

The Fifth Estate

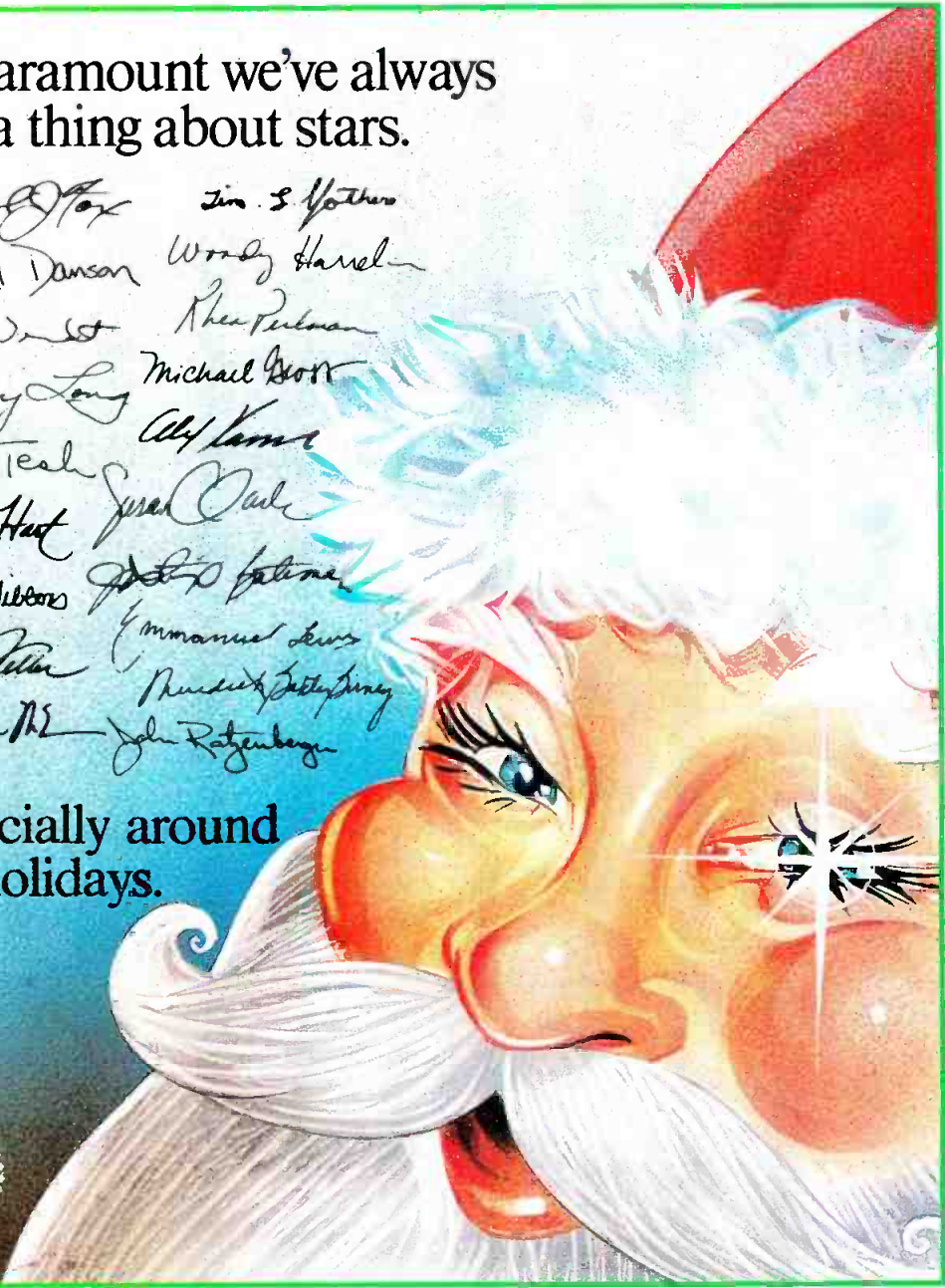
RADIO TELEVISION CABLE SATELLITE

# Broadcasting Dec 22

At Paramount we've always  
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Especially around  
the holidays.



56th Year 1986

Fifth Estate gets set  
for the Democrats  
AT LARGE  
Murphy/Burke/Sias

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12 364 VIK NOV/87

112

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## An insight into the 100th Congress Fairness doctrine Supreme Court bound "At Large" with Murphy, Burke and Sias

**100TH CONGRESS** □ BROADCASTING surveys Washington's lawyers, lobbyists and government officials on what the Democratic congressional majority will mean for the Fifth Estate. **PAGE 35.**

**PASSING MUSTER** □ Appeals court lets stand ruling that fairness doctrine is FCC policy as opposed to law. **PAGE 39.**

**MUST CARRY CONSIDERATION** □ NAB, NCTA and CATA petition FCC to reconsider switch aspect of must-carry proposal. **PAGE 42.**

**STATUS REPORT** □ Capcities/ABC's Thomas Murphy, Daniel Burke and John Sias, in an "At Large" interview with BROADCASTING editors, discuss how far they've come and how much farther they have to go to bring the third-place network back to prosperity. **PAGE 46.**

**CBS's NEW MORNING** □ Bob Shanks unveils plans for *The Morning Program*, CBS's entertainment-oriented 90 minutes to follow the *CBS Morning News*. **PAGE 68.**

**MOVIE PREEMPTION** □ ABC moves to co-produce theatricals in order to air them before cable and home video window. **PAGE 70.**

**TINKER AND GANNETT GET TOGETHER** □ Former NBC chairman joins with Gannett in new production venture. **PAGE 70.**

**COME ON DOWN** □ MCA and the Home Shopping Network working together on game/home shopping show. **PAGE 74.**

**NEW TIMES** □ Intelsat board of governors meeting ends with signs that U.S.-Intelsat relationship is improving. **PAGE 76.**

**ON PAPER** □ FCC releases its notice of inquiry on grant of minority preferences. **PAGE 77.**

**JUST SAY NO** □ Two competitors for RKO General stations ask FCC to reject recommendations being made by FCC Mass Media Bureau chief, and RKO mediator, James McKinney. **PAGE 78.**

**ALL THE NEWS** □ Twenty-four-hour all news cable service is launched on Long Island. **PAGE 79.**

**SELF EXAM** □ ABC's *Viewpoint* examines media's role in covering Iranian arms scandal. **PAGE 81.**

**NEWTON SUIT** □ Singer Wayne Newton wins \$19-million libel judgment against NBC. **PAGE 81.**

**NEW ORDER** □ CBS realigns top executive positions in Broadcast Group. **PAGE 86.**

**CAUTIOUS WORDS** □ NCTA President James Mooney urges cable operators to think twice before repositioning broadcast channels. **PAGE 87.**

**HIGH-MINDEDNESS** □ Washington seminar panelists discuss international high-definition television policy. **PAGE 90.**

**CHARLIE RADIO** □ Richard Ferguson, president of NewCity Communications, combines sales expertise with an unapologetic enthusiasm for the medium of radio. **PAGE 111.**

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...package" that includes the Disney Channel, CNN, CNN Headline News, ESPN, USA Network, the Weather Channel, superstations WTBS(TV) Atlanta and WGN-TV Chicago, CBN and C-SPAN.

### Pleased with 'Knockout'

Home Box Office's fall promotional campaign, "HBO Knockout Fall," is expected to yield 600,000 new HBO and Cinemax installations, based on totals received to date, HBO said. John Billock, HBO senior vice president of marketing, said that HBO is expecting "the biggest and best results we've ever had in any of our seasonal promotions." He attributed the increase over previous campaigns to participating affiliates which "are jumping on the bandwagon and are increasing the level of their direct-to-consumer marketing efforts. The result is that we're hitting more homes with greater frequency, and that means improved responses from potential customers." Billock said that HBO's next season promotion, "HBO '87" will be larger than the fall effort, targeting about 85% of U.S. TV households. In addition, about 55 million direct-mail pieces will be used, compared to about 34.5 million during the "Knockout Fall" promotion, he said.

### New fit for ESPN

On Jan. 5, 1987, ESPN will premier a new program, *Getting Fit with Denise Austin*. Austin is a consultant to the President's Council on Physical Fitness and Sports and a "fitness expert" on NBC's *Today*. The program, which will combine aerobics with fitness and nutritional information, will air at 12:30 p.m., and will be repeated every weekday morning at 6 a.m. Each week the program will originate from a different spa, resort or training center around the world, ESPN said, adding that Austin will also visit and exercise with celebrities such as Bjorn Borg, Peggy Fleming, Bianca Jagger, Greg Louganis, Pamela Sue Martin and Dudley Moore. The program will be produced by ESPN in association with Potomac Teleproductions Inc.

### Done deals

American Television & Communications' Queens, N.Y., cable system has ordered \$325,000 worth of headend and earth station gear from cable equipment manufacturer Scientific-Atlanta. The 270,000-household American Cablevision of Queens system will use BTSC stereo encoders and 4.5-meter and seven-meter antennas, as well as video receivers, modulators and demodulators.

The Atlanta-based S-A has also provided 12 of its model 6380 BTSC stereo encoders to Gill Cable, a 115,000-subscriber cable system in San Jose, Calif. Gill Cable will use the encoders to provide its homes with stereo audio compatible with industry-standard multichannel sound TV receivers.

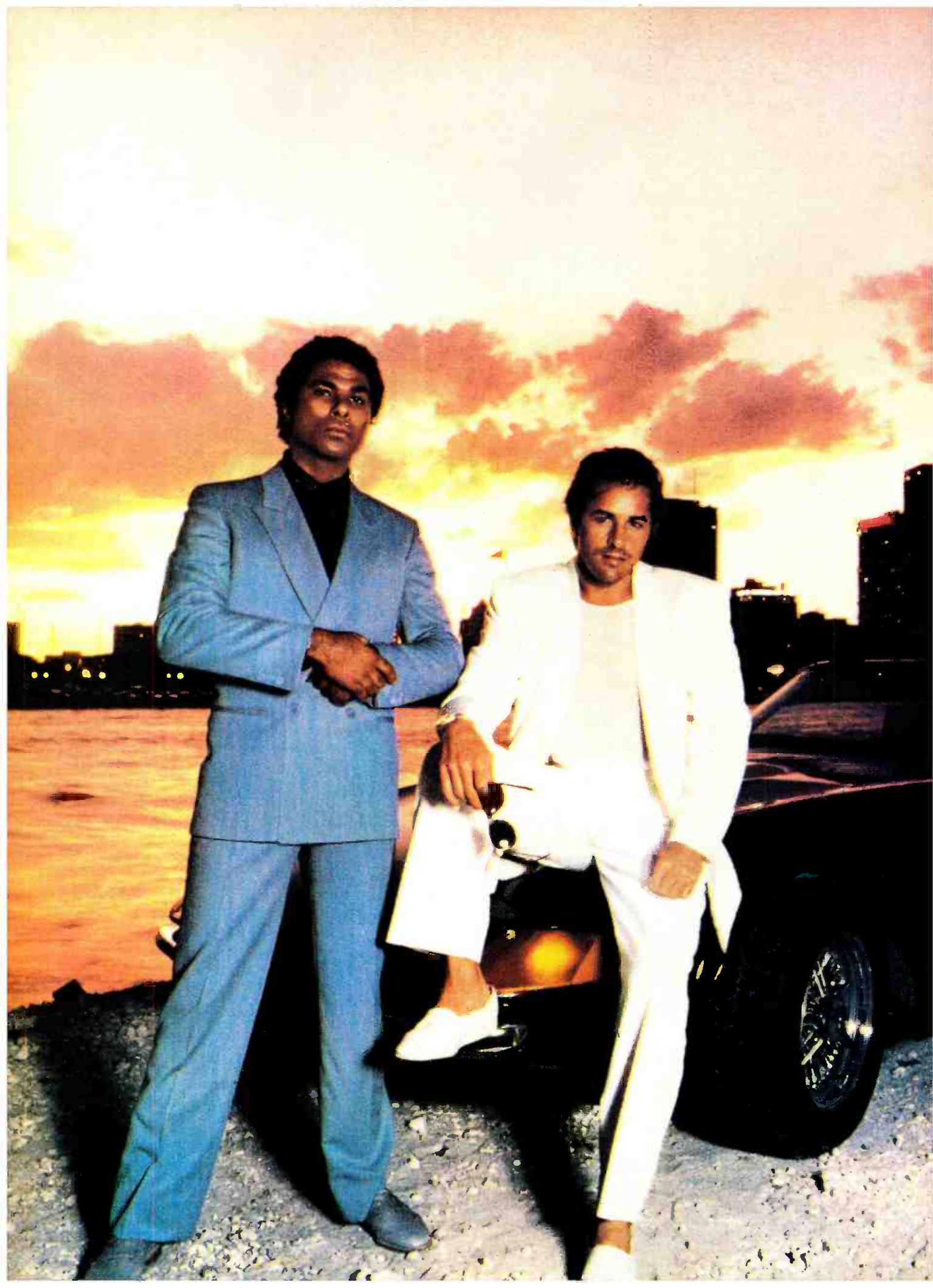
Other orders for S-A include \$300,000 worth of headend and electronics products going to Barden Cablevision's new 550 mhz Detroit system, and coaxial cable, headend and distribution products for Pacific Bell in its construction of new cable franchises in the Palo Alto, Calif., area.



**CHARACTER  
PRODUCTION VALUES  
CASTING  
CINEMATOGRAPHY  
ART DIRECTION  
PLOT  
MUSIC  
DIRECTION**

**A FEW OF THE THINGS  
ABOUT A TELEVISION SERIES  
THAT MIAMI VICE  
CHANGED FOREVER.**



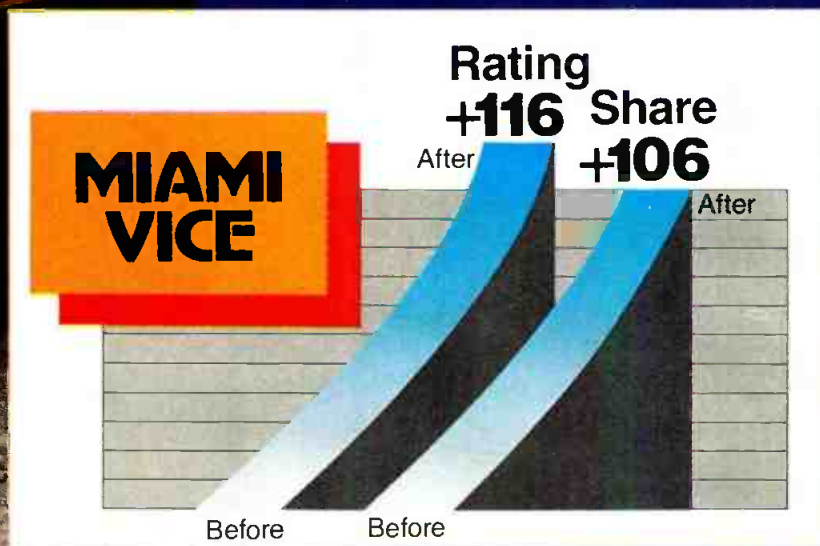




# BEFORE NBC PUT IT ON, FRIDAY WAS JUST ANOTHER WEAK NIGHT.

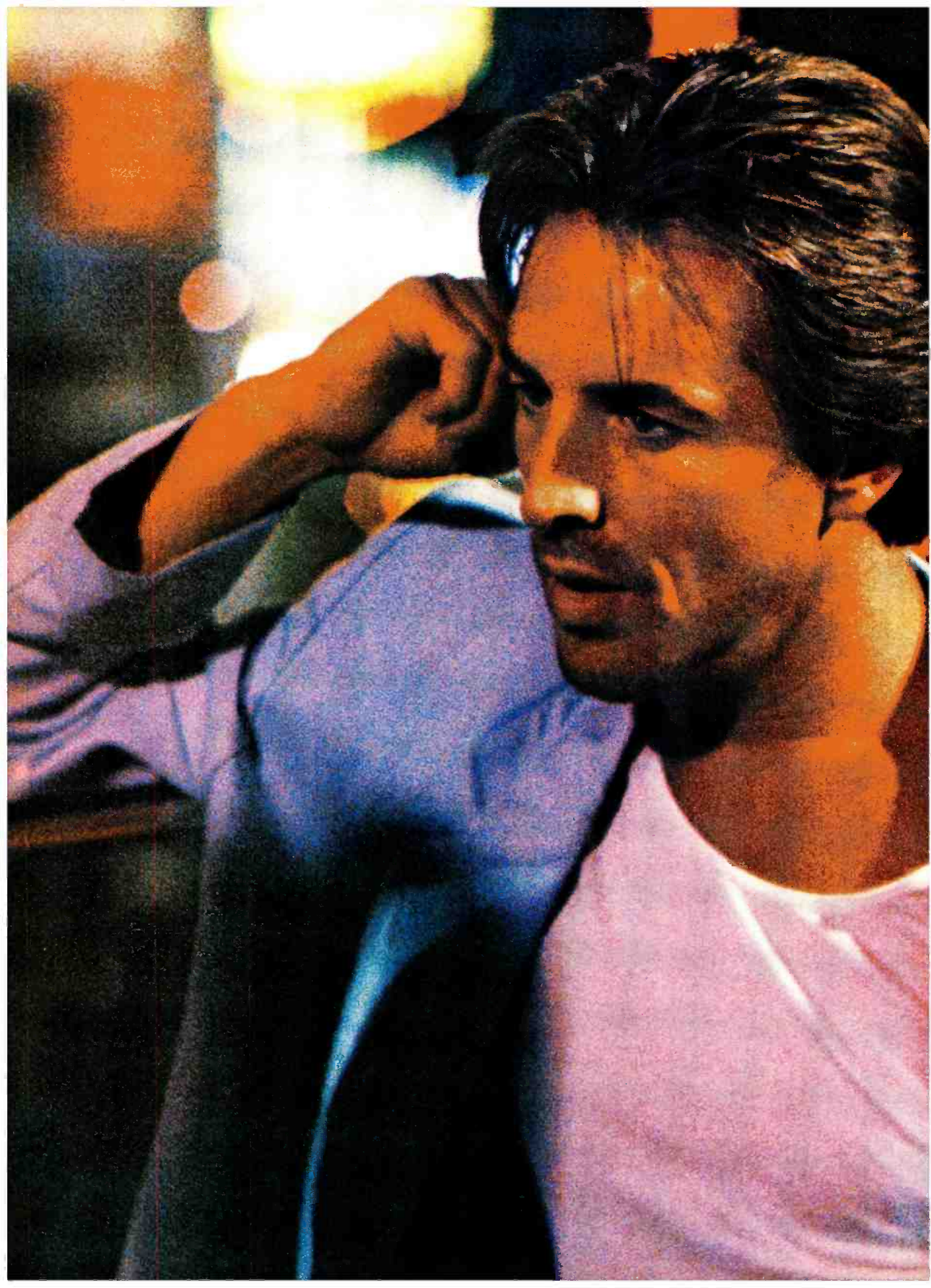
But then Miami Vice showed its power week after week, doubling the time period's rating and share.

And Friday night dominance became as simple as NBC.



Source: NTL Regular Season 1983-86







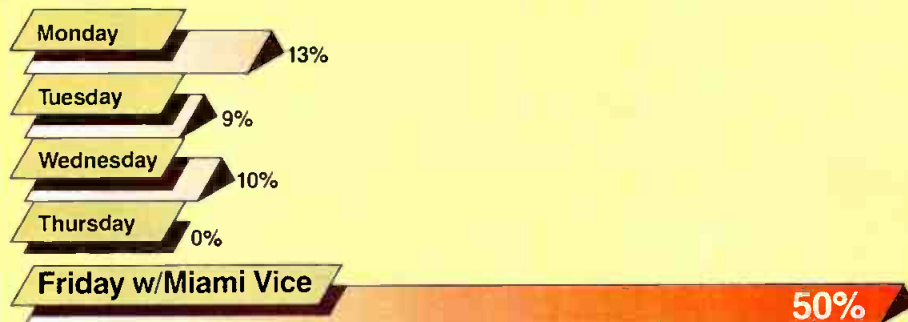
# MIAMI VICE. TAKE IT AND LEAD IT.

When the NBC affiliates' late news shares exploded and Friday became the #1 night, it was no mystery.

As a lead-in Miami Vice delivers the news.

It will deliver anything.

## NBC Affiliate Late News Growth



Source: NSI, Nov '83, Feb '84, May '84, NSI, Nov '85, Feb '86, May '86, Top 25 Markets

**MIAMI VICE**  
FOR ALL TIME, PERIOD.

**MCA TV**



# Business Briefly

## RADIO

**Piedmont Airlines** □ Five-week flight is in planning stages, to run in about 290 markets, starting in early January. Commercials will be placed in all time periods. Target: men, 18-34. Agency:

McKinney, Silver & Rocklett, Raleigh, N.C.

**Roddenbery** □ Pancake syrup will be advertised in three-week flight in six markets in Southeast, including Montgomery, Ala., and Tampa, Fla.,

starting in mid-January. Weekday schedule of sports will run from early morning to early evening. Target: women, 25-54. Agency: Evans/Morris Paller, Atlanta.

**Joseph A. Bank Co.** □ Retail clothing chain is spotlighting its clearance sales for two weeks, starting in early January in about 25 markets, including Atlanta, Boston, Cleveland and San Francisco. Commercials will be presented in morning and evening drive times. Target: adults, 25-54. Agency: Eisner & Associates, Baltimore.

## AdVantage

**Cable's direct-response power.** Study conducted among 2,000 television direct response buyers reveals that network cable television is superior to broadcast for direct marketing. Media Buying Associates, Fairfield, N.J., which conducted study, said cable outdelivers broadcast on cost-per-order basis by 75% and on persons reached by 20%. MBA, media buying firm, noted that cable is responsible for more than 70% of all orders generated by MBAs direct-response clients. Joan McArdle, MBA president, said the study demonstrates that at-home shopping viewers are better educated than U.S. average. She acknowledged that at one time, direct-response buyers were perceived to be of lower socio-economic level, and average direct-response products were nonbranded and priced accordingly at \$19.95 or lower. McArdle said MBA can show that demographics differ markedly from that perception.

**Monitor update.** ScanAmerica, rating and product purchase monitoring joint venture of Arbitron and SAMI/Burke, said in presentation to Electronic Media Ratings Council that validation studies now surpass expectations. Tests show that cooperation rate among 200 households in Denver was 64.3%; daily in-tab level among households was 85%, and that people meter and UPC scanning wand (to register product purchases) worked as designed and are being used on continuing basis. ScanAmerica also reported that coincidental tests compare favorably to its own audience estimates and that independent measurements validate purchase estimates. Denver sample will be expanded from 200 households to 600, covering entire Denver ADI, by April 29 in time for May sweeps.

**15-second growth.** Broadcast Advertiser Reports says that use of 15-second commercials has increased 110% over 1985 in spot television and 163% in prime time. BAR analysis of first three quarters of 1986 was announced by Group W Television President William F. Baker in speech before Advertising Research Foundation. Baker decried current clutter created by 15-second spots as cost effective in short term, but "folly" in long term.

**Advertising potpourri.** Television has always attracted such blockbuster advertisers as packaged goods, fast food chains and financial services, but it is also being used for such products and services as flea markets, rare coins, stamps, unions and unicorn statues. Television Bureau of Advertising has compiled list of nonmainstream television advertising for first nine months of 1986 that shows U.S. Treasury Department with expenditures of \$15.6 million; U.S. Postal Service, \$3.3 million; Made in the USA, \$7.6 million; Rock of Ages Monuments, \$1.5 million; National Association of Letter Carriers, \$0.8 million; National Association of Retired Persons, \$0.5 million; Cenex Farmers Union, \$0.2 million and Avenue I Flea Market (New York), \$0.1 million.

**Differentiation is key.** Study of 1,059 television commercials concludes that single most important factor in whether viewers remember commercial and are persuaded to purchase products is brand differentiation, clear and unambiguous statement detailing how product is better than competition. Study by David Stewart, associate professor of marketing at University of Southern California School of Business, and consultant David Furse is basis of book, "Effective Television Advertising," recently published by Lexington Books. Factors that contribute to increase in consumer recall, according to study, are use of humor, auditory mnemonics devices (such as jingles), information about convenience in use and information about product benefits.

**Adding clout.** Eastman Kodak launched network television advertising campaign last week to reinforce longer life of Supralife alkaline batteries, introduced in September. Commercial relies on humor to dramatize benefits of its new gold-tipped batteries. Commercial spotlights light beams of two flashlights and uses voice-over of young British woman reprimanding her father for using batteries that do not last as long in flashlights as Kodak's new brand. Campaign was created by J. Walter Thompson/New York.

## TELEVISION

**Shoney's Restaurants** □ Fourth-quarter campaign will consist of flights of various weeks from January through March in 26 markets. Commercials will be carried in all dayparts. Target: adults, 25-54. Agency: Ogilvy & Mather, Atlanta.

**Lykes Meats** □ Two-week flight is set to start in late December in eight Florida markets and will expand to 23 markets in Southeast in early 1987. Daytime, fringe, sports and prime periods will be used for commercials. Target: women, 25-54. Agency: Beber, Silverstein & Partners, New York.

**Summit Health Limited** □ Advertiser will promote its surgical weight loss procedure in first-quarter campaign in about 16 markets. Commercials will be carried in all time segments. Target: adults, 25-54; women, 18-34. Agency: Michael R. Hastings & Co., Los Angeles.

**ConAgra Frozen Foods Inc.** □ Company is advertising its Banquet Microwave Hot Bites chicken nuggets in

## RepReport

WSYT(TV) Syracuse, N.Y.: To Seltel (no previous rep).

KPLZ-TV Lake Charles, La.: To MMT Marketing Division from Katz Continental.

KYCK(FM) Crookston, Minn.: To Masla Radio from Hillier Newmark Wechsler & Howard.

KNSI(AM)-KCLD(FM) St. Cloud, Minn., and KQXL-FM New Roads, La.: To Masla Radio from Weiss & Powell.



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Craig Cordial, Vice President

has acquired

## **KLCY-AM & KYSS-FM**

Missoula, Montana

from

## **GARDEN CITY BROADCASTING**

(Subsidiary of  
Standard Communications)

George Hatch, President  
Homer Peterson, Executive Vice President

We are pleased to have represented  
both the Buyer and the Seller in  
this transaction.

**Frank Boyle  Co.**

**MEDIA BROKERS**

55 Old Field Point Road, Greenwich, CT 06830  
Your winning number is 203/869-4433

**ISN'T GREEN YOUR FAVORITE COLOR, TOO?**



about 50 markets, with schedule continuing to end of year and resuming in 1987 with flights of various weeks throughout year. Commercials will be slotted in fringe, daytime and prime periods. Target: men and women, 21-54. Agency: D'Arcy Masius Benton & Bowles, St. Louis.

#### RADIO & TV

**Domecq Importers** □ Presidente brandy is being promoted throughout Christmas season on Spanish-language television stations in San Antonio, El Paso

and Houston and on Spanish radio stations in Los Angeles, San Diego and Southwest. Following holiday period Presidente campaign will continue on TV. Christmas spot was filmed on location in Mexico City, with Scott Hudson Editorial Corp., New York, handling post-production. Commercials are scheduled for all dayparts. Target: adults, 25-54. Agency: Robles Communications, New York.

**International House of Pancakes** □ Fourth-quarter flight will kick off in early January in eight markets on television and three on radio, all in Midwest. Commercials will be slotted in daytime, fringe and weather segments. Target: men and women, 18-54. Agency: Brooks Advertising, Palos Heights, Ill.

#### CABLE

**Westwood One** □ Nationwide campaign to heighten awareness of programming of Westwood One Radio Networks and Mutual Broadcasting System is scheduled to begin in early January on VH-1 and Cable News Network. Commercials will urge listeners to check local radio listings for Westwood One and Mutual programs. Commercials will run in all dayparts. Target: adults, 21-59. Agency: Direct. Westwood One and Mutual are commonly owned.



# Broadcasting

The Newsweekly of the Fifth Estate

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Signature \_\_\_\_\_ Are you in cable TV operations ☐ Yes ☐ No  
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# TV's POWERFUL 1-2 PUNCH

WHEEL OF  
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STILL THE  
HEAVYWEIGHT CHAMPS!

Big  
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This line is *always* open.

It connects you with Sony Broadcast National Emergency Technical Assistance. A computerized paging network linked to Sony field engineers across the continental U.S..

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They know that the Sony Standard works.

Nights, weekends and holidays, too.

**SONY.**  
**BROADCAST**



A public TV commentary from David Milberg and Elynne Chaplik, WYCC-TV Chicago

## The central difference between commercial and noncommercial television

When it was created in the 1950's, public television had a fairly clear identity. Now that it is approaching "middle age," public television has matured, and in the process, some of the characteristics that distinguished it from commercial television have been blurred. That is not necessarily good or bad. What is important is that public television must constantly focus on and promote the things that made it truly different from its commercial counterparts.

In the beginning, public television and educational television were, for the most part, synonymous. The programming was virtually all aimed toward primary, secondary and college students, along with cultural fare for audiences of all ages. Schedules were not necessarily assembled with ratings in mind, and public television executives did not actively "counterprogram" against commercial television. Even National Educational Television (NET), the first public television "network" (or, more accurately, program supplier/cooperative), exemplified by its name primarily what was public television's early emphasis and mission.

Similarly, in the beginning, public television was by definition noncommercial. There was no Corporation for Public Broadcasting. Funding sources included viewer subscriptions, auctions and grants from foundations and corporations. "Enhanced underwriting" and "general support announcements" (GSA's) had not yet been invented or even authorized by the FCC. Commercials were seen as the antithesis of the concept of public television.

Now that public television is nearly 40 years old, it has become as sophisticated as commercial television. Public television stations program for ratings as well as content. On most public television stations education and instruction are only a part of programming and now share schedules with movies, entertainment, news and cultural presentations that are competitive with the fare found on the commercial channels.

Public television seems to be more and more commercial in order to stay in business. There is no guarantee that the community service grants from the Corporation for Public Broadcasting that are so vital to the public television stations will always be a part of the federal budget. Viewer subscriptions, various fund-raising activities such as auctions and grants from the corporations and foundations are just not enough for many stations. So some public television outlets are turning to lengthier underwriting credits and GSA's that seem to be indistinguishable from the ads that run on commercial



David A. Milberg was appointed executive director of noncommercial WYCC-TV Chicago in 1985 after a 12-year career at CBS Inc., where he served as information services director, operations director and news administration manager at all-news WBBM(AM) Chicago. He is also a practicing attorney. Prior to joining CBS in 1973, he was creative services director at WLW(AM) Cincinnati and a member of the brand management team of Cheer detergent at Procter & Gamble.

□

Elynne Chaplik is general manager and program director of WYCC-TV. She put the station on the air in 1983 when the City Colleges of Chicago became the licensee of the previously unused channel 20 frequency, and is Chicago's first female TV general manager. She also created the Radio College, an educational-cultural program service for the City Colleges of Chicago in 1980. Before entering broadcast management, she worked as a freelance talent and producer at several Chicago television and radio stations.

cial television. Some public television stations even publish their rates.

The fact is that corporate underwriters are increasingly looking to get more for their money. To compete for many of the same dollars sought by commercial television and cable, public television has to play by many of the commercial rules.

All of this contributes to the controversy in public television over the extent to which it must go commercial to remain public or even noncommercial. There are the public broadcasters who advocate total self-reliance and total freedom, with few, if any, restrictions on underwriting credits or the ability to air commercials. And there are the opposing public broadcasters who argue that making public television more commercial is totally inconsistent with what public television is all about. Along with this there is the ever-present struggle between the national producers of public television programming and local stations on the length of on-air credits for local sponsors of nationally underwritten programs. The FCC certainly plays a regulatory and quasi-legislative role in the relative "commercialness" of public television. And of course there are PBS's

standards and practices, but policies vary from station to station.

The real issue being overlooked in this controversy is that although one of the key symbols of public television may be changing—noncommercialism—the high program quality and standards of public television remain basically the same. Programming, not commercials, is the core of what public television is all about.

In public television there is also a built-in guarantee of the stability of high quality programming reflecting community needs and interests. This is because there is one specific attribute that significantly distinguishes public television from commercial television. As long as current laws and regulations remain in effect, public television stations will always reflect local needs and interests of the communities they serve because ownership will always be local or at least come from the state in which the station is located. Because they are not-for-profit, public television stations are not commodities on the market that are bought and sold with the increasing frequency of commercial stations. And except for some statewide systems or stations with repeaters, there are no national chains as such or public television stations or group owners. The nature and operation of PBS complements the programming freedom of public television stations. PBS is more of a "programming cooperative" than a network in the sense of ABC, CBS and NBC, because PBS affiliates do not have to take into consideration network payments/reimbursements to them when making program clearance decisions.

This is not to say that commercial television does not broadcast high quality programming or that it is not responsive to local community needs and interests. However, the fact remains that commercial television stations are programmed to make money and to increase in value for possible future sales. Public television stations are not programmed for profit or resale, but rather to provide operating and production costs. Thus, even with "commercials," public television stations airing them remain inherently noncommercial.

It is more than likely the "localness" of ownership and operation of public television stations will determine the outcome of the various programming and fund-raising controversies that are being faced. Whether viewers are willing to tolerate enhanced underwriting or GSA's will be discovered by individual public television stations soon enough. The same applies to programming. Some markets will want a public television station that is as "full service" as commercial stations, with extended news and regular entertainment programs. Other markets will be best served by public television that is more narrowly programmed with a greater emphasis



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**Guess who  
helped break up  
the A-Team?**

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on instructional or educational programing. This is exemplified by the fact that more and more localities are now being served by multiple public television stations, with each licensee broadcasting with a different programming philosophy and mission to serve community needs.

The Chicago market is an excellent case in point. It demonstrates that service to the special needs and interests of the local community is the factor that allows public television to flourish. Chicago has two totally separate PBS affiliates that are both financially sound and have viewership ratings that surpass and/or are competitive with local commercial television stations. The two Chicago PBS affiliates have shown they can successfully co-exist because they have different programming directions and different ways of providing a product that is vital to their audiences.

The newest of these two stations is WYCC-TV. It debuted in 1983 as one of the handful of "wholly instructional" public television stations in the United States. Owned and

operated by the City Colleges of Chicago, WYCC-TV (and its associated videocassette programs at Chicago public libraries and various City College campus libraries) enrolls the most telecourse students in the nation. Yet, most of its audience is not "students" per se but the community at large, because WYCC-TV was able to identify quality programing that serves the needs of the student viewer as well as the general viewer. WYCC-TV's founding institution, the City Colleges of Chicago, is compensated for the bulk of its expenses on the station by registration and tuition fees from students watching telecourse broadcasts, as well as by various grants. Although future considerations might warrant a change, WYCC-TV may be the only public television station in the country that has never run a subscriber drive or held an auction to raise funds. It also does not broadcast GSA's or provide enhanced underwriting credits. In sum, WYCC-TV's business approach to public television is to sell a product—instructional programing. This could be considered just as much a commer-

cial activity as selling advertising time, yet no one would ever mistake WYCC-TV for anything but a public television station.

Public television faces the same need to run in a bottom-line-oriented business manner as its commercial counterparts. To operate with a business orientation, public television will be forced to explore and implement many new possibly "nontraditional" methods of producing revenue. Offering commercial time, GSA's and enhanced underwriting may be ways of doing this. Leasing unused or excess airtime to outside commercial enterprises may be another way. Good business practice, however that may be defined, is not the antithesis of public television. That is because the core of public television's identity will always be its programing and local ownership.

Whether it sells commercials or not or whether it programs for mass audiences or target more toward education and narrower interests, public television should be telling—and selling—to the public, to underwriters, to sponsors and to legislators. ■

## Datebook

### 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 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**—Deadline for entries in Broadcast Designer's Association's ninth annual International Design Competition. Information: Russell Smith, executive director, Broadcast Designers' Association, 251 Kearny Street, Suite 602, San Francisco 94108; (415) 788-2324.

**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 Programing 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 Programing. Ceremony to be aired live by WTBS(TV) Atlanta. Wilton theater, Los Angeles. Information: (202) 775-3611.

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

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

**Jan. 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



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**Guess who  
keeps more of  
its lead-in audience  
than Family Ties  
and Night Court?**

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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. 30**—Deadline for entries in *National Cable Television Association's* ninth annual System Ace competition for local cable programming cablecast between Nov. 2, 1985, and Dec. 31, 1986. Information: NCTA, 1724 Massachusetts Avenue, N.W., Washington 20036; (202) 775-3611.

**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 Associ-*

*ation'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**—Deadline for entries in 15th annual Clarion Awards sponsored by *Women in Communications Inc.* Information: WICI, Box 9561, Austin, Tex.; (512) 346-9875.

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

**Feb. 19**—*Federal Communications Bar Association*

## 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 Stations* annual meeting. Omni hotel, St. Louis.

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

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

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

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

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

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

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

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

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

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

**Aug. 30-Sept. 1, 1987**—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta. Future meeting: Sept. 7-9, 1988.

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

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

**Oct. 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.

## Errata

Public Broadcasting Service President **Bruce Christensen suggested additional \$100 million for national noncommercial television programming might be raised through \$25 average increase in contributions of PBS's four million subscribers**, not through 25% increase in member station dues as reported in Dec. 8 issue.

□

Contrary to report in Dec. 15 "In Sync," **Ampex has no announced plans to show stand-alone composite digital videotape recorder at National Association of Broadcaster's equipment exhibit next March**. While company is working on companion deck to its already introduced composite digital spot player, possibility of showing is more likely in late 1987.

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**Guess who  
matches Webster for  
women and kids?**

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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**—*Broadcast Pioneers* annual Mike Award dinner. Plaza hotel, New York.

**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. 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.

of obscenity and broadcast indecency laws.

They are the people who are able to distinguish between ordered liberty and decadent license and who realize that it is not the former but rather the latter that opens the door to a totalitarian state.—Robert Peters, attorney, New York.

## Colorization kudos

EDITOR: Let's hear it for colorization. WRSP-TV Springfield, Ill., recently ran [colorized] "It's a Wonderful Life." The response was tremendous. Colorization affords a new generation exposure to a truly classic film. These same people perhaps would not have had the interest or be attracted to watch black and white. Today's 18-year-olds grew up in an environment of full-color networks; even local stations were total color the year they were born. Colorization breathes new life to great programs that might not have lasted another lifetime.

To its critics: Go the extra effort and turn off the color on your set. Aren't we interested in programming to the masses? If so, we now can attract two groups, those insisting on enjoying oldies but goodies in color and those who love the originals as produced. One watches with no adjustments, the other turns off the color. The choice is theirs. And the broadcaster? Well, he just increased his audience share.—Steven Soldinger, general manager, WRSP-TV Springfield, Ill.

## In search of

EDITOR: I have been involved with historical research that concerns, in part, aspects of military radio programming during World War II in the European Theater of Operations, and I am trying to locate a radio announcer who served in armed forces radio. He is former Sergeant Dick Dudley, who had a program called *Duffle Bag* which was broadcast over the BBC. Dudley worked with the late Lieutenant Colonel Edward Kirby during and after the war and the last report had him working as a radio announcer in New York City.—Dale M. Titler, Box 7361, Courthouse Road Station, Gulfport, Miss. 39506.

## Character update

EDITOR: In connection with Cablevision Systems Corp.'s bids for certain RKO radio stations, you correctly reported that Cablevision's "possible character problems" referred to unadjudicated antitrust and EEO charges which would not adversely affect the company's bid unless affirmed against it (BROADCASTING, Dec. 15). The FCC's number one ranking of Cablevision's bid for the New York stations reflected their appreciation of the technical nature of these claims.

To bring the matter up to date, we want to report that the antitrust matter was disposed of this week. In addition, the company has never had an EEO claim adjudicated against it and has no reason to believe any pending claim will result in liability. As a result, the commission has advised that it regards the company as having no character impairment.—Sheila Mahony, vice president, Cablevision Systems Corp., Woodbury, N.Y.



## Back to Britain

EDITOR: May I ask you for one more opportunity to respond to Professors Winston and Uricchio, who seem very determined to create bogeys where none exist ("Open Mike," Dec. 1).

Concerning early German television, the first transmissions using iconoscope cameras developed by Telefunken and the Deutsche Reichspost took place at the start of the Olympic Games on Aug. 1, 1936. At that time the German administration had not yet decided what picture definition would be finally introduced as a standard, although something appreciably more than 180 lines was in mind. Because of this uncertainty, no television receivers were in offer for general sale and public viewing was catered for by "televueing" rooms. The Aug. 1 date was celebrated this year (1986) in the Federal Republic of Germany as the 50th anniversary of fully electronic television.

The first scheduled transmission in England using Emitron cameras was on Aug. 27, 1936, for the benefit of the Radio Exhibition at Olympia, preceding the inauguration of regular service on Nov. 2. Hence it is true that the Germans used iconoscope-type cameras for public transmission shortly before the British, but nobody has suggested that this was not the case.

On the question of definition, the Selsdon Report recommended in fact that: "The degree of definition it is essential to obtain . . . should not be less than 240 lines per picture." Engstrom of RCA Victor concluded in 1933 that 180 lines were necessary for "satisfactory" results. Zworykin said in 1934 that he regarded 240 lines as a minimum. So, while 180 lines was of course "high definition" in comparison with 30 lines, it was quite authoritatively considered that 240 lines was the minimum for satisfactory high definition service.

Finally, may I refer to the professors' strange interpretation of my statement on RCA/EMI patent information arrangements. The close links between RCA and EMI provided for use of and advance information on each others' patent applications, so that from the early 1930's the EMI team was certainly aware of Zworykin's work and never pretended otherwise. J.D. McGee said in 1948 that the Emitron was fundamentally the same as the iconoscope. He was not in the position of having to "admit" anything since the fact had always been acknowledged; and indeed the early EMI tubes were known as iconoscopes until 1934 when the name Emitron was adopted because "iconoscope" was a registered RCA trademark. To quote less selectively from McGee, the Emitron was "...the same as the iconoscope although differing in many details." Important among these details were improved mosaic targets with evaporated rather than coagulated layers. RCA patent information did not include such details as target processing techniques; and in view of this and a number of other aspects, the Emitron development certainly represented independent work in parallel with that in the USA.—T. Bryce McCrirrick, director of engineering, British Broadcasting Corp., London.

## People identified

EDITOR: In answer to Louis Sicilia's question ("Open Mike," Dec. 1) regarding which "people" Ms. Wein referred to as being "up in arms" over the low priority of obscenity prosecutions, it is my understanding that they are the same people whose chosen representatives enacted constitutional obscenity laws to promote the general welfare and to protect the public safety.

They are the people who choose to live and raise their children in decent communities—an impossibility without enforcement

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**Guess who  
has the same  
winning profile as  
Diff'rent Strokes and  
Gimme a Break?**

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# MR. BELVEDERE

## Profile of a Winner



**Mr. Belvedere helps k.o. "The A-Team" this season!**

And in its first full season Belvedere captured its Friday night time slot – helping to run "Knight Rider" off the road and put "The Twilight Zone" into – the twilight zone.

**Mr. Belvedere keeps more of its lead-in than Family Ties and Night Court!** As the second half of a sitcom block, Belvedere keeps 99% of Webster's lead-in HH rating which is better retention than many other network sitcoms.

**Mr. Belvedere virtually matches Webster in women + kids' ratings!** Demographically, Belvedere mirrors Webster in these categories – which prove to be the keys to off-network comedy success\*.

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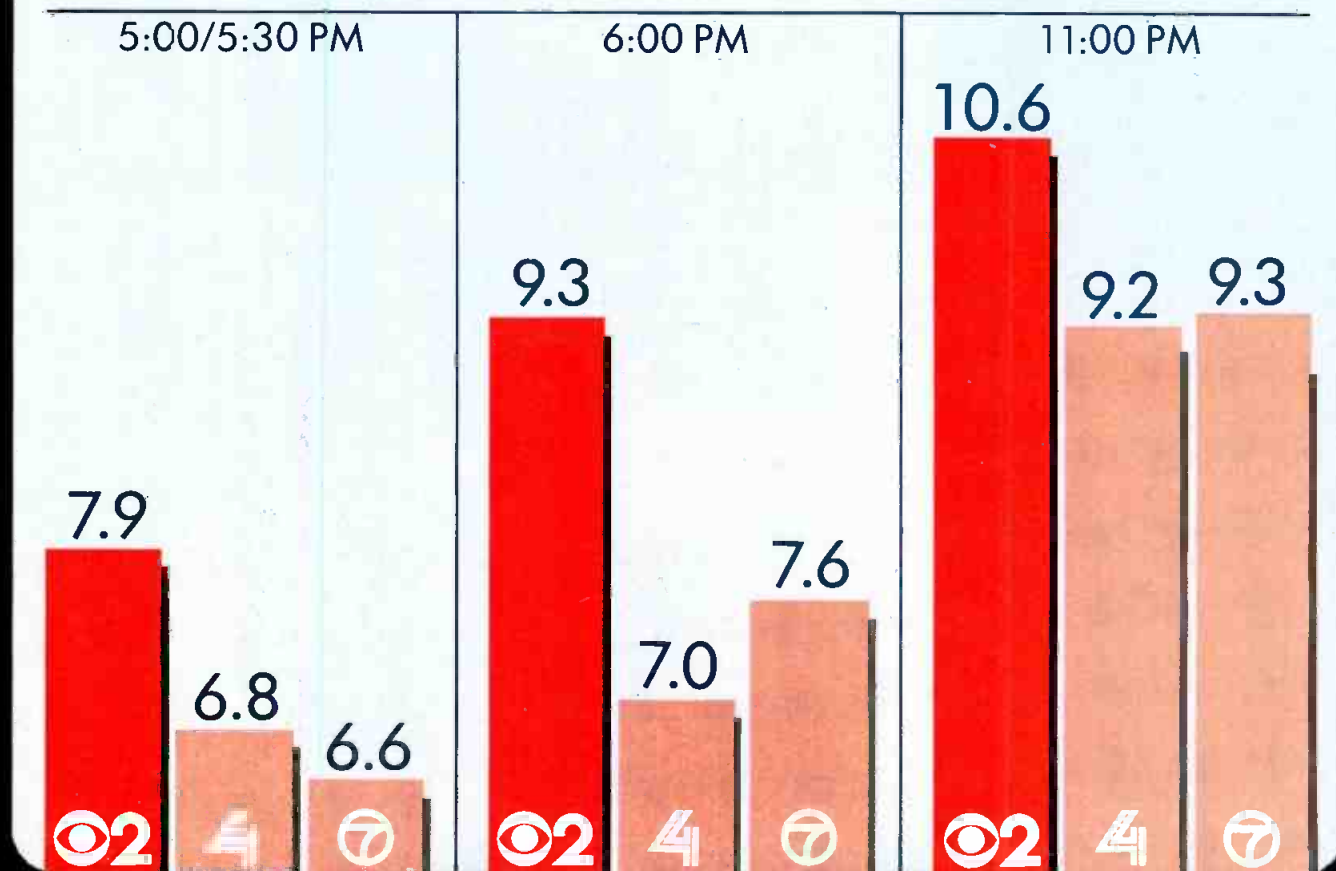
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\*Source: Arbitron meter households. Oct. 29-Nov. 25. Mon.-Fri. averages. Data subject to qualifications available upon request.

# Broadcasting Dec 22

Vol. 111 No. 25

TOP OF THE WEEK

KEEPING UP WITH THE POWERS THAT BE

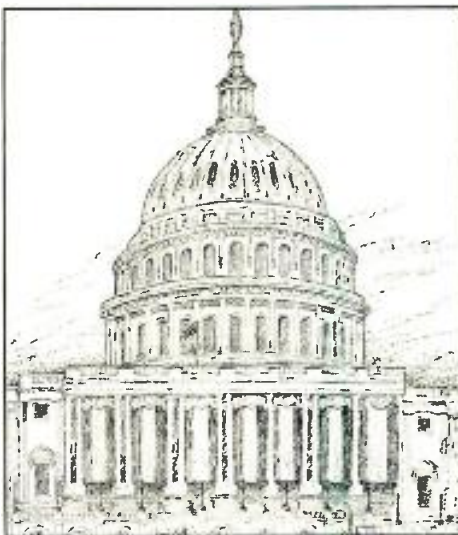
## Pendulum swings back on Capitol Hill

What can the Fifth Estate expect from the 100th Congress?

- Tougher scrutiny of FCC policy.
- A more regulatory state of mind, now that both the House and Senate are in Democratic hands.
- And a more activist approach to communications issues in general.

That is the consensus of lobbyists, regulators and congressional staff members familiar with the key players in the new Congress which convenes on Jan. 6. "It certainly is not going to be an unfriendly environment," said one broadcast lobbyist, but it will be "different."

To begin with, the Democratic victory in the Senate brings Ernest F. Hollings of South Carolina to the forefront. He will be chairman of the Senate Commerce Committee, which has jurisdiction over legislation af-



fection to pursue a telecommunications agenda with the same vigor that he has had in the past.

There were still other reasons for the lawmakers' inactivity on communications matters. The cable television industry seemed content to lie back for a while after the 98th Congress adopted the Cable Communications Policy Act of 1984 which greatly curtailed state and local authority to regulate cable. Broadcasters, unsuccessful in a drive for deregulation, put the effort on hold until a more opportune time. And the battle between the networks and Hollywood over the FCC's financial interest and syndication rules was temporarily laid to rest in the 98th Congress when the FCC yielded to congressional and White House pressure and left the rules intact. The parties spent the next two years trying to settle their differences



Hollings

fecting the broadcasting and cable industries. Hollings's keen interest in communications and his iconoclastic style will contrast with that of his lower-key predecessor, Republican John Danforth of Missouri.

In the House, the powerful John Dingell (D-Mich.) stays at the helm of the Energy and Commerce Committee. An as yet unnamed member will guide the Telecommunications Subcommittee. Although there are several potential candidates for the seat, the odds favor Massachusetts Democrat Edward J. Markey, whose views are similar to those held by his regulatory-minded predecessor, Tim Wirth (D-Colo.), who was elected to the Senate.

An increase in activity affecting the communications industry is almost a certainty. "Any time you get new people with a new set of responsibilities, you always get a burst of tremendous energy," said Charles Ferris, himself a Democrat and a former FCC chairman who is now a communications attorney with Mintz, Levin, Cohn, Ferris, Glovsky & Popeo.

In the 99th Congress, which adjourned last October, communications issues were low on the list of priorities. Congress was distracted by a monstrous political agenda that included overhauling the current tax code as well as tackling the budget deficit. Many members were also preoccupied with the 1986 midterm elections. The decision by House Telecommunications Subcommittee Chairman Wirth to run for the Senate also contributed to the lull. Faced with a tough race, Wirth had neither the time nor inclina-



Dingell



Inouye



Markey



through private negotiations.

In the Senate, broadcasting and cable issues weren't high on Danforth's agenda. He had assumed the chairmanship in 1985 after Bob Packwood (R-Ore.), a major figure in the development of communications policy, opted to head the Finance Committee. Under Danforth, as one communications lobbyist put it, "the last two years have been a struggle to just get your issues aired."

The FCC was said to be similarly frustrated by Danforth's lack of interest. Commission officials reportedly encountered difficulty in explaining the agency's position to the satisfaction of Danforth's staff and found the senator inaccessible.

That's not to say lawmakers in the 99th Congress didn't tackle some issues. The controversy over cable programmers scrambling their satellite feeds and the subsequent impact on the development of the home satellite marketplace captured congressional attention. But the majority felt legislative intervention was unnecessary (BROADCASTING, Oct. 6).

The most significant piece of communications legislation to emerge from the 99th Congress was in copyright: The Electronic Communications Privacy Act protects private satellite feeds (such as the television networks' backhauls) from unauthorized interference and interception (BROADCASTING, Oct. 13).

Proposals by consumer groups to ban beer and wine commercials from the airwaves and the controversy surrounding so-called pornographic rock lyrics also received public airing, but no legislative action. The 99th Congress intervened on must carry when it instructed the FCC to consider new rules requiring cable television to carry broadcast stations.

Just prior to adjournment, House Telecommunications Subcommittee members were highly critical of the FCC's proposed abandonment of its policy of granting preferences to women and minorities in the comparative renewal process. That issue is still pending and is almost certain to explode in the new Congress.

The pace will pick up next year. As one Republican aide noted, "the Democrats have been on the downside of the issues for six years, and they probably have some things they'd like to accomplish." Under Hollings, predicted one lobbyist, "you will see a lot of hearings and legislation introduced." However, he added, "I don't expect any legislation will actually move. The Democrats have a real problem with moving legislation. They're great at flagellating it, but they have a terrible time trying to pass it."

Hollings, 64, headed the Communications Subcommittee in the late 1970's, and has been the ranking minority member on Commerce since 1983. "He's smart, he knows the issues; he knows the people. I think communications will be one of the major areas he'll look at," said Christopher Coursen, a former Republican counsel on communications issues to the Commerce Committee and now a lobbyist with O'Connor & Hannan (representing Pacific Telesis and broadcast clients).

"You can expect to see a dramatic change in form on how the committee runs," said one source. "It will run on time; senators will be limited to five minutes. There will be no extensive, exhaustive statements by [Tennessee Democrat] Al Gore. He's going to sit on him from the word go and make sure Gore knows how the cows ate the cabbage. That's the way Hollings is; he's a leader and he'll take charge."

Mary Jo Manning, who was counsel to the Communications Subcommittee under Hollings, describes her former boss as neither a "free marketer nor a reregulator." Manning, now an attorney with Wilkes, Artis, Hedrick & Lane, says he's a moderate and favors



FCC Chairman Mark Fowler

competition. At the same time, the senator wants to insure that business is meeting its public interest responsibilities, she said.

Manning thinks Hollings will keep a sharp eye on the FCC and will insist on enforcement of its policies. The FCC's fairness doctrine is one policy on which Hollings's stand is well known. During the last Congress he inserted legislation in an FCC funding measure that would have barred the agency, for at least a year, from eliminating or weakening the doctrine (BROADCASTING, Oct. 13). It's believed Hollings would be expected to come down hard on the commission if it were to tamper with the doctrine.

Hollings's stand on the political broadcasting rules is based on personal experience. In a BROADCASTING profile of the South Carolina Democrat of March 28, 1977, Hollings said he is convinced that without access to broadcasting, he could not have won his campaign for governor in 1958. It was a campaign opposed by nearly all the newspapers in the state and the senator says: "I got in on the equal-time provision."

In the past, Hollings has supported broadcast deregulation. He was a co-sponsor of S.55. Adopted by the Senate in 1983, the bill would have eliminated the comparative renewal process and codified the FCC's radio deregulation. But by the same token, Hollings doesn't feel the marketplace is fully competitive and believes there is a need for the commission's multiple ownership and crossownership rules. He opposed FCC efforts to eventually sunset the limits on

broadcast station ownership and instead favored a permanent set of rules (BROADCASTING, Aug. 6, 1984). Regardless of what the new chairman ventures into, Charles Ferris noted, he'll make a "fresh, current assessment each time, and come to a fresh conclusion, even though it might be different than the one he took five or 10 years ago."

Under Hollings, commented a source, if broadcasters want elimination of the comparative renewal process they might have to "swallow some things in the minority preference area or even codification of the fairness doctrine." That view was seconded by a Senate staffer who felt that "next year might not be the most fortuitous time for broadcasters to push their own initiatives." Instead, he predicted the industry may find itself fending off efforts to reregulate.

"I think there's going to be a lot of emphasis on political advertising," said John Summers, senior executive vice president for government relations for the National Association of Broadcasters, which feels congressional concern over the use of negative ads might revive efforts to regulate broadcast advertising and that the growing costs of campaigns could fuel interest in legislation that would mandate free airtime for campaigning.

The NAB, said its president, Eddie Fritts, has had a good working relationship with Hollings, and "we anticipate that will continue."

Hollings's long-standing ties with South Carolina broadcasters are considered a plus for the industry. "He's worked closely with us and we try to keep him informed," said William Saunders, president and general manager of WPAL(AM) Charleston, S.C. "He's well respected and a straight shooter. We think there will be a lot of issues facing the industry and having someone like Hollings, who's knowledgeable, will be of great value."

Still, broadcast lobbyists know Hollings won't endorse "flash-cut deregulation." He's been quoted as saying that airline deregulation had turned him into a "born-again regulator." Former Republican FCC Chairman Richard Wiley, of Wiley Rein & Fielding, thinks deregulation will go into "remission" during the 100th Congress. "Obviously the FCC will have to lie low on the fairness doctrine." Except for that, Wiley thinks Hollings and the FCC will strike a "good balance."

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The FCC will not be the only object of congressional attention. The common view expressed by communications lobbyists is that the Corporation for Public Broadcasting will hear more frequently from the House and Senate. The firing of former CPB President Martin Rubenstein by a board sympathetic to the policies of former Chairman Sonia Landau, and the corporation's desire to conduct a content analysis study of PBS programming has aroused interest among the lawmakers. "There's bound to be some concern about the upheaval in public broadcasting," said a former Hill aide familiar with CPB and its relationship with Congress. John Dingell raised

serious reservations about the content study during the last session and is likely to reactivate his Oversight and Investigations Subcommittee on the matter. Hollings, a champion of public broadcasting, also is expected to explore the issue. CPB's reauthorization is slated for renewal in 1988. It could serve as a vehicle for any reforms.

"I feel we'll continue to enjoy bipartisan support" in the 100th Congress, said National Public Radio President Doug Bennet. And as noted by Peter Fannon, president of the National Association of Public Television Stations, the committee leaders in the new Congress were all instrumental in the establishment of public broadcasting. On appropriations, the subcommittee with jurisdiction over CPB will be chaired by Senator Lawton Chiles (D-Fla.). The Florida state government, Fannon pointed out, has made a strong commitment to public stations. Chiles will also head the Budget Committee.

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There has been some conjecture that the cable industry will face a "rough time" from both the House and Senate Commerce Committees. Congressional sensitivity toward developments in the home satellite marketplace (the so-called scrambling debate) is expected to continue. What happens in that area, however, depends in larger part on what the FCC and National Telecommunications and Information Administration conclude in their examination of the TVRO marketplace. The Justice Department is also investigating possible anticompetitive practices by cable operators in the home satellite marketplace.

"I think this is going to be a year when cable meets its match," said Thomas Herwitz, vice president for corporate and regulatory affairs for Fox Television Stations and a former aide to Fowler. Herwitz foresees the cable industry lined up on one side, with broadcasters, the telephone companies and product producers on the other. What's happened, he said, is that "all those groups have come together in recognition that we have a medium out there which has all the advantages." According to the predictions of one telephone lobbyist, Hollings will hold hearings on cable: "they could be on scrambling, a cable concentration of control or rate deregulation." The senator has always favored diversity, he contended, "and I just think he might want to take a peek at cable-telco cross-ownership."

But the National Cable Television Association thinks such speculation is wishful thinking. "I think most people that are predicting that are grinding axes and hoping that by predicting they can help it come true," said NCTA President James P. Mooney. "There is no question but that with the arrival of cable deregulation we will go through a politically sensitive period. But it's important not to get too narcissistic and understand that the first thing Congress thinks about when it gets up in the morning is not cable TV. There are other things in the world which have a better claim to congressional attention."

The switch from Danforth to Hollings might even be more advantageous to cable.

Hollings was a co-sponsor of the cable deregulation bill adopted in 1984. Nor did Hollings play an adversarial role in the scrambling debate, although he expressed some concern about anticompetitive practices within the TVRO marketplace. "We work well with Hollings," said Steve Effros, president of the Community Antenna Television Association. "I don't think we have anything to fear from him."

Danforth, on the other hand, was not considered a cable ally. He even suggested that the ban on telephone-cable crossownership might be lifted as a means of injecting competition into the cable industry. Danforth was also working on legislation (the Dole bill) that would transfer the regulation of the Bell operating companies (under the modified final judgment [MFJ] that resulted in the breakup of AT&T) from federal court to the FCC. Cable feels that such a move might pave the way for telephone company entry into all types of information services including cable television. The telcos are currently barred from entering the information services by the MFJ as well as the crossownership statute in the Cable Communications Policy Act of 1984.

Hollings, however, is said to have serious doubts about the telephone bill and the prevailing sentiment is that the new Senate is going to be far less sympathetic to the telephone companies than its Republican-controlled predecessor. Some even believe the debate on telephone legislation will shift to the House.

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"I think there will be two major stories in this Congress, neither of which will necessarily result in legislation," said NCTA's Mooney. "One will be the whole question of who's going to make telephone policy and the other's going to be Valenti's [Motion Picture Association of America President Jack Valenti] fight with the broadcasting networks."

Network lobbyists are already gearing up for Hollywood's assault 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. MPAA wants a continuation of the restrictions 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 revenues they need in a time of increasing competition and declining audience share. Hollywood feels a particular sense of urgency in gaining congressional help while President Reagan is still in office. Reagan, a former actor, aided the production community three years ago when the FCC tried to repeal the fin-syn rules.

It's also no secret that Valenti is going after cable, too. He'll probably ask Congress to place limits on the number of cable systems one company can own. MPAA's objective in the 100th Congress, Valenti said, is to seek "real competition" with the networks in prime time programming and with the cable industry. "Right now I'd say that competition is languid in network prime time pro-

gramming and totally lacking in cable. So our objective is to try to see if we can level the playing fields so that programmers can compete with each other, so that viewers can benefit from competition. And finally not be dominated by the giant networks and these giant MSO's [multiple system operators], who have the only unregulated monopoly that exists in the country today."

The cable industry has wasted no time in responding to Hollywood's attack. Last month NCTA circulated a 52-page white paper asserting that studios monopolize program production and distribution and accusing them of the same concentration of control and vertical integration that are charged to the MSO's by Hollywood. There's also a distinct possibility that the networks and cable may team up to stop Valenti. "We do not regard it beyond the pale of contemplation," said NCTA's Mooney.

Valenti's charges, said CATA's Effros, are a "classic case of the pot calling the kettle black." But no one is underestimating Valenti nor the political clout MPAA has on Capitol Hill. Valenti, himself, has strong ties with many congressional leaders, and Hollywood's influence, particularly in the campaign financing area, is unmatched by the broadcasting and cable industries.

MPAA might have been better off if the Republicans retained control of the Senate. Orrin Hatch (R-Utah) was in line to chair the Judiciary Committee, and Hatch is viewed as a strong ally of the motion picture industry. Now, however, Joseph Biden (D-Del.) will head that unit. Biden, said one network lobbyist, has ties with both Hollywood and the broadcasting community. Furthermore, Biden, who is considering a bid for the Presidency, may tend to shy away from issues pitting the various communications industries against one another. "No one up there wants to referee another fight on fin-syn," commented a lobbyist familiar with the earlier battle.

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The industries will be dealing with the same players on the Senate Judiciary Committee, where there are no new faces (BROADCASTING, Dec. 1). Returning to the committee: Biden; Edward Kennedy (D-Mass.); Robert Byrd (D-W.Va.); Howard Metzenbaum (D-Ohio); Dennis DeConcini (D-Ariz.); Patrick Leahy (D-Vt.); Howell Heflin (D-Ala.); Paul Simon (D-Ill.); Strom Thurmond (R-S.C.) (ranking minority member); Hatch; Alan Simpson (R-Wyo.); Charles Grassley (R-Iowa); Arlen Specter (R-Pa.); and Mitch McConnell (R-Ky.).

There had been some talk that the Senate Copyright Subcommittee might not be reconstituted, but the latest reports indicate the subcommittee will be back. At its helm, according to sources, would likely be Arizona's DeConcini. He's considered an unknown quantity on copyright issues, although in the 98th Congress he introduced legislation whose obvious beneficiary was superstation WTBS(TV) (BROADCASTING, Nov. 21). The commonly held view is that DeConcini will be more active than his predecessor Republican Charles McC. Mathias of Maryland, who retires at the end of the



year and convened few hearings during the 99th Congress.

Hollywood may also try to revive congressional interest in home taping legislation that would give copyright holders some control over first rental rights of videotapes. And if the MPAA has its hands full fighting cable and the networks, it can also count on the All-Industry Television Station Music License Committee to relaunch an aggressive campaign to eliminate the current blanket licensing scheme for music rights in syndicated television programming.

MPAA's charges that cable is an unregulated monopoly may get more of an airing if Judiciary reestablishes its antitrust subcommittee. Democrats have been talking about reviving the subcommittee—abolished several years ago—and Ohio's Metzenbaum is expected to head it. On another front, the communications industry can expect to hear from Senator Simon, who will reintroduce his violence bill that would create an anti-trust exemption for the networks, cable, and the production community among others, to discuss ways to reduce violence on television.

□

The jury is out on just how far congressional oversight of the FCC will go. There are some industry lobbyists who think that "if Congress is laying for anybody it's laying for Fowler." (FCC Chairman Mark Fowler, who expects to be renominated, would come before the new Senate for confirmation, and some sources believe the Democratic takeover of the Senate reduces his chances of being confirmed.) Even if FCC oversight hearings are more frequent, whether they result in anything other than a public bashing is questionable. As one industry source said, "Congress is as much in the business of bashing as it is in the business of legisla-

ing."

Hollings and Fowler have had their differences. Last year Hollings was particularly critical of the commission's proposal to allow public broadcasters to swap their VHF channels for commercial UHF's plus cash. During a vote on an FCC authorization bill, Hollings tried to attach an amendment that would have prevented the FCC from completing its rulemaking on the matter (BROADCASTING, May 6, 1985). At that time he called Fowler "devious." The item is still pending although the commission plans no immediate action. As a precaution, the senator later added language to an FCC funding bill essentially blocking it from permitting the swaps (BROADCASTING, Oct. 20).

Fowler's staff is said to have a "good working relationship" with Hollings staff. (Thomas Cohen, Hollings's chief communications aide, is a former FCC employee who is respected and liked by commission staff. Described as "effective and extremely knowledgeable," Cohen is expected to figure prominently in the development of communications policy.)

Fowler himself is optimistic. "I feel very confident that we can work well with Chairman Hollings and his staff," Fowler said. "He's up on the issues. He's intelligent, and where we have disagreements, he'll make them clear. There won't be a lot that we have to guess about." On economic issues, the FCC chief feels Hollings's voting record has been "pretty good, and most of the issues that we have up there are economic issues."

Hollings's power base will be expanded when he assumes the chairmanship of the Appropriations subcommittee that has jurisdiction over the FCC. He's succeeding Warren Rudman (R-N.H.). And his role would intensify if he heads the Communications Subcommittee. But that's irrelevant, observers say. "Whether he gets the subcommittee

or not, Fritz will dictate what issues that subcommittee gets into. Members can put in all the legislation they want, but they still need to get their hearing, and that's up to Hollings," commented one former Senate aide. The fate of the subcommittee has been the subject of considerable speculation (BROADCASTING, Nov. 24).

If Hollings doesn't take the subcommittee, Daniel Inouye (D-Hawaii) is next in line to head it. Inouye has not been as active on communications issues as others, but he doesn't always stay in the background either. For instance, he joined with Senator Warren Rudman (R-N.H.) in blocking FCC efforts to sunset the limits on broadcast station ownership, and like Hollings favored a permanent set of rules (BROADCASTING, Aug. 6, 1984). He's supported legislation requiring mandatory children's programming requirements and is a staunch advocate of the fairness doctrine.

When Congress convenes, however, Inouye's chief priority will be as chairman of a select-Senate panel that will handle the Iranian arms sale scandal.

Some new Commerce Committee members will have to be reckoned with, including Democrats Lloyd Bentsen of Texas, John Kerry of Massachusetts and newly elected Brock Adams of Washington and John Breaux of Louisiana and Republicans Pete Wilson of California and freshman John McCain of Arizona (BROADCASTING, Dec. 1, 8). Andrew J. Schwartzman, executive director of the Media Access Project, thinks the overall complexion of Commerce will remain "business oriented." Kerry, a liberal, is considered a "wild card" by some industry lobbyists. California's Wilson has a proven track record on communications issues and is expected to continue his role as an advocate for the motion picture community.

Democrats returning to Commerce along with Hollings and Inouye: Wendell Ford (Ky.); Donald Riegle (Mich.); J. James Exon (Neb.); Al Gore (Tenn.), and John (Jay) D. Rockefeller (W.Va.). Gore's aggressive role in communications should continue.

Republicans staying on the committee include: Danforth (Mo.) (ranking minority member); Packwood (Ore.); Nancy Kassebaum (Kan.); Larry Pressler (S.D.); Ted Stevens (Alaska); Robert Kasten (Wis.), and Paul Trible (Va.).

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In the House, most of the same players that influenced copyright and communications policy in the 99th Congress will return for the 100th. Dingell continues at the helm of the Energy and Commerce Committee and will only gain strength from the shift of the Senate to Democratic control. When it comes to the fairness doctrine, Hollings and Dingell are in lock step. "We're looking forward to working with Senator Hollings and his committee," said a Dingell aide. "I expect we'll meet early to discuss possibilities."

Democratic control of both chambers may also elevate the stature of consumer-oriented legislation. Efforts to mandate children's programming standards could get a boost. "It

## Capcities/ABC on the move

Capital Cities/ABC unveiled plans last week to construct a new 23-story headquarters on New York's West 66th Street, on a site that will abut the recently completed main facility for ABC News. The new company headquarters will house most of the staff now occupying a skyscraper at 1330 Avenue of the Americas, which was recently sold for \$175 million. It is estimated that the new building, which will house about 1,000 staffers, will cost about half that sum, or \$87.5 million. According to sources at the company, the top corporate executives, Chairman Thomas Murphy and President Daniel Burke, have not decided whether they will relocate to the new building, scheduled for completion in 1989, or remain at 24 East 51st Street, where Capcities has been based for years. Not everyone currently located at 1330 will be moved to the new headquarters, but most will be. All of the radio staffers at the current headquarters will move to an existing site on West End Ave. The planned barrel-shaped headquarters will sit on an L-shaped site between Columbus Avenue and Central Park West and 66th and 67th Streets. The two buildings currently on the site are scheduled for demolition shortly. The new headquarters is part of a plan to consolidate most of the company's New York operations on the upper west side of Manhattan on 16 sites in the West 60's between Central Park West and West End Avenue. The company's operations are now scattered throughout the city in more than 30 locations. At a community meeting last week, where company officials disclosed plans for the new headquarters, a number of objections and questions were raised by residents about the impact of plans for the building. But ABC sources said last week that the company was seeking no variances to build in conflict with the way the area is zoned and that plans would probably proceed as scheduled.

should be possible to get hearings on the overcommercialization of children's television because the Democrats are more susceptible to consumer concerns," said Peggy Charren, president of Action for Children's Television. Although Hollings hasn't been out front on the issue, Charren believes she'll encounter more support because "children's television has never been as bad as it is today."

□

Copyright matters will be handled by the same crowd in the House. Robert Kastenmeier (D-Wis.) will lead the Copyright Subcommittee, which may have a new lineup. There's at least one vacancy on the Republican side, the seat held by Thomas Kindness of Ohio. Representative Daniel Lungren (R-Calif.) has stated an interest in joining the subcommittee, and Democrat Dan Glickman of Kansas may take Barney Frank's (D-Mass.) seat, if Frank chooses another assignment. The subcommittee is expected to revisit many of the same matters of the last Congress. Some of its members, if they all return, will be busier than others. Three of the subcommittee's current members—Jack Brooks (D-Tex.), Henry Hyde (R-Ill.) and Michael DeWine (R-Ohio)—will serve on the House's special committee assigned to probe the Iranian arms-contra aid affair.

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Dingell will be working with a new chairman of the Telecommunications Subcommittee. Because the committee is still reorganizing it has not been determined who'll run telecommunications. Also at issue is the subcommittee's broad jurisdiction and whether or not it should remain intact (BROADCASTING, Nov. 10). Some favor limiting the subcommittee's scope to telecommunications and consumer protection issues. Its jurisdiction over securities and

exchange matters would be shifted elsewhere. There's also a strong possibility that the two energy subcommittees will be merged and a new trade subcommittee created. Once the subcommittees are reshuffled the chairmen will be named (BROADCASTING, Oct. 27). Reorganization is usually slow in the House and a clearer picture of the composition of the parent Commerce Committee and its subcommittees may not emerge until next February.

The front runner for Telecommunications is Markey. Other candidates mentioned most frequently are Jim Florio (D-N.J.), Phil Sharp (D-Ind.) and Al Swift (D-Wash.). Florio seems to be the most serious contender, but as one source predicted, "if Markey and Florio went head to head Markey would win." Members choose the subcommittee chairmen and Markey is considered more popular.

Markey, 40, is a liberal who's been most visible on antinuclear and environmental issues and has been an ally of public interest groups.

For 10 years he's served on Telecommunications. He co-sponsored children's television legislation and is a stock supporter of the fairness doctrine. Markey also sided with Hollywood on the fin-syn issue.

"I'd be happy to see Markey become chairman," said Lowell, Mass., broadcaster Arnold Lerner of WLIH-AM. Lerner finds Markey open minded and fair. Although the congressman's philosophy is similar to Wirth's, Lerner thinks broadcasters will find him easy to deal with (there was little love lost between Wirth and broadcasters). Markey has been accessible to his hometown broadcasters, said Paul LaCamera, vice president for programing and public affairs, WCVB-TV Boston. Markey is more regulatory minded than most broadcasters. LaCa-

mera said. Nevertheless, he envisions a good working relationship between the industry and Markey. "He's got a magnificent reputation for his intellect and independence."

The cable industry should be in good hands under the Massachusetts Democrat. He's no fan of the Dole bill, which cable opposes, and he supported the Cable Communications Policy Act of 1984. He was said to be skeptical of the so-called scrambling bills and thought the kinks in the home satellite marketplace would work out over time. At the same time he's reportedly sympathetic to concerns expressed by some over the potential for anticompetitive activity by cable in this area.

There are some who think Markey would clash with Fowler even oftener than did Wirth. "I wouldn't look for open warfare on the Senate side. I'd look for more problems on the House side," predicted one broadcast lobbyist. But Fowler professes no reservations about the Massachusetts congressman. "I feel very positive there, too, whether it's [Washington Democrat] Al Swift or Ed Markey, or somebody else. I just feel confident that we can have a very good relationship there as well," said Fowler. Markey and Fowler sat on a plane once from Washington to Las Vegas for about four hours. "I find him very easy to talk to. We laughed all. He was open and we talked about philosophies. Sure, he may not agree with all of what we're doing, but I think he might agree with some of what we're doing." Recognizing that "politics is politics," Fowler said there maybe some who will turn issues into Democrats versus Republicans, but he added, "most of these [issues] just don't lend themselves to that kind of package." □

By Kim McAvoy

## Fairness doctrine another step closer to Supreme Court

**Appeals court turns down request to rehear case in which judges held doctrine was policy, not law, that FCC could repeal; citizen group will probably appeal to high court**

The question of whether the FCC's fairness doctrine is a "binding statutory obligation"—or simply a commission policy the agency could repeal—appears to be on its way to the Supreme Court. The U.S. Court of Appeals in Washington last week, by a narrow margin, refused to rehear a case in which a divided three-judge panel had held that the doctrine is not a law. But counsel for the public interest group involved in the case said it would "almost certainly" be taken to the Supreme Court.

At issue is a 1959 amendment to Section 315 of the Communications Act that eased the equal-opportunities restrictions of that section but maintained that broadcasters would still be obligated to "afford reasonable opportunity for the discussion of conflicting views." In an opinion in which he was joined

by Judge (now Supreme Court Justice) Antonin Scalia, Judge Robert H. Bork said that language did not incorporate the FCC's fairness doctrine into the law but, rather, "ratified" the commission's position that the public interest standard authorizes the obligation that broadcasters be fair in dealing with controversial issues. Dissenting was Senior Judge George E. MacKinnon.

Bork's argument was not enthusiastically endorsed by the full court. Five of the nine judges participating would have granted rehearing, but two of the circuit's 11 judges did not vote, and the court rules require a majority (or six) of the active judges to grant rehearing. One of those who did not vote was Douglas H. Ginsburg, who as assistant attorney general in charge of the antitrust division had signed one of the government's briefs in the case. The other judge who did not vote was Chief Judge Patricia Wald.

The deep division within the court was reflected in the statements accompanying the court's order. Judge Abner Mikva wrote a dissent, in which Judge Harry T. Edwards

joined, declaring the panel's conclusion "flatly wrong" and asserting that Congress in 1959 clearly intended to incorporate the fairness doctrine into the law. And Bork, in a statement elaborating on his original opinion, said that if Congress intended to incorporate the doctrine into the law, it would have employed "a more direct" approach than "language of a disclaimer within a proviso to the 1959 amendment."

Judges Kenneth W. Starr, Spottswood Robinson III and Ruth B. Ginsburg also dissented, declaring in a statement written by Starr that, "without prejudging the question," they believe it merits rehearing. Voting with Bork to deny rehearing were Judges Laurence Silberman, James Buckley and Stephen Williams.

The issue arose in a case in which the Telecommunications Research and Action Center and the Media Access Project sought a ruling that the commission's political broadcasting rules apply to teletext as well as broadcasting. In the course of an opinion upholding that position with regard to the



equal-time but not the other rules, Judge Bork held that the fairness doctrine is no more than a creation of the commission (BROADCASTING, Sept. 22).

That conclusion—which differs from the views expressed generally by lawyers in and out of government since 1959—would mean the commission is free to repeal the doctrine. And the commission under Chairman Mark Fowler has made it clear it believes the doctrine “chills” broadcasters’ First Amendment rights. Accordingly, the public interest groups, which support the doctrine, sought rehearing. Last week, Andrew Schwartzman, of MAP, said: “We’ll almost certainly take the case up [to the Supreme Court]. He expressed the view that the case presents ‘a stronger than usual’ petition for review. He

said it was ‘frustrating’ to have persuaded five of the nine judges participating and still lose. A number of lawyers said that, in view of the split on the appeals court, the Supreme Court is likely to accept the case for review.

An important dimension in the debate over the fate of the fairness doctrine is represented by Congress, where the doctrine’s support has long been found. For the past several years, Congress has adopted language in appropriations legislation and accompanying reports making clear it opposes commission action to modify the doctrine. Last summer, it adopted a continuing resolution providing funds for the FCC directing the agency to consider alternate methods of enforcing the fairness doctrine and to report to Congress on the matter by Sept. 30, 1987.

The accompanying report directs the commission not to modify its enforcement of the doctrine in the meantime.

That kind of legislative fencing, however, assumes the constitutionality of the doctrine. And two cases are now pending in the appeals court in Washington raising the question of whether the doctrine violates the First Amendment. The Supreme Court, in the celebrated *Red Lion* decision of 1969, affirmed the constitutionality of the doctrine. But Meredith Corp. and the Radio-Television News Directors Association, in separate cases, are renewing the challenge. Both rely to a great degree on the findings of the FCC, following an inquiry into the doctrine, that it inhibits debate on controversial issues and disserves the public interest.

## The fairness doctrine: law of the land or just FCC policy?

*The question of whether Congress, in its 1959 amendment to the Communications Act, intended to write the fairness doctrine into the law, has increasingly been debated, as opponents of the doctrine have plotted strategy for eliminating it. Last week, the arguments on both sides of the question were articulated with considerable force by two judges of the U.S. Court of Appeals in Washington, Abner J. Mikva and Robert H. Bork, in statements accompanying the court's order, in Telecommunications Research and Action Center v. FCC, denying rehearing on the issue (see above). Edited versions of both follow:*

### Judge Abner Mikva, joined by Harry Edwards

In the panel decision, the majority held that the fairness doctrine is not a “binding statutory obligation” under the Communications Act of 1934... and therefore found that the FCC is not precluded from altering the fairness obligation in the case of teletext broadcasting. This holding is flatly wrong. In amending the act in 1959, Congress not only “recognized and preserved” “an administrative construction,” it explicitly approved of, ratified and codified the fairness doctrine. The majority’s conclusion to the contrary flies in the face of the legislative history of Section 315 and interpretations of that provision by the Supreme Court as well as this court. I therefore dissent from the decision of this court to deny rehearing en banc.

Section 315 warned broadcasters and the commission that the new bill’s equal-time exemptions did not disturb the commission’s fairness doctrine requirements. The clear import of the amendment’s language and legislative history was that the bill’s drafters understood the act to already require the fairness doctrine under the act’s public interest standard. Section 315 merely reaffirmed what was already the law.

The report that accompanied the 1959 bill as it first emerged from Senate hearings declared that the proposed changes to the act would not affect “[commission] policy or existing law which holds that a licensee’s statutory obligation to serve the public interest is to include [the duty to present] a fair cross-section of opinion.” Hearings on political broadcasting before the Communications Subcommittee of the Senate Committee on Interstate and Foreign Commerce... Senator Proxmire, not satisfied with having the declaration buried in the report, amended the bill on the floor to refer specifically to the fairness doctrine:

“But nothing in this sentence shall be construed as changing the basic intent of Congress with respect to the provisions of this act, which recognizes that television and radio frequencies are in the public domain, that the license to operate in such frequencies requires operation in the public interest, and that in newscasts, news interviews, news documentaries, on-the-spot coverage of news events and panel discussions, all sides of public controversies shall be given as equal as opportunity to be heard as is practically possible.”

The bill as reported from the House-Senate conference modified the Senate version slightly to essentially read as Section 315 does today. According to the conference report, the change in the Proxmire amendment was merely cosmetic... Indeed, the legislative history again evinces a recognition that the fairness principle is embodied in the act itself. The conference report interpreted the provision as “a restatement of the basic policy of the ‘standard of fairness’ which is

imposed on broadcasters under [the act].”

The Supreme Court has expressed a similar understanding of the 1959 amendment. In *Red Lion Broadcasting Co. v. FCC*, the court upheld the fairness doctrine against constitutional challenge. In discussing the statutory basis for the doctrine, the court stated that the “language makes it very plain that Congress, in 1959, announced that the phrase ‘public interest,’ which had been in the act since 1927 imposed a duty on broadcasters to discuss both sides of controversial public issues. In other words, the amendment... inhered in the public interest standard.” The court went on to explain that Congress “ratified” the commission’s fairness doctrine construction of the public interest standard “with positive legislation.”

This court has repeatedly considered the fairness doctrine as part of the statutory framework of the act. As Judge Robinson explained for the court, “[the] language placed in Section 315(a) in 1959... codifies the fairness doctrine formulated by the commission in 1949.” The doctrine, which “originally evolved under the authority of general provisions of the [act] calling for regulation in the ‘public interest,’... has since received explicit statutory recognition, in the 1959 amendment.”

With the exception of a few recent expressions of doubt by individual commissioners, the commission’s position has specifically ordained the fairness doctrine as a statutory requirement... Significantly, after thoroughly canvassing the act and its history, the commission recently declined to conclude that “it had the authority without further congressional action to eliminate the fairness doctrine.” In responding to the petition for review in this case, the commission never argued that the fairness doctrine was *not* statutorily mandated. That argument is a construct of the majority of the panel who heard the case.

The primacy of Congress as policy-maker should not be blunted or eviscerated by courts which find either the policy or the policy-makers in error. When Congress ratifies an administrative determination it converts an agency decision into positive, affirmative law. While such a conversion ought not be lightly inferred, neither should it be arrogantly disregarded when the history is as clear as it is here. By the 1959 amendment the commission is not simply authorized to impose the fairness doctrine, it is compelled to do so. The doctrine has been encapsulated by Section 315 of the act, and the courts overreach to undo it.

### Judge Robert Bork

The panel opinion in this case held that the fairness doctrine evolved by the Federal Communications Commission is a commission policy and is not embodied in statutory law. The dissent from the full court’s denial of a petition for rehearing en banc contends that the doctrine has been enacted. Though I will not repeat the analysis of the panel opinion, I respond to the dissent in order to show that there are additional factors that compel the panel’s result. That Congress merely ratified the commission’s position that the fairness doctrine is a valid exercise of delegated authority is shown by the clear import of the language of the 1959 amendment, the Supreme Court’s reading of the statute and its legislative history, and the growth of the doctrine...

The dissent’s claim that Congress codified the commission’s fairness doctrine and made it a statutory obligation rests, most improb-

As for the debate among appeals court members as to whether the doctrine was a statutory requirement, Mikva did not argue that Congress, in 1959, created something new regarding fairness. Rather, he said, it "explicitly approved of, ratified and codified the fairness doctrine," and added: "The majority's conclusion to the contrary flies in the face of the legislative history of Section 315 and interpretations of that provision by the Supreme Court as well as this court." He also said the language and the legislative history of the amendment reflected the understanding of the drafters that the act already required the doctrine "under the act's public interest standard."

Mikva took the occasion to chide Bork—known for his view that the courts should not

attempt to strike out on policy forays of their own—for overriding congressional intent. "The primacy of Congress as policy maker should not be blunted or eviscerated by courts which find either the policy or the policy makers in error," Mikva wrote. "When Congress ratifies an administrative determination it converts an agency decision into positive, affirmative law. While such a conversion ought not be lightly inferred, neither should it be arrogantly disregarded when the history is as clear as it is here. In the 1959 amendment, the commission is not simply authorized to impose the fairness doctrine, it is compelled to do so."

Bork reads the history of the amendment differently. He said that in adopting the language—with its provisions designed to relax

the equal-opportunity law—Congress was simply "disclaiming any intent to dismantle the commission's fairness policy," and added: "The most that Congress can be said to have ratified was the commission's authority to frame a fairness doctrine under the 'public interest' language of the act."

Bork also said there is no record of the enactment of a fairness doctrine. It was not enacted in 1927, when the act that was the forerunner to the Communications Act of 1934 was adopted, so could not have been ratified in 1959, he said. Nor was it enacted for the first time in that year. Such "a drastic step" would not have been taken without discussion, Bork said. He noted that the commission "has been accorded broad and supple power to evolve rules and regulations

ably, upon the language of a disclaimer within a proviso to the 1959 amendment of the Communications Act of 1934. Had Congress affirmatively intended to make the fairness doctrine a statutory command, it surely would have employed a more direct and less offhanded approach than that. . . .

The dissent claims that this disclaimer enacts the fairness doctrine as a statute the commission is now powerless to change. But the language cannot be read that way. The disclaimer refers to an obligation imposed "under this chapter." No one claims that in 1959 Congress imposed such an obligation elsewhere in the chapter. The statute obviously refers to an obligation previously imposed. As will be shown, however, it is quite clear that Congress had not previously enacted the fairness doctrine.

It is plain, therefore, that in the 1959 amendment Congress was disclaiming any intent to dismantle the commission's fairness policy. The previous sentence exempting appearances of candidates on news programs from the definition of "use" might have been so misconstrued. The most that Congress can be said to have ratified was the commission's authority to frame a doctrine under the "public interest" language of the act.

Many of the remarks culled from the legislative history by the dissent are either ambiguous on the question before us or are read as mere approvals of the commission's exercise of its delegated authority. In any event, that same legislative history was canvassed by the Supreme Court in *Red Lion Broadcasting v. FCC*. . . . Since the dissent makes much of that case, I will examine it in some detail to show that it is contrary to the dissent's position. I discuss first the passages upon which the dissent relies. After quoting the text of the disclaimer at issue here, the court stated:

"This language makes it very plain that Congress, in 1959, announced that the phrase 'public interest,' which had been in the act since 1927, imposed a duty on broadcasters to discuss both sides of controversial public issues. In other words, the amendment vindicated the FCC's general view that the fairness doctrine inhered in the public interest standard. Subsequent legislation declaring the intent of an earlier statute is entitled to great weight in statutory construction."

This passage may, upon a casual reading, be taken in either of two ways. It may be taken as saying that the fairness doctrine was enacted by Congress in 1927. Or it may be read to say that the public interest concept was enacted in 1927. Or it may be read to say that the public interest concept enacted in 1927 gave the commission the power to create the fairness doctrine. The one thing the passage most emphatically does not do is lend support to the dissent's theory that the fairness doctrine was enacted by the 1959 legislation. The idea appears nowhere except in the dissent. . . .

Both before and after the passage cited, the *Red Lion* opinion repeatedly speaks in ways that show the 1959 disclaimer merely approved the commission's prior exercise of delegated discretion. . . .

The dissent relies upon the court's statement that Congress "ratified" the fairness doctrine "with positive legislation." A quotation of the full passage shows, however, that the court's statement unequivocally supports the panel opinion in this case, not the dissent. In finding it significant that Congress had refused to alter the commission's construction, *Red Lion* stated:

"Here, the Congress has not just kept its silence by refusing to overturn the administrative construction, but has ratified it with positive

legislation. Thirty years of consistent administrative construction left undisturbed by Congress until 1959, when that construction was expressly accepted, reinforce the natural conclusion that the public interest language of the act authorized the commission to require licensees to use their stations for discussion of public issues, and that the FCC is free to implement this requirement by reasonable rules and regulations. . . ." (emphasis added).

A commission that is "authorized" and "free" to do things is not directed to do them. . . .

Quite aside from the legislative history discussed and summarized by the Supreme Court in *Red Lion*, there are other aspects of that history and of the growth of the fairness doctrine that preclude any notion that in 1927 Congress enacted the fairness doctrine. In the 1927 act Congress specifically adopted a provision requiring that "[i]f any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates" . . . . Thus, Congress knew how to write language requiring "equal opportunities." It wrote nothing that embodied a broader fairness doctrine. Second, Congress rejected proposals to include a similar requirement regarding the discussion of public issues or questions. . . . In addition, two other attempts to write the fairness doctrine into statutory law failed. . . .

The foregoing demonstrates that the fairness doctrine was not enacted in 1927 and hence no such enactment could have been ratified in 1959. But the dissent actually appears to think the fairness doctrine was enacted for the first time in 1959. Aside from the fact that the language of the disclaimer and the Supreme Court's three discussions of it refute that idea, there is the fact that such a theory supposes a drastic step was taken without discussion. From the beginning, as the courts have repeatedly recognized, *Red Lion*, *National Broadcasting Co. v. United States* (1943), *FCC v. Pottsville Broadcasting Co.* (1940), the commission has been accorded broad and supple power to evolve rules and regulations to serve "the public interest." That flexibility is, and has been, the central feature of the commission's authority. It would have been extraordinary if Congress in 1959 had intended to strip the commission of all further discretion in this area and to freeze by statute the fairness doctrine in the form it had in 1959. That removal of discretion would have been particularly bold because, contrary to all past practice, Congress "would have stereotyped the powers of the commission to specific details in regulating a field of enterprise the dominant characteristic of which was the rapid pace of its unfolding." One would have expected extended congressional discussion of the wisdom of such a move. There is none.

The distinction between a statement that a policy is mandated and a statement that it is authorized is crucial, but it is a distinction the dissent systematically overlooks. There is every indication that Congress ratified the commission's authority to evolve the fairness doctrine under the act's public interest standard. But there is also every indication that Congress went no further. It did not legislate that, having created the fairness doctrine, the commission was henceforward required to keep it and apply it as it stood in 1959.

The dissent is quite correct in saying that "[t]he primacy of Congress as policy-maker should not be blunted or eviscerated by courts which find either the policy or the policy-makers in error." That is precisely the reason we should not impute to Congress a statute that it never debated or enacted.



to serve the 'public interest.' " Accordingly, he added, "it would have been extraordinary if Congress in 1959 had intended to strip the commission of all further discretion in this area and to freeze by statute the fairness doctrine in the form it had in 1959.

"There is every indication that Congress

ratified the commission's authority to evolve the fairness doctrine under the act's public interest standard," Bork said. "But there is also every indication that Congress went no further."

That is the question the Supreme Court is expected to be asked to resolve. □

## NAB, NCTA, CATA ask FCC for A/B stay

**Trade associations also ask commission to reconsider ruling set to take effect Jan. 15**

A group of broadcast and cable industry trade associations last week asked the FCC to stay, pending reconsideration, the A/B switch aspects of its new must-carry rules.

In a joint filing, the National Cable Television Association, National Association of Broadcasters and the Community Antenna Television Association (with the endorsement of the Television Operators Caucus), also asked the FCC to stay, pending reconsideration, the provision that would sunset the carriage aspects of the rules on Jan. 15, 1992. In another filing, the industry trade associations also asked the FCC to reconsider its ruling, which is scheduled to go into effect Jan. 15.

In their stay request, the associations said implementation of the A/B switch requirements would cause the cable industry irreparable harm, even if the commission subsequently agreed to modify its ruling. That's because cable companies, absent a stay, will have to start supplying and installing A/B switches for new subscribers on Jan. 15, affecting their pocketbooks even before the pleading cycle closes on petitions for reconsideration. The hardware alone, according

to the associations, will cost "well over" \$11 million each month. "Wholly apart from these direct financial losses, the cable industry will suffer irreparable injury to its customer goodwill," the associations said. "This is because... installation of A/B switches is likely to inconvenience subscribers by causing signal quality degradation and by rendering inoperable certain features of subscribers' television sets, VCR's and cable converters. New subscribers will be inclined to attribute these problems to the cable system rather than the switch, creating a misimpression about the quality and value of cable service that will be difficult, if not impossible, to overcome in many cases."

The associations also contended that nobody would be injured by a stay and that there was a "substantial likelihood" that they would prevail on the merits of their joint petition for reconsideration. Among the evidence cited: Two of the FCC's five commissioners—James Quello and Mimi Dawson—have already expressed "reservations" about the A/B switch in statements accompanying release of the must-carry order (BROADCASTING, Dec. 8).

In addition, the parties contended that a stay would give the FCC the opportunity to "clarify" some questions that have already arisen about the rules. Among the questions:

To what extent may a cable operator inform a customer about the possible drawbacks to A/B switch use? How do the provisions apply to a system in an area where there are no local signals available over the air, and what happens if a new subscriber refuses to permit a cable company to install a switch?

The FCC Mass Media Bureau said opposition comments to the associations' motion must be filed by today (Dec. 22).

In their joint petition for reconsideration, the associations alleged that the A/B switch aspects of the rule were "unworkable" and contrary to the public interest. They also said the FCC could better serve its goal of insuring that cable subscribers have access to local broadcasting by the adoption of "an ongoing signal carriage rule (without any A/B switch requirements)" or, "as a less desired alternative, by the adoption of a rule under which the cable operator may elect either to comply with an ongoing signal carriage rule or to provide subscribers with A/B switches."

Among other things, the associations noted that a study by the NCTA engineering committee concluded that the costs of the A/B switches and connecting hardware would amount to about \$1.4 billion (BROADCASTING, Dec. 1). "While NCTA did not specifically calculate the additional labor expenses related to the installation of switches and the additional material expenses related to the purchase of antennas, it is safe to say that the inclusion of these costs will increase the total price tag of the new rules by additional billions of dollars," the associations said.

NCTA also contended that most of the switches that are supposed to be installed over the next several years wouldn't be used because of their inconvenience, because some subscribers will lack VHF antennas, and, most of all, because the interim carriage regulations essentially mandate cable carriage of the VHF stations that can be received over the air.

"We submit that limited signal carriage rules premised on the so-called 'joint industry compromise agreement' represent an appropriate basis for ongoing carriage requirements," the associations said.

As an alternative, the associations recommend permitting cable operators to choose between "continued compliance with broadcast signal carriage requirements" or "compliance with A/B switch information and installation regulation."

"Under this approach, systems would be subject to signal carriage regulation for five years," the associations said. "At the end of this five-year period (or any time thereafter), a system would be allowed to elect not to carry all of the signals required by the signal carriage rules, but only if the system had been installing A/B switches and providing related information to all new subscribers (and offering switches to all existing subscribers) for the previous five years. Moreover, the system must continue to install A/B switches (and provide switch-related information) to new subscriber households for as long as the system seeks to be exempted from signal carriage regulation," the associations said. □

## Network scatter coming on strong

Network and advertising agency executives said last week that the network scatter market, which has been flat for the past two years, has rebounded significantly. The results have come as a surprise to most. Scatter time is said to be fetching prices 15% or greater than the last upfront market for prime time, sports, early morning and late night dayparts. News sales have also registered healthy gains—in the 10% range. Daytime scatter is just beginning to move, but networks and agencies report premiums well above upfront are turning up there also.

Part of the reason for the turnaround is that ABC and CBS sold more time upfront than usual, creating a tighter scatter market at the outset. NBC held back more time than usual for scatter and, being in the number-one slot, is selling well at premium prices.

"The networks are a lot more bullish than they were" last year in selling scatter, said Steve Grubbs, BBDO senior vice president and director of network television buying. Network pricing, he said, "is on the rise. The network optimism will probably be carried over into the second quarter."

Perhaps the best news for the networks comes in sports, which has been soft for the last two years. Executives of both the networks and agencies described that daypart as "very strong" in scatter. Bob Blackmore, NBC Television, senior vice president, sales, said he hadn't seen such a turnaround in the ad market for the networks "since the mid-seventies." Blackmore suggested that contributing to the turnaround is a peaking in the rapid growth of the barter syndication market, and more spending generally on network television by major national brands.

It's too early to predict what shape next year's upfront market will take, but Blackmore suggested that with this kind of unexpected turnaround in scatter, there should be enough momentum to get the overall network sales performance above the 3%-to-4%-range that some have predicted for the next several years.

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## Life on the downside at Capcities/ABC

*Euphoria was the order of the day back in March 1985, when the news broke that Capital Cities Communications would merge with ABC Inc. in what was then the Fifth Estate's largest and most astounding ownership change. Then came downsizing, internally at ABC as the old and new managements got ready for a more spartan way of life, and externally as the advertising world pulled back from its old spending habits in network television. By Dec. 9 this year, when BROADCASTING editors sat down with Chairman Thomas S. Murphy, President Daniel Burke and ABC Television Network Group President John Sias for this exclusive "At Large" interview, things had grown considerably bleaker. The TV network was reported to have lost between \$60 million and \$75 million in 1986 and any light in the tunnel looked to be 1990 away. Thus the sober aspects at 24 East 51st Street as Capcities/ABC faces an uphill climb.*

The merger of Capcities with ABC was one of the pivotal events in broadcasting history. Before that we had all considered the network world to be an immutable universe of ABC, CBS and NBC run by Sarnoffs and Paleys and Goldensons. After your merger, there were no givens any more; the industry would never be the same.

We'd like to know, first, how this idea began. Which of you was so audacious as to think that you could change the world so monumentally? And what did you hope to accomplish; what was your vision?

**Murphy:** For years we were trying to figure out how we could grow the company. We went into publishing, for example, because of the FCC limitations. Even before the FCC multiple ownership changes from 7-7-7 to 12-12-12, we used to look around and see that it would

be very difficult for us to win a bidding contest because we didn't think that was the way to grow the company.

So then we thought we might be able to make a wholesale deal with someone who was a group broadcaster like ourselves. And we made a list of them—you know all their names—and saw most of them at one point or another, if they made any fit at all. And, of course, they wanted to continue to run their business and we wanted to continue to run ours, so nothing much happened on that.

But as part of that original list, it was obvious that the most logical merger of stations was ABC and Capital Cities because all ABC-owned stations were network affiliates, and our four biggest stations were ABC affiliates. But it never occurred to us that we could ever



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**AU-650 Studio VCR.** This compact, rack-mountable VCR has all the advantages and functions of conventional recorders with

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do anything like that until 12-12-12 came about. Then we said, well, that's the most logical merger in the world—to put those two companies together and get up to 25%. I decided to go over and see Leonard [Goldenson] and he didn't throw me out of the 39th floor window. I guess he decided that maybe it was time for another generation to take over responsibility for the ABC network.

Leonard had two conditions. One was that the transfer of ownership would be to a broadcaster, and two was that the surviving company would have stability. That was how Warren Buffet came into the picture. We needed someone who was a 400-pound gorilla, who would give us that kind of stability. As you know, he and his company put up \$517 million in additional equity for the deal.

**Was the stability in terms of that cash or in controlling that much stock to prevent other takeovers?**

*Murphy:* Well, to make the deal make sense financially for our stockholders, we felt that additional equity was necessary, and to have it in friendly hands obviously was a real asset. And just to put the two companies together and then have some conglomerate come along and take the combined company over was not the hope and aspiration of Leonard or myself.



Murphy

**Well, aside from growing your company, did you have any concept of changing the industry or doing something else with a broadcast company that had not been done before?**

*Murphy:* No. I did it because I thought it was in the best interest of our stockholders and our employees. And hopefully that's going to be the final analysis. I had no vision of dramatically changing the broadcasting business or the networking business. We'd been in it all of our lives; all three of us have. I think there have been sea changes in the economics of the networking business since we signed the deal in March 1985, but to tell you that I foresaw that would not be true.

**There is now what is called a new reality in the broadcasting, particularly the television, business, typified by leaner operations, smaller staffs, lower budgets. That reality began with your merger. Did you know ahead of time that that had to happen?**

*Burke:* Well, as outsiders but insiders with four major ABC affiliates and just a general interest in the network business, I think it was always our feeling that the excessive competitiveness of the networks, one with each other, and the expanding revenues, had probably produced staffing circumstances and excess paperwork and so forth and so on that we felt offered an opportunity. And the likelihood is that most of what we have recommended to the people at ABC, and that they followed through on so marvelously, probably would have come to pass even absent the generally flat revenues of the networks and the decline of ABC.

In other words, we would have probably pursued most of these activities anyway. But there's been a special sense of urgency connected with them in the last 10 months.

**Can you say by what order of magnitude you found the excesses to be?**

*Burke:* It would be impossible to quantify that. Networks are not terribly complicated, but in some respects they are complex. There are a tremendous number of transactions between the network and its advertisers and the network and its affiliated stations. And a lot of research data is prepared and there's a great deal of checking and cross checking and so forth and so on. I felt we could eliminate 15%-20% of the paperwork and then see what would happen. My sense is that that's just about the amount that has validly disappeared, and so far we haven't had any major foul-ups or deficiencies.

**What does that translate to in dollars?**

*Burke:* It isn't all dollar related; I don't think you can draw a figure on that. I think roughly 70% of the network's costs are programing. Now there is paperwork associated with some of that, but our focus has been almost entirely on the 30% that's nonprogram. Is that about right, John, 65%-70%?

*Sias:* Yes. If you include in the deal the news operation as far as programing, it is. And in sports it's up to 80%.

**Mr. Burke, did you have certain assumptions about the television network business going into the merger that subsequently proved not to be true? I mean, certain things you thought you could do a certain way that you couldn't.**

*Burke:* The central truth for me is that the network business—despite the collective shares being down from the high-water mark in the low 90 percentile to somewhere around 70%—despite that, it's still a tremendously compelling source of entertainment and information for the American people. And because of that, it's the most efficient advertising medium by far.

The greatest thing that could happen in the next couple of years, aside from a restored vibrancy in the revenues, would be for the networks to start back up again in terms of total shares. In order to do that, we have to have compelling programing—and there's great competition for that. But we didn't have a detailed master plan as to what we would do and when we would do it. We were never even absolutely sure that the FCC was going to approve the transaction. We knew there were a lot of able and talented people at ABC, and I think our focus has been to try to get the company to react a little more quickly and economically. It's a peculiar business, you know, because flops cost as much as hits.

**The television networks have achieved or have retained a vast majority of the viewing audience because of the quality of programing they have been able to put together. You're very well aware that the cable industry has far greater resources available to it now that its construction costs are largely behind it, and with devaluation and the like. On an industrywide basis, it's not hard to see five years out that**

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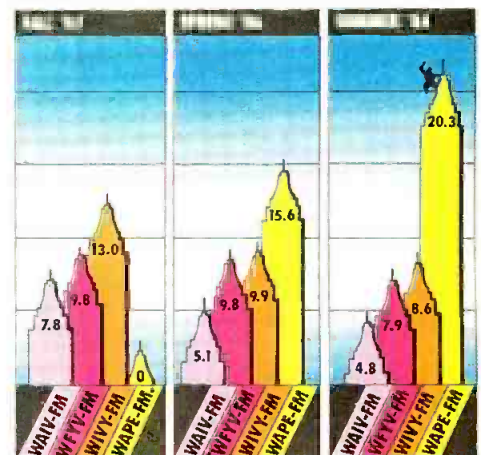


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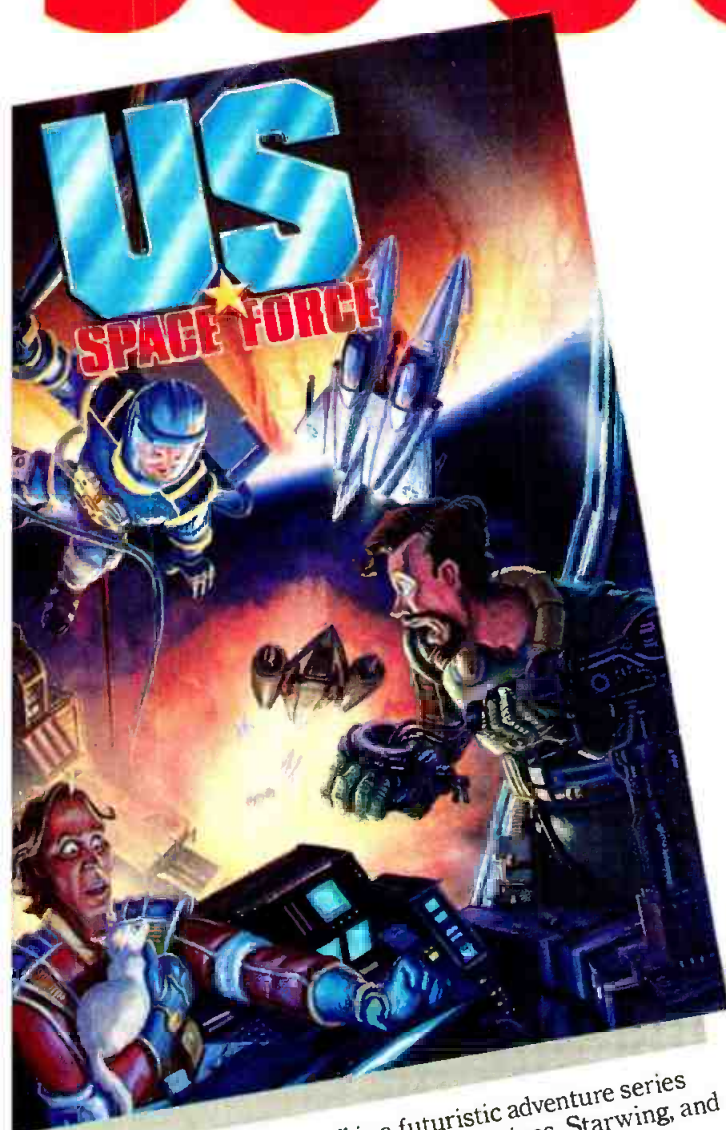


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the cash flow from the cable industry might be very near what it is in the broadcasting industry. Is the cable industry going to be able to outbid you for programming?

**Murphy:** I'd like to address that. What you're talking about is something that's down the road and could happen; it certainly is true that they are going to have increases in cash flow, as you commented. Frankly, that's one of the reasons why ABC, at least, was not anxious to commit ourselves to future restrictions on the financial interest rule, because there's just such a dramatic change going on in this business, that we're anxious to see where it's all going to come out before we try to make any future deal as far as the studios are concerned in Hollywood.

We feel that there has been a sea change in the last two years in the economics of the networking business, and we'd just like to know where it's going to go before we agree to any additional commitments as far as the financial interest rule.

So the answer to your question is: It's a possibility.

**Does that mean that you're going to make an affirmative effort to repeal the financial interest rule?**

**Murphy:** We have not addressed anything like that, and we would still hope that we could make a deal with the Hollywood community down the road. It's in the long-run best interest of both Hollywood and us not to be at each other's throats.

But having said that, we're anxious to have as much flexibility as we can with the realization that the ABC television network is losing money in 1986, and is projected to lose money in 1987. That's the first time that's happened since 1971.

**Hindsight being 20-20, if you knew back in early 1985 what we all know now about the network TV outlook, would you have done the deal at the price paid?**

**Murphy:** The answer to that is yes because that was the price necessary to make the deal. Having said that, I will tell you that we've had a lot of fun and excitement trying to do what we're doing, but it is something that we had not projected, that you would have this sea change in the economics of the networking business. The rest of the business—whether it's the publishing business or the station business or the cable and video business, or radio—has done quite well. But the big change is in the network revenue and the network profit, going from profit to a loss.

**Mr. Sias there is the possibility that the financial interest and syndication rules might change. There are certain other things that could help the networks, but right now most people are talking about the cable industry and independents, they're talking about people meters being introduced, they're talking about the slowdown in advertising expenditures—a long list of real negatives that currently exist. If the television network business were to grow just by several percent over the next three or four years, is that the kind of business you can be happy with? Let's say 3% each year over the next four years.**

**Sias:** We would be a lot happier with that than we were in 1985 versus 1984 or 1986 versus 1985. So we would welcome that kind of a revenue increase. I'm not sure we will see it.

**Can you hold your costs to level, or decrease them, to make ABC profitable if revenues go up only slightly?**

**Sias:** I don't think we can save ourselves into prosperity for the ABC network. A lot of excellent work has been done by people at the network, and a good deal of it has been in the nonprogram area. But ultimately we do need an uptick in revenues, either through a share of market improvement, and hopefully a market growth. But we're not counting on any substantial market growth, and eventually we're going to have to earn a greater share of the market.

As to program costs, basic license fees and so forth, I don't think we've done any more than others over the years to contain those. We'd like to see them contained, but I'm not sure that's going to happen.

**Do you have any sense of the kind of programming identity that ABC is going to project? There was a youth and action identity to the ABC of several years back; if I were to think of ABC today, I'd think of it**

**perhaps as the *Moonlighting* network. Is that the kind of network that you're likely to evolve?**

**Sias:** Well, [Brandon] Stoddard [president of ABC Entertainment] has said publicly that he wants to emphasize respect for his audience and, from that, create programming which involves itself perhaps with more attention to interpersonal relationships, character development and scripts, as opposed to action, short, glitzy sequences, and even car chases. I think that what you will see evolving as his team and as he puts a new face on the prime time schedule, is a program schedule that reflects some of that—and hopefully that will appeal to the younger people.

You have to recognize that with the time frame that is involved in program development, it generally takes a year and a half or so to go from the concept or the first discussion stages up to completion, and for comedies half that time. Next fall, some of the programs that they will have had a chance to take from scratch will be coming on stream in the first quarter, and then there will be substantial programming in the fall reflecting the new team and the new philosophies of Stoddard and his associates.

**Do you think your program development costs will be up over last year?**

**Sias:** They are not budgeted to be up over the last year, but neither are they budgeted to be down; their budget is flat. And the probability is that they will not spend what they've asked for in the financial frame.

One thing: There are very few two-hour pilots planned. The feeling is that a two-hour pilot for a one-hour program may cost three times the license fee for the one hour. It isn't very reflective of the product you're likely to end up with on a week-in and week-out basis. So that's one area where the costs would be down.

Stoddard is buying talent, and with some of the talent commitments comes the development of programs without pilots. That doesn't mean that we aren't going to have pilots at all. But he has a deal with Jackie Gleason and another with Mike Nichols that will involve programs that are going to come on the air without pilots.

**You're not discouraged by what happened with the *Lucille Ball* show, which came on this past season without a pilot?**

**Sias:** Absolutely not. And we won't be discouraged by the other inevitable failures, either. That comes with the territory. I do think we'd be discouraged if over a period of time we didn't see some programs that do have potential, and we've already seen a couple that look encouraging.

**How do you go about determining whether or not you need a pilot?**

**Sias:** It's largely a creative judgment. One, they know the people and what they can do, allegedly. And I think that knowledgeable entertainment people who have a sense of quality and taste and who have a sense of talent and what talent can do and can't do, are your best chance to come up with something.

Really, the writing is at the beginning of everything, and it's in short supply as you all know. Writers out in Hollywood now can command extraordinary prices, plus a piece of the back end. So there is some talk: "Why don't you just commission six or eight scripts and if you like those, then go ahead and start a series, as opposed to coming up with a pilot or demo thing?" There are pros and cons on that, but I think that ultimately the character and quality of your program peoples' ability to read talent and work with talent is your best bet.

**Your latest change in the way of doing television business involves compensation to affiliates. We assume that you've weighed the pluses and minuses of changing that historical pattern, and we wondered what has persuaded you to do so?**

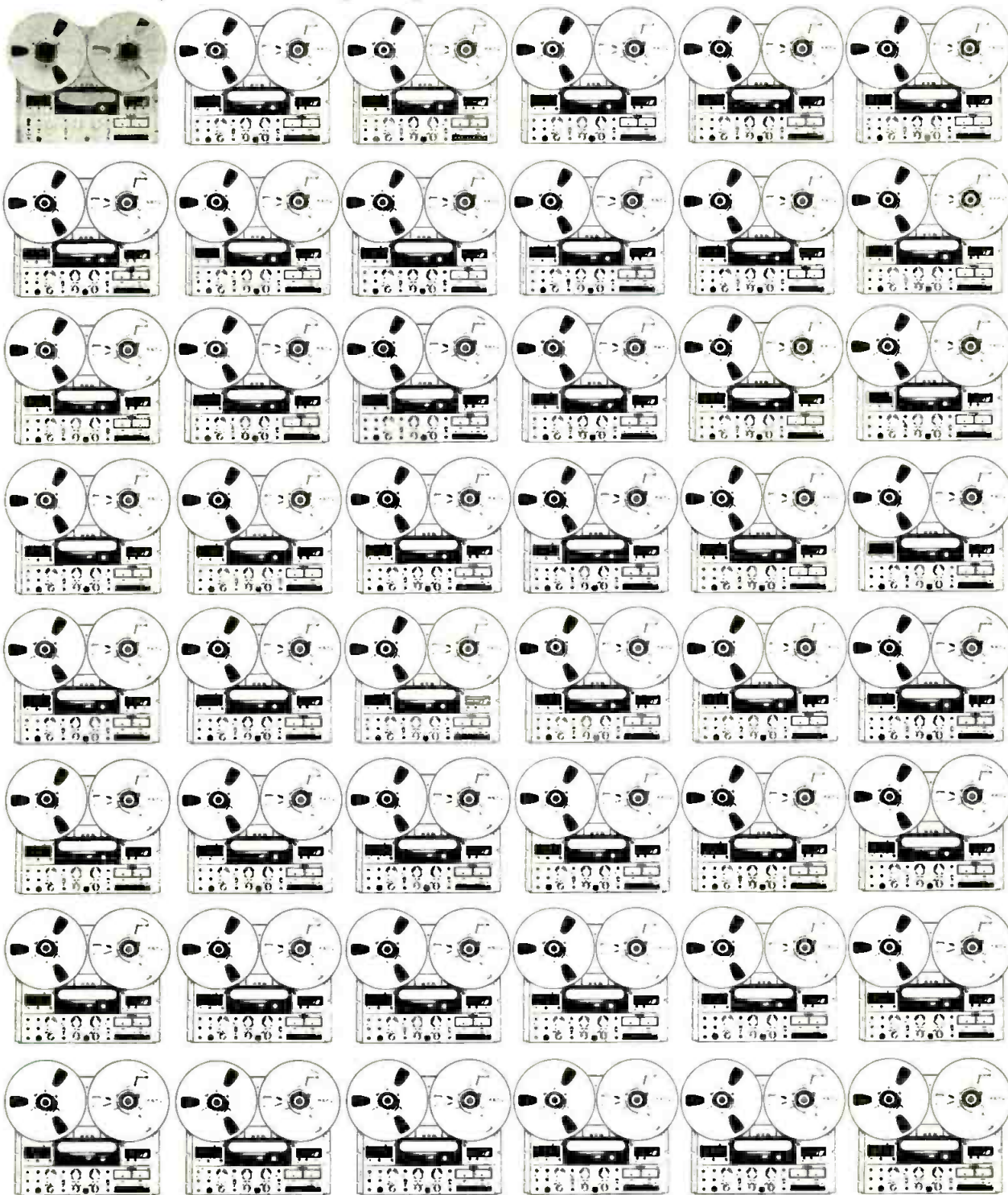
**Sias:** The affiliate board asked us that recently, and the answer is that the economics of the network business persuaded us that we should look at that area of our cost. That's it in a nutshell. I would say that it was the last area of expense, not the first, that we looked at. Necessity in terms of the economic results—a substantial loss in 1986 and another substantial loss projected in 1987—certainly calls you to

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look at all areas of your expenses along with your revenues, and that propelled us to look at it.

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**The spirit of our question is that this is the first crack in the dike, and the other networks will soon follow and compensation will be a thing of the past. Is that not your eventual intent?**

*Sias:* We don't know that. We do not have a long-term plan that is keyed to such and such a thing that could answer that question. Our answer is that we don't know at this point in time what it will eventually end up as because we don't know how the business is going to progress.

**Part two of our question about the network-affiliate relationship: Is that going to undergo increasing stress and change as the years go by and are you likely to reach a point where each station is really on its own in dealing with whatever major networks are out there?**



Burke

*Murphy:* If the television network continues in the foreseeable future to lose money, then it will cause strains with the affiliates—there's no question about that. I don't think you'll find that CBS is having a gangbuster 1986. You hear rumors, but we don't know what their plans are; we can only address ourselves.

We were just saying to our affiliates: "Gentlemen, we've gone from a profit in the networking business to substantial tens of millions of dollars of losses in 1986; we know enough about 1987 to know that we're going to have a loss in the network at that time, and because of that we think some of the high-priced shows—like *Amerika* and the league championships, or the World Series next year, where we have huge upfront costs not covered by advertising dollars—that we feel it fair not to pay compensation."

That is what we're saying, and to take it past that is a mistake. But we can certainly understand how the affiliates feel about something like that. It was over 25 years ago when I was chairman of the CBS affiliates board that there was a discussion, and I remember our concern at that time. But the business got quite successful after that and then you heard no more discussion about it until now.

**Are you reasonably confident that the network proposal as it was spelled out several weeks ago will be put into effect without any major alterations?**

*Sias:* Well, as you know, the affiliate board has picked a blue ribbon group, if you will, which has arranged to visit New York and look and visit with Tom and Dan and myself in more detail about the financial situation of the network, and their intent is to see if they can't come up with some other suggestions for creating savings that might replace the proposals that we put on the table. They are not negotiators; they are simply information providers to the affiliates. We agreed to delay implementation of our proposal, with the exception of *Amerika* which will not be comped, until such time as that group could make some proposals and suggestions. We do have a target date of no later than Jan. 30. So until they do I don't think we can give you an answer. The plan is not forgone, it's simply been put on hold.

In January we met with the affiliates in regional meetings, and at that time they were very concerned about one thing—that Capital Cities with its reputation for pinch pennying would somehow arrange to cut the funds available to buy quality programming and successful programming.

We made a commitment that we would not do that; we would continue to provide Brandon Stoddard and the entertainment people with the funds they say they need to compete for quality programming in the marketplace. And we have not cut those monies. We looked at a lot of other areas, and ultimately, after going through and making a lot of progress in a variety of ways, we came to compensation last.

But we think the network's principal purpose in life and major *raison d'être* is quality, successful programming. Unfortunately, we have not had as much successful prime time programming as we'd like. We think our news and our daytime and sports are something else again. But that's our real basis for being a partner, if you will, and a contributor to the well being of our affiliates—to provide them with a successful program schedule. And we have committed to maintain a flow of funds into that part of our activity.

**You have however changed at least in one detail—the type of competitive practice the industry has become accustomed to, which is to say competing head to head in all time periods against all comers. I refer to placing *Our World* against *Cosby*.**

*Burke:* OK. Now I'd like to interrupt there because I don't agree with your characterization of it. I think most people would argue that it is inspired counterprogramming against one of the phenomena of the last 20 years, *The Cosby Show*. The fact that it's done in-house and costs less has been exaggerated out of all significance. If I'd been in the scheduling meeting and that had been shown to us in pilot form, I would have opted (a) to buy it and (b) to put it right where it is.

**Well, my question suggested no criticism. We just seek to find out if that is a new competitive approach at ABC and something that you commend to others.**

*Burke:* Well, it hasn't been as successful frankly, as I'd hoped it would be, and as I perceive it deserves to be. We're committed to it for an extended period of time. It's up a little bit this past week after three or four preemptions. But a broad application of that kind of programming approach across the schedule wouldn't in my opinion make any sense at all.

**Would it be fair to say that you realize that you wouldn't be able to come up with anything that could beat *Cosby* and that this program really loses less money for you?**

*Burke:* Well, look at it this way. The best *Cosby* has ever done is about a 60 share. That's unparalleled. That still suggests that a significant number of TV homes are not interested in it.

So part of the task is to wait it out. Maybe it will still be on in my lifetime on the network, but I don't think it will survive through your lifetime. Sooner or later it will begin to lose appeal and wear down and people will scatter, but in the meantime, we have an obligation to try to compete not only programmatically but efficiently with it. We had lots of programs thrown into the breach against *Cosby* since it came on the air, and none of them, incidentally, has done any better than *Our World*.

*Sias:* It's certainly more attractive financially, but the driving force wasn't the financial thing. The driving force was to try to come up

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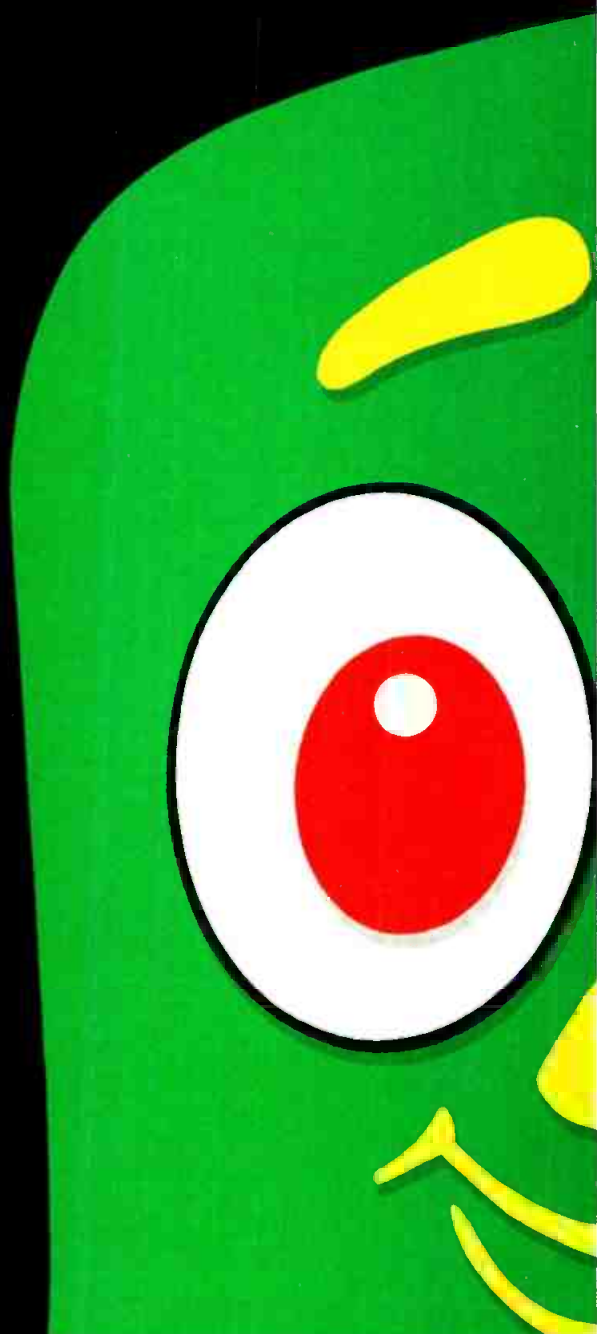
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with a little better number against *Cosby*. As Dan said, there were three entertainment shows in there, one of which cost over a million dollars an hour, that haven't done any better than *Our World*, and they certainly don't have the intrinsic merit to a lot of the critical minds, at least, that *Our World* has.

**At the opposite end of the scale from *Our World*, you have *Moonlighting*, which has proven to be one of the most popular, and also one of the most expensive programs to produce, and you've taken it upon yourselves to produce it. We'd like to discuss a little bit about the pros and cons of in-house production.**

**Murphy:** Producing all our shows, in my opinion, is unrealistic because we're in the business of hits and we have to find them wherever we can. There's no way any one studio has all the hits, so why would any one network be in that position?

**Sias:** Well, we're limited as you know, by the consent decree, and then you have to be project driven. Do you have something you believe in? We have no thought of producing a major part of our prime time schedule because, as Tom said, it just doesn't seem realistic. It's a creative business, and the ability or the capacity to retain the creative talents you need to develop a top show just isn't likely to come together in any one place, whether it's a studio or a network.

**Burke:** Groups of people in this relatively small creative community orbit around and form affiliations for the purpose of presenting a prospect to a network, and that's either accepted and some of them stay and some of them go on to other projects, and it's not an easy business to bring traditional business disciplines to.

The history of the whole movie industry gives confirmatory proof of that. They're making fewer movies today than they ever did and they're having more problems controlling the costs. It's not something that is very easily accomplished, and I don't think that most of the great creative people down through the centuries have been traditionally motivated. The art is the thing in many cases, and you know yourself that *Moonlighting* has not been a fiscal paragon versus all of the other prospects.

If somebody said to us: "It's against the law to buy from anyone else, you must program it all yourselves," two years from now I don't think we'd have any prospects at all for getting ourselves into a position to do that; I wouldn't know how to go about it. That would be the worst threat that anybody could ever hold over our heads.

**Sias:** In-house production, under the present laws or rules, is the one way a network can have some back-end participation or a position in the after-market. It is a very attractive thing when you see what *Cosby* is doing and we know what *Kate and Allie* and other successful off-network programs have done, and it's ironic that with all the talk about network deficits and what have you, when you realize the enormous monies for *Cosby* and other programs in syndication is caused by the network exposure to these programs. It creates a value and an extraordinary value, and in the present situation, the networks are totally excluded from that. And now, at a time when the advertising revenue is not growing, or at best is growing very moderately, the attractiveness of that back-end market becomes even more significant.

**Mr. Burke, we have a new Congress controlled by the Democrats and definitely will have a new President in 1988. Is there any worry about a reregulation of the television industry, including the networks, and where do you think the industry is most vulnerable?**

**Burke:** I don't perceive, frankly, that the congressional attitude toward the networks is going to shift dramatically as a result of the elections. We don't think of ourselves as revolutionaries, just sort of realistic, and I think frankly that a lot of individuals' view of the network world is changing as a result of our rather public admission of the difficulties that the ABC network faces. That would be consistent with a policy of full disclosure, and over a period of time it's probably going to have some effect on virtually everybody who gives networks and network practices any thought, and I would think that might include congressmen just as it does figures in the sports world who look to television for rights payments, and just as it does

affiliates.

There are a great many affiliates who feel that we're not involved in a sea change. They lived through the cigarette change. They lived through a couple of years when network revenues were not up much, if at all. And I think they've sort of figured that this too shall pass. But that's one of the areas where we disagree.

Change is very, very difficult for everybody, including ourselves. But it's one of the reasons Hollywood doesn't like to recognize the fact that the networks are not what they once were in terms of audience potency and delivery.

So all of that is changing. And I guess my own view of the pragmatic side of the candor, of the outspokenness, is that, over a period of time, the cards will fall where they will, but that everybody is better off to understand what the realities of network life are because the question eventually will come for the affiliates, the Congress and the American people: Can we push the networks around to the point where they aren't here any more and will we have lost something if they disappear?

**Is the reality that you're now back in a two-and-a-half network economy?**

**Burke:** Certainly at the moment we are. I think I'd settle for that at the moment.

In fact, I'm not quite sure it's that good at the moment. What John said was if the revenues are up 3% in each of the next three or four years and our competitive position doesn't improve, our losses will stay this large or deepen. Because, in my view, we can't control the network's program cost escalations. In the next five years we can't keep them below 3%. So we'd have to get more of the pie.

NBC is enjoying a marvelous, marvelous network year. At the moment, the gap between themselves and ourselves is wide enough so that it's a real problem financially. And it's tough to stand there and continue to produce the resources necessary to hope to close that gap. As John said, we can't save our way into prosperity or viability at the network.

**Murphy:** And you know, it's no fun having to tell you this, because we're the guy that has to pay for the losses. It's important for the industry to recognize this.

**Burke:** Our ambitions and goals are synonymous with those of the affiliates, when you stop and think about it, because we've got 25% of U.S. coverage feeding off that network and its success or failure. And they understand that, although nobody likes facing it. But there are thoughtful, experienced affiliates who really don't recognize it, and that's one of the reasons why we're delighted that they're going to come into New York. We'll show them anything the lawyers tell us we can show.

**So what's carrying the company?**

**Burke:** Well, we still have lots of operations that are extremely healthy. We haven't been up the last 18 months or two years on the publishing side. There's been a very fine turn—it's not huge—in what's called Video Enterprises at ABC, that's ESPN, Lifetime and Arts and Entertainment. The television stations, with the exception of one or two of ours, frankly, have had a terrific 1986. And radio has had a very fine year, radio networking has had a good year.

**Murphy:** The healthy part of our television stations, frankly, is not the national spot, it's local spot.

**Burke:** That's a handmaiden to the network problem. Money is going local.

**Well, if you've got enough stations, you're all right. Your affiliates are in great shape.**

**Burke:** Well, they're not in great shape, some of them are complaining because they're not up. The difference and the frustration for us is not that the network's not up, it's that there's nothing tattooed on our forehead that says we can't be down 5% or 6% in a future year. Nobody's really had experience with that, but there's no guarantee that the network can't be off 5% or 6%.

In that event, the losses would just explode. Television licenses

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have always been perceived as licenses to print money. Well, there's no guarantee that anything will stay the same again. Nor should there be.

**Mr. Murphy, back in April, you told a securities analyst that the company would earn roughly \$7-\$8 a share for 1986. More recent reports suggest \$9 or maybe even higher than that per share. What has happened since April? There is a general perception that the company is doing better.**

**Murphy:** Well, you have to remember that because of the accounting board rules, purchase price accounting has to be taken into consideration with the cash merger of the two companies. So, a lot of purchase price accounting has been used on assets that we acquired, so that the actual earnings per share that will be reported are inflated because of purchase price accounting, and will not reflect cash available for the company at the end of the year. Purchase price accounting will probably account for close to a couple of dollars a share of additional profit on a net basis.



Sias

**Given the choice of buying your company's stock or buying that of TCI and holding both for the next 10 years, which do you think might be a better investment?**

**Murphy:** I wouldn't comment on that. It's a terrific question, however. I just can't give you an answer.

**You don't have a feel for it?**

**Murphy:** I have a definite feel, but I'm not going to give you the answer. Good question, though.

**We pick on TCI because it seems to be the lead cow in the cable area. And your stock is doing very, very well in the marketplace, considering your financial statement. I'm not exactly sure what that means, but somebody must have an idea of where you're going.**

**Murphy:** I think TCI has a justifiably good reputation for knowing exactly what it's doing, and as you know, in the last year and a half or two years, particularly with some of these changes in the legal limitations on cable, the hookups have gone up from about \$1,000 to about \$1,750. So the perception out there is that it's a growth business.

**What plans have you to change the name of Capcities/ABC to simply ABC?**

**Murphy:** None. I've reconsidered that. I don't think there's any desire on the part of the company to change the name at this time.

**I have a sports question for Mr. Sias. Have the networks essentially let the big leagues take them for a ride? And as a subquestion to that, what will your position be going into the NFL talks when they open in a couple of months?**

**Sias:** No, I don't think that they have let the big leagues take them for a ride, whether it be football or baseball or whatever, I think the networks were free to bid what they would, and nobody ordained that they had to be as aggressive in some of the prices they offered. It flowed out of a mentality of great increases every year that would outpace inflation by 5% or 10%, and the ability to generate revenues.

Sports as a department was the first I think profitable part of ABC and was a very significant profit contributor for many, many years.

And then suddenly the market went south and with it came substantial losses in sports. So I wouldn't characterize it as the big leagues taking the networks at all; I think the networks made a lot of money out of sports, and in the process, they were very helpful with the sports franchises.

But the market has changed. And as it relates to our interest in NFL football, we very much want to keep *Monday Night Football* if we can, but we're not able to underwrite the type of losses that the network will experience this year and had last year. So Dennis Swanson [president of ABC Sports], when he negotiates, will have that in mind, and hopefully the NFL will find ways to do business with us. We think that there are some very important benefits to both parties from continuing that relationship, and we know there's a great benefit to the U.S. viewing public to have that service available.

**We understand that, if you renew the Monday night pact, you might move the games up to 8 p.m. Where does that stand?**

**Sias:** That is an open and very important question. I'm told by Dennis that the league would like to have the games start at 8 o'clock. Most of the affiliates in the East—well, all of them in the East and Midwest—want them to start at 8 because of the runovers. As the games have gotten longer and longer, and they're now going three-and-a-half hours to three hours and 45 minutes, they're devastating to affiliates' 11 o'clock news, which is a critical part of their weekly offering. So the affiliates are more than aroused on that subject, and very, very distressed with it.

The West Coast has a different problem. If we start at 8 Eastern time, and they're starting at 5 o'clock, which is right in the middle of their drive time and at the start of two-and-a-half hours or three hours of local programming, with the exception of network newscasts.

And our entertainment division points up a very serious problem if we abdicate entertainment programming from 8 to 9, for whatever number of weeks we televise football. That means it's very difficult to get a viewing pattern going, and you kind of give away any kind of female viewing. So we are very concerned about giving up 8 to 9 for 16 to 22 weeks. And when you throw baseball in there, and expect to woo viewers back with some kind of programming that is not in the ballpark, and the opposition's got a chance to build up viewing patterns and habits. We would not like to create one more night when we're out of business once football is over.

So we're still very much up in the air on that subject. But we'll be clearly addressing it in the next 60 to 90 days, but we have not made a decision. And it is correct that the affiliates have wanted it, and we have gone both ways on it.

**Is the bad news behind you in organizational terms? The downsizing, as we have come to call it, is that over at Capcities/ABC and do you now have one team as opposed to the two teams that were put together?**

**Murphy:** I think the answer is yes, but I think Dan might want to comment.

**Burke:** I think it's very dangerous to talk to people at our level and feel that you get a valid, definitive answer as to whether or not it's turned into one company yet. I made a reference before to morale. I don't think morale at the network is anywhere near as vibrant and upbeat as you'd like to see it, but I suspect it very frequently isn't very good when the network isn't flying. It's fun when the network is



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bringing on shows that are successful and moving the thing up. But I think morale at the stations is very good.

My sense of it was that three weeks after the merger, or four weeks, we had a very successful joint management meeting last year in Phoenix. People still quote from material that was shown there. We don't have a seamless merger yet, but I think we've got a substantial number of achievements that would suggest that we made good progress in most areas.

None of us is excited or enthusiastic about the prime time performance, and that has had an effect on the rest of the dayparts of the network. Generally speaking, I think it's useful to concentrate on your problems, and sort of ignore the successes, but the ABC-owned television stations are thriving and they're doing it with management that was in place when the deal was done. We made 12 or 15 senior management calls in January, and all of them are still in place, none of them has proven wrong, and by any reasonable standard I would say that we were very fortunate that those have worked out as well as they have.

But we don't know. We don't have any significant feeling that there are large personnel reductions still ahead of us. But we've got to maintain the viability of the ABC television network, not only for the affiliates' sakes, but for our own as well. And we're really committed to traditional networking.

**What other mountains have you to climb and what other ventures have you in sight? What plans do you have to grow the company?**


*Murphy:* I am preoccupied and I think Dan and John are too, with

making the ABC network viable and more competitive. And that's a preoccupation that takes most of our days and nights. That's a full plate for us at this moment.

We've always stayed in the advertising-supported media business by and large. If opportunities come along, particularly in the radio station business or in the newspaper business, we'd certainly look at it, because the company has grown by acquisitions. But I have to tell you when you have a sick child home, you spend a lot of time thinking about that sick child, and that's what we're doing right now at ABC. Right Dan?

*Burke:* Yes. The data is sensibly structured. In the out years, at the moment, the rate looks a little high because interest rates have come down—frankly, further than I thought they would. But if we can make the whole thing fit together and we can get the network back into financial equilibrium, it will take quite a while to pay off the debt.

The result of reducing the debt will be a very substantial enhancement of earnings for our stockholders. You know, the company had gotten to a point where it was very difficult to make it grow with \$40 million and \$50 million acquisitions. And they were very hard to come by. Competition for them was extreme.

This merger really filled a lot of criteria. It's a great big thing to chew on for the entire organization, for a goodly period of time. In fact, more deals are coming in now than did in the past—I guess maybe because they have some question about our sanity. But we don't spend much time on that. This is the main chance. 

## Programming

### Fox prime time block to debut April 5

**FBC will repeat two situation comedies twice to give audience chance to sample new fare and to counter possible stunting**

Fox Broadcasting Co. told advertisers and affiliates last week it would start rolling out its slate of prime time programs on Sunday, April 5. That evening, in a three-hour block starting at 7 p.m., FBC will launch two situation comedies and will repeat both programs two times for a total of three airings each. The strategy is designed to give viewers as much time as possible to sample the new offerings. Sources also said it would help defray the effects of any stunting other networks may plan to prevent viewers from

tuning in to the new FBC shows. However, FBC said it would only use the repeat strategy the first night of the roll-out.

The following Sunday, April 12, FBC said it would launch the only one-hour action/drama currently in its prime time mix, *Jump Street Chapel* (a title subject to change) in a two-hour pilot that will run from 7 p.m. to 9 p.m. The pilot will be followed by the second episodes of the two comedies debuting in week number one of the roll-out. FBC said it had not yet determined which comedies would debut when. So far, two programs have begun production—*Jump Street* and one comedy, *Married...With Children*.

The third Sunday of the roll-out, April 19, FBC will have its full Sunday schedule in

place, with *Jump Street* from 7 p.m. to 8 p.m., the third episodes of the two comedies bowing on April 5 and the debut of the two remaining Sunday comedies. The Sunday lineup will be in place for the May sweeps.

The Saturday schedule will be rolled out beginning after the sweeps on May 30. That evening, two comedies will bow starting at 8 p.m., followed by a one-time one-hour special to be announced. The following Saturday, June 6, the remaining two FBC comedies will debut. That weekend, June 6-7, the full FBC weekend prime time slate will be in place. FBC officials have told affiliates that most of the programming aired in the summer will be original, to counter network repeat programming. A spokesman for FBC said, a "new season" will begin in September.

In theory, the roll-out concept spelled out by FBC had support among some affiliates last week. Tim McDonald, president of TVX Broadcast Group, a major Fox affiliate group, said he thought it was a "very clever way to create sampling." Repeating the first night's programs and spreading out the other debuts, he said, should help to draw maximum exposure to each program, by both viewers and television critics, he said. McDonald, an FBC affiliate board member, said FBC's strategy should help to prevent viewers from getting "oversaturated" with too many new programs at one time.

In addition to *Jump Street*, and *Mar-*

**Shuffling the deck.** There were more developments last week in prime time for both NBC and CBS. NBC said it was canceling the comedy, *You Again?*, currently seen on Wednesdays at 9:30 p.m. The network said the program's last episode would be Jan. 7. There was no word on a possible replacement. Also last week, *Cheers* co-star Shelly Long (Diane Chambers) said she would leave the program at season's end to pursue her theatrical film career. At CBS, meanwhile, a revamping of the Thursday schedule has been laid out. The network said it was canceling *Twilight Zone* (last broadcast for the network-owned show was Dec. 18) and putting its critically acclaimed *Designing Women* on hiatus after its Jan. 1 airing. *Designing* took a dive in the ratings when the network moved it from its 9:30-10 p.m. slot on Mondays to face NBC's *Night Court* on Thursdays at the same time three weeks ago. Starting Thursday, Jan. 8, CBS will launch a new midseason show, *Shell Game*, with Margot Kidder and James Read as a pair of "former con artists, once married to each other, who use their old skills working on a local consumer action television show." The one-hour program will bow at 8 p.m., and will be followed by *Simon & Simon* at 9 p.m. and *Knots Landing* at 10 p.m.



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ried... FBC has committed to the following half-hour comedies: *Karen's Song*, *Mr. President*, *Duet* and *Down and Out in Beverly Hills*. Three remaining comedies have yet to be announced. □

## CBS looking for new start in 'Morning'

**GMA creator unveils new look for CBS morning show, a mix of entertainment, news and special features**

Can Bob Shanks, the former ABC programming vice president and creator of ABC's once consistently top-rated morning program, *Good Morning America*, do it again?

Shanks, who was put in charge of developing CBS's new 7:30-9 a.m. morning show last September, last week unveiled plans for *The Morning Program* during a press conference in New York.

Scheduled to debut Jan. 12, 1987, TMP is to be the latest effort in CBS's battle for audience in the morning daypart, replacing *The CBS Morning News*, which now will consist of a 90-minute hard news broadcast at 6-7:30 a.m., produced by CBS News. TMP is to be hosted by actress Mariette Hartley and Rolland Smith, former anchor and correspondent for WCBS-TV New York for 16 years, and will feature comedian Bob Saget as "sidekick," and Mark McEwen, a former disc jockey, as weatherman.

Included in the 90-minute mix of features, which will be broadcast live before a studio audience, will be weather reports, interviews, comedy segments and "video personal ads." The last are "important sociological," Shanks said. "It is a valid phenomenon

in the country that people are having trouble connecting, so we will help all we can." (Viewers may answer the video ad by writing to a post office box number, he said.) Asked if CBS would assume responsibility for the safety of those who go out on dates through TMP's personals, Shanks said that there will "be a careful screening process" for those participating.

Following a national weather report, with local inserts by stations that wish to provide it, will be a daily "comedy club," which Shanks believes "is an innovation in the morning" and one that will work at that time of day. "A lot of interesting things can be said about our society through comedy," he said.

Other segments include a "viewers poll" in which viewers (through a 900 telephone number) and the studio audience (through an electronic voting device) will be able to offer their opinions on a "question of the day." A weekly segment on "teachers who count,"

## Stay Tuned

**ABC** has committed to two new half-hour comedy series to be produced by Michael Leeson. Leeson, a two-time Emmy winner, was signed by Reeves Entertainment Group recently and is a co-creator of NBC's *The Cosby Show*. ■ Additional episodes have been ordered by ABC for *Jack and Mike* and *Starman*. ■ The network has also made room for three new series, *Ohara*, *Max Headroom* and *Mariah State Prison*. Pat Morita will star in *Ohara* as a police lieutenant who "combines shrewdness and compassion." The series is from Warner Bros. Television and premieres Saturday, Jan. 17 (9-10 p.m.). Executive producer is Hal Sitowitz. Skip Ward is the producer. Pat Morita can be seen this week in NBC's broadcast of *Babes in Toyland* (see below). *Max Headroom* is television's first, and to date only, computer-generated personality. The plot for ABC's new series focuses on Edison Carter, an investigative television reporter, who "finds his physiological characteristics transformed into his living video alter ego," Max Headroom. The series is from Lorimar-Telepictures. The executive producers are Philip DeGuere and Peter Wagg. Max Headroom currently stars in Cinemax's *The Max Headroom Show*. *Mariah State Prison*, a drama from the Vista Organization in association with Phoenix Entertainment and New World Television, will focus on the personal and professional lives of the individuals who run Mariah State, from the warden who fights bureaucracy, on down to the volunteer socialite who teaches charm.

**CBS:** Rod Taylor and Richard Roundtree will star in an action-adventure series about a gang of 19th century outlaws and a sheriff who are transported into the 20th century. The outlaws encounter a freak electrical storm while being chased by the sheriff and his posse. *Outlaws* will premiere Sunday, Dec. 28, at 9-11 p.m. and then move to its regular time period (Saturdays, 8-9 p.m.) on Jan. 3. The cast will also include William Lucking, Charles Napier, Patrick Houser and Christina Belford. Nicholas Corea, the executive producer, wrote the premiere episode script. Peter Warner directed. Stephen Caldwell was the supervising producer for Universal Television. ■ *Carnegie Hall: The Grand Opening* will be broadcast on Dec. 26 on CBS. Among the performers: mezzo-soprano Marilyn Horne, cellist Yo-yo Ma, conductor Zubin Mehta and the New York Philharmonic, Frank Sinatra with Peter Duchin and his orchestra, and violinist Isaac Stern. The two-hour broadcast will also include a new work by Leonard Bernstein, composed especially for the occasion. *Carnegie* is produced by Don Mischer Productions. Mischer is the executive producer. Jan Cornell and David J. Goldberg are the producers. Gary Halvorson is the director.

**NBC** is set to air two children's programs, *Kissyfur* and *Punky Brewster*, immediately after the network's coverage of the Rose Parade, New Year's Day. NBC will broadcast the 98th Annual Pasadena Tournament of Roses Parade at 11 a.m.-1:30 p.m., with the two shows following at 1:30 p.m. ■ Ray Charles will make his television acting debut on *St. Elsewhere* in February. The series segment just

finished production last week and is titled "Jose, Can You See?" ■ On the subject of debuts, Dr. Haing S. Ngor, who won a 1984 Academy Award for best supporting actor in "The Killing Fields," will make his television debut as a Vietnamese police detective on *Miami Vice*. The segment, titled "The Savage," will air later this winter. ■ Sports fans can now pick up highlights from the 1986 World Series. NBC began marketing a videocassette of the series on Friday, Dec. 11. Cost: \$19.95.

**PBS:** Henry Kissinger, the former secretary of state during the Nixon and Ford administrations, will join Dean Rusk, Edmund Muskie and Alexander Haig on *The Fourth Annual Report of the Secretaries of State*. This year's report will air Tuesday, Dec. 23, at 10 p.m. Edwin Newman will be the moderator. The program was produced by the Southern Center for International Studies, based in Atlanta. Lawrence Spivak, founding producer of *Meet the Press*, and Julia Johnson White of SCIS are the producers.

### A professional's guide to the intermedia week (Dec. 22-28)

**Network television—ABC:** *Walt Disney World's Very Merry Christmas Parade* (co-hosted by Joan Lunden and Ben Vereen), Thursday, 9-10:30 a.m. *ABC News Closeup*, "Diagnosis: Malpractice" (Richard Threlkeld examines the medical/insurance dilemma), Saturday, 10-11 p.m. *Disney Sunday Movie*, "Tiger Town" (Roy Scheider stars as a fading baseball player who leads his team to the World Series. This will be followed by a short, *George Lucas' Star Tours*, on space exploration as portrayed and inspired by the movies.) Sunday, 7-9 p.m. *ABC Sunday Night Movies*, "For Your Eyes Only" (1981 James Bond movie, stars Roger Moore as 007.) Sunday, 9-11:32 p.m.

**CBS:** *A Christmas Carol* (Stars George C. Scott), Tuesday, 9-11 p.m. *The Kennedy Center Honors: A Celebration of the Performing Arts* (Ninth annual event, which this year honors Lucille Ball, Ray Charles, Hume Cronyn, Jessica Tandy, Yehudi Menuhin and Antony Tudor), Friday, 9-11 p.m. *Outlaws* (Pilot for new series that premieres Saturday, Jan. 3, at 8-9 p.m. Stars Rod Taylor, William Lucking and Richard Roundtree.), Sunday, 9-11 p.m.

**NBC:** *Christmas Eve* (Premiere movie. Stars Loretta Young as an eccentric, wealthy woman who goes to great lengths to bring her scattered family together for one last Christmas), Monday, 9-11 p.m. *Christmas With Friends* (Stars Johnny Carson, Ed McMahon and Doc Severinsen. Originally aired Dec. 24, 1985), Wednesday, 11:30-12 a.m.

**Museum of Broadcasting** (1 East 53d Street, New York) *BBC Television: 50 Years*, exhibit of more than 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.



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Clockwise from top: Saget, Smith, Hartley and McEwen

which Shanks hopes will raise the "self-esteem" of teachers, will also be included, as will a segment on "American doers." The last will feature people who are not celebrities, "who are doing good works all over the country," Shanks said. Additionally, regular weekly segments will focus on money on Monday, television on Tuesday, music on Wednesday, movies on Thursday and sports on Friday.

During the 7:30-8 a.m., and the 8-8:30 a.m. half-hours, there will be a network news insert on the quarter-hour, followed by a local news insert.

Others contributing to the program will be author and humorist Roy Blount Jr., television and movie critic George Kirgo, *Hollywood Reporter* columnist Robert Osborne, and Bobby Columby, a music reporter formerly a drummer with Blood Sweat and Tears.

Shanks said that some of the new elements of the formats in *TMP* are "attempts to provide a service to an audience that perhaps isn't being serviced now." One key point, he said, is that "60% of the audience who might watch television is not watching television at all in the morning." A lot of them "are young people," and a great many are listening to the radio. "We would hope to bring some of those people to their television sets during that time to watch our new program," he said, adding that radio is "really one of the most powerful competitors in the morning. I think our program is designed to—This may be the best radio show you've ever seen," he said.

The show is structured, Shanks said, so that specific features appear at specific times. Whenever a major news event occurs "we will probably open our program and then turn it over to CBS News," Shanks said.

Shanks added "as a footnote" to the plans disclosed last week, that "none of this is written in granite. Some of the things will work, some things won't." He said that CBS is not out to "steal" from NBC's *Today* or ABC's *GMA*, "but to develop our own audience." □

## ABC goes to the movies

**Network will co-produce theatrical releases to get broadcast rights before home video and pay services**

The days when theatrical releases went directly from the big screen to the networks supposedly vanished with the advent of home video, pay cable and television services. But the old-style distribution system could soon make a comeback at ABC. The financially struggling third-place network intends to co-finance some low-budget theatrical releases with independent movie producers and production companies, allowing the films to be shown exclusively on ABC before they make their way to the home video and pay markets.

According to the scenario provided by Ted Harbert, vice president of motion pictures for ABC, suppliers would put up half the cost of the projects, which would run in the \$3 million-\$5 million range, and release the films in a limited number of theaters. "These are not 1,200-print releases," he said. In exchange for paying for the prints and advertising, the suppliers would reap box office receipts and later sales from home video, pay, cable and foreign markets, he said. The network, providing the remainder of the funding, would get a movie without previous exposure for a smaller license fee than the average made-for-television movie. A typical deal would provide for two runs over four years, but Harbert said "we are willing to talk about a smaller amount of time."

The distribution arrangement is not the only tactic the network plans to take to keep down license fees, according to Harbert. In the made-for-television category, he said, ABC will enter into co-production ventures with foreign financing sources that will put up half the capital and, in return, get international theatrical or television rights. With the larger budgets, he said, the network will be able to afford big name stars and higher production values.

Harbert disclosed that ABC has recently signed its first agreement with foreign investors to produce a film in West Germany. Because of contractual obligations, he said, he could not release details about the title of the production or the network's financial partners until after the first of the year. "It's a two-tier deal," Harbert said, explaining that ABC and its overseas co-financers will use either the domestic theatrical-to-network release pattern or the international distribution approach.

If the film is first distributed domestically in movie houses, ABC would pay "under \$2 million," Harbert said. A made-for-television movie produced overseas, on the other hand, would cost the network \$2 million-\$2.5 million, which he said is still \$200,000 to \$300,000 less than the normal license fee. "Either way we get good scripts," he added.

While the two approaches represent a different way of conducting business, Harbert said he is "not looking to change the system of how ABC buys movies totally. We're just adding a new wrinkle." The number of projects involved in these transactions will

amount to "just a handful" of the nearly two dozen movies the network pays full license fees for each year, he said.

The domestic theatrical release deals offered by ABC have stirred interest among a number of independent movie producers and production houses including Cannon Films, according to Harbert. But except in the one case, the projects have not yet progressed beyond the discussion stage, he said. The major studios, he noted, "really can't be involved" because most have contracts with either HBO or Showtime/The Movie Channel.

Representatives of the other two networks said they have no intention of initiating similar deals. A spokesman for CBS said the network has "tried unsuccessfully more than once" to make domestic theatrical releases both through its former one-third interest in Tri-Star Pictures and alone through CBS Theatrical Productions, but none of the theatrical pictures were made with an exclusive arrangement in mind for CBS.

At NBC, John Agoglia, senior vice president for television business affairs, said the network would rather put its money into programs or blockbuster movies than to invest \$2 million-\$3 million in something that is not certain. He said NBC would rather pay for releases such as "Kramer vs. Kramer," "Terms of Endearment," "Trading Places," "48 Hours" and "Rambo," each of which performed "very well" on commercial television. ABC's domestic theatrical distribution approach would be "taking too much of a chance" he added, but Harbert countered that movies that fall under the joint financing arrangement "are deals that we would have made anyway. ABC gets a little break this way."

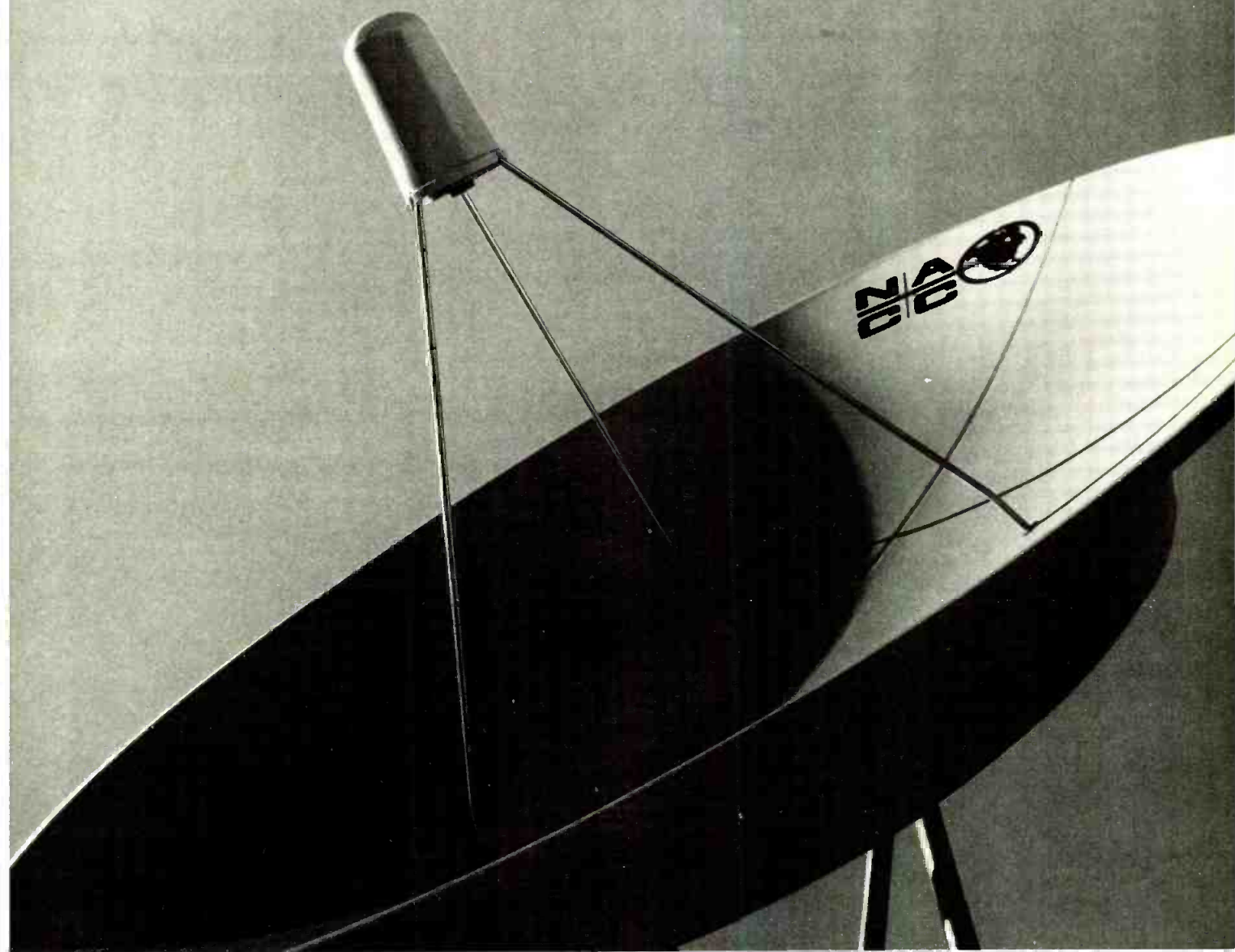
ABC is after male-appeal action movies and love stories for its domestic theatrical release co-ventures, but Harbert said: "We're not looking to do 'Rambo' rip-offs." To insure quality, ABC will be involved in all phases of production, including script development and casting, he said. □

## Tinker, Gannett form programing joint venture

**Gannett purchases Laird International Studios as base for new production company to be headed by Grant Tinker**

Former NBC Chairman Grant Tinker and Gannett Co. said last week they are forming a joint venture to produce programing for television and "other entertainment programing, which could eventually include made-for-TV movies and feature films." Tinker will run the new company which will be based at the Laird International Studios in Culver City, Calif., which Gannett purchased for \$24 million. It was not clear what percentage of the company would be owned

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THEIR STATIONS' REGULARLY SCHEDULED PROGRAMS IN OCTOBER 1986:

		RATING	SHARE	WOMEN 18-49	WOMEN 25-54	MEN 25-54
Chicago	NGS	8	13	235	192	180
WGN	MOVIE	5	8	168	118	209
Mon. 7 p.m.	% DIFF.	+60%	+63%	+40%	+63%	-14%
Dallas	NGS	9	15	35	37	47
KTVT	MOVIE	4	6	28	20	26
Sat. 9 p.m.	% DIFF.	+125%	+150%	+25%	+85%	+81%
Detroit	NGS	9	13	70	44	33
WKBD	MOVIE	5	7	24	35	10
Tues. 8 p.m.	% DIFF.	+80%	+86%	+192%	+26%	+230%
Kansas City	NGS	6	10	37	42	31
KSHB	MOVIE	1	2	2	3	5
Fri. 9 p.m.	% DIFF.	+500%	+400%	+1750%	+1300%	+520%
Memphis	NGS	11	15	32	28	24
WREG	TOG. WE. ST./B DAYS	8	12	28	29	10
Wed. 7 p.m.	% DIFF.	+38%	+25%	+14%	-3%	+140%
Milwaukee	NGS	8	11	27	21	9
WCGV	MOVIE	4	6	6	8	2
Mon. 8 p.m.	% DIFF.	+100%	+83%	+350%	+163%	+350%
Minneapolis	NGS	10	19	46	49	28
KMSP	MOVIE	5	10	21	12	27
Wed. 8 p.m.	% DIFF.	+100%	+90%	+119%	+308%	+4%
New York	NGS	10	15	196	259	349
WNYW	MOVIE	6	10	136	120	158
Mon. 8 p.m.	% DIFF.	+67%	+50%	+44%	+116%	+121%
Portland	NGS	15	34	52	43	35
KOIN	VARIOUS (10/85 Arb.)	5	11	14	14	12
Sun. 6 p.m. wkly.	% DIFF.	+400%	+209%	+271%	+207%	+192%
Sacramento	NGS	10	22	42	42	63
KCRA	CRIME STORY/86	7	19	23	21	21
Tues. 10 p.m.	% DIFF.	+43%	+16%	+83%	+100%	+200%
San Francisco	NGS	7	11	68	74	123
KTVU	MOVIE	6	10	47	49	72
Wed. 8 p.m.	% DIFF.	+17%	+10%	+45%	+51%	+71%

Source: NSI & Arb., Oct. 86

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**Amerika skeduled.** ABC-TV's controversial mini-series, *Amerika*, will run 14½ hours—two-and-a-half hours longer than originally anticipated. The program will be broadcast in seven parts, beginning Sunday, Feb. 15, from 9 to 11 p.m. NYT. The rest of the *Amerika* schedule: Part II, Monday, Feb. 16, 9-11 p.m.; Part III, Tuesday, Feb. 17, 8:30-11 p.m.; Part IV, Wednesday, Feb. 18, 9-11 p.m.; Part V, Thursday, Feb. 19, 9-11 p.m.; Part VI, Friday, Feb. 20, 9-11 p.m., and Part VII, Feb. 22, 9-11 p.m. The estimated \$32-million project is a production of ABC Circle Films. Donald Wrye is the executive producer, director and writer of the program. ABC said it would have a special screening on Jan. 5 (of about four hours of the program) in Lincoln, Neb., in honor of area citizens who participated in the film, which was shot on location in nearby Tecumseh.

by Tinker.

The studio was founded in 1918 and served as the site of such films as "King Kong," "Gone with the Wind," and "Citizen Kane." Tinker, reached last week in Los Angeles, said that more money would be spent to upgrade the studio facilities. Among other things, two or three of the 12 sound studios will be refurbished for use in sitcom production, Tinker said. He added that while the venture is still technically an agreement in principle, everything is in place but the legal paperwork. "The basic agreement is fine," he said. "I'm very happy about it." He will hold a press conference in January to provide further detail on the new venture.

The former NBC chairman said last week

he did not leave that network with a development deal and that he did not have such an arrangement with any entity. "I very carefully planned it that way," Tinker said. "This company is starting from ground zero." He said that his first major task will be to gather the best creative talent available for the new company.

Gannett President John Curley said of the venture: "With Gannett's eight-station television division, we already have experience in the broadcast business. It's a natural for us to expand into entertainment programming and we are delighted to team up with Grant Tinker." Before assuming the chairmanship of NBC in 1981, Tinker formed and headed MTM Productions.

## Marriage made in Hollywood: 'The Home Shopping Game Show'

MCA-TV and the Home Shopping Network announced last week that they will put a new twist on two familiar sights on television in the fall of 1987, when they make a syndicated game show out of home shopping.

MCA-TV and HSN executives predicted that *The Home Shopping Game Show* will make \$800 million to \$1 billion in its first year. Marketing plans for the show were not made available; they will be announced at next month's Association of Independent Television Stations convention. According to Roy M. Speer, HSN chairman, the project will be "advertiser supported."

A pilot of *The Home Shopping Game Show* will be available by the end of December, with 52 weeks of the show to be taped. It will be produced by Home Shopping Enter-

## Syndication Marketplace

**King World** will take one or two new projects to the upcoming NATPE International show, but the status of a planned early fringe talk-variety show hosted by Tony Orlando that was tested in Detroit is uncertain. The new offering will be *The Laugh Machine*, a weekly show featuring stand-up comedians for late night, early evening on weekends, or checkerboards, that will debut next fall. The producer of the show is George Slaughter, who produced *Laugh-In*. King World remains reluctant to put the Orlando show head-to-head in early fringe with *The Oprah Winfrey Show*, which is currently being moved to that time period by many stations that originally ran it in the morning. Sources said that King World is now in discussions with two networks over placing the Orlando show in daytime. During Nov. 3-28 on WDIV-TV Detroit, the show averaged a 7/17, third in its time period. King World is waiting until after the February sweeps before making a decision on renewing *Nitelife with David Brenner*. *True Confessions* has not been renewed for a second year and will cease production in August. *Rock and Roll Evening News* will no longer be distributed by King World as of Jan. 3.

**Tribune Entertainment's** second special hosted by Geraldo Rivera, *American Vice: The Doping of a Nation*, syndicated to 162 markets on Dec. 2, had a national rating of 17.2 (15,030,000 households) to make it the fifth highest-ranked syndicated program in television history. *American Vice* reportedly engendered legal repercussions over the legality of filming arrests of suspects. According to press reports, an arrest of a woman in Houston and another arrest in Florida had resulted in lawsuits, but a Tribune spokesman said last week that no suits had been filed against the company. The two-hour examination of the drug problem in America featured live drug busts in Miami, Houston and San Jose, Calif. John Langley and Malcom Barbour, producers of the program for Rivera's Maravilla Productions, said that all of the arrest warrants were valid at the time the on-camera arrests took place. Langley claimed that his understanding of legal precedents was that suspects have no rights of anonymity since showing of suspect's face on camera has not been shown to prejudice a trial.

**Television Program Source** is being absorbed by Coca-Cola Telecommunications. Coca-Cola, which owned the company along with Bob King, Bob Peyton and Alan Bennett, bought out the equity shares of each of the three partners, and will acquire all of the company's product. King will be president of distribution of the Coca-Cola first-run division, and Peyton and Bennett will each be

senior vice presidents of distribution. *Parole Board*, originally designed for a January start by TPS, has now been pushed back to a fall 1988 start. Coca-Cola Telecommunications will also distribute *Good Advice*, hosted by Joy Brown, which will focus on problems covering a wide spectrum through discussions with a live audience. Sales of the show will be on a cash-plus-barter basis with Coca-Cola holding one minute. The Telecommunications unit will also handle sales of an all-new *Match Game*.

**Buena Vista Television** reports that it has cleared *Win, Lose or Draw* on WCBS-TV New York and KABC-TV Los Angeles. Sales of the series, whose executive producers are Burt Reynolds and Bert Convy, are on a cash-plus-barter basis with Buena Vista holding back one minute. *Win, Lose or Draw* features celebrities playing a sketch-pad charade parlor game played before a live audience.

Following the acquisition of Marvel Comics, **New World Televi-**



Convy and Reynolds

**sion** is offering its first project, a two-hour pilot for a series that will debut in the fall of 1988 called *Mudball McBear*. The pilot will air in the fourth quarter of this year and the first quarter of 1987. Tony Brown, senior vice president and general sales manager, said that the series will attempt to get around the current robotic wave in animation with *Beverly Hills*-type humor. Brown said that New World is currently testing interest in the marketplace for its film package, "New World One." Sales will begin with Los Angeles. Brown said that New World will release *Highway to Heaven* for 1989.

tainment and Krage & Co., headed by "USA for Africa" organizer Ken Krage. MCA-TV Chairman Al Rush said that the announcement represents the "tip of the iceberg" in terms of future projects of MCA-TV, Krage and HSN.

*The Home Shopping Game* will be sold by MCA-TV Enterprises, headed by Shelly Schwab. The only description of the show offered was that contestants will win money, and home viewers will purchase products. HSN will handle delivery of the products through its existing network of supply centers.

*The Home Shopping Game Show* will be hosted by Dean Goss, former announcer on *The All-New Let's Make a Deal*. Co-host of the series is Bob Circosta, a current host on HSN. Bob Kaplan will be executive producer of the series; Jerry Shaw, director of *Hollywood Squares* for 12 years, will be the director, and Noreen Conlin will be the producer. □



**Christmas in Washington.** On Dec. 14, NBC taped its fifth annual *Christmas in Washington* special at the National Building Museum for scheduled broadcast Dec. 20, 10-11 p.m. Corporate sponsors of the program, which benefited the Children's Hospital National Medical Center, included NBC, AT&T, General Motors and USF&G Insurance. President and Mrs. Reagan headed the list of notables in attendance, which included NBC Chairman Robert Wright, government officials, legislators and journalists and their families. Shown above flanking the President and the First Lady during the show's finale (l-r): *Dynasty* star and the program's host, John Forsythe, singers Clamma Dale, Sandi Patti and Mac Davis.

## NBC juggernaut keeps on rolling

The question is quickly becoming "Will NBC lose any week of the 1986-87 season?" While the future cannot be predicted with any certainty, the present belongs to NBC. That network made it 12-for-12 in the new season, winning the week ended Dec. 14 with a 17.4/28 in the national Nielsen ratings. CBS posted a 16.3/26, while ABC pulled in a 14.2/22. CBS's strong suit may be its broadcast of the Super Bowl the last week in January. ABC's broadcast of its controversial mini-series, *Amerika*, in February may also make it tough for NBC to register a clean sweep.

The season-to-date standings for the three networks are: NBC 18.3/29, CBS 16.0/25 and ABC 14.4/23. The 1985-86 season-to-date numbers for week 12 were: NBC 17.9/28, CBS 16.9/26 and ABC 15.8/24.

The evening news race went to CBS with a 12.7/22. NBC was second (12.2/21) and ABC (10.7/19). For the same week last year, the news numbers were: CBS 14.3/24, ABC 12.0/21 and NBC 11.8/20.

The HUT level (homes using television) was down slightly for week 12, standing at 63.3% against week 11's 63.8%. The HUT level in last year's week 12 was 64.5%.

As for nightly wins, NBC took Monday, Thursday and Saturday; CBS took Tuesday, Friday and Sunday, and ABC won Wednesday.

The conclusion of NBC's two-part mini-series, *Anastasia*, pulled a 20.9/32 from 9 to 11 p.m. on Monday, beating CBS's combined *Newhart-The Cavanaughs-Cagney and Lacey* that scored a 17.0/26 from 9 to 11 p.m. ABC's *Monday Night Football* (Raiders vs. Seahawks) scored a 17.4/28. NBC took Monday with an overall average of 19.2/29.1, beating CBS's 17.5/26.3 and ABC's 16.2/24.1.

Rank □ Show □ Network □ Rating/Share

1.	Cosby Show	NBC	36.5/65
2.	Family Ties	NBC	33.7/61
3.	Cheers	NBC	28.2/42
4.	Night Court	NBC	27.7/41
5.	Murder, She Wrote	CBS	24.2/36
6.	Golden Girls	NBC	23.8/40
7.	Smoky Mountain Christmas	ABC	23.2/35
8.	60 Minutes	CBS	22.1/35
9.	Anastasia, pt. II	NBC	20.9/32
10.	Dallas	CBS	20.8/33
11.	L.A. Law	NBC	19.9/32
12.	Moonlighting	ABC	19.8/30
13.	Growing Pains	ABC	19.6/29
14.	Who's the Boss	ABC	19.5/30
15.	Promise	CBS	19.5/29
16.	Newhart	CBS	19.0/28
17.	Amen	NBC	18.9/32
18.	Circus of the Stars	CBS	18.9/30
19.	Frosty the Snowman	CBS	18.5/30
20.	Kate & Allie	CBS	18.4/27
21.	My Sister Sam	CBS	18.2/27
22.	Madock	NBC	17.9/27
23.	NFL Football	NBC	17.8/30
24.	237	NBC	17.7/30
25.	NFL Monday Night Football	ABC	17.4/28

ABC won Wednesday night (16.3/26.2), beating CBS (15.3/24.3) and NBC (14.9/23.5). ABC's *Dynasty* bounced back with a 17.2/27 to give the network a win from 9 to 10 p.m. over CBS's *Magnum* (16.9/26) and NBC's *Gimme a Break* (13.6/21, 9-9:30 p.m.) and *You Again?* (13.0/20, 9:30-10 p.m.). NBC took 8 to 9 p.m. with *Highway to Heaven*'s 16.8/26, while CBS took 10 to 11 p.m. with *The Equalizer*'s 16.4/27.

NBC continues to obliterate the competition on Thursday, posting numbers that are more than double the averages of the other two networks. NBC's overall average for the night was a 27.7/42.4, while CBS racked up a 13.1/20.3 and ABC a 10.3/15.9. *L.A. Law*, on NBC from 10 to 11 p.m., pulled a 19.9/32, 3.7 rating points above its average and 2.6 rating points over *Knots Landing*'s 17.3/28 on CBS.

CBS took Friday night from the start. Two half-hour Christmas specials, *Charlie Brown* (16.5/28) and *Frosty the Snowman* (18.5/30), both repeats, gave the network the 8-9 p.m. block, bearing ABC's *Webster* (12.8/22) and *Mr. Belvedere* 11.8/19) and NBC's hour-long *A-Team* (11.4/19). *Dallas* (20.8/33), from 9 to 10 p.m. on CBS, beat NBC's *Miami Vice* (16.7/27). The 10 to 11 p.m. slot went to CBS's *Falcon Crest*, with a 16.6/29 over *Starman*'s 10.9/19 (ABC) and *Crime Story*'s 14.0/24 (NBC).

NBC took Saturday, doubling up its competition again—18.3/31.5 to CBS's 9.0/15.7 and ABC's 8.3/14.2. CBS's Saturday movie was a repeat of *Wild, Wild West Revisited*, which pulled an 8.6/15 from 9 to 11 p.m.

Rank □ Show □ Network □ Rating/Share

26.	Knots Landing	CBS	17.3/28
27.	Dynasty	ABC	17.2/27
28.	Rudolph Red-Nosed Reindeer	CBS	17.0/25
29.	Hunter	NBC	16.9/30
30.	Magnum, P.I.	CBS	16.9/26
31.	Highway to Heaven	NBC	16.8/26
32.	Miami Vice	NBC	16.7/27
33.	Head of the Class	ABC	16.7/26
34.	Falcon Crest	CBS	16.6/29
35.	Charlie Brown Christmas	CBS	16.5/28
36.	Equalizer	CBS	16.4/27
37.	Cagney & Lacey	CBS	16.4/26
38.	Cavanaughs	CBS	16.4/24
39.	48 Hours	NBC	16.3/25
40.	Perfect Strangers	ABC	16.1/25
41.	ALF	NBC	15.9/24
42.	Facts of Life	NBC	15.7/27
43.	Amazing Stories	NBC	15.6/23
44.	Hotel	NBC	15.3/26
45.	Disney Sunday Movie	ABC	14.7/22
46.	St. Elsewhere	NBC	14.5/24
47.	Crime Story	NBC	14.0/24
48.	Gimme a Break	NBC	13.6/21
49.	Hill Street Blues	NBC	13.5/20
50.	Easy Street	NBC	13.5/19

Rank □ Show □ Network □ Rating/Share

51.	Jack & Mike	ABC	13.3/23
52.	20/20	ABC	13.1/21
53.	You Again	NBC	13.0/20
54.	Webster	ABC	12.8/22
55.	Our House	NBC	12.7/20
56.	Mike Hammer	CBS	12.5/20
57.	100%	NBC	12.1/21
58.	Mr. Belvedere	ABC	11.8/19
59.	Colbys	ABC	11.8/18
60.	Simon & Simon	CBS	11.7/18
61.	MacGyver	ABC	11.7/18
62.	Valerie	NBC	11.5/17
63.	A-Team	NBC	11.4/19
64.	Starman	ABC	10.9/19
65.	Designing Women	CBS	10.9/16
66.	Spenser: For Hire	ABC	10.0/18
67.	Downtown	CBS	9.9/17
68.	Twilight Zone	CBS	9.7/15
69.	Sidekicks	ABC	9.5/16
70.	Wild, Wild West Revisited	CBS	8.6/15
71.	Dads	ABC	8.5/14
72.	Sledge Hammer	ABC	8.2/14
73.	GungHo	ABC	7.4/12
74.	Heart of the City	ABC	6.0/10
75.	Our World	ABC	6.0/9



## Winds of change blow through U.S.-Intelsat relationship

**Observers see recently concluded meeting as conciliatory, two sides moving closer together**

The 69th quarterly meeting of the International Telecommunications Satellite Organization's board of governors—which ended late in the night of Dec. 11, after eight extraordinarily busy days—may in the months and years ahead be seen as marking a watershed in the relations between the organization and the U.S. After several years of acrimony generated by the U.S. policy that separate communications satellite systems are required in the national interest, there were signs at, and after, the quarterly meeting that the two sides are arriving at a more equitable relationship.

A State Department official who has been involved in U.S. relations with Intelsat said at a briefing on the meeting that there were signs Intelsat recognizes that the world is changing and that Intelsat must change with it. Indeed, Intelsat's acting director general, the Australian John Hampton, appeared to confirm that estimate at Intelsat's own briefing. Asked about a possible change in Intelsat's attitude toward separate systems, he said Intelsat would protect itself against harm, but added: "We have to recognize reality, and we recognize the aspirations of member countries."

It would be tempting, but probably incorrect, to ascribe such a change entirely to the sudden dismissal of Richard Colino as director general in the midst of a widening investigation by Intelsat of apparently improper financial transactions. Style is important, and Hampton is not the combative type, as

was Colino. But changes were becoming evident even under Colino. Indeed, he was still very much in charge when the executive staff recommended that the board approve the U.S.-Peru proposal for consultation on the PanAmSat system.

And in reaching that point, the executive staff, Ambassador Diana Lady Dougan, U.S. coordinator and head of the State Department Bureau of International Communications and Information Policy, has observed, abandoned a position she described as a "hallmark of the Colino era"—insistence on viewing, in the consultation process, every potential interference problem as an obstacle that must be overcome before consultation could be completed. At a lengthy meeting of U.S. and Intelsat officials at her home, the decision was made to adopt what Dougan calls a "more flexible approach." Consultation, she said, "would be based on real and demonstrable interference." And she regards that as a major improvement in the process.

The U.S. had been pleased, also, by the attitude of the board regarding the executive staff's proposal that it consider adopting a cumulative economic impact cap—10% was the suggested figure—on the amount of revenue diversion the organization would accept. The PanAmSat proposal, as approved, would cause an estimated diversion of less than 1%, so that posed no problem, but a cap could cause problems for future separate systems. A State Department official said no formal action was taken on the cap proposal. But he said that, in an atmosphere infused with talk of an Intelsat changing to meet changed conditions, a 10% cap seemed to be

regarded as "passe."

Competition, in fact, seems to be becoming the magical term of Intelsat as well as the U.S. government Acting Director General Hampton, at the Intelsat briefing, stressed that Intelsat's policy would continue to "be competitive—to provide the best service for the best price, and to deliver what the market wants"—and cited actions the board had taken to sharpen Intelsat's competitive edge.

One that was welcomed particularly by the Communications Satellite Corp., the U.S. signatory, introduces digital bearer channel rates for time division multiple access or intermediate data rate service. A bearer channel is a satellite half-circuit used with circuit multiplication equipment to achieve use of two or more times the conventional channel capacity ordinarily derived. Comsat, which has long urged the introduction of bearer channels, sees them as strengthening Intelsat's ability to compete with underwater fiber optic cable.

Nor is that all. The board cut prices substantially for both digital and analog services. The action marked the 13th time in the organization's 22-year history that Intelsat has reduced its rates for basic telephone and data services. The board also cut prices for C-band domestic transponders while slightly increasing prices for the Ku-band transponders, which are in short supply, and authorized regional transponder video distribution through transponders that members have leased or purchased. Use of the service will be limited primarily to the incidental "spillover" of domestic television programming and data networks across national borders. Intelsat also announced transponder sales totaling \$26 million to Norway and Gabon, each to use half of the transponder for its domestic purposes, and to Niger, Iran, which purchased three, Portugal, and Italy.

But it was in response to a question as to whether Intelsat would continue to be as resistant to the introduction of separate systems as it had been perceived to be under Colino that Hampton indicated a new style was coming into vogue in Intelsat. Hampton noted that Intelsat had been established, at the instigation of the U.S., in response to a view that "a single global system" would be in the best interests of the world community of nations. The agreements, he noted, were written with that in mind. And he said: "I won't say we won't do things proper to the protection of Intelsat. We'll do what we judge to be in the best interest of Intelsat. But we have to recognize reality and recognize the aspirations of member countries." The aim, he said later, would be "to try to meet the needs of both sides."

(Hampton has been mentioned as one of two Intelsat officials interested in the director general's position, a position for which

**Freeze on AM daytime applications.** The FCC has given new AM daytime-only service a unanimous vote of no confidence. It has agreed to stop accepting applications for new AM daytimers filed after Dec. 12, and it intends to propose, in a rulemaking, that the ban be permanent (BROADCASTING, Dec. 15)

It's all part of the effort to help improve the AM service, said James McKinney, FCC Mass Media Bureau chief. According to McKinney, new daytimers stand in the way of efforts to improve the lot of daytimers already in place on adjacent channels. What's more, McKinney said, the FCC isn't likely to ever be able to help the new daytimers broadcast at night.

Of the about 2,400 daytime-only stations in existence, the FCC has been able to permit about 500 operating on foreign clear channels to operate with some power at night. The commission is now contemplating issuing a rulemaking aimed at permitting another 1,600 daytimers operating on regional or Class I-A and I-B clear channels to operate with some power at night as well. But the some 300 remaining can't be helped because they are located within the protected skywave service areas of class I-A or I-B clear channel stations (whose protection can extend 750 miles). The essential argument becomes: Why add to the pool of daytimers that can't be given some nighttime power?

McKinney said about 40 applications for new AM daytimer facilities are pending, and they will be processed. He added that the FCC would be "willing to consider" waivers of the freeze for existing daytimers who want to improve service by modifying their facilities.

Said Dave Palmer, chairman of the National Association of Broadcasters' Daytime Broadcasters Radio Committee: "It's a very logical step, particularly when you consider the FCC's mood for AM improvement."

candidates are beginning to campaign. The other is a Briton, David Tudge, deputy director general for administration and finance, who attended the briefing. Asked of their interest in the top job, Hampton said he had not made up his mind on the matter, while Tudge suggested that reporters "wait and see.")

For those looking for the roots of apparent change in Intelsat's approach to competition, Dougan suggests an examination not only of the departure of Colino but of the transformation that occurred last summer in Comsat's behavior. For some time, U.S. officials had been less than pleased with the manner in which Comsat was performing its role as U.S. signatory; it seemed unenthusiastic in advocating U.S. policy favoring separate systems, and the conventional wisdom was that Comsat felt that, as the single largest owner of Intelsat (24%), its fortunes were closely tied to the global system's. But when the U.S. last summer began mounting a major push to secure the board of governors' approval of the PanAmSat proposal, Comsat was widely perceived to be performing as a dedicated and effective partisan in the U.S. cause (BROADCASTING, Aug. 11).

"Instead of fighting competition," Dougan said, Comsat came to realize that "it was the wave of the future." That shift, she suggested, was significant in its impact on the world organization: "It is the largest single stockholder, and it is looked to [by other Intelsat members] as a weathervane in how it views the world."

Whatever the change in Intelsat and its cause, Comsat was favorably impressed by the manner in which the board performed at its meeting. Ellen Hoff, vice president and general manager for international satellite services, noted that, in addition to more routine matters, the board had faced some very tough items—the PanAmSat matter, the removal of Colino and his deputy for business planning and external affairs, Jose L. Alegrè; the establishment of procedures for electing a new director general, and the development of a new tariff policy dealing with the digital bearer channel rates.

Difficult though the agenda was, Hoff said, the results indicate that the board of governors "pulled together as the management of a cooperative organization," and demonstrated an ability to "come to shared conclusions on fundamental issues."

The U.S. is now looking forward to the actions the board will take in tightening up procedures to guard against the kind of problems that caused the board to feel it necessary to fire Colino and Alegrè. A committee of the board has been established to draft suggestions for revising procedures. The U.S. government agencies directly involved in developing Intelsat policy—the State Department, the National Telecommunications and Information Administration and the FCC—are conducting their own study. "We don't want the board to be micromanagers," Dougan said last week. "But we do want appropriate checks and balances—and there is room for standard management practices."

Whatever the outcome of those studies and the action of the Assembly of Parties, Intelsat's ultimate authority, on the PanAmSat proposal, there was unusual agreement between the U.S. and Intelsat on the board of governors' 69th meeting. "It was one of the most important board meetings in Intelsat's 22 years," said Dougan. Said Hampton, "Some of the most important issues were dealt with, and important consequences will flow." □

# FCC releases NOI on minority preferences

## Commission seeks comment on constitutionality of existing FCC preferences, including link between minority ownership and program diversity

The FCC last week issued a notice of inquiry seeking comment on the constitutionality and advisability of policies granting preferential treatment for minorities and females.

On the butcher block: preferences awarded females and minorities in broadcast licensing proceedings; the distress sales policy, which permits a licensee to avoid a hearing if it sells out at no more than 75% of fair-market value to a minority, and the issuance of tax certificates to those who sell broadcast properties to minorities, enabling the seller to defer tax on capital gains.

The FCC voted to withhold action on broadcast cases in which racial or sexual preferences might be significant to the resolution of the contests and on applications for distress sales, until the proceeding is resolved. (The commission is providing 120 days for comments and 60 days for replies. It is expected to take a full year for the FCC to resolve the proceeding and come out with a final policy statement on the subject.) But the commission also said it will continue issuing tax certificates while the proceeding is pending.

In the inquiry text, which is expected to be released shortly, the FCC specifically seeks comment on whether there is a link between its minority ownership policies and increased program diversity. It also asks whether those policies should be retained, even if constitutional.

Commissioner James Quello gave the policies what support they got. He said he remained "committed" to the FCC's goal of

encouraging and assisting minority and female entry into broadcasting. "I cannot quarrel, however, with my colleagues' desire to seek comment on whether these policies are indeed accomplishing the worthy objectives that they were designed to achieve," Quello said. "I do, however, place a heavy burden on those that challenge either the constitutionality or the wisdom of our long-standing commission policy of minority preferences."

In a statement, Chairman Mark Fowler made clear that he believes that the burden is on proponents of preferences to show why preferences should be retained. "America is governed by a fundamental principle that all Americans are entitled to be treated equally under the law, without regard to their race or gender," Fowler said. "We may depart from this principle if we find that the commission's goal of promoting diversity of programming and viewpoints is promoted by granting preferences to minorities or women; that is, if there exists a clear nexus between the grant of preferences and the diversity goal. This proceeding is designed to ascertain whether such a nexus exists. Any preference scheme must be demonstrated to be necessary to achieve that goal. I am satisfied that this is a carefully drafted, neutral effort to honestly determine whether such a nexus exists. In the long run, however, our society will be better served by adherence to equal treatment for all Americans under the law."

Commissioner Mimi Dawson said she wasn't "compelled" by the line of cases cited that the commission's minority preferences were unconstitutional based on the present record. She also thought the distress sales and tax certificate policies were "more constitutionally suspect" because they dealt

with "set asides."

Commissioner Dennis Patrick said that under the law, preferences required "a heavy burden of justification."

Commissioner Patricia Dennis—who, after the meeting, declined comment on her personal views on preferences—seemed particularly troubled by the inquiry. In a statement, however, she said she intended to perform her duties "in the best interests of the public, whatever those interests are, as God gives me the ability to discern them." She also said she had two "overarching" concerns: whether there is anything in the comparative hearing process that, without serving any legitimate purpose, operates as a "barrier to deny equal opportunity to minorities and women," and whether "all segments of our rich culture are being served or, more particularly, whether their unique voices are being heard among the broadcasters we license to serve the public interest."

The FCC's action was spurred by the *Steele* and *Shurberg* cases (BROADCASTING, Sept. 22, Sept. 29), in which the appellate court asked the commission to assess the constitutionality of the agency's preferences for females and the distress sales policy.

Both Representatives Cardiss Collins (D-Ill.) and Mickey Leland (D-Tex.) intend to introduce legislation in the new Congress that would codify the FCC's minority and female preferences, tax certificate and distress sales policies. Collins's bill would also, among other things, extend the tax certificates and distress sales policies to benefit women, restore former FCC equal employment opportunity filing requirements and codify EEO guidelines for broadcast stations. □



# RKO applicants want FCC to tell McKinney no

**Two firms say Mass Media Bureau chief's proposal to bypass Review Board is illegal and that he exceeded his authority**

Future Broadcasting Inc. and Gold Coast Broadcasting Inc., competitors for RKO General Inc. stations, have asked the FCC to reject recommendations by James McKinney, FCC Mass Media Bureau chief and RKO mediator, aimed at spurring resolution of the RKO settlement negotiations.

McKinney, in a report to the commissioners, recommended that the commissioners act expeditiously on the proposed settlement under which Group W would acquire RKO's KHJ-TV Los Angeles for \$310 million (BROADCASTING, Dec. 1). He also recommended that the Review Board be deleted from the review process in proceedings aimed at selecting the best competitor for each RKO station.

In a filing with the FCC, Future and Gold Coast alleged, among other things, that such a change would be illegal.

For starters, the competing applicants charged that McKinney had exceeded his authority as mediator in making the recommendations.

Future and Gold Coast also said the FCC had held that it wouldn't consider the merits of the proposed KHJ-TV deal until the parties to the remaining RKO proceedings had an opportunity to reach a "comprehensive" settlement. The FCC, according to the competing applicants, had opted for that course on grounds that a comprehensive settlement would make academic the issue of whether RKO is basically qualified to be a licensee, an issue that would still have to be litigated if all RKO proceedings aren't settled. "Having ordered the 69 competing applicants into expensive mandatory settlement negotiations for the express purpose of attempting to moot one of the agency's major public

interest concerns with the pending KHJ-TV settlement agreement," Future and Gold Coast said, "the FCC cannot lawfully abandon in midstream its prescribed settlement procedures before affording the parties a reasonable opportunity to conclude the expensive settlement process that the agency itself mandated."

Future and Gold Coast also alleged that RKO's "arrogant intransigence" had been "largely" responsible for the lack of other negotiated settlements. (They noted that RKO has been insisting on 70% of the proceeds for the stations in each market. They also accused RKO of procedural "stonewalling." They said, for instance, that RKO had reneged on a promise to provide Kidder Peabody valuations of each station to the competing applicants.) "It would be a supreme irony and a perversion of the FCC's mandated settlement process if RKO's arrogant inflexibility were permitted to provide the justification for the FCC's midcourse jettison of certain previously prescribed settlement procedures," Future and Gold Coast said.

They also warned that McKinney's proposed changes could "torpedo" some of the settlement negotiations by preoccupying at least some parties with another round of



McKinney

court litigation. "Should the [mediator's] recommendations actually be adopted by the FCC, Future and Gold Coast anticipate that the further distractions inherent in court appeals would sap its energies and would restore an adversarial environment," they said.

"The second recommendation—to eliminate all appeals to the Review Board in any subsequently resumed RKO comparative renewal litigation—would also constitute arbitrary and unlawful agency action," Future and Gold Coast said. "Even if the FCC could lawfully impose a midcourse change in appellate rules for a particular proceeding, it would erode confidence in the integrity of the comparative renewal process to do so in the peculiar circumstances of the RKO litigation." □

## KABC-TV hit with phone poll complaint

**Six viewers go to FCC with claim poll was "bogus"**

A citizen group has filed a complaint with the FCC charging that KABC-TV Los Angeles conducted a "bogus" telephone poll that raised money from viewers.

The Citizens for Integrity in Broadcasting, a six-member group that was organized to protest the KABC-TV poll, alleged viewers unnecessarily paid \$16,968 by calling "900" numbers the station had set up. Each call cost 50 cents. CIB contends KABC-TV falsely led viewers to believe they could decide whether a Nov. 20 NFL game between the Los Angeles Raiders and San Diego Chargers would be broadcast live at 5 p.m. PST or shown on a tape-delayed basis at 7:30 p.m.

The station's management explained that the poll—which was heavily promoted on its news programs and in newspaper ads—would give viewers who were not at home by game time a chance to vote to see the game in its entirety.

The complaint stated KABC-TV knew NFL rules required games in home cities to be shown live. Moreover, it claims the station gave viewers the idea that the Raiders owner, Al Davis, could override the contractual obligations and approve the delayed telecast "if that was what the viewers wanted."

Citing local newspaper accounts that indicated KABC-TV used the poll as a ratings ploy, CIB said: "The viewing public thus was deceived with this false contest, which was allegedly engineered as a promotion to boost the station's ratings for either its 11 o'clock news [when the lopsided results in favor of a live telecast were revealed] or its telecast of the NFL game during sweeps week."

According to the complaint, the actions constitute fraud and the station should be required to reimburse the viewers who made 29,474 calls in favor of a live telecast and 7,462 votes for a taped-delayed game.

John Severino, KABC-TV vice president and general manager, did not return phone calls. But according to other sources, the station intends to donate its \$1,306.80 share from the poll to charity.

Call-in polls by television stations have become common during the last year, said a spokeswoman for KCBS-TV Los Angeles, which has filed a protest with the rating services over the KABC-TV poll. She said KCBS-TV objected to the KABC-TV poll on the grounds it was intended to "artificially boost" KABC-TV's ratings, but added that "on the whole" KCBS-TV favors the use of call-in polls. □

**Prime viewing.** The Senate and House last week began setting up the special select committees that will investigate the Iran arms/contra aid affair. And indications are that the affair that has dominated the news for more than a month will keep the committees busy well into 1987. And some of the hearings, at least, will be open to radio and television coverage.

The Senate leadership named an 11-member committee to be headed by Senator Daniel K. Inouye (D-Hawaii) and the House leadership, a 15-member panel to be headed by Representative Lee Hamilton (D-Ind.). The two panels will not be officially constituted until the new Congress convenes, next month. And Inouye offered as "a wild guess" the view that the first public session of his committee will not be held until Feb. 1.

The Senate leadership does not expect the committee to complete its work in less than six months. The legislation being drafted to create the committee would set a deadline of Sept. 1. A spokesman for Hamilton could offer no estimate of how long the House panel will be at work—or whether sessions would be open.

However, it is assumed the House committee, like its Senate counterpart, will hold some of its sessions in public. And while no decisions have been made regarding broadcast coverage, Senators Robert Byrd (D-W.Va.) and Bob Dole (R-Kan.), Democrat and Republican leaders, said the Senate panel would make public sessions available for television coverage, as the special Senate committee investigating the Watergate scandal did in 1973.

## Cable fills Long Island local news gap

**New service, backed by Cablevision partner Charles Dolan, is first local 24-hour cable news service**

In September 1984 a cable TV system on Long Island, New York, began piggybacking five-minute local news inserts on its Cable News Network's Headline News channel.

Just over two years and a couple of reincarnations later, that meager news service has become the nation's first 24-hour, local cable news channel.

The channel, News 12 Long Island, began service Monday, Dec. 15, and will now offer to 500,000 homes in New York's Nassau and Suffolk counties more than six hours of live, anchored news hours and updates around-the-clock, using an editorial staff of 75-plus, major-market talent and a former vice president, news, for ABC's owned and operated television stations as its head.

The mastermind behind the news channel is Charles Dolan. Dolan is general partner of the Woodbury, N.Y.-based Rainbow Programming Enterprises (RPE), which is producing and distributing the service, as well as general partner of cable MSO Cablevision Systems, also of Woodbury, which several weeks ago made a \$57-million buyout offer of RPE.

"There is a cry in this county [Nassau] for news of its own," Dolan explained. "This market is similar to markets which are supporting four or five local news stations."

In fact, Nassau and Suffolk counties now have no locally broadcast news and so must depend entirely on one or two stories a night from New York stations, despite having enough TV households (more than 880,000) to make it an ADI the size of Baltimore.

Although shortly after Cablevision began its initial news effort, it offered an expanded, one-hour daily newscast aimed at Long Island, a service that continued until a week before the News 12 start-up, the company felt it could do still more to provide area news.

The aspiration to increase local news coverage was evident from the story lineup of News 12's first telecast. The lead stories of its inaugural 5 p.m. broadcast: a special statehouse session on Long Island Railroad fares, Nassau county budget considerations, Island milk prices, a planned toll bridge and senior citizen housing problems. It was 25 minutes into the hour newscast before the first national news was read.

In terms of reach, the service is bringing in some 80% of the two counties' cabled homes (1.2-1.3 million viewers) by working with all eight of the Island's cable systems, including Dolan's own 250,000-subscriber Nassau County system.



The News 12 team (l-r): Zimmerman, Wolff, Tolliver and Tirado

According to Dolan, the cable systems subscribing to the news service have agreed to 10-year commitments for their channel 12, with no payment for a minimum of two years. The possibility of an annual fee will be assessed after the second year, but Dolan said he expects such contributions to be a fall-back only if advertising sales don't meet the service's three-year break-even goal.

Advertising will be handled by Cablevision-owned Rainbow Advertising Sales Co., said Bob Fennimore, RAS president. The channel had already presold \$700,000 in ads several days prior to its first newscast, Fen-

nimore said, with customers including utilities Lilco and Conservative Gas, and national advertisers like Mitsubishi.

Fennimore expects the news channel, with 12 to 13 commercial minutes per hour, to bring in \$3.5-\$4 million in ad dollars to the network during its first year, not including the roughly 8.4%-9.4% of ad time going over to the local systems.

"Because of the type of product, it will sell itself," Fennimore believes. "We have a no-waste circulation, targeting the advertiser's audience without reaching other markets like Westchester and New Jersey."

Roughly 80% of the channel's news will originate from Long Island, said Al Ittleson, News 12 president, New York native and former vice president of news for ABC O&O's.

Ittleson is quick to add, however, that the station will have access to key national stories through its affiliation with satellite newsgathering consortium Conus Communications, as well as international news through London-based Worldwide Television News.

And while the service's annual budget of \$5 million-plus is by no means extravagant, Ittleson has no intention of letting it limit the

## NewsBeat

**Winans going to high court.** Supreme Court has agreed to review case raising question as to whether insider trading law can be applied not only to persons with access to corporate secrets but to reporters gathering information for publication. At issue is appeal of former *Wall Street Journal* reporter, R. Foster Winans, who was convicted of violating insider trading law by leaking to stockbrokers information about to appear in respected column he wrote for *Journal*, "Heard on the Street." He was sentenced to 18 months in prison. Winans, who received kickbacks from those to whom he provided early access to his information, argued in appeal to Supreme Court that lower court erred in extending securities fraud laws "beyond all reasonable bounds" in applying them to "potential injury to a newspaper's reputation." News organizations backing Winans's appeal said prosecution attempts "to criminalize journalistic codes of ethics," adding that appeals court decision infringes on First Amendment freedoms by applying "vague" codes of ethics not intended for purpose of defining crimes.

□

**News help at NBC.** NBC News has hired management consulting firm of McKinsey & Co. to help streamline news management and increase efficiency through new technologies. NBC News President Larry Grossman explained in memo to news bureaus and staff, "consultants' charter is not to make any assessments of how individuals are performing in their jobs. . . [but] to examine our work processes, practices and our future." Outside review was topic of discussion between news head and NBC President Robert Wright, who Grossman said supports effort. Grossman called timing for study "ideal," citing strong position of network daily news shows, General Electric's "high expectations," and technological change brought about by news computers, satellite distribution, electronic graphics and half-inch videotape. Consultants will also help tie together management studies NBC News has conducted itself in past 18 months, Grossman said, and develop set of specific recommendations to "improve how we manage, how we budget and how we respond to the changes and opportunities we know are coming." Tom Ross, NBC News senior vice president, and Terry Byrne, NBC News director of planning, will help guide McKinsey effort.



service's quality or story coverage ability.

In terms of talent, the channel has veterans, and local ones at that—prime time co-anchors are former reporter with network-owned WABC-TV and WNBC-TV Melba Tolliver, and former ABC and CNN reporter Bill Zimmerman. Other prime time newscasters will include sports director Bob Wolff, a radio-TV sportscaster and former announcer for the New York Knicks and New York Rangers at New York's Madison Square Garden, and ex-WPIX-TV New York weathercaster Roberto Tirado.

To enable its reporters to roam the area for news, the channel has also purchased a \$400,000 Ku-band satellite newsgathering truck and will have a microwave van.

According to Ittleson, the news day will begin at 6 a.m. with a three-hour show, live with two anchors and weather reporter, news and traffic updates and live remotes from its satellite truck around Long Island.

At 9-10 a.m., the channel will add some feature segments, including one or two interviews and consumer reports, as well as continuing live news and weather reports. The hour will be repeated at 10 and again at 11, with news updates when warranted, Ittleson said.

At 12 noon, a new top will be added to the show, with a live anchor and weather reporter, plus updates where necessary. That one-hour segment will be repeated with news updates as required until 5.

The 5 p.m. prime time news hour, which features co-anchors Tolliver and Zimmerman, will be repeated at 6 p.m., he said, with a new top and updates added at 7 p.m. The segment will be repeated at 8 p.m. and 9.

The 10 p.m. news hour will be an entirely new program, updated again at 11 with a new news top and sports news, then repeated

**Spanish news service.** Luis G. Nogales, former chairman and chief executive officer of United Press International, and Sylvania Foa, former editor of UPI's worldwide news reports, will head ECO Inc., a new Spanish-language international news service, being formed by the Spanish International Network. Nogales, 43, has been named president of ECO, which is to be launched in the first quarter of 1987. Foa, 41, was appointed ECO's news editor.

ECO is "a new company resulting from a restructuring" of SIN Television News, which produced the nightly half-hour Spanish-language news program, *Noticiero SIN*, weeknights at 6:30 p.m. (NYT), SIN said. That is the same program from which Gustavo Godoy, former news director of the program, along with about 25 of co-workers, resigned last November (BROADCASTING, Nov. 10).

Godoy joined with other former SIN employees to form the Hispanic-American Broadcasting Corp. (previously announced as the Hispanic-American Broadcasting Network). Last week HBC chairman and chief executive officer, Amancio Victor Suarez, announced that Telemundo Group Inc., a subsidiary of John Blair & Co., will serve as the distributor of the new HBC news program. Godoy is now president and news director of HBC. The news program is expected to begin in early January. Telemundo's network of stations is expected to include WSCV(TV) Fort Lauderdale, Fla.; WNUJ-TV Newark, N.J.; WCIU-TV Chicago, and KVEA(TV) Los Angeles. Negotiations are also under way with KAOQ(TV) San Juan, Puerto Rico, an HBC spokeswoman said.

ECO will establish news bureaus in the United States and overseas, SIN said. The new news service will enable SIN "to strengthen its long-standing commitment to news," according to Jaime Davila, executive vice president of SIN Inc. He added that "Nogales and Foa are news executives with experience and integrity who will uphold the finest in journalistic traditions."

According to SIN, the network reaches 82% of U.S. Spanish-speaking households through 409 satellite-interconnected affiliates.

with updates when necessary until 6 a.m.

On weekends, according to Rick Young, News 12 promotion director, the service will feature news in five-minute breaks on the half-hour structured around a series of 22-minute feature segments. The feature spots cover Long Island personalities and newsmakers, sports, the arts, business, health and pets. Each segment is to be aired twice a day over Saturday and Sunday.

"The logistics," said Ittleson, "are far more complicated" than any station newscast he has done before, particularly with the

"faceless clock" nature of the 24-hour program.

As for Cablevision's Dolan, he believes this "most ambitious undertaking" on Long Island may provide a further foundation for his company's other daily news service in southern Connecticut, just as the 120,000-subscriber channel has served as a "learning experience" for Long Island's News 12. Dolan said he will wait to see how successful the Long Island service becomes before considering a similar expansion of the Connecticut news service. □



**Cameras in the court, almost.** For the second time in two months, C-SPAN's television cameras were admitted to the Supreme Court building to cover reporters in the press room discussing the court. In October, a few days before the fall session of the court began, C-SPAN cameras videotaped a reporters' discussion of prospects for the term under its new chief justice, William Rehnquist. Last week, in two roundtables, reporters who cover the court talked among themselves and with viewers calling in about the first two months of the Rehnquist court.

In the photo at left, C-SPAN's Carrie Collins (l) is shown with (l-r) Stuart Taylor, *The New York Times*; Steve Wermeil, *The Wall Street Journal*, and Al Kamen, *The Washington Post*. In the other photo, C-SPAN's Connie Doebele talks to (l-r) Jim Rubin, of the Associated Press; Theo Stamos, *The Washington Times*, and Tim O'Brien, ABC



News.

A topic common to both segments was whether cameras would ever be permitted to cover arguments before the Supreme Court. The consensus on both appeared to be that, in time, they would—although O'Brien expressed the view that Rehnquist "would like to wait a decent interval" between the departure of the recently resigned Chief Justice Warren E. Burger, whose opposition to cameras in the court was adamant, and the introduction of cameras. The permission Rehnquist has given to C-SPAN for its programs in the press room is taken by some as an indication of the chief justice's feelings about television coverage. Until C-SPAN's cameras recorded that press room discussion in October, cameras had been permitted in the building only in connection with interviews with Supreme Court justices.

# ABC's 'Viewpoint' looks at coverage of contra/arms story

**White House correspondents assemble before audience of media critics to outline and defend their treatment of story that has dominated recent news time and space**

After acres of newsprint and hours of television time had been devoted to the Iran arms/ contra story, the question beginning to get some attention was the extent and quality of the coverage itself. There had probably been nothing like it since Watergate. So there was ABC News last week devoting a 90-minute *Viewpoint* to the subject. And there were conservative organizations denouncing the coverage as an effort to bring down the Reagan Presidency and initiating advertising campaigns to counter what they variously called "the hit squad" or "the liberal lynch mob."

ABC's *Viewpoint* crew had assembled in an auditorium at George Washington University, in Washington, four top examples of the White House correspondent who has been getting national attention in covering the story—ABC's Sam Donaldson, CBS's Bill Plante, NBC's Chris Wallace and United Press International's Helen Thomas—along with moderator Ted Koppel and an audience filled with critics of the coverage. The topic

was "Bashing: the Press and the Presidency." Some of the critics felt the press had not been doing enough bashing, at least not at an early enough time.

As for the conservative organizations, Reed Irvine, of Accuracy in Media, called a press conference on Monday to issue an AIM report charging that the media have been so "excessive" and "irresponsible" in coverage of the Iranian arms/ contra story—that they are generating "a backlash" that will cost them dearly in the public's esteem. AIM says ABC's *World News Tonight* has been devoting about 80% of its time to the story, while the *CBS Evening News* and the *NBC Nightly News* were devoting an average of some 60% of their time to it.

AIM cited a quote attributed to *Washington Post* executive editor Benjamin Bradlee that pursuing the story has been "the most fun since Watergate" and announced a newspaper advertising campaign AIM hopes supporters around the country will finance. The ad portrays "Big Media's" White House correspondents as a "hit squad" aiming at the President, and says that "the ultimate victim is America." Irvine showed up as one of the questioners on the *Viewpoint* program.

Then, on Tuesday, a conservative leader, L. Brent Bozell III, announced a \$2-million campaign to rally support for President Reagan. He said the campaign would be conducted by the National Conservative Foundation and the National Conservative Political Action Committee, both of which he heads. The aim, he said, will be to "raise a national uproar against the liberal lynch

mob that has tried to hang President Reagan since he took office in 1980." He said the Iranian arms controversy has given liberal legislators and the media what they think they need "to destroy the President." NCF plans a \$1-million advertising campaign and NCPAC a \$1-million direct-mail campaign, both calling on Americans to support the President.

As for the *Viewpoint* program, the questioners seemed to come from a number of different points on the ideological compass. One questioner wondered if the media were devoting so much attention to the Iran arms/ contra story for commercial reasons. Not so, said Plante. "Most of the people in the news business judge this to be such an issue [of overriding importance]. It has occupied anywhere from one-half to two-thirds of our evening news broadcast and that of our competitors for the last several weeks, but it isn't for commercial reasons."

Then there was the woman who seemed to believe the network news people liked all pro-communist guerilla groups and disliked all anticommunist ones. "Tell me," she said to Koppel, "name me one anticommunist group you've ever liked that ever fought a guerrilla war for the liberation of their country." Then she asked, "Why do you hate the contras?" Koppel, running out of time before a commercial break approached, said he would not answer the questions. "That's not my function as a journalist." Then he said, "I rather doubt you know what my opinions are." The audience applauded, and the commercial came up.

## Newton awarded \$19.2 million in NBC libel case

**Jury says news reports damaged entertainer's reputation; network will appeal; decision seen by media as possibly chilling news coverage**

Three investigative pieces on entertainer Wayne Newton that appeared on NBC's *Nightly News* in 1980 and 1981 led last week to a federal jury in Las Vegas ordering NBC to pay Newton \$19.2 million in damages for defamation. NBC will appeal. But the case underscores the dangers print and broadcast media confront in investigative journalism.

The three pieces—by investigative journalists Brian Ross and Ira Silverman—linked Newton to organized crime figures. And the six-member jury, after a week's deliberation, concluded that Newton was entitled to \$5 million in punitive damages, \$5 million for loss of reputation, \$7.9 million for loss of income, \$1,146,750 for loss of future income, and \$225,000 for physical and mental suffering.

NBC News President Lawrence Grossman greeted the verdict with a statement expressing confidence in the journalists involved and promising to appeal. "Brian Ross and Ira Silverman are first-rate journalists," the statement said. "We are confident that they and NBC News will prevail in a higher court." He also thought it noteworthy that the management of NBC and the new owner, General Electric, have been "steadfast in their support of NBC News" and have encouraged a continued court fight.

Newton's lawyer, Morton Galane, said the verdict could send "a message to the media so what happened to Wayne Newton won't happen again."

Jury verdicts like the one reached in the Newton case are almost invariably drastically reduced or set aside on appeal. Still, some say the verdict could chill the enthusiasm of print and broadcast journalists for investigative reporting. Floyd Abrams, NBC's lawyer, said "The press can't withstand a \$19-million judgment for a three-minute program." Other lawyers see it as possibly encouraging libel suits, at least until the litigation is concluded, and as causing an increase in the cost of libel insurance.

Since Newton was held to be a public figure for purposes of the libel case, the jury was required to find not only that the reports were false but also that NBC had acted maliciously—that it broadcast the material in the knowledge it was false or with reckless disregard as to whether it was false or not. While that was an obstacle for Newton, his case was aided by a ruling by Judge Myron Crocker, a senior judge from the eastern district of California, regarding implied libel. Myron held the jury could find libel in the "implications" of the reports regardless of whether they were slanderous as broadcast. Newton said the reports—broadcast in October and November 1980 and in June 1981—had suggested he obtained financing for his purchase of the Aladdin hotel and casino in Las Vegas through his contacts with orga-

nized crime. Abrams said there was "not a wisp of evidence" regarding the reports "intent." The broadcasts did not say Newton was "a front man for the mob," as Galane had charged, Abrams said. The broadcasts, said Abrams, were accurate in stating that Newton had given incomplete information to the gaming commission regarding his contacts with East Coast mob figures Guido Penosi and Frank Piccolo.

U.S. courts have not been consistent in ruling on libel by implication. And Abrams said that he will question Crocker's ruling on the issue in appealing the case. The first step in that process will be the filing of a motion asking Crocker to enter a judgment for NBC regardless of the jury's verdict. If that fails, NBC will carry the fight to the U.S. Court of Appeals for the Ninth Circuit, in California.

A major element of the appeal will be the size of the award. Indeed, Abrams said "its very enormity is a likely ground for reversal." He said appeals courts have never affirmed awards of more than \$1 million.

Abrams also contends the case "raises a serious question about how we are to enforce the requirement that public figures are required to prove actual malice"—the standard the Supreme Court laid down as a means of protecting the media's freedom to investigate those in the public eye. "If the judgment of this suit is allowed to stand on facts as weak as those in this case," Abrams said, "it would be most threatening for all broadcast and print journalists." □



# Stock Index

	Closing Wed Dec 17	Closing Wed Dec 10	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING</b>						
N (CCB) Capital Cities/ABC	267	278	- 11	- 3.95	27	4,294
N (CBS) CBS	129 1/2	134 3/8	- 4 7/8	- 3.62	24	3,036
O (CLCH) Clear Channel	12 1/2	11 3/4	3/4	6.38	18	36
O (INFTA) Infinity Broadcasting	13	12 1/2	1/2	4.00	68	135
O (JCOR) Jacor Commun.	6 3/8	6 1/4	1/8	2.00		36
O (LINB) LIN	54 5/8	56 1/4	- 1 5/8	- 2.88	41	1,446
O (MALR) Malrite	9	11	- 2	- 18.18	10	75
O (MALRA) Malrite 'A'	8	9 3/4	- 1 3/4	- 17.94	11	33
A (PR) Price Commun.	10 1/4	10 1/2	- 1/4	- 2.38		100
O (SCRIP) Scripps Howard	82	88	- 6	- 6.81	29	846
O (SUNN) SunGroup Inc.	2 3/4	2 5/8	1/8	4.76	27	4
N (TFB) Taft	113 1/2	114 1/4	- 3/4	- 0.65	93	1,029
O (TVXG) TVX Broadcast	10 1/4	10 1/2	- 1/4	- 2.38	42	60
O (UTVI) United Television	29	29 1/2	- 1/2	- 1.69	27	317

<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
N (BLC) A.H. Belo	52	53 1/8	- 1 1/8	- 2.11	26	598
A (AAR) Adams Russell	20 1/2	20 1/4	1/4	1.23	16	127
A (AFP) Affiliated Pubs	71	70 1/8	7/8	1.24	35	1,253
O (ASTV) Amer. Comm. & TV	3/32	1/8	- 1/32	- 25.00		7
N (AFL) American Family	25 1/4	26 7/8	- 1 5/8	- 6.04	16	1,009
O (ACOMA) Assoc. Commun.	25	24	1	4.16		238
O (BMAC) Bus. Men's Assur.	26	26 1/4	- 1/4	- 0.95	15	275
N (CCN) Chris-Craft	19 3/4	20 3/4	- 1	- 4.81	8	129
N (DNB) Dun & Bradstreet	108	109 3/4	- 1 3/4	- 1.59	26	8,209
O (DUCO) Durham Corp.	41 1/2	40 3/4	3/4	1.84	11	235
N (GCI) Gannett Co.	74 1/4	76 3/8	- 2 1/8	- 2.78	23	5,961
N (GY) GenCorp	76 3/4	81	- 4 1/4	- 5.24	18	1,715
N (GCN) General Cinema	47	48 1/2	- 1 1/2	- 3.09	19	1,711
O (GCOM) Gray Commun.	199	199			34	98
N (JP) Jefferson-Pilot	35 3/8	35 1/4	1/8	.35	11	1,479
N (BJ) John Blair	13 3/8	13 7/8	- 1/2	- 3.60		108
O (JSON) Josephson Intl.	11 1/8	10 7/8	1/4	2.29		52
N (KRI) Knight-Ridder	47 1/2	49	- 1 1/2	- 3.06	21	2,667
N (LEE) Lee Enterprises	24	22 7/8	1 1/8	4.91	20	607
N (LC) Liberty	37	38	- 1	- 2.63	15	373
N (MHP) McGraw-Hill	58 1/4	59 1/2	- 1 1/4	- 2.10	20	2,936
A (MEGA) Media General	44 1/2	44 1/8	3/8	.84	19	626
N (MDP) Meredith Corp.	66 3/4	67 1/2	- 3/4	- 1.11	13	632
O (MMEDC) Multimedia	41 5/8	42 3/4	- 1 1/8	- 2.63	378	457
A (NYTA) New York Times	36 1/2	37 7/8	- 1 3/8	- 3.63	24	2,952
O (PARC) Park Commun.	27 3/4	28 3/4	- 1	- 3.47	26	382
N (ROC) Rollins Commun.	41 1/4	41 1/4			45	602
T (SKHQ) Selkirk	19 1/2	19 3/4	- 1/4	- 1.26	42	158
O (STAUF) Stauffer Commun.	135	135			22	135
A (TO) Tech Ops Inc.	26 3/4	28 1/2	- 1 3/4	- 6.14	4	58
N (TMC) Times Mirror	65	68 1/4	- 3 1/4	- 4.76	19	4,189
O (TMCI) TMC Communications	2 5/16	2 1/4	1/16	2.77	11	17
O (TPCC) TPC Commun.	3/4	1/4	1/2	200.0		8
N (TRB) Tribune	60 1/8	60 1/2	- 3/8	- 0.61	19	2,441
A (TBS) Turner Bcstg.	14	14			31	305
A (WPOB) Washington Post	152	148 1/2	3 1/2	2.35	19	1,975

<b>PROGRAMING</b>						
O (ALLT) All American TV	4	4				4
O (BRRS) Barris Indus.	15 7/8	17 1/2	- 1 5/8	- 9.28	26	140
O (BFTV) Birdfinder Corp.	3/4	13/16	- 1/16	- 7.69	-3	2
O (CMCO) C.O.M.B.	23 1/2	22 3/4	3/4	3.29	39	271
N (KO) Coca-Cola	38 1/2	39	- 1/2	- 1.28	20	14,860
O (CLST) Color Systems	15	12 1/2	2 1/2	20.00		10
A (DEG) De Laurentis Ent.	12 1/4	14 1/2	- 2 1/4	- 15.51		117
N (DIS) Disney	45 1/8	45 3/8	- 1/4	- 0.55	31	5,838
N (DJ) Dow Jones & Co.	40	41 3/4	- 1 3/4	- 4.19	28	3,870
O (FNNI) Financial News	9	8 1/2	1/2	5.88	150	99
A (FE) Fries Entertain.	4	4 1/2	- 1/2	- 11.11	7	20
N (GW) Gulf + Western	64 1/2	68	- 3 1/2	- 5.14	18	3,987
O (HRSI) Hal Roach	8 3/8	9 7/8	- 1 1/2	- 15.18		46
A (HHH) Heritage Entertain.	7	7 1/2	- 1/2	- 6.66	7	19
A (HSN) Home Shopping Net.	39 1/8	38 1/8	1	2.62	88	1,511
N (KWP) King World	13 5/8	15	- 1 3/8	- 9.16	25	418
O (LAUR) Laurel Entertainment	4 3/8	4 3/4	- 3/8	- 7.89	16	10
A (LT) Lorimar-Telepictures	15 5/8	18 3/8	- 2 3/4	- 14.96	15	530
N (MCA) MCA	39 7/8	41 5/8	- 1 3/4	- 4.20	18	3,113
N (MGM) MGM/UA Commun.	9	8 1/2	1/2	5.88		459
A (NWP) New World Pictures	10 3/8	12	- 1 5/8	- 13.54	19	110
N (OPC) Orion Pictures	13 3/8	13 1/4	1/8	.94		127
O (MOVE) Peregrine Entertain.	7 1/4	9 3/4	- 2 1/2	- 25.64		13
N (PLA) Playboy Ent.	9 3/8	9 1/4	1/8	1.35		88
O (QVCN) QVC Network	17 1/2	21 1/2	- 4	- 18.60		114

	Closing Wed Dec 17	Closing Wed Dec 10	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>PROGRAMING</b>						
O (RVCC) Reeves Commun.	8 1/8	8 3/4	- 5/8	- 7.14		101
O (RPICA) Republic Pic. 'A'	8 1/4	9	- 3/4	- 8.33	58	23
O (RPICB) Republic Pic. 'B'	9 1/4	9 3/4	- 1/2	- 5.12	66	7
A (RHI) Robert Halmi	3	3 1/8	- 1/8	- 4.00	27	56
O (SMNI) Sat. Music Net.	4 5/8	5 1/4	- 5/8	- 11.90		31
N (WCI) Warner	22 7/8	23 1/2	- 5/8	- 2.65	15	2,822
O (WWTW) Western World TV	1 3/4	2	- 1/4	- 12.50	10	2
O (WONE) Westwood One	27 1/4	28 3/4	- 1 1/2	- 5.21	42	222

<b>SERVICE</b>						
O (BSIM) Burnup & Sims	3 7/8	4 1/8	- 1/4	- 6.06	-7	61
O (CVSI) Compact Video	4	4 1/8	- 1/8	- 3.03	40	23
N (CQ) Comsat	30 1/8	29 1/8	1	3.43		545
N (FCB) Foote Cone & B.	48	48			11	182
O (GREY) Grey Advertising	93	95	- 2	- 2.10	12	112
N (IPG) Interpublic Group	27 3/8	27 3/8			16	597
N (JWT) JWT Group	29	28 3/4	1/4	.86	12	263
A (MOV) Movielab	3 1/8	3 3/4	- 5/8	- 16.66		5
O (OGIL) Ogilvy Group	28 3/4	28	3/4	2.67	13	393
O (OMCM) Omnicom Group	20	21 1/4	- 1 1/4	- 5.88	18	114
O (SACHY) Saatchi & Saatchi	32 1/8	32 1/4	- 1/8	- 0.38	15	1,661
O (TLMTB) Telemation	4	4 1/4	- 1/4	- 5.88	16	18
A (TPO) TEMPO Enterprises	10 5/8	10 1/2	1/8	1.19	27	61
A (UNV) Unitel Video	7 3/4	7 3/4			16	

<b>CABLE</b>						
A (ATN) Acton Corp.	1 7/8	1 3/4	1/8	7.14	-1	11
A (CVC) Cablevision Sys. 'A'	19 3/8	20	- 5/8	- 3.12	-6	406
O (CRDF) Cardiff Commun.	1/8	1 7/8	- 1 3/4	- 93.33		
N (CNT) Centel Corp.	57 1/4	58 3/8	- 1 1/8	- 1.92	12	1,583
O (CCCOA) Century Commun.	15 1/2	15	1/2	3.33	310	300
O (CMCSA) Comcast	26 7/8	27 1/4	- 3/8	- 1.37	35	572
N (HCL) Heritage Commun.	24 1/4	24 1/8	1/8	.51	89	542
O (JOIN) Jones Intercable	11 7/8	12	- 1/8	- 1.04	28	154
T (MHPQ) Maclean Hunter 'X'	19	18 1/2	1/2	2.70	26	700
O (RCCA) Rogers Cable Am.	12 1/8	13 1/8	- 1	- 7.61		62
T (RCINZ) Rogers Cable	16	16 1/8	- 1/8	- 0.77		375
O (TCAT) TCA Cable TV	17	18	- 1	- 5.55	29	183
O (TCOMA) Tele-Commun.	24	25	- 1	- 4.00	184	2,306
N (TL) Time Inc.	70 3/8	72 3/8	- 2	- 2.76	21	4,417
O (UACIA) United Art. Commun.	16 3/8	16 1/2	- 1/8	- 0.75	77	672
N (UCT) United Cable TV	26 3/4	27 3/8	- 5/8	- 2.28	66	651
N (VIA) Viacom	38 5/8	39 3/4	- 1 1/8	- 2.83	37	1,323
N (WU) Western Union	4	3 7/8	1/8	3.22		97

<b>ELECTRONICS MANUFACTURING</b>						
N (MMM) 3M	115 7/8	116	- 1/8	- 0.10	18	13,330
N (ALD) Allied-Signal	42 5/8	43	- 3/8	- 0.87	-9	7,515
O (AMTV) AM Cable TV	1 5/8	1 5/8			-1	5
N (ANX) Anixter Brothers	13 3/4	13 3/4			25	500
N (ARV) Arvin Industries	28	29 1/4	- 1 1/4	- 4.27	11	452
O (CCBL) C-Cor Electronics	7 1/4	7 1/2	- 1/4	- 3.33	-4	21
O (CATV) Cable TV Indus.	1 7/8	1 3/4	1/8	7.14	-9	5
A (CEC) Cetec	4 7/8	5 1/4	- 3/8	- 7.14	-7	9
A (CHY) Chyron	4 3/4	4 3/4			22	48
A (CXC) CMX Corp.	1	1			5	
A (COH) Cohu	6 5/8	7	- 3/8	- 5.35	13	12
N (CAX) Conrac	13	13 1/4	- 1/4	- 1.88	11	86
N (EK) Eastman Kodak	69 1/4	69 1/4			58	15,643
O (ECIN) Elec Mis & Comm.	2 1/4	1 7/8	3/8	20.00		9
N (GRL) Gen. Instrument	18 5/8	18 5/8				603
N (GE) General Electric	86 1/2	86 5/8	- 1/8	- 0.14	16	39,441
O (GETE) Geotek Inc.	1 3/8	1 1/4	1/8	10.00	5	4
N (HRS) Harris Corp.	30 1/2	30 7/8	- 3/8	- 1.21	20	1,227
N (MAI) M/A Com. Inc.	12 3/4	12 7/8	- 1/8	- 0.97		555
O (MCDY) Microdyne	3 3/4	4	- 1/4	- 6.25	34	16
N (MOT) Motorola	37 3/4	37 7/8	- 1/8	- 0.33	44	4,821
N (NPH) N.A. Philips	39 3/8	39 1/2	- 1/8	- 0.31	16	1,139
N (OAK) Oak Industries	7/8	7/8			29	
A (PPI) Pico Products	1 3/4	2	- 1/4	- 12.50		6
N (SFA) Sci-Atlanta	10 1/2	10 3/4	- 1/4	- 2.32	18	246
N (SNE) Sony Corp.	22 5/8	22	5/8	2.84	13	5,229
N (TEK) Tektronix	69	69 3/4	- 3/4	- 1.07	22	1,349
N (VAR) Varian Assoc.	23 1/4	25 1/4	- 2	- 7.92	33	495
N (WX) Westinghouse	60	60 5/8	- 5/8	- 1.03	16	9,218
N (ZE) Zenith	21 3/8	20 3/4	5/8	3.01		494
Standard & Poor's 400	275.29	279.19	- 3.89	-		1,39

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: \* liquidating dividend.



# O N R A D I O

## Rocky Mountain higher

Blair's radio representation division has created a new sales unit designed to bolster national sales representation for Blair Radio's client stations in the Northwest and Rocky Mountain regions.

The new unit, called Blair Intermountain Pacific, was formed in association with Art Moore, Inc., a regional radio and television rep company. (Art Moore is the Northwest sales "affiliate" of Blair's Torbet and Select rep firms.) Blair Intermountain Pacific has offices in Portland, Ore., and Seattle and is scheduled to begin new operations in Denver and Salt Lake City in January, according to a Blair spokeswoman.

Heading Blair's new unit as general manager is current Art Moore president, Greg Smith. He oversees the sales operations of Blair Intermountain Pacific's offices while maintaining his management duties at Art Moore. Managing the Seattle office is Olivia Coke, former account executive of KMPS(AM) Seattle. And overseeing the Portland office is Lynne Keller, previously account executive of Blair/Northwest, which is no longer in existence.

## New buyer

In a sudden change of signals, Roslin Radio Sales, New York, emerged as the new purchaser of the "Eastern list" of stations of Interep's Weiss & Powell rep firm last week when, according to Interep Chairman Ralph Guild, Shelly Katz Radio Sales, the original buyer, decided it couldn't open additional offices to service the stations nationally ("Riding Gain," Dec. 8). "Since Shelly Katz did not own rep offices in any cities other than New York, it would have resulted in having the Weiss & Powell stations handled on a split fee basis with various regional reps," said Guild. The "Eastern" half of the Weiss & Powell list represents stations in some 120 markets.

Roslin Radio Sales, whose president is Marv Roslin, currently operates sales offices in New York, Boston, Chicago, Dallas, Atlanta and Los Angeles.

The "Western list" of the Weiss & Powell stations was sold to the newly formed Radio West rep company, which is headed by one-time rep executive, Daren McGavren.

## Headliners

ABC Radio commentator Paul Harvey will be the luncheon speaker and the Motown group, the Four Tops, will be featured entertainment at the upcoming Radio Advertising Bureau's Managing Sales Conference in Atlanta, Feb. 7-10 (BROADCASTING, Nov. 24.) Harvey will address attendees on Sunday

## From the other side of the world.

WGY(AM) Schenectady, N.Y., participated in an intercontinental broadcast with the Australian Broadcasting Co.'s (ABC) noncommercial 2BL Sydney station on Dec. 8 when both outlets simultaneously aired a joint version of the wgy evening call-in talk program, *Contact*. The 50-minute show, which ran from 7:10 to 8:00 p.m. NYT and 11:10 a.m. to noon the next day in Sydney, was hosted by wgy's Bob Cudmore and 2BL's Margaret Throsby. Callers alternated between the two countries posing questions on such topics as the popularity of "Crocodylle Dundee" star Paul Hogan in Australia, crime in America and whether American radio stations broadcast congressional sessions. (ABC routinely airs the Australian Parliament proceedings.) Australian audiences also heard the wgy commercial spots, said Cudmore.

(Feb. 8) with the Four Tops slated to perform the following evening.

Registration fee for the MSC, which is being limited to 1,200 association members, is \$450. According to RAB, registrants who sign before Jan. 10 will be entitled to an "early bird" fee of \$365.

## Incentive plan

Arbitron Ratings last week said it had instituted a new, one-standard "follow-up treatment" in its radio surveys at the outset of the fall survey period (Sept. 25) to better persuade diary keepers to complete and return diaries. The new procedure entails a pre-survey telephone call followed by a written reminder during the respondent's actual survey week, accompanied by an additional \$1 premium. "This [new standard policy] replaces a variety of different incentives used by Arbitron...It is being used with all consenters to whom Arbitron applies no other special ethnic survey treatments," Arbitron said. (Basic premium for each member age 12 and older in a responding household is

## New 35 kW FM Power From A Proven Winner



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.

- 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

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.

Transmitters 1 to 50 kW AM and to 60 kW FM FM antennas studio & RF equipment © 1986 Continental Electronics 6210



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presently 50 cents.)

The new policy, which Arbitron estimates would reap an increase of at least two points in the overall response rate, is the result of a study conducted in January 1985 by the ratings service that involved eight test groups in each of 24 ADI markets.

This "follow-up" procedure follows another newly installed Arbitron diary return incentive program for radio in which a \$2 premium is sent to each person aged 12 and older in a survey household where an 18-24-year-old male resides in order to boost the return rate for that segment of the listening audience.

### New name

Brookmont Communications, a Nashville-based operator of three state radio networks and three sports "play-by-play" networks, has changed its name to the American Network Group. "The name change more accurately identifies us in the broadcasting business, where we intend to expand into other program areas as well as station ownership," said John Casey, chairman of ANG.

The company is composed of the Tennessee Radio Network, Kentucky Radio Network and the South Carolina Radio Network (news, information, agricultural reports) and owns the radio broadcast football and basketball rights to the University of Kentucky, Vanderbilt University and the University of South Carolina, with an affiliation base of some 250 stations.

### Format additions

Satellite Music Network, Dallas, said it has signed 24 stations to four of its seven 24-hour formats. Of the 24 new affiliates, 10 have been added to the "Country Coast-to-Coast" format; five to "Stardust"; six to "Pure Gold," and three to "StarStation." SMN's total affiliation now numbers some 650 stations.

### 'Weekend' on Sunday

National Public Radio's Sunday morning version of *Weekend Edition* will begin Jan. 18, complementing the Saturday version, hosted by Scott Simon, that began in November 1985. Susan Stamberg, who co-hosted NPR's *All Things Considered* from 1971 until July, left *ATC* to host the new program (BROADCASTING, Sept. 15), which she said will contain "live music, listener participation and a small group of weekly

### Steady climb

Network radio's sales increases in double-digit percentages continued in November, with ad revenues climbing 17% over November 1985, to \$33,717,230, according to the Radio Network Association, which relies on financial data collected from network companies each month by the accounting firm of Ernst & Whinney.

By region, New York (East) was up 26% over the previous November to \$22,662,833; Chicago (Midwest excluding Detroit), up 7% to \$7,109,728; Los Angeles (West), up 8% to \$1,730,611, and Detroit, down 16% to \$2,214,058. According to RNA President Bob Lobdell, the "softness" in Detroit is traced to a cutback in automotive incentive activity since the introduction of 1987 models. Lobdell also said that General Motors is placing its network radio buys through D'Arcy Masius Benton & Bowles in New York, which will affect year-to-year comparisons for Detroit sales figures.

For year-to-date (January through November), network radio sales are 16% ahead of last year, at \$353,468,042.

regulars engaged in lively, intelligent conversation." On Sunday mornings, said Stamberg, "we hope you'll keep the radio going like your pot of coffee. We want to be a pleasant and informative companion. Nothing too intense. Cook your breakfast to us, go about your Sunday routine."

### Chrysler contribution

Chrysler Corp. will be the exclusive corporate sponsor of National Public Radio's new arts and music series, *Performance Today*, which premieres Jan. 5. Chrysler contributed an \$800,000 two-year grant to the two-hour, weekday program service, which will be hosted by Kathryn Loomans, formerly with noncommercial KQED-FM San Francisco (BROADCASTING, Sept. 29 and Nov. 10).

In unrelated action, NPR announced its grant income for fiscal 1986 shows a 26% increase over FY '85 and a 93% increase over FY '82, to more than \$5.25 million, greatly enhanced by the Fanfare Campaign

for the Arts fund raiser. Fanfare brought in \$2.2 million in 1986, the first of three years to be devoted to raising \$8 million for arts programming, including *Performance Today* (BROADCASTING, June 30).

### Board business

National Public Radio's board has been briefed by NPR President Doug Bennet on NPR's progress toward its goal of doubling its audience by 1990. The audience for NPR entertainment programming averaged 33% growth for 1984-85 and 1985-86, he said, and NPR's news audience grew by 36%, while the service's overall audience grew by 23%. "We're a little behind the doubling curve," said Bennet, and it is "getting to be time to take stock." A complete report should be available by February, he said.

Board Chairman Jack Mitchell, director of WHA(AM) Madison, Wis., said that NPR would like input from its member stations in determining the fiscal '88 budget and asked that they evaluate their needs and financial resources and then determine what they can afford to pay.

### New 'Native News'

Issues of importance to American Indians and Eskimos will be featured on a weekday news service to be distributed nationally by the Alaska Public Radio Network. *National Native News Service*, to debut Jan. 5, will be fed by satellite to radio stations that are owned and operated by Indians or Eskimos or that serve areas with high concentrations of those ethnic groups. *National Native News* will consist of 10-minute inserts—five minutes of news and five-minute, in-depth features—to be used within National Public Radio's *Morning Edition* or a station's local news. The service is supported by a \$60,000 grant from the Corporation for Public Broadcasting, through NPR's Satellite Program Development Fund.

### Playback

The traditional, news-oriented CBS Radio Network will broaden its program offerings Jan. 7 when it begins to distribute a new short-form comedy service, "Funny Stuff." The service will feature 60-second comedy drop-ins that will be fed in groups of 75 each month. "The popularity of CBS Radio's 'Laff Trax' provided the springboard for this new service, which, like 'Laff Trax,' will consist of cuts ranging from classic routines to the contemporary humor of Bill Cosby and Billy Crystal," said Frank Murphy, vice president of programming for the CBS Radio Networks.

□

Jameson Broadcast is producing and distributing a new 90-second sports fitness feature sponsored by Myoflex Analgesic Cream. According to Jameson, the series, *Working Out*, will primarily provide tips on participating "more effectively" in personal exercise sports, such as swimming, running, cycling, aerobic dance, weight lifting and use of various exercise machines. It will feature, among others, editors of *American Health* magazine. Jameson Broadcast has offices in both Columbus, Ohio, and Washington.

□

*Reelin & A' Rockin'*, a one-hour radio magazine show focusing on movies appealing to rock radio audiences, is moving from a West

## ALL OUR THANKS TO WOR-AM

The fourteen hours of radio-time and diligent work WOR-Radio devoted to America's hospitalized heroes on Veterans Day was itself heroic.

Using their regular format of wonderful radio personalities, they raised \$126,000 in pledges. That will go far toward strengthening and expanding our volunteer services in 90+ VA hospitals all year round.

Thanks to the WOR Family, we can boldly reaffirm the pledge that first we made in 1984: "there shall be no forgotten vets!"

Veterans Bedside Network, 1841 Broadway, New York 10023

(Paid for by the Fisher Brothers)

Coast regional monthly to a national weekly series beginning in March. The program, produced by Jon Sargent Productions, Los Angeles, and distributed by Radio International, New York, features, among other things, nine tracks from current films, a "film flashback" oldie and a "look at a significant video." It is hosted by KLOS(FM) Los Angeles personality and assistant program director Kurt Kelly.

□

AP Network News will expand its features lineup by two new series: *Kid Stuff* and *Pets and People*. *Kid Stuff* will be a 60-second weekday program covering such topics as child care, health and safety, discipline and education. Serving as its host is author Barbara Unell. *Pets and People* will be a 90-second weekday show, hosted by veterinarian Dr. Jane Fishman, that will cover a host of subjects including pet diseases and vaccinations. Both features are scheduled to start Jan. 5.



**Roundtable salesman.** Eighteen broadcasters were on hand for a National Association of Broadcasters "Megarates Roundtable Seminar," a "brainstorming" session in which participants discussed ways to establish higher ad rates and suggestions for NAB on distributing information to the industry. The "Megarates" concept is based on a study conducted for the association by The Research Group, Seattle. Among those attending the workshop at NAB headquarters in Washington were (l-r): Jerry Lyman, president, RKO Radio and chairman of NAB radio board; Roy Shapiro, vice president and general manager, KYW(AM) Philadelphia; Fred Walker, sales consultant, Group W Radio, and Phil Zachary, vice president and general manager, WCSC(AM)-WXTG(FM) Charleston, S.C.



## TELECASTINGS



### The voting continues

*Nature* and *Sesame Street* topped the list of programs ranked by Public Broadcasting Service member stations in order of desirability in the most recent Station Program Cooperative preference round. The non-binding vote followed the Nov. 2-5 Program Fair, where stations screened 38 new and returning programs to determine which they want to fund for the 1987-88 season (BROADCASTING, Nov. 17). The top 20 programs ranked by the stations were returning series, with children's programs accounting for five. The highest ranking new program was *American Experience*, proposed by a consortium of WNET(TV) New York, WGBH-TV Boston and KCET(TV) Los Angeles.

Last year, the stations spent \$39.4 million on 26 series, 22 established and four new. This year the stations are expected to choose 25 or 26 programs and to spend between \$42 million and \$43 million. The final voting will begin Jan. 13-14, with stations bidding once a week after that until a consensus is reached—a process that generally takes five rounds. The weight of a station's vote is based on the size of the Community Service Grant it receives from the Corporation for Public Broadcasting each year.

### Handwriting on the screen

Two reports about a Secret Service inquiry into an alleged threat against the life of President Reagan that were broadcast by KMOX-TV (now KMOV-TV) St. Louis three years ago have led a jury to order CBS to pay \$280,000 to a woman who said she had been defamed. (The station, now owned by Viacom, was owned by CBS at the time of broadcast.)

Caroline Owens, of Centreville, Ill., sued after a former neighbor, Delores Burnes, in an interview contained in two essentially similar reports that were aired on Nov. 23, 1983, told KMOX-TV reporter Robin Smith that she believed Owens had written the threatening letter. She said she based her belief on what appeared to be the similarity of the letter's handwriting to that of Owens. The broadcast noted that no arrests had been made. But the Illinois circuit court jury, after deliberating for eight hours, directed CBS to pay Owens \$140,000 for each of the broadcasts. Owens also won a \$30,000 judgment against Burnes. An assistant general counsel, Douglas Jacobs, said CBS would appeal.

### Budget boost

The Public Broadcasting Service's *MacNeill/Lehrer NewsHour* will receive additional funding from the Corporation for Public Broadcasting in 1987-88 to cover the creation of a permanent production unit at the U.S. Capitol. Although the negotiations are not complete, *MacNeill/Lehrer* expects the increase to be on the order of \$800,000, and is likely to add one correspondent and two producers to enhance its coverage of congressional affairs. The new unit will be responsible for six to eight in-depth reports a year in addition to regular coverage on the five-day-a-week show.



**Father's day.** CBS luminaries led a parade of Fifth Estaters who turned out for a benefit at the New York Hilton to endow a chair at the University of North Carolina in honor of Wallace Kuralt, father of CBS News correspondent, Charles Kuralt. More than \$100,000 was raised for the Wallace Kuralt chair at UNC's School of Social Work. The elder Kuralt, a UNC graduate, was superintendent of social work for Charlotte county, N.C., and gained a national reputation for his lifelong work in the field. Pictured above (l-r): Charles Kuralt, Wallace Kuralt and CBS *60 Minutes* correspondent, Diane Sawyer.



## CBS settles in after reorganization

**Deletion of management layer came as no surprise; new order will include new marketing post reporting to Leahy invigorate selling against new competitors**

Last week's announcement from CBS confirming the elimination of the executive vice presidential layer of management from the CBS/Broadcast Group (BROADCASTING, Dec. 15) had been expected for months. Indeed, one company executive described it as the "culmination of what we've been going through since July" when the company announced the first wave of job cutbacks in response to the stagnant advertising economy. And once Laurence Tisch came on the scene in September as acting chief executive officer of the company after successfully engineering the ouster of Thomas Wyman, most observers believed it was just a matter of time before the management layer between CBS/Broadcast Group President Gene Jankowski and the operating divisions would be eliminated.

Both group executive vice presidents under the old structure, Neal Pilson and Thomas Leahy, return to posts as "line officers," directly responsible for the divisions they head. One source inside the company said that "attrition and timing [within the executive vice presidential management layer] alleviated the problem of letting anybody go." One year ago there were four group executive vice presidents: Pilson, Leahy, James Rosenfield and Van Gordon Sauter. Rosenfield opted for early retirement, and Sauter was a victim of the shakeup that occurred in September. The new management structure at CBG is said to have received Tisch's personal stamp of approval.

Both Pilson and Leahy said last week they were satisfied with the realignment. "The object is to reduce the number of people reporting to people who report to people," said Pilson, who becomes president of both CBS Sports and Broadcast Operations and

Engineering. The radio division, headed by Robert Hosking, will also continue to report to Pilson. He will appoint in the near future a senior vice president of sports to handle many of the day-to-day affairs of the division. Pilson will spend a good deal of his time in the coming months on two very critical contract negotiations—the rights to a package of National Football League games and a contract with the International Brotherhood of Electrical Workers union. The NFL pact expires at the end of the current football season and the IBEW pact with the network ends later in 1987. Pilson is seen by many as the most talented negotiator at CBS.

Leahy, who becomes president of the CBS Television Network, replacing Tony Malara, described the restructuring last week as "healthy." Malara will report to Leahy as senior vice president, distribution, primarily responsible for affiliate relations, which he managed before he became head of the network in 1982. Also reporting to Leahy will be Jerome Dominus, senior vice president, network sales, and Donald Wear, senior vice president, CBS Broadcast International. Leahy will also remain in charge of the New York-based *The Morning Program*.

The network also announced that it was creating a new senior level marketing executive post reporting to Leahy. Last week Leahy indicated that the creation of the position signified the network's response to a changing and more competitive selling environment for the networks. "We have for years been in an auction environment," said Leahy, where the negotiations with clients focused not on getting the order but negotiating the price of time. "Now we have to step out and sell aggressively in a new environment," he said, where players such as cable and first-run syndication continue to compete aggressively for the networks' share of advertising.

Leahy said that many network advertisers in recent years have begun to spend more

dollars in other television media such as syndication and cable, as well as direct mail. The marketer, he said, will be charged with coming up with presentations to sell "the value" of network television to clients. "We have to start selling it based on the ability to move product," he said, "not just efficiency."

According to Pilson, the marketing function also "encompasses a broader concept of selling identifications, selling involvement in a property, whether it's sports or entertainment." Examples at CBS are the John Hancock Sun Bowl or The AT&T Pebble Beach golf tournament, and the *George Washington* mini-series sponsored by General Motors, Pilson said. In a number of instances, he said, companies "want to be able to use the program in their corporate identity portrayal. Hence this marketing concept has developed both in entertainment and sports."

The one area that Pilson loses under the restructuring is the television station group, which he inherited with Sauter's departure three months ago. However, it was understood at the time that owned stations would be a temporary assignment for him. He said last week that with his other duties, responsibility for the station group on a permanent basis would be "just too much." The TV group is now headed by Peter Lund, who as president of that division, will report directly to Gene Jankowski. Lund was most recently president of CBS Sports under Pilson, and before that received high marks as vice president and general manager of WCBS-TV New York, and, before that, as vice president and general manager of WBBM-TV Chicago.

The entertainment division continues under the direction of president Bud Grant. The only change there is that Grant will now report directly to Jankowski, instead of to Leahy. The status quo holds for the news division where president Howard Stringer has been reporting directly to Jankowski.

In the reshuffling, Malara would have appeared to have lost the most ground, moving from head of the network to senior vice president of distribution. However, colleagues suggested last week that he will have his hands full keeping the network-affiliate relationship stable in light of CBS's expressed intention to follow ABC's lead and seek cutbacks in its compensation payments. It was also suggested that he would be given added, but at this point undefined, responsibilities beyond affiliate relations. At deadline Malara could not be reached for comment.

As to affiliate reaction, Phil Jones, vice president and general manager, KCTV-TV Kansas City, Mo., and chairman of the CBS television affiliate board, said he thought the reshuffling was "basically positive," in that CBG can now proceed with business since

### Intermedia

**Better than expected.** Fairfield Group, home entertainment and consumer electronics research firm, revised upward its estimate of 1986 U.S. home video sales and rentals. Firm said total revenue at yearend would be \$7.2 billion, up from earlier estimate of \$6.6 billion. Sales of videocassettes were expected to be \$1.6 billion, up 68%, while rentals were projected by Fairfield Group at \$5.6 billion, up 53%.

□

**Reduced volume.** Voice of America has cut 40½ hours of original programing from its weekly worldwide service. Cutback will save VOA \$16.8 million, enabling it to operate within its \$168-million budget for 1987. Cuts include two hours of worldwide English-language service, as well as weekend broadcasts in Swahili to Kenya and in Hausa dialect to Nigeria. Cuts were also made in Vietnamese, Russian and Slovenian services. Some VOA staffers are concerned that cuts—out of 1,334 hours overall—will adversely affect agency's effort to accomplish its mission of telling America's story to world.

the management team is "in place" for the foreseeable future. "It should stabilize the situation," he said. "The deal now is to move ahead." □

## Mooney tells cable operators to think twice about channel repositioning

**NCTA president sends letter to members on controversial topic**

The controversy over channel switching could subside if cable operators heed the advice of National Cable Television Association President James P. Mooney. In a letter to NCTA members, Mooney urged cable operators to think twice before moving UHF and VHF stations to new channel positions on their systems. Independent broadcasters have led a major campaign attacking the practice.

Signs that cable may be backing off from reassigning channels appeared two weeks ago (BROADCASTING, Dec. 15) when the industry's largest MSO, Tele-Communications Inc., issued a new policy on channel realignment. Under TCI's policy, nonduplicated network stations (including PBS) and VHF independents will be kept on channels, "where technically feasible, provided they meet the must-carry viewership standards."

Independent broadcasters and Association of Independent Television Stations President Preston Padden met with TCI officials Dec. 12. They discussed TCI's decision and asked for a policy that would address the movement of UHF stations as well. Padden said TCI indicated such a policy might be forthcoming and he left feeling encouraged by the discussions. In fact, Padden said, INTV canceled a meeting last week with the Justice Department's antitrust division, scheduled to discuss channel repositioning.

Mooney's letter, endorsed by NCTA's executive committee, urges cable operators to use restraint when rearranging their channel lineup. Independent broadcasters, Mooney pointed out, are waging a "rather intense campaign" in Washington on the channel repositioning issue. It is mainly the UHF broadcasters, the letter said, that are complaining and "think they have a God-given right to a channel position on cable better than the one the FCC gave them off-air; I don't think they will in the end be taken seriously in making this claim, as it has no support under either the old or new must-carry rules and is inherently not credible." Nevertheless, NCTA's president warned that moving VHF signals up in the U positions, "will encounter political problems."

As cable deregulation takes effect, Mooney said, "and given the inevitability of some degree of controversy which will be caused by cable deregulation generally, this is not an auspicious time for us to be generating more political problems for ourselves

than naturally come our way." He suggested several guidelines for those considering realignment plans:

- Be able to demonstrate that channel switching is tied to subscriber interests.

- Avoid public or private statements to broadcasters that might have a "belligerent tone." Talk with the broadcasters whose signals are being relocated. "Sharing information and clearly articulating goals frequently helps to keep others from getting unduly excited."

- Leave VHF signals on V channels. "The same can be said generally of 'on-channel' assignments."

Mooney also called on his members to be sensitive to the political climate, "if we are to come through all this without unnecessary criticism."

The independents have been successful in making some trouble for cable. Two weeks ago Seattle independents were able to get a decision on the transfer of Group W's Seattle franchise to TCI postponed because of the realignment controversy (BROADCASTING, Dec. 8). But the city's energy committee approved the transfer last week, in light of TCI's new policy not to move any independents. The full council is expected to approve the transfer today (Dec. 22). □

## CongressBridge the latest move to improve relations between U.S. and Soviets

**Work is under way for series of TV discussions between representatives of Congress and Supreme Soviet on two nations' political processes**

Groups of congressmen in Washington and officials in Moscow are in the process of building a bridge between the two countries and cultures, with satellite technology the principle building material. If all goes as

planned—and much remains to be done—six programs in which members of the two countries' legislative bodies will participate in two-way discussions, will be aired in both countries.

What is being called CongressBridge is an outgrowth of a series of Spacebridge programs that have linked U.S. and Soviet audiences over the past three years and is the inspiration largely of Representative George Brown (D-Calif.). He had appeared on a Spacebridge program in 1983 from his home district of San Bernardino, and thought the idea merited a permanent U.S.-USSR television link.

He is now co-chairman of the U.S.-Soviet Spacebridge project. And on Dec. 11, he and members of a steering committee that his staff has assembled—Claudine Schneider (R-R.I.), co-chairman, Jim Leach (R-Iowa), E. Clay Shaw Jr. (R-Fla.) and Tom Downey (D-N.Y.)—concluded a full day's talks with a Soviet delegation that was headed by Viktor Afanasyev, editor in chief of the Communist Party newspaper, *Pravda*. The result was an agreement for the series of six, two-way television programs. The theme of the series would be "new ways of thinking in the space age," with the first program, to be taped in March, devoted to explaining each country's political and governmental institutions to the other. Other programs will be devoted to a variety of subjects, including potentially controversial ones like human rights and regional conflicts.

The aim of the series, according to a Brown aide who has been working on the project two years, Cheryl Mendonsa, is to help the people of the two countries "get to know each other." The U.S. Information Agency has been exploiting satellite technology in its Worldnet broadcasts to inform the rest of the world about the U.S. However, the USIA is barred by law from disseminating its material in the U.S.

The CongressBridge series will be a co-production of Gosteleradio, the Soviet State Committee for Television and Radio, and Internews, a nonprofit television production company with offices in San Francisco and New York which has helped produce a number of the U.S.-USSR Spacebridge programs since 1983. One of the programs fea-



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tured an exchange between an audience in Seattle, moderated by Phil Donahue, and one in Leningrad, moderated by Vladimir Posner, who has appeared frequently on American television as a Soviet spokesman. Spacebridge programs are shown widely in the Soviet Union; the Public Broadcasting Service has broadcast a number in the U.S.

Among the issues to be resolved in the presentation of the series is the medium through which the series will be seen in the U.S. Mendonsa said negotiations are underway with ABC, CBS, NBC, Cable News Network and PBS. As owner of the Soviet radio and television service, Gosteleradio can assure "the widest possible distribution of the programs," Mendonsa said. "We want to match that." Another matter involves the format of the program. Each of the two-way telecasts will occupy two-and-a-half hours. But a decision will be made whether to broadcast the discussions live or to tape and edit them to a shorter length. If they are edited, that job will be done by both sides, "so each audience will see the same program," Mendonsa said.

One other question involves financing. Brown estimates the American side will have to raise \$100,000 to cover its satellite and other costs for each program. Brown hopes to raise the money from private donors. Internews is experienced at such fund raising.

Mendonsa took the first step toward building what is now called CongressBridge in 1984, when, along with Internews's Kim Spencer and David Hoffman, she visited

Gosteleradio studios in Moscow during the production of a Spacebridge program on which Internews was working. Mendonsa credits Spencer with the idea that Congress be involved in the kind of permanent Spacebridge Brown was considering, and Brown, Mendonsa said, thought that "was a good idea." Mendonsa was put to work organizing the steering committee (which, until his election to the Senate in November, included Representative Timothy Wirth [D-Colo.], who had headed the House Subcommittee on Telecommunications).

Then, in October, she returned to Moscow, again accompanied by Spencer and Hoffman, and this time armed with a letter of introduction from then-Speaker of the

House, Thomas P. (Tip) O'Neill Jr. (D-Mass.), to former Soviet ambassador to the U.S. Anatoly Dobrynin, now a secretary of the Central Committee of the Communist Party of the Soviet Union. The letter expressed congressional support for the project Brown was advocating. And while Dobrynin was not available for a meeting, the Americans were referred to Lev Tolkunov, chairman of one of the houses of the Supreme Soviet, the USSR's parliament. Mendonsa said he agreed to form a steering committee to work on the project in the Soviet Union, but asked that the committee be invited to discuss the matter in Washington. The invitation was sent, leading to the meeting in Washington two weeks ago. □

## Changing Hands

### PROPOSED

**KILT-AM-FM Houston** □ Sold by LIN Broadcasting to Legacy Broadcasting for \$36,750,000. **Seller** is publicly traded, New York based communications company, which owns five AM's, five FM's and seven TV's and cellular radio operations New York, Los Angeles, Philadelphia, Dallas-Fort Worth and Houston. It is headed by Donald A. Pels, chairman. LIN recently sold three AM's and three FM's to Heritage Communications for \$23 million ("Changing Hands," Nov. 10) and is also selling WFIL (AM)-WUSL (FM) Philadelphia (see below),

and will have no other radio properties. **Buyer** is Los Angeles-based group of three AM's and three FM's principally owned by Carl Hirsch and Robert F.X. Sillerman. KILT is on 610 khz full time with 5 kw. KILT-FM is on 100.3 mhz with 100 kw and antenna 1,920 feet above average terrain. **Broker:** Wertheim & Co.

**WUSL (FM) Philadelphia** □ Sold by LIN Broadcasting to Tak Communications for \$32 million. **Seller** is selling all its radio properties (see above and below). **Buyer** is Vienna, Va.-based group of one FM and four TV's principally owned by Sharad K. Tak. It recently purchased three Hawaii TV stations from Shamrock Broadcasting for \$50 million ("Changing Hands," Dec. 1). WUSL is on 98.9 mhz with 18 kw and antenna 830 feet above average terrain. **Broker:** Wertheim & Co.

**WFIL (AM) Philadelphia** □ Sold by LIN Broadcasting to WEAZ FM Radio Inc. for \$4.5 million. **Seller** is selling all its radio properties (see above). **Buyer**, which owns colocated WEAZ (FM), is owned by Jerry Lee and David L. Kurtz and has no other broadcast interests. WFIL is on 560 khz full time with 5 kw. **Broker:** Wertheim & Co.

**WKWK-AM-FM Wheeling, W.Va.; WMCL (AM) McLeansboro, Ill.; WTAO (FM) Murphysboro-Carbondale, Ill., and WDXI (AM)-WRJX (FM) Jackson, Tenn.** □ Sold by Community Service Broadcasting Inc. to CR Broadcasting Inc. for \$4,095,000. **Seller** is owned by brothers, Bill and Jim Glassman. It has no other broadcast interests. **Buyer** is owned by Dennis Rooker and John Columbus. Rooker is Charlottesville, Va., attorney, former senior vice president and general counsel with Worrell Newspapers. Columbus is vice president of United Stations. WKWK is on 1400 khz full time with 1 kw. WKWK (FM) is on 97.3 mhz with 50 kw and antenna 470 feet above average terrain. WMCL is daytime on 1060 khz with 2.5 kw. WTAO is on 104.9 mhz with 3 kw and antenna 300 feet above average terrain. WDXI is on 1310 khz with 5 kw day and 1 kw night. WRJX is on 103.1 mhz with 3 kw and antenna 262 feet above average terrain. **Broker:** Americom Radio Brokers.

**KNJO (FM) Thousand Oaks, Calif.** □ Sold by

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Thousand Oaks Radio Corp. to Comedy Broadcasting Co. for \$1.6 million. **Seller** is Encino, Calif.-based group of two AM's and three FM's, principally owned by John Feldmann. **Buyer** is owned by Ira Barmak, M.D. It also owns colocated KMDY(AM). KNJO is on 92.7 mhz with 560 w and antenna 630 feet above average terrain.

**WWFX-FM Bangor, Me.** □ Sold by Sunnie Silverman to Mitcom Ltd. for \$1.4 million. **Seller** has no other broadcast interests. **Buyer** is owned by Bruce Mittman, who also owns WICE(AM) Providence, R.I. WWFX-FM is on 104.7 mhz with 50 kw and antenna 800 feet above average terrain. **Broker:** Blackburn & Co.

**KDVE(AM) Nederland and KQXY(FM) Beaumont, both Texas** □ Sold by AOC Broadcasting Co. to Better Broadcasting Corporation for \$1,175,000. **Seller** is owned by D. Kent Anderson, Richard E. Oppenheimer, Robert L. Clarke and six others. It also owns three AM's and four FM's, which have been sold to Encore Communications for \$38 million ("Changing Hands," Nov. 3). **Buyer** is owned by Ronald G. Teaney and six others. Teaney is station's general manager. KDVE is daytimer on 1510 khz with 5 kw. KQXY is on 94.1 mhz with 100 kw and antenna 672 feet above average terrain.

**WPEP(AM) Taunton, Mass.** □ Sold by John F. Crohan Co. to Robert DiCroce for \$575,000. **Seller** is owned by John F. Crohan, who also owns WJCC(AM) Norfolk, Mass. **Buyer** owns Taunton, Mass.-based manufacturing firm, and has no other broadcast interests. WPEP is daytimer on 1570 khz with 1 kw.

**KLAK(FM) Denison, Tex.** □ Sold by Stansell Communications Inc. to Sunbelt Wireless Co. for \$480,000. **Seller** is owned by James I. Stansell and William Harrison. It is buying KAFM(AM) Durant, Okla. (see below). **Buyer** is owned by Dan Cutrer and four others. Cutrer owns KSTE-FM Corpus Christi and has interest in KFNA(AM) El Paso, Tex. KLAK is on 104.9 mhz with 3 kw and antenna 300 feet above average terrain.

For other proposed and approved sales see "For the Record," page 94.

## New PBS plan hopes to attract more national benefactors

**'Exclusive underwriting' will offer inducements to entice corporations**

The Public Broadcasting Service has developed an "exclusive underwriting" proposal in an effort to make the underwriting of national television programs more attractive to the corporations that fund them locally and nationally. The new policy would give program producers the option of requesting special treatment for programs fully underwritten by corporations, foundations or other nonpublic television entities—programs whose production or acquisition is paid for so that stations receive them for free. Any

local underwriting announcements preceding or following these national programs would be general support announcements, prohibited from containing a reference to the program and separated from the program by "at least one nonunderwriting break element of at least five seconds" (for example, a station identification or program promotion announcement).

All other programs would be considered fair game for local underwriting credits. Available for local underwriting would be programs funded entirely or in part by public television stations, and programs whose producers elect not to offer them on an exclusive basis. (Some programs are relatively inexpensive and their national underwriters do not object to local underwriters receiving

credit for paying local transmission costs.) PBS would encourage local underwriters currently supporting fully funded national programs to become daypart underwriters instead.

Mike Soper, PBS vice president of development, said PBS will be sending drafts of the new policy to stations in January, along with a request for comments. The proposal was presented at a December meeting of the PBS board, and will be acted upon by the board at its annual meeting on April 29. The policy would not take effect until July 1, so that the current season's underwriting agreements would not be affected. Stations will be encouraged to comply with the new rule voluntarily, and those that do not will risk withdrawal of program broadcast rights. □



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<b>WKBT (TV)</b>	LaCrosse, Wisconsin	<b>\$15,000,000</b>
<b>KOKE-FM</b>	Austin, Texas	<b>\$15,000,000</b>
<b>KTHT (TV)</b>	Alvin (Houston), Texas	<b>\$4,000,000</b>
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## HDTV lines drawn at Washington meeting

**NAB's Fritts criticizes FCC plan for UHF sharing with private radio; continuing advance noted of 1,125/60 as de facto standard**

Disputes over the preservation of UHF-TV spectrum for future high-definition broadcast television spilled over to a Washington seminar on international HDTV policy last week, when National Association of Broadcasters President Eddie Fritts rapped an FCC proposal to increase private radio sharing in the UHF band.

Mass Media Bureau Chief James McKinney also addressed the issue before several dozen ranking government policy-makers and top industry technical executives attending the Dec. 15-16 gathering, sponsored by the Washington Program of the Annenberg Schools of Communications. McKinney defended the commission and questioned whether or how quickly broadcasters could make use of now-empty UHF spectrum.

Ample proof that HDTV is advancing at least on the program production front was provided by other speakers who indicated the leading HDTV studio system, based on Japanese-developed 1,125 scanning-line, 60 hertz technology, has found a foothold among key television and film producers in Europe and North America.

Also occupying much of the discussion was the status of international HDTV studio standardization, an effort that stalled last spring over disagreements between European opponents of the Japanese system and supporters, including the United States and Canada.

Fritts opened the gathering last Monday morning (Dec. 15) with an aggressive address taking aim at the pending FCC proposal to increase UHF-TV spectrum sharing with land-mobile radio, a decision he said would limit chances for future terrestrial high-definition TV broadcasting, and would



FCC's McKinney and NTIA's Urbany

create interference to existing UHF stations.

"HDTV is a new technology that right now is poised to move from the experimental stage into commercial realization," Fritts told attendees. "We are not talking about engineers' pipe dreams about better TV pictures and sounds, but today's reality."

Fritts referred to demonstrations of experimental HDTV terrestrial transmission set to begin in Washington next month. During the demonstrations, NAB, working with the Association of Maximum Service Telecasters, will air the first-ever over-the-air HDTV broadcasts using the 1,125-line HDTV system with the Muse bandwidth reduction transmission technology developed by Japan's NHK national broadcasting service (BROADCASTING, Oct. 27).

The additional spectrum required for such HDTV transmissions in the future (the NAB-AMST demonstrations, for instance, will fill 8.1 mhz of spectrum) could be drawn from the existing UHF broadcast allocation, Fritts argued.

But, according to the NAB head, the FCC "appears predisposed to give land-mobile users" the spectrum broadcasters could use

for terrestrial HDTV, and he warned that the broadcasting industry is facing a "concerted spectrum grab" which, if approved, will be "repeated again and again" at broadcasters expense.

Fritts also termed "unconscionable" the interference to existing UHF stations that broadcast technical experts believe will result from sharing with private radio.

The FCC apparently hopes to rule on the spectrum sharing proposal as soon as possible next quarter, despite broadcast industry pleas that the commission conduct an extended review of complex technical data on how existing UHF stations would be affected by the sharing ("Closed Circuit," Dec. 8).

FCC Mass Media Bureau Chief McKinney, addressing the group during a panel discussion Monday afternoon, acknowledged that HDTV is "very real and is on the verge of delivery" and added he was "impressed" by the terrestrial HDTV delivery tests planned by NAB and AMST.

But McKinney, a former Private Radio Bureau chief who has gone on record in the past advocating increased sharing of the UHF band, added he "is not at all convinced [terrestrial TV] will be the distribution system of choice in the U.S." for HDTV images.

Other methods of bringing HDTV to the home, such as cable TV, videodisk and videotape, may be desirable alternatives to broadcast HDTV, McKinney said, adding direct-to-home satellites could well provide the most successful approach to an HDTV service, although he acknowledged the U.S. market was probably not yet ready for a DBS service.

McKinney also suggested broadcasters could consider providing HDTV to viewers by delivering the additional HDTV bandwidth through phone lines or by microwave to cable systems' headends for distribution to the home.

"Whether terrestrial broadcasters will be able to deliver HDTV is questionable," he

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told the group. "I wish it were not so, but it is."

Although McKinney said that the commission would "participate fully" in any future experimentation in HDTV, and would "encourage and make room for it... the bottom line is a full-blown, widespread HDTV terrestrial system in the U.S. will be extremely difficult to achieve, whether or not" the proposed land-mobile sharing is instituted.

If HDTV were to go terrestrial, he added, a reorganization of spectrum allocations on the band could be required to accommodate the service, and compatibility with current systems would be necessary "for the benefit of consumers."

McKinney later argued that the "urgent" request to preserve UHF spectrum for future HDTV systems had "just become the rallying cry against land-mobile sharing in the last six or eight months at most. . . . [You're making] a political pitch to get the [commissioners'] vote delayed. I wish you luck."

Fritts had earlier called "plain wrong" commission arguments that "broadcasters are crying wolf on the spectrum issue." The same electronics industry that moved rapidly to develop markets for videocassette recorders and compact audio disks, he explained, is "poised" to do the same with HDTV, and if broadcasters are not ready to compete with technologies delivering HDTV, their "ability to serve the public will be seriously compromised."

Fritts also accused the FCC of paying "regulatory lip service" to spectrum efficiency by ignoring what he called "inefficient use" of frequencies now allocated to the land-mobile industry, and called for an independent study of land-mobile radio spectrum use.

"A rush to judgment without these facts," Fritts said, "would be irresponsible and a betrayal of the commission's public trust."

While Fritts acknowledged the commission's decision involving two competitive industries was not an easy one, but added that "haste by the FCC may very well lay waste to a broadcasting system that has served our nation very well. . . . If the FCC yields to the voracious appetite of spectrum-inefficient land-mobile radio users to encroach further into UHF-TV frequencies, HDTV will forever be relegated to pay status."

Despite the debate over HDTV delivery, a sampling of recently produced HDTV programs shown to seminar participants offered witness to the sophisticated work already begun by a number of producers with the 1,125-line, 60 hz HDTV studio system.

Participants from the motion picture and other fields still view the 35 millimeter film standard for theatrical and high-end television productions as the medium of choice for some years to come.

But many acknowledged that HDTV technology's ability to provide certain real-time capabilities, especially in effects such as compositing (inserting an image on a separate background), as well as its cost-saving potential, may make the production market one of the earliest to embrace the technology.

One producer who has already begun put-



Fritts

ting HDTV to the test is David Niles, president of Studio Captain Video in Paris. In 1985, Niles became the world's first buyer of Sony's HDTV video production system and during the colloquium's closing panel on Tuesday also announced plans to open a New York HDTV facility next April.

The New York HDTV operation, 1125 Productions, will be a joint venture between Niles's Captain Video companies and Modern Video Film in Hollywood. 1125 already is working to complete three feature film deals in Hollywood for 1987, including one co-production with actress-producer Shelley Duvall, and another project to provide HDTV cinematography for a film produced by independent Transworld Entertainment.

Although Niles told the audience HDTV

provides an alternative, rather than a replacement, for 35mm film, he cited a 10%-18% cost savings in total production budget for straight shooting in his productions so far, with savings even higher on post-production special effects.

Another HDTV producer in this country is New York-based production house Rebo & Associates, which purchased the Sony HDTV gear last summer. Although no company representative was on hand at the conference, organizers showed a four-and-a-half-minute HDTV music video produced several weeks ago by the company using compositing "on the fly," as the production was shot, saving valuable post-production time.

The Canadian Broadcasting Corp. has also been among those experimenting with HDTV technology, last spring undertaking a \$10-million mini-series produced entirely on Sony 1,125-line HDTV gear, to be transferred to one-inch video for airing on the CBC in early 1988 (BROADCASTING, June 2).

The CBC's Ken Davies, assistant director, strategic engineering department, told attendees the HDTV production technology has "become simple and cost-effective to use." Rushes edited together for display at the conference also demonstrated that production values for the effort fall clearly above those normally achieved by 16mm film, the CBC standard for most productions.

Among European producers, Italian public service broadcaster RAI has led efforts to

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utilize the technology since first experimenting with it in 1983 and 1984. RAI last year initiated the world's first full-length feature production using HDTV, a \$10-million project ("Julia and Julia") starring American actress Kathleen Turner and rock star Sting.

According to speaker Carlo Terzani, RAI director of international technical relations, shooting for the production was completed last October, with a release anticipated next spring. The feature is being directed by Italian Peter del Monte with Oscar-winning cinematographer Peppino Rotunno.

Terzani confirmed cost savings for the production of more than 18% compared to 35mm film and said the HDTV videotape images display "superb quality."

Terzani, retiring chairman of the European Broadcasting Union technical committee, also noted West German broadcaster ZDF has used HDTV technology, recording a live show for later distribution on 35mm in October 1985, and is now planning an HDTV demonstration of classical music programs for an international radio exhibition in Berlin in 1987.

The continuing advance of the 1,125/60 system appeared in line with predictions the system, rejected as a single world studio standard last spring, would ultimately emerge as a de facto studio standard.

Ambassador Diana Lady Dougan, coordinator for the Bureau of International Communication and Information Policy of the U.S. State Department, told conference participants during a luncheon speech Monday she believes the 1,125/60 system would be-



Flaherty, Davies, Terzani and Vargas

come such a de facto industry standard. Other speakers who concurred during the seminar included McKinney and Francis Urbany, associate administrator for International Affairs at the National Telecommunications and Information Administration.

Dougan, reviewing standards-setting in her speech, warned, however, that if de facto standards develop just because they come from the "biggest gorilla in town," they don't necessarily serve the customer, and added that de facto standards should not develop just from what is available but also from "what is best."

As to future standardization efforts for HDTV, she advised participants to consider issues beyond the technology, such as the economic and political arguments for and against a standard. And Dougan's deputy bureau director, Tom Ramsey, recalled during a Monday panel the recent effort to develop an international HDTV studio standard had

turned last May's meeting of the world standards body, the International Radio Consultative Committee (CCIR) in Dubrovnik, Yugoslavia, into a "World Series of political issues."

Recalling last spring's debate in Europe over the 1,125/60 studio system, Austrian Broadcasting and Television Co.'s Norbert Wassiczek argued that it was only a "small minority" within the EBU which last spring prevented that body's adoption of 1,125-line HDTV as the world production standard.

Wassiczek, the new chairman of the EBU technical committee, blamed the result in part on the "mix-up" between standards for the studio and those governing transmission and said "some believe the production standard would prejudice the transmission sys-



Dougan

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tem."

Proponents of the 1,125/60 hz HDTV system, such as conference participant Joseph Flaherty of CBS, are quick to make the distinction between studio and distribution systems since broadcasters in Europe use 50 hz systems and are understandably reluctant to change. Sony's Thorpe acknowledged, for instance, that "it's a big leap from 50 hz to 60 hz," it's a "big pill we're asking them to swallow."

Advocates of a European 50 hz HDTV production and transmission system are now participating in a four-year, \$180-million European Community-television industry undertaking, the "Eureka project," to develop a 50 hz HDTV technology (BROADCASTING, Sept. 29).

Arpad Toth of North American Philips, whose parent corporation is a leading participant in the Eureka project and a strong opponent of the 1,125/60 technology, argued at the meeting the NHK system was never considered as a "cost-optimized solution for the entire [television] business.... You

can't just throw out" hundreds of millions of existing TV sets.

But, according to HDTV practitioner Niles, the prospect of a 50 hz HDTV system is "unacceptable... It doesn't work. The flicker is unbearable. It's useless."

Europe is "very much divided" over high-definition, he added. "Some industrialists see it as a threat to the planned MAC satellite distribution systems. They don't want to see the promise of something better slow the purchase of MAC receivers and decoders."

NTIA's Urbany, commenting on the desire to develop pan-European standards for wider markets, also saw it largely as an effort to concentrate resources to better compete with Japan and the U.S.

Whether or not HDTV's spread in Europe and North America proceeds apace, the technology's applications outside developed nations may be limited.

One speaker on Monday, Armando Vargas Araya, a former wire service correspondent and now general secretary of the Broadcast-

ing Union of Latin America and the Caribbean, called HDTV a "headache" for developing countries, despite arguments it could prove advantageous for communal viewing and educational purposes.

"The financial resources for the expansion of the minimum network of sound broadcasting, telephone and telex are insufficient," Vargas said. "And now, this technological luxury of some of the richest countries of the world is dramatically complicating our precarious existence." □

# In Sync

## Radiation regulation

TV and radio broadcasters, whose transmission facilities produce the highest levels of public exposure to radio frequency radiation (RFR), last week urged the Environmental Protection Agency to adopt federal radio frequency radiation (RFR) exposure guidelines identical to levels used by the FCC in determining possible environmental hazards.

Industry commenters also sought the establishment of uniform federal regulation to overcome an increasing number of diverse state and local RFR regulations affecting their facilities.

The EPA issued its proposed guidance last July, saying action on the issue is being considered because the number and type of RF radiation sources have increased in recent years along with concerns over potential health effects from exposure.

EPA suggested four options to limit public exposure to RFR. Included among them are American National Standards Institute (ANSI) standards in place at the FCC since the beginning of 1986. Two other EPA options are five and 10 times more stringent than the ANSI-level proposal and correspond to limits recommended by other radiation protection bodies. A fourth option would provide for no regulation at all of RF levels.

The National Association of Broadcasters, in its comments, recommended EPA adopt the ANSI-level option, and called the other two regulatory options either "excessively stringent," or providing protection "well beyond any reasoned or justifiable degree."

NAB also opposed the nonregulatory option, a "do nothing approach," which it said "would perpetuate—even foster—the patchwork quilt of state and local RF radiation regulations emerging around the country."

The association also asked that any federal guidance preempt RFR restrictions developed by state or local bodies with "little scientific expertise," and urged the EPA to speed up its decision making to issue a decision before its projected December 1987 timetable.

The Society of Broadcast Engineers likewise supported the ANSI-level option and said the broadcast engineering community "should have little difficulty complying" with such guidelines. The organization noted, however, that if ANSI were to modify its

recommended exposure levels (the current standard was set in 1982 and is currently under reconsideration, although any change is probably two or more years away), EPA might consider a later, adjusted exposure guideline.

In other comments, a group of TV broadcasters in the New York metropolitan area called for adoption of the ANSI-level option, arguing that there is "no demonstrable scientific or public health basis for the adoption of an exposure standard more restrictive."

One organization suggesting a higher level of protection, at least for the AM and FM bands, was the Electromagnetic Energy

Policy Alliance, which called for the option five times more stringent than ANSI for frequencies below 50 mhz. The group, of which NAB is a member along with manufacturers and users of RF energy sources, suggested EPA adopt the ANSI-level options for radio frequencies above 50 mhz.

The FCC, in its comments, suggested EPA adopt uniform public exposure standards but took no position on which of the three options was most appropriate. The commission also asked that uniform procedures for evaluating potential RF hazards be set out by EPA and asked the agency, as well, to consider how to apply any public standards to occupational exposure.

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and  
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# For the Record

As compiled by BROADCASTING, Dec. 11 through Dec. 17, 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. MECC—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

- WYSA(AM) Vernon, Ala. (1,380 khz; 5 kw-D)—Seeks transfer of control of Lamar County Broadcasting from Olive E. Sisk, her husband, Ivous, and H.D. Thompson and his wife, Minnie, to Joel E. Camp for \$260,000. Seller Olive Sisk has interest in WFTO(AM)-WFTA(FM) Fulton, Miss.; WSGG(AM)-WKEA(FM) Scottsboro, Ala.; WEPA(AM)-WEXA(FM) Eupora, Miss. Buyer is station's general manager. Filed Dec. 4.
- KNJO(FM) Thousand Oaks, Calif. (92.7 mhz; 560 w; HAAT: 630 ft.)—Seeks assignment of license from Thousand Oaks Radio Corp. to Comedy Broadcasting Co. for \$1.6 million. Seller is Encino, Calif.-based group of two AM's and three FM's, principally owned by John Feldmann.

Buyer is owned by Ira Barnak, M.D. It also owns colocated KMDY(AM). Filed Dec. 5.

- WOLM(AM) Lake Mary, Fla. (1460 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from FLA Ltd. to W.O.L.M. Inc. for \$10,000. Seller is owned by Ralph Irene, Alfred Ancombe, and Claire Prager. Prager has interest in W24AD(LPTV) and W59BB(LPTV) both Virginia Beach, Va. Ancombe has interest in WSIR(AM) Winter Haven, Fla. Buyer is owned by Ralph Irene. Filed Dec. 3.
- WCKC(AM) Milton, Fla. (1490 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Dunaway Communications Inc. to Lulu Communications Inc. for assumption of liabilities. Seller is owned by Gloria M. Dunaway. It has no other broadcast interests. Buyer is owned by Janette H. Taylor. It has no other broadcast interests. Filed Dec. 11.
- WSIZ(AM) Ocilla, Ga. (1380 khz; 5 kw-D)—Seeks assignment of license from Gralean Broadcasting Co. to Osceola Communications Inc. for \$100,000. Seller is owned by James A. Graham, who also owns WUFE(AM)-WBZY(FM) Braxley, Ga. Buyer is owned by Curtis F. Rogers and Hugh D. Taylor, who have no other broadcast interests. Filed Dec. 10.
- KLNH(AM) Pearl City, Hawaii (1380 khz; 5 kw-U)—Seeks assignment of license from Alan Adams Broadcasting Inc. to Henry A. Young Jr. for \$340,000. Seller is owned by Alan E. Adams, who has no other broadcast interests. Buyer has no other broadcast interests. Filed Dec. 9.
- WPOE(AM) Greenfield, Mass. (1520 khz; 10 kw-D)—Seeks assignment of license from Post's Seat Broadcasting Inc. to Green Valley Broadcasting Inc. for \$270,000. Seller is principally owned by Bruce Finland. It has no other broadcast interests. Buyer is owned by Edward W. Skutnick, who also owns WRSI(FM) Greenfield, Mass. Filed Dec. 4.
- WPEP(AM) Taunton, Mass. (1570 khz; 1 kw-D)—Seeks assignment of license from John F. Crohan Co. to Robert DiCroce for \$575,000. Seller is owned by John F.

Crohan, who also owns WJCC(AM) Norfolk, Va. Buyer has no other broadcast interests. Filed Dec. 9.

- WJEB(AM)-WGMM(FM) Gladwin, Mich. (AM: 1350 khz; 1 kw-D; 103.1 mhz; 3 kw; HAAT: 148 ft.)—Seeks assignment of license from Eagle Broadcasting Co. to Apple Broadcasting Co. for \$75,000. Seller is owned by Bruce Sheppard, who has no other broadcast interests. Buyer is owned by brothers, Timothy and Steven Koston. It has no other broadcast interests. Filed Dec. 1.
- WHVW(AM) Hyde Park, N.Y. (950 khz; 500 w-D)—Seeks assignment of license from WHVW Broadcasting Inc. to Mid-Hudson Broadcasting Corp. for \$510,000. Seller is owned by Peter C. Ascianto, president. It has no other broadcast interests. Buyer is owned by Leonard R. Kinney, president and eight others. It has no other broadcast interests. Filed Dec. 9.
- WSES(AM) Raleigh, N.C. (1550 khz; 1 kw-D)—Seeks assignment of license from Nexus Communications Inc. to Norina Communications Inc. for \$200,000. Seller is owned by Lance E. Drummond and Norbert A. Simmons, who also own WENZ(AM) Richmond, Va. Buyer is owned by Francis and Jenny Chan, who have no other broadcast interests. Filed Dec. 5.
- WTXV(AM) Whiteville, N.C. (1540 khz; 1 kw-D)—Seeks assignment of license from Tuffy Broadcasting Inc. to Stanley Broadcasting System Inc. for \$80,000. Seller is owned by David B. Putnam. It has no other broadcast interests. Buyer is owned by Thomas V. Stanley and his brother, John. Thomas is programmer and salesman at WMFD(AM) Wilmington, N.C. Filed Dec. 2.
- KAFM(FM) Durant, Okla. (97.7 mhz; 2.15 kw; HAAT: 350 ft.)—Seeks assignment of license from Thomas E. Spellman to Stansell Communications Inc. for \$336,000. Seller has no other broadcast interests. Buyer is owned by James I. Stansell and William Harrison. It is also selling KLAQ(FM) Denison, Tex. (see below). Filed Dec. 5.
- KNPT(AM)-KYQT(FM) Newport, Ore. (AM: 1310 khz; 5 kw-D; 1 kw-N; FM: 102.5 mhz; 100 kw; HAAT: 890 ft.)—Seeks assignment of license from Dennis P. McManus, receiver, to Central Coast Broadcasting Co. for \$450,000. Seller is receiver for Charmar Broadcasting. It has no other broadcast interests. Buyer is owned by Frank C. Carman and family. Filed Dec. 9.
- WWEE(AM) Collierville, Tenn. (1170 khz; 1 kw-D)—Seeks assignment of license from Charles J. Wingate to Albert L. Crain for \$1,000. Seller has no other broadcast interests. Buyer is former owner of WMSO(AM) Collierville, Tenn. Filed Dec. 10.
- KLAQ(FM) Denison, Tex. (104.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Stansell Communications Inc. to Sunbelt Wireless Co. for \$480,000. Seller is owned by James I. Stansell and William Harrison. It is also buying KAFM(AM) Durant, Okla. Buyer is owned by C. William Booher, Dan Cutrer and three others. Cutrer owns KSTE-FM Corpus Christi and has interest in KFNA(AM) El Paso. Filed Dec. 8.
- KDVE(AM) Nederland and KQXY(FM) Beaumont, both Texas (AM: 1510 khz; 5 kw-D; FM: 94.1 mhz; 100 kw; 672 ft.)—Seeks assignment of license from AOC Broadcasting Co. to Better Broadcasting Corp. for \$1,175,000. Seller is owned by D. Kent Anderson, Richard E. Oppenheimer, Robert L. Clarke and six others. It also owns three AM's and four FM's, which have been sold to Encore Communications for \$38 million ("Changing Hands," Nov. 3.) Buyer is owned by Ronald G. Teaney, Nicholas P. Scallon, Choice M. Thompson and four others. It has no other broadcast interests. Filed Dec. 9.

## BEST WISHES FOR A WONDERFUL HOLIDAY

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## New Stations

- Kearney, Ariz.—Jack Weidner seeks 105.1 mhz; 1 kw; HAAT: minus 958 ft. Address: P.O. Box 1954; Sun City, Ariz. 85372. Principal has no other broadcast interests. Filed Dec. 9.
- Garberville, Calif.—John Doyle seeks 104.7 mhz; 51.3 kw; HAAT: 2,529 ft. Address: 2351 Westwood Ct., #E1, Arcata, Calif. 95521. Principal has no other broadcast interests. Filed Dec. 8.
- Garberville, Calif.—Joseph P. Milliken seeks 104.7 mhz; 50 kw; HAAT: 2,650 ft. Address: 940 California Ave.,

Palo Alto, Calif. 94306. Principal has no other broadcast interests. Filed Dec. 8.

■ **Holmes Beach, Fla.**—Arthur Barnett seeks 98.7 mhz; 3 kw; HAAT: 197 ft. Address: 401 Broadway, New York, 10013. Principal has no other broadcast interests. Filed Dec. 5.

■ **Holmes Beach, Fla.**—Southmayd Broadcasting Co. seeks 98.7 mhz; 3 kw; HAAT: 328 ft. Address: 13604 Glenhurst Rd., Darnestown, Md. 20878. Principal is owned by Jeffrey D. Southmayd and her sister, Catherine. Southmayd is partner with law firm. Filed Dec. 8.

■ **Holmes Beach, Fla.**—Patrick D. McConnell seeks 98.7 mhz; 3 kw; HAAT: 328 ft. Address: 5515 Scott View Lane, Lakeland, Fla. 33803. Principal has no other broadcast interests. Filed Dec. 8.

■ **Holmes Beach, Fla.**—Asterick Broadcasting Inc. seeks 98.7 mhz; 3 kw; HAAT: 326 ft. Address: 1429 N. Federal Highway, Ft. Lauderdale, Fla. 33304. Principal is owned by Richard S. Ingham. It owns WTRS-AM-FM Dunellon and WFTP(AM) Fort Pierce, both Florida. Dec. 8.

■ **Holmes Beach, Fla.**—Holmes Beach Broadcasting Ltd. seeks 98.7 mhz; 3 kw; HAAT: 328 ft. Address: 3007 E. Norfolk, St., Tampa, Fla. 33610. Principal is owned by Cheryl Paul, who has no other broadcast interests. Filed Dec. 5.

■ **Holmes Beach, Fla.**—Sylvia A. Fernandez seeks 98.7 mhz; 3 kw; HAAT: 328 ft. Address: 345 Somerset Ave., Sarasota, Fla. 34243. Principal has no other broadcast interests. Filed Dec. 8.

■ **Holmes Beach, Fla.**—Sandpiper Broadcasting Inc. seeks 98.7 mhz; 3 kw; HAAT: 322 ft. Address: 4840 Givens Court, Sarasota, Fla. 34242. Principal is owned by John E. Piper and family. It has no other broadcast interests. Filed Dec. 5.

■ **Holmes Beach, Fla.**—Holmes Beach Communications Inc. seeks 98.7 mhz; 3 kw; HAAT: 325.9 ft. Address: 1613 14th Ave., Bradenton, Fla. 33508. Principal is owned by Gloria Mitchell, Norris Woolfork and others. Woolfork has interest in new TV Clermont, Fla. Filed Dec. 5.

■ **Holmes Beach, Fla.**—Gulf Broadcasting Ltd. Partnership seeks 98.7 mhz; 3 kw; HAAT: 328 ft. Address: 6621 Wakefield Dr. #817, Alexandria, Va. 22307. Principal is owned by Emilia de Quesada and William L. Bush. It has no other broadcast interests. Filed Dec. 8.

■ **Holmes Beach, Fla.**—Tampa Bay Broadcasters Ltd. seeks 98.7 mhz; 3 kw; HAAT: 325.9 ft. Address: 2707 N. Habana Ave., Tampa, Fla. 33607. Principal is owned by James O. Simmons, Vincent T. Ridikas and Leo Dunslaw. It has no other broadcast interests. Filed Dec. 8.

■ **Holmes Beach, Fla.**—Greg Perich and Charley White seeks 98.7 mhz; 3 kw; HAAT: 328 ft. Address: 701 Short Putt Dr., MacClenny, Fla. 33026. Principal, Perich, owns WJXR(AM) MacClenny, Fla. Filed Dec. 8.

■ **Holmes Beach, Fla.**—B.F.J. Timm seeks 98.7 mhz; 3 kw; HAAT: 325.9 ft. Address: P.O. Box 1874, Tallahassee, Fla. 32302. Principal owns four AM's, six FM's and one TV. Filed Dec. 8.

■ **Holmes Beach, Fla.**—Holmes Beach FM Partnership seeks 98.7 mhz; 3 kw; HAAT: 289 ft. Address: 3500 El Conquistador Pky. 269, Bradenton, Fla. 33507. Principal is headed by Valerie K. Fairfield, general partner. It has no other broadcast interests. Filed Dec. 8.

■ **Holmes Beach, Fla.**—Uri Broadcasting Co. seeks 98.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 1000, Bushnell, Fla. 33513. Principal is owned by Roberta R. Johnson, who also owns WWLB(AM) Bushnell, Fla. Filed Dec. 8.

■ **Holmes Beach, Fla.**—Golden Gulf Broadcasters seeks 98.7 mhz; 3 kw; HAAT: 328 ft. Address: 113 Gull Dr., Anna Maria, Fla. 33501. Principal is owned by David A. Fitz and David P. McNamee. It has interest in KZSS(AM)-KZRR(FM) Albuquerque, N.M. It has interest in Smith Broadcasting Group, which owns four TV's. Filed Dec. 8.

■ **Holmes Beach, Fla.**—West Coast Broadcasting Inc. seeks 98.7 mhz; 3 kw; HAAT: 328 ft. Address: 2855 Hikes Lane, Louisville, Ky. 40218. Principal is owned by James J. Nathan, who has no other broadcast interests. Filed Dec. 8.

■ **Holmes Beach, Fla.**—Ogden Broadcasting of Florida seeks 98.7 mhz; 3 kw; HAAT: 328 ft. Address: 4810 Deltona Dr., Lunta Gorda, Fla. 33950. Principal is Filed Dec. 9.

■ **Holmes Beach, Fla.**—Sara Bay Broadcasting Ltd. Partnership seeks 98.7 mhz; 3 kw; HAAT: 328 ft. Address: 3601 Longmeadow, Sarasota, Fla. 33580. Principal is owned by C.E. Pierce, William S. Cerny, George Chopivsky, Bernard G. Barczak and George Wheeler. It has interest in WWON(AM)-WNCK(FM) Woonsocket, R.I.; and WVPO(AM)-WSBG(FM) Stroudsburg, Pa. Cerny has interest in WLBK(AM)-WDEK(FM) DeKalb, Ill. Filed Dec. 8.

■ **Holmes Beach, Fla.**—Cornerstone Communications Inc. seeks 98.7 mhz; 3 kw; HAAT: 328 ft. Address: 4603

East Gulf Dr., 33510. Principal is owned by Kendra J. Whitehead and four others. It has no other broadcast interests. Filed Dec. 8.

■ **Holmes Beach, Fla.**—Saxton Communications seeks 98.7 mhz; 3 kw; HAAT: 304.5 ft. Address: 33680 Lake Shore Dr., N., Gages Lake, Ill. 60030. Principal is owned by Michael S. Saxton. It has no other broadcast interests. Filed Dec. 8.

■ **Holmes Beach, Fla.**—Robert V. Barnes seeks 98.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 1152, 33509. Principal has no other broadcast interests. Filed Dec. 8.

■ **Holmes Beach, Fla.**—Ringling Communications Corp. seeks 98.7 mhz; 3 kw; HAAT: 328 ft. Address: 100 S. Washington Blvd., Sarasota, Fla. 33577. Principal is owned by Lorraine Peaten and Herbert Horwitz. Horwitz has interest in WWSB(TV) Sarasota, Fla. Filed Dec. 8.

## Summary of broadcasting as of October 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,856	170	5,026
Commercial FM	3,838	418	4,256
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.

■ **Holmes Beach, Fla.**—Intermar Broadcasting of Holmes Beach Inc. seeks 98.7 mhz; 3 kw; HAAT: 328 ft. Address: 522 Park St., Jacksonville, Fla. 32203. Principal is owned by James E. Martin, who owns WRFM(FM) Homestead, Fla., and WQSC(FM) Andrews, S.C. Filed Dec. 8.

■ **Holmes Beach, Fla.**—W. Lynne Dayton seeks 98.7 mhz; 3 kw; HAAT: 328 ft. Address: 25 Chester St., Middletown, N.Y. 10940. Principal has no other broadcast interests. Filed Dec. 8.

■ **Macon Ga.**—G&D Communications Inc. seeks ch. 64; ERP vis. 857 kw; aur. 85.7 kw; HAAT: 1,192 ft. Address: 1627 Eye St., NW, Suite 550, Washington, D.C. 20006. Principal is owned by Dr. Ronald I. Dozoretz, Jordan H. Goldman and Nancy Cherry. Filed Dec. 10.

■ **Willow Springs, Mo.**—Cecil J. Curtis seeks 103.3 mhz; 3 kw; HAAT: 300 ft. Address: Rt. 2, Box 210, 65793. Principal has no other broadcast interests. Filed Dec. 8.

■ **Plainview, N.Y.**—Michael Celenza seeks 105.7 mhz; 1 kw; HAAT: 240 ft. Address: 64 Belmont Ave., 11803. Principal has no other broadcast interests. Filed Dec. 9.

■ **Myrtle Creek-Tri City, Ore.**—Gee Jay Broadcasting seeks 1570 khz; 5 kw-D. Address: 916 Douglas St., Myrtle Creek, Ore. 97457. Principal is owned by Robert W. Larson and Lenires J. Jones, who have no other broadcast interests. Filed Dec. 8.

■ **Sweet Home, Ore.**—M-P-M Broadcasting seeks 107.1 mhz; 3 kw; HAAT: 275 ft. Address: 9235 N.E. 175th, Bothell, Washington, 98011. Principal Colin Malcom, his brother, Kevin and Duane J. Polich. It has interest in KLCK(AM) Goldendale, Wash. Filed Dec. 8.

■ **Sweet Home, Ore.**—Galaxy Broadcast Partners seeks 107.1 mhz; 3 kw; HAAT: 328 ft. Address: 33692 Santiam Highway, Lebanon, Ore. 97355. Principal is owned by Heather McDaniel and her husband, James. It owns colocated KFIR(AM). Filed Dec. 5.

■ **Nashville—Three Angels Broadcasting of Tennessee** seeks ch. 42; ERP vis. 1,094 kw; aur. 109 kw; HAAT: 773 ft. Address: 1575 Campbell Rd., Goodlettsville, Tenn. 37072. Principal is nonprofit corporation headed by David Rose. Filed Dec. 5.

■ **Moab, Utah—Barksdale & Associates** seeks 96.7 mhz; 3 kw; HAAT: minus 529.3 ft. Address: 229 Walker St., 84532. Principal is owned by Dixie Barksdale and two others. It owns KCNY(AM) Moab, Utah. Filed Dec. 5.

■ **Fairmont, W.Va.**—Skyway Television Ltd. seeks ch. 66; Address: ERP vis. 5,000 kw; aur. 500 kw; HAAT: 830 ft. 416 Royal Tern Dr., Barefoot Bay, Fla. 32958. Principal is owned by John J. Garofalo. It has no other broadcast interests. Filed Dec. 3.

## Facilities Changes

### Applications

#### AM's

##### Tendered

■ **KELC (1530 khz) England, Ark.**—Seeks CP to change city of license to Scott, Ariz.; change TL; change ERP to 500 w and make changes in ant. sys. Filed Dec. 11.

■ **WLDS (1180 khz) Jacksonsville, Ill.**—Seeks CP to change hours of operation to unlimited by adding night service with 250 w; increase day power to 5 kw; change TL and make changes in ant. sys. Filed Dec. 12.

■ **WCZN (1590 khz) Chester, Pa.**—Seeks CP to change ERP to 2.5 kw-D. Filed Dec. 11.

##### Accepted

■ **WKDC (1530 khz) Elmhurst, Ill.**—Seeks MP to make changes in ant. sys. Filed Dec. 15.

■ **KYKN (1430 khz) Keizer, Ore.**—Seeks mod. of license to operate transmitter by remote control from main SL. Filed Dec. 15.

#### FM's

##### Tendered

■ **KXDZ (103.1 mhz) Anchorage, Alaska**—Seeks mod. of CP to change TL; change ERP to 3 kw and change HAAT to 156.1 ft. Filed Dec. 16.

■ **KJJJ (95.3 mhz) Clifton, Ariz.**—Seeks mod. of CP to change freq. to 102.1 mhz; change TL; change ERP to 66.5 kw and change HAAT to 2,349 ft. Filed Dec. 16.

■ **KAWA (105.9 mhz) Kingman, Ariz.**—Seeks mod. of CP change TL; change ERP to 24.5 kw and change HAAT to 3,059 ft. Filed Dec. 12.

■ **KNTI (99.5 mhz) Lakeport, Calif.**—Seeks mod. of CP change TL; change ERP to 2.4 kw and change HAAT to 1,920 ft. Filed Dec. 10.

■ **KQYZ (104.9 mhz) LeMoore, Calif.**—Seeks CP to change TL and change HAAT to 328 ft. Filed Dec. 10.

■ **KRBQ (102.7 mhz) Red Bluff, Calif.**—Seeks CP to change TL; change ERP to 3.24 kw and change HAAT to 1,745 ft. Filed Dec. 12.

■ **KCAL-FM (96.7 mhz) Redlands, Calif.**—Seeks mod. of license to retain main studio at present site. Filed Dec. 16.

■ **KSON-FM (97.3 mhz) San Diego, Calif.**—Seeks CP to change TL; change ERP 7.4 kw and change HAAT to 1,074 ft. Filed Dec. 10.

■ **KTHO-FM (102.9 mhz) South Lake Tahoe, Calif.**—Seeks mod. of CP to change TL; change ERP to 1 kw and change HAAT to 2,793.8 ft. Filed Dec. 15.

■ **WOKD (98.3 mhz) Arcadia, Fla.**—Seeks CP to change ERP 2 kw. Filed Dec. 12.

■ **WHGS (90.3 mhz) Haines City, Fla.**—Seeks CP to change ERP to 3 kw and change HAAT to 250 ft. Filed Dec. 10.

■ **WKRQ-FM (99.9 mhz) Mobile, Fla.**—Seeks mod. of CP correct overall height of structure. Filed Dec. 16.

■ **WPXE-FM (106.3 mhz) Starke, Fla.**—Seeks CP to change ERP to 1.35 kw and change HAAT to 494.3 ft. Filed Dec. 15.

■ **WPCH (94.9 mhz) Atlanta**—Seeks CP to change HAAT to 984 ft. Filed Dec. 15.

■ **WGUS-FM (102.3 mhz) Augusta, Ga.**—Seeks CP to



change HAAT to 328 ft. Filed Dec. 10.

■ WQCW (102.5 mhz) Waycross, Ga.—Seeks CP to change TL and change HAAT to 979 ft. Filed Dec. 15.

■ KHCR (103.7 mhz) Paauilo, Hawaii—Seeks mod. of CP change freq. to 103.7 mhz; change TL; change ERP to 100 kw and change HAAT to 1,211 ft. Filed Dec. 10.

■ WFBQ (94.7 mhz) Indianapolis—Seeks CP to change TL; change ERP to 47 kw and change HAAT to 891.5 ft. Filed Dec. 11.

■ KZBQ-FM (93.7 mhz) Pocatello, Idaho—Seeks mod. of CP to change HAAT to 954.5 ft. Filed Dec. 15.

■ WYGO-FM (99.5 mhz) Corbin, Ky.—Seeks CP to change freq. to 99.5 mhz; change TL; change ERP to 50 kw and change HAAT to 410 ft. Filed Dec. 10.

■ KLPL-FM (92.7 mhz) Lake Providence, La.—Seeks CP to change TL. Filed Dec. 16.

■ KVVV (105.5 mhz) Leesville, La.—Seeks mod. of CP change TL and change SL. Filed Dec. 12.

■ WEZB (97.1 mhz) New Orleans—Seeks CP to change TL and change HAAT to 984 ft. Filed Dec. 12.

■ KHAA (106.7 mhz) Port Sulphur, La.—Seeks mod. of CP change TL. Filed Dec. 10.

■ \*WAUS (90.7 mhz) Berrien Springs, Mich.—Seeks CP to change ERP to 50 kw and change HAAT to 492 ft. Filed Dec. 10.

■ WFTA (101.7 mhz) Fulton, Miss.—Seeks mod. of CP to change freq. to 101.9 mhz; change ERP to 50 kw and change HAAT to 480 ft. Filed Dec. 15.

■ WHSY-FM (104.5 mhz) Hattiesburg, Miss.—Seeks CP to change HAAT to 984 ft. and make changes in ant. sys. Filed Dec. 10.

■ WMDC-FM (100.9 mhz) Hazelhurst, Miss.—Seeks CP to change HAAT to 285 ft. and make changes in ant. sys. Filed Dec. 15.

■ KFMQ (101.9 mhz) Lincoln, Neb.—Seeks CP to change TL and change HAAT to 984 ft. Filed Dec. 10.

■ KFMS-FM (101.9 mhz) Las Vegas—Seeks mod. of license to change SL. Filed Dec. 10.

■ KEYV (93.1 mhz) Las Vegas—Seeks CP to change TL; change ERP to 24.3 kw and change HAAT to 3,724.8 ft. Filed Dec. 15.

■ WMOU (103.7 mhz) Berlin, N.H.—Seeks CP to change TL; change ERP to 23 kw and change HAAT to 3,827.7 ft. Filed Dec. 12.

■ WSLT (106.3 mhz) Ocean City, N.J.—Seeks mod. of CP to change ERP to 3 kw and change HAAT to 310 ft. Filed Dec. 15.

■ WZZL (100.7 mhz) Wildwood, N.J.—Seeks mod. of CP change ERP to 50 kw. Filed Dec. 10.

■ KBOM (107.1 mhz) Los Alamos, N.M.—Seeks mod. of CP to change ERP to 3 kw. Filed Dec. 16.

■ WCSF (96.7 mhz) Clifton Park, N.Y.—Seeks mod. of CP change HAAT to 328 ft. Filed Dec. 10.

■ WRQN (93.5 mhz) Bowling Green, Ohio—Seeks mod. of CP to change TL; change ERP to 2 kw and change HAAT to 400 ft. Filed Dec. 15.

■ WURD (97.7 mhz) Georgetown, Ohio—Seeks CP to change ERP to 2,099 kw. Filed Dec. 10.

■ KTFX (103.3 mhz) Tulsa, Okla.—Seeks mod. of CP to install aux. sys. Filed Dec. 10.

■ KBMC (94.5 mhz) Eugene, Ore.—Seeks mod. of CP change TL; change ERP to 100 kw; change HAAT to 1,250 ft., and make changes in ant. sys. Filed Dec. 10.

■ WKAQ-FM (104.7 mhz) San Juan, P.R.—Seeks CP to change TL; change ERP to 12.5 kw and change HAAT to 2,676.5 ft. Filed Dec. 10.

■ WIAC-FM (102.5 mhz) San Juan, P.R.—Seeks CP to change TL; change ERP to 50 kw and change HAAT to 1,139 ft. Filed Dec. 10.

■ KREC (98.1 mhz) Brian Head, Utah—Seeks mod. of CP to change TL; change ERP to 25 kw and change HAAT to 2,628 ft. Filed Dec. 15.

■ KBYU-FM (88.9 mhz) Provo, Utah—Seeks CP to change freq. to 89.1 mhz. Filed Dec. 4.

■ \*WFOS (90.3 mhz) Chesapeake, Va.—Seeks CP to change TL; change ERP to 23 kw; change HAAT to 630 ft. and make changes in ant. sys. Filed Dec. 12.

■ \*WNHS (88.7 mhz) Chesapeake, Va.—Seeks CP to change freq. to 88.7 mhz; change TL; change ERP to 11.2 kw; change HAAT to 185.6 ft and make changes in ant. sys. Filed Dec. 12.

■ WDYL (92.1 mhz) Chester, Va.—Seeks CP to change TL and change HAAT to 328 ft. Filed Dec. 10.

■ WWHS-FM (92.1 mhz) Hampden-Sydney, Va.—Seeks CP to change freq. to 92.1 mhz. Filed Dec. 4.

■ WJLC-FM (97.5 mhz) South Boston, Va.—Seeks CP to change TL; change ERP to 100 kw and change HAAT to 981 ft. Filed Dec. 10.

■ KING-FM (98.1 mhz) Seattle—Seeks CP to change HAAT to 1,046 ft. Filed Dec. 4.

■ KVTI (90.9 mhz) Tacoma, Wash.—Seeks CP to change transmitter site; change ERP to 50 kw; change HAAT to 701 ft. and make changes in ant. sys. Filed Dec. 4.

■ KAFR-FM (97.1 mhz) Walla Walla, Wash.—Seeks CP to change ERP to 64.8 kw. Filed Dec. 10.

■ WKLS-FM (96.1 mhz) Atlanta—Seeks CP to change HAAT to 984 ft. Filed Dec. 15.

## TV's

■ WXFL (ch. 8) Tampa, Fla.—Seeks CP to change HAAT to 1,930 ft. and make changes in ant. sys. Filed Dec. 4.

■ WFSG (ch. 22) Panama City, Fla.—Seeks MP to change ERP vis. 1,147.5 kw; change TL and change HAAT to 509 ft. Filed Dec. 4.

■ WTTA (ch. 38) St. Petersburg, Fla.—Seeks MP to change HAAT to 1,867.7 ft and change TL. Filed Dec. 10.

■ WQQB (ch. 40) Bowling Green, Ky.—Seeks MP to change SL. Filed Dec. 3.

■ WCNT (ch. 46) Cidra, P.R.—Seeks MP to change TL and change HAAT to 1,954 ft. Filed Dec. 4.

## Actions

### AM's

■ WBHY (840 khz) Mobile, Ala.—Returned app. to change ERP to 10 kw and make changes in ant. sys. Action Dec. 11.

■ KNCR (1090 khz) Fortuna, Calif.—Dismissed app. to make changes in ant. sys. Action Dec. 10.

■ KRLA (1110 khz) Pasadena, Calif.—Granted app. to operate transmitter by remote control. Action Dec. 4.

■ KFBK (1530 khz) Sacramento, Calif.—Granted app. to make changes in ant. sys. Action Dec. 10.

■ KLTT (800 khz) Brighton, Colo.—Granted app. to make changes in ant. sys. Action Dec. 10.

■ WMIX (940 khz) Mt. Vernon, Ill.—Granted app. to

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Washington, D.C. 20005 Phone (202) 639-8880  
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Telecommunications Consultants  
Applications • Field Engineering  
2033 M Street NW Suite 702  
Washington DC 20036  
(202) 775-0057



increase night power to 1.5 kw. Action Dec. 9.

■ WWTG (1070 khz) Stanwood, Mich.—Returned app. to change to unlimited by adding night service with 1 kw; change day power to 10 kw and make changes in ant. sys. Action Dec. 11.

■ WKDX (1250 khz) Hamlet, N.C.—Returned app. to change freq. to 1240 khz. Action Dec. 1.

■ WSRP (1580 khz) Washington, N.J.—Granted app. to change hours of operation to unlimited by adding night service with 500 w; change ERP to 4.4 kw and make changes in ant. sys. Action Dec. 1.

■ KDOV (1230 khz) Talent, Ore.—Granted app. to change SL. Action Dec. 4.

■ WARD (1550 khz) Pittston, Pa.—Granted app. to increase day power to 10 kw. Action Dec. 9.

■ WFCL (1050 khz) Clintonville, Wis.—Granted app. to change changes in ant. sys. Action Dec. 10.

■ KSGT (1340 khz) Jackson, Wyo.—Dismissed app. to change TL and make changes in ant. sys. Action Dec. 3.

#### FM's

■ WLVE (93.9 mhz) Miami Beach, Fla.—Dismissed app. to change ERP to 100 kw. Action Dec. 5.

■ WKBX (106.3 mhz) Kingsland, Ga.—Granted app. to change TL and change HAAT to 328 ft. Action July 11.

■ WIXV (95.5 mhz) Savannah, Ga.—Granted app. to change TL and change HAAT to 856 ft. Action Dec. 9.

■ \*WHSD (88.5 mhz) Hinsdale, Ill.—Granted app. to make changes in ant. sys. Action Dec. 9.

■ WRZQ (107.3 mhz) Greensburg, Ind.—Returned app. to change TL and change HAAT to 492 ft. Action Dec. 5.

■ WYNK-FM (101.5 mhz) Baton Rouge, La.—Returned app. to change TL; change HAAT to 1,499 ft., and make changes in ant. sys. Action Dec. 5.

■ WHFM (93.1 mhz) Springfield, Mass.—Dismissed app. to change ERP to 12 kw. Action Dec. 4.

■ \*KSOZ (91.7 mhz) Point Lookout, Mo.—Granted app. to change TL; change ERP to 7 kw; change HAAT to 767.5 ft., and make changes in ant. sys. Action Dec. 9.

■ KKPR (98.9 mhz) Kearney, Neb.—Granted app. to change TL; change ERP to 100 kw and change HAAT to 626.5 ft. Action Dec. 2.

■ WECW-FM (95.5 mhz) Elmira, N.Y.—Dismissed app. to change TL. Action Dec. 4.

■ \*WCSU-FM (88.9 mhz) Wilberforce, Ohio—Granted app. to change ERP to 1 kw; change HAAT to 173.8 ft. and make changes in ant. sys. Action Nov. 26.

■ KCMA (92.1 mhz) Broken Arrow, Okla.—Returned app. to change TL; change ERP to 2.25 kw and change HAAT to 375 ft. Action Dec. 5.

■ KSND (93.1 mhz) Springfield-Eugene, Ore.—Returned app. to change TL; change ERP to 42.8 kw; change HAAT to 1,120.5 ft. and make changes in ant. sys. Action Dec. 5.

■ WDXZ (104.5 mhz) Mount Pleasant, S.C.—Granted app. to change ERP to 28 kw; change HAAT to 656 ft. and make changes in ant. sys. Action Nov. 26.

■ WGLY-FM Waterbury, Vt.—Dismissed app. to change TL; change ERP to 410 w and change HAAT to 899 ft. Action Dec. 8.

#### TV's

■ WFTX (ch. 20) Cape Coral, Fla.—Granted app. to change HAAT to 1,475.7 ft. Action Dec. 5.

■ WRYT (ch. 46) Norwell, Mass.—Granted app. to change ERP vis. 70 6.6 kw, aur. 660 w; change HAAT to 272 ft.; change TL and make changes in ant. sys. Action Nov. 25.

■ \*WHED-TV (ch. 15) Hanover, N.H.—Granted app. to change ERP vis. to 88.5 kw. Action Dec. 5.

■ KBGT-TV (ch. 4) Harlingen, Tex.—Granted app. to change SL. Action Dec. 4.

## Call Letters

### Applications

Call	Sought by
<i>Existing AM's</i>	
WNHN	WSIR W.O.L.M. Inc., Winter Haven, Fla.
WFXM	WAIR Evergreen Radio Group, Winston-Salem, N.C.

WEAN	WLKW Appleton Broadcasting Corp., Providence, R.I.
KENT	KYXX Southwest Educational Media Foundation of Texas Inc., Odessa, Tex.
<i>Existing FM's</i>	
WRRX	WHKY-FM Kerby E. Confer, Hickory, N.C.
WFXM-FM	WSEZ Evergreen Radio Group, Winston-Salem, N.C.
KKXO	KBMC McKenzie River Broadcasting Co., Eugene, Ore.
KBTS-FM	KIXS-FM Duffy Broadcasting Corp. of Central Texas, Killeen, Tex.
<i>Existing TV's</i>	
WHSP	WSJT Silver King Broadcasting of Vineland Inc., Vineland, N.J.
WQHS	WCLQ-TV Silver King Broadcasting of Ohio Inc., Cleveland

### Grants

Call	Assigned to
<i>New FM's</i>	
WLSF	Miami Christian College Inc., Naples, Fla.
WBPS	Winder Educational Broadcasting Foundation, Winder, Ga.
WCXX	Dennis Curley, Madawaska, Me.
<i>New TV's</i>	
KFTC	Fireweed Television, Anchorage, Alaska
KCJT	San Jacinto Television Corp., Conroe, Tex.
<i>Existing AM's</i>	
KAFF	KFLG Resorts Broadcasting, Flagstaff, Ariz.
KMYL	KAMJ Professional Broadcasting Inc., Phoenix
WGNE	WDLP The Woodfin Group, Panama City, Fla.
WKHX	WPLO Capital Cities/ABC Inc., Atlanta
WGNN	WLAW C.L. Naxh and Roddy Sturdivant, Lawrenceville, Ga.
WGVF	WRIP Chattanooga Radio Limited Partnership, Rossville, Ga.
WSAI	WWAM Inter Urban Broadcasting of Savannah Inc., Savannah, Ga.
KRKR	KVOL Voice of Lafayette Inc., Lafayette, La.
WGNZ	WARH Virginia Broadcasters, Tuckahoe, Va.
<i>Existing FM's</i>	
KAFF-FM	KAFF Resorts Broadcasting, Flagstaff, Ariz.
WKHV-FM	WKHX Capital Cities/ABC Inc., Atlanta
WLMX	WOWE Chattanooga Radio Limited Partnership, Rossville, Ga.
WIZF	WSAI Inter Broadcasting of Cincinnati Inc., Erlanger, Ky.
WKBZ-FM	WRNF KBZ Broadcasting Inc., Muskegon, Mich.
WHZZ-FM	WPBE Magic Valley Broadcasting Inc., Huntington, Tenn.
KOFX	KFIM Elp Broadcasting Associates, El Paso
<i>Existing TV's</i>	
WHSW	WKJL-TV Silver King Broadcasting of Maryland, Baltimore
WHSB	WVJV-TV Silver King Broadcasting of Massachusetts Inc., Marlborough, Mass.
WHSE	WWHT Silver King Broadcasting of New Jersey Inc., Newark, N.J.
WHSI	WSNL-TV Silver King Broadcasting of New Jersey Inc., Smithtown, N.Y.
KHSH	KTHH Silver King Broadcasting of Houston, Inc., Alvin, Tex.

This announcement  
appears as a matter of record only

## COMMONWEALTH COMMUNICATIONS SERVICES, INC.

has acquired

## WSPD-AM and WLQR-FM, Toledo

The undersigned initiated this transaction



Harvey Sandler  
General Partner

Barry Lewis  
General Partner

P.O. BOX 74 HEWLETT NEW YORK 11557 17181/347-2503

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**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.

**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.

**General sales manager.** Shamrock Communications rapidly growing Northeast Pennsylvania MSA market AM/ FM seeks experienced aggressive motivator to manage goal oriented sales team. Position offers salary, commission, override and benefits. Send resume today. Jim Davey, WEZX/ WEJL, 149 Penn Avenue, Scranton, PA 18503. EOE.

**Local sales manager** with strong sales and sales training background. Join a growing company. Excellent Midwest radio market. Send letter and resume to Personnel, P.O. Box 1839, Wichita, KS 67201.

**Are you worthy** of a management shot? WJBX, Bridgeport, CT, seeks sales manager to replace SM who became GM. Right individual is motivated, can sell, needs to win. There's real money to be made & excellent training to be had. Call Greg Scirrotto: 203-335-1450 or send resume to WJBX, 1862-1902 State Street Extension, Bridgeport, CT 06605. EOE.

**Sales manager.** Looking for your first sales managerial position? Growing Jersey Shore AM/ FM seeks hungry, ambitious pro who can lead young sales staff. You must sell local accounts and agencies. We offer terrific growth potential to right person with proven sales track record. EOE. Reply Box M-90.

**Midwest general manager.** We are a well respected group with high people skills. We seek a manager for market dominant WLRW-FM (Arbitron 23 share) in Champaign, IL. Home of the University of Illinois, this is a high quality of life Midwest community of 250,000. The proper candidate should be sales intensive, a people motivator, organized, disciplined, and promotionally oriented. We promise complete confidentiality. No background calls will be made without your permission. This is a fabulous move-up opportunity. Send cover letter and resume to Edward Christian, President, Saga Communications, Inc., 400 Renaissance Center, Suite 2150, Detroit, MI 48243. EOE.

**Experienced station manager** wanted to invest in a new AM station in a small town near Metro City with good coverage. Must be sales oriented. Great opportunity. Write Mark Leer, P.O. Box 67193 Rochester, NY 14617.

**Radio group** seeks executive with proven record in major market group management. Possible equity participation. Box M-62.

**Peoria market FM** is looking for experienced sales manager who would like to be G.M. in one year. If you can produce the results we need, you could finally make it to G.M.! Straight commission with good incentives. Knowledge of Peoria a plus. Position becomes available in first quarter of 1987. Send resume with references. EOE. Box M-100.

### HELP WANTED SALES

**Great opportunity** for aggressive sales manager who will move up to manager. Owner ready to retire. Wonderful place to raise your family. Station KVBR, Brainerd, MN 56401.

**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.

**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.

**GSM-FM Northeast:** 24th ADI complete control of sales training and sales force. Send resume, references, salary requirements to Box M-67.

**Account executive:** 3years 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.

**Manager Broadcast underwriting (329-86).** KNAU, Northern Arizona University, Flagstaff AZ, seeks a full-time manager, broadcast underwriting. Duties include solicitation of local and national business, corporate, and foundation underwriting; development of new support methods; implementation of special fundraising events; preparation of grant requests. Qualifications: five years experience in underwriting, marketing and/ or advertising activities; or a bachelor's degree in marketing or related area and 2 years underwriting; or any equivalent combination of experience, training, and / or education. Prior radio experience, public or commercial, is desirable but not required. Deadline: 5 p.m., January 2, 1987. Start: February 2, 1987 or earlier. Apply to: Personnel Dept., Box 4113, Northern Arizona University, Flagstaff, AZ 86011. For more information contact Russ Hamnett, Manager, KNAU, at 602-523-KNAU. NAU is an equal opportunity/ affirmative action institution.

**Sales oriented** regional adult personality station covering southwest Arkansas seeks salesperson knowledgeable in prospecting. Send resume and one page sales philosophy to General Manager, KWXI, Box S, Glenwood, AR 71943.

**Local sales manager:** AM/ FM combo, top-rated, in northeast New York region. Top 50 market, AC/ AOR format. Previous management experience necessary. Aggressive, creative, with proven successful track record. Excellent training and hiring skills needed. Position open mid-first quarter, 1987. Send resume and salary history to: Box M-103. EOE.

### HELP WANTED ANNOUNCERS

**Talk,** full service giant WTVN needs aggressive, dynamic talk host. Send tape and resume today to: John Lane, WTVN Radio, 42 E. Gay St., Columbus, OH 43215. EOE.

**Help wanted:** Class morning drive announcer for two of America's finest contemporary Christian music stations. AM-FM combo covering entire Grand Rapids market. If you are really good and want to move up to management position, this is for you. Send resume to L. Lanser, 5658 - 143rd Ave, Holland, MI 49423.

**Telephone talk.** Major market station wants personality with provocative, humorous, imaginative telephone finesse. Send resume. EOE. Box M-99.

### 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.

**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

## HELP WANTED NEWS

**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.

**News director/ morning anchor** for new Albany FM. Strong delivery and news writing ability required. Excellent opportunity with growing, 14 station group. Tape, resume and references to: Jeff Weber, VP/ Gen. Mgr., WMVQ, P.O. Box 5, Albany, NY 12201. EOE.

**Alaska job:** news and public affairs director, KCAW-FM, Sitka. High profile-local news operation in beautiful, isolated fishing community of 8,000; unlimited outdoor recreation. Requirements: three years broadcast news; supervisory, training experience; full knowledge legal/ ethical aspects of job; outstanding production skills, delivery. Non-com radio experience, knowledge of SE/ Alaskan issues desirable. Salary: competitive DOE, liberal benefits. Affirmative action/ equal opportunity employer. Send resume: statement of news philosophy; cassette demonstrating news delivery, writing, production, newscast organization to Hiring Committee, KCAW-FM, Box 520, Sitka, AK 99835. Must receive by January 16, 1987. More information, contact Rich or Jake at 907-747-5877.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**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 programing/ 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.

### SITUATIONS WANTED MANAGEMENT

**Ambitious innovative,** 33 year old Xerox P.S.S. certified GM. GSM with Group W management experience at #1 billion to 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.

**Seeking general manager or sales manager** position in Northwestern Ohio or Southeastern Michigan. A leader and motivator with 10 years experience. Box M-81.

**G.M.** 18 year pro, will increase sales, profits, ratings. Turn around expert, sales, programing, production, promotions, can train, proven. Budget minded, bottom line oriented. Box M-86.

### SITUATIONS WANTED ANNOUNCERS

**Air personality:** strong news excellent track record 20 years large eastern market looking for solid station medium market. Box L-96.

### SITUATIONS WANTED NEWS

**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.

**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.

**Meteorologist**, fifteen years nationwide forecasting, complete weather forecasting tools, from nationwide radar observations to local weather warnings for your listening area. Quality forecasts, for a low monthly cost. Call Tim Root, 619-549-8008.

**Looking to break into radio news.** Some non-commercial experience. Tape, including "street interviews", resume, writing samples. Robert Brown - work number 212-867-7020.

#### SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

**Creative promotions**, programing, research position sought by experienced MD/ D.J. Bachelor's degree, excellent writing ability, professional attitude, self starting people person. Box M-52.

#### MISCELLANEOUS

**Radiobook.** Affordable, accurate audience ratings for small and medium market. Full demographics and day-parts, A&A Research, 406-752-7857

Lord, please bless Corky Cartwright. Bill Lacy,

## TELEVISION

#### HELP WANTED MANAGEMENT

**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.

**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.

**General sales manager:** Expansion creates an excellent opportunity for highly motivated individuals with leadership quality to join dynamic company in East Central or Midwest stations. Independent experience preferred. Excellent salary and benefits. Send resume and salary requirements to: Box M-82. EOE, M/F.

**General manager** wanted for a profitable television company in major Northeast market. Facility is largest in region with origination, post, audio and extensive computer graphics and animation capabilities. Seeking individual to provide business and creative management, with minimum 2 years similar experience. Salary open, excellent growth potential. Resume and employment requirements to Box M-84.

**Business manager—WPMI-TV:** Top independent in Mobile/Pensacola market is seeking degreed accountant. Must be able to handle full charge accounting department and supervise others. Responsible for producing monthly financial statements, annual budgets, and controlling expenses. Experience with computers and data processing is essential. Broadcast experience preferred. Send resume to Bill Evans, P.O. Box 2766, Mobile, AL 36652 or call 205-433-1500. EOE.

**Traffic manager:** KRIV-TV, Fox Television, Houston, Texas is looking for a traffic manager with Enterprise traffic system experience. Experience with IBM system 38 operations preferred. Position requires excellent managerial skills to supervise large department. Send resume and salary history to KRIV-TV, 3935 Westheimer Rd., Houston, TX 77027 Attn: Personnel. EOE.

**Business manager:** Business manager for group owned top 50, East Coast affiliate. Should be strong in accounting, have an analytical mind and able to oversee personnel matters. If you are looking for a challenging opportunity as an important member of a strong management team, please send resume and salary requirements to Box M-96. EOE.

#### HELP WANTED SALES

**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.

**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.

**Local account executive:** Broadcast sales experience with knowledge of TVB, computer avails and marketing sell helpful. Looking for ambitious self-starter for Toledo's no. 1 station. Send resume to Paul Ladrow, Sales Manager, WTOL-TV, P.O. Box 715, Toledo, OH 43695. EOE, M/F.

**Local/regional sales manager** for Sunbelt group owned affiliate, top 100 VHF. Position requires leadership, training, and organizational skills. Minimum two years TV sales management experience preferred. All replies will be confidential. Send resume and track record to Box M-78. EOE.

**National sales manager:** Major independent group in top 10 market seeks a national sales manager. Prior sales management experience required. Send resume and salary history in confidence to Box M-89. EOE.

**Local sales manager** needed by top-ranked CBS affiliate to train and lead an aggressive team of sales professionals. TVB-trained, people-oriented motivator will know how to present the television story in addition to negotiating numbers. Excellent benefits. Send resume and salary requirements to Jim Grimes, WIFR-TV, P.O. Box 123, Rockford, IL 61105. EOE.

#### HELP WANTED TECHNICAL

**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.

**Engineer position** open immediately at Christian satellite network in Dallas. Maintenance & operation required. Must be people oriented with minimum 5 years experience. HL-79E, Triax, Ampex one-inch, Betacam, TVRO. Call John Grable 214-387-4475.

**Transmitter supervisor.** 3 years high power UHF experience required. Studio maintenance experience preferred. Connecticut's leading independent. Pay commensurate with experience. EOE. Call C. Allen 203-575-2020.

**Maintenance technician:** KRIV-TV, Fox Television, Houston, Texas is seeking a qualified studio maintenance technician. Must have minimum of three years experience and FCC license, SBE certified. Betacam and VPR formats a plus. Send resume to KRIV-TV, 3935 Westheimer Rd., Houston, TX 77227, Attn: Wendell Wyborny, VP/CE. EOE.

**Maintenance technician:** Minimum eight years experience in all phases broadcast equipment, including operating experience. Must have current FCC first or general class license; college or technical school graduate required. Resume to Box M-91.

**Maintenance engineer** with 2-3 years of solid television maintenance and transmitter experience wanted for UHF station in the New York market. Send resume to Box M-107.

**Chief engineer,** knowledgeable, hands-on technical person with good people skills for well equipped NV CBS affiliate. Contact Jim Bowen at KVAL-TV, Eugene OR. Call 503-342-4961.

#### HELP WANTED NEWS

**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.

**Meteorologist.** Radio stations KEEY/WDGY 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.

**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.

**Weekday weather:** Looking for understanding or weather, personality, community involvement. Person we lost also did radio weather in market. If you have at least three years experience, send tape and resume to Steve Hawkins, WCYB-TV, 101 Lee St., Bristol, VA 24203.

**Number 1 station** needs anchor to go with male co-anchor/producer. Must send tape with resume to Jay Janes, News Director, KWQC-TV, 805 Brady St., Danversport, IA 52808.

**South Pacific:** Immediate opening for bureau chief at sister station on Saipan. Daily newscast plus daily feed to main station. Self-starter covering America's newest territory in strategic Pacific Basin. No beginners. Cal John Morvant, Guam Cable TV, 671-477-9484. Tape, resume 530 W. O'Brien Dr., Agana, Guam, 96910.

**Anchor/producer** for small market newscast. Strong writing and producing skills required; understanding of small market news a must. Send tape and resume to Keith R. Darnay, KMOT-TV, P.O. Box 1120, Minot, ND 58702. EOE.

**Small market photojournalist** looking to move to dominant affiliate? Must be organized, people oriented and a self starter. Ability to bring a story to life with pictures and edit under deadline pressure critical. Tape, resume and references to Community Affairs Director, WSMV-TV, Box 4, Nashville, TN 37202.

**News producer:** Experienced news writer, organized and visually conscious. Tapes and resumes to News Director, WJTV, Box 8887, Jackson, MS 39204.

**Weekend anchor/reporter** wanted for CBS Midwest market. Two years of anchoring, reporting and producing experience. College degree. Non-smoker. Resumes to Box M-77. EOE.

**Consumer reporter:** WFSB, Post-Newsweek in Hartford, CT, is seeking a dynamic consumer reporter. If you are experienced, love doing stories that help people, are creative, know how to dig to get to the bottom of things, and have a distinctive on-air presence, please send resume and tape to: Mark Efron, News Director, WFSB, 3 Constitution Plaza, Hartford, CT 06115. EOE.

**Photographer/editor.** Leading independent seeks skilled photographer/editor. Tape should demonstrate a keen eye, sound news judgement and a creative approach to daily assignments. 2 years experience mandatory. Send materials to Kit Tyler, KTXL-TV, 4655 Fruitridge Rd., Sacramento, CA 95820. No calls, please.

**Solid reporter:** KXTX has an immediate opening for a good, solid reporter who's comfortable in the field, on a live shot, or in the studio. 2 years of TV news experience a must. Send resume and tape to Bob Cook, KXTX-TV, 4655 Fruitridge Rd., Sacramento, CA 95820. No calls, please.

**Co-anchor.** Looking for anchor for weekends to complement current female anchor. Must be communicator, not reader, as well as excellent, aggressive reporter with good "live" skills. You will be a key to building a strong weekend team. Minimum 2-3 years experience. Send resume and tape to: Carol Rueppel, News Director, WTKR, Norfolk, VA 23510.

**Meteorologist.** For on-air weekend weathercasting and weekday forecasting. Ability to report weather-related stories and go "live" a plus. Must be able to translate a complex science into understandable, engaging weathercast. Minimum 2 years experience on-air. Send resume and tape to: Carol Rueppel, News Director, WTKR, Norfolk, VA 23510.

**News producer:** Minimum two years experience. Conversational writing, solid news judgement, concern for local news, live shot experience, and leadership ability necessary. Salary based on experience. Medium market in Southwest. Resume to Box M-97.

**Weathercaster:** Southeast network affiliate, medium market, looking for main weather anchor. Five years commercial TV experience a necessity. Degree and seal helpful, personality important. Box M-95.

**News reporter** - general assignments. Must demonstrate an ability to make the news interesting, in package and live forms. Anchor potential a plus. Three years experience as TV news reporter required. Send tape and resume to Dave Davis, News Director, WTVB-TV, P.O. Box 2009, Durham, NC 27702. EOE.

**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.

**News promotion writer/editor.** If you like the fast-paced challenge of meeting deadlines...if you have the talent and experience to step-in...this job's for you! Work with top-rated news team in 40th market writing and editing news promos. Send resume with salary requirements and sample reel to Personnel Dept., WZZM-TV13, Box Z, Grand Rapids, MI 49501.

**Assignment editor:** College graduate. 2 years experience minimum. Salary open. Midwest ABC affiliate. Please send resume & references to: WZZM-TV, Personnel Department, Box Z, Grand Rapids, MI 49501.

**CBS affiliate station** in Southwest is looking for anchor for the 6 & 10 news. Box M-108.

**We're growing.** Mid-size market New England station seeks two news photographers, reporter, executive news producer and producer/director. At least 2 years professional television experience required. Editing skills a plus. Producer/director needs to be proficient with Grass Valley switcher and ADO. Equal opportunity employer. Send resume only to Box M-106.

**First rate small market** Rocky Mountain TV news dept. looking for an experienced journalist to report and anchor weekends. Applicants must have a strong command of the English language and have the ability to shoot and edit. We are looking for a people-oriented reporter who can produce creative packages and live shots. Send resume only to: Box M-98. EOE.

**Award-winning news team** in top 100+ market needs strong anchor who is an outstanding writer and producer, with a proven track record. Our standards are as high as our ratings. No beginners. Send resume only to Box M-101. EOE.

**Evening anchor and producer/executive producer** needed for top 50 station. Experience required. Send resume and salary requirements to Box M-102. Equal opportunity employer. M/F.

**Weathercaster.** Midwest CBS affiliate has LiveLine, radar and live. We want a skilled communicator. AMS seal preferred but not required. Reply Box M-104 with resume and salary expectation. EOE.

**Noon and weekend weather.** Experience required. Number-one shop in Southwest. 15-20 depending on experience. Send resume to Box M-105.

## HELP WANTED PROGRAMING PRODUCTION & OTHERS

**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.

**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.

**Top Northeast station** looking for creative, aggressive photographer/editor for state capital bureau. Equal opportunity employer. Rush resume and tape to: Personnel Department. WOR-TV, 9 Broadcast Plaza, Secaucus, NJ 07094.

**Graphics design director.** WXYZ-TV, Detroit, seeks director of graphics design responsible for design & implementation of all station graphics for use in news, programing, sales and advertising. Candidate must have 5 yrs. experience (incl. supervisory) in a net. affil., hands-on knowledge of electronic graphics systems (pref. Paintbox & Chyron), set design & print production techniques. Formal art education preferred. Send resume & reel to Personnel Director, WXYZ-TV, P.O. Box 789, Southfield, MI 48037. An equal opportunity employer.

**Experienced editor** wanted for largest television production facility in major Northeast market. We are adding another 1-inch edit suite and require individual with 2 years minimum experience in computer editing and DVE. Send salary requirements and resume to Box M-83.

**Director/cameraperson** with extensive lighting abilities wanted for major market independent teleproduction facility. We are expanding our successful operation and need individual with minimum 3 years commercial production experience. Resume and salary requirements to Box M-85.

**Executive producer:** Produces programs, develops program concepts, and supervises production staff. Prepares departmental and project budgets and seeks funding where necessary. Minimum three years experience as a TV producer and two years supervisory experience required. Send resume (no tapes) by January 20, 1987 to: Manager of Human Resources, WMHT-TV, Box 17, Schenectady, NY 12301. EOE.

**Three positions:** New York-based national satellite advisory wire service seeks three aggressive staffers. First has SNG coordination background, extensive knowledge of satellites, personable and ready to work inside, sell outside. Salary mid 20's - low 30's. Second has major market TV news background -- writing, producing, assigning -- good TV news contacts, also prepared to market service. Salary mid 20's - mid 30's. Third is administrative assistant with TV news background. Salary 18 - low 20's. Top benefits, good advancement. Resumes, salary requirements only to Box M-88.

**Traffic/operations supervisor.** Western Michigan PBS station (new broadcast facilities under construction) has excellent opportunity for the right person. The ideal candidate will have responsible supervisory traffic/operations experience and preferably experience with a Columbine/IBM System 36 traffic system. Strong communication, interpersonal, and organizational skills. Ability to deal with a number of responsibilities, to respond appropriately to problems, and to work effectively under pressure. A bachelor's degree is preferred. Anticipated starting salary range \$20,000-\$25,000, and excellent fringe benefits. Please send letter of application and resume to: Dave Wiswell, WGVC/WGVK-TV, Grand Valley State College, Allendale, MI 49401. Review of applications will begin January 30, 1987 and continue until the position is filled. AA/EOE.

**On-line editor:** Hollywood post facility has fulltime opening for a video professional with at least two years experience editing on a sophisticated 1" on-line system. Hands-on proficiency with ADO, Quantel DVE, CDL switchers, and/or Mach One computers is a plus. Ideal candidate will be bright, quick and possess good client skills. Offering excellent salary and benefits, and a comfortable working environment. Send resume to: Michael Levy, Video Transitions, 910 North Citrus, Hollywood, CA 90038.

**Senior producer/director** sought for University of South Carolina Instructional Services Center Television Department. Salary \$21,000.00+. Creative, hands-on individual with 1" and 3/4" studio and post-production experience. BA in related field and 5 years producer experience required. Send resume to Mike Wingate, Instructional Services Center, University of South Carolina, Sub Level 1, Law Center, Columbia, SC 29208.

**Connecticut's leading independent** station seeks a commercial producer/director with two years writing, directing, and hands-on experience with state-of-the-art 1" equipment. Must have a good reel and creative skills. Send resume only to Operations Manager, WTXN-TV, 414 Meadow St., Waterbury, CT 06702. No phone calls, please. EOE.

## SITUATIONS WANTED MANAGEMENT

**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.

## SITUATIONS WANTED ANNOUNCERS

**Booth announcer,** excellent voice and dramatic delivery, experienced, West Coast. Dan Louis, 818-980-2625.

## SITUATIONS WANTED TECHNICAL

**Maintenance engineer:** 8 years experience. Sony-Ampex-Ike-GVG. Tim Arndt 216-461-5610.

**Electronics technician:** Highly trained. Experienced in TV broadcast engineering, supervision, computers, and technical writing. Professional demeanor. 717-388-7819.

## SITUATIONS WANTED NEWS

**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.

**Weathercaster** seeks 1st job. Member AMS & NWA. Excellent tape. Call Brien Allen 216-251-1434. Available now!

**Reporter,** one-man band, bureau chief. Seven years TV news experience. Committed to excellence. Top 100 please. Box M-87.

**Sports anchor/reporter:** Ready to move up to larger market. Warm, energetic on-air personality, all skills, radio experience as well. Excellent references of course, George Thayer, Work# 307-237-3711.

## 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.

**Primo People** is seeking anchormen or anchorwomen with command and on-air presence, all size markets. Send tape and resume to Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116, 203-637-3653.



## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**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 news writing and reporting, editing, and related specialties. Ph.D. or Masters degree with successful teaching and/or significant professional experience required. Position 2: Tenure-eligible positions beginning August 15, 1987 to teach courses in electronic news writing, 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.

**Department of Broadcasting**, University of Tennessee seeks assistant professor to teach radio and television news courses. Ph.D. in broadcasting and demonstrated success as a teacher and researcher preferred. Distinguished broadcast news professionals with masters degree encouraged to apply. Applicants should have a commitment to research and publications. Salary is negotiable. Send letter, cv, and 3 references by February 1, 1987 to: Dr. Sam Swan, Head, Department of Broadcasting, 295 Communications, Knoxville, TN 37996-0323. UTK is an equal opportunity employer.

**Arizona State University** seeks assistant/associate professor of broadcasting tenure beginning August 1987. Ph.D. preferred, MA with strong professional experience considered. Strong university teaching experience and potential for research and publication a must. School seeks generalist with ability to teach basic television production in studio and with ENG/EPF facilities. Will advise undergraduate students, oversee student organizations. Salary competitive and dependent on qualifications. Application deadline, Jan. 15, 1987. Send letter of application, current vita and three references to: Search Committee, Walter Cronkite School of Journalism and Telecommunications, Arizona State University, Tempe, AZ 85287. AA/EEO.

**Faculty openings** in television production, audio/radio division of mass communication, Emerson College. Television production: to teach courses in studio and field TV production and direction, etc. Rank open. Doctorate preferred; professional qualifications expected. Audio/radio: To teach audio production for radio, television, film and recording; also able to teach radio management and programming, and assist in supervising radio stations. Rank open. Doctorate preferred; professional experience required. Emerson College is the only fully accredited specialized undergraduate/graduate institution in the country dedicated to the study of the communication arts and sciences. It has 2300 students and a highly competitive compensation package. Each position is open for the Fall of 1987. Truly outstanding professional experience will be given full consideration. All Emerson faculty members are expected to continue productive scholarly and/or professional achievements and activities. Applications should be addressed to: Mass Communication Search Committee, 100 Beacon Street, Boston, MA 02116, and received no later than February 15, 1987. Emerson College is an affirmative action equal opportunity employer.

**The University of Toledo** invites applications for a full-time, tenure track, assistant professor position. Terminal degree required, Ph.D. and professional experience preferred. Duties will include teaching undergraduate courses in radio, basic television and advanced production, and advising student radio production. Appointment begins September 1987. Please send a letter of recommendation to: Dr. James Benjamin, Chairman, Department of Communication, The University of Toledo, Toledo, OH 43606. Closing date is January 19, 1987. The University of Toledo is an equal opportunity/affirmative action employer.

### 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.

**Maintenance/video engineer.** Position available for engineer experienced in 3/4", 1/2" maintenance and repair. Ability to operate 1" and 2" a plus. Please send letter and resume to Judith Finkle, Videocom, 502 Sprague Street, Dedham, MA 02026.

**Videotape duplication technician:** 3rd shift. Must have 1" and 2" experience. This is an entry-level opportunity. Please send letter and resume to Judith Finkle, Videocom, 502 Sprague Street, Dedham, MA 02026.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Executive producer.** Mature and talented individual needed for rapidly growing videotape and graphic production facility. The Production Center at Arthur Young serves both in-house and a wide range of private sector clients. We are in need of an executive producer with strong project management skills and solid production credentials. Good interpersonal, communication, and organization skills will make you a success. Please send resume, salary history, and sample reel to Bob Morris, Director, 1950 Roland Clarke Place, Reston, VA 22091-1490.

### 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.

### 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.

### 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.

### 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 (1978)\*\*10KW RCA BTF 10D w/ Moseleyexciter\*\* 5KW-Bauer 605B, RCA BTF 5E1, CSI 5000E\*\*2.5 FM-Sparta 602A\*\*1KW FM Syntronics 1.5KW, Transcom Corp. 215-884-0888. Telex 910-240-3856.**

**10KW AM -RCA BTA 10H-on air\*\*5KW-RCA BTA 5T1-on air\*\*250W-Collins 250G, Transcom Corp. 215-884-0888.**

**Harris SX-1, 1KWAM, 1985, mint, going up in power** Transcom Corp. 215-884-0888

**Quality Media has moved!** We have moved to Louisville, Colorado (Denver) to serve you better. Thanks for another 10 million in sales this year. We are growing bigger and better! Our firm policy - no unhappy customers. Call us for a list of satisfied TV station owners who keep coming back. We now specialize in RF and turn-key TV stations, financing, and station brokerage. Thanks again. Bill Kitchen, Quality Media 303-665-3767

**New TV startups.** Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 303-665-3767.

**Silverline UHF transmitters** new, best price, latest technology. 30kw - \$195,000. 60kw redundant - \$385,000. 120kw redundant - \$585,000. Bill Kitchen, Quality Media, 303-665-3767.

**New RCA 110kw UHF transmitter.** RCA closeout. Fast delivery. Price: \$550,000 - includes tubes. Bill Kitchen, Quality Media, 303-665-3767.

**New RCA TTG-30H Hi-band VHF transmitter.** RCA closeout. Fast delivery. Price reduced to \$125,000. Bill Kitchen, Quality Media, 303-665-3767.

**CCA 10Kw FM transmitter:** Completely rebuilt, new tubes, new exciter, tuned to your channel. \$14,000. Bill Kitchen, Quality Media, 303-665-3767.

**Townsend UHF TV transmitter:** 110KW, immediate availability. Possible financing. Call Bill Kitchen, Quality Media, 303-665-3767.

**Excellent equipment!** UHF-VHF transmitters: 110 KW 55 KW, 30 KW - used; 1 KW AM, 5 yrs old - perfect Grass Valley 950/955 sync. 1400-12 switcher Lairc 3615A; antennas - TX line; much more! Call Ray LaRue 813-685-2938.

**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.

**Camera & VTR:** Sony 330A camera with 14X9 Funjinor lenses and BVH 500 Portable VTR with AC power and color stabilizer \$30,000. 615-248-1978.

**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.

**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 818A/SG TV stereo generator, brand new.** Current list \$4,995, sell for \$3,995. Northeast Broadcast Lab., Inc. 518-793-2181.

**Tektronix TV test equipment** 1450 demodulator, 147A NTSC generator, 148 Pal generator, 1440 color corrector. 818-352-6619.

**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.

**Blank tape, half price!** Perfect for editing, dubbing or studio, recording commercials, resumes, student projects. Training, copying etc. Field mini KCS-20 minute cassettes. \$6.99 Elcon evaluated 3/4 videocassettes guaranteed broadcast quality. To order call Carpel Video Inc. 301-845-8888, or call toll free, 800-238-4300.

**RCA TCR-100 with TR-60 master machine.** Recently refurbished with spare heads, parts and cartridges. Call KRIV-TV, 713-626-2610, Wendell Wyborny, VP/CE.

**AFC/Microdyne** 14ft conical horn satellite antenna with motor drives and MAP controller. Call KRIV-TV, 713-626-2610 Wendell Wyborny, VP/CE.

**Five RCA TK44A studio cameras** with lenses and pedestals. System includes camera control unit and cable. Call KRIV-TV 713-626-2610. Wendell Wyborny, VP/CE.

**Ikegami HL 79DAL:** outstanding condition - \$20,000. Includes lens, AC-power, cases. Also Oconnor-50D - \$1,700. Leave message at 213-557-0213.

**Mirage** - 1 yr. old with floating viewpoint, Morph, new type video processor, Hewlett-Packard. Make offer. Call President 212-725-2211.

## TELEVISION

### Help Wanted Management

**THE  
WEATHER  
CHANNEL**

## VICE PRESIDENT PROGRAM OPERATIONS

The Weather Channel, a 24-hour national cable programming network now reaching over 23,000,000 subscribers, will have available in January the position of Vice President of Program Operations.

This newly created top level management position will report directly to the President of the network and supervise all departments which contribute to on-air programming content. This includes full management of Meteorology, On-Camera Meteorologists, Production, Studio Operations, Master Control, Art, Traffic, and Engineering.

The VP/Program Operations will be responsible for budgetary, personnel, technical and process aspects of the network's programming. These responsibilities include planning, development and implementation of all strategies related to the on-air product.

The most appropriate experiential profile will include, but not necessarily be limited to:

- Major market, network and/or national cable television management experience.
- Executive producer or national level program producer for information programming.
- Well established television directing and production skills.
- Documented experience in development and critique of on-air talent.

Secondary attributes which could be positive additions to the primary items above, and possibly as a substitution would include:

- Expansion of television producing to a wider scope with a strong track record in other major media management.
- News and information television experience may default to successful experience in other program areas.
- Experience with meteorology, especially in dissemination through media, would be an asset although not required.

The successful candidate will have documented experience as a facilitator and a leader, and be able to fully comprehend the dynamics of a 24-hour rapidly-paced television product. Relocation to Atlanta will be required.

Resumes including salary history should be sent to:

**Michael J. Eckert, President  
The Weather Channel  
2840 Mt. Wilkinson Parkway  
Atlanta, GA 30339**

All applications will be kept strictly confidential. No phone calls please. The Weather Channel is a division of Landmark Communications, Inc., and an Equal Opportunity Employer.

## GENERAL SALES MANAGER

New Spanish television station in the Salinas-Monterey market needs professional GSM to lead aggressive sales team. Must have an extensive and successful background in independent TV station in both local and national sales for a minimum of 5 years.

Send resume and salary requirements (no phone calls please) to:

**Warren Trumbly  
Station Manager  
KSMS-TV  
46 Garden Court  
Monterey, CA 93940**

An equal opportunity employer

## Broadcast Group Financial Controller

Gillett Broadcasting, headquartered in Green Bay, Wisconsin, has an immediate opening for strong financial controller reporting directly to the Broadcasting President. This position offers both high visibility to top management and hands on experience in the daily operation of television stations in a variety of markets.

Requirements include:

- Minimum 5 years financial/accounting experience
- Proven analytical and budgeting skills
- Ability to communicate and interact effectively with all levels of management
- Broadcasting experience desired
- Extensive travel
- Microcomputer literacy
- CPA desired but not required

Gillett Broadcasting currently owns and operates 12 television stations located throughout the country.

Submit resume and salary history/requirements to: Gillett Group, Chief Financial Officer, P.O. Box Four, Nashville, TN 37202.

## Help Wanted News

### TALK SHOW CO-HOST

Top rated daily talk show in Seattle seeks experienced co-host to work with our existing co-host.

Previous talk show experience desired.

Send resume ONLY to:  
Personnel Director,  
King Broadcasting Company  
333 Dexter Avenue North,  
Seattle, WA 98109.

NO PHONE CALLS PLEASE



King Broadcasting  
is an equal opportunity employer

## NEWS DIRECTOR

Very good news operation needs a top News Director to make it better.

This is an affiliated, group-owned station in one of the top medium-sized markets in America. You must be creative, imaginative, organized, have excellent personnel skills and experienced news judgement. Excellent salary for right person.

Please respond to:

**Box M-79**

EQE M/F



## Help Wanted Technical

The Nashville Network has an immediate opening for an experienced Satellite Earth Station Engineer. TNN's earth station handles both continuous and occasional video traffic with multiple audio subcarriers, and also provides a program-grade analog SCPC service to radio stations. The ideal candidate will possess a background in microwave circuitry and measurement techniques, as well as digital and analog maintenance abilities. Experience in radio and television studio maintenance would be helpful. TNN offers a competitive salary, excellent benefits, and a work environment that encourages your technical development. For consideration, please submit your resume and salary history to:

**OPRYLAND BROADCAST PERSONNEL**  
2806 Opryland Drive  
Nashville, TN 37214



**THE NASHVILLE  
NETWORK**

**AN EQUAL OPPORTUNITY EMPLOYER**

## Help Wanted Announcers

### HOST

For syndicated magazine type show.  
Please send video, resume to:

**BNS Video**  
G.P.O. Box 2360  
New York, New York 10116

## Help Wanted Programing, Production, Others

### EXECUTIVE PRODUCER

Television's most exciting new concept: The Preview Network seeks an energetic, creative executive producer who thrives on making the impossible look effortless. Candidate must have proven organizational skills and the ability to find and manage creative hard working producers. Send resume, tape and whatever to:

**The Preview Network**  
1130 E. Cold Spring Lane  
Baltimore, Maryland 21239

## Help Wanted Programing, Production, Others Continued

### 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 sparkel 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**

## RADIO

### Help Wanted Technical

#### Capitol Broadcasting Company **RADIO NETWORK CHIEF ENGINEER**

Person to serve as Chief Engineer for Capitol Radio Networks, a regional satellite network which includes the **North Carolina and Virginia News Networks and Capitol Sports Network**. CSN originates the sports broadcasts of N.C. State, Virginia and Duke for approximately 150 radio stations. Duties will include operation and maintenance of studios, audio satellite systems and operation of audio uplinks. Degree in Electrical Engineering or equivalent experience required. Experience in radio and/or TV engineering maintenance; emphasis on microwave and RF frequencies and satellites preferred. Person should possess organizational skills with attention to deadlines and willingness to work flexible hours. Some travel required.



Capitol Broadcasting Co., Inc.  
Human Resources 2619 Western Blvd.  
Raleigh, NC 27605  
Call Lyn Judkins (919) 890-6030  
Equal Opportunity Employer

### Situations Wanted News

#### NEWS PRO...

From one of the nation's great news/talker's seeks prime host/anchor slot with committed major market winner. Solid broadcast background!

**619-566-8768**

### Miscellaneous



If you know of this person's whereabouts, please have him call 919-823-2191 for Bob Harper, or call his parents, or correspond by mail. He need not give his current location, but it is important that he make contact.

## ALLIED FIELDS

### Help Wanted Sales

*Where*  
**Challenge**  
*creates* **Opportunity**

## ACCOUNT EXECUTIVE

### TV Advertiser/Agency Sales

The Arbitron Ratings Company, a leader in broadcast research and audience measurement, has a challenging opportunity in its Chicago office for an account executive in our television advertiser/agency sales department. The person we are seeking should have at least a minimum of three years' experience at an agency and/or a broadcast environment. Hands-on-experience with Arbitron research data a plus. You should be a self-starter, ready to travel; committed to hard work and ready to meet the challenge of a competitive environment.

We offer a competitive salary/incentive program, with a comprehensive benefit package. We provide a professional atmosphere for the career minded individual. To explore this opportunity further, send resume with salary history in confidence to:

**Howard Fischground**  
**Arbitron Ratings Company**  
211 East Ontario Street  
Suite 1400  
Chicago, IL 60611



**CONTROL DATA**

**Affirmative Action Employer**

## 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.

### Employment Services

#### 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.



For fast  
Action Use  
**BROADCASTING'S**  
Classified Advertising

#### 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

**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

### Wanted to Buy Stations

#### FM CONSTRUCTION PERMITS

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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.)

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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.

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**Rate:** Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue. No personal ads.

**Rate:** Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

# Fates & Fortunes

## Media

**Edward T. Reilly**, executive VP and chief operating officer, McGraw-Hill Broadcasting Co., New York-based owner of four TV stations, named president, succeeding **Donald L. Fruehling**, who will continue as executive VP of parent, McGraw-Hill Inc.

**Harold E. Protter**, president and CEO, TMG Inc., New Orleans consultancy, joins WVTM-TV Milwaukee as VP and general manager.



Protter



Thatcher

**Dennis P. Thatcher**, station manager, WOIO-TV Shaker Heights, Ohio (Cleveland), named general manager.

**John K. Dew**, VP and general manager, KRBE-AM-FM Houston, joins KZFX(FM) there as general manager. **Ted Carson**, morning announcer and marketing director, KRBE-FM, joins KZFX as operations manager and morning announcer.

Appointments at DKM Broadcasting Corp., Atlanta owner of eight AM and eight FM stations: **James M. Strawn**, VP and chief financial officer, to executive VP and chief financial officer; **Roger P. Heffelfinger**, controller, adds duties as treasurer. DKM Broadcasting general managers named corporate VP's: **Roger T. Larson**, KFOR(AM) Lincoln, Neb.; **Curtis G. Peterson**, KFRX(FM) Lincoln; **Kurt D. Boney**, KWTO-AM-FM Springfield, Mo.; **Fred Anthony**, WAKR(AM)-WONE-FM Akron, Ohio, and **Donald G. Schwartz**, WONE(AM)-WTUE(FM) Dayton, Ohio.

**John E. Patton**, private consultant, joins KKHT(FM) Houston as general manager.

**Larry Grogan**, general manager, KLIF(AM) Dallas-KPLX(FM) Fort Worth, named executive VP of parent, Susquehanna Radio Corp., York, Pa. He will continue to be based in Dallas.

**Frank Gardner**, VP and general manager, KCBS-TV Los Angeles, joins KBAK-TV Bakersfield, Calif., as president and general manager.

**David M. Harris**, general sales manager, WHYI(FM) Fort Lauderdale, Fla., joins WTMJ(FM) Miami as VP and general manager.

**Jane Cohen**, assistant to president, broadcast division, Allbritton Communications, Washington, named executive assistant to president and VP, station affairs, Allbritton's

WJLA-TV Washington.

**D. Lowell Hussey**, VP, sales and management, national division, Warner Cable Communications Inc., Dublin, Ohio, named senior VP, sales, marketing and programming, Warner Cable, Dublin, Ohio. **J. Terry Davis**, VP, metro operations, named senior VP, operations, division III. He will be responsible for management of Warner cable systems in Northeast U.S. **Kevin J. Leddy**, director, marketing, named senior director, marketing. **John C. Porter**, former general manager, Group W's Mobile, Ala., cable system, joins Warner Cable as director, operations, division III. **William G. Wright**, customer service manager, Cox Cable Communications' Tidewater, Va., cable system, joins Warner Cable as general manager, Harrisonburg, Va., system.

**Nanette N. Allen**, corporate controller and assistant treasurer, Summit Communications Inc., Winston-Salem, N.C., group owner, named VP, finance, and treasurer.

**Stephen E. Hattrup**, VP, finance, national division, American Television & Communications Corp., Englewood, Colo., named VP, financial planning. **Carl Rossetti**, president, ATC's New England division, Portland, Me., named VP, new business.

**Lee Ulrich**, production manager, WHOI-TV Peoria, Ill., named operations manager.

**John Mathwick**, acting group director, marketing, Jones Intercable Inc., Englewood, Colo.-based multiple cable systems operator, named VP, marketing. **Brian Gruber**, director,



**Pioneer president**, Erwin G. Krasnow (l), partner in Verner, Liipfert, Bernhard McPherson & Hand, Washington communications law firm, has been elected president of the Broadcast Pioneers Educational Fund Inc., which endows the Broadcast Pioneers Library, Washington. He succeeds Harry B. Smart (r), president and chief executive officer of Blair Television, Chicago. Smart and Nancy Dickerson of Television Corp. of America became trustees of the organization. New directors elected to the Broadcast Pioneers Educational Fund's board were: Layne R. Beaty, former chief, U.S. Department of Agriculture; Richard A. Moore of Wilner & Scheiner, Washington, and Pierson G. Mapes, president, NBC Television Network.

marketing, C-SPAN, Washington, joins Jones Intercable's Albuquerque, N.M., system as marketing director.

## Marketing

**William E. Breda Jr.**, senior VP, Blair Television, New York, adds duties as general sales manager. **Timothy Herbert**, account executive, Blair Television, Houston, named office manager. **Linda Centowski**, senior research analyst, New York, named research manager. **Stacy B. Kay**, sales assistant, Los Angeles, named account executive, Jacksonville, Fla.



Breda



Walsh

**J. Dolan Walsh**, senior VP, broadcast sports, D'Arcy Masius Benton & Bowles Inc., St. Louis, retires effective Dec. 31 after 36 years with company. **Richard P. Lalley Jr.**, account supervisor, named VP.

**David Dember**, executive VP and creative director, Diener/Hauser/Bates Co., New York advertising agency, retires effective Dec. 31 after 34 years with firm. **Wayne Solo**, VP and executive art director, and **Lorenzo Arbeit**, VP and copy chief, named co-creative directors.

**Terry Alday**, VP and assistant treasurer; **Richard Baty**, VP and director, information systems, and **Jack Sperling**, VP, client accounting, Saatchi & Saatchi Compton Inc., New York, named senior VP's. **Mike Kurn**, manager, systems and programming, named VP, data processing. **Efren Mapa**, subsidiaries controller, named VP and subsidiaries controller.

**Richard J. Montesano**, VP, market planning and technology research, ABC Network division, New York, named VP, network program research. **Henry DeVault**, director, audience research, named director, national audience research, marketing and research services. **Sandra Kennedy**, manager, research and media, ABC Radio Networks, New York, named director, research.

**Eric Coplin**, **Ellen Heller** and **Lynne De Caterina**, account executives, McGavren Guild Radio, named VP's. Coplin is based in Philadelphia. Heller in New York and De Caterina in Atlanta. **Wendy Davis-Browne**, sales/marketing and research executive, KIRO-TV Seattle, joins McGavren Guild Radio there as account



executive.

**Kevin M. Kane**, account supervisor. Weightman Inc., Philadelphia. named VP and account supervisor.

**Kirk J. LoCicero**, VP and creative director. Herbert S. Benjamin Associates Inc., Baton Rouge advertising agency. named to agency's board of directors.

**Liz Kantounis**, staff designer. creative services. Katz Communications Inc., New York. named director. creative services. **Bud Bowlin**, direct-response sales supervisor. New York. **Peter Logli**, manager. Kansas City office. and **Benjamin Wolf**, Miami office manager. Katz Television. named VP's. Appointments at Katz Continental Television. New York: **Jerry Cifarelli**, national sales manager. East station group. and **Michael Steinberg**, director. research. to VP's: **Randi Leone** and **Bill Reed**, sales assistants. and **John Falls**, assistant account executive. Cable Advertising Systems. Annapolis. Md.. to research analysts. Appointments at Katz Independent Television: **Joanna Hemleb** and **Jill Novorro**, sales managers. New York. to VP's: **Kristina Karavitis**, sales manager. Los Angeles. to VP. Appointments at Katz American Television: **Chickie Bucco**, sales manager. New York. to VP: **Karen Nielsen**, Detroit office manager. to VP: **Jill Renaud**, research analyst. New York. to research manager: **David Einstein**, owner. Student Relief Advertising. Knoxville. Tenn.. **Rob Geils** and **Steve Posnock**, sales assistants. New York. to research analysts. New York: **Gail Parker**, account executive. KMSP-TV Minneapolis. to sales executive there. **Stu Olds**, VP. manager. Katz Radio Group Network. New York. named VP and general manager. **Michael Horehlad**, general sales manager. WHYN-AM-FM Springfield. Mass.. joins Katz Radio. New York. as account executive. **William Denton**, Los Angeles office manager. and **Hunter Meadows**, Atlanta office manager. Katz Radio's Christal Radio division. named VP's. **Stan Elgart**, Philadelphia office manager. and **Dave Johnson**, Detroit office manager. Katz Radio's Republic Radio division. named VP's.

**Mary Ann Kohan**, senior media planner. W.B. Doner and Co., Baltimore. named media supervisor.

**Cindy Johnson**, receptionist. Cosmopolos. Crowley & Daly Inc., Boston advertising agency. named media buyer. **Kathleen Wilbur**, flight attendant. Eastern Airlines. Boston. joins Cosmopolos. Crowley & Daly as executive assistant.

**Robert J. Winnie**, director. frozen baked food service sales. Vie de France. McLean. Va.. joins Noble & Associates. Springfield. Mo.. as account supervisor.

**Bennett A. Zier**, New York manager. CBS Radio Representatives. named Eastern regional manager. **John Hufnagel**, from KTXQ(FM) Fort Worth. joins CBS Radio Representatives. Dallas. as account executive.

**Alice Swartzapfel**, from WNBC-TV New York. and **Julio Buonafina**, from Harrington. Righter & Parsons Inc., New York. join MMT Sales there as account executives.

**Kathy Itchkow**, from Zagoren Group Advertising. Manhasset. N.Y.. joins Christopher Thomas Associates. Garden City. N.Y.. as junior account executive.



Groskopf

**Aubrey (Bud) Groskopf** has resigned as president and member of the board of directors of Republic Pictures Corp., Los Angeles. Russell Goldsmith, chairman and CEO of Republic Pictures, will assume, Groskopf's duties. The company has no plans to name a replacement.

Groskopf joined the company as executive vice president in 1976, when it was known as National Telefilm Associates, and became president in 1980. While president, he was instrumental in a 1984 restructuring of National Telefilm and the legal battle to change to company's named to Republic Pictures Corp. Republic distributes TV series including *Bonanza*, *Get Smart* and *The High Chaparral* and over 1,400 motion pictures. Groskopf also led Republic's entry into the home video market.

Prior to joining National Telefilm, Groskopf served 12 years as director, talent and program acquisitions, for CBS-TV and later as executive VP, Four Star International. He plans to open a Los Angeles TV and videocassette production and marketing consultancy. Republic Pictures will be among his clients.

**Cheryl Barnes**, media estimator. and **Audrey Hanely**, associate media director. BBDO. Chicago. named assistant media planners. **Mary Roedl**, spot coordinator. named media estimator.

**Jim Diaz**, general sales manager. CBS's KCBS-TV Los Angeles. named director. sales. co-owned WCAU-TV Philadelphia.

**Mark Krueger**, general sales manager. The Broadcast Group. Phoenix. joins KZFX(FM) Houston. as general sales manager.

**Jack Johnson**, former general sales manager. WLS-AM-FM Chicago. joins KRZN(AM)-KMJI-FM Denver. as general sales manager.

**Don Karnes**, general sales manager. WTNP(AM) Tampa. Fla.. joins WMBM(AM) Miami Beach. Fla.. in same capacity.

**Clyde Heaton**, VP and general sales manager. WMTV(TV) Madison. Wis.. joins KOLN(TV) Lincoln. Neb.. as general sales manager.

**Ken Adkins**, local sales manager. WTVK(TV) Knoxville. Tenn.. joins WCIV(TV) Charleston. S.C.. as general sales manager.

**Linda Sobotowicz**, former sales manager. WCEZ(FM) Columbia. S.C.. joins WTCB-FM Orangeburg. S.C.. as general sales manager.

**Bill Embry**, station manager and general sales manager. WETO(TV) Greenville. Tenn.. joins KCIT(TV) Amarillo. Tex.. as sales manager.

**Gary Deluke**, account executive. WXXA-TV Albany. N.Y.. named local sales manager.

**Steve Stoimenoff**, from WKNR(AM)-WKFR-FM Battle Creek. Mich.. joins WUHQ-TV there as account executive.

**Karen Bennett**, account executive. KJR(AM) Seattle. joins KJET(AM)-KZOK(FM) there as account executive.

**Dennis Martin**, announcer and client services director. WQSN(AM)-WQLR(FM) Kalamazoo. Mich.. named account executive.

## Programing

**Nando DiFilippo**, senior VP. general counsel and secretary. Baltimore Federal Financial. joins Home Shopping Network. Clearwater. Fla.. as executive VP and general counsel.

**Karen Foley**, national/regional sales manager. Capital Cities/ABC's WBAP(AM)-KSCS(FM)

Fort Worth. named director. ABC Direction Radio Network. New York.

**Anthony J. Lynn**, VP. marketing. Columbia Pictures International Corp., New York. named president. cable, pay TV and home video. Coca-Cola Telecommunications Inc., Burbank. Calif.



Lynn



Butensky



Brady

**Ave Butensky**, president. Botway Media Associates. New York media buying service. joins Fries Distribution Co., Los Angeles. as executive VP. domestic distribution.

**John T. Brady**, senior VP. finance. Viacom Entertainment Group. New York. named senior VP. Viacom Net-

works Group.

Appointed to new Los Angeles office of USTV. Minneapolis-based production company: **Lionel L. Schaen**, president. syndication. Harmony Gold USA Inc., Los Angeles. to president and chief operating officer; **Richard S. Gold**, president and owner. Casablanca Enterprises Inc., Los Angeles. to executive VP; **Jerome Greenberg**, VP. creative services. worldwide syndication and television. 20th Century Fox. Los Angeles. to VP. creative affairs and programing.

**Robert Weinstein**, director. tax. Lorimar-Telepictures. Culver City. Calif.. named VP. tax. **Hilary Estey** and **Rob Jennings**, senior research analysts. Lorimar-Telepictures domestic distribution group. named research managers. **Steve Pearlman**, recent graduate. Annenberg School of Communications. University of Southern California. Los Angeles. joins Lorimar-Telepictures as research ana-

**Vorman Lesser**, account executive, Blair Entertainment, New York, named VP and Eastern sales manager. **Mary Winters**, director, film services, WABC-TV New York, joins Blair Entertainment there as director, traffic/operations. **Marlene Rochman**, station clearance representative, named account executive, Carter syndication division. **Brindell M. Elias**, account executive, WVEC-TV Hampton, Va., joins Blair Entertainment, Chicago, as Midwest regional account executive.

**Paul Wischmeyer**, VP, sales, West and Midwest regions, Turner Program Service, Los Angeles, joins Harmony Gold there as VP, domestic television. **Cindy Stern**, sales executive, Satori Entertainment, New York, joins Harmony Gold there as Southeast regional sales manager. **Mark Lieber**, Northeast account executive, Metromedia Producers Corp., New York, joins Harmony Gold there as Northeast sales manager.

**Terry Freedman**, former director, programing services, Cox Cable Communications, Atlanta, joins Rainbow Programing Services Co., Woodbury, N.Y., as VP, programing and business affairs.

**Carole Weitzman**, director, production and business affairs, Sunbow Productions Inc., New York, named VP. **Raul Soto**, controller, Learning Corp./Highgate Pictures, New York, joins Sunbow Productions as controller and financial manager.

**Wayne E. Carlson**, production director, Cranston/Csuri Production Inc., Columbus, Ohio, producer of computer-generated animation, named VP, operations. **Ron Saks**, head of computer graphics department, Universal Studios, Universal City, Calif., replaces Carlson as production director.

**Gail Schenbaum**, producer, Paramount Television, Los Angeles, joins Lobdell/Bergman Television there as VP, creative affairs.

**Gene Tognacci**, broadcasting services director, Starstream Communications Group Inc., Houston radio and TV syndication firm, named VP, broadcast services.

**Patricia A. Hall**, controller, Dick Clark Productions Inc., Los Angeles, named treasurer and chief financial officer.

**Stephen Smallwood**, producer, Consolidated Productions, London, named managing director, production division.

**Barbara Simon**, program administrator, Hanna-Barbera Productions Inc., division of Taft Entertainment, Los Angeles, named director, program administration.

**Dan Hanrahan**, senior art director, Fattal & Collins Inc., Santa Monica, Calif., advertising agency, joins Buena Vista Television, Los Angeles, as director, design.

**Lisa A. Gamboa**, from King World Productions Inc., Los Angeles, joins The Entertainment Network as sales representative, Midwestern region.

**Nina Parkinson**, independent producer, joins Rebo High Definition Studio Inc., newly formed HDTV production company, as West Coast representative.

**Bill Harnsberger**, announcer, WTVN(AM) Columbus, Ohio, joins WGER-FM Bay City,



**Man of the hours.** Hugh Downs (l), host of ABC's news magazine, *20/20*, is presented with one of the first copies of the "1987 Guinness Book of Records" by Ray Hyde, vice president, Guinness Import Co. Downs appears in the book for the first time in 1987 as the holder of the record number of hours in front of network TV cameras. Since December 1985, when Downs set the "Guinness" record at 9,915½ hours, he has surpassed the 10,000-hour mark.

Mich., as program director.

**Louis Weiner**, operations director, Charlotte (N.C.) Symphony Orchestra, joins noncommercial WDAV(FM) Davidson, N.C., as music director. **Joshua Sacco**, from noncommercial KUOP(FM) Stockton, Calif., joins WDAV as production director.

**L. David McCollum**, recent graduate, Waynesburg College, Waynesburg, Pa., joins noncommercial WNPB-TV Morgantown, W. Va., as associate producer.

**Shauna Stevens**, night announcer, WRBQ-AM-FM Tampa, Fla., named morning producer.

**Tim Manickam**, program director, KYTE-FM Portland, Ore., adds duties as morning announcer. **Richard Wilde**, night announcer, named afternoon announcer.

## News and Public Affairs

**Deborah Norville**, anchor, NBC's WMAQ-TV Chicago, named anchor, *NBC News at Sunrise*, New York.

**Bob Simon**, national correspondent, CBS News, New York, named Tel Aviv correspondent.

**Paul Westpheling**, editor, foreign news desk, United Press International, Washington, joins BizNet, operated by U.S. Chamber of Commerce, Washington, as editor and writer, *Nation's Business Today*.

**Richard Frisch**, VP, marketing and development, Creative Communicorp Inc., New York, joins Visnews International, New York subsidiary of Visnews Ltd., television news service, as corporate marketing executive. **Merrit Harblay**, senior consultant, Quantum Consultants Inc., New York, joins Visnews International as project manager.

**Bill Polish**, former South Bay, Calif. (San Francisco), bureau chief, CBS Radio, joins Satellite Music Network, Dallas, as news anchor.

**Joshua Feigenbaum**, editor-in-chief, Star-

long Press, New York, joins MJI Broadcasting Inc. there as senior correspondent. *Rock Today*, music news show.

Appointed at *The Entertainment Report*, Los Angeles-based daily news program, scheduled to begin airing Jan. 19, produced by The NEWSFEED Network, Group W's satellite-delivered TV news service: **Jacque Jones**, field producer, KCBS-TV Los Angeles, to planning producer; **Stephanie Seldin**, news writer and field producer, KNBC-TV Los Angeles, to coordinating producer; **Amy Atkins**, former anchor and reporter, KKUS(FM) San Luis Obispo, Calif., to field producer.

**Tom Doerr**, executive news director, WJLA-TV Washington, named VP and executive news director.

**Bill Betts**, assistant news director, WZZM-TV Grand Rapids, Mich., joins WFIE-TV Evansville, Ind., as news director.

**Foster Morgan**, news director, KOTV(TV) Tulsa, Okla., joins WCIV(TV) Charleston, S.C., in same capacity.

**Wendie Feinberg**, assistant news director, WTNH-TV New Haven, Conn., named news director.

**Jess Marlow**, anchor, KCBS-TV Los Angeles, joins KNBC-TV there as senior editor.

**Helen Howard**, news producer and managing editor, KTUL-TV Tulsa, Okla., joins KFSN-TV Fresno, Calif., as executive news producer.

**Karen Lee**, reporter and weekend anchor, KTXS-TV Sweetwater, Tex., joins KFSN-TV as reporter.

**Patrick Wall**, producer and director, WCVB-TV Boston, named director, 6 p.m. and 11 p.m. newscasts.

**Kathy Dole Norton**, reporter, *Knoxville* (Tenn.) *Journal*, joins WATE-TV Knoxville as assignment editor.

Appointments at WTVN(TV) Albany, N.Y.: **Joe Bartlett**, news director, WROW(AM) Albany, to assignment editor; **Kimberly Adams**, from WMDT(TV) Salisbury, Md., to reporter; **Tom Racette**, from WTNH-TV New Haven, Conn., to photographer.

**Rick Levenson**, assistant news director, KXLY-TV Spokane, Wash., joins KXTV(TV) Sacramento, Calif., as news producer. **Pat Cleborne**, from WCPX-TV Orlando, Fla., joins KXTV as reporter.

**Dick Ford**, co-anchor, 5 p.m. newscast, KSDK(TV) St. Louis, adds duties as co-anchor, 10 p.m. newscast.

**Sally Wiggin**, anchor and reporter, WTAE-TV Pittsburgh, named anchor, 6 p.m. newscast.

**Scott Clark**, weekend sports anchor, WRC-TV Washington, joins WABC-TV New York in same capacity. **Jim Dolan**, from WKYC-TV Cleveland, and **David Novarro**, producer, WCBSTV New York, join WABC-TV as general assignment reporters.

**Ken Adelson**, sports reporter and weekend sports anchor, KTVK(TV) Phoenix, joins WLOS(TV) Asheville, N.C., as sports director/anchor.

**David Henry**, reporter and weekend anchor, WTNH-TV New Haven, Conn., joins WPVI-TV Philadelphia as general assignment reporter.

**Lisa Willis**, from WCBD-TV Charleston, S.C.,





Petersen



Nichols



Woodruff



Nielsen

**Advertising hall grows.** The number of those named to the American Advertising Federation's Advertising Hall of Fame, Washington, has passed 100 with the selection of four new members: Raymond J. Petersen, executive vice president, Hearst Magazines; Carl W. Nichols, chairman emeritus, Cunningham & Walsh Inc.; Robert W. Woodruff (deceased), director emeritus, The Coca-Cola Co., and Arthur C. Nielsen Sr. (deceased), founder of the A.C. Nielsen Co.

Inductees are selected annually by a 33-member council of judges consisting of advertisers, advertising agency executives and media representatives. They are chosen for their contributions to advertising and public service. This year's inductees will join 99 others who have been honored since the establishment of the Advertising Hall of Fame in 1949. They will be officially recognized on April 1, 1987, at a luncheon ceremony at the Waldorf-Astoria hotel, New York.

joins KOMO-TV Seattle as weekend weather anchor/reporter.

**Keith Kountz**, from WSAV-TV Savannah, Ga., and **Christie Casciano**, from WROC-TV Rochester, N.Y., join WIXT-TV Syracuse, N.Y., as reporters.

**Lisa Coverdale**, from KYTV-TV Springfield, Mo., joins WHOI-TV Peoria, Ill., as general assignment reporter.

## Technology

**Paul E. Graf**, president, Conrac Corp., Stamford, Conn., adds duties as CEO, replacing **Donald H. Putnam** who will continue to serve as Conrac's chairman.



Tarrant

**Ronald Tarrant**, president, Telzon Inc., Seattle-based subsidiary of Augut Inc., adds duties as corporate VP, communications. Augut. **Steven E. Wells**, sales representative, Augut Interconnection Components Group, Portland, Ore., named Northwest district sales manager.

**Glenn G. Mattson**, assistant treasurer, Agfa-Gevaert Inc., Teterboro, N.J., named treasurer.

**Donald O. Pederson**, professor and former chairman, department of electrical engineering and computer sciences, University of California, Berkeley, named to board of directors, Varian Associates Inc., Palo Alto, Calif., manufacturer of electronics components.

Appointed district managers, Sharp Electronics Corp., professional products division: **David Mahoney**, manager, large screen display group, Cramer Video, Needham, Mass., to Northeast district; **Tom Cashman**, manufacturer's representative, Fleehart & Sullivan

Inc., Seattle, to Northwest district; **Rusty A. Duke**, regional sales manager, Tenicki & Associates, Houston, to South central district.

**Randy Young**, telecommunications sales and marketing consultant, joins US WEST Enterprises, Minneapolis, as product manager, technologies division.

**David Ray**, sales representative, Vestron Video, Stamford, Conn., named telemarketing manager. **Karen Keasler**, sales representative, named manager, sales administration.

**Norman E. Wright**, chief engineer, WSNL-TV Smithtown, N.Y., joins WLIG-TV Riverhead, N.Y., as chief engineer.

**Tim Coucke**, chief engineer, WACV(AM) Montgomery, Ala., joins WYKH(AM)-WZZF(FM) Hopkinsville, Ky., in same capacity.

## Promotion and PR

**Jane Doner Booth**, editor and acting manager, Philadelphia bureau, Mediawire, division of PR Newswire, New York-based electronic press release distributor, named manager.

**Marjorie Null**, communications specialist, American Television & Communications Corp., Englewood, Colo., named manager, corporate public relations.

**Madelene Bullock**, recent graduate, Boston University. **Vikki Stone**, recent graduate, Ithaca College, Ithaca, N.Y., and **Lisa Hertz**, student, Smith College, Northampton, Mass., join Ingalls, Quinn & Johnson Public Relations, Boston, as account coordinators. Hertz will graduate from Smith College in May 1987.

**Jeffrey Sohinki**, programing/promotion manager, WGBO-TV, Joliet, Ill., joins WCAU-TV Philadelphia as director, promotion.

**Cassandra Larsen**, VP, organization development, Phoenix Metropolitan Chamber of Commerce, joins KTSP-TV Phoenix as community relations director.

**Carol Wonsavage**, director, programing and promotion, Arkansas Educational Television

Network, Little Rock, joins Maryland Public Television, Owings Mills, as director, creative services.

## Allied Fields

**Daniel B. Phythyon**, staff counsel, Senate Commerce Committee on Commerce, Science and Transportation, joins National Association of Broadcasters, Washington, as VI and congressional liaison.

**J. Bertron Withers Jr.**, attorney, mobile services division, FCC's Common Carrier Bureau, named chief, engineering policy branch, policy and rules division, Mass Media Bureau.

**Roy A. Stone**, independent financial and accounting systems consultant, joins National Captioning Institute Inc., Washington, as executive director, finance and business administration.

**Joseph A. Goldes**, associate, Goldberg & Spector, Washington law firm, named partner. **Jonathan L. Wiener**, from Covington & Burling, Washington, joins Goldberg & Spector as associate.

**John E. Fiorini III**, former managing partner, Pepper & Corazzini, Washington, and **Grier C. Raclin**, from Sidley & Austin, Washington, join communications department, Heron, Burchette, Ruckert & Rothwell, Washington law firm, as partners. **Patrick J. Whittle**, from LeBeouf, Lamb, Leiby & McRea, Washington, joins Heron, Burchette, Ruckert & Rothwell as associate.

## Deaths



Epps

**WSPA(AM) Spartansburg, S.C.** His 28-year career with Cosmos Broadcasting began in 1954 and included eight years, 1970-78, as general manager, WTOL-TV Toledo, Ohio. He was named president in 1980 and retired two years later. Epps is survived by wife, Nancy, and daughter.

**John C. Pfeffer**, 73, retired VP, operations, WTAR-AM-FM-TV Norfolk, Va., died Nov. 27 of cancer at his Fort Lauderdale, Fla., home. Before beginning 30-year career with WTAR, Pfeffer taught radio broadcasting at Norfolk division of College of William and Mary in early 1940's. He is survived by wife, Rebecca, stepson and stepdaughter.

**Harry Owens**, 84, band leader and composer who broadcast *Hawaii Calls* radio programs from Waikiki Beach, Hawaii, in 1930's, died Dec. 12 in Eugene, Ore. He is survived by wife, Henlene, two sons and two daughters.

## NewCity manager

Two weeks before Christmas, Richard Ferguson, president of NewCity Communications Inc., was preparing to make the rounds of holiday parties at some of NewCity's four AM and seven FM stations. The calls were to be social, but they would also give Ferguson a chance to talk with some of his 350 employees—all potential owners of the company. NewCity is currently owned by a group of company executives and managers, but a public registration is in process to allow all its employees to purchase stock.

Ferguson would also have a chance to see how an intensive in-house sales training program is going. The program, says Bill Stakelin, president of the Radio Advertising Bureau, "is one of the best in the country."

The 41-year-old Ferguson is a self-described radio junkie. "I was a real Charlie Radio," Ferguson says of his youth. "This is all I really ever wanted to do." He began his radio career at age 14. He got that first taste of radio from a fortune cookie.

In a scene worthy of Steven Spielberg, Ferguson was riding in a car with his father when he heard a disk jockey's offer of "a couple of 45 records" to the first person who brought a fortune cookie to the station. As Ferguson tells it, "We were at an intersection, and the light was red, and on that corner there was a Chinese restaurant." He got the cookie and the records—courtesy of WNH(A)M New Haven, Conn.; he also got hooked on radio: "I saw the guy sitting behind this control board with all these turntables, tape cartridges which were new then. I thought that was really neat."

Ferguson got a job at the station on Saturday afternoons as "the kid who would run out and get coffee and hamburgers from the local White Castle." Since the radio station had no news staffer on Saturday afternoons, Ferguson remembers, he "used to pull the news together for them" and occasionally segue between records. "I would live for the moment that they would let me get behind the control board and segue one record. That would keep me going for weeks."

Ferguson carried his radio fever with him to Union College in Schenectady, N.Y. Union had no broadcast curriculum—Ferguson majored in political science—but his classmates would probably say he majored in the college radio station. The station, WRUC(FM), was off the air when he arrived. But not for long. Ferguson sold time to raise money for the station: "I used to get out of math class—the only kid in my class with a suit on—to go to the airport and hop a plane to New York to make sales presentations."

When he left Union, it had a satellite radio station 30 miles away at Skidmore College in Saratoga, N.Y., interconnected by phone lines. It had a "mini-rep firm" and was using jingles, then a novelty on college stations.

Upon graduation in 1967, Ferguson used



RICHARD ADAMS FERGUSON—chairman and president, NewCity Communications Inc., Bridgeport, Conn.; b. Sept. 20, 1945. New Haven, Conn.; BA, Union College, Schenectady, N.Y., 1967; account executive, WNH(A)M New Haven, 1967; local sales manager, WNH(A)M, 1969; account executive, WERE(A)M Cleveland, 1970; general sales manager, WERE, 1972; general manager, WEZN(FM) Bridgeport and part owner of licensee Williams Broadcasting Co., 1973-1978; president, Park City Communications, 1978; president, Katz Broadcasting, 1981; elected director of Katz Communications, 1982, and joined its executive council in 1984; present position since August 1986. Separated.

his selling experience to land a sales job back home at WNH(A)M. By 1969, he had become local sales manager, leaving when the station was sold to Capcities and after an attempt to buy the station himself.

Instead, Ferguson went to work at McGavren Guild's WERE(A)M Cleveland, beginning as an account executive in 1970 and becoming general sales manager by 1972. "At that point," he says, "I really knew I wanted to buy my own radio station." After seriously seeking, and not finding, a suitable prospect, Ferguson got an offer to manage WEZN(FM) Bridgeport, Conn., which had been acquired by Robert L. Williams, formerly of McGavren Guild. The offer included a 10% ownership interest, and it was in Connecticut. "It was like coming back home in some ways," Ferguson says.

In 1976, the Robert Williams Broadcasting Co. bought WAAB(A)M (now WFTQ(A)M) and WAAF(FM), both in Worcester, Mass. In 1978, Ferguson "did something that wasn't done very often back then—which is now a fairly common practice—an LBO." Ferguson and a group of managers bought Williams Broadcasting, changing the name to Park City Communications, with Ferguson as president.

In 1981, Katz Broadcasting (formed by the New York-based station representative) made an offer for Park City. The initial re-

sponse was: "Thanks, but no thanks." says Ferguson. Park's employees-owners were "fiercely independent," he says. However, when Katz explained that it was also employee-owned and had a stock option plan, Ferguson and his co-workers reconsidered. The deal was made, with Ferguson remaining as president.

What goes around comes around. In 1985, with stations fetching high prices, Katz began to talk of selling the stations. "The thought of being sold off in an auction and broken up was very, very frightening to us," he says. So he asked Katz for "a shot at buying [the company] first." In March 1986, Katz Communications announced the leveraged buyout by its management. The deal closed in August 1986 and the company renamed NewCity Communications Inc.

For NewCity, the emphasis has been on quality and people development. "It's what's important to us," Ferguson says. While there is "nothing wrong with making a profit," it is not "the theme that gets talked about a lot" around the company.

What concerns him, he says, is that "what's been driving this market in broadcasting—in radio and television—is the 'greater fool theory.' And that is: 'I'll buy this radio or television station, and even if it doesn't work out, somebody else will pay me more than I've paid. Maybe a lot more than I paid.' What's going to happen," Ferguson says, "is all of a sudden, there's not somebody else out there and these guys are going to have to run them."

Ferguson says that NewCity is different. "We're an operating company." The company provides sales training, he says, because "If you're not providing the tools to do the job, you're going to lose good people."

NewCity's training course began under Katz ownership as the Counselor Selling Systems. Says Ferguson: "We basically came to the conclusion in the summer of 1983, that to gain a really definitive, competitive advantage over other companies in the field, we could no longer rely on just ratings or sales people who basically sold radio by going in asking for spot orders." Ferguson and his management colleagues, many of whom had been with him since Williams Broadcasting, decided that Steve Marx, then general manager of the company's Worcester stations, would devote himself fulltime to developing and running a training program. It continues to expand, Ferguson says, with more advanced sales programs planned for next year.

When Ferguson is not overseeing NewCity or studying how companies are financed and operated, he enjoys sailing and devoting his time to several community projects. One such project involves teaching one class a week, "kind of like an economics course" for eighth graders at a school in Bridgeport and occasionally taking them on field trips—perhaps inspiring a future Charlie Radio. ■



**Multimedia's WLWT-TV Cincinnati is latest station to acquire *The Cosby Show*.** Show went for **\$5.46 million** for three-and-a-half-year deal. Per-episode price works out to \$43,680, more than two-and-a-half times market record of \$17,000 for *Webster*. Reserve price in market was \$20,000 per week, or \$3.64 million for three-and-a-half years.

**U.S. District Court for Southern District of New York Judge Peter Leisure last Wednesday (Dec. 17) denied United States Football League injunctive relief against National Football League** by breaking its components, National Football Conference and American Football Conference, into separate economic entities. Court also denied USFL request to limit NFL to no more than two network television contracts ("In Brief," Oct. 20). Harry Usher, USFL commissioner, said last week that USFL will appeal to Second Circuit court, which it hopes will correct "number of errors" that occurred during trial portion of case. "The tragic thing at this point," Usher said, "is that the NFL, which was found to violate the antitrust laws of the United States, walks out of the courtroom scot-free." NFL Commissioner Peter Rozelle said in statement: "We're obviously pleased. I think the judge's ruling directly reflects on the jury's verdict for us in this case."

Association for Independent Television Stations and National Association of Broadcasters have **asked FCC to reject Turner Broadcasting System's request for stay of must-carry rules** (BROADCASTING, Dec. 15). While NAB has requested stay of A/B switch aspect of ruling and provision that would sunset carriage requirements in rules after five years (see page 42), it opposes stay of rules in entirety.

**NBC said last week that last year's mid-season replacement series *Stingray* will return to schedule on Friday's at 8 p.m. starting Jan. 9. *A-Team*, now in that slot, has been canceled.** No word yet on what will replace canceled *1986*, but network is said to be leaning toward moving *Hill Street Blues* back one hour to Tuesday, 10-11 p.m., filling 9-10 with something else. Announcement expected this week on that, as well as on replacement for canceled *You Again* (Wednesday, 9:30-10 p.m.).

In joint comments filed with Copyright Office last week, **National Association of Broadcasters and Association of Independent Television Stations said they opposed extension of compulsory copyright license to MMDS and SMATV systems that carry distant broadcast signals.** According to trade associations, "neither SMATV nor MMDS is a 'cable system' within the meaning of the Copyright

**Beta buy.** The Turner Broadcasting System has agreed to a multimillion-dollar purchase of Sony Betacam half-inch video gear for its new CNN Center in Atlanta, as well as for its 18 domestic and overseas news bureaus. More than 200 Betacam studio decks will be installed at the new CNN and Headline News center to be operational in early 1987, according to TBS Vice President of Engineering Gene Wright.

Beta field recorders will be phased in at the bureaus over the next two years, replacing roughly 300 U-matic recorders now in use, Wright said. CNN plans as well to use Sony's advanced Beta SP half-inch equipment at the center and has also purchased several Sony CCD cameras.

In related news, NBC has signed a multiyear contract to buy CCD cameras from NEC America. According to NBC Operations and Technical Services President Michael Sherlock, about 100 of the cameras will be purchased in 1987, with subsequent purchases yet to be determined.

NBC-owned stations in Chicago, Los Angeles and Washington are receiving a dozen of the NEC cameras, with 30 to go NBC's network news operation next quarter. Product discounts negotiated by the network will allow NBC and affiliates to buy the NEC camera (without lens) and Panasonic M-II field recorder together for under \$20,000. Sherlock said.

Act..." Although the law's definition of 'cable system' could be construed to include SMATV and MMDS, they said, such interpretation is not supported by legislative history. There is "no indication" that Congress intended license to cover every medium that "arguably resemble[s] traditional cable systems," they said. Unlike broadcasters, National Cable Television Association did not oppose extension of license to MMDS and SMATV. But, if Copyright Office decides to extend it, NCTA said, it should do so "in the same manner as they are applied to more 'traditional' cable systems." That means, for one thing, that MMDS and SMATV systems should pay royalties based on gross revenues, NCTA said. NCTA also indicated it would oppose extension of license to satellite broadcasting. Interpretation of copyright law to include MMDS and SMATV "will be sustainable," it said, "only if it does not have the effect of extending the compulsory license to other entities that do not share the characteristic of utilizing a local distribution network."

**Fox Television Stations is taking hard line on must carry.** Fox last week was **only member of Television Operators Caucus refusing to support joint request for stay and joint petition for reconsideration** filed by other broadcast and cable trade associations (see page 42). Fox President Derk Zimmerman, TOC representative on National Association of Broadcasters television board, restated his opposition to idea of filing with cable in letter to NAB President Eddie Fritts. "Broadcasters do not and should not agree with cable about must carry," Zimmerman wrote. "By signing off on cable's must-carry solution NAB settles for a mere antidote to a malady rather than seeking the cure which wipes out the causes of our cable concerns that can only be achieved through competition to cable. Until the laws protecting cable from competition are removed, no negotiation or appeasement is in our interest," letter said.

**Hughes Communications has received approval from Irish government to launch direct broadcast satellite system.** Hughes, 80% owner of Irish DBS venture Atlantic Satellite, will supply \$300-million turnkey satellite system, including ground spare satellite. NAB launch date has been set for satellite, colocated with Great Britain's DBS slot at 31 degrees west longitude.

**National Casting Agency last week filed \$11.8-million civil suit against Screen Extras Guild,** its former president Paul DeCeglie on several competitors of violating antitrust laws in connection with hiring of extras for television commercials. According to suit, filed in U.S. District Court in Los Angeles, defendants allegedly engaged in illegal restraint of trade activities and attempted to monopolize business of employing and casting extras in commercials. Suit also contends SEG permitted production companies to hire non-union members and pay sanctioned extras rates below those specified in 1982 commercials agreement. Casting agency owner Doug Turner, who contends defendants set out to destroy his business when he refused to participate, also accused some advertising agencies in New York, Chicago and Los Angeles of complicity. His attorney, Mitchel Jay Lane, said suit would be expanded to include those ad agencies if practices continue. Lane and Turner told reporters that 300 of guild's 6,700 members hold enough influence to get most commercial work and, as result, earn more than \$50,000 year while rank and file members earn \$7,000 or less annually. Neva Brown, SEG's assistant national executive secretary, declined to comment on court action Thursday (Dec. 18), saying guild had not received copy of complaint. DeCeglie could not be reached for comment.

**Group W is selling its Z Channel movie service in Los Angeles.** Company last week had not set price for pay channel, which serve about 90,000 subscribers in southern California, but industry sources said Z Channel is operating in red and would be lucky to command price equal to its revenue. Joel Cohen, chief executive officer of Group W, said company would rather put its revenue into cable systems than a movie service. "To acquire new affiliates, w

ld have to expand our microwave network," he said. "Rather n make the capital investment, we will sell the Z Channel." eral potential buyers have expressed interest in Z, one as long our months ago, but decision to sell was not made officially il three weeks ago, according to Cohen. When Group W sold its le systems last year to five operators, he said Z Channel was on list of assets to be sold off. Company does not intend to sell Uptown programing service that appears on one Group W ichise in Manhattan, he added.

ree-judge panel of **U.S. Court of Appeals in Washington has upheld** **its decision not to grant women special preference in lotteries** **d to award licenses for multichannel, multipoint distribution ser-** **a.** Court also held commission was within its authority in decid- to hold lotteries themselves. Court rulings came in case ight by Stella Pappas, who had applied for MMDS licenses in 3 markets. Court noted Pappas was aware that, if commission d still been employing comparative hearings to determine li- sees, she would have received preference for female owner- p, as well as consideration of her offer to make effective use of spectrum through high definition television. However, court au- rized use of lotteries when commission noted it was confronted h 16,000 applicants for 1,000 available MMDS channels. And ngress did not specifically include women among groups it said uld be entitled to preference in lottery.

ice of Management and Budget is recommending cuts in appropri- ns for Corporation for Public Broadcasting. Early this month, 4B, taking new approach, proposed cutting FY 1988 appropri- on by \$44 million and FY 1989 appropriation by \$88 million to wide total \$132 million for FY 1990, with no new funds to be tted to CPB for that year. (CPB requested \$254 million for FY 90. President Reagan has signed bills that fund CPB at \$214 lllion and \$228 million for FY '88 and FY '89, respectively.) OMB's oposal is in President's upcoming budget, to be sent to Con- ss Jan. 5. Proposal may not be acted on by Congress until next if cuts had been proposed as straight rescission, Congress uld have been required to make decision within 45 legislative ys. In past, rescissions have been proposed by OMB but not ed on by Congress, and thus have died. CPB sent letter to sident last Friday (Dec. 19) claiming OMB's proposal "would ermine obtaining greater nonfederal support for public broad- sting" and asking President not to change level of support.

**C approved \$23-million sale of Press Broadcasting Co.'s WJIT(TV)** **. 65) Vineland, N.J.** (Philadelphia) to Home Shopping Network, ich also controls WWHT(TV) (ch. 68) Newark, N.J. (New York). ile signals of TV's overlap, FCC granted waiver of duopoly es, noting, among other things, that there were "many" other nals available in overlap area and that waiver might give sta- ns, which commission said have experienced "financial difficul- s since their inception," opportunity to enhance their ability to mpete effectively in these markets.

y-long workshop on newsgathering from space drew more than ir dozen to Washington's Office of Technology Assessment (TA) last Thursday, Dec. 18. Representatives from news media, tell industry and military found most sensitive topic to be tional security concerns stemming from media's use of remote- nsing satellite pictures. OTA, which organized workshop at quest of House Committee on Science and Technology, will ue report to Congress in February providing background on pic for subsequent hearings. Special task force of Radio-Televi- n News Directors Association will also meet on subject in ashington mid-January.

urces said last week that **KABC-TV Los Angeles will likely use** new- purchased, Burt Reynolds-produced game show, **Win, Lose or aw,** following *Nightline* when *Win* debuts in fall 1987. Station has ed local programing during late night. Network late night shows th Dick Cavett and Jimmy Breslin were played later during ght. Show's distributor, Buena Vista Television, has also cleared ow on WCBSTV New York and WLS-TV Chicago.

**Shadow Communications Corp.,** Philadelphia, parent of Shadow Traffic Network, supplier of on-air traffic reports to KYW-TV there as well as to just over 50 radio stations in Philadelphia and surround- ing area, **has acquired assets of Shadow Network,** New York, also distributor of on-air traffic reports, from group of unnamed New York investors **for \$5.2 million.** Shadow Network supplies traffic reports to 73 radio stations in New York area, which includes parts of Connecticut, Long Island and northern New Jersey. Both net- works, which are ad-supported, are now known as Shadow Traffic Network Inc., said company spokesman.

In meetings last week between **Grant Broadcasting and committee of creditors,** principally syndicators, **initial proposal put forth by Grant was rejected.** Grant Broadcasting filed Chapter 11 bank- ruptcy during previous week (BROADCASTING, Dec. 15).

**Steve Bell,** anchor of ABC's *World News This Morning*, Washing- ton, and of news segments during *Good Morning America* is **join- ing Group W's KYW-TV Philadelphia.** He will join KYW-TV's Diane Allen in late January as co-anchor of 6 p.m. and 11 p.m. news- casts. Bell will also serve as national correspondent for Group W-owned stations and Newsfeed, its TV news service.

Entertainer **Steve Allen** has been tapped by Metropolitan Broad- casting's WNEW(AM) New York to **replace William B. Williams,** long- time WNEW personality who died earlier this year, for long-running *Make Believe Ballroom* show. Allen will originate program from New York 25 weeks during year and from Los Angeles and other remote locations during remaining weeks. Sharing hosting duties with Allen, who begins Jan. 5, will be WNEW personality Mark Simone.

**Norman Wain,** president and co-founder, **Metroplex Commu- cations,** Cleveland, assumed position of **chairman and chief executive officer for radio group** while co-founder Robert Weiss became president and chief operating officer, in realignment of corporate responsibilities last week. Also, two Metroplex managers, David Ross, general manager, WHYI(FM) Miami-Fort Lauderdale and Stephen Godofsky, general manager, WRFX(FM) Charlotte, N.C., as- sumed additional title, of executive vice president.

**State concerns.** *Ambassador Diana Lady Dougan has made it clear the State Department expects to be kept informed on all aspects of Intelsat's internal investigation into possible miscon- duct on the part of Intelsat's fired director general, Richard Colino, and his deputy, Jose L. Alegrett. Dougan, U.S. coordina- tor and head of State's Bureau of International Communications and Information Policy, expressed that view in a letter to Irving Goldstein, chairman of Comsat, the U.S. signatory. Comsat is represented on the special committee Intelsat has created to oversee the investigation.*

*As a party to Intelsat, she said, the U.S. believes that the information Intelsat shares "with U.S. authorities should not be limited." Dougan's letter was sparked by her concern over the U.S.'s inability to obtain a copy of a memorandum "apparently drafted by former Director General Colino" that was described but not distributed to members of the board of governors in an executive session on Dec. 10.*

*Goldstein, in his response, said Comsat was bound by the rules of confidentiality the board had drafted regarding the conduct of the internal investigation. He also said Comsat does not have a copy of the memorandum in question. He said Intes- lat's outside counsel, Arent, Fox, Kintner, Plotkin & Kahn, would not make it available, although it expressed a willingness to discuss it with State. Sources familiar with the document said Colino had written it to Alegrett in late October or early November to indicate the kind of compensation Colino felt he would require to stay at Intelsat—\$600,000 a year. Colino, whose salary was \$250,000 annually, is understood to have been planning to resign his post in March 1987.*



## Editorials

## Cool it

Let's face it, the FCC appears to have come up with a camel. (We refer to that old saw about a horse designed by a committee.) In trying to construct a constitutional rationale for its new must-carry rules, the commission—which in its consensus heart didn't believe in must carry in the first place—has conceived so convoluted a solution that all the parties at interest have found cause to oppose it. Most of those parties have now petitioned the FCC for a stay of certain elements in its order pending reconsideration, and at least three members should move expeditiously to do so.

Not to say that the present rules are irreparably flawed; amendment may well undo the most onerous deficiencies (having to do principally with the rapidly-becoming-notorious A/B switch). But nothing is to be gained by the Jan. 15 imposition of a policy that may not survive the FCC's own second-guessing, let alone a court test that will be inevitable if the FCC doesn't act and probable even if it does. There's little solace for the condemned when their lawyers win on appeal after the switch has been pulled.

An FCC that would have us believe in its wisdom would do well to show its forbearance.

## Is it or isn't it?

Did the Congress in 1959 adopt the fairness doctrine as federal law, or did it merely acknowledge that the doctrine was an FCC policy that it was not disturbing? The questions are important. If the fairness doctrine is a law, only the Congress has the power to repeal it (absent a finding of unconstitutionality by the courts), and Congress thinks the doctrine ranks just above the Bill of Rights. If it is FCC policy, it is the FCC's to repeal, and a majority of incumbent FCC members hates the doctrine.

There are good arguments on both sides, as may be read in this issue beginning on page 39. The arguments will be presented to the Supreme Court, and this page will not guess how that court will rule if it decides to accept the issue.

There are memories here, however, that go back to the legislative history of the 1959 amendments as it was being made. The fairness element was a sideshow in an event primarily focused on the exemption of news programming from the equal-time provisions of Section 315. It was a sideshow started by William Proxmire (D-Wis.), then a freshman in the Senate, during debate on the equal-time exemptions. Proxmire's original amendment stipulated that nothing in the news exemptions "shall be construed as changing the basic intent of Congress with respect to the provisions of this act, which recognizes that television and radio frequencies are in the public domain, that the license to operate in such frequencies requires operation in the public interest, and that in newscasts, news interviews, news documentaries, on-the-spot coverage of news events, all sides of public controversies shall be given as fair an opportunity to be heard as is practically possible."

If that had been the language that was ultimately adopted by Senate and House, there would be less dispute today about congressional intent to write a law decreeing fairness in all news broadcasts. The language, however, was considerably toned down in the bill that emerged from a Senate-House conference committee and that eventually was passed by both houses. "Nothing in the foregoing sentence," said the conference bill of the news exemptions, as Section 315 says now, "shall be construed as relieving broadcasters, in connection with the presentation of newscasts, news interviews, news documentaries, and on-the-

spot coverage of news events, from the obligation imposed upon them under this act to operate in the public interest and to afford reasonable opportunity for the discussion of conflicting views on issues of public importance."

The distinctions between the Proxmire amendment and the adopted amendment may be critical. As noted by Judge Robert Bork last week, the Supreme Court in its *Red Lion* decision held that the Proxmire language "constituted a positive statement of doctrine and was altered to the present merely approving language in the conference committee." The *Red Lion* court concluded, as Judge Bork pointed out, that "the fairness doctrine and its component personal attack and political editorializing regulations are a legitimate exercise of congressionally delegated authority."

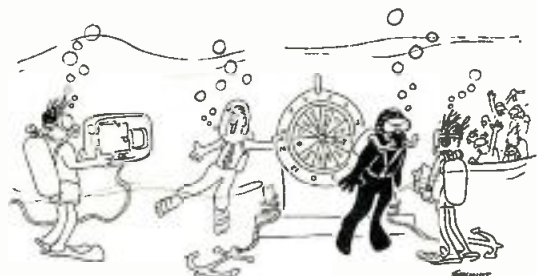
Let's hope the Supreme Court sees it that way again, while the present FCC is still sitting. Better yet, let's hope the court gets another crack at the constitutionality of the fairness doctrine as either law or rule.

## Fact of life

NBC lost a court battle last week, although the war will continue in the case's inevitable climb up the appellate ladder. A federal jury in Las Vegas awarded entertainer Wayne Newton \$19-plus million in his libel suit against the network—an inflated figure almost certainly destined for real-world revision in higher courts; that is, if the judgment is not set aside entirely. Among those anticipating the latter last week was NBC News President Lawrence Grossman, who expressed confidence in his reporters and in the case's eventual disposition in the network's favor. If NBC appeared less than shaken by the decision, it is probably because such suits are the occupational hazard of active news organizations these days.

The facts of the case aside, there is at least one procedural point that warrants exploration: NBC thrice requested and was denied a change of venue. Las Vegas is a city whose principal livelihood, as well as pastime, is entertainment, and whose principal entertainer—and some would say one of its leading citizens—is Wayne Newton. A change of scenery would have mooted the questions about impartiality now understandably being raised.

Meanwhile, despite suggestions that the December air had grown chillier for investigative journalists, reporters will continue to report, and media lawyers will of necessity stay in fighting trim. The court's decision—complete with head-turning cash award—did nothing to discourage the filing of nuisance suits via attorneys whose meters continue to run throughout protracted legal proceedings.



Drawn for BROADCASTING by Jack Schmidt

"I've got a name for the show, Normley: *Voyage to the Bottom of the Ratings.*"



*holiday greetings from all of us to all of you*



Earl Abrams (ret.)

Albert Anderson

Scott Barrett

James A. Benson

David Berlyn

Therain Bethea

Philippe Boucher

Todd Bowie

June Butler

Lucia Cobo

Debra DeZarn

David Dietz

Susan Dillon

Vincent Ditingo

John Eggerton

Joe Esser

Rocco Famighetti (ret.)

Scott Fitzpatrick

Geoffrey Foisie

David Frankel

A. Adam Glenn

Kira Greene

Doug Halonen

Jerome H. Heckman

Richard Higgs

Ed James (ret.)

Sandra Jenkins

Harry Jessell

Kwentin Keenan

Doris Kelly

Art King (ret.)

Sandy Klausner

Claude Kolthoff

Peter Lambert

Winfield Levi (ret.)

Maury Long (ret.)

Eleanor Manning (ret.)

Karen Maynard

Kim McAvoy

Steve McClellan

Irv Miller (ret.)

Mark Miller

Thomas Monroe, Jr.

Michael Myers

Jeanne Omohundro

Mei Robertie

Bruce Robertson (ret.)

Anthony Sanders

David Seyler

Harry Stevens

Matt Stump

Randall Sukow

Larry Tashoff

Hy Tash

Robert "Skip" Tash

Tim Thometz

Patricia Vance

Patricia Waldron

Don West

David Whitcombe

Len Zeldenberg

*Broadcasting Publications* INC.



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

LATEST NEWS FROM THE ASSOCIATED PRESS:  
...THE PRESIDENT CORAZON AQUINO WAS OUT OF TOWN, ...  
...TOLentino CLAIMS HIS ACTI...  
...WHO IS NOW LIVING IN...  
...AND ARE THE CIB...  
...FRIDAY, DIPLOMATIC  
...BLACK LEADERS AND THE  
...IS REFUSING TO MEET WITH HOWE, AND IN A  
...DESMOND TUTU SAID HE PLANS TO SNUB HOWE

...TERROR GROUP DEMANDING AN END TO AMERICAN AND FRENCH  
...IN SOUTH AFRICA IS CLAIMING RESPONSIBILITY FOR TWO BOMBINGS  
...MORNING IN PARIS, THE BOMBS WENT OFF OUTSIDE THE OFFICES OF TWO  
...COMPANIES WHICH DO BUSINESS IN SOUTH AFRICA. NO ONE WAS HURT.

IN THIS COUNTRY, THE LIBERTY WEEKEND CELEBRATIONS CONTINUED LAST  
NIGHT WITH A GALA CONCERT AT NEW YORK'S CENTRAL PARK. THE ROSTER OF  
STARS INCLUDED PLACIDO DOMINGO, MARILYN HORNE AND THE NEW YORK  
PHILHARMONIC, TONIGHT, LIBERTY WEEKEND CONCLUDES WITH A GRAND FINALE AT  
GIANTS STADIUM IN NEW JERSEY.

POPE JOHN PAUL IS CONDEMNING THE NICARAGUAN GOVERNMENT FOR  
RESTRICTING THE LIBERTY OF A ROMAN CATHOLIC BISHOP, PRESIDENT DANIEL  
ORTEGA ORDERED THE BISHOP TO LEAVE THE COUNTRY, ACCUSING HIM OF  
SUPPORTING THE ANTI-GOVERNMENT "CONTRA" REBELS. JOHN PAUL SAYS THE  
EXPULSION EVOKES THE DARK DAYS OF REPRESSION AGAINST THE CHURCH.

DEC 29 1986

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