

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Nov 17



TURNER PROGRAM SERVICES

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56th Year 1986
**Network compensation:
cuts to come?**
Lorimar-Telepictures'
deal that wasn't

WHAT THE 6 O'CLOCK NEWS TEAM WATCHES AT 5:59.

...THE ASSOCIATED PRESS:
...ON FRIDAY. DIPLOMATI...
...AFRICA LATER THIS WEEK IN...
...AFRICAN NEWSPAPER AND THE...
...IS REFUSING TO MEET WITH HOWE. AND IN A...
...DESMOND TUTU SAID HE PLANS TO SHUT HOWE...
...TERRA GROUP DEMANDING AN END TO AMERICAN AND FRENCH...
...IN SOUTH AFRICA IS CLAIMING RESPONSIBILITY FOR TWO BOMBINGS...
...IN FACTS. THE BOMBS WENT OFF OUTSIDE THE OFFICES OF TWO...
...WHICH DO BUSINESS IN SOUTH AFRICA. NO ONE WAS HURT.
...IN THIS COUNTRY, THE LIBERTY WEEKEND CELEBRATIONS CONTINUED LAST...
...NIGHT WITH A GALA CONCERT AT NEW YORK'S CENTRAL PARK. THE ROSTER OF...
...STARTED INCLUDED PLACIDO DOMINGO, MARILYN HORNE AND THE NEW YORK...
...SYMPHONY. TONIGHT, LIBERTY WEEKEND CONCLUDES WITH A GRAND FINALE AT...
...STADIUM IN NEW JERSEY.
...POPE JOHN PAUL IS CONDEMNING THE NICARAGUAN GOVERNMENT FOR...
...RESTRICTING THE LIBERTY OF A ROMAN CATHOLIC BISHOP. PRESIDENT DANIEL...
...ORTEGA ORDERED THE BISHOP TO LEAVE THE COUNTRY, ACCUSING HIM OF...
...SUPPORTING THE ANTI-GOVERNMENT "CONTRA" REBELS. JOHN PAUL SAYS THE...
...EXPULSION EVOKES THE DARK DAYS OF REPRESSION AGAINST THE CHURCH.

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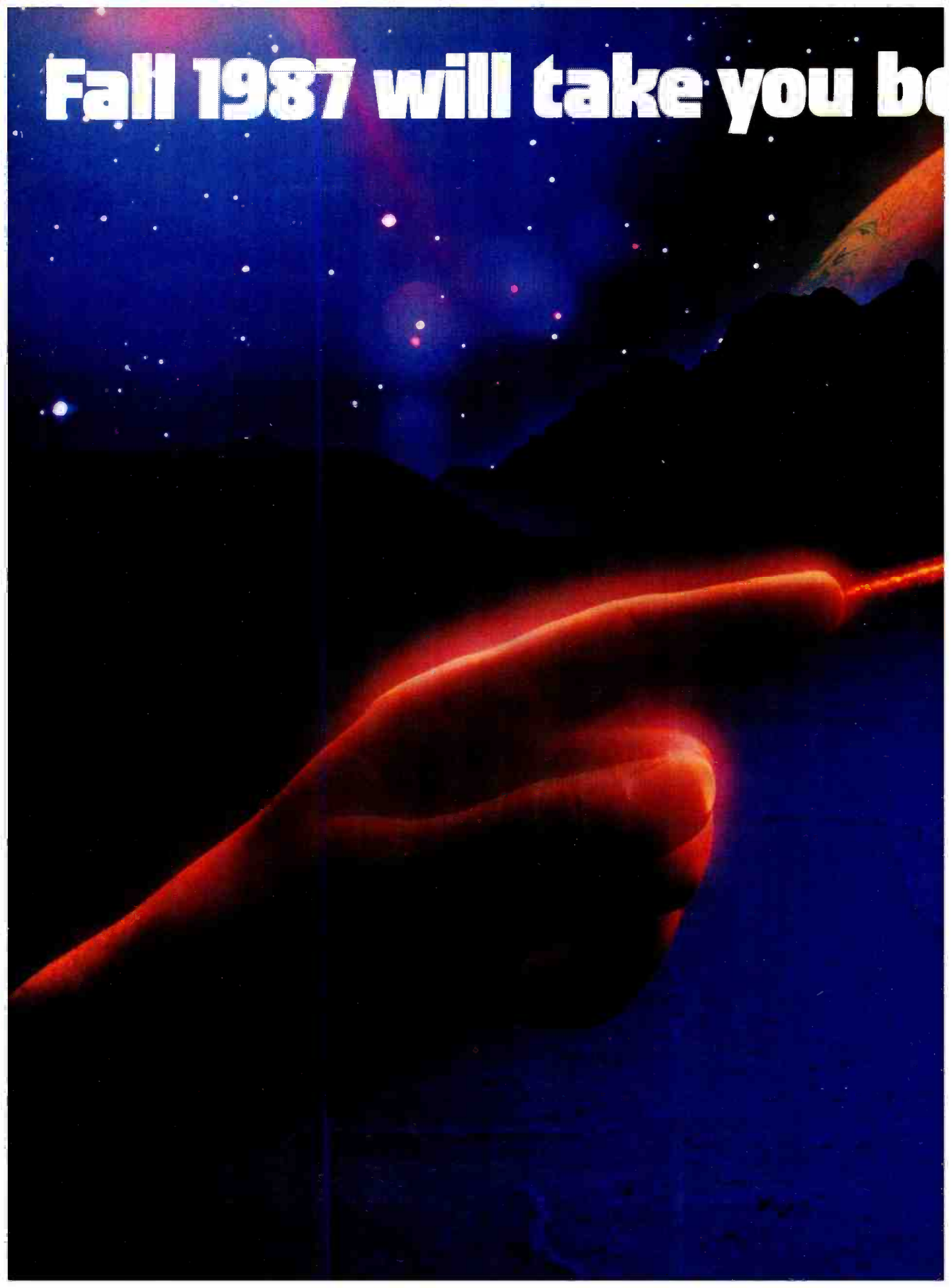
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Chairman*

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*Alan Beck
President
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Broadcasting Nov 17

The fate of affiliate compensation Lorimar-Telepictures TV station deal falls through Rubenstein out at CPB

IN JEOPARDY □ Networks contemplate cuts in compensation to affiliates. **PAGE 39.**

NO SALE □ Multibillion-dollar-plus bid by Lorimar-Telepictures for Storer television stations falls through. **PAGE 40.**

FOX FINETUNING □ Fox Broadcasting executives continue to assemble the pieces of their budding fourth network. **PAGE 50.**

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ON THE DRAWING BOARD □ WNET(TV) New York plans seven major productions for 1987-88 and 1988-89 seasons. **PAGE 56.**

TARTIKOFF SHUFFLE □ NBC rearranges *Hill Street Blues*, *Crime Story* and *L.A. Law*. **PAGE 56.**

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HOSTAGE PLEA □ Released hostage David Jacobsen asks media not to jeopardize lives of remaining hostage with "unreasonable speculation." **PAGE 70.**

LOCAL ANGLE □ Visnews surveys news directors on their attitudes toward international news. **PAGE 72.**

TAX TENDENCIES □ Fundamental changes in tax law not expected to cause like changes in business of Fifth Estate. **PAGE 82.**

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THE NEW ABC'S □ Murphy and Burke go before Hollywood community at HRTS luncheon. **PAGE 98.**

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Tuning up

National Association of Broadcasters anticipates that negative political campaign advertising and free air time for national political committees will be legislative "hot potatoes" in next session of Congress. Association is gearing up to deflect efforts to expand broadcasters' equal-time responsibilities under political broadcasting rules. As part of its strategy, NAB is surveying stations to determine how many offered free air time and debate time to candidates and whether free time was accepted. Two years ago, NAB conducted survey of all commercial radio and TV stations and found that 45% of stations offered free time, but 55% of candidates refused it.

Taft to TVX?

Potential purchase of Taft's five independent TV stations by TVX Broadcast Group was in flux last week. There was word of new financing that changed role of Warburg Pincus Venture Capital. Price to be paid was said to be conditional on five stations' receivables—money owed to stations but not yet collected—which loom much larger in relatively low purchase price than in many other transactions. Most interesting news to surface last week, confirmed by several independent sources, is that Taft vice chairman, Dudley Taft made offer to buy stations. Equally interesting is that three of those commenting said offer vice chairman made was below \$200 million. Taft was returning to Cincinnati from West Coast on Friday and could not be reached for comment. Although Taft board of directors had approved purchase plan in phone meeting, final details of transaction were still being worked on over weekend and one observer said, "No one is taking any victory laps yet."

Marked persons?

General Electric decision last week to cease only remaining TV product manufacturing—885 jobs at picture tube plant in Syracuse, N.Y., will be phased out by next July—may be ill omen for RCA Laboratories' own TV research in Princeton, N.J. Now merged with GE's Schenectady, N.Y., research operation, RCA Labs harbors some of U.S. TV industry's preeminent TV research scientists, especially since demise of CBS Technology Center last September. TV technical staff has so far been spared

cuts, but 1987 research budget is due out before year's end, and concern among some is that new management may seek to diminish RCA TV manufacturing, at same time cutting labs' TV research and support.

Widening market

James McKinney, FCC Mass Media Bureau chief, has called closed meeting Tuesday morning (Nov. 18) for representatives of parties in RKO General Inc. settlement proceeding to discuss whether and how to consider bids for RKO stations from outsiders. As of late last week, 27 outsiders had indicated interest in some or all of 13 RKO properties, and several parties were reportedly already trying to cut such deals. Woody Tanger, owner of WTMJ(FM) Miami and WQRS-FM Detroit, is reportedly attempting to arrange deal for RKO's WGMS-AM-FM Washington. Tanger declined comment.

Opposite poles

NBC-TV will move programing distribution and backhaul feeds from horizontally to vertically polarized transponders of RCA Americom's Satcom K-2 satellite, if RCA can persuade customers on vertical transponders—primarily AT&T and Hubbard Broadcasting (Conus Communications and USTV)—to switch to horizontals. Move would give NBC access to up to eight fully reliable transponders.

NBC-TV currently uses six horizontal transponders full time and had planned to use two remaining horizontal slots occasionally. However, one horizontal has lost ability to serve eastern half of country. What's more, according to informed sources, two other horizontals have occasionally experienced significant losses of power—up to six decibels.

Bowing out

Cable News Network has lost its premier peddler in Europe following unexpected departure of Charles Bonan from Turner Broadcasting in London. Bonan, who for three years carried difficult and ultimately unprofitable effort to deliver 24-hour news channel to continental audiences via Europe's broadcasters, cable operators and hotels, took leave after naming of former MGM/UA Television Distribution head, Howard Karshan, to presidency of TBS's European, African and Middle Eastern operations. Turner offered Bonan Atlanta-based post heading other international

development projects, but Bonan opted to remain in London and later agreed to join new, still unannounced European satellite channel.

NAB politics

Contest for joint board chairmanship of National Association of Broadcasters next June is shaping up. In line for post is TV board chairman, Peter Kizer, of Broadcast Communications of America (WTTV(TV)) Indianapolis). But Kizer's eligibility to serve on board is under fire. He is consultant to station and does not maintain office there. Some TV directors feel Kizer should have hands-on job with station. Furthermore, possible sale of WTTV to Lorimar-Telepictures (see story, page 40) could heat issue up. Former TV board chairman, William Turner of KCAU-TV Sioux City, Iowa, is expected to announce his candidacy in letter to TV and radio boards this week. But Turner's eligibility also is in question. Doubters say part-time broadcasters shouldn't be eligible. Turner, whose title is vice president and special assistant to station's president, says he maintains office at station and is eligible. If Kizer drops out, sources say, TV board vice chairman, Wallace Jorgenson of Jefferson-Pilot Communications Co., Charlotte, N.C., may decide to run for post.

Ambitious APR

American Public Radio is expected to announce that commercial WGMS-AM-FM Washington will produce weekly series of National Symphony Orchestra concerts for APR distribution beginning in January. APR is also planning to expand *Kids America*, 90-minute program that originates at WNYC-FM New York, to weekends in early February. Year-old show is currently fed to stations each weekday evening at 6:30 p.m. NYT.

Choice near

"Enormous" progress has been made in search for co-host to replace Susan Stamberg, who's leaving National Public Radio's *All Things Considered* to do another NPR show (BROADCASTING, Sept. 15), according to NPR's head of news and information, Robert Siegel. There are now half-dozen serious candidates, from both inside and outside NPR, Siegel said. Siegel earlier told BROADCASTING female would likely be chosen to join current host, Noah Adams: "We like the program when there's a male and female host."

Funny business

Home Box Office has added nine new comedy programs to its programming roster: five new *On Location* specials that will debut next year, and four editions of the *Cinemax Comedy Experiment*. Included in the *On Location* specials are comedians Eric Bogosian, Paul Rodriguez, Sam Kinison, Bob Goldthwait and Emo Philips. Featured in the *Cinemax* specials are Chris Elliott, Elayne Boosler, Gilbert Gottfried and Robert Wuhl. Bridget Potter, senior vice president of original programming for HBO said that the *Cinemax Comedy Experiment* series is HBO's "investment in the comedy of the future."

Also added to HBO's programming schedule: original celebrity interview segments with "exclusive behind-the-scenes reports," and a monthly half-hour series called *The Talk Show*, which will be shown between programs on HBO and Cinemax. The HBO-produced segments will run from three to eight minutes and appear under the headings of "HBO Location Reports" (featuring artists appearing in HBO productions) or "Out of Hollywood," which will focus on current films and "newsworthy personalities," HBO said. *The Talk Show*, first seen as a 30-minute pilot on HBO last October, will become a monthly series beginning in December.

ber. The series will present up to 10-minute interviews with guest stars such as singer Daryl Hall or actor Jeremy Irons.

Disney deal

In an effort to familiarize families with The Disney Channel, the cable service will begin offering its programming free to subscribers of participating cable systems during Disney's "Sneak-a-Peek Week," Nov. 17-23. The seven-day free trial period will include a mixture of classic films and original Disney programs, including "Mary Poppins," "The Parent Trap," "Happy Birthday Mickey" (a tribute to the mouse's 58th birthday), *The Making of Disney's "Captain EO"*, hosted by Whoopi Goldberg, and Shirley Temple's "Rebecca of Sunnybrook Farm." The programming service is also sending out *The Disney Channel Magazine*, which provides scheduling details for a six-week period, Disney said.

Also receiving The Disney Channel free will be those who buy one of two Apple personal computer models this November or December. Disney has joined with Wabash Computer Systems Inc. of El Toro, Calif., to offer the service free to customers in three California counties—Los Angeles, Orange and San Diego—who purchase an Apple IIc

or IIe personal computer during those months. Those customers participating will receive 12 bank checks payable to their individual cable company, Disney said, adding that for the next 12 months, consumers can mail the \$11 checks to their cable operators, "who will treat them like a subscriber's personal check." (The \$11 is the "average monthly retail price" of The Disney Channel in those three counties, Disney said.)

According to Stephen Silver, director of marketing for Wabash Computer Systems Inc., "the value of both items is high, with the computer package costing in the range of \$900 to \$1,000, depending on the model and equipment purchased, and the year's [Disney] subscription valued at \$131."

Soccer on ESPN

For the second consecutive season, ESPN will televise 18 Major Indoor Soccer League games during the 1986-87 season, including live coverage of 11 games, the All-Star game and four live playoff games, ESPN said last week. The schedule begins with an MISL season preview Dec. 21 at 2:30 p.m. (NYT), with the first game airing Dec. 26 at 2 p.m. The programs will be produced by ESPN in association with Bud Sports.

Site setting

The National Cable Television Association has confirmed that its 1988 convention will be held at the Los Angeles Convention Center, the site of its 1981 gathering. The event will run between April 30 and May 3.

Right now, however, NCTA is more concerned with planning for the 1987 convention, which is six months away. It's scheduled for the Las Vegas Convention Center, May 17-20.

Attendance at NCTA conventions has been slipping over the past several years. To counter the trend in 1987, planners have come up with a "registration incentive program." According to NCTA spokesman Steve Tuttle, MSOs would receive discounts on the registration fees for each additional employee they send to the 1987 convention above their 1986 convention number.

To encourage early registration, NCTA is offering a chance to win two free airline tickets to everyone who registers prior to Dec. 31. The winners will be chosen in a drawing.

Borrowing an idea from the engineers, NCTA planners have issued a call for papers on "successful system management ideas." The authors of the best of the papers will be invited to attend the convention for free and present their ideas at a special session. The "winning" papers will be published in a convention "wrap-up book." To be considered by the judges, the management papers must be submitted by Dec. 31.

According to the NCTA's science and technology papers, proposals for technical papers to be presented at the convention and published by the NCTA are due by Dec. 19. The department is asking that the pro-

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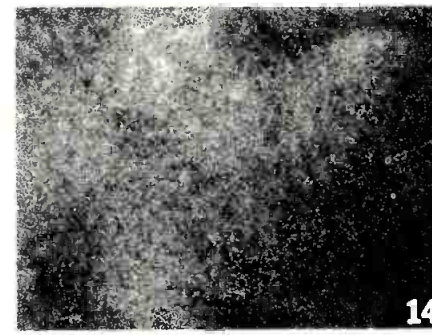
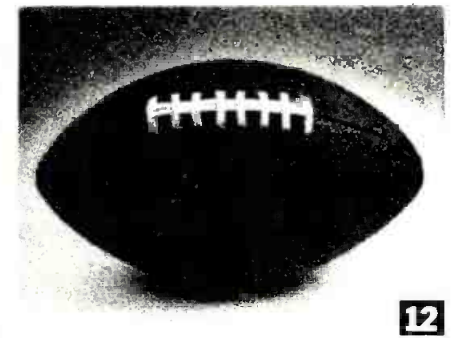
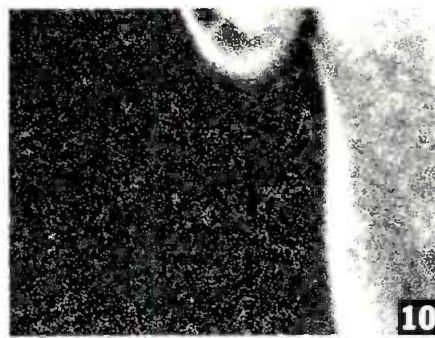
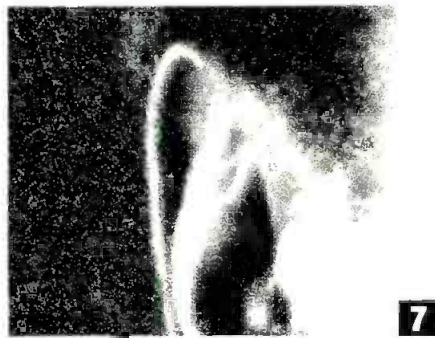
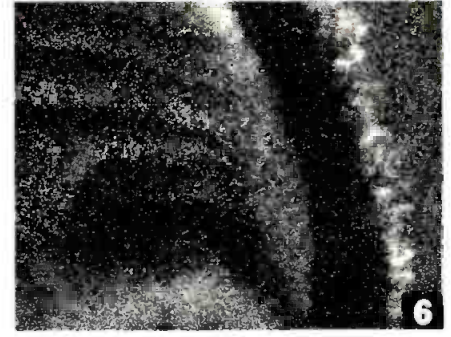
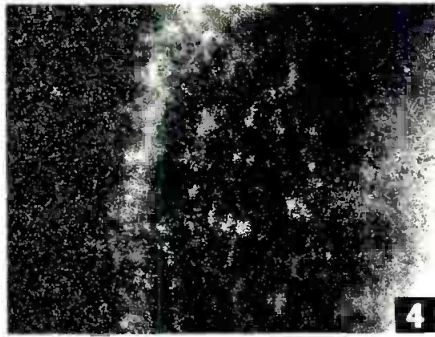
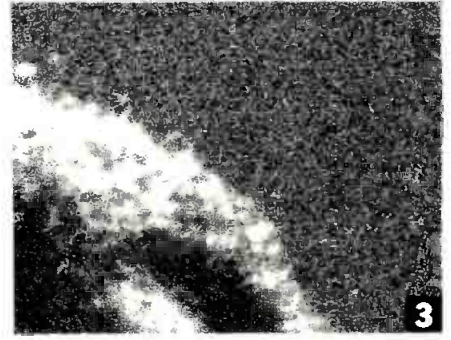
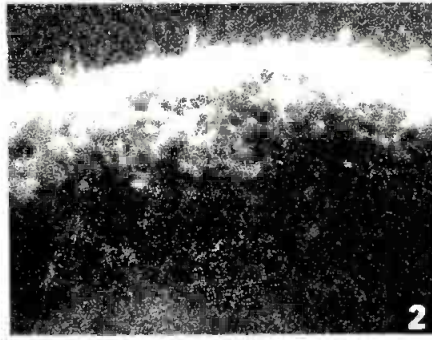
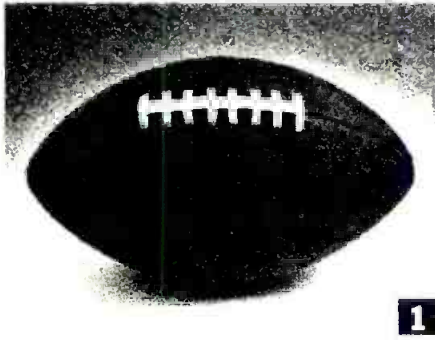
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Can you name the 15 top rated network television shows of 1985-86?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.



Answers:

	Rating/Share
1. Super Bowl XX (1/26/86)	48.3/70
2. The Cosby Show (2/27/86)	39.0/56
3. The Cosby Show (1/16/86)	38.5/55
4. The Cosby Show (1/9/86)	36.9/54
5. The Cosby Show (3/6/86)	36.4/54 (R)
5. The Cosby Show (3/20/86)	36.4/54
5. The Cosby Show (2/20/86)	36.4/53
8. The Cosby Show (12/5/85)	36.2/53
9. The Cosby Show (1/30/86)	36.0/51
10. The Cosby Show (12/12/85)	35.4/52
10. The Cosby Show (2/6/86)	35.4/51 (R)
10. Super Bowl XX Post Game Show (1/26/86)	35.4/49
13. The Cosby Show (11/21/85)	35.3/51
14. The Cosby Show (2/13/86)	35.2/50
15. The Cosby Show (1/2/86)	34.9/50

Now think about what Cosby can do for *your* ratings beginning in 1988.

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Source: NTA, September through September





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posals be around 250 words.

According to Tuttle, sales of booths for the 1987 software and hardware exhibition are off to a good start. So far, he said, more than 100,000 square feet of floor space has been reserved by 158 companies. When the doors opened on the 1986 convention in Dallas this year, the exhibition comprised 287 companies with 162,000 square feet.

Melman on Showtime

Larry (Bud) Melman, best known for his appearances on *Late Night with David Letterman*, has been featured in a newly launched campaign of 30-second spots on MTV, VH-1 and Nick-at-Nite to champion Showtime's exclusive programming. In the spots, Melman offers viewers "free cable for a year if you spot Showtime's exclusives on HBO or Cinemax." Melman also offers free buckets of chicken, cereal and his tie if subscribers see an exclusive Showtime movie on any other national pay service, Showtime said.

According to Josh Sapan, senior vice president of marketing and creative services for Showtime/The Movie Channel Inc., the spots "are a great mix of important information and bizarre humor, presented in an entertaining and clear-cut format" to deliver Showtime's exclusivity message. The first series of Melman spots, produced for Showtime by Fred/Alan Inc., began airing on the MTV Networks late last month and will run through the end of the year. A new series of three additional spots will begin in early 1987, Showtime said.

Sports call

The planners of the National Cable Television Association's 1987 convention in Las Vegas next spring are trying to pull together a panel session featuring representatives of some of the major producers of cable programming—the commissioners of the four major professional sports leagues and the head of the U.S. Olympic Committee.

Invited to participate: Peter Ueberroth, Major League Baseball; David Stern, National Basketball Association; Pete Rozelle, National Football League; John Zeigler, National Hockey League, and Robert Helmick, U.S. Olympic Committee.

Cable doesn't yet carry any NFL games, but it hopes to. A group of large cable operators is forming a joint venture to raise the millions of dollars necessary to bid for a Sunday night football package (BROADCASTING, Nov. 11).

Cable winner

Sally Joan Baker, the producer-host of a public-access program on a cable system in Oakland, Calif., is one of five winners of the 1986 Kool Achiever Awards, which are awarded by the Brown & Williamson Tobacco Corp., the manufacturer of Kool cigarettes, for good works in America's inner cities. Baker is the producer-host of *Wee People*, which features children (between 6 and 13 years of age) telling stories, performing plays or reciting poetry. According to a spokesman for the awards, Baker donated the \$10,000 prize to a local youth program run by the National Association for the Advancement of Colored People.

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ORION...**

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Business Briefly

TELEVISION

Coleco Industries □ Advertiser is using ALF (alien life form), puppet character featured in NBC prime time television series, as star of TV commercial for plush toy in pre-Christmas push that began last week in five major markets. Campaign will be followed by planned national rollout. Commercials will run in

Saturday morning and early evening fringe periods. Target: children, 6-12, and parents. Agency: Bozell, Jacobs, Kenyon & Eckhardt, New York.

Service Merchandise □ Three-week flight is set to begin in early December in nine markets in which apparel is sold. Company's catalogue showrooms will be highlighted in commercials placed in all

dayparts. Target: teen-agers; adults, 25-54. Agency: Standard Advertising Agency, Nashville.

American Dairy Association/National Dairy Board □ Three commercials focusing on different subjects related to cheese consumption broke last week on



From the moment the first telecast made its way into a handful of living rooms, audiences were entranced, entertained and enlightened. Now, television is in nearly every household. Viewers receive more channels and have more choices than ever before. Television. It's the media choice that reaches 98% of all households. That's why advertisers invest a whopping 21 billion dollars each year. How do we know? We've been watching audiences watch TV since 1949—longer than *anyone*. And, as the medium and the audience grow and change, so do we. Developing new ways to define and describe who they are and what they watch. Arbitron. We know the territory.

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network TV and in about 40 major markets. Commercials will continue until about June 1987. Spots will run in daytime, fringe and prime time. Target:

Rep Report

KENS-TV San Antonio, Tex.: To Katz American Television from Blair Television.

□

KTGF(TV) Great Falls, Mont.: To Seltel (no previous rep).

□

KIDY(TV) San Angelo, Tex.: To Seltel Inc. from Adam Young.

□

WEVV(TV) Evansville, Ind.: To MMT Marketing Division from Adam Young.

□

KYA(AM)-KSFO(FM) San Francisco: To Major Market Radio from Eastman Radio.

□

KING-AM-FM Seattle and KGW(AM)-KINK(FM) Portland, Ore.: To Major Market Radio from Blair Radio.

□

WWKB(AM) Buffalo, N.Y.: To Hillier Newmark Wechsler & Howard from Blair Radio.

□

KMGX(FM) Hanford, Calif.: To Christal Radio from Republic Radio.

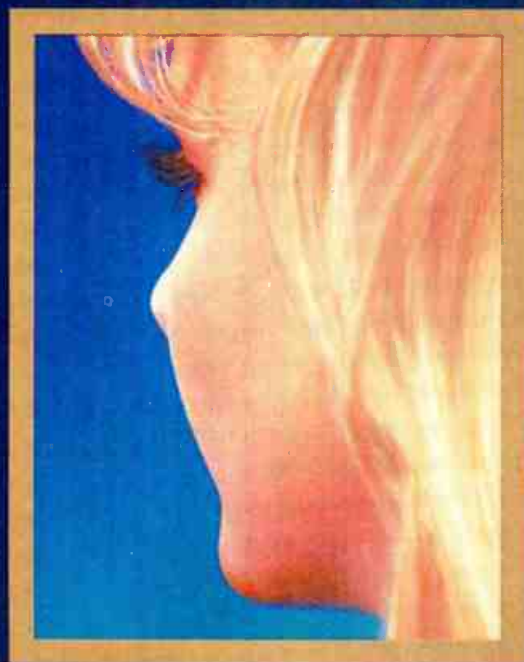
□

WOKQ(FM) Dover, N.H., and WBLM(FM) Lewiston, Me.: To McGavren Guild from Eastman Radio.

□

WJBO(AM)-WFME(FM) Baton Rouge, La.: To Hillier, Newmark, Wechsler & Howard from Blair Radio.

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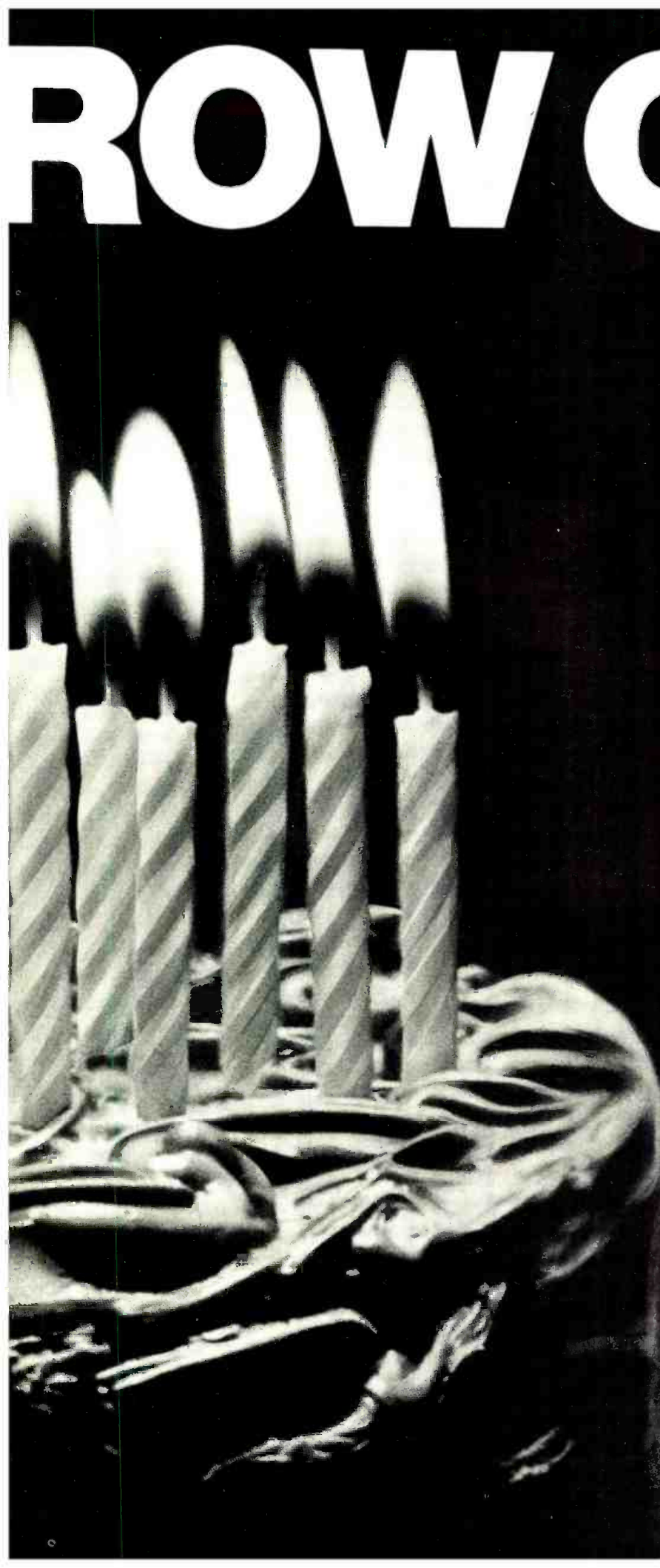
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Raphael

Bruce Williams

Dr. Harvey
Ruben

Bernie Meltzer



Talknet

From NBC Radio

adults, 18-54. Agency: D'Arcy Masius Benton & Bowles, Chicago.

Broyhill Furniture □ First-quarter 1987 test campaign will be conducted for furniture chain in Seattle-Tacoma; Orlando, Fla.; Providence, R.I., and Harrisburg-York, Pa., starting in early January for 13 weeks. Commercials will be placed in daytime, prime and fringe periods. Target: women, 25-54. Agency: Price/McNabb Advertising, Asheville, N.C.

RADIO

Clothestime □ Retail clothing firm for young women will stage five-week flight in 40 markets during November and December. Commercials will be placed in all dayparts. Target: women, 12-24. Agency: International Communications Group, Los Angeles.

Just Pants □ Retail chain specializing in jeans begins campaign in late November for four to five weeks in about 40 markets. Commercials will be slotted in all dayparts. Target: persons, 12-24. Agency: Cohen & Greenbaum, Chicago.

Washington State Apple Commission □ Image-building campaign for apples will kick off next week in 26 markets, including Atlanta, Chicago, Denver,

Detroit and Richmond, Va. Commercials will appear in all dayparts. Target: adults, 18-44. Agency: Cole & Weber, Seattle.

Israel Government Tourist Office □ Stage and screen star Jack Lemmon is featured in new commercial in which Lemmon talks warmly about his impressions of Israel during visit there. Two-week flight was scheduled to begin late last week and will include New York, Chicago, Los Angeles, Miami, Washington, Houston and Dallas. Commercials will run in morning and evening drive times and in classical music and talk radio stations. Agency: Biederman & Co., New York.

TELEVISION & CABLE

Windmere Corp. □ In its first major use of television, advertiser will kick off multiproduct campaign including men and women personal care appliances on Cable News Network and superstation WTBS(TV) Atlanta this week. Supplementing national cable will be 37-market spot buy starting in February 1987 and running through spring, returning in fall and continuing through Christmas season. Target: adults, 18 and older. Commercials will run in all dayparts. Agency: Beber Silverstein & Partners, Miami.

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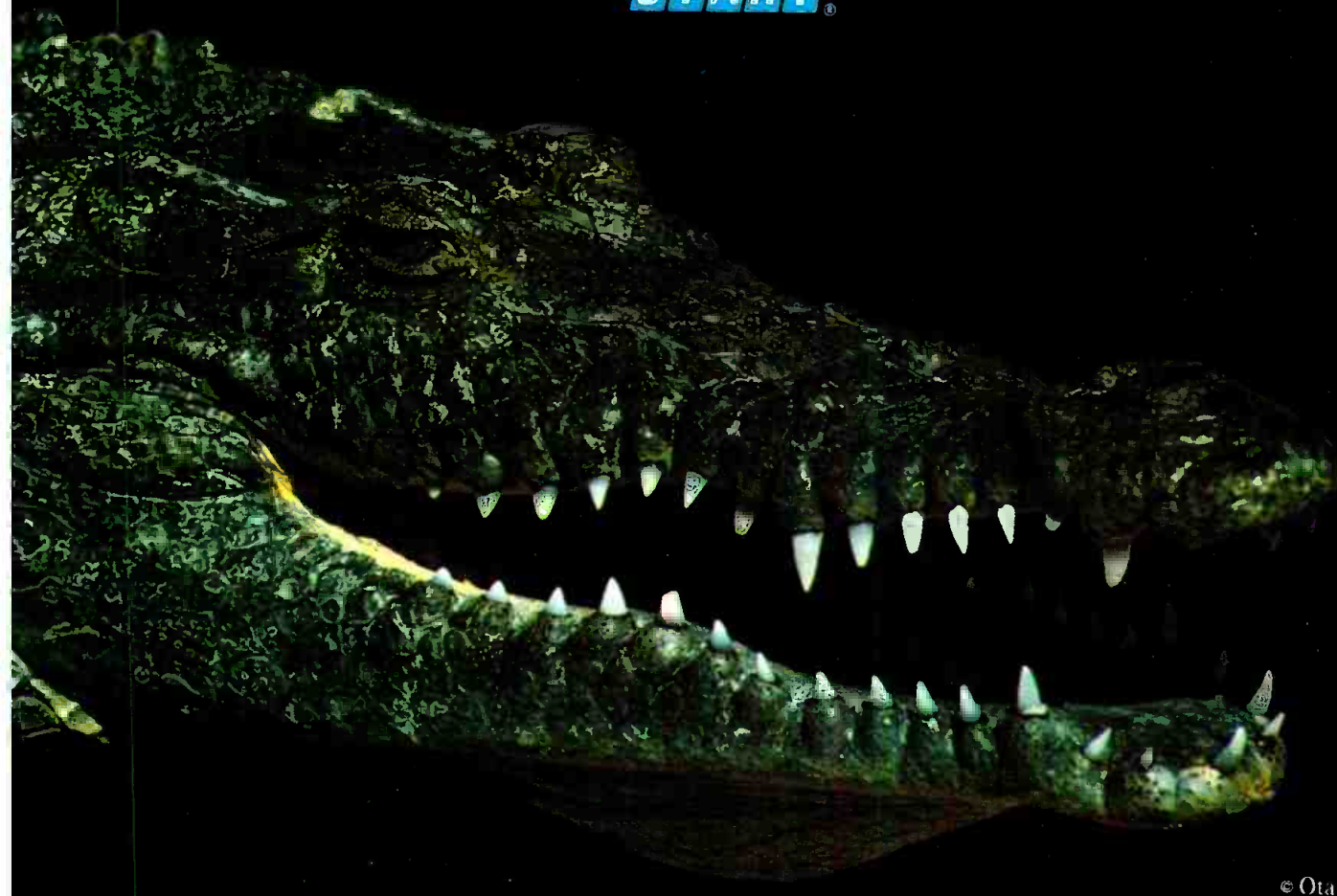
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A commentary on confidential sources from Renée Chenault, master degree candidate, University of Missouri

Protecting a confidential source: the illusive privilege

If you are a Michigan newspaper reporter and the county prosecutor subpoenas you to appear before a grand jury and reveal a confidential source, you can tell him to go jump in a lake. Michigan's shield law protects all communications between a newspaper reporter and his source. But if you are a Michigan television reporter and that same prosecutor subpoenas you to reveal a confidential source, say no and you could wind up in jail. If you doubt the law can discriminate that way, you haven't heard about Brad Stone.

Stone is a television producer at WJBK-TV Detroit. He did a series on area youth gangs. Six weeks before the series ran, someone shot and killed a state trooper in Detroit's downtown area. Although police had a suspect in the case, a grand jury subpoenaed Stone's outtakes. Prosecutors believed the outtakes would confirm the identity of the state trooper's killer. Stone agreed to give the grand jury the aired segments but refused to turn over his outtakes. According to Stone, he made a promise to his sources to keep their identities confidential, and he would keep that promise even if it meant going to jail. It did. The Wayne County Court held Stone in contempt of court for failing to comply with the subpoena and sentenced him to jail.

Two Michigan appellate courts upheld the trial court and ruled that Michigan's shield law applies only to print journalists and not to reporters in the electronic media. A day after Stone went to jail, the U.S. Court of Appeals for the Sixth Circuit stayed the jail sentence until it could rule on whether television newsgatherers are entitled to the same protection as their print colleagues.

Whatever the appeals court's decision, the case is bound to have an impact on both Detroit broadcast and print journalists. And the case is relevant to broadcasters across the country.

As most reporters know, there is no absolute privilege from testifying about matters under criminal investigation. Far less certain, however, are the parameters of a qualified privilege. The courts have held that the context of the case will determine whether a qualified privilege exists. If that sounds like a wishy-washy, no-answer kind of answer, unfortunately it's the only answer case law supports. Simply put, there are no absolutes in defining when a qualified privilege applies. It will depend on the type of case, whether it's criminal or civil. It will depend on who is requesting disclosure—the prosecutor or the defendant—and at what stage in the proceedings the request is made. With that caveat out of the way, however, a few



Renée Yvette Chenault is currently working on a master's degree at the University of Missouri School of Journalism. She received her JD from the University of Pennsylvania and worked for two years as an associate attorney at Hughes, Hubbard & Reed, New York. She was also senior law clerk for Damon J. Keith, United States Court of Appeals for the Sixth Circuit, the judge who granted the stay in the Brad Stone case.

generalizations may be made about a qualified privilege. The privilege will protect a reporter from testimonial compulsion unless the prosecutor shows that the information is relevant to the investigation, essential and cannot be obtained by other, less intrusive measures. There are certain cases in which a reporter's claim to a privilege will almost never succeed. The state and federal courts have generally denied the privilege at the grand jury stage in a criminal investigation where the court believes the unpublished material may lead to discovery of those involved in criminal activity.

Many legislatures enacted and amended shield laws to pick up where constitutional protections leave off. Yet these statutes are sometimes deceptive in the degree of protection they guarantee. According to a report done by the Reporter's Committee for Freedom of the Press, 26 states have some kind of shield laws on the books. The statutes vary from state to state, but generally fall into three categories.

■ Statutes in the first category are written as absolute. States in this category are Arizona, California, Indiana, Michigan, Montana, Nebraska, New Jersey, New York, Ohio, Oregon and Pennsylvania. A reporter in these states has an absolute privilege covering both his source and information obtained from the source under a pledge of confidentiality. Despite the absolute wording of these statutes, they are not unconditional, and the privilege can be lost under any number of circumstances.

■ State statutes in the second category (Alabama, Kentucky and Maryland) are

written as providing an absolute privilege for reporters, but in reality they severely limit the reporter's ability to gather news and protect sources. These statutes say the privilege applies only if the information is broadcast or published. Since a reporter will never know beforehand whether his story will air or be published, he cannot rely on these statutes when making a decision to offer confidentiality.

■ State statutes in the third category (Alaska, Arkansas, Delaware, Illinois, Louisiana, Minnesota, New Mexico, North Dakota, Oklahoma, Rhode Island and Tennessee) offer reporters the least protection and are conditional in nature. In these states, a reporter's claim of privilege will depend on the merits of the claim and the nature of the proceeding. And what about the 24 states that don't have shield statutes? Well, the courts in some of these states—Colorado, Connecticut and Florida, for example—have implied a qualified privilege from common law. Yet, other states—Utah, South Carolina and Wyoming, among them—have no case law protecting reporters who want to protect their sources.

Robert Warfield, the vice president and news director at WDIV-TV Detroit, says he believes a distinction has to be made between anonymity and confidentiality. Warfield said reporters routinely promise individuals anonymity. It's simply a guarantee that the source's face or voice will not be shown and if shown the picture or sound will be distorted. It's not a promise to never disclose who the source is. Confidentiality on the other hand is a much more sweeping guarantee. The reporter is, in essence, swearing an "oath to God" that he will never reveal who the source is.

Regardless of whether the reporter gives a source confidentiality or anonymity, once he does so he has an obligation to take certain precautions. This means that in the case of anonymity, the source isn't shown on tape unless his picture or voice is distorted. And retaining outtakes of undistorted tape is asking for trouble. Many stations have a policy of destroying outtakes. If this is a uniform policy, a station could not be accused of destroying evidence.

Finally, the industry has a duty to educate the public as to why source protection is of paramount importance in the newsgathering process. The government has been arguing for some time that it is acting in the public's best interest when it forces a reporter to reveal sources. Ironically, it's the same public interest that reporters serve when they refuse to reveal their sources. The public needs to know that it is in its interest that reporters not be used as an arm of government. Until that message gets across, reporters will continue to face the prospect of going to jail for doing their job.

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■ Indicates new entry

This week

Nov. 17—"Organized Crime and the Media: Exploring the Mafia Mystique," conference 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. 18—*Museum of Broadcasting* seminar, "BBC Programming and Scheduling." MOB, New York. Information: (212) 752-7684.

■ **Nov. 18**—"Women and Power—Getting It. Keeping

It," sponsored by *Women in Communications, New York*. Speaker: Peter Diamandis, president, CBS Magazines. McGraw-Hill, New York.

■ **Nov. 18**—"Pay-per-view marketing techniques," sponsored by *Women in Cable, Dallas/Fort Worth chapter*. Jeremiah's restaurant, Las Colinas, Tex.

Nov. 19—"Hollywood Salute to BBC," during BBC's 50th anniversary, sponsored by *Academy of Television Arts and Sciences and International Council of National Academy of Television Arts and Sciences*. Ambassador hotel's Coconut Grove, Los Angeles. Information: (818) 953-7575.

■ **Nov. 19**—*Washington Metropolitan Cable Club* luncheon. Speaker: Jim Mooney, president, National Cable Television Association. Washington Marriott, Washington. Information: Sandi, (202) 841-7725.

■ **Nov. 19**—*Women at Work Broadcast Awards* presentation, sponsored by *National Commission on Working Women*. Capital Hilton hotel, Washington. Information: (202) 737-5764.

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

Nov. 20—*Ohio Association of Broadcasters* financial managers meeting. Harley hotel, Columbus, Ohio.

Nov. 20—"Censorship and the Coverage of News Around the World," seminar sponsored by *Museum of Broadcasting*. MOB, New York. Information: (212) 752-7684.

Nov. 20—"Arts and Literature as Reflected on BBC Television," symposium sponsored by *Library of Congress*. Mary Pickford Theater, Library of Congress, Washington. Information: (202) 287-5108.

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—*Pacific Pioneer Broadcasters* luncheon, honoring television and radio actor Gale Gordon. Sportsmen's Lodge, Los Angeles.

Nov. 21—"The BBC: Today and Tomorrow," seminar sponsored by *Museum of Broadcasting*. MOB, New York. Information: (212) 752-7684.

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.

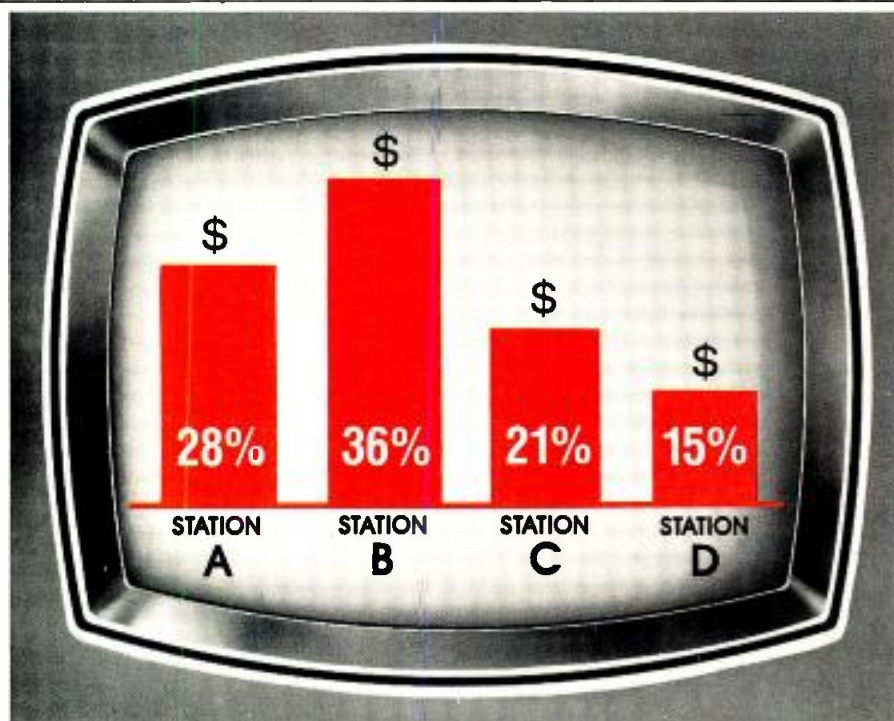
Nov. 22—*Professional Media Network of Greater San Jose* seminar, "The Effects of the Tax Reform on the Type of Business Typical for the Media Industry." San Jose Athletic Club, San Jose, Calif. Information: (415) 968-3633.

■ **Nov. 22**—"A Free Press: Endangered or Dangerous?" seminar sponsored by *Smithsonian and National Press Club*. Moderator: Retired NBC Correspondent Bill Monroe. Carmichael Auditorium, National Museum of American History, Washington.

■ **Nov. 22**—"An Introduction to Community Access Television," orientation session sponsored by *Chicago Access Corp.* CAC, Chicago. Information: (312) 294-0400.

Also in November

Nov. 24—Presentation of International Emmy Awards, sponsored by *International Council of National*



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"Throughout...there are deftly placed moments that don't just provide a break from the laughter, but add an extra dimension not available in lesser productions."

"...contributions are made by every member of the family."

"The characters are fully fleshed; the regulars... couldn't be more comfortable together if they were family by blood."



TELEVISION REVIEWS

Kate & Allie

(Mon. (22), 8-8:30 p.m., CBS-TV)

If anyone is looking to define the term "quality," this is the place to spend a half-hour. Now beginning its fourth season, "Kate & Allie" has always been a something special in tv land. If this term's opener is any indication, it's a tradition that is going to continue.

Once dominated by Susan Saint James and Jane Curtin, as the two single mothers who have joined households and families, "Kate & Allie" has gradually evolved into a fuller show where contributions are made by every member of the family.

This time around, the focus is on the girls, Emma McArdle (Ari Meyers) and Jennie Lowell (Allison Smith). The two high-schoolers find their lives turned-topsy turvy by a likeable Ricky Pauli Goldin, as Jason, who makes a headlong dash for the attentions of Emma.

While clumsy boy chasing unreachable girl is the stuff of standard comic fare, there's nothing

common or ordinary in how it's treated here.

The characters are fully fleshed; the regulars, including Frederick Koehler as Chip Lowell, couldn't be more comfortable together if they were family by blood.

Throughout the show there are deftly placed moments that don't just provide a break from the laughter, but add an extra dimension not available in lesser productions — like when a three-course meal arrives at Emma's house as Jason's peace offering, or when something unexpected is discovered by Jennie in a high-school hallway.

Anne Flett and Chuck Ranberg get the credit for the script, made even better by director Bill Persky's deft handling.

Producers are Persky and Bob Randall; exec producers are Merrill Grant and Mort Lachman; show is from Mort Lachman & Associates in association with Reeves Entertainment Group.

Dani

September 24, 1986

KATE & ALLIE
Produced by Reeves Entertainment Group

Distributed by

MCA TV

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Academy of Television Arts and Sciences. Sheraton, New York. Information: (212) 308-7540.

Nov. 24—"Children and BBC Television," symposium sponsored by *Library of Congress*. Mary Pickford Theater, Washington. Information: (202) 287-5677.

Nov. 25—"The Investigative Reporter in a Closed Society," symposium sponsored by *Library of Congress*. Mary Pickford Theater, Library of Congress. (202) 287-5677.

Nov. 25—*International Radio and Television Society* newsmaker luncheon, featuring retired Chief Justice Warren Burger. Waldorf-Astoria, New York. Information: (212) 867-6650.

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. 1-5—*World Association for Christian Communication, North American Broadcast Section*, 17th annual conference. Royce Resort hotel, Fort Lauderdale, Fla. Information: (313) 962-0340.

Dec. 1-19—"Retrospective of 50 Years of BBC Programs," three-week program sponsored by *Library of Congress*. Mary Pickford Theater, Library of Congress, Washington. Information: (202) 287-5677.

Dec. 3—*Ohio Association of Broadcasters* sales work-

shop. Park University hotel, Columbus, Ohio.

Dec. 3—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Ismail Merchant, producer, Merchant Ivory Productions, on "Adventures of an Independent Filmmaker. How 'A Room with a View' Happened." Copacabana, New York. Information: (212) 765-2758.

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—Deadline for entries in *International Television Association's* 19th annual Video Festival. Information: ITVA, 6311 North O'Connor Road, #110, Irving, Tex., 75039; (214) 869-1112.

Dec. 8-10—Eighth annual *National Media Conference and Public Relations Forum*. Theme: "New Directions." Participants include Jeff Greenfield, ABC News; Bill Kurtin, CBS News; Oprah Winfrey, syndicated talk

show host; Bruce Christensen, president, PBS, and Charles Gingold, Lifetime Cable Network. New York Hilton, New York. Information: Ghislaine Darden, (212) 819-9310.

Dec. 8-11—"Convergence: An International Forum on the Moving Image," biennial event organized by *Le Forum Video de Montreal*. Sheraton Center, Montreal. Information: (514) 283-8309 or (212) 595-2452.

Dec. 9—Presentation of second annual Nancy Susan Reynolds Award for "sexual responsibility in television," sponsored by *Center for Population Options*. Beverly Wilshire, Los Angeles.

■ **Dec. 9**—"Intellectual Property Rights and the Electronic Media," program sponsored by *American Bar Association section of Patent, Trademark & Copyright Law*. Washington Marriott, Washington.

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

Dec. 11—*Advertising Club of Greater Boston* "brown-bagger workshop" for those interested in advertising career. Ad Club, Boston. Information: (617) 262-1100.

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. 13**—"Influences on the Range and Quality of Television Programming," seminar sponsored by *Univer-*

Major Meetings

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 conferences: Jan. 29-30, 1988, Opryland hotel, Nashville, and Feb. 3-4, 1989, St. Francis hotel, San Francisco.

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

Feb. 18-20—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex.

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 28-31, 1987—*National Association of Broadcasters* 65th annual convention. Dallas Convention Center. Future conventions: Las Vegas, April 9-12, 1988; Las Vegas, April 29-May 2, 1989; Dallas, March 24-27, 1990, and Dallas, April 13-16, 1991.

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

April 1-5, 1987—*Alpha Epsilon Rho, National Broadcasting Society*, 45th annual convention. Clarion hotel, St. Louis. Information: (409) 294-3375.

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 Manage-*

ment 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 26-29, 1987—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. Omni hotel, St. Louis.

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

■ **May 17-20, 1987**—*National Cable Television Association* annual convention. Las Vegas Convention Center, Las Vegas. Future meeting: April 30-May 3, 1988, Los Angeles Convention Center.

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. Future meeting: Sept. 7-9, 1988.

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. 30-Nov. 4, 1987—*Society of Motion Picture and Television Engineers* 129th technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles. Future conferences: Oct. 14-19, 1988, Jacob K. Javits Convention Center, New York, and Oct. 22-27, 1989, Los Angeles Convention Center.

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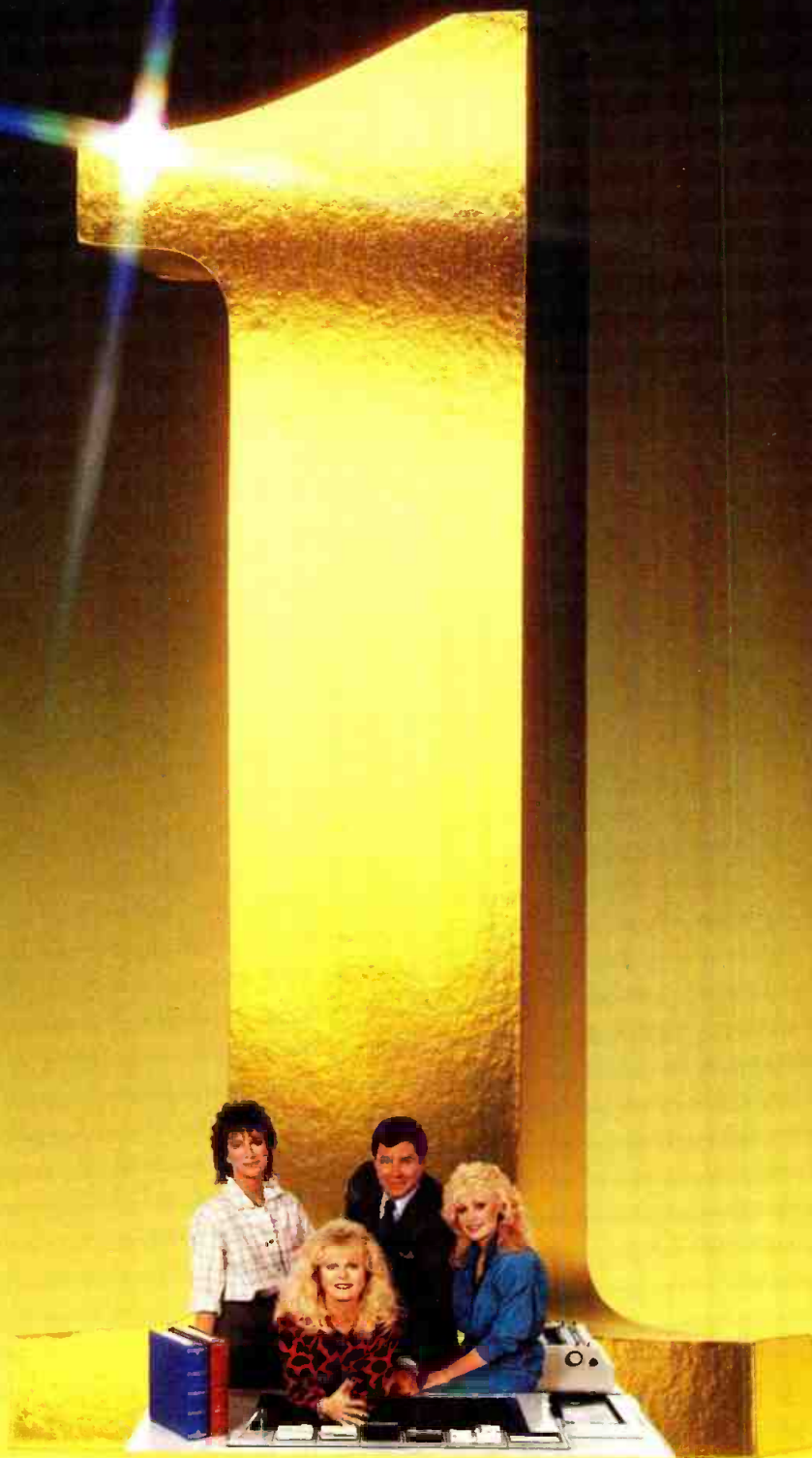
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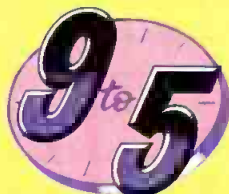
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sity of Southern California's Annenberg School of Communications and American Film Institute. Campus of AFI, Los Angeles.

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

Dec. 15—Deadline for entries in *National Educational Film & Video Festival*, for "innovative educational productions designed for schools, universities, broadcast, cable television, instructional television, corporations, hospitals, libraries, museums and home video." Information: (415) 465-6885.

■ Dec. 15-16—"The Promise of High-Definition Television," sponsored by *Annenberg School of Communications, Washington Program*. Willard hotel, Washington. Information: (202) 393-7100.

Dec. 16—*Federal Communications Bar Association* luncheon, "The McLaughlin Group: Media Style." Panelists: Paul Harris, *Variety*; Tack 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—"An Introduction to Community Access Television," orientation session sponsored by *Chicago Access Corp.* CAC, Chicago. Information: (312) 294-0400.

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

Dec. 20—Deadline for entries in film and video festival sponsored by *Council on Foundations*. Entries must have received full or partial funding from private, community or corporate grantmaker. Information COF, 1828 L Street, N.W., Washington, 20036-5168; (202) 466-6512.

January, 1987

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

■ Jan. 8-10—First International Music & Video Competition, sponsored by *International Music & Video Competition Committee and Fuji Television Network*. Fuji Television Network building, Yoyogi National Stadium and Seibu department store exhibition hall, Tokyo. Information: (03) 358-8264.

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

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) 887-1970.

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—Deadline for entries in 37th annual Sidney Hillman Awards for outstanding achievements in social issue journalism, sponsored by *Amalgamated Clothing and Textile Workers Union*. Information: Sidney Hillman Foundation, 15 Union Square, New York, N.Y., 10003.

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

■ Jan. 15—Deadline for entries in American Film & Video Festival, program of *Educational Film Library Association*. Festival is dedicated to "promoting awareness of the wide range of film and video product available for sale of rental to nontheatrical media community." Information: Sandy Mandelberger, (212) 227-5599.

Jan. 16—Deadline for entries in Jack R. Howard Broadcast Awards for public service reporting, sponsored by *Scripps Howard Foundation*. Information: SHF, 1100 Central Trust Tower, Cincinnati, 45202.

Jan. 16-17—*Colorado Broadcasters Association* winter meeting and awards banquet. Broadmoor hotel, Colorado Springs.

Jan. 19—ACE Awards ceremony luncheon, co-sponsored by *National Academy of Cable Programming* and *Southern California Cable Association*. Beverly Hills hotel, Los Angeles. Information: Mel Matthews, (213) 684-7024.

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. Wilton theater, Los Angeles. Information: (202) 775-3611.

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* winter convention. Radisson hotel, Columbia, S.C.

Jan. 31-Feb. 4—*National Religious Broadcasters* 44th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington. Information: (201) 428-5400.

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—*West Virginia Broadcasters Association* sales seminar. Marshall University student center, Huntington, W. Va. Information: (304) 344-3798.

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

Feb. 4—*West Virginia Broadcasters Association* sales seminar. West Virginia University's Erickson Alumni Center, Morgantown, W. Va. Information: (304) 344-3798.

Feb. 5—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

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

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. 16-22—Video Expo San Francisco '87, sponsored by *Knowledge Industry Publications*. Civic Auditorium, San Francisco. Information: (914) 328-9157.

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

Feb. 18—Deadline for entries in Roy W. Howard Award, for public service reporting, sponsored by *Scripps Howard Foundation*. Information: SHF, 1100 Central Trust Tower, Cincinnati, 45202.

Feb. 18-20—The Texas Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex. Information: (512) 474-2082.

Feb. 18-20—Forum '86, program to "enhance skills of cable public relations professionals, system general managers and marketing managers in media, community and government relations," sponsored by *Cable Television Public Affairs Association*. Sheraton Premiere hotel, Los Angeles. Information: Terry Soley, (213) 410-7310, or Sandi Padnos, (818) 569-7811.



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Errata

Great Day, the joint venture of Blair Entertainment and Multimedia Entertainment (BROADCASTING, Nov. 10) will focus on different contemporary issues, and not simply stress. Title of pilot is *All Stressed Up and Nowhere to Go*. Show was shot at Sunset Gower studios in Hollywood, not Sunset Gallery Studios.

□

Gregory L. Strauser, sales manager, MMT, St. Louis, joins WRGB(TV) Schenectady, N.Y., as general sales manager, not David M. Lynch, as reported in Oct. 27 "Fates & Fortunes."



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in Philadelphia, One Big Family in Chicago, It's A Living in Detroit and What's Happening Now!! in Houston.

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Source: NSI MarkeTrak 9/27-10/20/86; (*) NTI/FWSON, 8 weeks ending 10/26/86 (coverage area ratings). Subject to limitations of methodologies employed.

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Open Mike

Who was on first?

EDITOR: It is a pity the BBC mars its justifiable pride in 50 years of solid television achievement by insisting that it inaugurated the first public television service in the world. We are sorry to see that you bought this line in your Nov. 3 special report on "Britain's BBC-TV."

The fact is that the world's first regularly scheduled television service began in Germany in the spring of 1935, more than 18 months earlier than the BBC experimental service which started in November of 1936. The English will reply that the German service was only 180 lines and therefore does not count. It was German eagerness to be first that caused them to use this already obsolete line standard. By the summer of 1936 for the Berlin Olympic games, although still trapped by the 180 line transmission norm, the Germans were using exactly the same range of equipment that the British began experimenting with the following November.

Further, between November 1936 and February 1937, the British were using two systems on a turn-and-turnabout basis.

The British finally determined to use the EMI fully electronic system in February 1937 which, it would seem, would be a more appropriate date for the celebration of a continuous regular service.

What is particularly pointless in all this is that both the Germans and the British in effect both came to use American technology as developed by Zworykin. Just because the world's first television service happened to be a Nazi achievement, that is no reason for the BBC to continually try usurping it.—*Brian Winston, dean, and William Uricchio, assistant professor, school of communications, The Pennsylvania State University, University Park, Pa.*

Editor's note. The BBC's director of engineering, Bryce McCrerrick, replies:

"The BBC is indeed proud of 50 years of television achievement, but not to the extent of denigrating con-

temporary enterprise and invention in other countries. Despite the wording in the BROADCASTING article, we do not ignore the 180-line German television service which started in 1935. We claim only that what we launched in November 1936 was the world's first regular high-definition service.

By fairly common consent at the time, and officially recognized in the report of the 1934 UK Selsdon Committee, 240 lines was taken to be the lower limit for a high-definition system. Thus both initial components of the BBC service, Baird's 240-line system and that of Marconi-EMI on 405 lines, qualified as "high definition" whereas the German 180 lines did not. To say this is not to usurp Germany's 1935 achievement: if we were trying to do that we could, I suppose, cite the regular BBC 30-line transmissions which ran from 1929 to 1935, but we claim no particular credit for that.

Professors Winston and Uricchio also raise the matter of Zworykin's development of the charge storage camera tube. No one in the UK questions Zworykin's title as the originator of this and his work was certainly known to Shoenberg and his EMI team as a result of the RCA/EMI patent information sharing agreement. But the Emitron tube, while incorporating Zworykin's charge storage principles, was in fact an independent parallel English development."

Decent thing to do

EDITOR: Having co-chaired last summer's effort to get the FCC to enforce "indecenty and obscenity" standards on broadcasting, I am a little upset that Mark Fowler and his staff are still being criticized for lack of action on the decency front.

I am very pleased that they are beginning to take concrete action on documented complaints. I was very impressed with Mr. Fowler's concern about the issue and his willingness to take action when he was made aware of some very gross violations.—*Brad Curl, national director, Morality in Media, New York.*

Further explanation

EDITOR: Paul Symczak, acting general counsel of the Corporation for Public Broadcasting, in a letter in the Nov. 10 issue of BROADCASTING, described as "total fabrication" my statement that CBP's program contracts have

dropped the requirement that the contractors comply with the objectivity and balance requirements of Section 396(g)(1)(A) of the Communications Act of 1934 as amended.

In 1977, after the court case mentioned in Mr. Symczak's letter, the standard CPB contract included this language:

"1. In particular, Contractor shall comply with all applicable provision of the Communications Act of 1934, as amended, and shall comply with all relevant rules, regulations, opinions, and decisions of the Federal Communications Commission. In addition, Contractor acknowledges that Section 396(g)(1)(A) of the Public Broadcasting Act of 1967, as amended, requires 'strict adherence to objectivity and balance in all programs or series of programs of a controversial nature,' and undertakes to comply with that requirement."

The president of CPB informed AIM at that time that breach of that undertaking would expose the contractor to liability and possible damages.

This language is no longer in the CPB contracts, according to none other than Paul Symczak. At least that is what he told me in a tape-recorded phone conversation I had with him on Oct. 22. He said the language now reads:

"Contractor acknowledges that Section (g)(A)(1) of the Communications Act of 1934, as amended, authorizes the Corporation for Public Broadcasting to 'facilitate the full development of public telecommunications in programs of high quality, diversity, creativity, excellence and innovation which are obtained from diverse sources and will be made available to public telecommunications entities, with strict adherence to objectivity and balance in all programs or series of programs of a controversial nature.'"

The language committing the contractor to comply with the objectivity and balance requirement has been removed.

Mr. Symczak explained to me that this charge was made because CPB now believes that 396(g)(A)(1) does not apply to individual programs and that it applies to CPB and "not to individual producers."—*Reed Irvine, chairman, Accuracy in Media Inc., Washington.*

River retreat

EDITOR: I have only recently seen the remarks in your "Newsbeat" column of Sept. 22 by Tom Wolzien of NBC News wherein he accuses CNN (and other news organizations) of not being on the scene or knowing the source of our video material. Wolzien's gratuitous and misinformed conclusions clearly indicate he does not watch CNN. We have not won most of the major television journalism awards our profession has to offer because we don't know what we are doing. CNN bureau locations worldwide match NBC News, our coverage is certainly competitive (ask a good many NBC affiliates) and we invite him to join his colleagues in watching CNN on monitors in the NBC newsrooms. I don't know what "river of video" Wolzien is wading in, but the charge just won't float.—*Ed Turner, executive vice president, CNN, Atlanta.*



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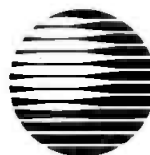
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Vol. 111 No. 20

TOP OF THE WEEK

Networks contemplate cuts in affiliate compensation

Downside talk follows ABC board meeting in Chicago; no formal proposals have been made; CBS expected to broach subject with affiliate board in January

In the words of one affiliate station executive last week, it appears that the networks are "beginning to toy with the real essence of the partnership" between stations and networks. The "essence" in that context is the compensation paid by networks to affiliates for carriage of programs. Network executives see the issue not so much as tampering with the partnership but, rather, dealing with the new economic realities of the 1980's.

The tinkering actually began earlier this year when ABC proposed elimination of payments for carriage of *Monday Night Football*, on which the network has been losing money. Affiliates objected loudly, and a compromise was reached reducing payments by half. The network wants further concessions; top executives said as much at a recent meeting with affiliate board members in Chicago.

As for the other two networks, it's clear that the subject has been discussed internally, although no specific proposals have been formulated. Neither CBS nor NBC has discussed the subject at length with affiliates, but that will change. It is understood that when CBS network executives meet with affiliate board members at their next annual gathering, in St. Thomas, Virgin Islands, in January, the subject will be discussed. It is possible that by that time the network will have a proposal or two to float.

At NBC, the senior network management met with affiliate board members last week in Laguna Niguel, Calif. The meeting began early in the week after reports broke that ABC hoped to pare back compensation payments. According to both affiliate and network sources at NBC, the subject was barely discussed. Pier Mapes, president, NBC-TV, said he tried to impress upon affiliates that compensation, in and of itself, "is not an agenda item." He acknowledged, however, that it was being looked at within the larger context of all services provided to affiliates, including marketing support, the Skycom satellite service and subsidies for things such as Ku band newsgathering trucks. "If there's any change," he said, "it would be a reallocation of priorities" among such services, which include compensation.

The network reappraisal of compensation practices comes as no surprise to some ex-

ecutives at network affiliated stations. They realize that their networks face a softer advertising market and are looking for many ways to cut costs. The signal from many affiliates, however, in reacting to the threat to compensation, is that the networks ought to look elsewhere to save money.

Buttonholed by reporters in Los Angeles last week, after a speech at a Hollywood Radio and Television Society luncheon, Capcities/ABC Chairman Thomas Murphy acknowledged the network is interested in reducing compensation payments for carriage of sports programming "and other things," and that discussions are taking place with the affiliate board on the matter.

Murphy wouldn't confirm the details of

of reducing or eliminating compensation for sports programming and "special event" programming, which was left undefined but could mean programs such as the Academy Awards broadcast or even mini-series, which the networks promote as special.

Sources at the meeting said ABC talked of possibly phasing in compensation reductions year by year. "At most," said one source, network officials talked of working up to a 20% reduction in compensation paid to stations over five years. A 20% reduction of ABC's total payouts amounts to about \$29 million. Without getting into specifics, Murphy told reporters last week, "we're just telling them that the network is losing money and we figure that if certain shows are important to them, if they want us to continue to have them, we feel that maybe we shouldn't compensate them." The World Series, said Murphy, was one example of the kind of program he was talking about. "Sports is certainly a part of that but not the whole thing." At this point, he added, "you would be making a mistake to say that we're doing anything except having discussions."

According to one source at the ABC affiliates board meeting, the reaction to the network's overtures was "overwhelmingly negative... something that is extremely objectionable." The source said that a reduction in compensation along the lines being discussed at the meeting would have a negative impact on the cash flow at his stations of about 10%, and that it would be impossible to make up for it with increased advertising rates. He also said ABC had discussed giving affiliates more advertising time to sell locally in exchange for reduced compensation payments. The board members also rejected that notion, he said. "We can't sell all the time we have now," he said. The source also reported that the offer of added time to sell "would not have been in the more popular programs."

CBS and NBC also pay compensation close to the total that ABC pays. Affiliates in larger markets, on a dollar basis, are paid more than smaller markets, although on a percentage basis, the payments account for less of the larger stations' total revenue. Thus, it is the mid- and smaller-sized markets that stand to lose more from reduced compensation and would be expected to oppose the idea more vehemently. According to the National Association of Broadcasters' 1986 Television Financial Report, compensation payments to affiliates in the top 10 markets averaged \$2.3 million, or 2.9% of

Affiliate Compensation: What's at Stake

Market size	Average payment	% of total time sales
1-10	\$2,300,000	2.9%
11-20	1,400,000	3.8
21-30	1,100,000	3.9
31-40	1,000,000	5.9
41-50	858,000	7.6
51-60	591,000	6.8
61-70	769,000	7.3
71-80	524,000	6.9
81-90	589,000	9.9
91-100	370,000	6.1
101-110	533,000	7.4
111-120	441,000	11.1
121-130	424,000	10.4
131-150	451,000	11.4
151-175	394,000	11.7
176-214	298,000	12.7

Source: National Association of Broadcasters 1986 Television Financial Report.

talks two weeks ago with affiliate board members in Chicago, but he said that reports that the network sought to cut compensation payments by 50% over the next five years were "grossly exaggerated." He confirmed that ABC pays about \$145 million annually in compensation to affiliates (about 20% of it paid to the network's owned stations), but he declined to state publicly what portion of that sum the network hoped to save over the next few years. He said that any reduction that takes place would be "modest." According to several sources present at the Chicago meeting of the ABC affiliate board, the network threw out for discussion the possibility

average total time sales. By contrast, in the 35 smallest markets, the payments averaged \$298,000 or 12.7% of average total time sales. In between, in markets 31-40, the average annual payment was \$1 million, or 5.9% of total time sales.

ABC and its affiliate board are scheduled to meet again in December, when further discussions on the compensation issue are expected.

CBS affiliate board members and network executives will certainly discuss the compensation issue at the next board meeting in January. But board members may also get a chance to address the subject before that with one very important CBS executive—acting chairman Laurence Tisch. They are scheduled to meet with Tisch in New York for lunch next Friday (Nov. 21).

At this point, CBS has not formulated a proposal for cutting back on affiliate compensation, said Tony Malara, president, CBS Television Network. But, he added: "I think we all know it's there to be talked about. To say it's going to be discussed is an understatement. Clearly it has to be discussed." To say that it has to be discussed, added Malara, is to say "nothing about the end result." He said that by the January affiliate board meeting "I would suspect there might be something more formal" on the table.

Phil Jones, vice president and general manager, KCTV(TV) Kansas City, Mo., and chairman of the CBS television affiliates advisory board, said last week that CBS affiliates would take a "very strong position" against any proposal to reduce compensation, should one emerge at the January board meeting. Such thinking on the network's part, he said, would be "short sighted" and might spur affiliates to clear less network programming and more syndicated fare.

While some affiliates strongly resist the idea of cutbacks in network compensation, others seemed resigned to the notion. Robert Price, vice president and general manager, KTWO-TV Casper, Wyo., which recently switched affiliation from ABC to NBC, said: "There's no question that all the networks will be reviewing the situation, including NBC who has a pot of gold right now." One thing Price and others stressed is that no matter what discussions take place between the networks and their affiliate boards, those groups cannot cut a deal on compensation because that would violate federal antitrust laws. Each station has to negotiate an agreement separately with its network.

As the compensation story broke last week, questions emerged about how far the networks could push before triggering affiliate defections. But executives on both sides of the issue downplayed that notion. "Defections? No, I don't think so," said Price. "The stations have just as good business people as the networks. They're aware of the cost issues involved." Capacities/ABC Chairman Murphy confronted the defection question head-on last week, responding to a reporter who asked whether his network's efforts to reduce compensation would cause some stations to desert. His reply: "Where will they go?" □

Lorimar-Storer deal comes undone

It was to be billion-plus buy and another big parlay for KKR; among explanations for collapse: troubled broadcasting economy

"There are no winners... All that is left is ranking the losers," remarked one observer after the breakdown last week of the \$1-billion-plus purchase of Storer Communications's six television stations by Lorimar-Telepictures. The official word came Wednesday afternoon, when L-T issued a statement saying the six-month-old proposal had been "terminated by mutual agreement among the three parties."

The two principals and their mutual investment banking firm, Drexel Burnham Lambert, had probably incurred more than \$10 million in negotiation-related expenses—L-T itself set aside a charge against earnings of \$7 million to cover expenses. The deal's collapse also means that Drexel Burnham Lambert will forgo an estimated \$75 million in investment banking fees, and that Kohlberg Kravis Roberts, which owns Storer, now runs the risk of losing tax advantages if it does not sell the stations before year's end. Estimates of the value of those tax benefits range from \$25 million to \$75 million.

The variety of explanations for the collapse of the proposed acquisition—which had already received FCC approval—matched the variety of participants involved.

Merv Adelson, Lorimar-Telepictures chairman and chief executive officer, offered several reasons, including "structural complexities" of such financing concepts as "capital structure," "couponing" and the "position of the debt." But the essential reason, Adelson said, was that since the initial agreement in May (BROADCASTING, May 26), he and other L-T officials became concerned over a significant deterioration in the "advertising environment and the broadcast advertising environment. What we really see is the same possibility that the networks do, that the growth rates in advertising might be compressed for a period of years, and as you

begin to project out, we lowered our expectations.... We had earlier thought we were going to be able to operate them [the six stations] at a profit, at least a cash flow profit, over a couple of years."

Yet only three weeks ago, L-T agreed to a revised purchase of the stations for only 2% less than the initial \$1.445 billion price, and some other participants say there is more to the story.

They noted that a public alert by Lorimar-Telepictures of worse-than-expected advertising deterioration is surprising talk from a company that derives most of its revenue from that marketplace—through its network television production, first-run syndication and advertising agency.

Perhaps because of that dependence, while Lorimar-Telepictures's stock initially began to rebound (some shareholders were worried about the size of debt being assumed in the purchase), by the next day the stock had retreated \$2 to close at \$21. News of the collapse coincided with the company's release of second-quarter results showing a decline in operating income.

Despite their stated pessimism about business conditions, Adelson and other L-T officials were still confident enough about the purchase only 10 days before the deal came apart to give a presentation to private investors in New York for Lorimar-Telepictures Entertainment Corp., one of the three entities into which the company was to have been divided following the Storer purchase; there was also to have been the new TV station company and a holding company, Lorimar-Telepictures Group Inc. At that meeting, Adelson told investors that the initial offering of shares for L-T Entertainment would take place today, Nov. 17.

Some believe it was the negative feedback from institutional investors who attended the "road show" presentations that caused Lorimar-Telepictures to go back for a further modification of terms, which KKR refused, causing the purchase to collapse.

Investor reaction had already caused Lorimar-Telepictures to restructure its purchase

Charting the Rivers ratings

The Late Show Starring Joan Rivers has experienced a steady ratings decline since its debut Oct. 9, but neither Fox Broadcasting Co. officials nor the advertising community appears alarmed. A Fox spokesman said World Series and election coverage have had a "tremendous effect" on the ratings. The real story will not be known until there are several weeks without interruptions, according to Fox officials and advertising agency representatives.

Rivers's show began with a 4.2/10 share. In the following weeks, the show went from 4.2/10 to 3.2/8 to 2.8/6 and, finally, to 2.5/6 the week of Oct. 27. *The Tonight Show Starring Johnny Carson* has also experienced a rating decline, dropping from an 8/24 the week of Oct. 6 to 5.4/19 the week of Oct. 27.

Fox says it is pleased with the program, since the show's rating has more than doubled the 1.2 national rating Fox's 99 affiliates had a year ago, and the series is attracting a young, professional and urban audience. The programmer plans to make no changes, the spokesman said. A spokesman for *The Tonight Show* said: "I think the general feeling around here is we're glad her figures are going down."

more than once ("In Brief," July 7), and to ask KKR to reduce the price. The seventh station in the initially announced agreement, WTVJ(TV) Miami, a KKR acquisition in its buyout of Wometco, had been dropped from the package, apparently at L-T's request (BROADCASTING, Oct. 27). (The six Storer stations in the deal were: WSBK-TV Boston, WJBK-TV Detroit, WJKW-TV Cleveland, WAGA-TV Atlanta, KCST-TV San Diego and WITI-TV Milwaukee.) Somewhere along the way, the initial definitive agreement had been replaced by an agreement in principle.

On Friday, Nov. 7, the three parties once again began negotiations. Whether or not Lorimar-Telepictures was trying for yet another reduction of the \$1.415 billion price, negotiations broke off without one having been given, said Storer Chairman Terry Lee. What multiple the \$1.415 billion represented of future cash flow—a term representing the stations' revenue that would have been available to pay back the debt—is uncertain. One official connected with the selling party insisted the multiple would have been no more than been 13-14 times 1987 projected cash flow, a multiple not unheard of in recent deals, especially assuming that a premium was being paid for buying the whole group.

In fact, Adelson, and every other commenting participant, was careful to say that as a group the Storer stations—one NBC and four CBS affiliates and one independent—are performing according to projections. One executive involved said TV station cash flow for 1986 was up 27% over the previous year on a 12% increase in revenue. The independent, WSBK-TV Boston, has the broadcast rights for the Boston Red Sox, and should benefit next year from the team's World Series appearance this year.

The L-T chairman told the investor group two weeks ago that the banks and other creditors financing the station purchase would have no access to the company's other assets, and that the stations should produce at least 50% more cash than necessary to pay off the initial interest on the debt.

The purchase, he explained, would also benefit the company in several respects. Over the next 10 years it would shelter \$250 million to \$350 million in earnings from taxes. The stations also would allow the entertainment operations to develop syndication material and allow it to be refined before national sale, which could then be based on a track record of major-market ratings.

But, for whatever reasons, the investment community was apparently not convinced and the reaction to the station purchase affected their view of the holding company, which was to own 83% of the broadcasting subsidiary—made up of the six Storer stations plus WPGH-TV Pittsburgh and WTTV(TV) Bloomington, Ind. (Indianapolis).

L-T has a definitive agreement to purchase WPGH-TV, whereas its purchase of WTTV(TV) was conditional on the Storer station purchase. Adelson told BROADCASTING that with regards to the latter station, "we are trying to work that out." The other five stations that L-T already owns were to have been held separately by the parent company, along with publishing operations and the re-

cently purchased MGM studio facility.

The lack of investor support had a double-barreled effect. It cast serious doubt in the minds of Adelson and other L-T executives, whose own net worth was tied to the company's stock. As of Sept. 29, Adelson owned 8.25% of the company.

The apparently less-than-warm investor reception also complicated attempts to structure the financing package. There was little doubt among observers and participants that Drexel Burnham could have raised the "junk bond" debt, but there had been concern about the stock or "equity" side of the financing, ever since L-T's stock began to slide beginning in August ("Closed Circuit," Sept. 15).

The view of one of those involved was simply that Lorimar-Telepictures failed to make believers of the financial community because "they bit off more than they could chew. You had a company with a capitalization of \$680 million [stock price times shares outstanding] trying to buy some properties for \$1.4 billion.... Given the low interest rates and current tax rules, stations like these aren't going to get any cheaper."

Another participant laid partial blame on the negotiating process: "It was the way of

doing the deal, they first arrived at a general definitive agreement and then tried to complete due diligence and work out the actual structure." Adelson also referred to the negotiating process: "We were really in a constant state of negotiation as we completed due diligence.... it was a very complex deal to begin with, looking at the assumption of debt and preferred stock issued by KKR.... We were constantly trying to find ways to help their needs and our needs."

After six months the give and take got too strenuous and the agreement fell apart, derailing the Culver City, Calif.-based company's strategy of becoming a major broadcaster in one stroke.

Storer's Lee said that KKR now will wait at least until next year to decide if it will accept or pursue any offers for its broadcasting or cable properties. In addition to the six TV stations, KKR still owns WTVJ, and another Wometco station, WLOS-TV Greenville-Spartanburg, S.C.-Asheville, N.C. The company has until June 5, 1987, to eliminate the overlap posed by common ownership of WJBK-TV and the seventh Storer TV station, WTVG(TV) Toledo. Lee said that his potential purchase of WTVG ("Closed Circuit," Oct. 27) is now on hold pending KKR's decision. □

CBS continues self-examination

Sale of records group is considered by board, then rejected; Coopers & Lybrand on focusing on broadcast group operations

The CBS board of directors last week reportedly discussed, and rejected, the idea of selling the CBS/Records Group, for prices in the range of \$1.25 billion. Among the interested buying parties, it was reported, was an investment group led by records group president, Walter Yetnikoff. Other names that surfaced as potential buyers were The Walt Disney Co., Sony Corp. and Triangle Industries, a New York-based packaging company. The reports said the board was insistent on retaining records, a view that would reinforce comments acting chief executive officer, Laurence Tisch, earlier made to BROADCASTING, "CBS Records is an integral part of this company.... and we've certainly given no thought whatsoever to separating it from CBS."

CBS has been less insistent about the inviolability of its remaining publishing assets—the company has agreed to sell virtually all of its educational and professional publishing operations to Harcourt Brace Jovanovich for \$500 million. And one informed company source said that, in fact, CBS has provided limited confidential information on the magazine operations to potential buyers, but "not to parties many have speculated on. And nobody yet has surfaced as a serious player for the whole division."

Included in previous reports as interested bidders for the magazines are a group of investors headed by former CBS/Publishing Group president, Peter Derow. Others who might be interested in the 23-magazine

group were said to be Gannett Co., to which CBS sold *Family Weekly* last year, Reed International and Bertelsmann Publishing Group, which recently purchased Doubleday Publishing for \$500 million. Derow declined to comment on the reports.

But one executive at the company said it is not a foregone conclusion that the magazines would be sold—at a price some estimate at \$600 million: "With the professional publishing, it was different. They had already gotten rid of their consumer press so there were no remaining ties to the other operations of the company. They were even going to be separated geographically (moving to Westchester county, N.Y.)." Tisch had pushed a sale of the educational and professional publishing units, it is said, personally visiting with McGraw-Hill executives to propose a deal.

Even without the sale of magazines, CBS should soon receive \$568 million in cash



Yetnikoff

from its publishing and music publishing sales, which could be used, if the company chose, to retire all but \$100 million of its current \$660 million in long-term debt. A previous statement indicated that proceeds from the educational and professional publishing sale might also be used to buy television properties.

Despite the company's present financial health, the careful review of operations at Black Rock goes on, and, according to one informed company source, personnel matters that Tisch had previously told BROADCASTING would be finished in a couple of weeks ("At Large," Oct. 27) will continue for at least several more weeks. As of late last week the management consulting division of Coopers & Lybrand, which Tisch has charged with helping to reorganize the company, was continuing to review operations in the CBS/Broadcast Group. Previously rumored layoffs in the group's finance division, numbering roughly 50 people, were expected by the end of last week. Still to come is a review of the top layers of management, which may not take place until after the final budget of the broadcast group is ready for presentation at the board's December meeting.

So far the cutbacks do not appear to have reached very far into the radio division, although president Robert Hosking said that plans had already called for the elimination of certain positions. Some jobs in finance are being cut, he said, and the work required to compile clearance reports for the radio networks would henceforth be handled by

computer, requiring fewer people. Automation also will eliminate several dozen station technicians, whose continued presence in the broadcast booth had previously been required by union contract. Their work will now be done by the air personality and news staff, once the installation of new hardware is completed at six of the radio stations.

Also last week it was learned that a lawsuit had been filed alleging that CBS released misleading proxy material and alleging that the CBS board had not acted responsibly on behalf of the company. The plaintiff is a CBS shareholder, R.B. Min-

koff, a businessman residing in the Virgin Islands, who filed suit in the federal court there. Minkoff reportedly owns 100 shares.

Among the many claims made in the suit are that the board allowed Tisch to gain "creeping control" of the company and that founder and acting chairman, William Paley, receives unfair benefits, both from his continuing compensation by the company and through his specially granted option allowing him to defer his participation in the CBS recapitalization plan (BROADCASTING, July 8, 1985). CBS's response to the Minkoff suit has to be made by Dec. 8. □

Koplovitz decries broadcasters' people meter stand

Says hybrid sampling air networks want is ruse to preserve advantage they get in present rating system

USA Network President Kay Koplovitz thinks the broadcast networks should be "ashamed" of urging A.C. Nielsen to measure television audiences by combining data from people meters and set meters.

"That sort of reactionary research has led to frightening invalidity and unreliability of broadcast network demographic data in the past, and it would certainly lead to still more confusion in the future if it were allowed to happen," Koplovitz said in a speech to the Advertising Research Foundation.

Koplovitz also advocated standardized methods of reporting viewership of the cable networks so that advertisers and their agencies can more easily compare the performances of cable networks with one another and with the broadcast networks. She said USA Network plans to introduce a "simplified...reporting format" that should be adopted as the industry standard.

The cable and broadcast networks have been locked in a battle over how to use people meters in measuring audiences. The broadcast networks favor a hybrid approach—using conventional meters like Nielsen's Audimeter to measure total viewing audiences and using people meters, instead of diaries, to measure the demographics. The cable networks favor the use of people meters alone. Nielsen has said it will decide whether to go the two-sample route or the one-sample route by the end of the year.

"The two-sample proposal sacrifices validity, reliability, sample size and sample efficiency for a presumed, short-term economic advantage to the broadcast networks," Koplovitz said. "One large sample will simply provide better quality data than two smaller, combined samples."

The two-sample approach "would continue to bias ratings estimates in favor of older households," she said. "The people meter sample by itself would more accurately represent total U.S. TV households, as estimated by Nielsen itself."

(Last week, USA Network's research vice president, David Bender, explained that the Nielsen's people meter sample skews younger than its Audimeter sample. The percentage of homes headed by a person under the age of 35 in the people meter sample is around 30%, comparable to the percentage of such homes in the nation, while the percentage of such homes in the Nielsen's Audimeter sample is just 23.5%. The age of the persons in the sample homes is critical, Bender said, because the younger people are, the less television they tend to watch.)

Koplovitz said she doesn't "mean to pick on Nielsen," noting that USA Network subscribes to Nielsen's services, but not to either its AGB or ScanAmerica competitors. But, she said, "less-than-the-best research

FIM renews charge that Tisch controls CBS

Fairness in Media last week asked the FCC to reconsider its finding that 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 (BROADCASTING, Oct. 20). "Fairness in Media maintains that Loews's ownership of approximately 25% of CBS stock, Tisch's status as chief executive officer and member of CBS's board of directors, the significant managerial initiatives launched by Tisch, and the high probability that Tisch would defeat any board member in a proxy fight over reelection if a dispute arose over CBS policy, together demonstrate a *de facto* transfer of control under section 310(d) of the Communications Act," FIM said.

In its petition for reconsideration, FIM alleged that a variety of changes confirmed that control had passed to Tisch, including the resignation of Thomas Wyman as CBS chairman and the selection of Tisch as CEO, and that Tisch has been "forging and dictating" CBS policy.

FIM contended that a *de facto* transfer of control occurs when a minority stockholder "effectively determines the decisions" of the board of directors and management policy. It also said 25% ownership in a widely held company like CBS is sufficient to gain control. "A minority owner occupies this position whenever there exists a general expectation by incumbent directors and managers that the minority owner would prevail in any proxy battle over members of the board or disputes over the direction of corporate policy," FIM said. "If that expectation obtains, the ordinary desire to continue as a board member or a corporate manager will enable the minority owner to elicit obedience in charting the course of corporate operations and policy."

FIM also said that, at a minimum, its petition for reconsideration raised substantial and material questions as to whether Tisch had attained *de facto* control, and that a hearing would be justified "as to who is the controlling influence at CBS today." In addition, FIM, which is being represented by Bruce Fein, former FCC general counsel under Chairman Mark Fowler, requested an opportunity for oral argument before the commission acted on reconsideration.

serves no one well—including the A.C. Nielsen Co."

"Cable networks will show up just fine when we're measured by anybody's people meters," she said. "We'd show up well even if they used three samples. All of television is measured less than accurately right now, and we're doing fine. We'll do even better when the right people meter system begins to show advertisers and agencies just how well—and by whom—we are viewed."

According to Koplovitz, the need for a standard format is self-evident. Nielsen now issues viewing reports for 17 cable networks and every one is different, she said. "Each reported cable network has designed its own report format," she said. "Each network's ratings are computed within the network's own coverage households, so no rating point for any is equal to a rating point for any other."

"Ratings reports are issued monthly for some cable networks, quarterly for others, 'occasionally' for still others," she said. "Nielsen publishes demographics for some cable networks, but not for all of them. One report actually combines the viewership from the original and the repeated feeds of nightly program blocks."

"No standard dayparts are reported. Some reports detail viewership within certain household categories. Some report ratings during all measured time periods. Most do not. One large cable network has suppressed Nielsen publication of its ratings for the past year. "We are lost due to this predicament. Advertisers lose out on effective, efficient cable network opportunities. Agencies, unable to sort out all the data, lose opportunities to recommend cable networks to their clients. Cable networks lose business because we don't clearly display what we have to offer."

To help the cable industry out of the predicament, Koplovitz said, USA Network plans to issue monthly reports based on actual Nielsen data including all cable networks with "enough viewership to be reported reliably." "It will report—on a program-by-program basis (or half-hour-by-half-hour basis for those networks which don't telecast discrete programs)—the number of households

which viewed each cable network and the number of persons who viewed the network," she said. Demographic information will be reported each quarter, she said.

But USA Network isn't in the audience measurement business, Koplovitz said. "That's the job of research companies. We're only introducing this report because no one

else has. And we'll be happy when a research company takes the job off our hands."

Koplovitz called on the researchers to tell Nielsen that it, not USA Network, should be issuing such reports. "After all, having one kid in the class fill out everybody's report card isn't much better than letting each student do his own." □

Rubenstein ousted as CPB head

Board asks for his resignation, citing 'differences in policy'; it chooses Hanley to be chairman, Gutin vice chairman, Ledwig temporary president and Pankopf general counsel

Martin Rubenstein, president and chief executive officer of the Corporation for Public Broadcasting since Jan. 31, resigned last week over what one CPB board member described as "differences in policy." CPB's official statement said only that Rubenstein's resignation had been received last Friday (Nov. 14), but sources said his resignation had been asked for the previous day by four members of the board during a seven-hour executive session held in Washington. Rubenstein would not comment on his departure. The unscheduled executive session lasted until 11:30 p.m. and followed regular business of the board's audit committee, which met the day before the full board. The session, attended by six of the seven board members, was chaired by Richard Brookhiser, a senior editor with the *National Review*, who said of the decision to fire Rubenstein: "We never do anything unanimously."

According to a source, Rubenstein was a victim of board politics by supporters of former chairman Sonia Landau, whose term expired in March. During Landau's chairmanship, there were numerous charges of politicization of the board, which she denied during her Senate confirmation hearing in September (BROADCASTING, Sept. 22, Oct. 27). But Rubenstein's dismissal, said the source, was a result of Landau's displeasure with some of his actions that she communicated to Brookhiser, Lee Hanley, Howard Gutin and Ken Towery, her supporters on the board. The first three members were unreachable for comment at press time and Towery said he would respond to the charges only if the source of that charge was identified. Landau said she speaks to several members of the board frequently on various issues but that "everyone ultimately makes their own decision."

Asked what effect Rubenstein's resignation would have on CPB's reputation, Brookhiser said: "It couldn't sink any lower," a statement he qualified by saying: "That's partly a frivolous answer. One reason it's so low is because people react to superficialities in politicking. They overreact to it. And they overreact to their own motives." He said, however, that the board has been carrying on business all along. "The money has kept flowing at the most practical level... I acknowledge that on some things we've been paralyzed—it's



Rubenstein



Landau

true, it's obvious—but not nearly on everything; not even on most things."

Landau appeared at the board meeting—a practice she has defended because the sessions are open to the public—and spent part of the meeting in Rubenstein's office (he was not present). At the end of the meeting, Landau was invited to address the audience. She congratulated the newly selected permanent general counsel, Arthur Pankopf, and said she was "thrilled and delighted" with the election of CPB's vice president-treasurer, Donald E. Ledwig, as temporary president of CPB. "I am so thrilled and so delighted that I feel I can now leave," she said. Landau announced that President Reagan has said he will submit her name to Congress for a board position, but that she notified the White House Friday morning "that I was honored to have served one five-year term, but I think I want to stop now."

The selection of Pankopf as general counsel was objected to by board member Sharon Rockefeller, who called choosing a permanent general counsel from within CPB after spending 18 months and \$27,000 on a candidate search "basically a farce." Rockefeller and Lloyd Kaiser voted against the appointment, which passed 5-2 and becomes effective.



Koplovitz

tive Dec. 14. Pankopf was director of legislative affairs for CPB since 1984, and previously had been in private practice as a consultant and attorney from 1981-84 and managing director of the Federal Maritime Commission from 1977 to 1981.

The selection of Ledwig as acting president was also objected to by Rockefeller, who said she didn't think Ledwig was qualified "by background or temperament" to head CPB. He was elected on a 5-2 vote, with Rockefeller and Kaiser dissenting. Ledwig joined CPB as vice president-treasurer in November 1984, following a position with the Washington office of Dallas-based LTV Corp., a space, energy and defense conglomerate. He had previously spent 25 years in the U.S. Navy, retiring as a captain in 1984.

Election of a chairman and vice chairman was held at the end of the meeting. William Lee Hanley Jr., a Connecticut businessman, was the only nominee for the chairman's position, and was elected by closed ballot. He first served on the board as an interim appointee in early 1984 (BROADCASTING, Feb. 6, 1984). His term expires next March. Howard Gutin, formerly director of national development with KLRU-TV Austin, Tex. (his job was phased out in September [BROADCASTING, Oct. 27]), was elected vice chairman by closed ballot. He has been a board member since September 1984; his term expires in 1989. Brookhiser nominated both men.

CPB's proposed content analysis of public television programming (BROADCASTING, Nov. 3) was discussed following a request by Rockefeller, who called the issue "the most controversial and heated" in years and offered a resolution to withdraw CPB's request for proposals (RFP) from circulation. The resolution failed on a 5-2 vote, with Rockefeller and Kaiser supporting the measure, and was preceded by much discussion. Brookhiser, who spearheaded the campaign, defended the board's responsibility in insuring objectivity and balance in programming, and said: "I intend to pursue the study at least until the stage that we see if we can do anything." New board member Daniel Brenner, confirmed in October (BROADCASTING, Oct. 27), questioned the process by which the RFP was carried out, but said he believed that analysis could be beneficial and that CPB mustn't let the process be perceived as an attack upon public broadcasting.

The elections and appointments were made at various points in the board's Friday meeting, which began two hours late because the board met in executive session. General business on the agenda included a report from the CPB Program Fund, the decision to distribute FY 1986 funds not previously allocated, adoption of an FY '87 affirmative action plan, reports from the director of the Annenberg/CPB Project and the director of education and legislative and regulatory updates. The board adopted a Program Fund recommendation to switch top priority in programming from children's programming to public affairs programming, and also dropped "how-to" and sports programming from the list of objectives. □



NAB honors Goldwater. The broadcasting industry paid homage to one of its long-time congressional allies last week. Senator Barry Goldwater (R-Ariz.) was feted by the National Association of Broadcasters at its monthly meeting of the industry's Washington representatives. Pictured above, NAB President Eddie Fritts (left) presents the senator with a plaque recognizing his "leadership, insights, understanding and friendship to broadcasters." Goldwater, who retires this year after 30 years in the Senate, has been a leading force in the development of communications policy and has chaired the Senate Communications Subcommittee since 1981.

In his remarks to the group, Goldwater offered his perspective on legislative activity of the last Congress, as well as a look ahead at the new one. Goldwater said he didn't convene any subcommittee hearings during the last session because he feels the communications field is in a state of "legal disarray." Holding hearings, he added, "would merely encourage those people I classify as nuts that we have around the Hill, that are most anxious to do anything with political sex appeal back home."

As for broadcasting and cable matters, he thought the scrambling debate, which had become a "great issue" during the closing days of Congress, would resurface. "I hope you'll stay watchful of this," he said. During the Senate fight over the so-called scrambling amendment (it would have regulated the programming marketplace for the backyard satellite dish industry), Goldwater, who opposed the measure, received phone calls night and day from dish owners who supported it. "They said: 'You're a dirty SOB because you're not backing the Gore amendment.' I told them it didn't have anything to do with my committee, it was a legal matter covered by copyright and that the subject would have to go to Thurmond's Judiciary Committee [Senator Strom Thurmond (R-S.C.)]. I guaranteed them it wouldn't get very far."

With the Democrats retaking control of the Senate, he predicted that Senator Ernest Hollings (D-S.C.) would succeed him as chairman of the Communications Subcommittee. "He's a very good solid man. I think his conservatism is almost as bad as mine. He's not going to do anything in my opinion to cause disruption in the communications industry." However, he warned the broadcasters to "watch out for senators and congressmen from the so-called boondocks, where they don't have available communications." Goldwater's forecast for the future of the political broadcasting rules was not bright. He didn't think the industry would be successful in trying to eliminate the fairness doctrine or equal-time restraints. "Senator Hollings keeps telling me that the only way he can get on television or FM in South Carolina is on free time. I don't believe that but that's what he tells me."

The overall results of the midterm elections didn't come as a surprise to the senator. Nor does he foresee any major differences in the way the body will operate under the Democrats. "I think the same problems will be there. The deficit is still the overriding domestic problem that we have."

But the influx of negative political ads during the election is disturbing to Goldwater. "I think this is the worst election America's ever had. I am not blaming the television industry. I am blaming the candidates who fell prey to the newly developing companies in this country whose sole job is to produce negative advertising." He expressed the hope that some rules might be adopted to prevent negative ads.

Goldwater also said some members of Congress are only interested in representing a specific interest and "don't care about the rest of the country." He hoped that attitude wouldn't flourish and instead "men will come to this town with the sole purpose of defending the Constitution, the free enterprise system and our way of life and the hell with what's made in the backyard and the state."

And on the current events front, the Arizona senator had this to say: "I think President Reagan has got his butt in a crack on this Iran thing. I think it was a dreadful mistake... and that the U.S. will be bedeviled with every little country in the world borrowing an American and charging a price to have him let out. I think it will create great slippage in the confidence of other countries in our ability to keep our word."

Preliminary agreement reached on PanAmSat-Peru plan

After long negotiations, parties come to terms over technical compatibility; Intelsat board must approve staff's recommendation at meeting next month

The U.S., along with Peru and the PanAmerican Satellite Corp., cleared a major hurdle last week in what has been a long and difficult road toward coordination of PanAmSat's proposed separate satellite system with the International Telecommunications Satellite Organization. Representatives of the U.S. government and PanAmSat reached a preliminary agreement with Intelsat staff on technical compatibility issues, and the board of governors technical committee approved their work in a recommendation it sent to the board, which will consider the matter next month.

The preliminary agreement was reached early last week after a weekend of intensive negotiations resolved problems that threatened to confront the organization with the dilemma of choosing between conflicting recommendations—the Intelsat staff's and the U.S.'s. When the original round of talks on the technical issues ended on Oct. 22—a deadline imposed to permit a report to be prepared for the technical committee meeting which began Nov. 4—the U.S. and PanAmSat maintained the Intelsat staff was insisting on parameters that would have made impossible the launching of a successful enterprise. So the U.S. submitted its own report.

That was the good news. The bad news was for separate system hopefuls other than PanAmSat. The Intelsat staff is said to have completed work on a report on economic impact—to be submitted to the board of governors—that appears to put in doubt the likelihood that separate systems beyond PanAmSat could be successfully coordinated. The report, according to various sources, recommends approval of the PanAmSat proposal, saying the service would cause a 3.4% diversion of traffic from Intelsat, not enough to cause Intelsat undue economic harm.

But it also says a cumulative effect must be considered. It notes that a number of other systems, including those involving American satellites providing transborder service, have been successfully coordinated. As a result, the report is said to conclude the PanAmSat system would raise the cumulative diversion effect to between 5% and 10%. And that, the report is said to add, approaches the point at which serious harm could be done to the global system.

The U.S. has never accepted the kind of analysis that employs the theory of cumulative impact. And it does not intend to acquiesce to it now. A government official said the U.S. would make its own "contribution" to the board on the matter. The Intelsat staff's position would endanger the chances of other U.S. separate systems whose applications have been conditionally approved by the U.S., as well as any other country's.

In announcing at a press briefing that agreement had finally been reached, repre-

sentatives of the State Department, the National Telecommunications and Information Administration and the FCC—all of which had participated in the talks—said both sides had made significant concessions, a statement with which an Intelsat spokesman later agreed. The U.S. position, as expressed at the briefing, is that the agreement achieves the goal of protecting the viability of Intelsat while at the same time affording PanAmSat the opportunity to compete. PanAmSat President Fred Landman, who had been concerned when informed of the Intelsat staff's original report to the technical committee, was satisfied with the agreement. "I think it's positive," he said. "Concessions were made in the spirit of [guarding against] technical interference. I'm willing to live with that. I don't want to cause technical interference."

As Landman and the briefers noted, the agreement and its endorsement by the technical committee do not end the matter. The board of governors must make its recommendations in December and then the final word is to be handed down by the Assembly of Parties, Intelsat's ultimate authority, some

time next year. Officials said their decisions are not foregone conclusions. (Indeed, although the Intelsat staff's economic harm report recommends approval of PanAmSat's proposal, the employment of a cumulative economic impact analysis could chill the enthusiasm of representatives of other countries interested in establishing their own satellite systems.)

Although both sides are withholding details of the technical agreement pending "full resolution of the problems," as one official put it, the briefers disclosed some of the matters resolved. PanAmSat would be cleared to use 26 television carriers on C-band transponders, with the understanding it seek the additional six it wants at a later date. PanAmSat also agreed to use larger earth stations than originally planned in connection with its six Ku-band transponders, as a concession to Intelsat concerns about interference.

One issue on which the sides remain in disagreement is the number of transponders on which consultation is under way. Although the U.S. has submitted technical and economic data on all 24, at the request of

Retuning the TV schedules

There was all sorts of news on the network programming front last week. In prime time, NBC confirmed reports that it has decided not to renew *A-Team* beyond the initial 13-episode order at the start of season. There was no official word on what would replace it in the Friday 8-9 p.m. slot, but NBC Entertainment President Brandon Tartikoff told members of the network's affiliate board last week that the back-up series, *Stingray*, would definitely come on as a midseason replacement somewhere in the schedule. Eight episodes of that show are in the can. NBC also announced that two Sunday comedies, *Easy Street* (8-8:30) and *Valerie* (8:30-9), would switch time periods effective Nov. 23. The network announced earlier in the week that three hour dramas—*Crime Story*, *L.A. Law* and *Hill Street Blues* would switch time periods in the first week of December (see page 56).

At CBS, meanwhile, the network announced a series of prime time moves also scheduled to take place in the first week of December. Its first replacement series of the season, *The Cavanaughs*, will debut Monday, Dec. 1, at 9:30. The program now in that slot, *Designing Women*, will move to Thursday at 9:30-10. *The Cavanaughs* is a comedy about a working class Irish Catholic family, from Mandy Films Inc. in association with Paramount. CBS also said it would return its own *Twilight Zone* to the schedule in a half-hour format, also on Thursday. *Designing Women* and *Twilight Zone* replace the hour lost by the cancellation of *Kay O'Brien*, which had its last broadcast Nov. 13. Effective Dec. 4, CBS's new Thursday schedule will be: *Twilight Zone*, 8-8:30; *Simon & Simon*, 8:30-9:30 (moving back a half-hour); *Designing Women*, 9:30-10 (from Monday at the same time), and *Knots Landing*, 10-11 (moving back an hour to the slot it was in last season).

There was also an announcement on the new news and entertainment program that CBS is developing for the early morning time period, tentatively dubbed *The Morning Show*. Rolland Smith, former news anchor at WCBS-TV New York, has been signed as co-anchor of the new show, to debut in January. His female counterpart has already been announced—actress Mariette Hartley.

In daytime programming, ABC announced it was scrubbing the game show, *Celebrity Double Talk*. Its last broadcast will be Dec. 19. The program has been airing at 11:30 a.m.-noon, and has been last or close to it in the daytime program rankings for the fourth quarter, averaging between a 1.7 and a 1.8. *Double Talk* will be replaced by reruns of the ABC prime time comedy, *Webster*, starting Monday, Dec. 22. Also in daytime, NBC said it would preempt two hours of its daytime lineup on Nov. 28—the day after Thanksgiving—for a special presentation of children's programs. From 10 a.m. to noon it will air *Smurfs*, *Punky Brewster* and *Alvin and the Chipmunks* instead of *Family Ties*, *Sale of the Century*, *Wheel of Fortune* and *Scrabble*.

Intelsat board members it insists it is consulting only on the five to be used in linking Peru and the U.S. Those are the only ones on which information is certain and whose use has been authorized by the FCC. U.S. officials argue that the Intelsat Agreement requires consultation only in connection with specific service to be provided. They also say that U.S. policy requires the presence of a foreign correspondent when international service is to be coordinated and that in the case of domestic service, the U.S. cannot consult for other governments. Neverthe-

less, Intelsat continues to insist the consultation embraces all 24 transponders. "You can't coordinate part of a satellite," an Intelsat spokesman said.

Both sides agree, however, that use of any of the other 19 transponders—13 earmarked for domestic service in Latin America and six, in the Ku-band, for trans-Atlantic service, could not be used without further coordination. How difficult such future coordination is remains to be seen. In a related matter, PanAmSat has applied to the FCC for permission to acquire Cygnus Satellite

Corp., one of the four other entities whose applications for authority to establish separate systems have been conditionally approved by the commission. Under regulation limiting Cygnus's out-of-pocket expenses in prosecuting its application, PanAmSat would pay \$350,000, or less if the FCC determines that figure to be high. If the FCC approves the proposal, PanAmSat could employ the six Ku-band transponders on its satellite that Cygnus had planned eventually to use for service between the U.S. and Europe. □

Raising VOA-Europe from the dead

USIA considering working with commercial broadcasters to cut costs and save new service

The U.S. Information Agency's Voice of America-Europe had been left for dead a few months ago, a victim of Gramm-Rudman Hollings-imposed cost-cutting and USIA director Charles Z. Wick's judgment the program was not cost effective. It had gone on the air only in October 1985, and its programming was not made available to stations outside Germany until last summer. And the technique used for estimating listeners was, one official agreed, "off the wall." Still, the decision had been made to kill the new service as of Dec. 31. Then, "kill" became "modify" or "restructure." Now, thought is being given to employing marketplace techniques—a commercial network would supply programming at no cost and sell advertising time in the material—to preserve the service at a reduced cost to the government.

The commercial angle is not the only intriguing aspect of the story. It is interesting as well because it reveals the role congressional committees can play in influencing the policy of an agency, even one run by such a presidential favorite as Wick. It also shows Wick in an unusual posture, that of writing off, at least initially, a service he could claim credit for establishing, a service that seems to serve an essential foreign policy purpose and one that, in its first few months at least, seems to have won a number of supporters among U.S. officials abroad, as well as members of Congress.

A better estimate of VOA-Europe's future should emerge this week. VOA Director Richard Carlson is scheduled to meet today (Nov. 17) with VOA-Europe Director Frank Scott, who is based in Munich but who is scheduled to be in Washington this week, and Richard McBride, a member of the staff of the House Foreign Affairs Committee's International Operations Subcommittee, who has been looking into the VOA-Europe matter. One purpose of the meeting will be to gauge whether the programming the modified VOA-Europe would provide would be close enough to what was intended to warrant the savings to be made.

VOA-Europe, based in Munich but with many of its 30-member staffers in Washington, is not an expensive operation. It was funded at \$2.7 million in 1986. It was to

have been funded at about \$3.5 million in 1987, until Congress whacked away at USIA's budget request—providing \$572 million for salaries and expenses when \$609 million had been sought—and VOA was asked to absorb \$21 million in cuts. Although figures are not final, VOA-Europe is in the new USIA budget for some \$2.9 million.

VOA-Europe produces 24 hours of news, public affairs programming, contemporary music and two- and three-minute pieces of Americana produced by a five-member unit of that name, most of the material originating in Washington and beamed to Europe by satellite for pickup by radio stations and cable systems in Germany, France, Italy, Switzerland and the Netherlands.

The new service, whose director, Scott, is a former NBC radio executive, is modeled on American commercial radio. Its format is described as full-service CHR. But the aim is not to sell soap; its purpose is to project a positive image of America to Europe's so-called "successor generations," those young-to-middle-aged people for whom America's help during and after World War II is something they know, if at all, only from history books. And the programming was designed with the guidance provided by a \$1.2-million study conducted—under the supervision of Dancer Fitzgerald Sample—among the young people of Spain, France, Italy, England, Germany, the Netherlands and Norway.

Why cancel the service? Wick said it is not "cost effective." Projections of results of an ad hoc survey of one of the FM stations carrying the service and a count of listener mail of another produced an average per-listener cost of \$8.61 per year. That is about seven times the per-listener cost of the average VOA program. Carlson agreed, however, that the methodology was "off the wall" and was not the kind that a commercial station could use in attempting to sell advertising. What's more, the service had been on only a matter of months, and there had been little or no promotion of it.

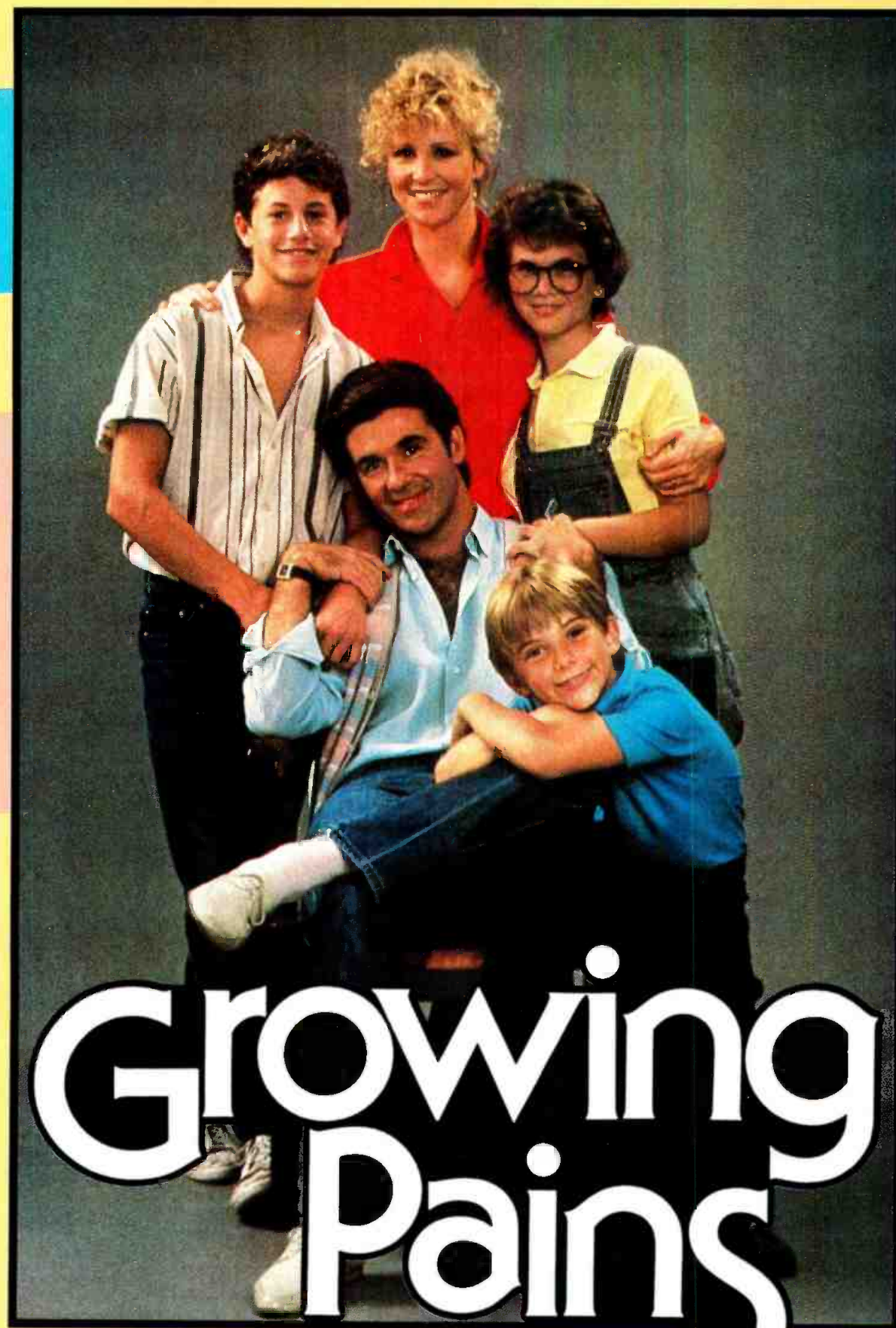
Within 48 hours of the announcement that VOA-Europe was to be terminated, Carlson said, he and Wick were exploring ways to keep the service on the air, at lower cost. Representatives Dante Fascell (D-Fla.), chairman of the House Foreign Affairs Committee, and Dan Mica, chairman of the Inter-

national Operations Subcommittee, let Wick know they thought it should be retained.

But, as Wick and Carlson say now, the aim is to keep one service. The proposal to employ marketplace techniques in keeping costs down is a relatively new one. When Wick and Carlson were originally casting about for a means of keeping the service on the air at a lower cost, they talked of simply expanding the existing nontargeted VOA English-language programming from 21 to 24 hours, while retaining some of the targeted programming. Last week, Carlson said he has discussed with a major radio network the possibility of its supplying its "youth-oriented" programming for the service at no cost. The network would sell advertising time in the programming, and share the revenue with the stations that carry the programs. The idea would be to reduce or eliminate the costs for station time; VOA Europe now pays a total of \$550,000 for time on the stations in Paris, Geneva and Rome. It pays nothing for carriage on the cable systems. Carlson said as much as six hours of the current VOA-Europe programming would be retained. So would Americana pieces. The remaining time would be filled with nontargeted VOA English-language programming.

Carlson thinks that close to \$1 million could be saved under such a plan. Other officials familiar with the costs involved, doubt that much could be saved. However, there is a question as to whether the law permits the commercialization of VOA programming. Carlson said he does not know the answer, and has asked agency lawyers for a ruling. If the law does bar the commercials, Carlson said, "we'd hope to have it changed."

In any case, the amount of savings to be realized may not be the issue. House Foreign Affairs Committee members are concerned that VOA Europe continue to serve the purpose for which it was created—to illuminate America today for the "successor generations" of Western Europe. The plan being developed by Wick and Carlson appear to sound reasonable to committee staffers. But they want to hear VOA-Europe Director Scott's view. As one said: "I want to be sure the programming is close enough to what the [Dancer Fitzgerald Sample] studies said is needed. Just because programming's free doesn't mean it's a bargain. But if it's close and saves a few hundred thousand, OK." □



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Fine tuning the Fox stations

Programming of former Metromedia outlets reshaped to take advantage of first-run programming, joint ventures

It's been nine months since Rupert Murdoch acquired the Metromedia station group, now known as Fox Television Stations, and while some changes have been made, in many dayparts the stations have retained (with some refinements) the program forms put in place by Metromedia. As a rule, the stations [WNYW New York, KTTV Los Angeles, WFLD-TV Chicago, WTTG Washington, KRIV-TV Houston and KDAF-TV Dallas] provide children's programming in the morning and the afternoon, comedies in early fringe and a mix of local, news and various syndicated programs in the daytime schedule. The big

issue now faced by the group is how the local and syndicated product will mesh with the programs supplied by Fox Broadcasting Co.

According to David Simon, vice president, programming, Fox Television Stations, the group is "constantly" grappling with that issue. Simon also said last week that with stations in seven of the top 10 markets, the Fox group is in a "good position" to launch first-run projects, and will continue to explore joint ventures. He also said the stations would produce more programming locally, with an eye toward distributing local efforts group-wide, or possibly syndicate them. One example is a new program being produced by WNYW, *Made In New York*, which will debut Dec. 8 from noon to 1 p.m., replacing the public affairs show, *Midday with*

Bill Boggs. The new show will be a talk/variety program hosted by the station's former *PM Magazine* hosts, Matt Lauer and Jill Rappaport. It will be live and is described as being "totally experimental." But if it is well received by audiences, Simon confirmed, it may be distributed to the entire station group.

"The future for our stations," Simon said, "is not kids and early fringe," which have been and continue to be the bread and butter program components for many independents. Those two elements will continue to be important elements of the Fox group, said Simon. "We intend to broaden our base with new and better programming," he said, indicating that in part, that's where the FBC programming will come into play. But there are other key sources of programming the group has tapped for group-wide exhibition deals, including two joint program ventures. Many of those efforts were launched when the stations were under the Metromedia banner, such as *Small Wonder*, a joint venture with Taft, Gannett, Storer and Hearst. Fox has since assumed Metromedia's role. Metromedia also forged a number of group deals for first-run animated programs including *Thundercats*, from Lorimar-Telepictures, and *He-Man and She-Ra*, from Group W Productions.

Fox has continued to show a thirst for joint ventures, evidenced by its participation in the Lor-Tel-produced *Value Television*, a home shopping program to bow next fall. Fox has also participated in additional group exhibition deals, including two for next season, Columbia's *The Real Ghostbusters* and *Duck Tales* from Buena Vista Television.

But there is a limit to the number of deals the group can do. Simon said that he is besieged with offers from suppliers of first-run animated material who want to do barter deals. "The market is so glutted with it," he said, "that we are really in danger of not controlling our own schedule." Simon said suppliers who expect a shot at group deals with the Fox stations must be flexible over time period and terms. "We intend to maintain control of our schedule and inventory," he said. "We see no magic to barter. We're just as inclined to pay cash for a program." Nevertheless, the station group is attractive to suppliers and Simon said he is involved in a lot of conversations about first-run program ventures.

Rupert Murdoch's acquisition of the stations has also opened opportunities for global programming projects. The first is the group's participation in a worldwide broadcast of the World Music Video Awards on Jan 10. Domestically, the awards will be broadcast by the seven Fox stations and a lineup put together by All American Television. Murdoch's Skychannel and Network



Syndication talk. A number of syndication programmers surveyed the market landscape at a luncheon of the Boston/New England chapter of the National Academy of Television Arts and Sciences.

Columbia Pictures's Bob King called VCR's no threat to Columbia's "pay window" for films, because even "Raiders of the Lost Ark" 's 1.2-million cassette sales doesn't make much of a dent in the nation's 87 million TV households.

Embassy's Barry Thurston said the programmer's biggest test is developing shows that will last for years. "We feel we have been program-driven, rather than deal-driven," he said, calling the latter motive a major industry problem.

King World's Sidney Cohen said King World plans to get into the network business, deliver shows to cable and acquire more product including feature film packages.

MTM's Joe Indelli said he tries to change the perception that all hour-long dramas are the same. "You have to get into the broadcaster's mind and try to solve his problems."

Paramount's Lucie Salhany said Paramount has backed away from buying television stations because prices are too high and profit margins are shrinking. She said it takes an extraordinary show to bump one distributed by a station's owner, and predicts that things will become tougher for ordinary shows as advertising dollars get harder to come by.

Sitting, from left: Indelli, president, MTM Distribution Group; Salhany, president, domestic and video programming, Paramount Pictures Television, and King, president, Columbia Pictures Television Domestic Distribution. Standing, from left: Thurston, president for syndication, Embassy Communications; Gerry Walsh, president and general manager, WVI-TV Boston, co-chairman of the event, and Cohen, president for domestic syndication, King World.

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10 will carry the program in England and Australia, respectively, with other broadcasters throughout much of world also exhibiting and producing parts of the show. It is being sponsored globally by Coca-Cola Co.

The look of prime time on the Fox stations has also changed as a result of Murdoch's acquisition. The stations are now in the movie business in early prime time because they have access to the 20th Fox film library. "Obviously," said one Fox station executive, "that gives us a steady supply of pictures. It was certainly part of the inspiration." But, he noted, Simon and others at the group be-

lieve the movies will generate better ratings than the mix of syndicated series that Metro-media used in prime time. The group has licensed movie packages from a number of outside suppliers, including Colex, MGM, Orion and Embassy.

Neither game shows nor court shows has a place in the new Fox station program mix. The reason is, said Simon, "they don't fit in with our program flow," which is "the kids business in the morning and afternoon, the sitcom business in early fringe, the movie business [followed by news] in prime time," followed by the first FBC offering, *Late*

Night with Joan Rivers. On Saturdays, the group is committed to first-run comedies in early fringe. But, said Simon, there are exceptions in the current flow, and the flow itself is "subject to change" over time, especially as more FBC programming comes on the air.

One exception in the current mix is WNYW's *Current Affair*, which cuts short the station's early fringe comedy block from 7:30 to 8 p.m. That example also illustrates the hands-on involvement that Rupert Murdoch exercises at the station group. According to Simon, it was Murdoch who suggest-

NBC rolls a lucky seven

NBC continued its unbeaten streak, winning week seven (ended Nov. 9) with an 18.2/29. CBS, coming in second, scored a 15/24, while ABC racked up a 13.9/22. Last year, ABC won week seven with a 19.9/30 while NBC and CBS scored a 16.6/25 and a 16.5/25, respectively. The season-to-date figures show NBC with a 19.1/30, 3.2 rating points ahead of CBS's 15.9/25 and almost five points ahead of ABC's 14.4/23. Last year's season-to-date averages were a lot closer: NBC was ahead by only one rating point, standing at 17.8/28 against both ABC's and CBS's 16.8/26.

In evening news for week seven, NBC took the race with a 12.7/22, leaving CBS eight-tenths of a point behind at 11.9/21 and ABC at 10.9/19. Last year's race ended with CBS in front: the network beat its competition with a 13.1/22, while NBC scored a 12.3/21 and ABC a 12.1/21.

The HUT level (homes using television) stood at 63.3%, up a bit from week six's 62.6% but down from last year's week seven level of 66.7%.

ABC took Monday (Nov. 3) with a 19.8/29.9 for the night with *MacGyver* (14.3/22) and *Monday Night Football* Raiders vs. Bears game (21.6/35). CBS's lineup brought in an 18/27.1, while NBC's lineup, featuring part two of *Rage of Angels: the Story Continues*, brought in a 15.9/23.8.

Week seven included election night (Nov. 4) and, perhaps reflecting the poor voter turnout for these off-year elections, CBS's full night of coverage brought the network only a 9/13.7 for Tuesday. ABC took the night with a 15.8/24.8, bolstered by *Who's the Boss* (21.1/31) and *Moonlighting* (20.7/32). ABC's election coverage started at 9:43 p.m. and pulled a 9.9/16, slightly better than CBS's 9/14. NBC's numbers worked out to be a 12.6/19.3 average for the night, while its election coverage, which started at 10 p.m., scored an 8.1/13 in its first half-hour and a 7.6/14 from 10:30 to 11 p.m.

NBC won Wednesday with a 16.4/25.8, just ahead of ABC's 16/25.1

and well ahead of CBS's 14.3/22.6. NBC's *Highway to Heaven* took 8 to 9 p.m. with a 19.1/29, while CBS's *Magnum, P.I.* edged out *Dynasty* (16.7/25) on ABC at 9 p.m. *St. Elsewhere* on NBC slid ahead of ABC's *Hotel* from 10 to 11 p.m., as it scored a 15.4/26, against *Hotel's* 15.0/26. CBS's *Equalizer* pulled a 14.1/24.

NBC took Thursday night from 8 to 10 p.m. again, with *Hill Street Blues* at 10 p.m. (16.8/29) losing out to ABC's *20/20* (17.4/30). CBS's *Kay O'Brien* moved up half a rating point over last week to 12/20.

For Friday, CBS's *Falcon Crest* (17.7/31) pushed ahead of rival NBC's *L.A. Law* (16.1/28) to win the 10-to-11 p.m. slot. In week six, these two shows had tied at 15.6/28. *Dallas* beat NBC's *Miami Vice* at 9 p.m. as the former pulled a 21.6/34 over the latter's 17.4/28. ABC's victories were the two half hours from 8 to 9 p.m. with *Webster* (15.1/25) and *Mr. Belvedere* (14.8/24). CBS took the night with a 18/29.7, ahead of NBC's 15.4/25.6 and ABC's 11.4/18.8.

Saturday went to NBC, when it scored a 20.1/34.7, ahead of CBS's 10.2/17.7 and ABC's 7.4/13. NBC's *Facts of Life* and *227* pulled a 18.2/31 and 20.4/35, respectively, beating a *Wizard* special on CBS (11.3/19) and, on ABC, *Life with Lucy* (8.1/14) and *Ellen Burstyn* (6.3/11). The CBS Saturday Movie, "Lassiter," logged a 9.6/17 from 9 to 11 p.m., just slightly behind ABC's numbers for *Spenser: For Hire*, and ahead of the same network's 6.1/10 for *Heart of the City*. NBC won the 9 to 11 p.m. block with the *Golden Girls* (27.3/45), *Amen* (21.6/36) and *Hunter* (16.4/30).

In the Sunday movie race, viewers preferred NBC's *Perry Mason: The Case of the Shooting Star* over ABC's offering of the theatrically released comedy, "Splash." "Splash" scored a 16.8/26, a distant second to *Mason's* 23.6/37. CBS's offering was part one of the Joan Collins mini-series, *Monte Carlo*, which scored a 14.6/23. The night went to NBC with its 19.5/30, just ahead of CBS's 19.1/29.1 and well ahead of ABC's 15.6/24.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	36.8/53	27.	Hill Street Blues	NBC	16.8/29	53.	A Team	NBC	12.7/21
2.	Family Ties	NBC	35.2/50	28.	Splash	ABC	16.8/26	54.	Crime Story	NBC	12.2/18
3.	Cheers	NBC	28.8/41	29.	Dynasty	ABC	16.7/25	55.	Kay O'Brien	CBS	12.0/20
4.	Golden Girls	NBC	27.3/45	30.	Cagney & Lacey	CBS	16.6/27	56.	Mike Hammer	CBS	11.7/18
5.	Night Court	NBC	25.8/38	31.	Head of the Class	ABC	16.6/25	57.	The Wizard	CBS	11.3/19
6.	Murder, She Wrote	CBS	25.2/37	32.	Rage of Angels, pt. 2	NBC	16.5/25	58.	Sledge Hammer	ABC	10.4/17
7.	Perry Mason: Shooting Star	NBC	23.6/37	33.	Hunter	NBC	16.4/30	59.	Campaign '86, 9:30 p.m.	CBS	10.0/15
8.	60 Minutes	CBS	21.8/33	34.	L.A. Law	NBC	16.1/28	60.	Colbys	ABC	10.0/15
9.	Amen	NBC	21.6/36	35.	Gimme a Break	NBC	15.9/24	61.	'86 Vote, 9-43 p.m.	ABC	9.9/16
10.	NFL Monday Night Football	ABC	21.6/35	36.	Perfect Strangers	ABC	15.7/24	62.	Starman	ABC	9.8/17
11.	Dallas	CBS	21.6/34	37.	Knots Landing	CBS	15.7/23	63.	Lassiter	CBS	9.6/17
12.	Who's the Boss	ABC	21.1/31	38.	ALF	NBC	15.5/23	64.	Campaign '86, 9 p.m.	CBS	9.6/14
13.	Moonlighting	ABC	20.7/32	39.	St. Elsewhere	NBC	15.4/26	65.	Spenser: For Hire	ABC	9.0/17
14.	227	NBC	20.4/35	40.	Webster	ABC	15.1/25	66.	Campaign '86, 10:30 p.m.	CBS	8.9/16
15.	Newhart	CBS	20.2/39	41.	Hotel	ABC	16.5/26	67.	Campaign '86, 10 p.m.	CBS	8.7/14
16.	Highway to Heaven	NBC	19.1/29	42.	Our House	NBC	14.9/23	68.	Sidekicks	ABC	8.5/13
17.	Kate & Allie	CBS	19.1/28	43.	Mr. Belvedere	ABC	14.8/24	69.	Campaign '86, 8:30 p.m.	CBS	8.5/12
18.	My Sister Sam	CBS	18.5/27	44.	Easy Street	NBC	14.7/22	70.	Campaign '86, 8 p.m.	CBS	8.2/12
19.	Facts of Life	NBC	18.2/31	45.	Scarecrow & Mrs. King	CBS	14.6/24	71.	Life With Lucy	ABC	8.1/14
20.	Falcon Crest	CBS	17.7/31	46.	Monte Carlo, pt. 1	CBS	14.6/23	72.	Decision '86, 10 p.m.	NBC	8.1/13
21.	20/20	ABC	17.4/30	47.	MacGyver	ABC	14.3/22	73.	Decision '86, 10:30 p.m.	NBC	7.6/14
22.	Miami Vice	NBC	17.4/28	48.	Disney Sunday Movie	ABC	14.3/22	74.	Ellen Burstyn Show	ABC	6.3/11
23.	Matlock	NBC	17.3/25	49.	Equalizer	CBS	14.1/24	75.	Heart of the City	ABC	6.1/10
24.	Valerie	NBC	17.2/25	50.	Amazing Stories	NBC	13.7/20	76.	Our World	ABC	4.8/7
25.	Designing Women	CBS	17.1/25	51.	You Again?	NBC	13.6/21				
26.	Magnum P.I.	CBS	17.0/26	52.	Simon & Simon	CBS	13.3/19				

*Indicates premiere episode

HOUR MAGAZINE: "TELEVISION THAT FULFILLS A NEED"

Provides "Information While It Entertains,"
Gary Collins "Does A Superb Job"

Review
By Don Merrill

**TV
GUIDE**

HOUR MAGAZINE



Large women look best when their hair is kept short, with lots of body.
When you lose a spouse, face the reality of it; give full vent to your grief.
You can't overwater a fern.
Many parents who adopt a child are overindulgent. They should set limits to show the child it is loved.

These are just a few of the fascinating things we learned watching *Hour Magazine*, a show syndicated by Group W to some 145 stations and shown by them chiefly in the daytime. Its host is Gary Collins, who knows exactly what the show is trying to accomplish and whose pleasing demeanor is largely responsible for its success.

The great guru of communications, Marshall McLuhan, held that television is a "cool" medium, most effective when it presents people whose manner and choice of subject do not disturb or provoke the audience. Collins plays it very cool. He takes his guests, not himself, seriously. Somehow, even though his job calls for him to be center stage at all times, he generally seems to be in the background, with his guest the focus of attention. Collins, bless his heart, doesn't feel the need to prove he's smarter, or funnier, or more important than everyone who appears on his show. And that's what helps make it a low-key, enjoyable experience.

In concept, *Hour Magazine* is as standard as they come. There can be three or four or five topics treated during the hour. When subjects require more than 10 minutes or so to cover adequately, such as an examination of cells that prevent disease, they are treated over a period of several

days. Collins has a "Woman of the Hour" to serve as co-host, and that can be anyone from a television-star-turned-director (Linda Gray) to the winner of the "Viewer of the Hour" contest (a woman from Lakewood, Col., whose letter was selected from 30,000 entries).

Although show-business personalities turn up from time to time, this series depends chiefly upon women's magazine subjects for its content. As a result, it appears to have more substance than most talk shows that book actors with new books to promote or authors with new books to plug.

While the subjects treated, though varied, are usually quite light, the show maintains a list of consultants it calls upon to provide expertise on everything from problems with children and death in the family to cooking, fashions and beauty. The questions put by Collins are not always penetrating, but they do seem to elicit what most viewers want to know from the guests—and that's all the show aims to do.

Collins, an actor presumably playing himself, who has been criticized for being bland, is starting his seventh year as host. If being charming and modest and sensitive emerges as blandness, so be it. In our opinion, Collins does a superb job.

True, this is not brilliant or exciting or innovative television. It is, however, provides some basic information while it entertains, that is frequently moving and that doesn't hesitate to vary its format. Best of all, it doesn't leave you with a feeling of guilt for having wasted an hour watching more show-business shtick. (B)

TV GUIDE NOVEMBER 1 1986

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**HOUR
MAGAZINE**

Now in its Seventh Successful Year

**GROUP W
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ed moving the program to that slot from 11:30 p.m., which it had to vacate to make room for the Rivers show. In fact, he said, both Murdoch and Fox Chairman Barry Diller are "very much involved" in the station group. "They take an interest in everything," he said. "They bring a different perspective—experience." □

L.A. indies upset over OPT overrun

KTTV and KTLA claim KCOP stretched out 'Hold the Dream' to help ratings of its news; they ask rating services to investigate; KCOP denies charge, calling complaints sour grapes

Two independent television stations in Los Angeles have accused a competitor of stretching a two-hour Operation Prime Time movie by several minutes to boost ratings for its 10 p.m. news show. Officials at Fox-owned KTTV(TV) and Tribune-owned KTLA(TV) say KCOP(TV) deliberately added five to seven minutes to OPT's *Hold the Dream* on Nov. 4 (election night) and Nov. 11, during the critical November sweeps. The management of KCOP vehemently denies the charge, saying the overlap occurred because OPT movies generally run slightly longer than two hours.

KTLA and KTTV, however, point to the ratings KCOP received on election night and again a week later when the program was rebroadcast. On Nov. 4, when the movie ran to approximately 10:07 p.m., the station received an 8.9 Nielsen rating during the first quarter hour of what is normally a news program. The program dropped to a 4.4 in the second quarter hour, 3.4 in the third and 2.3 in the last 15 minutes. The story was similar the following week, when the movie ran until 10:05 p.m.. The effect was to boost the overall rating from 2 to 3, officials at the two stations said.

When two programs run into the same quarter hour, both Nielsen and Arbitron permit the rating to be credited to the show occupying the more time during that period. Michael Eigner, station manager at KTLA, said he wrote a letter to the rating services urging them to revise their rules. He complained that "if stations are allowed to do something that manipulates the outcome of the show in the service, and it has a distorted effect on the show, that's detrimental to both the [advertising] agencies and the clients which they serve."

If the rating services do not take a position on the matter, Eigner said "all the stations in town will be able to do it, and we will do it." The issue, according to Eigner, is whether the overlaps are controlled or uncontrolled, as happens with sports or breaking news events. But "if a station knows it is going to distort the ratings, there has to be a way advertisers and agencies are protected."

Both Eigner and Jane Collins, KTTV director of research, contend KCOP extended the program to hype its news during the survey

period. "It's just too small of a percentage to impact the four-week survey period, but it is something that advertisers should be aware of," Collins said.

Bill Frank, KCOP vice president and general manager, said OPT movies always run slightly longer than two hours and insisted the station had no policy to extend the show beyond its original length. "For anyone that has a special event that always happens," he said. Frank called the complaints sour grapes, saying the other stations "can never accept other stations that do good in the ratings." But Eigner took exception with Frank's contention about the length of OPT programs. "Every other station in the country ends at the two-hour mark," he said.

Eigner said he is taking his case to the rating services in the hope they will do something about it. But whether the services

will act remains in doubt.

Bill Schafer, vice president of Western television sales for Arbitron, said the policy is not under review. "It has been our policy for many years," he said. It is needed because "many times there are legitimate reasons why programs will run long." Some stations, he said, "have complained about it but you have to assign [the ratings] to one show or another." Schafer said the current situation is rare in a major market. "It's more common in mountain and central states that have 10 o'clock news shows," he said.

At Nielsen, Larry Frerk, director of advertising and public relations, said the company will investigate "when a competitor blows a whistle" on another station. But he admitted there is little the rating service can do about it after the fact. "How can you tell if someone did it on purpose?" he asked. □

WABC to air full hour of entertainment in access

New York station cuts local news by half hour to make room for 'Jeopardy' and 'Hollywood Squares' at 7-8; network news to air at 6:30

In a sweeping reorganization of its lineup between 4 p.m. and 8 p.m., WABC-TV New York announced last week that as of Dec. 15, it is cutting back its early evening newscast a half hour, from 5-7 p.m. to 5-6:30 p.m., and will move *World News Tonight with Peter Jennings* from 7 to 6:30. During access (7-8), the station will continue to program *Hollywood Squares* at 7:30-8, and in the newly opened half hour at 7-7:30, the station will run *Jeopardy*, which currently airs at 4-4:30.

WABC-TV's move of *World News Tonight* is the first time a national network newscast will be seen prior to those on the two other network stations in the market. Roughly 22 minutes into the Nov. 12 edition of *World News Tonight*, following a segment on the New York City Police Department, Jennings acknowledged the WABC move telling viewers that "as the seven o'clock news has been traditional in New York since television began, we thought we'd give you advance notice." The 6:30 feed of *World News Tonight* that will appear in New York, the first of the two feeds, is live.

Leading into the redesigned early evening schedule will be *The Oprah Winfrey Show*, which currently airs at 10-11 a.m. on WABC-TV. That change will place the show head-to-head with *Donahue* on WNBC-TV New York.

By moving *World News Tonight* to 6:30, the station will now have more commercial time to sell during the higher HUT-level 7-7:30 slot.

During the half hour of local news that the station now programs at 6:30-7, the station now has six-and-a-half minutes to seven minutes of commercial time (depending on the program's length), for which it charges \$1,500 to \$1,800 per 30-second spot, according to advertising executives. ABC stations do not get commercial time to sell within their network's national newscast.

In its current 4-4:30 time period, a spot in *Jeopardy* goes for roughly \$1,500. WABC-TV gets five-and-a-half minutes in that show. Its distributor, King World, keeps one minute, plus a cash license fee. According to one

New York media buyer, in its new time period, a spot in *Jeopardy* should increase to \$3,500 or more, assuming the program achieves a rating of around 12. It is also hoped the *Jeopardy* move will improve the ratings of *Hollywood Squares*, which has emerged as a hit among this fall's syndication premieres.

King World's media sales arm has already sold out its national barter spots in *Jeopardy* through August 1987, so the move would have no immediate impact there. A national spot in *Jeopardy* now sells for \$53,000. In return for the moves of both *Jeopardy* and *The Oprah Winfrey Show*, King World negotiated high license fees for each.

Currently, five of the eight Capcities/ABC stations program an hour of access and run the national newscast prior to that. WABC-TV president and general manager, Bill Fyffe, said the change had been in the works for a while. Fyffe said *World News Tonight* was informed and told of the possible advantage the broadcast would have over the CBS and NBC national newscasts on the other network-owned stations in New York. WABC-TV said the decision was based on research that showed changing viewing patterns favoring the national news at an earlier hour, but he was not specific on the result of their search. Fyffe said the decision was also made possible by the ratings success enjoyed so far this season by *Eyewitness News*, *Jeopardy* and *The Oprah Winfrey Show*.

In redesigning the early evening lineup, the station will have to remove one show, *Card Sharks*, which ran at 4:30-5. It has not been rescheduled, but it is likely it will be moved to 1:30 a.m.

WNBC-TV and WCBS-TV had little reaction to the move, saying that changes will be made according to the results of the WABC-TV moves. There was word of one possible change in the lineup of WCBS-TV by fall of 1987, that could have an effect on New York early fringe at that time. *People's Court*, from Lorimar-Telepictures, will move to WCBS-TV beginning in fall 1987 on WNBC-TV. The move of the show was viewed as a response by Lorimar-Telepictures to WNBC-TV's move of that show from early fringe to 9-9:30 a.m. to make room for *Donahue* at 4-5 p.m., beginning this fall. □

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WNET(TV) backing 'blockbusters'

Major PTV producer wants to please both local and national audiences

Noncommercial WNET(TV) New York may be in the midst of an operational overhaul (BROADCASTING, June 16), but public television viewers in New York and nationwide aren't likely to notice a decline in the quality of the programming the station produces and airs over the next few years.

WNET now has seven major series in production or pre-production for the 1987-88 and 1988-89 seasons. They range from the \$1.8-million, eight-part *Television*, which just received a \$1-million underwriting grant from MCI Communications Corp., to the \$6.8-million, nine-part *Art of the Western World*, in the final stages of co-production negotiations with a European company.

WNET President Jay Iselin defines the change in the station's priorities as a "greater concentration on those programs that are most likely not only to be central to [WNET's local] schedule but also most likely to be funded." The station's past financial difficulties, Iselin said, stemmed in large part from its tendency to "pre-commit to series that we would have loved to have, but which we didn't necessarily have securely funded." Now, he said, "we've had to begin to be more realistic about how many projects we can launch at any one time, how many we can get fully funded."

WNET's Steve Salyer, senior vice president and director of marketing and communications, said the impact of the reorganization (a five-year plan, begun in June, that calls for greater emphasis on WNET's role as a local station) has been to limit the station's commitment to high-priority projects. "We need them—we need the *Televisions* and the *Minds* and the *American Masters* and so on in this New York region," he said. The question asked about every potential program, said Iselin, is: "Would a new series be a blockbuster for us, and does it therefore form part of our broadcasting plan for the [New York] metropolitan area?"

The future blockbusters now on WNET's marquee include four that are in production and three that have been planned but lack the necessary funds at this stage. *American Masters* is a 15-part series profiling American artists that premiered over the Public Broadcasting Service in June and will return in the summer of 1987 with either 10 or 15 new episodes. *The Struggles for Poland*, a nine-part, \$1.9-million co-production with David Naden Associates, Channel Four/London and NDR/Hamburg, had been ordered before the reorganization in June, and will premiere in early 1988. *The Mind*, a nine-part sequel to last season's *The Brain*, is a \$9-million co-production with the BBC set for a fall 1988 premiere. *Television* will premiere in early 1988, and is an American version of a British program produced by Granada Television, with "quite a lot of reworking and re-editing," Salyer said. The program will be "a definitive review of the 50-year history of the medium, from its first experimental, flickering images to its enor-

mous global impact," and will feature interviews with such television figures as Walter Cronkite, William Paley and Milton Berle.

Programs that have not been given the final go-ahead but are likely candidates include *Art of the Western World*, the 10-part *Childhood*, and the five-part, \$2.1-million *Global Rivals*, a study of U.S.-Soviet conflicts since 1917. Also under negotiation is a feature film, "Shoah," a nine-hour documentary about World War II concentration camps that would be recast as a television series, for possible airing in the coming year.

In the 1985-86 season, WNET spent more than \$60 million acquiring and producing programming, Salyer said—approximately two-thirds of its total budget—and the station will probably spend the same proportion of a similar budget on programming this year.

Iselin said WNET has made an effort to choose programs that will not force it to use discretionary funds set aside for local programs. The good thing about the current slate of programs, he said, is that they "can be dynamite for our schedule and also dynamite for the country."

WNET has canceled its December on-air fund raising following the success of its August "no pledge" campaign which raised close to \$1 million through direct mail (BROADCASTING, July 28).

The station is now in its strongest position financially since the late 1970's, according to Iselin, and the new business plan is a "very conservative document" that projects a growth rate of roughly 5% a year. "Our hope is that the five-year plan will simply be a floor to give us the foundation from which to lift off. I see us so far not only moving up to those expectations, but I have a secret hunch that we're going to beat them," he said. □

NBC to shuffle three dramas

In change of time periods 'Hill Street' replaces 'Crime Story' which replaces 'L.A. Law' which replaces 'Hill Street'; Wright said to be well-received in his first meeting with affiliates

NBC Entertainment President Brandon Tartikoff told members of the network affiliate board gathered for a meeting in Laguna Niguel, Calif., last week that three one-hour dramas in the prime time schedule would switch time periods in the first week of December. Starting Dec. 2, *Hill Street Blues* will move to the Tuesday 9-10 p.m. slot, where the struggling new program, *Crime Story*, has taken a beating from ABC's *Moonlighting* and the CBS Tuesday Night Movie. *Crime Story*, effective Dec. 5, will move to Fridays at 10 to 11 p.m., *L.A. Law* has been doing well behind *Miami Vice*. *Law* moves to Thursday night at 10-11 p.m., where *Hill Street* has been for the last several years, effective Dec. 4.

Tartikoff has indicated since the start of the season that *Crime Story* was always intended to be a 10 p.m. show. He has also acknowledged that *Moonlighting's* improvement this year by about 10 share points over last season took him somewhat by surprise

and lessened *Crime Story's* effectiveness as a counter to *Moonlighting*. He told the affiliate board members last week that *Crime Story* can be "better nurtured" in the Friday time period. He said the hope is that *Law* will "explode to hit potential in its new Thursday time period." He said the show should play well against *Knots Landing*, which lost momentum this season after CBS switched it from its Thursday 10 p.m.-11 p.m. spot to 9 p.m. the same night. CBS just announced that *Knots* would move back to 10 p.m. effective Nov. 13.

As for *Hill Street's* move to Tuesday, Tartikoff said the show would "serve as a better anchor," for the night, sidestepping widespread speculation that the program, now in its seventh season, may not be back next year. He also said *Hill Street* should prove more compatible with 1986 than *Crime Story*.

The meeting gave many of the affiliate board members their first chance to meet with new NBC President Robert Wright, who, sources at the meeting said, was received well. The three-day meeting began last Tuesday (Nov. 11). In brief remarks at a Tuesday session, Wright talked of the network-affiliate relationship and the need to keep it strong and healthy. He said that the network and affiliates must plan together to

Beware of bias. Public Broadcasting Service board member and former Congresswoman Barbara Jordan, now with the University of Texas, Austin, emphasized the importance of protecting public broadcasting from bias in a speech at the annual PBS Program Fair. "Public television is supposed to be our pursuer of truth without the heavy hand of ideology and prejudice," she said, and the Corporation for Public Broadcasting "was supposed to be the shield protecting public television from the blows and arrows of those who claim to speak in the name of truth but who, in truth, simply wish to substitute their own biases for the ones which they claim to be rectifying."

Jordan said CPB board member Richard Brookhiser, who spearheaded CPB's plan for content analysis of PBS programming (BROADCASTING, Nov. 3), is among those who "have sought to make the life of the [public television] program manager uncomfortable in a variety of ways." She said that "to allow public television to fall victim to outside control is to set a dangerous precedent. . . . When we allow those with favored ideologies to begin to make choices and decisions for the viewers, we endanger the freedom of choice which we value so highly in our form of government and of which we are rightly proud."

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adapt to the changing environment of the 1980's. The network also put out a statement at the meeting denying reports that at least two senior NBC managers—Raymond Timothy and Robert Walsh—may be leaving the network after conflicts with Wright in the budgeting process for the year ahead.

Other division heads also gave presentations at the meeting, including Lawrence Grossman, president of NBC News, and Arthur Watson, president of NBC Sports. Grossman was said to have reported on the generally positive turnaround at the news division over the past two years. Watson told affiliates that talks with the NFL over a new football rights package would be "difficult negotiations" because of an "imbalance" in the current pact favoring the NFL. Watson estimated that the three networks may lose "close to" \$100 million under the NFL agreements for the 1986 season. Watson also said NBC would try to obtain the rights to a portion of the NCAA College Basketball Tournament, currently held by CBS.

In other programming news at the meeting, Tartikoff also indicated that *A Year in the Life*, initially conceived as a six-hour special dramatic presentation that describes a year in the life of one family, may be turned into a series. □

Kurnit stumps for pay-per-view

Viewer's Choice executive says cable needs to preempt other suppliers of home entertainment programing

With home video "here to stay," the "only way" for cable to respond is pay per view, said Scott Kurnit, executive vice president and general manager of Showtime's PPV service, Viewer's Choice. Addressing the New York chapter of the National Academy of Television Arts & Sciences last Wednesday (Nov. 12), Kurnit warned of the growing proliferation of movies available to a consumer through video stores, video vending machines and even local food chains such as 7-11's. Hence, the cable industry "must solidify its position as the provider of premium home entertainment now, before consumers' habits form with the competition" and the studios find "another way to push early win-

dow movies," he said. Kurnit said this should be done by "positioning the entire cable system, not just one channel as a cable video store."

Kurnit said that PPV is "by far the easiest way to access early window movies." With PPV, there are "no waiting lists, no lines, no pickup, no return," he said. But only three million of 40 million cable subscribers nationwide are getting PPV, he said, and some multiple system operators are divided on its value. "Some MSO's think pay per view is the savior of cable; others are staying as far away from it as possible," he said, adding that "everyone involved in cable pay per view agrees it should be an incremental revenue stream rather than one that cannibalizes existing services, existing revenues."

Not surprisingly, Kurnit said that Viewer's Choice supports this effort best. The philosophy of Viewer's Choice, he said, is to "play the hits and play them often. It's a philosophy that coincidentally works harmoniously alongside pay and basic cable rather than competing with them in the same forum." Additionally, he said, Viewer's Choice is working with AT&T to develop a "telephone order entry system" in which viewers dial 1-800-viewer-1 "from any phone—rotary or touch tone—and hang up at the tone" to place an order. "That's all the customer has to do," he said. The trial service is currently available to about 36,000 subscribers in Milwaukee, with national use of the ordering service to begin "within a year," Kurnit said.

He urged the cable industry to "get into PPV. If not because there's a revenue opportunity, and there is, then to compete with the vending machines and 7-11's which will emerge on every corner if we don't get into the business. We'd better be in PPV to keep cable the most exciting and most valuable place for home entertainment and we'd better do it in a way that is coordinated with all of our existing services. Trading PPV dollars for pay dollars is a disaster," Kurnit said. □

U.S. events celebrate BBC-TV's 50th

Museum of Broadcasting, Library of Congress holding dinners, seminars

The BBC's American cousins are celebrating along with the British network as it celebrates its 50th anniversary this month. Activities are planned in New York, Los Angeles and Washington this week to highlight BBC-TV's contributions to public TV programing over the years (BROADCASTING, Nov. 3).

New York's Museum of Broadcasting will launch its three-month "Salute to the BBC" seminar series and BBC program screenings today, Monday, Nov. 17, with a reception, followed by a black-tie dinner at the St. Regis hotel.

In Hollywood, the television community has invited BBC executives to a dinner at the Coconut Grove on Wednesday, Nov. 19, hosted by the Academy of Television Arts and Sciences, the International Council of the National Academy of Television Arts



Director General Milne

Managing Director Cotton

and Sciences and a dozen-and-a-half studios, broadcasters and others.

In Washington on the following day, the Library of Congress will open a special exhibit and seminar series with a reception and symposium attended by Librarian of Congress Daniel Boorstin and guests including Lord Barnett, deputy chairman of the BBC board of governors, and Ward Chamberlin, president of noncommercial WETA-TV Washington. British Ambassador Sir Antony Acland will also host a reception and dinner for the BBC at the British ambassador's residence in Washington on Friday, Nov. 21.

BBC officials will also be in New York again Nov. 20 to attend a private dinner party hosted by NBC at Rockefeller Center and Nov. 24 to receive a special award for programming excellence at the International Emmy Awards dinner at the Sheraton Center hotel.

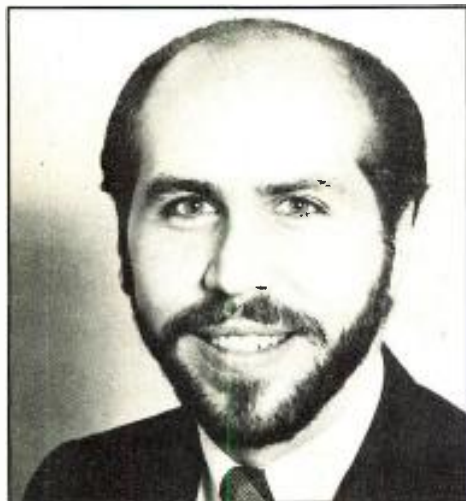
Seminars on the BBC will continue for several weeks at both the Museum of Broadcasting and the Library of Congress. MOB seminars begin Tuesday, Nov. 18, with an afternoon discussion on BBC-TV programing philosophy with BBC Director of Programs Michael Grade and BBC-2 Controller Graeme McDonald.

NBC News President Larry Grossman and Robert MacNeil of *The MacNeil/Lehrer NewsHour* will be panelists at an MOB seminar on Thursday, Nov. 20, on "censorship and the coverage of news around the world," along with BBC Assistant Director General Alan Protheroe and correspondents Tim Sebastian and Michael Buerke. The week's seminars will conclude with a discussion of BBC's organization and future development by Director General Alasdair Milne and Managing Director William Cotton.

Other MOB events include seminars with British filmmaker Ken Russell, writer Troy Kennedy Martin, personality Alan Bennett and naturalist David Attenborough, as well as discussions on TV satire with David Frost, on arts programing on the BBC and on covering royalty with *Entertainment Tonight* correspondent Barbara Howar.

Also scheduled at the museum are regular screenings of classic and current BBC programs, to run through late January.

The Library of Congress will hold two seminars on BBC-TV, beginning Monday, Nov. 24, with a discussion of children's television, by Anna Home, head of BBC-TV's children's programing, and Catherine Wyler of PBS, and a Tuesday, Nov. 25, discussion of "the investigative reporter in a closed society," with former BBC Moscow correspondent Tim Sebastian. The Library will also screen a retrospective of BBC television programing twice daily through Dec. 19. □



Kurnit

"IT AIN'T OVER 'TIL IT'S OVER."

Yogi Berra's line was never more true.

The thrilling League Championship Series and World Series were living proof of what Yogi knew all along.

It truly was an October to remember. From "Great Scott's" first split-fingered fastball to the Mets'

final "Knight" of victory, the excitement never ceased.

We salute Major League Baseball, the four teams that made this October so special, and, our team that made 1986 World Series coverage so special.

Executive Producer
MICHAEL WEISMAN
Coordinating Producer/Director
HARRY COYLE

Producers
GEORGE FINKEL/JOHN J. FILIPPELLI
Pre-Game Producer
LES DENNIS

Pre-Game/Replay Director
ANDY ROSENBERG
Replay Producers
KENNETH ROY EDMUNDSON/DAVID NEAL

"...the Peacocks are giving a clinic on televising the big event."

Dennis Tuttle, Knoxville Journal

"Scully and Garagiola have performed as expected, which is to say at a level generally unmatched."

Michael Goodwin, The New York Times

"Among NBC plusses have been post-game interviews by Bob Costas and Marv Albert. Both have asked smart, probing questions that have elicited surprising answers."

Rudy Martzke, USA Today

"The World Series telecasts have been livelier, more complete and involving than the experience of being out at the ballpark."

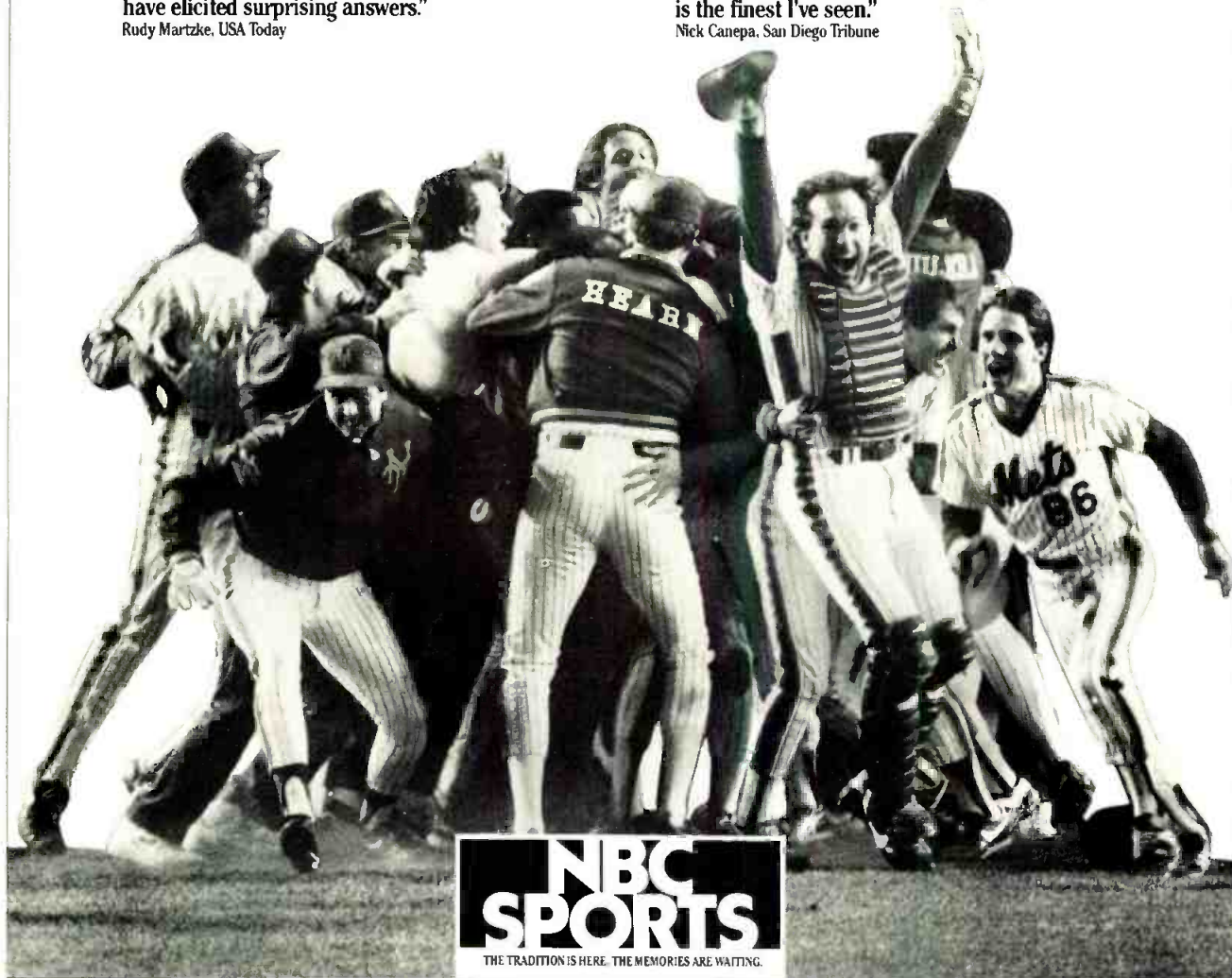
Stan Isaacs, Newsday

"This year, in its 35th World Series, NBC proved it is still TV's baseball master."

Bill Fleischman, Philadelphia Daily News

"NBC's baseball coverage of this series—from a technical and talent standpoint—is the finest I've seen."

Nick Canepa, San Diego Tribune



**NBC
SPORTS**

THE TRADITION IS HERE. THE MEMORIES ARE WAITING.

LBS Communications and **Worlds of Wonder Inc.**, the maker of the **Teddy Ruxpin** talking teddy bear toy, have joined forces to produce a new animated series, *The Adventures of Teddy Ruxpin*. The 65 half-hours will debut in the fall of 1987 but will be preceded by two five-part, two-and-a-half-hour mini-series on Dec. 8-14 and next April. The two mini-series will be sold on a barter basis with two minutes for LBS, and four for stations per half hour. The 65-episode



series will leave four minutes for stations and two minutes for LBS during the fourth quarter; in the first, second and third quarters of next year, LBS will take two-and-a-half minutes and stations will get three-and-a-half. **DIC Enterprises** will produce the mini-series and series. Both the series and the mini-series will include safety tips from the toy character, which is the mascot of the National Center for Missing and Exploited Children.

M&M Syndication says it has cleared the second in a series of one-hour specials starring the **Amazing Kreskin** in more than 100 markets. *Kreskin's Quest: Witch Way Salem*, shot on location at The House of the Seven Gables in Salem, Mass., features Kreskin escaping after being placed—handcuffed—by police officers in a



padlocked canvas mailbag. The second *Kreskin's Special* has a window of Oct. 27 through Dec. 10. Barter distribution of the series leaves six minutes for stations and six minutes for M&M.

D.L. Taffner reports that it has cleared *Check it Out!*, starring **Don Adams**, on 12 more stations for a total of 105 covering 82% of the country. *Check it Out!* enters its second season in syndication in April. By that time, 44 episodes will have been produced. Recent clearances for *Check It Out!* include **WTRF-TV** Huntsville, Ala.; **WUTV-TV** Buffalo, N.Y.; **KAU-TV** Victoria, Tex.; **KRRF-TV** San Antonio, Tex.; **WCAY-TV** Nashville; **WHTV-TV** Meridian, Miss.; **KVI-TV** Nampa, Idaho; **WMKW-TV** Memphis; **WNOL-TV** New Orleans; **WOKR-TV** Rochester, N.Y.;

WTVZ-TV Norfolk, Va., and **WETO-TV** Greenville, Tenn. Sales of the series are on a cash-plus-barter basis, with Taffner keeping three 30-second spots.

Orbis Communications has cleared *POW—Americans in Enemy Hands: World War II, Korea and Vietnam* on 71 stations covering 55% of the country for a first run on Jan. 20-Feb. 10, and a second run on June 24-July 24. The two-hour program, produced by **Arnold Shapiro Productions**, and hosted by **Robert Wagner**, focuses on nine POW's. *POW* is cleared on all the Fox-owned stations as well as **KTVU-TV** San Francisco, **WATL-TV** Atlanta and **WBFS-TV** Miami.

All American Television reports clearing *The Boy King*, a one-hour family drama of the life of **Dr. Martin Luther King Jr.**, in 80% of the country, including 16 of the top 20 markets. Among the stations are **WNBC-TV** New York, **KNBC-TV** Los Angeles, **WFLD-TV** Chicago, **WKBD-TV** Detroit, **KYW-TV** Philadelphia, **KTVU-TV** San Francisco and **WTTG-TV** Washington. *The Boy King* was shot at Cox Communications' **wsb-TV** Atlanta. It airs Jan. 12-Feb. 8 on a barter basis, with five minutes for stations and five minutes for All American.

Larry Harmon Pictures has announced it will offer a package of 60 *Laurel and Hardy* color cartoon episodes at 60% of their normal cost in celebration of the pair's 60th anniversary. The episodes are sold on a cash basis. The "60-60-60" sales deal will be aimed at UHF stations in small and medium-sized markets generally not able to afford first-run animation products, said **Jerry Digney**, the company's vice president of marketing and development. *Laurel and Hardy* episodes, consisting of a package of five-minute individual cartoons, are currently running in eight markets after their recent introduction, Digney said.

The Entertainment Network's two-hour *1986 Christmas in Montreux Rock Special* has been sold in 95 markets covering 80% of the country, including the top 30 markets. Sales began in the spring. There will be 18 featured acts during the concert, including the **Eurythmics**, **Phil Collins**, **Julian Lennon**, **Queen** and the **Electric Light Orchestra**. The window for the program, which is produced by **EN** in association with the **BBC** and **SSR-Swiss Television**, is Dec. 11-24. The special is sold on a barter basis, with **EN** retaining 10 minutes and stations receiving 14 minutes.

Syndicast Services has cleared *Hollywood's Private Home Movies*, a one-hour special hosted by **Bill Cosby**, on 142 stations covering 85% of the country. Produced by the **Dick Clark Co.**, the special features footage of celebrities and also includes some shot by the stars, who include **Bob Hope**, **Ann-Margret**, **Marilyn Monroe**, **Desi Arnaz**, **Burt Reynolds** and **Jane Fonda**. The special originally



on **ABC** on May 22, 1983, and received a 20.7 rating and a 36 share. Barter distribution, for an October through December window, gives stations and Syndicast each 11 minutes of advertising time. Clearances include stations in all of the top 30 markets including **WNBC-TV** New York, **KTTV-TV** Los Angeles, **WMAQ-TV** Chicago, **WPHL-TV** Philadelphia and **KICU-TV** San Jose (San Francisco). Syndicast also reports that it has cleared the third annual *Mrs. of the World Pageant* in 60 markets covering 60% of the country. Hosted by **Richard Dawson** from Honolulu, the special has a December-January window. Clearances include 23 of the top 30 markets, including all of the Fox-owned stations. Barter distribution of the two-hour special gives stations and Syndicast each 11 minutes of commercial time.

**Fall '86
Premieres**

The Leader In Comedy Delivers Again...

Sterling

The October Story

LOS ANGELES

KTLA • M-F 7:00 — 7:30 PM.

- A Proven Access Winner
- Up 15% Since Premiere
- Up 75% Over Year Ago Sitcom
- Beats "New Dating Game,"
Ties "Entertainment Tonight"

PHILADELPHIA

WPHL • SAT. 5:30 - 6:00 PM.

- Up 32% Over Year Ago Sitcom
- Up 6% Over "Diff'rent Strokes" Lead-In
- Beats ABC and NBC Affiliates
- Best Time Period Rating In 2 Years

DALLAS

KTXA • SUN. 7:00 - 7:30 PM.

- Up 82% Over "Solid Gold" Lead-In
- Up 5% Over "New Gidget" Lead-Out

HOUSTON

KTXH • SAT. 5:30 - 6:00 PM.

- Up 20% Over Time Period 1 Year Ago
- Up 40% Over "New Gidget" Lead-In
- Up 30% Over "Throb" Lead-Out

WASHINGTON, D.C.

WTTG • M-F 5:30 - 6:00 PM.

- #1 Independent
- #2 For Entire Market
- Up 23% Over "Gimme A Break" Lead-In

WASHINGTON, D.C.

WTTG • SAT. 6:00 - 6:30 PM.

- #1 Independent
- Up 3% Over "Fame" Lead-In
- Beats "Small Wonder," 7.0 Rating vs. 1.5 Rating

MIAMI — (Double Run)

WDZL • M-F 5:30 - 6:00 PM.

- Highest Time Period Rating Ever On Station
- Up 55% Over Time Period 1 Year Ago
- Up 94% Over Lead-In
- Beats "What's Happening!"

MIAMI

WDZL • M-F 7:00 - 7:30 PM.

- Highest Time Period Rating Ever On Station
- A Proven Access Winner
- Up 95% Over Time Period 1 Year Ago
- Up 50% Over Lead-Out

Results.



Silver Spoons

Another Syndication Success

No Brag...

The October Story

NEW YORK

WNYW • M-F 5:30 - 6:00 PM.

- #1 Program In The Time Period.
- Up 19% Over Year Ago Sitcom
- Up 20% Over "Diff'rent Stokes" Lead-In
- Up 12% Over "Three's Company" Lead-out

CHICAGO

WGN • M-F 5:00 - 5:30 PM.

- #1 Independent
- Up 20% Over Year Ago Sitcom
- Up 50% Over Lead-In

SAN FRANCISCO

KBHK • M-F 6:30 - 7:00 PM.

- Up 23% Over Year Ago "Star Trek"
- Up 19% Over "Diff'rent Strokes" Lead-In
- Up 9% Over "Gimme A Break" Lead-Out
- Beats "Matt Houston" and "Fall Guy"

WASHINGTON DC

WDCA • M-F 6:00 - 6:30 PM.

- Up 25% Over "Diff'rent Strokes" Lead-In
- Up 13% Over "What's Happening!" Lead-Out

DALLAS

KDAF • M-F 5:00 - 5:30 PM.

- Up 70% Over Year Ago Sitcom
- More Than Doubles Lead-In

ATLANTA

WGNX • M-F 7:00 - 7:30 PM.

- #1 Independent
- Up 12% Over Year Ago Sitcom
- Up 26% Over "Diff'rent Strokes" Lead-In
- Up 40% Over "Too Close For Comfort" Lead-Out
- Beats "Gimme A Break" and "World Of Disney"

MIAMI

WPLG • M-F 4:00 - 4:30 PM.

- An Affiliate Success Story
- #1 Program In The Time Period
- Maintains "General Hospital" Lead-In
- Up 48% Over Time Period 1 Year Ago
- Beats "Magnum, P.I." and "Divorce Court"

LOS ANGELES - (Double Run)

KTTV • M-F 5:00 - 5:30 PM.

- #1 Independent
- Up 15% Over Year Ago Sitcom
- Up 64% Over Lead-In

LOS ANGELES

KTTV • M-F 5:30 - 6:00 PM.

- #1 Independent
- Up 6% Over Year Ago Sitcom
- Up 15% Over Lead-In

DETROIT

WKBD • M-F 6:30 - 7:00 PM.

- #1 Independent
- Up 37% Over Year Ago Sitcom
- Up 8% Over "Diff'rent Strokes" Lead-In
- Up 21% Over "MASH" Lead-Out

BOSTON

WLVI • M-F 7:00 - 7:30 PM.

- Up 30% Over Year Ago Sitcom
- Up 24% Over "Benson" Lead-In
- Up 11% Over "Taxi" Lead-Out

HOUSTON

KRIV • M-F 5:00 - 5:30 PM.

- #1 Independent
- Up 56% Over Lead-In

HOUSTON

KRIV • SAT. 5:00 - 5:30 PM.

- #1 Independent
- Up 10% Over "Small Wonder" Lead-In
- Up 22% Over "9 To 5" Lead-Out
- Beats "New Gidget" and "One Big Family"

DENVER

KDVR • M-F 6:00 - 6:30 PM.

- Up 37% Over "Gimme A Break" Lead-In
- Up 11% Over "Too Close For Comfort" Lead-out

Just Facts.



The Facts Of Life

Another Syndication Success

★ E EMBASSY
EMBASSY COMMUNICATIONS • A UNIT OF *The Coca-Cola Company*

Stay Tuned

ABC Entertainment said last week that it intends to produce a new children's animated series, in association with Marvel Productions and Anthony Paul Productions, for the 1987-88 Saturday morning time period. The show will be called *The Little Clowns*, and will feature clown children "whose mission is to spread laughter and happiness throughout the land." Robert Altman has been signed to produce and direct two one-hour dramas for ABC. The first will air late in the 1986-87 season. Production will start in January through Altman's Sandcastle 5 Productions company. Among Altman's credits are "Nashville," for which he won best director and best film from three separate organizations. His other films include "McCabe and Mrs. Miller," "California Split" and "Come Back to the 5 and Dime, Jimmy Dean, Jimmy Dean." Gena Rowlands has been signed to play former First Lady Betty Ford, in a two-hour movie, *The Betty Ford Story*, airing this season on ABC. Josef Sommer will portray President Gerald Ford. The movie is based on Mrs. Ford's autobiography, "The Times of My Life." David Greene will direct from a script by Karen Hall. David L. Wolper is the executive producer, with Robert A. Papazian serving as co-executive producer. Mark Wolper is producer of the film, which is being done in association with Warner Brothers Television.

CBS has canceled one Saturday morning program, *The Puppy's Great Adventures*, and has replaced it with repeats of a program that ran on the network's Saturday schedule from Jan. 4 to Aug. 30 of this year called *Richie Rich*. The half-hour show will fill in the hole left by *Puppy's Adventures* from 11:30 to noon. ABC has acquired the rights to produce new episodes of *Richie Rich* from Harvey Comics, New York, which holds the copyright on the cartoon character. Negotiations are said to be ongoing between ABC and several producers, including Hanna-Barbera Productions, which produced the initial *Richie Rich* series for CBS. CBS has also renewed Universal's *The Equalizer* for the full season, as well as the new comedy, *My Sister Sam*, produced by Warner Bros. Television. No word on *Designing Women*, CBS's other new Monday evening sitcom, but network sources last week said it was a shoo-in for full-season renewal. Larry Hagman and Linda Gray will anchor the 27th annual *CBS All-American Thanksgiving Parade*, three-hour coverage of parades in New York, Detroit, Toronto and Honolulu. Coverage begins at 9 a.m., Thanksgiving Day (Nov. 27).

NBC is now shooting a two-hour pilot for a future series called *J.J. Starbuck*, starring Dale Robertson as a wealthy Texas businessman who investigates difficult criminal cases free of charge. The network has committed to six or seven episodes, said a spokesman, and the pilot should be ready for airing next spring. Robertson is perhaps known best for his role as Jim Hardie in the NBC western, *Tales of Wells Fargo* (1957-62). *Starbuck* is a Stephen J. Cannell production. NBC said it sold one of its David Letterman prime time specials (Letterman's third anniversary special, seen in the U.S. almost two years ago) to London's Channel Four Television. It's the first time viewers in the UK will see the Letterman program, NBC said. The program will air there Dec. 31. NBC has picked up four more episodes of the Ohlmeyer Communications-produced *Fast Copy*, a program where several print magazines in each episode do a video version of a print story. The first episode this season ran in September, with the others scheduled for Nov. 20, Dec. 26, and Jan. 28. Last season's three episodes, running opposite *60 Minutes* (Sunday 7-8 p.m.), averaged an 11.9 rating and a 21 share. September's episode averaged an 11.6/23. Columbia Pictures Television said last week that NBC has renewed for another three years the daytime serial, *Days of Our Lives*. Rona Barrett will be producing original television movies in conjunction with NBC Productions. The first movie will be presented during the 1987 season on *NBC Monday Night at the Movies*. Barrett is currently the senior entertainment correspondent for Mutual Broadcasting's radio network.

Galavision, the New York-based Hispanic cable program service, announced it would air next spring a mini-series entitled *Goya*, a dramatic presentation on the life of the 18th century Spanish painter. Produced by Television Espanola, Madrid, the Galavision showing will be the U.S. premiere of the program.

New World Television has signed an agreement with the **Black/**

Marlens Co., headed by Carol Black and Neil Marlens, to produce pilots, series and movies of the week. Marlens is the creator and executive producer of *Growing Pains*. Black served as the co-executive producer of that series and wrote the script for the New World movie, "Soul Man." And **Barbara Eden** has signed an exclusive deal with New World Television to develop a comedy series, in which she would star, for the 1987 television season. Eden's production company is Mibar Productions.

In production: *The Liberators*, for ABC, starring Robert Carradine and Larry B. Scott. Story is based on the lives of two men, one white, one black, who led runaway slaves along the Freedom Trail in the years preceding the Civil War. *Liberators* will air later this season as a two-hour movie on *The Disney Sunday Movie*, and is being shot on locations around Ottawa. . . Richard Chamberlain will star as the legendary lover, Casanova, with Faye Dunaway and Sylvia Kristel as two of his most notable conquests, in a three-hour movie for ABC. Filming began Oct. 13 in Madrid, with a cast that also includes Hanna Schygulla and Ornella Muti. Simon Langton is directing from a screenplay by George MacDonald Fraser. Frank Konigsberg and Larry Sanitsky are the executive producers. Sam Manners is the producer. . . Robert Culp and Dick Van Patten are starring in *Combat High*, a comedy movie for NBC. Neal Istral directs from a teleplay by George Gipe and Paul Shapiro. Frank Von Zerneck is the executive producer. Robert Sertner is the producer. . . Disney's Touchstone Television said it received a 13-episode commitment from ABC-TV for a midseason comedy series, entitled *Harry*, starring Alan Arkin as the fast-talking head of purchasing for a major metropolitan hospital. Executive producers will be Barry Levinson and Mark Johnson and production will begin in December. Touchstone said. For NBC, Joe Don Baker and Ronny Cox have joined the cast of *Open Season*, a world premiere about the ordeal of Olympic athlete Kari Swenson. Tray Pollan will star as the athlete who was abducted and imprisoned by mountain men. The drama is currently filming on location in Durango, Colo.

A professional's guide to the intermedia week (Nov. 17-23)

Network television—ABC: *Love Boat* (special, two-hours), Friday, 9-11 p.m. *ABC Sunday Night Movie, Nazi Hunter: The Beate Klarsfeld Story* (Farrah Fawcett stars in the title role, with Tom Conti as her husband, Serge), Sunday, 9-11 p.m.

CBS: *Fresno* (parts two through six in the mini-series about life among the "raisin elite"), Monday-Thursday, 9-11 p.m. *Houston: The Legend of Texas* (special three-hour drama, stars Sam Elliott in title role of Sam Houston), Saturday, 8-11 p.m. *Women of Valor* (drama about American Army nurses during World War II), Sunday, 9-11 p.m.

NBC: *Monday Night at the Movies, Kate's Secret* (drama stars Meredith Baxter Birney as a bulimic homemaker and mother), Monday, 9-11 p.m. *St. Elsewhere* (100th episode airs), Wednesday, 10-11 p.m.

Cable—CNN: *Hope or Hype?* (special report on medical "break-throughs" and their impact on the public), Saturday, 3:30-4 p.m. and 7:30-8 p.m.

WTBS(TV) Atlanta: *The Maltese Falcon* (repeat presentation of the "colorized" version of the Bogart classic) Sunday, 1:30-3:35 p.m.

Radio—CBS: *Newsmark* (Dr. Peter Salgo gives an update on the AIDS epidemic), Friday, 2:30-3 p.m.

Museum of Broadcasting (1 East 53d Street, New York) **BBC Television:** *50 Years*, exhibit of over 100 hours of telecasts, along with a series of 10 seminars. Seminars include: "BBC Programming and Scheduling" (Tuesday, Nov. 18), "Censorship and the Coverage of News Around the World" (Thursday, Nov. 20) and "The BBC: Today and Tomorrow" (Friday, Nov. 21). Exhibit begins Friday, Nov. 14, and runs through Jan. 31. Also at MOB: *The Metropolitan Opera: The Television and Radio Legacy*, an exhibition of screenings covering over 55 years of the Met on radio and television. Through Nov. 22. *Barbra Streisand, The Television Work*. Through Dec. 6. Information: (212) 752-7684.

SELTEL WINS THE HEART OF AMERICA

Seltel is proud to announce our appointment as national sales representative for station KOAM-TV, Channel 7, the CBS affiliate in Pittsburgh/Joplin.

□ We're also proud of the way we won them: it was our performance, pure and simple.



SELTEL

PERFORMANCE IS THE BOTTOM LINE.

Continental divide

Despite extensive efforts by European interests to develop a high-definition television system that is closely compatible with their existing TV system's 50 hz field rate, support continues to exist on the continent for the competing 60 hz, 1,125-line Japanese-developed HDTV technology which was unsuccessfully put forward as a world studio standard last spring.

The latest evidence of that support is an outspoken presentation on the topic at a German-Japanese forum in Tokyo, in which Klaus Schneider, producer for the West German national network ZDF, outlined his company's interests in the technology and the mixed results of its own experiments with the 1,125-line, 60 hz HDTV technology.

Earlier this year, both ZDF and West Germany's other national network, ARD, made public a joint technical committee position paper in which they rejected the West German government position against the 1125-60 technology and argued that producers' interests in HDTV studio techniques were being ignored ("Closed Circuit," July 21).

Schneider echoed those concerns in his speech, commenting that despite the lack of full broadcast company support for their position, "European telecommunication administrations spearheaded this rejection [of the 1,125-60 proposal], under the heavy pressure of the European television industry."

In the end, Schneider reminded listeners, European arguments that HDTV production standards should be linked to as-yet undecided distribution standards, and that both sets of standards should be developed in an "evolutionary" way with a high degree of compatibility to existing European television, resulted in the postponement of a HDTV studio standard until some time late this decade at the earliest (BROADCASTING, May 19).

But for Schneider, no international production-transmission HDTV standard based on a 50 hz HDTV standard could be acceptable worldwide, largely because of the inherent technical disadvantages of the 50 hz TV systems, such as "unsatisfactory" motion portrayal and large area flickering greater than that of 60 hz system.

In addition, Schneider said German broadcasters were increasingly "afraid of the development of a Japanese-American defacto standard. . . . We fear that we may be cut off from a newly developing production market." The parallel development of a standard based on 50 hz, on the other hand, would lead Europe into a "dead-end situation," he argued, with its HDTV program exports hampered by quality degradations due to the 50-60 hz standards conversion required to market programs to 60 hz nations.

"We do not consider the evolutionary method satisfactory," he added, "but rather prefer one step forward to a completely new system. Growing financial and competitive

situations force more and more public broadcasting and television companies to embrace new technologies and advantages."

"A production standard is of great importance for ZDF and the broadcasting companies of ARD as potential producers of HDTV programs," Schneider said, adding that they could serve, in particular, as a path toward a worldwide multimedia market and greatly facilitated international co-production.

Among HDTV's other advantages, Schneider argued: better opportunities for multimedia use of HDTV productions on videotape than with 35 mm film; high-quality HDTV masters allowing down-conversion as well as transfer to 35 mm film, and other advantages of electronic production, such as more effective production methods, shorter production periods and lower material expenses.

To test its thesis about the relative benefits of HDTV production, ZDF conducted a production experiment in October 1985, using HDTV equipment provided by Sony and Bosch, Schneider said. The production was a multicamera live shoot of a West German program, later editing down to 40 minutes and transferred for display to 35 mm film.

The experiment was not without its flaws, Schneider acknowledged. The system's need for 30%-35% more lighting than conventional productions, for instance, while realizable for most studio and outside productions, could present obstacles in certain types of shoots, while lighting flicker caused by the use of discharge lamps (operating on 50 hz electrical systems) could not always be easily eliminated.

The system also displayed clear motion defects after transfer to 35 mm film, and perhaps most important, Schneider believes it will probably remain 10% to 40% more expensive than present-day television productions because of higher consumption expenses in lighting, power supply and videotape, and the increase in time for lighting preparations and production.

But ZDF fully intends to continue its experimentation with the 1,125-60 HDTV technology, Schneider stressed, with plans in the works for further HDTV demonstrations at special industry exhibits in West Germany next year and additional test productions during the next two years.

'Amazing' sound

NBC-TV will air the first network series in Dolby Surround stereo sound with this week's episode of *Amazing Stories*, according to the San Francisco-based Dolby Laboratories.

The episode, "Go to the Head of the Class," was produced by Steven Spielberg's Amblin Entertainment with Universal Television and was mixed in Dolby Surround, a proprietary four-track environmental sound technology, at Universal City studios by Bill

Varney, Bob Thirlwell and Tenny Sebastian. The show, which was preempted Oct. 27 by the final game of the World Series, is scheduled to air Nov. 21 at 8 p.m.

According to Scott Schuman, director of marketing for Dolby, home viewers with a stereo TV set and a Dolby Surround decoder will be able to hear the show's enhanced effects and music in the surround channel, although the signal remains compatible both with mono broadcasts and the de facto industry standard TV stereo signal, already widely broadcast by NBC affiliates and other broadcasters.

Dolby has made over 100,000 of the \$250-\$600 home surround sound decoders for products carried by nearly four dozen consumer electronics manufacturers, and also has a library of more than 1,000 films produced with Dolby stereo soundtracks. The company also expects several major TV set manufacturers to make sets available next year with surround sound decoders already built-in.

One drawback of using Dolby Surround is that it requires an extra half-day in the sound mixing process Schuman said. He argued, however, that it would give broadcasters the benefit of a better overall mix, with a "more definitive" hard center signal for dialogue and other effects.

Engineering accolades

The Society of Motion Picture and Television Engineers has awarded its 1986 top engineering honors. In addition to the presentation of its highest prize, the Progress Medal, to Masahiko Morizono of Sony ("In Brief," Nov. 3), other awards will go to Roland Zavada of Eastman Kodak (the Agfa-Gevaert Gold Medal); Charles Anderson of Monaco Video (the Alexander M. Poniatoff Gold Medal), and Michael O. Felix, retired from Ampex Corp. (the David Sarnoff Gold Medal).

Honors were also presented during the society's annual convention in New York last month to John Baldwin of the UK's Independent Broadcasting Authority, Guy Gougeon of Canadian Broadcasting Corp. and Richard Stumpf of Universal City Studios.

Broadcast engineers selected to join the ranks of SMPTE fellows included NBC's Stanley Baron, Allan (Craig) Curtis and Charles Spicer; Max Berry of Capcities/ABC; Arthur Kaiser (retired) of CBS; Sony's Laurence Thorpe and Peter Dare; BBC's James Redmond; Carlo Terzani of Italian national broadcaster RAI, and Yves Faroudja of Faroudja Labs.

Public domain

Two proprietary test signals developed for component video applications by Tektronix will be made available to other TV equipment manufacturers, and the test and monitor equipment manufacturer will relinquishing its exclusive use of the techniques to allow for possible international standardiza-

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tion of the test signals. The signals, originally held under patent by Tektronix, are now used in its TSG-300 test signal generator.

One signal is used to measure coring, which the Beaverton, Ore.-based manufacturer describes as a technique to improve apparent signal-to-noise ratio. Tektronix described its coring test signal as consisting of packets of low amplitude sine waves at different frequencies tapered to zero amplitude, with each packet having its lowest amplitudes removed where coring is applied.

The second signal, called the "bow tie" test signal, enables the user of a component analog system to set the relative timing and gain of the component channels, Tektronix explained.

Gearing up

Microtime has a new three-dimensional digital video effects unit that can be upgraded from a lower-cost two-dimensional version. The joystick-controlled RP-1, priced at \$57,000 for the 3-D version and \$30,000 for the 2-D version, has a CCIR 601 13.5 mhz sampling rate, and provides optional rotation and perspective effects and an optional plug-in digital composite for dual-channel operation. Delivery of the production model of the 3-D version is scheduled by the Bloomfield, Conn.-based manufacturer to begin in the first quarter of 1987.

A new NAB format audio cartridge recorder-reproducer has been developed by Otari of Belmont, Calif. The model CTM-10 systems include record phase compensation and HX-Pro bias modulation, a Dolby Labs design that reduces distortion products at high frequencies. The mono-stereo reproducer is available for \$2,770, the mono recorder is priced at \$3,945 and the stereo recorder is \$4,295.

Matsushita and NHK, Japan's national broadcaster, have jointly designed the final version of video heads to be used on all of Matsushita's new M-II half-inch videotape recorders. The new amorphous head, which provides a signal-to-noise ratio increase of 3.5 db at 9 mhz, is based on a newly developed, nonmagnetic substrate and magnetic core laminated with a cobalt-based alloy film.

Two new wireless microphone system for ENG and on-location TV production have been introduced by Cetec Vega of El Monte, Calif. The Traveler 1 system consists of a new model 66B portable receiver and a model T-36 hand-held or a model T-37 bodypack transmitters. The second system, Reporter 1, consists of the model R-26 portable receiver and a model T-24 hand-held or a T-23 bodypack transmitter.



Growing controversy over U.S.-Iran reporting

Reagan administration, former hostage Jacobsen urge press not to push on questions of U.S. deal making and arms swaps with Iran

David Jacobsen, the former hostage recently released after 17 months of captivity in Lebanon, stepped toward the TV cameras in the White House rose garden where he had been appearing with the President, on Friday, Nov. 7, and made an emotional appeal to journalists. "Please," he said, "unreasonable speculation" can endanger the lives of the Americans still held in Lebanon, so "in the name of God, would you please just be responsible, and back off."

Immediately, the controversy over the role of the press in hostage situations was renewed. That evening, the issue was the subject of ABC's *Nightline*. The subject was worried over on the Sunday morning talk shows. And it occupied a substantial portion of White House spokesman Larry Speakes's press briefing on Monday. Much of the ground had been covered in the past, as during the TWA hostage crisis last year. When does press coverage, particularly that of television, with its immediacy and impact, endanger the lives of the hostages involved? When do reporters, driven by determination to inform the public (and by competition and

proddings from editors) cross the line separating what is responsible from what is irresponsible?

The latest hostage story, however, contained an element that was making it impossible—even apart from ordinary considerations—for journalists to "back off": the disclosure that the Reagan administration has been providing Iran with arms and spare parts for its war machine in return for the release of American hostages held by pro-Iranian factions in Lebanon.

News executives last week observed the ritual of citing the need to be sensitive to the fact lives were at risk. But as David Gergen, who was White House director of communications for the first three years of the Reagan Presidency and now serves as editor of *U.S. News and World Report*, said: "When there are allegations that the government not only may have violated the law but engaged in action contrary to its own policy, there is no choice but to cover the story. . . . It doesn't mean we can indulge in speculation. But we have to ask the tough questions."

NBC News President Lawrence Grossman agreed. "The story is of enormous importance," he said. He noted that it has engaged the interest of Congress, with the Democratic and Republican leaders of the Senate—Robert Byrd (D-W.Va.) and Bob



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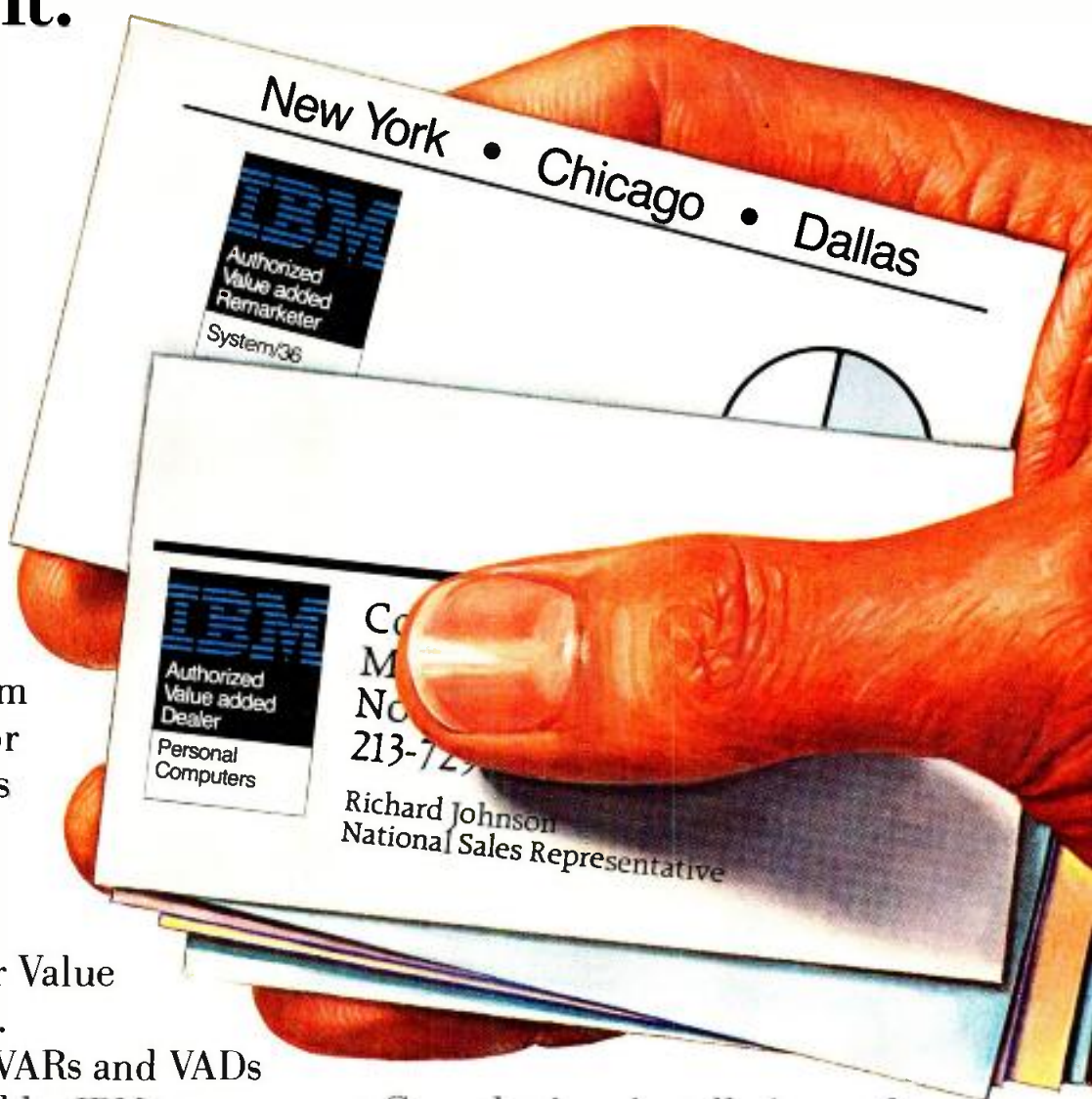
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Dole (R-Kan.)—expressing concern about the administration's apparent abandonment of a policy supported by Congress—and that even the Secretaries of State and Defense had made clear their opposition to the change in policy. "A story of this dimension is not the kind you can put a lock on," said Grossman. George Watson, who heads ABC News's Washington bureau, described the story as a "compelling" one. "We'd be derelict in our duty if we didn't report it."

For those who have followed the story of the spare-parts for hostage swap—which grew out of a plan the President is reported to have approved 18 months ago—the appeal for restraint seems to have been directed at the wrong target. The story first broke last month in a pro-Syrian magazine in Lebanon, then elaboration was provided by the speaker of the Iranian parliament, Ali Akbar Hashemi Rafsanjani. Meanwhile, a major U.S. news organization, *The Los Angeles Times*, had been in possession of the story for weeks—but had not published it. A Washington editor, Richard Cooper, said a reporter had been informed of the arrangement with Iran on condition he not run the piece until there was no longer any need for secrecy. "When the story began seeping out," Cooper said, the reporter was told by the source *The Times* "might as well go with it."

Still, President Reagan, in his appearance with Jacobsen in the Rose Garden, insisted on keeping aspects of the Iranian connection confidential. Asked by reporters about the matter, he said, "There's no way we can answer questions having anything to do with this without endangering the people we're trying to rescue." And Speakes, in fielding a host of questions from reporters on the issue, said coverage of the hostage story has made administration efforts to free the remaining hostages "extremely difficult." Indeed, he said the government's hopes that additional hostages would be freed with Jacobsen had been "dashed."

Speakes also hinted broadly that speculation in the media following the airing of a videotape Jacobsen had made while still a hostage had led to mistreatment of him by his captors. Speakes said that the speculation caused Jacobsen "serious, serious problems" and that he was still showing the effects of those "problems." A correspondent for National Public Radio, Jim Angle, broadcast a report that he had learned that the speculation, on one of the major networks that aired the videotape, centered on the possibility that, through body language and other nonverbal means, Jacobsen was attempting to transmit a message different from the one he was reading, one that criticized the Reagan administration for not doing more to free him and his fellow hostages. After learning of that speculation, Angle said he was told by administration officials, Jacobsen's captors beat him badly.

That, Angle said, could explain why Jacobsen made such a point of urging the press to "back off." In brief remarks to reporters initially, Jacobsen had simply asked them, in their comments, to "be responsible." After reporters proceeded to pepper the President with questions about the reported spare-parts for hostages swap and the reports of dissension within the administration regarding it,



Jacobsen on CBS News

Jacobsen stepped in front of the President to make his plea more strongly, and to mention by name the hostages with whom he had been held and who the administration had hoped would be freed with Jacobsen—Terry Anderson, the Associated Press correspondent in Beirut, and Tom Sutherland. (Published reports last week had it they might be released as early as this week.)

The reporters, evidently, were not persuaded. His plea was met with a shouted question that went unanswered: "Mr. Jacobsen, how are we to know what is responsible and what is not?"

If Jacobsen, fresh from captivity, regards the press as at least a potential danger, other ex-hostages, whose memories of their captivity is not as sharp, see the role of the press as a positive force. In his appearance on the *Nightline* broadcast dealing with the controversy Jacobsen had touched off, the Reverend Benjamin Weir said that when the life of a negotiator, like the Anglican Church's Terry Waite (who said speculation regarding his role had placed him in danger) or the lives of the hostages themselves are in jeopardy, "temporary restraint" on the part of the press is required. But, said Weir, who had been freed by his captors in Lebanon in September 1985 after 16 months as a hostage, "I see the value of a public debate, and I tend to favor that." Barry Rosen, who had been press spokesman for the American embassy in Teheran and became a hostage when the embassy was seized by Iranian mobs in 1979, was also sympathetic to Jacobsen. "I really feel for David Jacobsen and the other hostages, because I was once there too," he said in an appearance on CBS's *Morning News*. But, Rosen added, "this is a major question of U.S. policy in dealing with terrorism." And the administration, he said, made a major miscalculation if it thought it "could get away with something like this. . . ." The story "had to get out."

Then, too, there are the reporters who deal with the White House every day on the hostage and other issues. To some, the President's invocation of the safety of the hostages and the national interest—and talk of the administration possibly invoking national security in order to withhold information on the issue from Congress—recalls the Nixon era. The Nixon White House invoked national security in failed efforts to block publication of the Pentagon papers—the secret history of the Vietnam war—and, during the investigation of Watergate, to keep the tapes made of all Oval Office conversations from being turned over to Congress.

The controversy over coverage of the hos-

tage issue reminds ABC News's Sam Donaldson of another characteristic of the Nixon era. The Reagan White House, he said, is employing "the Nixonian tactic of beating up on the press." □

Visnews probes importance of foreign coverage to local stations

Survey conducted at RTNDA convention among news directors examines what caused stations to go abroad for coverage, methods used in compiling stories

The appearance of local TV news operations on the national and international scenes is no longer news. Satellite technology has made possible—almost, it seems, commonplace—cut-ins on the local news dealing with famine in Ethiopia and earthquakes in Latin America. Now, Visnews International, the British company that provides camera crew and other services for stations covering stories beyond their service areas, has published the results of a survey indicating the interest of stations and their audiences in on-site, distant coverage. If there is a surprise in the results, it is that the interest in providing such coverage seems wide but not deep.

The survey was made of television news directors at the Visnews exhibit at the Radio-Television News Directors Association conference in Salt Lake City in August. All told, 40 news directors were interviewed as part of a project to promote Visnews International's new "Passport Services" package that makes Visnews camera crews, production facilities and other resources available to stations for coverage of stories anywhere in the world.

Only 21 of the news directors surveyed reported covering even one story outside the U.S. in the last two years. One news director said the station covered 50 such stories; the majority of the 21 reported two or three. And while the news directors cited 44 foreign stories covered, only one—the Mexico City earthquake, a story within reasonably easy reach of many U.S. stations—was mentioned by as many as five news directors. Each of six foreign stories was said to have been covered by two stations, and one, the royal wedding in London, by three. The remainder were covered by one station each.

The news directors interviewed said their primary reason in doing foreign coverage was, in effect, the presence of a local angle—the importance of a story abroad to a local business, for instance, or the fact that local people (members of the armed forces, perhaps) were involved. One of the foreign stories cited dealt with a governor's tour of China. But in some cases, at least, it seemed the station was simply interested in covering a major story—the Geneva summit and the overthrow of the Marcos regime in the Philippines, among them.

Visnews International, in releasing the results of the survey, noted that a national sur-

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vey by NBC's research department indicates that a majority of television viewers favor local TV news operations' coverage of national and international stories. Between 60% and 70% of those polled were reported to have called for at least as much coverage of such stories in the future. And 40% of the news directors polled by Visnews said they saw on-site foreign coverage as having increased ratings; Visnews said 15% saw no change. The remainder did not know the coverage's effect on ratings.

In most cases—98% of the examples cited—stations sent their own reporters to cover a story abroad, but their own camera crews on only 79% of the stories mentioned. When stations did not send their own reporter or crew, they relied on production companies, like Visnews, or a network. Usually, stations sought to get as much out of a foreign trip by their personnel as possible: 41 (or 79%) of the stories were produced as multipart series. And while stations generally taped on-location stories abroad (67% were handled in that manner), four of the stories were broadcast live.

What about the future? The news directors mentioned 27 stories that would interest viewers that would require on-site coverage abroad. The stories ranged from drugs, the economic summit and terrorism to developments on the apartheid front in South Africa, a subject mentioned by 12 radio and TV news directors.

U.S. involvement in Central and South America was another story that might attract several stations from the U.S.; eight news directors mentioned it. Three mentioned the Mideast and two, Beirut and the hostage situation, the America's Cup race, nuclear fallout and weapons control and the political situation in the Philippines.

But how many stations would cover such stories on site? Of the 35 news directors who responded to a question as to whether on-location coverage of foreign stories was on their agenda in the coming 12 months, 15 (or 43%) responded in the affirmative and five (14%) in the negative. The rest did not know.

The question that was undoubtedly of most interest to Visnews International asked: What services from news-production companies would be helpful to stations planning on-site coverage abroad?

Half of those responding said an on-location camera crew would be "very important," another 11%, simply "important." About half the respondents also said they would consider editing and production facilities and standards conversion "very important." Only 7% of the 15 news directors responding to the question thought the provision of an on-site reporter by a news-production company would be "very important"; 73% thought such a service would not be important.

What of satellite transmission? Responses to that aspect of the question raised a question. Sixty-eight percent of the 19 news directors responding said they would regard such a service as "very important," another 21%, "important." The remaining 11% responded "not important." Visnews did not ask what alternative means of transmission that 11% had in mind. □

Washington Watch

MMDS winners. Using lotteries, FCC has tentatively granted multichannel multipoint distribution service applications of Haddonfield Wireless Co. and T/V Communications Associates, Bellingham, Wash.; Visionaire Inc. and Broadcast Data Corp., Bismarck, N.D.; Prairieland Cable Partnership #1 and Krisar Inc., Bloomington/Normal, Ill.; David Wiechman and Stephanie Engstrom, Bozeman, Mont.; Teltran Communications Inc. and Becker Broadcasting, Bryan-College Station, Tex.; Virginia Communications Inc. and MWTB Inc., Casa Grande, Ariz.; Kansas City Southern Industries Inc. and National Television Co., Fayetteville, N.C.; Kansas City Southern Industries Inc. and Broadcast Data Corp., Fayetteville-Springdale, Ark.; Microband Corp. of America and National Television Co., Greeley, Colo.; Belwen Inc. and Home/Systems Joint Venture, Hagerstown, Md.; Multi-Point TV Distributors Inc. and Wireless Services Inc., Harlingen, Tex.; Virginia Communications Inc. and TV2S, Kennewick, Wash.; Figgie Communications Inc. and Baypoint TV Inc., Laredo, Tex.; William M. Ledford/Robert D. Hanna and Private Networks Inc., Lawton, Okla.; Starchannels Associates and Diversified Communications, Manchester/Nashua, N.H.; Steven C. Bailey and Paul E. Morrison, Maui, Hawaii; Visionaire Inc. and William M. Ledford/Robert D. Hanna, Redding, Calif.; Forward of Iowa Inc. and National Television Co., Sioux City, Iowa/Iowa; William M. Ledford/Robert D. Hanna and Kannew Broadcast Technologies, St. Joseph, Mo.; Paul Communications Inc. and B.F. Investments Inc., Verde Valley, Ariz., and Belwen Inc. and Hubbard Broadcasting Inc., Wilmington, N.C. Also using lotteries, FCC tentatively selected new winners in markets where applicants had withdrawn. New winners were Kansas City Southern Industries Inc. in West Palm Beach, Fla., and U.S. Satellite Corp., San Diego, Calif. □

Biden in. Fate of Senate Judiciary Committee chairmanship has been settled with announcement by Senator Edward Kennedy (D-Mass.) that he will chair Labor and Human Resources Committee. With Democrats holding majority of seats in Senate, Kennedy was in line to assume chairmanship of Judiciary when 100th Congress convenes next year (BROADCASTING, Nov. 10). But Massachusetts Democrat's decision now paves way for Senator Joseph Biden (D-Del.) to chair Judiciary. □

International meeting. National Association of Broadcasters President Eddle Fritts is part of American delegation participating in international conference in Paris this month (Nov. 25-26). Conference is being sponsored by White House and Fritts is attending as vice chairman of President's Advisory Council on Private Sector Initiatives. About 200 business leaders from seven European nations and U.S. will discuss ways to encourage and promote initiatives by private sector. NAB has produced four videos to introduce issues that will be examined: charitable giving; volunteerism; public-private partnerships, and corporate social responsibility. (Expenses for trip are covered by individual attendees. Prior to Paris conference, Fritts, who will be joined by NAB international consultant Bill Haratunian, will call on representatives of International Telecommunication Union in Geneva and Brussels. □

Filing requirement fixed. FCC has changed rules to permit broadcasters to make electrical and mechanical modifications of transmission equipment, including AM stereo exciters, without prior FCC approval. Licensees are supposed to keep brief statement or diagram of modification at transmitter site, however. And equipment performance measurements are supposed to be made after modification. □

Jungle radio. Nicaraguan rebels plan to establish 50 kw AM station that would be used to help build support for their cause inside Nicaragua. Rebel leader in Washington, Ernest Palazzo, said station would break "circle of silence" he says now surrounds that country. Silence has not been complete, however. Other rebel representatives note that Contras have been broadcasting in Nicaragua from shortwave transmitters located in jungles of that country for past several years. Palazzo said new Radio Liberacion would attempt to build reputation for accurate reporting while presenting message of resistance. He said station would not be built with funds from \$100-million aid package approved by Congress, but declined to say what resources would be used. He also declined to say where station would be built or on what frequency it would operate. □

Members. FCC Chairman Mark Fowler, Jerald Fritz, Fowler's chief of staff, and Jack Smith, FCC general counsel, have signed up as members of Federal Communications Bar Association since association dropped policy prohibiting commission personnel from becoming members last June. Policy had apparently been aimed at avoiding conflicts of interest on those few occasions when FCBA gets involved in FCC proceedings.

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Brokaw says media moving too fast

In speech at Columbia University, NBC anchor warns that technology transforms reporters into arbiters, satellites into megaphones for foreign leaders; he says reporters should not ignore coverage of Main Street in favor of Manila

Faster can be worse, not better, warned Tom Brokaw last week. "We must keep new communications technology our servant, not our master," the NBC News anchor told 150 media executives and scholars from several countries at Columbia University's Gannett Center for Media Studies.

"We rush from event to event these days simply because we're able, too seldom reflecting on what we've just witnessed," Brokaw said. He sees a danger that the new technology's instant world linkage will tempt television journalists into being "negotiators and arbiters, not merely reporters." And he voiced fears that without careful journalism, satellites can become "expensive megaphones" for foreign leaders.

Brokaw rapped local stations' "parachute journalism," dropping into international stories via satellite. Covering city hall and the courthouse may not be as marketable or "sexy," he said, but it is more useful to grass-roots viewers. Concentrating "more on Manila than on Main Street," he said, "is a fraudulent promise on which to build a future."

He added, however, that local stations' ability to cover international events has led networks to "slowly concede the breaking news franchise" to those and all-news cable operations. As a result, Brokaw said, network news shows are becoming "less a daily news diary and more a daily magazine."

Brokaw termed "ominous" the networks' interest in reserving the right to have correspondents use hand-held cameras. "If the industry wins on this, both form and content will suffer," he said.

"The camera can't make judgments," he said. "We can't abdicate more of our funda-



Brokaw

mental responsibilities and say, 'Here's the picture. You figure it.'"

In a paper introduced at the conference, communications author and researcher Benjamin M. Compaigne said the new technology has "undercut the need for much of the

regulatory apparatus that was established around broadcasting." He called spectrum scarcity a nonissue because "we have become much more proficient at dividing up the spectrum, so that there are few shortages."

NewsBeat

'Direct' definition. TV Direct, joint television news venture between Associated Press and Conus Communications (BROADCASTING, June 2), is "not designed to replace any full-service news," according to James Hood, deputy director, AP Broadcast Services. Speaking at Media Institute luncheon in Washington, Hood assured network representatives that TV Direct is "in the business of wholesaling news to people who then retail it." For most part, service is competing with other AP services or has replaced Washington stringers reporting for local stations, he said.

Eventually, TV Direct will compete with services that provide "fancy weather maps, satellite photos with clouds moving across the United States and radar summaries," said Hood, although "we don't have it all on line yet."

Hood said there may be need at some point for AP to package news programs for television stations, but "that's not our goal at the moment, and I think it'll be a long, long time before that becomes our goal." AP and Conus would like to sell TV Direct to organizations like Group W or Fox or Gannett that decides to do nationwide TV news program, because "we think we could provide them with a lot of good generic news material," he said. *MacNeil/Lehrer NewsHour*, national syndicators and independent producers would also be logical TV Direct clients, said Hood.



Hood

Executive changes. Members of Radio-Television News Directors Association have amended organization's constitution to create offices of chairman of board and chairman-elect and make position of president full-time, paid job. Effect of change is to transfer most of existing duties of president to chairman and duties of president-elect to chairman-elect. Principal change assigns title of president to association's top full-time, paid executive. Under resolution adopted in August, association's executive vice president, Ernie Schultz, serves as acting president pending selection of full-time president. Search committee has been named to make recommendation for filling post. Rob Sunde, of ABC, who heads committee, said Schultz is leading candidate for president's job.

Response. BBC fired back at Conservative Party charges that BBC's television news coverage of U.S. bombing raid on Libya was inaccurate and biased against British and U.S. governments. BBC's reply, to criticism of raid on April 15 and of attempt two days later to plant bomb on Israeli airliner, acknowledged one error—description of attempted bombing as revenge for British support for raid. But Marmaduke Hussey, new chairman of BBC board of governors, said in letter to Conservative Party Chairman Norman Tebbit that issue is whether audience "is being fully and fairly informed on major issues. We believe it is." Letter accompanied 24-page, line-by-line response of BBC governors and editors to charges by ruling Conservative Party. Hussey, also restated BBC's view that Conservatives' complaint was effort to intimidate BBC before next general election, which must by law be held by mid-1988 but is expected to be called for next year. Hussey noted that 1922 charter granting BBC independence from state control requires service "to resist undue influence from any political party," and not to be swayed by imminence of general election.

Close call. Reporter and assignment editor for KGTV-TV San Diego were spared jail terms when judge in multiple-murder case in which they had refused to answer questions concluded they knew nothing relevant to defense. Reporter Steve Fiorina and assignment editor J. W. August had faced indefinite sentences unless they abided by judge's order to answer questions posed by attorneys for David Allen Lucas, charged in six murders and attempted murder. Both were found in contempt of court in February for refusing to answer questions, and appellate court later upheld that ruling. Superior Court Judge Franklin Orfield, who had threatened to jail two newsmen, decided to question them in chambers before imposing sentence. Under agreement reached, newsmen would not waive California shield law, which protects journalists from being forced to reveal confidential sources. Following his session with Fiorina and August, Orfield decided they had no information that could have helped defendant.

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Added Attractions

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- Dec. 1  **Western Cable Show.** A preview of the cable industry's second largest trade show, held in Anaheim, Calif.
- Dec. 8  **Journalism: State of the Art.** A special report on the issues and events challenging journalists of the Fifth Estate.
- Dec. 29  **Pre-INTV.** An early look at what the independent television station industry can expect at its annual gathering. Plus: BROADCASTING's **annual yearend review**, looking back at the major communications events of 1986.
- Jan. 5  **INTV.** As the Association of Independent Television Stations convenes in Los Angeles, Jan. 7-11, we present a complete agenda and a preview of the exhibit floor.
- Jan. 12  **Getting ready...**
- Jan. 19  **Getting set...**
- Jan. 26  **NATPE.** Coverage of the U.S.'s largest programing bazaar, in New Orleans, Jan. 21-25.
- Feb. 2  **SMPTE.** In advance of this engineering conference, devoted strictly to television technology, a rundown of what will be on the agenda, from the presentation of technical papers to an exhibit of advanced technologies. In San Francisco, Feb. 6-7. And, as the nation's **National Religious Broadcasters** gather in Washington for their 44th annual convention, BROADCASTING provides the delegates with a complete agenda of the Feb. 1-4 event.
- Feb. 9  This issue promises to be a special one. It features BROADCASTING's annual roundup of station sales and cable deals during the past 12 months, **Changing Hands 1986**. And, as the seventh annual **Managing Sales Conference** gets under way in Atlanta, we present a rundown of what to expect at this major meeting, sponsored by the Radio Advertising Bureau.

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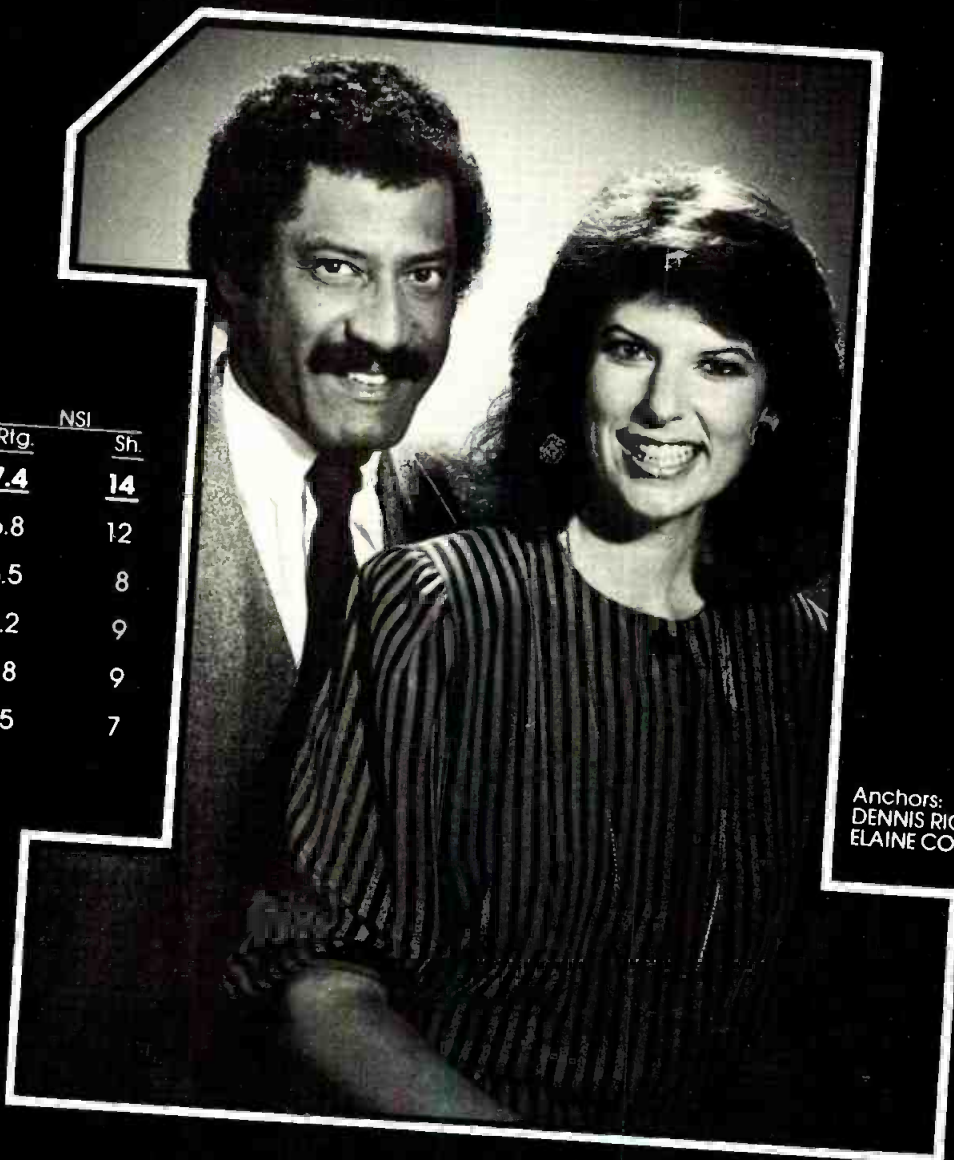
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		Rtg.	NSI Sh.
KTVU	S.F.	7.4	14
WTTG	Wash. D.C.	6.8	12
WGN	Chicago	5.5	8
WPIX	New York	5.2	9
KTLA	L.A.	4.8	9
WNYW	New York	4.5	7



anchors:
DENNIS RICHMOND
ELAINE CORRAL

Source: October '86
Nielsen Overnight
Ratings, M-F Average.

The 10 o'clock News

TELEREP

VU San Francisco, Cox Enterprises, Inc.

KTVU ON THE MOVE! 

THERE'S NO BUSINESS LIKE SHOW BUSINESS TO SHEARSON LEHMAN BROTHERS.

For dollars raised, mergers made and properties acquired or divested, no other investment banking firm can match our record for 1986 in communications and entertainment.

That's because no other firm can match Shearson Lehman Brothers' specific industry experience in Cable, Broadcasting, Newspapers or Entertainment.

Working with our top people in Mergers & Acquisitions, Equity and Debt Financing, our Media Communications Group brings a thorough understanding of the dynamics of each business to every transaction.

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You'll see why we make it our business to know yours.

**SHEARSON
LEHMAN
BROTHERS**

An American Express company



CABLE

Westinghouse Electric Corporation

has sold

Group W Cable, Inc.

to

a joint venture formed by

American Television and Communications Corporation, Tele-Communications, Inc., Comcast Corporation, Daniels & Associates, Inc. and Century Southwest Cable Television, Inc.

We acted as financial advisor to Westinghouse Electric Corporation in this transaction.

Dow Jones & Company, Inc.

has sold a portion of its interest in
Continental Cablevision, Inc.

to

Continental Cablevision, Inc.

We acted as financial advisor to Dow Jones & Company, Inc. and assisted in the negotiations leading to this transaction.

20,000,000 Shares

ATE

American Television and Communications Corporation

Class A Common Stock

Price \$18.50 per Share

American Express Company

has sold its 50% interest in

Warner Amex Cable Communications Inc.

to

Warner Communications Inc.

We acted as financial advisor to American Express Company in this transaction.

3,850,000 Shares

Century Communications Corp

Class A Common Stock

Price \$12.50 per Share

THE INVESTMENT BANKERS OF SHEARSON LEHMAN BROTHERS

Heritage Communications, Inc.

has acquired

Rollins Communications, Inc.

We initiated this transaction and acted as financial advisor to Heritage Communications, Inc.



\$63,793,250

American Entertainment Partners L.P.

Depository Units
of Limited Partnership Interests

Malrite Communications Group, Inc.

has acquired
KSRR-FM
(Houston, Texas)
and

KLAC-AM and KZLA-FM
(Los Angeles, California)
from

Capital Cities/ABC, Inc.

We acted as financial advisor to Malrite Communications Group, Inc. and assisted in the negotiations leading to these transactions.

BROADCASTING



5,625,000 Shares

Heritage Communications, Inc.

Common Stock

Price \$24.875 per Share



1,000,000 Shares

Malrite Communications Group, Inc.

Class A Stock

Price \$14.50 per Share

\$74,000,000

United Broadcasting Corporation

Senior Secured Notes Due 1996
Subordinated Secured Notes Due 1996

We arranged the private placement of these securities with institutional investors.



\$200,000,000

Heritage Communications, Inc.

\$100,000,000

11½% Notes Due July 15, 1997

\$100,000,000

11¼% Subordinated Debentures
Due July 15, 2001

Gannett Co., Inc.

has sold

WALA-TV (Mobile, Alabama) KOLD-TV (Tucson, Arizona)

KTVY, Inc. (Oklahoma City, Oklahoma)

to

Knight-Ridder Newspapers, Inc.

We acted as financial advisor to Gannett Co., Inc. and assisted in the negotiations leading to this transaction.

NEWSPAPERS

Gannett Co., Inc.

has acquired

The Evening News Association

We acted as financial advisor to Gannett Co., Inc. and assisted in the negotiations leading to this transaction.

ENTERTAINMENT

Lorimar-Telepictures Corporation

has been formed by the merger of

Telepictures Corporation

and

Lorimar, Inc.

We acted as financial advisor to Telepictures Corporation in this transaction.

3,325,000 Shares



Class A Common Stock

Price \$12.50 per Share

The Daily Press, Incorporated

(Owner of the Daily Press, The Times-Herald, Hampton Roads Cablevision Company and Danville Cablevision Company)

has been acquired by

Tribune Company

We acted as financial advisor to The Daily Press, Incorporated and assisted in the negotiations leading to this transaction.



TRI-STAR PICTURES, INC.

\$65,000,000

7½ Convertible Subordinated
Debentures Due July 15, 2006

2,990,000 Shares



Common Stock

Price \$6.25 per Share

U.S. \$100,000,000



Notes Due March 12, 1996

Satellite Footprints

Bigger digs. NBC-TV has moved into new, expanded facilities in New York for controlling and monitoring its Ku-band satellite distribution network. The new Skypath Control, in the RCA Building, is four times the size of the old one (2,400 square feet compared to 600 square feet), providing more room now and space for future expansion. From Skypath Control, NBC is able to funnel programing over its transponders on RCA Americom's Satcom K-2 to any of 175 affiliates equipped with earth stations. (The rest of NBC's affiliates receive pro-



graming directly via landline or microwave link or indirectly via microwave from another affiliate.) Skypath Control is also the heart of NBC's satellite newsgathering network, which comprises 50 portable uplinks and six satellite newsgathering vehicles. According to NBC, it maintains a backup control system in its Burbank, Calif., studios. NBC has been using the satellite network since early 1985.

Going continental. Pro Video News Service, which has been helping clients to promote motion pictures and television programs through satellite communications, wants to add an international dimension to its business. And, according to Pro Video President Gail Cottman, the self-described "satellite publicity/news agency" has already taken an important first step toward its goal.

On Oct. 9, on behalf of Columbia Pictures, Pro Video arranged for series of live satellite interviews between actor Jack Lemmon, in London where he was appearing in a play, and 19 television stations and CNN in the U.S. During the five-hour (9:30 a.m. to 2:30 p.m. NYT) production, each station got several minutes with Lemmon, who was promoting his latest movie, "That's Life." Some stations used the interviews live, but most taped them for use on evening newscasts. After the stations had their shots at Lemmon, he was interviewed by Pro Video itself, for its regular biweekly newsfeed distributed over AT&T's Telstar 301 satellite.

According to Cottman, Pro Video is currently negotiating to handle several more international satellite interviews originating from such places as Rome, Paris and Toronto. She also said the company is interested in originating video from the U.S. for reporters overseas.

To date, Pro Video's satellite interviews have been aimed primarily at broadcasters. But, Cottman said, in the future, it will also be targeting newspapers and magazines. Even though the print media can't use the video as broadcasters can, she said, it can benefit from participating in the satellite interviews. When they come to doing an interview, she said, "being there is always your first choice, but live satellite is your second and telephone is your third."

Full-court press. Bonneville Satellite Corp. is feeling pretty good about itself these days. Despite stiff competition from Hughes Television and Ethereum Scientific, it managed to net as many contracts for satellite backhaul of National Basketball Association games this year as it did last, maintaining its number-one position in the market.

According to Blaine Colten, vice president, sales and operations, Bonneville, on behalf of the cable or broadcast rights holders, is backhauling the games for the Seattle Supersonics, the Portland Trailblazers, the Golden State Warriors, the Los Angeles Lakers, the Utah Jazz (broadcast only), the Denver Nuggets, the San Antonio

Spurs, the Houston Rockets, the Boston Celtics, the Phoenix Suns (cable only) and the Sacramento Kings. The Kings are new this year, Colten said. But the gain was offset by the loss of the Indiana Pacers to Ethereum, a Houston-based firm, which, Colten said, "was offering some very attractive pricing." Bonneville hopes to win the contract for the backhaul of Jazz games for the new regional cable service formed by the Jazz and Tele-Communications Inc., he said.

On the collegiate level, Bonneville is also having a good year. According to Colten, it renewed basketball contracts to handle the backhauls for the Big Eight conference and the Atlantic Coast Conference and made first-time deals with the Southeastern Conference and the Pacific Coast Athletic Association. It, along with others, has a bid outstanding for the Big East games.

Bonneville has a foothold in the National Hockey League market with the St. Louis Blues and the Los Angeles Kings and the Major Indoor Soccer League with the St. Louis Steamers, the Los Angeles Lazers, the San Diego Sockers and Bud Sports' "game of the week." But, according to Colten, Bonneville is focusing much of its energies these days in trying to capture a larger share of the Major League Baseball business.

Bonneville cracked the baseball market in 1986, handling backhaul for the Seattle Mariners and distributing Chicago Cubs games for the team's regional television network. (Winning the Mariners' contract is not much of a coup; the rights holder that awarded the contract is KIRO-TV Seattle, a Bonneville station.)

Colten said he believes Bonneville will make "some significant gains" in baseball for the 1987 season between now and next spring. However, he declined to predict how many teams he would pick up, saying he's inept at making predictions. "I picked the California Angels and Houston Astros to be in the World Series."

According to Colten, the Major League Baseball owners are still interested in scrambling the backhaul of all games to prevent free reception by backyard dish owners and others: "It's not a question of if, only of when."

Anticipating that the owners will order scrambling for the 1987 season, Colten said, Bonneville is proposing a scrambling service for all baseball backhaul feeds, regardless of which satellite firm is transmitting them. Because scrambling requires a sizable capital investment, he said, it makes sense economically for just one company to handle the scrambling. He noted that others, including Netcom and Hughes, are interested in providing the scrambling service.

Full speed ahead. In most legal circles, under current copyright laws, it's uncertain whether satellite carriers that distribute distant broadcast signals—superstations—to cable systems may also scramble and deliver them to backyard dish owners. But the legal ambiguity is not stopping United Video. The Tulsa, Okla.-based satellite carrier plans to scramble all three of its superstation signals—WGN-TV Chicago, WPIX(TV) New York and KTVT(TV) Dallas-Fort Worth—and market them to dish owners.

According to Jack Riley, manager of market development for United Video, the three signals will be offered as a package. The prices: \$36 for one year or \$75 for three years. The WGN-TV signal will be the first to be scrambled, Riley said. It's now being scrambled intermittently on a test basis, he said, and will be scrambled full-time Dec. 1. Like other cable programmers, United Video is using the General Instrument Videocipher II scrambling system.

To encourage cable operators and dish dealers to sell United Video's package, which is being marketed as "The Superstar Connection," United Video is offering 10% commissions on subscription sales. In addition, operators and dealers that sell 50 or more subscriptions by the end of the year will receive an extra 10%.

"Essentially, what we're doing is authorizing agents to sell The Superstar Connection," Riley said. "It's a painless procedure for either cable systems or dealers, a nothing-to-lose venture for them."

During the final days of just-ended 99th Congress, the House Judiciary Committee passed legislation that would have explicitly allowed the distribution of superstation signals to dish owners, establishing a compulsory copyright license for the carriers. For the license, the carriers would have paid 12 cents a month for each home satellite subscriber. Faced with opposition from broadcasters, however, the bill never made it to the House floor for a vote prior to adjournment.



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Satellite news gathering (SNG) is setting the world of TV news on fire. Because stations are capturing the

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Broadcast Services Marketing
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GTE Spacenet

Stock Index

	Closing Wed Nov 12	Closing Wed Nov 5	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N (CCB) Capital Cities/ABC .	271 3/4	272	-	1/4	- 0.09	27 4,371
N (CBS) CBS	139 3/4	130 3/8	9 3/8	7.19	26	3,276
O (CLCH) Clear Channel . . .	11 3/4	11 1/2	1/4	2.17	17	34
O (INFTA) Infinity Broadcasting	11 3/4	11 3/4	-	-	61	122
O (JCOR) Jacor Commun. . . .	6 1/2	6 5/8	- 1/8	- 1.88	36	36
O (LINB) LIN.	54	51 7/8	2 1/8	4.09	41	1,429
O (MALR) Malrite	11 3/4	12	- 1/4	- 2.08	14	98
O (MALRA) Malrite 'A'	10 1/4	11 1/4	- 1	- 8.88	14	43
A (PR) Price Commun.	10 1/8	10 1/4	- 1/8	- 1.21	99	99
O (SCRIP) Scripps Howard . . .	80 3/8	80	3/8	.46	29	830
O (SUNN) SunGroup Inc.	3	3	-	-	30	4
N (TFB) Taft	118 3/4	118 1/4	1/2	.42	97	1,076
O (TVXG) TVX Broadcast	9 1/2	9	1/2	5.55	39	55
O (UTVI) United Television . . .	33 7/8	34	- 1/8	- 0.36	31	371

BROADCASTING WITH OTHER MAJOR INTERESTS						
N (BLC) A.H. Belo	50 1/2	52	- 1 1/2	- 2.88	25	580
A (AAR) Adams Russell	20 3/8	20	3/8	1.87	16	126
A (AFP) Affiliated Pubs	66 3/4	65 3/4	1	1.52	34	1,178
O (ASTV) Amer. Comm. & TV	3/8	3/8	-	-	-	28
N (AFL) American Family	26 1/4	23 5/8	2 5/8	11.11	17	1,049
O (ACCMA) Assoc. Commun.	28	27 3/4	1/4	.90	267	267
O (BMAC) Bus. Men's Assur.	26 1/4	25	1 1/4	5.00	15	277
N (CCN) Chris-Craft	70 3/8	70 3/8	-	-	31	459
N (DNB) Dun & Bradstreet	110 1/2	108 3/4	1 3/4	1.60	26	8,399
O (DUCO) Durham Corp.	42	44 1/2	- 2 1/2	- 5.61	11	238
N (GCI) Gannett Co.	73 1/4	74	- 3/4	- 1.01	22	5,881
N (GY) GenCorp	82 3/8	80 1/8	2 1/4	2.80	19	1,840
N (GCN) General Cinema	47	47 3/8	- 3/8	- 0.79	19	1,711
O (GCOM) Gray Commun.	190	180	10	5.55	32	94
N (JPF) Jefferson-Pilot	32 3/4	34	- 1 1/4	- 3.67	11	1,369
N (BJ) John Blair	15 1/8	15 1/8	-	-	1.11	122
O (JSON) Josephson Intl.	11 3/8	11 1/4	1/8	1.11	53	53
N (KRI) Knight-Ridder	47 1/2	46 7/8	5/8	1.33	21	2,667
N (LEE) Lee Enterprises	23 7/8	23 5/8	1/4	1.05	19	604
N (LC) Liberty	39 1/2	39 1/2	-	-	16	398
N (MHP) McGraw-Hill	58 1/2	56 1/2	2	3.53	20	2,949
A (MEGA) Media General	91 1/2	88 3/8	3 1/8	3.53	19	644
N (MDP) Meredith Corp.	70 5/8	72 1/4	- 1 5/8	- 2.24	14	669
O (MMEDC) Multimedia	43 1/2	43	1/2	1.16	395	477
A (NYTA) New York Times	36 1/8	36 3/8	- 1/4	- 0.68	24	2,922
O (PARC) Park Commun.	28 1/4	29	- 3/4	- 2.58	26	389
N (ROC) Rollins Commun.	41 1/4	41 1/4	-	-	45	602
T (SKHK) Selkirk	22 1/4	22 5/8	- 3/8	- 1.65	48	180
O (STAUF) Stauffer Commun.	140	143	- 3	- 2.09	23	140
A (TO) Tech/Ops Inc.	30	31 1/2	- 1 1/2	- 4.76	5	65
N (TMC) Times Mirror	65 5/8	65 5/8	-	-	19	4,230
O (TMC) TM Communications	2 1/8	2 1/4	- 1/8	- 5.55	212	16
O (TPCC) TPC Commun.	1/16	1/16	-	-	-	-
N (TRB) Tribune	63 1/8	64	- 7/8	- 1.36	20	2,563
A (TBS) Turner Bcstg.	15 3/8	15 5/8	- 1/4	- 1.60	34	335
A (WPOB) Washington Post	150	144	6	4.16	19	1,949

PROGRAMING						
O (ALLT) All American TV	5 1/4	6 1/4	- 1	- 16.00	6	6
O (AMNT) American Nat. Ent	1 1/2	1 9/16	- 1/16	- 4.00	7	3
O (BRRS) Barris Indus.	16 1/4	16 5/8	- 3/8	- 2.25	27	144
O (BFTV) Birdfinder Corp.	5/8	1/8	1/2	400.0	3	2
O (CMCO) C.O.M.B.	20 3/4	21 1/2	- 3/4	- 3.48	35	239
N (KO) Coca-Cola	37 3/8	36 3/4	5/8	1.70	19	14,426
O (CLST) Color Systems	16 1/2	21	- 4 1/2	- 21.42	11	11
A (DEG) De Laurentiis Ent.	13	14 3/4	- 1 3/4	- 11.86	124	124
N (DIS) Disney	44 3/8	43 3/4	5/8	1.42	31	5,741
N (DJ) Dow Jones & Co.	40 5/8	38 1/4	2 3/8	6.20	28	3,930
O (FNNI) Financial News	11 1/4	11 7/8	- 5/8	- 5.26	187	124
A (FE) Fries Entertain.	5 3/8	5 3/8	-	-	10	27
N (GW) Gulf + Western	65 5/8	65 3/4	- 1/8	- 0.19	19	4,057
O (HRSI) Hal Roach	11 1/8	11 7/8	- 3/4	- 6.31	61	61
A (HHH) Heritage Entertain.	9	8 5/8	3/8	4.34	10	25
A (HSN) Home Shopping Net.	38 3/4	37	1 3/4	4.72	88	1,496
N (KWP) King World	16 3/8	16 3/8	-	-	30	503
O (LAUR) Laurel Entertainment	5 1/4	5 3/8	- 1/8	- 2.32	20	12
A (LT) Lorimar-Telepictures	23 1/4	18 7/8	4 3/8	23.17	23	789
N (MCA) MCA	42 1/2	42 1/8	3/8	.89	19	3,318
N (MGM) MGM/UA Commun.	10	10 1/4	- 1/4	- 2.43	510	510
A (NWP) New World Pictures	14 1/8	14 3/4	- 5/8	- 4.23	27	150
N (OPC) Orion Pictures	15	14 7/8	1/8	.84	143	143
O (MOVE) Peregrine Entertain.	11 1/4	11 1/4	-	-	20	20
N (PLA) Playboy Ent.	9	8 7/8	1/8	1.40	84	84
O (QVCN) QVC Network	17 3/4	15 1/2	2 1/4	14.51	116	116

	Closing Nov 12	Closing Nov 5	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING						
O (RVCC) Reeves Commun.	8 7/8	9 1/8	- 1/4	- 2.73	76	110
O (RPICA) Republic Pictures 'A'	10 3/4	10 3/4	-	-	78	31
O (RPICB) Republic Pic. 'B'	11	11	-	-	31	66
A (RHI) Robert Halmi	3 1/2	3 1/4	1/4	7.69	31	40
O (SMNI) Sat. Music Net.	6	5 5/8	3/8	6.66	40	40
N (WCI) Warner Commun.	24 5/8	23 3/4	7/8	3.68	16	3,038
O (WWTW) Western World TV	1 3/4	1 3/4	-	-	10	2
O (WONE) Westwood One	28 3/4	29	- 1/4	- 0.86	44	234

SERVICE						
O (BSIM) Burnup & Sims	4 1/8	4 1/2	- 3/8	- 8.33	-7	65
O (CVSI) Compact Video	5 1/8	5 1/8	-	-	51	30
N (CQ) Comsat	30 1/4	30 3/8	- 1/8	- 0.41	547	547
O (OMCM) Doyle Dane B.	20 5/8	18 1/2	2 1/8	11.48	18	117
N (FCB) Foote Cone & B.	47 3/4	48 1/8	- 3/8	- 0.77	11	181
O (GREY) Grey Advertising	94	99	- 5	- 5.05	12	113
N (IPG) Interpublic Group	26 7/8	27 3/4	- 7/8	- 3.15	15	586
N (JWT) JWT Group	26 3/8	27 1/4	- 7/8	- 3.21	11	239
A (MOV) Movielab	5 3/8	5 1/2	- 1/8	- 2.27	8	8
O (OGIL) Ogilvy Group	26 1/4	27	- 3/4	- 2.77	12	359
O (SACHY) Saatchi & Saatchi	27 3/4	26 3/4	1	3.73	13	1,435
O (TLMTB) Telemation	4 1/8	3 1/2	5/8	17.85	16	19
A (TPO) TEMPO Enterprises	11 1/2	12 3/8	- 7/8	- 7.07	29	66
A (UNV) Unitel Video	9 1/2	9 1/2	-	-	20	20

CABLE						
A (ATN) Acton Corp.	1 5/8	1 1/2	1/8	8.33	-1	9
A (CVC) Cablevision Sys. 'A'	20 3/4	21	- 1/4	- 1.19	-6	435
O (CRDF) Cardiff Commun.	2 1/8	2 1/16	1/16	3.03	5	4
N (CNT) Centel Corp.	58 1/8	58 1/4	- 1/8	- 0.21	12	1,608
O (CCCOA) Century Commun.	15 1/2	15 1/2	-	-	310	300
O (CMCSA) Comcast	26 3/8	27	- 5/8	- 2.31	35	561
N (HCI) Heritage Commun.	23	22 7/8	1/8	.54	85	514
O (JOIN) Jones Interchange	11 3/8	11 1/2	- 1/8	- 1.08	27	147
T (MHRQ) Maclean Hunter 'X'	18 1/2	18 1/2	-	-	25	681
O (RCCAA) Rogers Cab. of Am.	12 7/8	12 1/4	5/8	5.10	66	66
T (RCINZ) Rogers Cable Sys.	16 1/4	15 7/8	3/8	2.36	381	381
O (TCAT) TCA Cable TV	19 1/4	19	1/4	1.31	33	207
O (TCOMA) Tele-Commun.	25	25 1/8	- 1/8	- 0.49	192	2,403
N (TL) Time Inc.	78 1/8	73 1/2	4 5/8	6.29	24	4,904
O (UACIA) United Art. Commun.	17 1/8	16 3/8	3/4	4.58	81	703
N (UCT) United Cable TV	26 5/8	26 1/2	1/8	.47	66	648
N (VIA) Viacom	43 3/4	43 5/8	- 1/8	- .28	42	1,498
N (WU) Western Union	4 5/8	4 7/8	- 1/4	- 5.12	112	112

ELECTRONICS/MANUFACTURING						
N (MMM) 3M	111 3/4	109 1/4	2 1/2	2.28	18	12,855
N (ALD) Allied-Signal	41 7/8	41 1/2	3/8	.90	-9	7,383
O (AMTV) AM Cable TV	2	2 9/16	- 9/16	- 21.95	-1	7
N (ANX) Anixter Brothers	10 3/8	10 7/8	- 1/2	- 4.59	18	377
N (ARV) Arvin Industries	27 3/8	26 3/4	5/8	2.33	11	442
O (CCBL) C-Cor Electronics	7	7	-	-	-4	21
O (CATV) Cable TV Indus.	2 1/4	2 1/4	-	-	-11	6
A (CEC) Cetec	5 1/2	5 5/8	- 1/8	- 2.22	-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	-	-	5	5
A (COH) Cohu	7 1/2	7 7/8	- 3/8	- 4.76	15	13
N (CAX) Conrac	14	14 1/8	- 1/8	- 0.88	12	92
N (EK) Eastman Kodak	65 1/2	63 5/8	1 7/8	2.94	55	14,796
O (ECIN) Elec. Mis. & Comm.	1 7/8	2 1/4	- 3/8	- 16.66	7	7
N (GRL) Gen. Instrument	18 3/8	18 5/8	- 1/4	- 1.34	595	595
N (GE) General Electric	78 1/4	79	- 3/4	- 0.94	15	35,680
O (GETE) Geotell Inc.	1 3/4	1 3/4	-	-	7	6
N (HRS) Harris Corp.	35 1/2	30 1/4	5 1/4	17.35	24	1,428
N (MAI) M/A Com. Inc.	12 1/4	12	1/4	2.08	533	533
O (MCDY) Microdyne	315/16	4 1/8	- 3/16	- 4.54	35	17
N (MOT) Motorola	36 7/8	38 3/8	- 1 1/2	- 3.90	43	4,709
N (NPH) N.A. Philips	39 1/8	39 1/4	- 1/8	- 0.31	16	1,132
N (OAK) Oak Industries	1	1 1/8	- 1/8	- 11.11	33	33
A (PPI) Pico Products	1 5/8	1 7/8	- 1/4	- 13.33	5	5
N (SFA) Sci-Atlanta	9 3/4	9 3/4	-	-	17	228
N (SNE) Sony Corp.	20 5/8	21 1/4	- 5/8	- 2.94	12	4,767
N (TEK) Tektronix	67 3/8	68 5/8	- 1 1/4	- 1.82	22	1,317
N (VAR) Varian Assoc.	27 5/8	29	- 1 3/8	- 4.74	39	588
N (WX) Westinghouse	58 3/4	58 1/2	1/4	.42	16	9,026
N (ZE) Zenith	21	21 3/4	- 3/4	- 3.44	485	485
Standard & Poor's 400	274.74	274.19		0.54		0.20

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. **Errata:** Due to a computer error, last week's "Stock Index" was incomplete. The full listing of companies has been reinstated with this issue's Stock Index.

THE KIDS. THE PARENTS. THE CRITICS. THE TEACHERS.

EVERYONE'S BECOMING A FRIEND OF THE ZOO!

"In the often maligned menagerie of children's television, Zoobilee Zoo is a brand new animal...it brings all the elements of a Broadway musical to TV."

USA Today

"Dear Zoobles, I like your show very much. And I like Whazzat Kangaroo and Talkatoo Cockatoo."

Amy Peltz, Age 6

"Zoobilee Zoo stands out like an eagle among vultures... It ranks right up there with 'Sesame Street' and 'Mr. Rogers Neighborhood' as the kind of program parents would love their children to watch."

Kansas City Star

"The most significant fact about Zoobilee Zoo is its ability to stretch the young imagination, and to foster creativity and interest in the arts. Zoobilee Zoo fills a great need in today's commercial programming alternatives."

**Dr. Carolyn Dorrell,
South Carolina
Educational Television**

"Children's television come fall promises more quality improvement with the entry of Zoobilee Zoo."

Working Parent



Every weekday, more and more people are becoming friends of the Zoo. And, with Ben Vereen leading a cast of talented Zoobles through fun, music and educational adventure, little wonder! Right now, as a matter of fact, Zoobilee Zoo syndication covers 60% of the country.

For more information on how you can bring our Zoo to your audience, call Stan Moger, SFM Entertainment, at (212) 790-4888.

ZOOBILEE ZOO

A presentation of Hallmark Properties. Produced by DIC Enterprises and BRB Productions. Distributed by SFM Entertainment.

"We recommend that teachers show 'Zoobilee Zoo' in their classrooms or suggest that children and parents view this high caliber production at home."

**American Federation
of Teachers**

"It's as colorful as a rainbow—even more so because the colors are brighter. It's as lively and exciting as a hit Broadway musical. To top it off, it's educational! What is it? It's Zoobilee Zoo."

**Pennywhistle Press
(Gannett)**

"We screened the 'Blue Ribbon Zooble' episode for both teachers and children and found it delightfully entertaining and stimulating to the imagination."

**National Education
Association**

"I want to thank you...for airing Zoobilee Zoo...it is such a pleasure to discover such a lively, creative, and entertaining show for children... Moreover, I appreciate the positive values that are implied in the stories, such as being concerned for one another."

**Mrs. Linda Eubank-Weston,
Parent,
Greenville, South Carolina**

Tax law may not affect Fifth Estate very much

Observers don't see fundamental changes in the way broadcasters and cable operators do business

How much does the new tax act have to do with the Fifth Estate? Not necessarily a whole lot. The new law is long, complicated and in the end may not change much about the way broadcasting, cable and other industries conduct their business on a day-to-day basis.

The new rules make certain activity more expensive, and others less expensive. Even if the change in cost does not in itself justify a change in business practice, it may affect business by providing justification for those who want the change for other reasons. Alan Gottesman, securities analyst for L.F. Rothschild, Unterberg, Towbin, gave one example: "The limit on the deductibility of travel and entertainment plays into the hands of media sales managers and ad agency controllers. They will be able to clamp down more effectively on these items, making Uncle Sam out to be the bad guy."

Interpretation of some of the law is still to come. Most investment tax credits were eliminated retroactively to the beginning of the year. But Hollywood's investment tax credits would continue to be allowed for television shows that had received a written network commitment by the end of last year. Such evidence, said one report, could be, "conceivably, some notes on the back of a napkin."

That is not so, said George Smith, vice president and general tax counsel for MCA, who said: "The statute is quite clear that you must have contemporaneous evidence of a contract that is common to the industry. In our industry that would be an exchange of memorandums that have important deal-points, not an informal chitchat over lunch."

Suggesting a slightly less formal interpretation was Arthur Angstreich, vice president of tax administration for NBC: "I think the language in the transition rule says something about 'traditional practice.' A signed memo would be a lot better, but a letter from you to me confirming our traditional understanding unless I hear from you would be a gradation that would be acceptable."

Not many people think the lack of investment tax credits in the new law will signal a major change in business plans, but there are those who think at least some change is inevitable. Arlan Van Roekel, chief accounting officer for Heritage Communications,

Bottom Line

TV advertising to date. Combined television advertising for first nine months of 1986 grew by 7.95% to \$15.13 billion, according to Television Bureau of Advertising. Based on data from Broadcast Advertisers Reports, TVB reported that network TV expenditures for first nine months totaled \$6.03 billion, up 3.5%. Local television advertising grew 14.3% to \$4.59 billion and spot television rose 8.1% to \$4.51 billion. NBC, which has led in ratings race throughout 1986, posted advance in revenue for year to date with \$2.18 billion, topping CBS with \$2.05 billion and ABC, \$1.79 billion.

□

Beefing up. Actress Cybill Shepherd and actor James Garner have agreed to serve as spokespersons for beef industry's upcoming advertising campaign estimated to cost \$25 million to \$30 million. Both stars have signed letters of agreement, and production of advertising has begun. Campaign is sponsored by Beef Industry Council of Meat Board and Cattlemen's Beef Board. Contracts are now being negotiated by council's agency, Ketchum Advertising, San Francisco. Shepherd and Garner will appear in television, radio and print advertising next year.

□

Merger monitor. Foote, Cone & Belding said it had reached agreement in principle to sell majority interest in Deutsch, Shea & Evans, recruitment advertising agency, to firm's management. ■ News Corp. has purchased 35% stake in South China Morning Post Ltd., which besides publishing Hong Kong newspaper also owns 51% of *Far Eastern Economic Review* and smaller percentage of *The Asian Wall Street Journal*. ■ Time Inc. said it would end test marketing of *Picture Week* after spending estimated \$15 million. Company executives said in joint statement: "We believe it would be unwise to invest more than \$100 million in the launch of a major weekly in the face of the continuing softness in national advertising and an uncertain economic environment." ■ Dun & Bradstreet said it would sell *Dun's Business Month* to Goldhirsh Group of Boston, publisher of *Inc.* and *High Technology*, for undisclosed sum.

□

Tale of two equities. IDB Communications hit high of 7%, after going public month ago at \$6. Company is Culver City, Calif.-based satellite distributor, primarily of radio programming, which plans to use part of \$4.2 million in net proceeds to expand "its services for distribution of television programming and transmission of data." Proceeds were also used to pay for investment services of Arthur E. Levine and wife, Lauren B. Leichtman, who own roughly 9% of IDB. Levine was former president of Westwood One, which itself owns 4% of IDB. ■ Olympic Broadcasting went public at \$6 per share last week. Preliminary estimated price of IPO had been in \$7.50-to-\$9.50 range ("Bottom Line," Nov. 3).

□

Stock stalking. Comcast board of directors authorized three-for-two stock split in form of 50% dividend payable Dec. 18 to holders of record on Dec. 8. Additional shares will be issued for both Class B and Class A shareholders, although latter will receive special issue of Class A stock, which is nonvoting, "... except in certain limited instances." ■ Media General declared two-for-one split for both Class A and Class B stock, payable "no later than Dec. 4," to shareholders of record as of Nov. 21. ■ Centel Corp. filed registration statement with Securities and Exchange Commission for "up to" one million shares of stock, which would be company's first stock offering since 1974. ■ Stock of Varian Associates had been active in recent weeks, with more than 25% of outstanding shares changing hands and stock rising from 52-week low of 22% to \$29 per share. Company spokesperson reportedly said there was no "corporate development" to account for activity. Varian recently reported year-end and fourth-quarter losses (see "Fifth Estate Earnings," page 88.). As of last Tuesday, stock was down to 26%.

□

Action action. Acton Corp. sued estate of former chairman, Samuel Phillips, for \$2.9 million. Lawsuit, filed in Massachusetts state court, claims Phillips, who died in 1985, borrowed money from company at below-market rates and conducted two other transactions with company at terms "highly unfair to Acton." Suit also lists five former or current directors of MSO, who it claims were negligent in allowing transactions to take place.



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**The Television Transmission Specialists...
Delivering Reliability for 23 years.**

said: "People are now going to have to be able to justify investments under the company's return-on-investment-analysis without the ITC. It's got to have some impact on investment activity and might slow down some capital improvements."

Like individuals, many corporations might try to accelerate their expenses into 1986 and defer income to 1987, to take advantage of the lower tax rates in the future, although at least one major Fifth Estate corporation is going in reverse, accelerating income to offset a refund of previously paid

income taxes at the 46% rate.

However, none of those commenting expected such timing activity to amount to much. Said Stanley Gradowski, vice president and secretary of Tribune Co.: "There is not that much opportunity to accelerate deductions. . . . Maybe we might do something like pre-fund some of our medical insurance costs." In general, most Fifth Estate companies expect a single-digit decline in the percentage of income subject to effective taxation—which is how much the company theoretically owes before deferrals.

It is those deferrals that have for many years helped keep to a minimum the cable industry's payments to the IRS. MSO's now find themselves facing a more stringent alternative minimum tax, and their actual tax outlay will probably increase in the future.

For advertising agencies, the benefits of a lower maximum tax rate will be at least partially offset by the elimination of cash accounting, which in some years produced lower tax liability, and by the decreased availability of foreign tax credits.

Generalizations are not easy to make. Foote, Cone & Belding has paid little in the way of U.S. taxes over the past few years, benefiting from sheltered intercorporate dividends and other creative benefits. Now, said Charles Gunderson Jr., FCB's secretary and treasurer, the effective tax rate for the Chicago-based agency will "drop by about 6%," but the actual dollars paid will increase.

It is generally viewed that beginning in 1987, the net cost of acquiring companies will be higher because of the elimination of the capital gains exclusion and the general utilities provision (BROADCASTING, Sept. 22). Other changes include new restrictions on the purchasing of companies with large net operating losses, but apparently this change will not significantly affect most Fifth Estate acquisitions.

One of the new regulations that will increase the effective net cost to the buyer is the codification of a method for allocating purchase prices. This "residual method" will make less of any acquisition attributable to items that can in future years be depreciated, a tax-deductible expense, and instead will attribute more to "goodwill" and other items of amortization that cannot be deducted from taxable income.

Some feel the higher net cost of completing a transaction will keep some properties off the market. Said Gene Gawthrop, of Communications Equity Associates: "There may be a hiatus of deals during the first six months (of 1987) while people figure out what to do."

Also, transactions will likely now be structured differently to counteract some of these negative changes. At a recent conference on tax implications for the broadcast and cable TV industries sponsored by DeLoitte Haskins & Sells, Bernard Long Jr., of Dow Lohnes & Albertson, a Washington law firm, noted that sellers will not likely care how much of a purchase is allocated to a noncompete agreement (which is considered income) as opposed to the station or system itself, since capital gains and income will be taxed at the same rate.

Therefore, Long, like other observers, expects noncompete agreements to assume a greater percentage of the sales price. The new law also requires buyers and sellers to make the same allocations, making it more likely that new contracts will have the allocation spelled out in advance.

Another new development observers expect is the greater use of tax-free swaps of stations or properties, such as the 1985 cable system swap between Storer and Times Mirror. They say higher taxes on an outright purchase/sale may overcome previous reluctance to make swaps—because of difficul-

Fifth Estate Quarterly Earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
Cablevision Systems	Third	\$37,667	8	\$991	NM	\$0.02
Cetec	Third	\$7,493	-9	\$46	-58	\$0.03
Chyron	First	\$9,078	14	\$606	28	\$0.60
Control Data	Third	\$818,500	-8	(\$9,300)	NM	(\$0.23)
Grey Advertising	Third	\$61,843	16	\$1,852	1	\$1.32
Harris	First	\$469,350	-16	\$16,250	26	\$0.40
Multimedia	Third	\$92,448	11	(\$98)	NM	(\$0.01)
Taft Broadcasting	Second	\$130,612	-2	\$4,447	-69	\$0.48
The New York Times	Third	\$370,131	11	\$26,674	18	\$0.33
The Washington Post	Third	\$291,534	12	\$21,131	-4	\$1.65
3M	Third	\$2,236,000	11	\$215,000	24	\$1.87
Tribune	Third	\$496,739	6	\$123,450	287	\$3.06

Cablevision Systems had pro forma net loss in previous year's third quarter of \$36.7 million, which included \$34.5 million recognition of loss on investment in Boston cable system. In just-completed quarter, company said operating cash flow (operating profit before depreciation) rose 14% to \$15.7 million. At end of September, company had 328,200 basic subscribers; average penetration rate of 54.3%, and average monthly per-subscriber revenue of \$35.85, up \$1.44 since beginning of year. ■ **Chyron** said all divisions of company posted improved results, except for Digital Services Corp., "... due to a three-month delay in introducing a new product, which resulted in an operating loss for the subsidiary." ■ In previous year's third quarter, **Control Data** had net loss of \$255.6 million, mostly attributable to "operations and investment restructure." ■ **Harris Corp.** said Communications Sector sales were down "moderately" but that operating profit increased over previous year's first quarter. ■ In previous year's third quarter, **Multimedia** had net income of \$7.4 million. Company attributed current loss to interest expense associated with earlier recapitalization. Interest expense increased eight-fold to \$27.5 million. Multimedia's operating profit jumped 31% to \$26.9 million, and operating cash flow grew 25% to \$33.4 million. Broadcasting revenue was up 12%, to \$30.5 million. ■ Operating profit of **Taft Broadcasting** was down 24% to \$24.4 million. Interest expense was up 22% to \$19.6 million. Some of revenue decline is due to sale of entertainment park on June 5. Purchase of Gulf Broadcast stations was completed on July 31, 1985, so that just completed second quarter has additional month of interest expense and amortization charge compared to same quarter last year, resulting in added 33 cents per-share dilution. Company said that on pro-forma basis, television revenue was up 5%, with affiliates up 12% and independents down "slightly." Local revenue was up 9% and national revenue edged up 3%. Radio revenue, again on pro-forma basis, was up 13% with "softer" AM results "compensated" for by strong FM revenue. Pro-forma operating profit for broadcast group declined to \$17.2 million, which company said "... primarily reflects continued high programming costs at the company's independents." Operating profit for entertainment group was \$9.7 million, down 2%. Billings for Worldvision Enterprises were ahead of last year. ■ Third-quarter operating profit for **The New York Times Co.** was \$52.1 million, up 22%. Broadcasting/Cable TV Group showed operating decline, which company attributed to \$1.8 million write-down of "certain film and syndicated program rights." At end of September, NYT Cable TV had 135,500 basic subscribers. ■ Earnings of **The Washington Post** were helped slightly by adoption of new accounting rule for pensions, but were hurt by increased interest expense and amortization relating to purchase of cable division. Also helping was increased earnings in affiliate companies in which Post has equity. Company cited lower SportsChannel losses. Television station revenue was up 12%. ■ Helping **Tribune Co.**'s third-quarter net income was \$89.4 million after-tax gain from sale of cable television systems and weekly "shopper." Operating profit jumped 38% to \$77.7 million. Company said that excluding results of KTLA(TV) Los Angeles, purchased Dec. 17, 1985, results for Broadcast and Entertainment would have decreased from last year's third quarter, "... due to increased television programming costs and declines in radio and entertainment operating profit."

HOW TO HELP SAVE LIVES AND REDUCE INJURIES AUTOMATICALLY

THREE-POINT PASSIVE SAFETY BELT SYSTEMS ARE AN EFFECTIVE
COMPLEMENT TO BELT-USE LAWS.

General Motors is equipping 10% of its 1987 model cars with automatic lap/shoulder belt systems for the driver and for the right-hand front seat passenger. It is the first step in meeting a federal requirement to phase in passive restraints.

The automatic systems will be standard equipment on most 1987 models of the Pontiac Grand Am and Bonneville, Buick Somerset, Skylark, and LeSabre, and Oldsmobile Calais and Delta 88. By 1990 we plan to equip all GM cars with passive restraint systems.

The belts in the GM system will be connected to the car at three anchor points—one toward the center of the front seat, and two on the front door.

Three-point automatic lap/shoulder belt systems offer the same advantages as GM's current three-point manual systems. Lap and

shoulder belts allow you to "ride down" the crash as the vehicle absorbs the impact. They also help prevent you from being thrown from the car in an accident, where you are more likely to be killed or seriously injured.

Safety belts have proved effective in reducing injuries and fatalities. That's why GM supports belt-use laws. Automatic lap/shoulder belt systems will make it even easier for people to comply with these laws.

Opening the door pulls the belts forward for entry. Closing it brings the belts into their operating position. A single push button at the center anchor point releases the system in an emergency. Retractors pull the released belts into storage positions on the door.

Extra attachment points will be built into cars equipped with these systems so you can secure most child restraint systems with an auxiliary lap belt.

General Motors is pursuing other programs that will help reduce the number and

severity of injuries caused by accidents. We are designing energy-absorbing interiors. We are phasing in rear-seat lap/shoulder belts, beginning with some 1987 models—kits will be made available through GM dealers to retrofit most older cars with these systems. And we will be equipping some 1988 model cars with driver-side air bags to supplement safety belts.

General Motors has been a leader in automotive safety because we believe that building safer cars is good for you. And good for us.

This advertisement is part of our continuing effort to give customers useful information about their cars and trucks and the company that builds them.



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ties in finding equivalent, or "like," properties to swap.

Some investment bankers say it is early to tell precisely how the tax reform act will affect takeovers and other corporate mergers. At first glance, they say that "bust-up" mergers, where a company is taken over and later liquidated will be more difficult. Steven Rattner, a principal with Morgan Stanley, noted that still undecided is the fate, for tax purposes, of a "mirror-image" acquisition—where the acquirer purchases a corporation with subsidiaries by setting up acquisition entities that "mirror" the subsidiaries, a legal sleight of hand that helps avoid certain taxes: "I think the loss of mirror corporations would make it difficult to buy a group of properties and then spin some off at any point without a paying punitive tax. There is some contrary language in various parts of the bill, and until Treasury promulgates some regulations, we won't know for sure."

It is believed, for instance, that the Viacom leveraged buyout will be structured as a mirror-image acquisition and the LBO group's filing with the Securities and Exchange Commission noted: "Holdings is currently considering whether...to cause the company and each of its operating subsidiaries to have all or substantially all their assets distributed or otherwise transferred to certain subsidiaries of Holdings... Whether any such restructuring would occur would depend upon, among other things, changes, if any, in federal income tax laws and regulations."

Many present and contemplated mergers

New product news. Gorman Publishing Co., Chicago, has purchased *New Products News* from DFS Dorland for an undisclosed price. The report covers new product introductions, principally in the food field, and is issued 12 times per year. Martin J. Friedman, who has edited the report since its first issue in January 1964, will continue as editor. Gorman publishes six food industry trade magazines.

will be not be greatly affected by the act, said Fred Seegal, who manages the Communications Group for Shearson Lehman Brothers: "It's not going to effect purchases made on fundamentals... the fact remains that at today's high multiples of cash flow and lower interest cost buyers are using up all of the cash flow (of the acquired property) to service debt (not a tax deductible expense) rather than interest, so tax rates are not that important."

One change that may occur, Seegal said, is that buyers may be less "concerned" about writing up an acquired company's assets: "Particularly when given the fact that the lower tax rates reduce the increased write-up's (and subsequent deductible depreciation expense) present value." The write-up would also have the negative consequence of triggering "recapture" taxes—in which the owner has to repay for previously claimed depreciation expense and investment tax

credits.

The new tax law will affect big and small businesses differently. For instance, not all companies are immediately subject to the general utilities elimination. Rather, said CEA's Gawthrop, "There is a window for the next two years for ones that are majority owned by 10 or fewer shareholders and with less than \$5 million net worth." Also, companies with less than \$5 million in annual revenue are exempted from having to give up cash accounting for tax purposes.

There were certain tax changes for individuals which, some feared, might lead investors to take their money out of cable TV partnerships. Such changes included reducing the amount of deductions that could be taken for interest on borrowed funds invested in partnerships; ending the practice of offsetting salaried or dividend income with passive losses from partnerships, and changing the computation of the alternative minimum tax for individuals.

But the fear that cable limited partnerships might fall victim to the new law has not been borne out yet. A just-released survey by Robert A. Stanger & Co. shows that funds raised by publicly registered limited partnerships for cable TV in the first nine months and third quarter of this year were 33% and 76%, respectively.

Nor are MSOs necessarily rushing to "roll up" existing partnerships. Steve Backstrom, vice president of taxes for Comcast said: "We don't plan at this time to unwind any of those partnerships merely because of a change in the law. Most of our investors will have already gone through their losses, so we came out pretty good on that." Heritage's Van Roekel also said the tax law was not changing his company's plans for its nine limited partnerships.

There may be several reasons why cable partnerships appear to have survived the new law. Michael Garsten, of Bear Stearns, noted at a tax seminar sponsored by Arthur Young & Co. that the tax bill mostly hurt real estate partnerships, money from which might now be available for partnerships in other industries, such as cable and film production.

Also existing and new partnerships can be structured to produce more income rather than tax losses. One example of income-oriented partnerships is the new, master limited partnerships (BROADCASTING, Nov. 3), which are not included in the Stanger survey.

There has been much speculation that Fifth Estate operators would drop the corporate form of organization, now that corporate tax rates are higher than individual rates. It remains to be seen how many switch to partnerships and Subchapter S corporations (BROADCASTING, Sept. 22); there are at least two incentives for making the switch before the end of the year.

There is little doubt among those who have looked at the new law that it will at least require more record keeping. Said NBC's Angstreich: "The meals and entertainment revision—which now allows deduction of only 80% of the cost—is really only two lines, but I've already gone through two all-day meetings on this. If I go out to Burbank now, I have to break out two

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lines (for meals and entertainment) and keep that separate. And for something as simple as that, we have to change the ledger. Then there are employee benefits, 401k benefits and foreign income."

Whether for good or bad, Angstreich does not expect the law to stay put for very long: "Tax reform has become an annual game. This year we have the tax legislation, next year we will have a technical correction that is very long and 1988 is an election year, so who knows what will change." □

Group W, NBC run merger past FCC staffers

Group W and NBC have started casting their proposal to merge their radio properties, including NBC's radio networks (BROADCASTING, Oct. 20), at the FCC. And as of last week, it looked as if the broadcasters were getting encouraging bites.

"We told them we didn't see any overwhelming objections to it but that they ought to check it with the higher powers [the commissioners]," said one FCC staffer after being briefed for two and a half hours Friday (Nov. 7) on the merger proposal by a contingent that included Daniel Ritchie, Group W chairman; Dick Harris, Group W Radio president; Robert S. Walsh, NBC group executive vice president, and Randy Bongarten, NBC radio president. Representing the FCC at the briefing were James McKinney, Mass Media Bureau chief; William Johnson, Mass Media Bureau deputy chief, and Carol Melton, legal assistant to Chairman Mark Fowler.

According to an FCC source, the idea pitched would be for Group W to merge its 13 radio stations with NBC's eight stations and three networks into a new company in which the broadcasters would retain only nonvoting interests resembling the limited partners in a limited partnership. (Their shares would be voted by trustees, who would control the new company and elect its board of directors. Harris and Bongarten would be included in the management of the new company. It is also contemplated that shares in the new company would be made available to the public some time after the merger is approved, but perhaps not for a couple of years.)

One FCC source said that under commission rules, nonvoting interests don't count as ownership, so the merger arrangement would appear to meet the requirement, triggered by General Electric's acquisition of NBC, that NBC divest five radio stations in three markets where it co-owns TV outlets. Another FCC source implied that NBC was looking for a way to sidestep the "commitment" of "totally divesting" made when it merged with GE. The broadcasters, according to another FCC source, were arguing that their proposal would meet the "letter and spirit" of the FCC's rules. "I think it's an interesting proposal, and I'll be interested to see what they file," this source said.

Representatives of Group W and NBC were expected to start briefing the staffs of the other commissioners last week. □

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November 4, 1986

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November 4, 1986

RIDING GAIN

O N R A D I O

Comeback trail

The return of yet another vintage radio series, *The Campbell Playhouse*, which is slated to air the week of Dec. 7, was marked with a celebration for media executives at New York's Radio City Music Hall last Thursday (Nov. 13) evening. (The one-hour weekly series, hosted by the late actor/director Orson Welles, originally aired over the CBS Radio Network from December 1938 to March 1940.) Among those attending the event was actress Helen Hayes, who starred in at least eight *Campbell Playhouse* episodes.

Handling distribution of the series, which will again be sponsored by Campbell's Condensed Soup, is Chicago-based Public Interest Affiliates ("Closed Circuit," July 21.) PIA President Brad Saul said that only 26 of the original 55 episodes had been restored for airplay. The show has already cleared some 85 stations including outlets in seven of the top 10 markets.

In a separate development, Charles Michaelson Inc., the leading distributor of old-time radio programs, is offering 52 weeks of

The Edgar Bergen and Charlie McCarthy Show for airplay in 1987. The program is available on a cash-only basis through Michaelson, which has offices in both New York and Beverly Hills, Calif.

NPR gains

The weekly audience (cume) for all National Public Radio programming (music, drama and news) is up by 18.6% over the past year to 6,274,600 listeners, according to the network, which bases its ratings on spring 1986 Arbitron data. Substantial weekly audience gains were made by both daily (Monday through Friday) news magazine shows, *Morning Edition* and *All Things Considered*. *Morning Edition*, which just marked its seventh year on the air, jumped 25.3% in cume audience from spring 1985 to 3,548,000 listeners—the show's cume is up 65% since spring 1984—while *All Things Considered* rose 22.2% from spring 1985 to 3,724,500 listeners. (Cume measurement for long-form programming is the number of different people listening to a program for at least five

minutes per week during the survey period.)

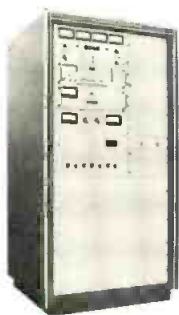
"From what we are hearing, the popularity of NPR programming, especially the news service, is showing up not only in the audience increase, but also in strong pledging during fall fund-raisers," said Joseph Gwathmey, vice president of programming for the network.

Overnight

The newly formed Airwaves Radio Network of Nahant, Mass., a suburb of Boston, is planning an overnight, advertiser-supported, classical/popular music service that will feature a mix of both classical and popular music selections—the latter including music from select film and Broadway hits such as *Star Wars* and *West Side Story*.

The proposed satellite-delivered service, which has been dubbed "Classics til Dawn," is targeted to debut next March. It will be available from 11 p.m. to 5 a.m. in all time zones, via Satcom IR, and will be hosted by television/radio personality and voice-over artist, Chris Clausen, whose wife, Caroline,

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Talkathon. Talk-formatted WOR(AM) New York held a 12-hour "radiothon" last Tuesday (Nov. 11) to benefit the Veterans Bedside Network, an organization that provides entertainment to bedridden veterans in nine New York area hospitals. The day-long event, part of the station's special Veteran's Day programming, was anchored by WOR's traffic reporter, a Vietnam war veteran, George Meade, and generated pledges totaling \$126,308. Among the donors were United Stations Radio Networks (\$400), Mutual Broadcasting System (\$400) and the Republic Radio rep firm (\$800.) The fund-raiser began at 5:30 a.m. Pictured in the WOR studios next to Meade (right) as the noon time tally tops the \$55,000 mark is station personality John R. Gambling, son of WOR morning man John A. Gambling.

serves as company president.

"Classics til Dawn" is being offered to stations on a market exclusive, barter basis with 10 minutes of commercial time per hour divided equally between local outlets and national sponsors.

Fresh program

Noncommercial WHYY-FM Philadelphia will soon produce a one-hour, Monday through Friday version of its *Fresh Air* series for national distribution by National Public Radio. The show, which features interviews and reviews of films, books, television and new jazz and classical selections, will air live in the 4-5 p.m. NYT. slot. It is designed to be a lead-in for NPR's popular *All Things Considered* series. The new national *Fresh Air* program is scheduled to make its debut in early April, replacing the half-hour weekly version now being carried by some 120 public stations.

Fresh Air has been heard locally over WHYY for the past 12 years. (The show presently airs from 3 p.m. to 5 p.m. each weekday.) Since 1975, the program has been hosted by Terry Gross.

European entree

American Public Radio has joined the Corporation for Public Broadcasting, the Public Broadcasting Service, National Public Radio and WFMT(FM) Chicago as an American representative to the 97-member European Broadcasting Union. As a member of EBU, an international organization that encourages development and distribution of radio and television programming worldwide, APR will have access to programming the EBU distributes on behalf of its European members (it will share that programming with NPR and WFMT) and will have an outlet for its own programming in Europe—and the ability to offer its producers the potential for European carriage of their programs. Membership also gives APR a chance to associate with broadcasting organizations in Europe at regular meetings with program directors, said APR's vice president for programming,

Eric Friesen.

To qualify for membership in the EBU, an organization must operate a broadcasting service "of national character and national importance" in a country that belongs to the International Telecommunication Union, and must be approved by at least three quarters of the active members of EBU.

Chart charting

Weekly music charts containing moral rating codes for individual songs have hit the marketplace. The service, launched by American Music Formats, features weekly top 100 contemporary hit charts and the top 50 country charts that not only ranks songs based on airplay and sales, but rates them according to lyrics. Each song will receive a rating from the company such as: "acceptable," "very objectionable," "somewhat objectionable" and "slightly objectionable." The pop song chart costs \$120 per year and the country chart \$90 per year. Company is located at: 15205 W. Lynwood Ct., New Berlin, Wis., 53151.

Radio solicitation

NAB said it has begun to accept nominations from radio members for two inductees into the association's Hall of Fame next year. (The Hall of Fame was established in 1976 to recognize and honor those individuals who have made outstanding contributions to the radio industry.) To be eligible for nomination, a person may be involved in any area of radio broadcasting and must have been active in radio for at least 10 years. A person may also be nominated posthumously, if deceased for at least two years, NAB said. According to the association, nominating ballots, which have already been mailed to members, must be returned by Dec. 31.

The induction ceremony will be held during the radio luncheon at NAB's annual convention in Dallas, March 28-31. Last year's inductees were sportscaster Mel Allen and commentator Earl Nightingale.



Stepping down. Bernard Howard, chairman and chief executive officer of Hillier/Newmark/Wechsler & Howard, one of five Interep companies, will resign at the end of the year. He plans to form a consultancy specializing in black radio sales. Howard formed Bernard Howard & Co. in 1956 and the rep company quickly established a reputation for representing black-formatted stations in national sales.

Bernard Howard & Co. was purchased by Sonderling Broadcasting in 1969 and by Viacom in 1979 before being sold to Interep in 1982. It was merged with the then-Hillier/Newmark & Wechsler company.



Remembering Miller. Actor James Stewart will host a three-hour Thanksgiving weekend (Nov. 27-30) special for Mutual Broadcasting on the life and music of big-band leader Glenn Miller, entitled *Moonlight, Memories & Miller*. Stewart, who portrayed the band-leader in the 1954 motion picture, "The Glenn Miller Story," will share his thoughts on the big-band era. Stewart (center) is shown discussing the broadcast at the Culver City, Calif., headquarters of Westwood One, owner of Mutual, with Marcia Hrichison (l), the special's producer, and Gary Landis, Westwood's director of programming.

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In search of standard for AM stereo

NTIA surveys radio stations hoping one of competing systems will emerge as de facto standard

The National Telecommunications and Information Administration last week began a survey of all AM stations in hopes of removing the uncertainty that exists as to the marketplace preference for AM stereo technology. The goal is determination of a de facto standard; the FCC has declined to adopt an official one. And the lack of such a standard, some observers feel, has slowed development of AM stereo, to the disadvantage of AM radio.

Alfred C. Sikes, assistant secretary of commerce for communications and information, said the survey is "a critical element" in NTIA's study of marketplace acceptance of the competing AM stereo systems—Motorola Inc.'s and Kahn Communications'. NTIA's study involves the question of acceptance of AM stereo throughout the world by broadcasters and radio receiver manufacturers.

The survey asks broadcasters whether they have purchased an AM stereo transmis-

sion system and their reasons for purchasing or not purchasing. Those who have not yet invested in a stereo transmission system are asked about plans to buy one. Broadcasters are also asked about costs of installing and maintaining stereo equipment.

NTIA is working with the FCC and the private sector in an effort to improve the competitiveness of AM stations which are losing listeners to higher fidelity FM radio. Sikes said: "Prompt marketplace acceptance of AM stereo is an important step toward improving the overall sound quality of AM radio."

The commission, in establishing the AM stereo service in 1981, decided to let the marketplace set the standard. NTIA says that some 400 AM stations—fewer than 10% of those on the air—are broadcasting in AM

stereo. And only some six million radio receivers have been sold that can receive AM stereo transmissions.

The low level of AM stereo activity is attributed by industry observers to the high level of uncertainty by radio station operators as to whether they should make the plunge into stereo, and if so, into whose pool. NTIA officials hope the results of their survey will crown one or the other of the competing transmission systems the de facto winner—and that the FCC ultimately will recognize the winner. That should provide an answer to the question of whether the marketplace has made its decision.

However, officials note that there is no guarantee the survey will produce a clear-cut result, not even whether a substantial number of licensees queried will respond. □

Rearranging at Ampex

It lays off 105, will move video switcher manufacturing to Colorado Springs and change some marketing and sales posts

Ampex is reshaping its Audio-Video Systems Division (AVSD), shuffling several key staff responsibilities as part of a move away from its current product-centered organization toward a more market-oriented posture.

The division has also laid off 105 at its main TV equipment manufacturing plant in Colorado Springs and plans to relocate its fast-growing video switcher manufacturing from a facility in Wheatbridge, Colo., near Denver, to the larger Colorado Springs operation. The company remains headquartered in Redwood City, Calif.

AVSD head Donald F. Bogue, who took over the post in August, was out of the country and unavailable for comment last week. But in a prepared statement he said the division's structural change "emphasizes market and technology planning and broader customer and applications marketing." The job force cut, the statement said, was the result of "consolidation" in the U.S. TV broadcast industry, improved manufacturing efficiencies and adjustments in the company's worldwide labor force.

Assistant General Manager of AVSD Mark Gray told BROADCASTING: "Ampex has grown up for many years in a very product-focused environment. We need to get away from a product-line orientation to look at market segments and application solutions. It's a change in focus, from products to solutions."

In the past, the division's vertical structure meant development and marketing was handled separately for each product group—videotape recorders, systems products (including edit controllers, special effects and



Bogue

animations systems) and video switchers. Under the new arrangement, the division's staff will have management responsibilities which cross over the different product lines, allowing specific market segment to be more easily targeted.

The two major staff changes in the restructuring will give Gray additional responsibilities as director of marketing, and will make Pat Burns, previously a corporate-level regional director in the Far East, director of worldwide sales and services.

Reporting to Gray under the new structure are Neil Selvin, former systems business unit manager, now head of product-program management; George Merrick, moving from manager of Ampex Switcher Co. to turnkey systems responsibilities, and Jock Diermann, former video recorders manager, now

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head of technology planning. Applications marketing head Bland McCartha, former dealer program manager, and marketing communications manager Bruce Pharr, former Magnetic Tape Division marketing manager, will also report to Gray.

In another change, Burns has also been named acting U.S. national sales manager, taking over from Robert Natwick, who has been left with an expanded Northwest sales region. Michael D'Amore, former director of worldwide marketing, has made a lateral move to manager of worldwide dealer-OEM sales, previously a domestic responsibility, now elevated to an international level.

Also reporting to Burns will be current marketing sales managers Joe Williamson (for Europe, Asia and the Middle East) and Arnie Bergman (Americas and the Far East), as well as new sales support head Peter Stone

and current customer services manager Ron Bassett.

Regarding staff cuts in the division's Colorado Springs plant, where 10% of its 1,100 jobs have been eliminated, Gray said they were mainly due to a slight drop this year in the division's past mainstay, the videotape recorder business, as well as in some other product lines. Gray attributed the VTR segment fall to "format confusion" in the industry over the role of new half-inch technologies, but said the division expects recorder sales to rebound this year.

Despite the reorganization activities, Gray said Ampex is having a record year in revenue and profits, with AVSD showing strength in switchers and other products. According to Gray, the division expects this coming year to be the best in its history.

Expected to play a large part in boosting

sales will be the division's new line of Beta recorder systems, to begin production as early as next month at Ampex's Hong Kong facility, where the company has made over \$8 million in investments in capital equipment, Gray said. New camera products for the small-format Beta and Beta SP line are to be manufactured at the Colorado Springs facility.

The division has also decided, with 40% annual growth of the company's \$20-million switcher business, to move the growing operation from its current 40,000 square-foot facilities in Wheatbridge to the more spacious 270,000 square-foot plant at Colorado Springs. The move, which it is hoped will help efforts by the company to opt for market leadership with its new high-end Century AVC switcher series, should be completed during the first quarter of 1987. □

TELECASTINGS

Spy series

Similar proposals for new four-part series on espionage were submitted by KCET(TV) Los Angeles and WETA-TV Washington at the

Public Broadcasting Service's Program Fair, held Nov. 2-5 in Austin, Tex. KCET requested \$395,000 to supplement production of *Secret Intelligence*, a \$1,229,306-project to be hosted by WBBM-TV Chicago newsman Bill Kurtis and described as tracing "the evolution of America's security agencies from the New York City brownstone that housed Herbert Yardley's 'Black Chamber' to the sophisticated spy-in-the-sky satellites of the ultra-secret National Security Agency." WETA-TV requested \$500,000 toward a \$2,395,710 budget for *The Espionage Explosion*, to be researched and reported by National Public Radio commentator Daniel Schorr, formerly with CBS News and the Cable News Network. WETA-TV's program is designed to "fit the intriguing, troubling pieces [of the current spy scare] into the larger framework of what 'intelligence' is all about—its many sides, its historical roots in disparate societies, its growth and recent explosion into an intense competition between the Communist and the free worlds."

Concern over objectivity and balance in proposed programs was evident at this year's Program Fair, where noncommercial station programming officials screen and discuss programs that have applied for full or partial funding. The fair is part of PBS's Station Program Cooperative, a multistep process by which members (currently 178 public TV licensees operating more than 300 transmitters) determine which national programs they are most interested in jointly funding. In 1985, stations spent \$39.5 million through the SPC, an amount expected to increase by a few million dollars this year. Thirty-eight programs, new and returning, were screened at this year's Program Fair. The field will be narrowed when members vote in several preference rounds (the next will be held Nov. 24 and 25), and final program selections will be made by February 1987. The SPC provides roughly half of PBS's national programs; the rest are fully

fully underwritten by corporations or other groups.

British buy

D.L. Taffner and Maryland Public Television have put together a package of five programs from Britain's Thames Television for distribution to public television stations beginning next April. Stations would receive 26 episodes of each of two half-hour comedies—*Fresh Fields* and *Never the Twain*; 10 episodes of an hour spy series, *Mister Palfrey of Westminster*; three episodes of an hour action/adventure series, *The Fourth Floor*, and 13 episodes of an hour World War II adventure shown five years ago on public television, *Danger UXB*. Stations showed interest in the package at the recent Public Broadcasting Service Program Fair in Austin, Tex., a spokeswoman for Taffner said. MPT fed previews of the series by satellite in October. Stations will make the final decision on participation by December, said the spokeswoman, and costs will be based on market size. The series will also be offered separately.

Pele host

Brazilian soccer star, Pele, will be the grand marshal of the 98th annual Tournament of Roses parade, which will be telecast live on NBC Thursday, Jan. 1, 1987, at 11 a.m.-1:30 p.m. (NYT). Later that day, NBC-TV will provide exclusive coverage of the 73d Rose Bowl football game, beginning at 4:45 p.m., NBC said. Pele, who played for the New York Cosmos soccer team for three years beginning in 1975, is now an adviser to Warner Communications Inc. and has appeared in the film "Victory" and the yet-to-be-released film "Hot Shot," NBC said.

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Burke, Murphy address life in third place

ABC executives, before Hollywood crowd, discuss ad slowdown, morale at network, financial interest talks

The top executives of ABC went before the Hollywood production community and discussed the problems facing the third-place network. "I don't recall a period when the basic buoyancy of network revenues... had stopped almost as if it had hit a brick wall," Daniel B. Burke, president and chief operating officer of Capital Cities/ABC Inc. said. "That is particularly difficult for a network in third place," he said, in addressing a Hollywood Radio and Television Society luncheon that recorded its heaviest turnout ever. The network's low ratings meant it had to spend most of the year on make-goods for advertisers, which Thomas S. Murphy, chairman and chief executive officer, described as "a bit of a shock."

But despite the large projected losses facing the network (reportedly \$60 million), which neither Murphy nor Burke discussed during last week's gathering in Beverly Hills, Calif., Murphy was able to joke about



Murphy and Burke

the network's financial situation, comparing ABC woes to the first year at Capcities in 1954, when the company grossed \$364,000 and had \$360,000 in payments. "We've come full circle," he said. "It's just a matter of zeros."

Burke had some good news for employees,

saying staff cuts at the network "are largely through as we see it. We think the company is functioning somewhat more nimbly than it did in recent years." He predicted the low morale among company employees would improve.

During their first meeting with the creative community since Capcities acquired ABC, Murphy and Burke tried to mend fences with producers over the financial interest and syndication rules (BROADCASTING, Nov. 3). "We need you," Murphy said. "We'd like to think you also need us. It is important that (when) we have a joint problem, we... work together to solve it for both of us. It is in our own best interest to work together rather than beating each other on the head." Asked about plans for more in-house production in the future, Burke said "absolutely not," but Murphy said "we would be hopeful over a period of time that we could do more."

During a question and answer session, Murphy and Burke were asked why ABC pulled two shows off the Saturday-night schedule after promising there would be no midseason changes this year. Burke referred the question to Brandon Stoddard, president of the ABC entertainment division, who said: "At the time that we said that, we did not anticipate any changes. The rating levels were sufficiently high enough that we thought we could get through the fourth quarter at least... When baseball was over we had some rating shifts that really kind of forced us into some changes."

Turning to a question about the controversial mini-series, *Amerika*, which has been criticized by both the United Nations and Soviet Union, both Murphy and Burke endorsed the program. "It is going to be a wonderful show," Murphy said. "Of course, it's fiction. It's entertaining." The biggest concern of company executives, he added, is the "people who think that we're trying to use

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the controversy to hype the show. That isn't the case at all."

On another programming topic, Murphy said the network will take a tough stance

during contract negotiations for professional baseball and football. But he said "we're very anxious to keep Monday Night Football." □

Changing Hands

PROPOSED

KSBW-TV Salinas, KSBY-TV San Luis Obispo, both California, and KOKH-TV Oklahoma City □ Sold by John Blair & Co. to Gillett Broadcasting for \$86 million. **Seller** is publicly owned New York-based group of five TV's and advertising sales representative, headed by Henry R. Silverman, chairman. It is being acquired by Reliance Capital Corp., which has bought Spanish-language WNJU-TV Linden, N.J., and announced plans to build Spanish-language TV Network (BROADCASTING, Nov. 3). **Buyer** is Nashville-based group of one AM, one FM and nine TV's, principally owned by George Gillett. KSBW-TV is NBC affiliate on channel 8 with 158 kw visual, 15.8 kw aural and antenna 2,940 feet above average terrain. KSBY-TV is NBC affiliate on channel 6 with 100 kw visual, 12 kw aural and antenna 1,570 feet above average terrain. KOKH-TV is independent on channel 25 with 1410 kw visual, 141 kw aural and antenna 1,540 feet above average terrain.

KLBJ-AM-FM Austin, Tex. □ Sold by The LBJ Co. to Chase Group of New York for \$27.5 million, comprising \$22 million cash and remainder note. **Seller** was founded by late President Lyndon B. Johnson and is now owned by his widow, Lady Bird Johnson, and their daughters, Linda Robb and Lucy Baines Turpin. It has no other broadcast interests. **Buyer** is newly formed corporation owned by Tony Chase and New York-based securities firm of Donaldson, Lufkin & Jenrette. Chase is vice president for broadcast acquisitions of Donaldson, Lufkin & Jenrette. KLBJ is on 590 khz with 5 kw day and 1 kw night. KLBJ-FM is on 93.7 mhz with 100 kw and antenna 1,725 feet above average terrain. *Broker: Jamar-Rice Co.*

WHBF-AM-FM-TV Rock Island, Ill. □ Sold by Rock Island Broadcasting Co. to Citadel Communications Co. for \$21 million cash. **Seller** is owned by Ann Potter DeLong and family, who have no other broadcast interests. **Buyer** is New York-based group of three TV's headed by Phil Lombardo. WHBF is on 1270 khz full time with 5 kw. WHBF-FM is on 98.9 mhz with 39 kw and antenna 900 feet above average terrain. WHBF-TV is CBS affiliate on channel 4 with 100 kw visual, 10 kw aural and antenna 1,342 feet above average terrain.

KAYI(FM) Muskogee, Okla.; WYNK-AM-FM Baton Rouge and KLVI(AM)-KYRK(FM) Beaumont, Tex. □ Sold by Hicks Communications Inc. to Narragansett Capital Corp. for \$20 million. **Seller** is Austin, Tex.-based group of four AM's and four FM's headed by Steven Hicks, president. **Buyer** is Providence, R.I.-based group of one AM, one FM and one TV, headed by John Franks, president. KAYI is on 106.9 mhz with 97 kw and antenna 125 feet above average terrain. WYNK is daytimer on 1380 khz with 5 kw. WYNK-FM is on 101.5 mhz with 100 kw and antenna

400 feet above average terrain. KLVI is on 560 khz full time with 5 kw. KYRK is on 94.1 mhz with 100 kw and antenna 672 feet above average terrain. *Broker: Norman Fischer & Associates.*

WXTR(FM) La Plata, Md. □ Sold by The Dalton Group Inc. to Broadbased Communications for \$14.5 million. **Seller** is owned by William Dalton and his wife, Susan, who have no other broadcast interests. They bought station in 1981 for \$2 million. **Buyer** is owned by Vincent A. Henry, son of Ragan A. Henry, owner of NEWSystems Inc., Philadelphia-based group broadcaster. WXTR is on 104.1 mhz with 50 kw and antenna 500 feet above average terrain. *Broker: Blackburn & Co.*

WNRW-TV Winston-Salem, N.C. □ Sold by TVX of Greensboro-Winston-Salem, Inc. to Act III Broadcasting of Greensboro Inc. for \$11 million. **Seller** is subsidiary of TVX Corp., Virginia Beach, Va.-based group of nine TV's principally owned by Gene Loving. **Buyer** is principally owned by Norman Lear, television producer, who has interest in recently sold WNJU-TV Linden, N.J. ("Changing Hands," Nov. 3). WNRW is independent on channel 45 with 55 kw visual, 11

kw aural and antenna 2,000 feet above average terrain.

KSAL(AM)-KYEZ(FM) Salina, Kan., and KOEL-AM-FM Oelwein, Iowa □ Sold by DKM Broadcasting to Independence Broadcasting Corp. for \$6.75 million. **Seller** is Lincoln, Neb.-based group of four AM's and four FM's headed by James D. Wesley, president. **Buyer** is owned by John C. Goodwill and Peter Sulick. Goodwill is former vice president and general manager of WPIX(FM) New York. Sulick is former comptroller, Cablevision Systems Inc. KSAL is on 1150 khz full time with 5 kw. KYEZ is on 93.7 mhz with 100 kw and antenna 510 feet above average terrain. KOEL is on 950 khz with 5 kw day and 500 w night. KOEL-FM is on 92.3 mhz with 100 kw and antenna 370 feet above average terrain. *Broker: The Mahlman Co.*

WSVI(TV) Christiansted, St. Croix, Virgin Islands □ Sold by Antilles Broadcasting Corp. to Group III Broadcasting Inc. for \$4 million. **Seller** is headed by Baraket Saleh, who owns WSJU(TV) San Juan, P.R. **Buyer** is subsidiary of Commonwealth Corp., Nashville-based financial services company. It is headed by Gordon Smith, who recently sold WWKS-FM Gallatin, Tenn. WSVI is ABC affiliate on channel 8, with 200 kw visual, 20 kw aural and antenna 1,144 feet. *Broker: Dick Foreman Associates.*

KORK(AM)-KYRK-FM Las Vegas □ Sold by Donrey of Nevada Inc. to Anchor Media Limited for \$3,250,000. **Seller** is Fort Smith, Ark.-based group of four AM's, three FM's and one TV owned by Donald W.

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Reynolds. It also publishes newspapers in 14 states and owns cable systems in four states. **Buyer** is newly formed corporation headed by former Gulf Broadcasting Group president, Alan Henry. It recently purchased KRQX(AM)-KZEQW(FM) Dallas ("Changing Hands," Oct. 27). KORK is on 920 khz with 5 kw day and 500 w night. KYRK-FM is on 97.1 mhz with 50 kw and antenna 1,950 feet. *Broker: Blackburn & Co.*

WFXR-FM Ravenel, N.C. □ Sold by Sunshine Broadcasting, South Carolina, Inc. to Coastal Broadcasting Inc. for \$2 million. **Seller** is

owned by George Silverman. It also owns WMGX-FM Portland, Me., and WZID-FM Manchester, N.H. **Buyer** is owned by Richard G. Glover, who also owns WJTX(AM) Urbana, Ill. WFXR-FM is on 101.7 mhz with 1.26 kw and antenna 450 feet above average terrain. *Broker: Blackburn & Co.*

KERV(AM)-KRVL(FM) Kerrville, Tex. □ Sold by Kerrville Radio Inc. to Stiles Communications Inc. for \$1.1 million **Seller** is owned by Wayne Dayton and Joe Abernathy. Dayton has no other broadcast interests. Abernathy has interest in KTON(AM)-KTQN(FM)

Belton, Tex. **Buyer** is owned by Jerry Stiles, Dallas-based real estate investor, who recently purchased KEBQ(FM) Ardmore, Okla. ("Changing Hands," Oct. 27). KERV is on 1230 khz with 1 kw day and 250 w night. KRVL is on 94.3 mhz with 3 kw and antenna 105 feet above average terrain. *Broker: Riley Representatives.*

Broker in WKRT(AM)-WOKW(FM) Cortland, N.Y., sale (BROADCASTING, Nov. 10) was Robert A. Chaisson Inc.

For other proposed and approved sales see "For the Record," page 103.

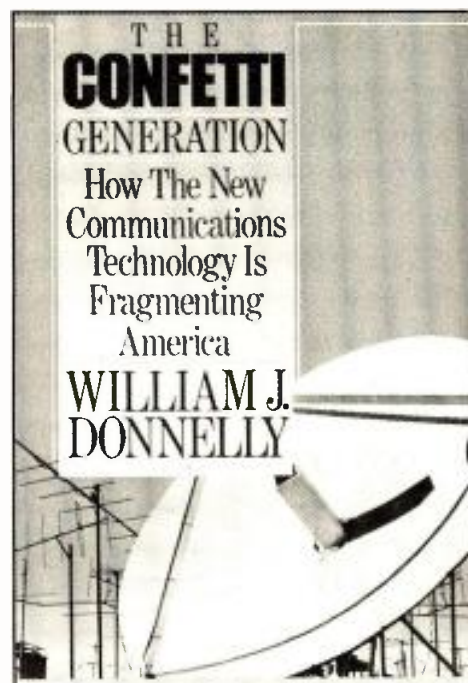
Donnelly introduces world to 'confetti generation'

Former Y&R executive foresees group overwhelmed by data

Television burst upon the American scene without design in the post-World War II years and developed free of the "social contract" that could have given substance to the amorphous "public interest" concept under which it is regulated. As a result, the technology helped lead to the "me"—or autonomy—"generation." But now, the profusion of electronic media is likely to lead to something new—"the confetti generation," whose members will be disconnected from one another because of the explosion of data and images to which they will be subjected. That is the thesis of William J. Donnelly, former senior vice president at Young & Rubicam who has also been a TV producer,

critic and film writer, in his book "The Confetti Generation: How the New Technology is Fragmenting America" (Holt, \$17.95).

Donnelly does not take an elitist view of television: He says the American broadcasting system "is the best in the world." But he says that in failing to articulate specific goals, "we gave up practical control over a medium that changed our personal lives and personalities." Even with the forethought that he says was lacking, however, it is difficult to imagine how American society could have reached the consensus on the "norms for programing and viewing" he says could have given substance to the term "the public interest." For instance, one of the "norms" would have called on television to contribute "to the quantity, depth and complexity of the flow of current information in a manner pro-



portionate to the concerns of society and the commitments we make."

Still, Donnelly says that understanding the technology of a communications medium is essential to planning for its impact. And television, he adds, is relatively simple compared to the "complexity and multiplicity" of the new electronic media—satellites, cable and pay television, videocassettes, personal computers and videotex systems. Those and the communications products and services they offer will be available simultaneously to the viewer in his home. The result, Donnelly says, will be a generation subjected to multitudes of ideas that "float down like cheap confetti."

And society and its members would have no more cohesion than confetti, according to Donnelly. There will be "an atomization of our attitudes toward work." (The "organization man" will become the "process man.") Donnelly also foresees the same impact on marketing of goods and ideas: The new generation's members—"isolated, remote, segmented, and fragmented"—will support eclecticism and fickleness in the marketplace of ideas in the same way and for the same reasons as they will in the marketplace of goods and services." The moderating influences of a local community, he says, will be missing. The result will be "an extensive

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demassification of marketing" and, in politics, the emergence of "purveyors of ideas with a radically more restrictive view of society than can now be successful."

How does one confront such an epoch? Donnelly, who has a penchant for buzz words—his "confetti generation" appears in the book almost as often as periods and commas—says members of the Autonomy Generation need "a personal survival kit." "Overall," he says, survival will depend on "social creativity, a dramatic search for shared beliefs and actions that will overcome the fragmentation and isolation of communications." The need, he says, is to "rediscover the thinking imagination and marry it to a dynamic, responsible, subjective approach to living in community."

In other words, the effort to overcome atomization by the new communications technologies will begin with the individual. That is the irony. □

Wick negotiations hit the press

Reports surface on who said what to whom in Reykjavik

U.S. Information Agency director Charles Z. Wick and his aides were busy last week responding to published articles dealing with reports of his talks at Reykjavik with a Soviet official concerning the possibility of an agreement under which each government would be allowed to broadcast to the citizens of the other on an AM frequency (BROADCASTING, Nov. 3). William Safire, in his column in *The New York Times*, and U.S. *News and World Report*, in an article in the Nov. 17 issue, said that the Soviets had baited the arrangement with an offer to stop jamming the Voice of America—and that Wick was prepared to take the bait.

There was considerably more than that assertion in the two pieces with which Wick took issue. But that report particularly troubled him. It indicated that, contrary to U.S. policy, he would allow the Soviets to gain an objective by giving up a practice that violates a number of international agreements. USIA dealt with the Safire piece in a seven-page, point-by-point "analysis" made available to BROADCASTING and in a letter being prepared for dispatch to the editor of *The New York Times*, and with the U.S. *News and World Report* article in a letter to that magazine.

Safire based his column in large part on notes, taken by the American side, of Wick's meeting with Aleksandr Yakovlev, a secretary of the Central Committee charged with propaganda and cultural activities. In paragraph 12 of those notes, Safire wrote, Yakovlev was reported to have said that if the U.S. "did not object to the Soviets using a transmitter on or near U.S. territory, the Soviet Union would respond by ending jamming..." Wick was said to have replied, "You've got a deal." Yakovlev answered in English, "OK," then added, again in English, "I am only talking about the VOA."

The USIA's "analysis" says the columnist

Public broadcasting fellowships. A grant from the Corporation for Public Broadcasting's Human Resources Development Program will fund two Kiplinger mid-career program fellowships at Ohio State University. Full tuition, fees and a \$12,000 stipend will be awarded to each recipient chosen to spend a calendar year earning a master's degree in journalism at the Columbus campus. As part of the master's program, radio journalists will produce short documentaries and series for the school's WOSU (AM)'s *Morning Edition* and television journalists will produce a half-hour documentary for WOSU-TV. Applicants are required to hold a bachelor's degree and have three or more years experience in news and public affairs in public broadcasting behind them.

had ignored paragraph nine, which, the analysis adds, forms the context for what followed. In that paragraph, Yakovlev for the first time talked of a cessation of jamming in return for access to a transmitter on American soil. Wick was then quoted as saying he had already made that offer to Yakovlev's predecessor, Leonid Zamyatin—"that we would help the Soviets get transmission time on a U.S. radio station if the Soviets provide VOA access to a local Soviet facility."

There is nothing in that paragraph that makes it clear the U.S. would not trade for a cessation of a practice it regards as illegal—jamming. However, the analysis maintains that Wick's offer to Zamyatin, as relayed to Yakovlev, "in no way compromised the U.S. position on jamming and the free flow of information; it was clearly indicated to be a reference to, and renewal of, those proposals he had earlier made to Zamyatin, "the first on Jan. 25, 1985, to exchange TV broadcasts... and the second on Jan. 15, 1986, for each side to buy air-time on the other's medium-wave [AM] radio stations." Wick also cited the history of his exchanges with Zamyatin in his response to U.S. *News and World Report*.

Another point made in both pieces suggested that Wick was prepared to make an agreement that would not provide Radio Free Europe/Radio Liberty, which operate under the supervision of the Board for International Broadcasting, with the same protection

that would be given the VOA. Safire wrote that Wick had been "drawn into a verbal agreement" that would "drive a wedge" between the VOA and the radios that serve as surrogate stations for Eastern European countries and the Soviet Union—and that suffer far more jamming than does VOA. The "analysis" said "there was no verbal agreement of any kind." It added such an agreement could only have been reached by the President. In his letter to U.S. *News and World Report*, Wick noted he was not representing RFE/RL and that Yakovlev had proposed a cessation only of VOA jamming. But Wick said that even if the Soviets agreed to stop jamming VOA, "we would continue to push for a cessation of all jamming." He added he has no wish "to ignore the interests of Radio Free Europe/Radio Liberty."

RFE/RL officials, for that matter, were not concerned about being ignored. They feel their interests are well represented on the National Security Council which, along with the State Department, would be involved in the development of any agreement with the Soviet Union.

What's more, there are some observers who wonder whether an agreement like the one discussed in Reykjavik is necessary. The Soviets are said to be under pressure from countries in Western Europe to abandon jamming. A study conducted by the International Frequency Registration Board documents the substantial jamming done by the Soviet Union. And the practice wastes large areas of shortwave spectrum, a resource on which the countries of the world are making increasing demands.

But if an agreement with the Soviets on the use of each other's AM frequencies is reached, Wick indicated there will be no problem in making a Soviet signal available to every AM station in the country. In his letter to U.S. *News and World Report*, he said he had met with "leaders of American broadcasting" and that they have volunteered to handle technical aspects of uplinking Soviet broadcasts to a U.S. satellite whose footprint would cover more than 5,000 radio stations in the U.S., about the total number of AM's now on the air. "The extent of [the Soviet program's] use," Wick added, "would be determined by the competitive marketplace." The Mutual Broadcasting system is reported to be considering carrying the Soviet programming ("Closed Circuit," Nov. 10). □

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Myhren discusses cable's 'bum rap'

Tells SCCA that medium needs to be judged on its own merits, and not against criteria used for television

Cable is a great medium, but a lot of people think it's a lousy one.

That, in essence, is the message that Trygve Myhren, chairman of the National Cable Television Association and chairman and chief executive officer of American Television & Communications, delivered to the Southern California Cable Association last Thursday.

Along with delivering the message, Myhren talked about the causes of the gap between the positive reality and negative per-



Myhren

ception of cable and tried to enlist the support of the CCTA in efforts to bridge the gap.

"If we are to have a healthy business in the future, we must build an accurate public perception of cable in the present," he said. "NCTA can help, but this must be a grassroots, community-level effort," he said. "I hope your organization will help us in building the foundation for cable's future."

The "reality of cable," Myhren said, is that it is the fastest growing medium in the history of mass communications, that it will soon serve the majority of the homes in the

U.S. and that it has changed "the nation's viewing habits and choices... very much for the better."

Cable is perceived negatively by the press, Congress and opinion leaders because it is judged by other media by "outdated standards," Myhren said. "Good television can no longer be judged by the mass audience model of broadcast television," he said. "It's a bum rap—and we should challenge it head-on."

What's more, cable's competitors have launched a "concerted effort... to foster a negative public perception of cable," Myhren said. "In fact, five separate groups—the telephone companies, the broadcasters, the motion picture industry, the National League of Cities and the satellite dish folks—each for their own selfish economic interests are working hard to re-regulate us. They are busily perpetuating the notion that cable is a greedy monopoly, is insensitive to its customers and offers little real choice."

Myhren dismissed the image that he said cable's competitors are trying to create. "The fact of our existing and growing competition should answer the monopoly claim," he said. "Our improving customer service is beginning to show that we are becoming quite customer sensitive. And the fact is, cable television has liberated America's television viewers from the outdated, artificial oligopoly of broadcast television."

Myhren said cable still needs to improve customer service and to develop proprietary programming and promote it better. In addition, cable needs to bring opinion leaders who have thus far eschewed cable into the cable fold. "What we are combating here is a 35-year-old definition of television: passive, of little social value and arguably even bad for you and certainly for your children."

The way to make subscribers out of the opinion leaders is to forget the "hype and glib generalizations" and sell them on the "substance" of cable—programming like Arts & Entertainment, C-SPAN, Cable News Network, CNN Headline News, The Discovery Channel, ESPN, Financial News Network, Lifetime, Nickelodeon, The Learning Channel and The Weather Channel.

Myhren said there is no "instant fix" for cable image problem. "Building an accurate understanding of the basics of cable among the opinion leaders of our nation will require

a thoughtful, thorough and carefully executed educational program," he said.

According to Myhren, the program seems to be falling into place. The NCTA board voted last week to create an in-house public information function (see "Top of the Week"). The Cable Television Public Affairs Association is trying to develop practical ways of improving the industry's image on the local level in Tucson, Ariz., he said. And Women in Cable is "designing materials for use... in making cable television both understandable and credible to opinion leader groups in local communities," he said. □

TVB to look at today's business climate

The 32d annual Television Bureau of Advertising convention gets under way today (Nov. 17) at the Century Plaza Hotel in Los Angeles, with the theme of this year's three-day meeting "Television in Today's Tougher Business Climate." More than 1,000 people, including network and station executives, station representatives and film producers and syndicators, are expected to attend.

Featured speakers during the convention will include F.G. (Buck) Rogers, former IBM vice president/marketing, on the changing business climate; Arthur Laffer, member of the economic policy advisory board to President Reagan and Pepperdine University professor, on the economics of the business; Ellen Berland Gibbs, broadcast financial analyst and consultant, on the changing station environment; J. Peter Grace, chairman and chief executive officer, W.R. Grance & Co., and chairman of the president's private sector survey on cost control, on steps needed to solve U.S. economic problems, and Stephen Aug, ABC News correspondent, Washington, on the economic outlook for 1987 and beyond.

There will be 10 workshops addressing industry problems. Panels will discuss how to apply principles of supply side economics to station operations, living with the pressures of the bottom line, the changing role of representatives, creative selling of television on the local level, managing and motivating station personnel, how management can keep control of negotiations, modern management styles, how to improve the bottom line, the power of solution-oriented selling and the similarities between sales and news people.

Seventeen research, computer, software and marketing firms, including one incentive travel firm, will exhibit at the meeting. The firms are the Arbitron Ratings Co., Broadcast Advertisers Reports, Broadcast Management Plus Inc., Data Communications Corp., Enterprise Systems Group Inc., Jefferson Pilot Retail Services, Leigh Stowell & Co., Marketron Inc., Marshall Marketing & Communications, MediaWatch (Scan America), NSI Micro Services, A.C. Nielsen Inc. (Monitor Plus), Spot Quotations & Data Inc., Szabo Associates, Tapscan and Tony Lease Tours. □

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For the Record

As compiled by BROADCASTING, Nov. 6 through Nov. 12, 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. SHT—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

- WFET(TV) Fort Pierce and WETV(TV) Key West, both Florida (CP's)—Seeks assignment of license from Florida Educational Television of the Treasure Coast Inc. to Palmetto Broadcasters Associated for Communities Inc. for \$76,500. Seller is nonprofit corporation that is applicant for new TV in Jacksonville, Ocala, Marathon and Islamorada, all Florida. Buyer is nonprofit corp. headed by Dr. Claude H. Rhea Jr., who holds CP's for three new TV's in Florida. Filed Oct. 30.
- KACH(AM) Preston, Idaho (1340 khz; 1 kw-U)—Seeks assignment of license from Cache Country Inc. to G.Q. Investment Inc. for assumption of liabilities. Seller is owned by Michael B. Lish, who has no other broadcast interests. Buyer is owned by Quentin B. Casperson and Gary Everton, who have no other broadcast interests. Filed Oct. 14.
- WDAN(AM)-WDNL(FM) Danville, Ill. (1490 khz; 1 kw-D; 250 w-N; FM: 102.1 mhz; 11 kw; HAAT: 380 ft.)—Seeks assignment of license from Sangamon Broadcasting-Danville Inc. to WDAN Inc. for \$550,000, cash. Seller is principally owned by Shelby T. Harbinson. It has no other broadcast interests. Buyer is Martinsville, Ind.-based group of three AM's and three FM's owned by David C. Keister. Filed Oct. 30.
- WHBF-AM-FM-TV Rock Island, Ill. (WHBF: 1270 khz; 5 kw-U; WHBF-FM: 98.9 mhz; 39 kw; HAAT: 900 ft.; WHBF-TV: ch. 4; CBS; ERP vis. 100 kw; aur. 10 kw; HAAT: 1,342 ft.)—Seeks assignment of license from Rock Island Broadcasting Co. to Citadel Communications Co. for \$20 million, cash. Seller is owned by Ann Potter DeLong and family, it has no other broadcast interests. Buyer is New York-based group of three TV's, headed by Phil Lombardo. Filed Nov. 7.
- KNSS-FM Carson City, Nev. (98.1 mhz; 76 kw; HAAT: 2,275 ft.)—Seeks assignment of license from Carson City Broadcasting Inc. to TMCi Broadcasting Inc. for \$2,500,000, cash. Seller is principally owned by Smokey Hyde, who has no other broadcast interests. Buyer is corporation headed by Patrick S. Shaughnessy, president and CEO. It also owns KHAT-AM-FM Lincoln, Neb. Filed Nov. 30.
- WNRW-TV Winston-Salem, N.C. (ch. 45; ERP vis. 55 kw; aur. 11 kw; HATA: 2,000 ft.)—Seeks assignment of license from TVX of Greensboro/ Winston-Salem, Inc. to Act III Broadcasting of Greensboro Inc. for \$11 million. Seller is Virginia Beach, Va.-based group of nine TV's principally owned by Gene Loving. Buyer is owned by Norman Lear, who owns 12.5% of common stock and 39% of preferred stock in Spanish American Communications Corp., which owns WNUJ-TV Broadcasting Corp., owner of WNUJ-TV Linden, N.J., which was recently sold to Reliance Group Inc. ("Changing Hands," Nov. 3). Filed Nov. 6.
- WIL-AM-FM St. Louis; WEMP(AM)-WMYX(FM) Milwaukee, and WBFF(AM)-WMJQ(FM) Rochester, N.Y. (WIL: 1530 khz; 5 kw-U; WIL-FM: 92.3 mhz; 97 kw; HAAT: 900 ft.; WEMP: 1250 khz; 5 kw-U; WMYX: 99.1 mhz; 50 kw; HAAT: 450 ft.; WBFF: 950 khz; 1 kw-U; WMJQ: 92.5 mhz; 50 kw; HAAT: 500 ft.)—Seek assignment of license from LIN Broadcasting Corp. to Heritage Communications Inc. for \$23,000,000, cash. Seller is pub-

licly traded, New York-based communications company, which owns five AM's, five FM's and seven TV's. Buyer is Des Moines, Iowa-based group of five AM's, one FM and six TV's, and MSO with 950,000 subscribers in 22 states. It is headed by James M. Hoak Jr., president. Filed Oct. 31.

New Stations

New AM's

- Great Falls, Mont.—Minority Christian Radio of Montana seeks 1490 khz, 1 kw-D, 1 kw-N. Address: 2711 Highway 62, Jeffersonville, Ind. 47130. Principal is owned by Mary L. Smith who owns LPTV in Jeffersonville, Ind., and is applicant for three FM's and two AM's. Husband, John W. Smith Sr., is director of WLSO(FM) Spencer, Ind., and daughter, Angelia M. Pait, is applicant for five FM's. Filed Nov. 4.
- Great Falls, Mont.—Minority Christian Radio of Montana seeks 1490 khz, 1 kw, HAAT: 412 ft. Address: 2711 Highway 62, Jeffersonville, Ind. Applicant is owned by Mary L. Smith. She has applications on file for two other AM and three FM stations. Filed Nov. 4.

New FM's

- *Phoenix—Arizona Board of Regents for Arizona State University seeks 89.5 mhz, .083 kw, HAAT: 1,552 ft. Address: KAET 10th & Myrtle, Tempe, Ariz. 85287. Principal is educational institution. Filed Sept. 4.
- *Quincy, Fla.—Progressive Minority Partners seek 102.7 mhz, 3 kw, HAAT: 328 ft. Address: Route 6, Box 100 C, Quincy, Fla. 32351. Owners are Sondra J. Anderson 20%; Earnest Brewer, 20%; Rodney Michael Floyd, 20%; Henry C. Hunter, 40%. They have no other broadcast interests. Filed Oct. 30.
- Rockledge, Fla.—Hartke Communications Corp. seeks 102.7 mhz, 3 kw, HAAT: 328 ft. Address: 7637 Leesburg Pike, Falls Church, Va. 22043. Principal has no other broadcast interests. Filed Nov. 3.
- Rockledge, Fla.—Skinner Broadcasting, Inc. seeks 102.7 mhz, 3 kw, HAAT: 328 ft. Address: 4117 Van Buren Street, Hollywood, Fla. 33021. Principal is owned by J. Rodger Skinner, Jr. It has no other broadcast interests. Filed Nov. 4.
- Rockledge, Fla.—T C Broadcasting, Inc. seeks 102.7 mhz, 3 kw, HAAT: 328 ft. Address: P.O. Box 1298, Cocoa Beach, Fla. 32931-1298. Applicant is principally owned by Thomas W. Cowan III. It has no other broadcast interests. Filed Nov. 5.
- Rockledge, Fla.—Rockledge Community Broadcasters, Inc. seeks 102.7 mhz, 3 kw, HAAT: 328 ft. Address: P.O.

Box 3501, Orlando, Fla. 32802. Principal is owned by Jacqueline R. Thompson who has no other broadcast interests. Filed Nov. 4.

■ Rockledge, Fla.—Rockledge Radio, Ltd. seeks 102.7 mhz, 3 kw, HAAT: 328 ft. Address: 3826 East Lakeview Blvd., Cocoa, Fla. 32926. Principal is owned by Charles L. Sampson who has no other broadcast interests. Filed Nov. 4.

■ Rockledge, Fla.—Ben L. Umberger seeks 102.7, 3 kw, HAAT: 328 ft. Address: 1001 Ridge Ave., Clearwater, Fla. 33515. Principal owns Umberger Communications, which owns WNL(T) Clearwater and WHBO(AM) Pinellas Park, both Florida, and has interest in Micanopy Broadcasting Company Inc., which owns WGGG(FM) Micanopy and WGGG(AM) Gainesville, both Florida. Filed Nov. 5.

■ *Salisbury, Md.—Salisbury State College Foundation, Inc. seeks 89.5 mhz, 27.0 kw, HAAT: 595 ft. Address: Box 2195, Salisbury, Md. 21801. Principal is nonprofit corporation with no other broadcast interests. Filed Oct. 29.

■ Lahoma, Okla.—Great Plains Broadcasting of Oklahoma seeks 95.7 mhz, 3.0 kw, HAAT: 328 ft. Address: 110-C Sunset Plaza #275, Enid, Okla. 73703. Principal is owned by Scott Clark, 33%; James Smyrle, 25%; Rex Gotcher, 25%; Deborah A. Grigsby, 2%; Robert G. Hardie, 15%. They have no other broadcast interests. Filed Nov. 4.

Facilities Changes

Applications

AM's

Tendered

- KBBK (970 khz) Rupert, Idaho—Seeks CP to add night service with 900 w and instal DA-N. App. Nov. 6.
- KANO (1470 khz) Anoka, Minn.—Seeks CP to add night service with 5 kw; increase day power to 5 kw; instal DA-2; change city of lic. to Brooklyn Park, Minn.; change TL, and make changes in ant. sys. App. Nov. 6.
- KMTA (1050 khz) Kinsey, Mont.—Seeks mod. of CP to change city of lic. to Miles City, Mont. App. Nov. 6.
- WLNC (1300 khz) Laurinburg, N.C.—Seeks CP to add night service with 1 kw; increase day power to 5 kw; instal DA-N; change freq. to 940 khz; change TL, and make changes in ant. sys. App. Nov. 7.
- WGFV (1580 khz) Morovis, P.R.—Seeks CP to increase day power to 5 kw. App. Nov. 6.
- WNLB (1290 khz) Rocky Mount, Va.—Seeks CP to increase power to 5 kw. App. Nov. 6.
- WELD (690 khz) Fisher, W. Va.—Seeks CP to increase

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power to 2 kw. App. Nov. 7.

■ WFAW (940 khz) Fort Atkinson, Wis.—Seeks CP to add night service with 550 w; install DA-2; change TL, and make changes in ant. sys. App. Nov. 4.

Accepted

■ WOOO (1190 khz) Royal Palm Beach, Fla.—Seeks MP to change TL. App. Nov. 6.

■ WMCA (570 khz) New York—Seeks CP to make changes in ant. sys. App. Nov. 6.

■ KCOR (1350 khz) San Antonio, Tex.—Seeks mod. of lic. to operate transmitter by remote control. App. Nov. 6.

■ WMON (1340 khz) Montgomery, W. Va.—Seeks CP to change TL. App. Nov. 6.

FM's

Tendered

■ WZRQ (106.3 mhz) Columbia City, Ind.—Seeks CP to

change ERP to 1.94 kw. App. Nov. 5.

■ *WMUC-FM (88.1 mhz) College Park, Md.—Seeks CP to change freq. to 87.9 mhz. App. Nov. 4.

■ WIOB (102.9 mhz) Ann Arbor, Mich.—Seeks mod. of CP to change DA pattern. App. Nov. 5.

■ WCNL-FM (101.7 mhz) Newport, N.H.—Seeks CP to change HAAT to minus 215 ft. App. Nov. 5.

■ KPSA-FM (92.7 mhz) La Luz, N.M.—Seeks mod. of CP to change ERP to 30.75 kw and change HAAT to 610.08 ft. App. Nov. 5.

■ WSBW (99.7 mhz) Sturgeon Bay, Wis.—Seeks mod. of CP to change ERP to 30.75 kw and change HAAT to 610.08 ft. App. Nov. 5.

Accepted

■ *KUFW (90.5 mhz) Woodlake, Calif.—Seeks mod. of CP to move SL outside community of lic. App. Nov. 5.

■ WORZ (101.9 mhz) Daytona Beach, Fla.—Seeks CP to install aux. sys. App. Nov. 4.

■ WYBR-FM (104.9 mhz) Belvidere, Ill.—Seeks mod. of lic. to move SL to Rockford, Ill. App. Nov. 7.

■ *WSSL (89.5 mhz) Salisbury, Md.—Seeks mod. of CP to change ERP to 27 kw and change HAAT to 594.99 ft. App. Nov. 10.

■ *KOPN (89.5 mhz) Columbia, Mo.—Seeks CP to change TL and change HAAT to 236.16 ft. App. Nov. 4.

■ KPSA-FM (92.7 mhz) La Luz, N.M.—Seeks mod. of CP to move SL outside community of lic. App. Nov. 10.

■ WKSE (98.5 mhz) Niagara Falls, N.Y.—Seeks mod. of lic. to move SL outside community of lic. App. Nov. 4.

■ WSCP-FM (101.7 mhz) Pulaski, N.Y.—Seeks CP to install aux. sys. App. Nov. 4.

TV's

Accepted

■ WFTX (ch. 36) Cape Coral, Fla.—Seeks CP to change HAAT to 1,475.7 ft. App. Nov. 10.

■ WEVU (ch. 26) Naples, Fla.—Seeks CP to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,205 ft., and change TL. App. Oct. 28.

■ *WCAE (ch. 50) Gary, Ind.—Seeks MP to replace ant. App. Oct. 30.

■ WKYU-TV (ch. 59) Bowling Green, Ky.—Seeks MP to change from ch. 54 to ch. 24. App. Oct. 28.

■ WMFP (ch. 62) Lawrence, Mass.—Seeks MP to change ERP to vis. 20 kw, aur. 2 kw and change HAAT to 496 ft. App. Oct. 31.

■ WRYT (ch. 46) Norwell, Mass.—Seeks MP to change ERP to vis. 6.6 kw, aur. 660 w; change HAAT to 272 ft., and change TL. App. Nov. 10.

■ WFYF (ch. 50) Watertown, N.Y.—Seeks MP to change ERP to vis. 1,112 kw, aur. 111.2 kw; change HAAT to 1,268 ft., and change TL. App. Oct. 28.

■ *WVIZ (ch. 25) Cleveland—Seeks CP to change ERP to vis. 2,140 kw and change HAAT to 1,006.96 ft. App. Oct. 31.

■ KGW-TV (ch. 8) Portland, Ore.—Seeks CP to install aux. ant. App. Oct. 28.

■ WTVE (ch. 51) Reading, Pa.—Seeks CP to change ERP to vis. 1,326 kw, aur. 265 kw; change HAAT to 1,050 ft. App. Oct. 31.

■ KTTW (ch. 17) Sioux Falls, S.D.—Seeks MP to change

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Summary of broadcasting as of June 30, 1986

Service	On Air	CP's	Total *
Commercial AM	4,839	170	5,009
Commercial FM	3,923	418	4,341
Educational FM	1,247	173	1,420
Total Radio	10,009	761	10,770
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	422	222	644
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,264	273	1,537
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

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ERP to vis. 20.56 kw, aur. 2.05 kw; change HAAT to 208.6 ft., and change TL. App. Oct. 28.

■ WPTY-TV (ch. 24) Memphis—Seeks CP to change ERP to vis. 2,803 kw, aur. 560 kw and change HAAT to 1,021 ft. App. Oct. 30.

■ KTBC-TV (ch. 7) Austin, Tex.—Seeks CP to change HAAT to 1,260.7 ft. App. Nov. 10.

Actions

AM's

■ KTRO (1520 khz) Port Hueneme, Calif.—Granted app. to change ant. pattern and reduce power to 10 kw. Action Nov. 4.

■ WEBB (1360 khz) Baltimore—Granted app. to augment nighttime standard radiation pattern. Action Nov. 3.

■ WJJY (1270 khz) Baxter, Minn.—Granted app. to move SL to Brainerd, Minn. Action Nov. 4.

■ WOBM (1160 khz) Lakewood, N.J.—Returned app. to increase night power to 5 kw and change to DA-2. Action Oct. 30.

■ KEYZ (1360 khz) Williston, N.D.—Granted app. to operate transmitter by remote control. Action Oct. 29.

■ WPCN (960 khz) Mount Pocono, Pa.—Granted app. to make changes in ant. sys. Action Nov. 3.

■ WJJF (1180 khz) Hope Valley, R.I.—Granted app. to increase power to 1.8 kw. Action Nov. 3.

FM's

■ *WEGL (91.1 mhz) Auburn, Ala.—Granted app. to make changes in ant. sys. Action Nov. 3.

■ WWAV (102.3 mhz) Santa Rosa Beach, Fla.—Dismissed app. to change TL; change ERP to 1.23 kw, and change HAAT to 495.28 ft. Action Oct. 27.

■ KLTB (104.3 mhz) Boise, Idaho—Granted app. to change ERP to 52 kw. Action Nov. 5.

■ WKQA (104.9 mhz) Pekin, Ill.—Dismissed app. to install aux. sys. Action Oct. 27.

■ WYGO-FM (99.5 mhz) Corbin, Ky.—Dismissed app. to change TL; change ERP to 50 kw, and change HAAT to 401 ft. Action Oct. 27.

■ WYLD-FM (98.5 mhz) New Orleans—Dismissed app. to change TL; change ERP to 100 kw; change HAAT to 304.43 ft., and make changes in ant. sys. Action Oct. 27.

■ WAZZ (101.9 mhz) New Bern, N.C.—Granted app. to change TL. Action Nov. 5.

■ WTOF-FM (98.1 mhz) Canton, Ohio—Granted app. to install new ant. sys. Action Nov. 3.

■ KEBC (94.7 mhz) Oklahoma City—Granted app. to change TL and change HAAT to 1,387.44 ft. Action Oct. 31.

■ KOOS-FM (94.9 mhz) North Bend, Ore.—Granted app. to change ERP to 15 kw. Action Nov. 4.

■ WSN (98.9 mhz) Vieques, P.R.—Returned app. to change ERP to 6.24 kw and change HAAT to 988 ft. Action Oct. 27.

■ KKQV (103.3 mhz) Wichita Falls, Tex.—Dismissed app. to change TL and change HAAT to 992.28 ft. Action Oct. 27.

■ WIZN (106.7 mhz) Vergennes, Vt.—Granted app. to change freq. to 106.7 mhz; change TL; change ERP to 50 kw, and change HAAT to 373.92 ft. Action Oct. 31.

TV's

■ KFTV (ch. 21) Hanford, Calif.—Dismissed app. to move SL outside community of lic. Action Oct. 31.

■ WPWR-TV (ch. 60) Aurora, Ill.—Granted app. to change HAAT to 1,620.65 ft. and install new ant. Granted separate app. to install new aux. sys. Actions Oct. 30.

■ WXEK (ch. 29) State College, Pa.—Granted app. to change ERP to vis. 450 kw, aur. 45 kw; change HAAT to 1,301 ft., and change TL. Action Nov. 3.

■ WFLI-TV (ch. 53) Cleveland, Tenn.—Granted app. to change ERP to vis. 1,250 kw, aur. 125 kw; change HAAT to 1,169 ft., and change TL. Action Oct. 15.

■ *KLUJ (ch. 44) Harlingen, Tex.—Granted app. to change ERP to vis. 1,738 kw, aur. 174 kw and change HAAT to 971 ft. Action Oct. 30.

■ WLAX (ch. 25) La Crosse, Wis.—Granted app. to change ERP to vis. 501 kw, aur. 50.1 kw; change HAAT to 995 ft., and change TL. Action Oct. 30.

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New TV's	
KSLD	Sunland Communications Co., Riverside, Calif.
WBUY	Terry Jan King, Holly Springs, Miss.
Existing AM's	
KLTK	KCTE Gene Humphries, Southwest City, Mo.
WSNQ	WWMG Caravelle Broadcast Group of Coastal Carolina Inc., New Bern, N.C.
Existing FM's	
WIKS	WAZZ Joyner Communications Inc., New Bern, N.C.
WHZZ-FM	WPBE Robert T. Hudson, Huntingdon, Tenn.

Grants

<i>Call</i>	<i>Assigned to</i>
New AM	
KTLL	Placerville Radio Broadcasters, Placerville, Calif.
New FM's	
WESI	Leverrier Broadcasting Inc., Strasburg, Va.
WRAU	Franklin Broadcasting Co., Ravenswood, W. Va.
WOMA	D&M Broadcasting Co., Algoma, Wis.
New TV's	
KPCS	tvUSA/Pueblos Ltd., Pueblo, Colo.
KYBJ	Hispanic Tele-Media Network Inc., McAllen, Tex.
Existing AM's	
KICT	KNNN Compass Communications Salina, Kan.
KEWI	KSKX Midland Broadcasters Inc., Topeka, Kan.
WMET	WMTG Beltway Communications Corp., Gaithersburg, Md.
WGZS	WMNY Clarence Jones, Elloree-Santee, S.C.
WKQD	WCWY TRH Inc., Tullahoma, Tenn.
Existing FM's	
*KBUT	KIEG Crested Butte Mountain Educational Radio Inc., Crested Butte, Colo.
KICT-FM	KICT Compass Communications Wichita, Kan.
WWTM	WWIA David C. Schaberg, Gladstone, Mich.
KTYX	KZEA Thomas Broadcasting Inc., Healdton, Okla.
WKQD-FM	WKQD TRH Inc., Tullahoma, Tenn.
KKMJ	KLQT Keymarket Communications of Texas Inc., Austin, Tex.
Existing TV	
KWQC-TV	WOC-TV Palmer Communications Inc., Davenport, Iowa

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First-list salesperson needed for combo regional stations dominant in three northern California counties. Must have solid agency experience as well as adeptness at local street sales. Must be able to lead sales staff in selling rates 50% higher than competition. Prove yourself and take over the sales department. Perfect opportunity for aggressive 3-5 year vet looking for that move into management. Job paid 26K last year and we're growing dramatically. Send resume to P.O. Box 631, Marysville, CA 95901, Attn: Mr. Moore. EOE 916-742-5555.

Class C FM: in northern Wisconsin seeking a manager strong in sales to lead a staff a conquer an undeveloped market. Outgoing selfstarter. B.A. degree in a related field a must, experience a requirement. Excellent benefits. Box L-42.

Established AM/FM combo waiting for selling GM in Midwest. Good ratings. Group possibilities, salary incentives and possible stock options. Send resume to Box K-95.

Wanted general manager, successful small market. AM/FM WMST Box 381, Mt. Sterling, KY 40353.

Sales manager: growing group seeks problem solving promotion oriented manager to lead local staff to full potential. Sell leading CHR in California central coast market. Send resume, sales philosophy and references to GM/KRQK 516 North "H" Street, Lompoc, CA 93436.

Sales manager for Class C upgrade located in north Alabama. Must be proven sales trainer, good leader, team player, and salesperson. Good starting income and benefit package and gets better with performance. Send resume and salary requirements to Ron Brandon, WHKW, Box 570, Fayette, AL 35555. EOE.

General sales manager! Established AM/FM station in western Mass. needs experienced promotion oriented general sales manager. If working with an aggressive sales team interests you, send resume outlining accomplishments to Box L-67.

AM program manager: WXXI-AM in upstate New York seeks an experienced professional to supervise news and jazz programming staff. Degree in broadcasting or liberal arts, technical training in the operation of broadcasting equipment. Minimum one year in equivalent management position at public or commercial station. Send resume and salary history to WXXI Personnel Dept., P.O. Box 21, Rochester, NY 14601. EOE.

GM/GSM: WRTF-1530-AM 10kw (D) Chapel Hill/Durham's only inspiration station. Great format. Missing ingredient highly motivated GM/GSM. Profit incentive for right person. Write: 4411 Chapel Hill Blvd. Durham NC 27707.

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AM/FM in rapidly growing area near Washington, D.C. seeks experienced sales people who thrive on exceeding goals. Salary plus commission and benefits. If you're serious about selling, we'd seriously like to hear from you. Call 301-423-9497.

National sales manager: WALK FM/AM, Long Island's #1 radio station, has opportunity for national sales mgr. with minimum 3 years radio sales background. Ability to travel. Resume to Ron Gold, Station Manager, WALK FM/AM, P.O. Box 230, Patchogue, NY 11772 E.O.E.

California... KFIG AM/FM is currently seeking a professional, highly motivated salesperson with experience in direct and agency sales. Draw against commission plus outstanding benefits. Contact Wayne Scholle Box 4265, Fresno, CA 93744. 209-268-8801. EOE M/F.

WITU-FM is expanding and looking for experienced radio sales people. Send letter of introduction, resume and work references to WITU, P.O. Box 370, Cobleskill, NY 12043.

Upper Midwest stations are expanding the sales department, and seeking applications for advertising sales representatives. Candidates must have some marketing or sales experience, must possess excellent communications skills and above average creativity. University training preferred. Send resume and letter of introduction to Walt Bergman, General Sales Manager, WSPT/WXYQ, Post Office Box 247, Stevens Point, WI 54481-0247. EOE/M/F

New England market looking for a hard working, ambitious sales manager for WNEB, a successful music of your life station in Worcester, Mass. If you think you are the person, send letter, resume and salary desired to Melvin Katz, 11 Norwich Street, Worcester, MA 01608.

California. Medium market in high desert 60mi N. of Los Angeles. Sales manager in young expanding group for underdeveloped AM. Was doing 30K. Call Bob Adelman 805-945-9454. 858 W. Jackman, STE 101, Lancaster, CA 93534.

Aggressive, street wise salesperson needed for new Albany FM. Right person could move into sales manager's position. Growing 14 station group. Resume, references to Jeff Weber, Vice-Pres./GM, WMVQ-FM P.O. Box 5, Albany, NY 12201.

HELP WANTED ANNOUNCERS

Announcer: Soft contemporary Class C FM station in northern Wisconsin is looking for an air personality with leadership experience and good communications skills. Excellent benefits. Box L-43.

Announcer: Key morning shift position. Requires knowledge of classical music and competency with foreign language pronunciation. Proficiency in operation of audio equipment. Send resume and non-returnable demo tape by Nov. 24: Manager of Human Resources, WMHT-FM, Box 17, Schenectady, NY 12301. EOE.

Announcer with news and PA background needed for Christian station. Applicants should have minimum 2 years announcing experience. Reply by December 1, 1986, to Station Manager, Steve Wright, 2225 North Concord Rd., Albion, MI 49224. Family Life Broadcasting is an equal opportunity employer. Minorities and women are urged to apply.

Suburban Washington D.C. radio station looking for solid air personality Modern adult contemporary format. Must be ready to have fun and get involved in the community! Submit resume and tape to: Box 1669, Middleburg, VA 22117.

Small market AM-FM needs an experienced announcer-salesperson. Position could be available immediately or by January 1. Send complete resume and audition tape to Manager, Box 697, Crossett, AR 71635. EOE.

Urban FM needs announcers, prefer deep voice, also aggressive and organized sales people. Send tape & resume to WVIS-FM Box 487 Frederiksted, St. Croix Virgin Islands 00840, or call after 1 p.m. at 809-778-5199.

Telephone talk. Major market station wants personality with provocative, humorous, imaginative telephone finesse. Send resume. EOE. Box L-15.

#1 Mid-Atlantic 50,000 watt FM country station needs team-playing, hard-working morning person/PD/MD. Salary to high teens. Resume to: Box L-70.

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HELP WANTED TECHNICAL

Chief engineer for KZBS FM Oklahoma City. \$36,000 beginning salary. General radiotelephone operator license and FM experience required. Resume to Bill Lacy, KZBS, 9400 North Broadway, Suite 99, OKC, OK 73114-7499, EOE.

Chief engineer: AM/FM combo seeks experienced engineer. Must be knowledgeable in AM directional, automation, Class B FM and overall maintenance of studio equipment. Salary depending on qualifications. Excellent benefits. Send resume and references to: General Manager, WQHQ/WSBY, P.O. Box U, Salisbury, MD 21801. EOE.

Chief engineer for KBUC AM/FM San Antonio. Applicant should be experienced in high power FM, directional AM, studio maintenance and remote broadcasts. Send resume and salary requirements to: Bruce Hirsh, TK Communications, Inc., 3000 SW 60 Ave., Ft. Lauderdale, FL 33314. EOE.

Radio maintenance engineer: KYUK AM/TV in Bethel Alaska has an immediate opening for a maintenance engineer. Applicants should have 3-5 years experience in all phases of radio maintenance and construction and possess a valid General Class license. Some knowledge of television is desirable but not necessary. Open until filled. Resumes should be sent to: Brad Humelsine C.E., KYUK AM/TV, Pouch 468, Bethel, Alaska 99559. Bethel Broadcasting is an equal opportunity employer.

RF sales engineer. This will be a rewarding position for an individual with experience in all areas of radio broadcast equipment with emphasis on FM RF systems. The position involves field travel and is based in the Philadelphia area. Contact Radio Systems, Box 356, Edgemont, PA 19028. 215-356-4700.

Palm Springs, CA area AM/FM is looking for a broadcast and cable system engineer. Call Bob Osterberg 619-347-2333 between 8-4 pm PST.

HELP WANTED NEWS

Experienced anchor/reporter for Long Island's most powerful station. We want a strong communicator with solid air sound and one-on-one writing skills. Send recent aircheck and resume to Frank Brinka, News Director, WALK FM/AM. P.O. Box 230, Long Island, NY 11772. EOE.

Experienced newscaster wanted to revitalize and energize an already solid news dept. at western Massachusetts AM/FM. Send cassette and resume to: Radio News, 417 E. 57th St., Apt. 19C New York, NY 10022. EOE.

KUAT is looking for a bi-lingual producer/writer for our Spanish language programming service. This individual will be responsible for producing news and public affairs segments and programs in Spanish and English. Degree in radio/TV plus 2 years news and public affairs experience required. Salary range \$18,836 - \$20,720. Send letter of interest and resume to Staff Employment, University of Arizona, 1717 East Speedway, Tucson, AZ 85721, by December 17, 1986. The University of Arizona is an equal opportunity/affirmative action employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Music director. Oops! 1968 civil service copy got by us. Disregard recent ad for classical music programmer/announcer. We are a growing and progressive public radio operation with three stations serving 12+ population of 800,000 in WA/OR/ID. Seeking person with strong background in classical music who fits our on-air sound in presentation and in music selection for other shifts. Position requires a bachelors degree in liberal or performing arts. Successful candidate will have two to five years experience announcing classical music for broadcast. Excellent working environment and living conditions. \$20,000 - 24,000 DOQ. Respond with resume and tape by December 1 to Arthur Cohen, Northwest Public Radio, Washington State University, Pullman, WA 99164-2530. WSU is AA/EEO employer.

AM stereo 56 in Columbia, South Carolina, is looking for an aggressive, take-charge, self-motivator for our morning announcer/program director. We need someone who can continue the ratings strength and reputation achieved over 56 years of MOR, news, sports and information broadcasting. Columbia is a superb place to live and ideal for a family. If you have experience and are ready for the challenge of this leadership position, send a cassette of the kind of morning show you would do along with all the reasons why you are right for this opportunity to: Charley Jones, WIS Radio, PO Box 21567, Columbia, SC 29221. Do it today and include your salary requirements so we can move quickly.

Producer/talent coordinator sought by major East Coast talk station. Must demonstrate ability in research, writing, and guest booking. Experience in consumer and entertainment reporting helpful. Looking for resumes that show a record of initiative. Box L-63.

Morehead State University: Office of WMKY Radio-Program Director. Morehead State University invites applications and nominations for the position of program director. The responsibilities include planning and coordinating overall programming with strong commitment to news/information/public affairs and classical/jazz/folk music. Supervises programing and operations; evaluates ascertainment and audience data; maintains necessary records for CPB/FCC and does air shift. Bachelors degree in communications or related field required. Five years experience with at least 3 years in public radio desired. Supervisory experience necessary. Should have thorough knowledge of public radio philosophy and programing techniques plus be knowledgeable with FCC rules and regulations. Need proven track record in announcing and as program host. All applicants must send audition tape and 3 letters of recommendation with letter of application and resume no later than December 1, 1986 to: Office of Personnel Services, Morehead State University, HM 101, Morehead KY 40351. MSU is an equal opportunity action employer.

Radio traffic support person: Computer software company seeks experienced radio traffic person to support radio station clients using our traffic and billing system software. Computer background helpful. Excellent benefits. Salary negotiable. Send resume to: Management Solutions, Inc., Box 613, Springvale, ME 04083. EOE.

SITUATIONS WANTED MANAGEMENT

Ready to generate revenue and control your bottom line now. Experienced GM with extensive sales and programing background seeks Northeast or Midwest medium market. Box L-50.

Successfully employed major market Indy TV seeks upward move with established company. Experience includes sales and general management successes with top companies. Radio, television or cable. Call 415-731-0395.

Attention Florida broadcasters! Selling general manager with strong broadcast/CATV management experience. Wants new challenge. A leader and motivator in sales, programing, promotions, community involvement. Bottom line oriented. Budgets are a must. Present positions as VP/general manager 16 years. Will invest substantial cash for equity position. Box L-71.

Controller for group seeks similar position, or business manager for your medium to large market AM/FM and/or TV. Background includes small-market radio ownership. Box L-69.

General manager or general sales manager. I'm aggressive, hard working, experienced, innovative, dedicated and successful. Ready to increase your bottom line, revenue and ratings. Experience as account executive in top 25 market, general manager in small market, and general manager in top 5 market. Station sale means time to move. I work well with people and we produce! Your station must be in, or near, metropolitan area. Call 212-489-0555. Ready to relocate.

Difficult situations, turnarounds, experienced former owner, manager, and sales manager. Now all phases radio. For full information, invest in a phone call. 704-487-1589.

Desirous of general manager position with part or full ownership investment of AM/FM property. Open to all areas of USA. Ted Smith, 97 Rt. 202, Suffern, NY 10901. 914-357-9425 or 914-356-7060.

Successful 90 day turnarounds. "Hired Gun" team with winning track record available for long-term assignment in 150,000+ metro. Box L-68.

General manager: 22 years in management. Strong tradition of success, committed to professionalism, goal achievement. Results oriented leader and motivator. Knowledgeable competitor that produces high sales & profits. Want a winner, write. Box L-66.

Available immediately-general manager, with outstanding administrative, people and sales management skills. Bottom line, profit motivated. Seek a return to coastal waters. Doug Clements 515-280-6163.

SITUATIONS WANTED ANNOUNCERS

Premier talk host. One of the nation's finest radio talk hosts now available. Nearly twenty years top ten market experience. Acclaimed as "one of the nation's best radio talk host" by the Detroit News, and chosen this year as the "best talk show hosts in Detroit" by Detroit Monthly magazine. Great voice, superb interviewer, extraordinary general knowledge. Resume and tape on request. Box K-84.

Qualified, experienced, educated, enthusiastic, air personality/announcer looking for full or part-time position in New England, New York or New Jersey. All offers considered. Please call Andy at 718-979-3171.

Available now! DeeJay production man, degree in broadcasting. 1 1/2 years experience. Some news. Prefer Midwest market. Call 307-745 4811 ext. 133. Write 1912 Thomburgh, Laramie, WY 82070.

SITUATIONS WANTED TECHNICAL

Experienced engineer desires maintenance with AM-FM combo. Solid background with transmitter and studio. Prefer South or SW region. Hank 317-297-4535 evenings.

SITUATIONS WANTED NEWS

Solid journalist looking for news director anchor/reporter position. Experienced, professional aggressive, dedicated. 309-833-3129.

Looking to break into radio news. Money no object, relocation no problem, hard worker, can do sports. Call for tape, "including street work", resume, writing samples, references. Robert Brown, work number 212-867-7020.

Ready for basketball? Energetic sportcaster/news-caster. Exciting PBP, excellent reporting, interviewing, writing skills. D.J., production at top rated station. Hard worker. Bob. 601-442-0574.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

I'll talk for my supper! 25 year veteran all phases radio, seeking PD and/or talk-show host. Currently employed. Box L-40.

Wanted: engineer tutor. 10 year air veteran seeks career change. Technical background, many abilities, dedicated, hardworking. Prefer Midwest. 217-287-7626.

16 year pro with major market experience seeks new PD/OM opportunity in top 100 AC/CHR. 100% relocatable. Steve Sutton. Phone 912-244-8642.

Dedicated pro seeks PD or MD position. Experienced CHR (WZZR, WRQX) AOR (WKLS) and AC (WEZS). J.T. Stevens 804-379-2250.

MISCELLANEOUS

Anxious to make a move? The Hot Sheet contains fresh weekly job listings. Television, radio, corporate communications. 813-786-3603.

TELEVISION

HELP WANTED MANAGEMENT

Program/operations manager: #1 CBS affiliate has good opportunity for right person. Job includes responsibility for station programing; contact with network; also, overall responsibility for station production, promotion and on-air look. Production background preferred. Administrative and people skills - a must. Send resume, salary history and career objectives to General Manager, WTVR-TV, 3301 West Broad St., Richmond, VA 23230. EOE.

News director. News leader, NBC affiliate top 40, Southeast, seeks experienced professional with exceptional track record, credentials and degree. 6 years experience required. Strong ENG. Conus helpful. Send resume, salary requirements and references to Box L-37. EOE, M/F.

Local sales manager, Midwest ABC affiliate needs a creative self-motivator with skills to lead an aggressive sales team. A proven track record in local sales leadership desired. Send resume and salary requirements to Larry Katt, WAND-TV, 904 Southside Dr., Decatur, IL 62521. EOE.

Development director. WFUM-TV/Channel 28, The University of Michigan-Flint. Minimum qualifications: BA degree, three to five years management/supervisory experience. Actual experience at public television or radio station, and on-air experience desirable. Looking for qualified professional to be responsible for entire development department. Strong leadership and communication skills necessary, plus marketing and sales experience desirable. Responsible for membership, direct mail, underwriting, and volunteer programs. Salary negotiable and commensurate with experience. Send resume to: Gordon Lawrence, Station Manager, 1321 E. Court St., Flint, MI 48502 by December 1. AA/EOE.

Development director, Anchorage, Alaska: KAKM-TV is seeking a dynamic individual responsible for income producing development activities including program underwriting, production grant writing, planned giving, capital campaigns, and other related activities. Supervises development staff, participates in regular membership drives, auction, etc. Candidate must have initiative, be creative, have "on-air" presence and possess excellent communications skills. Degree in broadcasting or related field and five years experience in community relations, marketing, fundraising, advertising or volunteer leadership required. Public broadcasting experience preferred. Salary commensurate with qualifications and experience. Good benefits package. Send resume to General Manager, KAKM-TV, 2677 Providence Dr., Anchorage, AK 99508. KAKM is an EOE.

Business manager: Top ten market. Independent station requires business manager responsible for all business affairs of station. Applicant will develop operating and capital budgets. Must have at least two years of experience in television financial management. Data processing and PC spreadsheet experience beneficial. EOE. Box L-75.

Assistant business manager: Major market independent has an opening for an individual with broadcast accounting background. Candidate should possess collection experience, strong PC skills, office supervision and budgeting experience. Experience with a broadcast data processing system beneficial. EOE. Box L-77.

Traffic manager: Independent station in major southwest market seeks traffic manager with Enterprise (formerly Kaman) traffic system experience. Must have excellent managerial skills to handle large department. IBM System 38 operation experience desirable. Box L-76.

HELP WANTED SALES

National accounts representatives—TvB. The Television Bureau of Advertising (TvB) needs an experienced salesperson in Chicago to expand television budgets of national advertisers. The requirements are a demonstrated sales ability with a knowledge of national advertisers and the media they use. Send resume to: Dick Severance, Television Bureau of Advertising, 477 Madison Ave., New York, NY 10022.

Advertising sales account executive. The largest cable system in Washington ADI with state of the art technology is searching for several advertising sales account executives who aspire to a high income media career growth opportunity. These dynamic positions will market a diversified multi-media menu including network spots, prints, direct mail, and commercial and program production. Compensation and benefits are competitive. Send all inquiries to: Media General of Fairfax, P.O. Box 468, Chantilly, VA 22021. ATTN: Human Resource Department.

National sales manager. Significant opportunity! KSTP-TV, Minneapolis/St. Paul. Applicants must have extensive broadcast sales experience. National sales management or a background in national representation is desired. Applicants should have a college education and be prepared to commit the hours and the energy necessary to do the job. Resumes should be submitted to: Tom Fee, General Sales Manager, KSTP-TV, 3415 University Ave., Minneapolis, MN 55414. Equal opportunity employer, M/F.

Local-regional sales manager. Medium market CBS affiliate seeks a creative self-motivator with the skills and desire to lead a young sales team. If you possess a proven track record and can demonstrate a leadership role in TV sales, send resume and salary requirements to Box L-56.

National sales manager. WFSB is seeking an organized, creative and aggressive national sales manager to operate in the most complex and competitive markets in the country. Responsibilities include inventory and pricing control, working with our national rep and buyers and developing and executing sales strategies. This position requires extensive travel, long hours, and national representative sales experience. Some sales management and New York rep experience preferred. Send resumes to: Personnel Dept., WFSB, 3 Broadcast Plaza, Hartford, CT 06115.

Local sales manager: North Carolina. Number one ABC affiliate seeks individual with local direct sales and management experience. Must be organized, self-motivated and have ability to supervise experienced local sales staff. Position to be filled by January 1, 1987. Great opportunity to join a good station and television group. Send resumes to William D. Webb, WCTI-TV, P.O. Box 2325, New Bern, NC 28561. EOE. No phone calls.

Local sales manager needed by top-ranked CBS affiliate to train and lead an aggressive team of sales professionals. TvB-trained, people-oriented motivator will know how to present the television story in addition to negotiating numbers. Excellent benefits. Send resume and salary requirements to Jim Grimes, WIFR-TV, P.O. Box 123, Rockford, IL 61105. EOE.

Sales manager for solid independent in Midwest. All the usual desirable characteristics apply. Independent selling and supervising experience a plus. Send resume to Tommy Thompson, KDSE-TV, 4023 Fleur Dr., Des Moines, IA 50321.

Account executive. Television sales experience necessary for ambitious account person with growth potential in excellent market. Send resumes to: Local Sales Manager, WTVF, 474 James Robertson Pkwy., Nashville, TN 37219.

HELP WANTED TECHNICAL

Chief engineer for television station located in Northwest. This exciting opportunity requires experience and skills in administration of an engineering department and interdepartmental coordination. Some experience in construction projects is desirable. Excellent benefits. Salary commensurate with experience and qualifications. Resume to Box L-47.

TV maintenance engineer for UHF independent station/production facility in Los Angeles. Applicant must have minimum of 1-2 years experience in component level maintenance of broadcast systems. General Class license or SBE certification preferred. Salary based on experience—excellent benefits and working environment. Send resume/references to Steven Glickman, CE, KSCI-TV, 1954 Cotner Ave., Los Angeles, CA 90025 or call 213-479-8081.

Chief engineer needed for CBS affiliate in medium Sunbelt market. Must be strong, aggressive manager with talent for supervising people and working effectively with department heads. Hands-on technical expertise in maintenance and operation of television station VHF transmitter and studio equipment are prerequisite. Please send resume to General Manager, WRDW-TV, Drawer 1212, Augusta, GA 30913-1212. EOE.

Maintenance engineer. Minimum 3 years experience with studio equipment and 1" tape. ENG related maintenance desirable. Send resume to: Myron Oliner, VP/Chief Engineer, KUSA, 1089 Bannock St., Denver, CO 80204. We are an equal opportunity employer.

Apply today: tape maintenance engineer needed! Work in East Coast major market television station. We are looking for a talented self-starter to work on TCR100's, Ampex VPR2B's and Sony 2000's. If you qualify send your resume to Box L-46. EOE.

HELP WANTED NEWS

WE anchor/general assignment reporter. Expansion of department requires addition of 11 PM WE anchor and 2 general assignment reporters. One (1) year TV experience required. Must be able to edit on 3/4". Mid-Atlantic affiliate. Send resume to Box L-2 with salary requirements.

10PM producer wanted for domestic NBC station. Send resume and tape to Jon Janes, News Director, WOC-TV, 805 Brady St., Davenport, IA 52808.

News producer. WJBK-TV Detroit is seeking top-notch news producer with at least two years' experience producing news programs. Writing and production skills a must. Contact Christine Sloat, Assistant News Director, WJBK-TV, P.O. Box 2000, Southfield, MI 48037 313-552-5249. EOE, M/F.

News bureau reporter/photographer/editor. For news bureau with CBS station. Resume & tape to Roy Hardee, News Director, WNCT-TV, P.O. Box 898, Greenville, NC 27834. EOE.

Two reporter jobs: Midwest ABC affiliate looking for a reporter and a reporter/photographer. 70's market. ENG and live. Minimum one year experience. Reply Box L-52. EOE.

Meteorologist: Radar, graphics data. Midwest medium market. Looking for a team player to make weather interesting and informative. Live capability. Minimum 2 years experience. Reply Box L-53. EOE.

Executive producer: Strong Northeastern medium market station looking for take charge person to handle day-to-day operations and special projects. Must have superb people skills. Work with producers and reporters. Outstanding production and writing skills required. Box L-57.

Weekend sports anchor/reporter. Minimum two years experience. We're looking for a real fire breather who is a sports journalist first. We're number one rated in our market and committed to excellence. Send tape and resume to Jim Holland, News Director, WTVH-TV, 980 James St., Syracuse, NY 13203. No phone calls, please. EOE.

Assistant news director: Major group. ABC affiliate in top 30 market seeks candidate with 5-7 years experience in news management, should include assignment desk and broadcasts. Candidate should possess good people skills along with good news skills. Station is computerized and a Conus member. Send resume attention News Director to Box L-64.

Weekend anchor/weekday reporter. Tapes, resumes, salary requirements to Bonnie Wheeler, WSIL-TV, 21 W. Poplar, Harrisburg, IL 62946. No calls. No tapes returned. VHS preferred.

Co-anchor, immediate opening. Five years experience in television and at least two years anchor experience. Send tape showing anchor and reporter samples by December 5 to News Director, KOLN-TV, 40th and W Sts., Lincoln, NE 68503. KOLN is an equal opportunity employer.

Reporter. Expanding CBS affiliate searching for solid television journalist. Anchor experience a plus. Immediate opening. Send resume, tape and salary requirements to: News Director, WITZ-TV, P.O. Box 5185, Meridian, MS 39301. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

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., #180, Atlanta, GA 30339. EOE.

WTXX, the leading independent station in the Hartford/New Haven market, is seeking an individual to produce, write and host daily cartoon wraparounds and a series of children's specials. Send resume and salary requirements to General Manager, WTXX, 414 Meadow St., Waterbury, CT 06702. EOE.

Promotion/writer-producer-director. Must create, write, produce TV broadcast promotion, with heavy TV news emphasis; as well as presentations for sales and station image promotion. Minimum 4-6 years TV promotion experience with knowledge of research as it affects promo content and placement. Minimum 3 years proven track record in writing TV promotion, plus production expertise in the use and operation of the most modern graphic design and "post" editing facilities. Send resume and examples of work to: Personnel Administrator, WHAS-TV, P.O. Box 1011, Louisville, KY 40201. An EEO employer.

Commercial producer/announcer/writer. Opening for senior director with experience, talent, enthusiasm, and skills in location and studio tape production. You'll have the freedom to create a selling spot from concept to completion in this "space-age" SE market. Send 3/4" cassette/resume to Lew Koch, Operations Manager, WAAV-TV, P.O. Box 2555, Huntsville, AL 35804. EOE.

Associate director - PBS Encore! PBS Encore! A department of PBS which manages the acquisition, marketing and distribution of programs to public television stations, has an opening for an associate director. Qualified candidate must have a bachelor's degree in communications, business, marketing or related field or the equivalent experience. Minimum 5 years experience in broadcast programming, distribution and/or marketing, preferably in public television. A working knowledge of program scheduling and marketing required. Salary commensurate with experience. (Deadline for accepting application is November 29, 1986.) If you are interested in this excellent opportunity to become a part of a team of professionals, respond with letter of interest, resume, salary requirements and the names of three professional references to: PBS, ATTN: Sheila E. Humphrey, 1320 Braddock Pl., Alexandria, VA 22314-1698. EEO/AA.

SITUATIONS WANTED MANAGEMENT

Direct, confident, skeptical. I've been so described. I've also been called open, effective and thorough. Out of television briefly by choice; experienced, intelligent news director is ready for your 20's through 50's challenge. Box L-17.

Successfully employed major market indy TV seeks upward move with established company. Experience includes sales and general management successes with top companies. Radio, television or cable. Call 415-731-0395.

SITUATIONS WANTED ANNOUNCERS

TV-radio talk host-producer. Major market issue and celeb experience. Good live audience, spontaneous humor, comfortable location or studio. Box L-14.

SITUATIONS WANTED NEWS

Sports journalism isn't dead. Radio sports standout seeks TV challenge. Impeccable track record. 6 years experience, some on-camera. 100% professional, poised, glib, creative, meticulous. Eager learner, dynamic talent can make sudden impact! Barry, 802-885-9428.

Meteorologist seeking full time sunbelt position. AMS television seal. Ten years experience small, large markets. Box L-44.

Sports director in top 40 market desires move up. Major college play by play experience (ten years). Top references and background. Box L-35.

Milwaukee freelancer looking for sports position in small, medium market. Enthusiastic, hard working, ready to move. For tape, resume, call Dave 414-228-1502.

Veteran large market radio ND wants move to TV as ME, AE, or ND. Quick-thinking, creative, visualizer, motivator. Twenty years of street savvy, budgeting and personnel development. 901-794-4695.

Research assistant/writer. Experienced in all phases of broadcasting. Medium-large market. Newhouse grad-Syracuse University 1980. Please contact Michael Mostow, 8200 Wisconsin Ave., #914, Bethesda, MD 20814. 301-951-8661 or 530-0303.

News director/EP: 18 years as talent, producer, ND. Good with people, living within budget & understanding station goals. Box L-59.

Anchor/reporter. Former print reporter and radio news reporter in mid-40s available for TV. Good opportunity for station needing a mature anchor at moderate bucks. Excellent on-camera presence. Will relocate. James Lewis 405-848-5737.

Meteorologist seeking position in small-medium market. Experience in forecasting, radio, computer graphics, and college lecturing. AMS seal eligible. Dynamic presentation. Jim 703-883-5665 daytime.

Tough investigator, formerly in TV news, top 50 market, now running statewide criminal corruption probes, seeks position at station committed to investigative reporting. Master's degree, detailed knowledge of government operations. Box L-65.

Feature creature: Veteran medium market reporter/anchor has proven imagination, personality, and drive to create features that hit home. Live experience. Reach through: 513-825-4450.

Videographer/editor/writer, broadcasting B.A., seeking reporter/videographer position in small to medium market. Will relocate. Matt, 408-252-4113.

Fresh, charming, attractive on-air talent with strong appeal to both male and female audience, is seeking talk/entertainment show host, or entry level news reading position. Television experience. Tape available. Will relocate. Hungry. Call Marie 216-831-3930.

News director who builds fast-paced, aggressive newscasts filled with people-affected stories. I work hard. 208-345-5403.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Photographer/editor. Seven years experience currently employed in forties market seeks position in Europe or other interesting locale. 814-677-5027.

Sportscaster/producer seeking return to New England TV, radio, production houses, agencies, 15 years experience. Good video editing skills, PBP, voice-overs. Will consider any decent offer, especially Boston or Providence. 201-499-0984.

National award-winning scriptwriter, New York State Press Association award-winning journalist, Ph.D. with excellent research skills and record of proposal successes. L. Buttino, 107 Cypress St., Rochester, NY 14620. 716-461-5566.

Need an assistant editor, Chyron op., production assistant? I'm available and willing to relocate anywhere. For resume and tape, call Mark 303-744-0967.

MISCELLANEOUS

Discover why Media Marketing is such an invaluable source for job-seekers and employe-hunters. Television, radio, corporate communications. 813-786-3603.

Primo People looking for accurate, personable weathercasters with solid credentials. 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

Expert in television community service for professor of journalism and inaugural Leonard H. Goldenson Chair of Local Broadcasting. Candidate should have established national reputation with vision and energy to guide innovative venture. Goal is to provide continuing mid-career educational and research service to help broadcasters upgrade their skills and better serve their communities. Duties include serving as national spokesperson for the concept, conducting workshops and seminars, and teaching broadcast issues. Requires bachelor's degree and extensive experience in local television, preferably in both news and management. Prefer master's and some teaching experience, too. Open until filled. Send resume to Rod Gelatt, Chairman, Broadcast Department, University of Missouri School of Journalism, P.O. Box 838, Columbia, MO 65205. AA/EOE.

Instructor/assistant professor broadcasting/film areas. Full time, tenure track position in telecommunications and film beginning Fall 1987. Will teach production, writing, history/theory. Qualifications: Instructor level - ABD in telecommunications and film or related field required. Ph.D. preferred. Teaching experience preferred. Assistant professor level - Ph.D. required, teaching experience preferred. Both levels require broad interest in radio, television, and film with a demonstrated commitment to teaching and scholarship, plus an interest in supervising lab productions and internships. Industry experience a plus. To be considered for this opportunity send a letter of application, detailed vita, and three letters of recommendation to us immediately. In addition, transcripts and samples of scholarly/creative work must also be received by January 15, 1987. Position ICTA, Human Resources Department, P.O. Box 920, c/o Dennis Beagen, Department Head, Eastern Michigan University, Ypsilanti, MI 48197. EOE.

Reagan Chair of Broadcasting, academic appointment beginning Fall semester 1987. The Department of Broadcast and Film Communication at the University of Alabama seeks applications and nominations for a permanent endowed position, the Ronald Reagan Chair of Broadcasting. Carries salary, support funds, and performance expectations consistent with a major senior-level appointment at the rank of professor. Candidates should have a doctorate and a strong record of teaching and research in broadcasting/mass communication. The successful candidate will be an individual who is recognized nationally for research and scholarship in telecommunication issues relating to professional broadcasting government policy, or society at large. Commitment to continued scholarly productivity is important. Interviews will begin in early 1987. Processing of applications and nominations will begin on January 15 and will continue until the position is filled. Applicants should send letter, vita, supporting materials, and names of references to: Dr. Ray Carroll, Chairman of the Search Committee, Reagan Chair of Broadcasting, The University of Alabama, Box D, Tuscaloosa, AL 35487. The University is an equal employment opportunity/affirmative action employer.

The University of Florida seeks an assistant professor of telecommunication on tenure track line for August 1987. Desire a generalist with ability to teach basic television production and in one or more of the following areas: writing, research, operations/programming, promotion or mass communication and society. Appointment to graduate faculty possible. Ph.D in telecommunication, or related field, and production experience in television or cable required. ABD considered. Salary range: \$26-32,000 for nine months. Send resume and three reference letters to: Dr. John Wright, Department of Telecommunication, 2088 Weimer Hall, University of Florida, Gainesville, FL 32611. Application deadline: November 28, 1986. The University of Florida is an equal opportunity affirmative action employer. The selection and interview process will be conducted under Florida's "Government in the Sunshine" and public record laws. Meeting and interviews will be open to the public and documents will be available for public inspection.

Assistant Professor of Telecommunications tenure-track beginning Fall, 1987: teach production courses, conduct research, and supervise internship. Programs emphasizes research potential. Submit resumes, and names, address, and phone numbers of at least three references by 12/1/86, to: Garland Elmore, Indiana, IN 46202. EOE.

Assistant or associate professor to teach production design, management. Ph.D. required. Professional experience beneficial. Tenure track. Salary competitive. Application deadline: December 15, 1986. Include resume with names, addresses of references. Send to George Wead, Department of Communications, James Madison University, Harrisonburg, VA 22807. 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

200 movies for sale. High quality video. 3/4", 1" and Pal formats. Write for listing. V. Stasiunaitis 7321 W. Breen, Niles, IL 60648. 312-966-0496.

Starfield: Brilliant, beautiful computer generated Starfield. Runs five minutes. \$200 in any format. Market One Communications, P.O. Box 323, Radio City Station, NYC, NY 10101.

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, 303-665-3767.

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

FOR SALE EQUIPMENT

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-884-0888. Telex 910-240-3856.

25KW FM-Harris FM25K(1986), Harris FM25K(1983), Sparta 625(1975) McMartin BF 25K10KW FM-Harris 10 HS**5Kw-Bauer 605 B, RCA BTF 5E1, AEL 5KE, CSI 5000E, RCA BTF 5B** 2.5 FM-Sparta 602A**1KW FM Syntronics 1.5KW, Gates FM1B, RCA BTF 1E, Transcom Corp. 215-884-0888.**

10KW AM -RCA BTA 10H-on air5KW-RCA BTA 5T1-on air**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.

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.

McMartin BF-25K FM transmitter with Harris MS-15 exciter. 8 yrs old. On air. Available Jan. 87. \$17,500. 1-205-956-2227.

Several 5 pot mono/stereo boards, QRK/Russco TTs, TEAC R/R, cassette decks avail up to 50% off cost. Lewis, 213-659-5776.

Two RCA 60kw UHF transmitters. Tunable 14-29. Good condition. One available immediately, other 60 days. 404-299-1175.

Used or new equipment... from cart machine to towers. For your specific needs, call Dale Hendrix, Holt Technical Services at 215-866-2131. A division of the Holt Corporation.

Cable, Helix 3 1/8 dia. with EIA fittings, 1600 ft all or part \$12 per ft. Call 205-879-1621.

Grass Valley 100: One year old with borderline generator. Excellent. \$9000. 212-265-3676.

AM transmitters: 50, 10, 5, 2.5, 1, .5, and .25 kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

FM transmitters: 25, 20, 15, 5, 1, and .25 kw. Continental Communications, Box 78219, St. Louis, MO 63178 314-664-4497.

Good condition. Quanta Q-7B character generator. JVC CR4 700U portable video recorder. Call 404-458-1168.

IKE 730 A, Fuji 12Xlens. low hours. Sachtlar 7 + 7 fluid head, batteries, LiSand jr tripod. 818-894-5051.

Sony Betacam: BVW-40 and BVW-10. Almost new, 30 hours. Excellent. \$9,000. 212-265-3676.

Leitch Proc Amp and color bar generator. VPA-330N \$2,000. CPG-230N \$1,000. Excellent. 212-265-3676.

Grass Valley 5252A: Sync generator. Almost new. Excellent. \$2,000. 212-265-3676.

HL-79A, Sony BVH-500A, BVU-800, TCR-100s, HR-200s. Grass & Vital switchers, AVR-1, AVR-2, VPR-2B, ACR-25, Chyron 4000, Microtime T-120 TBC, BVU-100s, TP-66s. Call for a complete list. Marvin Luke 919-977-3600.

1000' stainless tower: Heavy duty, can erect at your site. Available immediately. Additional RF equipment available. Mr. Palmquist, 800-323-1212 or 815-964-4191.

Used broadcast TV equipment. Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

3/4" evaluated videotape! Guaranteed to look and work as new. Prices: Field mini KCS-20 minute cassettes \$6.99, 30 minutes \$8.99, 60 minutes \$11.99. Elcon evaluated, shrink wrapped and delivered free! Master broadcast quality at half the price. Hundreds of thousands sold to professional users. To order call Carpel Video Inc. collect. 301-845-8888 or toll free 800-238-4300.

TELEVISION

Help Wanted Programing,
Production, Others



**PROMOTION
WRITER/PRODUCER**

Washington's #1 station has outstanding opportunity for a creative, self-motivated promotion writer/producer. Good organizational and production skills and 2-3 years promotion experience required. Background in news promotion a plus. If you want to become a part of one of the finest promotion teams in the USA, rush 3/4" tape and resume to:

Mark DeSantis, Promotion Manager
WUSA
4001 Brandywine St., N.W.
Washington, D.C. 20016

EOE



Help Wanted Programing, Production, Others Continued

Producer, On-Air Promotion

From the initial concepts to air time,
you'll be involved.

Make the most of your scriptwriting and production experience when you join one of the most exciting and fast growing cable networks... USA Network.

We currently have a position available for a detail-oriented professional who will be involved in all aspects of on-air promotions for sports and entertainment programming. You will be involved in developing concepts, writing scripts, directing talent, designing graphics and directing the video editing.

To qualify, be prepared to present examples of excellent promotional scriptwriting skills, facility in state-of-the-art 1" editing techniques and knowledge of both sports and entertainment programming. Three years of related experience including at least 1 year as Writer/Producer are essential.

If you're looking for a position that will make the most of your talents, send your resume and salary history to:

Lisa Fuhrman, Dept. PB, USA Network,
1230 Avenue of the Americas,
New York, NY 10020.

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NETWORK**

EXECUTIVE PRODUCER

We're looking for a creative, people-oriented leader to head up our nine-person staff on Nashville's number one rated magazine/talk show. Candidate must have previous magazine and/or talk show producing experience. Organizational and supervisory skills a must! Rush tapes & resumes to:

David Earnhardt
WTVF
474 James Robertson Pkwy.
Nashville, TN 37219

No calls, please
WTVF is EOE, M/F

Help Wanted Technical

CHIEF ENGINEER

We're searching for a rare individual with the following skills and qualities:

- State-of-the-art technical expertise in TV operations and maintenance.
- Dynamic leadership needed to organize engineering dept. and establish national training program.
- Flexibility, patience and excellent people skills, including teaching.
- Enjoys working and living in foreign culture and environment.

If you fit the profile, there may be a dream opportunity for you in the English-speaking Caribbean. Minimum 5 years experience required as chief engineer in medium to major U.S. market. BS Elect. Engineering or equivalent experience a plus. One year contract overseas. Excellent salary & benefits. Send resume to: R. Stokes, c/o Louisa Martin, Greycom International, 777 Third Ave., NY, NY 10017.

PROMOTION WRITER/ PRODUCER

We're looking for a broadcast Promotion Producer with a special flair. If you can write and produce top-notch T.V., radio, and print promotion, you're a prime candidate.

You should have at least 2 years' experience in broadcast promotion or advertising, and have first-hand knowledge of broadcast technique. B.A. or equivalent is preferred.

Send resume and tapes to:

Director, Advertising and
Promotion
WNEV TV
7 Bulfinch Place
Boston, MA 02114

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**BROADCASTING'S
Classified
Advertising**

Help Wanted Technical Continued

ENGINEERING SPECIALIST: Video Communications Services

Minimum qualifications include significant technical school training or college-level studies related to television/audio engineering and video communications technology. Prior experience in television/audio engineering support preferred. Position salary range \$16,632-\$26,658. Completed applications must be received by 12/05/86. Personnel Dept. -1, Burlington County College, Pemberton, NJ 08068 609-894-9311, ext. 390. An equal opportunity/affirmative action employer, M/W.

Help Wanted Management

STATION MANAGER

Top 25 Indy looking for experienced station manager. Great opportunity for self-starter with leadership and management skills. Must have successful Indy track record. Send resume to Box K-125.

MANAGER/PRODUCER

Video Communications Services

Minimum qualifications include Masters degree in Video Communications Technology, 5 years departmental management experience, television production teaching experience. Position salary range \$22,329-\$37,065. Completed applications must be received by 12/05/86. Personnel Dept., Bldg. -3, Burlington County College, Pemberton, NJ 08068. An equal opportunity/affirmative action employer M/W.

Help Wanted Sales

HEAD OF SALES

Domestic distribution. Aggressive major independent television distribution company with large library currently involved in syndication, 1st run & network seeks head for it's domestic distribution arm. Salary commensurate with experience \$100K/yr plus. Opportunity to grow with company. Excellent fringe benefits. Send resume with salary history to: Box L-29. Strictly confidential.

GENERAL SALES MANAGER

Major market So. Ca. Indy is looking for experienced GSM to lead large sales force. Must have national Indy sales experience and a successful track record. Send full details (no blue sky, please) with salary history first letter. Superb opportunity but only for heavy hitters. EOE.

Box K-61

LOCAL SALES

Midwest NBC affiliate seeks experienced sales rep. Must have proven track record and be willing to do what it takes to get the job done. Want hard-hitter, not a quitter. Good list, salary, commission, and great potential for the right person. Position available January 1, 1987. Send full details, picture, and salary history. Box K-117. EOE.

RADIO

Help Wanted Management

GENERAL MANAGER

for medium-size Ohio market sought by purchaser of Class B FM and AM combo. Administrative experience and strong sales, programming and community involvement skills essential -- excellent salary, bonus and stock option. Send resume, references, salary requirements and cover letter with brief description of your strengths on a confidential basis to: Treasure Radio, 300 National City Bank Bldg., Cleveland, OH 44114.

President (Broadcast)

Well-funded startup opportunity
— Metropolitan Detroit

Our client, a communications company, has committed itself to a new concept in broadcasting.

Many of the elements are already in place... but now they need that very special individual to help convert the concept to a reality. The principal challenges will be to 1) develop an organization and staff, 2) promote the concept to broadcasters and advertisers, and 3) manage the new enterprise to achieve target revenues and profitability. As President you will be supported by the resources of the parent organization and a sophisticated management information system. Reporting to you will be Vice Presidents in sales and business affairs who will manage day-to-day operations.

To qualify you must possess detailed knowledge of radio station operations, extensive experience selling broadcast advertising, well developed human relations skills, and a track record of progressive achievement. Knowledge of the metro Detroit radio market a strong plus.

This position carries with it very attractive compensation (high 5 to low 6 figures), plus incentive profit-sharing and executive benefits. Qualified candidates are encouraged to render a prompt reply, which will be handled in strictest confidence. Send resume to:

Forrest & Dwyer
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Position #15024
P.O. Box 81739 • Cleveland, OH 44181
Principals Only • Fee Paid

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15-minute programs from
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Hear them 24 hrs./day on Satcom I-R.

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516-922-4477.

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- Announcers
(Male and Female)
- Programmers
- Newspeople

B.T.A. wants you for radio
stations that NEED you. For
complete details and regis-
tration, send \$2.00 postage /
handling to:



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(619) 341-0225

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If you need a job, you need Medialine.
We give you job listings in news,
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sales. For \$30 you get a daily report for
6 weeks. Learn more: 312-855-6779
Medialine, P.O. Box 10167, Columbia, MO
65205-4002

Medialine
THE BEST JOBS ARE ON THE LINE

Business Opportunities

Newly formed Central Illinois corporation is
seeking investor/partners with experience
in radio management, sales, news or engi-
neering for the acquisition of a broadcast fa-
cility. All replies confidential. Send particu-
lars to Box L-31.

Consultants

BUYING A STATION?

Contact

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a service of McCabe & Allen

FOR IMMEDIATE LEGAL ASSISTANCE CALL

1-800-433-2636

(In Virginia, call 703-361-6907)

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phics book available for \$100.00. Contact Dar-
rell Bauguess.



Telecommunications and Broadcast Consultants
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Bethesda, MD 20814, 301-654-0777

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We purchase Accounts
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800-553-3322

Wanted to Buy Stations

\$150,000 AVAILABLE

Purchase 49% or 100% in-
terest in an FM or FM Con-
struction permit. Box L-73.

CONSTRUCTION PERMIT WANTED AM or FM Box L-72

Wanted to Buy Stations Continued

Want to buy AM (no daytimers) or FM
station with little or nothing down. All
replies confidential. Call residence
evenings, 216-454-7778.

For Sale Stations



R.A. Marshall & Co.
Media Investment Analysts & Brokers
Bob Marshall, President

This AM station serving a top
100 Southeast market has am-
ple power for a competitive sig-
nal. Price of \$550,000 includes
tower site and studio building
and is less than two times gross
billings.

508 Pineland Mall Office Center
Hilton Head Island, South Carolina 29928
803-681-5252

Hogan - Feldmann, Inc.
MEDIA BROKERS • CONSULTANTS

P.O. Box 146
Encino, California 91426
Area Code (818) 986-3201

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

FINANCIAL PLANNING

If you'll be talking with your accountant soon, perhaps
you should talk with New England Media about station
values and your station. There's no obligation.

8 Driscoll St. Albans, VT 05478
(802) 524-5963

OHIO AM

1 kw daytimer, with or without
real estate. \$350,000, with
terms for fast sale. Box L-74.

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

For Sale Stations Continued

Location	Size	Type	Price	Terms	Contact	Phone
SW	Met	AM/FM	\$3500K	Terms	Bill Whitley	(214) 680-2807
West	Med	FM	\$1700K	Terms	David LaFrance	(303) 534-3040
SE	Sm	AM/FM	\$1150K	\$250K	Ernie Pearce	(404) 998-1100
MW	Sm	AM/FM	\$1100K	\$600K	Bill Lochman	(816) 941-3733
SE	Sub	FM	\$1000K	Terms	Mitt Younts	(202) 822-8913
West	Med	AM/FM	\$800K	\$200K	Elliott Evers	(415) 495-3516
West	Met	AM	\$700K	Cash	Jim Mergen	(818) 366-2554
Rky Mtn.	Sm	AM/FM	\$475K	\$75K	GregMerrill	(801) 753-8090
MW	Sm	FM	\$450K	\$95K	Bill Lytle	(816) 941-3733
NW	Sm	AM/FM	\$425K	\$85K	GregMerrill	(801) 753-8090

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.



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

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KOZACKO • HORTON COMPANY



MEDIA BROKERS/APPRAISERS

Mid Atlantic Full-timer Profitable full-timer in non-competitive market. Excellent coverage. Valuable real estate. \$525,000 cash, or \$600,000 on very attractive terms. Contact: Keith W. Horton

Box 948 • Elmira, N.Y. 14902
607-733-7138

LOOKING FOR A STATION?

512/327-9570

JAMAR RICE CO.

Media Brokerage & Appraisals

110 Wild Basin Rd. # 245 • Austin, TX 78746

UHF INDEPENDENT

Single station resort market with potential to expand. New equipment and excellent image. Need to sell all or part to experienced startup broadcaster. Limited capital needed or might trade equity for a small AM/FM station.

Box L-61

East Texas FM

Radio station bankrupt sale. Bids being accepted. For information contact Norman Fischer & Assoc., Inc., 1209 Parkway, Austin, Texas 78703 or call 512-476-9457.

SACRIFICE

Must sell my percentage of prestigious broadcasting station in N.E. PA due to my other financial obligations. Slated expansion expects to double business value. For details write P.O. Box 502, Allentown, PA 18105.

New Oregon Resort FM

Station not affected by lumber. \$95,000 terms or make cash offer. 858 W. Jackman, STE 112 Lancaster, CA 93534. 805-945-9454.

- Class Cs in AL, CA, TX, NC.
- AM/FM West TN. Only station in the county. Good real estate. Bargain at \$800,000. Terms.
- FL daytimer near Tallahassee. \$220,000. Terms.

Business Broker Associates
615-756-7635, 24 hours

P.E. Meador & Assoc.

MEDIA BROKERS

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LEXINGTON, MO 64067 KANSAS CITY, MO.
816-259-2544 816-455-0001

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Put my over 30 years of service to work for you

BURT

SHERWOOD INC.

3125 Maple Leaf Dr. • Glenview, IL 60025

312-272-4970



New England

Class A FM, soon 50,000 watt Class B thru uncontested upgrade, plus Fulltime AM. Owner retiring. \$1 MM. \$300,000 down, terms negotiable. Call Alfred Frawley. 207-786-3566.

EARLY DEADLINE NOTICE

Due to holiday, Thursday, November 27, 1986, the deadline for classified advertising for the December 1 issue will be noon, Friday, November 20, 1986.

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.

Fates & Fortunes

Media

Gail Brekke, VP and general manager, WNOL-TV New Orleans, joins WGBO-TV Joliet, Ill., as general manager.



Brekke



Long

Jack C. Long, VP and general manager, WVUE-TV New Orleans, joins WAKA(TV) Selma, Ala., as general manager.

Greg Reed, former general manager, KEX(AM) Portland, Ore., joins Henry Broadcasting Co., San Francisco-based owner of two AM and three FM stations, as executive VP. He will be based in Portland. **Steve Feder**, general manager, KAAR(AM) Vancouver, Wash., joins Henry's KYTE-AM-FM Portland as general manager.

Paul D. Wilensky, general sales manager, WMZQ-AM-FM Washington, named general manager.

Jim Stanton, VP and general manager, WDJQ(AM)-WUBE(FM) Cincinnati, joins KMEZ-AM-FM Dallas as general manager. **Bob Backman**, VP and general manager, WJBM(AM)-WKKX(FM) Jerseyville, Ill., replaces Stanton at WDJQ-WUBE.

Merril Buchhalter, station manager and controller, WVVJ-TV Marlborough, Mass., named general manager.

Gregg A. Lindahl, program director, WSM-AM-FM Nashville, joins Cox Enterprises' WSOC-AM-FM Charlotte, N.C., as VP and general manager, succeeding **J. Lee Morris**, named VP, marketing and special projects, at Cox, Atlanta-based newspaper publisher, cable operator and owner of five AM, seven FM and eight TV stations. Morris will continue to be based in Charlotte.

Joseph D. Schwartz, VP and general manager, WWDE-FM Hampton, Va., joins WNVZ(FM) Norfolk, Va., as VP and general manager.

Michael M. Cohen, general manager, WIVY-FM Jacksonville, Fla., named VP.

Dennis Hamilton, general manager, noncommercial KCCM-FM Moorhead, Minn., joins Minnesota Public Radio, St. Paul-based operator of 12 noncommercial, Minnesota FM stations, as executive manager, FM stations.

Tom Kennedy, general manager, Summit Communications' KXXY-AM-FM Oklahoma City, named VP.

John Elliott, program director, WVOR-FM Rochester, N.Y., named assistant general manager.

Robert E. McCarthy, senior attorney, Viacom International Inc.'s MTV Networks. New York, named VP, counsel/communications, Viacom International.

Appointments at American Cablesystems Corp., Beverly, Mass.-based multiple cable system operator: **R. Bruce Jones**, marketing consultant, Grossmans, Braintree, Mass., to VP, marketing and programming; **David M. Thaler**, assistant VP and corporate director, marketing, adds duties as New York regional manager; **Len Tammaro**, program director, Arlington, Mass., system, to general manager, Newburyport, Mass., system; **Brian Kelly**, general manager, TVRO, to general manager, Dedham, Mass., system; **Joan Gundlach**, program director, American Cablesystems of Illinois, to general manager, Wilmette, Ill., system; **Elaine Wilmore**, former marketing assistant, Times Fiber Communications, Wallingford, Conn., to assistant director, corporate communications.

Russell J. Schwartz, associate, Horack, Talley, Pharr & Lowndes, Charlotte, N.C., law firm, joins Jefferson Pilot Communications there as assistant counsel.

Jim Aldendorf, corporate controller, Statewide Broadcasting Inc., Pompano Beach, Fla., joins KTXH(TV) Houston as business manager.

Lee A. Holland, business manager, WDAY-AM-FM-TV Fargo, N.D., joins WUHQ-TV Battle Creek, Mich., as business manager and controller.

Susan L. Bellomy, traffic assistant, KZKC(TV) Kansas City, Mo., named traffic manager.

Scott Rippe, recent graduate, Carroll College, Waukesha, Wis., joins WEMP(AM)-WMYX(FM) Milwaukee as continuity assistant.

Joseph E. Geroux, business manager, Southfield, Mich., cable system, Continental Cablevision of Michigan Inc., named area man-

ager for systems in Madison Heights, Hazel Park and Roseville, all Michigan.

Terri Amaral, executive assistant, sales department, WOR(AM) New York, named director, traffic/continuity.

Marketing

Donald G. Raider, senior VP, Reliance Capital Group Inc., New York, joins Blair Television there as executive VP and chief operating officer. Reliance recently acquired John Blair & Co.

Marcia Bell Grace, former senior VP and group creative director, Saatchi & Saatchi Compton, New York, joins Wells, Rich Greene/Worldwide there as executive VP and co-creative director.



Houghton

Francis X. Houghton, former senior VP and general manager, Ogilvy & Mather, New York, joins Biederman & Co. there as executive VP.

VP's named senior VP's, Young & Rubicam Inc., New York: **Eileen J. Balaban**, controller; **Kathleen M. Ancuta**, director,

compensation and equity; **David E. Greene**, director of taxes.

Steve Hayman, senior VP and group management director, Foote Cone & Belding/Los Angeles, named executive VP and general manager, Los Angeles office. **Peter Angelos**, creative director, FCB/Los Angeles, named deputy executive creative director. **John G. Vincent**, program development manager, FCB/Telcom, Los Angeles, named VP and director, program development.

Named VP's, BBDO, New York: **Mercedes Alvarez**, associate research director; **June Baloutine**, creative administrator; **Janet Lyons**,

Investing In Radio 1987

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Two-Volume Set Profiling all 259 ARB Markets listed by Market Rank for your comparable sales analysis

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associate creative director; **John Marchese**, management supervisor; **Patrick Vignone**, assistant to treasurer. **Joseph Caponigro**, associate media director, BBDO, Detroit, named VP.

George G. Hadley, management supervisor, Scali, McCabe, Sloves, Inc., New York, joins Creative Directors there as VP and director, account management.

Steve Anderson, media director, Ruhr/Paragon Advertising, Minneapolis, joins Cash Plus Inc. there, broadcast buying and syndication service, as executive VP and director, client services. **Diane Restaino**, account executive, Harrington, Righter & Parsons Inc., Minneapolis, joins Cash Plus, New York, as broadcast negotiator. Named VP's, Cash Plus, Minneapolis: **Julie Golden**, programming director; **Steve Johnson**, director, administrative operations; **Marilyn Reiter**, director, buying operations; **Susan Vance**, director, buyer training.

Norval Stephens, executive VP and chief operating officer, Needham International, Chicago division of DDB Needham Worldwide, retires after 30 years with agency. **Diane Bonner-Lewis**, corporate media director, Fletcher Mayo & Associates, Kansas City, Mo., joins DDB Needham Worldwide, Washington, as media director.

Chuck Young, group research director, Tatham-Laird & Kudner Advertising, Chicago, named partner in firm.

Rick White, station manager, KLFF(AM)-KONC(FM) Phoenix, joins Concert Music Broadcast Sales, division of Concert Music Broadcasting Inc., representative for classical radio stations, as manager newly opened Dallas office.

Lanie Richberger, program analyst, MMT Sales, New York, joins TeleRep there as programming analyst, program department.

James C. Montgomery, account executive, Mintz & Hoke Advertising, Avon, Conn., named account supervisor.

Paul Tribbs, account executive, Leo Burnett U.S.A., Chicago, joins Noble & Associates, Springfield, Mo., as account supervisor.

Greg T. Gerfen, account executive, BBDO, Minneapolis, joins Noble & Associates as account executive.

Gerald B. Hoffman, former senior writer/creative group head, William Esty Co., New York, joins FitzGerald & Co., Cranston, R.I., as copy supervisor.

Jan Fine Eisenberg, assistant traffic manager and traffic coordinator, Abramson Associates Inc., Washington, named traffic manager.

Mary Anne Kelleher, assistant account manager, HBM/McDonald and HBM/Creamer, New York, joins McGavren Guild Radio, Boston, as account executive.

Jack O'Hern, general sales manager, KTHV(TV) Alvin, Tex., joins WGBO-TV Joliet, Ill., in same capacity.

Mary Zarsky, account executive, KKBAQ-AM-FM Pasadena, Tex., joins KPRC(AM) Houston as general sales manager.

John J. (Jerry) Kelly, president, Republic Radio, New York, joins WNOX(AM) Knoxville, Tenn., as general sales manager.

Steve Hiramoto, account executive, KHON-TV

Honolulu, named sales manager.

John Edwards, assistant sales manager, KUIC(FM) Vacaville, Calif., named sales manager.

Michele Massaro-Moschillo, account executive, WRKS-FM New York, named national sales manager. **Mary O'Grady**, from WNEW-FM New York, joins WRKS-FM as account executive.

Eric Price, from WTKR-TV Norfolk, Va., joins WKOW-TV Madison, Wis., as national sales manager.

D.J. Wilson, local sales manager, KIRO-TV Seattle, adds duties as regional sales manager. **Stan J. Walderhaug**, assistant national sales manager, KIRO-TV, named national sales manager, West Coast.

P.J. (Pie) Malsom, assistant general manager and director of sales, KCWY-TV Casper, Wyo., joins KOAA-TV Pueblo, Colo., as sales manager. **Elaine Rife**, advertising consultant, KKTU(TV) Colorado Springs, joins KOAA-TV as account executive.

Michael Kerrigan, regional sales manager, WMOD(TV) Melbourne, Fla., named national sales manager.

Joe Kissack, from Blair Television, Atlanta, joins WGNX(TV) there as account executive.

Bob Striplin, sales manager, KYJC(AM) Medford, Ore., joins KDRV(TV) there as account executive.

Brian Philo, account executive, Storer Television Sales Inc., Chicago, and **Gina Diaz**, media negotiator, Grey Advertising Inc., Los Angeles, join KNBC-TV Los Angeles as account executives.

Jorge Martinez, from KCSI(TV) Los Angeles, and **Kelly Wells**, from KGSW(TV) Albuquerque, N.M., join KVEA(TV) Corona, Calif., as account executives.

Debbie Kleiman, account executive, KGLD(AM)-KWK-FM St. Louis, and **Ronald J. Eckstein**, assistant managing director, Lord & Taylor department store, Dearborn, Mich., join KMOV(TV) St. Louis as account executives.

Mark Herman, general sales manager, WMAD-AM-FM Madison, Wis., joins KMSP-TV Minneapolis as account executive.

Debra Douglas, account executive, Golden Eagles Hockey Club, Salt Lake City, joins KMGR-AM-FM there as account executive.

Darlyn Willig, account executive, WROW-AM-FM Albany, N.Y., and **Donald F. Evans**, account executive, WGY(AM)-WGFM(FM) Schenectady, N.Y., join WRGB(TV) Schenectady as account executives.

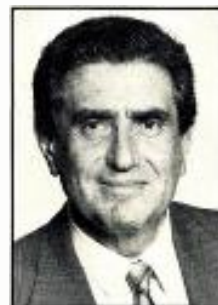
Patricia Hall, sales manager, *Black Church Magazine*, Baltimore, and **Pierce Covert**, account representative, Chesapeake Publishing, Baltimore, join WXYV(FM) there as account executives.

Nick Cosmopolos, account executive, Emmett Broadcasting, Leesburg, Va., joins WMUR-TV Manchester, N.H., as account executive.

Scott R. Hamula, recent graduate, University of Chicago, School of Business, joins WSJM(AM)-WIRX(FM) St. Joseph, Mich., as account executive.

Programing

Norman Horowitz, president and CEO, The Norman Horowitz Co., Los Angeles TV distribution company, joins MGM/UA Telecommunications Inc., Beverly Hills, Calif., as president.



Horowitz



Riche

Wendy Riche, executive producer and writer, Universal Television, Universal City, Calif., joins ABC Entertainment, Los Angeles, as executive producer, motion pictures for TV. **Dennis Burgess**, program executive, current dramatic programs, ABC Entertainment, Los Angeles, named director, current series programs. **Armando Nunez Jr.**, international sales executive, ABC Pictures International, New York, named director, international TV sales, ABC Distribution Co.

Leslie Leventman, administrative director, creative services, MTV Networks Inc., New York, named VP, administration, creative services. **Juli Davidson**, editorial director, creative services, named VP and creative supervisor, creative services. **Jim Warren**, art director, creative services, named creative director, creative services.

Ross Portugeis, director, international distribution, MGM/UA Entertainment Co., Los Angeles, joins Turner Entertainment Co. there as VP, international television distribution. **Maryanne Pasante**, assistant manager and assistant to president, WAPA-TV San Juan, P.R., joins Turner Program Services, Atlanta, as international sales director.

James B. Bocock, general manager, WGTO(AM) Cypress Gardens, Fla., joins Home Shopping Network, Clearwater, Fla., as VP, broadcast TV affiliation.

Gary C. Johnson, executive VP, Sharongar Communications, Brentwood, Calif., joins Howard International Film Group, Los Angeles, as VP and chief financial officer.

Michael J. Dragotto, director, pay television sales and administration, Paramount Pictures Corp., Los Angeles, named executive director, pay television, video division.

Rob Lipshutz, music coordinator, Jeff Pollack Communications Inc., Pacific Palisades, Calif., named programming director.

Doug Arango and **Phil Doran**, writers and producers, Embassy Communications, Los Angeles, named producers, Embassy's *Facts of Life*, weekly situation comedy on NBC.

John Attebery, **Matt Jacobson** and **Janice Marinelli**, account executives, Buena Vista Television, Los Angeles, named sales directors.

Paul E. Franklin, account executive, Blair Entertainment, Chicago, joins New Century

Telecommunications there as Midwest sales director.

Joseph Mirabella, account executive, Blair Entertainment, New York, named Northeast regional sales manager.

Lisa Gelhaus, administrative sales assistant, CBS-TV, New York, joins Vitt Media International Inc., New York syndicator, as Eastern representative. **James Francis**, Western division sales manager, RKO Pictures, Los Angeles, joins Vitt Media there as Western representative.

Sheryl Meshover, account executive, KSON-AM-FM San Diego, joins Global Satellite Network, Sherman Oaks, Calif., as station affiliate relations executive.

Jill E. Newfield, entertainment associate, Hess Segall Gueterman Pelz Steiner & Barovick, New York law firm, joins Viacom International Inc., New York as attorney, entertainment group.

David W. Pulido, attorney, Universal City Studios, labor relations department, Universal City, Calif., joins MCA TV, legal department, Hollywood, as assistant counsel.

Carol H. Diesel, director, budgeting and treasury administration, Embassy Communications, joins Merv Griffin Enterprises there as controller.

David Breen, senior manager, Grant Thornton Co., Los Angeles consultancy, joins Aaron Spelling Productions Inc. there as corporate controller.

Vincent A. Del Mastro, account executive and spot radio representative, Torbet Radio Network, New York, joins United Stations Programming Network there as account executive.

Judy Crichton, producer, ABC documentary unit, New York, joins noncommercial WGBH-TV Boston as executive producer, *The American Experience*, 16-part documentary series to be co-produced by WGBH-TV, WNET(TV) Newark, N.J., and KCET(TV) Los Angeles.

Appointments at WGLI(AM) Babylon, N.Y.: **Glenn W. Summers**, program director, WPOE(AM) Greenfield, Mass., to program director and morning announcer; **Dave Sherman**, from WMMM(AM) Westport, Conn., and **Jon Brooks**, from WPIC(AM) Sharon, Pa., to announcers.

Chris Collier, from WOW-AM-FM Omaha, joins KTOM-AM-FM Salinas, Calif., as program director. **Jeff Iler**, announcer, KTOM-FM, named assistant program director and music director. **Buddy Wheeler**, announcer, KTOM(AM), named production director.

Bob Mandella, promotions director, WDHQ(TV) Dothan, Ala., named program director.

Mark H. Krueger, morning announcer, WTAN(AM) Clearwater, Fla., joins WXCR(FM) Safety Harbor, Fla., as program director.

Pam Trickett, supervisor, advertising, promotion and programming, WRQX(FM) Washington, named music director.

Jimmy Barrett, announcer, WJR(AM) Detroit, named assistant program director.

Jimmy Roach and **Steve Hanson**, morning show hosts, WDVE(FM) Pittsburgh, join WSHF(FM) Fort Lauderdale, Fla., in same capacities.

Brenda Bissett, from WPOC(FM) Baltimore, joins WCAO(AM) there as afternoon announcer. **Robert C. Allen**, production director, WCAO, adds duties as announcer.

Kim Thomas, independent consultant and producer, joins noncommercial KQED(TV) San Francisco as associate director, cultural and children's programming.

Lee Allen, utilization specialist, Kentucky Education Television, Lexington, joins non-commercial KCPT(TV) Kansas City, Mo., as director, education services.

Sharon Smentowski, from Signa Design Group, Ann Arbor, Mich., joins WDIV(TV) Detroit as staff designer.

Bob Bateman, from WFYR-FM Chicago, joins WLS(AM) there as announcer.

News and Public Affairs

Bob Young, news director, WBRE-TV Wilkes Barre, Pa., joins Associated Press Broadcast Services as Florida broadcast executive, Miami.



Young



Monsky

Mark Monsky, VP, news, NBC Television Stations, New York, named news director of NBC-owned WNBC-TV there. He replaces Jerry Nachman, who was named VP and general manager, NBC's WRC-TV Washington last month ("In Brief," Oct. 20).

Mary C. McCarthy, news director, WYFF-TV Greenville, S.C., joins WDSU-TV New Orleans as news director.

Chuck Blitzter, reporter, WGME-TV Portland, Me., joins WJDM(AM) Elizabeth, N.J., as news director.

Keith DeAngelis, anchor, WGLI(AM) Babylon, N.Y., named news director.

Betty Hunter, Los Angeles executive search and public relations consultant, joins Cable News Network there as career commentator.

Fred Brown, City Hall bureau chief, KYW(AM) Philadelphia, named assistant news director.

Jan Allen, news director, KREM-TV Spokane, Wash., joins KOMO-TV Seattle as managing editor.

Dale Gauding, assignment editor, WTKR-TV Norfolk, Va., named editorial director.

Neal Stevens, anchor and producer, *Miami News* cable news service, joins WORD(AM) Spartanburg, S.C., as news manager.

Kim Wanous, news director and anchor, WCOV-TV Montgomery, Ala., joins WAKA(TV) Selma, Ala., as anchor.

Jill Jensen, anchor, KQTV(TV) St. Joseph, Mo., joins KOLR(TV) Springfield, Mo., as an-

chor and reporter.

Appointments at WEYI-TV Saginaw, Mich.: **Paul Freifeld**, from WSET-TV Lynchburg, Va., to anchor; **Jill Cummings**, from reporter, to anchor; **Kim Harris**, program assistant, to reporter; **Pat Scott**, part-time reporter, to weather anchor and reporter; **Mark Mallory**, from production assistant, to photographer.

Debra Graves, part-time newscaster, WPEN(AM)-WMGK(FM) Philadelphia, named morning news anchor, WMGK.

Jack Diamond, weekend weathercaster, WTLV(TV) Jacksonville, Fla., named co-host, *Good Morning Jacksonville*, morning news show.

Tim Weigel, sports director, WLS-TV Chicago, adds duties as morning sports anchor, separately owned WRXR(FM) Chicago.

John Driggs, sports anchor and reporter, KRDO-TV Colorado Springs joins KOAA-TV Pueblo, Colo., as weekend sports anchor.

George Elliott, from WWMY(TV) Kalamazoo, Mich., joins The Weather Channel, Atlanta, as meteorologist.

Nancy Mathis, anchor and reporter, WTVF(TV) Nashville, joins WUSA(TV) Washington as general assignment reporter.

Joan Carlson, weekend anchor, KQTV(TV) St. Joseph, Mo., joins KCRG-TV Cedar Rapids, Iowa, as reporter.

Kimberly Covington, reporter and morning anchor, KOMU-TV Columbia, Mo., joins KYTV(TV) Springfield, Mo., as general assignment reporter.

Ross Cavitt, reporter, WAND(TV) Decatur, Ill., named weekend anchor. **Mark Herman**, news/sports reporter, WICD(TV) Champaign, Ill., joins WAND as reporter.

Marcia Wood, from WGLQ(FM) Escanaba, Mich., joins WHBY(AM) Appleton, Wis., as reporter and anchor.

Technology

Kenji Tamiya, chairman and CEO, Sony Corp. of America, New York, named senior general manager, international operations, Sony Corp. He will maintain offices in New York and Tokyo.

Paul Steinle, former president and CEO, Financial News Network, Santa Monica, Calif., joins former FNN subsidiary, Data Broadcasting Corp., Vienna, Va., as president and CEO. Data Broadcasting manufactures equipment that transmits digital information via cable television.

Al Stromberg, executive VP, Dorran Photonics Inc., Atlantic Highlands, N.J., supplier of fiber optic components, named president.

David O. Fairley, marketing director, Nurad Inc., Baltimore manufacturer of ENG and telecommunications systems, named VP, commercial engineering.

Karen Beth Schrader, from In Pittsburgh Publishing, joins Production Masters Inc., Pittsburgh computer animation facility, as assistant computer graphics director.

Charles L. Robbins, sales manager, American Cablevision, Kansas City, Mo., joins Com-

puter Concepts Corp., Lenexa, Kan., manufacturer of broadcast computer systems, as regional sales representative.

Robert Smith, director, engineering, noncommercial WTVS(TV) Detroit, retires. During 38-year career as broadcast engineer, Smith worked at NBC, Public Broadcasting Service and United States Information Agency.

Richard Patterson, former editor, *American Cinematographer* magazine, joins Ultimate Corp., Reseda, Calif., as communication specialist.

Alan Morris, assistant editor, *Editing Concepts*, New York, named editor.

Joseph Fahey, product manager, dbx Inc., Newton, Mass., joins Panasonic Co., Westwood, Mass., as sales manager, Boston region.

Gary L. Carter, Western regional manager, Hughes Electronic Devices Corp., Grass Valley, Calif., joins FOR-A Corp. of America, Los Angeles, as Western region sales manager.

Robert L. Cheesman, chief engineer, Warner/Amex, Cincinnati, joins noncommercial WMUB(FM) Oxford, Ohio, as director, engineering.

Promotion and PR

Richard Funness, VP and head of high technology group, Manning, Selvage & Lee, Los Angeles public relations firm, named senior VP and assistant managing director, Los Angeles office.

Andrew B. Scott, account supervisor, HWH Enterprises Inc., New York public relations agency, named VP, entertainment and video group.

Maria Crean, executive assistant to Leah Krantzler, VP, The Lippin Group, Los Angeles, named public relations account executive.

Merry Aronson, director, public relations, Group W Satellite Communications, Stamford, Conn., joins The Gary Group, Los Angeles, as VP, public relations.

Jan Gray, director, marketing and advertising, WBBM-TV Chicago, named director, communications.

Lou Bortone, promotion director, WBZ(AM) Boston, joins WJIB(FM) there as advertising and promotion coordinator.

Elaine Davis, account executive, WCRJ-FM Jacksonville, Fla., named director, promotions and public relations.

Allied Fields

Richard N. Savage, VP, ABC-TV, New York, joins Communications Equity Associates, Tampa, Fla., brokerage, as senior VP, broadcast services.

Steve LaBeau, program director, KFI(AM) Los Angeles, resigns to form AM Media Consultants, Woodland Hills, Calif.

Named trustees, The Museum of Broadcasting, New York: **Bill Cosby**, star of NBC's *The Cosby Show*; **Martin Rubenstein**, president

and CEO, Corporation for Public Broadcasting; **Laurence A. Tisch**, chairman and CEO, Loews Corp. and acting CEO, CBS; actress **Marlo Thomas**, and **Robert C. Wright**, president and CEO, NBC.

Appointments at Arbitron Ratings: **Lisa Freeman**, project director, Arbitron's Marketing Research Services, Laurel, Md., to manager; **Eddie Smith**, research director, WDLZ(TV) Miami, to client service representative, Dallas; **Paula Kutsko**, account executive, WTVN(AM) Columbus, Ohio, to account executive, Dallas.

Jay Curtis, staff producer, Greenlight Communications, New York, joins Broadcast Promotion & Marketing Executives as manager, Resource Center, located at San Diego State University.

Mac Allen, manager, feature programs, Mutual Broadcasting System, Arlington, Va., joins SESAC Inc., Nashville, as head of broadcast licensing operations.

A. Anthony Kelsey, former VP and general counsel, Arbitron Ratings Co., New York, joins law firm of Oppenheimer Wolff & Donnelly there. He will specialize in corporate litigation involving audience and market research, broadcasting and communications.

J. Pierce O'Neil, associate producer/director, CBS Sports, New York, joins People & Properties, Greenwich, Conn., TV marketing company, as director, account services.

Richard J. McGowan, associate director, legislative, public and intergovernmental affairs, ACTION, Washington, joins Federal Trade Commission there as head of public affairs office.

Julie Tarachow Hoover, VP, corporate projects, Capital Cities/ABC Inc., New York, named to New York City Commission on Status of Women by Mayor Edward Koch. Commission advises mayor on legislation and issues affecting women.

David Donovan, legal assistant to FCC Commissioner Patricia Diaz Dennis, named legal assistant to FCC Mass Media Bureau Chief James McKinney.

Dan J. Alpert, associate, Fletcher, Heald & Hildreth, Washington communications law firm, joins Baker & Hostetler, communications section, there as associate.

Edmund C. Ross, from Duckett Graphics, Westport, Conn., joins Praxis Media Inc., South Norwalk, Conn., consultancy, as production coordinator.

Janet C. Zorn, marketing consultant, Merrill Lynch Venture Capital Inc., New York, joins Council of Better Business Bureaus there as advertising review specialist, national advertising division.

Susan Schneider, sales assistant, CBS Sales, New York, and **Donna Horn**, industry relations manager, Center for Media Arts, New York, join The Caption Center, Boston, supplier of closed captioning for hearing impaired, as marketing representatives.

Deaths

Owen L. Saddler Sr., 74, chairman emeritus,

May Broadcasting Co., Shenandoah, Iowa-based owner of three AM, two FM and two TV stations, died Oct. 28 of stroke at St. Joseph's hospital, Omaha. In 1938, Saddler left Northwestern University, Evanston, Ill., where he was English instructor, to join KWA(AM) Shenandoah, owned by late Earl May, as production manager. Soon after being named general manager of KWA in 1945, it became first local station to send reports from organizational meeting of United Nations in San Francisco. Also that year, KWA sent its farm director to Europe to cover UNRRA shipment story. Saddler helped establish May Broadcasting's KMTV(TV) in 1949. He became executive VP and general manager of KMTV in 1950 as well as director of May Broadcasting. Under Saddler's direction, KMTV pioneered color television, buying two color cameras in 1955 to broadcast local sports and opera. He is survived by wife, Jocil, two sons, daughter and step daughter.



Saddler in 1956



Lagore

Joseph Lagore, 55, senior VP, marketing, Sony Corp. of America, New York, died Nov. 6 of cancer in Franklin Lakes, N.J. Before being named senior VP, marketing, Lagore was president, Sony Consumer Products Co. where he oversaw introduction of Sony's Walkman miniature stereo and Betamax VCR in United States. He is survived by wife, Shirley, son and two daughters.

Henry L. Fletcher, 77, former owner, president and general manager, KSEI(AM) Pocatello, Idaho, died Nov. 12 of heart failure at Pocatello Regional Medical Center. Fletcher joined KSEI in 1936 as general manager. He and his wife, late Ruthe A. Fletcher, were full owners of station in 1957-1973. At time of his death, Fletcher was secretary of Rocky Mountain Broadcasters Association.

Bert Shapiro, 66, TV documentary producer, died Nov. 1 of cancer at Mount Sinai hospital, New York. From 1950's through early 1970's, Shapiro was producer of several documentaries for National Educational Television. He directed segments for *Omnibus* documentary series which aired on ABC, CBS and NBC in 1950's and *The Twentieth Century* on CBS in 1960's. At time of his death, Shapiro was curriculum director, Center for Media Arts, New York communications school. He is survived by wife, Doris, and daughter.

Barbara A. Cohen, 51, project manager, WETA-TV Washington, died Nov. 5 of cancer at her home in Silver Spring, Md. After career as school teacher and counselor, Cohen joined WETA-TV in 1982. She is survived by husband, Stanley, son and two daughters.

Alan Hewitt, 71, actor who played Detective Bill Brennan on CBS's *My Favorite Martian* in 1960's, died Nov. 7 at Memorial Sloan-Kettering Cancer Center, New York.

MTM's marketing man

The first time Joe Indelli saw a rating book, he knew he had found a career in the syndication business. "I fell in love with it," says Indelli, 45, president of the recently formed MTM Distribution Group. So it was with little hesitation that Indelli abandoned a retail sales career in 1968 for a field that hinges so dramatically on points and shares.

Since joining MTM in June, Indelli has focused much of his attention on organizing from scratch a distribution unit that will market the company's off-network and first-run syndication fare. He has assembled a 19-person staff—including four directors, four salesmen and support personnel—and he has mapped out a marketing strategy for MTM's stable of off-network shows. "The way I see it," he says, "we'll have *St. Elsewhere*, *Remington Steele* and *Newhart* to keep our plate full over the next two to three years. We have four or five projects down the road so we will have a good, strong and steady stream of off-network programs." The list, he says, includes sitcoms, dramatic series, adventures and mini-series.

As for first-run syndication, Indelli says MTM is "exploring all avenues," including strip and weekly sitcoms, movies of the week, information and game shows.

"The secret to a well-rounded company is to have a diversity of projects available," he says. "We are not going to do a show just to do a show. We will only do something if we can do it well."

Indelli is certain that MTM's new syndication arm will play a "significant" role in the growth of the company. "If you are going to be in the business today, you want to be vertically integrated," he says. "It is very important so that you can make decisions and control the type of programs you produce and market."

Indelli has been controlling his own destiny since his grammar school days at St. Margaret Mary Elementary School in Chicago. The son of a Chicago policeman and the oldest of three children, he began playing football in the sixth grade. He continued to play through four years of high school to earn a scholarship to Vanderbilt University.

At Vanderbilt, Indelli majored in history with an eye on a law career. On the football field, he played end, and later moved to guard before suffering a career-ending head injury during his junior year. Leaving the game was no great loss, Indelli says, since he much preferred studying Custer's last stand and other historical conflicts to waging his own on the gridiron. Upon graduation, however, lacking the grades and money for law school, Indelli opted for a sales job with Hartford Insurance in Chicago.

After a year of learning the basics of selling, Indelli joined Procter & Gamble, taking over a route that included 15 markets in the Midwest. Insurance "was just a little too de-



JOSEPH DANIEL INDELLI—president, MTM Distribution Group, Studio City, Calif.; b. Jan. 23, 1941, Chicago; BA, Vanderbilt University, Nashville, 1963; sales representative, Hartford Insurance Co., 1963; Procter & Gamble, 1964-66; Container Corp. of America, 1966-68; sales trainee and sales manager of Midwest, West Coast and Northeast regions, MGM-TV, 1968-76; sales manager, Southeast division; domestic sales manager and vice president, domestic sales, Metromedia Producers Corp., 1976-80; vice president, sales; vice president, distribution; senior vice president, domestic distribution, and president, television distribution, Columbia Pictures Television Distribution, 1980-86; present position since June 1986.

tail oriented," he says. "It wasn't for me." But marketing was.

At P&G, Indelli learned how to acquire shelf space for clients, how to make sales presentations and how to organize himself. "It was probably one of the best stepping stones of my career," he says. "P&G had one of the best marketing divisions in the world. The things I learned when I was a salesman in 1964 in many ways still apply today." For example, "to this day," he says, "when I go into a store I still look at the shelves to see how they position their soap."

Indelli sees similarities in selling soap and television: "We have shelf space to work with. It's 24 hours of packaging. It's all we get.... As a distributor, we have to know what the station's business is so we can help it."

After two years on the grocery circuit—Indelli found the job got "old in a hurry"—he joined Container Corp. of America. But that job, too, had a relatively short shelf life.

Indelli was about to try another retail job when he ran into an old friend who had just started as a trainee in the Chicago sales office of MGM-TV and knew of another opening. So Indelli, who had no television sales experience, began calling on stations in the Midwest.

After his first year of training there, Indelli was named sales manager of the Midwestern region. In 1972 he got a taste of Los Angeles as West Coast sales manager and in 1974 moved to New York as Northeastern

sales manager.

Syndication sales were tougher then, says Indelli. "There were fewer stations, fewer independents and programing problems were plentiful. The station business wasn't booming like it is today." Among his wares: *The Man from Uncle*, *Please Don't Eat the Daisies* and *Flipper*.

In October 1976, Indelli left MGM for Metromedia Producers Corp. to become Southeast sales manager. He rapidly rose through the ranks at MPC, first to the position of domestic sales manager for distribution in April 1977 and then vice president of domestic sales in June 1978. Indelli describes his success at Metromedia as "a matter of just doing your homework, learning everything you could about the station business.... I paid a lot of attention to detail. When I'd go to make a presentation I would know everything there is to know about that station." The strategy, he says, "really paid off in the long run."

When Indelli arrived at MPC, the company's flagship *Merv Griffin Show* was in only 66 markets, and the syndication company "was on the edge of extinction," he says. Indelli and his five-person sales staff turned the company around and upped the *Griffin* count to 111 markets, including all but a handful of the top 50. They succeeded, Indelli says, by "changing a perception in the marketplace about the show." But the task was not simple.

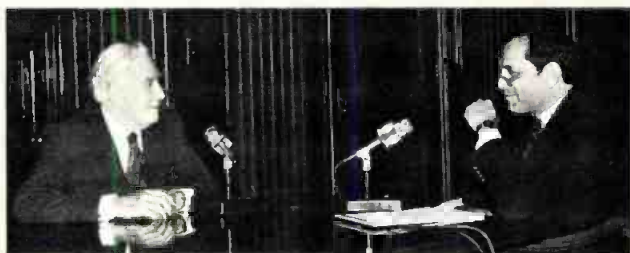
"It was up to me to figure out a way to market *Griffin* to prove that his show is a sellable entity and that stations could turn a profit," mused Indelli. He found that the core of the audience was in the 25-54 age range rather than the 18-49 group that advertisers had targeted. "We were one of the first distribution companies in the business to really pay attention to the 25-to-54-year-old market," he says.

With Indelli feeling that he had accomplished everything he'd set out to do at MPC, he left the company in July 1980 to become vice president of sales for Columbia Pictures Television. By January 1985 he had become president of distribution for CPT. During 1984-85, Indelli's last two years there, he says CPT "probably had the most profitable syndication unit of all the studios." He declined to disclose the margin of profit. Indelli attributes the success to two factors: "I brought in some pretty good people [and] tried to create an environment where staff members would learn as much as they could about a station, and have a working knowledge of the business."

Indelli describes his work as fun and challenging. He admits to pressure, but says "most of it is self-induced. I want to live up to people's expectations of me.... At the same time, I want to make sure the people I am in charge of function properly, develop and come along in the business. They have families to support. It's a dual responsibility." ■

C-SPAN may become first cable programmer to join Viacom's programming services on AT&T's Telstar 303. Viacom surprised cable industry last month with plan to lease 21 transponders from AT&T on Telstar 303 through 1995, use some for distribution of its services and sublease remainder to other cable programmers. C-SPAN executive committee, during meeting following NCTA board meeting in Palm Springs, Calif., last week, gave C-SPAN green light to sublease two slots on Telstar 303 for C-SPAN and C-SPAN II. Executive committee had earlier authorized C-SPAN to lease slots on Hughes Communications' Galaxy III, contingent of that bird attracting "critical mass" of other cable services. Faced with competition from Viacom and RCA Americom, Galaxy III never did. Under terms of its deal with AT&T, Viacom takes command of 13 transponders on Dec. 15 and remaining eight on Jan. 1, 1988. Of first 13, it plans to use six for distribution of own services now on Satcom III-R and lease seven to other cable programmers. According to industry sources, among those at top of Viacom's list to fill seven openings are C-SPAN, Disney Channel, Arts & Entertainment and Weather Channel. Weather Channel president, John Wynne, said he is "keenly interested" in Viacom offer. It affords "wonderful protection," continuous service into the mid-1990's and, because it is C-band, is nonthreatening to cable operators who fear programmers' shift to high-power Ku-band satellites will lead to direct-to-home satellite broadcasting—bypassing cable systems. Neither C-SPAN nor other cable programmers approached by Viacom would talk about Viacom's asking prices. Viacom has said, however, that it will sublease slots at cost. And, according to tariff filed by AT&T, average monthly cost of transponder starts at \$89,000 and increases to \$91,000 in 1988, \$122,000 in 1990 and \$137,000 in 1991. Programmers will actually pay more or less than averages to lease transponder since Viacom is offering three different classes of service protection at different prices. What's more, according to Viacom, C-SPAN has been offered slots at discount because of its nonprofit, public-service status.

FCC has approved \$285-million sale of nine Metromedia radio stations to Metropolitan Broadcasting Corp., investor group headed by Carl C. Brazell Jr., Metromedia radio president, and Morgan Stanley & Co. (BROADCASTING, March 31). Morgan Stanley also holds 17.39% interest in Emmis Broadcasting Corp., which owns radio stations in three markets—New York, Los Angeles and Washington—where Metromedia also has stations. But FCC said that since



Burger at the mike. Retired Chief Justice Warren Burger (l) discussed his objections to broadcast coverage of Supreme Court proceedings last week with Steve Nevas, legal correspondent for the Mutual Broadcasting System, Arlington, Va., on Reporter's Roundup, Mutual's weekly interview program. Said Burger: "You cannot have a case that has been in the process year after year after year with thousands of hours spent by lawyers, and briefs written in the courtroom, briefs written and supplied to the court, and arguments in the courtroom, and have a blip on television and educate anyone about anything." When asked by Nevas whether the presence of TV and radio in the court could change its process, Burger replied that they "could distort the [public's] perception of the process." On the freedom of the press in America, Burger said: "It is the constant availability of differences of opinion that makes this system work. A free press must be an inquiring press." The Burger interview aired on Mutual affiliates during the weekend of Nov. 16-17.

Stern look. FCC Mass Media Bureau Chief James McKinney last week formally asked Infinity Broadcasting, licensee of WXRK(FM) New York, to respond to allegations that Howard Stern, its morning-drive personality, has aired "obscene or indecent" programming ("Closed Circuit," Oct. 20). In a letter, McKinney said the bureau had received "numerous" complaints over the past three months citing Infinity's co-owned WYSP(FM) Philadelphia, which simulcasts Stern's program. McKinney included copies of complaints by Donald Wildmon, executive director of National Federation for Decency, which alleged broadcasts of discussions using such language as "limp dick," "jerked off" and "menstruation." McKinney also included copy of letter by woman who alleged she had complained about Stern's program to WYSP but that station manager told her that "parents should exercise restraint over any material" they believed inappropriate. McKinney directed the licensee to respond within 30 days. "Your response should include any information which you believe may aid the commission in determining whether the subject programming is 'obscene or indecent,'" McKinney said.

McKinney has sent similar letters to the University of California, licensee of noncommercial KCSB-FM Santa Barbara, and the Pacifica Foundation's noncommercial KPFF(FM) Los Angeles (BROADCASTING, Sept. 29). Both licensees have responded to the letters, but their cases are pending, and it will be up to the commissioners to determine whether any sanctions are warranted.

Commissioner James Quello told BROADCASTING he would support sanctions against stations that aired obscenities. Quello said he believed stations might be "going too far," and that such action by the FCC would serve as a deterrent. "I think it's time for us to put some deterrent action into our regulation," Quello said. "I think we ought to nail somebody."

Emmis is controlled by Jeffrey H. Smulyan (60.41%), Morgan Stanley's interest in Emmis isn't considered ownership under FCC rules. As result, Morgan Stanley's combined ownerships don't present violation under FCC duopoly rules. Nine stations: KMET(FM) Los Angeles; WWBA(FM) St. Petersburg, Fla.; WASH(FM) Washington; WOMC(FM) Detroit; WNEW-AM-FM New York; WIP(AM)-WMMR(FM) Philadelphia, and KRLD(AM) Dallas.

Three bids were submitted to Price Waterhouse by noon, Friday, Nov. 14, deadline for rights to **The Cosby Show in Chicago**, according to sources. Two of bids were submitted by independents and one by affiliate, said sources. Viacom set reserve price of \$100,000 per week in Chicago, or \$145,000 per episode. One leading bidder for show was said to be WPWR-TV Aurora, Ill. (Chicago), which through sale of channel allocation to Home Shopping Network acquired \$25 million in cash. Offers by three stations were said to involve alternative financing plans. Viacom is expected to close market today, Nov. 17. Price Waterhouse will begin receiving bids in Los Angeles on Tuesday. Reserve price in that market has been set at \$150,000 per week, or \$218,400 per episode. Los Angeles was anticipated as being most expensive market for show give competition among seven independent stations. San Francisco will be closed this week as well.

PreView Channel, proposed "video channel guide" channel for cable now enjoys support of nine MSO's representing some 11 million cable homes. According to Nimrod Kovacs, of United Cable, one of first services to line up behind service, MSO's have agreed to ant up between \$10 million and \$15 million pro-rated to number of their subscribers to get service up and running by April 1987. MSO's, who have already put up \$100,000 in "seed money," include United, American Cablesystems Corp., American Television & Communications, Bresnan Communications Co., Daniels & Associates, Heritage Communications, Newhouse Broadcasting Tele-Communications Inc., Times Mirror Cable Television Inc.

Business Men's Assurance Co. announced last Thursday that board of directors had approved plan to **end joint ownership of three television stations shared with stations' management**, headed by resident, **Jack Matranga**. Under breakup agreement, management group will keep KPDV(TV) Vancouver, Wash. (Portland, Ore.), and BMA will keep KTXL(TV) Sacramento, Calif., and KQVR(TV) Denver. Previously, all three stations, under corporate umbrella of **Amelia City Telecasters Inc.**, were 80%-owned by BMA, 20% by Matranga group. Company said it was restructuring ownership to eliminate losses from operations in Portland and minimize impact of broadcasting on BMA's operating income.

Providence Journal Co., owner of **WPHL-TV Philadelphia**, have decided **not to accept recently submitted bids** to buy UHF independent station, sources said.

Shamrock Communications announced sale of its **Hawaiian TV stations**: KITV(TV) Honolulu and satellites, KHVO(TV) Hilo and KMAU(TV) Kailuku, to Tak Communications for **\$50 million**. Shamrock recently purchased KTAB-TV Abilene, Tex., and KZFX-FM [formerly 3OL(FM)] Houston and KOKT-FM Seattle. Tak Communications, Virginia, Va.-based group of one FM and four TV's, is owned by Harold Tak.

Jefferson-Pilot Communications said last week that subsidiary, **Jefferson-Pilot Data Systems**, would acquire **BIAS** for undisclosed amount. Both companies were founded in 1969 and supply computer information management systems to radio and TV stations. IAS, subsidiary of Memphis-based Data Communications Corp., so supplies computer services to cable TV and operates Minipac system which serves advertising agencies. Mike Jones, VP-general manager of Charlotte, N.C.-based Jefferson-Pilot subsidiary, said combined companies serve more than 1,000 customers and make in more than half of total industry revenue of roughly \$70 million.

Myrve Myhren, NCTA chairman and chief executive of **American Television & Communications**, second-largest MSO, said company could take **wait-and-see attitude toward channel realignment**. Considering poor public policy position on cable in Washington, Myhren told operators attending California Cable Television Association dinner in Los Angeles last week it doesn't make sense to move broadcast channels around in face of opposition to practice / independent broadcasters, particularly since benefits of practice are uncertain. "We don't need the hassle right now," he said.

Bitron parent Control Data Corp., Minneapolis, signed letter of intent last week to **purchase Broadcast Adviser Reports Inc.**, New York-based commercial monitoring service owned by SFN Companies, Glenview, Ill. Price was not disclosed. SFN bought AR in 1983 for \$24 million.

Round of job cuts at NBC owned television stations began last week. **NBC-TV New York** eliminated between eight and 10 positions, station confirmed. **NBC-TV Los Angeles** refused to confirm reports that station eliminated 24 positions. However, sources indicated that total, 14 to 16 were said to be actual layoffs, in middle management, off-camera news slots and two writers for locally produced consumer affairs program, *Fight Back with David Horowitz*. In **Chicago**, **WMAQ-TV** cut between six to eight jobs last week and more are expected. As of last Friday, **WKYC-TV Cleveland** was said not have cut any jobs and **WRC-TV Washington** confirmed eight jobs eliminated, including four layoffs and four vacant posts. NBC executives have estimated that perhaps 200 to 300 positions will be eliminated company-wide as result of tightening in 1987 budgeting process. Cuts will come through layoffs, attrition, early retirements and elimination of currently unfilled posts.

Nielsen confirmed last week that **more than 400 diaries never reached households in NTI sample base** for week of Oct. 27-Nov. 2. That included seventh week of World Series. As result, no official demographic data will be available for week, although networks will at least have some idea of who was watching through people

meter data, now in trial stage. Nielsen spokesman said diaries were mailed from Tampa, Fla., office and included some \$700 in nominal payments for those that participate in diary program. Investigation is ongoing.

President Reagan last week **blamed press as cause of what he said was misunderstanding regarding his decision to ship arms and spare parts to Iran**. In nationwide speech he made in effort to deal with controversy disclosure of that decision has caused, he said "the American and world press" have been full of reports regarding matter, most of which, he said, were "utterly false" or simply not true. Thrust of reports that concerned him was that arms shipments were being made in return for release of American hostages in Lebanon.

As expected, **National Cable Television Association** board, meeting in Palm Springs, Calif., last week, adopted **\$7.5-million operating budget for fiscal 1987**—13.6% increase over 1986's \$6.6-million budget—earmarking \$351,000 for establishment of public information function.

SBN sets up shop on Satcom II-R. *Satellite Broadcast Networks Inc.* announced last week it will use **RCA Americom's Satcom II-R** to deliver its package of three network-affiliated television signals to backyard dish owners starting early next year. **SBN** said it has secured three transponders on the C-band satellite through **National Gateway Telecom Inc.**, which is also handling the uplinking of the signals.

The service, which will be marketed as **PrimeTime 24**, was originally scheduled for launch this month (**BROADCASTING**, Sept. 8). But, at the New York press conference, **SBN President Kazie Metzger** said the launch had been postponed to "very early next year." One of the reasons for the postponement was **SBN's** decision to go with **Satcom II-R**, instead of **Hughes Communications' Galaxy III** as it had originally planned. She also said **SBN** needed more time "to work out operational details" and to prepare marketing materials.

SBN plans to scramble the broadcast signals and sell subscriptions (\$50 a year) to dish owners deprived of clear off-the-air reception of one or more network affiliates. **SBN** plans to pick stations from New York, Chicago and Atlanta for the service, but has yet to indicate which station it will take from each market.

Metzger declined to reveal how much **SBN** (through **Satellite Gateway**) would be paying for the transponders, saying only that it was a "multimillion-dollar deal." **RCA Americom** has been offering slots of **Satcom II-R** at cut rates. The current five-year offer features stepped increases in the monthly lease payments. For three or more pre-emptible slots, the payments grow from \$35,000 per transponder during the first year to \$70,000 in the fifth year. The payments for protected slots go from \$40,000 to \$79,000.

Under the agreement, **SBN** will have an opportunity to move its programming to **RCA Americom's Ku-band** satellite, **Satcom K-1**, "after K-1's planned relocation to 67 degrees west longitude in 1989," **National Gateway** said. **Metzger** said **SBN** will go to Ku-band "if that becomes appropriate in a few years. It is very important to be well positioned in the long term with both C-band and Ku-band," she said.

In reply comments filed last week on the FCC's home satellite market inquiry, **SBN** asserted its right to retransmit affiliate signals to homes. "SBN agrees with the networks that their satellite feeds are private communications, not intended for public consumption," it said. "However, once the programming has been released to the public by an affiliate, **SBN** is clearly entitled to facilitate the reception of that programming by those who would not otherwise be able to receive the broadcast. The idea is, in fact, the foundation of [cable television]."

Editorials

Wrong target

"Good evening," said the President to his radio and television audience last Thursday night. "I know you've been reading, seeing and hearing a lot of stories the past several days attributed to Danish sailors, unnamed observers at Italian ports and Spanish harbors, and especially unnamed government officials of my administration. Well, now you're going to hear the facts from a White House source, and you know my name."

It was another White House attempt to discredit news coverage of uncomfortable developments. But the longer the President spoke, the more evident it became that, in the main, the story of American arms shipments to Iran and the release of three American hostages had itself dealt in fact. Maybe the President believes it when he says there was no connection between the dispatch of American arms and the recovery of hostages. Nobody else does.

In its own way, this is a rerun of the exchange six weeks ago of Nicholas Daniloff, the *U.S. News and World Report* Moscow correspondent, whom the Russians arrested as a spy after a Russian at the UN in New York was arrested by the FBI for espionage. The administration continues to insist there was no exchange, but what else should it be called when Daniloff is allowed to return to the U.S. only after the U.S. government makes a plea bargain with the Russian agent and sends him home?

As asserted here before, this page has no knowledge of foreign affairs that would qualify it to tell Ronald Reagan how to get the remaining hostages out of terrorist hands, although it ventures the amateur observation that negotiations have in no way been turned toward his favor by his conduct to date. It does have some standing to note that the White House is misjudging the performance and duties of the Fourth and Fifth Estates when it engages in the kind of public relations on view there last week.

When a Beirut publication breaks a story of arms swaps for hostages, and the story is confirmed, with somewhat gaudy, if unconfirmable, details by the speaker of the Iranian parliament, what are American media to do? Pass the story? Wait for a handout from Larry Speakes?

Does the President really want a docile press that reports only what it is given by the White House? Will he want that two years from now when another occupant will be there?

Sharpen those pencils

AM broadcasters, whose desks are probably no clearer of incoming mail than are those hereabouts, might be advised to take time out to respond to a National Telecommunications and Information Administration survey sent out last week and aimed at divining a de facto standard for AM stereo transmission. The absence of a standard, de facto or imposed, has been instrumental in delaying the widespread adoption of a much-needed boost to AM's sound, which is running second best to FM's in the ears of listeners and advertisers.

At present, under 10% of AM stations broadcast in stereo. Only six million receivers of the hundreds of millions in the public's hands are capable of picking up what little AM stereo is on the air. Those numbers must improve dramatically if AM's fortunes are to follow. Simply put, the technology is there—and has been—and AM can ill afford to let it lie fallow. The FCC having withdrawn itself from the standard-setting process and the two surviving and incompatible stereo systems entrenched and

intractable, AM is hobbled in a heated race for audience.

While the voluntary emphasis-deemphasis standard, which promises to improve fidelity, is a step in the right direction, it does not compensate for the sandbagging effect of monophonic in a world of compact disks and stereo TV. In fact, receiver manufacturers may be reluctant to take the costly steps necessary to implement the standard if they can't package AM fidelity with AM stereo.

The NTIA survey may be one way for AM broadcasters to make themselves better heard.

Thanks for the memory

Last week, the National Association of Broadcasters honored Barry Goldwater, the retiring senior senator from Arizona, for his "leadership, insights, understanding and friendship to broadcasters." Inscriptions on gold watches are rarely etched with a poison pen, but in Goldwater's case, the tribute was genuine. He has earned the NAB's respect in his 30 years in the Senate, the last five as chairman of the Senate Communications Subcommittee.

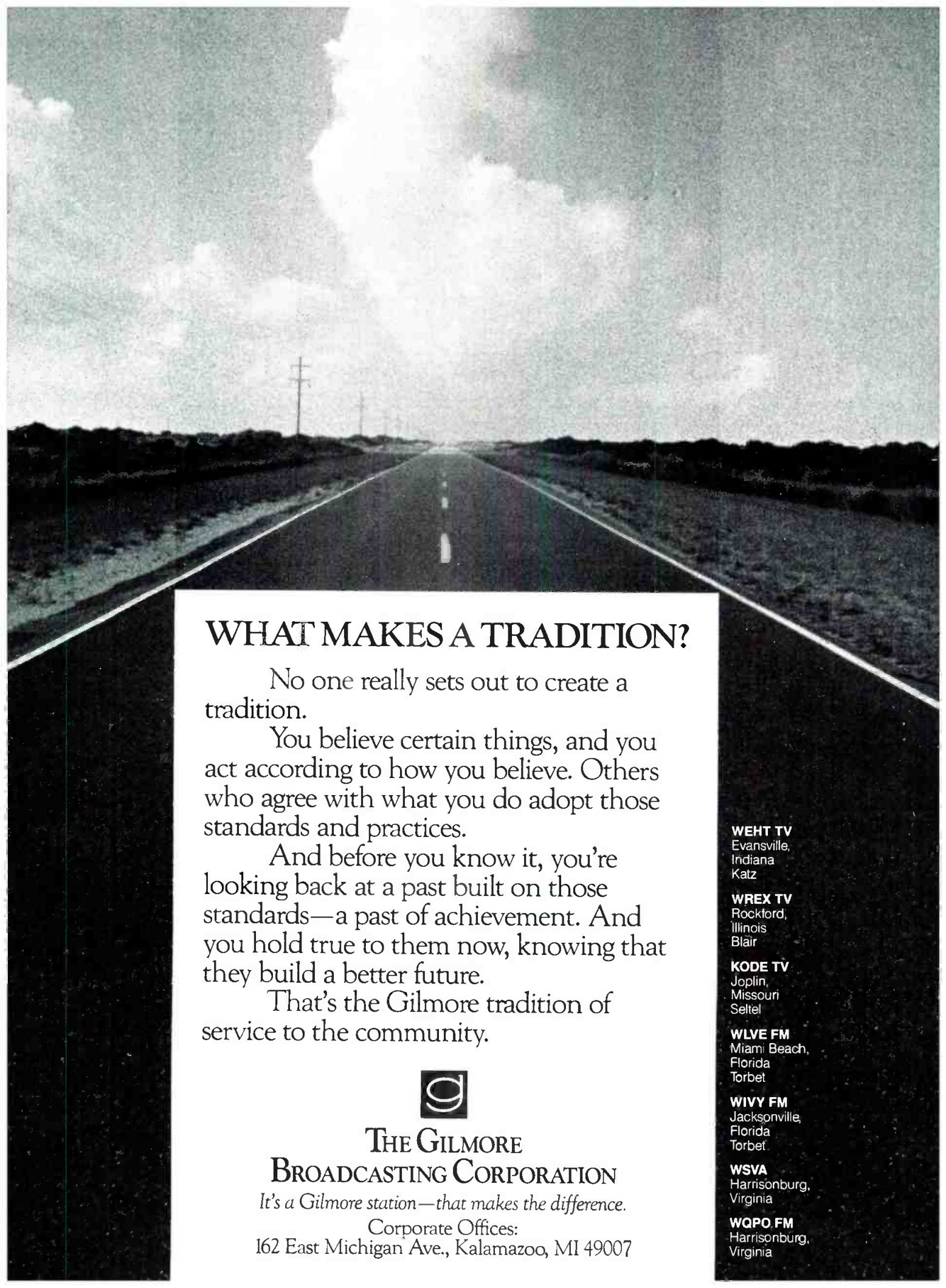
In the latter post, he has been frequently on the minds, if not always in the hearts, of Fifth Estaters. But friends need not agree if they understand their differences and respect the principles they represent. Goldwater has been no captive in the broadcasters' camp. In 1982, for example, he was strongly on the record in his opposition to TV coverage of the Senate, then changed his mind when he discovered, he said, the extent to which senators edited their remarks to enhance the *Congressional Record*. He concluded that the only way to keep a "permanent, accurate and dependable" record of proceedings was to "allow television to record the actions of the Senate."

When he took over the Communications Subcommittee in 1981, Goldwater's talk of legislation creating termless licenses for radio and 10-year licenses for TV was heady stuff. The reality fell somewhat short, but the limited broadcast deregulation to which Goldwater was a party was a clear, if far from total, victory for broadcasters.

This page predicted when he took over that Senator Goldwater would be a "wise and eminently practical chairman of the Communications Subcommittee." Good call.



Drawn for BROADCASTING by Jack Schmidt
"He was a great film editor, but he hasn't got the hang of tape yet."



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