worldwide. We are currently looking for two sales representatives to join our winning team. We are searching for individuals with prior software or hardware sales experience, knowledge of the broadcasting industry and strong selling skills. Columbine Systems exposure is a plus. We offer an excellent compensation and benefits package, as well as a home office location at the foot of the Rockies. Please call us at 303—279-4000 or send your resume to: Columbine, 1620 Jackson Street, Level Three, Golden, CO 80401. Equal opportunity employer.

HELP WANTED NEWS

Broadcast news editor. University of Northern Iowa. Public relations staff member whose primary responsibility will be to develop, write and produce news and feature stories for radio and television, radio actualities and public service announcements. Some work with print media also required. Candidate must demonstrate aptitude for promotion of the university within context of current events and public affairs. Must have good diction, interviewing and broadcast writing skills as well as ability to write for print media. Minimum qualifications: Bachelor's degree in broadcast journalism or an equivalent combination of journalism/communication education and experience in broadcast news reporting; at least one year's public relations experience is desirable. Send letter, resume and cassette tape of your best work by October 28, 1986 to: Joe Young, Personnel Services, 225 Latham Hall, UNI, Cedar Falls, Iowa 50614. AA/EOE.

HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

Senior editor familiar with Grass Valley switcher and DVE, ADO, CMX 340. Baltimore/Washington market. Send resume to Box K-26.

Media services. Responsible for coordinating audiovisual software and video production, and audio-visual services to faculty and students. Developing media resources, budget, inventory, staff supervision and related duties. Supervision of radio-television instructional facility. Master's degree in educational media or equivalent and experience with audio-visual equipment and video required. Starting date: November 17, 1986. Salary range: \$16,000 - \$20,000. Apply to: Dean of the College, Herkimer County Community College, Reservoir Road, Herkimer, NY 13350. AA/EOE.

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

For sale: MDS transmission time. Single channel MDS stations in San Antonio, Killeen, Victoria Texas. Any time slot available for video and/or data programs. For info call Judi at 512—223-6383.

Unity Awards in Media recognizes reporters' outstanding coverage of minority affairs. Entry deadline: 5:00 p.m. January 9, 1987. For entry forms contact: Department of Communications, Lincoln University of Missouri 65101. 314—681-5306 or 681-5307.

EMPLOYMENT SERVICES

The Hot Sheet contains fresh weekly job listings. Television, radio, corporate communications. Professional services for demo tape evaluation and resume revision also available. Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476. 813-786-3603.

CONSULTANTS

Consultants. Solutions to technical problems 24 hours a day. New facility construction and planning a specialty. Bill Elliott, 203—773-8072.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723-3331.

Instant cash—highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 404—324-1271.

FOR SALE EQUIPMENT

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215—884-0888.

FM transmitters: 25kw-Harris FM25k(1986), Harris FM 25k(1982), Sparta 625(1975)**20 kw-CCA 20,000DS**10kw-Harris/Gates 10G. **5kw Bauer 605B. RCA BTF 5EI, AEL 5KE, CSI 5000E, RCA BTF 5B **1kw-Syntronics 1.5kw, Gates FM1B, Gates FM1C, Transcom Corp. 215—884-0888.

AM transmitters: 25kw-CSI(1985)**10kw-RCA BTA 10H**5kw-Harris BC5H, **1kw-Harris SXI, Harris BC1H**250W-Collins 250G, Transcom Corp. 215—884-0888.

50kw AM-GE 4BT50A2, on air, excellent condition, w/over \$15,000 in spares, Transcom Corp. 215-884-0888.

Harris SX-1, 1KWAM, 1985, mint, going up in power, Transcom Corp. 215—884-0888

Quality Media has moved! We have moved to Louisville, Colorado (Denver) to serve you better. Thanks for another 10 million in sales this year. We are growing bigger and better! Our firm policy - no unhappy customers. Call us for a list of satisfied TV station owners who keep coming back. We now specialize in RF and turn-key TV stations, financing, and station brokerage. Thanks again, Bill Kitchen, Quality Media 303—665-3767

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 303—665-3767.

Silverline UHF transmitters new, best price, latest technology. 30kw - \$195,000, 60kw redundant - \$385,000, 120kw redundant - \$585,000. Bill Kitchen, Quality Media, 303—665-3767.

New RCA 110kw UHF transmitter. RCA closeout. Fast delivery. Price: \$550,000 - includes tubes. Bill Kitchen, Quality Media, 303—665-3767.

New RCA TTG-30H Hi-band VHF transmitter. RCA closeout. Fast delivery. Price reduced to \$125,000. Bill Kitchen, Quality Media, 303—665-3767.

CCA 10Kw FM transmitter: Completely rebuilt, new tubes, new exciter, tuned to your channel. \$14,000. Bill Kitchen, Quality Media, 303—665-3767.

Townsend UHF TV transmitter: 110KW, immediate availability. Possible financing. Call Bill Kitchen, Quality Media, 303—665-3767.

Excellent equipment! UHF-VHF transmitters: 110kw, 55kw, 30kw-used; 10kw, 5kw, 1kw-new; 1kw AM, 5yrs old-perfect! Grass Valley 950/955 sync, 1400-12 switcher; Ikegami HL-77-immaculate! Laird 3615A; Sony VO-2800s: Antennas-TX line; much more! Call Ray LaRue 813—685-2938.

Major production house has bought new GV300. Now need to sell Grass Valley 1600-7K switcher with 3 M-E's plus downstream mix/keyer, bus, quad split, rotary wipes, and RGB keyer. Encoded chrome keyer option available. \$29,500. Call Clint 215—568-4134.

Chyron RGU-2 graphics generator. 2 years old. \$11,500. Call Clint 215—568-4134.

Several 500 mono/stereo boards, QRK/Russco TT's TEAC R/R, cassette decks available up to 50% off cost. Lewis, 213—659-5776.

Over 100 AM/FM transmitters in stock. AM - 50kw thru 1kw. FM 40kw thru 1kw. All complete - all books - all spares. Besco International, 5946 Club Oaks DR, Dallas TX 75248. 214—630-3600. New # 276-9725.

Used broadcast TV equipment Hundreds of pieces wanted and for sale. Please call Systems Associates to receive or free flyer of equipment listings 213—641-2042.

Television equipment: excellent condition, GV 3240 Proc amps, Mosley Assoc SCG8 subcarrier generators, Tek 1410 signal generator, Tek 1480R Waveform monitor, Tek 2335 100 Mhz scope, Sony BYE500 editor, SA modulators, SA demodulator. Call Paul Garnet, WNUV-TV 301—462-5400.

Harris/ADDA dual TBC and digital effects unit, half price. Call Video Brokers at 305-851-4595.

Grass Valley 1600-1X switcher, loaded with options, including E-MEN. (1 1/2 yr. old). New price, \$60,000, net \$29,000. Call Video Brokers at 305-851-4595.

Grass Valley 1600-3K switcher, (2 yr. old). 16 inputs. 3 ME, 6 AUX BUSES, quad split, digital border generator, save up to 50%. Call Video Brokers at 305-851-4595.

Sony BVU 800 A-B roll edit package with BVT 2000 TBC's. All options, including monitors, scopes, editor, edit list printer, switcher, key camera and stand. Gray Engineering Time Code equipment, Approximately 300 hours use, half price. Call Video Brokers at 305-851-4595.

Datatek video DAs and mounting tray with power supply. \$950. New equipment racks half price. Call Video Brokers at 305-851-4595.

2SMC #721 dual decks. 2SMC time announce controls - model #TAC-1. 4 automated broadcast control Kartels model #24000 R/P. 1 SMC #590 record center. 1 automated broadcast sequencer 16 model #1600S and programmable clock. Make offer: Charles Marlow, WJLS, 304-253-7311.

One Bogner Model B16UH antenna along with 475 feet of Andrew model HJ8-50B three inch heliax cable. This antenna is operating on Channel 18. These components are approximately 2 1/2 years old. Price would include delivery. Call 214-581-9956.

3/4 evaluted 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 are rated, wrapped and delivered free! Masler broadcast quality at half the price. Hundreds of thousands sold to professional users. To order call Carpel Video Inc. collect. 301-238-4300.

Cado computer-traffic system: processor, 26 megabyte drive, two terminals, modem. Make us an offer 317-962-6533.

Wegener 1602 with CNN demod and tone boards. 205-821-1491 after 5 p.m. CDT.

FM Isocoupler, 5kw, tuned to 97.7. Ampex 602, fair condition. 205-821-1491 after 5 p.m. CDT.

AM transmitters: 50, 10, 2.5, 1.5 and .25 KW. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

FM transmitters: 25, 20, 15, 10, 5.1 and .25 KW Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

90' tower. Rohn S.S.V. self supporting with O.B. light package. Available Jan. 1987. Contact: John Gebhard, Chief Engineer, Telemation Productions, 3210 W. Westlake Ave., Glenview, IL 60025. 312-729-5215.

Revox tape decks, A77HS factory reconditioned, new heads. A77 low hours. Both excellent condition. Audio-philie owned. 205-821-1491 after 5 p.m. CDT.

RADIO

Help Wanted Management

OPERATIONS MANAGER

An AM station that dominates the market? Yes - we still have one, and this is a rare opportunity at one of America's premier radio stations in this major Eastern market. Looking for someone to program our #1 rated station. This is a news/sports/personality powerhouse that is the #1 biller in the market, so we have money to spend for that person with the right skills and experience. Perks, money and benefits excellent. Send resume, including references, and a cover letter to: Box K-81. EOE, M/F.

Help Wanted Management Continued

GENERAL MANAGER

AM/FM in attractive top-50 market owned by quality group needs professional broadcaster. Sales and programing background, a people developer, a planner and strategist. You're in charge. Prefer some background of success in quality small/medium market stations where agencies and ratings were less important. Incentive compensation and possible equity. Box K-62.

SPORTS SALES DIRECTOR

Sales person with sports experience needed to head broadcast sales of professional sports.

Box K-82

For Fast Action Use BROADCASTING'S Classified Advertising

Help Wanted Technical

NATIONAL PUBLIC RADIO

Seeks applicants for these positions:

Director of Engineering and Operations - Administers the activities of the Program Engineering Department, which produces daily news and entertainment programing for this 300+ member, full-time, full-service public radio network. Manages staff of 60+, in a 6 studio facility plus MC, tape dup., many remotes, etc. Major growth period underway. Min. 5 yrs. B'cast or Recording facility mgmt. req'd.

Senior Engineer - Manages engineering development for network HQ, and provides tech. support for member stations. B'cast/recording facility design/installation, tech. project mgmt., & B'cast/Recording facility operation experience req'd., 5 yrs. min. BSEE preferred. B'cast regulatory exp. & strong RF background helpful.

Broadcast/Recording Technicians - Operate studios, master control facility, dubbing suites and remote equipment. Work with top-quality producers to create some of America's best and consistently award-winning radio programs. Min. 3 yrs. serious b'cast/recording tech. operation exp. req'd.

All positions based in Washington, DC, and include some travel. An Affirmative Action/Equal Opportunity Employer. **Women and minorities strongly encouraged to apply.**

Contact DeNise Johnson, NPR Personnel, 2025 M St., NW, Washington, DC 20036.

Help Wanted Sales

RADIO SALES

WTIC AM/FM Southern New England's leading radio stations are seeking an experienced radio sales person. Applicant must be able to demonstrate a successful sales track record and possess superb communication abilities. We seek only talented individuals looking for an opportunity to grow in a profession broadcast sales atmosphere. To be considered send cover letter and resume to:

Virginia Maniche
WTIC AM/FM
1 Financial Plaza
Hartford, CT 06103
EOE

Help Wanted Programing, Production, Others

On-air Promotion Coordinator

NPR seeks an experienced producer to coordinate the production and distribution of all on-air promotion for the National Program Service, including the award-winning newsmagazines: "All Things Considered," "Morning Edition," and "Weekend Edition." Excellent writing and production skills a must. Salary mid-twenties, negotiable commensurate with experience. Specifications: Bachelors degree preferred. Minimum four years related experience. Work at radio station preferred. Public radio background a plus. Send cover letter, resume and five minute cassette tape which highlights your creative use of the medium, including examples of 20, 30 and 60 second produced spots to:

National Public Radio
Personnel Department
2025 M Street, NW
Washington, DC 20036

An affirmative action/equal opportunity employer

Situations Wanted Announcers

AVAILABLE MORNINGS LONG JOHN WADE (15 yrs. Major Market Exp.)

Meticulously prepared to join your AC morning wake-up team. understanding, stimulating, and attracting the semiconscious. 617-255-9149 or 305-942-8861.

TELEVISION

Help Wanted News

NEWS DIRECTOR TOP 30 NORTHEAST NETWORK AFFILIATE LOOKING FOR A NEWS DIRECTOR

Individual must have a minimum of 5 years experience in that position that included a "turnaround" situation leading to a stabilized operation. We are looking for leadership qualities that translate into strong people and management skills. This is a challenging and exciting career opportunity with a growing organization. Send resume to Box K-66. EOE.

**Help Wanted News
Continued**

**CNN
NEWS PRODUCER**

CNN needs experienced TV news producer for CNN/Europe operations. Editing skills a must.

Send resume to John Baker, CNN, 1050 Techwood Drive, Atlanta, GA 30318.

No phone calls please. An EOE.

Help Wanted Management

**A PROMOTION
MANAGER'S
FANTASY**

Be part of a television management team that has control over its own destiny.

Work with people who understand and appreciate the value of good advertising and promotion.

Get to run your own department like it's your own business.

Work in an environment that encourages creativity.

Manage a budget that's big enough to do things of quality with some frequency.

Live in one of America's most beautiful and exciting cities.

Work at a top ten network affiliate that makes local news and locally produced programming a priority.

Work in a market that offers you a wealth of creative and production resources at your fingertips.

Be recognized for your accomplishments.

Grow.

If you want to know how to turn this fantasy into a reality, send me your resume and some samples of your work. Then, we can discuss why this job isn't too good to be true.

Send resume and samples to Box K-76

An Equal Opportunity Employer

**Help Wanted Management
Continued**

**GENERAL
SALES MANAGER**

Rapidly growing ABC affiliate seeks high-caliber individual capable of producing results in a competitive market. Must be self-starter with winning track record. Daily hands-on involvement required to keep pace with aggressive management team. If you're tired of deep snow and long commutes, send cover letter, resume, salary requirements, and references to: Jess Allred, KBMT-TV P.O. Box 1550, Beaumont, Texas 77704.

EQUAL OPPORTUNITY EMPLOYER

KBMT TV 12

**THE
NEWSFEED
NETWORK**

Group W's Satellite News Service is seeking the following individuals:

Senior Producer for our domestic news service. Will supervise news gathering and distribution, as well as participate in special projects. 3 years TV News Management essential; strong writing & leadership skills a must.

Senior Producer for daily news service for international clients. Will supervise coverage & liaison with foreign broadcast clients. 3 years TV News Management & Production essential; foreign language(s) desirable.

Producers (2) for daily news service for international clients. Will gather and coordinate satellite news feed for foreign broadcasters. 2 years TV News Production essential; work for foreign broadcasters & foreign language skills very desirable.

Field Producer for our Washington DC News Bureau. Will gather and produce TV news material for clients in 80+ markets. Strong TV writing and interview skills essential; experience in Washington DC preferred.

To Apply send resume, cover letter, writing sample (essential!), and tape (if available) to:

**The NEWSFEED Network
Department G-14
Independence Mall East
Philadelphia, PA 19106**

Important: Write the position for which you are applying on the outside of the envelope! Absolutely no phone calls, please.

**GROUP
W
TELEVISION**

We are an Equal Opportunity Employer, M/F

Help Wanted Technical

**TELECOMMUNICATION
SYSTEM OPERATIONS
DIRECTOR**

Kirkwood Community College has immediate opening for Director of Telecommunication System (KTS) Operations. This position, which reports to the Dean of Telecommunications, manages the daily operations of KTS as well as the Broadcast Engineering Department. KTS is Kirkwood's nationally recognized educational delivery system that includes four ITFS networks serving learning centers, K-12 school districts, and business and industry over a 4,000 square mile area; a two-way video microwave network; an eight-community educational cable network; TVRO services; and an on-campus 36-channel closed circuit cable system. Position requires aggressive telecommunications specialist with complete understanding of state-of-the-art video, audio and data telecommunications systems, and minimum of four years of progressive management experience in a telecommunications environment, preferably within education. Bachelor's or Master's degree in engineering or related field and a first Class FCC license preferred. \$25,000 - \$32,000 annually. Closing date October 31, 1986. Contact Personnel Office, Kirkwood Community College, P.O. Box 2068, Cedar Rapids, IA 52406; 319-398-5615. EOE.

**TELEVISION MAINTENANCE
MANAGER**

for NASA television support services contract at JSC in Houston. BSET preferred or AAS with extensive industry related schooling required. At least 10 years experience in electronic maintenance with 5 years supervisory experience. Experience with Ikegami, Grass Valley, CMX and AMPEX equipment a plus. Will oversee maintenance supervisors and maintenance staff of over 15 personnel. Salary commensurate with experience, good benefits package.

Call Jeff Van Pelt 713-480-3377. SteelaCom, Inc., 16441 Space Center Blvd. Building A, Houston, TX 77058.

**Help Wanted Programing,
Production, Others**

**NEWS PROMOTION
PRODUCER**

Aggressive, well-equipped affiliate seeks a creative, self-starter to write and produce on-air and radio news promotion. Strong writing/production skills a must.

Send resume/tape and writing samples to: Human Resources Manager, WMAR-TV, 6400 York Road, Baltimore, MD 21212. No phone inquiries, please.

**2 WMAR-TV
BALTIMORE**

An equal opportunity employer m/f.

Situations Wanted Management

INDEPENDENT TELEVISION MANAGER

Seasoned independent shirt sleeve sales pro available (18 years in broadcast sales). From sign-ons to turnarounds. Mkts 6th, 43rd, 49th & 50th. I enjoy beating sales budgets. From retail sales development to recruitment to motivation to training on ARB, Nielson, TVB & INTV, plus Columbine & Marketron. Throw in sports telecasts and station promotion and I've done it. I am "Sterling Mgt. Institute" trained. A committed, professional broadcaster carefully looking to match my expertise with the right independent TV opportunity. Call Dan 914-758-5170.

Now Available TV GENERAL MANAGER West Coast

Ownership change makes available an energetic, dedicated professional with proven success in sales, programming, and news.

WRITE BOX K-78

ALLIED FIELDS Consultants

UPGRADING A STATION?

Contact
BROADCAST MEDIA LEGAL SERVICES
a service of McCabe & Allen
FOR IMMEDIATE LEGAL ASSISTANCE CALL
1-800-433-2636
(In Virginia, call 703-361-6907)
QUALITY, FLAT FEE LEGAL SERVICES
AMEX MC VISA CHOICE

Radio & TV Programming



Lum and Abner Are Back

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

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

Employment Services

NEW LOW SUBSCRIPTION RATES! For \$30 you get six weeks of MediaLine job leads in NEWS, PRODUCTION, ENGINEERING, PROGRAMMING, PROMOTION, SALES AND ON-AIR TALENT. Learn more. 312-855-6779.

MediaLine
THE BEST JOBS ARE ON THE LINE

Help Wanted Management

The Next Step In Sales Management

Frank N. Magid Associates, the nation's leading media research and consultation firm, seeks a qualified individual to assume a top position within the company. Successful candidates will have a background of excellence in sales management; general sales management experience is preferred.

To arrange a confidential interview, send a resume and income history to:

Joe George, Director of Marketing
Frank N. Magid Associates
1 Research Center
Marion, Iowa 52302

Frank N. Magid Associates, Inc.

Business Opportunity

FM APPLICATIONS

Satellite Systems Engineering, Inc. is now preparing FM radio applications for FCC BC Docket 80-90 (689 new FM locations) ↗

Contact:
Bob Napp,
(301) 652-4660



Wanted to Buy Stations

INVESTOR GROUP WANTS AM OR FM RADIO STATION OR COMBO? TURN AROUND SITUATION. STRONG TO MEDIUM SIGNAL WITHIN 150 MILES OF LOS ANGELES. NO BROKERS PLEASE. RANGE \$1,000,000 - \$2,000,000. Box K-77

For Sale Stations

NORTHWEST BEAUTY EXCLUSIVE FRANCHISE

Single station market; projects \$250,000 cash flow. \$850,000.

The Montcalm Corporation,
311 Norton Building, 801 2nd Avenue,
Seattle, WA 98104. 206-622-6236.

MICHIGAN TOP FIFTY MARKET

Very under-developed 5kw full time AM billing \$160,000 per year: \$245,000 on terms. Substantial discount for cash and quick sale.

Box K-8

Employment Services Continued

PERSONALITY

Everybody has one. Only a few translate theirs to a great radio show. If you need a place to start or want to move up to a better position, contact B.T.A. We'll help you get to where you want to be. For complete details and registration, send \$2.00 postage/handling to:



Broadcast
Talent
Agency

73-255 El Paseo
Suite 9D
Palm Desert, CA 92260
(619) 341-0225

Talent's not enough.

When you're auditioning for an on-air job, you're not the only one. Talent Tapes, the professional video resume, can make your tape stand out.

We offer the expertise of a major market TV exec who's hired talent and knows what decision-makers look for *plus* the skills of an Emmy award-winning producer.

You'll look better on Talent Tapes.

Free phone consultation: (312) 477-0683.

◀◀ Talent Tapes ▶▶

For Sale Stations Continued

LOOKING FOR A STATION?

512/327-9570

JAMAR-RICE CO.

Media Brokerage & Appraisals

110 Wild Basin Rd. # 245 • Austin, TX 78745

Heart attack forces sale of long established 5kw AM stereo in top 100 markets. East coast location with dual network affiliation. Sizeable facility with all new equipment and 3 transmitters. Signal includes 700,000. Available on excellent terms due to health to qualified buyer. Class C FM application on file. Jack Rockwell 305-744-8751.

ROCKY MT. CLASS C FM PLUS AM

ARB rated market

\$1.85 million - call, write:

Burt Sherwood, Inc.

3125 Maple Leaf Drive, Glenview, IL 60025
(312) 272-4970.

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

WANT TO MAKE MONEY?

AM/FM - \$1,425,000
AM/FM - \$775,000
AM/FM - \$775,000
AM/FM - \$500,000
AM Fulltime - \$450,000
AM Daytime - \$425,000
AM Fulltime \$650,000

8 Driscoll St. Albans, VT 05478
(802) 524-5963
GEORGE WILDEY 207-947-6083 (ME)

BUYING A RADIO STATION?

WE HAVE EXPERTS IN MARKET RESEARCH AND STRATEGIC PLANNING PLUS CONSULTANTS WITH TREMENDOUS TRACK RECORDS IN DEVELOPING BIG AUDIENCE AND SALES NUMBERS

PLEASE CALL US FOR A FREE COST ESTIMATE.

(505) 247-3303 • (800) 247-3303

Drake & Chenault

THE PROGRAMMING AND
MARKETING STRATEGY TEAM
ALBUQUERQUE LOS ANGELES

- Fulltime in Alaska. Super powerful, covering more than 200,000 people. \$450,000. Terms.
- FM in NW Ohio. \$1.4 million.
- AM/FM in middle Tennessee. \$510,000. Terms.

Business Broker Associates
615-756-7635, 24 hours

MEDIA BROKERS • APPRAISERS

Put my over 30 years of service to work for you

BURT

SHERWOOD INC.

3125 Maple Leaf Dr. • Glenview, IL 60025

312-272-4970



R.A. Marshall & Co.

Media Investment Analysts & Brokers
Bob Marshall, President

Our appraisal department has highly skilled and experienced staff and utilizes the latest computers and word processors. Contact us for letter or fair market value appraisals.

508 Pineland Mall Office Center
Hilton Head Island, South Carolina 29928
803-681-5252

AM Class IV,	KY	\$697,500
AM Class IV,	IN	\$700,000
AM Class IV,	MO	\$450,000
AM-FM CP,	KS	\$500,000
AM-'C' FM,	MO	\$950,000
FM 'A',	IA	\$175,000
AM 'C' FM,	OK	\$495,000

Terms to qualified buyers

R.E. Meador & Assoc.
MEDIA BROKERS

P.O. BOX 36
LEXINGTON, MO 64067 KANSAS CITY, MO.
816-259-2544 816-455-0001

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St.; N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue. No personal ads.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

The Holt Corporation

ATTENTION OWNERS:

We have a number of cash buyers who would like to purchase FM's, FM/AM combos and groups before the end of the year. If you would like to sell your station(s) before the new tax law takes effect, contact Gordon Holt or Bernie Fuhrmann at 215-865-3775 for more information.

Suite 205
The Westgate Mall
Bethlehem, PA 18017

Washington Office:
7809 Freehollow Drive
Falls Church, VA 22042

One Tower Park
Route 9 • Box 34
Winchester, VA 22601

Location	Size	Type	Price	Terms	Contact	Phone
SW	Met	AM/FM	\$4000K	\$1300K	Bill Whitley	(214) 680-2807
West	Sm	AM/FM	\$2600K	Terms	Greg Merrill	(801) 753-8089
SE	Sm	AM/FM	\$1150K	\$250K	Ernie Pearce	(404) 998-1100
MW	Sm	AM/FM	\$1100K	Terms	Bill Lochman	(816) 941-3733
West	Med	AM/FM	\$800K	\$200K	Elliott Evers	(415) 495-3516
Rky. Mtn	Sm	AM/FM	\$475K	\$75K	Greg Merrill	(801) 753-8090
NW	Sm	AM/FM	\$425K	Terms	Greg Merrill	(801) 753-8090
MW	Sm	FM	\$400K	\$100K	Bill Lytle	(816) 941-3733
Mid. Atl.	Sm	AM	\$375K	Terms	Mitt Younts	(202) 822-8913
CO	Sm	AM/FM	\$295K	\$50K	David LaFrance	(303) 234-0405
SE	Sm	AM	\$160K	\$60K	Ernie Pearce	(404) 998-1100

For information on these properties, please contact the Associate shown. For information on other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 8425 Dunwoody Place, Atlanta, GA 30338. 404-998-1100.



CHAPMAN ASSOCIATES®
nationwide media brokers

Fates & Fortunes

Media

Appointments at Midcontinent Corp., Sioux Falls, S.D., owner of two AM, four FM and three TV stations and multiple cable systems operator: **E.R. Ruben**, chairman of board of directors, to chairman of board-emeritus; **Joseph L. Floyd**, director and president, to chairman of board; **N.L. (Larry) Bentson**, director and executive VP, to president; **Joseph H. Floyd**, executive VP, Midcontinent's KELO-AM-FM-TV Sioux Falls, to corporate executive VP.

Lynn Anderson-Powell, VP and station manager, KHS-AM-FM Los Angeles, named VP and general manager.

Shelby T. Harbison, general manager, Sage Broadcasting's WTAX(AM)-WDBR(FM) Springfield, Ill., adds duties as Midwest regional manager. Sage Broadcasting, Stamford Conn., owner of seven AM and six FM stations.

Steven Smith, VP and general manager, WTMJ Inc.'s KTNV-TV Las Vegas, named named executive VP, WTMJ Inc., Milwaukee-based owner of one AM, one FM and



Smith



Behling

three TV stations. **James Behling**, VP and general manager, WCGV-TV Milwaukee, replaces Smith at KTNV-TV.

David S. Noll, independent entrepreneur, Palm Springs, Calif., joins KRXV-AM-FM Denver as general manager.

Jay Watson, president and general manager, Knight-Ridder Broadcasting's KOLD-TV Tucson, Ariz., resigns after nine years at that post. He will serve as consultant for Knight-Ridder. **Matthew L. Kreiner**, VP and director of sales, Knight-Ridder's WPRI-TV Providence, R.I., replaces Watson.

Robert E. Leach, president, REL Engineering, Big Pine Key, Fla., joins Meycom Inc., owner of WNPL(TV) Fort Meyers, Fla., scheduled to begin operations early next year, as president. He will also serve as director, engineering and operations.

Thomas A. Birk, local sales manager, KPTM(TV) Lincoln, Neb., joins KLMS(AM)-KFMQ(FM) there as general manager.

Tom Talbott, general manager, Porter Communications Inc.'s WMYF(AM)-WERZ(FM) Exeter, N.H., named general manager, co-

owned WGT-AM-FM Portland, Me. **Thom Fucci**, general sales manager, WMYF-WERZ replaces Talbott. Porter is Exeter-based owner of two AM and three FM stations.

Jerry Romig, general manager, noncommercial WLAE-TV New Orleans, named president. **Peggy Scott Laborde**, assistant general manager, named station manager.

Wally Armstrong, general manager, KOSO(FM) Modesto, Calif., joins Crystal Broadcasting, owner of KLLB(AM)-KRQK(FM) Lompoc, Calif., as president and managing partner.

David L. Sherman, director of contracts, East Coast, ABC Entertainment, New York, named VP, contracts, East Coast, ABC Network. **Ronald Pratz**, director, business affairs administration, ABC Network, Los Angeles, named VP, business affairs administration. **Jo Ann Newberry**, business manager, *Times Leader*, Capital Cities-owned newspaper, Wilkes-Barre, Pa., joins ABC Radio Network, New York, as controller.

Brian L. Roberts, VP, operations, Comcast Cable Communications Inc., Bala Cynwyd, Pa., adds duties as corporate VP, Comcast Corp.

William A. Baker, director, affiliate marketing, Sports Time Cable Network, St. Louis, joins The Preview Network, Baltimore, as marketing director. The Preview Network is new cable network that programs coming attractions on basic and pay cable channels.

Susan C. Gordon, controller, Viacom Broadcast Group, New York, named VP, internal audit, Viacom International Inc.

Barbara McMahon, director, affiliate relations, United Stations Radio Networks, New York, joins Mutual Broadcasting System, Arlington, Va., as Southeast regional manager, station relations.

Eric Seidel, Washington correspondent, Cable News Network, joins WGST(AM) Atlanta as station manager.

Brent Stephenson, operations manager, WPWR-TV Aurora, Ill., named station manager.

Mary Catherine Sneed, radio programming consultant, joins DKM Broadcasting Corp., Atlanta-based owner of four AM and four FM stations, as VP, operations.

Evelyn Mendez, senior financial controls analyst, controller's department, Capital Cities/ABC Inc., New York, named director of finance, Capcities/ABC Radio.

Keith Folz, operations director, WSMH(TV) Flint, Mich., joins WNAC(TV) Rehoboth, Mass., as senior operations and program director.

Gloria Cahoon-Jones, programming coordinator, WJXT(TV) Jacksonville, Fla., named assistant operations manager.

Irma Davis, credit manager, KCCI-TV Des Moines, Iowa, named business manager.

Constance J. Pritchard, advertising sales executive, WCVR-AM-FM Randolph, Vt., joins Vermont Educational Television, Winooski, Vt., as marketing associate.

Marketing

John V. Seaton, VP and director of broadcast, Tracy-Locke Inc., Dallas, named senior VP and director of broadcast. **Mark A. Choate**, VP and senior creative director, named senior VP and senior creative director.

Named senior VP's, BBDO, New York: **George Miller**, associate creative director; **David Cantor**, creative director; **Anthony R. Brescia** and **Alex (Skip) Carlin**, management supervisors.

Robert Kulka, media supervisor, Young & Rubicam, New York, joins ABC Radio Networks there as director, sales presentations.

Mike Cheney, creative director, Tatham-Laird & Kudner Advertising, Chicago, named partner of firm. **Cynthia Evans**, Midwest manager, advertiser and agency sales, Arbirton Ratings, Chicago, joins Tatham-Laird as media research director.

Donna Blythe and **Kerry Hamilton**, associate media directors, Ingalls, Quinn & Johnson, Boston, named VP's and group media directors. **Penny Farrington**, planning supervisor, named associate media director.

E.J. Williams, sales manager, WINS(AM) New York, joins Sheridan Broadcasting Network, Pittsburgh, as director, sales and marketing.

Dennis LaBerge, art director, Phillips-Ramsey Advertising, San Diego, joins Knoth & Meads there as senior art director.

Cindy Bokhof, copywriter, DDB Needham Worldwide, Chicago, named associate creative director.

Kevin Dowell, account executive, Dimension Media Services, Phoenix subsidiary of Times Mirror Co., named advertising sales manager, Dimension Media, San Diego.

Andrew Wood, account executive, B.H.A. Group Ltd., Birmingham, England, joins Mintz & Hoke Inc., Avon, Conn., as account executive. **Delia Thomas**, graphic artist, Penny Saver Inc., South Bend, Ind., joins Mintz & Hoke as assistant art director.

Terry Dunning, from KMOV(TV) St. Louis, joins Harrington, Richter & Parsons Inc., New York as account executive.

Tracey Routman Homberg, account executive, KDKA(AM) Pittsburgh, joins Christal Radio, New York, as account executive. **Francine Sherman**, account executive, KMGC(FM) Dallas, joins Christal Radio there as account executive.

Steve Candullo, local sales manager, WABC (AM) New York, joins WRKS-FM there as general sales manager.

Peggy Schiavo, local sales manager, KIIS-AM-FM Los Angeles, named VP and general sales manager.

Linda Daileader, local sales manager, WINS (AM) New York, joins KYW (AM) Philadelphia as general sales manager. **Marikate Venuto**, manager, membership relations and marketing, Greater Philadelphia Chamber of Commerce; **Deborah Kreisl**, office supervisor, CBS-TV Spot Sales, New York, and **Thomas Spicer** account representative, National Cash Register Corp., New York, join KYW as account executives.

Richard I. Kahn, local sales manager, KMEL (FM) San Francisco, named general sales manager.

Christopher W. Pike, national sales manager, WUSA (TV) Washington, joins KOVR (TV) Stockton, Calif., as general sales manager.

John McCormick, national sales manager, WSYM (TV) Lansing, Mich., named general sales manager.

Frank N. Moore, president and general manager, WGTU (TV) Traverse City, Mich., joins WELI (AM) New Haven, Conn., as general sales manager.

Robert Kurtz, advertising and promotion manager, KIEV (AM) Glendale, Calif., joins KVEA (AM) Los Angeles as research director.

Paula Ferraro, account executive, WFIL (AM)-WUSL (FM) Philadelphia, named local sales manager.

Tony Schmidt, director, local sales, KWCH-TV Hutchinson, Kan., joins KBCI-TV Boise, Idaho as local sales manager.

Todd Wheeler, national sales manager, WPVI-TV Philadelphia, named director of sales.

Julius Harper, senior account executive, KIIS-FM Los Angeles, named director, sales development, KIIS-AM-FM.

Bill Klusman, sales service manager, KTLA (TV) Los Angeles, joins KTTV (TV) there as director, commercial operations.

Suzan O'Connor, from KJCT (TV) Grand Junction, Colo., joins KMTR-TV Eugene, Ore., as commercial producer and director. **Joy Taubner**, from KSND (FM) Springfield, Ore., joins KMTR-TV as account executive.

Julie Phillips, from KSDO-AM-FM San Diego, joins KXYX (FM) there as account executive.

Machelle Godwin, sales assistant, KCCI-TV Des Moines, Iowa, named account executive.

Don Wesel, from KQEU (FM) Olympia, Wash., joins KNBQ (FM) Tacoma, Wash., as account executive.

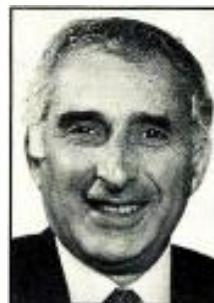
Susan T. Ross, from WGAN-AM-FM Portland, Me., joins WMTW-TV Poland Springs, Me., as account executive.

Programing

Phillip J. Giordano, senior VP, finance, Capital Cities/ABC Radio, New York, named senior VP, ABC Radio Network.

Howard Karshan, president, MGM/UA Television Distribution, Europe, joins Turner Program Services, syndication subsidiary of

Turner Broadcasting System, Atlanta, as president, Europe, Africa and Middle East operations. **Charles S. Bonan**, European managing director, Turner Broadcasting, named director, international development.



Karshan



Joblin

Monia Joblin, director of programing, USA Network, New York, named VP, original programming. **Neil Hoffman**, VP, program administration, WYNY-TV New York, joins USA Network as VP, programming.

Roy Gibbs, head of program sales, BBC Enterprises, London, named senior VP, programming, Lionheart Television, New York, U.S. subsidiary of BBC Enterprises.

Leslie Moonves, senior VP, movies, mini-series and special projects, Lorimar-Telepictures, Culver City, Calif., named senior VP, network TV development. Moonves was named senior VP last month ("Fates & Fortunes," Sept. 29).

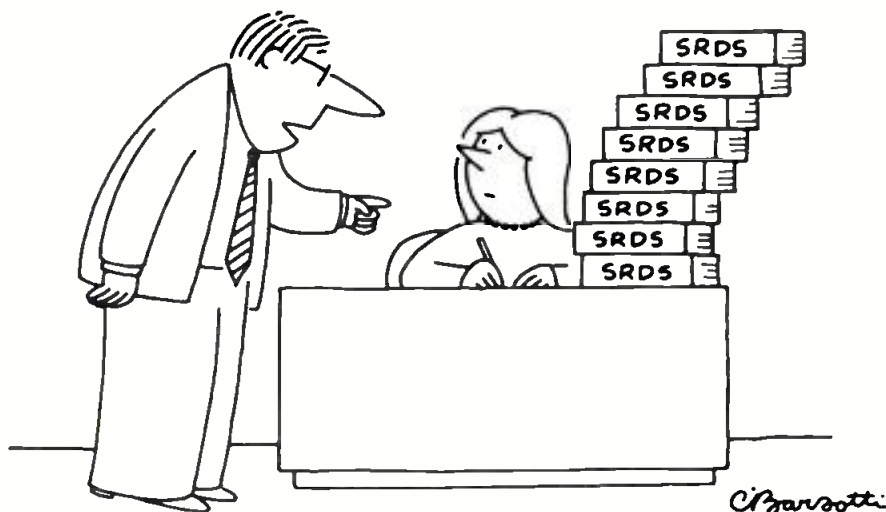
Deborah Rivel McLaughlin, director, affiliate relations, NBC Radio, New York, joins The Christian Science Monitor Syndicate Inc., New York syndication subsidiary of *The Christian Science Monitor*, as general manager, TV syndication.

Anne Ostrenko, independent producer and director, joins Howard International Film Group, Los Angeles TV production company, as director, creative affairs.

Appointments at The Disney Channel, Burbank, Calif.: **Winifred B. Wechsler**, manager, sales strategy, to director, sales strategy and analysis; **Dan Osti**, supervisor, quality assurance, to manager, on-air operations; **Patrick Wilson**, affiliate representative, Western region, to accounts manager; **Charles Katz**, senior financial accountant, Von's Grocery Co., Los Angeles, to senior market analyst, consumer marketing.

Appointments at New York-based Blair Entertainment: **Joseph Mirabella**, account executive, to Northeast regional sales manager; **Linda A. McMann**, Northwest division manager, Group W Productions, to Western regional sales manager; **Sam Fuller**, Midwest division sales manager, King World Enterprises, to Southwest regional sales manager; **Joseph A. Weinflash**, Midwest sales manager, King World, to Midwest regional sales manager.

Appointments at Bravo, cable network owned by Rainbow Programing Services, Woodbury, N.Y.: **Joseph Schramm**, creative services manager, Rainbow, to product manager; **Steven Carcano**, marketing and affiliate coordinator, SportsChannel, New York, to affiliate marketing manager; **Terry Scarlato**, scheduler, Bravo, to manager, programing and production continuity; **Ann Sloan**, writer and producer, Bravo, to senior producer.



"Your SRDS is listing!"

Suzanne M. Rose, manager, TV and cable programing, RHR Filmedia, New York, joins West Glen Communications Inc., New York TV production and distribution firm, with same title. **Andrew E. Melomet**, VP, nontheatrical operations, RHR Filmedia, joins West Glen as assistant to executive VP.

Ralph Sorrentino, cable TV research analyst and marketing associate, A.C. Nielsen Co., New York, joins Arts & Entertainment Network there as research manager.

Terry Palmer, Northeastern sales manager, Lorimar-Telepictures, New York, joins Samuel Goldwyn Co. there as director, Northeastern television sales.

Bob Dunphy, program manager, WNSR(FM) New York, named VP, programing.

Deke Simon, from Group W Cable, New York, joins noncommercial KCET(TV) Los Angeles, as executive producer, educational enterprises.

Steve Miller, announcer, WTPI(FM) Indianapolis, named program director. **Steve Cooper**, morning announcer, named assistant program director and production manager.

Dale Synder, program director and operations chief, WTAT-TV Charleston, S.C., joins KMPH(TV) Visalia, Calif., as program director.

Rick Smith, reporter, WGGB-TV Springfield, Mass., joins WJAR(TV) Providence, R.I., as co-host, *PM Magazine*.

Mike Murphy, from WIVY-FM Jacksonville, Fla., joins WNIC-AM-FM Dearborn, Mich., as morning show host.

Tony Phillips, from WKQX(FM) Chicago, joins WCLR(FM) Skokie, Ill., as announcer.

Ed Goodman, from WRTH(AM) St. Louis, joins co-owned and co-located KEZK(FM) as morning announcer.

News and Public Affairs

J.D. Hansen, associate director, NBC's *Sports World*, named staff director, NBC Sports, New York.

Judy Cutright, feature director, WREF(AM) Ridgefield, Conn., named news director.

John Lee, recent graduate, James Madison University, Harrisonburg, Va., joins WJMA(AM)-WVJZ(FM) Orange, Va., as news director.

Amy Smith, freelance producer, joins WSET-TV Lynchburg, Va., as assistant news director and managing editor.

Appointments at WPVI-TV Philadelphia: **Aaron B. Coleman**, news producer and director, to film director and production supervisor; **Kenny Plotnik**, special projects producer, to senior producer, special projects; **Ernest DeSoto**, assignment editor, to Atlantic City bureau chief and assignment editor; **Deborah Albert**, producer and assignment editor, Cable News Network, Washington bureau, to night assignment editor; **Steven Smith**, producer, WTVD(TV) Durham, N.C., to writer and assignment editor; **Linda Morales**, sound technician, WPVI-TV, to video editor, public affairs department.

Barbara Wilkinson, researcher, WDIV(TV) De-

troit, and **Lauren Hudson**, producer, CBS/Fox Video, Farmington Hills, Mich., named field producers, WDIV.

Mark Helms, news director, New Jersey Network, Trenton, joins WTAF-TV Philadelphia as assistant news director.

Mort Meisner, news assignment manager, KSDK(TV) St. Louis, named assistant news director.

Dennis Herzig, director, sales and regional services, Conus, Minneapolis, joins WPLG(TV) Miami as assistant news director.

Bernard Gershon, producer, NBC Radio Networks, New York, joins WOR(AM) there as managing news editor.

Michial Rausch, executive producer, KARK-TV Little Rock, Ark., joins WIVB-TV Buffalo, N.Y., in same capacity.

Andy Asher, from KTXL(TV) Sacramento, Calif., joins KRBK-TV there as anchor.

Don Ellison, anchor and reporter, WTHR(TV) Indianapolis, joins WTVQ-TV Lexington, Ky., as anchor.

Diana Florence, news writer, KSCT(TV) San Diego, joins KSBY-TV San Luis Obispo, Calif., as associate producer. **Jan Trompeter**, reporter, KKUS(FM) San Luis Obispo, joins KSBY-TV as weekend weathercaster.

Anchors appointed at KGO-TV San Francisco: **Pete Wilson**, 5 p.m. anchor, to 6 p.m. anchor; **Gary Rebstock**, weekend anchor, replaces Wilson; **Willie Monroe**, general assignment reporter, replaces Rebstock.

Marty Burns Wolfe, from KARE(TV) Minneapolis, joins WISN-TV Milwaukee as anchor and reporter.

Madeline McFadden, from KWWL(TV) Waterloo, Iowa, joins KCNC-TV Denver as weekend anchor.

Brian Doble, weekend anchor, WGST(AM) Atlanta, named morning anchor.

Brian Cooley, recent graduate, Medill School of Journalism, Northwestern University, Evanston, Ill., joins KFRC(AM) San Francisco as reporter and producer.

Karen Minton, from The Weather Channel, Atlanta, joins WSB-TV there as weather anchor.

Paul Riess, from National Weather Service, Reno, joins KMTR-TV Eugene, Ore., as meteorologist.

Jerry Jenkins, from KMIR-TV Palm Springs, Calif., joins KTIE(TV) Oxnard, Calif., as reporter. **Karen vonBerge**, reporter, KTIE named weekend weather anchor.

Kathleen Quinn, from WKEF(TV) Dayton, Ohio, joins WICD(TV) Champaign, Ill., as general assignment reporter. **Gary Wilson**, reporter, KOMU-TV Columbia, Mo., joins WICD as Danville, Ill., bureau reporter.

Lynn Lazare, reporter, WLUK-TV Green Bay, Wis., named anchor. **Scott Steele**, from WREX-TV Rockford, Ill., joins WLUK-TV as general assignment reporter.

Lisa Hart, from WEVU(TV) Naples, Fla., joins Centel Cable TV, Chicago, as anchor and re-

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porter.

Linda Eltzroth, city government reporter, WANE-TV Fort Wayne, Ind., and **David MacAnally**, general assignment reporter, WLUK-TV Green Bay, Wis., join WTHR(TV) Indianapolis as reporters.

Laura Ann Taylor, from WFVA-AM-FM Fredericksburg, Va., joins WSET-TV Lynchburg, Va., as reporter.

Technology

Steve Shaw, general assignment reporter, WTNH-TV New Haven, Conn., forms Visual Concepts, Bridgeport, Conn., video production facility.

David J. Miller, from Comcast Cable Communications, Bala Cynwyd, Pa., joins NaCom Construction Corp., Columbus, Ohio, cable system construction subsidiary of AmeriLink Corp., as operations director.

Jim Huste, from WRDU(FM) Wilson, N.C., joins WOMC(FM) Detroit as chief engineer.

Albert Stem, director, operations services, United Video, Tulsa Okla., named general manager, SCS, United Video's new satellite distribution service for audio and data. **Harold Carey**, general manager, United Satelco Transmission Inc., Dallas, replaces Stem.

Albert F. Tien, Gen III cathode project manager, ITT Corp., electro-optical products division, West Boylston, Mass., named director, night vision and semiconductor engineering. **Frank I. Akers**, fiber optic technician, named director, fiber optic engineering.

James M. Kelly, laboratory manager, Allied Film & Video, Orlando, Fla., named division manager, Orlando office.

Anna Berg, business manager, Northwest Mobile Television, Seattle-based mobile production subsidiary of King Broadcasting Co., named operations manager. **Monica Proano**, internal auditor, King Broadcasting, replaces Berg.

Promotion and PR

Don DeMesquita, executive VP, Stone/Hallinan Associates Inc., Los Angeles, joins Embassy Communications there as VP, corporate communications and publicity.



DeMesquita



Raport

Margo Raport, director, international marketing assistance programs, Telfilm Canada, Toronto, joins Lorimar-Telepictures, Culver City, Calif., as director, international marketing. **Yoko Nakahira**, promotional coordinator,

Lorimar-Telepictures, named manager, international marketing.

Appointments in on-air promotion department, The Disney Channel, Burbank, Calif.: **Stephen Weinheimer**, on-air promotion director, to director, production services, on-air promotion; **Mike Nichols**, manager, production services, to director, creative services, on-air promotion; **Maryann Martin**, supervisor, on-air operations, to manager, on-air continuity; **Karen Beck**, production coordinator, feature films, ABC-TV, New York, to production assistant, on-air promotion.

Linda Mauskopf, director, sales and marketing promotion, USA Network, New York, joins American Movie Classics and Bravo, cable services owned by Rainbow Programming Services, Woodbury, N.Y., as director, advertising and promotion, national-services.

David G. Avalos, senior creative director, KTTV(TV) Los Angeles, joins *Hour Magazine*, produced and distributed by Group W, Los Angeles, as on-air promotion manager.

Beth Albert Araton, account executive, Cohn & Wolfe, division of Burson Marsteller, New York, joins ESPN, Bristol, Conn., as coordinator, corporate communications.

Marc M. Rayfield, account executive, WFIL (AM)-WUSL(FM) Philadelphia, named promotion director.

Marlene Klotz, community relations director, KTSP-TV Phoenix, joins KTVK(TV) there in same capacity.

Amy B. Schneider, manager, client services, MTV Networks Inc., New York, joins WHTZ(FM) Newark, N.J., as promotion director.

Allied Fields

Richard L. Intrator, VP, planning and development, Entertainment Business Sector Inc., New York subsidiary of Coca Cola Co., joins Kidder, Peabody & Co., investment bank, as VP, media and entertainment industries. He will work out of both New York and Los Angeles offices.



Cook

Stephani Cook, manager, creative planning, Young & Rubicam, New York, joins Television Bureau of Advertising there as director, retail marketing.

Juliann Kaiser, director, communications Individual Insurance Operations, Provident Companies, Chattanooga, Tenn., elected national president, Women in Communications Inc., Austin, Tex.-based association.

Francine S. Zucker, national public relations coordinator, Communications Workers of America, Washington, named director, public affairs.

James Nolan maintenance engineer, ABC, New York, elected international president, National Association of Broadcast Employees and Technicians, New York. Nolan, head of

New York local representing ABC, had been acting NABET president since last March, following resignation of former NABET president, Ed Lynch. **John Clark**, NBC Radio engineer, elected VP, NABET.

Robert T. Gillmet and **Stephen G. MacZinko**, account managers, Nielsen Marketing Research, New York, named VP's. **Cathy Sharkey**, on-line coordinator, Nielsen, New York, named client service associate, Eastern region, advertiser group.

John Robert Schmid, communications specialist, UBAF Arab American Bank, New York, joins Radio Advertising bureau there as executive producer, communications department.

Robert D. Lane and **Gilbert Newman**, partners, and **Lynne L. Kaufman**, associate in Philadelphia law firm, Fox, Rothschild, O'Brien & Frankel, join firm's cable and communications law group.

Robert D. Hostetler, chairman of board, CTS Corp., Elkhart, Ind., elected chairman, Electronics Industries Association, Washington. **John F. Mitchell**, president and chief operating officer, Motorola Inc., Schaumburg, Ill., elected vice chairman.

Deaths

Keenan Wynn, 70, TV and film actor, died Oct. 14 of cancer at his Brentwood, Calif., home. Wynn was born in New York, to actress Hilda Keenan and vaudeville star, later radio comedian, Ed Wynn. In family with tradition of over 100 years in acting and entertainment, Wynn was also grandson of Shakespearean actor and silent film star, Frank Keenan, and father of actor and writer, Edmond Keenan Wynn, and writer, Tracey Keenan Wynn. His 53-year career included 250 television appearances, 220 films and over 100 plays. His film credits include *Kiss Me Kate*, *Finian's Rainbow* and *Dr. Strangelove*. In 1957 Wynn starred with his father and Jack Palance in "Requiem for a Heavyweight," one of most acclaimed episodes of CBS's anthology series, *Playhouse 90*. He starred with former Olympic decathlon champion Bob Mathias in NBC's *The Troubleshooters*, in 1959-60. In recent years he appeared on ABC's *Call to Glory* and CBS's *Dallas*, where he played Digger Barnes. Along with sons, Wynn is survived by wife, Sharley, and two daughters.

Hal Mason, 69, animator, died Oct. 10 of heart ailment at Kaiser hospital, Los Angeles. During 50-year career Mason produced, directed, wrote and animated cartoons for TV programs and commercials. He pioneered technique of placing animated figures in live film scenes. Among commercial characters he created were Pillsbury Dough Boy and Mr. Clean. Mason worked on such characters as Woody Woodpecker, Andy Panda and Oswald Rabbit with cartoon producer Walter Lantz. He is survived by wife, Dorothy.

Alice Lucille Emerick, 67, actress and Miss America, 1937, died Oct. 1 of cancer at her daughter's home in New Haven, Conn. Along with long stage acting career, Emerick made television appearances in dramas and commercials. She is survived by son and daughter.

FCC's Jack Smith: lawyer in the hot seat

When Jack Smith, FCC general counsel, moves along, he may be able to get a job with a bomb squad somewhere. He has demonstrated his qualifications. His current client, the FCC, has given him one explosive assignment after another. So far, he has proved adept at damage control.

In his role as the agency's top lawyer, for example, he was responsible for the drafting of the commission's controversial brief in the *Steele* case, in which the commission expressed doubts about the constitutionality of its licensing preferences for minorities and women (BROADCASTING, Oct. 13). Fuses were lit all over Capitol Hill.

Smith also had to take a bit of a beating for the FCC from the Court of Appeals in Washington in defending the commission's position in a pair of fairness doctrine cases (BROADCASTING, Oct. 6). In oral argument before the appellate court, Smith was placed in the difficult position of explaining that the commission, fearing reprisals from Congress, was continuing to enforce the doctrine, even though it doubted the doctrine's constitutionality and had already asserted that it was not in the public interest. Hardly a "profile in courage," said the presiding judge.

Smith, perhaps unfairly, is also getting fingered as the guy responsible for the new policy prohibiting lobbyists from treating FCC personnel to a free lunch. The lobbyists are upset. "I did the research," said Smith. "I'm willing to take responsibility for it. I think it's right."

In his previous role as chief of the FCC's Common Carrier Bureau, Smith was presiding when the FCC was overseeing the breakup of AT&T and implementing access charges for telcos, highly charged proceedings that also drew heat from Congress.

Yet Smith, 40, appears unscarred. "He is the FCC's Cool Hand Luke," said commission Chairman Mark Fowler. "He is very strong in the clutch; the kind of guy you'd want on your team."

Smith can't complain about the workout in court. He joined the FCC just over 12 years ago to get some litigation experience in the higher courts. So far, he has argued more than a dozen cases before the appellate court and has briefed twice that number. "I got my appellate experience and I'm still getting it," said Smith.

For such a front-line type, Smith is unusually reticent to blow his own horn. Getting him to take credit for accomplishments at the agency isn't easy. "He is probably the most cautious person I've ever seen in my life," said one former FCC official.

Perhaps characteristically, Smith, who at the Common Carrier Bureau was in the forefront of FCC policymaking, has done what



JACK DAVID SMITH—general counsel, FCC, Washington; b. Jan. 4, 1946, Honolulu; BA, political science, George Washington University, Washington, 1968; JD, George Washington University, 1971; captain, U.S. Marine Corps, 1971-74; attorney adviser, Office of General Counsel, FCC, June 1974-Jan. 1975; appellate attorney, FCC litigation division, Jan. 1975-May 1978; special assistant to chief, FCC Common Carrier Bureau, May 1978-July 1979; senior reviewing attorney, FCC litigation division, Aug. 1979-May 1981; deputy chief (operations), FCC Common Carrier Bureau, May 1981-July 1983; chief, Common Carrier Bureau, July 1983-Sept. 1984; present position since Oct. 1984; m. Mary Zasachny, Sept. 17, 1977; children: Amy, 7; Amanda, 4.

he could since assuming command of the General Counsel's Office to extricate that office from policymaking, the carrot that lures many lawyers to the agency to begin with. But Smith sees himself as a trial lawyer at heart who got detoured. "I never came here to do communications," Smith said. "I just came here to get appellate experience."

Smith got his start as a lawyer in the Marine Corps. In a way, that was thanks to U.S. involvement in Vietnam.

When Smith was in undergraduate school in the mid-sixties, he got a draft deferment by joining a Marine Corps program that was training students to become platoon leaders in Vietnam. After he was graduated in 1968, he was commissioned as a second lieutenant. Smith was not eager to head for the jungle, so he applied for law school and got another deferment. "I was reading all these statistics about second lieutenants getting killed in Vietnam, and I thought maybe I would do better as a lawyer," Smith said.

After Smith received his law degree, he received additional training from the Marines. Then he served as a prosecutor for the Marines, stationed for one year at Quantico, Va., and for another in Okinawa. He handled

about 300 cases, ranging from AWOL's (absences without leave) to first-degree murder.

Smith left the Marines in January 1974 as a captain and headed for Heidelberg, West Germany, where some friends from the service had established a law practice defending U.S. military personnel. He tried his hand at that for about a month. But he dropped it in favor of a half-year tour of Europe and North Africa. He was broke by the time he got back to Heidelberg. So he sold his car for plane fare and flew back to the U.S.

Back in the Washington area, Smith got offers from the Department of Justice, the FCC and from a private law firm. He opted for the FCC in June 1974 because the recruiters told him he could get appellate experience and round himself out as a litigator.

At the FCC, Smith's first job was in the administrative law division of the General Counsel's Office reviewing common carrier items. After six months or so he moved over to the general counsel's litigation division, where he concentrated on defending FCC common carrier decisions in the appellate court. He stayed there until May 1978, when he became special assistant to the chief of the Common Carrier Bureau, a "temporary" detail that stretched on for a year and a half. Smith then returned to the litigation division and stayed put until 1981 when Chairman Fowler took command of the agency and brought Gary Epstein in as his Common Carrier Bureau chief.

Smith was asked to serve as Epstein's deputy chief. He made it clear that he preferred the litigation division, but eventually agreed to help Epstein during the transition. "Epstein was so nice, and we were working so well together, that I went ahead and took the deputy chief job permanently," Smith said.

When Epstein departed in 1983, Smith succeeded him as chief, and remained there until he became general counsel in 1984.

One of Smith's first actions as general counsel was to purge the office of policy-oriented items. "While I was general counsel, we were not going to be staking out any positions on policy," Smith said. "We were going to be doing law, and we were going to leave policy to the policymakers."

What spare time he has Smith likes to spend on the tennis courts or with his family. Smith said he has no immediate plans to leave the agency. But assuming Smith doesn't opt for the bomb squad, he will still have other opportunities. He has, for instance, been getting inquiries from private law firms. Word also has it that he is under consideration for a judgeship in U.S. Claims Court ("Closed Circuit," Oct. 13), which adjudicates contract claims brought against the federal government and can serve as a springboard to other positions in the federal judiciary. Not bad for a guy who joined the FCC just over 12 years ago to try to get some appellate experience. ■

FCC has proposed to modify or eliminate rules that require location of broadcast station's main studio within community of license and mandate that majority of station's nonnetwork programming originate from within community of license. In petition for rulemaking, Arizona Justice Committee, group of radio licensees, had sought elimination, for radio only, of studio-origination rule; it had proposed alternative for main-studio rule under which radio station would be required to "maintain an office that is reasonably accessible to the residents of its community of license and shall maintain a main studio within the station's service area" (BROADCASTING, June 16). FCC, however, has proposed relief for both radio and TV under which studio-origination requirement would be scrapped altogether. FCC would either eliminate main-studio requirement or permit location of main studio out to Grade B or city grade contour. FCC said that continued relevance of rules was "questionable." It said that technical advances in production and transmission of programming had "eroded the role of a main studio and of studio origination, since remote facilities and satellite transmission capability effectively allow origination to occur from anywhere." Source said elimination of rules would make it "cheaper" for broadcasters to do business. Change in main-studio rule might be particularly beneficial for owners of broadcast combinations where individual stations are licensed to different communities, source said. Under current rules, those broadcasters must have studio in each community. With relaxation of main-studio rule, they may be able to operate from single studio.

CBS/Publishing Group administration was eliminated last week when parent company's acting chief executive officer, Lawrence Tisch, asked group president, **Peter Derow**, and his entire administrative staff of 14 to **resign**. Two operating divisions of group—magazines and educational and professional publishing—will report directly to Tisch through their respective presidents. Derow reportedly said: "Larry is aggressively streamlining the company and this is part of it," adding that it was, "personally disappointing." Some analysts said that elimination of group's administration would save company several million dollars annually.

Parent companies of two major pay cable movie services reported **third-quarter earnings** last week that reflected poorly on that segment of cable programming business. Pre-tax income of **Time Inc.**'s programming segment—largely HBO Inc.—was down 25% to \$24 million on 10% increase in revenue to \$216 million. Meanwhile, **Viacom International** said third-quarter revenue from Showtime/The Movie Channel was roughly unchanged while earnings from operations declined. Other operations of Viacom reportedly improved with MTV Networks posting 14% third-quarter revenue increase and earnings from operations jumped 48%. Revenue and earnings were also up at company's other operations—entertainment, broadcasting and cable systems. Company reported total third-quarter revenue of \$233.3 million; earnings from operations of \$31.1 million, and net earnings of \$3.4 million. Time Inc.'s largest division, magazines, reported unchanged revenue of \$351

Settling with HSN. At least one program distributor has settled its differences involving program contracts made by the old owners of WKJL(TV) Baltimore in the wake of the station's sale to the Home Shopping Network. Viacom Enterprises has accepted an offer, reportedly of 40 cents on the dollar, for programming that the station had contracted to carry prior to its sale to HSN. WKJL has also offered to settle contracts with another distributor, Embassy Communications.

The settlements follow a number of suits filed by distributors against HSN, the latest of which reportedly was filed in Cleveland by Worldvision against wcko-TV there. With HSN looking to complete the sales of the nine TV stations it has pending, it is said to be trying to resolve the controversy as soon as possible.

Also last week, the Association of Program Distributors hired the law firm of Akin, Gump, Stauss, Hauer & Feld to pursue HSN program contract problems (BROADCASTING, Oct. 13).

million and 25% reduction in pre-tax earnings to \$18 million, also below that recorded in third quarter of 1984. Company said advertising revenue decline for magazines (3.5%) was made up for by circulation increase. Company's total revenue was \$914 million; operating income was \$31 million, and net income was \$252 million, reflecting gain on partial stock offering of American Television & Communications.

Broadcast Advertiser Reports Inc. was placed on block last week when decision was made to completely liquidate parent company SFN Companies Inc. Two weeks ago, Glenview, Ill.-based SFN announced sale of broadcasting operations for roughly \$160 million, and last week announced sale of two publishing divisions. Time Inc. said it would buy SFN's Scott, Foresman & Co. for \$520 million, while International Thomson said it would buy SFN's South-Western Publishing Co. for \$270 million. Rest of company, including BAR, is to be put into liquidation trust before Jan. 1, 1987, to take advantage of current tax rules. Advertising tracking company was bought by SFN in 1983 for \$24 million, although profitability has recently been affected by client cutbacks and increased competition. SFN Chairman John Purcell reportedly said he expects all of SFN to be sold by late 1987.

NBC appeared on its way to making it four weeks in row in prime time race last week. After first four nights of week, NBC led with average 19/29, followed by ABC with 17.6/27 and CBS with 16.3/25. CBS won Monday and ABC won Tuesday. NBC won Thursday with highest average rating ever for night in prime time with 27.2/43. *Cosby* and *Family Ties* had highest shares ever, 36.7/57 and 34.9/52, respectively.

National Association of Broadcasters executive committee is headed south for its November meeting. NAB directors are accepting invitation of Mexican broadcasters to spend **Nov. 10-13 in Mexico City** as follow-up to Aug. 18-20 meeting in Pebble Beach, Calif., with La Camara Nacional de la Industria de Radio y Television. Executive committee also plans to discuss routine association business while there. Trip includes visit with Mexican President Miguel de la Madrid. NAB President Eddie Fritts said NAB is covering expenses of trip. However, he noted that because of lower airfare and exchange rate between Mexican peso and U.S. dollar, "the cost of taking the committee to Mexico is no more expensive than going to Washington." Joining NAB directors for meeting are staffers John Summers, senior executive VP for government relations; John Abel, executive VP for operations; Michael Harwood, executive VP and chief financial officer, and Jeff Baumann, senior VP and general counsel. Some of executive committee spouses are also attending session, but at expense of individual director.

Spanish International Communications Corp. has asked FCC to reject eight petitions seeking denial of proposed \$301.5-million sale of SICC's five TV's and five low-power TV's to Hallmark Cards and First Chicago Venture Capital (BROADCASTING, Oct. 6). In filing a FCC, SICC said petitions were "defective" for, among other things resting on "unjustified speculation" that SICC's Spanish-language format wouldn't be retained and on "erroneous supposition" that only Hispanic ownership can result in Hispanic programming "These misperceptions are coupled with a false belief, based on petitioners' misreading of commission precedent applicable to the sale of SICC's stations, that the commission can literally force SICC to sell to a specific minority group at a distress price," SICC said.

NewCity Communications, firm formed after Katz Broadcasting management buyout of 10 stations earlier this year, plans to retain WFTQ(AM) Worcester, Mass. NewCity, based in Bridgeport, Conn. had originally announced that station would be put up for sale.

Society of Broadcast Engineers has set date of 1987 national convention following successful launching of first national show last week (see story, page 76). **Next year's show will be in St. Louis.**

Convention Center Sept. 29-Oct. 1, with Cleveland considered likely site for 1988 show. Society board of directors also voted to add six months tenure to its executive posts so annual elections, now held in spring, would coincide with fall convention.

Joel Chaseman, president of Post-Newsweek Stations, has been **elected chairman of Television Operators Caucus**, effective Jan. 1, 1987. Chaseman succeeds Dudley Taft, chairman of Taft Broadcasting, TOC, which represents major station group operators, met in Washington last week.



Chaseman

Arthur Ochs Sulzberger, chairman, New York Times Co., announced last Thursday (Oct. 16) that **C. Frank Roberts**, president of company's broadcasting group, was **named VP for broadcasting, New York Times Co.**

Roberts has been broadcasting group president since July 1985. Group includes one AM, one FM and five TV stations.

Jeffrey R. Ruhe, VP, programming, ABC Sports, New York, has **joined King World Productions** there in newly created post of senior VP. Ruhe, who was director, Olympic production and coordinating producer of ABC's coverage of 1984 winter and summer games, will be primarily concerned with King World's expansion into sports programming.

Tom McKinley, executive vice president of Interop's Major Market Radio firm, is **expected to be named president** this week of Interop's newly-formed **Group W Radio Sales** (see "Riding Gain," page 66). Interop has picked up national spot representation for Group W's 13-owned radio stations from John Blair & Co.'s Select Radio Representatives. As part of fallout from move, Frank Oxarart, president of Select Radio, was let go. Bill McHale, executive vice president for Select, has assumed role of "acting" president for firm.

At open meeting last week, FCC proposed relaxing operational and licensing requirements for remote pickup, aural broadcast auxiliary, TV broadcast auxiliary, low power auxiliary and cable TV relay stations. FCC proposed to issue blanket authorizations for mobile or portable operation permitting use of any frequency in appropriate band. FCC also turned down request by Society of Broadcast Engineers that commission adopt rule requiring broadcast auxiliary services (BAS) applicants to certify that they have checked that frequencies requested are available on "noninterference basis to existing users"; rejected petitions to reconsider action narrowing its purview over licensee character qualifications, and, over objections of 13 Puerto Rican TV licensees and permittees, authorized two-year experiment enabling Ponce Television Corp., licensee of WLUZ-TV (ch. 7) Ponce, P.R., to use three transmitters operating on channel 7 to extend its signal to areas that can't get good signal now because of mountainous terrain.

NBC's Today show will mark 35th anniversary with one hour prime time show Jan. 24, although actual anniversary date is Jan. 14. Barbara Walters, now with ABC News, will appear on anniversary program, having spent 15 years on *Today*, as writer, reporter and co-host.

Vashington Post reported last week that **Securities and Exchange Commission investigation into possible insider trading of CBS stock and options is continuing**. Report said that investigation now extends beyond those directly involved in negotiations between CBS and Marvin Davis last year, to include other parties with whom CBS held possible merger discussions, including Entertainment group of Coca-Cola, Walt Disney and Gannett Co.

Television Information Office is expected to announce this week that it has signed all seven Knight-Ridder TV stations as TIO members. Previously only K-R's WALA-TV Mobile, Ala., was member. Other recent activities under new TIO director, Robert E. Mulholland, include responding to study linking television with teen-age suicide, and publication within last few weeks of new member's guide, "Speaking up for Television."

Fred Demarco, vice president and general manager of NBC-owned **wrc-TV Washington, has resigned**. Jerry Nachman, director of news at WNBC-TV since 1984, will replace Demarco. Nachman was vice president and general manager of WRC(AM) Washington from 1981 to 83. From 1983 to 1984 he was vice president of news at NBC television stations division.

National Cable Television Association told FCC last week that private cable operator serving private development of single-family homes in Mashpee, Mass., should not be allowed to escape regulation. NCTA said Channel One System Inc. system is "cable system," according to Cable Communications Policy Act of 1984, even though it does not use public rights of way. As result, system is subject to same regulations as any other "public" cable system.

USFL wants NFL split in two. *United States Football League called on the U.S. District Court for the Southern District of New York to grant injunctive relief against the National Football League by breaking its components, the National Football Conference and the American Football Conference, into separate economic entities.*

The USFL also asked the court to limit the NFL to no more than two network television contracts. The request for relief follows a jury verdict on July 29 in which the NFL was found guilty of violating Section 2 of the Sherman Antitrust Act but was awarded only \$1 in damages (BROADCASTING, Aug. 4 et seq.).

Harry Usher, U.S. Football League commissioner, told a news conference in New York that the league was not trying to gain monetary relief but was seeking to "break the artificial barriers to competition erected by the NFL monopoly." Usher said the goal of the court action is to "provide the USFL with a fair chance—that's all we ask."

The USFL is seeking three alternative forms of relief. First is to break up the NFC and AFC into separate economic competitors with separate television contracts, separate player drafts, separate revenue sharing arrangements and separate expansion and franchise location policies. The USFL also is seeking to limit the NFC and AFC to one network television contract each for five years and requiring rights to the Super Bowl to be awarded through competitive bidding for five years.

The USFL's second preference for relief: limit the NFL to two network contracts for five years; require rights to the Super Bowl to be sold through competitive bidding for five years, and preclude the NFL from telecasting in more than one Sunday afternoon time slot for four years with the preclusion changing to alternating Sundays in the fifth year.

The third relief preference: order expansion of the NFL to 10 USFL cities if the court finds they can support franchises; charge reasonable expansion fees, such as the amount charged in competitive markets, and provide a right of first refusal to USFL owners.

Usher hoped the request for relief would be taken up by December and that the court would render a decision by January. He noted that negotiations for new network television contracts are scheduled to begin in February.

An NFL spokesman said it believes the "jury has spoken" and added he feels the USFL's third preference—forced expansion of the NFL to 10 USFL cities—is what the younger league really wants.

Editorials

Status quo at CBS

Any thought that the current FCC might be relied upon to protect incumbent broadcasters from shareholder dissatisfaction (or creeping tenders) should have been put to rest by last week's action holding that there had been no transfer of control at CBS when Laurence Tisch became chief executive officer during the tumultuous events of Sept. 10. Whether the FCC ought to afford such protection is yet another debate, although most managements of large public companies would rest easier at night were they not so vulnerable to displacement.

As it is, deregulation has brought with it an understanding—enforced by the commission's recent rulings on the subject—that the ultimate trust is in the marketplace, that broadcast companies must be subject to the marketplace's disciplines and that power belongs to the shareholder. The rub comes from the fact that shareholders of public companies change constantly, and significantly from time to time, and the FCC's reliance on shareholding rests on a mercurial commodity indeed.

The FCC's action last week in holding that no transfer had occurred at CBS demonstrated a flexibility in recognizing the new realities of the marketplace and in accommodating the sizable investments being made in the medium. Ultimately, that decision and others like it will have the effect of encouraging more disciplined managements who rely to a greater degree on performance than on regulatory protection in exercising their corporate mandates.

Congressional scorecard

Goes now the 99th Congress, which, if we're lucky, will have left town by the time this editorial hits the streets. It's been, on reflection, a relatively mild session for the Fifth Estate, but nevertheless one worthy of passing reflection.

For one thing, it's been a germinating experience for the National Association of Broadcasters. That organization wasn't really put to the test by the few issues that came up during the 99th, but it comported itself handsomely with those that did. The beerwine flap—never a serious legislative threat—was a case in point, as was, in the final hours, the effort by Speaker Tip O'Neill (D-Mass.) and Senator Ernest Hollings (D-S.C.) to codify the fairness doctrine. In each case the NAB mobilized its grassroots organization with maximum effectiveness, and turned aside the opposition. So too was it successful in dissuading Senator David Boren (D-Okla.) from an effort to expand equal time on negative advertising by political action committees. For an organization that once was accused of not being able to lobby its way out of a paper bag, the NAB began to look a little formidable during the 99th.

Were one adding up the good guys and the bad guys, Representative John Dingell (D-Mich.) would fall into the former category for warding off attempts by some House members to require PSA time for an anti-drug abuse campaign by the television networks. Senator John Danforth (R-Mo.) was high on the lists of broadcasters for his resolute position on must carry, even though it failed to carry the day with the FCC. Senator Paul Simon (D-Ill.) made the bad guys list for his position on TV violence, which failed to make it in this Congress but which ranks high in likelihood for the next one. And although TV music licensing went nowhere this session, Representatives Frederick Boucher (D-Va.) and Henry Hyde (R-Ill.) deserve credit for giving the issue first-term congressional visibility.

Cable came out of this congress relatively unscathed. Its big-

gest threat was on the issue of scrambling, and adroit persuasiveness by the National Cable Television Association defused a critical vote in the last hours of the session. Senator Al Gore (D-Tenn.) presumably earned a place on the bad guys list with his populist positioning in this matter, but he simultaneously increased his visibility as a figure to reckon with in the future of telecommunications legislation.

The way things look now, going into the 100th Congress, the three principal constituencies with which this magazine deals on Capitol Hill—broadcasting, cable and Hollywood (that ever present supernumerary)—are ever more evenly matched. From a spectator's point of view, 1987 could be an interesting year.

Keeping the open mikes open

The ghost of Pacifica is coming back to haunt broadcasters at the FCC. As reported in these pages three weeks ago (BROADCASTING, Sept. 29), that agency has begun mailing letters to broadcasters asking them to comment on allegations that they were guilty of obscene or indecent programing. The first letters went to stations in California; more recently, the FCC staff has taken under consideration questions about a Philadelphia station featuring a well-known if controversial personality ("Closed Circuit," page 7).

It is widely believed that the FCC actions are being taken reluctantly (aware of the affront to the First Amendment) but nevertheless resolutely because of increasing pressure from morality groups that charge FCC Chairman Mark Fowler with being soft on obscenity. (Some 300 letters to that effect now reside in the chairman's file with the Senate Commerce Committee, which may one day have the duty of advising and consenting on his renomination.)

What should be the appropriate response of regulators faced with judging the fitness of language not encouraged around the family hearth? We'd advise them to punt—in this case, to the Justice Department, which should properly prosecute obscenity cases, with full judicial safeguards. To take on such determinations in a regulatory agency is to make of it a board of censors. Down that path lies tragedy.

Our own vote is for pluralism when it comes to artistic expression. Howard Stern, for example, certainly falls under the heading of an acquired taste, but the fact that many never acquire it is no reason to deny his talent to those who do. A reading aloud of Erica Jong may well flood the FCC with letters, but does it damage the common weal? Among the great things about the broadcast media is that they are so plentiful, and one should not cancel out that benefit by barring all traffic from the fast lane.



Drawn for BROADCASTING by Jack Schmidt

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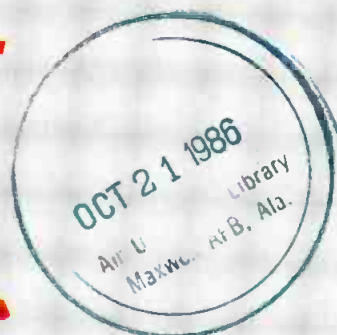
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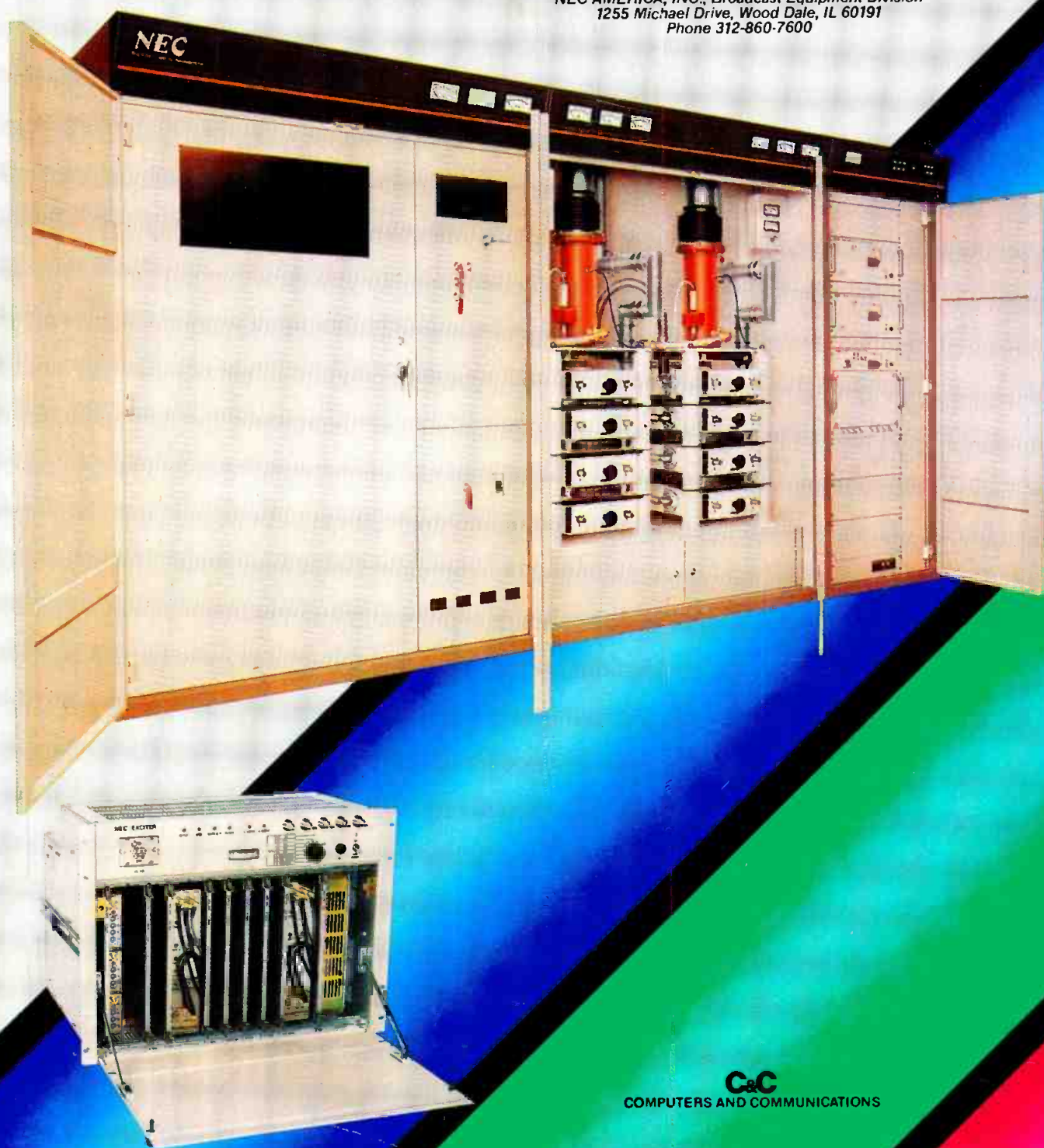
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