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Broadcasting Dec 15

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58th Year 1988

The bidding heats up
in RKO auction
"At Large" with
Norm Pattiz

Introducing
the one new show
so compelling
and so revealing
it's

Strictly

CONFIDENTIAL

Introducing "Strictly Confidential." The provocative new show that probes the bitter conflicts unraveling the fiber of modern marriage.

Conflicting careers. Domineering in-laws. Confrontations over money. The pressures of parenting. "Strictly Confidential" is about the real problems real people face. From the stresses and strains of everyday life to the controversial, sometimes shocking issues rarely discussed.

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Produced by Peter Locke and Donald Kushner, the dynamic team behind the extraordinary success of "Divorce Court," "Strictly Confidential" goes beyond the courtroom to deliver the same kind of phenomenal audience appeal.

Call your Blair Entertainment representative today. The power of "Strictly Confidential" won't be a secret for long.



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Hate Women and The Women
Who Love Them.*

Created and produced by Kushner-Locke Company
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INTRO

THE ONE NEW SHOW TO GET YOU

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With Rita Moreno

"On the Move" is a highly focused, totally fresh, daringly different half-hour strip. Where one topic is targeted each day through a variety of viewpoints. Quizzes. Audience participation.



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Hosted by:
Emmy Winner—Rita Moreno
Oscar Winner—Rita Moreno
Tony Winner—Rita Moreno
Grammy Winner—Rita Moreno

Available for fall 1987 from Multimedia Entertainment, the name behind hits like Donahue and Sally Jessy Raphael, "On the Move" is ready to get your numbers moving. So make the right move with "On the Move." There's no telling how far you'll go.

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BLAIR ENTERTAINMENT



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President
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Because we work with leading lenders on a daily basis, we can provide you with financing over \$3,000,000 by structuring a loan package that may include senior debt, mezzanine layers and pure equity.

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Broadcasting Dec 15

Bidders file for RKO properties CBS reorganizes Broadcast Group "At Large" with Norm Pattiz

BIDS ARE IN □ Forty-five companies bid for 12 of 13 RKO properties. **PAGE 43.**

BACK TO THE FUTURE □ Recasting of CBS/Broadcast Group more in its former image is presented to board, with implementation reportedly begun. **PAGE 45.**

FINANCIAL FIGURES □ Broadcast Financial Management Association figures for network revenue in third quarter show 6.4% increase over year earlier. **PAGE 44.**

RUNNING RED □ Grant Broadcasting's Philadelphia, Miami and Chicago stations file for Chapter 11. **PAGE 47.**

A OK □ Intelsat gives its approval to PanAmSat separate system application. **PAGE 50.**

PAC PONDERING □ NBC President Robert Wright floats trial balloon on company-sponsored political action committee. **PAGE 58.**

COPYRIGHT CONCENTRATION □ American Bar Association seminar brings panelists together to discuss the compulsory license, syndicated exclusivity, scrambling and music licensing. **PAGE 60.**

WESTERN ROUNDUP □ Basic rate increases, tax law changes, drug policy highlight panels at Western Cable Show. **PAGE 68.**

INDIE OUTLOOK □ Chuck Kadlec assesses the state of independent television. **PAGE 75.**

RADIO RESURGENCE □ In this "At Large" interview, Westwood One's Norm Pattiz, discusses the state of radio and why its, and his company's, financial star is on the rise. **PAGE 79.**

HOOP RIGHTS □ CBS retains television rights to NCAA basketball tournament in three-year deal costing \$166 million. **PAGE 91.**

CHECKERBOARD PICKUP □ CBS's WCAU-TV Philadelphia to run sitcom checkerboard composed of same shows that will appear on NBC O&O's next fall. **PAGE 94.**

CANDIDATE DEFINITION □ Court tackles question of newscaster running for political office. **PAGE 98.**

CLOSED SET □ NBC News President Lawrence Grossman decides to cancel news magazine program, *1986*. **PAGE 101.**

WEATHER BREAK □ PaineWebber conference hears panelists disagree on short-term future of broadcast advertising environment. **PAGE 104.**

FOR SALE □ Allied-Signal puts Ampex audio-video manufacturing subsidiary on the block. **PAGE 109.**

HOMETOWN HERALD □ Garrison Keillor, creator-host of MPR's *A Prairie Home Companion*, has put his fictional hometown on the radio map. **PAGE 127.**

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Deal makers

Look for National Association of Broadcasters to make push next year in Congress for legislation eliminating comparative license renewal process. It won't be first time NAB has launched deregulatory drive on Capitol Hill. This time, however, broadcasters say they are willing to discuss possibility of compromise with Hill. They're prepared, NAB leadership said, to discuss equal employment opportunity requirements and even changes in petition to deny as quid pro quo for deregulation.

She know something?

Janice Obuchowski, senior legal adviser to FCC Chairman Mark Fowler, has joined ranks of those at commission seeking private employment. Obuchowski, who has interest in international telecommunications, declined to reveal what firms she has talked to.

Wanting out

Drexel Burnham Lambert & Co., financial consultant and shareholder in Grant Broadcasting System, which went into Chapter 11 this week (see "Top of the Week") is still trying to sell WTTV(TV) Bloomington, Ind. (Indianapolis) to Lorimar-Telepictures. Station was purchased in 1984 for \$73 million by group organized by 27 Drexel employees, Dunmore Partners Inc., and headed by DeSales Harrison, former chairman of Pacific & Southern Broadcasting ("Changing Hands," Feb. 13, 1984). Original sale to Lorimar-Telepictures for assumption of \$85 million debt ("Changing Hands," July 21) was tied to sale of Storer station group to Lorimar-Telepictures in deal for which Drexel was to have arranged financing. Storer deal fell through, but WTTV management says Drexel is still attempting to work out new agreement for station.

Strides of stereo

New measurement of stereo TV's gradual growth is number of videocassette recorders sold each year with built-in stereo tuner. Industry figures soon to be available for first time show some 10% of estimated 13 million-plus VCR's sold in 1986 will be stereo-capable, with 1987 figure expected to climb to 20%. Adding those totals to nearly five million color TV's with built-in stereo sold since late

1984 puts penetration for two-and-half-year-old stereo service at around 7% of Arbitron's 87 million TV households. Additional factor is millions of stereo-adaptable sets in market—estimated five million sold this year—that can be used with set-top adapter to receive broadcast stereo.

While it's hot

Plans are already in works for television docudrama on Iran-Contra story. ABC-TV is currently negotiating with columnist Jack Anderson to feature Anderson and his team of reporters in "All the President's Men"-type recounting of unfolding drama. Story of arms-for-Iran deal was originally broken in Beirut paper, but Anderson has broken news along way, such as first word that hostage William Buckley had been killed by his captors.

Standing pat

FCC official last week said only way National Association of Broadcasters and National Cable Television Association could get their "option" must-carry rules (see page 49) approved would be through legislation. "We're not interested in must carry for eternity," official said, adding that majority of commissioners believed that rule it already has adopted represented "right" policy.

Election report

Although Federal Election Commission's inability to resolve question of whether broadcaster's gift of free time to political candidate would constitute illegal corporate contribution (BROADCASTING, Nov. 24), there is ruling already on books that may give broadcasters and political candidates pause. Issued in July in response to request from WREX-TV Rockford, Ill., for advisory opinion, ruling passed virtually unnoticed—until lawyers began reading it in connection with matter that attracted so much attention in November. At issue was proposed promotion under which advertisers that increased advertising purchases by specified amount would earn discount or rebate on cost of their advertising. WREX-TV wanted to know if providing earned discount or rebate to political candidate would violate ban on corporate contributions.

Commission's response was that proposed promotion would not violate law, which is probably why it attracted little attention. But advisory opinion also

contained language lawyers are now pondering. FEC said it considers contribution as "anything of value," and said that "if goods and services are provided at less than usual and normal charge," difference between that charge and sale price would be contribution. That would seem to include free advertising time and time offered at less than lowest unit charge, as well as free use of studio facilities that is not offered to others.

Out to save UHF

National Association of Broadcasters President Eddie Fritts has picked strategic platform to attack FCC plan to share UHF TV spectrum with land-mobile radio interests. Fritts will go on offensive today (Dec. 15) before Washington audience of government policymakers and others during high-definition television forum. He's expected to accuse FCC of being more interested in giving spectrum away to "pizza and bread manufacturers" (whose delivery trucks use mobile radio) than it is in preserving growth of new broadcast services such as terrestrial HDTV.

Postponing preferences

FCC last week was reportedly considering holding in abeyance licensing proceedings in which minority or female preferences are at stake until it resolves question of constitutionality of preferences. It also was considering deferring grants of distress sales and tax certificates. FCC is tentatively scheduled to issue notice of inquiry on those preferential policies Wednesday (Dec. 17).

Hunt for help

Direct investment by cable operators in Playboy Channel may be sought. Pay service has faced difficult times in recent months and has seen subscriber levels and revenue drop. One informed source said Playboy Enterprises subsidiary has in recent months been working with two New York-based investment banking firms, Donaldson Lufkin & Jenrette and Allen & Co., latter of which is part owner of The Discovery Channel and deal maker for MSO investments in documentary format basic cable service. Playboy spokesman said channel has met with outside parties about program funding and "co-financing specific projects," but said there had been no meetings concerning ownership of channel, as is case with The Discovery Channel.

Which way to go

Cabletelevision Advertising Bureau President Bob Alter is in a bit of a quandary. He's no fan of the current method of using diaries to measure television viewership in cable homes, but he isn't quite ready to endorse fully the only alternative available today—so-called people meters.

In a speech before members of the Advertising Research Foundation in New York last week, Alter cautioned that people meters may not be the cable industry's ticket to "validity and reliability" in audience research.

"The task demanded of today's people meter respondents—pushing buttons to signal a change in viewing behavior—is unrelenting, and carries no reward of its own, as does, say, a channel change to a more entertaining program, or the illumination of a room with the touch of a switch," he said. "Are we running the risk, in Skinnerian terms, of experimental extinction of the conditioned response, by not providing immediate gratification to the viewer for pushing the buttons? And, if we could find a way to do that, would viewing behavior be influenced by such reinforcement?"

According to Alter, the cable industry's disappointing experiences in offering interactive services "should serve to warn us that the traditional relationship of the viewer to the screen is... passive."

The cable industry should not "confuse technology with validity," Alter said. "Close monitoring of cooperation rates, in-tab samples, timely compliance to prompts, attrition rates, and the effect of editing rules on the quality of the data will become even more essential as people meter panels age and the number of unreinforced responses to stimuli continues to mount."

Alter also said he thought a people meter sample of 2,000 homes was too small. It

might satisfy the broadcast networks, which are looking only for "reasonably stable prime time ratings," he said. But it's inadequate for measuring viewership outside of prime time, which has been fragmented by the proliferation of cable services and which now accounts for 81% of total viewing.

Turned down

Hubbard Broadcasting's copyright infringement suit against Turner Broadcasting System and Tempo Enterprises has hit its final barrier. The Supreme Court has rejected Hubbard's petition for review of an appeals court decision in the case that involves Tempo's distribution, by satellite, of the programming of Turner's superstation, WTBS(TV) Atlanta. At issue is the question of whether Tempo (formerly Southern Satellite Systems) forfeits its exemption from copyright liability by retransmitting a modified WTBS signal—some local commercials are replaced with national spots. The exemption is provided under the Copyright Act of 1976, which requires cable systems to pay fees to copyright owners under a compulsory license.

Hubbard said the modification of the signal constitutes such a forfeiture. But the district court that heard the case originally disagreed; so did the appeals court that heard Hubbard's appeal. The Supreme Court, in rejecting Hubbard's petition, did not offer any reason for its action. Last month, the U.S. solicitor general entered the case with a brief in support of Turner and Tempo (BROADCASTING, Dec. 1).

Rapid growth

The Discovery Channel, the one-and-a-half-year-old cable service devoted to science, history and exploration, appears to be the

fastest growing cable service over the past year. Between November 1985 and November 1986, the number of homes reached by the service grew nearly 170%—from 3.6 million to 9.6 million.

The service expects the rapid growth to continue. At the Western Cable Show, the service announced that it already has commitments for carriage from cable operators that will put it in 12 million homes by the end of the year and in 14 million by the end of March 1987.

The service is looking forward to passing the 13.5-million mark. At that time, it will qualify for inclusion in A.C. Nielsen's audience measurement reports for cable. With those reports, the service will be able to start selling advertising in earnest.

The service's growth has been stimulated in no small part by the fact that four major MSO's own 40% of the service.

Phone problems

Westinghouse OnTRAQ released the results of a survey showing that cable viewing remained relatively constant last year and that cable companies' telephone communications with customers remain the biggest problem.

But the most striking aspect of the survey, according to Susan Cook Delzell, president of OnTRAQ, was that nearly half the respondents (48%) said they would rather buy add-on channels separately than pay for a more expensive basic service (43%).

The survey found cable customers find telephone service to cause the most headaches. Repair and installation problems were the other common complaints.

The November survey showed that 58% of the 1,000 homes in the sample owned VCR's and that 64% of VCR owners said their cable viewing remained the same. More than half the respondents said cable programming quality had remained the same during the past year, while 26% thought it had improved and 16% said it got worse.

Other findings show 40% of the households noticed local advertisements on cable channels such as ESPN, MTV and USA and that half did not take notice.

When the survey turned to signal scrambling, 51% of the respondents said "it was a fair business practice," while 41% disagreed.

More than half the respondents rated cable service "good to excellent" compared to other utilities. And 44% of cable viewers stated their cable service was "good to excellent," while nearly 30% rated it "fair to poor."

Technology introduction

Sprucer CATV Group, a division of Kanematsu Goshu (USA) Inc., has introduced a two-way interactive addressable cable television system for the lodging and resort industry. The Sprucer 310 allows subscribers to order "impulse" pay-per-view events



Joint venture. Marketers from some of the cable industry's largest MSO's shared their plans for National Cable Month (April 1987) at a Western Cable Show press conference. Under the umbrella theme of "See us now," many MSO's will be conducting special marketing campaigns in an effort to convince consumers of the diversity and quality of cable programming and, by so doing, boost subscribership. At the press conference (l-r): Richard Maul, Western Communications; Mark Handler, The Disney Channel; Brian Roberts, Comcast; Terry Rich, Heritage Communications; Char Beales, National Cable Television Association; Greg Liptak, Jones Intercable; Larry Higby, Times Mirror; Doug Wenger, Storer, and Ed Bennet, Viacom Cable.

**IF YOU WAIT ANY LONGER,
OUT OF THIS WORLD
MAY BE OUT OF YOUR REACH.**



The Cosby lead-in
for the NBC O&O's
access checkerboard
is already cleared
in over 70% of the U.S.

OUT OF THIS WORLD

It's new. It's first run. It's a bewitching
half hour of fun and fantasy,
available Fall 1987.

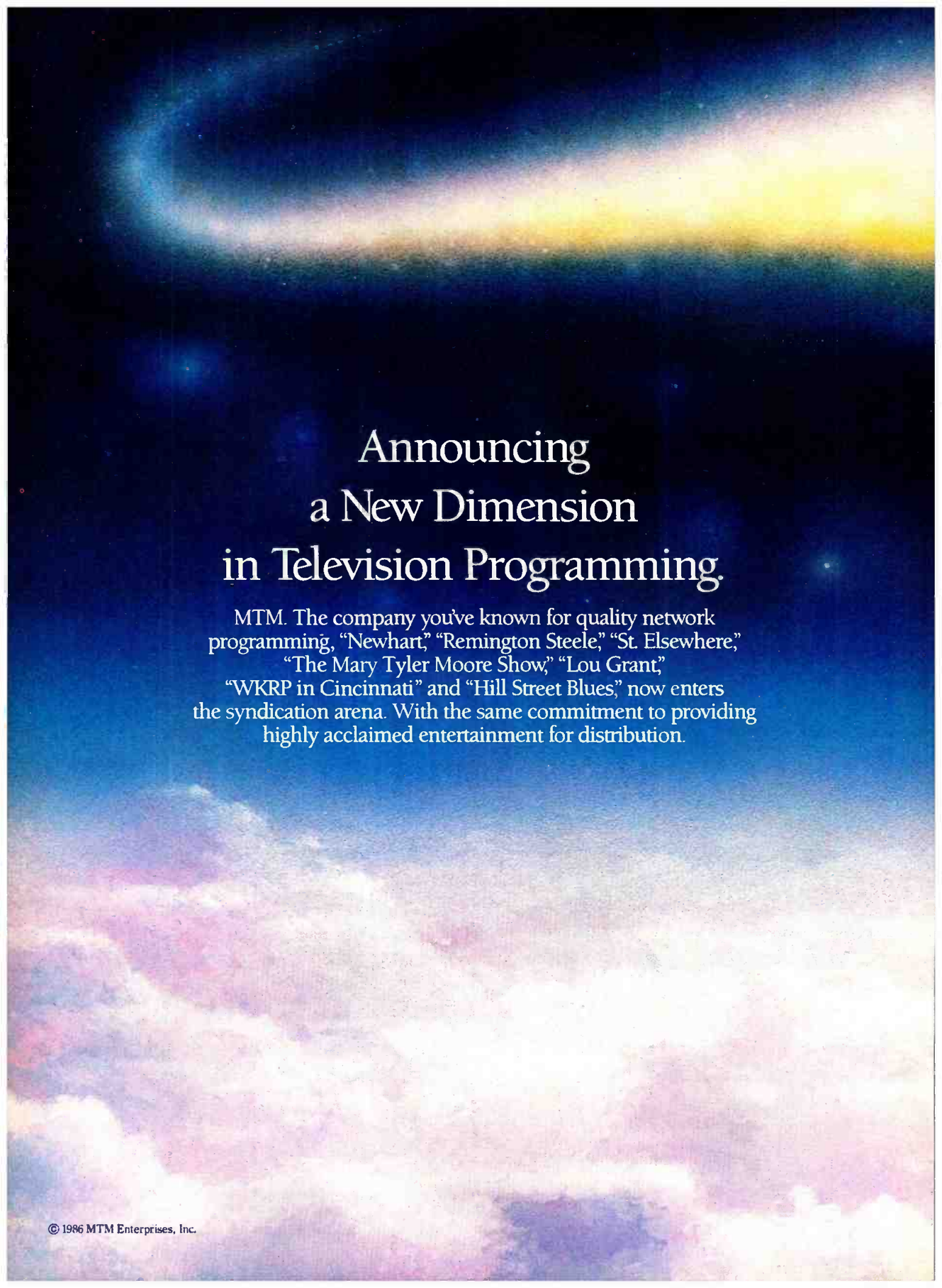
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Announcing a New Dimension in Television Programming.

MTM. The company you've known for quality network programming, "Newhart," "Remington Steele," "St. Elsewhere," "The Mary Tyler Moore Show," "Lou Grant," "WKRP in Cincinnati" and "Hill Street Blues," now enters the syndication arena. With the same commitment to providing highly acclaimed entertainment for distribution.



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Le Parc offers you a great luxury suite even when your budget affords a good hotel room.

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electronically by credit card directly from the cable company, bypassing the individual hotel or motel, a company spokesman said.

The individual units will cost system operators about \$200 apiece and are capable of delivering an event after it has begun, company officials said. The system will verify whether the credit card is legitimate, but not if it is stolen, the officials said.

Animated Fab Four

Following an initial five-day debut (Dec. 1-Dec. 5 at 7 p.m. NYT), MTV is showing *The Beatles Cartoons* on Saturdays and Sundays at 10 a.m. The 39 half-hour cartoons feature original music performed by The Beatles and characters based on Beatles songs, MTV said.

Polishing its image

CBN Cable Network said that its prime time ratings in October were up 67% over last year, jumping from 0.9 to 1.5, with overall viewership up 38% (Monday-Sunday, 7 a.m.-1 a.m.), according to the Nielsen HomeVideo Index. CBN Vice President of Sales Douglas J. Greenlaw, attributed the ratings increase in part to the addition of two former network programs, *Hardcastle & McCormick* and *Hell Town*. Additionally, the cable network said that it has added several national advertisers in the past three months, including Bristol-Myers, Chevrolet, Johnson & Johnson and Warner-Lambert.

Earlier this year, research conducted for CBN by Infomarketing Inc. of Fairfield, N.J., showed that CBN had an "image problem" among some of the 300 advertising agencies and clients surveyed, said CBN spokesman, Andrew Fox, adding that CBN's new ratings demonstrate the network's "bold step" in getting new programming to "combat the occasional perception on Madison Avenue" that CBN was either "a religious network" or "a black-and-white television classics channel viewed principally in C and D counties." (C and D are primarily rural counties with lower population densities than the more urban A and B counties.)

In response to the information garnered from the survey, CBN launched a "multi-level" trade advertising and direct mail campaign, "Just Watch Us." It also used new on-air promotions that positioned the network as "big, bold and contemporary," Greenlaw said. The result, he added, is that "cable viewers have responded with our ratings gains, and advertiser acceptance is rapidly accelerating."

CBN, which celebrates its 10th anniversary next spring (and its fifth year as an advertiser-supported programming service), will continue to add programming, Fox said, including a remake of the *Lassie* series for the fall of 1987. Additionally, CBN has formed a theatrical film division that will produce movies for theatrical release, following the "typical distribution pattern" of eventual sale to broadcast television, the home videocassette market and, eventually, exclusive airing on CBN, Fox said. The cable network is currently working on a Christmas movie and a western that are slated for release next year, he said. CBN is viewed by more than 32 million cable homes, it said.

A Letter To The Cable TV Industry From Television Broadcasters

December 15, 1986

Dear Cable Operator:

The fact that cable television delivers a combination of cable and local commercial and public television program services has always been a potential source of channel positioning problems. However, over the years, cable and broadcast operators have largely been able to resolve such potential conflicts without necessitating governmental intervention. This spirit of cooperation has facilitated resolution of other problem areas attendant to a single delivery system.

Unfortunately, in recent weeks, there has been an outbreak of completed and proposed channel repositionings which we find very disturbing. Local stations are being moved in a variety of ways, e.g., VHF's are being taken off their FCC assigned channels and relocated in the UHF band and stations which have long occupied readily identified cable channels find themselves destined for unfamiliar channel numbers. Also, many cable subscribers will now find that converters (for a fee) are required to receive local stations.

We understand the marketing strategies involved in these moves, such as positioning cable program services next to the three or four most heavily viewed local television stations. But we ask you to consider the impact of these shifts on local stations and the public they serve.

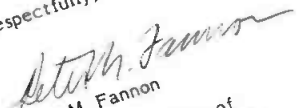
Unlike many of their counterparts in radio, television stations have traditionally identified themselves by their broadcast and/or cable channel numbers rather than call sign. Substantial sums of money and energy have been expended to promote instant public recall of their channel locations. Yet all this expense and effort can be erased overnight by a cable operator's decision to shift the station from a known to an unknown location. Cable subscribers are also losers in this scenario for they must then pore through guides and schedules in an effort to locate their favorite local stations. Instant channel recall is gone and it is not quickly or easily reestablished. In the area of rating service viewer reports, the adverse effect of such channel shifts is obvious.

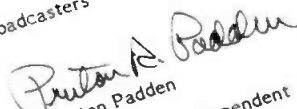
It is encouraging to learn that in at least one instance local cable and broadcast interests have been able to reach accord following channel repositionings objectionable to the local stations. Hopefully, the trend will be toward this kind of cooperation rather than wholesale channel changes.

In light of the adverse effect of such changes, we urge those in cable who have made or contemplate channel relocation of local television stations to reconsider those actions.

Respectfully,


Edward O. Fritts
President & CEO
National Association of Broadcasters


Peter M. Fannon
President
National Association of
Public Television Stations


Preston Padden
President
Association of Independent
Television Stations



Encore! Encore!

In the 1985-86 season, repeats of The Cosby Show outdelivered all other prime time programs in their *original* telecasts.

Household share of top 10 programs.

The Cosby Show (In Repeats)	48
Original Telecasts:	
Family Ties	45
60 Minutes	37
Murder She Wrote	37
Miami Vice	37
Golden Girls	36
Cheers	36
Dallas	35
Dynasty	33
Who's The Boss	32

In fact, the 48 share delivered by Cosby repeats nearly matched the 50 share delivered by Cosby's original telecasts.

No one gets enough of The Cosby Show.

The Cosby Factor: Profit from it.

Source: NTI 1985-86.



Business Briefly

TELEVISION

J.R. Simplot Co. □ Food service company that supplies fried potatoes to restaurants and retail trade launches three-week campaign in about 45 markets in early February. Commercials will be carried in daytime and fringe periods in markets including Cincinnati, Minneapolis, Milwaukee and Indianapolis. Target: women, 25-49. Agency: Noble & Associates, Springfield, Mo.

Rydelle Laboratories □ Pharmaceutical products will be highlighted in eight-week flight kicking off in early June in about 20 markets. Commercials will be slotted in daytime and prime periods. Target: women, 25-54. Agency: Grant/Jacoby Inc., Chicago.

Weight Watchers International □ Campaign for weight reduction centers will be promoted shortly after start of new year in four-to-five-week flights in 35 markets, including Cincinnati, Houston, Minneapolis and Providence, R.I. Commercials will run in daytime and fringe segments. Target: women, 35-54. Agency: Stone/August, Birmingham, Mich.

La Victoria □ Mexican food products will be advertised in two-week flight in early January in six Western markets including Spokane, Wash.; San Diego, and Sacramento, Calif. Commercials will be positioned in daytime, fringe and sports programming. Target: adults, 18-49. Agency: Davis Media Consultants, Los Angeles.

Domino's Pizza □ Campaign throughout Northeast will be launched in January in 18 to 20 markets. Commercials will be

scheduled in late fringe and prime in support of fast-food chain. Target: adults, 18-49. Agency: Davidoff & Partners, Fairfield, Conn.

Weiner's □ Discount clothing chain begins three-week flight this week in 15 to 20 markets in Texas. Commercials will be carried in all dayparts. Target: adults, 25 and older. Agency: Grace Media Services, Houston.

Hirsch Co. □ Manufacturer of household storage products will inaugurate one-week flight this week in Indianapolis, Minneapolis, Denver and Dallas, followed by one-week flight in New York. Commercials will air in daytime, early and late fringe and in weekend programming. Target: adults, 25-54. Agency: J. Herman Sitrick Advertising, Skokie, Ill.

RADIO

Green Bay Foods □ Campaign, currently in planning stages, is scheduled to start in mid-March and continue through April in about five major markets. Final details have not been worked out but commercial placement will be sought in all dayparts. Target: women, 25-54. Agency: Fuller Viety Connell, Milwaukee.

Curtice-Burns Inc. □ Comstock pie fillers will be spotlighted in four-week flight beginning next February in four Florida markets. Commercials will be broadcast in all time periods, including weekends. Target: adults, 25-54. Agency: Geers Gross Advertising, New York.

Pennsylvania State Lottery □ Two-week flight will urge purchase of lottery

tickets as Christmas gifts in campaign starting this week in about 14 markets, including Philadelphia, Pittsburgh, York and Harrisburg, all Pennsylvania. Commercials will be scheduled in all dayparts. Target: adults, 25-54. Agency: Lewis, Gilman, Kynett, Philadelphia.

Mary Kitchen Hash □ Food product will be spotlighted in flight beginning in early January in 12 to 15 markets, including New York, Chicago and Richmond, Va. Commercials will be placed in morning, afternoon and early evening periods. Target: women, 18-49. Agency: BBDO Minneapolis.

RADIO & TV

Community Coffee Co. First-quarter campaign will kick off in early January in about 10 markets, including Mobile, Ala.; Knoxville, Tenn., and Houston. Commercials will be placed in all dayparts. Target: women, 25-54. Agency: Liller Neal Inc., Atlanta.

Rep Report

WKAB-TV Montgomery, Ala.: To Petry National Television from Adam Young.

□

WTLX-TV Tallahassee, Fla.: To Petry National Television from Seitel.

□

KKMJ(AM) Austin, Tex. (previously KOKE-AM): To CBS Radio Representatives from Select Radio.

□

WRJQ(AM)-WROE(FM) Appleton-Oshkosh, Wis.: To Republic Radio (no previous rep).

□

KTX(FM) Brownsville, Tex.: To Masla Radio from Major Market Radio.

□

New digs. Several broadcast and cable rep firms have been on move of late. Creative Media Management Cable Rep has relocated to new offices in Cincinnati. Address is 1212 Sycamore Street, Suite 23, Cincinnati 45210. Telephone remains same: (513) 651-5646. Blair Radio has shifted its Houston office to 1800 West Loop South, Suite 1570, 77027. Telephone: 713-552-0281. Republic Radio has changed its Atlanta office to Six Piedmont Center, Suite 720, 30305. Phone: 404-261-1724.

RADIO-TV Bingo!

Complete "Ready to Air" Package

\$595 radio • \$1995 tv

• **Oldest Promotion in The Industry**
Over 33 years... 1400 plus stations.

• **Gets Double Rate Card Rate**

A complete promotional package providing sponsors the "extras" that command extra dollars.

• **Increase Ratings**

A proven leader in all markets.

• **Tremendous Sponsor Foot Traffic**
Proves the effectiveness of your station with tangible sponsor results.

• **Continuous Renewals**

Sponsors and listeners demand it.

OUR BUSINESS IS IMPROVING YOURS.

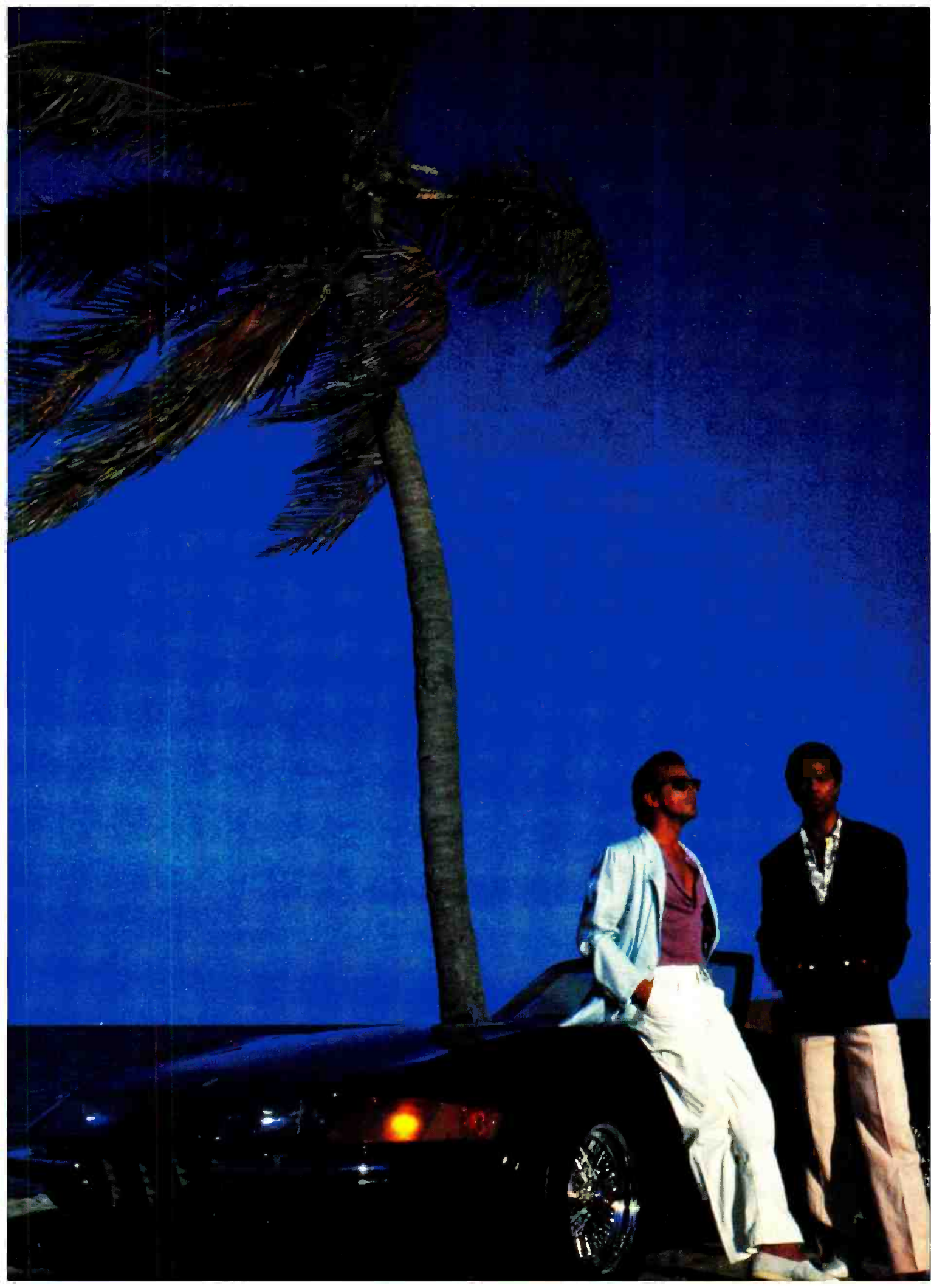
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Littleton, CO 80161
(303) 795-3288

FOR ALL TIME, PERIOD.



**IF IT'S A
PHENOMENON,
YOU DON'T
NEED NUMBERS
TO TELL YOU.
YOU JUST KNOW.**

You know about
Miami Vice.

Never has a television
series been so different from
anything that came before.

Never has a series so
quickly captured the public's
attention, or dominated its
imagination.

Severe spinsters in New
England watch Crockett and
Tubbs with half-smiles and
faraway looks in their eyes.

Young singles in cities
all over America act like shut-
ins on Miami Vice nights.

Every aspect of the
show has something fresh to
say to every category of viewer.

For good reason.

From its bold and
relentless anti-drug stand, to
Crockett's pet alligator, every
aspect of Miami Vice is care-
fully conceived, and produced
with the utmost attention
and courage.

Sure, we'll give you all
the numbers you need, but
they'll only confirm what you
already know.

MIAMI VICE
FOR ALL TIME, PERIOD.

MCA TV

A SMATV commentary from Fred Hopengarten, attorney and president, Channel One Inc., Newton, Mass.

The problems of private cable on private property

On Aug. 21, 1986, the Massachusetts Community Antenna Television Commission (MCATC) petitioned the FCC to interpret the Cable Act's definition of a cable TV system. MCATC asked the FCC to rule that a private cable system located within a condominium community which includes single family homes is not subject to the SMATV exemption from cable franchise regulation, even though the condominium complex is entirely on private land and no streets or public ways are used.

Since the commission's decision in *Earth Satellite Communications Inc. (ESCOM)*, local authorities have been preempted from regulating SMATV systems in the manner of cable systems. The basis for local authority over cable, the FCC said, is the use of public rights-of-way. There is no equivalent basis for local regulation of SMATV systems on private property.

Unfortunately, the Cable Communications Act of 1984, instead of addressing the issue directly, simply said that the Congress did not intend to change the outcome of the *ESCOM* decision—then on appeal before the U.S. Circuit Court in Washington. Thus, Congress left prior language untouched, and set up a situation in which an undefined term, "multiple unit dwellings," appears to have continued relevance. The act exempts systems from the definition of a cable system which serve "multiple unit dwellings under common ownership, control, or management, unless such a facility or facilities uses any public right-of-way."

CSR-2997, the MCATC petition, asks what, exactly, the phrase "multiple unit dwellings" means. Commenting on this question, the City of Scottsdale, Ariz., has written:

"As to the meaning of 'multiple unit dwellings,' neither the Cable Act nor its legislative history defines this term."

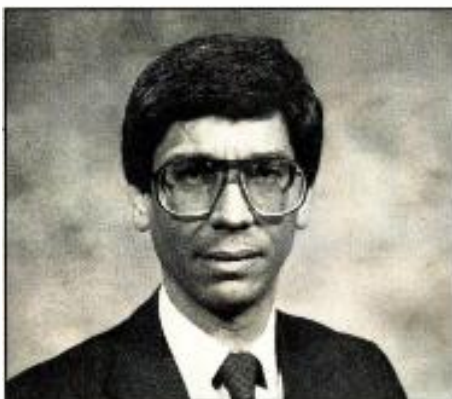
Scottsdale's filing continued, however, to note where the definition came from:

"...[T]he language of the first and second elements was taken verbatim from the FCC definition of a cable system existing prior to the passage of the Cable Act."

In other words, the Cable Act did not create, as some claim, a new definition of who is exempt (with respect to multiple unit dwellings) from the requirement of getting a franchise. Putting it another way, Congress said: We adopt the expertise of the appropriate administrative agency.

In 1978, when that agency adopted the reference to multiple unit dwellings, the FCC wrote:

"By adopting the language... we are attempting to resolve the ambiguous situa-



Fred Hopengarten is an attorney and president of Channel One Inc., a Newton, Mass., firm that provides SMATV service to large condominium and apartment complexes and sells direct-reception satellite television receiving systems. He is a member of the Direct of Columbia Bar and was a law clerk to former Federal Trade Commission Chairman Miles W. Kirkpatrick. He was chief engineer of his college radio station, carrier current WMMB Colby College, Waterville, Me. An amateur radio operator since the age of 10, he holds extra class license K1VR.

tions. We think the resolution is clear enough."

Obviously it wasn't, as the matter is now back before the commission. If it had been clear enough, there would never have been an *ESCOM* case, with its appeal, and a special section of the new Cable Act intended not to upset the *ESCOM* case.

So what was the intent of the Congress? Both houses of Congress wrote committee reports which encourage the growth of SMATV as an alternative to, and competitor with, franchised cable TV.

Since the act, the commission has issued a Memorandum Opinion and Order that relies on use of the public rights-of-way as a means of distinguishing SMATV from franchised cable, saying that "when multiple unit dwellings are involved, the distinction between a cable system and other forms of video distribution systems is now the crossing of the public rights-of-way, not the ownership, control or management."

As with any communications issue these days, no discussion of competitive services is complete without the well-worn "level playing field" argument.

Filings from the National Cable Television Association and the New England Cable TV Association (NECTA) suggest that if an SMATV operator wants to serve so much as a single detached house, among other types of housing on a single tract of private property, a franchise is necessary. The problem with such arguments is that that franchised operators do not want to permit a

level playing field. There was never a level playing field.

For example, where franchised operators have sought forced access legislation, giving them the right to wire up apartment complexes without the permission of the owner, forced access is routinely limited to franchised operators, and denied to SMATV operators.

Franchised operators seek discounts from programmers (some of whom are co-owned with franchised operators), and encourage programmers to ask high prices or deny programming to SMATV operators. Despite testimony to the contrary before Congress this past summer, The Disney Channel still refuses to sell to SMATV operators. Arts and Entertainment, the Weather Channel and Discovery Channel also refuse to deal with SMATV operators. HBO sells only to the largest SMATV operators (those with more than 25,000 homes passed).

Programmers have said that the franchised operators would ruin them if they offered programming to SMATV operators on the same terms and conditions that they offer to franchised operators of the same size and financial stability.

In its filing, Scottsdale wrote:

"To allow a[n] SMATV operator wide latitude to expand its operations so that it interconnects numerous individual residences in a community while still allowing it to be classified as a[n] SMATV and exempt from all the requirements that are applicable to a legitimate [emphasis added] cable operator would be basically unfair and anticompetitive."

We would rewrite that sentence:

"To allow an SMATV operator to interconnect individual residences in a community, without the use of a public way, while allowing it to be classified as an SMATV operator and exempt from requirements that are applicable to a franchised cable operator would bring effective competition to the marketplace, in a situation where STV and MDS have been ineffective (due to the limited channel capacities of those technologies)."

The FCC has written that it is not a guarantor of the economic success a franchised cable. Here, with franchised cable outnumbering private cable (measured by homes passed) by as much as 40 to 1, of what can the franchised operators be afraid?

The Congress did not seek to promote a viable, effective SMATV industry by hobbling it with local entry restrictions. Chairman Fowler has recently said, speaking in a telephone context:

"Don't play the protectionist game in Washington. It won't work. Serve your markets."

The statement is equally applicable to local regulation of SMATV on private property.

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WARNER BROS. TELEVISION DISTRIBUTION
A Warner Communications Company

RATINGS AND HOLLYWOOD SQUARES

New York

WABC-TV*

MON-FRI 7:30-8:00 PM

OCT. '85 Entertainment Tonight
9 RATING/15 SHARE/464,000 ADULTS 18-49

OCT. '86 HOLLYWOOD SQUARES
12 RATING/20 SHARE/625,000 ADULTS 18-49

+33% / +33% / +35%
RATING SHARE ADULTS

Los Angeles

KHJ-TV*

MON-FRI 7:30-8:00 PM

OCT. '85 Dallas
4 RATING/6 SHARE/148,000 ADULTS 18-49

OCT. '86 HOLLYWOOD SQUARES
5 RATING/8 SHARE/177,000 ADULTS 18-49

+25% / +33% / +20%
RATING SHARE ADULTS

Denver

KMGH-TV*

MON-FRI

2:30-3 PM Guiding Light
3 RATING/12 SHARE/25,000 ADULTS 18-49

3-3:30 PM HOLLYWOOD SQUARES
4 RATING/15 SHARE/28,000 ADULTS 18-49

+33% / +25% / +12%
RATING SHARE ADULTS

Dallas

KXAS-TV*

MON-FRI 2:30-3:00 PM

OCT. '85 Sale of the Century
5 RATING/19 SHARE/34,000 ADULTS 18-49

OCT. '86 HOLLYWOOD SQUARES
6 RATING/20 SHARE/57,000 ADULTS 18-49

+20% / +5% / +68%
RATING SHARE ADULTS

Cleveland

WKYC-TV*

MON-FRI 5:30-6:00 PM

OCT. '85 Hart to Hart
6 RATING/15 SHARE/56,000 ADULTS 18-49

OCT. '86 HOLLYWOOD SQUARES
8 RATING/21 SHARE/69,000 ADULTS 18-49

+33% / +40% / +23%
RATING SHARE ADULTS

Atlanta

WSB-TV*

MON-FRI 11:30 AM-12:00 PM

OCT. '85 People's Court
2 RATING/16 SHARE/17,000 ADULTS 18-49

OCT. '86 HOLLYWOOD SQUARES
5 RATING/17 SHARE/45,000 ADULTS 18-49

+150% / +6% / +16%
RATING SHARE ADULTS

Sacramento

KXTV**

MON-FRI

6-6:30 PM CBS News
8 RATING/17 SHARE/37,000 ADULTS 18-49

6:30-7 PM HOLLYWOOD SQUARES
9 RATING/17 SHARE/58,000 ADULTS 18-49

+13% / +57%
RATING ADULTS

San Francisco

KGO-TV**

MON-FRI

7-7:30 PM ABC World News
7 RATING/13 SHARE/98,000 ADULTS 18-49

7:30-8 PM HOLLYWOOD SQUARES
8 RATING/14 SHARE/113,000 ADULTS 18-49

+14% / +8% / +15%
RATING SHARE ADULTS

Boston

WCVB-TV*

MON-FRI

10:30-11 AM Good Day
2 RATING/14 SHARE/16,000 ADULTS 18-49

11-11:30 AM HOLLYWOOD SQUARES
3 RATING/16 SHARE/25,000 ADULTS 18-49

+50% / +14% / +56%
RATING SHARE ADULTS

DEMOGRAPHICS

RES DELIVERS!!

HOLLYWOOD SQUARES

Philadelphia

MON-FRI 4:30-5:00 PM

OCT. '85 Newlywed Game
9 RATING/21 SHARE/117,000 ADULTS 18-49

OCT. '86 HOLLYWOOD SQUARES
11 RATING/28 SHARE/149,000 ADULTS 18-49

+22% / +33% / +27%
RATING SHARE ADULTS

KYW-TV*

Miami

WPLG-TV*

MON-FRI 7:00-7:30 PM

OCT. '85 Headline Chasers
4 RATING/7 SHARE/30,000 ADULTS 18-49

OCT. '86 HOLLYWOOD SQUARES
10 RATING/17 SHARE/93,000 ADULTS 18-49

+150% / +143% / +210%
RATING SHARE ADULTS

Cincinnati

WLWT-TV*

MON-FRI 5:00-5:30 PM

OCT. '85 Headline Chasers
4 RATING/13 SHARE/9,000 ADULTS 18-49

OCT. '86 HOLLYWOOD SQUARES
7 RATING/20 SHARE/29,000 ADULTS 18-49

+75% / +54% / +222%
RATING SHARE ADULTS

Indianapolis

WISH-TV**

MON-FRI 6:30-7:00 PM

OCT. '85 New Price is Right
6 RATING/13 SHARE/34,000 ADULTS 18-49

OCT. '86 HOLLYWOOD SQUARES
11 RATING/23 SHARE/58,000 ADULTS 18-49

+83% / +77% / +71%
RATING SHARE ADULTS

Nashville

WSMV-TV**

MON-FRI

4-4:30 PM Jeopardy

12 RATING/36 SHARE/61,000 ADULTS 18-49

4:30-5 PM HOLLYWOOD SQUARES
13 RATING/37 SHARE/69,000 ADULTS 18-49

+8% / +3% / +13%
RATING SHARE ADULTS

Columbus, OH

WTVN**

MON-FRI

4:30-5 PM Benson

5 RATING/16 SHARE/17,000 ADULTS 18-49

5-5:30 PM HOLLYWOOD SQUARES
6 RATING/17 SHARE/26,000 ADULTS 18-49

+20% / +6% / +53%
RATING SHARE ADULTS

Pittsburgh

WTAE-TV**

MON-FRI 10:30-11:00 AM

OCT. '85 Catchphrase
2 RATING/14 SHARE/22,000 ADULTS 18-49

OCT. '86 HOLLYWOOD SQUARES
4 RATING/21 SHARE/26,000 ADULTS 18-49

100% / +50% / +18%
RATING SHARE ADULTS

New Orleans

WWL-TV**

MON-FRI 4:00-4:30 PM

OCT. '85 America
7 RATING/22 SHARE/24,000 ADULTS 18-49

OCT. '86 HOLLYWOOD SQUARES
12 RATING/36 SHARE/46,000 ADULTS 18-49

+71% / +64% / +92%
RATING SHARE ADULTS

ORION®
TELEVISION SYNDICATION

■ Indicates new entry

This week

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*; Jack 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. 4-6—*NBC* press tour, in conjunction with Television Critics Association. Century Plaza, Los Angeles.

Jan. 6-7—*National Association of Broadcasters* executive committee meeting. NAB headquarters, Washington.

Jan. 7-9—*ABC* press tour, in conjunction with Television Critics Association. Century Plaza, Los Angeles.

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. 9-11—*Illinois Broadcasters Association* Operation Adapt anti-drug training seminar. Allerton House, Monticello, Ill.

Jan. 10—*Television Critics Association* Day, during network press tours. Century Plaza, Los Angeles.

Jan. 11-13—Public Broadcasting Service press tour, in conjunction with *Television Critics Association*. Century Plaza hotel, Los Angeles. Information: (703) 739-5000.

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—Presentation of ACE awards for "cablecasting excellence," sponsored by *National Cable Television Association*. Century Plaza, Los Angeles.

Jan. 14—*Association of Independent Television Stations* and *NATPE International* first-run syndication promotion event, Synditel '87, to be held during annual Television Critics Association press tour. Twenty-five TV syndication companies scheduled to participate. Theme: "First Run: The Time Has Come." The Palace, Los Angeles. Information: INTV, (202) 887-1970.

Jan. 14—*Illinois Broadcasters Association* "great idea exchange." Holiday Inn, Decatur, Ill.

Jan. 14-16—*CBS* press tour, in conjunction with *Television Critics Association*. Sheraton Redondo Beach, Redondo Beach, Calif.

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. 15—Deadline for applications for Paul Miller Washington Reporting Fellowships, sponsored by *Gannett Foundation of Rochester, N.Y.* and *National Press Foundation*. Information: Paul Miller Washington Reporting Fellowships, P.O. Box 12310, Arlington, Va., 22209; (703) 284-6727.

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—Deadline for entries in sixth annual *Northern California Radio-Television News Directors Association* awards. Information: Darryl Compton, KRON-TV

New 35 kW FM Power From A Proven Winner



- SCR Power Control
- Automatic RF Power Output Control
- Automatic SWR Circuit Protection
- SWR Output Power Foldback
- Remote Control Interface
- AC Power Failure Recycle
- Grounded Screen Amplifier
- Internal Diagnostics

Continental's New Type 816R-5 is a high performance FM transmitter that uses the Type 802A exciter to deliver a crisp, clean signal.

The power amplifier uses an EIMAC 9019/YC130 Tetrode specially designed for Continental, to meet stringent FM service requirements at 35kW.

The 816R-5 is an outgrowth of Continental's popular 816R Series of 10, 20, 25 and 27.5 kW FM transmitters. It uses husky components and is built to give many years of reliable, dependable service.

For brochure and operating data, call (214) 381-7161. Continental Electronics, a Division of Varian Assoc., Inc. PO Box 270879 Dallas, Texas 75227.

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AT&T BRINGS YOU A PROGRAM THAT CONTINUES TO MAKE HISTORY.



Three years ago, The MacNeil/Lehrer Report became The MacNeil/Lehrer NewsHour—and made history as the first hour-long evening news program on national television.

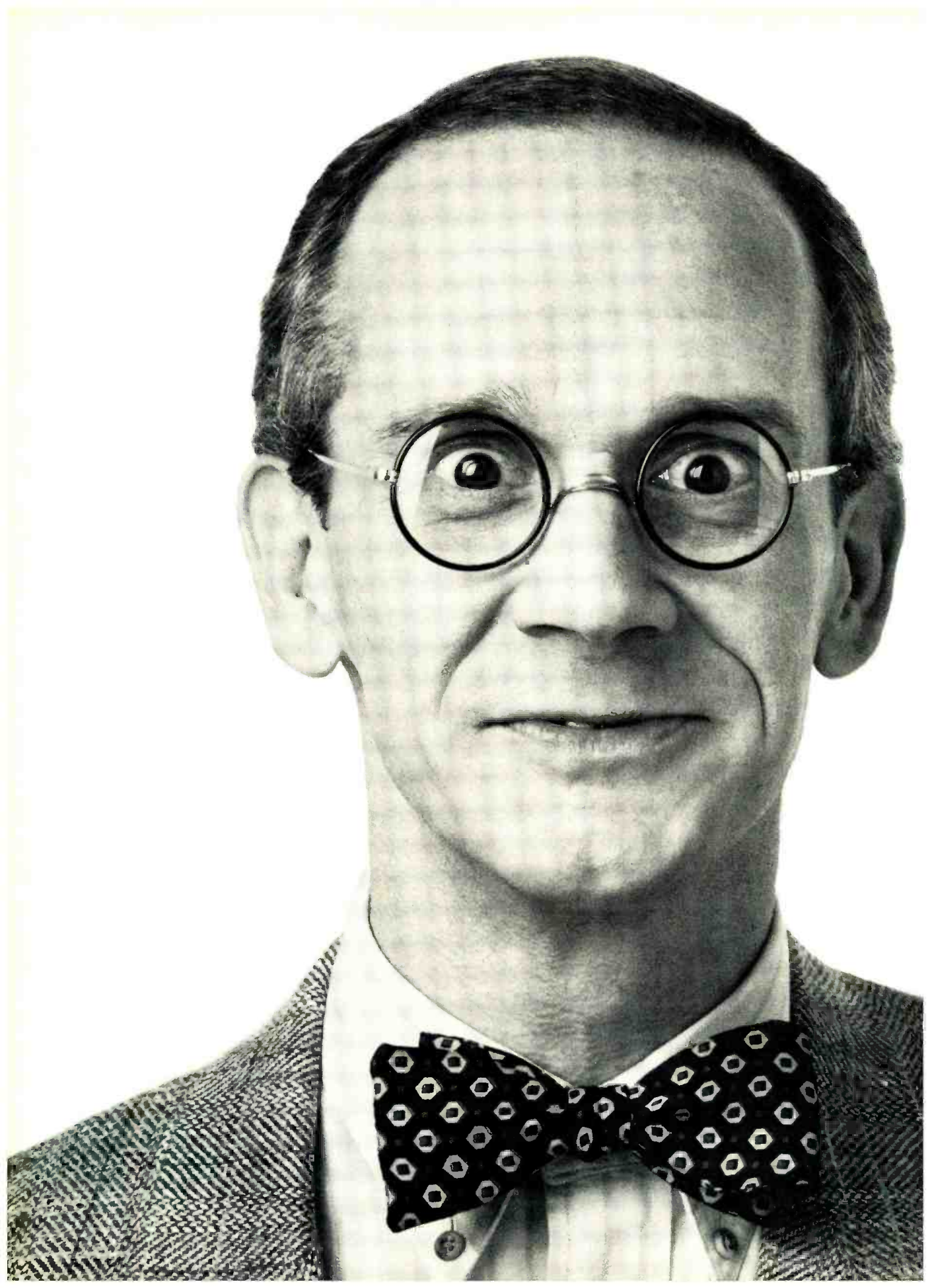
Through in-depth analysis and interviews with expert guests, Robert MacNeil and Jim Lehrer have been helping many of us better understand the complex world we live in.

We at AT&T began supporting the MacNeil/Lehrer approach to the news in 1979. We're still doing it today.

We're proud of the association. We believe it's one more reflection of our commitment to excellence. In business. And in the quality of life.

The MacNeil/Lehrer NewsHour.
Weeknights on PBS. Have a look for
yourself. See why we're so proud.

 **AT&T**
The right choice.



"Unu gradigi taŭgi ĉio!"

The quote above is Esperanto for "one size fits all." But Esperanto, which was created to be a universal language, failed.

Its problem, which also applies to "universal" video formats, was simple. One size does not fit all; a truth that we at Sony have great respect for.

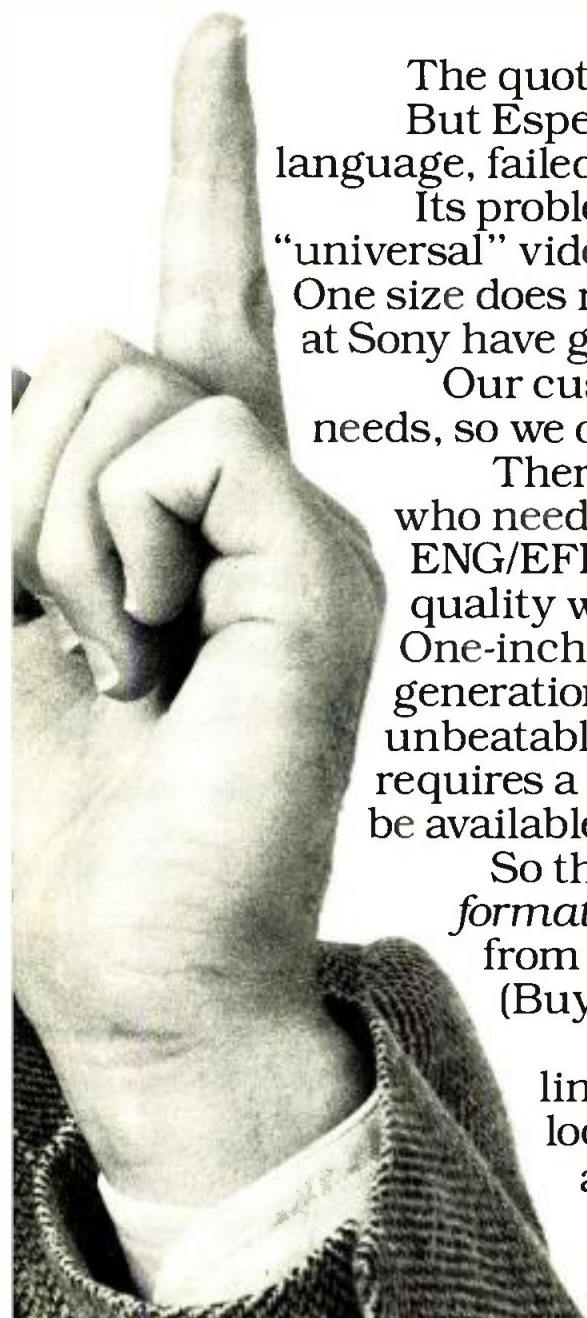
Our customers have different needs, so we offer a variety of solutions.

There's Betacam® for anyone who needs a compact, high quality ENG/EFP format. And Betacam SP for even higher quality with full compatibility and four audio tracks. One-inch type "C" provides unbeatable multiple generation performance; Broadcast U-Matic®, unbeatable price/performance. And for anyone who requires a digital component format, 4:2:2 digital will be available shortly.

So the next time you hear the words *universal format*, it might be wise to remember these words from the *universal language*: "Kliento atentu!" (Buyer beware!).

For more information on the complete line of Sony Broadcast products, contact your local representative. Or call Sony Broadcast at (201) 833-5231.

SONY
BROADCAST



San Francisco, (415) 561-8760.

Jan. 16—Deadline for entries in Athens International Video Festival, sponsored by *Athens Center for Film and Video, Ohio University, Athens, Ohio*. Information: (614) 594-6007.

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. Wilshire 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. 25—Deadline for entries in Vanguard Competition, "honoring a firm or institution for positive portrayal of women in the media," sponsored by *Women in Communications*. Information: WIC, (512) 346-9875.

Jan. 27—"Organ Transplants: Who Is to Pay?" conference for journalists, sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

Jan. 27-29—*South Carolina Broadcasters Association* winter convention. Radisson hotel, Columbia, S.C.

Jan. 28-29—"America's Health Care: How Good? How Efficient?" conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

Jan. 30—Deadline for entries in 19th annual Robert F. Kennedy Journalism Awards for outstanding coverage of problems of the disadvantaged, sponsored by *Robert F. Kennedy Memorial and Robert F. Kennedy Journalism Awards Committee*. Information: Sue Voegelsinger, (202) 333-1880.

Jan. 30—*Utah Broadcasters Association* "time management" seminar and UBA annual meeting. Salt Lake City Salt Palace, Holiday Inn, Salt Lake City. Information:

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—Deadline for entries in *American Bar Association's* Gavel Awards. Information: (312) 988-6137.

Feb. 1—Deadline for entries in *Retirement Research Foundation* National Media Awards, for films, videotapes and television programs on aging. Information: Chris Straayer, Center for New Television, 11 East Hubbard, Chicago, 60611; (312) 565-1787.

Jan. 31-Feb. 4—*National Religious Broadcasters* 44th annual convention. Theme: "Communicating Christ to the Nations." Sheraton Washington. Information: (201) 428-5400 or (202) 628-4831.

Feb. 2—Deadline for entries in Achievement in Children's Television Awards, sponsored by *Action for Children's Television*. Information: (617) 876-6620.

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. 4-8—*International Radio and Television Society* faculty/industry seminar. Roosevelt hotel, New York.

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. 11—*American Women in Radio and Television, Washington chapter*, reception for new members of Congress. Cannon Caucus Room, Washington.

Feb. 13-15—*Oklahoma Association of Broadcasters* annual winter meeting with Society of Broadcast Engineers, Oklahoma City and Tulsa chapters. Doubletree hotel, Tulsa, Okla.

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—*California Broadcasters Association* government relations conference. Hilton hotel, Sacramento. Information: (914) 444-2237.

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. 18-19—*Texas Association of Broadcasters* TV Day. Westin Galleria hotel, Houston.

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 Pre-

Major Meetings

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.

Jan. 31-Feb. 4, 1987—*National Religious Broadcasters* 44th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington. Future meetings: Jan. 30-Feb. 3, 1988; Jan. 28-Feb. 1, 1989, and Jan. 27-31, 1990, all Sheraton Washington and Omni Shoreham, 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, 1987—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 Management Association* annual meeting. Marriott Copley Place, Boston. Future meeting: April 17-20, 1988, Hyatt Regency, New Orleans, and April 9-12, 1989, Loews Anatole, Dallas.

April 26-29, 1987—*Public Broadcasting Service/National Association of Public Television Sta-*

tions 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. 6-8, 1987—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 18-21, 1987—*Association of National Advertisers* 78th annual convention. Hotel del Coronado, Coronado, 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.

Nov. 11-13, 1987—*Television Bureau of Advertising* 33d annual meeting. Atlanta Marriott.

Beginning in January, You Won't Be Seeing Jeff Greenfield on ABC.**

You'll find him at the Gannett Center for Media Studies, a Gannett Foundation Program at Columbia University. Mr. Greenfield will be taking time out from his correspondent's duties at ABC News to join the Center's residential fellowship program. He'll be devoting his full time, energy and attention to study media issues that affect—and will affect all of us.

The Gannett Center for Media Studies is the nation's first institute for the advanced study of mass communication and technological change. By bringing together serious professionals from the news media and higher education to examine today's most important media issues, the Center is able to identify problems and suggest solutions, all with far-reaching public significance. During his fellowship, effective January, 1987, Mr. Greenfield



will be studying how the press responds to unanticipated domestic political crises, and how these actions affect what people know and understand.

The Gannett Center for Media Studies welcomes Jeff Greenfield as he joins these other 1986-1987 fellows:

David Anderson
University of Texas Law School
Burton Benjamin
formerly, CBS News
Ellis Cose
Institute for Journalism Education,
U of C, Berkeley

Jerry Footlick
Newsweek magazine
Herbert Gans
Columbia University
Lawrence McGill
Northwestern University
John Merrill
Louisiana State University
Michael Moss
Atlanta Constitution & Journal
Christine Ogan
Indiana University
Dan Schiller
UCLA
Susan Shapiro
New York University
Eleanor Singer
Public Opinion Quarterly
Sally Bedell Smith
formerly, *The New York Times*
Susan Tifft
Time magazine

**Mr. Greenfield will be back on the air at ABC in July.

The Gannett Center for Media Studies

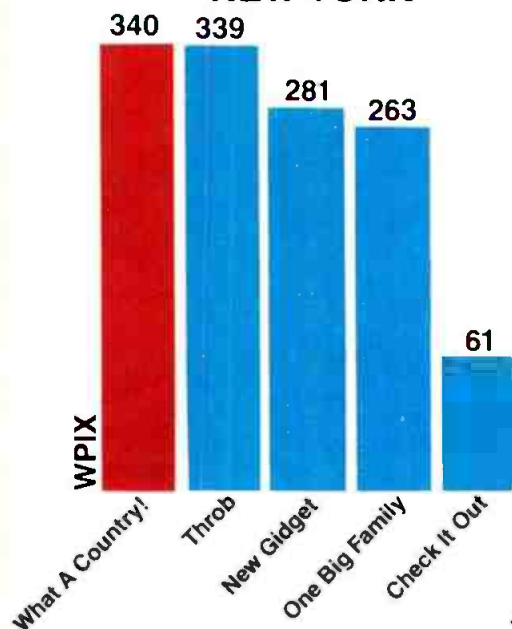
A Gannett Foundation Program at Columbia University
2950 Broadway, New York, N.Y. 10027



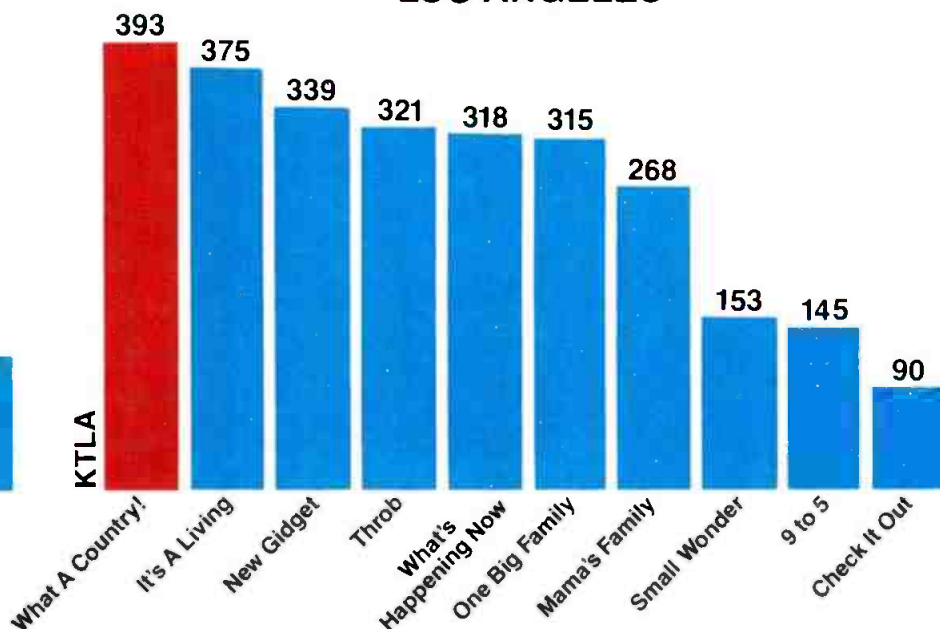
WHAT A COUNTRY!

**AN AM
SUCCE**

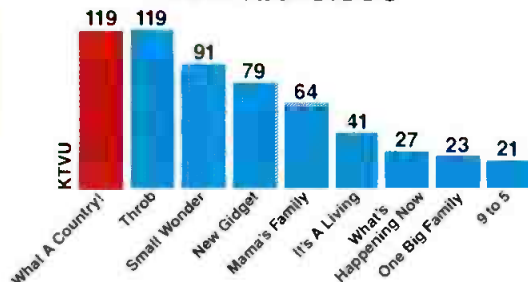
NEW YORK



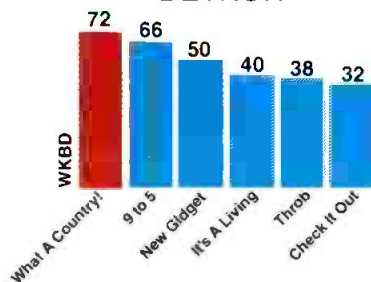
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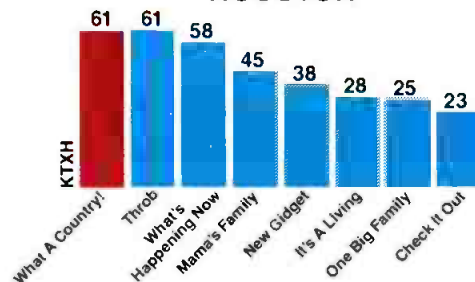
SAN FRANCISCO



DETROIT



HOUSTON



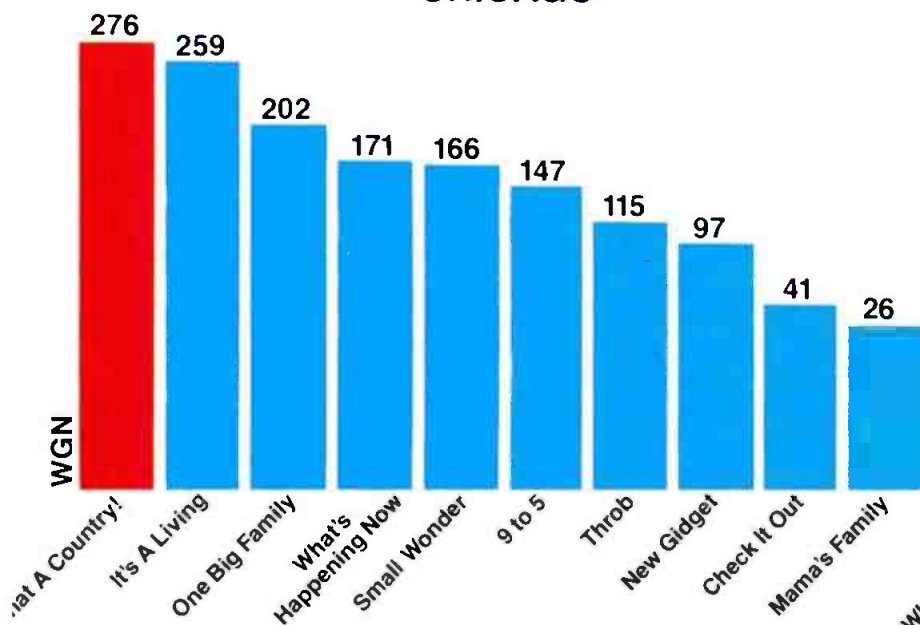
A production of Primetime Entertainment, Tribune Entertainment and Viacom Enterprises.
Based on LWT's "Mind Your Language" created by Vince Powell.
Source: NSI October 1986

AMERICAN SS STORY!

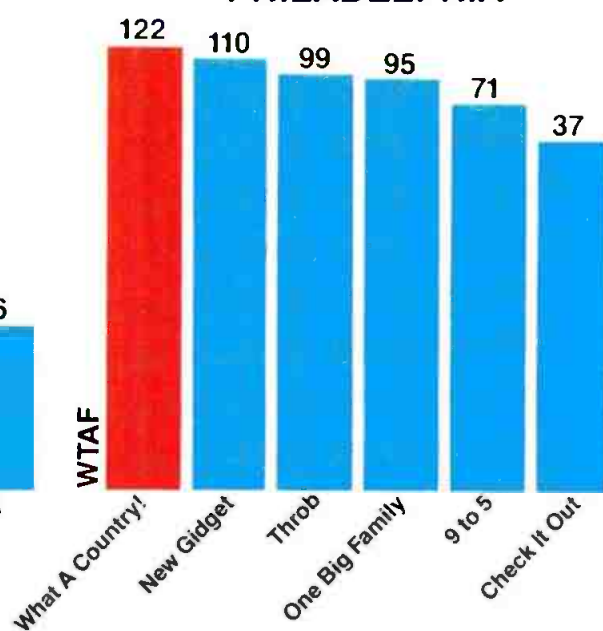
Market by market,
all across the country,
viewers 18-49 turn to
What A Country! for first-
run laughs.

It's funny.
It's fresh.
It's a hit!

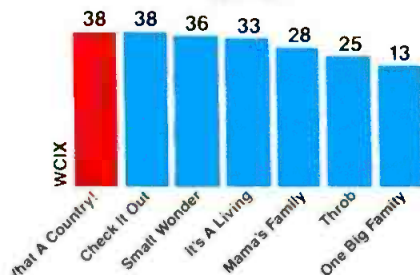
CHICAGO



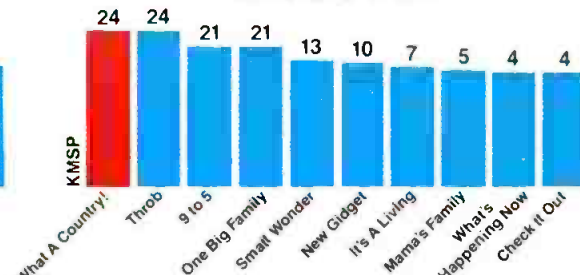
PHILADELPHIA



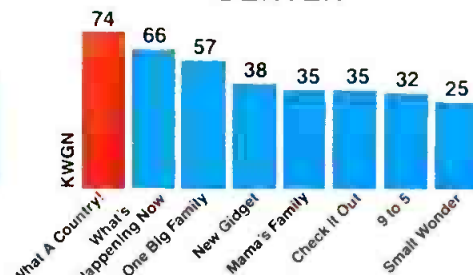
MIAMI



MINNEAPOLIS



DENVER



PRIMETIME
ENTERTAINMENT, INC.

TRIBUNE
ENTERTAINMENT
© 1986 A subsidiary of Tribune Broadcasting Company

Viacom.

miere hotel, Los Angeles. Information: Terry Soley, (213) 410-7310, or Sandi Padnos, (818) 569-7811.

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

Feb. 19—Deadline for entries in Edward Willis Scripps Award, for service to the First Amendment, sponsored by *Scripps Howard Foundation*. Information: SHF, 1100 Central Trust Tower, Cincinnati, 45202.

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

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

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

Feb. 21—Alpha Epsilon Rho, National Broadcasting Society, north Central regional convention. University of Wisconsin-Platteville, Wis. Information: Jamie Doerge, (608) 342-1180.

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

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

Feb. 24-25—Association of National Advertisers television and media workshops. Marriott Marquis, New York. Information: (212) 697-5950.

■ **Feb. 24-26—"Sports Issues 1987: Economics, Contracts, Drugs,"** conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

Feb. 25—National Press Foundation awards dinner, featuring presentation of fourth annual Sol Taishoff Award to Robert MacNeil and James Lehrer of PBS's *MacNeil/Lehrer NewsHour*. Sheraton Washington hotel, Washington.

Feb. 25-26—Illinois Broadcasters Association Washington trip. J.W. Marriott, Washington.

Feb. 28-March 2—Association of Film Commissioners second annual trade show, "Location Expo '87," to exhibit "location filming advantages that each commission has to offer producers of theatrical feature films, TV movies and mini-series and commercials." Held in conjunction with American Film Market, Feb. 26-March 6, Beverly Hilton, Los Angeles. Information: (213) 275-3400.

March 1987

March 2-3—"First Amendment Values in Space: Freedom of Communications and the New Space Technologies," symposium sponsored by *Catholic University*.

Errata

Radio Expenditure Reports (RER), which collects monthly data from rep companies, **does not predict outcome for year** as indicated in deck to headline in spot radio story in Dec. 1 issue. Prediction of 1% growth for 1986 came from rep officials.

□

In survey of local television news directors in Dec. 8 issue, Reid Johnson, news director at CBS affiliate **wcco-tv Minneapolis-St. Paul**, was quoted as saying station had slashed **budget for its investigative unit**. Johnson said while budgets for investigative units have been cut at other stations across country, there have been **no cutbacks** at **wcco-TV**.

Washington, and funded by *Capital Cities Foundation of Capcities/ABC Inc.* CU campus, Washington. Information: (202) 635-5600.

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

March 5—International Radio and Television Society annual Gold Medal banquet. Waldorf-Astoria, New York.

March 5—Television Bureau of Advertising regional sales training conference. Dutch Americana, Orlando, Fla. Information: (212) 486-1111.

March 5—UCLA's fifth biennial communications law symposium, "Following the Footprints: Protecting Film and TV Rights in the World Satellite Marketplace," sponsored by *UCLA School of Law, Communications Law Program*. Beverly Hilton hotel, Los Angeles. Information: (213) 206-0534 or (213) 825-6211.

March 5-8—Athens International Video Festival, spon-

sored by *Athens Center for Film & Video*. Seigfried Hall, Ohio University, Athens, Ohio. Information: (614) 594-6007.

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

March 6-8—Sixth annual Northern California Radio-Television News Directors Association convention and awards. LeBaron hotel, San Jose, Calif. Information: Darryl Compton, KRON-TV San Francisco, (415) 561-8760.

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

March 11—American Women in Radio and Television, Washington chapter, meeting. "Where Will the Jobs Be in 1997?" National Association of Broadcasters, Washington. Information: Lisa Tate, (202) 628-3544.



Fan mail

EDITOR: Our entire profession—the Fifth Estate, as you have called it—breathed one, great, almost audible, sigh of relief at the announcement in your own pages [BROADCASTING, Dec. 1] that the Taishoff family and BROADCASTING's highly regarded, current editorial staff will continue to shape and guide the future direction of your unique publication which means so much to all of us.

You don't suffer compliments well... but I'm going to presume to speak for all those many thousands of broadcasters, government officials, investors, academics, students and business leaders who rely each week on your journal to sort out all the dynamic changes in the world of communications.

It's no secret that every one of your readers and admirers takes an almost proprietary interest in BROADCASTING... and thus the assurance that although your corporate ownership may change, the heart and soul and tremendous integrity of your publication will remain intact, are welcome indeed.

BROADCASTING is *sui generis*. And all this is by way of saying we're darn glad you're going to be around.

Your late, legendary founder would approve.—*William O'Shaughnessy, president/chief executive officer, WVOX(AM)-WRTN(FM) Westchester, N.Y.*

Bigger not better?

EDITOR: Lincoln Diamant's Dec. 1 "Monday Memo" about advertising agency macro-mergers should be mass mailed to every client now being represented by such an agency.

His well thought out description of what happens when a few empowered agency people decide to go for their own personal gain is a chillingly accurate observation.

Those on the corporate hot-track, highly susceptible to Machiavellian principles, might pose that macromergers are a prime

example of capitalism at its best. The mitigating factor is intent.

There is another road being taken by those who have found corporate gigantism unwieldy, impersonal and ripe with conflict of interest. Sometimes referred to as advertising or marketing boutiques (a term I feel does not do justice to the talents, dedication and results of those so named) these smaller shops succeed because they understand the vital importance of the result of people working with people.

History continues to prove the cyclic nature of people. The less than secure, moderately paranoid world of advertising may temporarily choose to construct its megashops to compete in this trendy corporate escalation.

While they continue to impress themselves, and those more impressionable, they move farther and farther away from the real issue: creating effective advertising at a reasonable cost.

I find it interesting to note that just as CBS and other broadcast concerns are making headlines by making layoffs, the ad agencies are hyper-extending their own workforces by conglomeration.

How many issues of BROADCASTING will be published before we read about layoffs at these mega-agencies?

It's unfortunate that facts must become history before they can be considered wisdom.—*Tyree S. Ford, Baltimore.*

Separate but equal

EDITOR: Cary Simpson, in his Nov. 10 "Open Mike" titled "AM warning," still missed the point with his comments about radios being required to have both AM and FM reception capabilities.

Stereo is what made FM happen. If a radio receiver is capable of stereo FM, it should be capable of stereo AM or it will never have equal appeal.

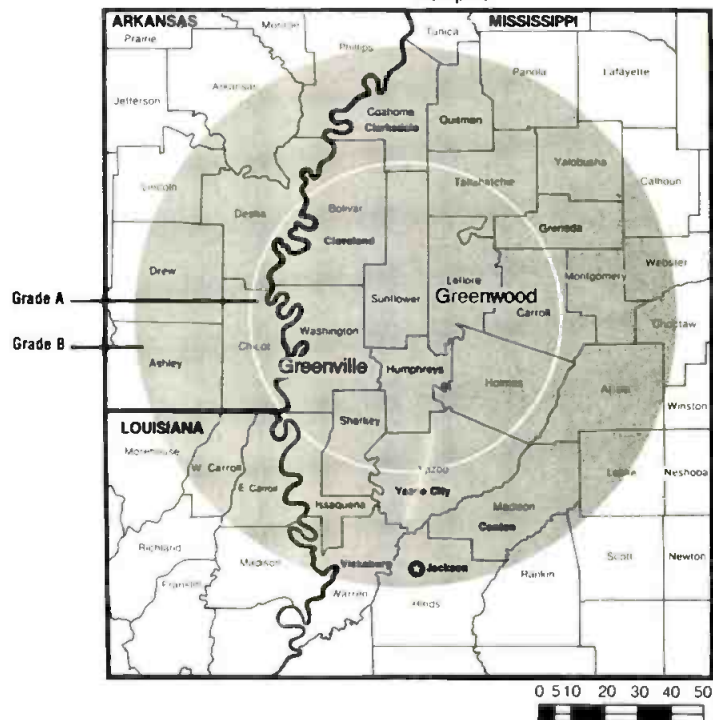
Maybe the time has come for AM broadcasters to talk with their congressmen.—*Peter C.L. Boyce, president, MidAmerica Electronics Service Inc., New Albany, Ind.*

ANOTHER BAHAKEL STATION IS NUMBER 1



Artist rendering—New building under construction

Memphis.



Number 1 in the
area between
Jackson, Mississippi
and Memphis.

**Super
Power** 
WABG-TV
Greenwood-Greenville, MS



2000 Feet Tall

A subsidiary of Bahakel Communications
One of America's largest privately held broadcast-cable entities.



Represented by
Katz

TOGETHER AGAIN



There's nothing like a second marriage.





specially when you marry your first love.



Why Michael and Andrea never got married was a mystery. Now, 17 years later, it's a comedy.

When Michael moves in with Andrea, he finds that marriage is a family affair involving his wife, her kids and her mother.

Richard Kline, Caren Kaye and Carole Cook star in "Together Again," a loving new half-hour weekly series from hit producers George Tricker and Neil Rosen. Available for syndication, beginning Fall 1987. Already set by all Group W stations.

For better. For worse. For laughter.
"Together Again."

**GROUP W
PRODUCTIONS**
A WESTINGHOUSE BROADCASTING COMPANY

3801 BARHAM BOULEVARD, LOS ANGELES, CA 90068 (213) 850-3800



INTEREP RADIO SALES WISHES YOU A HAPPY RADIO NEW YEAR

The combined sales forces of the INTEREP companies have targeted over two hundred *new* accounts for radio in 1987 through our Major Account Selling Program.

We won't get them all, but we'll get enough to make it a good year for radio and our INTEREP clients!

Les Goldberg, President



Durpetti & Associates • Group W Radio Sales • Hillier, Newmark, Wechsler & Howard
Major Market Radio • McGavren Guild Radio



Broadcasting Dec 15

Vol. 111 No. 24

TOP OF THE WEEK

Bids are in for RKO's 'price is right'

Wesray, Kravis-Christian, Emmis, Malrite, Ragan Henry and Cablevision among multiple bidders for 13 stations

The parties to the settlement negotiations for the 13 RKO General Inc. stations received 45 bids from outsiders last week. If the top bids in each market were accepted, the stations would fetch in excess of \$280 million, even though nobody bid for RKO's WHBQ(AM) Memphis. (A source said RKO financial statements showed that station to be losing a "half million" dollars each month. An RKO official declined comment.)

One of the more surprising bidders was cable multiple system operator Cablevision Systems. It bid \$75 million for RKO's WOR(AM)-WRKS(FM) New York and \$25 million for

WRKO(AM)-WROR(FM) Boston, areas in which it owns cable systems. (In a memo to parties to the proceeding, James McKinney, FCC Mass Media Bureau chief and RKO mediator, said Cablevision had "possible character problems" and had not firmly stated how it intended to make payment. A Cablevision attorney said McKinney's remark referred to unadjudicated antitrust and EEO charges that would only raise a character problem if they were affirmed against the MSO.)

Oakland Broadcasting, 51% owned by Douglas Donoho, vice president and general manager of WAXY(FM) Fort Lauderdale, Fla., submitted the highest bid—\$23 million—for that station. Norman Entertainment, headed by Pat Norman, vice president and general manager of KRTH-AM-FM Los Angeles, sub-

mitted the high bid—\$55 million—for those stations. But McKinney rated Norman's bid the lowest in that market. "Lacks financing," McKinney noted in his memo to the parties.

McKinney also gave low rankings to high bids by group owner Wesray Corp., headed by William Simon, former secretary of the treasury, for allegedly being "incomplete." In addition, McKinney noted that group owner Infinity Broadcasting, which bid \$20 million for WAXY(FM), was being investigated by the commission for "alleged obscene and indecent broadcasts."

Dec. 8 was supposed to be the deadline for bids, but there are indications that the last of the bids have not been seen. In his memo, McKinney said he would forward "late bids"

Bids and bidders for the RKO properties

WGMS-AM-FM Washington

- Group owner Wesray Corp., \$24 million for AM-FM.
- Larry J.B. Robinson, \$18.4 million for FM alone; \$19 million for AM and FM together. Robinson is former owner of KGLD(AM)-KWK(FM) St. Louis and WBBG(AM)-WMJ(FM) Cleveland.
- Kravis-Christian, \$18 million for AM-FM. Principal George R. Kravis II owns KGTO(AM)-KRAV(FM) Tulsa, Okla., and WRXJ(AM)-WLCS(FM) Jacksonville, Fla. Lynn A. Christian is vice president of Century Broadcasting Corp., licensee of KMEL(FM) San Francisco; KLSC(AM) Aurora, Colo.; WLFJ(AM) St. Petersburg, Fla., and WAIT(AM)-WLOO(FM) Chicago.
- Stan Gurell, \$17.6 million for AM-FM. Gurell is former president of National Science Network, former licensee of WNCN(FM) New York and three other stations.
- Ragan A. Henry, \$16 million for AM-FM. Henry, who has been active in station trading, now owns WBUS(FM) Newnan, Ga.
- Audubon Broadcasting, \$16.5 million for AM-FM. Audubon owns WNOK-AM-FM Columbia, S.C.
- Group owner Malrite Communications, \$16.25 million for AM-FM.

WRKO(AM)-WROR(FM) Boston

- Justice Broadcasting Corp., \$30 million for AM-FM. Justice also owns WCIB(FM) Falmouth, Mass., and WQEZ(FM) Fort Myers Beach, Fla.
- Narragansett Broadcasting, \$25.5 million. Narragansett also owns KHHT(AM)-KSJO(FM) San Jose, Calif.
- Ragan Henry, \$28 million for AM-FM.
- Cablevision Systems, \$25 million for AM-FM; \$15 million for AM alone.

- Federal Enterprises Inc., \$24.3 million for AM-FM. Federal Enterprises also owns WWJ(AM)-WJOL(FM) Detroit.
- Group owner Emmis Broadcasting, \$11 million, FM only.
- Kravis-Christian, \$11 million, FM only.
- Audubon Broadcasting filed letter noting its desire to bid later if it loses contest for WGMS-AM-FM.

WFYR-FM Chicago

- Federal Enterprises, \$15.05 million.
- Emmis Broadcasting, \$14 million.
- Kravis-Christian, \$13 million.
- Wesray, \$12 million.

WAXY(FM) Fort Lauderdale, Fla.

- Oakland Broadcasting Inc., \$23 million. Oakland is 51% owned by Douglas H. Donoho, vice president and general manager of WAXY.
- Ragan Henry, \$20 million.
- Justice Broadcasting, \$20 million.
- Group owner Infinity Broadcasting, \$20 million.
- Northlake Communications, \$18.1 million. Veteran broadcaster Gordon Sherman is chairman.
- Kravis-Christian, \$18 million.
- Wesray, \$18 million.
- Emmis Broadcasting, \$14 million.

KRTH-AM-FM Los Angeles

- Norman Entertainment, \$55 million. RKO management group headed by Pat Norman, vice president and general manager of stations.
- Wesray, \$45 million.
- Kravis-Christian, \$40 million.
- Fred Sands, \$34 million. Sands is Southern

California real estate investor.

- Marvin Davis, \$19.8 million. Davis is oilman and real estate investor who formerly owned 20th Century Fox.

WHBQ-TV Memphis

- Duchossois Communications, \$43 million to \$53 million. Group owner whose portfolio includes KDSM-TV Des Moines, Iowa.
- Palmer Communications Inc., \$52 million. Group owner whose portfolio includes WQTV Des Moines and WOC-TV Davenport, both Iowa.
- Emmis Broadcasting, \$40 million.
- Malrite, \$20.1 million.
- Burnham Broadcasting, \$20 million. Burnham is group owner whose portfolio includes WLUX-TV Green Bay, Wis.
- Audubon Broadcasting said it wanted to bid if its attempt to get WGMS-AM-FM fails.

WOR(AM)-WRKS(FM) New York

- Cablevision, \$75 million for AM-FM; \$25 million for AM alone.
- Group owner Legacy Broadcasting, \$40.5 million for FM alone; \$60.3 million for AM-FM.
- Kravis-Christian, \$40 million for FM alone.
- Spanish Broadcasting, \$25 million for FM alone. It is licensee of WSKQ(AM) Newark, N.J., and KSKQ(AM) Los Angeles.
- JAG Communications Inc., \$17 million for AM alone. JAG is group owner whose portfolio includes WROW-AM-FM Albany, N.Y.

KFRC(AM) San Francisco

- Edward J. Flynn, \$6.5 million. Flynn is San Marino, Calif.-based broadcast consultant.
- James Gabbert, \$6 million. Gabbert is owner of co-located KTZO(TV).
- Malrite, \$3.15 million.

to the parties promptly. One party said TV producer Norman Lear had expressed interest in KRTH-AM-FM Los Angeles, but that he wanted to see what other bids came in on deadline.

Nothing requires the parties to select any of the bids submitted or prohibits them from seeking others. For the time being, McKinney is encouraging the parties to meet to decide how they should handle the negotia-

tions on the bids within their particular markets. The FCC hit upon the settlement procedure as a way to end long-pending challenges to the license renewals of the RKO stations (BROADCASTING, Sept. 15).

TV networks post 6.4% revenue gain in 3d quarter

Prime time, news register gains, daytime and children's down; BFM releases 1985 market data for Pittsburgh, Minneapolis, Indianapolis, Tampa-St. Petersburg, Portland, Ore.

Third-quarter 1986 revenue for the ABC, CBS and NBC television networks increased by 6.4% over the same period a year earlier, according to information they submitted to the Broadcast Financial Management Association (BFM). The strongest percentage increase recorded was in news, which posted a 24.6% jump over the third quarter of 1985, to \$178.5 million. Prime time revenue was up 5.1%, to \$663.7 million, while daytime, the second-largest daypart, was down 0.9%, to \$277.5 million. Also showing a strong increase was late night, which increased 15.7% to \$70.8 million. Sports was up 7% to \$212.3 million, while advertising on the networks' children's shows declined 6%, to \$35.6 million.

The data reflects to a large extent the last quarter of increases from the 1985-1986 upfront marketplace, which was stronger in many dayparts than the upfront prices currently being recorded. The BFM figures were compiled from unaudited network data by Arthur Young & Co.

Those numbers show that for the first nine months of the year, the three television networks have registered a 4% revenue gain, although most observers expect a revenue decline in the current quarter, bringing the

year-end increase to between 2% and 3%. Prime time so far is up 5%, but the networks' total is held down by weakness in daytime advertising (down 3%) and in children's (down 14.3%). News is up 12.2%; sports, 7.4%, and late night, 6.2%.

Last week BFM also added five markets to its 1985 revenue compilations. (It previously announced statistics for nine of the top 10 markets [BROADCASTING, Oct. 6].) Pittsburgh, the 12th market, according to Arbitron's 1985-86 ADI rankings, had 1985 total operating revenue of \$108.3 million; Minneapolis-St. Paul (16) had revenue of \$130.9 million; Tampa-St. Petersburg, Fla. (17) had revenue of \$121.6 million; Indianapolis (23) reported \$91.9 million, and Portland, Ore. (25) reported \$77.7 million.

Breakdowns for the five markets follow. The ADI rank is in parenthesis, followed by the reporting stations.

Pittsburgh (12)

WPGH-TV ■ KDKA-TV ■ WPTT-TV ■ WTAE-TV ■ WPXI

Network compensation	\$4,769,409
Gross local time sales	\$47,657,527
Gross national/regional time sales	\$72,083,242
Total gross time sales	\$119,740,769
Less ad agency commissions	\$17,134,492
Net time sales	\$102,606,277
Total sales	\$107,375,686
Other operating revenue	\$905,680
Total operating revenue	\$108,281,366
Total barter and tradeouts	\$4,513,727

Minneapolis-St. Paul (16)

WCCO-TV ■ KSTP-TV ■ KMSP-TV ■ KITN ■ KARE

Network compensation	\$3,774,584
Gross local time sales	\$74,204,633
Gross national/regional time sales	\$72,018,590
Total gross time sales	\$146,223,223
Less ad agency commissions	\$22,456,463
Net time sales	\$123,766,760
Total sales	\$127,541,344
Other operating revenue	\$3,348,745
Total operating revenue	\$130,890,089
Total barter and tradeouts	\$3,267,371

Tampa-St. Petersburg (17)

WXFL ■ WTSP-TV ■ WTOG ■ WTVT ■ WFTS

Network compensation	\$5,739,400
Gross local time sales	\$49,689,688
Gross national/regional time sales	\$84,928,265
Total gross time sales	\$134,617,953
Less ad agency commissions	\$20,208,160
Net time sales	\$114,409,793
Total sales	\$120,149,193
Other operating revenue	\$1,490,386
Total operating revenue	\$121,639,579
Total barter and tradeouts	\$3,128,345

Indianapolis (23)

WISH-TV ■ WTHR ■ WTTV ■ WRTV ■ WXIN

Network compensation	\$3,336,845
Gross local time sales	\$52,131,149
Gross national/regional time sales	\$50,459,858
Total gross time sales	\$102,591,007
Less ad agency commissions	\$15,769,178
Net time sales	\$86,821,829
Total sales	\$90,158,674
Other operating revenue	\$1,733,312
Total operating revenue	\$91,891,986
Total barter and tradeouts	\$1,988,606

Third-quarter television network revenues 1986 versus 1985

(Add 000)

	Prime Time	Late Night	Daytime	Children	Sports	News	Total
Revenues from client-supplied programming							
Third quarter '86	\$5,387	\$0	\$0	\$0	\$735	\$0	\$6,122
Third quarter '85	2,500	0	0	0	105	0	2,605
% increase (decrease)	115.48	0	0	0	600.00	0	135.01
All other gross revenues from time sales*							
Third quarter '86	739,973	83,113	326,188	41,819	248,844	209,802	1,649,739
Third quarter '85	706,988	71,725	329,159	44,565	232,854	168,298	1,553,589
% increase	4.67	15.88	(0.90)	(6.16)	6.87	24.66	6.19
Total gross revenues from time sales							
Third quarter '86	745,360	83,113	326,188	41,819	249,579	209,802	1,655,861
Third quarter '85	709,488	71,725	329,159	44,565	232,959	168,298	1,556,194
% increase	5.06	15.88	(0.90)	(6.16)	7.13	24.66	6.40
Less advertising agency commission							
Third quarter '86	111,641	12,269	48,647	6,239	37,261	31,339	247,396
Third quarter '85	106,433	10,513	49,115	6,640	34,785	25,171	232,657
% increase	4.89	16.70	(0.95)	(6.04)	7.12	24.50	6.34
Total net revenues from time sales							
Third quarter '86	633,719	70,844	277,541	35,580	212,318	178,463	1,408,465
Third quarter '85	603,055	61,212	280,044	37,925	198,174	143,127	1,323,537
% increase	5.08	15.74	(0.89)	(6.18)	7.14	24.69	6.42

*Includes \$9,741,000 in color insertion revenues reported by two networks for 1985 third quarter and \$10,377,000 for 1986 third quarter.

Portland, Ore. (25)

KPTV ■ KECH ■ KOIN-TV ■ KATU ■ KGW-TV

Network compensation	\$2,728,803
Gross local time sales	\$36,314,396
Gross national/regional time sales	\$47,245,662
Total gross time sales	\$83,560,058
Less ad agency commissions	\$12,191,363
Net time sales	\$71,368,695
Total sales	\$74,097,498
Other operating revenue	\$3,611,538
Total operating revenue	\$77,709,036
Total barter and tradeouts	\$1,624,718



Jankowski



Grant



Pilson



Leahy

The way we were wins again at CBS

Broadcast group will reorganize to drop layer of executive VP's, consolidate operations; Malara moves out of presidential ranks; Pilson gets sports, Leahy network, Lund stations, Grant entertainment and Stringer news; new structure looks much like CBS format of old

A reorganization of the CBS/Broadcast Group that would return that organization to a more traditional form—and eliminate the executive vice president layer currently occupied by Thomas Leahy and Neal Pilson, the last two surviving in those posts—was presented to the parent company's board of directors last Wednesday and was being implemented late last week. In place of the current structure, there will be five operating division presidents, including Leahy and Pilson, reporting directly to the broadcast group president, Gene Jankowski. Whether all the executives involved would accept the changes was still not known as of Friday, but an announcement was expected as soon as today (Dec. 15).

In addition to Pilson, who is to be assigned as president of CBS Sports, and Leahy, who would become president of the network division, the other three operating division presidents would be Bud Grant, continuing as president of CBS Entertainment; Howard Stringer, recently appointed president of CBS News, and Peter Lund, currently head of sports, who would be named president of the owned TV stations, a spot left vacant since the forced resignation of Neil Derrough, two months ago (BROADCASTING, Oct. 13). Lund had previously been vice president and general manager of WCBS-TV New York, and before that, of WBBM-TV Chicago.

The current president of the television network, Tony Malara, would be named to head affiliate relations, a post he previously held. According to one CBS executive, while Malara's reassignment to a post he held previously could not be made to seem lateral, the eight-year CBS veteran will face more than a few challenges, trying to keep affiliates contented and clearing the network's programming despite the company's expressed intention to reduce compensation and purchase additional TV stations.

Continuing to report directly to Jankowski, in addition to the five division presidents, will be David Fuchs, senior vice president for corporate and broadcast affairs,

and Jay Gold, vice president of finance. CBS Radio President Bob Hoskings will report to Pilson, as will operations and engineering. In addition to heading the television network, Leahy will have reporting to him Donald Wear, senior vice president of CBS Broadcast International. The reassignment of Leahy was seen by one CBS executive as giving him more direct involvement in the network's sales effort.

On Friday Jankowski was at CBS Entertainment headquarters in Los Angeles, talking with Grant and planning other changes that would affect that division.

It was roughly five years ago that CBS last had a divisional structure, whose heads reported directly to the broadcast group president. The executive vice president layer was



Stringer



Lund

added to prepare a new cadre of executives for wider responsibilities. Each, originally, had charge of two divisions: i.e., sports and radio, or news and owned stations. The new paring down is expected to eliminate the redundancies inherent in the old system, a major objective of the new Larry Tisch administration at CBS.

TV goes gavel to gavel on Iran hearings

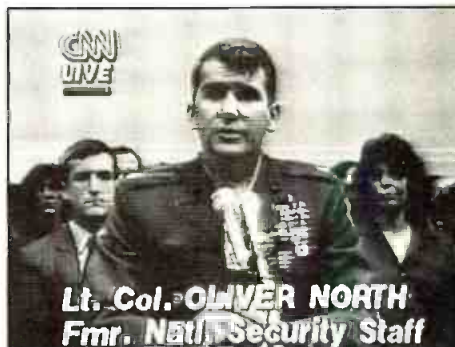
Three commercial networks, CNN and C-SPAN provide full coverage of Senate investigation last week

For a brief period last week, time seemed to return to 1974, when the nation's eyes turned to television to witness congressional hearings surrounding an unfolding scandal in Washington. Although at least one broadcast executive stressed that last week's live coverage of testimony before the Senate Foreign Affairs Committee on the widening Iran-Contra arms controversy was not Watergate—the broadcast and cable networks again converged en masse in Washington to provide live coverage of a major story beginning to unfold. And while providing gavel-to-gavel coverage of congressional hearings is not unusual for the Cable News Network or C-SPAN, most broadcast network executives seemed to recollect that the live cover-

age of last week's hearings was the first such effort since Watergate.

For the day and a half of open hearings, time devoted by the three commercial broadcast networks totaled about six hours each, covering the testimony of Secretary of State George P. Shultz and former national security adviser Robert C. McFarlane on Monday, and Vice Admiral John M. Poindexter and Lieutenant Colonel Oliver L. North on Tuesday. CNN also carried the testimony and various press conferences live. C-SPAN, which as a matter of course covers important congressional hearings live in their entirety, did things differently this time, however.

According to C-SPAN spokeswoman Susan Swain, the cable network started out with live coverage of Shultz's testimony, but switched to videotaping the afternoon proceedings when it saw "that everyone else" was providing live coverage too. The cable



North on CNN



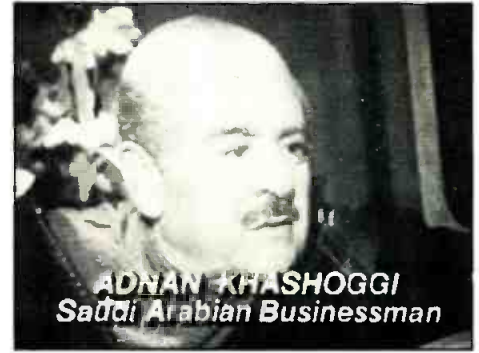
Poindexter on NBC



Schultz on C-SPAN



Fascell on CBS



Khashoggi on ABC

network felt it could better service its viewers by airing taped coverage of Shultz at 7 p.m. for those unable to watch during the day, and by airing complete coverage of Shultz and McFarlane during its *Event of the Day* program at 10:30 p.m. The same procedure was followed on Tuesday, Swain said.

For the commercial broadcast networks, the decision to provide full, live coverage was made in part, because it was the first time that the public was going to hear from many of those who previously had appeared only briefly before the public in televised news reports or in print. As CBS's vice president and director of special events, Joan Richman, said, it was the "first time the American public was going to hear directly from many of the participants."

ABC's Jeff Gralnick, vice president and executive producer of special programing, said that ABC News made "a news judgment in deciding to provide live coverage. It was the first time major players... appeared in

public under oath since this entire story broke. It was the first time for the American public to hear the Secretary of State's version and McFarlane's version of the events that are at hand right now."

Said NBC's executive producer, Lloyd Siegel, this was the first opportunity "to hear some key figures in this controversy in a situation where they would have to answer questions and explain the details of what had happened, which is a story which is still unfolding."

For CNN, there really wasn't any question of whether to provide extended live coverage of the hearings, said Ed Turner, CNN executive vice president. When plans for the hearings were announced, CNN was "anxious to establish with on-air promotion" that CNN would be carrying the hearings, he said, adding that CNN "didn't have the same dilemma as the other entertainment networks since the hearings are our soap opera. They had to preempt theirs, but we had our

own news soap opera."

As it was, CNN preempted its regular news reports, news hours, features and commercials in order to cover the hearings. But it has done that before in the past year, when it covered other congressional hearings live. For example, Turner said, CNN covered "almost in their entirety," the Challenger commission hearings investigating the explosion of the space shuttle. It has also covered trials and Senate confirmation hearings, such as the recent Supreme Court appointments. Turner said covering last week's hearings "was a very natural, easy decision."

Although last week's events may not ultimately evoke the same coverage of Watergate, for some viewers that would be just fine. CBS said it received "about 400 or 500" phone calls last Monday protesting the preemption of its regularly scheduled programing, and "a little less" than that on Tuesday; ABC received 1,330 calls and NBC 1,100, spokesmen said. □

Networks' introduction to House Rule XI(3)(f)(2)

For four national television networks eager to cover live a congressional hearing dealing with what some are calling the biggest story of the decade, the prospect of their cameras being 'denied access to the hearing room was cause for deep concern, if not panic. At 6:30 p.m. Monday afternoon, attorneys for President Reagan's former national security adviser, Vice Admiral John M. Poindexter, and his dismissed aide, Marine Lieutenant Colonel Oliver North, passed word to the staff of the House Foreign Affairs Committee that their clients intended to invoke the little known and seldom used House Rule XI(3)(f)(2) to prevent radio and television coverage of their scheduled appearances the next morning. Calls went out to the networks—ABC, CBS, CNN and NBC. And soon, some of the ample resources of the Washington law firm of Wilmer, Cutler & Pickering were being mobilized to seek a court order barring implementation of the rule.

A test of a court's ability to prevent a committee of the House from implementing a rule would have been interesting. The closest case on the issue involves one in which injunctive relief was obtained against employees of the House. And in seeking a court order blocking implementation of rule XI(3)(f)(2), the networks had named all 42 members of the House Foreign Affairs Committee, as well as staff members, as defendants. As things turned out, the court test was avoided.

But until late Tuesday morning things were tense. Wilmer partner Timothy Dyk, who is the firm's specialist in such matters, said calls for help had come from CBS, a regular client, and ABC, whose Washington bureau was responsible for pool coverage. He and two associates, Patrick J. Carome and Michael Stevenson, began grinding out a batch of pleadings—among them, a

complaint, motions for a temporary restraining order and a preliminary injunction, proposed orders granting those motions, and a memorandum of points and authorities in support of plaintiffs' motions. To get the job done, the associates worked all night; the partner got home for five hours sleep.

The complaint alleged that the rule—under which the committee has no option if witnesses choose to bar broadcast coverage—violates the First Amendment and the due process clause of the Fifth Amendment.

The various pleadings cited what a memorandum called the public's "extraordinary and immediate interest" in the subject matter—the secret sale of arms to Iran and the diversion of profits from the sale to forces seeking to overthrow the Sandinista government of Nicaragua—and the fact the hearings would be open to public and press but not to microphones and television cameras.

While preparing to go into court to request an immediate hearing on Tuesday, the attorneys heard that Poindexter had decided not to invoke the rule. So his name was deleted from the documents. North was still a problem. But after the case was assigned to Judge Joyce Hens Green, she asked that North's position be verified. He had not, it turned out, invoked the rule.

So the radio and television networks were free to cover both witnesses. Of course, both did invoke their Fifth Amendment right against self-incrimination, so did not testify. But the cameras were there to record whatever history was made on Tuesday.

The Wilmer, Cutler crew withdrew the various motions and pleadings they had filed with the district court clerk's office. But the complaint is still pending, presumably just in case.

Grant Broadcasting goes into Chapter 11

GBS officials begin work on reorganization; debts include \$24 million owed to 10 syndicators

Grant Broadcasting System Inc. filed Chapter 11 bankruptcy for its three independent television stations last week. The filing would protect the three UHF's, WBFS-TV Miami, WGBO-TV Chicago and WGBS-TV Philadelphia, from creditors seeking to collect outstanding past-due payments, the largest of which are owed to program suppliers, including 10 major syndicators who alone are due \$24 million.

Over the past two months, the company's president and founder, Milt Grant, and other GBS executives have attempted to persuade syndicators to reduce the three stations' program payments. Meetings were held principally at the Paramount lot and attended by representatives of between 15 and 20 syndicators, who last Friday were preparing their own solution to present to GBS officials.

GBS was incorporated at the end of 1984. WBFS-TV, a start-up operation, went on the air several months later. WGBS-TV and WGBO-TV were purchased and became Grant operations in October and December of 1985, respectively. The bulk of financing for the Miami-based company came from an \$85-million private placement of securities by Drexel Burnham Lambert & Co., at interest rates ranging from 14½% to 17¼%. The investors in that offering included Drexel itself, \$5.6 million (securities face amount); Bass Investment Limited Partners, \$21.4 million, and a host of traditional clients for Drexel "junk bonds," including the Revlon Group, \$5 million; First Executive Insurance Corp., \$34.2 million, and other insurance companies and pension funds. Lorimar-Telepictures was in the unusual position of being a trade creditor, a lender and a shareholder, having itself purchased \$2.3 million in debt and common stock.

The proceeds of that offering were used for a variety of purposes, including the purchase of WGBS-TV; the retirement of previous debt, and the purchase of additional equipment. By the end of February, the company had \$16.7 million in cash and marketable securities left from the offering.

As of last week those with knowledge of the company's current finances were not talking and it was unclear exactly how extensive GBS's current operating shortfall is, in which markets it is most acute, and how much, if any, cash is left. Observers somewhat familiar with the company's operations said that between the two newest stations, WGBS-TV may be on or above target, while Grant has run into tougher-than-expected competition in Chicago. It appears that both WGBS-TV and WGBO-TV will record lower than projected ratings for 1986—although that does not necessarily mean that revenue for both is lower than projected.

The initial projection of 1986 revenue was \$56 million. Of that amount, GBS was committed to pay a minimum of \$40 million to program syndicators and \$4 million in inter-



Milt Grant in Miami

est on senior debt—not including millions in interest accrued, but not paid, on "zero coupon" notes. Even assuming the revenue projection was met, that would have potentially left an average of just \$12 million to cover the salaries of 170 full-time employees, advertising costs, sales commissions, and other operating and overhead expenses.

Grant hoped to cover this year's operating shortfall with the remainder of the offering's proceeds and with borrowing from a \$31.5-million line of credit, which, the company said, it anticipated it would begin drawing on in the fourth quarter of 1986 or the first quarter of 1987. But, according to one syndicator, the company went into technical default on one or more covenants of the bank agreement, and the line of credit was withdrawn. That may have been the event that forced Grant to attempt to renegotiate with the syndicators.

Grant told syndicators, one said, that he had subsequently arranged a new \$15-million line of credit but that it was contingent on getting a 25% reduction of the 1986 program payments, an idea the syndicators rejected despite being offered warrants in the company.

Last week's Chapter 11 filing will permit Grant, who as of last spring owned 13% of the company, to delay worrying about the 1986 program payments, while he develops a plan of reorganization for the company. If the syndicators had gone to court first—there is no evidence they intended to do so—they might have been able to force GBS into state receivership laws, which, in some states would have resulted in GBS executives losing control of the company. Federal bankruptcy laws permit syndicators to refuse to deliver future programing, except on a pay-as-you-go basis, said one station operator.

While allowing GBS to temporarily put

the past behind it, the filing does not guarantee the company's long-term future. Initial company projections called for \$80.8 million in net revenue next year, with estimated film payments of \$49.4 million. Last week's announcement stated that GBS would be looking for "equity" financing.

It is not until 1991 that the company has to worry about repayment of the \$170 million (principal amount) in notes, a sum GBS said would likely require a "refinancing or a sale of one or more of the stations." Fifty percent of WGBO-TV is still owned by a limited partnership from which GBS bought the station. Grant has an option to buy out the partners until 1990, at prices increasing from \$25 million to \$47.5 million. The 62-year-old founder himself has consulting agreements for independent television stations in other markets, including Salt Lake City and Washington.

Although outsiders had little information about recent events, several foresaw implications from last week's Chapter 11. That an operator with Grant's stature would seek a Chapter 11 solution might lead to more such filings, said one station operator who himself had earlier been in a similar position: "Grant has removed the stigma from going bankrupt. . . There must now be at least two dozen independent operators who are technically insolvent and who will take a second look at the Chapter 11 option."

That would not be welcome news to syndicators for a number of reasons. Syndicators, especially smaller ones, use the "receivables"—money owed them—as collateral for loans. More than one person wondered how willing banks would be to lend against those receivables in the future.

Another aftershock from the GBS filing might reach the capital markets, where an existing reluctance to finance independents, especially start-up and stand-alone proper-

ties, might harden. Some observers said they would be watching the imminent financing of TVX Broadcast Group's purchase of the five Taft independent stations (BROADCASTING, Nov. 24). It is believed Salomon Brothers

has already committed \$300 million of its own capital to that deal, the first time that the New York-based investment banking firm has put up its own money.

But Salomon hopes to raise the money

outside, \$250 million of it through a private debt placement and \$50 million in equity from venture capitalists or other sources. The financing would leave TVX, like GBS, highly leveraged. □

Federal court finds franchise denial violated First Amendment

In case brought by Century Federal, judge rules that cities did not demonstrate substantial government interest in limiting cable service to one system

The question of a cable television system's First Amendment right to serve a community continues to generate decisions by federal courts, not all of them consistent. The latest was issued by Judge Eugene Lynch, of the Northern District of California, in a case in-

volving three California communities—Palo Alto, Menlo Park and Atherton (BROADCASTING, Dec. 8). He said the cities violated the First Amendment in permitting only one cable system to use the facilities necessary to provide cable service within their boundaries. But the decision would not open all communities to as many systems as want to serve them. It simply holds that the cities have not demonstrated a substantial governmental interest in limiting cable service to only one system—that, for instance, grant-

ing two franchises would disrupt the public domain.

The case was brought by Century Federal Inc. after it was denied a franchise to serve the three communities. It had not participated in the franchise selection process that Palo Alto had conducted on behalf of all three communities. The process included the request for proposals, evaluation of the applicants and a final selection after negotiations with one or more of the applicants considered most qualified. The RFP guidelines expressly referred to the granting of a "non-exclusive" franchise, but it was understood the cities intended to grant only a single franchise, at least initially. In October 1985, the cities selected Cable Coop as the franchisee.

Century sought a partial summary judgment that a government-imposed restriction on the number of cable systems allowed to serve a community violates the First Amendment. The petition, one in a series of court actions brought by Century since September 1983, was filed earlier this year after the Supreme Court, in *Preferred Communications v. City of Los Angeles*, affirmed a decision by the U.S. Court of Appeals for the Ninth Circuit that a municipality could not limit access to a single cable system when the public utility's poles and ducts involved could accommodate more than one system. However, the court affirmed "on narrower ground," holding only that a cable system seeks to engage in activities that "plainly implicate the First Amendment." It declined to decide the applicable First Amendment standard solely on the pleadings, and left open the question of "whether the characteristics of cable television make it sufficiently analogous to another medium to warrant application of an already existing standard or whether those characteristics require a new analysis."

Lynch concluded that, for First Amendment purposes, cable television as a medium is more closely analogous to newspapers than to broadcasting, whose content the courts have held may be regulated by the government. Indeed, he said that fact eliminates any need to consider whether the natural monopoly rationale justifies a greater degree of government regulation than permitted in the case of newspapers. That question was vigorously debated by the cities and Century in their pleadings. Lynch noted that the Supreme Court rejected the economic scarcity rationale in striking down a Florida statute requiring newspapers to print replies of persons subjected to editorials that attacked their character. And while some U.S. appeals courts have held that the reasoning in that case does not apply to cable television, Lynch said he is convinced that it does.

However, Lynch said government regula-

Cable image challenge goes to Rauscher

The National Cable Television Association's effort to do something to bolster what some NCTA board members feel is a sagging public image of cable has culminated in the creation of a department of industry communications in place of the public affairs department and the hiring of Louise Rauscher to head it.

NCTA announced last week that Rauscher, president of Rauscher & Associates, a Los Angeles-based public relations firm, will join NCTA in February as vice president of industry communications. Steve Tuttle, vice president of public affairs, will continue as press spokesman, reporting to Rauscher.

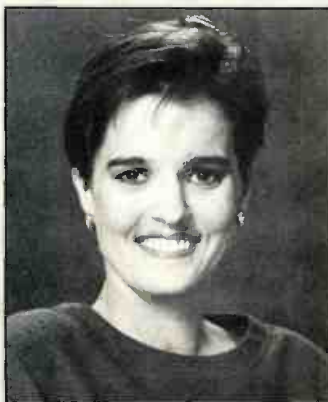
The existing public affairs department deals primarily with the national trade and consumer press. According to NCTA President Jim Mooney, the newly reconstituted department will go beyond that role to assist cable systems in their public relations efforts. "Cable makes its image where it does business—on the local level—and our primary effort ought to help cable operators to do the job where it counts the most."

At its meeting last month, the NCTA board earmarked \$351,000 in its 1987 budget to help fund a more aggressive public relations role for the association. In a speech following the board's action by a few days, Trygve Myhren, chairman and chief executive officer, American Television & Communications, and NCTA chairman, said the money would be used "to identify, package and place educational and informational materials with operators, the media and important organizations and institutions. The objective: to provide a proper perspective of cable's growing importance in and to the society."

Mooney has been sensitive to suggestions that NCTA would use the money for some sort of public relations campaign. "We do not intend to engage in a campaign in the sense that a campaign has a beginning and an end," he said. "We are going to build a strong public relations function as a permanent part of the trade association's activities."

Rauscher, 33, is well known in cable circles. Her firm, which will be dissolved, has at one time or another over the past five years advised or represented numerous cable companies and organizations, including the California Cable Television Association, the Southern California Cable Association, the Southern California Cable Television Marketing Council, Falcon Communications, Jones Intercable, the National Cable Forum, USA Cable and Viacom Cablevision. She is best known to executives of the NCTA through her firm's work on the National Academy of Cable Programming and on National Cable Month.

Prior to opening her own firm, Rauscher worked three years for HBO, primarily as West Coast publicity manager. Following graduation from the University of Puget Sound in 1975 (with a BA in political science and communications), Rauscher worked for television stations in Denver and San Francisco and for a Los Angeles television producer.



tion limiting to one the number of cable systems that would be permitted to serve a community would be constitutional if it were found to be within the constitutional power of government and, in addition, to advance "an important or substantial governmental interest." (Those are two of four tests laid down by the Supreme Court in *United States v. O'Brien*. Lynch said that under the facts in the case, it would not be necessary to consider the other two.) As for the first, Lynch held that issuance of a franchise is within a city's constitutional power. And as for the second, he noted that the cities had said five governmental interests would be served by limiting the number of franchises to one. But he said that only one of the five warrants consideration—"disruption of the public domain."

Lynch noted that both sides presented "exhaustive evidence on the disruption that results from the installation and maintenance

of cable systems, which run underground and on telephone poles." The cities presented testimony of experts "on everything from the danger posed to other cable lines to the likely increase in the number of complaints the cities will receive regarding remiss cable television employees who leave backyard gates open for opportunistic family pets," Lynch said, adding:

"The cities made no showing, however, on how much more disruptive granting access to more than one CTV system would be when multiple systems are installed simultaneously as opposed to the installation of a single system. . . . The cities are willing to allow the installation of the first system. The question must then become: How is the government's interest in the public domain affected if access is granted initially to more than one system? To this, the cities provide no answer." Lynch observed that the case at

issue is not one in which a system has been installed and another cable operator is seeking to install another "over the same public domain." He also noted that Century Federal said requiring simultaneous installation would be a valid government regulation.

Lynch said his opinion is not intended to suggest that "cities necessarily have to open their cable facilities to all comers regardless of size, shape, quality or qualifications." Nor, he said, does he read the Ninth Circuit's sweeping *Preferred* decision as reaching such a conclusion. Rather, he said, his opinion holds only that, on the facts in the case, the cities have failed to offer "sufficient evidence to create a genuine issue of material fact" on whether a substantial governmental interest exists "to justify limiting to one the number of CTV operators granted access to the facilities necessary for the installation and maintenance of a cable system." □

NAB, NCTA to team up on must-carry reconsideration

Both have problems with FCC's final order and will present new proposal on A/B switch, carriage requirements; at present, INTV appears to be going its own way

The leading broadcasting and cable trade associations will ask the FCC to reconsider the A/B switch portion of its final must-carry order and will seek a joint stay of that provision. The National Association of Broadcasters and the National Cable Television Association are planning to file their opposition to the switch aspect of the rule this week. (The Television Operators Caucus is scheduled to discuss what stand it will take, but the general expectation is that the caucus will go along with NAB and NCTA. TOC lawyers were said to be working with NCTA's and NAB's attorneys on the filings.)

Some factions of the broadcasting industry oppose a joint filing and feel the industry

should issue its own document. They include the Association of Independent Television Stations and NAB television director Derk Zimmerman of Fox Television Stations. He represents TOC on NAB's board. And TV director Leavitt J. Pope of WPIX(TV), New York, the INTV representative on the board, wanted more time to consider the decision.

"I don't know if we'll even file without the TOC," said NCTA President James P. Mooney. "If INTV goes off the hook and TOC goes off the hook," he suggested the joint industry agreement on must carry "could come flying apart." Mooney said some TOC dissidents were trying to hold cable hostage on the petition as a means of getting "revenge" for the channel reassignments that have been proposed by some cable systems. "We don't need the broadcasters with us to file a petition with the FCC. We're just trying to keep the peace," he said.

If the FCC doesn't grant a stay of the switch portion of the rule, NCTA says it will challenge the new rules in court.

The NAB appears confident there is enough industry support to move forward and keep the compromise alive. NAB President Eddie Fritts and John Summers, senior executive vice president for government relations, were making the rounds at the FCC last Friday informing the commission of their plans. Despite Zimmerman's and Pope's opposition, a majority of NAB's TV board and its local carriage task force endorsed the idea of working with cable. "We have to go with cable, because it's in the best interest of broadcasting," said Les Arries, chairman of NAB's task force.

But Thomas Herwitz, vice president of corporate and legal affairs for Fox Television, said: "We have all kinds of problems with this. We think it makes more sense to focus on the real problems between cable and broadcasters. . . . the need for competition." What's at issue, Herwitz believes, is the rationale for the rules. It's based, he said, on the commission's recognition that competition with the cable industry is needed and it can best be achieved by requiring an A/B switch. Fox, he noted, thinks broadcasters should "think very long and hard before" uniting with cable to eliminate the A/B switch requirement.

Fox's problem with cable could also stem from an earlier confrontation with Telecommunications Inc., the nation's largest cable operator. Last spring, TCI suggested it might turn Fox's originating station, KTTV(TV) Los Angeles, into a superstation by putting its signal on a satellite. TCI systems could then carry all the network's programming, although they would have to pay compulsory license fees for the distant signal. Fox found the idea intolerable.

INTV indicated last month that it would not cooperate with cable on any joint filing as long as cable continues its practice of moving independents from their current cable channel assignment on the lower band to

TCI meets with indies over realignment

While the National Association of Broadcasters and the National Cable Television Association worked last week to hold the must-carry compromise together (see above), similar efforts were under way in Denver. Officials of Telecommunications Inc., which has been at the center of the channel repositioning controversy, met last Friday with Preston Padden, president of the Association of Independent Television Stations, and other broadcasters in an attempt to iron out their differences. Last Monday, TCI announced a new channel realignment policy, to keep "nonduplicated networks (including PBS) and VHF independents on channels where technically feasible, provided they meet the must-carry viewership standards." TCI added: "While TCI has explored other structures, this alignment will be adhered to unless there are unusual circumstances." INTV has led an aggressive campaign against cable systems that propose moving independents. Two weeks ago it was successful in having a Seattle cable franchise decision postponed by complaining to city officials about TCI's channel realignment plans for the system there (BROADCASTING, Dec. 8).

Joining Padden were Kevin Hale of KSTW(TV) Seattle; Milton Maltz, Malrite Communications Group; Bob Kelly of KCPQ-TV Seattle; Barry Baker of KPLR(TV) St Louis, and Bob Wormington KSHB-TV Kansas City, Mo. Prior to the meeting, Hale said he was encouraged by TCI's new policy, but said "there's no guarantee how long it will last."

new, higher positions. But late-breaking developments on channel reassignments could affect INTV's plans (see box, page 49). (INTV began working on its own pleadings last week.)

NAB is also disturbed by the practice, but it doesn't want to jeopardize the must-carry agreement and said it will find other means to stop channel repositioning. For example, last week NAB called on the cable industry to discontinue relocating channels. The letter, also signed by Preston Padden, INTV President, and Peter Fannon, president of the National Association of Public Television Stations, ran as an advertisement in BROADCASTING and other trade publications.

Last September, NCTA said it would seek reconsideration and asked NAB, INTV and TOC to join it (BROADCASTING, Sept. 1, Dec. 8). For the most part, the commission's order reflects the industry compromise (BROADCASTING, Dec. 1). But the switch aspect and five-year sunset came as a surprise to the industries along with other changes.

NCTA finds the A/B switch requirement particularly burdensome. Broadcasters are

also unhappy with it, but are even more troubled because the carriage aspect of the rules expire in five years. In addition to the joint pleadings, both cable and broadcasters are expected to file separately on other aspects of the rule. Cable has problems with the rule's provisions giving favorable treatment to new stations and noncommercial stations in determining must-carry status. NAB will argue that any qualified signal should not have to pay for carriage under any circumstances. And it will suggest that satellite stations that originate some local programming should qualify for carriage.

In the petition for reconsideration, the parties will suggest that cable operators be given two choices. The first would be to abide by the order's A/B switch and carriage requirements. The second choice would allow operators to drop the A/B switch requirement but carry local broadcast signals in perpetuity according to the order's carriage provisions. The cable operator could switch options at any point, but if he chooses to go with A/B switch, the requirement kicks in for five years no matter when he acts. □

not spoken out on the controversy because of his view the issue should be discussed "free of public clamor." The statement also said the matter should be considered "in the context of Mr. Colino's extraordinary service to Intelsat over the past three years." But the main point is to criticize the board's firing of Colino. "It is regrettable that without providing him with a specific allegation of the cause for his discharge or offering him an adequate opportunity to respond to a particularized charge, the board precipitously terminated his employment."

An Intelsat spokesman said Colino did not accept Chairman Nishimoto's invitation to discuss the matters in the Peat, Marwick report.)

The board's favorable recommendation on the consultation of the PanAmSat satellite was not achieved without considerable debate. An initial effort by the U.S. and Peru to achieve a consensus failed on a vote of the board. The board was unwilling to grant the consultation for a 10-year period. Until now, consultations have been granted only for five years. And some board members wanted clarification as to whether five of the satellite's transponders were to be consulted, as the U.S. and Peru had insisted, or all 24, as the Intelsat executive had argued should be the case. The five C-band transponders, to be used in the U.S.-Peru service, are the only ones authorized by the FCC. The executive staff, for its part, maintained that "you can't consult on only part of a satellite."

Under the compromise that resolved the matter, the U.S. accepted the five-year consultation, but with the understanding the board at its meeting in March will consider extending consultations as a matter of policy to 10 years—a length of time the U.S. says is closer to the typical life of a satellite. And the board adopted language indicating that only the five U.S.-Peru transponders are considered subject to formal consultation but that requires assurances by the U.S. that the entire satellite—including 13 C-band transponders to provide domestic service in Latin America and the six Ku-band transponders that would provide communications between the U.S. and Europe—would operate according to the technical agreements reached between Intelsat and the U.S. The U.S. had submitted technical data on the 19 transponders that had not yet been authorized for service by the FCC only under pressure from the executive staff and the board. In any event, the U.S. believes future consultations of the satellite within the established parameters should be completed easily.

The board also concluded use of the five transponders would not cause Intelsat "significant economic harm." It had estimated the U.S.-Peru transponders would result in a diversion of 0.9% of revenue from the Intelsat system. And in what was another matter of satisfaction for the U.S., the board did not accept, as policy, the executive staff's view that it consider the cumulative economic impact of separate systems, or that 10% diversion should be considered the maximum permissible. □

Intelsat OK's PanAmSat plan

Board of governors approves separate service between U.S. and Peru; makes formal firings of Colino and Alegrett

The Intelsat board of governors late Thursday night concluded what is being called one of the most significant meetings in its 22-year history. The 69th quarterly meeting saw the dismissal of Intelsat's top two executives because of questions regarding apparent financial improprieties and, what is seen having even greater long-term impact, the first favorable recommendation on the consultation of a separate satellite system that would compete with Intelsat—the one the PanAmerican Satellite Corp. intends to establish.

For months the U.S. and Intelsat had engaged in tough negotiations over the system that would link U.S. and Peru, provide domestic service in Latin America and, in time, provide communications between U.S. and Europe. The action taken by the board appears to have given the U.S. much of what it had been seeking. And, while the Assembly of Parties, the organization's ultimate authority, must yet pass on the matter at an extraordinary session to be held in March, the U.S. was said to be "guardedly optimistic that no obstacles will prevent a successful launch schedule for PanAmSat."

As for PanAmSat, it was not ready on Friday to make a final assessment. But Fred Landman, PanAmSat president, said of the board's action: "I think it's good news overall." He would have preferred the Extraordinary Assembly of Parties to be held in January—as the U.S. had proposed—to provide the time cushion needed to meet a June launch date tentatively set by Arianespace, the service PanAmSat will use. But the European Space Agency, which builds the

rocket, has said that date will slip to August.

The board's decision to hold the EAP during the week of March 30 was in part a result of the scandal that overshadowed the PanAmSat issue and led to the board's firing of Director General Richard Colino and Jose L. Alegrett (BROADCASTING, Dec. 8). For the board last week set in motion machinery for the selection of a new director general that will be made in March. Director general candidacies are being solicited in letters to the organization's signatories. Candidates will be interviewed by the board at a special meeting in February. The board will vote on the matter at its regular meeting in March. And the Assembly of Parties will be called into an extraordinary session the week of March 30 to endorse the board's selection.

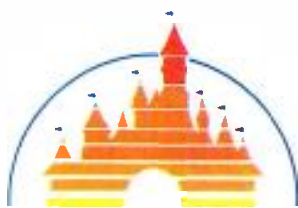
The board also acted to follow up on the reports of the outside auditor and legal counsel regarding the activities of Colino and Alegrett. The investigation of Peat, Marwick, Mitchell & Co. and Arent, Fox, Kintner, Plotkin & Kahn will continue, supervised by a review committee of the board headed by the present chairman, Tadashi Nishimoto, and consisting of the last four chairmen, including Joel Alper, of the Communications Satellite Corp. The committee will also consider procedures to guard against the kind of activities in which Colino and Alegrett were said to have been involved.

Ambassador Diana Lady Dougan, U.S. coordinator and head of the State Department Bureau of International Communications and Information Policy, said the U.S. had asked the special committee to consult on the matter with the U.S. attorney for the District of Columbia, who is conducting his own investigation.

(Meanwhile, Colino's attorney issued a statement in his behalf—the first since the board's action against him. It said Colino has

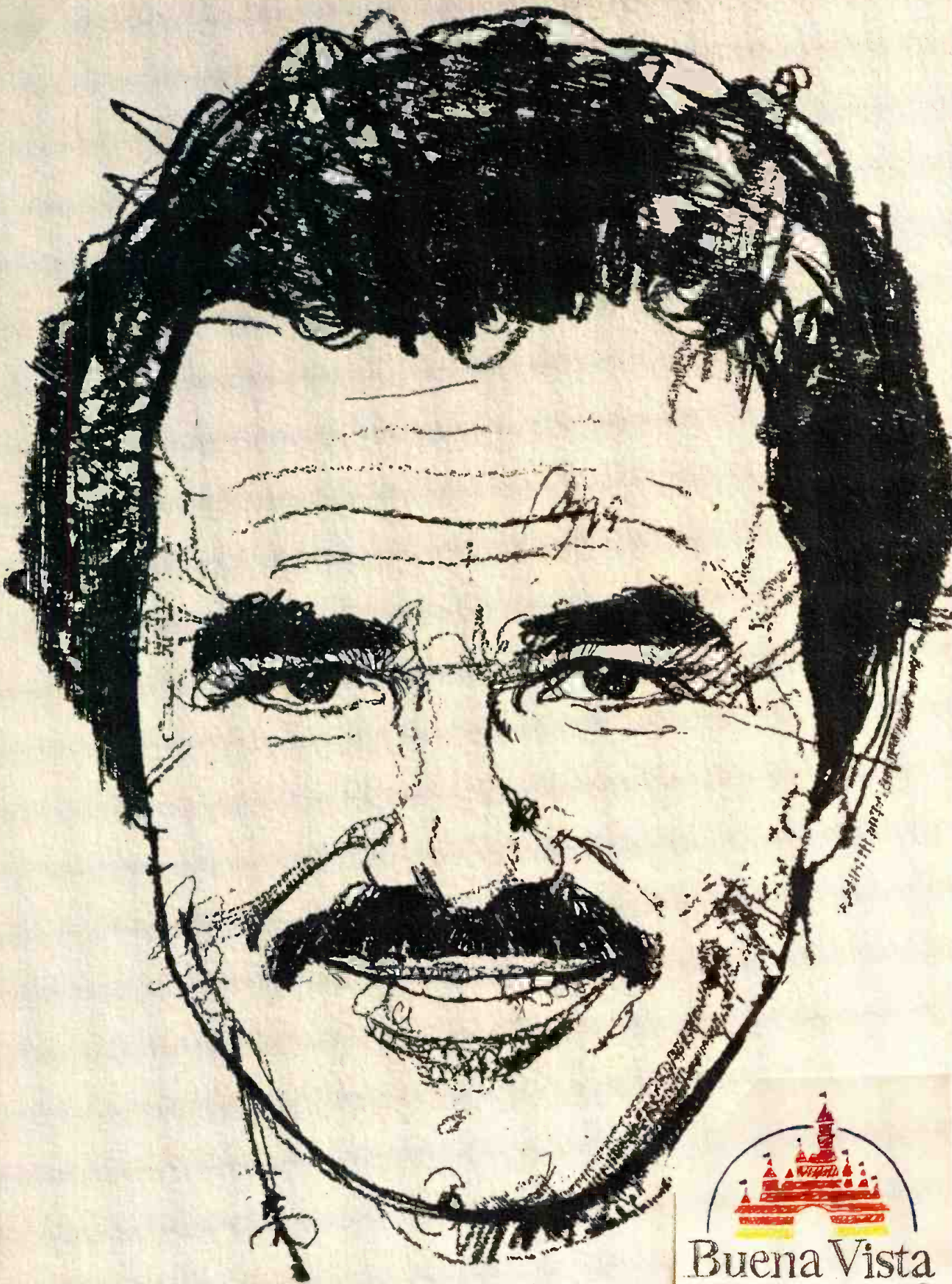


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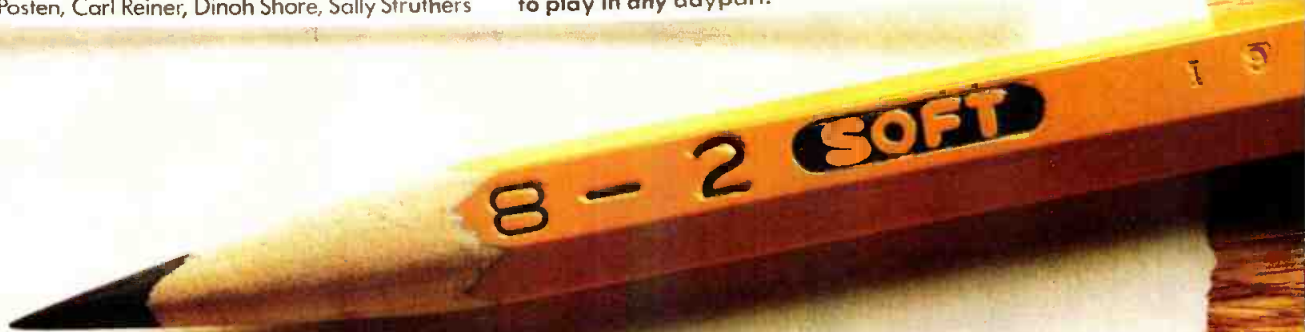
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WNYW dominates Sunday morning kids.

Against all competitors, WONDERFUL WORLD comes in #1 in time period rating, share, homes, teens, kids, men and women

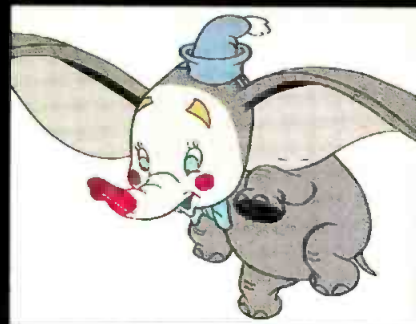
18+, 18-49, 25-54 and women 18-54. WNYW also increases total viewers by 27% (compared to Oct. '85) and increases this year's lead-in audience by 60%.³

KGO, San Francisco: An access winner.

Using WONDERFUL WORLD as a lead-in for the DISNEY SUNDAY MOVIE, KGO boosts its time period rating by 60%, compared to its regular programs introduced last November.⁴

KRIV, Houston: A pair of prime-time winners.

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demos, by at least 25%. WONDERFUL WORLD is up 33% in overall rating from last October, and improves its lead-in by an incredible 100%!⁴

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1. Source: NSI 11/12-14/86

2. Source: NSI 10/12/86

3. Source: Nielsen Cassandra 10/86

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5. Source: NSI 9/21/86-11/23/86

6. Source: Arbitron Apollo 10/86

Disney MAGIC I

THE
WONDERFUL
WORLD
OF
Disney

SISKEL STILL THE MOVIES



**& EBERT.
STILL NUMBER ONE.**



**SISKEL & EBERT
THE MOVIES**

Wright ponders PAC for NBC

Memo to executives explores political contribution vehicle; news division would be exempt, according to Grossman

NBC's new president, Robert Wright, appears to be determined to stake out a more politically active role for the network. He has asked NBC's chief legal counsel to consider the questions involved in establishing a political action committee at the network. And language in the memorandum sent to Corydon B. Dunham, NBC's executive vice president and general counsel, as reported in *The New York Times*, reflected not only Wright's interest in proceeding with such a project but his view that employees who refused to contribute to an NBC PAC would be considered disloyal to the company.

NBC officials confirmed the existence of such a memo but declined to discuss any details. They said only that consideration of a PAC is in its earliest stages. They said the memorandum was sent to Dunham on Nov. 9, and that Dunham is not working under a specific deadline in preparing a response.

According to *The Times* report, Wright's interest in establishing a PAC is the same as that of the organizer of every other PAC: "By showing our tangible support for the [election] process, the office and the officeholders, we are in a better position to have our views intelligently and fairly viewed by

Congress."

And that is a process in which Wright would expect NBC employees to participate. Employees who "support their families from the profits of our business," the memorandum is reported to state, "must recognize a need to invest some portion of their earnings to insure that the company is well represented in Washington, and that its important issues are clearly placed before Congress." Employees who do not, the memorandum is said to add, "should question their own dedication to the company and their expectations."

Some NBC employees see a hint of intimidation in that language. And the Federal Election Campaign Act, while permitting corporations and unions to organize and operate PAC's, prohibits the use of coercion or intimidation to obtain contributions. It would take a vote of four of the Federal Election Commission's six members to find that such a violation has occurred.

The NBC news division apparently would not be expected to participate in a PAC, if one is established. Lawrence K. Grossman, president of NBC News, was one of a small number of NBC executives who received a copy of the memorandum, and he said such participation would be "inappropriate." He also said he and Wright had discussed the matter, and that Wright agreed. The NBC president was quoted by *The Times* as con-

firmed Grossman's account. An NBC spokesman had refused to rule out the news division's participation in a PAC; he said no decisions had been reached on any of the details. Informed, Grossman said, "That's wrong. It's clear. Mr. Wright and I are in total accord [on the matter]."

Wright's proposal is an indication of the new type of leadership General Electric's acquisition of RCA is introducing to its broadcasting subsidiary. GE has a PAC. Wright took over as president of NBC on Sept. 1, after serving GE in a series of executive positions. He also served from 1980 to 1983 as president of Cox Cable, an experience that he says awakened him to the political activism of the cable industry.

Grossman's view that participation of the news division in a PAC would be "inappropriate" appears to be reflected in the policies of news organizations generally. Neither Capital Cities/ABC nor CBS has a PAC, nor seems likely to adopt one in the foreseeable future. George F. Schweitzer, vice president of communications for the CBS/Broadcast Group, said, "We feel that having a PAC would be inconsistent with being a major and significant news organization.... We want to keep the political process separate from our job of informing the public."

And Patty Matson, a spokeswoman for Capcities/ABC, said the company over the next few months will examine its options for becoming "more active" in Washington. But she also said the discussions will include the question of "what is appropriate for a company like ours with a news organization." Observers note that Capcities, which acquired ABC on Jan. 1, has its own long (32 years) tradition as a news organization, and express doubt it would opt for a PAC.

NBC spokesmen, in seeking to defend the reasonableness of a news-related organization operating a PAC, said Time Inc. and Turner Broadcasting System operate them. However, a spokesman at Time said that organization does not have a PAC. And while TBS does, its Cable News Network is not a part of it.

Broadcast industry representatives—including network and station executives, and communications attorneys—traditionally contribute to political candidates. Many do it individually and some do it through the National Association of Broadcasters Television and Radio PAC. In the first three quarters of this year, for instance, that PAC contributed \$122,376 to congressional candidates. Its counterpart for the cable industry contributed somewhat more, \$188,969.

Wright's interest in developing a PAC—and Capcities/ABC's interest in becoming "more active" in Washington—appear to be spurred in part by concern over the signs that the Motion Picture Association of America will go on the offensive in the new Congress

Intermedia

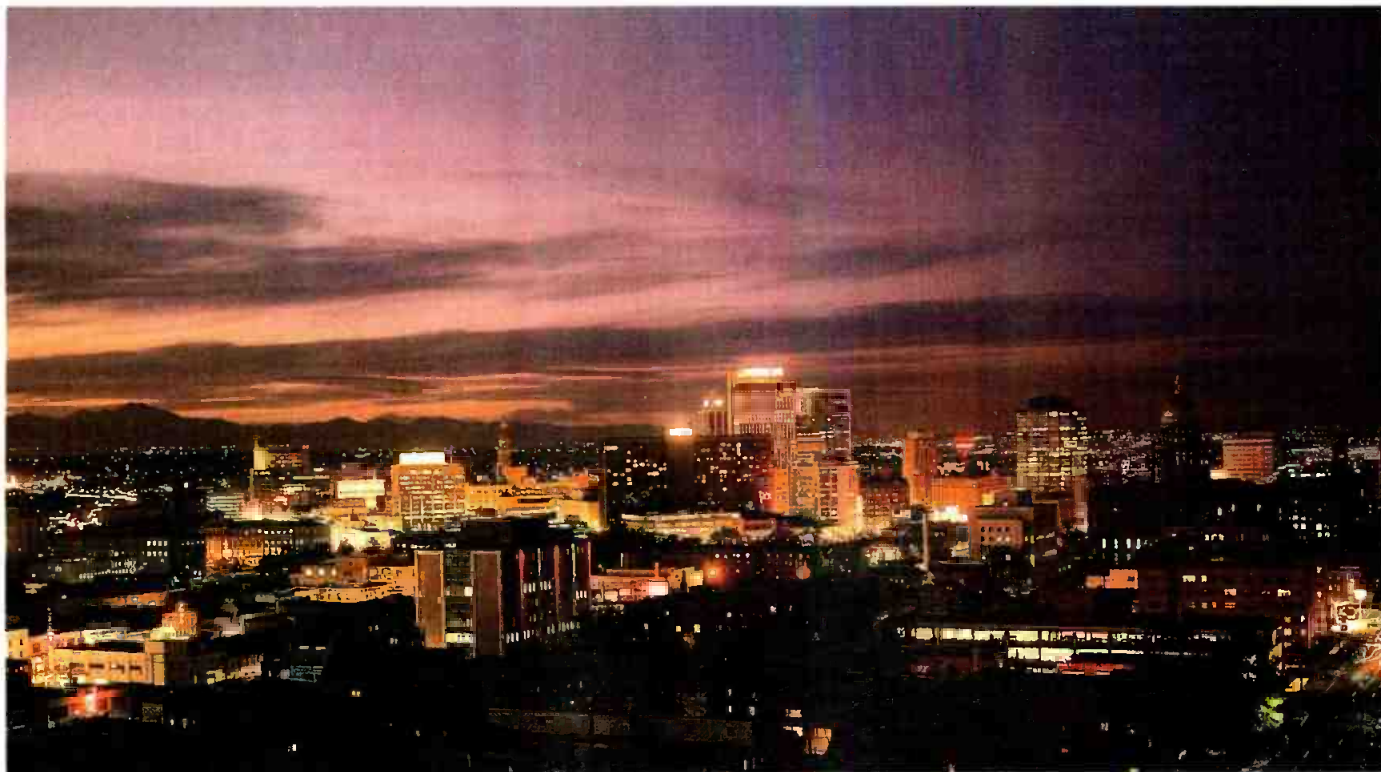
Funding help. Broadcast Capital Fund awarded \$300,000 to Davis Broadcasting for purchase of two AM/FM combinations in Columbus and Augusta, Ga. Among other things, BROADCAST, during its annual board meeting, re-elected to three-year terms: Donald Thurston, Berkshire Broadcasting, North Adams, Mass.; Hector Salvatierra, Phoenix; Nancy M. Marquez, Barnett Bank of Miami, Miami, and Charles Beard, Foley, Hoag & Eliot, Boston. Officers re-elected were: Thurston, chairman; John Dille, Federated Media, Elkhart, Ind., vice chairman; Erwin Krasnow of Verner, Lipfert, Bernhard, McPherson & Hand, treasurer; Henry (Jeff) Baumann, NAB, assistant treasurer, and Marquez, secretary. John Oxendine, president and chief executive officer for BROADCAST, and Kenneth Harris, vice president and assistant secretary, were also reappointed. In addition, group renewed its commitment to raise \$3 million in contributions from broadcasting industry in 1987.

□

UCC minority study. United Church of Christ's Office of Communication reports that "minority growth in top jobs in TV has come practically to standstill." Church agency says study shows minorities occupied 15.2% of four highest-level jobs in 1985, increase of only 1.5% from 13.7% in 1980. According to Office of Communication, minorities had grown in top positions by 3.7% between 1975 and 1980 and by 3% between 1971 and 1975. Study also shows that women now occupy 26.7% of high-level television positions while they account for 44.2% of national labor force. In 1980, women held 21.5% of top jobs in TV and accounted for 42.5% of all people working or looking for work.

□

Go-ahead. FCC has authorized Columbia Communications Corp. to construct, launch and operate 44-transponder Ku-band satellite to serve Western continental U.S. and Canada, Alaska, Hawaii and Japan. Columbia plans to sell or lease transponders on long-term, nontariffed basis.



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on the issue of FCC rules and consent decrees signed with the Department of Justice that prohibit the networks from obtaining financial interest and syndication rights in the programs they air but are produced by others, primarily Hollywood film companies.

With the considerable assistance of President Reagan, whose roots are in Hollywood,

the producers managed three years ago to turn back an FCC drive to repeal the rules. Repeal, observers felt, would have inclined the Justice Department to agree to modifications of the consent decrees.

But with Reagan in the final two years of his Presidency, MPAA feels a considerable sense of urgency in obtaining congressional help in assuring continuation of the restric-

tions that prevent the networks from getting back into areas from which they have been excluded for 17 years—and which they feel would provide them with the revenues they need in a time of increasing competition and declining audience shares. But the MPAA, with the financial and political support of the entire Hollywood community, the networks know, is a formidable foe. □

ABA examines copyright quagmire

Bar association seminar hears FCC's Patrick attack cable's compulsory license; Quello urges movement on must carry; scrambling, music licensing also discussed

The FCC is serious about its threat, presented in its must-carry decision, to consider reinstating syndicated exclusivity rules.

That was made abundantly clear by FCC Commissioners James Quello and Dennis Patrick at a seminar hosted by the American Bar Association in Washington last week. "I dissented to getting rid of it [the syndicated exclusivity rules] six years ago, so I'm probably for reinstating it now," said Quello. Patrick said he had tentatively concluded that the "public interest would be fostered by adopting a modified syndicated exclusivity rule."

In a luncheon speech, Patrick also attacked cable's compulsory copyright license. He said he believed a system of "full copyright liability" would be "more appropriate." Yet Quello, who had the final word in closing the seminar, recommended that the commission concentrate, for the time being, on matters over which it, not Congress, has jurisdiction.

Patrick's speech was the centerpiece of a day-long seminar on copyright sponsored by ABA's patent, trademark and copyright law section. Funded by the Association of Independent Television Stations, attracted an audience of 180, there to hear the experts discuss music licensing, scrambling and cable's compulsory license.

From his remarks, it was clear that Patrick has been devoting considerable thought to syndicated exclusivity. He also made it clear that he wasn't wedded to the letter of the former rules. Those permitted TV broadcasters in the top-100 markets to protect the exclusivity of their programming against distant signals carried by cable systems. Patrick said he saw "no reason" a new rule shouldn't apply in all markets. "Property rights are no less important in the smaller markets than in the larger markets," Patrick said.

To make the rules easier to administer, Patrick suggested requiring broadcasters only to inform local cable systems of all programs to which they had exclusive rights, leaving it up to the cable system to delete or replace them. "The commission can consider, too, whether the copyright owner should also have the right to request deletion of its programs," he said.

Patrick also thought the commission should consider extending the syndicated exclusivity rule to any other delivery mechanism that benefits from the compulsory li-



Patrick

cense. "Expanding contractual freedom through reimposition of syndicated exclusivity protection would help level the playing field and promote production and distribution efficiency, given the present existence of the compulsory license," Patrick said.

He said the compulsory license "tilted the playing field" in cable's favor, forced cable programmers to compete against "subsidized" distant signals for channel space on a cable system and limited contractual freedom, thereby discouraging program production and efficient distribution. "The corrective course of action is for government to withdraw its interference," Patrick said. "I... call on Congress to reexamine the

compulsory license, to subject it to the scrutiny and the burden of justification it deserves. If it were up to me, I would replace the compulsory license with a system of full copyright liability."

Quello said he believed the FCC's top priority should be resolving its must-carry proceeding. Quello thought Patrick had done a "good job of pleading the case" for doing something about the compulsory license. Yet Quello also noted that Congress had jurisdiction there. He asked: "It's easy to plead the case on generalities, but how do you do it specifically?"

Quello also said he had "some misgivings" about the A/B switch, which plays a pivotal role in the commission's new must-carry rules. "There's a simple solution to the whole thing," Quello said. "Let's go back to the basic compromise that the NCTA [National Cable Television Association], the NAB [the National Association of Broadcasters], INTV [the Association of Independent Television Stations] and now the public stations are for, and see how that works."

Quello also forecast that the industry might not seek retention of A/B switch requirements in requesting reconsideration of the rules. "I'd like to see the compromise work in a practical way without getting any more convolutions," Quello said. "But I'm one vote. There might be one other vote for it; we'll have to see what happens when reconsideration is filed."

Panelists kick around pro's and con's of compulsory license

FCC Commissioner Dennis Patrick's call for an end to the compulsory license ignited a lively afternoon debate among representatives of government, professional sports and the broadcasting and cable industries.

Cable representatives were on the defensive. The fundamental justification and rationale for the compulsory license remains today, said Robert Ross, vice president and general counsel for Turner Broadcasting. The license, Ross argued, was not designed as a benefit for the cable industry, but as a benefit for Americans living in areas underserved by conventional broadcast television.

Even today, the cable official contended, a substantial portion of America is still underserved by broadcast television. And, in the absence of a compulsory license, significant areas of the country are going to lack access to television programming, he said. If broadcasters are concerned that cable is benefiting unfairly from the compulsory license, Ross suggested passing a law that says cable systems have to transmit distant signals for free,



Quello

Think soup.





Moderator David Ladd, Wiley, Rein & Fielding, Herwitz and Granik



Wallgren, Ross and Fox

"that way the direct beneficiary would be the rural public."

His argument for retaining the license was attacked by Thomas Herwitz, vice president for corporate and legal affairs for Fox Television Stations. Diversity, Herwitz maintained, is a communications policy issue. "We're talking about copyright policy issues. What is the basis today for treating the cable operator differently than any other user of copyright material?"

There are areas underserved by newspapers, Herwitz said. "But we wouldn't conceive of a scheme where a newspaper had to be delivered free of charge without compensation to an area of the country simply because there's a desire to have that area served."

"We're not talking about free of charge distribution of programming," responded Brenda Fox, vice president and general counsel of the National Cable Television Association. "We're talking about purchased programming." The issue, she said, is whether a free marketplace is able to work. Cable, she explained, believes the marketplace can't function on its own, and that government assistance is needed through a compulsory license.

Elaborating further on that point, Ross, said: "If there was a free market, why is MPA [the Motion Picture Association of

America] looking to restrict the three networks' rights to the after market? If it's a free market, why does baseball insist on maintaining an antitrust exemption? If it's a free market why is INTV [the Association of Independent Television Stations] insisting on mandatory carriage rules and protesting channel alignment?"

Herwitz insisted that a free marketplace would emerge by eliminating the compulsory license and reinstating the FCC's syndicated exclusivity rules. It's unfair, he argued, for cable to have the right to "take the product without the broadcast station being able to have any compensation or to say: 'No I don't want you to profit from it.'"

Fox, however, compared the idea of syndicated exclusivity to "driving through the streets of Washington and creating potholes and then wondering if anyone will still be able to drive down the streets or have any desire to drive down the streets again." More important, she added, after four years of study the FCC concluded that the syndicated exclusivity rules "ill serve" the public interest.

Broadcasters, she emphasized, definitely benefit by having access to cable homes. And later after listening to further criticism of the license, she challenged broadcasters to, "delete our [cable's] subscribers from your books." Anita Wallgren of the National Telecommunications and Information Ad-

ministration reiterated her agency's view that the license should be repealed. "Everybody else is in a free market but cable," she said. Wallgren also thought the compulsory license may have hampered the development of diverse programming. Cable, she said, has been overly dependent on broadcast programming, particularly distant signal.

"I think distant signals have not only subsidized cable but also subsidized the creation of cable programming," Ross said. "CNN would never have been here without the superstation [WTBS(TV) Atlanta] which subsidized it for five years."

Sports finds itself on both sides of the debate, said Russell T. Granik, executive vice president for the National Basketball Association. "We at NBA have learned to live with the existing system by having a league deal with Turner Broadcasting." Nevertheless, that's not the case for teams in New York on WOR(AM), he said, who don't get a national fee and "probably have no other outlet to exhibit themselves to local fans." As for whether it was time to repeal the license, Granik thought it was... "at least when it comes to basketball." But Ross thought there would be a need for the license for possibly 20 years.

"You convince your industry to support a spectrum fee," Ross told Herwitz, and "I'll convince my industry to support elimination of the compulsory license." □

Dish owners want programming at price that's right

At ABA seminar in Washington, STVRC counsel outlines methods of insuring 'competitive' pricing for satellite programming

In its continuing effort to insure that backyard dish owners have access to scrambled cable programming at a "fair" price, a group of dish manufacturers and distributors may call on the FCC or Congress next year to prohibit cable operators from selling cable programming to dish owners within their franchise areas.

At a Washington seminar sponsored by the American Bar Association last week, Fred Finn, counsel to the Satellite Television Viewing Rights Coalition, said calling for the prohibition is just one of several tactics the coalition may take next year to inject competition into the programming side of the home satellite market.

In fact, Finn said after the seminar, it may take some radically different approaches. As it did last year, Finn said, it may press for legislation that would require programmers to distribute their service to dish owners through third parties other than cable opera-

tors or that would eliminate existing "territorial restraints" imposed by programmers on where operators can enter the home satellite market. Such restrictions confine operators to their franchises, he said, obviating the possibility of competition among operators for home satellite subscribers.

Regardless of what approach the coalition takes on Capitol Hill, Finn said, it is likely to be heard. The coalition will have the backing of many of the dish owners who think the scrambled programming now available is overpriced. This is a "tremendously populist issue," Finn said, adding that dish owners sent more than a million letters to Congress last year. With their help, he said, home satellite proponents almost succeeded in pushing through legislation that would have required noncable, third-party distribution of programming to dish owners. (According to industry estimates, there are between 1.5 million and 2 million dish owners.)

According to Finn, government intervention is necessary in the home satellite marketplace because of the anticompetitive practices of cable operators in the market. Cable operators went beyond just telling

programmers to scramble, he said. They also said they must scramble their services in a "cable friendly manner," he said, "which means how you price the service once it's scrambled has to be such that it does not undercut the ability of the cable operator to obtain and retain cable subscribers in his area."

The large cable operators have too much power over cable programmers, Finn said. If Tele-Communications Inc. or American Television & Communications tells a cable programmer, "We want you to scramble and we want you to do it our way," you are going to listen to them if you are a satellite program supplier," he said.

"We...think there is a right to purchase [scrambled programming] at a fair price," Finn said, "not at a price that is dictated directly or indirectly by the potential competitor to the home satellite industry, namely the cable industry."

According to Finn, the cable operators' involvement in the home satellite market is motivated by fear. If the home satellite industry is allowed to flourish, cable operators fear they will lose subscribers, which are

Think chocolate.





Moderator, NAB's Jeff Baumann, Redpath and Sturm



James, Finn and Attaway

now bought and sold at between \$1,000 and \$1,600 each.

But such fears are unfounded, Finn said. Cable and the home satellite media can co-exist. "The fears are as unreasonable now as they were on the part of broadcasters a decade ago who screamed bloody murder because the cable industry came in and put them out of business."

In attacking the cable operators' role in the home satellite market, the coalition may have an important ally—the Motion Picture Association of America. For the past several months, the MPAA, in various forums, has been charging that the same cable operators have become too large and too powerful and has asked the FCC for cable ownership limits. At the ABA seminar, MPAA's Fritz Attaway, vice president and counsel, said the large operators' ability to "make or break" cable programmers is the "root problem." It "prevents networks from being competitive and going out to serve these new markets, like TVRO."

"What I am concerned about in terms of scrambling is that cable not be allowed to use scrambling to increase their monopoly power and increase their privileged position in the marketplace," Attaway said.

MPPA has also charged that cable operators enjoy a monopoly in each market

through their quasi-exclusive franchises.

Although MPAA has concerns about the way the home satellite marketplace has developed, Attaway said, it is a "strong" supporter of the programmers' move to scramble. "We know better than anybody else that it is necessary to insure that viewers of programming pay for that programming."

John Redpath, senior vice president and general counsel, Home Box Office, did not include pressure from operators among his reasons why HBO scrambled its two cable services. HBO decided to scramble because it promised a new, "fairly significant" source of revenue, he said. What's more, he said, scrambling was needed because free reception of HBO was "damaging the value of the product" and because HBO was obliged "to protect the programming" on behalf of the copyright holders.

So far, HBO is not making any money from selling HBO and Cinemax in the home satellite market, but sales have been greater than expected, he said. "We expect that sales will pick up as more services scramble."

Bob James, an attorney with Cole, Raywid & Braverman, which counts many cable operators among its clients, said scrambling is not the result of the cable industry fear of competition from the home satellite industry in which home dish owners

have to subscribe just like cable operators. It was a result, he said, of the "situation where the TVRO viewers or a hotel or other commercial establishment was given the programming for free while the cable operator was paying for it and trying to resell it in the same market."

According to James, it's premature to invite government intervention in the home satellite market. "It's a brand new industry," he said. "You have to give it a chance to work before the government steps in."

The home satellite industry is also concerned about whether dish owners will have access to the programming of the broadcast networks on satellites after it is scrambled. The networks plan to scramble their satellite backhaul and distribution feeds and they plan not to make them available to dish owners, arguing that it would disrupt their exclusive arrangements with their affiliates.

John Sturm, of CBS's Washington office, said the continued economic vitality of the networks depends on maintaining an exclusive relationship with broadcast stations. CBS must distribute its programming through affiliates to be credited with ratings which are the basis of its revenues, he said.

The home satellite industry argues that making the network satellite feeds available to dish owners is the only way of insuring that all Americans have access to network programming, including those beyond the reach of the signals of CBS affiliates. "Universal service" is a worthwhile goal, Sturm said, but one that should not be pursued at any cost. It's a dilemma faced by other businesses, he said. "Do you sacrifice the entire system or do you put the entire system in some sort of jeopardy in an attempt to serve that last marginal customer?" he asked.

Attaway concurred. To make network programming available directly to home via satellite, he said, "threatens the whole system of broadcasting through local affiliates. I think local broadcasting is very important to this country. You need to be very careful about taking steps to protect 400,000 that endanger a system that is serving 75 million."

CBS's affiliates are planning to reach the estimated 400,000 homes that can't receive CBS off air with translators—low-power transmitters that repeat the signal of CBS affiliates and, thereby, extend their coverage areas. Sturm said he would like to see the FCC improve its processing of translator applications so that "we will have the opportunity to get some translators on the air."

At least two companies—Netlink USA and Satellite Broadcast Networks Inc.



Music licensing rematch. The debate between broadcasters and music licensing societies over the current blanket license fees that television stations pay for music on syndicated programs reheated during one ABA panel. Broadcasters want to eliminate the blanket license and supplant it with a source licensing arrangement. Those efforts are being fought by the music licensing societies (Broadcast Music Inc., American Society of Composers, Authors and Publishers and SESAC) and the motion picture industry.

Representatives Frederick (Rick) Boucher (D-Va.) and Howard Berman (D-Calif.), both members of the House Copyright Subcommittee, took opposite sides in the debate. Boucher, the author of legislation that would repeal the blanket license, said his measure stops Hollywood from "taking two bites out of broadcasters' apple." During the panel's discussion, Berman restated his opposition to the Boucher bill. "The present system works," he said.

R. Bruce Rich, attorney with Weil, Gotshal & Manges, speaking on behalf of broadcasters, noted that the dynamics of past negotiations with BMI have been "terribly one-sided." Edward Cramer, legislative consultant to BMI, warned that source licensing would be "devastating for the music community and the public."

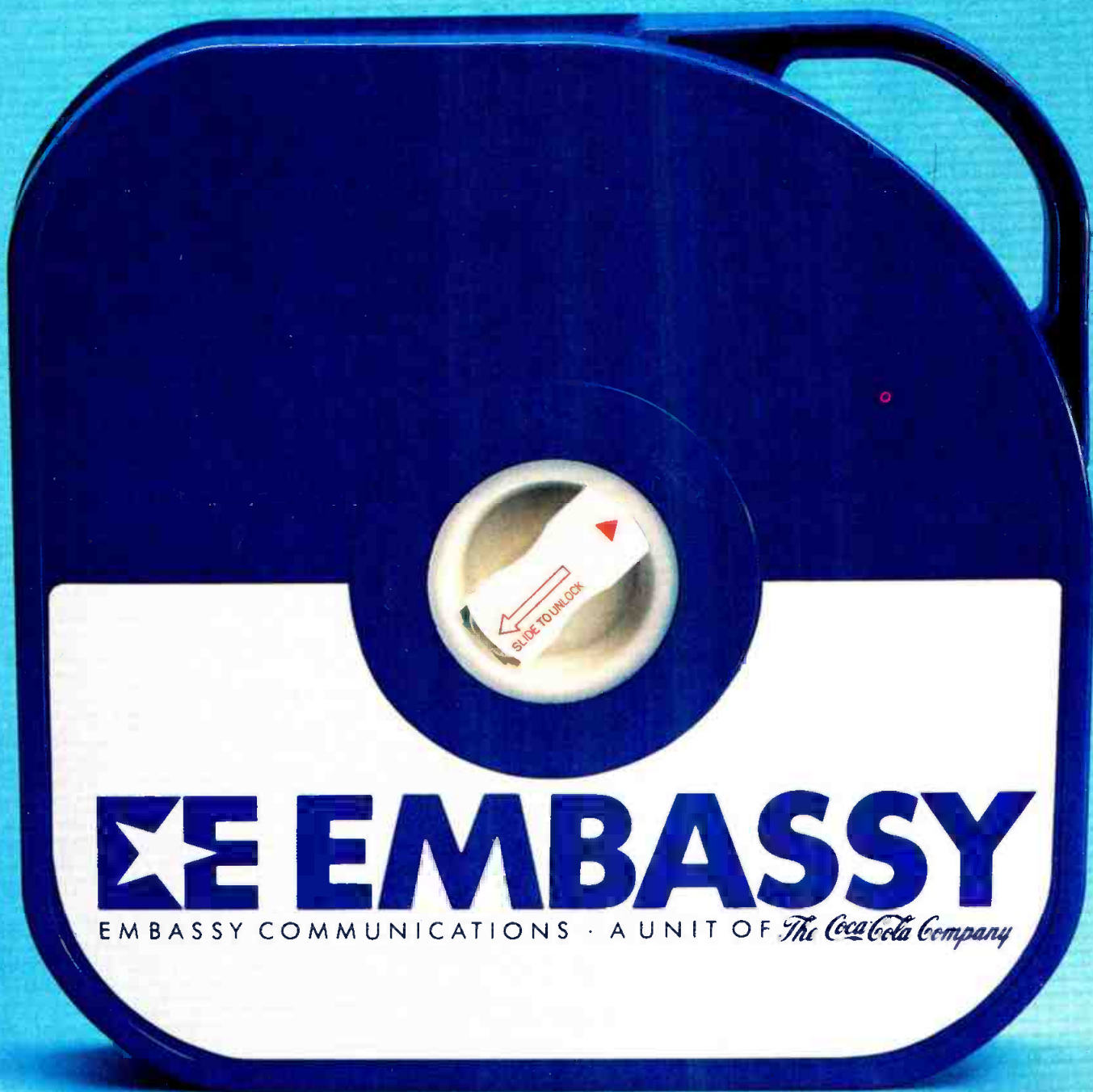
Pictured (l-r): moderator Marybeth Peters, policy planning adviser to the register of copyrights; Rich; Boucher; Berman, and Cramer.

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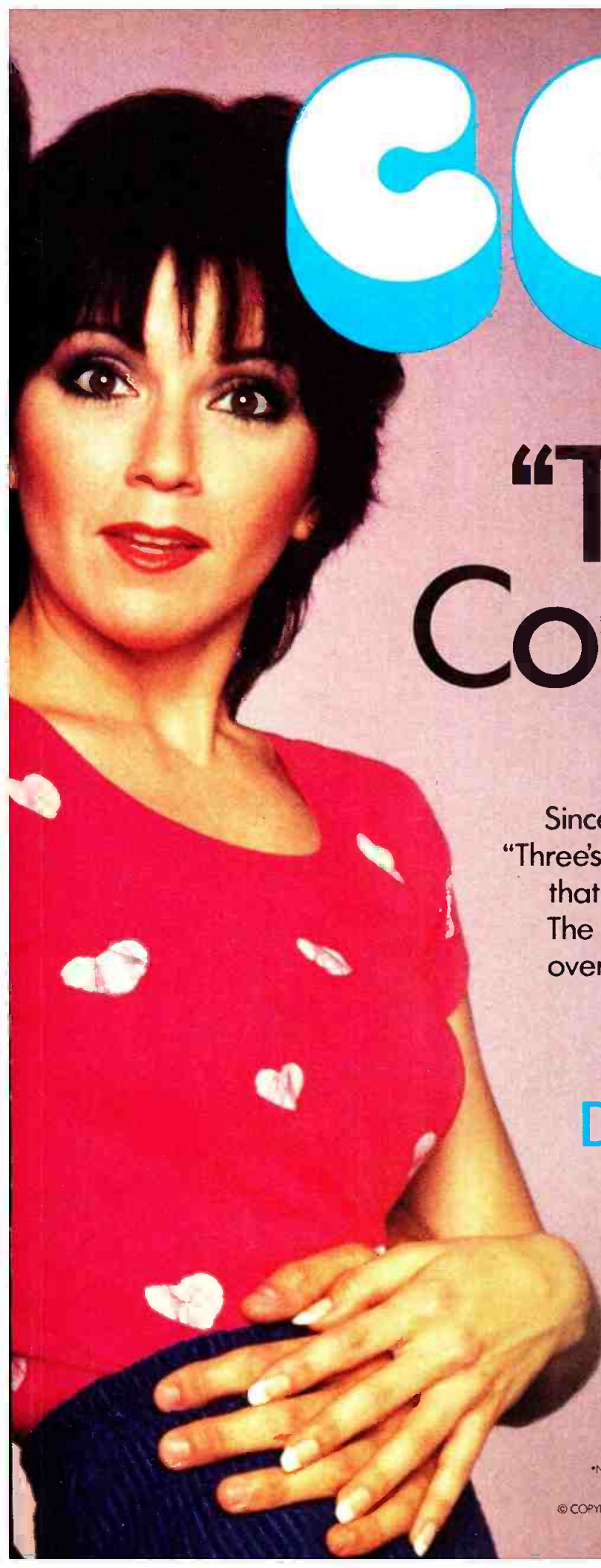
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make a full explanation of why the increase is needed. Newsletters were the method most frequently mentioned.

And the same principle applies to employees, panelists said. If cable companies are passing out year-end bonuses totaling about 5% of employees' annual salaries, and if overall profits are going to rise an average of 20% during the first year of deregulation, the speakers said workers must be told what the added money will be used for or risk having angry employees explaining rate increases to subscribers.

Rate increases should not coincide with elections, the panelists said. Local governments still have control over signal quality and subscriber responses, which panelists said will weigh heavily in franchise renewals. Cable operators must also not bypass local government officials in the rate raising process after the deregulation provision of the Cable Communications Policy of Act of 1984 takes effect Jan. 1, the speakers warned. "Cities will not roll over and play dead just because we have a national cable act," said Robert McRann, vice president and general manager of Cox Cable in San Diego, the nation's largest cable system with 275,000 subscribers.

An easy way to maintain good relations with local lawmakers is to continue to provide some financial information, said Richard Waterman, director of corporate affairs for Westinghouse Broadcasting and a former director of city services in Oakland, Calif. He added, however, that "it does not have to be as substantive or detailed as it is now."

Another crucial factor in any community relations campaign surrounding a rate increase is the local media, panelists said. "You can never really get positive press on a rate increase," Waterman said. But there are steps cable operators can take, he said, to "offset" bad publicity. The California cable companies used different approaches in explaining rate increases. McRann said he "targeted writers who spent a lot of time understanding" the cable business. Brian Coyne, vice president and general manager of Televents, said his firm called a press conference.

Coyne said Televents built a good relationship with the communities it served by reviewing all franchises and, when necessary, rebuilding systems and earth stations; adding more basic services; establishing rates for senior citizens and the handicapped; creating special services for telephone callers; providing a studio, production crews and training to the community and producing many local programs. These steps, he noted, were taken before rates were raised. As a result of the goodwill strategy, Coyne said, Televents obtained two 15-year franchise renewals, one new 15-year franchise and "basic penetration has not gone down at all."

The effect of rate hikes on penetration in California has been minimal under deregulation, according to Waterman. The average basic subscriber rate today is about \$10.80, while in regulated communities it is \$10.40, he said. The state has seen an increase in basic rates under deregulation, from an average of \$11.78 to \$14.95, while pay cable has decreased from an average of \$11.95 to

\$10.95, McRann added.

Tom Rackerby, president of ATC national division, warned cable operators not to raise prices immediately. "Jan. 1 is not the last chance to raise rates, it's the first chance," he said.



New look. The National Association of Broadcasters unveiled its new logo last week, a collaborative effort of NAB and outside consultants. "We wanted to make the present logo more modern and assertive," said NAB's Walter Wurfel, senior vice president for public affairs and communications. The association, he said, has changed and grown. "We feel its graphic image ought to reflect those changes and improvements." The executive committee authorized \$10,000 for the development of a new logo and after working with three separate consultants (approximately 50 designs were submitted) NAB selected the above design. Before making a final selection, however, NAB tested the responses of broadcasters and the general public to the old logo and two alternatives (one of which was finally chosen). The results were used to decide which would be most reflective of the image NAB wants to project. When asked why the logo includes the word "Broadcasters" as well as the association's initials, Wurfel said it was in part to differentiate it from other organizations with the same initials, such as the Newspaper Advertising Bureau and National Alliance of Business.

In other NAB news last week, its executive committee recommended that the association support elimination of the FCC's main studio and local origination rules. NAB, however, will suggest that if a studio moves outside of its community of license then broadcasters should provide a toll free number for their audience. It also will propose that a station's public file be readily accessible within the community of license. On another matter, NAB expects at least 11 members of Congress to participate in a two-day congressional seminar prior to its winter joint board of directors meeting in Laguna Niguel, Calif., on Feb. 2-6. Among those expected to attend: Senators Ted Stevens (R-Alaska), Paul Trible (R-Va.) and Edward Zorinsky (D-Neb.), and Representatives Henry Hyde (R-Ill.), Robert Kastenmeier (R-Wis.), Norman Lent (R-N.Y.), Romano Mazzoli (D-Ky.), Carlos Moorhead (R-Calif.), Matthew Rinaldo (R-N.J.), Harold Rogers (R-Ky.) and Larry Smith (D-Fla.).

Panel examines mandatory drug testing, called 'preventive maintenance' by United Cable; Annenberg's Westen criticizes tests and questions value

Add one more to the list of issues affecting the cable television industry: mandatory drug testing for employees. That subject appeared on the agenda of the Western Cable Show, along with representatives of two MSO's that have begun to institute such programs.

"We have irrefutable evidence that those who use [drugs] off the job bring it onto the job," said William Cullen of United Cable Television of Los Angeles, who said further that "we view testing as preventive maintenance. The business sector is the last defense against the drug problem that is tearing the country apart; business people are perceived as the moral leadership of the country."

Cullen said United was paying \$20-\$30 for a urinalysis and up to \$100 for more complete physical examinations. When the program was begun, only two out of the first 40 applicants passed, he said; the current failure rate is three out of 10. "The law-abiding employee will warmly welcome" such testing, Cullen said.

Wise Booker of Times Mirror Cable Television described that company's plans to institute preemployment physical testing that will include drug screening, beginning in 1987. She said TM had been cautious about implementing the program, and that it was not limited to specific positions. Outside testing organizations are used, and actual findings are not reported back to Times Mirror, except as to whether applicants are "compatible" or "noncompatible." The focus, she said, is on "health, safety, productivity and company image."

Tracy Westen, of the Annenberg School of Communications (University of Southern California), labeled this new social crisis "jar wars," and questioned whether there really is a problem of the magnitude to warrant widespread testing. There were 563 cocaine-related deaths last year versus more than 350,000 cigarette-related deaths, he said. "In a sense what we're looking at is a civil war," he continued, with 30% of the Fortune 500 companies now testing (primarily through prescreening) and 72% of the public saying it would be willing to be tested.

Westen said that the courts could not be expected to give any early guidance on the issue because, constitutionally, only the rights of government employees are dealt with at that judicial level—until, of course, cases work their way up from the states. The challenges to private-sector testing would be so diverse as to prevent any rapid development of new law, he said. The Congress and state legislatures, however, are expected to address the issue at an earlier date.

The only certain voice raised against testing was that of Bill Demers of the Communications Workers of America, representing 600,000 workers nationwide and 100,000 in California. "George Orwell's year has passed, but Big Brother comes in many forms," he said. He called testing degrading and an invasion of everyone's privacy when

the majority uses no illegal drugs. "Run it through the sieve of your own civil rights," he challenged the audience, and recalled the days when workers were forced to sign anti-communist affidavits or when Japanese-Americans were confined to internment camps. "He who would give up a little freedom for security deserves neither freedom nor security," he said.

Panelists say tax law changes more likely to affect sellers than buyers of cable systems

When Congress passed sweeping reforms of the nation's tax laws in July, cable operators were faced with a new set of rules for buying and selling properties, and a new way of doing business. A panel at the Western Cable Show examined the situation and concluded the impact will be greater on sellers than buyers.

As the year and the tax loopholes draw to a close, Leonard Baxt, a partner in the Washington law firm of Dow, Lohnes & Albertson, who specializes in corporate taxes, concluded that there is a "frenzy" among investors and sellers anxious to raise equity and debt and close deals prior to January. Spurring the activity, Baxt said, are the changes in depreciation schedules, the elimination of the investment tax credit, the repeal of general utilities doctrine, lower interest rates and an end to tax advantages for passive income sales.

For start-up and joint-venture operators, Baxt said there could be substantial "differences in their way of doing business." One noticeable change, said Stanley Nasberg, a CPA for the firm of M.R. Weiser & Co., will be the advent of more subchapter S corporations. Under the new tax laws, the revised corporate structure will help with such factors as equity, he said.

Cornelia Higginson, a securities analyst with PaineWebber, also sees more master limited partnerships, which have "a lot of attractiveness to investment bankers." MLP's, she said, "generate current income in the form of distributions while allowing investors to play the upside of the cable business." But MLP's are also "complicated to run [and] administratively very cumbersome," she noted.

Higginson cited other factors, such as interest rates and access to equity, that will have a "much more important" effect on capital markets than the new tax laws. She also warned cable operators to "be prepared for a lot more changes" after next summer. "The new depreciation schedules are going to be very elaborate," she said.

The new tax laws will have one primary result, said Leonard Tow, president and chief executive officer of Century Communications, which is seeking to buy five systems before the end of the year. "This is a business built on leverage," he said. "Suddenly we are looking at a business built on equity."

At Century, Tow said, the company's approach to business revolves around long-term factors, such as values, flows and yields. "We are not looking at capital gains," he said, adding: "In some ways, we are crossing over a threshold that was crossed over by the utilities in years gone by." Still,

he said, "I think it is going to be the same old stand next year" when the value of cable companies will increase.

Steven Simmons, president and chief executive officer of Simmons Communications, with two transactions in the works, said the repeal of the general utilities doctrine has "impaired" cable firms. Previously, he said, companies could sell assets and pay a corporate gains tax of 20%. Now, he said, companies' effective tax rates have doubled: They must pay both the capital gains tax and a liquidation tax. On the other hand, cable companies benefit with the inclusion of a year-long window period, he said.

Kadlec assess state of independents

FG&K president says that despite some problems, industry is sound

Chuck Kadlec, president of Frazier, Gross & Kadlec, said at a Columbia University seminar that despite all the bad news about independent television station sales, "the trouble is greatly overstated, and the industry is fundamentally sound." Speaking at a seminar on the independent television industry sponsored by Columbia University's center for telecommunications and information studies, in New York, Kadlec said that beginning in the second half of 1987, and running into 1988, changes in program pricing, inflation and advertising revenue would insure that the "vast majority of independents will survive with increasing market share to keep their revenue growth at or near double-digit levels."

Kadlec said the independent television industry is composed of three segments: established stations; specialty stations, such as foreign-language and home shopping programmers, and recent start-ups, many of which had yet to find a programming niche. It was the last group that suffered in the most recent downturn, Kadlec said.

The entry of more start-up independents would continue to be a problem for the industry, along with the possible slowdown in advertising growth and the continued escalation of programming costs, which represent over half the average independent's budget.

Those problems, Kadlec said, forced Taft Broadcasting to accept \$240 million for its five independents (bought by TVX Corp.) which FG&K estimated had an "intrinsic value of \$450 million."

But despite the problems independents are facing, Kadlec said the fundamentals of the industry are strong. The broadcasting industry has benefitted from technical and regulatory barriers that limited competition, he said, and many of its costs were fixed, allowing operating margins to sometimes exceed 50%. Also contributing to a "sound formula for success," he said, were the availability of capital and a continuing "derogatory" environment that encouraged the formulation of more station groups.

Michael Rice, director of the Aspen Institute program on communications and society, took issue with some of Kadlec's remarks, suggesting that perhaps viewers were

not "better off" with more independents in the marketplace. He said independent programming too often consisted of game shows and off-network product lacking in "diversity, artistry and quality." He suggested that the independent television industry is a business that doesn't have "to produce anything... just buying and selling." The effects were particularly noticeable, he said, in children's television.

Robert Kunath, vice president and general manager of WNYW-TV New York, agreed with Kadlec that the industry could be entering a period of "resurgence," where the gap between affiliates and independents would be reduced.

Kadlec estimated that in the first two quarters of 1987, profits for independents might be down, but that beginning in the fourth quarter, there would be a "revenue spurt." Inflation would begin growing more rapidly, while the stations would increase their market share. He also foresaw a "capping" of programming costs. □

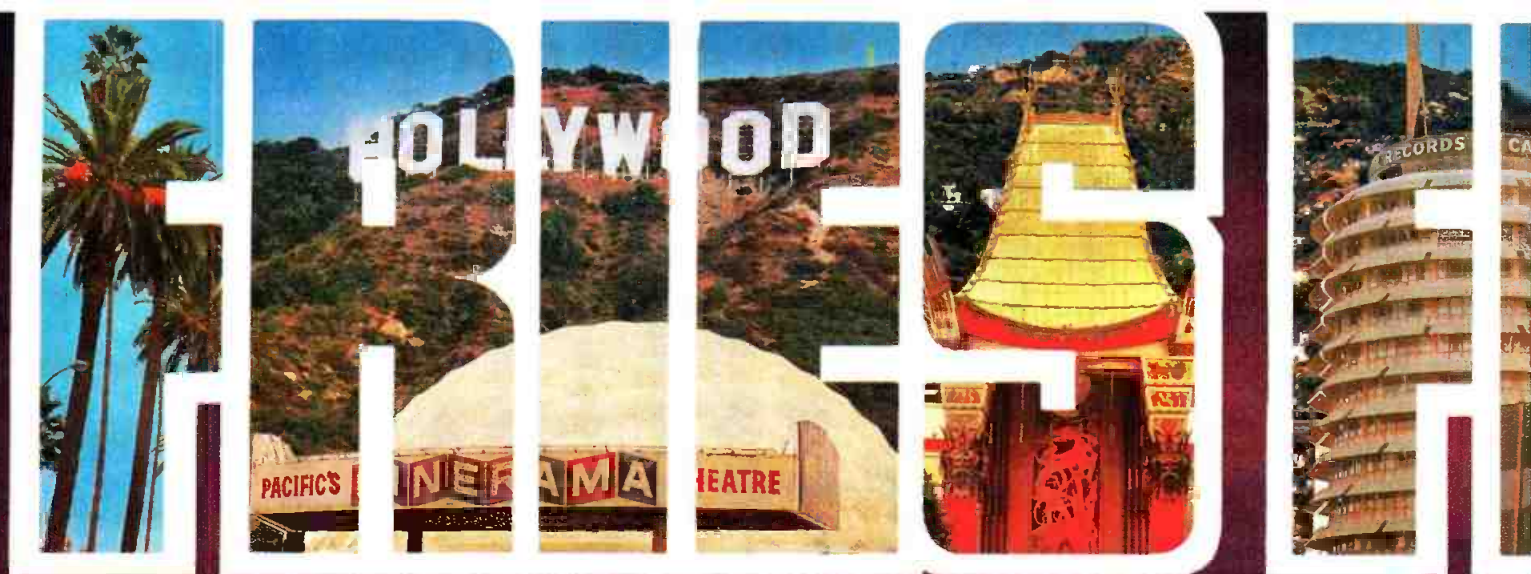
Christensen talks of public side of PR

In a speech to the National Media Conference in New York, Public Broadcasting Service President Bruce Christensen last week offered a primer on what public relations professionals can contribute to public broadcasting—money, time and ideas—and particularly the promotional value of corporate sponsorships of public broadcasting programs. He also discussed recent events in Washington and "how public relations and public events interact."

Christensen said that research conducted for PBS showed that the "number-one reason" that corporations support public TV is to enhance corporate image. Additionally, supporting public TV offers a chance "to demonstrate good corporate citizenship"; it is a "highly visible way of showing your commitment to your community, its people and its institutions," and it reaches "decision-makers and opinion-leaders," he said.

In the past, such corporations as Ciba-Geigy and General Dynamics have underwritten programs for PBS that tied into their respective corporate philosophies, Christensen said. The pharmaceutical firm of Ciba-Geigy, for example, wanted to convey an interest in patient information and education so it underwrote WNET(TV) New York's *The Brain*; General Dynamics wanted to "project an image of strong, new leadership" when it elected its new chairman, so it underwrote programs on Churchill and Eisenhower, Christensen said.

For companies not possessing the budget of a General Dynamics or AT&T, Christensen suggested local underwriting of a company's community noncommercial station, volunteering time during pledge drives or joint sponsorship of local events with the public stations. "At the very least, you can make sure public television is included in your company's matching gifts program," he said. For those wanting to contribute ideas, the PBS executive suggested contacting the station producing a specific program. □



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N (CCB) Capital Cities/ABC	278	278				28	4.471
N (CBS) CBS	134	3/8 135	1/4	-	7/8	- 0.64	25 3.150
O (CLCH) Clear Channel	11	3/4 12	1/2	-	3/4	- 6.00	17 34
O (INFA) Infinity Broadcasting	12	1/2 13		-	1/2	- 3.84	65 130
O (JCOR) Jacor Commun.	6	1/4 6	1/2	-	1/4	- 3.84	35
O (LINB) LIN	56	1/4 56	3/4	-	1/2	- 0.88	42 1.489
O (MALR) Malrite	11	11					13 91
O (MALRA) Malrite 'A'	9	3/4 9	3/4				13 41
A (PR) Price Commun.	10	1/2 10	3/4	-	1/4	- 2.32	102
O (SCRIP) Scripps Howard	88	84		4	4	4.76	32 908
O (SUNN) SunGroup Inc.	2	5/8 3		-	3/8	- 12.50	26 4
N (TFB) Taft	114	1/4 117		-	2 3/4	- 2.35	93 1.036
O (TVXG) TVX Broadcast	10	1/2 10	1/4	-	1/4	- 2.43	43 61
O (UTVI) United Television	29	1/2 30	1/4	-	3/4	- 2.47	27 323

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	53	1/8 53	3/8	-	1/4	- 0.46	27 610
A (AAR) Adams Russell	20	1/4 20	1/2	-	1/4	- 1.21	16 126
A (AFP) Affiliated Pubs	70	1/8 69	1/2	5/8		.89	36 1,237
O (ASTV) Amer. Comm. & TV		1/8 1/8					9
N (AFL) American Family	26	7/8 27	1/8	-	1/4	- 0.92	18 1,074
O (ACCCA) Assoc. Commun.	24	24					228
O (BMAC) Bus. Men's Assur.	26	1/4 26	3/4	-	1/2	- 1.86	15 277
N (CCN) Chris-Craft	20	3/4 20	7/8	-	1/8	- 0.59	9 135
N (DNB) Dun & Bradstreet	109	3/4 109	1/2	1/4		22	26 8,342
O (DUCO) Durham Corp.	40	3/4 41	1/2	-	3/4	- 1.80	10 231
N (GCI) Gannett Co.	76	3/8 75	7/8	1/2		65	23 6,132
N (GY) GenCorp	81	82	1/2	-	1 1/2	- 1.81	19 1,810
N (GCN) General Cinema	48	1/2 47	5/8	7/8		1.83	20 1,765
O (GCOM) Gray Commun.	199	199					34 98
N (JP) Jefferson-Pilot	35	1/4 34	5/8	5/8		1.80	11 1,474
N (BJ) John Blair	13	7/8 14	1/2	-	5/8	- 4.31	112
O (JSON) Josephson Intl.	10	7/8 10	7/8				51
N (KRI) Knight-Ridder	49	48	3/4	1/4		.51	22 2,751
N (LEE) Lee Enterprises	22	7/8 22	7/8				19 579
N (LC) Liberty	38	37	3/4	1/4		66	16 383
N (MHP) McGraw-Hill	59	1/2 60	3/4	-	1 1/4	- 2.05	20 2,999
A (MEGA) Media General	44	1/8 89		-	44 7/8	- 50.42	19 621
N (MDP) Meredith Corp.	67	1/2 68	1/4	-	3/4	- 1.09	13 639
O (MMEDC) Multimedia	42	3/4 43	1/4	-	1/2	- 1.15	-388 469
A (NYTA) New York Times	37	7/8 37	1/4	5/8		1.67	25 3,064
O (PARC) Park Commun.	28	3/4 29		-	1/4	- 0.86	27 396
N (ROC) Rollins Commun.	41	1/4 41	1/4				45 602
T (SKHQ) Seikirk	19	3/4 19	1/4	1/2		2.59	42 160
O (STAUF) Stauffer Commun.	135	135					22 135
A (TO) Tech/Ops Inc.	28	1/2 29	3/8	-	7/8	- 2.97	5 62
N (TMC) Times Mirror	68	1/4 67	1/2	3/4		1.11	20 4,399
O (TMCI) TM Communications	2	1/4 2	1/4				225 17
O (TPCC) TPC Commun.		1/4 1/4					2
N (TRB) Tribune	60	1/2 60	1/2				19 2,456
A (TBS) Turner Bcstg.	14	12 3/4		1 1/4		9.80	31 305
A (WPOB) Washington Post	148	1/2 155		- 6 1/2	-	4.19	18 1,930

PROGRAMING

O (ALLT) All American TV	4	4					4
O (AMNT) American Nat. Ent							
O (BRRS) Barris Indus.	17	1/2 14	3/4	2 3/4		18.64	29 155
O (BFTV) Birdfinder Corp.	13	1/6 7/8		1/16	-	7.14	-4 3
O (CMCO) C.O.M.B.	22	3/4 22	1/4	1/2		2.24	38 262
N (KO) Coca-Cola	39	37	7/8	1 1/8		2.97	20 15,053
O (CLST) Color Systems	12	1/2 13	3/4	- 1 1/4	-	9.09	8
A (DEG) De Laurentiis Ent.	14	1/2 13	1/2	1		7.40	138
N (DIS) Disney	45	3/8 45		3/8		.83	31 5,870
N (DJ) Dow Jones & Co.	41	3/4 41		3/4		1.82	29 4,039
O (FNNI) Financial News	8	1/2 9	1/2	- 1	-	10.52	141 94
A (FE) Fries Entertain.	4	1/2 5		1/2	-	10.00	8 23
N (GW) Gulf + Western	68	70	1/8	- 2 1/8	-	3.03	19 4,204
O (HRSI) Hal Roach	9	7/8 10	3/8	1/2	-	4.81	54
A (HHH) Heritage Entertain.	7	1/2 8	3/4	- 1 1/4	-	14.28	8 21
A (HSN) Home Shopping Net.	38	1/8 38	3/4	- 5/8	-	1.61	86 1,472
N (KWP) King World	15	15					28 460
O (LAUR) Laurel Entertainment	4	3/4 4	3/4				18 11
A (LT) Lorimar-Telepictures	18	3/8 18	1/2	- 1/8	-	0.67	18 623
N (MCA) MCA	41	5/8 42	3/4	- 1 1/8	-	2.63	19 3,249
N (MGM) MGM/UA Commun.	8	1/2 9	1/8	- 5/8	-	6.84	434
A (NWP) New World Pictures	12	13	3/8	- 1 3/8	-	10.28	23 127
N (OPC) Orion Pictures	13	1/4 13	7/8	- 5/8	-	4.50	126
O (MOVE) Peregrine Entertain.	9	3/4 10		1/4	-	2.50	17
N (PLA) Playboy Ent.	9	1/4 9	1/2	- 1/4	-	2.63	87
O (QVCN) QVC Network	21	1/2 23	1/4	- 1 3/4	-	7.52	140

Closing Closing Net Percent P/E Market
Wed Wed Change Change Ratio (000,000)
Dec 10 Dec 3

PROGRAMING

O (RVCC) Reeves Commun.	8	3/4 7	3/4	1		12.90	109
O (RPICA) Republic Pictures 'A'	9	9	5/8	-	5/8	- 6.49	64 26
O (RPICB) Republic Pic. 'B'	9	3/4 10	3/4	- 1	-	9.30	69 7
A (RHI) Robert Halmi	3	1/8 3	1/8				28 59
O (SMNI) Sat. Music Net.	5	1/4 5	5/8	-	3/8	- 6.66	35
N (WCI) Warner	23	1/2 23	1/4	1/4		1.07	15 2,899
O (WWTW) Western World TV	2	2	1/16	- 1/16	-	3.03	12 2
O (WONE) Westwood One	28	3/4 27	5/8	1 1/8		4.07	44 234

SERVICE

O (BSIM) Burnup & Sims	4	1/8 3	3/8	3/4		22.22	-7 65
O (CVSI) Compact Video	4	1/8 4	1/2	-	3/8	- 8.33	41 24
N (CQ) Comsat	29	1/8 29	1/2	-	3/8	- 1.27	527
N (FCB) Foote Cone & B.	48	47	1/2	1/2		1.05	11 182
O (GREY) Grey Advertising	95	93		2		2.15	12 114
N (IPG) Interpublic Group	27	3/8 26	7/8	1/2		1.86	16 597
N (JWT) JWT Group	28	3/4 29		- 1/4	-	0.86	12 260
A (MOV) Movielab	3	3/4 4	5/8	- 7/8	-	18.91	6
O (OGIL) Ogilvy Group	28	27	3/4	1/4		.90	13 383
O (OMCM) Omnicom Group	21	1/4 21	1/8	1/8		.59	19 121
O (SACHY) Saatchi & Saatchi	32	1/4 28	7/8	3 3/8		11.68	15 1,668
O (TLMTB) Telemation	4	1/4 4	3/8	- 1/8	-	2.85	17 19
A (TPO) TEMPO Enterprises	10	1/2 11	7/8	- 1 3/8	-	11.57	26 60
A (UNV) Unitel Video	7	3/4 8	3/8	- 5/8	-	7.46	16

CABLE

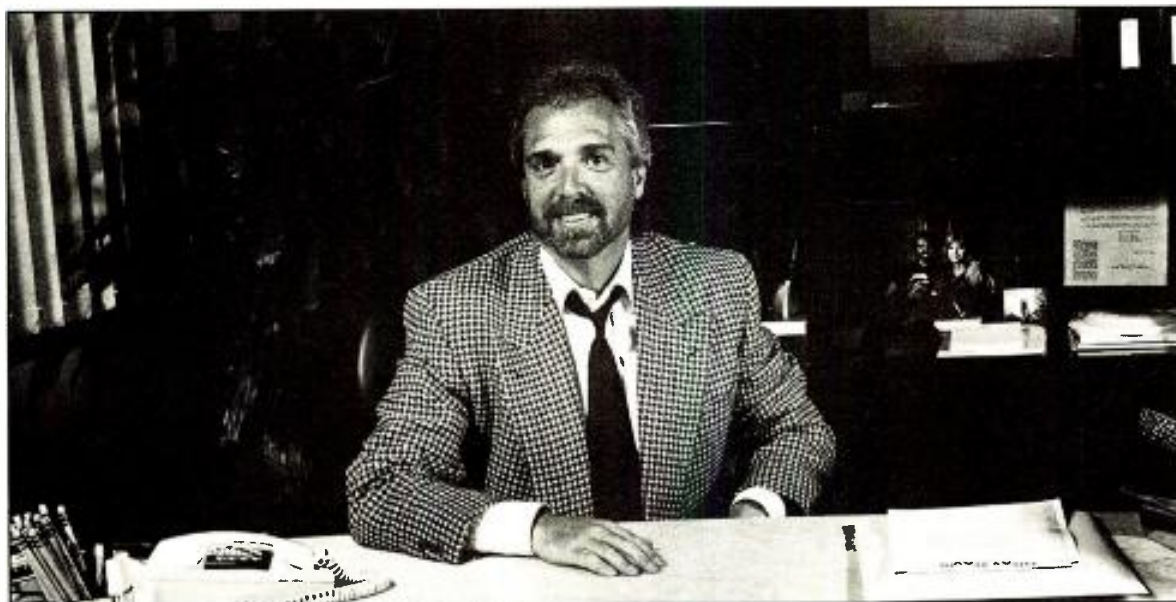
A (ATN) Acton Corp.	1	3/4 1	3/4			-1	10
A (CVC) Cablevision Sys. 'A'	20	20	1/4	- 1/4	-	1.23	-6 420
O (CRDF) Cardiff Commun.	1	7/8 1	3/4	1/8		7.14	5 3
N (CNT) Centel Corp.	58	3/8 58	1/4	1/8		21	12 1,615
O (CCCOA) Century Commun.	15	16	1/4	- 1 1/4	-	7.69	300 290
O (CMCSA) Comcast	27	1/4 26	3/4	1/2		1.86	36 580
N (HCL) Heritage Commun.	24	1/8 23		1 1/8		4.89	89 540
O (JOIN) Jones Intercable	12	11	7/8	1/8		1.05	29 156
T (MHPQ) Maclean Hunter 'X'	18	1/2 17	7/8	5/8		3.49	25 681
O (RCCA) Rogers Cable Am.	13	1/8 13		1/8		.96	67
T (RCINZ) Rogers Cable	16	1/8 16	1/8				378
O (TCAT) TCA Cable TV	18	18	1/4	- 1/4	-	1.36	31 194
O (TCOMA) Tele-Commun.	25	25	5/8	- 5/8	-	2.43	192 2,403
N (TL) Time Inc.	72	3/8 72	1/2	- 1/8	-	0.17	22 4,543
O (UACIA) United Art. Commun.	16	1/2 16	3/4	- 1/4	-	1.49	78 677
N (UCT) United Cable TV	27	3/8 26	5/8	3/4		2.81	68 666
N (VIA) Viacom	39	3/4 42	3/4	- 3	-	7.01	38 1,361
N (WU) Western Union	3	7/8 4		- 1/8	-	3.12	94

ELECTRONICS MANUFACTURING

N (MMM) 3M	116	114	1/8	1 7/8		1.64	19 13,344
N (ALD) Allied-Signal	43	41	1/4	1 3/4		4.24	-10 7,581
O (AMTV) AM Cable TV	1	5/8 1	113/16	- 3/16	-	10.34	-1 5
N (ANX) Anixter Brothers	13	3/4 13	3/4				25 500
N (ARV) Arvin Industries	29	1/4 28	1/2	3/4		2.63	12 472
O (CCBL) C-Cor Electronics	7	1/2 7		1/2		7.14	-4 22
O (CATV) Cable TV Indus.	1	3/4 1	3/4				-8 5
A (CEC) Cetec	5	1/4 5	3/8	- 1/8	-	2.32	-8 10
A (CHY) Chyron	4	3/4 4	3/8	3/8		8.57	22 48
A (CXC) CMX Corp.	1	1 1/8		- 1/8	-	11.11	5
A (COH) Cohu	7	7					14 12
N (CAX) Conrac	13	1/4 13	5/8	- 3/8	-	2.75	12 87
N (EK) Eastman Kodak	69	1/4 68	1/2	3/4		1.09	58 15,643
O (ECIN) Elec Mis & Comm.	1	7/8 1	5/8	1/4		15.38	7
N (GRL) Gen. Instrument	18	5/8 19	1/8	- 1/2	-	2.61	603
N (GE) General Electric	86	5/8 88	1/2	- 1 7/8	-	2.11	16 39,498
O (GETE) Geotek Inc.	1	1/4 1	5/8	- 3/8	-	23.07	5 4
N (HRS) Harris Corp.	30	7/8 31	3/4	- 7/8	-	2.75	21 1,242
N (MAI) M/A Com. Inc.	12	7/8 13		- 1/8	-	0.96	560
O (MCDY) Microdyne	4	3 3/4		1/4		6.66	36 18
N (MOT) Motorola	37	7/8 39	1/2	- 1 5/8	-	4.11	44 4,837
N (NPH) N.A. Philips	39	1/2 38	3/4	3/4		1.93	16 1,142
N (OAK) Oak Industries	7	7/8 15	1/16	- 1/16	-	6.66	29
A (PPI) Pico Products	2	2					7
N (SFA) Sci-Atlanta	10	3/4 10	5/8	1/8		1.17	18 205
N (SNE) Sony Corp.	22	21	5/8	3/8		1.73	13 5,085
N (TEK) Tektronix	69	3/4 66	3/8	3 3/8		5.08	23 1,364
N (VAR) Varian Assoc.	25	1/4 24	7/8	3/8		1.50	36 538
N (WX) Westinghouse	60	5/8 61	3/4	- 1 1/8	-	1.82	16 9,314
N (ZE) Zenith	20	3/4 20	1/2	1/4		1.21	479
Standard & Poor's 400	279.19	282.54				3.35	- 1.18

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. Notes: 2-for-1 split, Dec. 5.



NORM PATTIZ

Let's hear it for radio

Westwood One's Norm Pattiz qualifies as one of the aural medium's newest and brightest success stories. Starting with a \$10,000 investment, he's run it into a public company that, among other things, has acquired the Mutual network and raised a \$100-million kitty to further its broadcast ambitions. In this "At Large" with BROADCASTING editors Pattiz describes why radio's star is so bright in the return on investment world.

Tell us all there is to know about radio.

Here's something to start off with. If the thirties and forties were the Golden Age of Radio, today is the Platinum Age.

Radio has become a very different medium than people who are over 40 perceived it to be in the early days; it's become the ultimate narrowcaster. And in a day and age where narrowcasting and segmentation and psychographics and demographics are more important than ever, radio has been one of the prime beneficiaries, and network radio, our segment of the business, has in fact been the fastest growing form of the broadcast medium.

When radio was in its Golden Age, it was a very different medium; it was a medium of programs much like television is today. But when television came about in the fifties, obviously radio was affected greatly. That's when it altered itself from being a medium of programs to becoming a medium of formats—very narrow, demographically targeted formats. Then there was a period of continued growth through the late fifties and the sixties and into the seventies, and then in the mid-seventies and on up to today, radio has really blossomed into a major player. We're talking about a \$7-billion

industry right now. We're talking about an industry that on the local level and on the network level is flourishing.

It's also an industry that's moving very much in the way that overall marketing trends are moving, focusing in on who your target audience is, spending money against that target audience and not wasting reach and not wasting dollars against audiences that are not your primary targets. And as radio continues to segment and go after different demographics, the job of those of us in network radio becomes to supply more of the kinds of services that we supply for the existing formats to the emerging formats.

When I first started this business about 11 or 12 years ago, there was a rock format and there were black radio stations and there were country radio stations and there were middle of the road radio stations and news/talk stations—there may have been nine or 10 different formats. Today there could be nine or 10 different incarnations of a rock format; now you've got album rock stations that are skewing toward the 18-24's and album rock stations that go after the 24-49's. And you've got a Top 40 which is now CHR, and you've got easy listening. Middle of the road used to be Tony Bennett and Frank

The Case

"The Judge" Went To

In every metered market where it was cleared **"The Judge"**

Won improved time periods for every station within 4 weeks of premiere;

Won upgraded time periods in 5 of the 10 markets and within 2 weeks improved all 5 stations;

Market	Prior Show's Last Book Rating	Share	The Judge 11/17 - 11/21 Rating	Share	% Increase Rating	Share	The Judge Time Period Rank	Prior Show
Atlanta WSB 10:00 a.m.	3*	21	7	25	+133%	+19%	#1	Tic Tac Dough
Boston WCVB 10:30 a.m.	3**	16	5	24	+66%	+50%	#1	Good Day
Dallas KTVT 7:30 p.m.	5**	7	7	10	+40%	+43%	#1 Ind.	Superior Court
Denver KUSA 3:00 p.m.	5*	20	7	26	+40%	+30%	#1	Divorce Court
Detroit WKBD 12:30 a.m.	2**	8	4	14	+100%	+75%	#1 Ind.	Comedy Classics
Los Angeles KHJ 4:30 p.m.	5*	13	7	17	+40%	+30%	#2	Divorce Court
Miami WTVJ 10:30 a.m.	3**	12	4	17	+33%	+42%	#2	Cross Wits
New York WCBS 9:30 a.m.	2*	11	3	13	+50%	+18%	#2	Break The Bank
San Francisco KTVU 10:00 a.m.	2**	8	2	9		+13%	#2 Ind.	True Confessions
Washington D.C. WJLA 11:00 a.m.	2*	9	4	18	+100%	+100%	#2	Love American Style

Source: *NSI 5/86 (LA-ARB); **NSI 10/86.



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OUR VISION IS YOUR SUCCESS

Is Closed Court and Won Big!

Won accolades as the best new 1/2 hour strip in early fringe or daytime this season;

Won an incredible increase over its own performance averaging a 68% growth in HH ratings in just 2 months.

Market	The Judge 9/15 Weekly Average Rating	The Judge 9/15 Share	10/86 4 wk. Average Rating	10/86 Share	The Judge 11/17 Weekly Average Rating	The Judge 11/17 Share	% Growth In Rating Sept. vs. Nov.
Atlanta WSB 10:00 a.m.	4*	23*	6	26	7	25	+75%
Denver KUSA 3:00 p.m.	4	19	6	25	7	26	+75%
Los Angeles KHJ 4:30 p.m.	5	14	6	15	7	17	+40%
New York WCBS 9:30 a.m.	2	11	3	14	3	13	+50%
Washington D.C. WJLA 11:00 a.m.	2	10	3	15	4	18	+100%

*9/22 - 1st metered week. (Other 5 markets not included due to time period change.)



The evidence is in the numbers. **'The Judge'** will win for you like it does for others. It's your best defense for today and tomorrow. **Act now.** The case will close in your market soon. Call us before your competition does.



LS

NATIONAL ADVERTISING SALES REPRESENTATIVE

Sinatra. Today middle of the road is Fleetwood Mac and John Denver.

Is radio going back toward a program medium?

Radio is becoming a very strong medium of programs, but you have to realize that the nature of radio and the strength of radio is the local nature of the medium. When I started in business in the mid-seventies, it was almost impossible to get a radio program on a radio station that had any kind of listeners; that's why most of our programs started out on FM radio stations, because at the time, FM was in its infancy and there weren't many listeners. Those were the only guys we could get to take a chance with us.

Now, the value of the kinds of programs that we and others do has become well recognized, and I think those of us that produce and market these programs realize that we're not producing and marketing in a vacuum, that we are providing these programs and services (a) to fit in with an existing format, (b) to enhance the sound of what the station is doing locally and (c) to make that station sound different from the guy across the street who may be in the same format and playing almost exactly the same music.

We've become a format enhancer, so to speak. And through that, we're able to generate significant national audiences that we can sell to national advertisers. So where the marketplace for special programming was very, very small 10 years ago, now—between the major players in the business, ourselves and the alphabet nets—there's probably \$100 million in business that's being done in that kind of programming. When you add in the traditional strengths of network radio—news and sports and public affairs—then we find ourselves sitting here with a \$400-million industry. And \$400 million is still a very small segment of a \$7-billion business, which is one of the reasons why there are such tremendous growth possibilities for network radio.

Does the audience know what radio is up to? Do they know about this differentiation of radio sound. Do they know there are so many fine-tuned signals out there?

I think they do. I think radio listeners are attuned to what they want to listen to and what they don't want to listen to. The most important thing is that listeners listen to their favorite radio station. Because the radio station that you listen to says a lot about who you are, and we don't want to do anything to take away from that. It's much more important that the local radio station be the entity with which a listener identifies than that Westwood One or Mutual be the entity with which a listener identifies.

Does radio any longer have a relationship to TV? Are they at all in the same business?

We're in the same business to the extent that we're dealing with the same advertisers for support. But I think we're two very different businesses. I think people watch television and certainly watch network television for different reasons than they listen to radio—or, specifically, network radio. And I think that cable TV has a lot more in common with radio than it does with network television.

What's the parallel between cable and radio?

I think cable is much more of a narrowcaster than a broadcaster. I think cable is much less interested in finding that 30 share than it is in zeroing in on a specific target audience. And I think that the way that cable is bought by advertisers is much more akin to the way radio is bought by advertisers, with the same kinds of goals in mind.

What is the best news about radio today?

The best news is that radio continues to be a growth medium, it continues to be very vibrant; there are more radio stations programming more formats for more people.

There is so much diversity in what is turning out to be a very, very healthy economic atmosphere for radio. That's clearly the best news.

Present company excepted, who are the heroes in radio today?

You know, I've often characterized the radio business as 9,000 delis or mom and pop stores. The big names? I can certainly mention

the names of the guys who have done the latest leveraged buyouts, or the guys who have taken their companies public and made a lot of money, or the hot consultants. But I think the biggest names in radio really come from the grass-root level because when you've got 9,000 radio stations, you've got a proving ground and a school and a learning experience for a whole lot more people than have an opportunity to start out in almost any other segment of the entertainment business.

As to heroes, I tend to think of people who may no longer be in the broadcast business to the extent they were. People like Metromedia's John Kluge, who built his business and then took it to the public marketplace and then took it private and then took the money home. You've got to admire a guy like that.

And then you take a look at guys like Jeff Smulyan and Carl Hirsch and Carl Brazell, who have done an excellent job, as have Milt Maltz and Gary Edens. I just think there are a lot of players, and it's hard to focus on one or two.

Has it been a relatively steady increase in the fractionalizing of radio programming ever since Top 40 came into being? And can that continue ad infinitum?

Well, it seems to me that the growth in formats has been fairly consistent. It parallels to some degree the growth of advertising dollars, which in some degree parallels the growth in GNP. Will it continue? I would say absolutely, because the one thing that also fits into that mix is the demographic curve, and as the demographic curve continues to get older, and advertisers continue to go after that big, bulging, baby boom generation that has all that spending power, I think that their tastes will continue to diversify, and radio is the best reactive medium—all the way from reacting to situations that develop in a city on a moment-by-moment basis, traffic jams, thunderstorms, various crises as well as the happier kinds of things.

I mean, radio has been consistently the medium that gets you there first. And gives you the information first. And I think that it is also the medium that tells you where it's going demographically and psychographically first, and I think radio will continue to emerge with new formats that are different from the formats that preceded it to some degree. Just as MOR no longer appeals or MOR no longer means the same artists that it used to mean.

There will continue to be growth. Seven or eight years ago Top 40 was king, and it was on AM radio stations that were the big radio stations. Then Top 40 died because AM died, and then in contemporary music, AOR became the dominant contemporary music format because Top 40 had basically gone away. Then Top 40 reemerged on FM radio and became CHR, and now it's a healthy, vibrant kind of format. It's very cyclical. What goes around comes around in this business, and I think you're always going to find that in radio.

Can the medium support any more stations?

Well, it isn't supporting all of the stations now. So, clearly, there will always be unsuccessful stations and stations that are continuing to change format and continuing to do different things. That's good for us in the national business because we need to have outlets in markets, and you can't always have the number one or two or three stations, so if you can't get the number one or two or three station, you know, getting the number 20 station is better than not having any station. So that's good for us.

I think there will always be stations that are successful and stations that break even and stations that lose money, and in the radio business, it tends to be about a third, a third and a third. And I think that as more stations come on line, there may be more unsuccessful stations. There may not be more successful stations, but the call letters of the successful stations will probably continue to change. It may be a lot like Andy Warhol's theory about everybody being famous for 15 minutes. I think it could be that everybody is going to be number one in the radio business for 15 minutes. And the goal is going to be to stay number two, three and four on the way up and on the way down for as long as you can.

What will the radio network business look like 10 years from now?

I think it will look very much as it looks today. I think that it will

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Pro Wrestling

This Week

WHAT?

The show that's taken Atlanta by storm—and taken its' time period among independents each week! (9HH RTG/15HH SHR, Saturdays 10pm-11pm)*

WHY?

PWTW has the only news-magazine format covering Pro Wrestling action from every major association across the nation... and around the world!

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- America's only wrestling ratings on television, furnished by PRO WRESTLING ILLUSTRATED—the nation's #1 Wrestling magazine!

- An INTERNATIONAL MATCH OF THE WEEK with top wrestlers in action from Japan, Canada, Mexico, Europe and the Caribbean!

- The PWTW MAT CLASSIC—exciting matches featuring wrestling superstars of the '50s and '60s!

- Interviews, editorials and insights by two of America's top wrestling commentators—Joe Pedicino and Gordon Solie!

It all adds up to the most coverage of Pro Wrestling ever offered in one program!

*Source: NSI Meters, October 1986

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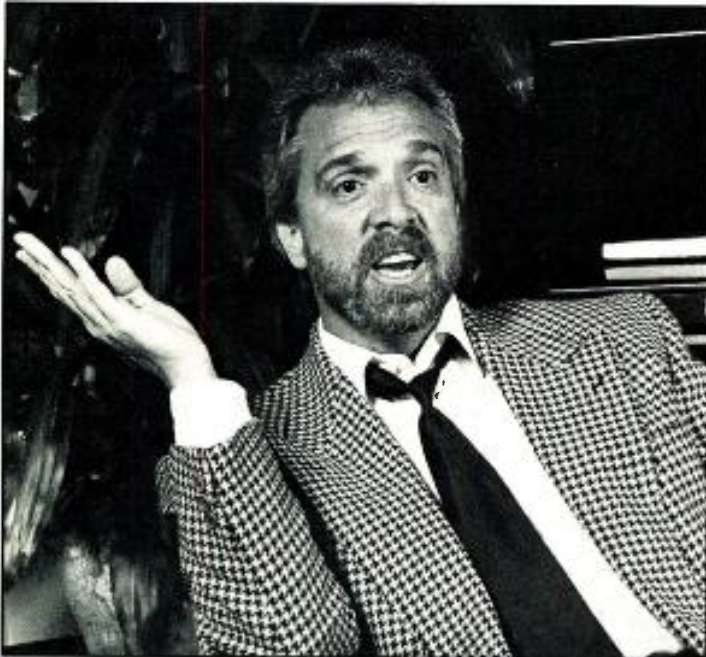
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clearly be a business that is a service business to local radio stations. I don't think that it will take over local radio markets. I think you may see more satellite delivered formats, you may see more 24-hour programming services, but I doubt that you'll see very many number-one rated stations going that route.

I think that the successful radio networks will be the kinds of networks that evolve with the formatics of local stations, that modify their news, that modify their approaches to programming, that modify their entertainment events to fit the continually changing patterns of affiliates. And those will be the successful players.

How important is news going to be in a deregulated radio universe?

I'd like to see it be a whole lot more important. Since deregulation, there's no question in my mind that it's become less important. The fact of the matter is that there are far too few top 10 radio stations that even carry the news of the networks that they're affiliated with, and it turns out to be much more of a compensation game than a programming game in the network radio business in the top 10 markets, and one



of the things we want to do as a programming-intensive company is see if we can't do some things to change that.

I think the challenge is for those of us on the national side of things to find creative ways to make the news more appealing to radio stations on the programming or the economic sides, to come up with the kinds of things that make it more important and easier at the same time for radio stations to carry network news. Right now, there clearly are far more news services than there is radio station demand for news on the air, and certainly in the top 10 and 20 markets.

What can you do to make it more appealing?

We can become much more sensitive to the formatics of the stations that we service. It's not unusual to see an urban station and a country station and a news station and an adult contemporary station all in the same network lineup. Now, you can't tell me that all of those stations are going to want to carry the same approach to the news. It doesn't work that way. And by the same token, you can't narrowly focus your approach so much that you get into the problem that some of the youth networks have gotten into, which is that, as the format evolves, it becomes harder to clear stations in all of the markets around the country because, for example, an AOR station that used to be just thought of as AOR has now become a classic AOR station, as opposed to an 18-to-24-skewing AOR station, and in that way they wind up bumping out your youth approach because they're looking for an older approach.

I think we're going to have to produce our product in different ways.

What will the radio station business look like 10 years from now?

That's really hard to predict, and one of the reasons why it's easy to predict national radio is because you can predict national radio after you look at local radio, because local radio is what determines the direction in which we're going. We're a very reactive business. People like to think we're on the cutting edge, and if they want to think that, that's terrific. But the fact is we're reactive.

Local radio is where all the change is going to come. There are a lot of companies now that have changed their overall structures. I think you'll see a lot of entrepreneurial groups 10 years from now that don't even exist today or maybe won't even exist five years from now.

Ultimately I think it will still be a music powered medium, I think it will still be the most portable medium in the broadcast industry, and that it will remain the most important medium when you're in your car or when you're at the beach or if you're a housewife at home or if you're sitting in the workplace. I think all the things that are strong about radio will continue to be strong and I think there will probably be a couple of things that I haven't even thought of.

I think there will clearly be more programming geared to the 50-plus audience, and to the 35-plus audience, because 10 years from now the teen-agers and 18-24's that were so much in vogue five or six years ago will be over 35, some of them will be over 40, so there will be a lot more music that's geared towards them.

What about the programming business?

I think the programming business will be a reflection of what's going on locally. I mean, the countdown shows reflect the music that's being played locally and the concerts reflect the artists that are being played by those formats. And the music and interview specials are exactly the same, and hopefully we will have progressed in news and sports and public affairs so that the delivery of that product to our affiliates—the on-the-air delivery—will match whatever the movement is on the local level.

That's one of the reasons why you don't have to be terribly R&D intensive in the network radio business, because you've got your research and development out there: It's called local radio. And all you have to do is watch and see what's working, and then take the things that you know will apply on a national basis and build them in.

What about AM?

If I had the answer to that, I'd be a rich man. There is tremendous opportunity on the AM side of the dial because it certainly does need something and the question over the next 10 years is going to be who are going to be the players that effectively implement what AM needs?

We're certainly going to pay a lot of attention to it. I think you'll see a lot of experimenting. I think you'll see a lot of the things that used to be daring about FM will now be daring about AM. Because in order for AM to be any kind of a factor at all, there are going to have to be changes in it because clearly, for the most part, what's happening on AM right now isn't working.

Can technology help? Can AM stereo do anything for it?

Sure it can, and I hope it does. But right now, the definition of AM stereo that I like best is "static on two channels instead of one." So they need to solve those problems.

I think there will be more stations capable of receiving satellite delivery and I think that there will be more and less expensive ways to access satellites and to take things off the birds and delay them for later broadcasts than there are today, and that will be important. So to that extent, the technology will be more abundant and less expensive and easier to get, and will certainly be a help.

As a businessman, why do you think radio remains a wonderful medium?

All you have to do is look at Westwood One. In 1983, I was offered \$10 million soft dollars from the RKO radio networks for this company. In 1984, we went public at \$14.50 a share, and had a market capitalization of about \$30 million. In 1985, we purchased the Mutu-

al Broadcasting System for about \$30 million and in 1986 we had a market cap of nearly \$300 million. Now we've just finished a deal that puts \$100 million in the bank.

In the process, the company has not only become a very successful financial operation, but I and other shareholders of the company have gotten rich. There aren't very many places in the entertainment business where you can start off with an investment of \$10,000 and a working wife and wind up 10 years later being a multimillionaire. And I don't say that to be cocky. I say it because it's a very exciting situation to live through, and it should be a very exciting prospect for the entrepreneurs in radio today that are realizing that there is a financial community out there and that the financial community could be a tremendous help in adding value to and increasing the size of their enterprise.

There just aren't very many places, certainly in the entertainment business, where you can talk about the ability to be able to go ahead and have a dream come true. It's a fantasyland kind of opportunity. And I'll tell you something. Since we're talking about what's going to happen in 10 years, there are going to be millionaires that are made and broken many times over in this business over the next 10 years, and I think that's great; I think it's great when an individual can see that happen and not necessarily have to have the resources of a huge company to begin with in order to see that kind of scenario develop.

What do you intend to do with that \$100 million from the stock offering?

Buy something! We've been very clear that what we would like to do is increase the size of our enterprise and our share of inventory and revenue in the network radio business. We think that this is a very unique period in the network radio business. The players at the top of all of the alphabet nets have changed in the last year.

There are more players in our game, and this is a time when lots of people like to talk about mergers, acquisitions and all kinds of financial possibilities. We believe, just as we did last year prior to the acquisition of Mutual, that there will be further consolidation in the radio network business and that opportunities will come our way. And the reason we went out and did the \$100 million convertible debenture was because we wanted to position ourselves to be a serious player in that game, and let people know that when we sit down at a table, that we've got the price of admission and that we can put a deal together without having to go out and float an issue to get it done. We think that the kinds of players we would likely be talking to would want to be able to know that the person on the other side of the desk has the wherewithall to make a deal and make it now. That's what we want to do; we want to increase the size of our enterprise. We think we have about a 16% share of network revenues right now. Through acquisition and through internally generated growth, we'd like to get that up to 25%-30% within the next year.

What are you going to acquire?

So far there have been a lot of people who have been willing to discuss it with us. Our problem has been that, you know, we paid about \$30 million for Mutual and everybody thought we were crazy. Why the hell would we pay so much for the Mutual Broadcasting System? And now that we've got \$100 million in the bank, the price of everything in the network radio business is \$100 million.

That's not the kind of deal we want to go out and make; we want to make the kind of deal that makes sense for us. So I think it's going to take a little bit of time for us to negotiate the right kind of situation that makes sense.

Is NBC a \$100-million deal?

No, I don't think that NBC, if it were in play, would be a \$100-million acquisition; I certainly don't think it would be worth \$100 million.

Are you interested in buying NBC?

If NBC were available, we would certainly be interested in NBC. Just as if parts of ABC were available or if the CBS Radio Networks were available—those would be things that we would be very inter-

ested in.

What about station acquisition?

It's not our primary focus at this point. We look at the station side as more of the hardware end of the business, and what we do as more of the software end. I certainly wouldn't rule it out totally down the line. It's much more likely that if radio stations became interesting to us, it would be when their multiples are less inflated than they are today. And it would also be when we could clearly see the benefit of owned and operated radio stations.

You know, I'm amused by those companies that insist that in order to be in the network radio business, you need to have owned and operated radio stations. We're the second largest company in the network radio business. We are the most profitable company in the network radio business. And we don't own a station and never have. Nor are we so disposed.

Where do you think the quantum leaps will come from?

What happens to rep firms. I mean, rep firms are out there crying the blues right now about the fact that national business is way down. National business isn't way down, it's just different. You know, there are more and more regional buys being made directly with radio stations and getting away from rep firms. The rep firms are very interested in saying: "Well, you know, the networks are taking business away from the rep firms." I think that's a lot of baloney. I think we're all smart enough to realize that if we took business away from what was perceived as being local-or-state affiliated revenue that we wouldn't be in business very long. And the fact that network radio has grown over the past couple of years by maybe \$100 million while the rep business has gone down a lot more than that. So this isn't about just \$100 million, this is about a lot more than that.

So it's going to be interesting to see what rep companies do and continue to do to be viable in this atmosphere of more direct buying with radio stations and more regionalized buying with radio stations.

I also think it's going to be very interesting to see how a lot of these companies that have been created out of leveraged buyouts are going to be able to deal with the massive amount of debt that many of them have. And I also think it's going to be interesting to watch the consolidation of the network radio business. Certainly the emergence of formats is going to be the major story, but nobody can predict what that's going to be, and that'll be a story we will all watch very carefully.

Does your \$100 million constitute debt?

Well, as convertible debt, it's looked at by the financial community more as an equity play. First of all, since it is convertible at a premium into equity, into stock, the rate that you have to pay is considerably lower. I mean, that \$100 million is at an interest rate of 6¾%. So when you consider some of the pure debt deals and subordinated debt deals that are being done for these leveraged buyouts, some of them, you know, in excess of 17%-18%, I mean, it's a whole different game. While we're not using our \$100 million, it is in fact being invested in marketable securities.

Just to allow for inflation, and say if you were starting out with \$100,000 today, where in radio would you invest it?

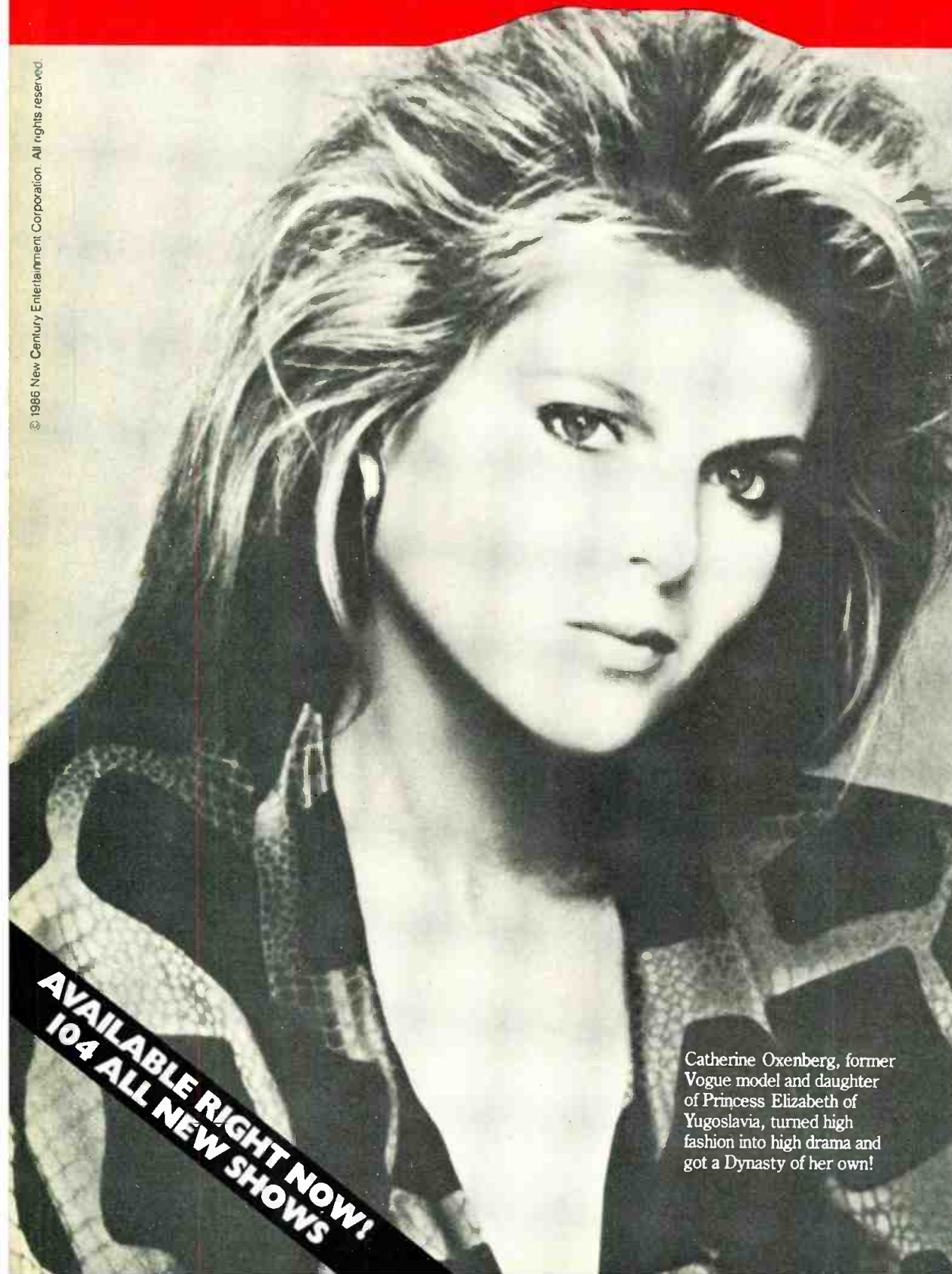
I think with \$100,000 to invest in radio I'd go buy stock in a really good company. You know, there are certainly opportunities where somebody who knows the business and has a little bit of seed money can attract outside investors to operate his own radio station. I've seen people do it with no money, so they could certainly do it with \$100,000. But if you're talking about going out to really start an enterprise or to enter the business that we're in today, \$100,000 certainly doesn't constitute adequate capital, whether it's your \$100,000 and somebody else's \$10 million, somebody's got to have those millions—you're going to have to get those millions from someplace.

This month marks the first anniversary of your closing on the Mutual buy. How does Mutual's financial position now compare with when you bought it?

When we bought Mutual it was losing about \$5 million. To be

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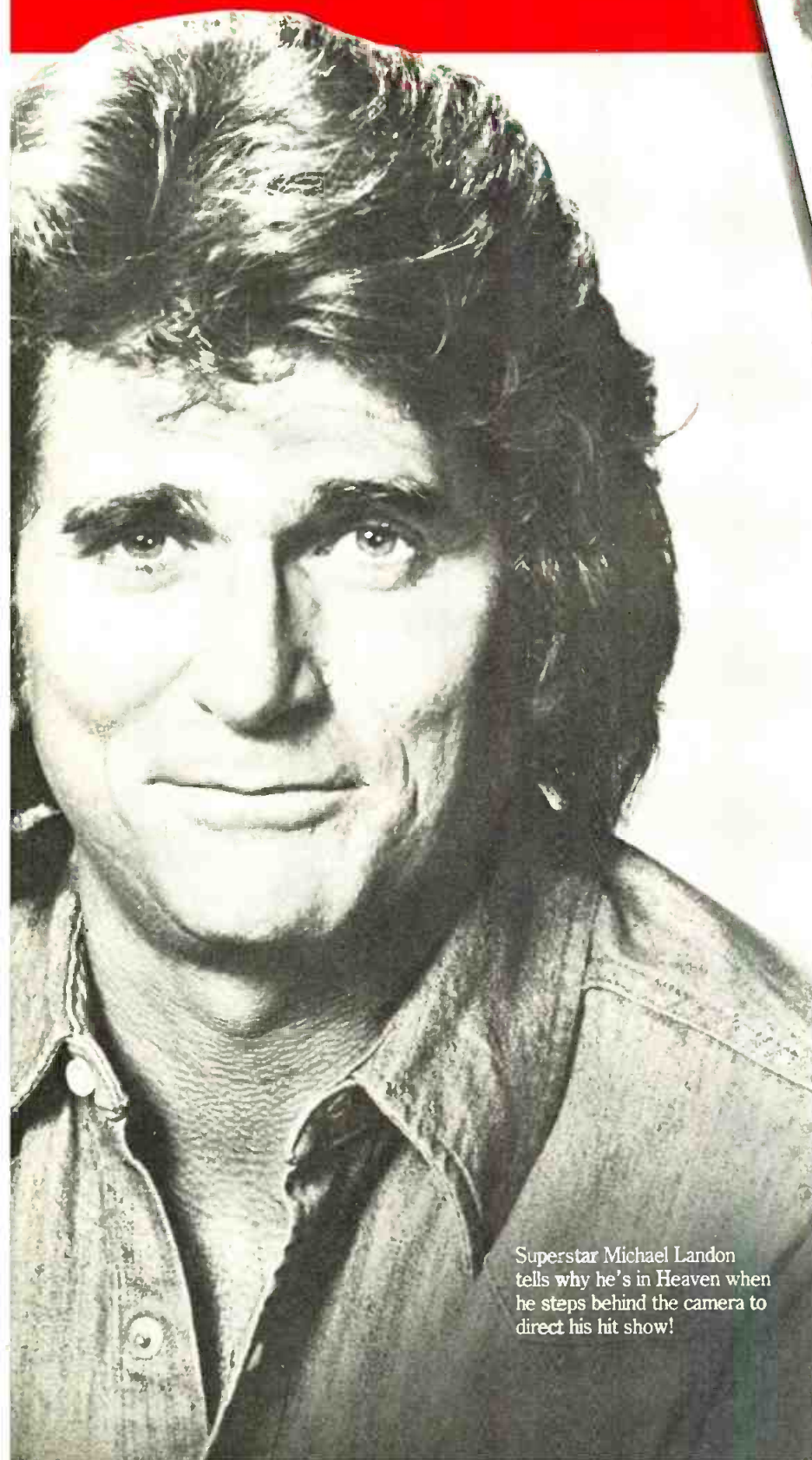
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perfectly honest. I'm not certain what the exact number is, but it will make between \$3 million and \$5 million this year.

Because we are a broadcast company in the national radio business, we could operate the company far less expensively than Amway could, so we were able to cut a significant amount of money out of their operating budget and we were able, through packaging and marketing and operating synergies, to increase the rates that Mutual was able to get for its inventory, so that we now have a very profitable Mutual Broadcasting System for the first time in recorded history. And I think that's also been reflected by the fact that since we purchased Mutual—for what some people thought was an outlandish price—the value of Westwood One has doubled.

Did you change Mutual in any material respect?

We changed a number of things. We increased the amount of news that was being supplied and changed the way it was being supplied. We added some additional programing. We changed the programing hours of such staple programs as Larry King; we moved the production of Mutual special programs, some entertainment programs, from outside producers into Westwood One. Most of those are now marketed and distributed by Westwood One, even though they're sold by Mutual. So we did an awful lot of things, and they have turned out to be very successful.

Will you do more?

Absolutely. This is a continuing process of evolution. We expect that next year there will be a second Mutual network, a network that we are now tentatively calling Mutual P.M. Its evening news would emanate live from the West Coast, which will be something different than anybody else in network radio is doing.

What does the P.M. suggest?

Well, the P.M. suggests evening, and it also suggests programing. We think that basically it will be an evening phenomenon and we also think that it will be programing intensive, as well as news. It will start after the first of the year. Now, certain elements of it are already in the process of being put together; other elements will start to develop next year. I would expect that it would probably be in full swing by the second quarter of next year.

Will you start from scratch in terms of affiliates?

No. As a matter of fact, a lot of the affiliates that currently carry Mutual news in the evening will be the basic affiliates for Mutual P.M.

You know, there have been demographically targeted networks, there have been come networks. I think that what we're going to be talking about is a day-parted network. It will be something that in concept won't be all that different, but something that really hasn't been done to any great extent.

You can anticipate Mutual continuing as the Mutual Broadcasting System, and you can anticipate the arrival of Mutual P.M. as a separate entity marketed to stations and sold to advertisers.

Does that mean barter?

Sure, in the same way that every network sells its programs and time to advertisers. It's not pure barter in the traditional network game because many stations are compensated for carrying the news. But it certainly is a partial barter.

What specific types of programing will you be developing for Mutual and for Westwood One next year?

Westwood One has always tended to be entertainment-programing based, with a very strong youth profile. I don't see any reason why that will change. I think we'll continue to do adult programing vehicles for Mutual, but we'll probably continue to do proportionately more new young adult programs than adult programs. Mutual will continue to focus on the 25-54 audience. That's the key network adult demographic, and we'll continue to focus on that. And I think that you will see the demographics of Mutual become more in the middle of that 25-54 than on the top half of that 25-54 where traditionally most of the line networks have been.

How much profit do you expect to make from Westwood One this year, and how much did you make last year?

Our year end hasn't come out yet, and the company doesn't make projections. I've seen estimates of earnings, you know, Salomon Brothers had an estimate on the street of about 91 cents a share. Hambrecht & Quist, the two underwriters that handled our last deal, had an estimate of about 93 cents. We're comfortable with that for this year. That's about twice as much as it was last year.

What does that translate to in millions?

Last year, Westwood One—before the acquisition of Mutual—grossed around \$19 million and netted after tax over \$3 million. So if you assume that we're going to do about \$57 million in revs this year, that means that after taxes we'll probably be looking at about \$7 million.

Is radio going to be the name of your game forever? Or at some point will you expand into TV?

It's conceivable that at some time we can branch out into other areas, but radio is certainly going to be the focus of this business for the next several years. As long as the growth potential remains in radio, as it has been and as it continues to be, we see no reason to change our focus from network radio.

I think one of the reasons why the company stock has done so well is because we're perceived as a relatively pure play by the financial community at a time when it's very difficult to buy into a particular segment of broadcasting without having to buy stations or cable or television or what have you in order to get a company that's in this business.

Westwood One is a network radio business, and to the extent that we can maintain that, I think we're well served.

You've got \$100 million to invest. You could make a play in television, as well. Do you anticipate that you can get a better return on investment out of radio than from television?

Yes. I think the reason that people gave us that \$100 million was because they liked our 30% pretax margins, and because there aren't very many other places that you can get it.

Network radio—and this company specifically—has a track record of delivering expanding margins and high margins, high pre tax and high after-tax margins. That's why people are investing in this company, to see that kind of return. And I don't think you can see that kind of return with any consistency and the prospect of that kind of return out for the next two or three years in other forms of the broadcast medium.



NCAA basketball stays with CBS

Network to pay \$166 million for three-year coverage deal

CBS has retained the exclusive television rights to carry the National Collegiate Athletic Association's post-season basketball tournament for the next three years. CBS, which has carried the three-week event for the past six years, will pay significantly

new contract—\$166 million, for an average of about \$55 million per year—than the some \$32 million per year the network is currently paying for the 64-team tournament.

But, according to Peter Lund, CBS Sports president, the tournament is an attractive package for a network to have because it has "virtually exploded in terms of popularity"

in recent years. The ratings "have gone up dramatically and just the general interest in the college basketball tournament has increased tenfold," he said. Six years ago, "that was not the case," Lund said. The NCAA basketball tournament "was a good event, but it certainly wasn't one of the premiere events. But now I think most people in the sports business, whether on the network

NBC stays undefeated

NBC continues to pile up victories in the prime time ratings race, winning week 11, ended Dec. 7, with a comfortable 16.7/26, ahead of CBS's 15.5/24 and ABC's 14.8/23. The margin of ratings victory was 1.2, up from week 10's narrow 0.3 win. Last year for week 11 the closing order was: NBC 16.7/26, CBS 16.4/25 and ABC 14.4/22.

In evening news, CBS won by a hair-thin 0.1 rating point. The *CBS Evening News* took the week with a 12.7/22, against NBC's 12.6/22 and ABC's 11.3/20.

The HUT levels (homes using television) were up for week 11, standing at 63.8%, compared to week 10's 60.1%. In straight numbers, this year's week 11 HUT level equals 55.8 million homes, up from week 10's 53.1 million and even with last year's 55.8 million.

For this year's season to date, as of week 11, NBC (18.4/29) has a comfortable lead over CBS (15.9/25) and ABC (14.4/23).

CBS took Monday, Friday and Sunday, while NBC took Thursday and Saturday and ABC took Tuesday and Wednesday.

CBS's Monday win also marked the premiere of the network's new series, *The Cavanaughs*, which airs from 9:30 to 10 p.m. The program pulled a 19.9/29 and ranked 15th for the week, well ahead of the season average of 16.7/25 for *Designing Women* which previously aired in the time slot. *Designing Women*, which now airs on Thursday from 9:30 to 10 p.m., pulled in an 11.7/18 in its new slot to rank 58th. CBS scored an 18.8/28.1 for the night, over ABC's 16.7/24.9 and NBC's 14.0/21.0.

ABC took Tuesday with a 20.9/31.6, ahead of NBC's 12.7/19.0 and CBS's 11.0/16.6. *The Barbara Walters Special* on ABC, which aired from 10 to 11 p.m., pulled in a 22.2/37, nearly triple the score of NBC's

now-canceled *1986*, which pulled a 7.7/13. *Hill Street Blues*, on NBC from 9 to 10 p.m., pulled a 13.3/19, behind ABC's 20.0/29 for *Moonlighting*, but ahead of the overall score for the CBS movie, *Risky Business*. *Hill Street's* season-to-date average is a 16.1/28.

ABC took Wednesday with an evening average of 16.7/26.8, while CBS pulled a 14.9/23.6 and NBC a 13.5/21.3.

NBC posted a 27.3/41.8 on Thursday night, more than double CBS's 13.1/20.2 and well above double the ABC score of 10.8/16.8. NBC's *L.A. Law* pulled a 17.1/28, 1.3 rating points above the show's season average of 15.8/28, while *Knots Landing* on CBS closed out 10 to 11 p.m. with a 16.7/28. *Knots Landing* has a season average of 15.9/25.

Friday went to CBS with its 18.1/29.7, ahead of NBC's 15.2/25.2 and ABC's 10.0/16.5.

Saturday was a night of specials on ABC, and they gave the network an evening average of 10.8/18.9, just ahead of CBS's 10.3/17.6. NBC, however, took the night with an 18.2/31.4. ABC's specials were: *Jim Henson's The Christmas Toy*, from 8 to 9 p.m. (10.7/19), *John Grin's Christmas*, from 9 to 10 p.m. (8.9/15) and *The Perry Como Special* to end the night from 10 to 11 p.m. (12.7/23).

Sunday was a close battle, but CBS took the night with a 20.8/31.3. George C. Scott in the network's adaptation of Edgar Allen Poe's *Murders in the Rue Morgue* went head-to-head with ABC's football special (Dallas vs. L.A. Rams), and pulled in a 17.7/27 over the game's 17.3/28. Part one of NBC's two-part mini-series, *Anastasia*, however, pulled in a 20.7/32, but CBS's averages for *60 Minutes* (22.8/35) and *Murder, She Wrote* (24.8/36) were enough to keep CBS on top for the evening.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	38.6/57	26.	Hotel	ABC	17.1/29	51.	Perry Como Christmas Special	ABC	12.7/23
2.	Family Ties	NBC	36.4/54	27.	L.A. Law	NBC	17.1/28	52.	Smurf Christmas Special	NBC	12.7/21
3.	Cheers	NBC	28.4/42	28.	Head of the Class	ABC	17.1/26	53.	Mr. Belvedere	ABC	12.5/20
4.	Night Court	NBC	26.1/39	29.	227	NBC	17.0/29	54.	Simon & Simon	CBS	12.4/18
5.	Murder, She Wrote	CBS	24.8/36	30.	Madlock	NBC	17.0/24	55.	Gimme A Break	NBC	12.1/19
6.	Golden Girls	NBC	23.8/39	31.	Hunter	NBC	16.9/30	56.	Andy Williams Christmas	NBC	12.1/18
7.	60 Minutes	CBS	22.8/35	32.	Knots Landing	CBS	16.7/28	57.	Colbys	ABC	12.1/18
8.	Barbara Walters Special	ABC	22.2/37	33.	NFL Football, 7-12 p.m., Sun.	NBC	16.7/28	58.	MacGyver	ABC	11.8/17
9.	Dallas	CBS	21.9/34	34.	Dynasty	ABC	16.7/26	59.	Designing Women	CBS	11.7/18
10.	Newhart	CBS	21.2/31	35.	Equalizer	CBS	16.2/27	60.	Risky Business	CBS	11.6/18
11.	Who's the Boss	ABC	20.8/30	36.	Highway to Heaven	NBC	15.7/24	61.	Valerie	NBC	11.1/16
12.	Anastasia, pt. 1	NBC	20.7/32	37.	Perfect Strangers	ABC	15.6/25	62.	You Again	NBC	11.0/17
13.	Growing Pains	ABC	20.3/29	38.	Facts of Life	NBC	15.4/27	63.	Christmas Toy	ABC	10.7/19
14.	Moonlighting	ABC	20.0/29	39.	ALF	NBC	15.1/22	64.	Against All Odds	CBS	10.5/19
15.	*Cavanaughs	CBS	19.9/29	40.	Disney Sunday Movie	ABC	15.0/23	65.	Mike Hammer	CBS	10.3/16
16.	Amen	NBC	19.5/33	41.	Easy Street	NBC	14.8/21	66.	Downtown	CBS	9.9/17
17.	NFL Monday Night Football	ABC	18.7/30	42.	Crime Story	NBC	14.3/25	67.	Life & Times, Santa Claus	CBS	9.9/14
18.	Falcon Crest	CBS	18.4/32	43.	Scarecrow & Mrs. King	CBS	14.1/23	68.	*Dads	ABC	9.5/16
19.	Cagney & Lacey	CBS	18.3/29	44.	Amazing Stories	NBC	14.0/20	69.	John Grin's Christmas	ABC	8.9/15
20.	Miami Vice	NBC	18.3/29	45.	20/20	ABC	13.7/23	70.	Twilight Zone	CBS	8.8/13
21.	Magnum P.I.	CBS	18.3/28	46.	Love is Never Silent	NBC	13.7/21	71.	Starman	ABC	8.5/15
22.	Kate & Allie	CBS	17.8/26	47.	Chipmunk Christmas Special	NBC	13.5/22	72.	*GungHo	ABC	8.1/13
23.	Murders of the Rue Morgue	CBS	17.7/27	48.	Hill Street Blues	NBC	13.3/19	73.	1986	NBC	7.7/13
24.	My Sister Sam	CBS	17.4/25	49.	St. Elsewhere	NBC	13.1/22	74.	Our World	ABC	6.5/10
25.	Football, Dallas-L.A. Rams	ABC	17.3/28	50.	Webster	ABC	12.9/21		*Indicates premiere episode		

side or on the other side, would put the NCAA tournament up there with the big events on the sports calendar," he said.

It has also been "a profitable venture" for CBS, Lund added. "The last three years were profitable for us, and our analysis and estimates for next three years were that, with this rights fee, it would continue to be a profitable event for us. . . There is no chance that the event won't be profitable over the next three years," Lund said, because all of CBS's estimates on profitability were "real-

istic."

CBS doesn't "need ratings to grow in order to maintain our profit margin, partly because of the appeal of the tournament," he said. "It's a limited event with limited inventory, once-a-year kind of event. It has some appeal that transcends ratings."

Among the changes in CBS's new exclusive arrangement with the NCAA is that second round coverage will run an additional half hour (noon-7 p.m. instead of 6:30); regional semifinals will be live and in prime

time starting at 8 p.m. (they have been on tape delay in many instances); there will be an increased number of prime time hours from five to 10, and CBS will run an additional two minutes of advertising in each game, from 18 minutes to 20 minutes. The NCAA basketball contract also includes seven other NCAA championships, which CBS has the right to carry, including men's track and field; men's and women's gymnastics; men's volleyball; men's swimming and diving, and women's championship basketball

Syndication Marketplace

Viacom Enterprises is offering *We Love Lucy*, three two-hour specials assembled from episodes of the *The Lucy-Desi Comedy Hour* that aired on CBS during the late 1950s. The first of the three specials will be available for the second quarter of 1987. Hosting the repackaged programs will be Lucy Arnaz, Betty White and Ann Jilian. Sales will be on a barter basis with 12 minutes for stations and 10 minutes for Viacom. Viacom has also picked up distribution of *Dempsey and Makepeace* from Tribune Entertainment, and will change the terms of sales of the show from barter to cash.

Group W Productions, in association with Bristol-Myers and Group W Television Stations, reports clearing *Lifesteak*, a series of quarterly one-hour specials on health and medicine, on 55 stations (BROADCASTING, May 19). The first special, "The Hidden Accident," which will air in March, is about dependencies on drugs, alcohol, smoking and eating; "Minutes to Live," airing in June, looks at the growth of trauma units in hospitals; "Ageless America," airing in August, looks at the implications of longer life, and "The Best Defense," airing in December, examines the body's immune system. Distribution of *Lifesteak* is on a barter basis with four minutes for Group W and Bristol-Myers and eight minutes for stations. Clearances include all of the Group W stations as well as Wews(TV) Cleveland; WXYZ-TV Detroit; KCPQ(TV) Tacoma, Wash.; WTVJ(TV) Miami; KARE-TV Minneapolis; KTVK(TV) Phoenix; WFSB(TV) Hartford, Conn.; WCPO-TV Cincinnati; WWSN-TV Columbus, Ohio; WWL-TV New Orleans, and KOCO-TV Oklahoma City.

Lorimar-Telepictures reports clearing *ValueTelevision* in 31 markets covering 46% of the country for its Jan. 19 premiere. Sales of the one-hour home shopping show are for cash, until September, when L-T will keep two minutes per hour. New stations for VTV include WISH-TV Indianapolis; WXNE-TV Boston; WDSU-TV New Orleans; WVIC-TV Hartford, Conn.; WTLV(TV) Jacksonville, Fla.; WFNY-TV Greensboro, N.C.; WKBW-TV Buffalo, N.Y.; WRCB-TV Chattanooga, Tenn.; WPEC(TV) West Palm Beach, Fla., and WWBT(TV) Richmond, Va. L-T also announced signing an exclusive five-year deal with the People's Republic of China to broadcast U.S. programs on Chinese television. An undetermined number of shows are to be selected from the 7,500-hour L-T library within 60 to 90 days, according to Michael Jay Solomon, member of office of president. Advertising barter sales will be handled by L-T and the advertising agency, Bozell, Jacobs, Kenyon & Eckhardt. The agreement with China Amusement and Leisure, the Santa Monica, Calif.-based arm of Shanghai Cultural Bureau, will also allow for the exchange of U.S.-Chinese cultural events, to which L-T will have exclusive worldwide rights. Solomon said the company also hopes to extend its presence into home video, records and merchandising. In related news, China's CCTV national network has named the Dallas-based International Broadcast Systems as an exclusive worldwide advertising representative for the national broadcast next March of 12 episodes of *Little House on the Prairie*, purchased from Worldvision. The deal will involve the sale of 192 30-second spots on the national network.

Blair Entertainment reports that it has cleared *Road to the Super Bowl '87* in 180 markets covering 96% of the country. *Road to the Super Bowl '87* will feature highlights of the football season along with a re-cap of the playoffs and conversations with the teams in the Super Bowl. The show has been cleared in the top 25 markets, including KRIV-TV Houston, WPTV-TV Memphis, WTVF(TV) Nashville and WAAX-TV Huntsville, Ala. Sales of the one-hour program are on a barter basis with six minutes for stations and six minutes for Blair. Blair also reports that it has cleared *The Lollipop Dragon in the Great Christmas Race* on 155 stations covering 85% of the country. The half-hour

special was produced by Robert Halmi at Pannonia Studios in Hungary. Distribution, for a Nov. 24-Dec. 21 window, is on a barter basis with three-and-a-half minutes for stations and three minutes for Blair. Clearances include KTZZ-TV Seattle; WNDX(TV) Derry, N.H.; WVR-TV Charlottesville, Va.; WNTZ(TV) Natchez, Miss., and WPTZ(TV) North Pole, N.Y.

All American Television reports that it has cleared *The World Music Video Awards* on 62 stations covering 62% of the country. Along with the Fox stations, the global broadcast, to appear in 30 countries, has been cleared on WPGH-TV Pittsburgh; KCPQ(TV) Tacoma, Wash.; WROG(TV) St. Petersburg, Fla., and WRTV(TV) Indianapolis. The two-hour *The World Music Video Awards* ceremony takes place on Jan. 10. Stations will either air that event live or on a delayed basis through Jan. 16. As seen in America, the ceremony will consist of both live and taped pieces, from seven cities around the world. Fox Station owner Rupert Murdoch's Sky Channel will broadcast the event in Europe. Coca-Cola will be the international sponsor of the event. In the U.S., barter distribution gives stations 13 minutes and All American 11 minutes. All American is also offering stations carrying the awards *The World Music Video Awards Preview* for a Dec. 19-Jan. 10 window. In the preview, Stations will get four minutes and All American one-and-a-half. Both the awards and the preview will be produced by Fox Television and MuchMusic, of Canada, in the U.S., and by Sky Channel and MuchMusic internationally.

Access Syndication has established an in-house sales arm for advertising, with Jeffrey Kazmark as president. Barter series distributed by Access currently are *Lorne Green's New Wilderness*, *The Exciting World of Speed and Beauty*, *Hollywood Close-Up* and *Heroes: Made in the U.S.A.* Kazmark has been executive vice president for Access Syndication for the past year. Before that he was with the NBC station group with responsibilities for West Coast sales.

Multimedia Entertainment reports that it has cleared *The Statler Brothers Christmas Present*, part of the "America Comes Alive 3" series, in 158 markets covering 95% of the country. Appearing in the special, which has a December window, will be Gene Autry, Crystal Gayle, Merle Haggard and Roger Miller. Distribution of the 90-minute program is on a barter basis with nine minutes for stations and eight minutes for Multimedia. Clearances include WNBC-TV New York, KHJ-TV Los Angeles, WMAQ-TV Chicago, WGBS-TV Philadelphia, KGO-TV San Francisco and WCVB-TV Boston.

GGP Sports reports that it has cleared *The 1986/87 World Cup Skiing Series*, 12 hours of ski races for stations to air from Dec. 13-March 22, on 125 stations. In all there will be nine events in the package, some of which will span two days. Sales are on a barter basis with six-and-a-half minutes for stations, and five-and-a-half for GGP. Clearances include WABC-TV New York, KABC-TV Los Angeles, WBBM-TV Chicago, KYW-TV Philadelphia, KRON-TV San Francisco, WCVB-TV Boston, WXYZ-TV Detroit, WJLA-TV Washington and WUAB(TV) Cleveland.

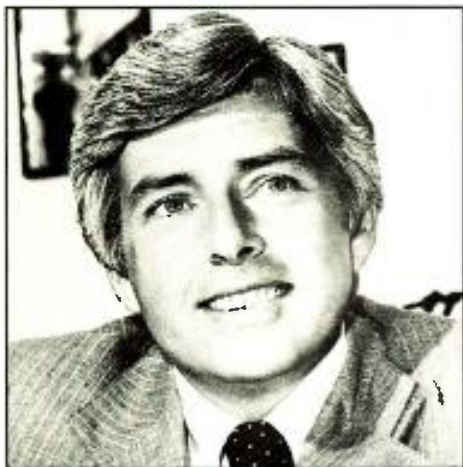
TEN reports that it has cleared *The 1987 International British Record Industry Awards* in 22 markets in only one day. TEN is offering the pre-Grammy awards show, produced on Feb. 9 for a Feb. 14-March 14 window, on a barter basis with 12 minutes for stations and 12 minutes for TEN. Producing the event for the British Phonograph Industry will be Andrew Sheehan, producer of *The Princes Trust* for HBO, along with Juan Kantor for TEN. Sales include WTAJ-TV Philadelphia, WDLZ(TV) Miami, WPTT-TV Pittsburgh and WBFF(TV) Baltimore.

game. CBS's new contract will also include the college baseball world series final, Lund said.

The bidding for the rights was opened to all three networks, after CBS and the NCAA failed to reach an initial agreement in early negotiations authorized under the previous contract, Lund said.

The NCAA ultimately asked the three networks to bid on any of three different plans, which included a three-year contract for exclusive rights to the tournament; a four-year deal with two networks sharing the tournament every year, or, a four-year plan in which two networks would alternate covering the tournament every other year, Lund said. He added that CBS bid on the exclusive plan (in which it was the highest bidder) and also on the alternate year, two-network plan.

CBS did not bid on the plan for two networks to share the tournament during a year, Lund said, because CBS thought it had "all kinds of problems," and the network "did not think that was going to be good for the tournament or good for us. We thought it



Lund

would be much more difficult to sell; it would drive the sales number way down, in our opinion." The exclusive plan "was the way to go," Lund said, because "there are very few events any more in network television that are exclusive. . . . The value of having something exclusively is indicated by the fact that those are the only events that have gotten rights fees increases in the last four or five years," he said, citing the NBA and Olympics as examples.

While the NCAA basketball tournament may not be the "most" profitable of sporting events, Lund said, the profit margins for the NCAA tournament, both under the existing contract and the one just negotiated, "are commensurate with the general profit level of other events that the [sports] division has, with the exception of the National Football League, which doesn't have a profit."

Lund said that the increased rates paid for the new NCAA contract "has no bearing. . . . whatsoever" on the NFL negotiations which are to occur early next year. "All of these events stand on their own," he said, adding that "if you're going to go out and negotiate for the rights to an event, you're going to negotiate based on the profit margin that the event is generating." In the case of the NFL, it's "a completely different situa-

THE BAGEHOT FELLOWSHIP ANNOUNCES THIRD YEAR OF THE WESTINGHOUSE SCHOLARSHIP

The Bagehot Fellowship is an intensive study program at Columbia University for journalists interested in improving their understanding of economics, business, and finance. Westinghouse Broadcasting Company Inc. (Group W) will again be offering the Westinghouse Scholarship to a qualified broadcast journalist. Special effort will be made to seek qualified minority applicants.

The Westinghouse Scholarship is offered to a broadcast journalist with at least four years experience. Fellows receive free tuition and a stipend to cover living expenses. The program combines course work at Columbia University with a specially tailored program of seminars and dinners. Guest speakers have included Paul Volcker, Donald Regan, Felix Rohatyn, T. Boone Pickens, Paul Craig Roberts, and Walter Wriston.

Deadline for the 1987-1988 academic year application is April 3. For further information and an application, send in the form below.

To: Mary Bralove, Director
Bagehot Fellowship Program
Graduate School of Journalism
Columbia University
New York, New York 10027

Please send me further information and an application form for the Bagehot Fellowship Program for 1987-1988.

NAME _____		POSITION _____	
ADDRESS _____			
CITY _____	STATE _____	ZIP _____	

tion." With the upcoming NFL negotiations, Lund said, "we're dealing with a situation where the three networks together are losing—just this year alone—something between \$125 million to \$150 million on the NFL. So obviously, when we negotiate the NFL, that's the break point. We're talking about a whole different can of worms. . . It's apples and oranges. We'd be happy to give the NFL a rights increase if we were making money with it," he said. □

WCAU-TV adopts NBC checkerboard

Beginning next fall, CBS O&O in Philadelphia will program 7:30-8 block with same five shows

CBS-owned WCAU-TV Philadelphia will program a first-run sitcom checkerboard at 7:30-8 p.m. composed of the same shows that will make up the NBC-owned stations' checkerboard (BROADCASTING, Nov. 3) beginning in the fall of 1987, it was announced last week. Steve Cohen, the station's vice president and general manager, said the move to a checkerboard is designed to pick up younger demographics to counterprogram the competition.

In the November sweeps WCAU-TV finished fourth in both Arbitron and Nielsen rankings during the 7:30-8 time slot with *The All New Dating Game*, and also at 7-7:30 with *Entertainment Tonight*. The Capcities/ABC-owned WPVI-TV won those time periods easily in both services with *Jeopardy* at 7 and *Wheel of Fortune* at 7:30. The combination of *People's Court* at 7, and *Evening Magazine* at 7:30 on NBC-affiliate KYW-TV finished second, and a double run of *M*A*S*H* on independent WTAF-TV finished third during the two half hours. All three affiliates run their networks' news at 6:30-7.

No decision has yet been made by WCAU-TV on the scheduling of the five shows, or whether they will be preceded by *Entertainment Tonight*, the current resident of the 7-7:30 slot. WCAU-TV had already renewed *Entertainment Tonight* by this time last year. Negotiations between the station and *ET* distributor Paramount are currently un-



Inn crowd. Members of the *Newhart* cast gathered at Jimmy's Restaurant in Beverly Hills, Calif., to celebrate the 100th episode of the CBS-TV show currently in its fifth season. On hand were (l-r): John Voldstad (Darryl #2), Tom Poston (George Utley), Bob Newhart (Dick Loudon), Mary Frann (Joanna Loudon), Julia Duffy (Stephanie Vanderkellen) and Peter Scolari (Michael Harris).

der way.

Cohen said that consideration of the checkerboard began roughly two months ago and that "30 to 40 shows" were considered. Cohen said the shows in the checkerboard were acquired "in the last three weeks." The five shows chosen had the advantage of a head start in acquiring clearances to make them "firm go's," thanks largely to the NBC group deal. They also each had either rushes or a pilot, neither available for a number of the other proposed shows. Cohen said that those strengths and the quality of the shows are what led to the checkerboard decision, and that the NBC move and the ratings so far for the only major-market checkerboard this season (on KTLA-TV Los Angeles), were less important.

WCAU-TV's decision to checkerboard was made at the initiative of Cohen and with the approval of Neal Pilson, CBS/Broadcast Group executive vice president, who reviewed the decision three weeks ago. Pilson said that the decision, like any other among the four CBS-owned television stations, was the result of an individual manager's choice, and was not made at the initiative of corporate executives.

The checkerboard's younger audiences are designed to contrast with the older audiences that tend to watch game shows. WCAU-TV will sell advertising in the checkerboard shows (five to five-and-a-half minutes per show for the station) as a package, unless one of the show's ratings take off, in which case, Cohen said it would be sold individually.

The five shows in the checkerboard are *Out of This World* (MCA), *Marblehead Manor* (Paramount), *Suddenly Sheriff* (Lorimar-Telepictures), *We've Got it Made* (MGM/UA), and *You Can't Take it With You* (LBS Communications). All five shows are sold for cash plus barter with the distributor in each case holding back three 30-second spots.

Cohen said that the stronger demographic skew of first-run sitcoms among younger viewers should help improve "the overall return on the time period." He said that the cash license fees on each of the shows make them lower-priced alternatives to game shows, although he said that the station would be prepared to share the fruits of success with syndicators through higher cash fees, should the shows prove successful. □

Stay Tuned

A professional's guide to the intermedia week (Dec. 15-21)

Network television—ABC: *Monday Night Football* (Chicago Bears vs. Detroit Lions), Monday, 9 p.m.-conclusion. *Moonlighting* (Cheryl Tiegs makes a guest appearance as herself), Tuesday, 9-10 p.m.

CBS: *The Christmas Gift* (John Denver stars.) Sunday, 9-11 p.m. *Izzy and Moe* (Jackie Gleason and Art Carney star as a couple of ne'er-do-well Prohibition agents. Jackie Cooper directed. It originally aired on Sept. 23, 1985.) Tuesday, 9-11 p.m.

NBC: *A Day in the Life* (six-hour mini-series, airing in three parts, stars Richard Kiley and Eva Marie Saint. The drama traces the lives and relationships of the fictional Gardner family, from one Christmas to the next.) Monday-Wednesday, 9-11 p.m. *Babes in Toyland* (The teleplay for this version of the well-known story was written by Pulitzer Prize winner Paul Zindel. Directed by Clive Donner, it stars Pat Morita, Drew Barrymore, Eileen Brennan and Richard Mulligan.) Friday, 8-11 p.m. *Christmas in Washington* (The fifth annual event stars American soprano Cietta Dale and others. Hosted by John

Forsythe) Saturday, 10-11 p.m.

Network radio—CBS: *Newsmark* "Christmas Music Notes" (Andy Rooney takes a look at favorite Christmas songs), Friday, 2:30-3 p.m. *60th CBS Cavalcade of Christmas Music* (Eight university choirs are featured on individual programs), Monday (Dec. 15) to Christmas Eve (Dec. 24), 24-minutes each.

NBC: *NBC Extra Reports* "The Music Hall" (Alan Walden presents a portrait of Radio City Music Hall in a series of five 90-second reports), Monday-Friday.

Cable—Cinemax: *The Max Headroom Christmas Special* Friday, 11:30 p.m. and Sunday, 8:30 a.m.

HBO: "Spies Like Us" (Stars Chevy Chase and Dan Aykroyd), Sunday, 8-10 p.m.

Museum of Broadcasting (1 East 53d Street, New York) *BBC Television: 50 Years*, exhibit of over 100 hours of telecasts. Through Jan. 31. *Carnegie Hall: The Radio and Television Concerts*. More than 30 hours of television and radio broadcasts will be presented. Through Jan. 3. Information: (212) 752-7684.

November, 1986

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Spot conundrum

While national spot radio sales continue to be sluggish (BROADCASTING, Dec. 1), a just-completed Radio Advertising Bureau analysis of financial data compiled by Radio Expenditure Reports (RER) suggests that the problem may not lie with the industry's top spot radio advertisers.

According to the RAB study, 15 of the top 20 corporate spot advertisers have increased expenditures from January through September compared to the same period a year ago, with People Express and Pabst Brewing registering the biggest percentage increases; up 3,189.6% to \$14.3 million and up 582.9% to \$13.4 million, respectively. Other companies posting significant gains include: Coca-Cola, up 93.6% to \$14.4 million; Pillsbury, up 68.9% to \$12.3 million; Sears, Roebuck, up 45.2% to \$16 million; Miller Brewing, up 40.1% to \$24.9 million; General Motors, up 33% to \$28.6 million; Anheuser-Busch, up 31.5% to \$39.1 million, and the Ford Motor Co., up 28% to \$13 million. "It's a vote of confidence for spot radio when strong users increase their invest-

Jailhouse rock

WSTH-AM-FM Alexander City, Ala., found itself an unwitting accomplice in a jail break. Randall Maurer, a 28-year-old inmate serving a 10-year sentence at an Alabama corrections facility since 1984 for what was described as possession of a "forged instrument," had been on a work release program as an on-air personality. He made his escape while airing what was described in a UPI report as a "long-playing tape."

ment in this segment of our medium," said RAB President Bill Stakelin.

Some rep executives contacted by BROADCASTING last week said that although there were advertising increases by major companies, there has also been a large measure of attrition among spot radio clients within the "broader" advertising community during the past year, contributing to a fairly flat sales performance.

The top 20 national spot radio user showing the biggest percentage drop in ad expenditures from January through September is Van Munching. The beer company dipped 40.7% to \$16.9 million.

In a separate development, the RAB said it has entered into an agreement with Caliper Inc., a Princeton, N.J.-based psychological testing and management consulting firm formerly known as Personality Dynamics Inc., to provide member stations access to personality testing for sales candidates at "reduced costs."

Just for AM's

Transtar Radio Networks, Colorado Springs, unveiled its newest 24-hour, satellite-delivered music format last week, designed specifically for AM radio stations. The new service, "AM Only," is geared to the 35-to-54-year-old AM radio listener, with such artists as Frank Sinatra, Johnny Mathis, Nat King Cole, Andy Williams, Steve Lawrence and Dionne Warwick, said Transtar Radio President Gary Fries. "It will contain no big band music," he added.

According to Fries, research shows that although the upper end of "saleable" demos (40-to-54-year-olds) listen to AM a lot, big band music is attractive to only a "precious few" of them. Interest in big band music, said Fries, "doesn't become significant" until you reach the 60-to-65-year-old mark.

(All music research for the format is being conducted by The Research Group, Seattle, which, along with Transtar, is a subsidiary of Sunbelt Communications.)

"AM Only" was developed by Transtar with input from seven AM stations in the top 50 markets, said Fries. Programming for the new 24-hour format, which is slated to be launched on Feb. 1, will be under the direction of Chick Watkins. (Watkins is currently operations manager for KOY(AM) Phoenix. He will join Transtar on Jan. 1.)

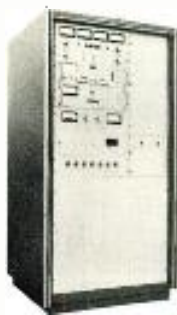
The new service is the fifth 24-hour music format network being offered by Transtar—the company also markets the Atlanta-based CNN Radio (News) Network—and it is being made available to one station per "metro survey area." "AM Only" will be satellite-delivered via Satcom I-R from Transtar's Los Angeles studio.

Regrouping

In the wake of losing the national sales representation rights for the 13 Group W-owned radio stations to Interep (BROADCASTING, Oct. 20), John Blair & Co.'s Select Radio Representatives (formerly Selcom Radio) is restructuring its operation and, in so doing, is closing four sales offices: Boston, Houston, Minneapolis and St. Louis. Business in these offices will be picked up by Select's other sales offices. "We will actively solicit regional stations capable of supporting the four closed offices and will re-open them as soon as it is financially feasible," said newly appointed Select Radio President Bill McHale in a memo to client stations. McHale added that two other offices, Los Angeles and Atlanta, will be "temporarily reduced" in sales staff.

"A fact of life is that Select did lose a substantial amount of revenue when Westinghouse decided to return to exclusive representation [Interep has formed Group W Radio Sales]," McHale said. "We have tried to minimize the impact of this reduction in

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Dateline Katmandu. Lyle Gregory (l), producer of Michael Jackson's ABC Radio Network call-in program, accepts the Population Institute's Global Media Award from Nepal King Birendra in a Dec. 5 ceremony held in Katmandu, Nepal. The Jackson program was honored in the radio category for its "insightful discussions on overpopulation issues." The Population Institute annually presents awards honoring excellence in reporting on population issues.

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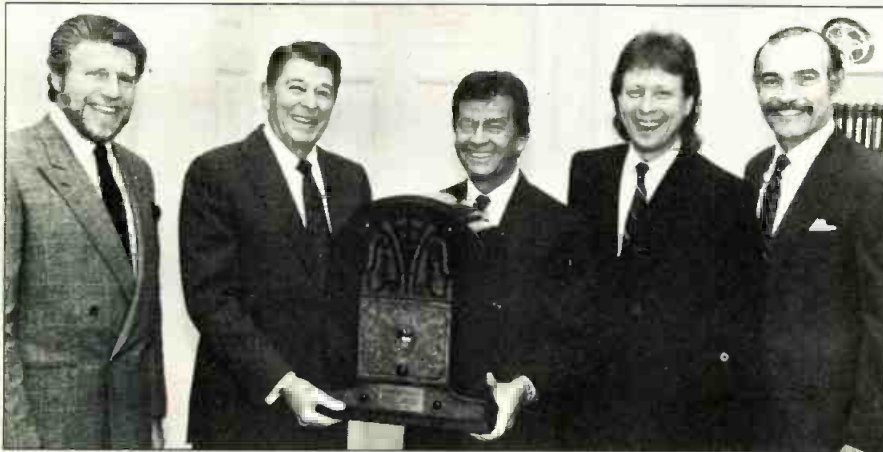
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Denver

KMEO-AM/FM
Phoenix

KFWB
Los Angeles

KJQY
San Diego



Oval office gathering. The partners of the United Stations Radio Networks were recently invited to join President Reagan at the White House. Pictured presenting Reagan with a cathedral-style antique radio were Nick Verbitsky, president, United Stations (far left), and entertainer Dick Clark (third from left), a founding partner of the five-year-old company. The remaining partners on hand were Ed Salamon, executive vice president/programming, United Stations (second from right) and Bill Hogan, executive vice president and general manager, United Stations (far right.)

staff on our national sales effort," he said. (Select Radio is part of the Blair Radio Representation Division that also includes Torbet Radio and Blair Radio.)

McHale also noted that the company will "maintain" its organizational structure of four regional managers: Scott Donahue (East), Jim Forrer (Midwest), Bill Servick (South) and Brian Robinson (West).

McHale said that John Blair's new owner, Reliance Capital Group Limited Partnership (Reliance L.P.), is not planning to "fold" Select Radio into Torbet or Blair. Reliance has "reviewed and approved an intelligent, workable budget" for Select, he said.

NAB radio vacancies

Thomas L. Davis, president-general manager of WSDR(AM) Sterling, Ill., and Art Suberbielle, president-general manager, KANE(AM) New Iberia, La., have been named to fill two vacancies on the National Association of Broadcasters radio board. Davis is succeeding Dean Phelps of WAIT(AM)-WXET-FM Crystal Lake, Ill. Phelps represents district 17 (Illinois) and resigned because he's joining WKOX(AM) Framingham, Mass. Davis will complete Phelps's term, which expires in June 1987 and will continue to represent the district for another two years. He was chal-

lenging Phelps for a seat in current board elections and has been declared the winner. Suberbielle is replacing Harriet (Sis) Kaplan of WROQ-AM-FM Charlotte, N.C., who sold the stations. He'll fill out her term, which expires in June 1988. Kaplan's seat was created as a result of the NAB merger with the National Radio Broadcasters Association. Suberbielle is also on the radio board as a former NRBA director. His term would have expired June 1987, when that board seat also is to be eliminated.

49ers interception

Capital Cities/ABC's talk-formatted KGO(AM) San Francisco has obtained radio rights to San Francisco 49ers football for the next three years beginning with the 1987 season. The agreement includes all pre-season and regular-season contests, plus post-season play. In addition to the schedule, KGO said it will also develop a program featuring 49er head coach Bill Walsh. KGO snatched the rights away from the current rights holder, CBS-owned KCBS(AM) San Francisco. The ABC talk station had originally been granted 49ers rights in 1981, but was not able to exercise them because of contractual obligations with the neighboring Oakland Raiders, which have since moved to Los Angeles.

FM upgrade extension denied

The FCC has turned down a request by the National Association of Broadcasters for extra time for Class B and C FM's that aren't operating at their maximum facilities to upgrade or be downgraded to a lower class. Stations have until March 2, 1987, to upgrade.

Law & Regulation

Does newscaster as candidate trigger 315

Judges hear arguments in case of California TV reporter who says he can't run for city council because his job would trigger equal-time requests

When Congress in 1959 exempted bona fide newscasts from Section 315 of the Communications Act, the equal-opportunities law, as a means of assuring normal coverage of political candidates, did it intend to include the newscaster reporting the news? If it didn't, should it have?

Those questions were argued before a three-judge panel of the U.S. Court of Appeals in Washington last week, in a case involving a reporter for KQVR(TV) Sacramento, Calif., William H. Branch. His political ambitions—to run for the city council of Loomis, Calif.—have been frustrated by an FCC ruling that his on-air appearances would subject the station to equal-opportunities demands from his opponents.

Congress did not intend such a narrow ruling, said Branch's attorney, Robert Corn. He said Congress was concerned about whether the newscast is genuine and whether a station is attempting to advance the cause of a candidate. There is no doubt that Branch

deals in news or that the station is not attempting to favor him, Corn said. As a result, he added, Branch should fall within the exemption. "The statute is unambiguous—it exempts all bona fide newscasts."

If not, he said, if the court finds that the

Joint effort. The U.S. government and the U.S. telecommunications industry are providing financial support for an organization established under the International Telecommunication Union to promote telecommunications development in developing countries. Paul Vishny, U.S. representative on the Advisory Board of the Center for Telecommunications Development, reports that the U.S. government and the private sector will make a voluntary contribution of \$105,000 to the center in 1986. The center was created last year in response to a recommendation of the Independent Commission for Worldwide Telecommunication Development, the so-called "Maitland Commission." It said that an international mechanism was needed to provide advisory services at an early stage of project development. Ambassador Diana Lady Dougan, U.S. coordinator and director of the State Department's Bureau of International Communications and Information Policy, said the U.S., through the Agency for International Development, contributed \$50,000 of the U.S. donation. She extended thanks to private firms—AT&T, GTE, IBM, Motorola and Northern Telecom—which, she said, "have provided the initial private sector contributions to the center."

commission has interpreted Congress's intent correctly, it should hold that the ruling violates the Constitution, in denying Branch his First Amendment right to run for political office. For the commission's ruling, Corn noted, has the practical effect of forcing the station make Branch choose between his job and his candidacy. KOVR estimated in 1985 that Branch's on-air appearances could generate demands by competing candidates for up to 33 hours of free response time. Branch is not challenging the constitutionality of the equal-opportunity law itself. But Corn said that the commission, in interpreting the law "is supposed to avoid conflict with the constitution."

But to C. Gray Pash Jr., counsel for the FCC, its ruling simply follows long-standing interpretations of the law. And the courts, he noted, have said the FCC has "a special role in interpreting Section 315." He said a newscaster/candidate who appears on the air is enjoying the kind of "use" that obligates the station to make response time available to other candidates. Ruling otherwise, he said, would afford the newscaster/candidate "an unfair advantage." Supporters of the ruling say the mere appearance on a broadcast—regardless of the occasion—benefits a candidate.

All of that from a commission that has asked Congress to repeal the equal-time law. However, it has noted it has no choice but to enforce the law.

The appearance of Judge Robert H. Bork on the panel attracted a number of lawyers to the argument in view of Bork's opinion in a case three months ago involving the application of the commission's political broadcasting rules to teletext technology (BROADCASTING, Sept. 29). Bork had made it clear he saw "deficiencies" in the Supreme Court's argument that "spectrum scarcity" justifies such rules. But he also said the Supreme Court has spoken, and that, he said, is that. And those hoping Bork would raise questions about the constitutionality of the equal-opportunities law itself last week were disappointed. He did not even question attorneys extensively on the constitutional argument Branch had raised. But at one point he suggested he did not see that argument as substantial, in view of the Hatch Act ban on political activity by federal employees. Why, he wondered, is a newscaster's constitutional right to employment greater than that of a federal employee?

However, he and Judge Kenneth Starr (Senior Judge Carl McGowan was the third member of the panel)—peppered attorneys for both sides with questions. Bork, for instance, asked Corn: "If we know what Congress is driving at, can't we accept what the commission says?" Corn argued the commission is wrong in its interpretation of what Congress intended, the same answer he gave when Starr said the commission has found in its examination of the legislative history that Congress was concerned with preventing candidates from initiating broadcast appearances. "Favoritism" is what would cost a station its exemption under the 1959 amendment, Corn said. Still, Bork seemed impressed by the traditional interpretation of the exemption: "It's the news event Congress was trying to protect," he said, "not the

voice of the reporter."

And, with Pash before the bench, Starr asked: "If one is simply doing what he ordinarily does [at a station], how is that a use by a political candidate?" Pash said that "the commission defines 'use' as an appearance on a station," without regard to whether it is political. But Starr wasn't satisfied. "If Branch reports on a traffic accident, do we have to let 10 candidates get on the station? Why not limit them to talking about traffic accidents?" Said Pash: "That turns upside down the commission's interpretation of Section 315 over the past 26 years." In any case, he noted, broadcasters may not edit or censor candidates' remarks.

One issue the court will resolve before getting to the merits of the case is whether

Branch has standing to bring his suit. The commission and the intervenors have questioned that right. Pash argued that Branch might have been prevented from seeking political office even in the absence of the commission's ruling. He noted many news organizations have policies prohibiting reporters from becoming political candidates. Accordingly, he said, "the court shouldn't consider the case until Branch has demonstrated the station would permit him to run for office while serving as a reporter." Branch has told the commission that, if he persisted in his candidacy, he would have to take an unpaid leave of absence with no assurance he would rejoin the staff after the election. However, the station itself has not provided a statement on the matter. □

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NBC's '1986' runs out of time

Grossman cancels NBC news magazine after 20 episodes, citing 'glut' of such shows and need to devote more time to documentaries; co-anchor Mudd critical of move

There will be no 1987 for *1986*. Six months after its debut, NBC has canceled the Washington-based, prime time weekly news magazine, effective Dec. 30. NBC News President Lawrence Grossman, who personally informed the staff in Washington last Tuesday of the program's cancellation, said that the decision to close down *1986* was his alone—not the corporation's—and was based on the feeling that canceling the program would enable the news division to make better use of its resources.

Grossman told BROADCASTING last week that "It became quite apparent that, as good as *1986* was getting, there was such a glut of news magazines on the air, both network and local, as well as segments on *Today* and *Nightly News*—that *1986* could not develop

the necessary clout, the recognition or acceptance."

So, Grossman said, "rather than pursue a losing cause, particularly as we go into an election year [presumably, 1987 as a preliminary to 1988], with the preemptions that would surely arise... I felt it would be better to dedicate ourselves to what is almost entirely lacking in prime time—documentaries. We will have a big schedule next year—at least 15 in prime time." He said that NBC now has "four to six scheduled," and that "instant specials will be produced as needed. The same schedule will be followed in 1988."

Grossman said Paul Greenberg, NBC senior executive producer, will head the project, overseeing and coordinating all the specials (regular and instant), while Lloyd Siegel, executive producer, will continue as head of the instant specials department.

Some of *1986*'s 46 full-time staff members will work on the documentaries, as will others from the news division, Grossman said,

adding that Connie Chung, now co-anchor of *1986* with Roger Mudd, and *NBC Nightly News* anchor Tom Brokaw will serve as anchors. However, Ed Fouhy, *1986* executive producer, said that there "clearly are not jobs for all of the people who are affected by the cancellation.... It is not realistic to think that all of them will end up at NBC, it's getting smaller, not larger."

As for Fouhy, who has a contract with NBC until early 1988, Grossman said he likes and respects him as a journalist, but offered no long-term guarantees. "He's obligated to finish out the *1986* programs for this year [two more] and then he will worry about his staff, then himself," Grossman said.

Fouhy, who said he was surprised by the cancellation, said that after producing the Dec. 21 and Dec. 30 *1986* programs, he plans to assist "as many people as possible in finding a place to go." He said he told Grossman he would talk about what he wants to do next after those last two programs are produced and the shutdown period has transpired. "I really thought it was premature to discuss it any earlier," Fouhy said, adding: "I certainly look forward to another challenging assignment."

Following the announcement of *1986*'s cancellation, its co-anchor, Mudd, issued a statement that called the action "another sad and painful day in American journalism" that was "akin to killing a newspaper." Mudd added: "It silences one more voice in a society which depends on voices and opinions and ideas to survive. Once again, the pressure for profit has proved irresistible."

As for Mudd's next position at NBC, Grossman said: "We had a discussion with Roger, and we'll see.... We have to have a conversation about what he wants to do from now on." Grossman said he was "bothered" by Mudd's statement on the demise of *1986*, calling it "bad form, an emotional outbreak. It was silly, and he knows it." (Grossman said that Mudd has a lengthy contract with NBC but did not say how long it has to run.)

When asked if *1986* was given enough time to prove itself, Fouhy said: "That's a hard question to answer. I don't know what 'prove itself' is. Last night's show helped NBC in its best Tuesday night since the World Series. But I never knew what that goal was. On the other hand, they gave us 19 weeks and in the present days, I guess that's about as much as you can expect."

The NBC News program received its highest overnight rating on the day that Grossman notified the show's staff of the cancellation—an 11.7 rating/20 share. (The national numbers for last week's program were 12.1/21.) *1986*'s average overall national rating for 20 broadcasts was 10.1/18, an NBC spokesman said. □

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Changing Hands

PROPOSED

KYTV(TV) Springfield, Mo. □ Sold by Harte-Hanks Communications Inc. to Schurz Communications Inc. for \$40-\$50 million. **Seller** is publicly traded, San Antonio, Tex.-based group of four TV's, cable MSO, publisher of 16 newspapers, direct mail operations and other interests, headed by Robert Marbut, president. **Buyer** is South Bend, Ind.-based group of one AM, one FM and three TV's, cable MSO and publisher of eight newspapers, headed by Franklin D. Schurz, president. KYTV is NBC affiliate on channel 3 with 100 kw visual, 20 kw aural and antenna 2,040 feet above average terrain.

KDTV(TV) San Francisco □ Sold by Bahia de San Francisco Co. to Hallmark Cards Inc. and First Chicago Venture Capital for \$25 million. **Seller** is headed by Emilio Nicolas, president and general manager. Principal stockholder is Reynold Anselmo (42%), former principal in Spanish International Communications Corp. (SICC). It has no other broadcast interests. **Buyer**, Hallmark, is Kansas City, Mo.-based greeting card manufacturer. First Chicago is Chicago-based investment concern. It owns five Spanish-language TV's purchased from SICC ("Changing Hands," July 28). KDTV is Spanish International Network affiliate on channel 14 with 2,570 kw visual, 257 kw aural and antenna 1,250 feet above average terrain.

WLVS(AM)-WEZI(FM) Germantown, [Memphis], Tenn. □ Sold by Big River Broadcasting Corp. to Ardman Broadcasting Corp. of Tennessee for \$3 million, comprising \$1 million cash and remainder note. **Seller** is principally owned by Sam C. Phillips. It also owns WSBM(AM)-WQLT(FM) Florence, Ala., and WLIZ(AM) Lake Worth, Fla. **Buyer** is equally owned by Adrienne Arsht and Bruce Houston. It also owns WWSD(AM)-WIQI(FM) Quincy and WIXX(FM) Immokalee, both Florida. WLVS is on 1430 khz full time with 2.5 kw. WEZI is on 94.3 mhz with 3 kw and antenna 300 feet above average terrain.

KOCM(FM) Newport Beach, Calif. □ Sold by Donrey of Nevada Inc. to Sam Rosenblatt for \$2,950,000. **Seller** is Fort Smith, Ark.-based group of four AM's, three FM's and one TV owned by Donald W. Reynolds. It also publishes newspapers in 14 states and owns cable systems in four states. **Buyer** is former vice president and general manager of WTMJ-FM Miami. KOCM is on 103.1 mhz with 2 kw and antenna 300 feet above average terrain.

WRPM(AM)-WQLC(FM) Poplarville, Miss. □ Sold by estate of Benjamin O. Griffin to Charles W. Dowdy and J. Morgan Dowdy, a Partnership for \$2,250,000. **Seller** has no other broadcast interests. **Buyer**, Charles Dowdy, based in McComb, Miss., has interest in six AM's and eight FM's and son, J. Morgan Dowdy, also based in McComb, has interest in five AM's and 10 FM's. It will spin off WZKX(FM) Gulfport, Miss. (see below) and intends to sell WKKY(FM) Moss

Point, Miss., because of signal overlap with Poplarville stations. WRPM is on 1530 khz with 10 kw day and 1 kw night. WQLC is on 107.9 mhz with 100 kw and antenna 420 feet above average terrain.

WKKW-FM Clarksburg, W.Va. □ Sold by Radio One Inc. to Thomas Communications Corp. for \$1.3 million. **Seller** is owned by Jack T. Cloyd, who also owns co-located WKKW(AM). **Buyer** is owned by Wayne A. Thomas and three others. It also owns WETZ(AM)-WKGH(FM) New Martinsville and WCEF(FM) Ripley, both West Virginia, and has interest in WCSE(AM) Myrtle Beach, S.C. WKKW-FM is on 106.5 mhz with 50 kw and antenna 500 feet above average terrain.

KMCK(FM) Siloam Springs, Ark. □ Sold by Apple Broadcasting Inc. to Fred H. Baker for \$1.3 million. **Seller** is owned by Joseph C. Arogona, vice president of Rust Capital Investments, which has interest in Duffy Broadcasting, Dallas, and Edens Communications Inc., Phoenix. **Buyer** also owns KFSA(AM)-KISR(FM) Fort Smith, Ark. KMCK is on 105.7 mhz with 100 kw and antenna 410 feet above average terrain.

WJOJ(FM) Milford, Ohio □ Sold by Cincinnati Broadcasting Corp. to Richard L. Plessinger for \$1,287,330. **Seller** is principally owned by Bob DeLuca and Richard Holberg. It has no other broadcast interests. **Buyer** owns WURD-FM Georgetown, Ohio. WJOJ is on

107.1 mhz with 3 kw and antenna 300 feet above average terrain.

WZKX(FM) Gulfport, Miss. □ Sold by Gulf Coast Broadcasting Co. to Lawrence E. Steelman for \$1 million. **Seller** is also buying WRPM(AM)-WQLC(FM) Poplarville, Miss. (see above). **Buyer** also owns WBND(AM) Biloxi, Miss. WZKX is on 107.1 mhz with 1.6 kw and antenna 400 feet above average terrain.

KSIS(AM)-KCBW(FM) Sedalia, Mo. □ Sold by Yates Broadcasting Inc. to Bick Broadcasting for \$800,000. **Seller** is owned by Carl and Bettie Yates, who have no other broadcast interests. **Buyer** is principally owned by Frank Bick. It also owns KHMO(AM) Hannibal and KIDS-FM Palmyra, both Missouri. KSIS is daytimer on 1050 khz with 1 kw. KCBW is on 92.1 mhz with 3 kw and antenna 280 feet above average terrain. **Broker:** Ralph E. Meador & Associates.

KEZD(AM) Las Vegas □ Sold by Frontier Broadcasting to WAGI Inc. for \$600,000. **Seller** is owned by Joyce Korngold and her husband, Alvin. It has no other broadcast interests. **Buyer** is owned by David Wagonvoord, Malibu, Calif.-based investor with no other broadcast interests. KEZD is on 1230 khz full time with 1 kw. **Broker:** Norman Fischer & Associates.

WSIR(AM) Winter Haven, Fla. □ Sold by WHF Associates Ltd. to W.O.L.M. Inc. for \$550,000. **Seller** is headed by Alfred E. Anscombe. It is purchasing WOLM(AM) Lake Mary and owns WFLZ(AM) Thonotosassa, both Florida. **Buyer** is owned by Ralph F.



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Irene, who also has interest in WOLM(AM). WISR is on 1490 khz full time with 1 kw.

KZZO(FM) Clovis, N.M. □ Sold by The Taber Broadcasting Co. to Broadcast Capital Corp. for \$450,000. Seller is owned by F. Wallace Taber and his son, James M. Taber. It has no other broadcast interests. Buyer is owned by Joseph M. Wolosonovitch, who also owns KKEE(FM) Alamogordo, N.M. KZZO is on 107.5 mhz with 100 kw and

antenna 560 feet above average terrain. Broker: R.A. Marshall & Co.

WCRN(FM) Tamaqua, Pa. □ Sold by Curran Communications Inc. to East Penn Broadcasting Inc. for \$300,000. Seller is owned by James Curran, who also owns WPAM(AM) Pottsville, Pa. Buyer is owned by Harold G. Fulmer, who also owns WXXW(AM) Allentown, Pa. WCRN is on 105.5 mhz with 1 kw and antenna 480 feet above average terrain.

WKID(FM) Vevay, Ind. □ Sold by Alpine Broadcasting to McDowell Communications of Indiana for \$250,000. Seller is owned by Herbert M. Liss, who has no other broadcast interests. Buyer is owned by Kenneth L. McDowell, who also owns WVOI(AM) Toledo, Ohio. WKID is on 95.9 mhz with 2.8 kw and antenna 310 feet above average terrain.

For other proposed and approved sales see "For the Record," page 110.

In Sync

Shy of the mark

Scientific-Atlanta's B-Mac satellite broadcast system has fallen short of achieving status as the industry standard for component transmissions in direct-to-home satellite broadcasting, following a meeting of the Advanced Television Systems Committee (ATSC) in Washington Dec. 3.

The ATSC's technology group on enhanced 525-line television had approved S-A's Mac (multiplexed analog component) system parameters last March, but hit an impasse when preparing specifications of the system for a final vote.

According to group chairman Dan Wells of Comsat, S-A provided details of the signal format characteristics for audio, video, data and control, including the method of scram-

bling, the encryption key distribution system and the data multiplex used in assigning digital bits for a number of different functions.

The company balked, however, when committee members asked it to include details of its encryption algorithm, the proprietary heart of the its encryption system.

Wells said S-A, while assuring the committee it would provide the information to customers and manufacturers with negotiated licensing agreements, which would be made available on a fair and nondiscriminatory way, said it would not disclose the encryption algorithm as part of the published standard.

The majority of committee members argued at the meeting that the standard would not be complete without the algo-

rithm and voted to simply forward the remaining specifications to the ATSC executive without recommending a standard and have the information made available to interested parties.

Without the encryption algorithm, Wells explained, manufacturers following the B-Mac specifications would either have to buy the appropriate chip set from S-A, or devise their own encryption algorithm, requiring home viewers to have different satellite decoders to receive each system.

The B-Mac system has already received majority support of two other groups considering the question, an FCC-industry advisory committee reviewing technical specifications for direct broadcast satellites, and the Direct Broadcast Satellite Association, which recently merged with the home-satellite dish industry organization SPACE (see story, page 70).

Although Wells acknowledged there was "considerable disappointment" on the part of some committee members at the outcome, he believes there still may be a way of resolving the question.

One option is to try to reach a consensus on whether the encryption algorithm specification must be included in the standard, he said. Another option is to have the full ATSC vote on the draft document as it stands, and if approved, forward it to the American National Standards Institute as a voluntary national standard, with the understanding that further work is required to include the portion relating to the encryption algorithm.

Digital decisions

Ampex and Sony have submitted for standardization a proposed composite digital videotape recording format to a Society of Motion Picture and Television Engineers standards committee.

Ampex developed the recording format, which uses a four-times-subcarrier-sampling frequency (4fsc), for a digital commercial spot player introduced to the broadcast industry last spring. Sony subsequently agreed to design and manufacture composite digital videotape recorders based on the format.

Some broadcasters, including CBS in the U.S. and members of the European Broadcasting Union have raised objections to the composite system, arguing that the alternative system, coming after a world standard agreement for component digital video recording, would split the digital market and

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prevent a smooth industry transition to component digital video.

Ampex and broadcasters supportive of the composite format argue the 4fsc system will not diminish the market economies gained from having a single standard because it will still use the same 19 millimeter "D-1" standard metal particle videotape cassette, as well as many of the mechanical components of D-1 recorders.

At the same time, according to Ampex, the recorders will give users the same improvements in picture quality and multigeneration capability over current analog recorders, still remain compatible with existing composite analog studio equipment, cost less to buy and operate and have three times the record-play time per cassette compared to equivalent D-1 recorders.

One question already being raised about the 4fsc format in the SMPTE video recording and reproduction committee now considering the proposal, however, will be how open Ampex and Sony are to make changes in their system. Although the companies are believed to be open-minded about minor alterations, it is not clear they will submit to fundamental changes in the system that might delay product introductions.

Ampex is working to deliver its digital composite spot player in the next year or so, and is preparing to show a stand-alone composite digital deck at next year's National Association of Broadcasters convention in March. Developmental work on a 625-line version is also under way.

Sony has not made public plans for its own composite digital recorders. The company had introduced the first component digital recorder based on the D-1 world standard and later reported taking orders for some 190 systems, although mainly from high-end post-production facilities.

The SMPTE committee next meets in March 1987.

Dialing for Rogers

Rogers Cable has become one of a handful of cable operators to offer impulse-pay-per-view using telephone ANI (automatic number identification) technology.

The Canadian MSO is using the ANI system, developed by Canadian telephone company Northwestern Bell, in its Southwest Minneapolis cable system. It allows cable customers to order movies or special events right up to starting time by dialing a seven-digit phone number with either a touch-tone or a rotary phone.

The three-channel pay-per-view system has been available to the 36,000-subscriber system's 24,000 addressable homes since the beginning of December, according to Nancy Anderson, Rogers's vice president of programming. System installation was simple and costs were minimal, she added.

Rogers's Minneapolis cable system, which shares identical program offerings with the Southwest operation, has had Zenith interactive pay-per-view capabilities since first going into operation in early 1983, and Anderson said has seen its per-month cumulative buy rates climb to an average 65%.

By contrast, the operator service used for PPV by the five-year-old Southwest prior to its ANI start-up had kept buy rates flat at 20%. With the new ANI technology, Anderson said Rogers expects at least a 50% growth in PPV business.

Converter order

Pioneer Communications is expected to complete delivery this month of a 21,000-converter order for eight Heritage Communications' cable systems in Iowa, Minnesota and Missouri. The 36-channel, series BC-2002 converters will be used by the Heritage systems to complete its company-wide program to detiering its services, expanding basic packages to do away with tiers, leaving only basic and pay services, according to Tom Hickson, Heritage director of purchasing.

Winter rendezvous

The preliminary program for the annual winter TV conference of the Society of Motion

Picture and Television Engineers will feature sessions on current and future videotape recording formats and video graphics, and a day-long review of advanced television research around the world.

Highlighting the conference, in San Francisco, next Feb. 6-7, will be speakers including Steve Bonica of NBC, Charles Dages of CBS, Peter Dare of Sony, Ed Engberg of Ampex, Jurgen Heitmann of Bosch on tape formats, Richard Shoup of Aurora Systems, Richard Taylor of Quantel and Edwin Berlin of Cubicomp.

The all-day session of global TV research includes plans for papers from the U.K.'s BBC and Independent Broadcasting Authority, Japan's NHK, France's CCETT, RCA Labs and MIT's Center for Advanced Television Studies.

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Advertising outlook: light at the end of the tunnel?

Panelists at PaineWebber conference see modest single-digit gains for TV in '86 and '87, with higher growth not expected until late next year; panelists more bullish on radio, cable

Two predictions for television network advertising in 1987 are in, and they don't agree. Robert J. Coen, senior vice president at McCann-Erickson, thinks network television will register a 5.5% revenue gain next year, the beginning of the end of an advertising recession. That number is almost twice the 3% gain predicted by David Poltrack, vice president, research, CBS/Broadcast Group. Both estimates were made at last week's opening day sessions of the PaineWebber 14th annual conference on the outlook for the media, held in New York.

Twelve months ago the two men were closer on their estimates for 1986 (at just below 6%) but both turned out to have been too optimistic. As it now stands the three-network revenue gain will be about half that. Coen said last week that 1986 would end with a three-network increase of 3%. Pol-



CBS's Poltrack and Taft's Sander

track indicated the networks will register a "plus 2% gain," with the fourth quarter down 1.5% from last year's period. Using the latter estimate and the first three quarters already reported by the Broadcast Financial Management Association (see "Top of the Week"), BROADCASTING calculated a possible year-end gain of 2.3%.

Coen said the current advertising softness was related to weak corporate profits, which he said might soon pick up: "There are indications that the cost-control efforts of the last few years will finally begin to bear fruit and pre-tax profits should start rising at a somewhat better pace. These modest economic expectations are not likely to generate a great deal of new advertising demand until possibly the fourth quarter of 1987 when the new Olympic year TV season begins."

Also commenting at a morning session on the advertising outlook was Larry Cole, senior vice president, Ogilvy & Mather, who said the networks' problems would continue and that media pricing would become "even more competitive."

John Perris, worldwide media director, Saatchi & Saatchi Compton Worldwide, said there was plenty of advertising potential outside the U.S. and that ad expenditures in most countries were still less than 1% of the gross national product (compared to 2.42% in the U.S.). The recent client "mega-mergers," he said, might create some problems, such as a slowdown, while the merged companies are consolidated. However, he said the high prices being paid were attributable to the value of brand names, and that the best way to exploit the brand names was to advertise. Perris also said that the clout of the advertisers was being matched by the clout of the increasingly larger media companies.

Broadcasting outlook

In contrast to many who have predicted a continuing decline of three-television-network audience share, David Poltrack, vice president research, CBS/Broadcast Group, said: "I would describe the network's audience picture as stabilized." In a session on the outlook for the broadcasting industry, he predicted that next year could still be the most significant year for the three networks since 1976, "...when a particularly vigorous marketplace and the dual forces of satellite delivery of cable television and the



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graduation to profitability of many large-market independent television stations opened the competitive floodgates in the video marketplace."

One very important new element in the network business, Poltrack said, would be the use of people meter audience measurements in network advertising negotiations: "At this point, it would seem likely that the new system will generate slightly lower network audience levels, but that cable and independent station audience levels will be lower as well." Poltrack said that if the lower measurements continued to be the case, the advertising agencies would "exploit" the fact in negotiations with the networks, but he added that the reduced audience "will not be substantial enough to reduce primary demand for network television advertising."

Another result of people meters would be larger and more segmented audience sam-



Century's Tow and Comcast's Brodsky

ples, Poltrack said: "The household rating is likely to become irrelevant in the new buying environment." He also called it unlikely that the networks would want to guarantee such highly segmented audiences: "With daily demographic data available, the upfront market and its characteristic guarantees are likely to gradually give way to a more flexible, adaptable approach to network television advertising."

Even without people meters, Poltrack said, the television networks may be headed away from "the historical, unidimensional audience-maximization strategy... In at least some areas they will begin weighing audience maximization against profit maximization, no longer accepting the belief that the first always leads to the second."

The vice president of research for the CBS/Broadcast Group noted that the strategy behind mini-series might be in for a change, noting that during the just-completed November sweeps, ABC ran no mini-series, and the three run by CBS and NBC



Ogilvy & Mather's Cole, Saatchi & Saatchi's Perris and McCann-Erickson's Coen



Mahlman's Mahlman, Media General's Sutton, PaineWebber's J. Kendrick Noble Jr.

"delivered ratings below each of these respective network's averages."

At the station level, Bob Sutton, president of Media General's broadcast group, said problems will confront management over the next few years, although he added "it's still a great business." One recent development is the reduction of affiliate compensation, which he said would be undertaken by

RAMTF update. NAB's executive committee, during its meeting in Washington last week, adopted a recommendation from the association's Radio Audience Measurement Task Force (RAMTF) to "explore the competitive [ratings] marketplace" in an effort to determine if other services would face any "barriers" such as Arbitron's current five-year contract. (Arbitron's diary methodology continues to be the dominant service.) The executive committee also said that NAB will analyze the economic and legal aspects of the radio ratings market, in concert with the Washington law firm of Howry & Simon over the next few weeks.

The task force is seeking more ways to measure local radio listening and, along with its technical subcommittee, is reviewing proposals from Audits & Surveys, New York; McNair Anderson, North Sydney, Australia, and Birch Radio, Coral Springs, Fla. ("Riding Gain," Dec. 1). The next full meeting of the RAMTF is slated for Jan. 27.

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all three networks. Another problem is the cost of syndicated programs: "Expenses are not going down as we anticipated." The third problem facing station management, Sutton said, is competition from cable interconnects. As an example he pointed to Charleston, S.C., where Media General owns WCBD-TV, and where the local cable system has 10 sales people, "compared to two as of two years ago."

Also speaking from a station management perspective was Jack Sander, executive vice president, television, Taft Broadcasting Co., who said that fragmentation of the viewing audience was forcing TV to look at expenditures as an investment and to calculate expected returns. Sander said that at Taft, station management was being asked to look carefully at the cost of barter programming—in money foregone because of the spots given to syndicators and in barter's potential impact on the spot advertising market.

Both Sutton and Sander agreed that television spot advertising would be up 6% to 8% next year, but disagreed on how much local might improve, with Sutton saying 12% to 14% and Sander suggesting 8% to 10%. The latter said the difference between the two estimates might be due to the different "maturity" of the two companies' respective markets and the problems in making up for this year's political advertising expenditures.

Station broker Robert Mahlman presented a decidedly bullish view on radio, saying the medium did not appear to have any "real

Short subject. The increasing acceptance of stand-alone 15-second commercials and their once and future roles in broadcast advertising were explored last week by two speakers at the Electronic Media and Research Technology Workshop of the Advertisers Research Foundation, New York.

Richard Kostyra, president of J. Walter Thompson U.S.A., offered JWT's estimate that by the end of the year, 25% of all commercials will be 15's and that in four years, that number will be 50%. In terms of commercial time, according to Kostyra, 15's will constitute 12.7% this year and 25% by 1990.

As to the relative strength of other types of commercials, Kostyra cautioned that the growth of 20's would slow and voiced his belief that 15's and 30's would be equally popular over the next four or five years. He said 15's offer advertisers flexibility and efficiency previously unavailable and can enhance schedules with additional frequencies. Kostyra said that 30's will be favored by advertisers whose strategies require commercials of varying lengths, including those who desire a mix of commercials.

As to the increasing volume of 15's, Kostyra said, "The current network inventory of 15's is not a problem. However, the decision to exceed this level should be based on ongoing tracking research."

Concerned with the environmental effects of 15-second TV spots was Harold M. Spielman, chief executive officer of the marketing research firm of McCollum/Spielman Corp. He said more research is needed to determine where 15's fit. "They [15's] may not be the right thing for all products at all stages of their development," he suggested. "Long-term tracking and controlled market studies are necessary to monitor performance of 15's, examine the long-range effects of increased uses of shorter units and assess their proper place in the media mix."

problems in the near future." The current slowdown in spot radio, he said, might be at least partially explained because spot agencies were doing much of their buying through local offices: "There has been a change in how it is being placed and reported." While Mahlman said it was too early to get hard estimates for 1986 year-end results, he thought local radio would be up 11% and

total radio would be up 9% to 10%. McCann-Erickson's Coen said radio in 1986 would weigh in lighter, at 8.5% and 7.5%, respectively.

Cable outlook

For cable, Comcast Senior Vice President Julian Brodsky said MSO's would begin to take equity positions in more programing

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Bottom4Line

Pre-tender. Possible resolution of WNEV-TV Boston ownership question through share repurchase is now being considered by station's shareholders. Many among group of minority shareholders had previously sought to have station sold to outside bidder. Stock reportedly does not pay dividends. Subsequent offers made for station were, according to source, rejected by chairman, David Mugar, who owns 60% of six million shares outstanding—Mugar has only 50% of voting power until after 1993 when representation changes to one vote per share. Mugar's office declined to comment beyond recent press release but one report suggested plan under consideration would buy out minority shareholders at \$40 per share. Repurchase offer is said to be below what minority holders would have gotten from sale to outsider, but represents increase on investment of \$59 million (BROADCASTING, April 24, 1978). Proposed plan was approved by shareholder's board on Nov. 19.

□

Over developed. Justice Department reportedly intends to file antitrust suit challenging spin-off by Lorimar-Telepictures of film-processing unit bought recently from Turner Broadcasting. Report said Justice would file suit in Los Angeles, challenging sale of Metrocolor Film Laboratory to MacAndrews & Forbes Group, which already owns another film-processing unit, Technicolor Inc., and recently obtained stock in and processing rights from Tri-Star Pictures. Lorimar-Telepictures spokesperson said that MacAndrews & Forbes had earlier agreed to assume any antitrust responsibility for purchase, which was announced at \$60 million in cash and deferred obligations not to exceed \$12 million.

□

Tender attention. News Corp. \$1.18-billion bid for Australian-based *Herald & Weekly Times* ran into several potential complications last week. Robert Holmes a Court, who like News Corp.'s Rupert Murdoch, controls media empire, met with board of target company, creating speculation he would counter News Corp. bid. *Herald & Weekly Times* board had conditioned acceptance of News Corp. bid on absence of higher offer. One investor holding 11.6% stake in *Herald & Weekly Times* reportedly said News Corp. bid was inadequate. And Australian government's Trade Practices Commission said it would investigate potential antitrust implications of tender offer. News Corp. has already said it would sell off *Herald & Weekly Times* TV stations in Melbourne and Adelaide to eliminate crossownership problems.

□

Merger monitor. Harcourt Brace said it completed acquisition of most assets comprising CBS Educational & Publishing division for \$500 million.

□

That's entertainment. De Laurentiis Entertainment Group said it secured \$75-million, six-year unsecured credit facility from group of banks, including Bank of American, Bank of New York, Mellon Bank and Security Pacific. ■ MCA and Toronto-based film exhibitor, Cineplex Odeon, announced joint venture to build film production studio and theme park in Orlando, Fla. Project, to be completed by 1989, would compete with similarly planned park of Walt Disney Co., also in Orlando, that is scheduled to be completed year earlier. MCA owns 50% of Cineplex—with one-third voting cap resulting from Canadian law.

□

Notes noted. First Carolina Communications recently completed offering of \$45 million in subordinated debentures due 1996. Rocky Mount, N.C.-based MSO said proceeds from notes, paying 13½% and priced at 100%, would be used to repay bank borrowings and to fund future acquisitions. ■ MGM/UA said it expects to offer \$400 million in publicly placed debt with net proceeds going to repay bank debt and for working capital. Several months ago company canceled plan to offer \$325 million in notes and seven million shares of common stock, saying that its stock price was too low. ■ A.H. Belo said it agreed to sell \$100 million of 8½% note due 1996 at 99.5% of par. Net proceeds of offering, through Salomon Brothers, would be used, company said, to "refinance outstanding indebtedness." ■ Times Mirror Co. announced sale of \$100 million in 8% notes due 1996 and callable after 1993. Offering, through Goldman Sachs & Co. and Morgan Stanley & Co., was made at par. Company said net proceeds would be used "...to refund a portion of the company's commercial paper borrowings."

□

Upping its stake. Robert M. Bass Group has filed with Securities and Exchange Commission indicating company had purchased 5.8% of Heritage Communications Inc. as investment. Fort Worth-based investor group also filed last week indicating increased holding in Taft Broadcasting, from 22.2% to 24.9%. Recently Cincinnati-based American Financial Corp. and chairman, Carl Linder, said they increased their Taft investment to 13.1% of co-located group owner and entertainment company.

enterprises, following the example of MSO's taking equity positions in the Discovery Channel and certain home shopping channels: "We intend to vote with our dollars...for those folks who have the talent and the experience."

Brodsky said deregulation and a changing management strategy had rendered various program tier and packaging concepts irrelevant: "We are now selling a single product that is called cable TV and will hopefully sell [it] for about \$29.95...Some people call it 'big basic.'" There were other minor revenue sources that he said could help operating margins. Brodsky said many Comcast systems were now able to sell program guides to subscribers for \$1.25: "What had before been a 60-cent cost center is now a 65-cent profit center."

The Comcast executive also talked about the promise of regional-interconnect advertising sales that currently have a target of \$1 in sales per sub per month and might soon hit \$3. Other revenue sources he mentioned included pay-per-view and tele-shopping, from which MSO's receive a percentage of sales.

Some cable operators could themselves improve their revenue, Brodsky said, by improving service and marketing. Expenditures on the latter, he said, sometimes are less than 1% of revenue.

He also discussed some problems facing the industry, including overbuilds, multi-channel MDS, DBS and VCR's, the last holding the potential of complementing cable but currently still a "threat." Another threat to operating margins, Brodsky said, is the monetary demands of basic programmers who want to establish or increase per-sub fees.

Leonard Tow, president and chief executive officer of Century Communications, agreed that increases in the cost of basic programming were a problem. But he thought the tide might turn in the MSO's favor, mentioning as examples the recent formation of MSO buying co-ops and the possibility that some heretofore basic channels might be moved into pay tiers if their cost increased: "Before too many moons, we may be back to free service, or to tapping into their [basic programmers] ad revenue."

Another marketplace change for MSO's, Tow said, was in labor costs, with previous escalations during the past five years now giving way to "givebacks." The buyer's market for labor not only helped reduce cost, partially through renegotiating existing contracts, but also through an "attitudinal change on the part of employees which should help penetration and retention of subscribers."

Because of such changes, Tow saw 1987 as a year of "higher rates and better yields." He, like Brodsky, saw some problems as well. Among them was the possibility of Hollywood-inspired legislation to increase cable's copyright fees, and the rising costs of insurance, property taxes and other indirect expenses.

Leonard Baxt, of Dow Lohnes & Albertson, discussed the implications of the recent tax reform act and said that revised depreciation schedules for MSO's should not make much difference to the bottom line.

'For-sale' sign out at Ampex

Allied-Signal will sell A-V equipment manufacturer to help finance stock buyback, reduce debt and concentrate on core businesses

Audio-video systems manufacturer Ampex is for sale, along with another six electronics businesses of \$12-billion parent company Allied-Signal of Morristown, N.J.

Allied-Signal is selling the seven businesses, which have combined annual revenues of about \$1.5 billion, to help finance its share buy-back program, reduce company debt and allow for increased investments in its core businesses in aerospace, automotive and chemically engineered materials, the company said.

The company expects to complete the sales by mid-1987 and has retained First Boston Corp. to assist with the Ampex offering.

Ampex, with more than \$500 million in annual sales, is one of the two largest companies in Allied-Signal's electronics sector. The company is headquartered in Redwood City, Calif., employs 7,000 and has facilities in Colorado Springs and Wheatridge, Colo., Opelika, Ala., El Segundo, Calif., and Hong Kong.

Its two main divisions manufacture audio-video products (videotape recorders and accessories, digital effects and graphics systems, switchers and editing gear) and magnetic tape for video and audio recording and computer instrumentation. The company also has computer products and data systems divisions.

Although no negotiations are yet being held with potential buyers, Robert McKeon, the First Boston vice president handling the sale, said there were already more than a dozen large electronics-industry firms expressing an interest in the company and additions to the list are expected.

McKeon declined to name the potential buyers, but said three are European and five are major Japanese electronics manufacturers.

(Ampex has recently developed alliances with Sony in the professional video field for its small format Beta half-inch system and new composite digital video recorders. Any proposed merger between the two companies, however, would probably raise serious antitrust questions. Ampex has also had past relationships with Sony rival, Matsushita, which recently scored in the professional market with a \$50-million-plus NBC buy of its M-11 half-inch video recording format).

Several sources indicated, however, that Ampex's substantial business with U.S. government-military contractors in its computer, data and tape divisions might create difficulties for any non-U.S.-based company trying to buy it. With Ampex looking

to remain whole, the more sensitive military contracts would presumably be lost.

Four of the remaining potential bidders are U.S. firms, McKeon said. He expects negotiations to begin by next February or March as buyers are weeded out, and said talks with a final bidder could "conceivably" be completed by next May.

A management-led leveraged buyout was also one of the alternatives being evaluated by McKeon, although it is considered a secondary option.

Privately held for most of its 42-year existence, Ampex was bought in 1981 by Signal and in 1985 became part of the merged Allied-Signal group. Its Audio-Video Systems Division (AVSD) recently underwent a major face-lift, involving several executive job changes, 105 layoffs and the transfer of certain manufacturing facilities (BROADCASTING, Nov. 17). Ampex officials denied, however, that those moves were related to the Allied-Signal decision to sell the company.

In a statement to the press, Ampex President and Chief Executive Officer Charles A. Steinberg said the manufacturer is in "excellent shape" for the transition, having set records in sales, profitability and cash flow in 1986. Allied-Signal Chairman and Chief Executive Officer Edward L. Hennessy Jr. also called all the companies up for sale "excellent asset[s]."

Security analyst Laurence Lytton, vice president of research, Drexel Burnham Lambert, agreed the Allied-Signal move was not so much a sign of heavy fiscal pressure on the parent corporation or the companies being sold, as it was a move designed to gain Allied-Signal "more financial flexibility."

Helen Walters, security analyst at Smith Barney Harris Upham & Co., also agreed that an important part of the plan was to strengthen Allied-Signal's stock buy-back program. The company's shares outstanding doubled to 175 million as a result of the merger last year, and it has so far only repurchased about 8.7 million of the 25 million shares authorized in a buy-back program begun in late 1985, spokesmen said.

According to Ampex's Steinberg, a 23-year veteran of the company named to the top spot last September when former president Roy Ekrom rejoined a separate Allied-Signal unit: "Even though Ampex has benefited from its association with Allied-Signal, we are looking at this change of ownership to allow us to become part of another company whose strategic interests are better aligned with Ampex."

At least one long-time Ampex customer reacted positively to the news. Jules Barnathan, president of Broadcast Operations and Engineering, Capital Cities/ABC, said he believed the change wouldn't hurt the

company, and could help it if a more closely aligned buyer were to purchase it.

"They're a valuable asset," Barnathan said. "I'm hopeful they'll survive. It's very important to have an American company competing in this area."

Ampex's Donald Bogue, vice president and general manager of the audio-video systems division told BROADCASTING that while the company recognized its transition could create some "uncertainty in the minds of customers... there's no sackcloth and ashes around here. There's a positive, professional attitude."

Bogue said the company will continue with several major new initiatives in graphics and digital effects and its tape line, and he added that the company's "cash flow hasn't been stronger in the last 10 years of the corporation."

Bogue also saw no prospect of delays on one of the company's largest ever design and manufacture efforts, the development of its half-inch Beta recorder and camcorder line.

With sales in the company's well-established one-inch videotape recorder business slowing in 1986 both because of consolidation within the broadcast industry and the proliferation of alternative formats, Bogue said the Betacam line is of "strategic importance to establish our presence" in the small-format video market.

"Our manufacturing capability [for Betacam] is being scaled up rapidly," he said, "I don't see a reason why we should slow down."

The first recorder products are expected to roll off its Hong Kong production lines early next year, along with related camera products being made in its U.S. plants.

Bogue also said the move would not change prospects for the emergence next year of a stand-alone digital composite videotape recorder.

The recorder would be based on the digital recording format developed by the company and shown this year for use in a digital composite commercial spot player (see "In Sync," page 102).

In other news, Ampex also last week announced the departure of former AVSD Assistant General Manager Mark C. Gray who has left to head a start-up company, Pinnacle Systems, a Santa Clara, Calif.-based manufacturer of low-end graphics systems. AVSD General Manager Bogue said Gray's move was not related to the company's proposed sale.

Robert C. Hagerty, director of operations at the company's Colorado Springs, Colo., video equipment manufacturing facility, has taken over for Gray, who had joined Ampex in 1984 from Harris, where he was a director of marketing. Hagerty also joined Ampex in 1984 from Digital Equipment Corp. □

For the Record

As compiled by BROADCASTING, Dec. 4 through Dec. 10, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

- **KJJJ(FM)** Clifton, Ariz. (95.3 mhz; 250 w; HAAT: 882 ft.)—Seeks assignment of license from Double Eagle Broadcasting to Calvin W. Campbell and Victor S. Bosinger for \$1,000. Seller is owned by C.R. Crisler, who also owns KJJJ(FM) Payson, Ariz. Buyers own cable system in Lamar, S.C., and are purchasing new FM in Gretna, Fla. (see above). Filed Dec. 2.
- **KMCK(FM)** Siloam Springs, Ark. (105.7 mhz; 100 kw; HAAT: 410 ft.)—Seeks assignment of license from Apple Broadcasting Inc. to Fred H. Baker for \$1.3 million. Seller is owned by Joseph C. Arogona, vice president of Rust Capital Investments, which has interest in Duffy Broadcasting and Edens Communications Inc. Buyer also owns KFSA(FM)-KISR(AM) Fort Smith, Ark. Filed Dec. 4.
- **KOCM(FM)** Newport Beach, Calif. (103.1 mhz; 2 kw; HAAT: 300 ft.)—Seeks assignment of license from Donrey of Nevada Inc. to Sam Rosenblatt for \$2,950,000. Seller is Fort Smith, Ark.-based group of four AM's, three FM's and one TV owned by Donald W. Reynolds. It also publishes newspapers in 14 states and owns cable systems in four states. Buyer is president of Financial Capital of America Inc., Miami-based investment firm. Rosenblatt is former general manager of WTMJ-FM Miami. Filed Nov. 24.
- **KXES(AM)** Salinas, Calif. (1350 khz; 5 kw-D)—Seeks assignment of license from Salinas-Monterey Radio Inc. to TGR Broadcasting Inc. for \$400,000. Seller is owned by Ron T. Smith and his wife, Nancy. It also owns KLOQ(AM) Merced, Calif. Buyer is owned by Hector R. Villalobos, Carlos Moncada, Jose Villalobos and Jose L. Moncada. It has no other broadcast interests. Filed Dec. 2.
- **KPST-TV** Vallejo, Calif. (ch. 66; independent; ERP vis. 1,908 kw; aur. 190.8 kw; HAAT: 1,596 ft.)—Seeks assignment of license from Pan Pacific Television Inc. to Silver Queen Broadcasting of Northern California for \$8 million. Seller is owned by Victor H. Sun, Wallace Lee, David Li and Shirley C. Lau. It has no other broadcast interests. Buyer is

owned by Home Shopping Network, publicly traded, Clearwater, Fla.-based producer of home shopping programs. It has purchased 10 TV stations in last four months. Filed Nov. 26.

- **WDTN(TV)** Seaford, Del. (ch. 38; independent; ERP vis. 3,544 kw; aur. 354 kw; HAAT: 990 ft.)—Seeks assignment of license from L.E.O. Broadcasting Inc. to Dale W. Wang for \$50,495.24. Seller is owned by N. Walter Goins, who also owns KXLI(TV) St. Cloud, and KXLI(TV) Rochester, both Minnesota. Buyer has no other broadcast interests. Filed Nov. 25.
- **New FM** Gretna, Fla. (CP)—Seeks assignment of construction permit from Getson W. Burckhalter to Calvin W. Campbell and Victor S. Bosinger for \$2,009. Seller has no other broadcast interests. Buyer is also buying KJJJ(FM) Clifton, Ariz. (see below), and cable system in Lamar, S.C. Filed Dec. 2.
- **WSIR(AM)** Winter Haven, Fla. (1490 khz; 1 kw-U)—Seeks assignment of license from WHF Associates Ltd. to W.O.L.M. Inc. for \$550,000. Seller is headed by Alfred E. Anscombe. It also owns WOLM(AM) Lake Mary and WFLZ(AM) Thonotosassa, both Florida. Buyer is owned by Ralph F. Irene, who has interest in WOLM(AM). Filed Dec. 1.
- **KBLT(FM)** Baxter Springs, Kan. (107.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Cherokee Broadcasting Co. to TGS Communications Inc. for \$350,000. Seller is owned by Jack R. Maxton, who has no other broadcast interests. Buyer is owned by Thomas G. Schulte, who has no other broadcast interests. Filed Nov. 24.
- **WKID(FM)** Vevay, Ind. (95.9 mhz; 2.8 kw; 310 ft.)—Seeks assignment of license from Alpine Broadcasting Inc. to McDowell Communications of Indiana Inc. for \$250,000. Seller is owned by Herbert M. Liss, who has no other broadcast interests. Buyer is owned by Kenneth L. McDowell, who also owns WVOI(AM) Toledo, Ohio. Filed Dec. 1.
- **WZKX(FM)** Gulfport, Miss. (107.1 mhz; 1.6 kw; HAAT: 400 ft.)—Seeks assignment of license from Gulf Coast Broadcasting Co. to Lawrence E. Steelman and his wife, Marilyn, for \$1 million. Seller, Charles Dowdy, based in McComb, Miss., has interest in six AM's and eight FM's. Son, J. Morgan Dowdy, also based in McComb, has interest in five AM's and 10 FM's. Gulf Coast is spinning off this station and intends to sell WKYY(FM) Moss Point, Miss., because of signal overlap with WRPM(AM)-WQLC(FM) Poplarville, Miss., which it recently purchased (see below). Buyer also owns WBND(AM) Biloxi, Miss. Filed Nov. 24.
- **WRPM(AM)-WQLC(FM)** Poplarville, Miss. (AM: 1530 khz; 10 kw-D; 1 kw-N; FM: 107.9 mhz; 100 kw; 420 ft.)—Seeks assignment of license from estate of Benjamin O. Griffin to Charles W. Dowdy and J. Morgan Dowdy a Partnership for \$2,250,000. Seller has no other broadcast interests. Buyer is selling WZKX(FM) Gulfport, Miss. (see above). Filed Nov. 24.
- **KZZO(FM)** Clovis, N.M. (107.5 mhz; 100 kw; HAAT: 560 ft.)—Seeks assignment of license from The Taber Broadcasting Co. to Broadcast Capital Corp. for \$450,000. Seller is owned by F. Wallace Taber and his son, James M. Taber. It has no other broadcast interests. Buyer is owned by

Joseph M. Wolosonovitch, who also owns KKEE(FM) Alamogordo, N.M. Filed Nov. 25.

- **WJOJ(FM)** Milford, Ohio (107.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Cincinnati Broadcasting Corp. to Richard L. Plessinger for \$1,287,330. Seller is principally owned by Bob DeLuca and Richard Holberg. It has no other broadcast interests. Buyer owns WURD-FM Georgetown, Ohio. Filed Dec. 2.
- **WYNO(AM)** Nelsonville, Ohio (1120 khz; 2.5 kw-D)—Seeks transfer of control of Quality Communications Corp. from Paul Thorn: his wife, Marguerite; August Seefurth, and his wife, Nan, to John H. Fraim and John H. Hill for \$108,000. Seller and buyer have no other broadcast interests. Filed Nov. 28.
- **WCRN(FM)** Tamaqua, Pa. (105.5 mhz 1 kw; HAAT: 480 ft.)—Seeks assignment of license from Curran Communications Inc. to East Penn Broadcasting Inc. for \$300,000. Seller is owned by James Curran, who also owns WPAM (AM) Pottsville, Pa. Buyer is owned by Harold G. Fulmer, who also owns WKKW(AM) Allentown, Pa. Filed Dec. 2.
- **WLVS(AM)-WEZI(FM)** Germantown, Tenn. (Memphis) (AM: 1430 khz; 2.5 kw-U; FM: 94.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Big River Broadcasting Corp. to Ardman Broadcasting Corp. of Tenn. for \$3 million, comprising \$1 million cash and remainder note. Seller is principally owned by Sam C. Phillips. It also owns WSBM(AM)-WQLT(FM) Florence, Ala., and WLIZ(AM) Lake Worth, Fla. Buyer is equally owned by Adrienne Arsh and Bruce Houston. It also owns WWSD(AM)-WQI(FM) Quincy and IXX(FM) Immokalee, both Florida. Filed Nov. 21.
- **KTXA(TV)** Fort Worth, KTXH(TV) Houston, WCIX(TV) Miami, WDCA-TV Washington, and WTAF-TV Philadelphia, Pa. (KTXA: ch. 21; independent; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,690 ft.; KTXH: ch. 20; independent; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,807 ft.; WCIX: ch. 6; ERP vis. 79.4 kw; aur. 15.9 kw; WDCA-TV: ch. 20; independent; ERP vis. 4,000 kw; aur. 400 kw; HAAT: 770 ft.; WTAF: ch. 29; independent; ERP vis. 5,000 kw; aur. 700 kw; HAAT: 1,140 ft.)—Seeks assignment of license from Taft Radio and Television Co. to TVX Broadcast Group for \$240 million. Seller is Cincinnati-based group of seven AM's, eight FM's and five TV's headed by George E. Castrucci, president. Buyer is Virginia Beach, Va.-based group of nine TV's headed by Gene Loving, chairman, and Tim McDonald, president. Filed Dec. 1.
- **WBSC-AM-FM** Milwaukee (AM: 1340 khz; 1 kw-U; FM: 102.9 mhz; 50 kw; HAAT: 440 ft.)—Sold by Great Trails Broadcasting Corp. to Taft Television and Radio Co. for \$4,250,000. Seller is principally owned by John Sawyer. It is selling four AM's, four FM's and two TV's to Williams Broadcasting. It is also selling WIZE(AM) Springfield, Ohio, to Michael D. Mahaffey. Buyer is Cincinnati-based group of seven AM's, eight FM's and five TV's headed by George E. Castrucci, president. Filed Dec. 2.
- **WKKW-FM** Clarksburg, W.Va. (106.5 mhz; 50 kw; HAAT: 500 ft.)—Seeks assignment of license from Radio One Inc. to Thomas Communications Corp. for \$1.3 million. Seller is owned by Jack T. Cloy, who also owns colocated WKKW(AM). Buyer is owned by Wayne A. Thomas and three others. It also owns WETZ(AM)-WKGI(FM) New Martinsville, WCEP(FM) Ripley, all West Virginia, and has interest in WCSE(AM) Myrtle Beach, S.C. Filed Nov. 26.

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New Stations

New AM

- **Vega Alta, P.R.**—Olga Iria Fernandez seeks 780 khz; 500 w-D. Address: URB, FAS 17, Coamo, P.R. 00040. Principal's husband, Jose Soler, and family owns WCPFR(FM) Coamo, P.R. Filed Nov. 25.

New FM's

- **Dothan, Ala.**—James Smith Ministries seeks 91.7 mhz; 3 kw; HAAT: 298.5 ft. Address: 1020 Hartford Hwy., Dothan, Ala. 36301. Principal is nonprofit corporation headed by James Smith. Filed Nov. 20.
- **Colorado Springs, Colo.**—Northwestern College Radio Foundation seeks 89.7 mhz; 400 w; 2,052 ft. Address: 3003

N. Snelling Ave., St. Paul 55113. Principal is educational institution Wesley H. Burnham, president. It also owns KDNW(FM) Duluth, Minn. Filed Dec. 3.

■ Orlando, Fla.—Orlando FM Group Ltd. Partnership seeks 98.9 mhz; 13.2 kw; HAAT: 165.7 ft. Address: 801 Brickell Ave., Miami 33131. Principal is headed by Irving M. Miller. Filed Dec. 2.

■ Mt. Vernon, Ind.—Southern Indiana Broadcasting Ltd. seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 1317 East Sycamore 47620. Principal is owned by Phyllis Johnson, who has no other broadcast interests.

■ Grinnell, Iowa—Grinnell Broadcasting Co. seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 816 10th Ave., 50112. Principal is owned by John A. Matthews, Phillip Palmer, Steven Hoth and Gary McGlothen. Hoth owns KJMH-TV Burlington, Iowa. Filed Nov. 26

■ Berea, Ky.—Bradley S. Park seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 206 Walnut Hill Rd., Richmond, Ky. 40475. Principal has no other broadcast interests. Filed Nov. 25.

■ Berea, Ky.—New South Communications Corp. seeks 106.7 mhz; 1.95 kw; HAAT: 371.3 ft. Address: 910 S. Tennessee Blvd., Apt. N-8, Murfreesboro, Tenn. 37130. Principal is headed by Marilyn L. Clark. It has no other broadcast interests. Filed Nov. 26.

■ Berea, Ky.—Mary R. McGill seeks 106.7 mhz; 1.4 kw; HAAT: 480 ft. Address: 145 Lorraine Ct., 40403. Principal has no other broadcast interests. Filed Nov. 26.

■ Berea, Ky.—The Wallace Co. seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 522 Hollow Creek Rd., Lexington, Ky. 40508. Principal is owned by Edgar Wallace, who has no other broadcast interests. Filed Nov. 26.

■ Cave City, Ky.—Steven W. Newberg seeks 106.7 mhz; 1.7 kw; HAAT: 430 ft. Address: Route 1, 42127. Principal owns colocated WSMJ(AM). Filed Nov. 26.

■ Cave City, Ky.—BRONNCO Broadcasting seeks 106.7 mhz; 1.62 kw; HAAT: 439.5 ft. Address: BRONCO Farms, Rte. 2, Hardysville, Ky. 42746. Principal is owned by John F. X. Browne, Lee R. Nunn and William R. O'Neill. It has no other broadcast interests. Filed Nov. 26.

■ Cave City, Ky.—Cave Country Communications Inc. seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 49, Hiseville, Ky. 42142. Principal is owned by Bill Phillips, Walter L. Johnson and Danny J. Basil. It has no other broadcast interests. Filed Nov. 26.

■ North Fort Polk, La.—Maxine Moore seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 3712 Cornell Dr., Shreveport, La. 71107. Principal's husband owns KFLO(AM) Shreveport, La. Filed Nov. 26.

■ North Fort Polk, La.—William C. Monroe seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 3304 Lakeshore Dr., Shreveport, La. 71109. Principal owns KDKS(FM) Benton, La. Filed Nov. 26.

■ Rayne, La.—Cail Enterprises Inc. seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 7266 Tom Dr., Baton Rouge, La. 70806. Principal is owned by Alvin E. Kimble, who has no other broadcast interests. Filed Nov. 26.

■ Rayne, La.—Rayne FM Limited Partnership seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 400 N. Adams Ave., 70578. Principal is owned by B.N. Sweeney and V.T. Prevost. It has no other broadcast interests. Filed Nov. 26.

■ Rayne, La.—Cart Broadcasting seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 201 E. South 1st St., 70578. Principal is owned by Lillian J. Cart and family. It has no other broadcast interests. Filed Nov. 2.

■ Rayne, La.—Edna F. Stone seeks 106.7 mhz; 3 kw; HAAT: 309 ft. Address: 233 Rose St., Greenville, Miss. 38701. Principal has no other broadcast interests. Filed Nov. 26.

■ Rayne, La.—Benjamin Macwan seeks 106.7 mhz; 3 kw; HAAT: 289 ft. Address: 47-01 Newtown Rd., Long Island, N.Y. 11103. Principal has no other broadcast interests. Filed Nov. 26.

■ Mt. Vernon, Mo.—Tim Cantrell seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: RFD 2, Box 135, Miller, Mo. 65707. Principal has no other broadcast interests. Filed Nov. 26.

■ Mt. Vernon, Mo.—Missouri FM seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 21404, Sacramento, Calif. 95821. Principal is owned by Linda Adams, who has no other broadcast interests. Filed Nov. 26.

■ Perryville, Mo.—DLB Broadcasting Partnership seeks 106.7 mhz; 3 kw; HAAT: 332 ft. Address: 302 N. Wilson, Vinita, Okla. 74301. Principal is owned by David L. Boyd, his mother, Leona, and William E. Davis. It also owns KITO(FM) Vinita, Okla. Filed Nov. 26.

■ Irondequoit, N.Y.—Benjamin Macwan seeks 106.7

mhz; 3 kw; HAAT: 327 ft. Address: 47-01 Newtown Rd., Long Island, N.Y. 11103. Principal has no other broadcast interests. Filed Nov. 26.

■ Irondequoit, N.Y.—Abacus/Irondequoit Broadcasting seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 196 Community Manor Dr., Rochester, N.Y. 14623. Principal is headed by Marietta G. Avery, general partner. It has no other broadcast interests. Filed Nov. 26.

■ Irondequoit, N.Y.—Silver Broadcasting Limited Partnership seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 5 Silver Ave., Auburn, N.Y. 13021. Principal is headed by Richard E. Morgan, general partner. It has no other broadcast interests. Filed Nov. 25.

■ Irondequoit, N.Y.—Peter Lechman seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 2000 Alban Lane, Bowie, Md. 20716. Principal has no other broadcast interests. Filed Nov. 26.

■ Irondequoit, N.Y.—Liberty Pole Communications Limited Partnership seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 260 Van Voorhis Ave., Rochester, N.Y. 14617. Principal is owned by William Kornylo and four others. It also owns WWON(AM)-WNCN(FM) Woonsocket, R.I., and WVPO(AM)-WSBG(FM) Stroudsburg, Pa. Filed Nov. 26.

■ Irondequoit, N.Y.—FM Irondequoit Limited Partnership seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 186 Rutgers St., Rochester, N.Y. 14607. Principal is owned by William Johnson and George Lindemann. It has no other broadcast interests. Filed Nov. 26.

■ Irondequoit, N.Y.—Emmy Hahn Limited Partnership seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 235 Gould St., Rochester, N.Y. 14610. Principal is owned by Elizabeth Hahn and her father, Phillip. It owns CP for new AM in Purcellville, Va. Filed Nov. 26.

■ Irondequoit, N.Y.—Phillip and Anne Okun seek 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 196 Hemingway Dr., Rochester, N.Y. 14620. Principals are husband and wife. Their son, Alan, owns WGFP(AM) Webster, Mass. Filed Nov. 26.

■ Irondequoit, N.Y.—Genessee Broadcasting Inc. seeks 106.7 mhz; 3 kw; HAAT: 327 ft. Address: 180 Beaconview Ct., Rochester, N.Y. 14617. Principal is owned by Michael F. Turner and Debra Butler. It has no other broadcast interests. Filed Nov. 26.

■ Irondequoit, N.Y.—Nanette Markunas seeks 106.7 mhz; 3 kw; HAAT: 290 ft. Address: P.O. Box 2576, Montauk, N.Y.

Summary of broadcasting as of October 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,856	170	5,026
Commercial FM	3,936	418	4,354
Educational FM	1,254	173	1,427
Total Radio	10,046	761	10,807
FM translators	1,115	766	1,881
Commercial VHF TV	547	23	570
Commercial UHF TV	435	222	657
Educational VHF TV	111	3	114
Educational UHF TV	192	25	217
Total TV	1,285	273	1,558
VHF LPTV	255	74	329
UHF LPTV	180	136	316
Total LPTV	435	210	645
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.

Due to continuing computer problems, FCC figures for July through September will not be available.

11954. Principal has no other broadcast interests. Filed Nov. 26.

■ Irondequoit, N.Y.—Florence J. Mance seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 25 Beaconview Ct., Rochester, N.Y. 14617. Principal has no other broadcast interests. Filed Nov. 26.

■ Irondequoit, N.Y.—Brimark Broadcasting seeks 106.7 mhz; 3 kw; HAAT: 197 ft. Address: Towers Airport Business Park, 1200 Scottsville Rd., Rochester, N.Y. 14624. Principal is owned by Brian D. Warner and Mark D. Humphrey. It has no other broadcast interests. Filed Nov. 26.

■ Semora, N.C.—Semora Broadcasting Inc. seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 302 S. Lamar St., Box 223, Roxboro, N.C. 27573. Principal is owned by Harry Myers and Don H. Winstead. It has no other broadcast interests. Filed Nov. 26.

■ Semora, N.C.—Semora Broadcasting Inc. seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 131, 27343. Principal is owned principally by A. Thomas Bowes and T. Elmo Mitchell, who also own WYNC(AM) Yanceyville, N.C. Filed Nov. 26.

■ Tulsa, Okla.—Central Broadcasting Co. seeks 103.3 mhz; 2.562 kw; HAAT: 1,278 ft. Address: 8107 E. Admiral, 74115. Principal has no other broadcast interests. Filed Nov. 28.

■ Coos Bay, Ore.—University of Oregon Foundation seeks 90.5 mhz; 10 kw; HAAT: 531.3 ft. Address: 206 Johnson Hall, Eugene, Ore. 97403. Principal is educational institution headed by Donny P. Woolley, president. Filed Dec. 3.

■ Paris, Tex.—G&D Communications Inc. seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Principal is owned by Dr. Donald I. Dozorcz, Jordan H. Goldman and Nancy Cherry. It has no other broadcast interests. Filed Dec. 3.

■ Churchville, Va.—Blue Ridge Broadcasting seeks 106.7 mhz; 1.9 kw; HAAT: 400.3 ft. Address: P.O. Box 2833, Staunton, Va. 24401. Principal is owned by Alan J. Carter, who also owns colocated WNL(AM) and WLVE(AM) Ashland, Va. Filed Nov. 25.

■ Churchville, Va.—Peter Lechman seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 2000 Alban Lane, Bowie, Md. 20716. Principal has no other broadcast interests. Filed Nov. 26.

■ Churchville, Va.—Churchville Broadcasting of Va. Inc. seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 16, 24421. Principal is owned by Christie K. Craig, who has no other broadcast interests. Filed Nov. 26.

■ Churchville, Va.—Ogden Broadcasting of Virginia Inc. seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 6304 W. Beverly St., Staunton, Va. 24401. Principal is subsidiary of Ogden Newspapers Inc., Wheeling, W.Va.-based group of four AM's, three FM's and two LPTV's. It also publishes 18 newspapers. Filed Nov. 26.

■ Tomah, Wis.—Midwest Broadcast Associates Ltd. seeks 94.5 mhz; 1.56 kw; HAAT: 455.1 ft. Address: P.O. Box 187, Vernon Hills, Ill. 60061. Principal is owned by Frank E. Kavenik, who also owns WLMV(AM) Vernon Hills, Ill. Filed Dec. 3.

■ Tomah, Wis.—Tony J. Trunkel seeks 94.5 mhz; 3 kw; HAAT: 328 ft. Address: 1418 Bow St., Rte. 5, Box 286, 54660. Principal has no other broadcast interests. Filed Dec. 3.

■ Tomah, Wis.—Jamie Lee Westphal seeks 94.5 mhz; 3 kw; HAAT: 328 ft. Address: RR #4, 54660. Principal has no other broadcast interests. Filed Dec. 3.

■ Tomah, Wis.—Lancer Broadcasting Co. seeks 94.5 mhz; 3 kw; HAAT: 328 ft. Address: 1719A S. 44th St., West Milwaukee 53214. Principal is owned by Clayton L. Hannes, who has no other broadcast interests. Filed Dec. 4.

■ Tomah, Wis.—Pirate Broadcasting Co. seeks 94.5 mhz; 3 kw; HAAT: 326 ft. Address: 113 S. Platten, Apt. 102, Green Bay, Wis. 54303. Principal is owned by Bruce C. Herzog, who has no other broadcast interests. Filed Dec. 4.

■ Tomah, Wis.—Phyllis Rice seeks 94.5 mhz; 3 kw; HAAT: 328 ft. Address: RR #1, 54660. Principal owns colocated WTMB(AM). Filed Dec. 3.

■ Tomah, Wis.—Greater Tomah Area Broadcasting Co. seeks 94.5 mhz; 3 kw; HAAT: 328 ft. Address: 1915 Hollister Ave., 54660. Principal is owned by Harold R. Cram, who has no other broadcast interests. Filed Dec. 2.

New TV's

■ Destin, Fla.—William F. Parrish seeks ch. 58; ERP vis. 513 kw visual, 77 kw aural; HAAT: 494 ft. Address: Rte. 2, Box 1360, Fruitland Park, Fla. 32731. Principal has no other broadcast interests. Filed Nov. 28.

■ Fredericksburg, Tex.—Blair Broadcasting seeks ch. 2; ERP vis. 100 w vis.; aur. 1 w aur.; HAAT: 494 ft. Address: P.O. Box 690851, San Antonio, Tex. 78249. Principal is owned by Mack D. Blair, who has no other broadcast interests. Filed Nov. 28.

Facilities Changes

Applications

AM's

■ WWKM (1540 khz) Harrison, Mich.—Seeks CP to change ERP to 1 kw. Filed Dec. 5.

■ KSAH (720 khz) Universal City, Tex.—Seeks mod. of CP to operate transmitter by remote control. Filed Dec. 4.

FM's

■ KLZZ-FM (106.5 mhz) San Diego, Calif.—Seeks mod. of CP change TL; change ERP to 7.4 kw and change HAAT to 1,074 ft. Filed Dec. 4.

■ WYFB (90.1 mhz) Gainesville, Fla.—Seeks CP to change TL and make changes in ant. sys. Filed Dec. 4.

■ WPCS (89.3 mhz) Pensacola, Fla.—Seeks CP to change freq. to 89.5 mhz; change HAAT to 1,328 ft. and change TL. Filed Dec. 4.

■ WFSU-FM (91.5 mhz) Tallahassee, Fla.—Seeks CP to change TL; change ERP to 58 kw; change HAAT to 379 ft. and make changes in ant. sys. Filed Dec. 5.

■ WUMF-FM (100.5 mhz) Farmington, Me.—Seeks CP to change TL; change ERP to 151 w and change HAAT to minus 273.6 ft. Filed Dec. 4.

■ WZLY (91.5 mhz) Wellesley, Mass.—Seeks CP to change freq. to 91.7 mhz. Filed Dec. 4.

■ WKQC (98.1 mhz) Saginaw, Mich.—Seeks CP to change HAAT to 492 ft. Filed Dec. 4.

■ WXIY (93.5 mhz) Bay Springs, Miss.—Seeks CP to change HAAT to 328 ft. Filed Dec. 4.

■ KTAO (101.7 mhz) Taos, N.M.—Seeks mod. of CP to change HAAT to minus 418.3 ft. Filed Dec. 4.

■ WDPR (89.5 mhz) Dayton, Ohio.—Seeks CP to change freq. to 89.3 mhz; change ERP to 10 kw and change HAAT to 229.6 ft. Filed Dec. 5.

■ KZOM (92.1 mhz) Stamford, Tex.—Seeks mod. of CP change TL and change HAAT to 328 ft. Filed Dec. 4.

■ KQXT-FM (101.9 mhz) San Antonio, Tex.—Seeks CP to change ERP to 100 kw. Filed Dec. 4.

Call Letters

Applications

Call Sought by

New FM's
WKEB Marathon Educators Broadcasting Inc., Marathon, Fla.

KJUL Debra D. Carrigan, Las Vegas

New TV's

KVBM-TV Vision Broadcasting Corp., Minneapolis

WMEG Franklin D. Graham, Christiansted, VI.

Existing AM's

WGVT WRIP Chattanooga Radio Ltd. Part., Ross-ville, Ga.

KKUL KCNR Gothic Broadcasting Corp., Portland Ore.

Existing FM

WHKQ WFNW S.E. Wisconsin Radio Inc., Racine, Wis.

Grants

Call Assigned to

New FM's
KYGL Comco Broadcasting Inc., Anchorage, Alaska

KWSF Grace through Faith Communications Inc., Fort Bragg, Calif.

WGCA-FM Great Commission Broadcasting Corp., Quincy, Ill.

WJSO Bible Truth Hour Inc., Pikeville, Ky.

KHSS Blanche Marie Hodgins, Walla Walla, Wash.

Existing AM's

KHJJ KOTE Valley Wide Broadcasting Co., Lancaster, Calif.

WGOR Central Florida Broadcasters, Christmas, Fla.

WHOF WPMA James Patrick, Wildwood, Fla.

KSGR KNPA Contemporary Media Corp., Nampa, Idaho

WTZQ WHVL Butler Broadcasting Inc., Hendersonville, N.C.

WQZN WABK Kennebec-Tryon Communications Corp., Gardiner, Tex.

KVRP KDWT Rolling Plains Broadcasting Corp., Stamford, Tex.

Existing FM's

KEZF KID-FM Simmons Family Inc., Idaho Falls, Idaho

WCVQ WABD-FM Southern Broadcasting Corp., Fort Campbell, Ky.

KAEZ KNIF Curtis Broadcasting Stations Inc., Gilmer, Tex.

KNLE-FM KHCS-FM Ixoye Productions Inc., Round Rock, Tex.

KKEE Kay Broadcasting Inc., Long Beach, Wash.

KRON KQKT Shamrock Broadcasting Inc., Seattle

WKHV WKOE-FM Fernbrook Broadcasting Corp., Altavista, Va.

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RADIO

HELP WANTED MANAGEMENT

General manager, upstate New York, fulltime AM, single station small market. Aggressive street salesman on the way up. Market underdeveloped, room to grow. Send resume to Box M-12.

General sales manager. Major market FM station is looking for a highly motivated, energetic GSM with proven management track record. Supervisory skills and accurate forecasting abilities are a must. 5 years sales with minimum of 2 years broadcast experience required. Excellent compensation and benefit package available for the right individual. Send resume in strictest confidence to Box M-28.

Development director: for KUNM, Albuquerque, New Mexico. Responsible for radio development activities, including the planning, implementation and maintenance of all radio fundraising efforts. Specific emphasis will be placed on on-air fundraising, program underwriting and program guide advertising. Bachelor's degree in appropriate discipline with at least two years experience in fundraising required. Equivalent combination of education and experience will be accepted in lieu of degree on one year basis. Send letter of application, resume and three references to: Personnel, University of New Mexico, 1717 Roma NE, Albuquerque, NM 87131. Mention requisition #1029A. EOE/AA.

Station manager for WKPE AM/ FM, Cape Cod, MA. Sales oriented, self starter is needed for one of the Cape's dominant properties. Market revenue growth of 18% and great numbers offer an excellent opportunity for a proven manager with the ability to maximize revenue share. Competitive salary plus bonus based on cash flow. Send resume in strictest confidence to Roth Communications, 830 Main St., Melrose, MA 02176. EOE.

Sconnix Broadcasting Company is planning a major acquisition in 1987, involving multiple markets. We will need great management people at future or existing properties (in case of promotions). Send letter of introduction and resume if you might be interested in joining us in 1987. All applications are confidential. Send to Ted Nixon, Partner, Sconnix Broadcasting Co., 3300 Monroe Ave., Rochester NY 14618.

Radio group seeks executive with proven track record in major group management. Possible equity participation. Box M-62.

HELP WANTED SALES

Sales manager for rapidly growing Arizona desert community AM/FM now doing 300K plus. Send resume to Box M-25.

Calif. group owner CHR assembling the best sales team in California. If you're aggressive and motivated with the desire to be one of the best paid salespersons living in one of California's finest cities, please submit resume, document salary history and your availability for and interview to: Managing General Partner, Commonwealth Broadcasting, 2550 Fifth Ave., 11th Floor, San Diego, CA 92103. EOE/ MF.

Madison, WI. Opportunity in Mid-West Family Radio's (18 station group) flagship market. You are a problem solver on the way up. Have minimum two years successful street sales, sm/med markets. Strong on creativity, ability to write, sell imaginative campaigns. Let's trade. We'll teach you a new, exciting more profitable way to sell radio. Learn and earn more. Possible career path to management, ownership. Write Joe Mackin, WMGN/ WTDY Radio, Box 2058, Madison, WI 53701. EOE.

Successful Mid-Atlantic AM station needs bright, aggressive and hard working sales team. Self-starters and go-getters only reply. Box M-59

Carolina Piedmont station needs selling sales manager. Must have proven small market experience. Can earn 49% ownership from commissions if aggressive, honest and dependable. Resume to Box M-73. EOE.

Coastal Carolinas' top rated Class C-FM has a rare opening for an account executive. Here is an opportunity to work in the 86th market at a winning station. Send your resume with a copy of your sales track record to Webster A. James, Vice President/General Manager, WRNS P.O. Box 609, Kinston, NC 28501. WRNS is an equal opportunity employer.

Account executive: Florida CHR seeks experienced AE. Must be aggressive, tenacious, and self motivator. Enjoy a warm winter. Letter and resume to: H. Doffgoff/P.O. Box 13549/Tallahassee, FL 32317.

Wanted: experienced radio advertising sales person for top rated AOR-FM. List generates \$30,000 annual commission income. Resume and references required. Equal opportunity employer. Call Gary at 503-342-7096.

GSM-FM Northeast: 24th ADI complete control of sales training and sales force. Send resume, references, salary requirements to Box M-67.

Account executive: 3 years sales experience with proven track record in broadcast. Must have strong presentation skills/weekly travel. Send resume to: Adams Communications, 2242 N. Great Neck Road, Virginia Beach, VA 23451.

Account executive. Highly driven experienced sales professional to service and develop major local and regional accounts of #1 radio combo in medium size market. Minimum 5 year broadcast sales experience. Equal opportunity employer. Send resume and salary requirements to Judy Vopelak, Local Sales Manager, WGY/WGFM, Box 1410 Schenectady, NY 12301.

HELP WANTED ANNOUNCERS

Morning personality: medium market, 50,000 watt inspirational 24-hour music station with unique, highly successful format and very strong ratings is looking for experienced professional with strong one-on-one communication skills. Must have experience with successful competitive formats. Operated on biblical principles with excellent work environment. Call Ed Moore, 219-875-5166, P.O. Box 307, Elkhart, IN 46515

Classical music announcer to host evening program. Must have degree in radio or music-related field, at least two years experience in public or classical format radio, good classical music pronunciation and vocal delivery skills. Send resume with five references, salary requirements and audition tape to Frank Thomas, WCBU-FM, 1501 W. Bradley, Peoria, IL 61625. AA, EOE.

Southern Connecticut FM seeks air personality to host drive and concert series. Two years professional broadcast experience, proficiency in foreign language pronunciation and smooth delivery. Submit tape and examples of writing to: Operation Manager, WSHU, 5229 Park Avenue, Fairfield, CT 06430.

Come learn with us. AM/FM Waverly, NY. Entry level news & production position. No jock work. Call 717-888-7745 before 2 p.m. EOE.

South Bend's SUNNY 101.5. Top-rated Transtar AC seeks entertaining adult morning pro. Oldies-flavored regional FM. Exceptional opportunity with solid company. Right compensation for right person. Send tape and resume to: WNSN, 300 West Jefferson, South Bend, IN 46601. EOE.

HELP WANTED TECHNICAL

Combo C.E./ announcer for progressive, medium Midwest market, FM only, 3 years eng. experience required. SBE certification helpful. Box M-27.

Maintenance engineer. Experienced in operation and maintenance of all type studio and production room equipment. Ability to troubleshoot and repair analog and digital circuitry. Knowledge of proper use of "State of the Art" audio and test equipment. Salary \$27K to \$35K depending on qualifications and salary history. Send resume, including details of technical knowledge and experience and references, to Mr. Fred Rathert, Radio Marti Program, VOA/ MT, 400 6th St. SW, Washington, D.C. 20547.

Two broadcast engineer openings. Midwest. FCC certificate. 5 years minimum experience, studio maintenance, directional experience required. WMEE, P.O. Box 6000, Fort Wayne, IN 46896. EOE.

Chief engineer wanted for 3 station group in the Midwest. Must be experienced with FM. AM directional and satellite. Call Chris Bernier, 414-324-4441.

Chief engineer. Looking for top competitive chief for WMMS/ WHK Cleveland. Minimum 3-5 years experience. Expertise in high quality audio a must. Send resume to: General Manager, WMMS/ WHK, 1127 Euclid Ave, Cleveland, OH 44115.

North Central Florida Class C needs chief engineer. Maintenance oriented. Send resume and salary requirements to Entercom, Suite 908 Two Bala Plaza, Bala Cynwyd, PA 19004 EOE.

AM/FM combo seeks chief engineer. Class C FM and studio maintenance and remote broadcasts. Salary depending on qualifications. Send resume and references to: KWIK/KPKY, P.O. Box 998, Pocatello, ID 83201. 208-233-1133.

HELP WANTED NEWS

Long Island 10kw AM. Experienced anchor/ reporter with professional sound and good reporting skills. Tape and resume to George Drake, WLIM, Woodside Avenue, Patchogue, NY 11772. EOE.

News director, northeast Texas FM. Gather, write and deliver local news. T & R to KEMM, Box 1292, Greenville, TX 75401.

Network radio news anchor: for network that stresses objectivity in reporting and also emphasizes news of a spiritual, moral and ethical dimension. Send resume and tape to Carl Ramsey, IMS News, 1333 F Street, NW, Suite 700, Washington, DC 20005 202-638-5071.

Radio news reporter for possible future opening on our four person staff, located between Chicago and Milwaukee. Send tape and resume to David Cole, P.O. Box 659, Kenosha, WI 53141.

Journalists: American radio station in Europe seeks qualified journalists for is central newsroom in Munich, W. Germany. Applicants should have minimum five years full-time news writing experience, preferably including some wire service work. Also essential: good knowledge of foreign affairs. Job involves writing and editing English language news copy and offers good salary and benefits, as well as opportunity to work and live abroad. Send detailed resume and writing samples to Box M-63. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Board operator. Experienced in operation of studio and production room equipment. Ability to do quality production work and operating specialized audio processing equipment, editing, pre-recorded programs, field recording, operating single, multi-track and high speed duplicating equipment. Starting salary \$22K or \$27K depending on qualifications. Send resume and references to Mr. Fred Rathert, Radio Marti Program, VOA/ MT, 400 6th St. SW, Washington, DC 20547.

Graduate assistants (4) Miami University. 1987-88, WMUB-FM. Fulltime 30kw NPR affiliate, big band-jazz news format. Need: 2 news reporters/writers, 1 promotion/development assistant, 1 programming/operations assistant. Work toward Masters degree, Mass Communication. Required: 3.0 GPA, Bachelor's degree. Stipend \$5,000 plus fee waiver. Additional \$1,000 summer '88 probable. Qualified only. No phone calls. Immediate application necessary. Contact GA Search Committee, WMUB, Miami University, Oxford, OH 45056. AA/EOE.

Program managers. Interested in a position with above average compensation and community appreciation? A small community in southern West Virginia needs a creative and energetic person to direct our program department and staff of 6 announcers. Benefits include pension and profit sharing, insurance, medical reimbursement and a great AM/FM facility. Let's explore our common goals. You could be the winner! EOE. Write to us at Box M-56.

SITUATIONS WANTED MANAGEMENT

Ambitious, innovative. 33 year old Xerox P.S.S. certified GM/ GSM with Group W management experience at #1 biller top 5 market. Looking for East Coast opportunity. Box M-23.

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.

Wanted: An owner offering a challenging opportunity. Your reward a successful general manager that's self motivated and disciplined in winning the battles of sales & profits. 20 years in management a consistent achiever. Box M-69.

Smart move. Dynamic young radio pro with 17 years experience from ownership to operations, programming, sharp copywriting, news, sports, sales (CRMC), promotions. Ready for new challenge as operations or station management with combo or AM. Available immediately. Can do: people oriented person. Box M-71.

General or business manager. Professional multi-talented help (GM-SM-PD-On Air) for station going sour. Seek long term arrangement with owner(s). Small or medium markets a specialty. jim Brownell 901—465-5459, 465-8541.

General manager currently of top major market nationally known seeks new war to win on group level or equity situation. Worked way up sales route, degree in accounting, programming, marketing. Positioning strategist that leads people into team commitment. Great revenue and cash flow track record. Contact Box M-64

SITUATIONS WANTED SALES

TV or radio sales. #1 market pro (top 50) seeks new challenge with an aggressive, growth oriented company. This street fighter is a family man who is without peer in vendor programs, pro sport sales, agency and direct business. Box M-30.

Have you just taken over a radio station? Looking for the right streetwise, aggressive salesman? Let's talk 215—865-8196. Ask for Art. Relocation no problem.

SITUATIONS WANTED ANNOUNCERS

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 Thornburgh, Laramie, WY 82070.

SITUATIONS WANTED NEWS

Looking to break into radio news. Some non-commercial experience. Tape, including "street interviews", resume, writing samples. Robert Brown, work number 212—867-7020.

Young, energetic news unit manager in top 15 Northeast wanting top 25 management position in operations. Looking for potential growth into middle management position. Degree in broadcast management. Box M-26.

Eager J-school grad will do an excellent job as your news or sports reporter. I have valuable experience in top 35 market. Steve 614—864-4354 eve., 836-2058 days.

Diamond in the rough. Sophisticated, exciting PBP and solid anchoring skills too big for small markets. This winner wants challenge. Bob, 201—546-5546.

Talented, dedicated 9 year California news pro seeks major career move, challenge, commitment with solid company, possibility for advancement. Conversational delivery, good writer, reporter, producer. 2 years top 50 experience. Prefer West Coast but will consider good offer elsewhere. 213—204-0761.

News for the 80's! The difference? Creative use of available elements. Captivate to inform and entertain. Believable. Northeast. Mike. Afternoons. 518—798-4792.

Major market TV/radio wethercaster pursuing other radio stations. AMS seal. computerized. Box M-51.

Sports professional: sport anchor and/or baseball PBP. Credits include FSL baseball, division 1AA football, sportstalk, ABC and Florida net. Heavy PR and sales track record. Please call 813—294-6357.

Help! Capable young man in L.A. needs first air job in small Western market. Bags packed. Gene 213—666-2602.

Looking for a start in sports. 4 years experience, reporter, anchor. PXP. Will do anything as long as I can stay in sports. Tape-resume call Andy 405—360-6795.

Six-year award-winning pro looking for college or minor league PBP. Call-in shows, network experience, and solid studio work in Big Ten area rounds out the package. Good references. Tim: 716—934-2366.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

I love to work hard, experienced programmer/ air talent. Ready to build you a winner. Phone Craig 718—343-2192.

Creative promotions, programing, research position sought by experienced MD/DJ. Bachelor's degree, excellent writing ability, professional attitude, self starting people person. Box M-52.

Trouble shooter: Attention radio station owners. Does your radio station have good ratings, but you think the ratings should be better? Is your billing ok, but you notice your station market share of revenue has dropped? Is it the market place? Is it the competition? Is there a problem within your station. If you are asking yourself these questions, contact me to do a complete and confidential market/station evaluation for you. Vic Aderhold 918—434-2033.

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TELEVISION

HELP WANTED MANAGEMENT

Sales manager: Sunbelt. Growing company with network TV station looking for individual to train inexperienced but committed sales team, must be people oriented. Excellent compensation package. Send resume to: KTEN-TV, P.O. Box 1425. Durant, OK 74702.

Sales development manager. Top 20 Eastern affiliate seeking experienced sales/marketing person to create strategies, develop projects and deliver presentations that will result in new business. Background should include broadcast sales and retail experience. Production skills, comfort with research, vendor and co-op knowledge and good organizational sense a must. A first class broadcast group, excellent salary and benefits. Resume, references and salary requirements to Box M-11. EOE, M/F.

General sales manager. Outstanding opportunity for right person. Assertive, aggressive, proven salesperson required. Strong background in business development and promotions a must. Write why you should be considered, with resume and salary requirements to: Gene Bohi, WGGT-TV, P.O. Box 1618, Greensboro, NC 27401. EOE.

General sales manager position being created at KAAL-TV, a well equipped facility in the 149th ADI. Associated with growth oriented group. National sales experience desirable. Expect to manage strong regional sales effort in multicity ADI. Send resume, salary history, and sales philosophy to General Manager, KAAL-TV, Box 577, Austin, MN 55912. EOE.

Media General Broadcast Group's WJKS is looking for a television production manager for its Jacksonville, Florida broadcast center. Applicant should work well with people and have a minimum of 5 years hands-on television production experience with state-of-the-art equipment. Individual should also be capable of directing our Emmy Award winning newscasts and producing commercials as well as administering a departmental budget. If you are a "people person" with lots of enthusiasm, send your resume and tape to: Personnel Manager, WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216. An equal opportunity/affirmative action employer, M/W.

Director. Children's and cultural programing - PBS. PBS seeks a creative, innovative programming professional to develop and coordinate arts, humanities and children's projects for our national schedule. Qualifications are: college degree or equivalent with 7-8 years (prefer 10) years experience in broadcasting or children's and cultural programing, with a minimum 3-6 PTV experience. Successful candidate will have the opportunity to evaluate/develop program proposals and offers, and develop children's and cultural objectives and long range departmental goals. Proven track record in film/video a must. If you possess excellent leadership and communication skills and have experience in the administration/development of children's and cultural programing, PBS would like to talk to you. Respond with letter of interest, resume, salary history, and the names of three professionals to: PBS, Attn: Sheila E. Humphrey, 1320 Braddock Place, Alexandria, VA 22314-1698. EEO/AA.

Associate director of development/national auction service. PBS seeks creative, innovative development/marketing professional to manage national auction solicitation effort, and serve as a fundraising consultant to public television stations. Manages day-to-day operations of the PBS National Auction Service, provides development services to auction and other development professionals, plans and conducts training meetings/seminars. Sales, management skills, plus ability to work within a fast-paced, creative environment required. Fundraising experience at a public television station strongly preferred. If you're looking for a challenging and rewarding opportunity on the national level, respond with letter of interest, resume, salary requirements and the names of three professional references to: PBS, Attn: Sheila E. Humphrey, 1320 Braddock Place, Alexandria, VA 22314-1698. EEO/AA.

Promotion-advertising director. Creativity and knowledge in all aspects of on-air TV/radio, print, billboards, media placement, sales promotion required at this Gilmore owned, CBS affiliate. If you're aggressive, idea-oriented and can execute, the job's yours at a top-50 market salary. Send printed, writing and tape samples to Ernest Madden, SVP/General Manager, WEHT-TV, P.O. Box 25, Evansville, IN 47701. EOE, M/F.

General manager for WYBE-TV, Philadelphia, Channel 35, a new public TV station. GM will raise funds, supervise construction, assemble staff. Salary commensurate with background. Application deadline: 1/5/87. Resumes to: WYBE-TV Personnel Committee, Box 1685, Philadelphia, PA 19105. EOE.

Research manager: Candidates should have experience producing sales-oriented and other research for a top five market affiliate. Background in statistics, network, station and/or agency research; good writing skills. Will work directly with general manager and director of sales. Resume to Box M-60. EOE.

Business manager: KRIV-TV, Fox Television, Houston, Texas is looking for a CPA with 5-10 years of experience. Broadcast financial management experience and MBA preferred. Extensive supervisory and managerial experience required. Send resume and salary requirements to KRIV-TV, 3935 Westheimer Rd., Houston, TX 77027, Attn: Business Manager. EOE.

HELP WANTED SALES

TV account executives needed for new La Crosse/Eau Claire, WI independent. Live in God's country. Valid lists open, commission 10-15%, benefits. Join a fast growing group, get in on the ground floor. Call 608—781-0025. EOE.

Account executive, 2 years independent sales experience preferred. Proven track record in broadcast and strong organizational skills a must, looking for highly motivated individual. Send resume to Local Sales Manager, WRGT-TV, 45 Broadcast Plaza, Dayton, OH 45408. EOE, M/F.

TV account executive: KENS-TV, San Antonio's leading television station, has an excellent opportunity for an account executive. Qualifications must include at least two years television sales experience and an extremely strong aptitude for new business development. Minimum income \$50,000 plus. Send a complete resume with references to Arthur Emerson, Local Sales Manager, KENS-TV, P.O. Box TV 5, San Antonio, TX 78299. No calls, please. Applications must be received by Dec. 29, 1986. KENS-TV, a CBS affiliate, is a division of Harte-Hanks Broadcasting, and an equal opportunity employer.

Local sales manager. NBC affiliate in Kansas seeks an energetic, highly-motivated individual to lead a young but professional sales team. Send resume to Herb Brown, KSNT-TV, P.O. Box 2700, Topeka, KS 66601. EOE.

Account executive: 3 years sales experience with proven track record in broadcast. Must have strong presentation skills/weekly travel. Send resume to: Adams Communications, 2242 N. Great Neck Rd., Virginia Beach, VA 23451.

Sales manager for local ESPN, MTV, USA & CNN cable advertising sales in the Southeast. (65,000 subscribers). Must be proficient in developing new business, have strong local and regional sales background, and excellent communication & management skills. Send resume with salary history to Box M-8.

General sales manager position available in one of the Midwest's most progressive and growing cities. Applicants must be an aggressive leader possessing motivational and organizational skills as well as experience in national/local sales. Will be responsible for the direction of staff (including a regional office) and the development of national/regional and local sales, with the opportunity to grow in an "up and coming" ABC affiliate and broadcast group. Send resume to Box M-53. EOE.

Aggressive, professional, experienced TV sales account executive needed immediately at leading independent television station in west Texas. Send resume to: Richard Mansell, LSM, KJTV 34, Box 3757, Lubbock, TX 79452 or call 806-745-1134.

HELP WANTED TECHNICAL

Experienced UHF transmitter engineer. Housing furnished at beautiful Ozark Mountain site near small town, 45 min. from Fort Smith, Arkansas. Progressive, growing group operated. Contact John McNally, KWTV, 7401 N. Kelley, Oklahoma City, OK 73111.

Assistant chief engineer wanted for an aggressive PBS station in the Sunbelt. Must be a "hands-on" person with excellent maintenance and interpersonal skills. An understanding of broadcast systems a must. Will be responsible for overall station broadcasting and production in accordance with FCC rules and regulations, and good engineering practice. A great challenge for an upcoming maintenance supervisor looking for a move into management. Requirements: 5 to 8 years in broadcast engineering, minimum 2 years in a supervisory position. FCC license or SBE certification required. Apply: Director of Finance, WYES-TV, P.O. Box 24026, New Orleans, LA 70184.

Chief engineer, knowledgeable, hands-on technical person with good people skills for well equipped N.W. CBS affiliate. Contact Jim Bowen at KVAL-TV, Eugene, OR. Call 503-342-9461. Equal opportunity employer.

Maintenance engineer needed. Relocation to southern California. Must have experience in Ampex, VPR machines. Contact Susan Rockefeller at 213-475-7211. 10474 Santa Monica Blvd., Suite 302, Los Angeles, CA 90025.

Maintenance engineer: 2-3 years of solid television maintenance experience. Will work with all of F&F Production's remote units and in the shop in St. Petersburg, FL. Some travel is required. M/F EOE. Send resume to Bill McKechney, c/o F&F Productions, 10393 Gandy Blvd., St. Petersburg, FL 33702.

Chief engineer: Small market UHF in South. Excellent opportunity for person with TV station experience to move into management. You'll enjoy life in this beautiful historic city. Resume and salary requirements to: Box M-41.

Maintenance technician for WKRN-TV, Nashville, TN. Must be a component level troubleshooter, experienced with 3/4", 1", and quad tape. FCC license, electronics training, and four years experience desirable. Send resume to: Gene Parker, WKRN-TV, 441 Murfreesboro Rd., Nashville, TN 37210. EOE.

Operations technician for WKRN-TV, Nashville, TN. Four years experience desired in 3/4", 1", and quad video tape operations, master control switching, audio, and ENG remote operations. FCC license, and electronics training preferred. Send resume to: Gene Parker, WKRN-TV, 441 Murfreesboro Rd., Nashville, TN 37210. EOE.

Chief engineer. VHF network affiliate. Applicant must have electronics degree or equivalent, 5 years experience in television operations, maintenance, supervision and be people oriented. Position reports to general manager. Send resume and salary requirements to Personnel, WDTN TV2, Box 741, Dayton, OH 45401. An equal opportunity employer.

Maintenance engineer with experience in maintenance and repair of 3/4" and 1" VTR's, cameras, switchers, and monitors. Send resume and salary requirements to Chief Engineer, Box 30510, Baltimore, MD 21215.

Chief engineer for Northeast UHF independent. Hands-on experience in maintenance and operation of UHF transmitter, microwave, and studio equipment essential. Supervisory experience needed. Send resume to Box M-61. EOE, M/F.

Operating engineer. WFSB, a Post-Newsweek station, seeking engineer experienced in the operation of teleproduction equipment such as 3/4" editing equipment, camera, videotape, audio and video switching. Technical degree and/or FCC license preferred. Resume to: Bill Conticello, WFSB, 3 Constitution Plaza, Hartford, CT 06115. EOE.

HELP WANTED NEWS

Number one mid-South network affiliate seeking 10 PM newscast producer with good news value judgment and top people skills. Also seeking a general assignment reporter. Both positions require at least one year commercial TV experience. Tapes and resumes to Josh Moyer, News Director, KFSM-TV, 318 North 13th St., Fort Smith, AR 72901. No phone calls. EOE.

News producer: NBC affiliate in ADI 76. Strong news judgement, writing, people skills a must. No air work. Resume, tape to Jack Keefe, WICD-TV, Box 3750, Champaign, IL 61821. EOE, M/F.

Weekend weather/general assignment reporting combo: Unique person for a crucial spot on winning newscast at CBS affiliate. Tape, resume to Aries Hendershott, WIFR-TV, 2523 N. Meridian Rd., Rockford, IL 61103. EOE.

News producer, 1-2 years experience. Good writing and organizational skills a must. Network affiliate, Northeast. EOE, M/F. Resumes to: Box M-31.

Producer: Major market station looking for experienced newscast producer. We have all the state of the art electronic goodies. You provide sharp writing, superior news judgement and effective leadership skills. Resumes to Box M-43. EOE.

Assistant to news director for a New York area Spanish television station. Experience in news media with journalistic background. Applicants must be very fluent in Spanish and English a must. Send resume only to WXTV-41, 24 Meadowland Pkwy, Secaucus, NJ 07094. Equal employment opportunity.

Spanish TV station in New York area is looking for news reporters for its local news program. Applicants must have journalistic experience and be fluent in Spanish. Send resume and demo tape, if available, to WXTV-41, 24 Meadowland Pkwy, Secaucus, NJ 07094. Equal employment opportunity.

Investigative reporter: Experienced television investigative reporter to become the second reporter on a four-person team. I-Team reports honored in SDX competition and by three consecutive years of Florida Emmys. Will consider experienced general assignment reporter with track record of "investigative" reporting. Send resume and references to Ken Middleton, News Director, WTSP-TV, (Tampa/St. Petersburg), 11450 Gandy Blvd., St. Petersburg, FL 33702. EOE.

Experienced television meteorologist needed at number one ABC affiliate. We need to add 3rd person to our weather department, will do weekends, noon show, and fill in. Tape and resume to Jeff Bartlett, KTUL Television, P.O. Box 8, Tulsa, OK 74101.

South Florida affiliate needs creative news photographer/editor. 2 years experience, minimum. Top-notch operation with visual emphasis. Send tape and resume to: Keith Smith, 3719 Central Ave., Ft. Myers, FL 33901.

Meteorologist. Radio stations KEEY/WGDY are seeking qualified woman or man to join our existing meteorological staff. Send tapes (video or audio) to Mr. David Malmberg, 611 Frontenac Pl., St. Paul, MN 55104.

Assignments editor. Small market station. Big news commitment. Need experienced reporter with solid organizational skills who wants to move into management to co-ordinate weekday coverage. No phone calls. No beginners. Tape, resume and salary requirements to ND, WVIR-TV, Box 769, Charlottesville, VA 22902. EOE.

Women and minorities who have worked in public broadcasting news and public affairs are invited to apply for especially designated fellowships within the Kiplinger midcareer program for journalists at Ohio State University. Fellows receive full tuition plus living stipend for calendar year on campus, leading to master's degree. Fellows produce documentaries for public television and radio. For information and applications, write or phone John Wicklein, Director, Kiplinger Program, School of Journalism, OSU, 242 West 18th Ave., Columbus, OH 43210. Phones: 614-292-2607, 292-6291.

Assignment editor. CBS station in Sunbelt needs experienced assignment editor. Resume & tape to: Roy Hardee, News Director, WNCT-TV, P.O. Box 898, Greenville, NC 27835-0898. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Promotion director: West Coast CBS affiliate seeks talented executive to co-ordinate all phases of station marketing and promotion. Experience in station promotion required. Send tape, resume and salary requirements to Charles Stauffer, KCOY-TV, 1503 N. McClelland St., Santa Maria, CA 93454. EOE.

Production manager. Strong experience in creative writing and producing. Must be able to handle department of 20 people. Salary commensurate with experience. Sunbelt. EEO employer. Sunbelt. Box M-44.

Promotions producer. Medium market network affiliate in the Southeast is looking for a promotions producer to assist with the coordination of station promotion and marketing activities of this no. 1 station. We're looking for someone with strong television background, creative writing ability, and editing experience. We need someone who possesses strong organizational skills and is committed to promoting a station that wants to remain no. 1. Box M-55.

Broadcast writer/producer: 3-year term position. Requires degree in journalism or broadcast communications and two years of experience in broadcasting, advertising or public relations, one year as a writer or producer in television or film. Must provide writing samples or demo tape. Salary: \$1,563 - \$2,291 monthly. Funding available for three years. Location: Jefferson City, Missouri. Contact Missouri Department of Conservation, Personnel Section, P.O. Box 180, Jefferson City, MO 65102 314-751-4115 by December 19, 1986. Call either between 8:00 AM to 12:00 noon 1:00 PM to 5:00 PM. Equal opportunity employer, M/F.

Coordinator of video production: Bachelor's degree, graduate degree preferred. 5 or more years of television production experience, preferably within an educational setting. Management and supervisory experience desired. Understanding of and experience with the use of video in public relations and promotional activity. Design and develop informational and promotional programs for the university and its various offices and departments. Of particular priority are programs aimed specifically to the recruitment of students, constituency relations and fund raising. Submit letter of application and resume to: Edward M. Dugan, Director of Personnel, Wittenberg University, P.O. Box 720, Springfield, OH 45501, by December 31, 1986. AA/EEO.

Immediate need. Energetic and creative producer for our half hour 5:30PM news show. Must be strong writer and copy editor. Need someone with proven ability to get the newscast to do what you want done. Resumes and show tapes to Tom Wayne, WPCQ-TV, P.O. Box 18665, Charlotte, NC 28218. EOE.

TV producer/talent. WGBY, public TV in western Massachusetts, is searching for an aggressive, self-motivated producer with at least 5 years television experience. Excellent writing, research, editing and on-air skills are required for this challenging position. Please send letter of application and resume to: Producer Opening, WGBY-TV, 44 Hampden St., Springfield, MA 01103. Closing date: 12/19/86. An equal opportunity employer.

Assistant producer needed for two weekly television programs. Responsible for researching and recommending topics, drafting copy for air, reviewing and selecting videotape. Strong issue knowledge required. Resume and cover letter: Margaret Suzor, Oliver Productions, 1120 Vermont Ave., NW, Suite 1210, Washington, DC 20006.

Nationally—syndicated, weekly minority-produced TV show seeking responsible, creative/management professional with minimum of 3 years successful track record in TV promotion. Extreme creativity, strong writing skills, a flair for getting material in print and broadcast, and development of attention-gaining promotion campaigns on a budget are a must. Ability to write ads for print, and knowledge of ad placement also needed. Box M-66.

Promotion writer/producer: Top 20 network affiliate is looking for top-notch promotion writer/producer. Must have at least two years experience in TV promotions with background in production, print, and special projects. Applicant should be highly creative, energetic and ambitious. Get out of the cold and into the heat of Tampa Bay television. Send resume and demo tape to: Promotion Manager, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. No phone calls, please. EOE.

Commercial producer/director with 1-2 years experience. Must shoot and post. Excellent equipment including NEC E-Flex. 1" VT, Ampex switcher. Send resume to Box M-68.

Director of promotion: West Coast CBS affiliate lost one of the best, but is looking to find one better. Responsibilities encompass the planning and execution of the creative marketing and promotional functions with emphasis on the news, programing and community relations departments. The individual selected must possess creative writing and communication skills and the ability to direct those same skills in others. A working knowledge of the use of production equipment a must. This position reports directly to the general manager. Please send resume tape with examples of your best work, a resume and cover letter explaining your personal philosophy on promotion to: Dennis Williamson, VP & GM, KREM-TV, P.O. Box 8037, Spokane, WA 99203. A King Broadcasting Company station. No phone calls, please. An equal opportunity employer.

Public affairs producer. Experienced broadcast public affairs producer wanted for statewide public TV network. Strong leadership qualities and legislative programing experience required. Experience in writing, reporting and on-air presentation essential. News-oriented documentary background desirable. Send resume by December 26, 1986 to: Managing Director, Florida Public Broadcasting Service, Inc., P.O. Box 20066, Tallahassee, FL 32316. EOE.

SITUATIONS WANTED MANAGEMENT

GSM/LSM: Strong, ambitious, broad experience in both affiliate and independent - flawless record: incredible numbers. Box M-2.

GM, GSM, NSM. Energetic, dedicated, hardworking, respected, professional. Proven success in management, sales, programing. Ownership change makes me eagerly available for opportunities in your market. Box M-47.

General sales manager: Experienced in every area of television management with outstanding achievement with affiliate-indy station sales and major rep firm—seeks general sales management assignment that matches qualifications and potential. Extensive experience working/supervising all areas of television sales management with major companies. Presently employed. Attending INTV/NATPE! Reply Box M-58.

SITUATIONS WANTED TECHNICAL

Old, experienced video/RF engineer will live/work anywhere in world, except Lebanon. Call George at 601—992-1853 and let's talk.

Maintenance engineer: 8 years experience. Sony-Ampex-Ike-GVG. Tim Arndt 216—461-5610.

SITUATIONS WANTED NEWS

Start-up news writer/reporter position, any size market. Experienced, telegenic communicator. AFTRA, fluent Spanish, currently temp with top ten station. Demo available. 415—954-7777. POB 590883, SF. CA 94159-0883. Marc Carrel.

If you're looking for personality and credibility in your weather, I'm the meteorologist for you! Box M-38.

Sports director: Long Island market. Experienced PBP, NY Express MISL, basketball, baseball, tennis. Solid interviewer looking to move up. Doug Miles 516—437-9250.

Meteorologist seeking weekday position in medium or large Sunbelt market. Ten years experience small, large markets. AMS seal. Master's degree. Box M-46.

Meteorologist: Experienced radio meteorologist looking for morning/afternoon position in radio or television. Good forecasting skills; excellent voice; capable of managing a team of professionals for round-the-clock weather service. Call 316—686-5684.

News director position wanted in Texas or nearby state. Heavy background of 24 years. 512—657-9829 mornings.

News director. Major market talent to lead small or medium operation. 24 years experience including 5 years in news management 512—657-9829.

Experienced anchor/reporter seeking entry level position in TV news department in medium market. B.S. in communications. Hardworker, bright and curious. Willing to move for right opportunity (preferably New England). Call Jodi Wells 802—626-9950.

Photographer researcher investigator: Two years experience ENG/EFP free travel relocate. Burton Larson, P.O. Box 3778, Joliet, IL 60434.

Reporter: BA in diplomacy with considerable foreign experience including Beirut, Tel-Aviv and Cairo seeks national desk position. Some TV news experience. David 202—544-5114 evenings.

Sportscaster/host. Strong interviewer with natural on-air presence. Possesses great potential for success. Looking for first on-air position. Call 516—541-8531.

Meteorologist. Energetic hard worker. 8 years small market experience. Seeking larger market. Available immediately. Box M-70.

Weathercaster seeks 1st job. Member AMS & NWA. Excellent tape. Call Brien Allen 216—251-1434. Available now!

Broadcast meteorologist available on short notice. Top-notch communicator; strong community involvement; excellent forecaster; specialist in severe weather; AMS seal. Box M-65.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

National award-winning scriptwriter, New York State Press Association award-winning journalist, Ph.D. with excellent research skills and record of proposal successes. L. Bultino, 107 Cypress St., Rochester, NY 14620. 716—461-5566.

MISCELLANEOUS

Reward: CBS Television Network. Two minicam cameras were recently stolen from the CBS Television Network in New York City. They are described as follows: Ikegami - Model HL79, s/n 815EE6803, equipped with Fujinon 1.7/9.5 133 lens, s/n 205970. Hitachi - Model SK97D, s/n 4673, equipped with Canon lens, s/n 50107. A reward is being offered for information leading to the return of one or both cameras. Contact CBS Security Department at 212—975-2768 or 2769.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Southern Illinois University: assistant/associate professor, tenure-track, effective August 1987 (one, possibly two, positions). Competitive salary. To teach undergraduate/graduate courses in broadcast news, audience research, performance or management. Ph.D. or strong professional experience required. Send resume, and three references to Dr. Ken Garry, Radio-Television Department, Southern Illinois University, Carbondale, IL 62901. Closing date: January 15, 1987 or until filled.

Ithaca College School of Communications: journalism faculty openings. The School of Communications at Ithaca College is in the process of developing and strengthening its journalism program which will include a major with broadcast and print concentrations and a minor. We are seeking two qualified individuals to provide leadership in program and curriculum development. Both positions are tenure-eligible with rank and salary open. We are interested in filling at least one of the positions with a person of senior rank and/or major national professional journalism experience. Both positions will work with the Dean and a task force in developing a journalism major by 1988. The program will be housed in a new communications building and the individuals selected will be involved in planning this facility. Position 1: Tenure-eligible position beginning August 15, 1987 to teach print-related courses in newswriting and reporting, editing, and related specialties. Ph.D. or Masters degree with successful teaching and/or significant professional experience required. Position 2: Tenure-eligible position beginning August 15, 1987 to teach courses in electronic newswriting, reporting, and editing, and related specialties. Ph.D. or Masters degree with successful teaching and/or significant professional experience required. Applications should include current vita and statement of interest. To receive full consideration applications should be received by January 15, 1987. Send applications to: Print Journalism Search Committee and/or Electronic Journalism Search Committee, School of Communications, Ithaca College, Ithaca, NY 14850. 607—274-3242. Ithaca College is an equal opportunity/affirmative action employer.

The American University School of Communication in Washington, D.C., seeks graduate assistants to assist in teaching and professional duties while earning a Master's degree in journalism and public affairs. This 10-month, full-time program begins September. Program includes Washington internships and a faculty with top professional credentials. For more information, write to School of Communication, Graduate Journalism Committee-B, The American University, 4400 Massachusetts Ave., NW, Washington, DC 20016. An equal opportunity and affirmative action employer.

HELP WANTED MANAGEMENT

The National Association of Broadcasters is seeking a director of radio administration. Reporting to the Sr. Vice President for Radio, you will be responsible for directing the administrative operations of the radio division, assist with the budget development process, prepare board related reports, and assist in planning of all radio meetings. Qualifications should include previous radio broadcasting or other management experience, extensive knowledge of industry practices, operations and management, excellent communications and writing skills, and outstanding public speaking skills. College degree of equivalent preferred. Please send resume to Ann Miller, NAB, 1771 N St. NW, Washington, DC 20036. An EOE M/F.

HELP WANTED TECHNICAL

Maintenance and management engineering positions are now available at major middle East Coast established video production/post facility. Multi format edit bays, film transfer, animation, studios, and mobile capabilities. EOE. Send resume to Box M-50.

Engineer experienced in the design and maintenance of post-production equipment and systems. Florida Production Center (a 17 year-old production and post-production company) is expanding into a new 20,000 sq. ft. facility. A partial list of equipment includes: BVH-2000, BVW-40, BVU-800 CMX-3100, CMX Cass-1, Chyron 4100EXB, Ampex ADO, Grass Valley 300 & 1600, Studer A-80 & A-810, Mitsubishi/Quad-eight mixing consoles and other "high end" teleproduction equipment. Send resume to attention of Mr. Ted S. Johnson, President, 150 Riverside Ave., Jacksonville, FL 32202.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Director; We are a successful independent film/video production company, and we provide leading commercial and corporate clients in a number of major markets with high quality creative services. We need a talented director who has very high standard, a minimum five years experience, and a reel that demonstrated extensive production knowledge, intelligence and creativity. Send letter, resume and reel (which we'll return) to: Horizon, 150 Poplar Road, Newtown Square, PA 19073.

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.

Ray Hard's "Hardfacts", tantalizing trivia now available in 60 second format. 315 Main Street, Bethlehem, NH 03574. 603-869-3380.

INSTRUCTION

Television master control operator training. Includes FCC license preparation and simulated station experience. Skill-Tech Institute, 1800 No. Highland Ave., Suite 224, Hollywood, CA 90028. 213-463-5946.

MISCELLANEOUS

3000 government jobs list. \$16,040 - \$59,230/yr. Now hiring. Call 805-687-6000 Ext. R-7833.

Starfield: Brilliant, beautiful, animated computer generated Starfield. Runs five minutes. \$200 in any format. Market One Communications. P.O. Box 323, Radio City Station, NYC, NY 10101.

EMPLOYMENT SERVICES

Attractive opportunities nationwide for career-minded professionals. Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476. 813-786-3603.

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.

Have unused tower needing removal? We will buy and remove. 200 to 1,000 ft. 300 miles from La Crosse, WI. DJ Enterprises. 507-895-2285.

WNIN Evansville, IN will accept bids for 1 inch video tape recorders from Jan. 1, 1987 to Feb. 1, 1987. We will accept bids for a two projector film island with slide projector from Feb. 1, 1987 to March 1, 1987. We will accept bids for 1100 feet of 50 ohm 3 1/8" rigid transmission line. All bids will include installations of factory check out after set up. Bidders may have specification by telephoning Jerry Kissinger, Chief Engineer, TV 9, Evansville, IN. 812-423-2973 8:30 a.m. to 5 p.m. Monday thru Friday.

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 25K**10KW FM-Harris 10H3**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 air**5KW-RCA BTA 5T1-on air**250W-Collins 250G, Transcom Corp. 215-884-0888.

Harris SX-1, 1KW AM. 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.

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.

FM transmitter, 25kw, McMartin. Currently on air. Avail. Jan. '87. Includes Harris MS-15 exciter. Exc. condition. Offer. 205-956-2227.

Sony BVU-200/500 3/4" editing systems, 2 avail. Checked and ready. \$3,000 each. Maze Broadcast. 205-956-2227.

Grass Valley 1400-7 20 input, 3 ME switcher, plus one model 400, 32 X 32 routing switcher. Best offer. Maze Broadcast. 205-956-2227.

FM RCA BTF-10D transmitter currently operating in Illinois. Available in January. \$6,000. Contact Jim Brooker, Saga Communications, 313-567-4040.

Camera & VTR: Sony 330A camera with 14X9 Funjinon lenses and BVH 500 Portable VTR with AC power and color stabilizer \$30,000. 615-248-1978.

3/4" evaluated videotape! Guaranteed to look and work as new. Prices: Field mini KCS-20 minute cassettes \$6.00. 30 minute, \$8.99. 60 minutes \$11.99. Elcon are 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.

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.

Grass Valley 3252A: Sync generator. Almost new. Excellent. \$1,700. 212-265-3676.

Multi-camera video truck: 1985 32' Ford F600, 22' control room w/ 2 entrance doors, Grass Valley switcher, Ikegami cameras, Chyron CG, isolated audio booth w/ Yamaha 16 channel board, Sony tape machines, and RTS intercom. \$325,000. 512-458-4343 or 512-453-5122.

Panasonic 3/4" editing system: NV-A960 editing controller, two NV-9600 VCR's, dub cables, two control cables. \$5,000. Showcon 6-plate 16mm falbed editor, \$6,500. 512-458-4343.

Mosley MRC-1 remote control system. 32 command, 32 status, 16 telemetry brand new. Current list \$9,585, sell for \$7,250. Northeast Broadcast Lab., Inc. 518-793-2181.

Orban 8182A/SG TV stereo generator, brand new. Current list \$4,995, sell for \$3,995. Northeast Broadcast Lab., Inc. 518-793-2181.

Grass Valley 100 - Grass Valley 100 - one year old with borderline generator, serial interface. Excellent. \$8,000. 212-265-3676.

New and used towers, complete tower services, engineering, turn-key, erection and demolition. Nationwide, bonded and insured. 402-467-3629.

Media Concepts wishes everyone a very Merry Christmas and a great New Year. We also want to thank each of you who had a part in making 1986 our greatest year ever. God bless you and your families in this joyful time! Marvin Luke.

Tektronix TV test equipment 1450 demodulator, 147A NTSC generator, 148 Pal generator, 1440 color corrector. 818-352-6619.

Custom Video Mobile Unit. 4 cameras - HL79's, 3 BVH500's, Grass Valley 1600 1L, 2 Onan generators, Conrac, Tektronix monitoring, sale price \$250,000. Call 818-991-1981.

Your audio quality won't reach your listeners with quality STLs and excitors. All new, guaranteed, reliable, absolutely best quality available for the price. Call Bext Inc. 619-239-8462.

ITC mdl. 3D stereo cart playback machine with record amp. \$1,850. Scully mdl. 270 stereo R.R. machine. \$750. Allen Power, Program Director, WESC Radio 803-242-4660.

RADIO Help Wanted Management

OWNERSHIP FOR MANAGERS

Equity interest for successful radio General Managers. Get 'a piece of the action' for outstanding performance. Send resume and letter of specific accomplishments to: USA Communications Inc., 3716 Hillsboro Rd., Nashville, TN 37215 Attn: Mr. Davis EOE/M/F/H/V.

WANTED

General manager/sales manager of contemporary Christian AM-radio station. Experience in Christian broadcasting required. Dynamic, energetic individual sought for South-Central market. Salary based on experience. Resumes to Box M-76.

Situations Wanted Management

GM

Young GM in top 10 market seeks opportunity with growth-oriented broadcast company that believes in research and promotion. Write Box M-18.

CLASSIFIED ADVERTISING IS YOUR BEST BUY . . .

This space could be working for you for a very low cost . . . and it reaches a most responsive audience.

Help Wanted Announcers

Play-By-Play Announcer KGO Radio San Francisco 49ers

America's best radio station is looking for the country's best football play-by-play person to be the new voice of the 49ers. We may already have that top person in our organization. If you know you're the best, and have NFL experience, rush a tape and resume to:

Jack Swanson
Operations Director, KGO Radio
900 Front Street, San Francisco, CA 94111-1450

All replies held in strictest confidence. KGO Radio is an Equal Opportunity Employer.

KGO Newstalk 81

Help Wanted Programing, Production, Others

NEWS PROMOTION PRODUCER

Aggressive, well-equipped affiliate seeks a creative, self starter to write and produce on-air and radio news promotion. Strong writing/production skills a must.

Send resume/tape and writing samples to: Human Resources Manager, WMAR-TV, 6400 York Road, Baltimore, MD 21212. No phone inquiries, please.



An equal opportunity employer m/f.

TELEVISION

Help Wanted Management

DEVELOPMENT DIRECTOR

WSBE-TV is seeking a Development Director to manage all development and marketing activities, including membership, corporate, foundation support programs and to administer fund raising events. Applicant should have track record in securing individual, corporate and foundation support. Successful candidate should have demonstrated administrative and organizational skills. A B.A. in business, marketing or related field or the equivalent in professional experience. Send cover letter and current resume to General Manager, WSBE-TV, Channel 36, 24 Mason St., Providence, RI 02903. An affirmative action/equal opportunity employer.

Help Wanted News

ANCHOR PERSON

KBMT-TV 12 in Beaumont, Texas is looking for a weekday anchor person for the 6:00pm and 10:00pm newscasts. Here's your chance to move with an active, highly professional eyewitness news team in a growing Sunbelt market. Send resumes, tapes and salary requirements to: News Director, KBMT-TV, P.O. Box 1550, Beaumont, TX 77704. Equal opportunity employer.

KBMT TV 12

Help Wanted News Continued

NEWS & EDITORIAL PRODUCER

CORPORATE EMPLOYEE COMMUNICATIONS

Satellite and cable technologies have not only changed broadcasting, but they've revolutionized our employee communications effort. We are a Fortune 100, auto-related company with an extensive video network throughout North America. And we're out to make it better.

We've created a new Public Affairs position — News and Editorial Producer. If you're the right candidate, you will be responsible for utilizing your news judgement, editorial skills, and production know-how to prepare daily, weekly, and monthly news broadcasts for employee viewing.

This position requires 10 years of broadcast production and management experience. Because of editorial coordination with employee publications, some print experience is desirable.

Compensation is highly competitive and includes comprehensive benefits. To take the next step in your career, submit your resume today to:

Box M-48
Broadcasting
1735 DeSales St. NW
Washington, DC 20036

Equal Opportunity Employer

ASSOCIATE PRODUCER



We want an idea person who has the touch for producing segments for our upbeat, studio-based, live audience, woman-oriented show. If you're on top of what's happening and know how to make talk, studio demonstrations and live remotes sparkle with that something extra, you're it. Ideal candidate has experience with similar show, tape and talk. Please send letter and resume (no tapes yet) to:

Good Company
Attn: Steve Edelman
3415 University Avenue
Minneapolis, Minnesota 55414
Equal Opportunity Employer, M/F

Help Wanted Sales

INDY SALES A/E Austin, Texas

Money-motivated self-starter will earn top commission in market with 3-year-old established station delivering double-digit shares in all books since sign-on. Must have minimum 2 years independent TV selling experience. Only aggressive sales pros need apply. Resumes only to Dick Wagschal, KBVO-TV, P.O. Drawer 2728, Austin, TX 78768. EOE.

Help Wanted Technical

UPLINK OPERATOR WANTED

Engineer familiar with "C" band and "KU" band (Andrew) equipment. Experience with dubbing equipment and microwave desired but not mandatory. P.O. Box 1931, Mason City, IA 50401.

**Help Wanted Technical
Continued**

DIRECTOR OF ENGINEERING

Los Angeles - IDB Communications Group, Inc. provides audio, video and data satellite transmission services. The Director of Engineering position requires 5 years broadcast engineering experience, reporting to our Sr. VP with the responsibility of the design and implementation of broadcast and satellite technical facilities. If hardwork and great opportunity are for you, send your resume to Dennis Feely, IDB Communications, 10525 W. Washington Blvd., Culver City, CA 90232. EOE.



IDB COMMUNICATIONS
GROUP, INC.

Situations Wanted Management

**TV GENERAL SALES
MANAGER**

(NOW AVAILABLE)

Self starter with leadership and management skills. Extensive background covering local, national and regional sales management - with strong rep experience! General management success with major companies. Currently employed - attending INTV/NATPE!

WRITE BOX M-57

ALLIED FIELDS

Help Wanted Sales

SALES MANAGER

BROADCASTING Magazine has an opening for an experienced advertising space salesperson to sell and service accounts in New York City and the Northeast. Headquartered in New York, the successful candidate will be required to travel an average of one week a month. Challenging opportunity for the right person. Send resume and salary requirements to David Whitcombe, Broadcasting Magazine, 1735 DeSales St., NW, Washington, DC 20036.

Public Notice

PUBLIC NOTICE

**APPLICATIONS FOR
CABLE TELEVISION LICENSE
SHERBORN, MASSACHUSETTS**

The Board of Selectmen, Town of Sherborn, will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television (CATV) Commission. Applications must be filed, accompanied by a \$100.00 non-refundable filing fee payable to the Town of Sherborn, on the Massachusetts CATV Commission's Form 100 at the Board of Selectmen's office, Town Office Building, 19 Washington St., Sherborn, MA 01770, 617-651-7850, no later than 12 noon local time, on Monday, February 2, 1987. A copy of the application shall also be filed with the Massachusetts CATV Commission.

All applications received will be available for public inspection at the Board of Selectmen's office, address listed above, during regular business hours 9:00 am to 5:00 pm, Monday through Friday, and for xerographic reproduction at a reasonable fee. This is the period during which applications may be filed.

Board of Selectmen
Brian K. McLaughlin
Chairman

Radio & TV Programming

**AWARD-WINNING
RADIO FEATURE
LOU ADLER'S
MEDICAL JOURNAL**

Now available for your station

Metro-exclusive. No cash. Call or write for information: Lou Adler, Eagle Media, 176 Pondfield Rd. W., Bronxville, NY 10708. 914-779-3111.



**Lum and Abner
Are Back**

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

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

"CONSTITUTION 200!"

**Dramatic moments in the Constitutional
Convention of 1787**

A series of sixty-five 60-sec. "you are there" spots written by award-winning historian; produced with professional voices, special effects and period music. Call, write: Laird Productions, Inc., 2153 Market St., Camp Hill, PA 17011. 717-737-1556.

Employment Service

JOB HUNTING?

If you need a job, you need MediaLine. We give you job listings in news, weather, sports, production, programming, promotion, engineering and 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

ATTENTION

BLIND BOX RESPONDENTS

Advertisers using Blind Box Numbers cannot request tapes or transcripts to be forwarded to BROADCASTING Blind Box Numbers. Such materials are not forwardable and are returned to the sender.

Consultants

**NEED AN FCC
DOCUMENT FAST?**

Contact

BROADCAST MEDIA LEGAL SERVICES

a service of McCabe & Allen

FOR IMMEDIATE LEGAL ASSISTANCE CALL

1-800-433-2636

(In Virginia, call 703-361-6907)

QUALITY, FLAT FEE LEGAL SERVICES

AMEX MC VISA CHOICE

Consultants

FM 80-90 APPLICATIONS

Exclusive applications guaranteed * Special price on group of 12. * 180 page Demographics book available for \$100.00. Contact Darrell Bauguess.



Telecommunications and Broadcast Consultants
4401 East-West Highway, Suite 308
Bethesda, MD 20814, 301-654-0777

Wanted to Buy Equipment

AMPEX 1200B

Need cash for your used quad VTR machine? Station wants to buy your Ampex 1200B in good condition. Send replies to Box M-33.

Wanted to Buy Stations

WANTED

Small market FM or full-time AM for owner/operator. Prefer KY, TN, VA, NC, SC, AL, GA, FL. Send full details and asking price first reply.

Box M-75.

For Sale Stations

UPSTATE NEW YORK

Exclusive AM/FM combination and separate FM in northern small markets. All three good facilities for \$500,000 including real estate.

Profitable full-time AM with no FM competition. Priced under 1-1/2 times billing at \$525,000 including valuable real estate!

Contact Keith Horton in Elmira.

KOZACKO • HORTON COMPANY

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Location	Size	Type	Price	Terms	Contact	Phone
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SW	Met	AM/FM	\$1500K	\$300K	Greg Merrill	(801) 753-8090
SW	Med	AM/FM	\$1100K	\$400K	Bill Whitley	(214) 680-2807
MW	Sm	AM/FM	\$1100K	Terms	Bill Lochman	(816) 941-3733
SE	Sub	FM	\$1000K	Terms	Mitt Younts	(202) 822-8913
Rky Mtn.	Met	AM/FM	\$1000K	1/3	Peter Stromquist	(818) 366-2554
SW	Sm	AM/FM	\$850K	\$250K	Bill Whitley	(214) 680-2807
SE	Sm	AM/FM	\$650K	\$150K	Ed Shaffer	(404) 998-1100
NW	Sm	AM/FM	\$425K	\$75K	Greg Merrill	(801) 753-8090
SW	Sm	FM	\$350K	Cash	Bill Whitley	(214) 680-2807

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.



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Due to upcoming holidays, the following early deadlines will apply to classified advertising:

Advertisements for the December 29, 1986 issue (Pre-INTV) are due by noon, EST, Wednesday, December 17, 1986.

Advertisements for the January 5, 1987 issue (INTV) are due by noon, EST, Tuesday, December 23, 1986.

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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 ad-

dressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. No personal ads. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80.00 per inch. Situations wanted: \$50.00 per inch. All other classifications: \$100.00 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space, Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Media



Brady

Francis (Pat) Brady, VP and general manager. Viacom's WVTM-TV New Britain, Conn., named president. Viacom Television Group and senior VP. Viacom Broadcast Group. Viacom is New York-based owner of three AM, five FM and five TV stations.

William G. Moll, president and CEO. Harte-Hanks Broadcasting Group, San Antonio, Tex.-based owner of KENS-TV San Antonio; WTLV-TV Jacksonville, Fla., and WFLY-TV Greensboro, N.C., adds duties as president and general manager. KENS-TV, replacing **Linda Rios Brook**, named president and general manager. WTLV. Brook replaces **Michael J. Conly**, who had served as president and general manager of both WTLV and WFLY-TV. Conly will retain duties at WFLY-TV. Other appointments made in restructuring of Harte-Hanks Broadcasting: **Jack W. Forehand**, station manager. WTLV, to VP and station manager. KENS-TV; **Rebecca H. Dewan**, director, finance. Harte-Hanks Broadcasting, to business manager. KENS-TV; **Susan S. Korbel**, manager, marketing. Harte-Hanks Broadcasting, to director, marketing/research, and general manager. KENS II, cable channel delivered over San Antonio system owned by Rogers Cablesystems Inc.; **Rachel Soles**, business manager. KENS-TV, to same position at WTLV; **Debra Quintero**, operations manager. KENS-TV, to WTLV in same capacity.

Greg Reed, president, Media Sports Inc., San Francisco, joins Henry Broadcasting Co., Portland, Ore., owner of three AM and four FM stations, as executive VP. **Steve Feder**, general manager, KAARI(AM) Vancouver, Wash., joins Henry Broadcasting's KYTE-AM-FM Portland, as general manager.



McNally

Patrick McNally, VP and general manager, WHN(AM)-WAPP(FM) New York, joins KFRC(AM) San Francisco as VP and general manager.

Robert M. Winters, VP and general manager, WTMA(AM)-WSSX-FM Charleston, S.C., named VP and group head-radio of parent,

Faircom Inc., Brookville, N.Y. **Thomas R. Hunt**, general sales manager, WTMA-WSSX-FM, replaces Winters there.

Ronald Loewen, VP and station manager, KAKE-TV Wichita, Kan., joins KPLC-TV Lake

Charles, La., as VP and general manager.

Jerry L. Kunkel, president. Adams. Wright & David Inc., Pensacola, Fla.-based consultant, joins WDHQ-TV Dothan, Ala., as general manager.

Mike Buxser, general manager, WJBR-AM-FM Wilmington, Del., joins WCAW(AM)-WVAF(FM) Charleston, W. Va., as VP and general manager.

John Forsythe, director, broadcast operations, WTTM(AM) Trenton, N.J., named general manager.

Bob Miller, sales manager, WKMI(AM) Kalamazoo, Mich., named general manager.

Donald Bilyeu, general manager, WABD-AM-FM Clarksville, Tenn., joins WYKH(AM)-WZZF(FM) Hopkinsville, Ky., as general manager.

Neal H. Morrison, general sales manager. KZZB(FM) Beaumont, Tex., joins WDSC(AM)-WZNS(FM) Dillon, S.C., as general manager.

Connie Edelman, general manager, WBBG(AM)-WMIJ(FM) Cleveland, named VP of parent, Jacor Communications Inc.

Harry H. Haslett, general manager, WBRW(AM) Bridgewater, N.J., named VP and general manager.

John Burrows, director, affiliate relations, CBS Radio, New York, named VP, affiliate relations.

Anthony D. Sproule, director, fair employment practices, Capital Cities/ABC Inc., Los Angeles, named director, personnel, West Coast.

William Kelly, assistant general manager, non-commercial WVIA-FM-TV Wilkes Barre, Pa., named VP and station manager. **Ray Boyle**, auction coordinator, named development director.

Tammy Engle, traffic manager, KPAX-TV Missoula, Mont., named manager of operations and programming.

Judith Beyda, personnel assistant, WOR-TV Secaucus, N.J., named personnel associate.

Stephanie Dailey, assistant director, "Global Links" development education project, non-commercial WETA-TV Washington, named assistant director, educational activities.

Marketing

Cynthia Webber, VP and creative group head, D'Arcy Masius Benton & Bowles Inc., New York, named senior VP.

Gerry Minichiello, group manager, marketing research, Lever Brothers, New York, joins Bozell, Jacobs, Kenyon & Eckhardt, Boston, as VP and research director.

Appointments at Major Market Radio Sales: **Jeff Wakefield**, VP, marketing/research, New

York, to senior VP, marketing/research; **Elaine Jenkins**, VP and Dallas office manager, to senior VP and Southern divisional manager; **Mark Stang**, VP and Minneapolis office manager, to VP and Atlanta office manager; **Linda Madonna**, Boston manager, to VP and Boston manager; **Karin Dutcher**, account executive, Dallas, to Minneapolis office manager; **Howard Silver**, account executive, San Francisco, to manager there.

Kathleen Hoy McCabe, VP and account supervisor. McCaffrey & McCall, New York, joins HCM there as VP and account supervisor. **Gunnar B. Samson**, media planner. Ally & Gargano, New York, joins HCM as media supervisor. **Liz Chrien**, account executive, A.B. Isacson Associates, New York, joins HCM as account executive, special markets.

Adam P.R. Sunderland, VP and account supervisor. Ogilvy & Mather, New York, joins Saunders, Lubinski & White Inc., Dallas, as VP and account supervisor. **Judy Castle-Sheets**, group head and associate creative director, Saunders, Lubinski & White, named VP and associate creative director.

Josephine Anne Kirksey, controller, Tracy-Locke Inc., Dallas, named VP and controller.

Appointed VP's at DDB Needham Worldwide, New York: **Madeline Lanzisero**, director, broadcast and print/media estimating; **Mary Ann Madigan**, network program supervisor; **Alice Bromley**, manager, information center. **Valerie Gleason** and **Elaine Roach**, account supervisors, Chicago, named VP's. **Bruce Ritter**, senior art director, Chicago, named associate creative director.

Bruce Mello, special projects manager, Harrington, Richter & Parsons Inc., New York, named sales manager. **Kay Cee Tyler**, from Eastman Radio, Detroit, joins HRP there as account executive.

Sue Meyers, promotion coordinator, WSTC(AM)-WYRS(FM) Stamford, Conn., joins Davidoff & Partners, Fairfield, Conn., advertising agency, as broadcast production manager.

Shannon Holst, from Stockton, West & Burkhart, Cincinnati, joins Cargill, Wilson & Acree Inc./Advertising, Atlanta as senior broadcast buyer. **Suzanne Harkness**, from McCann-Erickson, Atlanta, joins CW&A as media planner.

Appointments at Weightman Inc., Philadelphia: **Karen Dalby**, account executive, to account supervisor; **John P. McGeehan**, account executive, Butcher & Singer Inc., Philadelphia, to assistant account executive; **Deborah Marie Mele**, research assistant, Fidelity Bank, Philadelphia, to market research associate.

Andrew Kazen, Houston regional manager, Select Radio Representatives, joins Torbet Radio there as regional manager. **James Pagliai**, from Blair/RAR, Chicago, joins Torbet Radio there as account executive.

Alan Cooper, account executive, KOMO(AM)



New RTNDA president. Ernie Schultz (center) has been elected as the first full-time president of the Radio-Television News Directors Association, Washington, by the organization's board of directors. Schultz had been serving as acting president since October when changes in the RTNDA constitution created the position of a full-time rather than annually elected president from the membership. Under the new system, Schultz will be the association's leading spokesman while the chairman of the board assumes the duties of the old system's elected president and the chairman-elect assumes the duties formerly held by the president-elect. J. Spencer Kinard (l) is presently RTNDA's chairman, and Bob Brunner (r) is chairman-elect. Schultz, who joined RTNDA in 1981 as managing director, was executive VP before assuming presidency.

Seattle, named to same position, McGavren Guild Radio, Chicago.

Kurt Witt, account executive, Sawyer Ferguson Walker, Chicago newspaper rep firm, joins Concert Music Broadcast Sales, national rep firm for classical radio stations, Chicago, as account executive.

Jim Oetken, national sales manager, WLKY-TV Louisville, Ky., named general sales manager.

Archie Goodbee, national sales manager, WPRI-TV Providence, R.I., named general sales manager. **Sandi Morvillo**, regional sales manager, named national sales manager. **Herb Moloney**, retail sales manager, *Miami Herald*, joins WPRI-TV as regional sales manager.

Beatris Thompson-Guerrero, account executive, KQUE(FM) Houston, joins KQQK(FM) Galveston, Tex., as general sales manager.

James Bratt, general sales manager, KZFM(FM) Corpus Christi, Tex., and **Julie Seidell**, account executive, KTXQ(FM) Fort Worth, join KSMG(FM) Seguin, Tex., as account executives.

Pat Young, account executive, WHLI(AM)-WKJY(FM) Hempstead, N.Y., joins WOR(AM) New York as local sales representative.

Karren Sonderegger, account executive, Katz American Television, Minneapolis, named to same position, WXYZ-TV Detroit.

Michael Patrick Drew, Midwest sales manager, Controlled Publishing & Marketing, Chicago, joins WLS-AM-FM there as account executive.

Jerry Johnson, from KEGL(FM) Fort Worth, joins KTXA(TV) there as account executive.

Sally Gaillard, sales representative, Price, Stern, Sloan Publishers, Los Angeles, joins KGO(AM) San Francisco as account executive.

Teresa M. Schwab, account executive, KSPR(TV) Springfield, Mo., named to same position at KFOR(TV) there.

Cathy Fleming, sales associate, WAND(TV)

Decatur, Ill., named account executive. **Karen Schmitt**, recent graduate, Purdue University, West Lafayette, Ind., joins WAND(TV) as sales associate.

Brenda C. Wolfe, account executive, WLNE(TV) New Bedford, Mass., joins WJAR(TV) Providence, R.I., as account executive.

Vivian Robarts, media buyer, Hubbard, Mason & Loggins, Jacksonville, Fla., joins WCRJ-AM-FM there as account executive.

Stephanie Musgrove, executive assistant, Peter Cris Associates, New York, joins WTXX(TV) Waterbury, Conn., as account executive.

Programing

Colin A. Chisholm III, VP, Northeastern division, Turner Program Services Inc., Los Angeles, joins CST Entertainment, newly formed program distribution division of Color Systems Technology Inc., Marina del Rey, Calif., as president. Chisholm will also serve as VP, Color Systems.



Chisholm



Korris

Jim Korris, VP, current programing, Universal Television, Universal City, Calif., named VP, MCA TV Group, Universal's parent.

Stephen Davidson, VP, financial services, Lorimar-Telepictures, Culver City, Calif., named senior VP, corporate finance. **Joyce**

Coleman, talent coordinator, Lorimar-Telepictures' talk show, *America*, and **Julie Leifermann**, executive-in-charge of talent, 20th Century Fox, Los Angeles, named talent coordinators, Lorimar-Telepictures' *ValueTelevision*.

Jeffrey Calman, VP, sales and sales planning, Warner Brothers TV, Los Angeles, joins Laurel Entertainment Inc., New York, as VP, television.

Ron Rodrigues, director, marketing and development, James Paul Brown Entertainment, Los Angeles production company, named senior VP and general manager.

David M. Kirchheimer, VP and controller, Zond Group, Los Angeles, joins Republic Pictures Corp. there as VP, finance, and controller.

Larry Auerbach, VP, William Morris Agency, Beverly Hills, Calif., named senior VP.

Arthur Simpkins, controller, CBN Continental Broadcasting's WXNE-TV Boston, named VP, business affairs, CBN Cable Network, Virginia Beach, Va. **Tom Atkinson**, business manager, CBN Cable, named controller.

James Francis, former Western sales manager, RKO Pictures, Los Angeles, joins Silverbach-Lazarus Group there as VP, Western division. **Ami Hope Witt**, former Midwest division sales manager, Harmony Gold, Chicago, joins Silverbach-Lazarus as VP, Midwest division. **Andrew Teitel**, VP, finance, Empire Entertainment, New York, joins Silverbach-Lazarus, Los Angeles as director, finance.

Kathy Zeisel, Western regional sales manager, Harmony Gold, Los Angeles, named VP, Western division sales.

Mark W. Booth, VP, affiliate sales and marketing, MTV Networks Inc., New York, named managing director, MTV Europe, London, newly formed joint venture of Mirror Group Newspapers, British Telecom and MTV Networks. MTV Networks Inc. is owned by Viacom International Inc. **Carolyn Heldman**, announcer, KSPN(FM) Aspen, Colo., joins MTV as VJ. **Tim Byrd**, announcer, WPIX-FM New York, joins MTV Networks' VH-1 as VJ.

Mary Ann Plastino, graphic services coordinator, USA Network, New York, named manager, graphic services. **Cathy Tankosic**, recent graduate, University of Pittsburgh, joins USA Network as financial analyst.

Craig Wilson, director, affiliate relations, Western region, Request Television, pay-per-view service, owned by by Reiss Media Enterprises Inc., New York, named VP, studio relations. **Greg DePrez**, manager, affiliate services, Western region, Request Television, replaces Wilson as director, affiliate relations, Western region.

Marji Perkins, freelance writer, joins Encore Teleproductions Corp., Monroe, Conn., production company, as marketing and sales executive.

Scott Lockwood, nighttime announcer, KOST(FM) Los Angeles, named production director, KOST and co-located KFI(AM). **Laurie Sanders**, weekend announcer, KOST, named nighttime announcer.

Jack Murray, afternoon announcer, KSCS(FM) Fort Worth, joins KQZY(FM) Dallas as morning

announcer.

Ken Merson, from WBSB(FM) Baltimore, joins WWMX(FM) there as morning personality.

Dan Erwine, from KFSD-FM San Diego, and **Dave Arnold**, from noncommercial WHY-FM Philadelphia, join noncommercial KPBS-FM San Diego as classical music announcers.

J.J. Jackson, from KSON-AM-FM San Diego, joins WFOX(FM) Gainesville, Ga., as morning announcer.

Dennis Nettles, former weekend talk show host, KVI(AM) Seattle, joins KING(AM) there in same capacity.

News and Public Affairs

Susanne Fowler, director, special client services, and acting director, national broadcast, United Press International, Washington, named director, national broadcast.

Scott Rader, senior videotape editor, NBC Sports, New York, named director, production services, Olympics.

Haney Howell, producer, CBS News, New York, joins Conus Communications, Minneapolis, as managing editor, national desk.

Art Browne, former national editor, ABC News, Washington, joins Newslink Inc., satellite newsgathering service, as VP and Washington bureau chief. **Jim Gately**, reporter, Washington bureau, WCCO-TV Minneapolis, joins Newslink as executive producer.

Annabella Riccio, Southeastern regional sales manager, Showtime/The Movie Channel, joins Associated Press, Washington, as national cable executive/marketing manager, corporate sales, Southeastern division. **Andrea Weisgerber Rader**, AP broadcast editor, Columbus, Ohio, named assistant director, technology, AP Broadcast Services, Washington. **T. Lee Hughes**, news editor, AP, Chicago, named assistant bureau chief. **Woody Baird**, reporter, Memphis bureau, named Memphis correspondent.

Dave Marsett, news editor, Satellite Music Network, Dallas, named news director.

Appointments at Reuters Information Services Inc.: **Ian Macdowall**, editor, Eastern region, Reuters Asia, to chief news editor; **Alex Frere**, news editor, Reuters Europe, replaces Macdowall as editor, Eastern region, Reuters Asia; **Andrew Nibley**, news editor, Reuters North America, replaces Frere as news editor, Reuters Europe; **Manfred Pagel**, editor, Reuters Europe, to special projects manager, Geneva; **Mark Wood**, chief correspondent, West Germany, replaces Pagel as editor, Reuters Europe.

Bob Weinstock, evaluation coordinator, Deaf Inc., Boston, joins The Caption Center there as editor. NewsCaps, daily electronic news service for deaf.

Frank Morock, station manager and news director, WAKA(TV) Selma, Ala., joins WBMG(TV) Birmingham, Ala., as news director.

Doris McMillon, anchor, WJLA-TV Washington, joins Black Entertainment Television there as host. *On the Line With*, call-in interview show.

Janet Shalestik, producer, Public Broadcasting System's *Modern Maturity*, joins WUSA (TV) Washington as producer. *Capital Edition*, weekly public affairs program.

Teri Thomas, noon anchor, KVII-TV Amarillo, Tex., joins KSBY-TV San Luis Obispo, Calif., as weekend anchor. **Brad Johansen**, from WILX-TV Onondaga, Mich., joins KSBY-TV as general assignment reporter.

Jim Payne, reporter-photographer, WLFJ-TV Lafayette, Ind., joins WKJG-TV Fort Wayne, Ind., as reporter-anchor.

Valerie Voss, from WBBM-TV Chicago, joins Cable News Network, Atlanta, as meteorologist.

David Grant, from KHOU-TV Houston, joins WXFL(TV) Tampa, Fla., as meteorologist.

Ken Philips, meteorologist, WMAR-TV Baltimore, named to additional duties as weather forecaster for WYST-AM-FM there.

Christopher Grote, weather director, KEYC-TV Mankato, Minn., joins KTIV(TV) Sioux City, Iowa, as meteorologist.

John Lindsey, anchor, and **Cynthia Hessin**, general assignment reporter, KMGH-TV Denver, named hosts, KMGH-TV's *A.M. Colorado*.

Paul Moriarty, producer, *The Dennenberg Report*, WCAU-TV Philadelphia, joins KYW-TV there as investigative reporter.

Ellen Jaffe, from KTVI(TV) St. Louis, joins KMOV(TV) there as consumer specialist.

Jeff Burnside, from KREM-TV Spokane, Wash., joins KIRO-TV Seattle as reporter.

Gary Stokes, political correspondent, KDFW,

TV Dallas, joins WHIO-TV Dayton, Ohio, as general assignment reporter.

Tony Kubek, recent graduate, Northern Michigan University, Marquette, joins WLUK-TV Green Bay, Wis., as general assignment reporter.

Terry Garrity, author, "The Sensuous Woman," and other books, joins WPBR(AM) Palm Beach, Fla., as special correspondent. *Radio Reveille*, morning show.

Christine White, former news producer, KOCO-TV Oklahoma City, joins WOR-TV Secaucus, N.J., as news writer.

Vickie Hunter, sales assistant, KQZY(FM) Dallas, named news writer.

Technology



Silvers

Chuck Silvers, VP, Lorimar-Telepictures, Culver City, Calif., named senior VP, post-production facilities.

Robert A. Luff, VP, technology, Jones Intercable Inc., Englewood, Colo., named group VP, technology.

T. James Woods, sales manager, radio products, California district, Harris Corp., broadcast division, named district sales manager, television products, Quincy, Ill.

Broadcasting

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Fae Kopacka, information management specialist, Tri-Star Pictures, New York, and **Michael Callahan**, salesman, Science Dynamics, Cherry Hill, N.J., join Pioneer Communications of America Inc., Upper Saddle River, N.J., manufacturer of CATV standard and addressable converters, as national account managers. **Jeannie Ambrosini**, customer service representative, Par Pharmaceutical, Spring Valley, N.Y., joins Pioneer Communications as customer service representative.

Girard (Gerry) Westerberg, chief engineer of KHOW(AM)-KPKE(FM) Denver, named director of engineering for stations' parent, Legacy Broadcasting. He will remain in Denver until next year, when he will move to Legacy's headquarters in Los Angeles.

Richard Janssen, maintenance engineer, WTNH-TV New Haven, Conn., joins ESPN Inc., Bristol, Conn., as maintenance technician.

Iris Greenberg-Solomon, account executive, Tapepower, New York, joins VCA Teletronics there as account executive.

Jesse Ortega, from KTVL(TV) Medford, Ore., joins KREM-TV Spokane, Wash., as chief engineer.

Eugene McHenry, assistant chief engineer, WOC(AM)-KIIK(FM) Davenport, Iowa, named chief engineer.

Michael Tiedemann, graphics designer, ABC News, New York, named news graphics designer, WNEV-TV Boston.

Promotion and PR

Richard Grain, assistant account executive, Manning, Selvage & Lee, Los Angeles public relations agency, named account executive. **Stacy Wehr**, recent graduate, University of Missouri, Columbia, and **Karen Simeone**, from TRW, San Francisco, named assistant account executives.

Theresa Adams, accounts payable coordinator, Buena Vista Television, Los Angeles, named promotion coordinator.

Charlene Perez, part-time accounting and sales assistant, KTAR(AM)-KKLT(FM) Phoenix, named community relations director.

Cathy Gugerty, creative services writer and producer, WISN-TV Milwaukee, named assistant director, promotion.

Judith L. Weiss, from noncommercial WGBH-TV Boston, joins noncommercial WNYC-TV New York as public relations officer.

Bridgett McCray, from WUSA(TV) Washington, joins WABC-TV New York as promotion writer.

Anne Oberlander, production technician, WIS-TV Columbia, S.C., named promotion assistant.

Allied Fields

John E. (Jack) Kane, former VP, Group W Cable, New York, joins Frazier, Gross & Kadlec Inc., Washington consultancy, as senior VP and chief operating officer. He will be



Enberg

Proceeds from the dinner will go to youth-related organizations.

Best in 1986. American Sportscasters Association (ASA) named NBC sportscaster Dick Enberg the 1986 "National Sportscaster of the Year," during ASA's third annual "Hall of Fame" dinner at New York's Marriott Marquis hotel. Enberg topped other network broadcasters in a nationwide poll of ASA members. Long-time New York Mets (1962-79) and CBS sports announcer, Lindsey Nelson, was inducted into the association's "Hall of Fame." Nelson was nominated for induction by a special 14-member selection committee and was voted in by ASA members.

Additionally, First Lady Nancy Reagan received the association's "humanitarian" award from Baseball Commissioner Peter Ueberroth for her efforts in fighting drug abuse, and NBC's *Today* show co-anchor, Bryant Gumbel, was given the ASA's Graham McNamee award. The McNamee, named after the pioneer network radio announcer, is awarded to a former radio/TV sportscaster who went to make a mark in another "profession or endeavor."

based in New York where he will establish new regional office for firm.



Kane



Hayes

Henry V. Hayes, former director, corporate media, PepsiCo Inc., New York, joins Radio Advertising Bureau there as senior VP, sales and marketing. **Eileen Seidowitz**, director, radio research, NBC-owned stations, New York, named co-chairman, goal committee, RAB, for two-year term. She will join Kay Florio of WCBS-FM as co-chairman.

Terry Sanford, partner, Sanford, Adams, McCollough & Beard, Raleigh, N.C.-based communications law firm, resigns following election to United States Senate. **Barbara Mills Larkin**, also resigns from firm to become Sanford's legislative assistant. Firm will change title to Adams, McCollough & Beard.

Maureen T. Maher, U.S. Air Force captain in Department of Judge Advocate General, joins Washington communications law firm of Fletcher, Heald & Hildreth as associate.

Thomas M. Holleran, director, program management support office, waste programs enforcement, U.S. Environmental Protection Agency, Washington, joins FCC office of managing director as deputy associate managing director for operations. **Stevenson S. Kaminer**, assistant general counsel, administrative law division, FCC, named acting legal assistant to Commissioner Mimi Dawson.

Janel McKenna, director of award programs, American Advertising Federation, Washington, named VP, club services, succeeding David Mink, resigned.

Richard Lipstein, credit analyst, Australian and New Zealand Banking Group, New York, joins Henry Ansbacher Inc., New York media merger and acquisition firm, as associate.

Alan D. Mandl, from LeBoeuf, Lamb, Leiby & MacRae, Boston law firm, joins Rubin & Rudman there. He will continue to practice

communications law.

Tracey Wycoff, production assistant, Cable Publications Inc., Boston publisher of TV guides of cable industry, named manager affiliate services.

Deaths



Cartwright

E.L. (Corky) Cartwright, 58, corporate VP and president, TV division, Chapman Associates, Atlanta-based brokerage, died Nov. 30 of cancer in Palm Desert, Calif. After working for 13 years in various capacities at TV stations in Dallas, Portland, Ore., and Minneapolis,

Cartwright was named general manager of KOA-TV Denver in 1968. In 1975-79, he owned and operated KWBZ(AM) Englewood, Colo. He sold station upon joining Chapman as broker. In 1983, he was one of four associates who purchased firm. Cartwright is survived by wife, Donna, son and three daughters.

Frank A. Seitz Jr., 75, former owner and general manager, WFAS-AM-FM White Plains, N.Y., died Dec. 2 at Greenwich (Conn.) hospital. Seitz owned and operated WFAS-AM-FM for 32 years, 1932-64. From 1965 until his retirement in 1978, he taught at communications department of Fordham University, New York. While there, he managed university radio station, WFUV. He is survived by wife, Mary, and two sons.

Charles Hook, 32, programing director, N.E.W. Media Inc., Green Bay, Wis., cable system owned by American Television & Communications Corp., Englewood, Colo., died Nov. 28 of cardiac arrest at Craig Rehabilitation hospital, Denver. Hook had been paralyzed since Aug. 6 when he and two other employees of N.E.W. Media were shot at system's offices by Victor Navratil, emotionally unstable Green Bay man who committed suicide after shooting spree. Mark Schnese, cable system's general manager, was mortally wounded during attack ("Fates & Fortunes," Aug. 18). Hook is survived by his wife, Julie, and daughter.

Garrison Keillor: An American home companion

Garrison Keillor got into broadcasting the way he gets into the stories he tells on his popular weekly radio show, *A Prairie Home Companion*: He meandered there. The host of Minnesota Public Radio's two-hour, live variety program went to the University of Minnesota in 1960 to study English. On the side, he began "doing some odd little things," newscasts, a music show at a student-run, carrier current radio station. "I started in the fall not knowing anything, and I wound up the next spring as the station manager," Keillor says.

He attributes his rapid advancement less to his own abilities than to "tremendous turnover" at the station. Most of his co-workers, he recalls, wanted to become DJ's at rock 'n' roll stations, a career that didn't interest him. "They had to change their voices in order to be the people they were supposed to be on the air. It was that odd sort of gulping style of announcing that I could do after I had a couple of drinks," he says. "Their view of radio was terribly narrow. They only knew how to do two things: They knew a certain way of talking and they knew how to find, collect, organize jokes. They all kept joke books so they could be funny on the air."

Advertising was sold at the station "right up until the time we discovered that our transmitters in the dormitories were out of commission and probably had been for quite a while," says Keillor. "That was kind of a dark and discouraging day in my radio career." The station had become unstructured under his leadership, Keillor says, and he did not return to it the next year.

In 1963 Keillor joined a fellow dorm resident, Bob Binkley, as an announcer at the university's real radio station, noncommercial KUOM(AM) Minneapolis. The work was part-time in the beginning, but the nice thing about the station, Keillor says, was that "its programming was stuck back in the 1940's. . . . They were still doing radio drama there, and I got to write a radio play." Keillor also did long interviews for public affairs programs and 15-minute newscasts (one voice, no tape actualities) that he describes as "formal, old, black-tie-and-tails newscasts," the kind that Lowell Thomas and Gabriel Heatter and "those old brontosaurus of radio had done." If he didn't have great ambitions when he began at KUOM, Keillor says, "I certainly had more ambition when I'd been there for a couple of years."

Attending a big school was also good for him, says Keillor. He had grown up in a small town—Anoka, Minn. (current population 15,634)—and "I wanted nothing more when I was 17 or 18 than to hang around with some strange people. . . . [The university] was a great smorgasbord."

After receiving his degree in 1966, Keillor spent two years at the university as a



GARRISON EDWARD KEILLOR—host, *A Prairie Home Companion*, Minnesota Public Radio, St. Paul, Minn.; b. Aug. 7, 1942, Anoka, Minn.; BA, English, University of Minnesota, 1966; announcer and station manager, carrier current WMMR(AM) Minneapolis-St. Paul, 1960-61; announcer, noncommercial KUOM(AM) Minneapolis-St. Paul, 1963-68; early morning host, Minnesota Public Radio (including noncommercial KSJR-FM Collegeville, Minn., and KSJN-AM-FM St. Paul, Minn.), 1968-82; current position since 1974; author, *Happy To Be Here*, 1982, and *Lake Wobegon Days*, 1985; m. Ulla Skaerved, Dec. 29, 1985; child—Jason, 17 (by previous marriage); stepchildren—Morten, 19; Malene, 17, Mattias, 15.

graduate student, and then moved to Collegeville, Minn., where he began hosting an early morning program on noncommercial KSJR-FM, a Minnesota Public Radio network station. It was at KSJR-FM that Keillor began telling his audiences about the fictional town of Lake Wobegon.

Keillor came up with the idea for *A Prairie Home Companion* after a trip to Nashville's Grand Ole Opry in 1974. (He was there on assignment for the *New Yorker*, having by that time sold 13 stories and articles to the magazine.) Returning to Minnesota, Keillor talked with MPR President Bill Kling about producing a live radio show that would have the flavor of the Opry. On July 6, 1974, *A Prairie Home Companion* was performed before a studio audience of 20, with a single underwriter, Cargill Inc. Cargill is still the sole corporate underwriter of the show.

Today, the program airs at 5 p.m. central time, 42 Saturdays a year. Most shows are performed in the 925-seat World Theater in St. Paul and sent live via satellite to 275 American Public Radio affiliates, to be heard by approximately 3 million-4 million people nationwide and, two weeks later, by listeners of Australian Broadcasting Corp. affiliates.

A Prairie Home Companion is a mixture of jazz, bluegrass, folk and ethnic music, skits, messages from fictional sponsors and Keillor's now-famous monologue. "It's been a quiet week in Lake Wobegon, my home town," he begins in the second half of the

show. The monologue, originally a short sketch, now can run as long as 45 minutes. In it, Keillor touches on numerous aspects of small-town life, sharing the bittersweet experiences of the inhabitants of "the little town that time forgot and the decades cannot improve."

National interest in the town has translated into sales of 1.2 million hardback copies of the fictional "Lake Wobegon Days" and the printing of 2.3 million paperback copies (sales figures for the paperbacks are not available). The novel, published in 1985, was listed on the *New York Times* best-seller list for more than a year. Keillor, who admits that his "ambitions really all have to do with writing," has been compared with such humorists as James Thurber and E.B. White.

Keillor plays a major role in the writing of *A Prairie Home*, but says the pressure of the job comes not from the writing itself but from "working with other people, which I've never been any good at." Extremely shy by all accounts—including his own—Keillor says he is "not really good at pressing flesh." Although he now gets up every week in front of a large audience, "I still am, I think, as shy as I ever was," Keillor says.

Keillor believes that his radio audience gets more out of the show than the audience in the theater. "The audience coming to the theater gets a look at people doing a radio show. . . . I think it satisfies their curiosity and then they go home and listen to it on the radio," he says. *Prairie Home* was broadcast as a television special over the Public Broadcasting Service on April 26, but Keillor says he has "never had the courage to sit down and look at it, or the curiosity," and doesn't think "there's any great demand that we do it again."

Keillor grew up without television and still doesn't watch "enough to really have a feeling for television. I have a feeling for what I think is ridiculous on television, or sleazy, or horrible or frightening," he says, "but I don't have much of a taste or an idea of what really is good."

As for radio, Keillor feels it is "as important as it ever was." Its style has changed completely, he says, but it "is there to talk to people without really asking anything much of them."

The demands on Keillor are another matter. In addition to having creative control over his program, he makes approximately 25 appearances a year (down from as many as 12 a month in the past).

In his spare time, Keillor is content in his role as a family man. Recently married to Ulla Skaerved, an exchange student from Copenhagen whom he met in high school and saw again at their 25th reunion, Keillor is learning Danish and hopes some day to move with her and their children to Denmark, "a handsome country populated with humorous people who know how to have a good time, and who are generous and hospitable to me."

FM listening is highest ever, accounting for 72.2% of total radio listening (persons 12-plus, Monday-Sunday, 24 hours), according to fall 1986 RADAR 34. Volume 1 report released last week by Statistical Research Inc. In spring 1986 report, FM stations had 71.3% share of listening. In other findings, radio's weekly cumulative audience rose from 186,631,000 in spring book to 188,197,000 (96% of 12-plus U.S. population) in RADAR 34. But time spent listening during "average day" has dipped from 3 hours and 3 minutes to 2 hours and 57 minutes over same period.

FCC has placed freeze on applications for new AM daytimer stations. "This action is taken in contemplation of a formal rulemaking proceeding to propose a permanent ban on acceptance of applications for new AM daytime stations," FCC said.

AT&T moved last week to stake out prominent position for itself in satellite communications business into 21st century. It agreed to purchase Ford Aerospace Satellite Services Corp. for \$2.7 million. If deal passes muster at FCC, AT&T will acquire FASSC's construction permits for three hybrid satellites and authorization to launch two on them in early 1990's. Third would be ground spare. According to AT&T spokesman Jim Byrnes, AT&T now plans to build satellites as they were designed by FASSC. If built to FASSC specifications, they would be largest commercial communications satellites ever, possessing 24 C-band and 24 Ku-band transponders each. C-band transponders would have 8.5 watts of power. Ku-band slots would have 45 watts, enough for satellite broadcasting. C-band and Ku-band transponders will be "cross-strapped," permitting signals uplink on Ku-band channel to be downlinked on C-band transponders and vice versa. Three satellites were to have been built by Ford Aerospace and Communications Corp., FASSC's parent company. If deal goes through, said Byrnes, AT&T will seek competitive bids for construction contract, which is expected to be valued at more than \$300 million. Byrnes said AT&T wants to launch high-capacity satellite so that it can continue service to all its current customers on its three-satellite C-band Telstar system. Those customers include ABC, CBS and, if all goes well, host of cable programmers being led to Telstar 303 by Viacom International.

New FCC general counsel. FCC Chairman Mark Fowler last week named Diane S. Killory general counsel. Killory, 32, senior legal adviser to Commissioner Dennis Patrick, will succeed Jack Smith, who is leaving Dec. 24 to become deputy general counsel for operations at the Federal Home Loan Bank Board.

Killory, a graduate of Harvard Law School, started working at the commission in May 1983

after four years as a communications and litigation attorney at the law firm of Steptoe & Johnson. She was originally hired by Fowler at the recommendation of Bruce Fein, former general counsel, and served as Fein's special counsel for legal policy. In that capacity, she worked on a variety of controversial commission items, including the network syndication and financial interest rules, dial-a-porn, fairness doctrine and multiple ownership rules proceedings. She went to work for Patrick in December 1983 where she is said to have played "formulative" roles in the agency's Steele brief (she served as both Patrick's and Fowler's legal adviser on that case), which sought a remand from the appellate court so the commission could reexamine the constitutionality of granting licensing preferences to minorities and females. She is also said to have played a significant role in formulating the controversial A/B switch aspects of the new must-carry rules.



Reagan's Way, Feb. 6 one-hour celebration of President's birthday nationally syndicated to 95% of country, **has been canceled after national advertisers backed out of show** following sharp decline in President's popularity in wake of controversy surrounding arms sales to Iran and funneling money to Contras. Syndicator, YJR Enterprises, cleared show by buying one-hour blocks of time on stations for between \$30,000 and \$100,000 per station. Four national advertisers which decided to cancel when Iran story broke, were not identified by YJR. Stations were notified of cancellation by mail shortly thereafter.

Advertising sales for NBC's coverage of 1988 summer Olympic games in Seoul, South Korea, have reached 40% level, according to NBC. Network has "major commitments for product exclusivity" from Coca-Cola, General Motors, McDonald's, Visa and Federal Express, NBC said, adding that with its "current momentum," it expects to be 50% sold out "soon, perhaps by the middle of January."

Turner Broadcasting System last week asked FCC to stay its new must-carry rules pending review by appellate court. TBS also asked Court of Appeals in Washington to review rules. At same time, **Association of Independent Television Stations and National Association of Broadcasters**, in joint filing, **urged commission to reject request by 17 cable companies seeking stay of new rules** (BROADCASTING, Dec. 8).

Harte Hanks Communications announced Friday sale of 13 cable systems serving 45,300 subscribers to First Carolina Communications. Harte Hanks continues to operate systems serving 103,600 subscribers in Houston, Miami and Philadelphia suburbs. Rocky Mount, N.C.-based First Carolina owns 20 systems in six states, serving 120,000 basic subscribers and recently completed \$45 million debt offering. Terms of sale were not disclosed.

Heritage Entertainment said last week it had terminated agreement to acquire syndicator Southbrook Entertainment Corp. for \$23.6 million in cash and stock. Reason given by Heritage, television and theatrical film distribution company was that price is too high relative to current condition in television syndication market.

Taft Broadcasting announced last week agreement in principle to sell limited partnership interest in Philadelphia Phillies baseball team for \$24.1 million. Taft had made \$15.1 million investment in acquiring 47.3% interest five years ago. Broadcast rights through 1993 to Phillies away games are held by WTAF-TV, which Taft has sold, subject to FCC approval, to TVX Broadcast Group (BROADCASTING, Nov. 24).

Plan by Lorimar-Telepictures to spinoff recently acquired film processing laboratory to group headed by McAndrews & Forbes for minimum \$60 million was **canceled last Friday**, company said, because of announced opposition by Justice Department's anti-trust division (see page 108.) Statement by Lorimar-Telepictures said company would continue to operate labs while it examined its options.

WLTV (TV) Miami has filed complaint against A.C. Nielsen with Federal Trade Commission alleging Nielsen has violated FTC's consent decree and order prohibiting deceptive and fraudulent survey practices. Complaint charges that Nielsen has excluded "segments of the population from their surveys, failing to disclose this in their reports and then making statements about the accuracy of their sample and ratings." FTC would not comment on matter, saying issues brought before it for investigation are nonpublic. Nielsen would not comment.

Lawsuit brought by entertainer Wayne Newton against NBC has gone to jury in Las Vegas for decision eight weeks after jurors were chosen. Suit alleges network broadcasts in 1980 and '81 defamed Newton by linking him to organized crime figures.



Kennedy honors. The Kennedy Center Honors: A Celebration of the Performing Arts, held on Dec. 7 at the Kennedy Center in Washington, will be broadcast by CBS-TV on Dec. 26 from 9 to 11 p.m. This year's six honorees (top photo, l-r) were actor Hume Cronin, actress Jessica Tandy, violinist Yehudi Menuhin, choreographer Anthony Tudor, actress Lucille Ball and singer Ray Charles, who were joined by President Reagan and his wife, Nancy. Also on hand were (at left) CBS acting chief executive officer Laurence Tisch and singer Stevie Wonder, and (at right) Mariette Hartley, co-host of CBS's new *The Morning Program*; her husband, Patrick Boyriven, and CBS/Broadcast Group President Gene Jankowski.

primarily to meet costs associated with launch of C-SPAN II, **C-SPAN board of directors has approved operating budget of approximately \$11 million for fiscal 1988** (which begins April 1, 1987), **up early 30% from current 1987 budget of \$8.5 million.** According to C-SPAN, board also approved new five-year plan, calling for addition of 30 new employees and new hardware. According to C-SPAN chairman Brian Lamb, most of new employees will be hired by end of fiscal 1988 for C-SPAN II. Other major cost associated with C-SPAN II stems from lease of satellite transponder. C-SPAN II is now on Satcom IV slot subleased from QVC Network through May 1, 1987. But, with board's approval, C-SPAN is negotiating with Iacom for at least one slot on Telstar 303. C-SPAN would expect to lease second slot on Telstar 303 for C-SPAN I and co-locate two services on same bird, but terms under which service would vacate its current slot on Galaxy I are still unsettled. C-SPAN took action in 1987 increase by imposing one-time 40% surcharge on cable operators' annual dues. Instead of another surcharge for 1988, it is hiking annual fees of large member-operators (more than 30,000 subscribers) from an average of 1.9 cents per subscriber per month to 2.8 cents.

Dick Verbitsky, president, United Stations Radio Networks, was elected chairman of Radio Network Association for 1987 during RNA board meeting last week. Verbitsky has served as vice chairman of association for past two years and has been acting chairman since November when former head of CBS Radio Networks, Dick Brescia, left company due to reorganization of its radio division. **Art Kriemelman**, co-president, Mutual Broadcasting System, moved to vice chairman slot from secretary-treasurer, and **Randy Bongarten**, president of NBC radio, was selected as secretary-treasurer.

William C. Fyffe resigned last week as vice president and general manager of WABC-TV New York in what was said to be mutual agreement with station's owner Capital Cities/ABC. Spokesman said

move was unrelated to overall revamping of management at Capital Cities/ABC-owned stations. Under Fyffe's direction, WABC-TV moved *World News Tonight* from 7-7:30 to 6:30-7. That move, effective today (Dec. 15), will not be affected by Fyffe's resignation. Fyffe said that he has no immediate plans. Acting in Fyffe's place until successor is named will be Bill Applegate, station manager and news director.

British DBS grant: Britain has awarded a three-channel, direct broadcast satellite franchise to a \$2-billion consortium of British companies led by Granada Group.

The British Satellite Broadcasting (BSB) consortium, which beat out four other bidding groups, including one led by Rupert Murdoch's News International, expects to launch the DBS services by 1990 under a 15-year franchise agreement, with the UK's Independent Broadcasting Authority (IBA).

The privately financed DBS project will require an estimated \$700 million to \$850 million to launch before financial returns can be expected, IBA Chairman Lord Thomson said last Thursday, Dec. 12, at a London briefing.

BSB member companies have already committed \$114 million to the project, with other founding shareholders underwriting an additional \$172 million, according to London's Financial Times, whose parent company, Pearson, is a partner in the venture. BSB expects to select a satellite contractor soon, with bidders believed to include American companies RCA, Hughes and Comsat.

Four program services are being planned for the three-transponder satellite. Three are to be advertiser-supported, featuring news and events, light entertainment and children's programming; the fourth will be a subscription feature film channel.

Editorials

Realities

The high-flying Milton Grant has come to earth, at least momentarily, with a court petition for protection against creditors (see page 47). Nobody will cheer his descent, least of all the syndicators who are owed money. Nobody should read general calamities into the experience of one entrepreneur who was acknowledged to be gambling heavily on past successes.

Still, this may be taken as another sign that the go-go market in television is reaching a go-slower stage. There have been other recent signs: the cancellation by Lorimar-Telepictures of its purchase of Kohlberg Kravis Roberts stations, the sale by Taft of five independents at well below the first asking price. It is just possible that buyers and sellers of television properties will begin taking harder looks at existing margins and future prospects. Certainly lenders and borrowers will be less casual about leverages.

It may even be conceivable that go-go houses like Drexel Burnham Lambert & Co. may be having second thoughts. Grant Broadcasting was financed by Drexel private placements at interest rates ranging from 14½% to 17¼%, much of the financing in junk bonds that accrue interest that is not paid until the bonds become redeemable. Drexel was to have provided the financing for the billion-dollar Lorimar-KKR deal that fell through.

On a smaller scale, Drexel partners and executives financed the acquisition in 1984 of WTTV(TV) Bloomington, Ind. (Indianapolis), with \$84 million in paper. The transfer of that station to Lorimar-Telepictures for the assumption of debt (BROADCASTING, July 21) is still in negotiation ("Closed Circuit," page 9). Have these been wise investments? As suggested on this page before, ask the holders of those zero coupon bonds at the time of redemption.

Bitter taste

If cablecasters had reason to applaud the bolstering of their First Amendment protection in the federal court decision in the Palo Alto, Calif., case (see page 47) broadcasters had reason to chafe at their confinement, as confirmed once again, in the First Amendment ghetto they have occupied since *Red Lion* handed government the excuse and incentive for broadcast overregulation.

"Because," said the U.S. district court, "cable television is more closely analogous to newspapers than the broadcast media, the fact that the cable television market in a proposed service area is a natural monopoly does not justify greater governmental regulation of cable operators than would otherwise be allowed under the First Amendment." And, in arguing against the natural monopoly rationale as a justification for regulation of cable, the court distanced cable from the water and electric utilities, the regulation of which is justified as "maximiz[ing] economic efficiency." In cable's case, the court said, "What may foster economic efficiency inhibits the First Amendment," the protection of which, the court indicates, must take precedence.

It is a tortured argument invented by the court. "In an age when most people receive their daily news via television," said the court, "that medium [and there is no distinction made between cable and broadcast here] has established a role as critical to the free flow of ideas and information in this society as any of the more traditional media." But wait a minute. There is cable television and broadcast television, the court seems to say, and somehow the First Amendment applies unequally. Broadcasting may

be as vital a purveyor of intelligence as other "traditional media," but tradition be hanged. There is the 1969 *Red Lion* decision that still cages broadcasters by themselves. "The physical scarcity that justified the government's unparalleled intrusion into the broadcasting medium simply does not exist in this case," said the court. Unparalleled, not to mention unreal.

It grows no more palatable with time that a medium as instrumental in the free expression of ideas, the dissemination of divergent opinion and the exercise of a free press is accorded lesser First Amendment protection than that accorded cable operators, book, magazine and newspaper publishers, movie producers, pamphleteers and public speakers, including the deranged. Will the litany of "spectrum scarcities" be forever grounds for perpetuation of the curse? Some day there'll be a court...

Going public

It was a big week for Dennis Patrick. First, the FCC commissioner delivered a major address to the Patent, Trademark and Copyright Law Section of the American Bar Association calling for repeal of compulsory copyright and reimposition of syndicated exclusivity. Then he delivered a similar keynote to a seminar sponsored by the Practising Law Institute and the Federal Communications Bar Association, challenging the rate-of-return regulation of long distance telephone services. By the end of the week his legal assistant, Diane Killory, had been named to succeed Jack Smith as the FCC's new general counsel.

All this, presumably, without having been taken improperly to lunch. (Patrick is also the motive force behind the commission's new policy restricting virtually to naught its acceptance of hospitality at the hands of regulated industries, a position that traces not only to his highly developed sense of ethics but to a reluctance in wasting time being jollied by lobbyists.) Onlookers may be forgiven for concluding that the FCC's most retiring member is at long last striking out on his own.

Signals emanating from the other end of the commission's eighth floor do nothing to discourage such thinking. Despite White House assurances that Mark Fowler will indeed be renominated to a second term as chairman, there are few in Washington who believe he will occupy that post for a protracted period. Should he elect to move on, the difficulty will not be in canvassing the nation for a successor, but in choosing between the first-rate—and increasingly visible—contenders who now grace that agency.



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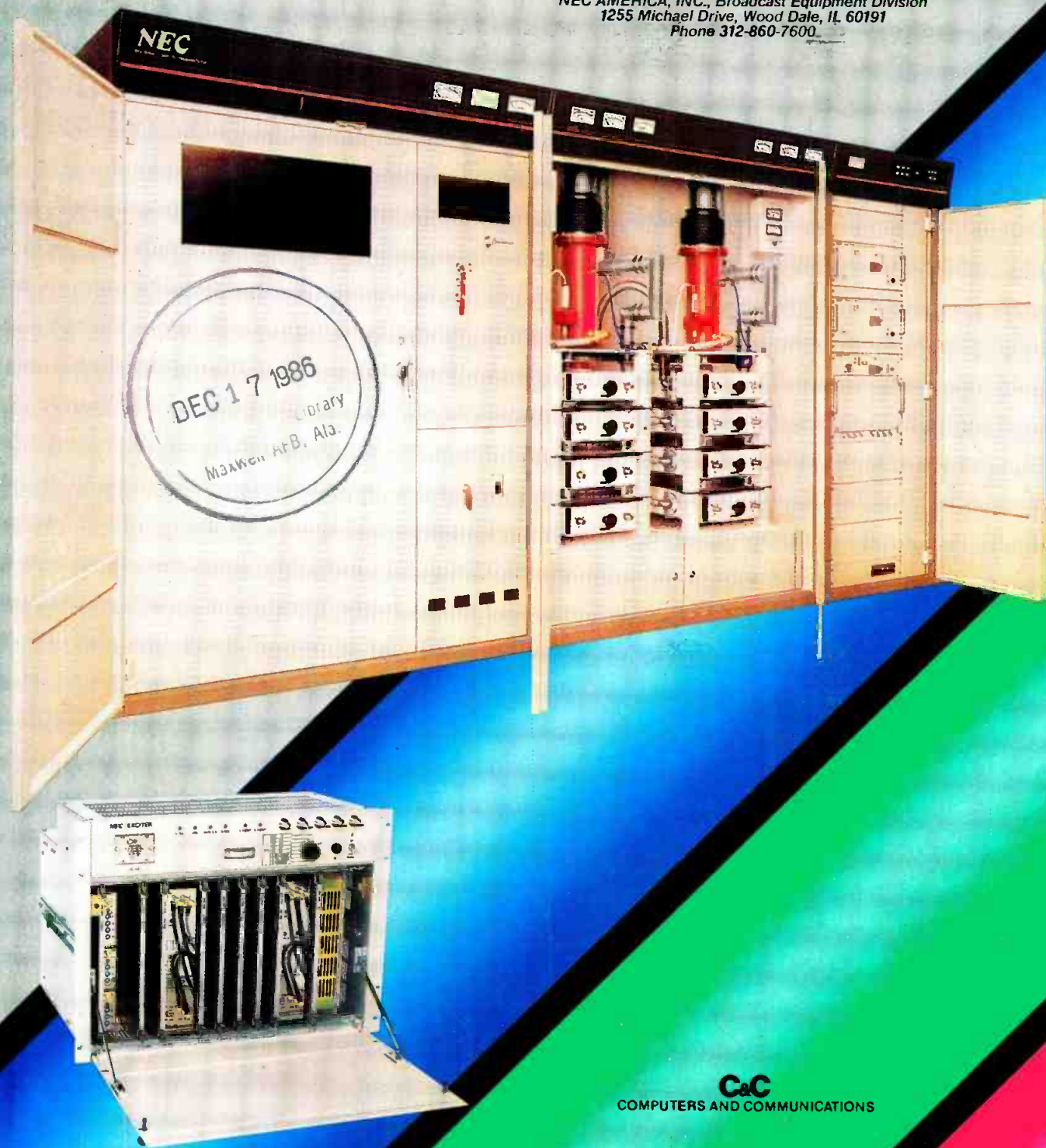
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