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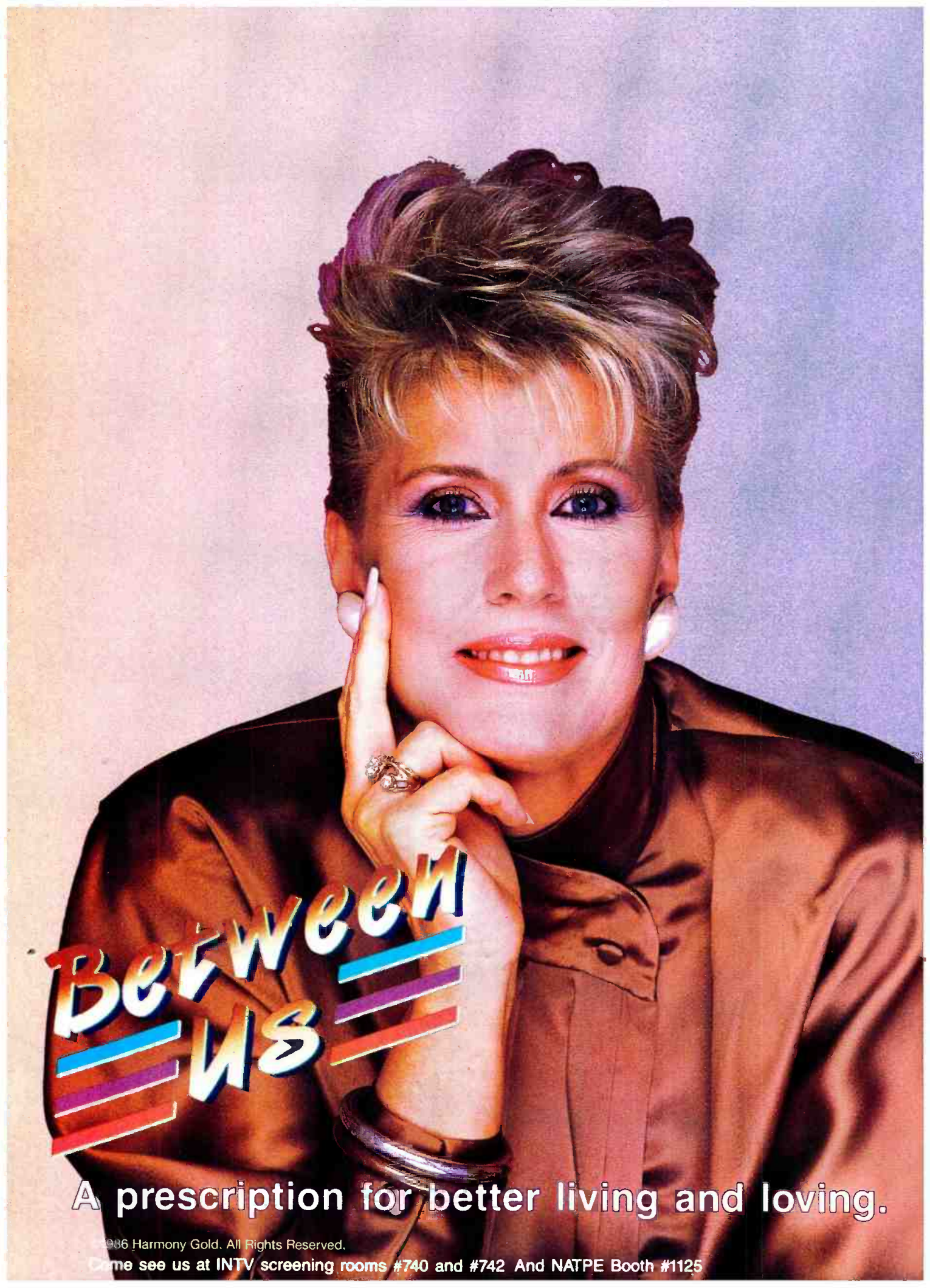
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FCC stays its must-carry order A look back at 1986 A look ahead to INTV

STAY GRANTED □ FCC votes 4-1 to stay must-carry proposal. **PAGE 27.**

DEREG DAY □ Rate deregulation for cable operators begins today (Dec. 29). **PAGE 28.**

SCATTER TALK □ Agencies and network salesmen agree that current scatter market is strong, but disagree on whether that strength will last. **PAGE 29.**

SWEEPING RESULTS □ Market-by-market breakdown of NBC's November sweeps victory. **PAGE 30.**

STUDIO TALK □ Broadcasters, in comments at FCC, favor dropping main studio rule. **PAGE 32.**

PRE-INTV 1987 □ Independent broadcasters gear up for 14th annual convention, to be held next week in Los Angeles. MPAA's Jack Valenti to keynote convention, with a host of panels on technical, regulatory and legislative issues. **PAGE 36.** The agenda appears on **PAGE 40.** A complete listing of exhibitors showing product in the screening suites appears on **PAGE 41.**

1986 YEAREND REVIEW □ The three broadcast networks underwent fundamental changes in 1986, as new ownership and management brought a leaner way of doing business. NBC won its first prime time ratings race in history. Cable received a number of victories at the hands of the courts in 1986, including favorable rulings on cable copyright fees, must carry and the First Amendment. The must-carry situation, and its side effects, dominated much of the year—the broadcast-cable compromise, the FCC's version of new must-carry rules and, finally, a grant of a stay on those proposed rules.

BROADCASTING chronicles the highlights of the year in the Fifth Estate, beginning on **PAGE 47.**

SUMMER SLUMP □ Radio ratings advisory group asks Arbitron to study drop in listening levels in summer report that coincided with new methods of survey. **PAGE 56.**

OBSCENITY RESPONSE □ Infinity Broadcasting responds to allegations that broadcasts were "obscene or indecent." **PAGE 57.**

HIGHER APPEAL □ Alabama television station to ask Supreme Court to review "neutral reportage" case. **PAGE 57.**

GOVERNMENT EYE □ Comsat-Contel merger seen as giving government a chance to restructure Comsat's relationship with Intelsat. **PAGE 59.**

GOING PUBLIC □ Outlet Communications files for public offering with Securities and Exchange Commission. **PAGE 60.**

PBS PROGRAMING □ Public Broadcasting Service unveils its winter programing lineup. **PAGE 62.**

MODEST PROPOSAL □ Hollywood producers propose ending network creative controls in exchange for reductions in programing costs. **PAGE 63.**

ABSENCE MAKES HEART... □ NBC pulls *Family Ties* from morning lineup in order to keep sitcom fresh for syndication; replaces it with new game show. **PAGE 63.**

FROM THE WHITE HOUSE □ ABC White House reporter Sam Donaldson has made his voice heard and presence felt in that beat. **PAGE 79.**

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Meter matter

Nielsen asked for and received formal extension of deadline by which it must inform three networks of which way it plans to go with its people meter service next year: pure people meter (integrated) service, in which all household set tuning and usage data and demographic information would come from single sample, or conformed service, using two samples, current NTI meter base to gather household tuning and usage data, and people meter base for demographics. Deadline on that decision, as well as pricing for people meter service, had been Dec. 31 and has now been moved back to Feb. 15. Nielsen executive in charge of people meter service, John Dimling, said last week company would probably announce choice in first or second week of January.

Decision time?

Look for decision on content analysis of public television programming at Jan. 22-23 meeting of Corporation for Public Broadcasting board. Richard Brookhiser, CPB board member and chairman of CPB's mission and goals committee, said he hopes meeting will see selection of one of six proposals submitted as result of CPB's Oct. 24 request for proposals. CPB staff is expected to give report to board, and Brookhiser said he would like to see proposals considered in open session and would like board to have final say on choice. "If we're going to get the heat," he said, "we might as well do the picking." CPB Acting President Don Ledwig said, however, that proposals would likely be discussed in closed session because contracts are competitive and contain estimates of cost. Decision to proceed would have to be made by four of seven members of board. Board has contracting authority, which it delegated to management but can take back at any time.

Shop talk

Association of Program Distributors is stepping up lobbying efforts before FCC and Congress on issue of whether home shopping is in public interest. Lawyers for organization, which represents television program syndicators whose programming is being supplanted in many cases by extensive time given to home shopping fare, recently asked FCC for notice of inquiry into issue of whether home

shopping as program form is in public interest, convenience, and necessity. Organization has also met with staff members on Capitol Hill on subject. APD will hold meeting during upcoming NATPE conference—Jan. 21-25 in New Orleans—on its current and future efforts.

Tape measure

Few would have predicted it only few years ago, but VCR penetration may well surpass that of cable in 1987, becoming second most pervasive television medium behind broadcasting.

Motion Picture Association of America estimates conservatively that there are now 33 million VCR households, 38% of 86.5 million total television households. If VCR's sales meet projections of Electronic Industries Association next year, according to MPAA, number of VCR homes could easily exceed 40.3 million, number of cable homes forecast by Paul Kagan Associates for end of 1987.

Take 20

New data on commercial lengths from Television Bureau of Advertising and Broadcast Advertisers Reports suggests that focus on fifteen-second commercials overlooks growth of at least one other commercial length on network television. During third quarter of this year, 20-second commercials, which according to TVB did not exist two years ago, now average just over 100 per week and are third most common commercial length, ahead of 60-second, 45-second, 10-second and 90-plus-second spots. One agency executive said however that as long as 20-second spots were not allowed to be sold on stand-alone basis they would still be used sparingly, compared to 15-second and 30-second spots, which far outnumber them.

European influence

National Association of Broadcasters, which has shown growing interest in overseas broadcasting this year, expects to step up study of topic in 1987 with commissioning of major report on international business opportunities for U.S. broadcasters. Proposed study would outline international market developments, paying particular attention to Western European nations now witnessing rapid growth of new competitive media, as

well as increasing privatization and commercialization of existing broadcast forms. Final details on scope of NAB study will be formulated in January. Association this year for first time sponsored separate panel and tutorial on overseas business opportunities, and also recently sent NAB President Eddie Fritts on extended European excursion.

First crack

Success of bids by Wesray Corp. for RKO stations WGMS-AM-FM Washington and KRTH-AM-FM Los Angeles would seemingly require spin-off of Outlet Communications stations in same cities. Or, Wesray executives might have to reduce their current 48% ownership of Outlet, 35% after currently planned initial public offering (see page 60). If Outlet stations WTOP(AM) Washington or WTKS(FM) Bethesda, Md., were sold to make room for RKO properties, company chairman, Bruce Sundlun, and president, David Henderson, have first option to buy stations, according to clause in company's shareholder agreement.

Thaw

Whatever impact Iran arms/contras aid scandal has had on President Reagan, it seems to have eased relations between White House press spokesman Larry Speakes and White House press corps. Or maybe it's fact that Speakes is in his own lame duck status, with eyes set on Feb. 1 date for moving over to private sector and \$250,000 job with Merrill Lynch. Whatever, White House correspondents say Speakes is friendlier than he has been for some time, does not seem to feel need to be as fierce as in past in his battles with them. Indeed, some whom Speakes has "put out of business"—put on notice he would not help with background guidance—are not only getting such guidance but are finding their phone calls are being returned, and are able even to reach him at home. There are still those, however, whose batting average on return of calls is .000%.

Surprise gift

FCC Chairman Mark Fowler, apparently in short supply of lumps of coal, surprised commission colleagues with A/B switches for Christmas presents this year.

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Cablecastings

Superstation scrambling

United Video is preparing to scramble its superchannel signals, WPIX(TV) New York and KTVT(TV) Dallas, using the M/A-Com Videocipher II encryption system. It will begin with testing in late January, United said, saying that affiliates of the two services will be asked to supply decoder registration and authorization information "prior to fixed-key testing." (The company has already scrambled its third superchannel signal, WGN-TV.)

According to Jack Riley, UV manager of consumer services, WPIX(TV) and KTVT will continue to be available to home satellite TV viewers as a part of The Superstar Connection, United's three-superchannel package. "We've already presubscribed many dish owners to our package," Riley said, "and there's no need for other homes equipped with satellite TV systems to be without [the three stations], regardless of the scrambling of these signals." Said United's executive vice president, Roy Bliss: "Protecting these signals from unauthorized reception protects the investment our customers make in contracting for WPIX or KTVT." Scrambling the two stations, he said, "enhances the value of these services to everyone."

Madison sells Hughes

Madison Square Garden Corp., which is part of the Gulf + Western Inc. Entertainment operations, said last week that it has sold its Hughes Television Network to HTN Associates, "an affiliate" of the Philadelphia-based sports and entertainment company, Spectacor. (The limited partners of HTN Associates include Spectacor and Electronic Interconnect Corp., MSG said.) Hughes Television, which MSG said provides program distribution services by transmitting primarily sports programming signals from points of origin to telecasting customers, will continue to service MSG Network "under a new long-term agreement for the transmission of Knicks, Rangers and other telecasts," MSG said.

The sale of Hughes includes the communications and field services division of Hughes, but not the control room or production facilities at the Garden. Joseph M. Cohen, Spectacor's executive VP, development, will be managing partner and chief executive officer of the Hughes Television Network, and it will continue to operate from its headquarters in Madison Square Garden "for the near future," said Fred A. Shabel, chairman of Spectacor.

Alan R. Fields, executive vice president and chief operating officer of Madison Square Garden Corp., said last week that "we have had a close relationship with Hughes Television for at least 20 years, but we see our growth centered around our core businesses, television production and event operations." He added that while the transmission segment of Hughes was sold, its television production operations will be folded into MSG Network, which claims a reach of about two million households.

Logo ordering

Satellite Direct Inc., the satellite broadcasting subsidiary of Showtime/The Movie Channel Inc., has adopted a logo that should help the company stake out its place in the home satellite marketplace. The logo was



designed by Sawyer Associates Inc., New York. Stephan Schulte, head of SDI, said the logo conveys two characteristics of satellite broadcasting—"advanced technology and entertainment."

Thole's show

The Cable Television Administration and Marketing Society has tapped Rod G. Thole, executive vice president, telecommunications group, Heritage Communications, to be the chief planner of the society's 1987 convention as chairman of the convention committee. The convention is slated for Aug. 16-19 in San Francisco.

The other committee members: Nimrod Kovacs, vice president, marketing, programming and communications, United Cable; John Reardon, executive vice president, general manager, affiliate sales and marketing, MTV Networks; Char Beales, vice president, programming and marketing, National Cable Television Association; John Billock, senior vice president, marketing, Home Box Office; Ajit Dalvi, vice president, marketing and programming, Cox Cable; Charles Townsend, president, Colony Communications; Sue Ellen Jackson, director, marketing, Heritage Cablevision, and Jerry Maglio, executive vice president, marketing and programming, Daniels & Associates.



Thole

How-to help

A new monthly "electronic news/magazine" called *Cable TV Month*, will debut in March 1987, focusing on "the business of operating a local cable television system," said Michael Hauptman, president of National Communications Corp., which is producing and distributing the show. The program "will provide local cable system management with a monthly video presentation of news of cable industry events and trends as a source of actionable information usable to help them build their business." Hauptman said. Subjects to be covered will include subscriber acquisition and retention; new technology for the studio and office, and home shopping.

NCC said that the first program will highlight preparations for National Cable Month, offering examples of "outstanding" cable month promotions produced by systems, MSO's and cable networks, "with suggestions for adapting them for local system use." Albert T. Primo, former vice president of ABC-TV News, and now a consultant as president of Primo Newservice, will be executive producer for the series.

Cable TV Month will be advertiser supported and will be distributed by satellite to cable systems across the country. Distribution arrangements are to be announced "shortly," NCC said.

USA has a 'Deal'

The USA Network has bought *The All New Let's Make a Deal* from Lorimar-Telepictures Domestic Distribution Group. The program, starring Monte Hall, will join USA on Monday, Jan. 5, 1987, airing Monday through Friday at 5 p.m. (NYT and PST). The original version of the game show aired on NBC in 1963-68, and on ABC in 1968-76. *Deal* was brought back in first-run syndication in 1984 by Telepictures and Hatos/Hall Productions.

Converter contract

Jones Intercable will purchase approximately \$3 million worth of Jerrold converters over the next two years for its 37,000-subscriber Tampa, Fla., cable system, Jerrold's parent, General Instrument Corp., reported last week.

Cycle series

MotoWorld, a program about "the world of motorcycling," will move from USA Network to The Nashville Network's *Sports Sunday*, beginning Sunday, Jan. 4. According to Lou Seals, president of Seals Communications Corp. and producer of program: "We want to expand *MotoWorld*, which is now in its third year, to a weekly, rather than a monthly, program. And we are very impressed by *Sports Sunday* audiences, particularly for motorsports." *MotoWorld* will be cablecast at 11 a.m., with repeats at 5 p.m., 9 p.m. and 2 a.m. (all NYT).

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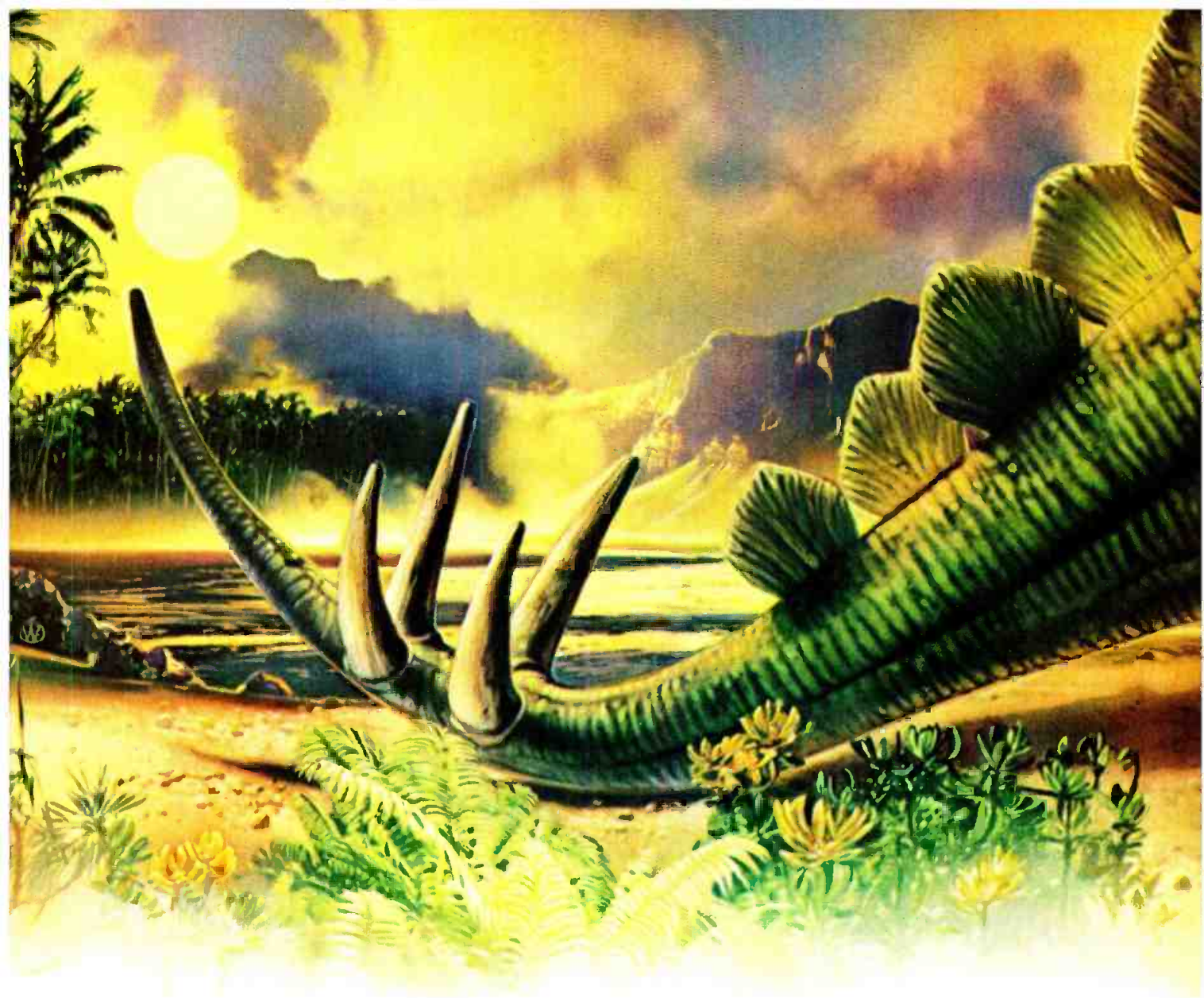
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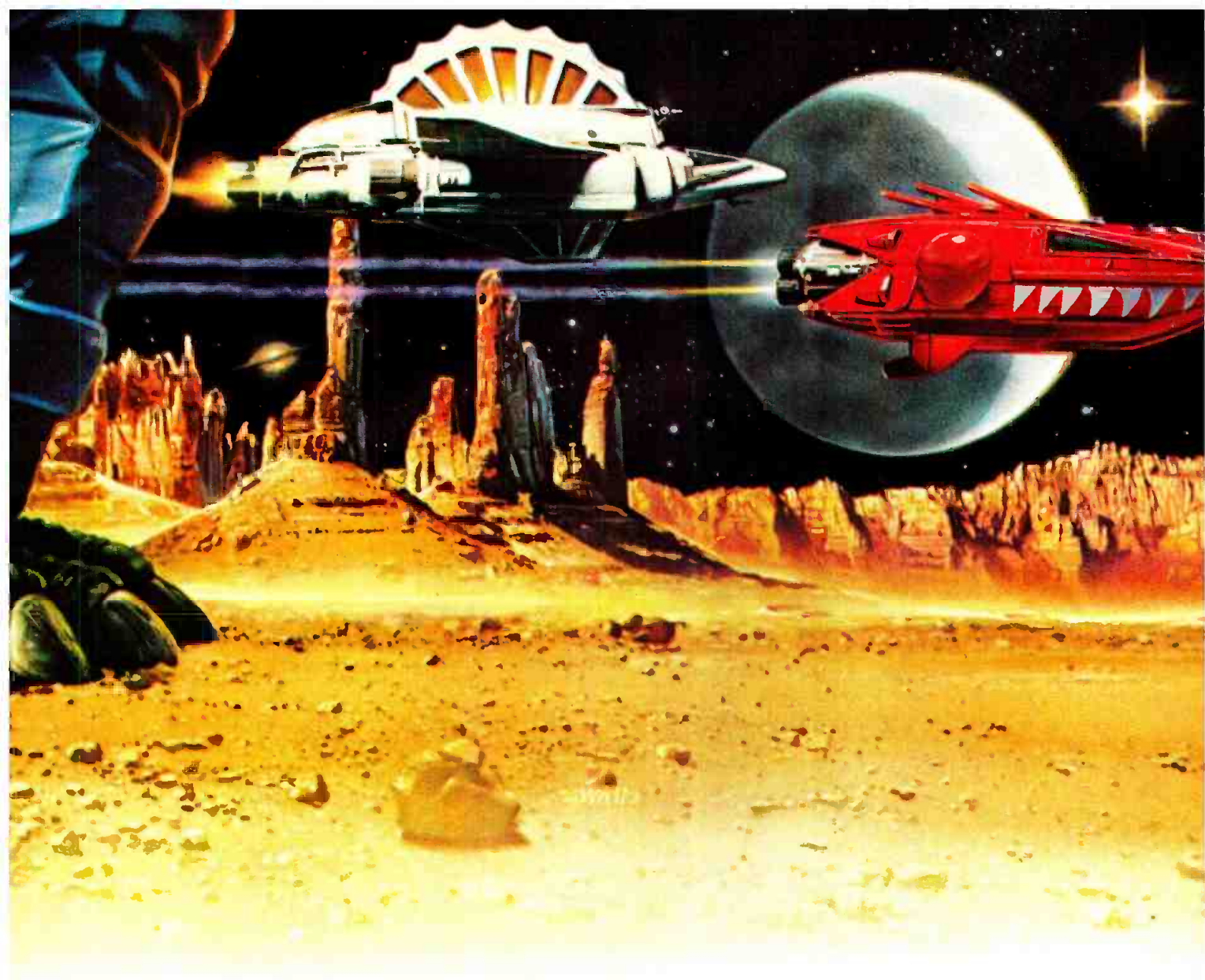
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Business Briefly

TELEVISION

McCormick & Co. □ Tio Sancho Mexican food will be spotlighted in two-week flight starting in early January in about 15 markets. Commercials will be carried in daytime, fringe and prime periods. Target: women, 25-54. Agency: William Doner & Co., Baltimore.

Puerto Rico Tourism □ Four-week flight to promote winter tourism is set to begin in mid-January in six major markets, including Dallas. Commercials will be scheduled in fringe periods. Target: adults, 25-34.

Certain Teed Corp. □ Manufacturer of home insulation materials kicks off campaign in late January for nine weeks using network TV and spot TV in nine major markets. Campaign is aimed at dealers and contractors through commercials in fringe and sports periods. Target: men, 25-54. Agency: Ketchum/Philadelphia.

Scott & White Health Plan □ Temple, Tex.-based advertiser will launch its first

Media buy. N W Ayer Inc. reached an agreement in principle last week to acquire virtually all of Cunningham & Walsh for an undisclosed amount of cash, in the process creating yet another billion-dollar agency.

Ayer's purchase includes the Cunningham & Walsh agency in New York; The Direct Marketing Agency, Stamford, Conn., and Reiser Williams, deYong in Irvine, Calif., and San Francisco.

Not included in the proposal is the C&W agency in Chicago, BBDM/Cunningham & Walsh. It was reported that the Chicago agency was not included because one-third of its billings comes from clients that compete with those of Ayer.

The seller of C&W is the Mickelberry Corp., a New York holding company. Ayer is owned by employee-stockholders. The name, Cunningham & Walsh, will be eliminated. The agency was named for John Cunningham & Fred Walsh who co-founded the firm in 1950.

Louis T. Hagopian, the chairman of Ayer, said the jobs of Ayer and C&W employees will not be threatened by the merger. Three of the top C&W staffers, chairman Anthony C. Chevins, president Horace M. Malfa and executive vice president Warren E. Albright, will land top executive posts with the merged operation and seats on the Ayer board.

television campaign on Jan. 1 in Waco, Temple and Killeen, all Texas, for indeterminate period, complementing TV with radio schedule in those markets. Commercials will run in all dayparts. Target: adults, 25-59. Agency: Kohler Iversen Inc., New York.

Video Digest □ New monthly magazine covering VCR consumer field makes it debut in late January and will be

supported by advertising in 14 test markets. Test will continue indefinitely. Commercials will be scheduled in prime time and daytime periods. Target: adults, 18-49. Agency: Saatchi & Saatchi Compton, New York.

RADIO

On-Cor Foods □ Frozen foods will be highlighted in four-week flight starting in early January in Dallas, Cleveland and

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WLDS(AM)-WYMG(FM) Springfield, Ill.: To Katz Radio from Blair Radio.

□

KOAA-TV Colorado Springs/Pueblo, Colo., and WRBT-TV Baton Rouge: To Petry National Television from Seltel.

□

WMGZ-AM-FM Youngstown, Ohio: To Masla Radio from Weiss & Powell.

□

WRNY(AM)-WUUU-FM Rome-Utica, N.Y.: To Hillier, Newmark, Wechsler & Howard from Weiss & Powell.

□

New in Tampa. Katz Television Group is opening new office in Tampa, Fla., in mid-January. It will be located at One Urban Center, 4830 Kennedy Boulevard, suite 400, Tampa 33609. Tom Barrett, formerly manager of Katz Continental Television's Atlanta office, has been named sales manager in Tampa.

Milwaukee. Commercials will run in prime, daytime and fringe periods. Target: women, 25-54. Agency: Jack Levy & Associates, Chicago.

What-a-Burger □ Fast-food chain will launch six-week campaign in eight markets in early January. List includes Austin and Midland, both Texas, and Phoenix. Commercials will be placed in all dayparts. Target: adults, 18-49. Agency: Media Base, Dallas.

Sherwin Williams Paint Co. □ Retail store for paints and accessories will begin five-week flight in early January in four markets and follow with similar effort in three markets in February. Campaign will be in Southern markets primarily. Commercials will run in drive periods and on Saturday. Target: adults, 25-54. Agency: Wyse Advertising, Cleveland.

Yamaha □ Motorcycles will be promoted in one-week flight set to start in about 15 markets in South, including Birmingham, Ala., and Chattanooga, Tenn. Commercials will run in all time periods. Target: men, 18-34. Agency: Becker Kelley Brown, Atlanta.

RADIO & TV

Krazy Glue □ Advertiser launches first-quarter campaign in early January, consisting of network TV and spot TV

and spot radio in extensive list of markets, including Washington and Indianapolis. Commercials will be

presented in daytime, fringe, news and weather segments. Target: women, 18-40. Agency: Furman Roth, New York.



Classic Christmas. Rock 'n' roll was on the menu as the New York Market Radio Broadcasters Association hosted its third annual Christmas party at New York's Marriott Marquis hotel. The event, which featured live performances by Bo Diddley, Ronnie Spector and the Cadillacs, attracted some 850 radio network, station and rep executives and their advertising clients.

Pictured onstage before the festivities began (l-r): Maurie Webster, executive director, NYMRAD; Nick Verbitsky, president, United Stations Radio Networks, which coordinated the entertainment; Mike Kakoyiannis, vice president and general manager, WNEW-AM-FM New York and 1986-87 NYMRAD chairman; Dean Thacker, vice president and general manager, WHTZ(FM) New York (licensed to Newark, N.J.), event chairman, and Mark Bench, vice president and general manager, WNSR(FM) New York and NYMRAD vice chairman.

There's still time to enter
**The Journalism
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sponsored by the
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**Closing date for 1986
competition is March 1, 1987.**

For Rules and Entry forms, write to:

Journalism Awards
American Chiropractic Association
1701 Clarendon Blvd.
Arlington, VA 22209

Plan also to do a suitable work
for the calendar year 1987
and enter before March, 1988.

Monday Memo

A high-definition TV commentary from Fred Paxton, president, WPSD-TV Paducah, Ky., and chairman, AMST

Will TV stations be left out of HDTV?

The Association of Maximum Service Telecasters (AMST) and the National Association of Broadcasters (NAB) are sponsoring an over-the-air broadcast demonstration of high definition television using UHF Channels 58 and 59, as well as frequencies in the 13 ghz band. The demonstration, to be held during January 1987 in Washington, will feature the MUSE HDTV transmission system, developed by the Japanese Broadcasting Corp. (NHK).

Here are a few simple propositions and the likely reactions of television station managers:

■ Local television stations compete not only with a rapidly growing number of other local stations but with cable, SMATVs, VCRs and MMDS. "No surprise here either, not with cable bringing over 40 nonbroadcast video programming services to half of the nation's homes and with VCRs in 40% of the nation's households."

■ Local television stations compete by buying and producing the best possible programming and by running their operations in a cost-efficient manner. "Absolutely. Programming, sales and personnel are what I spend virtually all my time on."

■ Local television stations compete by broadcasting the best quality picture—the sharpest images, the truest color, the widest screen and the highest fidelity sound. "Well, sort of. I do hire a chief engineer who keeps my signal as strong and clean as he can, and he's persuaded me that before too much longer I will have to use all-digital production equipment and transmit in stereo. But let's face it, at least in those areas where my station puts a good signal, all home video services look about the same on today's TV's. I spend my time and money on programming and sales, not on picture quality."

If those sound like you—and it describes most local television stations—your priorities may be about to change. Television picture quality will soon take a major step forward, a step directly analogous to advancing from 16mm film to 35mm. The rub is that local broadcasters may not be able to join this parade.

The step forward in quality is, of course, HDTV: a one-third wider screen, a sharper picture with far truer color, twice the horizontal and vertical detail, compact disk-quality sound and a monitor displaying 10 times the amount of information shown on today's sets. I will not dwell here on the nature or magnitude of these improvements. HDTV's advocates claim that HDTV will be a breakthrough as significant to today's TV system as color was to black-and-white television. I do not know whether they are right



Fred Paxton is president of Paducah Newspapers Inc., licensee of WPSD-TV Paducah, Ky., and publisher of *The Paducah Sun*. He is also chairman of the Association of Maximum Service Telecasters (AMST), a trade organization of some 250 stations "dedicated to maintaining free, over-the-air broadcasting of the highest technical quality." He has been a member of its board since 1975.

or wrong. I do know that we are in for big changes, changes far too big to ignore.

The biggest change of all may be that local broadcasters will be stuck competing with a second-class product. The bottleneck is broadcasters' six-mhz channels, an assignment scheme that is now over 35 years old. Existing broadcast channels simply cannot accommodate the required 10-fold increase in transmitted information, or even half that.

Sophisticated bandwidth compression techniques will make it possible to substantially reduce the necessary channel size for HDTV, although always at some cost in quality. The NHK MUSE system, which will be on display at the AMST/NAB demonstration in Washington, requires a channel about one-and-a-third the size of today's channel. Further compression advancements are not even on the horizon.

None of local broadcasters' present or future competitors is faced with this bottleneck. HDTV VCR's already exist and will be on display at the AMST/NAB demonstration. Cable, MMDS and DBS are all multi-channel services which can, at least theoretically, simply combine two or more channels until they get the bandwidth they need. Only local broadcasters are bound in the cement of the current television allocation scheme.

So what's the solution? More spectrum is the obvious answer. But where will it come from? There is a substantial amount of spectrum available in the UHF band. However, the explosive growth of UHF television has left precious little room in the top eight markets, markets without which no new technology has a chance. Worse, the top eight markets are the very markets where the FCC has

proposed to "manufacture" additional free spectrum for private business radio users by reducing the interference protection UHF stations currently receive. If the commission does so, it will not only degrade the service provided by many current UHF stations; it may effectively preclude the future use of this spectrum for HDTV.

Everyone (except the private radio trade associations) agrees that the private radio industry will have its hands full over the next few years digesting the considerable amount of other new spectrum the commission has given it. But broadcaster pleas that the FCC at least wait to see the direction in which HDTV develops appear to be falling on deaf ears. By next spring or earlier the UHF band could be lost forever.

Then there is the 12 ghz band. For 10 years, local broadcasters have sought a piece of this band for possible HDTV use. With the assistance of the FCC, we even secured an international allocation for that purpose. No sooner had that allocation been obtained, however, than the commission opted to give the entire band to DBS, a service whose time may have passed before it ever got here. The commission still seems strongly disinclined to acknowledge its mistake and make at least some spectrum available for other uses.

The irony of all this is that this commission prides itself on using its spectrum allocation policies to promote competition in the video marketplace and it has gone to considerable extremes in the name of enhancing video competition. To take DBS again, with little more to go on than a few consultants' studies, the commission allocated to a completely untried and untested service a chunk of virgin spectrum the size of the current VHF and UHF bands combined. It has allocated another huge amount of even more desirable virgin spectrum to another new video service, MMDS, with almost as barren a track record.

Now local broadcasters, who have invested billions in their stations and created an unparalleled local broadcast system, are faced with the undeniably substantial prospect that their system will be rendered obsolete and noncompetitive by technological advances which thus far are utterly incompatible with their system. And they are asking only that the commission preserve their ability to compete by (1) not prematurely giving away UHF spectrum which broadcasters already have, spectrum which could very well be their spectrum lifeline in the future, and (2) not giving away every last piece of the 12 ghz band until we have a little clearer picture of HDTV development.

To preserve vigorous competition in the video marketplace and to accommodate a system which has provided so much to so many for so long, these requests seem moderate indeed.

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—*Ohio Association of Broadcasters* copy workshop. Radisson hotel, Columbus, Ohio.

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. 11-13—"Marketing Your Station for Success," seminar sponsored by *Television Bureau of Advertising*. TVB headquarters, New York.

Jan. 13—*International Radio and Television Society* "Second Tuesday" seminar on talk shows, featuring Ralph Baruch, Viacom; Robert Blackmore, NBC; Jim Dauphinee, King World; Steve Friedman, NBC's *Today*; John Lazarus, Fox Broadcasting Co.; and Peter Spengler, Bristol-Myers. Viacom conference center, New York. Information: (212) 867-6650.

Jan. 13—*International Radio and Television Society* newsmaker luncheon. "Super Bowl Edition of the NFL Today," featuring Ted Shaker Jr., CBS Sports, and CBS sports personalities Brent Musburger, John Madden, Pat Summerall, Ivy Cross and Jimmy the Greek. Waldorf-Astoria, New York.

Jan. 13—*Ohio Association of Broadcasters* Columbus managers' luncheon. Great Southern hotel, Columbus, Ohio.

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. 15—*Ohio Association of Broadcasters* Dayton managers' meeting. Stouffer, Dayton, Ohio.

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 Designers' 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 Programming* and *Southern California Cable Association*. Beverly Hills hotel, Los Angeles. Information: Mel Matthews, (213) 684-7024.

Jan. 20—Presentation of eighth annual network ACE Awards, sponsored by *National Academy of Cable Programming*. Ceremony to be aired live by WTBS(TV) Atlanta. Wilton theater, Los Angeles. Information: (202) 775-3611.

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

Jan. 23—Deadline for entries in 24th annual National

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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.

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. 27-28**—New York World Television Festival, sponsored by *Museum of Broadcasting*. MOB, New York. Information: (212) 752-4690.

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

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

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

Jan. 30—*Utah Broadcasters Association* "time management" seminar and UBA annual meeting. Salt Lake City Salt Palace, Holiday Inn, Salt Lake City. Information: (202) 775-3611.

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 Association's* Gavel Awards. Information: (312) 988-6137.

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

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

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

■ **Feb. 2**—*Minnesota Broadcasters Association* sales seminar. Thunderbird hotel, Bloomington, Minn.

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*

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

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

March 1987

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

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

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

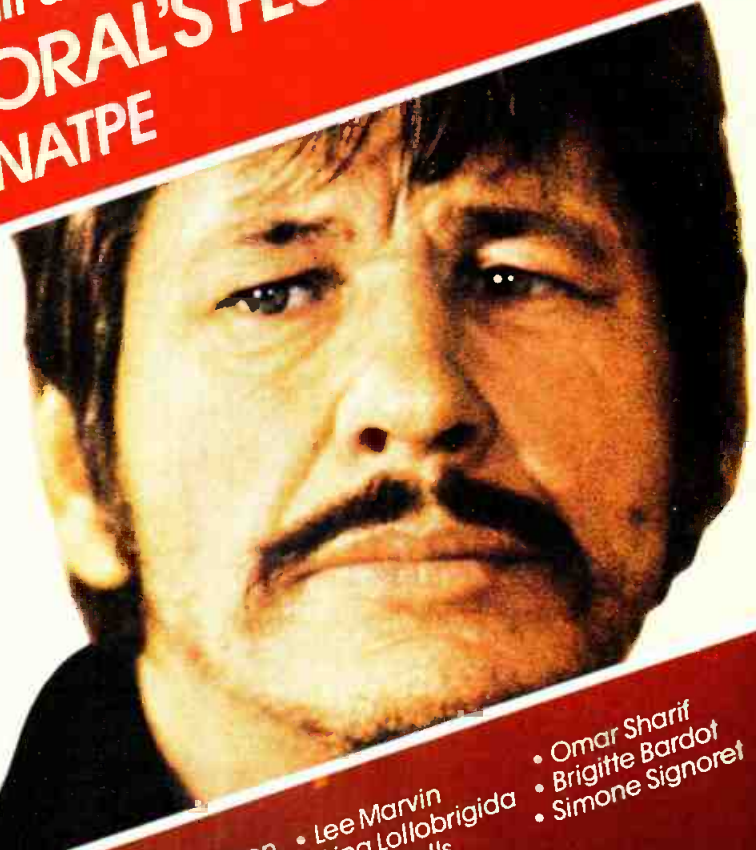
March 3-4—Ohio Association of Broadcasters Ohio Congressional Salute. Hyatt on Capitol Hill, Washington.

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

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

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

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mation: (213) 206-0534 or (213) 825-6211.

March 5-8—Athens International Video Festival, sponsored by *Athens Center for Film & Video*, Seigfried Hall, Ohio University, Athens, Ohio. Information: (614) 594-6007.

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

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

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

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

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

■ **March 12-13**—*American Advertising Federation* spring government affairs conference. Keynote speaker: Warren Burger, retired chief justice of Supreme Court, Willard hotel, Washington. Information: (202) 898-0089.

March 15—Deadline for entries in 10th annual Home-town USA Video Festival sponsored by *National Federation of Local Cable Programmers and Fuji Photo Film's magnetic products division*. Awards are made to local origination productions "that address community needs, develop diverse community participation in the production process, challenge the conventional commercial television format and move viewers to look at television in a different way." Information: Julie Omelchuck, NFLCP, 906 Pennsylvania Avenue, S.E., Washington 20003; (202) 544-7272.

March 15-19—*Nebraska Videodisk Workshop*, sponsored by *Videodisk Design/Production Group of Nebraska ETV Network/University of Nebraska-Lincoln*, UN campus, Lincoln, Neb. Information: (402) 472-3611.

March 16-17—*West Virginia Broadcasters Association* spring meeting, West Virginia Marriott hotel, Charleston, W.Va.

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

■ **March 17-18**—*New York State Broadcasters Association* sixth annual call on Congress, Capitol Hill, Washington.

March 19—*Television Bureau of Advertising* regional sales training conference, Airport Holiday Inn, Portland, Ore. Information: (212) 486-1111.

March 19—*International Radio and Television Society* newsmaker luncheon, Waldorf-Astoria, New York.

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

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

March 24—*American Women in Radio and Television* 12th annual National Commendation Awards luncheon, Waldorf-Astoria, New York.

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

March 24—*Television Bureau of Advertising* regional sales training conference, Meridien, San Francisco. Information: (212) 486-1111.

March 24-26—"How States and Cities Are Coping as Federal Funds Shrink," conference for journalists sponsored by *Washington Journalism Center*, Watergate hotel, Washington. Information: (202) 331-7977.

March 25—*Illinois Broadcasters Association* college seminar, Illinois State University, Normal, Ill.

March 25-27—*Virginia Cable Television Association*

21st annual convention, Homestead, Hot Springs, Va.

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

March 25-29—"Television and the New Video Technologies," sponsored by *Popular Culture Association*, Queen Elizabeth and LeChateau Champlain hotels, Montreal. Information: William Rugg, Oklahoma State University, School of Journalism and Broadcasting, Stillwater, Okla.

March 26—*Television Bureau of Advertising* regional sales training conference, Airport Hilton, Los Angeles. Information: (212) 486-1111

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

March 28-31—*National Association of Broadcasters* 65th annual convention, Dallas Convention Center, Dallas.

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

March 30-April 1—*Council on Foundations* 38th annual conference, including film and video festival, Atlanta. Information: (202) 466-6512.

March 31—*Television Bureau of Advertising* regional sales training conference, Airport Clarion, Denver. Information: (212) 486-1111.

March 31—*Broadcast Pioneers* breakfast, Loew's Anatole, Dallas.

April 1987

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

April 2—*Television Bureau of Advertising* regional sales conference, Airport Hyatt Regency, Chicago.

April 3-4—*Cable-Tec Expo*, annual show sponsored by *Society of Cable Television Engineers*, Hyatt Orlando hotel, Kissimmee, Fla. Information: (301) 468-3210.

April 7—*Television Bureau of Advertising* regional sales conference, Amfac East, Dallas.

April 7—*International Radio and Television Society* "Second Tuesday" seminar, Viacom Conference Center, New York. Information: (212) 867-6650

April 8—Ohio State Awards ceremony, National Press Club, Washington. Information: (614) 292-0185.

April 9—*Television Bureau of Advertising* regional sales conference, Marriott North, Columbus, Ohio.

April 10-12—*Oklahoma AP Broadcasters Association* annual convention, Marriott, Tulsa, Okla.

April 14—*Television Bureau of Advertising* regional sales training conference, Sheraton Music City, Nashville.

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

April 16—*Television Bureau of Advertising* regional sales training conference, Westin Peachtree Plaza, Atlanta. Information: (212) 486-1111.

April 17—*National Committee on Films for Safety* 45th annual competition of films and videotapes that have as their objective "accident prevention in order to increase safety and health consciousness." Information: Christine Taylor, NCFS, 444 North Michigan Avenue, 28th Floor, Chicago 60611; (312) 527-4800.

April 21—*Television Bureau of Advertising* regional sales training conference, Americana, Albany, N.Y. Information: (212) 486-1111

Errata

Rulemaking that would propose to drop crossownership prohibition against creation or transfer of AM-TV combinations is targeted for FCC meeting on Jan. 15, not Jan. 5 as incorrectly reported in "Closed Circuit," Dec. 22.

April 21—*Scripps Howard Foundation National Journalism Awards* banquet, Cincinnati. Information: (513) 977-3826.

April 21—*International Radio and Television Society* newsmaker luncheon, Waldorf-Astoria, New York.

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

April 22-24—*Electromagnetic Energy Policy Alliance* annual meeting and symposium, Westin hotel, Washington.

April 23—*Television Bureau of Advertising* regional sales training conference, Dunfey City Line, Philadelphia. Information: (212) 486-1111.

April 24-26—*Federal Communications Bar Association* annual seminar, Wintergreen resort, Wintergreen, Va.

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

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

April 28—*Illinois Broadcasters Association* membership "phoneathon," Hilton hotel, Springfield, Ill.

April 28—"Religion and Politics in America Today," conference for journalists sponsored by *Washington Journalism Center*, Watergate hotel, Washington. Information: (202) 331-7977.

April 29—"How Television Is Transforming Politics," conference for journalists sponsored by *Washington Journalism Center*, Watergate hotel, Washington. Information: (202) 331-7977.

April 29-30—*Illinois Broadcasters Association* spring convention and awards banquet, Hilton hotel, Springfield, Ill.

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

May 1987

May 5-6—*Ohio Association of Broadcasters* spring convention, Hotel Sofitel, Toledo.

May 6—*Broadcast Pioneers* George Foster Peabody luncheon, Plaza hotel, New York.

May 8-10—*Texas AP Broadcasters Association* 26th annual convention, Marriott Capitol, Austin, Texas.

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

May 13—*American Women in Radio and Television*, Washington chapter, meeting, "New Advances in Satellite Technology," National Association of Broadcasters, Washington.

May 16-23—Fourth International Festival of Comedy Films, sponsored by *Committee for Culture, Bulgarian Film Makers Union, Committee for Television and Radio, Bulgarian Cinematography Corp.* and *House of Humor and Satire—Gabrova*, Gabrovo, Bulgaria.

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

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

May 17-21—*Nebraska Videodisk Workshop*, sponsored by *Videodisk Design/Production Group of Nebraska ETV Network/University of Nebraska-Lincoln*, UN campus, Lincoln, Neb. Information: (402) 472-3611.

May 21—*Federal Communications Bar Association* luncheon. Speaker: Jack MacAllister, chairman and CEO, US West, Washington Marriott, Washington. Information: Patricia Reilly, (202) 4297285.

May 21—*Illinois Broadcasters Association* sales seminar, Pere Marquette hotel, Peoria, Ill.

May 21—*International Radio and Television Society* newsmaker luncheon, Waldorf-Astoria, New York.

May 25-28—*Canadian Satellite User Conference*, sponsored by *Telesat Canada*, private commercial corporation which owns and operates Canada's Anik satellites. Theme: "Directions for the Future," Ottawa Congress Center, Ottawa, Canada. Information: (617) 727-0062.

Open Mike

Sale sentiments

EDITOR: Congratulations on your sale to Times Mirror (BROADCASTING, Dec. 1). You know better than I what a wonderful company Times Mirror is, and I think I know better than Times Mirror what a wonderful family the Taishoffs are and always have been.—*Stanley S. Hubbard, president and chief executive officer, Hubbard Broadcasting, St. Paul.*

EDITOR: Congratulations on the exciting news concerning the magazine. It's another milestone in the great history of the electronic media field's premier publication.—*Milton E. Miller, vice president, public liaison, Chamber of Commerce of the United States of America, Washington.*

EDITOR: Congratulations for making the decision to sell (which I know was difficult) and for selling to such a classy outfit. The *L.A. Times's* reputation is as good as yours and I know they will continue the tradition of good journalism established by Sol Taishoff and maintained by his successors.—*Helen Sloane Dudman, president and general manager, WDEA(AM)-WWMJ(FM) Ellsworth, Me.*

EDITOR: Congratulations on your deal with Times Mirror. If anyone other than a Taishoff has to own BROADCASTING, I would just as soon it be Bob Erburu & Co. [Times Mirror chairman and chief executive officer].—*Wilson Wearn, chairman, Multimedia Inc., Greenville, S.C.*

Bands together

EDITOR: Cary Simpson's Nov. 10 "Open Mike" titled "AM Warning," and the response from Peter Boyce, of MidAmerica Electronics Service, brought to mind the old adage: "What goes around, comes around."

Where were the AM broadcasters over a decade ago, when those of us operating FM facilities were knocking on the doors of our Congressmen asking for legislation mandating that all radio receivers be capable of both AM and FM reception?

Television never realized its full potential until enabling legislation was passed in the sixties requiring that all television sets sold in the United States be capable of both VHF and UHF reception.

Isn't it time that those of us who have made radio a career come to terms with the fact that unless all radio (AM as well as FM) has an equal chance for survival, then none can truly survive?

In order for AM and FM to achieve parity, Congress must enact legislation requiring

that all radio sets manufactured for sale in the United States be capable of receiving both AM and FM stereo.

Had this action been taken a decade ago, who can say what the state of our art might be today. Without this legislation who knows where radio will be a decade from now.—*Henry C. Goldman, vice president, broadcast division, CLW Communications Group,*

South Charleston, W. Va.

Soon to be SNV

EDITOR: Your "State of the Art" article on satellite news gathering (Dec. 8) omitted WTNH-TV New Haven, Conn., on the "have, or about to obtain" KU vehicle list.

WTNH-TV will be the first ABC ABSAT member to use the Andrews ESA23VM antenna. This antenna permits use of both satellite polarizations simultaneously. Manufacturing delays have held up delivery of our vehicle, but we feel the benefit this new technology offers is worth the wait.—*Robert E. Russo, chief engineer, WTNH-TV New Haven, Conn.*

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Vol. 111 No. 26

TOP OF THE WEEK

FCC reverses field, votes must-carry stay

Quello dissents in 4-1 vote; new rules, including A/B switch requirement, on hold until after reconsideration

The FCC gave the cable industry a breather last week. With Commissioner James Quello dissenting, it voted 4-1 to stay the effectiveness of its new must-carry rules, including the requirement that cable operators provide free A/B switches to their subscribers.

Implementation of any rules has thus been delayed until 30 days after the agency releases an order addressing petitions for reconsideration filed in the proceeding. Such petitions aren't due until Jan. 12.

The stay is of indefinite duration. One source guessed it might take six months or longer for the commission to act, depending on how many petitions are filed. This source also had heard that a large number of parties were planning to file such petitions.

Why the FCC took the extraordinary action of staying its ruling wasn't explained in the stay order. It was being asserted in some quarters that FCC Chairman Mark Fowler only agreed to a stay after it became apparent that he didn't have the votes to reject pend-

ing stay requests and permit the rules to go into effect Jan. 15 as originally scheduled. Sources said Fowler and Commissioner Dennis Patrick (who was being credited by some at the agency for the A/B switch aspects of the rules) were originally opposed to issuing a stay, and that Fowler had directed the Mass Media Bureau to draft a response along those lines. Commissioner Mimi Dawson, however, reportedly made it known last Tuesday (Dec. 23) that she favored staying the rules in their entirety. Commissioner James Quello only supported staying the A/B switch aspects of the rules, granting relief requested by the National Cable Television Association and the National Association of Broadcasters. After Commissioner Patricia Dennis, who was reported to be the swing vote ("Closed Circuit," Dec. 22), informed the chairman that she favored a stay of the rules in their entirety, the bureau's directions were reportedly amended.

Sources also said the commissioners were concerned that if they didn't stay the rules, the appellate court would. If the court stayed the rules pending review, there's no telling how long the rules may have been in limbo, one source said.

While the FCC adopted its must-carry

rules 5-0, it has been apparent that Commissioners Quello and Dawson were dubious about the A/B switch aspects (BROADCASTING, Dec. 8).

In his dissenting statement to the stay, Quello said he couldn't support a ruling that might result in "lengthy postponement" of carriage requirements. "I was sympathetic to the cable industry's concerns that we at least hear arguments on reconsideration regarding the viability and practicality of our A/B switch program and, in the interim, save the industry from incurring large expenditures should the commission reconsider its position," Quello said. "I am simply at a loss, however, as to why the commission suddenly decided also to stay the carriage rules which are so desperately needed to protect the public interest. The majority again leaves broadcasters—especially noncommercial and independent broadcasters—at the whims of an unbalanced marketplace."

NCTA, NAB and the Community Antenna Television Association, with the endorsement of the Television Operators Caucus, had asked the FCC to stay, pending reconsideration, the A/B switch aspect of the rules and the provision that would sunset the carriage aspects of the rules on Jan. 15, 1992 (BROADCASTING,

Stay reaction: NAB, NCTA accepting; INTV outraged

The FCC's decision to stay its must-carry order (see story, this page) was receiving mixed reviews from broadcasters. The National Association of Broadcasters, which would have preferred a partial stay, was accepting the commission's action. (The Television Operators Caucus, like NAB, sought a partial stay, but had no immediate comment on the decision.) The Association of Independent Television Stations was far more distressed.

"We thought it was Christmas but it turned out to be April Fool's day," said President Preston Padden. (INTV did not join NAB and NCTA in their stay request [BROADCASTING, Dec. 22]. It plans on filing a separate petition for reconsideration.) Padden called the commission's action "an astonishing betrayal" of all new independent TV licensees across the country. "We hope that at the very least, the commission will move with uncommon expedition to complete the reconsideration process."

To NAB, however, "it could have been worse," said John Summers, NAB's senior executive vice president for government relations. Summers is convinced that as long as broadcasters can preclude court action on a stay, they're better off. "We're afraid the court would issue a stay forever and ever," Summers said, adding that NAB will concentrate on getting the FCC to act expeditiously. (NAB and INTV are going to "hit the ground running" on Capitol Hill. They'll be seeking congressional support in an effort to insure that the agency moves quickly.) "We would have felt better if the carriage portion of the rules had gone into effect," said Summers. "This gives us an opportunity, however, to

convince the commission of the wisdom of the option approach."

There were some reports that NAB was willing to accept a total stay, and that it even lobbied for one after it became apparent that a partial stay would not be granted. But Summers denied those reports. "We never advocated a complete stay. We never went along with it." NAB suggested, he said, that if the commission wasn't going to issue a stay, that it simply extend the effective date for 60 or 90 days during which time it would reconsider the rule. "There's one thing we're after and that's a permanent must-carry rule. We didn't get that, we got a Rube Goldberg arrangement on A/B switches with a sunset provision and we want something better than that," Summers said.

The cable industry, which had the most to gain from a total stay, appeared the least troubled by the commission's decision. Said NCTA President James P. Mooney: "They've frozen the status quo on the whole thing until they can look at it again. This will give the parties time to work for the joint petition for reconsideration. Obviously, the parties would have preferred that the commission in the first instance had simply adopted the joint industry agreement. But no eggs have been broken and nobody's yet gotten hurt. I think the commission has handled this last round rather skillfully."

Another NCTA source noted that, in the final hours, FCC Chairman Mark Fowler played a key role in pulling together the stay decision.

Dec. 22). Among other things, the associations asserted that the hardware involved in implementing the A/B switch aspects of the rule would cost the cable industry more than \$11 million each month.

In a separate filing, Continental Cablevision Inc. gave its support to the associations' request. "Continental further wishes to emphasize that it does not oppose a regulation that would require the installation of an A/B switch at any future date (even after the sunset of the must-carry rules) for subscribers of any Continental system that ceases to carry a signal defined by the commission as local," Continental said. Range Television Cable Co., which serves 5,200 subscribers, said it would cost it \$20,000 to \$30,000 to provide A/B switches to all of its customers. It asked the FCC to reconsider and exempt from the A/B requirements cable systems "where all available local broadcast signals are offered over the system on the lowest-priced tier."

The National Association of Public Television Stations opposed the stay, however. "Grant of the stay... will deny local public TV stations even the limited protection the new rules afford," NAPTS said in a filing at the commission.

While the FCC also had requests from Turner Broadcasting System and a group of cable operators for a stay of the rules in their entirety pending appellate review (BROADCASTING, Dec. 15), the agency dismissed all those and issued the stay on its own motion. (One source said that, as a result, the FCC didn't have to justify its stay of the ruling.)

Chairman Fowler and Commissioners Patrick and Dennis also released their expected joint statement in support of the must-carry ruling, contending that the A/B and "consumer-education" aspects were "inseparable" from the carriage provisions because the former set the stage for the elimination of carriage requirements altogether.

"Imposing only the mandatory carriage requirement, without the input-selector device [A/B switch] requirement, would be more regulatory than the plan adopted, because it would result in mandatory carriage requirements in perpetuity," they said. "Long-term mandatory carriage would intrude on the First Amendment editorial discretion of cable operators and would frustrate our interest in maximizing the program choices available to viewers. Such a result is unacceptable to us on both policy and constitutional grounds.

"The rule the commission adopted is specifically designed to extricate us from the business of mandatory regulation," they added. "It may require some extra corrective steps in the short term, but in the long term the public will benefit and cable operators will be restored full editorial discretion. It is for these reasons that we voted for the commission decision." □

D-Day for rates arrives for the cable industry

Deregulation to kick in today; increase in basic, drop in pay rates expected to amount to modest price hikes for subscribers

This is the day—Dec. 29, 1986—that cable operators have been waiting for. From this day forward, according to section 623 of the federal Cable Communications Policy Act of 1984, state and local governments may no longer regulate the basic service rates of cable systems in most television markets. In other words, most operators will be free to charge their subscribers whatever the market will bear.

The freedom is certain to have profound implications, although they are not yet entirely clear. Most cable systems will take advantage of the freedom to raise basic rates in 1987, but, in many cases, they will also decrease the price of pay services and increase the number of basic services.

Many cable systems will also repackage their service offerings, eliminating super-basic tiers containing basic services that were designed primarily to circumvent rate regulation. Feeling such tiers further confuse consumers, operators who have them are eager to get rid of them.

In general, pricing and packaging will be determined by the forces of the marketplace rather than by the politics and caprices of local franchising authorities. "Overall," said National Cable Television Association President Jim Mooney, "pricing will be more rational not only from the point of view of the cable operator but also from the point of view of the consumer."

Deregulation will also affect some cable systems in a less direct way. Some franchising authorities have used their regulatory power over rates as a lever in dealing with cable systems in areas that have nothing to do with rates. In the post-deregulatory world, cable operators may find they have a freedom to conduct business that they've never had before. Said Mooney: "Rate regu-

lation has been the principal handle that local governments have had on cable systems."

Some of the additional revenues will go into the pockets of cable operators, but, if the operators are to be believed, much will go into improving customer service and programming. Major cable MSO's are talking about setting aside a portion of the extra cash to develop or acquire high quality programming for basic cable. Today, the most serious discussions center on securing rights to a package of National Football League games that would be telecast by a popular basic service each Sunday night.

It's hard to get a handle on the size of rate increases that are coming. The consensus seems to be that most systems would impose relatively modest increases of between 5% and 15%, but some, particularly those who have been severely restrained from raising rates in the past by tough-minded franchising authorities, will go for increases of 20% or more. A survey by the Connecticut Cable Television Association accounts for much of the publicly available, hard data on rate hikes next year. It found that systems in the state would be raising rates an average of 11% next year.

"I think you are going to be surprised with how low they are," said Trygve Myhren, chairman and chief executive officer, American Television and Communications. "It's

pretty obvious at this point that prices are not going to go up dramatically," he said. "You are going to see prices go up generally in the 5% to 10% range."

With the advent of deregulation, Myhren said, some operators may be willing to forego rate increases they would otherwise have taken, or reduce rates, in order to bolster sagging basic penetration. "In the old environment, the government was so difficult to deal with that whenever you got a chance to increase rates you took it."

According to Myhren, the last thing operators want to do is raise rates so high they lose subscribers. The "drive" of most cable operators is not to raise basic rates as high as possible, but "to get as many people on basic as they can." Going for high penetration instead of high rates has long-term advantages, he said. For one thing, he said, high penetration creates a kind of marketing momentum as subscribers talk to nonsubscribers, which can lead to even higher penetration.

If California is any guide, rates will not jump significantly. By state law, rates in the state have been deregulated for several years. Yet, according to Ed Allen, president of Western Communications, which operates several systems in the state, the average monthly basic cable rate in the state at the end of 1985 was only 90 cents higher than the average in other regulated states. "That indicates that there is a market out there and that the market does work and you had better not abuse it or it is going to rise up and slap you," Allen said.

In a time of low inflation, talk of rate increases of even 5% or 10% could be troublesome. But Allen, who is also a member of the NCTA's executive committee, believes cable has a "positive story" to tell. Along with raising basic rates, "we are lowering our pay rates, adding channels, giving away remote control units and program guides," he said. "So while the basic rates may be going up 30%, if your pay rates come down



Myhren



Allen

by \$2, it's only a 5% increase to the guy with basic and one pay. And when you throw in the remote or a program guide, it becomes a pretty good bang for your buck. What we've got to do is not to focus on the 30% increase, but on the total package."

Community Antenna Television Association President Steve Effros said cable operators should not have to apologize for their rate hikes next year. "People have to keep remembering that one of the reasons for deregulation was a finding [by Congress] that cable was being artificially restrained in pricing by excessive governmental action," he said. "So it shouldn't come as any surprise that once that restraint is finally lifted that there is going to be a spurt to try to catch up to where we should have been in the first place."

"There will be people who will yell that we are taking advantage of being deregulated," he said. "And the answer to that is, 'Yes, of course we are.' That's what this was all about—to be deregulated so we could take advantage of the marketplace like everybody else."

Mooney also believes cable deserves the increases. "Over the past 10 years, cable prices have lagged behind [the consumer price index] and other prices, while at the same time services offered by cable have multiplied," he said.

The cable industry is extremely sensitive to how the rate increases are perceived by the press and on Capitol Hill. So far the

national press at least has been positive. This week's issue of *TV Guide*, for instance, contains a story that says the rate increases may result in cable programs that are "a whole lot better than they have been in the past, so maybe you won't mind paying more for what you get."

And, according to Effros, any backlash in Congress will be mitigated by the fact that the rates increases will not occur simultaneously in every system. "It is not going to be a sudden blast from a political point of view," he said. "This is not like HBO scrambling its signal."

Aside from how much the cable operators will raise rates, and when they will do it, the chief question is what they will do with the money. Some cable operators may be content to add the dollars to their cash flow, and thereby increase the value of their systems. Others say they will plow it back into customer service and programming.

"There has been a major awakening on the [customer service] front in the last two years and some of that money clearly is going to go into that effort," said Myhren. "I've talked to operator after operator—from Heritage to Comcast to Viacom to TCI to Warner—who is going to put an additional amount of money into customer service."

"I hope it goes into customer service first," said Allen. "Rather than pocket the money or even, at this time, throw it into new programming, we should address ourselves to customer service."

Like other major MSO heads, Myhren believes much of the money will be diverted to the basic cable programmers. Well aware that cable operators will have deeper pockets in 1987, he said, cable programmers have been talking to operators about their programming plans. They have all sorts of new ideas, Myhren said. Some are asking for support of a single show, he said, while others are looking for backing of 10-week, 26-week and 52-week series. If they make a "reasonable case" that they deserve more money so they can produce or acquire "sharpened or better" programming, he said, operators will provide.

On their own initiative, the leading cable MSO's have banded together to ante up millions of dollars and bid for a package of NFL games. The group, headed by James Cownie, president, telecommunications group, Heritage Communications, is now trying to decide which cable network would produce and promote the games on its behalf. In the running are superstation WTBS(TV) Atlanta, ESPN and USA Network.

All in all, consumers have nothing to fear and much to gain from rate deregulation, Myhren said. With basic going up and pay down, they'll end up with a "modest net increase against which they will be getting better customer service and continuing increases in programming quality."

"I hope the hell it works out well because that's what our business is going to be based on in the future. If it doesn't, we are in a lot of trouble," Myhren said. □

Scatter market has strength, but will it last?

Network salesmen say yes, but those on the agency side are not so sure; price increases are falling in 10% to 20% range

Despite some wind in the networks' advertising sails, there is no unanimous view that ABC, CBS and NBC are yet out of the recent revenue doldrums. The issue is currently a topic of conversation because of the sudden improvement in the scatter market ("Top of the Week," Dec. 22).

Explaining his network's current situation, Marvin Goldsmith, senior vice president and national sales manager, ABC-TV, said, "Prime time for the first quarter I believe is out of sale; daytime will be out of sale by the first of the year. News is going like gangbusters and sports is probably 130% over last year in terms of pacing. . . . To

a large degree, the dayparts are triggered by what is happening in prime time first, with money then forced into other dayparts."

The extent of advertising demand and availabilities can be at least partially measured by current scatter-market pricing, with most of those involved estimating prime time unit prices going for at least 10%, and up to 20%, more than upfront numbers. One agency executive, who asked not to be named, said that in prime time, "CBS and ABC are getting far more than 10%-to-20% (increases)."

Although the marketplace currently favors the networks, there is disagreement as to whether it has any staying power from new and expanded advertising budgets, or whether the increase is due to a short-term shortage of inventory.

One agency forecaster, Robert J. Coen,

forecast a three-network revenue increase in 1987 of 5.5%, compared to the 3% estimated by David Poltrack, vice president, research, CBS/Broadcast Group (BROADCASTING, Dec. 15)—the difference, at least \$200 million, represents a significant portion of three-network profits. Poltrack told BROADCASTING he thought the divergence in predictions probably stemmed from uncertainty as to how much inventory was currently available in the scatter market.

Among sales executives, the staying power of the strong scatter market was open to question, with network executives generally more optimistic and agency executives less so. Gary Carr, senior vice president, director of network operations, SSC&B, noted that available scatter inventory had been cut back both because the networks moved more upfront at lower prices, and because some in-



Kostyra



Carr



Winner



Goldsmith



Blackmore

Grant heading for hearings

The fate of Grant Broadcasting System is mostly in the hands of Philadelphia lawyers, who are preparing for at least two hearing dates in the next few weeks. Behind the proceedings of the federal bankruptcy court (BROADCASTING, Dec. 15), however, a different resolution to the three-station broadcaster's problems was said, by at least one of those involved, to be in the works. MCA, one of the creditors, was said to be discussing with GBS principals the possibility of taking over at least two of the TV stations.

Asked about the report, MCA president and chief operating officer, Sidney Jay Sheinberg, said: "I have no comment on that. The people who are participating on our matter are probably involved more with Christmas than with that. . . . I don't think you will be hearing anything soon." Sheinberg's 'no comment' was echoed by a succession of lawyers and others related to the proceedings.

A hearing date has been set for tomorrow (Dec. 30), at which time at least one syndicator is expected to ask the judge to rule that unless syndicators are paid in advance, they can refuse to deliver future programming to WFSB-TV Miami, WGBS-TV Chicago and WGBS-TV Philadelphia.

Other questions that may be resolved soon include whether a request for change of venue from Philadelphia to Los Angeles will be granted, and whether any creditors will attempt to have Milton Grant removed as president of the stations in favor of a court-appointed trustee.

ventory had to be used to make good on ratings underdelivery, especially in daytime and children's television: "I wouldn't start saying 'Gee, it's the rebirth of network television.' The first 80% was sold at very little."

More optimistic was Robert Blackmore, NBC Television, senior vice president, sales, who said that some of the influences that previously subtracted from network revenue would no longer be as strong: "To establish the barter market took a major hunk of money. That is not going to happen again because they don't have that much new to offer. . . now the most you have to look from them is about a 10%-to-20% increase."

None of those commenting seemed to have a firm idea of how much new money was helping the price increases. Said one

agency executive: "That still remains to be seen. One factor I cannot understand is why anyone who bought upfront [at depressed prices] would set money aside to buy scatter. I think some of the current money came from new products, but I have no real idea."

More than one executive mentioned strong buying by automotive companies. Said Tom Winner, senior vice president, director of broadcast operations, William Esty: "It does seem that there are a lot of clients whose budgets are up compared to this time last year. . . I won't cite anyone specifically, but the categories include financial services and automotive. . . there must be a whole bunch of money." ABC-TV's Goldsmith said: "I see new money come up in certain areas. . . I have seen the wine coolers spend more and I have seen more airline

business in prime than ever before. . . In the daytime area packaged goods are maintaining [and], if anything, increasing."

The current demand for network spots at least seemed to guarantee strength in the second-and-third-quarter scatter markets, especially since more than a few advertisers have decided to place multiquarter buys. Said Richard Kostyra, executive vice president, director of media services, J. Walter Thompson: "We did it [make a multiquarter buy] with one advertiser on the basis that the marketplace was quickening. It looked like it was strengthening not only for the quarter but for the rest of the year." Said Esty's Winner: "It is probably wise and we have taken advantage of the opportunity to buy long-term. In a market like this, it is not unusual for somebody to get shut out."

One barometer of marketplace strength is daytime, since the success of that daypart is somewhat contingent on the strength of prime time. Currently it continues to be weaker than the networks desire, and is most strongly hurt by the use of 15-second spots. The Television Bureau of Advertising said that for the first nine months of 1986, more than 60% of all 15-second commercials appeared on daytime television. Said NBC's Blackmore: "A lot of products in daytime are concerned with repetitive sell, and if it is true that two 15's are 30% more effective than a 30 at the same price they will be used. . . Still daytime C-P-M's are up about 15% over upfront." The networks had cut daytime upfront pricing below the previous year's level.

There may be no clear near-term indicators for how the networks will do in 1987. What might otherwise be the next test of the advertising climate, the upfront market six months off, will be complicated by the use of different ratings data—people meter and diary—in negotiations. □

Arbitron finds sweep viewing less than year ago

NBC, ABC and CBS post viewing declines of 2%, 5% and 6%, respectively, in early tabulations

Preliminary analysis of Arbitron November sweep figures for the 213 Arbitron markets shows average prime time viewing of all three TV networks' affiliates down compared to November 1985. The analysis, prepared by NBC, showed viewing of NBC affiliates to be off an average 2%, while viewing of ABC stations dropped 5% and that of CBS stations was down 6%.

At deadline, a number of major Nielsen local sweep books were still not available, including four markets in the top 20 (Los Angeles, Chicago, San Francisco, and Sacramento-Stockton, Calif.), so any analysis there is subject to updating in the next week or two. But according to NBC's analysis of 172 Nielsen markets, viewing of NBC stations in prime time was up 1%, while viewing was down 4% on CBS stations and down 5% on ABC affiliates. If that trend holds, the three-network household delivery figure for

both the Nielsen and Arbitron sweeps would be down from November 1985 to 1986.

In Arbitron's total of 213 markets, NBC dominated with 105 victories, three ties with CBS and four ties with ABC. CBS stations won in 67 markets, tied ABC twice and NBC three times. ABC stations won in 32 markets.

According to NBC's analysis of 123 Nielsen markets, NBC stations won or tied for first in 72 markets, while CBS did the same in 44 and ABC in 12.

In the top 20 Arbitron markets, NBC affiliates won the prime time race in 12 markets, a net gain of one over November 1985. ABC stations won in five, a net loss of one, and CBS won three markets, the same as in the November 1985 sweeps. Also in the top 20, NBC had three second-place finishes, a net loss of three from November 1985, while ABC had a net gain of four second-place finishes, pushing it to 10 markets. CBS came in second eight times a year ago and seven times in November 1986. NBC had five third-place finishes, two more than in

November 1985, while ABC had one fewer this time around with five. CBS had 10 third places in both '85 and '86.

In NBC's analysis of the 16 available top 20 markets, it had 10 first-place finishes in November, four second-place finishes and two third-place finishes, the same as a year earlier. According to the same analysis, CBS four first-place finishes in the same 16 markets, a net gain of one from November 1985, and five second-place finishes, a net loss of two markets. The network placed third in seven markets, two more than in November of 1985. The NBC rundown credited ABC with two wins in those markets, a net loss of two from a year earlier. In the same count, ABC had seven second-place finishes, a net gain of two, and seven third-place finishes, same as a year earlier.

No market-by-market demographic data was available at deadline. But according to Nielsen national data for Nov. 10 to Nov. 23, NBC was strongest in the key women demographics, 18-34, 18-49 and 25-54. ABC was a solid second in those and CBS was third. In

the key men's categories for that period, ABC was first with men, 18-34, 18-49 and 25-54. NBC second and CBS third.

The following chart is a market-by-market breakout of affiliate household delivery in prime time compiled by BROADCASTING from Arbitron market-by-market reports,

which were mailed out last week. Total survey area television households are in the thousands (add 000) per average quarter-hour (8-11 p.m. Monday-Saturday; 7-11 p.m. Sunday, NYT). Boldface numbers indicate the market winner. A dash (—) indicates no primary or secondary affiliation in

the market. In some markets where there are fewer than three network affiliates, figures for all three networks may appear because of secondary affiliations. Not included are markets that Arbitron does not measure, including those in Hawaii, Alaska and the U.S. Virgin Islands.

ADI (rank)	1986 TSA households (000)			ADI (rank)	1986 TSA households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
Abilene-Sweetwater, Tex. (157)	16	22	24	Flagstaff, Ariz. (206)	—	—	7
Albany, Ga. (153)	5	—	64	Flint-Saginaw-Bay City, Mich. (56)	78	41	89
Albany-Schenectady-Troy, N.Y. (51)	67	88	91	Florence, S.C. (144)	24	51	—
Albuquerque, N.M. (65)	73	42	69	Fort Myers-Naples, Fla. (101)	22	43	40
Alexandria, La. (161)	6	—	41	Fort Smith, Ark. (147)	18	33	15
Alexandria, Minn. (183)	—	34	—	Fort Wayne, Ind. (97)	38	37	37
Alpena, Mich. (212)	—	6	—	Fresno-Visalia, Calif. (63)	50	54	56
Amarillo, Tex. (117)	38	25	30	Gainesville, Fla. (169)	20	—	—
Ardmore-Ada, Okla. (174)	18	19	17	Glendive, Mont. (213)	—	2	1
Atlanta (12)	181	205	207	Grand Junction-Durango, Colo. (175)	8	15	11
Augusta, Ga. (99)	46	42	29	Grand Rapids-Kalamazoo, Mich. (40)	85	74	99
Austin, Tex. (72)	47	55	42	Great Falls, Mont. (178)	12	11	4
Bakersfield, Calif. (148)	22	24	27	Green Bay-Appleton, Wis. (68)	64	54	64
Baltimore (21)	160	150	185	Greensboro-Winston Salem-High Point, N.C. (50)	84	96	86
Bangor, Me. (154)	14	25	24	Greenville-New Bern-Washington, N.C. (96)	28	40	59
Baton Rouge (91)	68	57	42	Greenville-Spartanburg, S.C.-Asheville, N.C. (38)	85	95	133
Beaumont-Port Arthur, Tex. (122)	32	40	43	Greenwood-Greenville, Miss. (168)	27	11	—
Bend, Ore. (208)	—	4	5	Hagerstown, Md. (194)	—	—	15
Billings-Hardin, Mont. (163)	15	18	12	Harrisburg-Lancaster-Lebanon-York, Pa. (45)	61	72	115
Biloxi-Gulfport-Pascagoula, Miss. (179)	39	—	—	Harrisonburg, Va. (200)	19	—	—
Binghamton, N.Y. (132)	15	42	23	Hartford-New Haven, Conn. (23)	121	155	97
Birmingham (Anniston), Ala. (43)	116	51	128	Helena, Mont. (210)	—	—	5
Bluefield-Beckley-Oak Hill, W.Va. (143)	25	—	34	Houston (10)	253	192	230
Boise, Idaho (138)	23	23	32	Huntsville-Decatur-Florence, Ala. (89)	40	42	44
Boston (6)	286	270	357	Idaho Falls-Pocatello (159)	12	16	17
Bowling Green, Ky. (197)	21	—	—	Indianapolis (24)	116	130	146
Bristol, Va.-Kingsport, Johnson City, Tenn. (82)	20	41	72	Jackson, Miss. (85)	30	57	63
Buffalo, N.Y. (36)	104	99	115	Jackson, Tenn. (191)	25	—	—
Burlington, Vt.-Plattsburgh, N.Y. (93)	12	47	42	Jacksonville, Fla. (57)	48	79	49
Butte, Mont. (188)	9	12	7	Johnstown-Altoona, Pa. (86)	—	51	80
Casper-Riverton, Wyo. (184)	7	7	14	Jonesboro, Ark. (176)	24	—	—
Cedar Rapids-Waterloo-Dubuque, Iowa (75)	50	49	63	Joplin, Mo.-Pittsburg, Kan. (118)	26	35	39
Charleston, S.C. (109)	36	45	44	Kansas City, Mo. (29)	116	131	140
Charleston-Huntington, W.Va. (47)	68	69	120	Knoxville, Tenn. (61)	63	88	47
Charlotte, N.C. (32)	98	132	61	La Crosse-Eau Claire, Wis. (136)	20	28	37
Charlottesville, Va. (196)	—	—	6	Lafayette, Ind. (192)	—	11	—
Chattanooga (80)	51	48	66	Lafayette, La. (112)	44	56	—
Cheyenne, Wyo.-Scottsbluff, Neb. (192)	—	12	15	Lake Charles, La. (172)	—	—	40
Chicago (3)	553	371	501	Lansing, Mich. (102)	—	50	44
Chico-Redding, Calif. (141)	28	24	7	Laredo, Tex. (199)	4	3	4
Cincinnati (28)	101	118	137	Las Vegas (94)	31	35	43
Clarksburg-Weston, W.Va. (166)	—	27	23	Laurel-Hattiesburg, Miss. (162)	—	—	33
Cleveland (11)	247	196	266	Lexington, Ky. (73)	43	61	56
Colorado Springs-Pueblo (100)	42	37	41	Lima, Ohio (195)	—	—	16
Columbia, S.C. (88)	29	35	82	Lincoln-Hastings-Kearney, Neb. (92)	26	48	16
Columbia-Jefferson City, Mo. (142)	16	29	28	Little Rock, Ark. (53)	72	69	79
Columbus, Ga. (121)	44	40	21	Los Angeles (2)	579	525	654
Columbus, Ohio (34)	99	124	130	Louisville, Ky. (49)	57	91	105
Columbus-Tupelo, Miss. (135)	11	28	57	Lubbock, Tex. (150)	16	24	25
Corpus Christi, Tex. (119)	32	26	30	Macon, Ga. (131)	17	40	21
Dallas-Fort Worth (8)	245	258	244	Madison, Wis. (107)	30	38	36
Davenport, Iowa-Rock Island-Moline, Ill. (74)	50	48	66	Mankato, Minn. (209)	—	15	—
Dayton, Ohio (48)	64	97	72	Marquette, Mich. (185)	—	19	—
Denver (19)	171	139	180	McAllen-Brownsville, Tex. (116)	30	26	20
Des Moines (66)	49	66	67	Medford, Ore. (155)	13	18	32
Detroit (7)	271	255	338	Memphis (39)	81	113	125
Dothan, Ala. (160)	9	37	—	Meridian, Miss. (177)	24	9	7
Duluth, Minn.-Superior, Wis. (120)	28	31	30	Miami (14)	193	193	192
El Centro, Calif.-Yuma, Ariz. (182)	—	4	8	Milwaukee (30)	104	104	138
El Paso (105)	36	30	44	Minneapolis-St. Paul (15)	161	185	159
Elmira, N.Y. (165)	11	—	14	Minot-Bismarck-Dickinson, N.D. (146)	8	24	38
Erie, Pa. (137)	22	23	38	Missoula-Butte, Mont. (173)	17	13	17
Eugene, Ore. (133)	29	34	17	Mobile, Ala.-Pensacola, Fla. (55)	61	89	85
Eureka, Calif. (187)	—	7	8	Monroe, La.-El Dorado, Ark. (115)	13	57	27
Evansville, Ind. (90)	44	35	41	Montgomery-Selma, Ala. (108)	18	28	68
Fargo, N.D. (104)	32	32	35	Nashville (31)	92	124	135
Farmington, N.M. (201)	—	—	8	New Orleans (33)	97	122	124

ADI (rank)	1986 TSA households (000)			ADI (rank)	1986 TSA households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
New York (1)	971	943	1,096	Santa Barbara-Santa Maria, Calif. (113)	24	25	18
Norfolk-Portsmouth-Newport News, Va. (46)	75	85	91	Sarasota, Fla. (156)	21	—	—
North Platte, Neb. (211)	—	—	8	Savannah, Ga. (110)	23	43	38
Odessa-Midland, Tex. (140)	26	28	22	Seattle-Bellingham-Tacoma (16)	155	137	182
Oklahoma City (37)	81	105	103	Shreveport, La.-Texarkana, Tex. (62)	81	76	71
Omaha (69)	62	57	62	Sioux City, Iowa (123)	28	14	37
Orlando-Daytona Beach-Melbourne, Fla. (27)	126	114	145	Sioux Falls-Mitchell, S.D. (98)	38	58	27
Ottumwa, Iowa-Kirksville, Mo. (204)	18	—	—	South Bend-Elkhart, Ind. (84)	37	47	63
Paducah, Ky.-Cape Girardeau, Mo. (77)	32	70	65	Spokane, Wash. (78)	45	49	56
Palm Springs, Calif. (181)	7	—	9	Springfield, Mass. (106)	35	—	48
Panama City, Fla. (171)	18	—	26	Springfield, Mo. (83)	20	51	63
Parkersburg, W.Va. (198)	—	—	10	Springfield-Decatur-Champaign, Ill. (76)	49	54	67
Peoria, Ill. (103)	42	35	48	Syracuse, N.Y. (67)	52	76	76
Philadelphia (4)	446	394	444	Tallahassee, Fla.-Thomasville, Ga. (129)	12	48	7
Phoenix (22)	128	140	145	Tampa-St.Petersburg (17)	168	189	197
Pittsburgh (13)	248	220	195	Terre Haute, Ind. (127)	10	33	41
Portland, Ore. (26)	99	121	119	Toledo, Ohio (64)	56	74	90
Portland-Poland Spring, Me. (79)	46	41	55	Topeka, Kan. (144)	13	26	24
Presque Isle, Me. (205)	—	7	—	Traverse City-Cadillac, Mich. (139)	17	43	35
Providence, R.I.-New Bedford, Mass. (42)	88	81	112	Tucson, Ariz. (81)	47	38	49
Quincy, Ill.-Hannibal, Mo. (151)	—	28	28	Tulsa, Okla. (52)	84	84	75
Raleigh-Durham, N.C. (35)	91	103	46	Tuscaloosa, Ala. (186)	—	10	—
Rapid City, S.D. (167)	21	—	16	Twin Falls, Idaho (203)	—	9	2
Reno (124)	26	23	24	Tyler-Longview, Tex. (125)	46	11	40
Richmond, Va. (60)	64	77	64	Utica, N.Y. (158)	17	—	29
Roanoke-Lynchburg, Va. (71)	42	69	62	Victoria, Tex. (207)	6	—	7
Rochester-Austin, Minn.-Mason City, Iowa (149)	24	18	25	Waco-Temple, Tex. (95)	18	56	39
Rochester, N.Y. (70)	53	53	58	Washington (9)	233	231	242
Rockford, Ill. (114)	32	31	34	Watertown-Carthage, N.Y. (170)	—	19	—
Roswell, N.M. (180)	—	13	—	Wausau-Rhineland, Wis. (130)	34	36	14
Sacramento-Stockton, Calif. (20)	124	132	167	West Palm Beach-Ft. Pierce-Vero Beach, Fla. (54)	53	29	85
St. Joseph, Mo. (189)	17	—	—	Wheeling, W.Va.-Steubenville, Ohio (134)	—	38	45
St. Louis (18)	147	171	199	Wichita-Hutchinson, Kan. (58)	58	74	69
Salinas-Monterey-San Jose, Calif. (111)	49	23	40	Wichita Falls, Tex.-Lawton, Okla. (126)	23	25	25
Salisbury, Md. (164)	11	19	14	Wilkes Barre-Scranton, Pa. (59)	89	62	92
Salt Lake City (41)	96	90	100	Wilmington, N.C. (152)	26	8	65
San Angelo, Tex. (190)	—	12	—	Yakima, Wash. (128)	20	29	22
San Antonio, Tex. (44)	82	98	86	Youngstown, Ohio (87)	45	48	54
San Diego (25)	93	113	94	Zanesville, Ohio (202)	—	—	11
San Francisco (5)	272	288	282				

Broadcasters favor dropping main studio rule

Comments on FCC plan are mostly positive; move said to promote licensee flexibility in service

The FCC's proposal to modify or eliminate rules that require the location of a broadcast station's main studio within its community of license and mandate that a majority of the station's nonnetwork programming originate from within the community of license (BROADCASTING, Oct. 20) has elicited an enthusiastic response from broadcasters.

In comments at the FCC, the consensus clearly supports the agency's proposal to scrap the program-origination requirement altogether. The FCC had proposed to either eliminate the main studio rule or permit location of a main studio out to the Grade B or city grade contour. Those alternatives also generally received rave reviews.

NBC urged elimination of the requirements. "While the main studio and program origination rules may have filled a useful purpose at their inception, both American life and broadcast technology have evolved since that time in such a way as to diminish their usefulness," NBC said.

The National Telecommunications and Information Administration said broadcasters should be given as much flexibility as possible to serve the needs of their service areas.

"As long as a broadcaster provides convenient access to its public file and a responsive comment mechanism, the goal of localism can be served regardless of the location of the station's main studio or how much of its programming is originated there," NTIA said.

The National Association of Broadcasters said the rules should be eliminated, but that steps should be taken to insure that the public has access to a station licensed to its community. "NAB suggests that a broadcaster who chooses to locate its studio outside its community of license maintain a local or toll-free phone number for residents of that community," NAB said. "Also, the public file should be maintained in a place which is reasonably accessible to residents of the community of license."

Said CBS: "CBS believes a policy statement requiring broadcasters to maintain an office 'readily available' to their communities of license would suffice to insure adequate physical contact between broadcasters and their communities."

The Association of Independent Television Stations recommended elimination of the program origination rule and modification of the main studio rule for TV's "to require only that each licensee use good-faith, reasonable judgment in determining

what type of program production and/or office facilities are necessary to serve the community itself."

The Arizona Justice Committee, the group of radio licensees whose petition started the rulemaking ball rolling, suggested a modification of the main studio rule to permit radio licensees to locate main studios "anywhere within the station's service area—the 1 millivolt per meter contour for FM stations and the 0.5 mv/m groundwave contour for AM stations. AJC also supports revising licensees' local presence obligations solely to maintaining a studio in the service area and insuring that residents of the community of license can contact that studio by means of the equivalent of a local telephone call."

Finley Broadcasting, licensee of KREO(FM) Healdsburg and KSRO(AM) Santa Rosa, both California, estimated it could save \$5,000 per month if it could consolidate its operations, which are now 16 miles apart. "Permitting the use of a common studio by co-owned AM and FM stations serving the same market but licensed to different communities will contribute to a more efficient service to the public," Finley said. "The requirement that the licensee maintain a toll-free number to the studio from either community will avoid imposing a cost on the

public which the stations are pledged to serve."

KKAT(FM) Ogden, Utah, recommended modification of the main-studio rule "to permit the location of such facility anywhere within 35 miles of the community of license provided that the licensee's obligations and ability to serve the community of license remain unimpaired by such studio location."

There were naysayers, however. Robert E. Martinez Jr., a resident of LaPlace, La., urged retention of the FCC's present rules. "The only strand of red tape left to connect stations to their local markets is the main-studio rule and its brother, the program origination rule," Martinez said.

State College Communications Corp., licensee of WRSC(AM)-WQWK(FM) State College, Pa., opposed the proposal to "abandon" the main studio rule. "Market forces will not satisfactorily regulate local radio, will not keep main studios where local residents want them and in sum will not achieve a fair, efficient and equitable distribution of radio facilities as directed by the [Communications] Act," State College said. "Market forces assure only one fact—that licensees will operate their radio stations in a manner designated to maximize revenues, and this is by no means related to a fair and equitable allocation of radio facilities." □

Intelsat probe centering on fund diversion

Auditors and lawyers said to be examining various contracts that bypassed agency's normal procedures

For the first time since word broke last month of an outside auditor's report implicating Intelsat's two top officials in apparent financial improprieties, auditors and lawyers involved in the ongoing investigation are said to be discussing a possible diversion of funds to the former officials' personal use. One published report quoted government officials and Intelsat sources as saying that the auditors and lawyers are looking into a series of transactions involving contracts with outside consultants that overrode Intelsat's standard procedures. A source familiar with the investigation described the report as "reasonably correct."

Investigators' interest in various contracts authorized by one or both of the dismissed officials—Director General Richard Colino and Jose L. Alegrett, deputy director general for business planning and external relations—has been known for weeks (BROADCASTING, Dec. 8). Last week, a report surfaced regarding a contract not previously disclosed. It was said to involve a Swiss company, European Communication Investors, that reportedly had hired Colino as a consultant for a fee, according to one source, of something less than \$100,000. Investigators have been unable to locate the company. (Investigators are puzzled as to

why a company would hire Colino as a consultant. One source familiar with the matter said, however: "If I wanted to repatriate money from Switzerland, that's how I would do it.")

Similarly, investigators still have been unable to locate a company described as Panamanian that has figured prominently in the investigation thus far. The company, Panama Political Strategies Ltd., was said to have been paid \$562,000 for a report that, according to one source, contained material that had already been developed by the Intelsat staff. What's more, some of the material is said to have turned up later in a report provided by a Chilean company, Ingetel, that was paid \$125,000 as subcontractor on a project for which Ford Aerospace & Communications Corp. was the prime contractor. A partner in Ingetel insisted the firm's work was original. In yet another reference to Panama Political Strategies, it was said to have delivered material related to Chile in 1985, under another contract, that was readily available at nominal cost from the State Department. Panama is known as a haven for individuals who want to set up companies whose ownership can be kept confidential and that exist only on paper. Panama's hospitality to 150,000 such companies has come into prominence in connection with the disclosure that three Panamanian companies have been linked to the United States' sale of weapons to Iran and the diversion of profits from the sale to the rebels in Nicaragua.

The investigation leading to the dismissal of Colino and Alegrett began in August and centered originally on a \$1.35-million fee paid to Charles and Dana Gerrell, a husband-and-wife team of mortgage brokers from Little Rock, Ark., in connection with the refinancing of the construction of Intelsat's new headquarters building. The payment, made by Alegrett with Colino's approval, was made over the objections of Intelsat officials who said it was not due the Little Rock team. Investigators are said to be attempting to determine if the payment was part of a diversion plan. Dana Gerrell has said she and her husband have separated and that she was not involved in the refinancing scheme. Calls placed to her husband at the Little Rock company where he now works have not been returned.

The internal investigation is being made by outside counsel, Arent, Fox, Kintner, Plotkin & Kahn, and Intelsat's outside auditor, Peat, Marwick, Mitchell & Co. Arent, Fox is said to have as many as eight lawyers interviewing Intelsat officials and examining documents. However, the end is not in sight. Arent, Fox does not expect to be able to provide the special committee Intelsat's board of governors has established to oversee the inquiry with anything more than a progress report next month. "We still don't even know the dimensions of the case," said one of those involved.

The U.S. attorney for the District of Columbia, Joseph diGenova, has reviewed information provided by Intelsat, including "allegations of misconduct and illegalities," and is conducting an investigation of his own. However, no official charges of wrong-

doing have been leveled, and Colino and Alegrett, in a statement issued through their lawyers last month, expressed confidence that, when all information is known, their actions will be seen to have been "in the best interest of Intelsat" (BROADCASTING, Dec. 1). □

President wants to auction some of nonbroadcast spectrum to help decrease debt

Primarily affected would be private radio and satellite mobile services; NAB finds precedent disturbing

The Reagan administration, casting about for government property to sell in its effort to reduce the deficit, has taken as its own a proposal long advocated by FCC Chairman Mark Fowler: It will ask Congress to authorize the commission to auction portions of the radio spectrum. Not the portions assigned to broadcasting. Administration and commission officials say the political opposition would be too great—though broadcasters appear to see a threat in the proposal even as now designed.

The proposal, to be contained in the President's budget that will be released on Jan. 5, deals primarily with spectrum allocated to private radio and to satellite mobile radio services. The Office of Management and Budget estimates the government could gain \$600 million in fiscal 1988 through the auctioning of frequencies assigned to those services. Commission officials say the auction proposal could also apply to cellular radio, but note that little of that portion of the spectrum remains available.

Fowler has long advocated auctioning portions of the spectrum, not only as a means of raising revenue but as a more efficient means of granting licenses. The present methods are seen as flawed. The traditional comparative hearing process is lengthy and costly for all concerned, and often decided on less than significant grounds. The lottery, introduced a few years ago, has taken on the trappings of a two-step auction: the winner of a lottery often sells the prize that is won to the highest bidder. What's more, OMB director James Miller, in discussing the proposal with reporters, described it as a means of assuring a frequency is assigned to the party that values it the most.

One thing the plan would not do is grant successful bidders property rights in the licenses they acquire. They would still be commission licensees, subject to FCC regulation, subject even to loss of the license—though that has always been a danger far more theoretical than real.

The administration's plan does not follow Fowler's proposal completely. He had pro-

posed that at least a large portion of the money raised be placed in a fund to finance soft loans to those who wanted to enter the telecommunications industry but lacked the capital. He also would have used the funds to defray costs of public broadcasting. That would have helped meet criticisms of some, like Commissioner James H. Quello, who says an auction system would deny access to the telecommunications industry to all but the wealthy. The administration, however, would apply the revenues to the effort to erase a deficit that, without further cuts, would hit an estimated \$160 billion next year. The Gramm-Rudman-Hollings deficit-reduction law would ban a deficit of more than \$108 billion.

How much an auction plan would raise is a matter of speculation. Fowler, in testifying in October before the House Telecommunications Subcommittee on legislation encompassing the proposal, said the auction method could raise as much as \$2 billion (BROADCASTING, Oct. 6). OMB's \$600 million estimate is based on the low end of estimate ranges the commission provided. The FCC, for instance, estimated that if one of the two mhz of spectrum assigned nationwide to general purpose radio service were auctioned off in 30 of the top markets, the government would gain between \$41 million and \$225 million. Also available would be five mhz of space in the 900 mhz band assigned to satellite mobile radio.

Another—and more immediate—question is whether Congress would accept a proposal that departs from traditional methods of licensing. Members of the House Telecommunications Subcommittee appeared to view the proposal positively during the hearing on it. Republican and Democratic members of both houses of Congress are concerned about the budget deficit. And the willingness of the White House, through OMB, to incorporate the proposal in the budget, commission officials feel, gives it added visibility and prestige. But it could face opposition from the broadcasters.

The legislative proposal the commission put forward on the issue specifically excluded the radio and television portions of the spectrum from those that would be subject to auction. The commission, officials say, was anxious to avoid a confrontation with broadcasters. But National Association of Broadcasters President Edward Fritts last week expressed concern on two counts: The potential precedential importance of the proposal, if it were adopted, and the relationship he sees in it to the consideration the commission is giving to a proposal to reallocate some UHF spectrum to private radio use.

"Once the auction is used for some portion of spectrum, it won't be stopped," Fritts said. "So we are concerned. There will be people who will be left out of the process if the spectrum goes to the highest bidder." But Fritts seemed particularly concerned with the possible loss of UHF spectrum he said broadcasters would use for high definition television. The commission has long been considering a spectrum "sharing" plan, and is expected to decide the issue in the next

several months—one official said it would be on the agenda in the spring. To Fritts, the disclosure that OMB plans to include in the President's budget the proposal to auction private radio spectrum is a signal: "The commission has already decided the issue. Fowler has made up his mind to give [the spectrum] to private radio."

As for the precedent-setting nature of the proposal, commission officials, like Fowler's chief of staff, Jerry Fritz, can only refer to the statements made as to the decision to exclude mass media spectrum. But as for the

proposal's relationship to the private-radio/UHF sharing issue, they say there is none. John Kamp, an FCC spokesman, said, "The commission will do whatever it does on the sharing plan regardless of whether the auction plan is adopted. The commission's decision will be based on a determination to maximize the use of the spectrum, to make it available as soon as possible to the greatest number of people." Indeed, he noted that the commission could conclude the "sharing" docket long before Congress acts on the auction plan. □

Appeal of CRT fee distribution fails

Different circuit court reaches same conclusion as previous court in upholding CRT disbursement of cable television royalty fees

The court was new, as were some of the issues. But the result of the efforts by broadcasters and others to overturn a Copyright Royalty Tribunal distribution of cable television royalty fees was the same: a failure. A three-judge panel of the U.S. Court of Appeals for the Second Circuit upheld the CRT's 1983 distribution in all respects.

And not without more than a note of impatience. The panel noted that after four of the five previous annual distributions, dissatisfied claimants appealed to the U.S. Court of Appeals in Washington, and lost, as that court "became increasingly critical of the claimants' 'boundless litigiousness.'" The claimants, then, the second circuit's panel noted, were faced with the "unthinkable alternative" of forgoing "the usual automatic challenge to the tribunal's determination," or seeking a different court of appeals.

The new panel also noted that, "with the exception of two issues... the petitions raise the usual array of noisily contested minutiae concerning the precise allocations of cable royalty fees." The exceptions stem from the FCC's 1980 repeal of two sets of rules affecting the economic environment—those restricting the number of distant signals a cable system could carry and others requiring systems to black out some syndicated programming from the distant signals they carried—and the adjustments the CRT made in the copyright royalty rates as a result. The CRT required cable systems to pay 3.75% of their gross receipts from basic services for each distant signal they added, and a "syndicated exclusivity (syndex) surcharge for the retransmission of signals formerly subject to the blackout rule."

One of the major issues in the case involved the National Association of Broadcasters' claim that the CRT had erred in its distribution of the syndex proceeds—95% to program suppliers and .0% to television broadcasters. NAB said broadcasters were entitled to the 95% share, since they owned the copyright on the programs transmitted under long-term contracts they had signed with syndicators before the syndicated exclusivity rules were repealed. NAB had argued that since the contract prices were not

affected by that repeal, the syndicators continued to be compensated for the value of rights that no longer existed, while broadcasters suffered the loss of those rights.

The panel, however, accepted the CRT's argument that broadcasters had been on notice since 1976 that the syndicated exclusivity rules were subject to change before the expiration of the contracts, an acceptance reinforced, the panel said, by NAB's failure to put any of the contracts in the record. The panel also noted that the Association of Independent Television Stations, in its comments in the FCC repeal rulemaking, acknowledged that its members would have no claim to royalties resulting from elimination of the syndicated exclusivity rules. "This awareness," the panel said, "is at odds with the argument that the contract was intended to cover such rights for the full term."

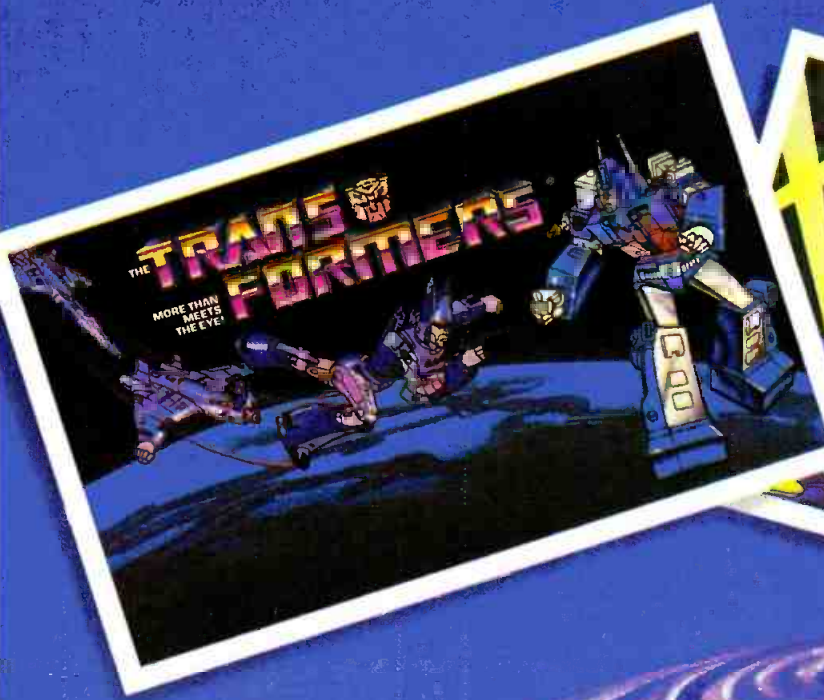
As for the distribution of the basic fund, program suppliers again received the largest share—67.1%. Joint sports claimants were awarded 16.35%, public broadcasting service, 5.2%; commercial television broadcasters, 5%; music claimants, 4.5%; devotional claimants, 1.10%, and Canadian claimants, 0.75%. Commercial radio claimants were awarded nothing. The CRT's distribution of the 3.75% and syndex funds tracked the basic fund's, except that program suppliers' share of the 3.75% fund was also larger—72%—while public broadcasting received nothing from those funds and devotional claimants and Canadians, like commercial broadcasters, received nothing from the syndex fund.

In dismissing the rest of the petitioners' arguments, the panel indicated the difficulty those challenging the CRT decisions confront. For the challenges are said to "involve various fact-based challenges to the particular royalty percentages set by the tribunal, and none of them 'comes close to establishing that the [CRT's] allocations are unreasonable in light of its unusual statutory responsibilities and the inevitable degree of arbitrariness in royalty determinations.'" Accordingly, the panel declined to discuss them in detail. However, that may not be the last word on the issue. Julian Shepard, the NAB attorney principally involved in the case, said the NAB is considering an appeal, either a request for rehearing by all of the second circuit judges sitting *en banc*, or a petition seeking review by the Supreme Court. □

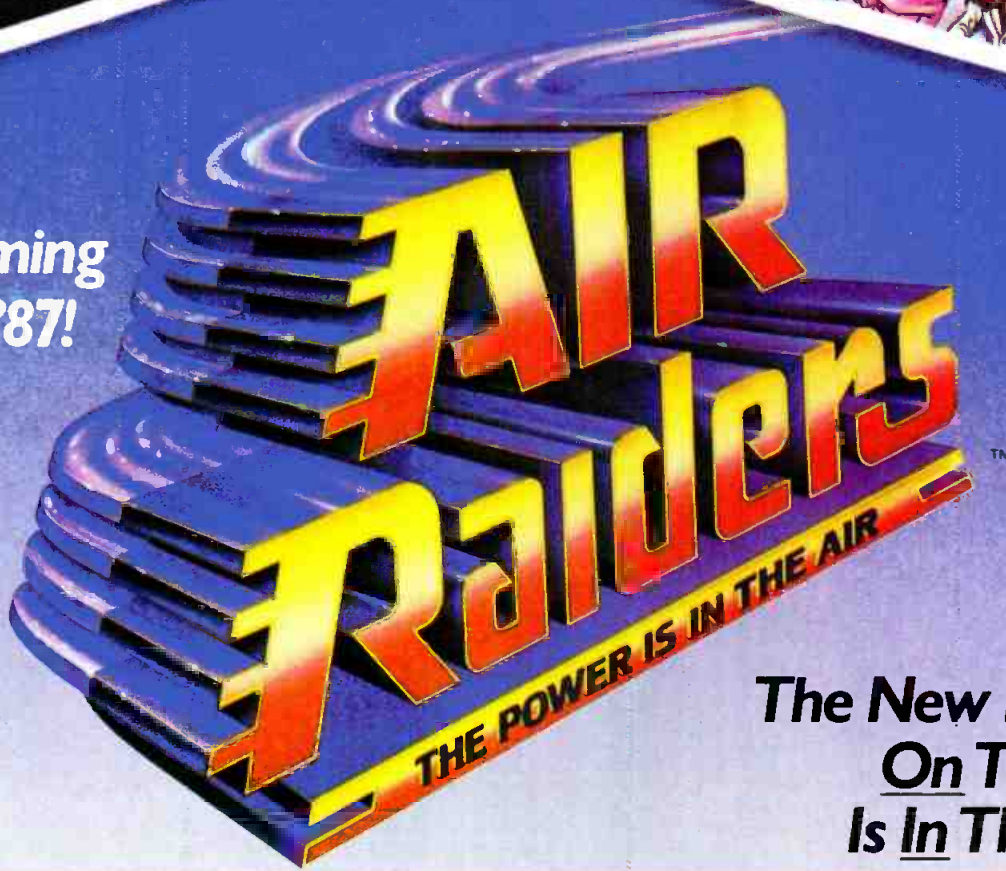
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*Source: Nielsen ROSP May '85, Nov. '84 and
NTI Fast Weekly Household Audience Report.

An independent point of view in Los Angeles

The 14th annual INTV convention begins on Jan. 7 with a full agenda of workshops, speeches and technical, legislative and regulatory updates

Independent broadcasters will be taking stock of their industry next week at the Association of Independent Television Stations 14th annual convention in Los Angeles. For five days (Jan. 7-11) some 1,500 independents will gather at the Century Plaza hotel to discuss the state of the independent television marketplace, participate in sales and management workshops, and hear the latest regulatory and legislative news from Washington. (To accommodate the convention's growth, INTV is housing some registrants at the Beverly Hilton.)

"Meeting Tomorrow's Marketplace" is the theme of the 1987 convention, which gets under way Wednesday morning with an independent station workshop from 9 a.m. to noon. It will be moderated by several TVX Broadcast Group executives (President Tim McDonald, Executive Vice President and Chief Operating Officer John Trinder, and F. Gray Kiger, vice president and chief financial officer) who will provide a nuts-and-bolts overview on operating efficiently and how to stay alive in today's competitive marketplace. Panelists include Steven Engles, WRLH-TV Richmond, Va., and Ronald Cochran, MMT, New York. From 12:30 to 5:30, Wednesday, a general managers meeting will convene featuring an INTV government relations and marketing update, and a briefing entitled "Cable Strategies." Later that afternoon, from 3 to 4 p.m. an open session called, "Uncorking the Cable Bottleneck," will be moderated by Dean Burch, former FCC chairman and communications attorney with Pierson, Ball & Dowd and includes panelists: Gray Collins, vice president for external and government affairs, Bell Atlantic; Ward White, vice president for government relations, U.S. Telephone Association; Robert Perry, Media Law Center, New York Law School, and Spencer Kaitz, California Cable Television Association.

Sales managers can also attend individual sessions tailored to their interests on Wednesday afternoon (1-5:15 p.m.). Among those is "Rules of the Game," from 1 to 1:50 p.m., which will explore some of the editing procedures employed by ratings services. Appearing on that panel is Heather Farnsworth, general sales manager, KBHK(TV) San Francisco; Leslie Glenn, director of research, KBHK; Jane Perlman, vice president for research, WPIX(TV) New York; Jim Dennison, Arbitron Ratings, and Tricia Dignam, A.C. Nielsen Co. Ron Inman, INTV vice president of marketing, will wrap up the sales sessions with a marketing report



at 4-5:15 p.m.

On Thursday, Jan. 8, the convention officially kicks off with the opening remarks of INTV leaders, Chairman Charles Edwards, general manager of KTVT(TV) Dallas, and INTV President Preston Padden. INTV's president will focus on the business outlook for independents and address some of the legislative challenges facing the industry. The association also plans to unveil its new one-minute series called *60 Seconds*. The mini-programs produced by Oliver Productions (headed by John McLaughlin of McLaughlin Group) will feature members of Congress expressing views on different public policy issues (BROADCASTING, Dec. 22).

A major component of this year's convention will be a special presentation Thursday morning by Wall Street investment analyst Ellen Berland Gibbs of Communications Resources Inc. Gibbs has prepared an analysis of the spot marketplace over the past 15 years and will provide a forecast of the future. The presentation, "Independent Television—Back to the Future," will be followed by a reaction panel with John Serrao, WATL-TV Atlanta, and Al Masini, Telerep, New York. The keynote speaker for Thursday's luncheon is Motion Picture Association of America President Jack Valenti.



Keynoter Valenti

Other highlights include a session on "Unraveling the Mystery of the Meter/Diary Gap," which will examine the use of meter versus diary audience ratings. The results of a study conducted on behalf of INTV, by Dr. Jay Magidson of Statistical Innovations, Cambridge, Mass., will reveal how the differences between meter and diary reports might be quantified to benefit independents. Independents may also want to attend a Thursday marketing session featuring Dan Granger of Sage Group Ltd., Los Angeles. Called, "The Marketing Dollars: Traditional Uses Versus Trade/Promotion Expenditures," the session will feature Granger discussing the growing trend among national clients of putting more advertising money into couponing and other merchandising schemes than into media buys. Later, from 4:30 to 5:30 p.m., a panel of three local sales managers will reveal some of the ways they've been able to attract those promotional and merchandising dollars to their stations. A Thursday evening gala reception and dinner is planned. Sponsored by Lorimar-Telepictures the event will be hosted by comedian Norm Crosby.

Friday's (Jan. 9) agenda opens with a "Washington Public Policy Power Breakfast Club," where broadcasters can meet FCC and congressional staff members involved in the development of regulatory policy and legislation. Later that morning, FCC Commissioners James Quello, Dennis Patrick, and Patricia Diaz Dennis will appear on a panel. Friday's program closes with a session on first-run syndicated programming. (Friday and Saturday afternoons are free of sessions, while distributor suites are open for previews and program selling.)

Saturday morning, a breakfast will be held with Al Sikes, head of the National Telecommunications and Information Administration, later Representatives Michael DeWine (R-Ohio), Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.); Romano Mazzoli (D-Ky.), and Al Swift (D-Wash.) will share their views on the legislative outlook in the 100th Congress. INTV has also completed a survey of the promotional practices among independent stations and will share those results Saturday morning. The convention winds up on Sunday morning with a session on high-definition television and fiber optics featuring: moderator, Bob Wormington, KSHB-TV Kansas City, Mo.; Larry Thorpe, Sony Corp., Teaneck, N.J.; Dr. William E. Glenn, New York Institute of Technology, Orlando, Fla., and Karen Mangum, Hunter Creek Fiber Optic Project, Southern Bell Telephone. A panel on people meters is also planned. A complete rundown of the agenda appears on page 40. □

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*Source: Nielsen Syndicated Service (NTI) Fast Weekly Household Audience Report
Through November 30, 1986.

Wednesday, Jan. 7

Independent station workshop. (Reservation only). 9 a.m.-noon. Beverly Hills room. Moderators: Tim McDonald, John Trinder and F. Gray Kiger, TVX Broadcast Group. Panelists: Steven Engles, WRUH-TV Richmond, Va.; Ronald Cochran, MMT Inc.

Board of directors meeting. (Closed) 9:30-noon. Senators' board room.

INTV general managers' meeting. (Closed) 12:30-5:30 p.m. Century room. Moderator: L. Martin Brantley, KPTV(TV) Portland, Ore. INTV Government Relations and Marketing Update. 1:30-2 p.m. Cable Strategies. 2-3 p.m.

INTV sales managers' meeting. 1-5:15 p.m. Westside room. *Rules of the Game.* 1-1:50 p.m. Panelists: Heather Farnsworth and Leslie Glenn, KWHK-TV San Francisco; Jane Perlman, WPIX(TV) New York; Jim Dennison, Arbitron; Tricia Dignam, A.C. Nielsen. *Straight from the Buyer's Mouth.* 2-3:30 p.m. Panelists: Christopher Jackson, Christopher Jackson Inc.; Terry Breese, Miller's Outpost. *The Changing Role of the National Sales Manager.* 3:40-4:30 p.m. Panelists: Murray Berkowitz, Blair Television; Robert Bee, ITS; Cathy Egan, Katz Independent; Mark Altschuler, WGN-TV Chicago; Penny Haft, WTTG(TV) Washington; Pat McNamara, Family Broadcasting Group. *INTV Marketing Report.* Panelists: Ron Inman, INTV; Heather Farnsworth, KWHK(TV) San Francisco.

General session. 3-4 p.m. *Uncorking the Cable Bottleneck.* Century room. Moderator: Dean Burch, Pierson, Ball & Dowd. Panelists: Gray Collins, Bell Atlantic; Ward White, U.S. Telephone Association; Robert Perry, New York Law School; Spencer Kaitz, California Cable Television Association.

Thursday, Jan. 8

Continental breakfast. 7:30-8:30 a.m. California lounge. Hosted by Direct Response Marketing.

Official welcome. 8:30-9:15 a.m. Los Angeles room. Convention chairman: L. Martin Brantley, KPTV(TV) Portland, Ore. Chairman's report: Charles Edwards, KTVT(TV) Dallas. INTV president's report: Preston Padden.

General session. 9:15-10:15 a.m. *Independent Television—Back to the Future.* Los Angeles room. Special presentation by Ellen Berland Gibbs, Communications Resources. Moderator: L. Martin Brantley, KPTV(TV) Portland, Ore. Panelists: John Serrao, WATL(TV) Atlanta; Al Masini, Telerep.

General session. 10:30-11:30 a.m. *Opportunistic Business—The Unrealized Potential.* Los Angeles room. Moderator: Kevin O'Brien, KTVU(TV) San Francisco. Panelists: Jack Myers, Jack Myers Communications Group; George Winston, Home Savings of America.

INTV owners' congressional reception. (Closed) 11:30 a.m.-12:30 p.m. Brentwood room. Host: Milton Maltz, Malrite Communications.

Keynote luncheon. 12:30-2:30 p.m. Los Angeles ballroom. Awards presentation: Preston Padden, INTV president. Address: Jack Valenti, Motion Picture Association of America president.

General session. 3-3:30 p.m. *Unraveling the Mystery of the Meter/Diary Gap.* Los Angeles room. Moderator: Ted Baze, KOMC(TV) Oklahoma City. Special Guest: Dr. Jay Magidson, Statistical Innovations.

General marketing sessions. Los Angeles room. Moderators: Jerry Marcus, KRIV-TV Houston; Ron Inman, INTV. *The Marketing Dollar: Traditional Uses vs Trade/Promotion Expenditures.* 3:30-4:30 p.m. Panelist: Dan Granger, Sage Group. *Successful Local Sales Promotions.* 4:30-5:30 p.m. Panelists: Gayle Brammer, KRIV-TV Houston; Gene McHugh, WATL(TV) Atlanta; Duane Kell, WKBD(TV) Detroit; Chuck Pittman, Pepsi USA.

Reception, dinner and show. 6:30-10 p.m. Los Angeles room. Hosted by

Lorimar-Telepictures. Host: comedian Norm Crosby. *A Night of Futuristic Fantasy.* 10 p.m.-midnight. Hosted by Claster Television. Entertainment by the Spinners.

Friday, Jan. 9

Washington Public Policy Power Breakfast Club. 7:30-9 a.m. Santa Monica room. Moderator: Shaun Sheehan, Tribune Broadcasting. Panelists: senior congressional and FCC staff.

Session. 9:15-10:15 a.m. Los Angeles room. *The FCC Commissioners Tell All.* Moderator: Dean Burch, Pierson, Ball & Dowd. Panelists: Commissioners James Quello, Dennis Patrick and Patricia Dennis.

Session. 10:45 a.m.-noon. Los Angeles room. *The First-Run Marketplace: Where Is It Going & How Will It Impact Your Future?* Moderator: Les Brown, *Channels* magazine. Panelists: Jamie Kellner, Fox Broadcasting; Sheldon Cooper, Tribune Entertainment; Shelly Schwab, MCA-TV Enterprises; Tony Thomas, Witt-Thomas-Harris Productions; Lucille Salhany, Paramount; Richard Robertson, Lorimar-Telepictures.

Screening suites. Open noon to 6 p.m.

Saturday, Jan. 10

Breakfast session. 7:30-8:30 a.m. *Where the Administration Stands, Breakfast with the Assistant Secretary.* Beverly Hills room. Host: Thomas Herwitz, Fox Television. Guest: Alfred Sikes, National Telecommunications and Information Administration.

Session. 8:45-9:15 a.m. *Localism in Media.* Los Angeles room. Speaker: Robert Mulholland, TIO.

Session. 9:15-10:15 a.m. *The 100th Congress: A Good Vintage for Independents?* Los Angeles room. Moderator: James Hedlund, INTV. Panelists: Representatives Michael DeWine (R-Ohio), Robert Kastenmeier (D-Wis.), Romano Mazzoli (D-Ky.) and Al Swift (D-Wash.).

Session. 10:45-11:45 a.m. *Promotion—The Competitive Edge.* Los Angeles room. Moderator: John Serrao, WATL(TV) Atlanta. Panelists: John Claster, Claster Television; Jim Ellis, Tribune Broadcasting; Herb Altman, Herb Altman Associates; Thomas Kounelis, WATL(TV) Atlanta; Lance Webster, Broadcast Promotion and Marketing Executives.

Promotion awards presentation. 11:45 a.m.-noon. Presenter: Lance Webster, BPME.

Screening suites. Open noon-6 p.m.

Gala studio party. 7 p.m.-midnight. Fox Studios. Hosted by Fox Film Corp.

Sunday, Jan. 11

Program distributors associate members breakfast. (Closed) 8-9 a.m. Pacific Palisades room.

Continental breakfast. 9-9:30 a.m. California lounge.

Session. 9:30-10:30 a.m. *Future Tech: HDTV and Fiber Optics.* Santa Monica room. Moderator: Bob Wormington, KSHB-TV Kansas City. Panelists: Larry Thorpe, Sony Corp.; Hal Protter, WWTW(TV) Milwaukee; Dr. W.E. Glenn, New York Institute of Technology; Karen Mangum, Southern Bell Telephone.

Final session. 10:45-11:45 a.m. *People Meters.* Beverly Hills room. Moderator: Teddy Reynolds, Petry Television. Panelists: Joe Philport, AGB; William McKenna, ScanAmerica; Robert Paine, A.C. Nielsen Co.

The programing being screened at INTV

Acama Films 545

14724 Ventura Blvd., Suite 610, Sherman Oaks, Calif. 91403

Acama Star I (22), II (23) and III (28), Screamers (13), Martial Arts Theater (44), Acama Film Classics (235), Package of Gold (35), King of Kensington (111), Bill Burrud's Wonderful World of Travel (26), Bill Burrud's World of Adventure (26), The Explorers (13), Body Buddies (65), Boxing (50), Wrestling (50), The Froozles (130), The New Zoo Revue (130), The Houndcats and the Barkleys (26), Hank Williams Jr. Special. **Staff:** William Morrison, James Sowards, John Cosgrove.

Access Syndication 514-16

8701 Wilshire Blvd., Beverly Hills, Calif. 90211

Killer B's (9), Reel Men (10), Hell on Reels (13), Crown Jewels I (15). **Staff:** Scott Schwimer.

Baruch Television Group 735

2550 M St., Washington 20037

Getting in Touch with Dr. David Viscott*, This Day in Hollywood, A Very Special Arts Story, Everything You Ever Wanted to Know About Taxes But Were Afraid to Ask, NBA Players Association Summer Charity Classic, Stephen King's World of Horror. **Staff:** Ed Baruch, Frank Bean.

Blair Entertainment 736-38

1290 Avenue of the Americas, New York 10104

RPR Productions

511 Old Lancaster Pike, Berwyn, Pa. 19312

Strictly Confidential (52), Strike It Rich (52), Divorce Court (52), Fan Club, Best of the Best, On the Move, SCTV (156), Death Valley Days (130), Cisco Kid (156), Revenge Movie Package (12), Passion Movie Package (15), Road to the Super Bowl '88, NFL Update, Super Stars of the Super Bowl, Strange But True Football Stories, NFL All Time All Pro Teams, Road to the Super Bowl Vignettes, Lollipop Dragon, Beachcombers (130), Keystone Komedies (79), Sports Challenge, Metrophone. **Staff:** Richard Coveny, Guy Mazzeo, Tim Harrington, Linda Prozeller, Leslie Lillien, Kim Breda, Len Giarraputo, Al Lanken, Tony Fasola, Joe Mirabella, Joe Weinflash, Brindell Elias, Linda McMann, Rob Roberson, Sam Fuller, Ken Kagen, Ann Foran, Sherry Servello, Alan Berkowitz, Howard Levy, Norman Lesser, Michael Weiser, Marlene Rochman. **RPR Productions:** Pete Retzlaff, Andy Rogin, Walter Rolph.

Broadcast Management Plus 717

Box 708, Auburn, Calif. 95603

Converts Arbitron, Nielsen and Birch computer tapes to floppy diskettes and provides software to allow stations to perform sales and program research on a microcomputer.

Buena Vista Television 656-60

500 S. Buena Vista, Burbank, Calif. 91521

Ducktales*, Win, Lose or Draw*, Today's Business*, Siskel & Ebert & the Movies.

Staff: Robert Jacquemin, Peter Affe, Jamie Bennett, Jay Finkelman, Larry Frankenbach, Rich Goldman, John Huncke, Michael Mellon, David Morris, Peter Newgard, Rick North, Michael Tanner.

Claster Television Productions 555-59

9630 Deereco Rd., Timonium, Md. 21093

G.I. Joe (95), Transformers (95), My Little Pony 'n Friends* (65), JEM* (75), Inhumanoids* (15), Romper Room (100), The Glo Friends Save Christmas, Air Raiders* (13). **Staff:** John Claster, Sally Claster Bell, Janice Carter, Terri Akman, John Russel, Peggy Powell.

Coca-Cola Telecommunications 371

Columbia Pl. N., Burbank, Calif. 91505

Card Sharks, Child Specials, Coconut Ballroom, Dinosaucers, Good Advice, It's Your Money, Karate Kid, The Match Game, Parole Board, Premiere Movies, Punky Brewster, Real Ghostbusters, Screen Gems, That's My Mama Now, Tim Conway Show, What's Happening Now!, Willard Scott Show, specials. **Staff:** Joe Abrams, Alan Bennett, June Burakoff-Smith, John Carson, Susan Cridland, John Donahue, Michael Grossman, Steve Hackett, Robert King, Claire Lee, Peter Lenz, Cynthia Lieberman, David Mumford, Mitch Oscar, Tim Overmyer, Bob Peyton, Phil Press, Rick Rosen, Doug Roth, Herman Rush, Mitch Sallitt, Jay Silha, Milt Strasser, Tom Tardio, Donna Barrie, Jack Ellison, Tom Holland, Charlie Lore.

Columbia/Embassy Television 601-05

1901 Avenue of the Stars, Suite 1600, Los Angeles 90067

Archie Bunker's Place (97), Diff'rent Strokes (189), The Facts of Life (181), Good Times (133), The Jeffersons (253), Maude (141), One Day at a Time (209), Sanford & Son (136), Silver Spoons (116), Square Pegs (20), Barney Miller (170), Benson (134), Carson's Comedy Classics (130), Carter Country (44), Charlie's Angels (115), Fantasy Island (220/130), Hart to Hart (112), Police Story (105), Police Woman (91), Ripley's Believe it or Not (79/120), Riptide (58), Soap (93), Starsky & Hutch (92), SWAT (37), The Three Stooges (190), T.J. Hooker (71), Embassy Night at the Movies Continues, Embassy III, Embassy II, Entertainer of the Year, TV 20, Volume IV, V, VI, Columbia Gems. **Staff:** Gary Lieberthal, Barry Thurston, Leslie Tobin, Alan Daniels, Dain Fritz, Gary Lico, Steve Mulderrig, Herb Weiss, Dick Campbell, Bill Clark, Debbie Grant, Marlynda Salas, Mitch Sallitt, Ken Doyle, Noranne Frisby, John Rohrs Jr., Jay Silha, Steve Hackett, Don Bryan, Meade Camp, Susan Grant, Terry Mackin, Tim Overmyer, Tom Holland.

Continental Syndication 737

Coral Pictures Corp. 714-16

6850 Coral Way, Suite 404, Miami 33155

Quo Vadis?, Echoes of the Heart, Be Good If You Can, Mother Again, The Boss, Your Show of Shows (65), Coral Prime Package (13-15), Coral Westerns (13-15), Coral Action Adventures (13-15), Coral Science Fantasy I (17), Coral Martial Arts I (17), Leonardo Da Vinci, Mysteries of the Ancient World, Hey Abbot, Man and His World (11), Pimpa (13), Candy Candy (65), Captain Future (52), Space Angel (52), The Man From Button Willow, Les Miserables, Young King Arthur, Hans Christian Andersen's a Magic Adventure, Silent Night, Hooray for the Three Wiseman, The Intruder, Package I (14), Package II (10), movies, entertainment/variety specials, plus Spanish animation children's shows (8), Spanish dramas (48), Spanish mini-series (27), Spanish music/variety (7), Spanish series (12) and specials (10). **Staff:** Sy Shapiro, Leland Jackoway, Ken Campbell, Manuel Vidal, Senen Loche, Mike Portney.

Crazy Eddie 758-60

Home shopping programing.

Jim Crockett Promotions 722-24

CST Entertainment 611

4553 Glencoe Ave., Marina del Rey, Calif. 90292

The Classics (28), The Promotables (15), American Caesar, Vietnam: The Ten Thousand Day War, The Abbott and Costello Show, The Wizard of Oz, Speed Racer, Felix the Cat (260), The Mighty Hercules (130), unreleased features (58). **Staff:** Colin Chisholm III, Joseph Adelman, Linda Palmor, Len Ziegel, Richard Harper, Francis Gyernek.

Curran-Victor Co. 623

1100 Larkspur Landing Cr., Suite 315, Larkspur, Calif. 94939

Hemingway. **Staff:** Don Curran, Herb Victor, Daniel Wilson.

DFS Dorland Program Exchange 708

405 Lexington Ave., New York 10174

Dennis the Menace (65), Woody Woodpecker and Friends (360), Scooby Doo (155), The Flintstones (166), Bullwinkle (98), Rocky and His Friends (156), Bill Cosby's Picture Pages (430), Underdog (62), Uncle Waldo's Cartoon Show (52), Tennessee Tuxedo and His Tales (140), Dudley Do-Right and Friends (38), Young Samson (20), Space Kidettes (20), Sealab 2020 (16), Inch High Private Eye (13), Wheelie and the Chopper Bunch (13), Roman Holidays (13), Devlin (16), Valley of the Dinosaurs (16), King Leonardo (38), That Teen Show (26), Bewitched (180), I Dream of Jeannie (109), Abbott & Costello (52) The Partridge Family (96), The Greats of the Game (33). **Staff:** Allen Banks, Susan Radden, Beth Feldman.

Direct Response Marketing 522

Embassy Communications
 (see Columbia/Embassy)

Enterprise Systems Group 757-59
Entervision Syndication 727
 6525 Sunset Blvd., G-6, Hollywood, Calif. 90028

Family Entertainment 734
Four Star International 743
 2813 W. Alameda Ave., Burbank, Calif. 91505

Wanted: Dead or Alive* (94), Star Two* (15), Liars Club* (90), The Big Valley, (112), Zane Grey Theater (145), Dick Powell Theater (59), The Rogues (30), Richard Diamond (26), Burke's Law (81), Star One (15), No Restrictions and Good Vibrations (30), Main Events (28). **Staff:** Alfred Markim, Robert Neece, Thomas Fortuin, Tom O'Leary, Bill Rhodes, Keith Lewis, Scott Lanken, Robert Bosen, Kurt Gardner, Pamela Selman, Michelle Okulski.

Fox/Lorber Associates 749
 432 Park Ave. South, New York 10016

Dynamen* (26), Great Performers (30), Extra! Extra! (26). **Staff:** David Fox, Richard Lorber, Susan Margolin, Rena Ronson, Olivia Canter, Jack Brandon, Doug Yates, Robert Miller, Michael Spielberg.

Fries Distribution 709-13
 6922 Hollywood Blvd., Los Angeles 90028

Fries Frame 3* (25), Fries Frame 2 (20), Fries Frame I (27), The Auto Connection*, Six Guns and Saddles*, Cover Story, Off the Wall, Born Famous*, Howdy Doody's 40th Birthday*. **Staff:** Ave Butensky, Peter Schmid, Dick Askin, Don Golden, Wendy Levin, Tim Newman, Mark Wagenheim, Mike Murashko, Lou Wexner.

Genesis Entertainment 524-28
 5743 Corsu Ave., Suite 210, Westlake Village, Calif. 91362

The Best of the National Geographic Specials* (12), The Judge, Wild Wild World of Animals (115), Classic Country (182), World War II GI Diary (25). **Staff:** Gary Gannaway, Phil Oldham, Wendy Phillips, Brian Davidson, Stanley Sherman, Don Springer.

Samuel Goldwyn Co. 739-41
 10203 Santa Monica Blvd., Los Angeles 90067

Robin Hood* (13), Explosives III*, November Gold*, Treasure Chest, Explosives I and II, Goldwyn Gold and Gold II, Terrorpax, Power Pack, Six-Pack. **Staff:** Terry Palmer, Steve Barbour, Jack Masters, Jolene Victor, Christie Hawks.

Group W Productions 549-53
 3801 Barham Blvd., Los Angeles 91607

BraveStar* (65), The Wil Shriner Show*, Salem's Children*, Together Again*, Life-Quest*, Fun for the Money*, PM Magazine, Hour Magazine, He-Man and the Master of the Universe (130), She-Ra: Princess of Power (93), Fat Albert and the Cosby Kids (90), Ghostbusters (65), TVSC, Filamation, Horizon International Television. **Staff:** Edwin Vane, George Resing, Kevin Tannehill, Owen Simon,

Gerry Farrell, Peter Gimber, Thomas Will, Richard Shae, Brock Kruzic, Chris Lancey, Jack Foley, Jack Swindell, Tony Dwyer, David Jacquemin.

Group W TV Sales 733
 90 Park Ave., New York 10016

For Kids' Sake, documentaries and specials. **Staff:** Ed Goldman, Jeffrey Osborne, Deb Zeyen.

Harmony Gold 740-42
 8831 Sunset Blvd., Los Angeles 90069

Shaka Zulu, Vidiots (26), Between Us, Eye on Hollywood (65), Harmony Gold's Animated Classics (10).

Home Shopping Network 726
 1529 US 19 South, Clearwater, Fla. 33634

Home Shopping Networks. **Staff:** Scott Campbell, Jim Bocock, Lowell Paxson, Lori Speer, Bob Knott, Chuck Bohart.

Raymond Horn Syndications 710
 325 W. 45th St., Suite 510, New York 10036

Essence: The TV Magazine, A Tribute to Eddie Robinson, Essence Superstars Specials, Essence Black Minutes, Story of a People: Where Are We Now?, America's Black Forum (52), Escape to Paradise, Nutrition World, Dance Connection, Talented Teens, Boxing, Pressbox. **Staff:** Raymond Horn, Gloria Horn, Chuck Wick-er.

Independent Network 756

11150 W. Olympic Blvd., Los Angeles 90064
 Glow (26), Movie Madness (16). **Staff:** Irv Holender, Irving Ross, Marvin Grieve, Dick Perin, Dick Ostrander.

Independent Television Network 745
INN 534

220 E. 42d St., New York 10017

Independent Network News Nighttime Edition, USA Tonight Primetime News-briefs, INDX News Service. **Staff:** John Corporon, Dennis Gillespie Jr., Barbara Mortimer, Christine Gebhardt.

INTV Marketing 629
ITF Enterprises 653

Two Greenwich Pl., Greenwich, Conn. 06830

Late Night Lotto*, Dancin' to the Hits.

Staff: Thomas Battista, Michael Estivo, Janet Brown, Elissa Dorfsman, Gary Wendt, Karin Huntzinger.

King Features Entertainment 614-16
 235 E. 45th St., New York 10017

King Features Creatures Vol. 1* (10), Fight Back! with David Horowitz* (26), Ask Dr. Ruth* (130), All New Popeye (192), Original Popeye (220), Animated Flash Gordon (24), Cool McCool (20), Beetle Bailey (50), Beatles (39), Barney Google & Snuffy Smith (50), Crazy Kat (50), Perspective on Greatness (26), Hearst Reports (345), The Performers: Marquee Edition (12), The Performers: Vol. II (12), The Performers (15), Blondie (28), Flash Gordon (4), TV Time Capsules (2,000), Hints from Heloise (130), Blondie (26), Flash Gordon (40), The Romance of Betty Boop, Good Housekeeping: A Better Way. **Staff:** Bill Miller, Len Soglio,

Chips Barrabee, Steven Weiser, Maureen Smith.

King World Productions 731-32

1700 Broadway, New York 10019

The Oprah Winfrey Show (46), Little Rascals (71), True Confessions (26), Nightlife (39), Rock 'N Roll Evening News (39), Wheel of Fortune (195), Jeopardy (39), Topper (78), Guns of Will Sonnett & Branded (98), Mr. Food (260), Spotlight Ten (10), The Epics (5), Popcorn Theater (13), Classic Detectives (34), Women of the World, Laugh Machine. **Staff:** Roger King, Michael King, Lee Kiersted, Maryann Catalano, Sidney Cohen.

LBS Communications 550-560

875 Third Ave., New York 10022

You Can't Take It With You*, Tales from the Darkside (92), The New American Band-stand*, Max Haines Crime Flash Back*, Music Machine* (13), Strictly Business* (52), The Adventures of Teddy Ruxpin* (65), Heathcliff (86), MASK (75), Inspector Gadget (86), Kideo TV, Superfriends (110), The Story of Rock 'n Roll*, Marvin Hagler/Sugar Ray Leonard Pre-Fight Special*, Tales From the Darkside Special*, My Friend Liberty, Your Choice for the Film Awards*, Scary Tales, Test Series*, Marco Polo (10), Canned Film Festival, Hal Roach Colorization Network*, Premiere Screenings I*, Fame (24), What's Happening Now!! (44), Off the Wall, The Judge (150), The Real Ghost-busters*, Hollywood Squares (195), Cover Story (26), This Week in Country Music (52), MGM/UA Premiere Network (24), LBS Premiere Screenings* (18). **Colex Enterprises:** The New Gidget (44), The New Monkees* (44), Dennis the Menace: The Movie*, Three Wishes for Jamie*, Miracle of the Heart, The Canterville Ghost, Gidget's Summer Reunion, It Came Upon a Midnight Clear, Heartstoppers I* (21), Care Bears and Friends at the Movies*, Hope Diamonds (11), Hardcastle & McCormick*, Ghost Story/Circle of Fear* (22), Family (85), Father Murphy (35), Gidget (32), The Monkees (58), The Burns & Allen Show (239), Dennis the Menace (146), Route 66 (52), Father Knows Best (191), The Donna Reed Show (175), Hazel (154), Hawk (17), Joe Forrester (22), Eischied (13), Wild Bill Hickok (113), Jungle Jim (26). **Staff:** Henry Siegel, Phil Howort, Roger Lefkon, Paul Siegel, Tony Intelisano, Fred Petrosino, Mike Weiden, Andrew Holtzman, Caroline Vanderlip, Carl Dietze, Richard Grove, Bill Smither, Tony Vella, Debbie Hirschinger. **Colex:** Mort Marcus, Jack Allen, John Mansfield.

Don Lewis Advertising 712
Lionheart Television 517

1762 Westwood Blvd., Los Angeles 90024

Allo Allo* (21), Are You Being Served* (56), Blott on the Landscape* (6), Don't Wait Up* (20), Ever Decreasing Circles* (18), It Ain't Half Hot Mum* (54), No Place Like Home* (28), Stand Up* (66), Three Up Two Down* (12), Eastenders* (200), Howard's Way* (26), Oxbridge Blues*,

Coup D'Etat*, Mafia Wars*, MIA: You Can Keep Up Forever*, Britain's Top Guns*, Healing Arts*, Video Ink*, Allo Allo, Are You Being Served?, BBC Stand Up, 66, Dave Allen at Large (51), Fawlty Towers (12), Good Neighbors (29), Mother & Son (22), No Place Like Home (28), Only Fools and Horses (30), Open All Hours (25), Solo (13), Sorry (30), The Two Ronnies (32), Yes Minister (21), Auschwitz and the Allies, Challenge of the Caucasus, MIA's Mafia, The War Game, Edge of Darkness, Elizabeth R, 1915, Palace of Dreams, Six Wives of Henry VIII, Blake's 7 (52), Doctor Who, Dr. Who's Who's Who, Five Doctors Special, K-9 & Co., Great Detectives, Primetime Features (11), Primetime Minis (9), Dramas (6), The Ascent of Man (13), Britain's Top Guns (38), Civilisation (14), Connections (10), The Commanders (7), Great Railway Journeys (7), SOE (8), Beau Geste (8), Great Expectations (12), Gulliver in Lilliput (4), Hound of the Baskervilles (4), The Invisible Man (6), Little Women (9), Oliver Twist (12), Pickwick Papers (12), Prince and the Pauper (6), Prisoner of Zenda (6), Robin Hood (12), Stalky & Co. (6), De Bono's Thinking Course (10), Ken Hom's Chinese Cooking (8), Floyd on Fish (7), Madhur Jaffrey's Indian Cooking Course (8), Whicker's World, All Creatures Great and Small (41), Barbara's Problem Dogs, Great Parks of the World (6), Great Zoos of the World (8), One by One (22), Training Dogs the Woodhouse Way (10), Wildside (52), Zoo 2000 (8). **Staff:** David Friedman, Roy Gibbs, Rich Golden.

Lorimar-Telepictures **502-512**
L-T Media **548**
 3970 Overland Ave., Culver City, Calif. 90230

Suddenly Sheriff* (22), It's a Living (26), Mama's Family (25), One Big Family (25), It's a Living* (100), Falcon Crest (127), Knots Landing (128), Dallas (191), The Blue Knight (23), Flamingo Road (37), Ten Speed and Brown Show (12), Mint Edition* (25), 22 Karat (24), Lorimar I (25), Lorimar II (25), Deja-Views (55), Sci-Fi Horror (35), Cowboys and Indians (32), Bomba the Jungle Boy (13), Valuetellevision*, Truth or Consequences*, The People's Court, Love Connection, The \$1,000,000 Chance of a Lifetime, Superior Court, N.I.W.S., The Comic Strip* (65), Gumby* (33), Silverhawks (65), Thundercats, Down to Earth* (104), Alvin and the Chipmunks (65), Gumby (32), Eight is Enough (112), The Greatest American Hero (42), The New Dick Van Dyke Show/Mayberry RFD (150), More Real People (195), My Favorite Martian (107), Here's Lucy (144), animated off-network prime time all family specials (19), Ultra* (4), Telepictures 3 (28), Telepictures 2 (27), Telepictures 1 (16), Masters of Fury. **Staff:** Merv Adelson, David Salzman, J. Anthony Young, Barbara Brogliatti, Stephen Ross, Alan Bell, Jay Feldman, Scott Stone, Michael Garin, Michael Jay Solomon, Art Loomis, Karl Kuechenmeister, Rob Barnett, Tom Byrnes, Jeannie Ka-

dow, Peter Kranzler, Mary Martin, Marc Solomon, Peter Temple, Damien Riordan, Mark O'Brien, Dick Robertson, Pat Kenney, Jim McGillen, Scott Carlin, Garry Hart, Dalton Danon, Joe Goldfarb, Jim Moloshok, Bruce Rosenblum, James Engleman, Roslyn Fisch, Leon Luxenberg, Sheldon Saltman, Keith Samples, Gust Theodore, Alicia Windroth, Ed Youngmark, Jeff Pryor, Mark Robbins, Bruce Genter, Jeff Hufford, Maury Lancken, Jeff Schlesinger, Bonnie Adamson, Rosemary Mazzo, Alasdair Waddell, David Peebler, Margo Raport, Stuart Graber, Don Ross.

M&M Syndications **750**
 1000 Laurel Oak Corp. Center, Suite 108,
 Voorhees, N.J. 08043

Malrite Entertainment **651-715**

MCA TV **622-32**
 445 Park Ave., New York 10022

Miami Vice* (90), Out of This World* (24), Film Fest I* (22), The Bionic Six* (78), Charles in Charge* (52), Kate & Allie* (96), Bustin' Loose* (26), Universal's Marvelous Ten*, Comedy Challenge*, Simon & Simon (125), Knight Rider (90), The A Team (98), Gimme a Break (136), Black Sheep Squadron (35), Magnum (149), That's Incredible (165), Quincy (148), Buck Rogers (37), Kojak (118), The Rockford Files (125), House Calls (57), BJ/Lobo (86), The Incredible Hulk (85), Emergency (136), Leave it to Beaver (234), McHale's Navy (138), Munsters (70), Harper Valley (52), Operation Petticoat (52), Jack Benny Show (104), Olivia Newton-John, Let's Get Physical, Whiz Kids/Voyagers (52), Street Hawk/The Insiders (52), Universal Pictures Debut Network (33), Universal Pictures Marvelous Ten, Universal Pictures Prestige 13 (13), Universal Pictures Exploitable 13 (13), Universal's Most Wanted List (23), Columbo/McCloud/McMillan Mystery Movies (124), Banacek (16), The Hit List (36), Universal Network Movies 85 (85), Battlear Galactica (12), Champagne Movies 34 (34), Ninety Minute Movies (49), Universal Grand 50 (48), Universal Star Spangled 33, Universal World Premiere (35), Comedy Festival I (26) and II (26), Universal 40 (39), Universal 49, Universal 52 (52), Universal 50 (46), Paramount Pre 48 (496), Paramount 100 Select (100), Universal 53 (52), Universal 123 (116), Universal 260 Select List (260), Universal Color 100 (99), Universal 36 Black and White Elite (36), 77 Horror Greats (77), Western Roundup (26), Reserve (169), Diabolic Dozen (12), Baretta (82), Alias Smith & Jones (43), The Six Million Dollar Man (108), Bionic Woman (58), Switch (70), Five Star Mystery (87), Bold Ones (98), Ironside (198), It Takes a Thief (65), Name of the Game (76), Rod Serling's Night Gallery (97), Run for Your Life (85), Rich Man, Poor Man Book 1 (12), Book 2 (22), Best Sellers I (30), II (33), The Deputy (76), Mickey Spillane's Mike Hammer (78), Thriller (67), Men from Shiloh (23), Wagon Train (32), Dead End Kids Movies

(7). **Staff:** Al Rush, Robert Harris, Don Menchel, Carl Russell, Shelly Schwab, Mort Slakoff, Chuck Gerber, Don Micallef, Marc Grayson, Mort Slakoff, Lou Friedland, David Brenner, Bobbi Fisher, Ernie Goodman, Richard Nailling, Paul Hoffman, Jim Kraus, Tom Maples, Lin Oliver, Fran Toll, David Darley, Bert Herbert, Jeff McElheney, Bill Trotter, Stephanie Beatty, Karen Volkman, Inger Jensen, Sara Rubenstein, Charlotte Sweet, Bill Smith, Robert Raleigh, Steve Rosenberg, Steve Saltman, Tom Russo, Nadine Tekula, Chris Rovtar, Kate Kelleher, Gerrie Pare, Steve Teamkin, Bill Vrbancic.

MGM/UA Television **540-42**
 1350 Avenue of the Americas, New York 10019

We Got It Made* (24), Sea Hunt*, Rat Patrol*, Fame (24), Adventures at Scott Island (26), Adventures of Martin Kane (39), Aquanauts (32), Bat Masterson (108), Bold Venture (39), Boston Blackie (58), Case of the Dangerous Robin (38), Cesar's World (39), Circus Parade (26), Dial 999 (39), Doctor Christian (39), East Side West Side (24), Everglades (38), Favorite Story (78), Harbor Command (39), Hey Landlord (31), Hollywood and the Stars (31), Highway Patrol (156), I Led Three Lives (117), King Diamonds (38), Lee Marvin Show (32), Lock Up (78), Mackenzie's Raiders (39), Man and the Challenge (36), Man Called X (39), Men Into Space (38), Men of Annapolis (39), Miami Undercover (38), Mr. District Attorney (78), My Mother the Car (30), Outer Limits (49), Patty Duke Show (104), Phil Silvers Show (30), Rat Patrol (58), Ripcord (76), Rough Riders (39), Sea Hunt (155), Science Fiction Theater (78), Sports Album (105), Stoney Bruke (32), Tales of the Vikings (39), Target (38), The Unexpected (39), The Story Of... (28), This Man Dawson (39), Tombstone Territory (91), Troubleshooters (26), West Point (39), Wolper Specials (6), Yesterday's Newsreels (139), MGM/UA Premiere Network*, MGM/UA 2, The Tough Guys (11), UA Showcase 1, 2, 3, 5, 6, 7, 8, 9, 10, 11, UA 17, UA Prime Time 1 and 2, Award Package, Box Office, Premiere, Festival, AAP Features, Chans & Wong, Monograms, The Pink Panther (226), Pink Panther (3). **Staff:** Dick Cignarelli, Rob Corona, Chuck Atkins, Phil Smith, Peter Preis, Robert Horen, Victoria Quoss, Donna Landau, John Rouse, Andrew Bolt.

Monitor Television **536**
 342 Madison Ave., Suite 832, New York 10173

Christian Science Monitor Reports. **Staff:** Deborah Rivel, Peter Jacobus, Ann Clark.

MTM Enterprises **531-35**
 4024 Radford Ave., Studio City, Calif. 91604
 Newhart Show, St. Elsewhere, Remington Steele. **Staff:** Joe Indelli, Dick Woollen, Suzanne Hornstein, Tom Straszewski, Jim O'Neill, Laureen Ong, John Bryan, Janet Bonifer, Teresa Garcia, Adene Walters, Tai Shan Jackson, Ann Prather.

MTS Entertainment 728-30

5150 Rosecrans Ave., Hawthorne, Calif. 90250

The Barbie TV Magazine*, Captain Power and the Soldiers of the Future. **Staff:** John Weems, Gayle Sharon Dickie, Bette Alofsin, Michael Caponi, Gene Garlock.

Muller Media 519

23 E. 39th St., New York 10016

Reels of Fortune (15), Reel Power (15), The Making Of... (26), Mr. & Mrs. North (57), Three Stooges (156), Which Witch is Which, The Turkey Caper, Christmas Tree Train, A Chuckelwood Easter. **Staff:** Robert Muller, Dan Mulholland.

New Century Telecomm. 634-36

654 Madison Ave., New York 10021

Grey Fox Package* (16), Photoplay* (104), Suzanne Somers*, Sword of Gideon*, Arrest Bulldog Drummond, Blithe Spirit, The Captain's Paradise, Doctor in the House, The Elusive Pimpernel, Genevieve, The Importance of Being Earnest, The Lady Killers, Major Barbara, Oliver Twist, Pygmalion, The Red Shoes, Summertime, The 39 Steps, Waltz of the Toreadors. **Staff:** Robert Morin, Robert Williamson, Steven Orr, Eugene Lavelle, Paul Franklin.

New World Television 723-25

16 W. 61st St., New York 10023

New World One (18), Highway to Heaven, Monte Carlo, Queenie, Harlem, Sins, Crime Story (22), Sledge Hammer (22), Rags to Riches (8), Santa Barbara (500), Courage, Penalty Phase, Something in Common, Easy Prey, Gladiator, family specials. **Staff:** Tony Brown, Joe Middelburg, Monte Lounsbury, Jim Weathers.

Orbis Communications 701-05

432 Park Ave. South, New York 10016

Hangin' In (110), Great American Adventure (14), Force III, Kidsongs, Matchmaker, Constitution Minutes, NCTV, Viddies, Spiral Zone, Defenders of the Earth (65), Macron I (65), Tales of the Unexpected (90), Platinum 193 (193), Orbis Premiere Movies, War Chronicles (13), Bob Uecker's Wacky World of Sports (12), GEO... A Ticket to the World (4), P.O.W. Americans in Enemy Hands. **Staff:** Robert Turner, John Ranck, Brian Byrne, Hilary Hendler, Fran Reiter, David Spiegelman, Frank Hussey, David Goodman, Paul Williams, Neil Russell, Ed Neuert.

Orion Television 617-19

1875 Century Park East, Los Angeles 90067

Hollywood Squares (260), High Rollers* (195), Cagney & Lacey (103), The Avengers (83), Addams Family (64), Green Acres (170), Mr. Ed (143), The Best of Saturday Night Live (102), Orion III* (20), Orion Starview I* (11), Orion II, Orion Premieres (15), Orion I (20), Born Wild (12), Chrome & Hot Leather (12), Filmways I (22), Monsters on the Prowl (10), Films for the '80's Young Adult Theater (12), The Winning Hand (25), Ghoul-A-Rama (24), The World of the Macabre (8), Films for the '70's, Louisiana, Blood of Others, Secret of the Black Dragon, King. **Staff:**

Lawrence Hilford, J. Scott Towle, Larry Hutchings, Rick Jacobson, Robert Os-waks, Kathy Haynsworth, Richard Zimmer, Jerry Jameson Jr., J. Mathy Simon, Tom Cerio, Arthur Hasson, Don Frehe, James Ricks Jr., Richard Rosenbloom, Gary Randall, Robert Mirisch, Stan Neufeld, Ann Stich, Douglass Bergmann, Lynn Field-Jacobson, Ramona Teisan, Mick McAfee.

Pappas TeleProductions 752**Paramount Television 602-612**

1 Gulf & Western Pl., New York 10023

Marblehead Manor* (24), Friday the 13th* (26), Star Trek the Next Generation* (26), Entertainment Tonight, Solid Gold, Leonard Nimoy Star Trek Memories, Brothers* (114), Webster (100), Cheers (121), Family Ties (124), Taxi (114), Happy Days (255), Mork & Mindy (95), Laverne & Shirley (178), Odd Couple (114), Brady Bunch (117), Star Trek (79), Star Trek Animated (22), Love American Style (224), Brady Kids Animated (22), Lucy Show (156), Mission Impossible (171), The Untouchables (114), Mannix (130), Portfolio XII* (26), XI (22), X (20), IX (30), VIII (37), VII (30), VI (30), V (33), IV (38), III (60), II (37), I (44), Special Edition II (40), Special Edition (50), Preview III (20), Preview II (16), Preview I (14), Marquee III (18), II (17), Paramount Action Theater (33), The Untouchables (3), Shogun. **Staff:** Mel Harris, Lucie Salhany, Frank Kelly, Tom Mazza, Meryl Cohen, Kirk Dodd, Howard Green, Helen Ricketts, Emeline Davis, Steve Goldman, Greg Meidel, James Martz, John Nogawski, Kendle Koontz, Joel Berman, Bob Dahill, Ken Solomon, Vito Chrzanowski, Dick Montgomery, Gerry Noonan, Stan Justice, Mark Dvornik, Ed Wilson, Mike Kerans, John Morrow, Don Salem.

Peregrine Film Distribution 719**Pro-Wrestling This Week 655****Republic Pictures 527-29**

12636 Beatrice St., Box 66930, Los Angeles 90066

Hollywood Stars* (17), Champions (152), Favorite Holiday Features, John Wayne Classic Westerns (29), Horror Features (35), Mystery-Suspense/Great Detectives (246), Nostalgic Musicals (47), Nostalgic Westerns (396), Paramount Short Subjects (500), Republic Cowboys (162), Republic Serials (71), Roy Rogers' The Great Movie Cowboys (21), Science Fiction (28), Young People's Favorites (8), Press Your Luck (130), Car 54 Where Are You? (60), Bonanza (260), Get Smart (138), High Chaparral (98), African Patrol (39), Animal Secrets (24), Blue Angels (39), Boots and Saddles (39), Byline: Steve Wilson (39), Cameo Theater (260), Captain Nice (15), Captured (26), Commando Cody (12), Continental Classroom (160), Falcon (39), Fibber McGee and Molly (26), Fireside Theater (100), Frontier Doctor (39), Glencannon (39), Goldiggers (22), Grand Jury (39), Great Gildersleeve (39), How to Marry a Millionaire (52), International Playhouse (26),

Jim Backus Show (39), Kentucky Jones (26), Klondike (18), Lilli Palmer Quality Theater (36), Loretta Young Show (187), Man Without a Gun (52), My World and Welcome To It (26), Not for Hire (39), Official Detective (39), Outlaws (50), Panic (31), People Are Funny (150), Pony Express (39), Richard Boone (25), Sheriff of Cochise (78), Silent Service (78), Steve Donovan (39), Stories of the Century (39), Stryker of Scotland Yard, Temple Houston (26), Theater of the Stars (17), T.H.E. Cat (26), Third Man (77), This Is Alice (39), Union Pacific (39), U.S. Marshal (78), Walter Winchell File (39), Storybook Theater (5), Betty Boop (100), George Pal Puppets (42), Little Lulu (26), Max Fleischer Color Classics (32), Noveltoons (43), Christie Comedies (108), Funny Manns (130), 20 Documentaries (20), Victory at Sea (26), Children's Letters to God, Seven Greatest, Billie Jean King's Tennis for Everyone, Mantovani (38), TVI Acts (198). **Staff:** Russell Goldsmith, Dick Joliffe, Joe Levinsohn, Vallery Kountze, Lee Wedemeyer, Patricia Fleming, Mickey Georgianna, Terez Kiely, Diana Foster, Lisa Ann Woodcock, Hugh West, Barry Bernard, Jack Donahue.

Hal Roach Studios 702-07

1600 N. Fairfax Ave., Los Angeles 90049

Hennesey (96), Crossbow (24), Public Defender (65), Colorization Network II (15), Hal Roach Classics Volume I (15), Laurel and Hardy films (26). **Staff:** Regina Dantes, Steven Morley-Mower, Tim Noonan, Mike Russo, Jody Shapiro, Rob Word.

Satori Entertainment 621

Box 413A, Planetarium Station, New York 10024

Family I (13), Family II (12), Dimension I (15), Dimension II (14), Shock. **Staff:** Ernest Sauer, Gary Conner, Janice Demadonna, Cindy Stern, Hank Guzik.

SFM Entertainment 629

1180 Avenue of the Americas, New York 10036

SFM Holiday Network (12), Jason and the Wheeled Warriors (65), Zoobilee Zoo (65), Photon (26), SFM Children's Theater, Open Season (16), Program Inserts (52), Crystal Light National Aerobics Championship Directions, March of Time (205), Crusade in the Pacific (26), Crusade in Europe (26), Dayan's Israel, The Indomitable Teddy Roosevelt, The Golden Twenties, The Vatican, The Made-for-TV Election. **Staff:** Stanley Moger, Jordan Ringel, Joseph Gerard, Maria Carayas, John Doscher, Ronald Dudelson, Gary Montanus, Mike James, Dave Grimm, Allan Infeld, Cyndy Wynne, Amy Sauertieg, Dianne Brand.

Silverbach-Lazarus Group 625-27

9911 W. Pico Blvd., Penthouse M, Los Angeles 90035

Fight Back with David Horowitz*, The Adventures with Sir Edmund Hillary* (13), Visual One Movie Package* (30), Full Circle Again*, 16 Magazine Television*, Jackpot Bingo, Cimarron Strip (23), The

Littlest Hobo (114), For the Term of His Natural Life (6), Explore (13), Phenomenal World (11), The Best Christmas Pageant Ever, Terror!, The Last Days of Marilyn Monroe, Post-Newsweek Specials. **Staff:** Alan Silverbach, Herb Lazarus, Toby Rogers, James Francis, Ami Hopewitt.

Southbrook Television 649

444 Madison Ave., New York 10022

Southbrook I*, Primetime One (17), Prime-time Plus (15), Primetime 90's (10), Lassie Series (192), Jeff's Collie (103), Timmy and Lassie (156), Lassie TV Movies (15), Lassie Specials (3), Lone Ranger Series (182), Adventures of the Lone Ranger (13), The Lone Ranger Features (2), Lone Ranger Cartoons (78), Sgt. Preston Series (78), Skippy: The Bush Kangaroo (91). **Staff:** Joseph Tirinato, Harvey Feinstein, Margaret McAllen, Stacey Valenza.

Syndicast Services 654

2 W. 45th St., New York 10036

Young Universe, Up-Front (13), Slim Cooking—Starring Richard Simmons*, Neat & Tidy*, College Football Previews, College Basketball's Top 10, All-Star Wrestling, We the People, The Demon Murder Case, The Third Annual Mrs. Woman of the World Pageant, Christmas Every Day, One Night with You, The 1987 Golden Globe Awards, All-Star Caribbean Cruise, Truck Stop, Lou Rawls Presents the Fourth Annual Black Gold Awards, Thanks For Caring, A Night at the Follies, Korean War Retrospective, Sex Symbols: Past, Present & Future, 1987 Mrs. America Pageant, 1987 Sex Symbols Special, We the People, Television's Greatest Bits. **Staff:** Leonard Koch, Bob Silberberg, Gerry Lepkovich, Terry Paolillo, Bill Madden, Pamela Koch, Bernie Schulman, Vicki Jo Hoffman, Jim Hayes, Steven Hoffman, Beverly Weinstein, Jack Giebel, Gary Villante.

D.L. Taffner Ltd. 631

31 W. 56th St., New York 10019

Three Apartments* (128), Check It Out (128), Three's Company (222), Too Close For Comfort (129), Three Apartments* (70), Check It Out (66), The Ropers (26), Three's A Crowd (22), Ted Knight Show (22), Danger Mouse (50), Thames Comedy Originals (156), Benny Hill (95), Robins Nest (48), After Benny (40), Man About the House (39), George & Mildred (38), Keep It in the Family (31), Benny Hill specials (10), Blood and Honor (5), World at War, Hollywood, Destination America, Crime Inc. **Staff:** Chuck Larsen, Joe Ceslik, Mike Fahn.

Telephone Auction Shopping 537

Televentures

TEN 638-40

11111 Santa Monica Blvd., Los Angeles 90025

The New Dream House*, Top of the Pops* (52), Super Rock Presents "The Tube" (13), 1987 International British Record Industry Awards*, 1987 Montreux Rock Festival I* and II*, B.B. King Live at Nick's, America's Music (13), Sizzle* (12), Ten Prime* (10), Tranzor Z (65), Ten Animated Classics (3), Ten Space Animation (5), No

Guts No Glory (6). **Staff:** Drew Savitch Levin, Roger Adams, William Doyle, Arthur O'Connor, Mark Rafalowski, Steve Finch, Lisa Gamboa, Eve Joffe, Andrew Bernman, Richard Elliot Hammer, Ellen Ferrera, Elaine Mallon, Paul Green.

Thomas-Gillum Productions 729

TPE 539-43

875 Third Ave., New York 10022

Star Search (52), Lifestyles of the Rich and Famous (52), Entertainment Tonight/This Week (312), You Write The Songs, Runaway with the Rich and Famous*, Lucky Luke*, Challenge of the Gobots, Smurfs, Supermodel of the World, Lifestyles of the Rich and Famous Salutes the World's Best, Lifestyles of the Rich and Famous Salutes the Superstars, Star Search Junior Championships, Dayton International Airshow, animated specials (3), Ford: The Man and the Machine*, Kennedy vs. Hoover*, Key to Rebecca (4), Jenny's War (4), Strong Medicine, Hold the Dream, A Woman of Substance, Sadat, Blood Fued. **Staff:** Al Masini, Noreen Donovan, Phil Flanagan, Mary Jane Hastings, Rick Meril, Cathy Forbes, Frank Di-Graci.

Tribune Entertainment Co. 528-32

435 N. Michigan Ave., Suite 1429, Chicago 60611

Geraldo Live!, At the Movies, Ghostbusters (65), GI Joe, Kenny & Dolly: A Christmas to Remember, The Smurfs and the Magic Flute, Geraldo Rivera Specials, U.S. Farm Report, Charles in Charge, Soul Train, What A Country, TV Net (12), Embassy Night at the Movies, Chicago Cubs TV Network, Oscar Special, Hollywood Christmas Parade, Nadia. **Staff:** Sheldon Cooper, Joseph Antelo, Charles Hinds, Jack Devlin, Allan Grafman, Dale Laackman, Peter Marino, Nancy Trainor, Jim Smith, Clark Morehouse, Carol Forace, Anne Rodgers.

Turner Program Services 607-09

One CNN Center, Atlanta 30348

On Parade: Rocky Road, National Geographic On Assignment, Cousteau's Rediscovery of the World, Portrait of America, Color Classic Network One, Color Network Two, One, Premium One, Prime One, Family Fair, Lion I and Lion II, That's Entertainment, Vintage One, Extra Extra, 10 Extra Extra, 10, 13 Tailor Mades, Theater 15, MGM Pre-48's, Warner Brothers Pre-48's, RKO Library, CNN Television, Gilligan's Island, CHiPs, Medical Center, Our Gang, Courtship of Eddie's Father, Dakari, Please Don't Eat the Daisies, Man/Girl from Uncle, Then Came Bronson, Tom & Jerry, Turner-Warner Brothers Cartoons, Popeye, Turner-MGM Cartoon Library, G-Force. **Staff:** Henry Gillespie, Russ Barry, Bob Schuessler, John Walden, Ken Christensen, Bob Rierson, Carol Bomberger, Tom Todd, Karen Louque, Jeff Kinney, David Skillman, Bob Morris, Jack Petrik, Cliff Matias.

TV Guide 547

4 Radnor Corporate Center, Radnor, Pa. 19088

Twentieth Century Fox 501-11

10201 W. Pico Blvd., Los Angeles 90035

Circus (52), That's Hollywood (74), Animal Express (130), Dance Fever (26), Dream Girl USA (25), 9 to 5 (52), \$100,000 Pyramid, Small Wonder (24), Miller's Court (65), Expedition Danger (26), Audubon Wildlife Theater (78), Batman (120), Daniel Boone (120), Fall Guy (112), Ghost and Mrs. Muir (50), Jackie Gleason Show (100), Julia (86), Lancer (51), Land of the Giants (51), Lost in Space (83), M*A*S*H (255), Nanny and the Professor (54), Room 222 (113), Trapper John (154), Voyage to the Bottom of the Sea (110), 12 O'Clock High (78), Dynasty (178), Vegas (68), The Ann Soth-ern Show (190), Movin' On (44), The Untamed World (106), Big 36 (36), Century 5, 6, 7, 8, 9, 10, 11, 12, 13 (220), Century 13 (26), Charlie Chan (20), Fox I, II, III, IV, Vand VI (204), Fox Hollywood Theater '86*, Fox Mystery Theater (13), Laurel & Hardy (6), Planet of the Apes (5), Premiere 1 (20), Premiere II (22), Time Tunnel (5), Premium I (7), Premium II (9), Premium Plus (28), Premium III (14), Premium IV (11), MPC 20 (20), Carry On (11), Charles Dickens Animated Classics (8), Hollywood: The Gift of Laughter, The Making of M*A*S*H, The President's Command Performance, Inside Russia, Future Shock, Time of Man, Assassins Among Us, The Cancer Con-frontation, Sex Teenage Style, Divorce Kids in the Middle, The Undersea World of Jacques Cousteau, Jane Goodall and the World of Animal Behavior, Fox Movietone News (520), The New Avengers (26), Sara Dane, I Claudius, Wild Times, Rough-necks, The Far Pavilions, Empire Inc., Jamaica Inn, Mussolini & I, Flying Doctors, Spearfield's Daughter, Groovie Goolies & Friends (104), Crusader Rabbit (13), Doctor Doolittle (17), Fantastic Voyage (17), The Hardy Boys (17), Journey to the Center of the Earth (17), Return to the Planet of the Apes (13). **Staff:** Barry Diller, Leonard Goldberg, Jonathan Dolgen, Michael Lambert, Leonard Grossi, Joseph Greene, Tony Bauer, Benson Begun, Michael Doodan, Dennis Juravic, Gary Butterfield, Harry Mulford, Michael Newsom, James Puffer, Ronald Geagan, Al Shore, Victor Zimmerman, Stanley DeConvnick, Gary Carison, John Garofolo, Steve Leblang, Alan Mehl, Harold Potter, Barbara Van Buskirk, Alan Winters, Wendy Ehrlich, Tanya Neimark, Lark Zonka.

Vestron Television 751

Viacom Enterprises 521-23

1211 Ave. of Americas, New York 10036

Split Second* (26), What A Country (26), MTV Top 20 Video Countdown (52), The New Honeymooners (69), Bizarre (125), Dempsey & Makepeace (31), We Love Lucy*, The Cosby Show* (182), All in the Family (207), Andy Griffith (249), The Best of the Beverly Hillbillies (168), Bob Newhart Show (142), Cannon (124), Circus (25), Clint Eastwood/Rawhide (217), December Bride (154), Dick Van Dyke (158), Family Affair (138), Family Feud (260), Gomer Pyle (226), Gunsmoke (226), Have Gun Will Travel (156), Hawaii Five-O (200), Hogan's Heroes (168), The Honeymooners (107), I Love Lucy (179), I

Spy (6), The Life and Times of Grizzly Adams (37), Marshall Dillon (233), Mary Tyler Moore (168), Millionaire (188), My Three Sons (160), Our Miss Brooks (127), Perry Mason (195), Petticoat Junction (148), The Rookies (90), Trackdown (71), Twilight Zone (168), Wild Wild West (104), You Are There (65), TV Net, Terrytoons (689), Harlem Globetrotters (22), The Alvin Show (26), Viacom Features I through XI, Viacom Movie Greats, Viacom Special Delivery, The Legend Group, GASP, The Exploitable, The Explodables, Thematics, Young and Reckless. **Staff:** Terrence Elkes, Kenneth Gorman, Paul Hughes, Joseph Zaleski, Dennis Gillespie, Paul Kalvin, Toby Martin, Elissa Lebeck, Richard Dorfman, Lisa Merians, Betsy Vorce, Kim Schlotman, Brooks Carroll, Dennis Emerson, Frank Flanagan, David Campbell.

Video Media Marketing 748

VTs Music 707

Wall Street Journal 525

200 Liberty St., New York 10281

Wall Street Journal Report on Television*
Staff: Carl Sabatino, Bob Syers, Susan Strekel.

Warner Bros. Television 657-59

4000 Warner Blvd., Burbank, Calif. 91522
Bugs Bunny & Friends (100), Porky Pig & Friends (156), TV4* (13), Volume 26 (24), TV3 (13), Volume 25 (24), TV2 (13), Volume 24 (18), 13 Classic Thrillers II (13), TV1 (13), Volume 23 (20), Volumes 13 (25), 14-15 (13), 16 (18), 17 (23), 18 (28), 19 (29), 20 (30), 21 (26), 22 (38), Volume 1A (24), The FBI Story, IIA (22), Tarzan features (32), Bowery Boys (48), 13 Classic Thrillers (13), Starlight 3 (30), 4 (30), 5 (28), 6 (25), Special Features (17), Hollywood Wives*, V, Bare Essence, Thorn Birds, Pearl, Scruples, Roots, Roots: The Next Generations, Growing Pains*, Night Court, Matt Houston (68), Private Benjamin (39), Dukes of Hazzard (147), Alice (202), Welcome Back Kotter (95), Chico and the Man (88), F Troop (65), Superman (104), Batman/Superman/Aquaman (69), Harry O (44), Wonder Woman (61), Kung Fu (62), The Waltons (221), FBI (234), Tarzan (57), Maverick (124), Phenomenon of Roots, David Wolper Specials of the '70's (30). **Staff:** Charles McGregor, Mauro Sardi, William Hart, Ed Donaldson, Bill Seiler, John Louis, John Laing, Gary Cozen, Paul Simon, Ken Fournier, John Chickering, Dee Eulberg, Dan McRae, Sharon Kneller, Eleanor Liebs, Edwin Markisch, Joe Kivlehan, Louis Marino, Bruce Hoffman.

World Events 513

4935 Lindell Blvd., St. Louis 63108

Volttron... Defender of the Universe, Volttron Special: Fleet of Doom, Saber Rider and the Sheriffs*, Vyltor The Starfire Champion*, MPTV*. **Staff:** Edward Koplar, Brian Lacey, Robert Cook, Peter Keefe, Brett Cervantes, Nicki Goldstein.

World Wrestling Federation 648-50
1055 Summer St., Stamford, Conn. 06905

WWF Superstars of Wrestling (52), WWF Wrestling Challenge (52), WWF Wrestling Spotlight. **Staff:** Phil Harmon, Joseph Perkins, Basil Devito Jr., Richard Glover.

Worldvision Enterprises 633-37

660 Madison Ave., New York 10021

Hanna-Barbera's Superstars 10* (10), Trivial Pursuit*, The Snorks* (65), The Fantastic World of Hanna-Barbera, Rambo (65), Centurions (65), Chuck Norris Karate Kommandos, The Jetsons (75), Yogi's First Christmas, Throb (24), Starring the Actors (13), Shark's Paradise, Return to Eden (22), The Love Boat II (115), Love Boat (140), Barnaby Jones (177), Little House on the Prairie (216), That Girl (136), Douglas Fairbanks Presents (115), The Fugitive (120), Dark Shadows (780), Doris Day Show (128), N.Y.P.D. (49), The Rebel (76), Ben Casey (153), Combat (152), Wendy and Me (34), People's Choice (104), The Invaders (43), One Step Beyond (94), Annie Oakley (80), Buffalo Bill Jr. (42), Adventures of Champion (26), The Range Rider (76), Man From Atlantis (20), Prime I (10), Prime II (16), Prime III (16), Prime IV (26), Prime V (26), Prime VI (19), Prime VII (25), Prime VIII (20), Saturday at the Movies, Breaking Point (30), Mod Squad (124), Come Along (13), Dickens & Fenster (32), F.D.R. (26), High Road (36), It Pays to be Ignorant (39), Mickey Rooney (17), Next Step Beyond (24), On the Mat (52), One Man Show (26), Take My Word for It (130), Wonders of the Wild (26), Banana Splits (125), World of Super Adventure (129), Discovery (103), Fun World of Hanna-Barbera (84), George of the Jungle (17), Harvey/Casper (244), Jackson Five (23), Jerry Lewis (17), Josie & the Pussycats (16), Josie & the Pussycats in Outer Space (16), Kong Kong (26), Lancelot Link (17), Milton the Monster (26), Professor Kitzel (104), Reluctant Dragon & Mr. Toad (17), Smokey the Bear (17), Top Cat (30), Wait Till Your Father Gets Home (48), Against The Wind (13), Holocaust (10), Return to Eden, specials, series, animation, mini-series. **Staff:** John Ryan, Bill Baffi, Rurt Rosenburgh, Tim Davis, Kaki Holt, Rita Scarfone, Paul Danylik, Jim Kauss, Jim Thomson, Reggie Jester, Karl Middelburg, Randy Hanson, Brian O'Sullivan, Marty Weisman, Jesse Weatherby.

Also on hand

Arbitron

1350 Ave. of Americas, New York 10019

Staff: Bill Shafer, Ginny Tierney, Max Johnson, Barbara McFarland.

Broadcast Information Bureau

100 Lafayette Dr., Syosset, N.Y. 11791

Staff: Avra Fliegelman, Dick Thiriot.

C.B. Distribution

141 El Camino, Beverly Hills, Calif. 90212

Carol Burnett and Friends (175). **Staff:** JoAnne Leighton.

Excel Telemedia

745 Fifth Ave., Suite 1516, New York

Terrorvision (52), Pathfinders (13), American Campus Tour, The Louvre, Scotland Yard, The

Forbidden City, The Kremlin, The Incas Remembered, Barry Mason—The Songwriter, Lifespan—A Rock Biography, Guys 'n' Dolls in Concert, New Seekers in Concert, Kenny Ball and His Jazzmen, Rollerama, The Truth About Communism, feature films (35). **Staff:** Ken Israel, Joan Israel, Allen Hart, Tom Thuman, Peter Strand, Bill Seymour, Carmelo Tutino.

Hollywood Pacific Studios

6290 Sunset Blvd., Hollywood, Calif. 90028

Alive (130), Fit For Life (130), Musical Reunion (8). **Staff:** Paul Webb, Esther McDonald.

JM Entertainment

775

133 E. 58th St., New York 10022

Kids Are People Too, Mega Rock (12), Flash Point, Pete's Place, In Session, Bourbon Street Parade, Nashville Swing, JME Power Pac (45), Action Plus (18), Premiere Drama Package (6), Action Avalanche Package (5), Thrillvision (3), Avenging Exploitable (6), Music Legends (3), Spring Break Reunion, Kids Are People specials (4), Jockey, Hansel & Gretel, This Day in Hollywood, The Indy Challenge. **Staff:** Jerry Molfese, Brian Molfese, Lydia DeTorres, Mari Kimura.

Katz Communications

1 Dag Hammarskjold Pl., New York 10017

Staff: James Greenwald, Pete Goulazian, Richard Mendelson, Richard Goldstein, Paul Arzen, Richard Weinstein, Marty Ozer, Michael Colen, Patrick Garvey, Michael Raounas, Susan Ziller Brazell, Cathy Egan, John von Soosten, Serge Valle, Lucille Luongo.

Major League Baseball Productions

1212 6th Ave., New York 10036

Baseball 1987: A Look Ahead, This Week in Baseball (29), The Baseball Bunch (20), sports features, Sports Newsatellite, All Star and World Series Specials, Light Moments in Sports. **Staff:** Joe Podesta, Geoff Belinfante, Terry Kassel, Peggy White, Maureen Rooney.

A.C. Nielsen Co.

Nielsen Pl., Northbrook, Ill. 60062

Staff: R.H. Anderson, P.I. Dignam, T.J. Hargreaves, D.R. McCubbin, R.S. Paine, D.B. Woolfson.

Petry Television

558

3 E. 54th St., New York 10022

Television station representatives. **Staff:** David Allen, Harry Stecker, Mike Membrado, Jack Fentress, John Dorkin, Bill Fagan, Richard Kurlander.

Sunbow Productions

130 Fifth Ave., New York 10011

GI Joe (95), Transformers (95), My Little Pony and Friends (65), Jem (101), Super Saturday/Sunday The Inhumanoids (15). **Staff:** Thomas Griffin, Art Heller, Heidi Kahme, Mary Tricoli, Lisa Kaye Klasner, Cynthia Markus, Carole Weitzman, Fred Cohen, Nancy Fogerty, Alex Kapitulia, Bridie Blessington, Jerry Kerins.

T.A.P.E.

111 Regent's Park Rd., London NW 1 8UR

Program evaluation, promotion and marketing services. **Staff:** Michael Firman, Patrick Radcliffe, Paul Youngbluth, Dawn Leahy, Tom McManus, Susan Tirsch.

Weiss Global Enterprises

2055 Saviers Rd., Suite 12, Oxnard, Calif. 93033

For Adults Only, Galaxy 15 (15), Golden Showman's Ship 9 (9), Impact 120 (120), Parade (4), Vintage Flicks (24), Westerns (60), The Brave Rifles, Our Time in Hell, Those Crazy Americans, The Black Coin (15), The Clutching Hand (15), Custer's Last Stand (15), Kids Say the Darndest Things (600), Stan Kann Show (52), The Adventures of Jim Bowie (76), Bill Dana Show (42), Canine Comments (13), Craig Kennedy Criminologist (26), Good Morning World (26), I Married Joan (98), Make Room For Daddy (161), My Little Margie (126), Rocky Jones Space Ranger (39), Thrill of Your Life (13), Waterfront (78), The Chuckle Heads (150), Alice (10), Krazy Kid Kartunes (4), Nursery Rhymes (6). **Staff:** Adrian Weiss, Steven Weiss, Ethel Weiss, Laurie Weiss, Beverly Verman, Alex Gordon, E. Melvin Pinsel, Hank Profenius, Alvin Sussman, Marv Gray, Tom Corradine, Gary Willson.

1986 1986 1986

A LOOK BACK AT THE MAJOR COMMUNICATIONS EVENTS OF THE YEAR

The Second 50 Years Of The Fifth Estate

The fundamental changes that began in 1985 among the three television-radio networks continued into 1986, symbolizing a new era in the operations of ABC, NBC and CBS. The bottom line: Thin was in.

Capital Cities officially took over ABC on Jan. 3 and moved to recreate the network in its own image. The company completed a round of staff reductions, numbering 1,000, took a hard look at costs and cut back network frills. General Electric officially took control of NBC on June 9. The first-place network wasn't immune from cutbacks under the new owner, as some 300 were let go by year's end. Grant Tinker, NBC chairman, went out a winner, guiding the network to its first prime time ratings victory ever in the 1985-86 season before returning to Hollywood. Robert Wright, president of General Electric's Credit Corp. and former Cox Cable president, was chosen by GE Chairman Jack Welch to replace Tinker as NBC chairman. But nowhere were the problems the broadcasting industry was facing—a soft advertising marketplace, declining earnings—more evident than at CBS. A beleaguered Thomas Wyman, CBS chairman, was forced from office in September and replaced by Loews Chairman Laurence Tisch, who swept through CBS, cutting staff and selling off parts of the company he felt were not essential to CBS's "core" businesses.

The play for CBS had begun a year earlier, in Ted Turner's failed bid for the company. ABC and NBC were already under new ownership, and CBS, faced with lower revenue and substantial debt that it took on in buying back its own stock to thwart Turner, was vulnerable. In March, it was disclosed that Denver oilman Marvin Davis had approached Wyman with a \$3.7-billion offer for the company, which CBS refused. Throughout the spring and summer, Loews Corp. bought CBS stock, in a move CBS hoped would retard unwanted takeovers. By early August, Loews had accumulated 24.9%, just shy of the agreed-upon limit between the CBS board and Tisch. Throughout the year, Wyman and company proceeded with a series of staff cutbacks that did little to boost morale. The network had slipped to second in the prime time ratings, earnings were off, there were major problems with *The CBS Morning News*, and the turbulent news department, at times, seemed to be at the center of the news as much as reporting it. When Wyman suggested to the board at its Sept. 10 meeting that it consider a buyout offer from Coca-Cola, it appeared to be the last straw. The board rejected the proposal and Wyman was removed soon after. Tisch was named acting chief executive officer and William Paley, CBS's founder who had guided the network from its early days in radio to the institution it became, returned as acting chairman. (Paley owned roughly 8% of the company's stock, and with Loews's near 25%, the two were in a position to block any merger.) Tisch also chaired a five-director management committee to oversee the company until a new president was found. But by year's end there was no new president, and Tisch was showing signs of liking his new job. (The transfer of power to Tisch raised

the sticky question of whether there had been a change of ownership control at CBS, which could have raised a number of problems, including crossownership. The FCC was asked to rule on the issue and voted 4-0 in October that Tisch's appointment as acting CEO did not constitute a transfer of control under the Communications Act.)

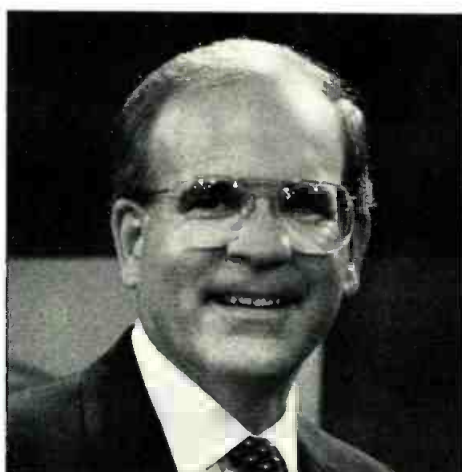
In an Oct. 27 "At Large" in BROADCASTING, Tisch focused on the dilemma all three networks faced in the mid-80's. "In the first place, when the networks started to do well, they never controlled their costs. So their costs went crazy, and as their pricing went crazy their costs went crazy. . . . They didn't make the money. It wasn't that they were profiteering, they just weren't running good businesses. It would have been a much healthier situation if the networks had raised their rates in line with the rate of inflation and had kept their costs in line with the rate of inflation, but both shot up way beyond that. Now, the costs have continued to go up—well, they've slowed down somewhat—but they've continued to go up, while the advertising expenditure, which is not in our hands, has stopped growing. That's where we're caught, and I think that's going to last a couple of years."

In the weeks following the board meeting, it was apparent there was going to be a new way of doing business at CBS. Van Gordon Sauter, a Broadcast Group executive vice president and president of CBS News, was fired. Howard Stringer ran the day-to-day operations of the division until being chosen as the permanent head of CBS News in late October. (Another member of CBS's top management had left the company in August: William Lilley III, senior vice president for corporate affairs, was replaced by David Fuchs, a senior vice president with CBS News.) Neil Derrough, president of the television division, left the company in October as did Frank Gardner, vice president and general manager of CBS-owned KCBS-TV Los Angeles. Dick Brescia, senior vice president of the CBS Radio Networks, also departed as the radio division was streamlined.

Tisch brought in Coopers & Lybrand to conduct a management review of the company and report back where savings could be made. Staff cuts in addition to those set into motion by Wyman were made, with the final total numbering about 1,200. The CBS Technology Center was shut down, a decision that was said to have been made by Wyman before Tisch became acting CEO.

In December, a reorganization of the Broadcast Group was announced that eliminated the executive vice presidencies. The two surviving executive VP's, Thomas Leahy and Neal Pilson, joined Bud Grant, Howard Stringer and Peter Lund as division presidents, reporting to Broadcast Group President Gene Jankowski. Their responsibilities: Leahy (network), Pilson (sports), Grant (entertainment), Stringer (news), Lund (owned TV stations). Tony Malara, president of the TV network, was named to head a post he previously held, affiliate relations.

In the "At Large" in BROADCASTING, Tisch discussed what he envisioned as CBS's company mandate: "I don't think we should be a



The new men in charge: ABC's Murphy, NBC's Wright and CBS's Tisch

so-called conglomerate. I think this should be a media company with an emphasis on broadcasting, and we should do that very well. That's our purpose." To that end, the staff of the CBS/Publishing Group was eliminated, as Tisch asked for the resignation of group president Peter Derow and his staff of 14. The educational and professional publishing division was sold to Harcourt Brace Jovanovich for \$500 million. The magazine division, rumored to be on the block, now reported directly to Tisch. The board entertained but subsequently rejected a number of bids in the \$1.25-billion neighborhood for the Records Group.

The turmoil at CBS was in some ways best exemplified by the problems at the *CBS Morning News*. The third-place show in the early-morning time slot had undergone a number of revisions throughout the year, including the loss of Susan Winston, the executive brought in to revitalize the program. The move coincided with the departures of anchors Forrest Sawyer and Maria Shriver. A week before Tisch took control of the company, Bob Shanks, a former executive producer of ABC-TV's *Good Morning, America* and *20/20* creator, was brought in to overhaul the program and the time slot. The final product, slated to debut in January, was to be a two-sided program. The first 90 minutes (6 to 7:30 a.m.) would be devoted to hard news and the second 90 minutes, with co-hosts Mariette Hartley and Rolland Smith, would be entertainment oriented.

At ABC, changes began also immediately after Capcities took control on Jan. 3. Frederick Pierce, chairman and chief executive officer of ABC, resigned on Jan. 7, and John Sias, a 15-year veteran of Capcities, became president of the newly created ABC division of Capital Cities/ABC Inc. Mark Cohen became executive vice president of the ABC Division and Michael Mallardi was appointed president of the ABC television network, both reporting to Sias. James P. Arcara became president of Capital Cities/ABC Radio, reporting to Mallardi. Arledge, president of ABC News, relinquished the presidency of ABC Sports to Dennis Swanson. Aaron Daniels, a Capcities radio executive, was named to replace Edward McLaughlin as president of ABC Radio Networks.

In October, Sias projected that the ABC network would show a "modest" loss in both 1986 and 1987, due to a "substantial" sports rights loss in 1986 that would be repeated to some degree in 1987 (the three networks lost between \$125 million and \$150 million on the NFL in 1986) and an inability to significantly cut other parts of the budget. One area where the network proposed cuts was in affiliate compensation. Although all three networks were considering altering compensation to affiliates, ABC was the first to lay a proposal on the table. Its plan for a two-year, \$10.5-million cut in compensation was met with a cool reception by ABC's affiliate board.

Even at NBC, all was not rosy. New President Wright said it was probable NBC would reduce its staff and possibly seek a smaller budget in 1987 than in 1986. Wright requested NBC department heads to conduct an exercise in cutting their 1987 budgets by 5%. That drew the ire of NBC News President Larry Grossman, who refused to participate in the exercise, labeling it a "mistake" to put such reductions on paper. Wright also raised the possibility of senior NBC executives contributing to a PAC in order to better get the network's message to Washington decision makers.

The soft network advertising climate—the three broadcast networks reported advertising dropped 3.5% (down 2.2% in prime

time) in 1985—perked up a bit in 1986. Network advertising rose 3.5%, to \$6 billion, in the first nine months of 1986, according to the Television Bureau of Advertising. Local and spot fared much better, with local up 14.3% to \$4.59 billion and spot up 8.1% to \$4.51 billion, TVB said. The combined figure for all three categories showed advertising up 8% to \$15.1 billion.

In overall earnings, BROADCASTING reported in May that profits for the broadcast divisions of two of the three networks, ABC and CBS, dropped in 1985. ABC had broadcast group revenue of \$2.85 billion and an operating profit of \$341 million in 1985, a 20% decline from 1984 (a year that included the Olympics and the presidential campaigns). CBS recorded \$2.78 billion in broadcast group revenue and \$361 million in operating profit, a drop of 11.7%. Only first-place NBC showed an increase over 1984, with broadcast group revenue of \$2.65 billion and operating profit of \$333 million, a 53.8% increase.

Five years after the FCC stopped collecting financial information from broadcast stations and the networks, there was information available on television network and top-10 market revenues as provided by the Broadcast Financial Management Association. From 1980 to 1984, BFM said total net revenues from time sales for the three networks rose from \$4.1 billion to \$6.7 billion, an increase of 62.2%. But the soft advertising marketplace of 1985, which continued throughout 1986, was evident in the full-year network revenue figures. BFM reported that three-network revenue dropped 3% in 1985 from 1984, to \$6.46 billion. The figures for the first nine months of 1986, as reported by BFM, were somewhat better. Net revenue from time sales increased 4% for the three networks, although a drop in the fourth quarter was expected to put the full-year growth at between 2% and 3%. For the first nine months, net revenue from time sales was up 5% in prime time over the year earlier, but drops in daytime (down 3%) and children's (down 14%) reduced the overall network figure. Other nine-month increases, by daypart, were registered by news, 12%; sports, 7%, and late night, 6%.

Radio advertising was a different story. Overall sales figures from January through November was up 16%, according to the Radio Network Association, over the year earlier, to \$353.5 million. Network radio sales are expected to finish at about the same pace, posting some \$383 million in revenues.

Local spot also did well in 1986. The Radio Advertising Bureau, based on its 72-market composite billing pool, is projecting local spot billings in 1986 to reach \$5.3 billion, an 8.2% over 1985. It was a different story for national spot sales, which ended the year on a fairly flat note. Estimates are that sales will be up about 1% over 1985's \$900,954,900, the total dollar volume reported by Radio Expenditure Reports.

Cable advertising revenues, which reached \$735 million in 1985 was expected to close in on the \$1-billion mark in 1986.

Procter & Gamble continued as broadcasting's leading advertising, its total television spending (network and spot) increasing 5% in 1985 to \$780 million, according to the Television Bureau of Advertising. Philip Morris was second with expenditures of \$478 million.

NBC celebrated its 60th anniversary by winning the prime time television ratings for the 1985-86 season. It scored a 17.5 rating/27 share, leaving CBS in second (16.7/26) and ABC in third (14.9/23). *The Cosby Show* became the first show since CBS's *Dallas* in the

1980-81 season to break a seasonal 50 share, scoring a 33.7/51 for the season. Following *Cosby* in the top 10 were NBC's *Family Ties* (30.0/44), CBS's *Murder, She Wrote* (25.3/37) and *60 Minutes* (23.9/38), NBC's *Cheers* (23.7/35), CBS's *Dallas* (21.9/35), ABC's *Dynasty* (21.8/33), NBC's *Golden Girls* (21.8/36) and *Miami Vice* (21.3/36) and ABC's *Who's the Boss?* (21.2/32). For all three networks, there was good news about HUT levels and shares. Homes using television increased from 63.3% to 63.8%, combined rating climbed from 48.5 to 49.1 and combined share of viewing rose for the first time in 10 years, from 76.6 to 77.0 for the 85-86 season. The 1986-87 season got off to much the same start, as NBC won the first 13 weeks of the prime time season. NBC also stopped CBS's evening news consecutive win streak at 212 weeks on May 19. For the first 50 weeks of the year, CBS had an 11.7/22 in the evening news, followed by NBC's 11.3/22 and ABC's 10.6/20. For the year, CBS won 33 weeks, NBC 10 weeks, CBS and NBC tied for first in six weeks and ABC won one week. In the morning news ratings, NBC's *The Today Show* continued to set the pace, with a year-to-date rating of 5.3 and a 24 share. ABC's *Good Morning America* had a 4.7/22 and CBS's *Morning News* a 3.0/14.

In radio, three ABC radio networks continued to dominate the RADAR survey numbers. ABC Information was the highest-rated radio network, registering an average audience estimate of 1,741,000 12-plus listeners per commercial, Monday through Sunday, 6 a.m. to midnight. Next was ABC Entertainment with 1,639,000 listeners followed by ABC Contemporary at 1,473,000, Mutual at 1,348,000 and CBS Radio Network at 1,328,000.

ABC also claimed the four most popular network radio programs among persons 12-plus with Paul Harvey's news and commentary shows. In October, Harvey, who has been on ABC Radio for 35 consecutive years, and who a year earlier had said it would be "very difficult for this or any network to come up with any opportunity as tempting as the opportunity I would have independently," signed a new seven-year pact with Capital Cities/ABC (retroactive to July 1, 1986). The temptation: roughly \$25 million to \$35 million over the life of the contract. The new contract made Harvey one of the highest paid news personalities.

In addition to cable, home video and independent competitors, the television networks saw another challenger enter the marketplace in 1986. Rupert Murdoch, through the Fox Television station group, launched the beginnings of a fourth commercial broadcast network. Jamie Kellner, a former Orion Entertainment executive, was named to run the Fox Broadcasting Co. as president and chief operating officer. The first Fox program was a late night offering, *The Late Show Starring Joan Rivers*. The show premiered in October on the Fox-owned stations and 90 plus affiliates to much fanfare but less than tremendous ratings. Still Fox executives were calling the show a success. The company also announced it would program a prime time lineup and launch one night of programming each year. The first night of programming is set to debut on Sunday, April 5, a three-hour comedy block in which two shows will be repeated twice to maximize sampling.

The march toward people meters continued in 1986, as various rating companies tested the new audience measurement device. But there was far from universal agreement among networks, advertising agencies and research companies on whether all the bugs had been worked out of the system. Since people meter test ratings to date tended to be lower than Audimeter and diary-based numbers, the networks have called for further study of the device. Nielsen announced in May it was postponing the full introduction of the people meter from the 86-87 season until the 87-88 season.

It was a busy year for cable attorneys as a number of court cases further defined cable's First Amendment rights. An appeals court refused to overturn a \$35.8-million verdict against Tele-Communications Inc., which argued that the First Amendment gave it the right to continue operating a cable system in Jefferson City, Mo., after the city revoked its franchise. Another appeals court ruled that a Utah law designed to prevent the transmission of "indecent material" over cable violated the First Amendment.

In August, the cable industry got a break on copyright payments when a U.S. District Court in Washington ruled that cable owners had been overpaying copyright royalty fees. The court ruled the Copyright Office's interpretation of "gross receipts" in the 1976 act that established the compulsory license was erroneous.

The Supreme Court sent cable television's First Amendment case, *Preferred*, back to the district court in Los Angeles for a trial that

would produce a record on which the fundamental questions involving cable's First Amendment rights can be addressed. The high court said that a municipality could not limit access to a single cable system when the public utility's poles and ducts involved could accommodate more than one system, but it affirmed the decision "on narrower ground," holding only that a cable system seeks to engage in activities that "plainly implicate the First Amendment."

The high court denied review of the Quincy case, letting stand an appeals court decision that the FCC's must-carry rules were unconstitutional. The decision allowed, however, for the FCC to rewrite a constitutional version of the rules. The broadcasting and cable industries had already been working for several months on a must-carry



A fourth network challenger: Kellner, Rivers and Fox Chairman Barry Diller

compromise and had come to agreement on a new must-carry package before the Supreme Court decision. Cable systems with fewer than 20 channels were exempt from any must-carry obligation under the deal. Systems with 21 to 26 channels would not be required to carry more than the seven qualified local stations; on systems with more than 26 channels, no more than 25% of those channels were to be must carry. Broadcast stations would have to meet geographic and viewing standards to gain must-carry status, a part of the agreement that primarily affected independents and public stations. Some independents and public broadcasters sought greater protection under the compromise, which raised the potential for some stations to be dropped. The FCC, mixing parts of the compromise with its own ideas, proposed a new set of must-carry rules, in August. The commission's proposed rules mirrored the industry compromise to a large extent, except for a five-year sunset requirement and the inclusion of a controversial technical device, the so-called A/B switch, which would allow consumers to choose between cable and off-air signals. The commission's proposal also went one step further in granting preferred access for public, religious and new commercial broadcasters on cable systems. After receiving comments, the FCC released its final order on the new rules in late November. But by then there was already opposition brewing. The National Cable Television Association released a study describing the technical problems and the financial burdens the A/B switch would entail. Both the NCTA and National Association of Broadcasters joined together in asking the FCC to reconsider the switch aspect of the rule, although the motives for each were different. Independent broadcasters grew increasingly wary of cable operators' moves to realign and in some cases drop television stations from their programming lineups, a move they believed violated the spirit of the industry compromise.

In September, the FCC told the U.S. Court of Appeals in Washington that the preference it has routinely given to women and minorities in comparative hearings exceeds its statutory and regulatory authority, at least as the commission has applied the policy in the last 10 years. The FCC's position was revealed in a brief it filed asking the court to remand (as it did) a case in which a construction permit for an FM station had been awarded to a woman largely because of her sex. The so-called *Steele* case drew the outrage of preference advocates, including Representative Mickey Leland (D-Tex.), chairman of the Congressional Black Caucus, who said he would introduce legislation in 1987 to "clarify" congressional support for preferences.

The FCC, reacting to the wave of mergers and acquisitions in the Fifth Estate, let it be known that it wouldn't erect unnecessary hurdles to those wanting to initiate takeovers of broadcast licensees. In a policy statement, the FCC made clear that those wanting to conduct proxy contests for licensees would face almost no regulatory barriers. If the contest in question involved a transfer of control—if,

as a rough rule, it were being waged for a majority of the seats on a licensee board—a short-form transfer application, modified to include other rudimentary information, must be filed, the FCC said. Those waging proxy contests that wouldn't involve such transfers of control would generally be able to meet their FCC obligations by noting board changes in annual ownership reports. Parties wanting to take over licensee corporations through hostile tender offers would have to go through the FCC's long-form transfer review. But they would be able to launch those through trustees operating under special temporary authorizations while their long forms were under review.

In other policy initiatives, the FCC undertook an examination into ways to improve the AM service. The commission issued a 106-page report that included suggestions on reducing clear channel protection, relaxing ownership and duopoly rules, and permitting the sale of interference rights, along with other technical recommendations. Broadcasters, in their comments, suggested the FCC's top priority should be reducing interference on the AM band. One piece of good news for AM broadcasters came on Aug. 28, with the signing of an agreement between Mexico and the U.S. that permitted AM stations on both sides of the border to extend operating hours. But one of the band's older stations, WBIG Greensboro, N.C., ceased operations on Nov. 6, a victim of FM competition and power limits. The station first went on the air as WNRC in 1926.

The FCC also moved to preempt certain types of local and state regulations governing earth stations. The commission modified its programing reporting requirements for commercial broadcasters, calling for them to list in their public files each quarter the "most significant treatment of communications issues" during the preceding three months. And Congress approved, and the President signed, legislation reducing the terms of FCC commissioners from seven years to five.

The FCC came up with an unprecedented solution to the 20-year litigation surrounding the licenses of RKO's 13 broadcast properties. It entailed the company working out settlements between it and the 69 challengers to those properties. But after weeks of negotiating among the parties involved in the comparative hearing contests—no cases were resolved—it was decided to invite outsiders to bid on the properties. The 45 bids received for 11 of RKO's 12 radio stations and its WHBQ(TV) Memphis amounted to \$280 million, if the highest bids were chosen. No one bid for WHBQ(AM) Memphis.

Cable programing services gradually implemented plans to scramble their signals throughout 1986. HBO and Cinemax began scrambling feeds on Jan. 15 using M/A-Com's Videocipher II system.



Anti-scrambling sentiment in Washington

which rapidly became the de facto industry standard. The two pay services were joined by Showtime/The Movie Channel, CNN, CNN Headline News, WOR-TV New York, MTV, VH-1 and United Video's services, WGN-TV Chicago, WPIX(TV) New York and KTVT(TV) Dallas. Not surprisingly, the home dish industry (the equipment suppliers and 1.5 million backyard earth station owners) was hit hard as programers began scrambling feeds. There were complaints from earth station owners that the pricing practices of the program services were not fair. The outcry was heard loud and clear on Capitol Hill as the cable industry spent much of the year educating representatives and urging them to allow the marketplace to work before resorting to legislative solutions. A number of scrambling bills were introduced, but the one that got the furthest, a scrambling amend-

ment attached to a catch-all spending bill, was voted down by the Senate, 54-44. There was one other visible sign of protest against scrambling. HBO's transmission of "The Falcon and the Snowman" was interrupted on April 27 by a man identifying himself as Captain Midnight who decried the cable service's scrambling and pricing plans. HBO and government officials tracked down the video terrorist, arresting John R. MacDougall in Ocala, Fla., three months later. MacDougall, a home dish retailer and part-time technician at a Florida teleport, pleaded guilty and was fined and placed under probation. The scrambling issue was further complicated when Satellite Broadcast Networks Inc. announced plans to scramble the signals of three network affiliates—WABC-TV New York (ABC-owned), WBBM-TV Chicago (CBS-owned) and WXIA-TV Atlanta (NBC-affiliated)—and market them to backyard earth station owners. The decision raised the ire of network affiliate boards and raised questions of whether the move squared with copyright law.

Pay cable services, in general, went through a rough year, with most showing little or no growth. Basic services fared better, and some cable operators, in anticipation of raising rates in January 1987, repositioned basic services closer to network affiliates to increase their viewing. In some cases the realignment meant moving independent television stations to higher channel positions, a move unpopular in broadcast circles (see above).

There was good news for those in the industry fighting to rid broadcasters of the fairness doctrine. A panel of the U.S. Court of Appeals in Washington ruled 2-1 that the fairness doctrine was not a statutory obligation imposed by Congress. The case involved how the political broadcasting rules apply to teletext, and it was the first time a court had held that Congress did not incorporate the doctrine into Section 315 of the Communications Act. In December, the full appeals court refused to rehear the case, making it likely that the case would make its way to the Supreme Court.

There were also a number of other key court cases in which journalists came up on the winning side. The Supreme Court ruled 5-4, in a case involving the *Philadelphia Inquirer*, that even private persons suing for libel must prove that the statements at issue are false, at least when those statements involve "matters of public concern." The high court also ruled 6-3 that public figures suing for libel must provide "clear and convincing" evidence of alleged libel to overcome a defense motion to dismiss the case. In the pretrial area, the Supreme Court ruled 7-2 that judges presiding over preliminary proceedings must allow them to be public even if the defendants object. They could only be closed if it could be demonstrated that the right to a fair trial would be violated and alternatives to closure would not protect that right.

The high court declined to review a U.S. appeals court's dismissal of the 11-year-old, \$44.7-million libel suit brought by Lieutenant Colonel Anthony B. Herbert against CBS News's *60 Minutes*. In essence, the court ruled that if the main point in a news story can be justified, libel action may not be based on minor, secondary statements that merely support the overall conclusion. Another appeals court affirmed a district court jury decision rejecting a \$150-million libel suit presidential candidate Lyndon LaRouche Jr. had brought against NBC. The court also upheld the award of \$202,000 in damages to NBC. But NBC came out on the losing end of a libel suit that singer Wayne Newton filed against the network over three investigative pieces the *NBC Nightly News* ran in 1980 and 1981. A federal jury in Las Vegas awarded the entertainer \$19.2 million for defamation.

Christine Craft, the television news anchorwoman who sued Metromedia claiming she was the victim of sex discrimination, lost her final appeal in 1986. The Supreme Court turned down her request to review a U.S. Court of Appeals decision that threw out her \$325,000 jury award.

The landscape of television news continued to change in 1986. The proliferation of satellite news cooperatives enabled local stations to provide network-quality news reports. By the end of the year more than 80 stations had satellite newsgathering vehicles and were working with a number of news networks, including Hubbard Broadcasting's Conus Communications, the Cable News Network and the Florida News Network. Many of those units were used by local stations to cover the major news events of the year.

Broadcast news brought the nation together in the moments after the space shuttle Challenger exploded in January, keeping the viewing audience riveted to their television screens. The Cable News Network covered the launch live. The broadcast networks broke into



The eyes of the camera: Challenger tragedy in Florida, election coverage in the Philippines



regular programming within five minutes of the explosion and continued with live reports and special programming throughout the afternoon and evening. As BROADCASTING editorialized: "It is a familiar irony that television is often at its best and brightest at times of national distress," adding that the tragedy served as a reminder "that broadcasters, frequently targeted as the abettors of any number of social ills or characterized as unswerving worshippers of the bottom line, have repeatedly demonstrated their readiness to abandon business as usual when called to sterner missions. In times of tragedy... television has mustered all its resources to do whatever it takes, for however long it takes, to bring its audience face to face with events that shape their lives, in no small measure because of television's power to create witnesses." Television also played a major role in focusing American attention on the Philippines. From November 1985, when deposed President Ferdinand Marcos first agreed, on ABC's *This Week with David Brinkley*, to a national election, to Corazon Aquino's ascension to power, television chronicled the swiftly moving events in the Philippines. The degree to which television coverage altered the view of American decision makers toward the Marcos regime was open to speculation. But as BROADCASTING editorialized, summing up Philippine coverage: "The power of television journalism, and the responsibility that power entails, has never been more apparent."

Network cameras were not allowed, at least initially, to cover the U.S.'s air raid on targets in Libya in April. For that, television journalists borrowed a technique of their radio brethren, filing initial reports by telephone line from Tripoli during the raid. The coverage also raised some ethical questions, as Libyan officials led journalists through tours of bombed-out areas. NBC was at the center of a furor over its interview with Abul Abbas, who is under U.S. indictment as being the ringleader of the Achille Lauro hijacking. NBC aired a two-part interview on its nightly news program but refused to disclose the location of the interview, a decision that brought protests from the Justice Department. NBC later showed parts of the outtakes to Justice officials.

There was a new wrinkle on election night, as only CBS went full bore with live coverage, from 8 p.m. to 2 a.m., for the 1986 midterm elections. ABC and NBC aired election updates throughout regular programming early in the evening before going live beginning around 10 p.m. ABC, which has the strongest Tuesday-night regular schedule of the three, won the ratings battle for the night with a 15.8 rating/25 share. NBC scored a 12.6/19 and CBS a 9/14.

The Senate voted 67-21 in February to allow live gavel-to-gavel radio and television coverage of the chamber, similar to that of the House of Representatives, which has been seen on C-SPAN I since 1979. The vote prompted the creation of C-SPAN II, which went into operation June 2 with live coverage of Senate proceedings.

The videocassette recorder continued to reshape the way Americans watched television in 1986. Penetration, which was just under 30% at the beginning of the year, moved to 39.9% by July, closing in on cable penetration that stood at 48%.

While interest in VCR's was skyrocketing, the videotex industry was taking its lumps. In March, both Times Mirror and Knight-

Ridder pulled out of their respective videotex ventures, at losses of approximately \$20 million and \$50 million to \$60 million, respectively. Knight-Ridder officials, in closing the service, said "it's a viable business, although not a very big business." Later in the year, CBS pulled out of Trintex, selling its share to partners IBM and Sears. The news wasn't much better for teletext. CBS cut its staff from seven to two and hired an outside firm to produce the teletext pages.

On Jan. 1, 1986, advertising agencies Bozell & Jacobs and Kenyon & Eckhardt became advertising agency Bozell, Jacobs, Kenyon & Eckhardt, signaling a year of heavy merger and acquisition activity among BROADCASTING's top 50 advertisers (by domestic broadcast-cable billings). In February, DFS Dorland was born of the \$75-million purchase of Dancer Fitzgerald Sample by Dorland Advertising Ltd., London, the third largest agency in Britain with billings of over \$200 million (U.S. dollars) in 1985. In the spring, agency fancies turned to thoughts of megamergers. As BROADCASTING reported it: "The largest advertising agency complex in the world was formed last week" when BBDO International, Doyle Dane Bernbach and Needham Harper Worldwide merged into two "independent global agency networks," BBDO International and DDB Needham Worldwide, under a new public holding company, later named Omnicom. The new company sported domestic and overseas billings of about \$5 billion. The price tag in stock transactions was put at about \$600 million.

The largest agency complex had a short tenure in that exalted post. April had already seen the purchase of Backer & Spielvogel, New York, by London-based Saatchi & Saatchi for an initial payment of \$50 million and additional considerations. Within a month, acquisition-minded Saatchi had bid \$400 million for Ted Bates Worldwide. The combination of the two produced estimated billings of \$7 billion. Or, as R.J.R. Reynolds chairman J. Tylee Wilson put it at an Association of National Advertisers meeting, his tongue only partially in cheek: "Saatchi & Saatchi added Ted Bates, became number one, and I understand is now said to be massing for a move on Czechoslovakia."

If not quite as unsettling as a blitzkrieg, "megamergers" raised plenty of client questions about such topics as continued quality of service, the benefit accrued from the corporate marriages beyond the agencies' bottom lines and possible client conflicts. On that front, a month after the Saatchi buyout, Colgate-Palmolive Co. dropped Ted Bates Worldwide after a 46-year association. While Colgate did not explicitly cite client conflict in its decision, one of Saatchi's U.S. agencies, Saatchi & Saatchi Compton, has the rival Procter & Gamble account, and a source close to Colgate suggested that conflict was a factor. Among agency answers to client questions was that administrative functions were consolidated, freeing creative executives for creative work, and that increased global capabilities were required, in part as a response to increased client demand for reach in world markets.

Other agency moves in 1986 included the merger of Ally & Gargano and MCA Advertising into Ally Gargano/MCA Advertising; the purchase of HBM Creamer by a publicly held British company,

WCRS Group PLC; the merging of Leber Katz Partners, New York (total billings of about \$290 million in 1985) into the New York office of Foote Cone & Belding, and N W Ayer's agreement in principle to acquire virtually all of Cunningham & Walsh from C & W's New York holding company, the Mickelberry Corp.

There were also new alliances in the world of technology. Matsushita's second generation half-inch M-II system was firmly established as a video recording small format with the help of NBC when the network agreed to buy more than \$50 million in M-II units over the next several years. NBC planned to use half-inch not only for newsgathering but for studio recording applications as well, replacing the established Type C one-inch video standard.

Digital video recording emerged in commercial form for the first time this year, with Sony introducing the premiere digital VTR based on world standard "D-1" component video technology, and Ampex debuting an automated spot player based on a new composite digital format. Sony and Ampex agreed to mesh future products using the two incompatible formats, aiming component VTR's for high-end production and composite at predominantly NTSC plants. (Ampex was put up for sale by its multibillion-dollar parent, Allied-Signal in December.)

TV stereo's inexorable growth continued this year, with more than 300 broadcasters converting to the service since it was first authorized nearly three years ago. The penetration of stereo in TV households is estimated to be at least 7%, without counting the millions of stereo-adaptable sets (requiring a separate converter) which have been sold to consumers. NBC has been the uncontested leader in providing affiliates with stereo programming, more than 24 hours a week. The network, expecting 112 stereo affiliates covering 82% of the country by year's end, has had a full complement of prime time, late night and morning stereo, and has begun accepting stereo commercials as well.

Advanced television systems made uneven progress in 1986, with stalling most noticeable on the technology standardization front. U.S. and other proponents of the leading, Japanese-developed high-definition television technology, which greatly improves on current picture resolution and color, saw prospects for a world HDTV studio standard crumble last May when West European opposition to the 1,125-line, 60 hz technology postponed any decision until at least 1988, possibly later.

Europeans led by French, Dutch, West German and English TV industry manufacturing interests started a four-year, \$180-million-plus project to develop HDTV studio and transmission technology based on Europe's 50 hz television systems.



NBC's and Viacom's 'Cosby': taking on all comers

Support of 1,125/60 HDTV has surfaced, however, among some European broadcasters, including West German broadcasters and Italy's RAI, the latter already embarked on a \$10-million HDTV theatrical release for 1987. Additional evidence of what proponents say is the development of a de facto HDTV production standard is a \$10-million HDTV mini-series now in production by the Canadian Broadcasting Corp., as well as theatrical and music video HDTV projects from independent producers. NBC also became the first broadcaster to air HDTV-produced footage earlier this fall. U.S. industry interest is also turning to HDTV transmission, with a joint effort under way by the National Association of Broadcasters and the Association of Maximum Service Telecasters to demonstrate in January terrestrial HDTV delivery using the UHF TV band.

Technical standards for the still-nascent direct satellite broadcasting industry have made little progress this year, despite efforts by a number of organizations. Efforts to establish Scientific-Atlanta's B-MAC technology as an industry transmission standard were the source of much controversy early in the year during considerations by the now-reorganized Direct Broadcast Satellite Association, and hit a standstill over patent issues at the Advanced Television Systems committee. To little industry surprise, the FCC, in September, rejected its own adoption of technical standards for DBS.

The rise of satellite program delivery in Europe, coupled with gradual growth in its cable systems, has set off widespread considerations across the continent of alternatives to state-owned-and-paid-for broadcasting systems. But any transition toward increasing privatization, or toward greater commercialization, of the European television and radio industry is expected to be both complex and controversial.

In France, for instance, two private TV channels went on the air last February, only to be reclaimed by the state in the spring, at the same time a proposal was offered to sell the state-owned Television Francaise 1 national network. In England, a government commission rejected advertising as a means to finance the noncommercial BBC, but offered other controversial solutions to its growing financial straits, as well as suggesting other free market elements be incorporated by the broadcast industry.

The International Telecommunications Satellite Organization, in December, passed through one of its most traumatic periods in its 22-year history. In one unprecedented event, the board of governors at its quarterly meeting in December fired its two top executives—Richard Colino, director general, and Jose L. Alegrett, deputy director general for business planning and external affairs. In another, at the same meeting, it recommended approval of the consultation on the PanAmerican Satellite Corp.'s proposed separate satellite system that would compete with Intelsat.

The action against Colino, the first American to head the organization, and Alegrett was taken on the basis of reports by Intelsat's outside auditors and legal counsel on investigations into a number of financial irregularities. The inquiries were touched off by staff complaints to the auditor about a \$1.35-million payment to brokers in connection with the financing of the first phase of construction of Intelsat's new headquarters building in Washington.

The board of governors has initiated a search for a new director general; letters of solicitation have been sent to all signatories, and a special meeting of the board will be held in February to interview the most likely candidates. The board will vote on a new director general at its regular meeting in March, and the Assembly of Parties will be called into extraordinary session the week of March 30 to ratify the board's choice.

The favorable decision on the PanAmSat system—which is to provide communications between the U.S. and Peru and ultimately domestic service in Latin America and links between the U.S. and Europe—was achieved after months of hard bargaining between the U.S. and the Intelsat executive organ—and only after the U.S. and the board compromised on two issues. The board opposed the U.S. proposal for a 10-year consultation because all consultations thus far have been for only five years. The U.S. accepted the shorter period on the understanding the board at its March meeting will consider extending consultations as a matter of policy to 10 years. The other issue involved the question of whether only five transponders—those to be used in linking the U.S. and Peru—were involved in the formal consultation, as the U.S. insisted, or all 24, as the executive organ had maintained. The result was language the U.S. says satisfied it on the matter.

The radio industry's nearly four-year battle with ASCAP over new

music licenses was resolved last summer when the two parties reached an agreement on new contracts that raises annual blanket rates, industrywide, by approximately 7.5%. Radio had been operating with interim ASCAP licenses since Dec. 31, 1982.

The new blanket licenses run for five years, retroactive to Jan. 1, 1986. Settlement with the American Society of Composers, Authors & Publishers provides for no additional payment for 1983 and 1984. Rather, it calls for a flat 7.5% surcharge on a station's 1985 payment to ASCAP. As for per-program licenses, terms of the existing agreement were extended through the end of 1986 with the new contract, which runs for four years, taking effect on Jan. 1.

In early December, Broadcast Music Inc. and the industry agreed to extend BMI's interim music licenses, which expired Dec. 31, for an additional three months (March 31). The industry had been operating under a one-year extension of a two-year BMI agreement.

The National Association of Broadcasters board, meeting in St. Maarten in January, unanimously approved the merger of the National Radio Broadcasters Association into the organization. (The NRBA board approved the deal a month later.) NAB absorbed 12 NRBA directors on the NAB board and voted to weigh the votes of TV and radio board members equally. One of the NAB's larger on-going public service campaigns picked up momentum in 1986, with broadcasters saturating the airwaves with PSA's against drug abuse.

The Corporation for Public Broadcasting ended the year as it began, without a president. Martin Rubenstein, a former Mutual Broadcasting president, was named president and CEO on Jan. 31, only to resign less than 10 months later over "differences in policy." There were charges that former Chairman Sonia Landau, whose term expired in March, was still exerting influence over the board, contributing to Rubenstein's departure. A day after Rubenstein left, Lee Hanley Jr. was elected chairman of the board, and Donald Ledwig, CPB's vice president-treasurer, was named temporary president.

There was also controversy on the programming front. The Public Broadcasting Service fall series, *The Africans*, came under fire for its portrayal of the West. The National Endowment for the Humanities, a partial funder, demanded that its name be removed from the credits, claiming the series lacked balance and conflicted with NEH guidelines.

UPI was sold to UPI Inc., a company owned by Mexican newspaper publisher, Mario Vazquez Rana, and Houston developer, Joe Russo, for \$41 million. But the sale did little to cure the top-level personnel problems of the financially troubled wire service. In August, Maxwell McCrohon was named president and chief operating officer, only to be replaced three months later by Milton Benjamin. Malcolm K. Hughes was named editor-in-chief, but he resigned in November. UPI managing editor, Ronald Cohen, reportedly dismissed by Hughes on Nov. 6, was asked by Benjamin three weeks later to replace Hughes.

The Attorney General's Commission on Pornography released a seven-point plan to "curb the growth of child pornography and obscenity" that included the prospect of legislation banning "obscene" programming on cable. Citizens groups also pressured the FCC to do something about allegedly "obscene" radio programming. FCC Mass Media Bureau Chief James McKinney sent letters to two California noncommercial stations, one owned by the Pacifica Foundation, the other licensed to the University of California at Santa Barbara, and to Infinity Broadcasting, licensee of commercial WXRK(FM) New York and WYSI(FM) Philadelphia, asking them to respond to allegations that each aired "indecent or obscene" programming.

The U.S. Information Agency proposed to kill the Voice of America's European service, only to renege a few months later. The number of hours programed were cut back, however, to keep the operation within Gramm-Rudman-Hollings budget limits.

Both the cable and broadcasting industries were generally positive about the tax reform bill passed by Congress and signed by the President. Although no one thought the bill perfect, most Fifth Estaters saw it as a "livable" compromise. There was a flurry of broadcast station and cable system sales activity near year's end as buyers sought to take advantage of favorable capital gains treatment to be excised under the new rules.

Although the volume and dollar count of sales in 1986 did not match 1985's, there was significant activity in the market throughout the year. Among events:

A number of members of top Viacom management joined with several investment bankers to make a \$2.7-billion leveraged buyout



All the products that are fit to sell: the Home Shopping Network

bid for the company. The roughly \$40-per-share bid was raised to \$44 and accepted by the board of directors.

Comsat merged with Contel Corp., an Atlanta-based telephone and telecommunications company in a deal valued at \$2.4 billion.

Lorimar-Telepictures attempted to get into television station ownership by buying seven major-market stations from Kohlberg Kravis Roberts & Co. for \$1.85 billion. But the deal fell through six months later, a victim of the soft advertising marketplace, among other reasons.

The \$1.75-billion buyout of Group W Cable's 1.9 million subscribers by Tele-Communications, American Television & Communications, Comcast, Century and Daniels & Associates, announced in late 1985, closed in 1986, with the parties dividing up the systems among themselves.

Ted Turner bought MGM for \$1.7 billion, but sold parts of the company for \$490 million, leaving Turner with the Hollywood studio's 3,000-film library. Some of the black-and-white films were colorized and broadcast on Turner's WTBS(TV) Atlanta. Colorization became a controversial topic in both the artistic and legal worlds. RKO Pictures filed a copyright infringement suit against Color Systems Technology for colorizing 10 RKO films made between 1939 and 1952.

A joint venture of Taft Broadcasting, Robert M. Bass Group and members of Wometco Cable management bought Wometco Cable (370,000 subscribers) for \$625 million.

A leveraged buyout group led by Outlet Chairman Bruce Sundlun and including Wesray Capital Corp. purchased Outlet from the Rockefeller Group for \$617.5 million. Of the seven TV's and five radio stations, Outlet spun off WCPX-TV Orlando, Fla., to First Media Corp. for \$200 million; KSAT-TV San Antonio, Tex., to H&C Communications for \$153 million, and KQVR(TV) Sacramento, Calif., to Narragansett Capital Corp. for \$104 million.

Times Mirror bought A.S. Abell Co., owner of the *Baltimore Sun*, for \$600 million and spun off WMAR-TV Baltimore and WRLH-TV Richmond, Va., as part of the deal to the Gillett Group for \$200 million. On Nov. 28, Times Mirror announced an agreement in principle to purchase BROADCASTING magazine and related publications for more than \$75 million cash.

TCI struck a deal with the majority owners of United Artists Communications to purchase their 51% share for roughly \$500 million. UA serves 750,000 basic cable subscribers.

What would have been one of the largest joint radio ventures, the merger of Group W and NBC radio properties, came unglued in December. The deal, valued at roughly \$400 million, would have brought 21 stations and 650 network affiliates under one roof. Sources reported that Westinghouse decided to forego the proposal after calculating potential share earnings of the new company.

MCA entered broadcast station ownership in a big way with its \$387-million purchase of WOR-TV New York from RKO's GenCorp. WOR-TV entered the record books later in the year with its purchase of the market's syndication rights to Viacom's *Cosby*, in a two-and-a-half-year deal valued at \$43.7 million. The \$349,440 paid for each of the 125 episodes was a syndication record. Viacom was selling *Cosby* on a cash-plus-one-barter-minute basis.

Spanish International Communications Corp., its licenses in jeopardy, sold its five Spanish-language television stations to a joint

venture of Hallmark Cards and First Capital Corp. for \$301.5 million. In January, an FCC administrative law judge had denied renewal of SICC's TV stations on the grounds that SICC's foreign owners exerted control over the company.

Metromedia sold nine of its 10 radio stations and the Texas State Networks to an investor group led by Metromedia Radio President Carl Brazell Jr. and the investment firm Morgan Stanley for \$285 million.

Heritage Communications bought a controlling interest in Rollins Communications for \$260 million.

Taft Broadcasting sold five independent television stations to TVX Corp. for \$240 million, less than half what many estimated the stations to have been worth a year earlier.

General Instrument bought M/A-Com's Cable/Home Communications division for \$220 million.

Coca-Cola bought Merv Griffin Enterprises for a figure reportedly in excess of \$200 million. MGE has the two highest-rated syndicated shows, *Wheel of Fortune* and *Jeopardy*.

The fight for control of Pulitzer Publishing Co. in some ways typified the problems facing many large companies principally owned by founding family members. The company's board turned down a \$500-million offer for the company by Michigan investor Alfred Taubman, who had enlisted the support of some Pulitzer heirs. That action brought suits, countersuits and counteroffers until the situation was settled when the company announced the purchase of stock from certain shareholders who had sought to break up the controlling ownership trust. The purchase of 43% of the stock amounted to \$185 million.

There was also a contest for John Blair & Co. MacFadden Holdings, a New York-based magazine publisher, made a \$500-million offer for Blair in April. MacFadden's short-form transfer application, however, was denied by the FCC. Blair sought a white knight and found one in Reliance Capital Corp., which made a \$32-per-share offer for Blair. Reliance had paid over \$300 million by year's end for Blair stock. Reliance set in motion plans to sell parts of the company, including Blair's English-language radio stations. The Spanish stations were retained as well as other Spanish-related assets. Reliance also contracted to buy Spanish-language WNUJ-TV Newark, N.J. (New York) for \$70 million from Jerry Perenchio, Bud Yorkin and Norman Lear.

Game shows, barter animation and first-run sitcoms took the spotlight at NATPE 86, partly in reaction to the ratings success predecessors in the genres were meeting. *The New Newlywed Game*, *Price is Right*, *Sale of the Century* and *The \$100,000 Pyramid* turned in top-25 finishes in Nielsen's November 1985 Cassandra report, spurring syndicators who took 23 new first-run game shows to NATPE. King World's *Wheel of Fortune* continued its dominance in syndication, scoring a 20.3 in Nielsen's February Cassandra rankings, followed by another King World property, *Jeopardy*, which scored a 12.3.

There was continuing movement toward checkerboard programming. Following the lead of KTLA(TV) Los Angeles, NBC announced its O&O's would run a sitcom checkerboard in fall 1987. CBS-owned WCAU-TV Philadelphia said it too would run the checkerboard of the five shows NBC had chosen. Syndicators had a new worry in 1986, a greater-than-usual number of stations falling behind on programming payments. The problems primarily were with independents, as exemplified by the chapter 11 bankruptcy filing of Grant Broadcasting for its three independents, in Miami, Chicago and Philadelphia. The filing revealed that the three stations owed some 10 syndicators \$24 million.

The cable industry turned its attention to programming as a way to improve its acceptance among consumers. A loosely formed group of MSO's explored the possibility of forming a programming cooperative, pooling dollars to fund program production. Entering the bidding for all or part of the *Monday Night Football* package was considered.

HBO test marketed a new pay programming service, Festival, geared toward an older, more family-oriented audience. HBO reported that the service showed encouraging results in trials in 25 markets.

Two national per-per-view services were up and running by year's end. Viewer's Choice, from Showtime/The Movie Channel, and Request Television counted some 130 systems and 2.9 million subscribers, combined, by year's end.

Cable and broadcast industries were hit by a new phenomenon in 1986, the home shopping craze. The Home Shopping Network,

launched on cable systems in 1985, was joined by some 15 other services planned or running by year's end, including a co-owned service, HSN II, all vying for some of the \$700 billion in direct retail sales rung up each year. The craze drew the attention of Wall Street, where HSN stock was pre-sold at \$18, opened at \$42 and rose to \$133 on Aug. 28, before splitting. With cash in hand, HSN entered broadcast station ownership, buying 11 stations for \$204 million. It also began signing affiliation agreements with broadcast stations, as did other home shopping ventures, to run all or part of their shopping programming.

Ted Turner's sponsorship and carriage of the Goodwill Games from Moscow on WTBS did not draw the ratings TBS had hoped, forcing the company to offer makegoods for the two-week international sporting event that lost \$26 million.

Group W announced it was shutting down the Home Theater Network on Jan. 31, 1987. The family-oriented pay service reached 375,000 subscribers.

A Manhattan jury found the National Football League guilty on two counts brought against it in an antitrust suit filed by the fledgling United States Football League, but awarded \$1 in damages to the younger league. The USFL had asked for \$1.3 billion in damages and had hoped a large award would keep it afloat.

There were a number of top-level changes in government that affected the Fifth Estate, including the resignation of Supreme Court Chief Justice Warren Burger. Justice William Rehnquist succeeded him as chief justice, and Judge Antonin Scalia, a member of the U.S. Court of Appeals in Washington, joined the high court as the ninth justice. With the Democrats taking control of the Senate in the 1986 elections, Ernest Hollings (D-S.C.) took over as chairman of the Commerce Committee. Representative Edward Markey (D-Mass.) was viewed as the leading candidate to take over the chairmanship of the House Telecommunications Subcommittee from Timothy Wirth (D-Colo.), who won election to the Senate. McKenna, Wilkinson & Kittner, one of Washington's prestigious law firms, announced it would close its doors on Jan. 31, 1987. In other personnel notes: Patricia Diaz Dennis, a member of the National Labor Relations Board, joined the FCC, filling the vacancy left by Henry Rivera. The President announced his intention to renominate Chairman Mark Fowler for another term. A Missouri broadcaster, Alfred Sikes, was named to head the Commerce Department's National Telecommunications and Information Administration.

Within the industry, former NBC executive Robert Mulholland took over as head of the Television Information Office, replacing Roy Danish who, after 25 years as TIO director, resigned. Frances Preston became president of Broadcast Music Inc., replacing Ed Cramer. J. Richard Munro was elevated to chairman at Time Inc. while N.J. Nicholas Jr. became president and chief operating officer of the company. Chairman Ralph Davidson became chairman of Time's executive committee. MTV wunderkind Robert Pittman announced plans to leave the music video service to form a new company with MCA Inc. Neil Austrian, chairman and CEO of Showtime/The Movie Channel, resigned. Jules Haimovitz, president of Viacom Entertainment Group, became president of the Viacom Networks Group, with responsibility for Showtime/TMC and MTV Networks. Leonard Goldberg, half of the successful Spelling-Goldberg Hollywood production team, left his own production company to be president and chief operating officer of 20th Century Fox Film Corp. John Jay Iselin stepped down as president of noncommercial WNET(TV) New York, effective for next June.

A number of notable figures in the Fifth Estate died in 1986: Hartford Gunn, 59, founder and first president of the Public Broadcasting Service; Herbert W. Armstrong, 93, pastor of the Worldwide Church of God who began *The World Tomorrow* radio program in 1934; Howard Vollum, 72, co-founder and vice chairman of equipment manufacturer Tektronix; Howard Arlin, 90, credited as radio's first full-time announcer, on KDKA(AM) Pittsburgh; Arthur Hull Hayes, 81, president of CBS Radio from 1955 to 1967; Robert D. Wood, 61, president of CBS-TV from 1969 to 1976; Marlin Perkins, 81, host of *Mutual of Omaha's Wild Kingdom*; Rudy Vallee, 84, radio crooner in the 1930's and 40's; radio personality Kate Smith; Frederick W. Ford, 76, former FCC chairman and NCTA president; Gordon McLendon, 65, radio format pioneer; James Gray Sr., 70, chairman and president of Gray Communications, Albany, Ga.; Owen Saddler, 74, chairman emeritus of May Broadcasting; Wynn Nathan, 63, television syndication and marketing executive; Desi Arnaz, 69, co-star of *I Love Lucy* and creator of Desilu Productions, and Abe Voron, 68, radio station owner and NRBA executive. ☐

Half-inch doings

Viewers of Turner Broadcasting System's Cable News Network and Headline News may see a significant improvement in the picture quality of the service's news video next year.

The reason: the cable network will convert from three-quarter-inch U-matic video to Sony half-inch Betacam gear as part of its move into the new CNN Center in Atlanta by mid-1987 ("In Brief," Dec. 22).

Gene Wright, vice president, engineering, for CNN parent Turner Broadcasting System, explained that all on-air playback at the new operations center will be on half-inch Beta and, as a result, the news video "will have better resolution and [the picture] won't be nearly as noisy" when compared to the current three-quarter-inch U-matic news video playback facilities.

The new center, to be phased in during the first part of 1987, will retain some U-matic and one-inch Type C video capability, he added, primarily for editing.

The multimillion dollar transition to Beta will take place during the next two years, Wright said, with some 200 half-inch units going first to CNN Center in 1987.

Another approximately 300 field U-matic recorders will be replaced at news bureaus, with all domestic bureaus converted to the format next year, beginning with Washington, New York and Los Angeles. Overseas bureaus will be converted in 1988.

Nearly all CNN news crews already use Sony BVP-3 Betacam cameras, adapting them for use with three-quarter-inch recorders.

Wright said CNN Center will use the half-inch recorders primarily to record and edit incoming satellite feeds, which at times can number up to 40 simultaneous audio and video channels.

CNN will also use Sony's advanced Beta SP half-inch equipment once the product becomes available next year, Wright said, primarily because the metal particle video format's 90 minute recording capacity would have applications for record and playback of studio airtime.

The news operation has also purchased five of Sony's new CCD cameras, already in use at bureaus in Chicago, San Francisco and Dallas.

TBS decided to purchase the Sony equipment after testing the rival Panasonic M-II half-inch recorders primarily because of what he called the Beta line's "technical superiority," dollar value and worldwide service availability.

□

Sony isn't the only company selling Betacam gear. Ampex, which last summer began marketing Betacam product manufactured by Sony, has now sold several hundred units, about half to broadcasters, the remainder to production facilities and industrial users.

One group broadcaster purchasing the Ampex Beta product recently was Hearst

Corp., which has taken delivery of three portable ENG camcorders, three studio players, a ENG camera and a studio recorder-player for four of its stations in Baltimore, Kansas City, Milwaukee and Dayton, Ohio. Hearst also bought three one-inch Type C VTRs and two ADO digital effects systems in the deal.

Ampex expects its own manufactured Betacam products to be available in the first quarter of 1987, beginning with Betacam CCD cameras and studio VTR's, followed later in the year by additional field recorders and studio players.

□

Meanwhile, the leading broadcast user of M-II gear, NBC, will by year's end have taken delivery of 100 M-II camcorders, 100 M-II studio recorders and 30 M-II field recorders. NBC is converting virtually its entire plant to the M-II format in the next several years, following its announcement last spring of a \$50-million-plus deal with M-II manufacturers Matsushita.

NBC also announced earlier this month an agreement to purchase NEC America CCD cameras compatible to the M-II camera recorder, with about 100 cameras to be delivered to the network in 1987. Discounts negotiated with NEC and Matsushita will allow NBC and network affiliates to buy the camera (without lens) and M-II half-inch videotape recorder together for under \$20,000.

According to NBC's Michael Sherlock, NBC field-tested and lab-tested CCD cameras from a number of manufacturers before selecting the NEC unit. Panasonic has its own CCD camera, introduced earlier this fall for under \$20,000, but Sherlock said the company could not meet NBC's short-term delivery needs. Sony also introduced a \$24,500 CCD camera last spring.

The CCD field is a rapidly advancing area of technology, Sherlock added, and the purchase agreement would not preclude the network from buying new CCD camera models as they are developed, whether from NEC or other manufacturers.

The NEC camera was first introduced in 1984, with new CCD chip developments shown in 1985. The current model was introduced last spring with a new electronic shutter, which allows for shutter speed adjustments of between one-sixtieth and one-two-thousandths of a second, a feature considered useful in slow-motion replay applications. NBC used the unit during its coverage of the 1986 World Series last October.

Buckeye buy

Buckeye Cablevision's Toledo, Ohio, system has ordered an estimated \$10 million in baseband addressable cable gear from the Tocom Division of General Instrument.

The 104,000-subscriber system will buy approximately 100,000 Tocom converters over the next three years, as well as headend video processors and an addressable

control system. The Tocom 5503-VIP converters provide for impulse pay-per-view, stereo compatibility and remote control.

Delivery of the equipment will begin next March and continue through the end of 1988. According to Tocom, the converter changeout will start next April, first for pay subscribers, then for basic subscribers. The conversion is scheduled for completion by January 1989.

On impulse

Scientific-Atlanta and Zenith both introduced new impulse pay-per-view (IPPV) technologies at this month's Western Cable Show in Anaheim, Calif. (BROADCASTING, Dec. 8).

Scientific-Atlanta, as part of new Masterworks IPPV subscriber product line, showed a new add-on module for its model 8580 and 8550 addressable set-top terminals.

According to the Atlanta-based manufacturers, the electronic module's circuitry can store viewer programing credits, force tuning to marketing "barker" channels, conduct and record buying activity and report purchases via phone line to a cable operator's addressable control computer.

S-A has already delivered more than 250,000 commercial IPPV set-top terminals as part of Holiday Inn's HI-Net hotel pay TV system.

Zenith introduced at the cable show its own new IPPV system, PM-Pulse. The under \$100 system, which provides two-way addressable IPPV technology, is designed around the company's phase-modulation scrambling addressable decoders. Other IPPV lines from Zenith include Phonevision, a telephone-based automatic number identification system, and Z-View, a two-way baseband system.

The two companies also introduced other new cable decoder products. Zenith had a new \$50 add-on decoder for multichannel TV sound reception for its PM and Z-Tac decoders. The unit, available second quarter of 1987, has built-in stereo amplification. S-A had two new set-top terminals for basic 330 mhz cable services, models 8505 and 8510.

Gearing up

Studer Revox is now ready to deliver production versions of its \$9,000 A812 professional audio recorder. The unit, first shown in prototype last spring, features a range of user-programable operating features, with a software library of more than 40 functions. Also to be available next quarter is the Nashville-based manufacturer's A807 recorder, priced at \$5,250.

□

A new 15-inch monochrome monitor was introduced this month by Conrac. The Covina, Calif.-based Conract Display Products Group is offering the 800-line resolution broadcast picture monitor for \$1,795.

RIDING GAIN

O N R A D I O

Summer studies

The Arbitron Radio Advisory Council has asked the ratings service to analyze a drop in listening levels in the summer 1986 report that coincided with Arbitron's institution of new daypart diary. The request was made in a resolution passed by the council during a meeting in St. Thomas of the Virgin Islands.

The daypart diary, first distributed with the summer survey period, was designed to minimize diarykeeper confusion about the time of day by eliminating the need to check "a.m." or "p.m." when entering listening data. Instead, the following time classifications were instituted: early morning, 5 a.m. to 10 a.m.; midday, 10 p.m. to 3 p.m.; late afternoon, 3 p.m. to 7 p.m. and night, 7 p.m. to 5 a.m.

The resolution stated that the new daypart diary "may have caused a fluctuation in listening estimates during the hours that surround the time classification breaks."

Arbitron last week said it plans to present the results of its daypart diary analysis, which primarily entails listening level comparisons of various markets with previous survey periods that utilized the old diary format, to a session of the Radio Advertising Bureau's Goals Committee on Jan. 8.

A second resolution passed by the council was aimed at insuring that radio is included when Arbitron examines advanced technologies in audience data. "The Arbitron Radio Advisory Council," the resolution said, "strongly urges Arbitron to place radio in the forefront of its efforts to market and develop new qualitative and quantitative audience measurement techniques that take advantage of new technology such as that currently being utilized by ScanAmerica. [ScanAmerica is a joint venture between Arbitron Ratings and SAMI/Burke that measures individual television viewing and product purchases from the same household.] Furthermore, the council feels that Arbitron has a responsibility to the radio industry to make a special effort to include radio listenership data in all of its current and future monitoring and research products that are marketed to advertisers and/or their advertising agencies."

In another development, two new officers were elected to the council. Dan Halyburton, vice president and general manager, KLIF(AM)-KPLX(FM) Dallas/Fort Worth (representing country-formatted stations in markets ranked one through 50), became the new advisory council chairman replacing Ray Gardella, vice president and general manager, WICC(AM) Bridgeport, Conn. And Lee Larson, vice president and general manager, KOA(AM)/KOAQ(FM) Denver (representing news/talk in all markets), was named the new vice chairman replacing Bill Sommers, vice president and general manager of KLOS(FM) Los Angeles. Both executives were elected to one-year terms. Other new council members are: Ted Dorf, vice president and general manager, WGAY(AM)-WWRC(FM) Washington (representing easy listening in markets one through 50); Dennis Israel, president and general manager, WGY(AM) Schenectady, N.Y. (representing MOR in markets 51-plus); Dennis Lemon, vice president and general manager, WLAV(FM) Grand Rapids, Mich. (primarily representing AOR stations in all markets), and Al Maxwell, general manager, KTLT(FM) Wichita Falls, Tex. (representing adult contemporary in markets 51-plus.) All four broadcasters were elected for three years.

Additionally, two new researchers were appointed to the advisory council for three-year terms: Elaine Pappas, vice president and director of research, Hillier/Newmark/Wechsler & Howard, and Gary Boehme, vice president and director of research, Katz Radio.

Down spot

National spot radio business for November dipped 10.5% from November 1985 (adjusted for variance in the number of standard broadcast billing weeks between November 1985 and November 1986) to \$94,453,600. That's according to Radio Expenditure Reports (RER), which collects financial sales information each month from different rep companies. Unadjusted, billings for November posted an 11.8% increase. For year-to-date (January through November), spot revenue reached \$851,133,700, up 0.7% (adjusted) over the same period a year ago.

Local perspective

The Radio Advertising Bureau is organizing a meeting of local radio associations at the Atlanta Hyatt hotel during the afternoon of Feb. 7, just prior to the opening reception for its seventh annual Managing Sales Conference (Feb. 7-10). A letter from RAB President Bill Stakelin stating the association's latest initiative has been mailed to radio station managers in the top 125 markets.

"The goal of the meeting is to seek out ways that RAB can help in coordinating and supporting local efforts to bring new advertisers into radio," said an RAB spokesman. "This is an extension of RAB's basic [sales] mission and of its 'grass roots development project,' which is being undertaken in conjunction with state broadcasting associations," he said.

The annual conference will also mark the first public appearance of the association's new senior vice president for sales and marketing, Henry Hayes. Hayes, who was formerly director of corporate media for PepsiCo.

New division

Major Market Radio, one of five Interep national spot representation firms, has formed a Hispanic division with WKDM(AM) New York, KAL(AM) Los Angeles and WCMQ-AM-FM Miami serving as the base stations for the new unit. Major Market Radio/Espanol will be headed by media executive Julio A. Omana, 47, who most recently was advertising director for *Noticias del Mundo*, a national Hispanic newspaper. Omana will report directly to Dave Kaufman, executive vice president and Eastern division manager for Major Market Radio. The new division's goal during the next year is to gain representation in as many of the top 20 Spanish markets as possible, said Kaufman.

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Infinity says Stern not obscene

Licensee, in answer to letter from FCC's McKinney about complaints over DJ's morning show, claims his language is not offensive to majority of urban audience

Infinity Broadcasting, licensee of WXRK(FM) New York, last week took issue with allegations that Howard Stern, its morning drive personality, had broadcast "obscene or indecent" programming (BROADCASTING, Nov. 17).

In a letter, FCC Mass Media Bureau Chief James McKinney had asked the licensee to respond to complaints citing Infinity's co-owned WYSP(FM) Philadelphia, which simulcasts Stern's program. The complaints alleged broadcasts of discussions using such language as "limp dick," "jerked off" and "menstruation."

In its response to the bureau, Infinity said the FCC has "consistently emphasized" that sex is not a forbidden subject on the airwaves, and that the commission "will not proscribe programming merely because it is sexually oriented or considered offensive,

provocative, controversial or even deplorable by some listeners."

The licensee also said that the FCC staff, in the past, had "consistently and repeatedly" ruled as "protected speech" Stern's use, at other stations, of the type of "sexually oriented language, sexual innuendo and double entendre" subject to complaint here. "The preferences and predilections of a handful of complainants, the most vocal of whom is a Tupelo, Miss., resident on an apparent crusade to impose his personal standards of decency on the rest of his countrymen, cannot establish a local standard for a major metropolitan area such as Philadelphia," said Infinity, apparently in reference to Donald Wildmon, the executive director of the National Federation for Decency, who had complained about Stern's programming. "The complaints of the very few must be balanced against Mr. Stern's demonstrated, sustained appeal among a significant segment of the listening audience, as well as expressions of support for Mr. Stern from members of the public and other influential local media, all of which help to illustrate

acceptance of his program under local community standards.

"Regulatory intervention in this proceeding would be totally at odds with the marketplace approach which the commission has consistently followed in other related areas for the last several years and which has been the hallmark of the [FCC Chairman Mark] Fowler commission," the licensee added.

Infinity also said the FCC had adopted the policy of deferring to local authorities on obscenity allegations in the first instance. Infinity added that "logic" dictated that determinations of indecency should be handled similarly. "In light of the fact that there has been no local adjudication whatsoever concerning these particular broadcasts, this proceeding should be immediately and summarily terminated, without further action," Infinity said.

If the bureau still believes Stern's broadcasts are indecent or obscene, it will refer the case to the commissioners. "Clearly the commissioners will resolve the case in the final analysis," McKinney told BROADCASTING. □

Alabama TV station asks Supreme Court to rule that "neutral reportage" is protected

Three years ago, WKRG-TV Mobile, Ala., along with other news organizations in the city, were covering a particularly hot local controversy regarding a proposal to establish sanitary landfills on two locations in Mobile. In the course of one of its reports, the station presented on air an allegation that the then-president of the Mobile County Commission, Dan Wiley, and a former county commissioner were part owners of the company seeking to operate the landfills. The report also contained the principals' denial of the charge. But it has led to a libel case, and the station is now seeking a ruling from the Supreme Court that such reports, when made fairly and accurately, are protected by the First Amendment against defamation suits. Such a ruling, it says, is needed to assure uniformity on the issue on the part of the nation's courts.

The allegation was made both by the correspondent in his report of a meeting on the issue and on tape by a former Republican member of the Mobile commission—a rival of Wiley's—who spoke at the meeting. The station does not say the allegation is true. Rather, it maintains that such charges in the course of a public controversy precipitate the kind of public discussion whose protection "is at the heart of the First Amendment." As a result, it says, the First Amendment "con-

fers a privilege" to report such statements "accurately and neutrally." Without the privilege, the station adds, "the press will be compelled to reduce sharply its coverage of controversial issues of public concern."

WKRG-TV—owned by Kenneth Siddens, a former director of the Voice of America—is appealing a ruling by the Alabama Supreme Court that affirmed the trial court's order denying the station's motion for summary judgment. In rejecting the station's argument regarding the privilege of neutral reportage, the state supreme court said: "We do not think that WKRG-TV has a constitutional right to repeat false statements simply because they were made at a public meeting on a matter of public concern."

The station notes that the U.S. Court of Appeals for the Second Circuit, in an opinion in 1977, recognized the press's "constitutional privilege to republish libelous statements made against several prominent scientists involved in a public controversy over the insecticide DDT."

And WKRG-TV contends the Alabama Supreme Court's decision conflicts with that decision and similar ones by other state and federal courts. But it also notes that the decisions of all such courts on the issue have not been consistent. The result, it says, is uncertainty among the states and between state and federal courts. It noted, for instance, that many state courts have cited the neutral reportage privilege with approval—and that, among those courts, "astonishingly," is the Alabama Supreme Court, which cited the privilege approvingly in a case it decided earlier this year. □

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Stock Index

	Closing Tue Dec 23	Closing Wed Dec 17	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)	
BROADCASTING							
N (CCB) Capital Cities/ABC .	267 1/4	267		1/4	09	27	4,298
N (CBS) CBS	129 1/2	129 1/2				24	3,036
O (CLCH) Clear Channel	11 3/4	12 1/2	-	3/4	- 6.00	17	34
O (INFTA) Infinity Broadcasting	12 3/4	13	-	1/4	- 1.92	67	133
O (JCOR) Jacor Commun.	8 3/8	8 3/8					36
O (LINB) LIN.	55 1/2	54 5/8	7/8		1.60	42	1,469
O (MALR) Malrite	9 1/4	9	1/4		2.77	11	77
O (MALRA) Malrite 'A'	8	8				11	33
A (PR) Price Commun.	10 7/8	10 1/4	5/8		6.09		135
O (SCRIP) Scripps Howard	82	82				29	845
O (SUNN) SunGroup Inc.	3 1/4	2 3/4	1/2		18.18	32	5
N (TFB) Taft	112 1/4	113 1/2	- 1 1/4	- 1.10		92	1,017
O (TVXG) TVX Broadcast	9 1/2	10 1/4	-	3/4	- 7.31	39	55
O (UTVI) United Television	28 1/4	29	-	3/4	- 2.58	26	309

BROADCASTING WITH OTHER MAJOR INTERESTS						
N (BLC) A.H. Belo	52 3/8	52	3/8	.72	26	602
A (AAR) Adams Russell	20 3/8	20 1/2	- 1/8	- 0.60	16	126
A (AFP) Affiliated Pubs	72	71	1	1.40	37	1,270
O (ASTV) Amer. Comm. & TV	3/32	3/32			7	
N (AFL) American Family	24 7/8	25 1/4	- 3/8	- 1.48	16	994
O (ACCMA) Assoc. Commun.	24 5/8	25	- 3/8	- 1.50	234	
O (BMAC) Bus. Men's Assur.	25 7/8	26	- 1/8	- 0.48	15	273
N (CCN) Chris-Craft	19 1/8	19 3/4	- 5/8	- 3.16	8	125
N (DNB) Dun & Bradstreet	106 7/8	108	- 1 1/8	- 1.04	26	8,124
O (DUCC) Durham Corp.	41	41 1/2	- 1/2	- 1.20	11	233
N (GCI) Gannett Co.	72 3/4	74 1/4	- 1 1/2	- 2.02	22	5,841
N (GY) GenCorp	73	76 3/4	- 3 3/4	- 4.88	17	1,631
N (GCN) General Cinema	44 1/2	47	- 2 1/2	- 5.31	18	1,620
O (GCOM) Gray Commun.	199	199			34	98
N (JP) Jefferson-Pilot	35	35 3/8	- 3/8	- 1.06	11	1,463
N (BJ) John Blair	12 7/8	13 3/8	- 1/2	- 3.73	104	
O (JSON) Josephson Intl.	11 1/4	11 1/8	1/8	1.12	53	
N (KRI) Knight-Ridder	47 1/8	47 1/2	- 3/8	- 0.78	21	2,646
N (LEE) Lee Enterprises	23 3/4	24	- 1/4	- 1.04	19	601
N (LC) Liberty	37 3/4	37	3/4	2.02	15	380
N (MHP) McGraw-Hill	56 1/2	58 1/4	- 1 3/4	- 3.00	19	2,848
A (MEGA) Media General	42 1/2	44 1/2	- 2	- 4.49	18	598
N (MDP) Meredith Corp.	63	66 3/4	- 3 3/4	- 5.61	12	596
O (MMEDC) Multimedia	41	41 5/8	- 5/8	- 1.50	372	450
A (NYTA) New York Times	36 3/8	36 1/2	- 1/8	- 0.34	24	2,942
O (PARC) Park Commun.	27 3/4	27 3/4			26	382
N (ROC) Rollins Commun.	41 1/4	41 1/4			45	602
T (SKHQ) Selkirk	20	19 1/2	1/2	2.56	43	162
O (STAUF) Stauffer Commun.	135	135			22	135
A (TO) Tech/Ops Inc.	26 7/8	26 3/4	1/8	.46	5	58
N (TMC) Times Mirror	67	65	2	3.07	19	4,318
O (TMCJ) TM Communications	2 1/4	2 5/16	- 1/16	- 2.70	11	17
O (TPCC) TPC Commun.	1/4	3/4	- 1/2	- 66.66		2
N (TRB) Tribune	59 5/8	60 1/8	- 1/2	- 0.83	19	2,421
A (TBS) Turner Bcstg.	13 1/8	14	- 7/8	- 6.25	29	285
A (WPOB) Washington Post	154	152	2	1.31	19	2,001

PROGRAMING						
O (ALLT) All American TV	4 1/4	4	1/4	6.25	5	
O (AMNT) American Nat. Ent						
O (BRRS) Barris Indus.	15 3/8	15 7/8	- 1/2	- 3.14	25	136
O (BFTV) Birdfinder Corp.	5/8	3/4	- 1/8	- 16.66	-3	2
O (CMCO) C.O.M.B.	23	23 1/2	- 1/2	- 2.12	38	265
N (KO) Coca-Cola	39 1/4	38 1/2	3/4	1.94	20	15,149
O (CLST) Color Systems	13 1/4	15	- 1 3/4	- 11.66		9
A (DEG) De Laurentis Ent.	13 7/8	12 1/4	1 5/8	13.26	132	
N (DIS) Disney	43 7/8	45 1/8	- 1 1/4	- 2.77	30	5,676
N (DJ) Dow Jones & Co.	40 1/4	40	1/4	.62	28	3,894
O (FNNI) Financial News	8 1/4	9	- 3/4	- 8.33	137	91
A (FE) Fries Entertain.	4 1/4	4	1/4	6.25	8	22
N (GW) Gulf + Western	64	64 1/2	- 1/2	- 0.77	18	3,956
O (HRSI) Hal Roach	8	8 3/8	- 3/8	- 4.47	7	44
A (HHH) Heritage Entertain.	6 3/4	7	- 1/4	- 3.57	7	19
A (HSN) Home Sh. Net.	37 3/8	39 1/8	- 1 1/4	- 3.19	84	441
N (KWP) King World	13 3/4	13 5/8	- 1/8	.91	25	422
O (LAUR) Laurel Entertainment	3 7/8	4 3/8	- 1/2	- 11.42	14	9
A (LT) Lorimar-Telepictures	16 1/8	15 5/8	1/2	3.20	16	547
N (MCA) MCA	39 7/8	39 7/8			18	3,113
N (MGM) MGM/UA Commun.	9 5/8	9	5/8	6.94		491
A (NWP) New World Pictures	11 3/4	10 3/8	1 3/8	13.25	22	125
N (OPC) Orion Pictures	11 7/8	13 3/8	- 1 1/2	- 11.21		113
O (MOVE) Peregrine Entertain.	7 3/4	7 1/4	1/2	6.89		14
N (PLA) Playboy Ent.	9	9 3/8	- 3/8	- 4.00		84
O (QVCN) QVC Network	21 1/2	17 1/2	4	22.85		140

	Closing Tue Dec 23	Closing Wed Dec 17	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
PROGRAMING						
D (RVCC) Reeves Commun.	8 1/2	8 1/8	3/8	4.61		106
O (RPICA) Republic Pictures 'A'	8	8 1/4	- 1/4	- 3.03	57	23
O (RPICB) Republic Pict. 'B'	9 1/4	9 1/4			66	7
A (RHI) Robert Halmi	3	3			27	56
O (SMNI) Sat. Music Net.	4 3/8	4 5/8	- 1/4	- 5.40		29
N (WCI) Warner	23 1/8	22 7/8	1/4	1.09	15	2,853
O (WWTW) Western World TV	1 5/8	1 3/4	- 1/8	- 7.14	10	2
O (WONE) Westwood One	26 1/4	27 1/4	- 1	- 3.66	41	214

SERVICE						
O (BSIM) Burnup & Sims	3 7/8	3 7/8			-7	61
O (CVSI) Compact Video	4 1/4	4	1/4	6.25	42	24
N (CQ) Comsat	29 1/8	30 1/8	- 1	- 3.31		527
N (FCB) Foote Cone & B.	48 7/8	48	7/8	1.82	12	185
O (GREY) Grey Advertising	89	93	- 4	- 4.30	12	107
N (IPG) Interpublic Group	28 1/4	27 3/8	7/8	3.19	16	616
N (JWT) JWT Group	29	29			12	263
A (MOV) Movielab	3 3/8	3 1/8	1/4	8.00		5
O (DGIL) Ogilvy Group	29	28 3/4	1/4	.86	13	396
O (OMCM) Omnicom Group	20 1/4	20	1/4	1.25	18	115
O (SACHY) Saatchi & Saatchi	32	32 1/8	- 1/8	- 0.38	15	1,655
O (TLMTB) Telemation	3 1/2	4	- 1/2	- 12.50	14	16
A (TPO) TEMPO Enterprises	10 3/8	10 5/8	- 1/4	- 2.35	26	59
A (UNV) Unitel Video	7 1/4	7 3/4	- 1/2	- 6.45		15

CABLE						
A (ATN) Acton Corp.	2 3/4	1 7/8	7/8	46.66	-1	16
A (CVS) Cablevision Sys. 'A'	18 7/8	19 3/8	- 1/2	- 2.58	-6	396
O (CRDF) Cardiff Commun.	1/4	1/8	1/8	100.0		
N (CNT) Centel Corp.	55 1/4	57 1/4	- 2	- 3.49	12	1,528
O (CCCOA) Century Commun.	15	15 1/2	- 1/2	- 3.22	300	290
O (CMCSA) Comcast	18	26 7/8	- 8 7/8	-33.02	24	383
N (HCI) Heritage Commun.	24 7/8	24 1/4	5/8	2.57	92	556
O (JOIN) Jones Intercable	11 3/4	11 7/8	- 1/8	- 1.05	28	152
T (MHRQ) Maclean Hunter 'X'	18 3/4	19	- 1/4	- 1.31	26	690
O (RCCAA) Rogers Cable Am.	11 1/8	12 1/8	- 1	- 8.24		57
T (RCINZ) Rogers Cable	16 1/4	16	1/4	1.56		381
O (TCAT) TCA Cable TV	16 1/2	17	- 1/2	- 2.94	28	178
O (TCOMA) Tele-Commun.	23 1/2	24	- 1/2	- 2.08	180	2,258
N (TL) Time Inc.	69 3/4	70 3/8	- 5/8	- 0.88	21	4,378
O (UACIA) United Art Comm.	17 3/8	16 3/8	1	6.10	82	713
N (UCT) United Cable TV	25 3/4	26 3/4	- 1	- 3.73	64	627
N (VIA) Viacom	38 7/8	38 5/8	1/4	.64	37	1,331
N (WU) Western Union	4 1/2	4	1/2	12.50		109

ELECTRONICS/MANUFACTURING						
N (MMM) 3M	117 7/8	115 7/8	2	1.72	19	13,560
N (ALD) Allied-Signal	41 1/2	42 5/8	- 1 1/8	- 2.63	-9	7,317
O (AMTV) Am Cable TV	1 5/8	1 5/8			-1	5
N (ANX) Anixter Brothers	14	13 3/4	1/4	1.81	25	509
N (ARV) Arvin Industries	28 1/2	28	1/2	1.78	12	460
O (CCBL) C-Cor Electronics	7	7 1/4	- 1/4	- 3.44	-4	21
O (CATV) Cable TV Indus.	1 7/8	1 7/8			-9	5
A (CEC) Cetec	5 1/8	4 7/8	1/4	5.12	-8	10
A (CHY) Chyron	4 1/2	4 3/4	- 1/4	- 5.26	21	45
A (CXC) CMX Corp.	1 1/8	1	1/8	12.50		5
A (COH) Cohu	6 1/4	6 5/8	- 3/8	- 5.66	12	11
N (CAX) Conrac	12 3/4	13	- 1/4	- 1.92	11	84
N (EK) Eastman Kodak	69 3/4	69 1/4	1/2	.72	59	15,756
O (ECIN) Elec Mis & Comm.	2	2 1/4	- 1/4	- 11.11		8
N (GRL) Gen. Instrument	18 3/4	18 5/8	1/8	.67		607
N (GE) General Electric	87 3/8	86 1/2	7/8	1.01	16	39,840
O (GETE) Geotek Inc.	1	1 3/8	- 3/8	-27.27	4	3
N (HRS) Harris Corp.	31	30 1/2	1/2	1.63	21	1,247
N (MAI) M/A Com. Inc.	13	12 3/4	1/4	1.96		565
O (MCDY) Microdyne	3 5/8	3 3/4	- 1/8	- 3.33	32	16
N (MOT) Motorola	36 5/8	37 3/4	- 1 1/8	- 2.98	43	4,677
N (NPH) N.A. Phillips	40 3/4	39 3/8	1 3/8	3.49	17	1,179
N (OAK) Oak Industries	7/8	7/8			27	
A (PPI) Pico Products	1 7/8	1 3/4	1/8	7.14		6
N (SFA) Sci-Atlanta	10 7/8	10 1/2	3/8	3.57	19	254
N (SNE) Sony Corp.	21 3/8	22 5/8	- 1 1/4	- 5.52	13	4,940
N (TEK) Tektronix	67 1/4	69	- 1 3/4	- 2.53	22	1,315
N (VAR) Varian Assoc.	22 7/8	23 1/4	- 3/8	- 1.61	32	487
N (WX) Westinghouse	59 3/8	60	- 5/8	- 1.04	16	9,122
N (ZE) Zenith	21 1/2	21 3/8	1/8	.58		497
Standard & Poor's 400	274.16	275.29		- 1.13		-0.41

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.

Comsat-Contel merger gives U.S. chance to tighten control

The proposed merger of the Communications Satellite Corp. into Contel Corp. is providing the government with an opportunity to press for a major restructuring of its relationship with Comsat in its dealings with Intelsat and Inmarsat. It is the kind of restructuring some government officials and outside observers increasingly have been saying is required because of the changes in the international environment since passage of the Satellite Act of 1962, which created Comsat and led to the establishment of Intelsat. If the major restructuring urged by NTIA were adopted, the government would have much tighter control of Comsat in its representation of the U.S. in international matters than is now the case.

The National Telecommunications and Information Administration offered what appears to be the government's views on the matter in comments filed with the FCC on the merger application. NTIA said the comments were prepared in consultation with a number of agencies concerned with the proposed merger, including the Departments of State, Justice and Defense, Office of Management and Budget, United States Information Agency, Office of Science and Technology Policy and the Agency for Information Development.

NTIA's proposals would have representatives of the three agencies directly involved in dealing with Comsat—NTIA, FCC and the State Department—participate in board of governors and other meetings of Intelsat and Inmarsat. And those government officials would have the authority, on reaching a consensus during the course of the meetings, to develop new instructions to be issued to Comsat by the State Department's representative. NTIA also suggests that procedures be developed for enabling the government to respond when it determines that a conflict of interest may prevent Comsat from effectively representing the U.S. on a specific issue. And that could include "authorizing the government to act as the U.S. representative" when such issues emerge at a meeting of either of the global organizations.

With Contel approximately five times the size of Comsat—the respective 1985 earnings of the two companies were \$2.6 billion and \$459 million—NTIA said its interest centers on whether the merger will affect Comsat's ability to carry out its public interest mandate under the Satellite Act. Comsat was created as a private company to carry out U.S. national objectives and represent the U.S. in an internationally owned and operated satellite system. Comsat is the sole signatory to the two major global systems—the International Telecommunications Satellite Organization and the International Maritime Satellite Organization.

And with the emergence of competition in

international communications facilities and services—undersea fiber optic cables are being built, regional satellite systems have been established, and the U.S. has conditionally authorized the creation of separate satellite systems that would compete with Intelsat—NTIA said its greatest concern "lies with whether the merged entity can and will effectively represent U.S. government policies before Intelsat and Inmarsat." There would be no problem where the national interests and Comsat's coincide. NTIA said. But where they conflict, it added, "we cannot expect Comsat to be the most effective advocate for U.S. policies."

"Although as nearly one-quarter owner [of Intelsat], Comsat's financial interests may be substantially the same as Intelsat's," NTIA said. "Comsat is required to represent the U.S. government position which supports use of U.S. satellites for limited international services in competition with Comsat and Intelsat. This places Comsat in the uncomfortable position of having to negotiate against at least some of its interests. This is true without the merger; the opportunities for and the complexity of conflicts will increase with the merger."

Accordingly, NTIA's proposals for tighter government oversight of Comsat in its role at Intelsat and Inmarsat than is now the case. At present, the government instructs Comsat as to its performance at meetings of the two

organizations, and government observers attend Intelsat meetings. But NTIA said, "No matter how detailed and timely the instructions given, so long as Comsat acts as U.S. signatory, the government must rely on Comsat to execute its instructions effectively and persuasively." And that is true, NTIA added, not only in formal meetings but even in informal hallway talks.

NTIA, in its comments, also calls for stronger industry participation in Intelsat and Inmarsat matters. It says the public debriefing sessions that Comsat conducts after Intelsat and Inmarsat meetings "have not resulted in a significant exchange of views between the industry and Comsat." NTIA recommends that NTIA, FCC and State discuss mechanisms to increase industry and user participation in Comsat's representative functions, and offers, as a suggestion, "a private sector advisory committee, subject to the government oversight responsibilities."

As for its bottom-line comment, NTIA says it has no objection to the merger, subject to a commission finding that the merger is in the public interest. And if the commission approves the merger, NTIA said, it should condition that on Comsat carrying out its obligations. "If Comsat does not meet its mandate," NTIA said, "the government will have to review Comsat's role under the 1962 Act." □

Intermedia

Foundation moving. Gannett Foundation, charitable arm of Gannett Co., will move its headquarters from Rochester, N.Y., to Washington area, according to Foundation President Eugene Dorsey, who said move would be completed within two years. Although foundation is legally independent of company, it distributes its local grants to organizations in communities served by Gannett, which had some bearing on the decision to follow Gannett Co. to its new headquarters in Rosslyn, Va., Dorsey said. In addition, said Dorsey, foundation's involvement in communities and public policy capital of the nation." Foundation, which employs 17 people in Rochester, will continue to maintain small office there. Its 12-person Gannett Center for Media Studies will remain at Columbia University in New York. □

Objectivity observer. Public Broadcasting Service appointed 10th member of panel set up to review PBS program policies and procedures in wake of controversy over program objectivity (BROADCASTING, Oct. 27). Addition is Kenneth B. Clark, distinguished professor of psychology emeritus of the City College of the City University of New York and president of Kenneth B. Clark & Associates, consulting firm. □

Gilt-edged clientele. King World Productions recently issued statement responding to "... recent publicity regarding the problems that certain television syndicators are experiencing with collections and bad debts from independent television stations" (BROADCASTING, Oct. 20). Company said more than 95% of revenue from three "hit" shows, *Wheel of Fortune*, *Jeopardy* and *The Oprah Winfrey Show*, will come from affiliate TV stations, not independents. Company's "classic library," half of whose revenue comes from independents, accounts for approximately 4% of total company revenue, King World said. Release also noted that during past two years, company had recorded no "bad-debt expense," and that commitments from Grant Broadcasting System—which recently filed for bankruptcy (BROADCASTING, Dec. 15)—amounted to "less than \$300,000." □

Changing Hands

PROPOSED

KHVN(AM)-KDLZ(FM) Fort Worth, Tex. □ Sold by EGG Dallas Broadcasting Inc. to Sheridan Broadcasting Corp. for \$13,045,000. **Seller** is owned by Earl Graves. It has no other broadcast interests. **Buyer** is principally owned by Ronald R. Davenport and his wife, Judith. It owns WAMO-AM-FM Pittsburgh and WUFO(AM) Buffalo, N.Y. KHVN is daytimer on 970 khz with 1 kw. KDLZ is on 107.5 mhz with 100 kw and antenna 450 feet above average terrain.

WZNY(FM) Augusta, Ga. □ Sold by Donald J. Alt to Paul H. Rothfuss for \$4.5 million. **Seller** is partner in Marcom Media, North Augusta, S.C.-based group of five AM's and five FM's. **Buyer** is limited partner in Key-market Communications, North Augusta, S.C.-based group of two AM's and five FM's. WZNY is on 105.7 mhz with 66 kw and antenna 1,200 feet above average terrain.

WKAT(AM) Miami Beach, Fla. □ Sold by Hernstadt Broadcasting Corp. to Howard Broadcasting Corp. for \$2 million. **Seller** is owned by Nevada state senator, Paul Hernstadt, who has no other broadcast interests. **Buyer** is group principally owned by station's general manager, Howard Premier. WKAT is on 1360 khz with 10 kw day and 1 kw night.

WHVW(AM) Hyde Park, N.Y. □ Sold by WHVW Broadcasting Inc. to Mid-Hudson Broadcasting Corp. for \$510,000. **Seller** is owned by Peter C. Ascuitto, president. It has no other broadcast interests. **Buyer** is owned by Leonard R. Kinney, president, and eight others. Kinney is former president and general manager of WKIP(AM) Poughkeepsie, N.Y. WHVW is daytimer on 950 khz with 500 w.

KNPT(AM)-KYQT(FM) Newport, Ore. □ Sold by Dennis P. McManus, receiver, to Central Coast Broadcasting Co. for \$450,000. **Seller** is receiver for Charmar Broadcasting, and has no other broadcast interests. Charmar was headed by Don Hoeft, president. **Buyer** is owned by Frank C. Carman and family. Carman is former owner of KLUB(AM)-KISN(FM) Salt Lake City. KNPT is on 1310 khz with 5 kw day and 1 kw night. KYQT is on 102.5 mhz with 100 kw and antenna 890 feet above average terrain.

KAFM(FM) Durant, Okla. □ Sold by 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 recently sold KLAQ(FM) Denison, Tex. ("Changing Hands," Dec. 22). KAFM is on 97.7 mhz with 2.15 kw and antenna 350 feet above average terrain.

WVSA(AM) Vernon, Ala. □ Sold by Lamar County Broadcasting to Joel E. Camp for \$260,000. **Seller** is owned by Olvie E. Sisk and her husband, Ivous, and H.D. Thompson and his wife, Minnie. Sisk has interest in WFTO(AM)-WFTA(FM) Fulton, Miss., WSGG(AM)-WKEA(FM) Scottsboro, Ala., and WEPA(AM)-WEXA(FM) Eupora, Miss. **Buyer** is station's general manager. WVSA is daytimer on 1380 khz with 5 kw.

For other proposed and approved sales see "For the Record," page 66.

Outlet making IPO

New management plans to offer 1.35 million shares next year

Outlet Communications is planning to go public again, having filed with the Securities and Exchange Commission for an offering of 1.35 million class A shares, which it plans to sell at between \$14 and \$16 per share. The group owner had been a separately traded company before being purchased in January 1984 by The Rockefeller Group Inc., from which the operations were recently bought by management and Wesray Corp. in a leveraged buyout valued at \$623 million. The initial public offering (IPO)—to be sold through Morgan Stanley and Shearson Lehman Brothers—is scheduled to take place early next year.

Even after the IPO, Wesray and Outlet's management, led by Chairman and Chief Executive Officer Bruce G. Sundlun and President and Chief Operating Officer David E. Henderson, will own roughly 69% of the company. After the offering, major owners of the company would be Raymond Chambers (13.1%) and William Simon (8.8%), the two founding partners of Wesray. Other Wesray executives who are Outlet directors and shareholders include Frank Walsh Jr. (6.9%) and Frank Richardson (4.6%). Sundlun will own 8.8% and Henderson, 3.8%. At the close of the offering, William M. Backer, president of advertising agency Backer & Spielvogel, will join the board of Outlet.

A sizeable share of the company will also be owned by Mutual Benefit Life Insurance Co., which is providing some of the LBO debt financing and which recently exercised warrants to purchase 1.88 million shares of nonvoting class B shares in the Providence, R.I.-based group owner. That class B stock is convertible on 10 days' notice into Class A shares.

The majority of the LBO financing came from spinning off three of Outlet's television stations: KOVR(TV) Stockton (Sacramento), Calif.; WCPX-TV Orlando, Fla., and KSAT(TV) San Antonio, Tex., for a total of \$455.4 million. Additional money came primarily from the debt sold to Mutual Benefit and from bank revolving credit and term loans.

Two of Outlet's previously-owned television stations are being separated from the operations incorporated for the public offering, but they will continue to be owned by management and Wesray. WATL(TV) Atlanta and WXIN(TV) Indianapolis, both independents, are being "purchased" by the existing

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management and owners from Outlet for \$30 million. That sum is significantly less than the \$52 million Outlet purchased the stations for at the beginning of 1985. The company noted that the purchase price was "not negotiated at arm's length, but were determined by Outlet Broadcasting, after discussions with independent investment bankers."

Since Outlet purchased WATL and WXIN, the two independents together have lost money, even before depreciation and amortization, and the operating loss in the first half of 1986, \$5.4 million on net revenue of \$7.2 million, widened over that recorded in the previous year's first six months, \$4.6 million on net revenue of \$5.1 million. Outlet's management will continue to run the two stations, for which the publicly held company will be paid a fee of \$1 million per year.

The remaining stations that comprise Outlet Communications are KIQQ(FM) Los Angeles; WTOP(AM) Washington; WTKS(FM) Bethesda, Md.; WCMH-TV Columbus, Ohio; WIOQ(FM) Philadelphia, and WJAR-TV Providence. The two television stations, which last year took in \$33.6 million, are both NBC affiliates. WCMH-TV through the first three quarters of 1986 was up 19% in revenue to \$14.5 million, while WJAR-TV was up 12%, to \$13 million.

The four radio stations accounted for the remaining \$16.7 million of Outlet's 1985 net revenue of \$50.2 million. Billing the most in 1985 was WTOP (\$7.1 million) followed by WIOQ (\$6.2 million), KIQQ (\$2.7 million) and WTKS \$700,000. Showing the most improvement for the first three quarters of 1986 was the Los Angeles station, which in the middle of 1985 switched to a live-assist 24-hour satellite format. KIQQ is up 100% in net revenue through September, to \$4.2 million.

The only Outlet station not showing an improvement is WIOQ, which, the prospectus notes, "plans to improve the quality of the music, play more music per hour and reduce the amount of announcer dialogue to reclaim its position."

Outlet has been active as a producer and syndicator of television programming. The company has a one-third interest in the off-network sitcom *Hennessey*, starring Jackie Cooper. The show's 96 episodes are being colorized and will be syndicated on a cash basis beginning next year.

Other shows Outlet has an equity interest in are the one-hour *Pro Wrestling This Week*, syndicated in the United States and Japan, "principally" for barter. The offering prospectus also said the company is deciding whether to continue syndicating the half-hour game show, *Crosswits*, carried by stations covering 59% of television households. Outlet has a half-interest in the show. A half-hour children's show, *Super Safari*, will be a series on WCMH-TV next year, with syndication to follow.

Cash from operations (income from operations before depreciation and amortization) was \$17.3 million for the 12 months ending Sept. 30. The company expects its annual cash interest expense to be approximately \$14 million. In addition, it expects to make between \$2 million and \$3 million in capital expenditures for each of the next two years, down from more than \$4 million in each of the two previous years. □

Fifth Estate Earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
Cable TV Industries	Third	\$8,840	-8	(\$66)	NM	(\$0.02)
Home Shopping Net.	First	\$103,474	319	\$9,506	258	\$0.22
Price Comm.	Third	\$23,762	112	(\$12,144)	NM	(\$1.33)
Reeves Comm.	First	\$12,235	5	\$644	44	\$0.05
Saatchi & Saatchi	Year	\$652,700	47	\$65,200	80	\$2.24
Sony Corp.	Year	\$8,179,988	-7	\$258,568	-43	\$1.12
Tektronix	Second	\$320,161	-1	\$17,427	36	\$0.90
TM Communications	Third	\$1,185	-58	(\$146)	NM	(\$0.02)
Tri-Star Pictures	Third	\$72,869	35	\$7,089	598	\$0.14

Cable TV Industries had net loss in previous third quarter of \$68,000. Company attributed poorer results in most recent quarter to decline in "sales of home satellite products." ■ **Price Communications** had net loss in previous third quarter of \$2.3 million. Most recent results include two months reporting from Telemation Inc., 90% of which Price recently bought ("Bottom Line," Aug. 18). Third-quarter net loss includes "unrealized noncash loss on marketable securities" of \$6.1 million, sum which had been reduced-as of Nov. 12 to \$1.99 million. Operating cash flow—before interest expense, amortization, depreciation and income taxes—grew 307% to \$12.9 million, comprising \$5.7 million from media properties and \$8.1 million from investment income. Interest expense plus amortization of debt discount and deferred debt expense increased from \$3.75 million to \$13.03 million. ■ **Saatchi & Saatchi's** pre-tax profit was \$103 million, up 73%. ■ **Sony Corp.** percentage changes are based on changes in yen-expressed results. Translation of 1986 absolute number to dollars was made at 162 yen per dollar. Company announced it would propose to change its fiscal year from Oct. 31 to March 31, beginning in 1987. ■ **TM Communications** had net income in previous third quarter of \$20,000. Company attributed changed results to "long-range plan to redeploy our human and monetary resources into more growth-oriented areas: radio station turnarounds and corporate communications." Dallas-based company sold programming division last April. ■ Operating profit of **Tri-Star Pictures** increased 330%, to \$7.1 million. Company attributed improved results to strong box-office performance of "About Last Night" and "Nothing in Common."

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Programming

PBS readies new programming fare

Lineup includes four new series for children; among offerings for adults are six-part civil rights documentary and return of 'Upstairs, Downstairs'

Nine new series, 14 continuing series and numerous specials will make up the Public Broadcasting Service's 1987 winter television season. Four series designed for children will make their first appearances in January and February, a result of public television's increased commitment to such programming in recent years. Following are the new entries of the season, which runs from January through June.

■ First to debut will be *The Perkins Family*, a 13-part soap opera with an all-child cast. Premiering Sunday, Jan. 4, at 11 a.m., the half-hour series will feature children in the roles of adults, and will use child-created characters and improvised dialogue to examine family issues from the perspective of a child.

■ A second children's series, *The Real Adventures of Sherlock Jones and Proctor Watson*, follows at 11:30 a.m. Using puppets as

Cancelling 'Capitol'. After months of considering its fate, CBS announced last week it would cancel the daytime soap opera, *Capitol*, on March 20 to make room for a new soap opera, *The Bold and the Beautiful*, which debuts March 23. The network said, however, that *Bold* would not necessarily run in *Capitol*'s 2:30 p.m. to 3 p.m. time period. Network executives had hoped *Capitol* would improve its performance over recent months, but, season to date, it has remained flat, with a 5 rating and an 18 share, ranking 11th out of 25 daytime programs.

Bold was created by William Bell and his wife, Lee Phillip Bell, who also created *The Young and the Restless*. The new soap is described as a "daytime drama about two Chicago families entwined through personal relationships and in the glamorous world of fashion." The program, which will be videotaped in CBS Television City, Los Angeles, will be produced by Bell-Philip Television Productions. William Bell will be the program's executive producer. Gail Kobe will be the executive producer and Bill Glenn will be director. The cast has not yet been named.

detectives and live actors as the children who go to them for advice, the 10-part series tries to solve the problems of 8-to-13-year-olds.

■ For adults there is a six-part documentary, *Eyes on the Prize: American Civil Rights Years, 1954-1965*, scheduled to begin Wednesday, Jan. 21, at 10-11 p.m. Touted as PBS's centerpiece series for the new season, *Eyes on the Prize* chronicles the struggle of black and white Americans to gain equal

rights for blacks, and is narrated by Julian Bond.

■ Also being highlighted by PBS is a new math series for children, *Square One TV*. The program, aimed at 8-to-12-year-olds, is produced by *Sesame Street*'s creator, Children's Television Workshop. Debuting Monday, Jan. 26 (check local times), *Square One* will use parodies to teach math concepts, and will feature Bill Cosby and other well-known personalities as guest stars.

■ The husband and wife team of Ossie Davis and Ruby Dee return to public television as hosts of *Ossie & Ruby*, also premiering Jan. 26. The 12-part, one-hour series of dramas, comedies, mysteries and poetry will feature the works of lesser-known American writers, producers and directors, with introductions and commentary provided by Davis and Dee.

■ Science, medicine, nature and technology are put into perspective for 10-to-14-year-olds by *Knowzone*, a series of 13 half-hours that will begin Saturday, Feb. 28, at 6 p.m. *Knowzone* will draw on visual material from past seasons of *Nova*, which will be supplemented by new graphics, music and narrative. David Morse, of NBC's *St. Elsewhere*, will host.

■ Fifty-five episodes of *Upstairs, Downstairs*, originally broadcast on *Masterpiece Theatre* between 1974 and 1977, will air Thursdays, beginning March 12, at 10 p.m. The hour-long series chronicles life in England between 1903 and 1929, focusing on a wealthy family and their servants "below stairs," and was previewed by many PBS stations during their December fund drives.

■ *Adventure* is an eight-part series of 60-minute documentaries that profile adventurers. Sailing, mountain climbing, ballooning and dog sledding are among the pursuits presented in the series, beginning Monday, March 16, at 8 p.m.

■ A not-yet-scheduled eight-part series on South America will premiere several months into the new year. *Journeys in South America* is to be an examination of "the glory, turmoil and uncertainty" of seven South

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NBC continues winning ways

NBC won the prime time race for the week ending Dec. 21, making it 13 weeks out of 13 in the 86-87 season. The week was laden with holiday entertainment specials, 11 in all, and NBC had all five that landed among the top-30 ranked programs. The prime time score: NBC, 17.3/28; CBS, 15.6/25, and ABC, 14.6/23. A year ago: NBC came out on top with a 16.6/27, edging CBS (16.4/26) and ABC (14.8/24).

Rank □ Show □ Network □ Rating/Share

1.	Cosby Show	NBC	35.1/54
2.	Family Ties	NBC	33.1/50
3.	Cheers	NBC	28.5/43
4.	Night Court	NBC	27.5/41
5.	Moonlighting	ABC	26.1/39
6.	60 Minutes	CBS	24.1/39
7.	Growing Pains	ABC	24.1/36
8.	Golden Girls	NBC	23.5/41
9.	Who's the Boss?	ABC	22.8/34
10.	NFL Monday Night Football	ABC	21.9/36
11.	Murder, She Wrote	CBS	21.5/34
12.	Dallas	CBS	21.2/34
13.	Newhart	CBS	20.5/30
14.	Bob Hope Special	NBC	20.4/31
15.	The Christmas Life	CBS	20.2/34
16.	Magnum, P.I.	CBS	19.7/32
17.	Amen	NBC	19.5/35
18.	NFL Football	CBS	19.1/34
19.	Falcon Crest	CBS	19.1/33
20.	Highway to Heaven	NBC	19.1/30
21.	L.A. Law	NBC	18.8/31

Rank □ Show □ Network □ Rating/Share

22.	Kate & Allie	CBS	18.1/27
23.	Cheerleaders	CBS	17.8/28
24.	Year in the Life, pt. 2	NBC	17.1/27
25.	Mickey's Christmas Carol	NBC	17.1/28
26.	Year in the Life, pt. 1	NBC	16.6/27
27.	Knots Landing	CBS	16.9/28
28.	My Sister Sam	CBS	16.9/25
29.	Dynasty	ABC	16.7/25
30.	Year in the Life, pt. 1	NBC	16.6/26
31.	Scarecrow & Mrs. King	CBS	16.2/27
32.	Orphan Who Stole Christmas	CBS	15.7/25
33.	Perfect Strangers	ABC	15.7/25
34.	Hill Street Blues	ABC	15.7/24
35.	Equalizer	CBS	15.4/25
36.	Murlock	NBC	15.4/23
37.	Cagney & Lacey	CBS	15.3/25
38.	Hill	ABC	15.2/25
39.	Eight Below Christmas	CBS	15.2/23
40.	Christmas Show	NBC	14.2/27
41.	Football, L.A. Rams-San Francisco	ABC	14.1/26
42.	Jack & Mike	ABC	14.3/24

NBC won three nights—Wednesday, Thursday and Saturday—while CBS won Friday and Sunday and ABC won Monday and Tuesday.

In the evening news race, where NBC and CBS have been taking turns on top in recent weeks, NBC won with an average 12.2/22, followed by CBS, 11.7/21, and ABC, 10.8/20. A year ago, the news race score: CBS, 13.6/24, NBC, 11.9/21, and ABC, 11.4/20. Hut levels for the week averaged 62.4%, compared to 61.7% last year.

Rank □ Show □ Network □ Rating/Share

43.	Spenser: For Hire	ABC	14.2/20
44.	Christmas in Washington	NBC	14.1/25
45.	Amy Grant Home-Holidays	NBC	13.7/22
46.	Blue Swallow	ABC	13.7/21
47.	Endless Love	NBC	13.4/22
48.	Year in the Life, pt. 2	ABC	12.5/20
49.	Izzy & Moe	CBS	12.5/19
50.	20/20	ABC	11.8/19
51.	Simon & Simon	CBS	11.5/18
52.	Adams	NBC	11.5/18
53.	The 7th Year	CBS	11.2/17
54.	Colbys	ABC	11.0/17
55.	Sidekicks	ABC	11.0/17
56.	Disney Sunday Movie	ABC	10.5/17
57.	Star 80 Hammer	ABC	10.2/18
58.	Dynasty	CBS	9.8/18
59.	Deadly Women	CBS	9.5/18
60.	Twilight Zone	CBS	9.2/14
61.	A 100 Sport	CBS	8.8/16
62.	Home of the Day	ABC	8.5/15
63.	One Good	ABC	8.0/17

American countries, to be produced by the Australian Broadcasting Commission. The hour-long programs will show viewers sights that include the carnival in Rio de Janeiro, the ruins of the Incan Empire and the jungles of the Amazon. □

Producers proposing end to network creative controls

Hollywood producers, who have long pushed for the networks to loosen their grip over the creative elements of programs, hope to have an offer ready by June that ABC, NBC and CBS will find hard to resist. The Caucus for Producers, Writers and Directors has formed a special committee to demonstrate to the cost-conscious networks that less creative controls would mean substantial savings on license fees. "It is the first time we have tied fewer creative controls to cost," said Charles Fries, chairman, president and chief executive officer of Fries Entertainment, who was named a member of the five-member committee.

When producers have approached the networks in the past, they have lamented the deficits brought by network controls over casting, directors and scripts. The talent, aware of the network interest, "asks for the highest possible fee," Fries said. Programming executives, however, have been reluctant to go along with the requests for fewer controls because they were fearful program quality would suffer.

But next time producers approach network brass, they will emphasize that license fees could diminish by as much as 5% if controls are lifted. The caucus committee, which has been working with production companies to devise a strategy, will be

charged with devising specific examples of how less controls would enhance quality. Larry White, a producer who serves as co-chairman of the committee, said he would wait until a final draft of the proposal is completed before revealing details. Production firms, he said, are already walking a fine line with the networks over such matters as the financial interest and syndication rules and in-house production.

Officials at NBC and CBS declined to comment on the proposal until they see it. At ABC, however, a spokesman said when it comes to dramatic development the network has already "relinquished a lot of that control. We are trying to work in partnership with the creative community." ABC Entertainment president Brandon Stoddard and Chad Hoffman, vice president of dramatic series development, have re-defined their philosophy about dealing with producers to help pull the struggling network out of third-place, according to the spokesman. Fries agreed ABC "has been more cooperative," but he said there is room for improvement. □

NBC replaces morning 'Family Ties'; adds game show

Network wants to keep sitcom fresh for 1987 syndication debut

NBC will introduce a new game show, *Blockbusters*, to its daytime schedule Jan. 5. It will appear at 10:30 a.m. EST, replacing *Sale of the Century*, which will move to the 10 a.m. slot now occupied by *Ties*, said Jake Tauber, vice president of game programs for NBC. The latest entry into the game show fold, hosted by Bill Rafferty, is from Mark Goodson Television Productions.

Network officials have previously indicated they would remove *Family Ties* from the morning schedule in January to prevent the show from growing stale before it goes into

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syndication next fall. The move, however, could also boost the network's sagging daytime ratings. The popular prime time sitcom has not fared as well in the morning, except during school vacation periods, according to Tauber. With a 3.3/15 share, *Family Ties* is running behind *The \$25,000 Pyramid* on CBS, which averages a 3.5/15, he said. At the end of last June, however, Tauber said *Family Ties* generated a 6.2/24 compared to

a 4.6/17 for *The \$25,000 Pyramid*. ABC does not begin its network programming until 11 a.m. EST.

Tauber said he is hopeful *Blockbusters* and *Word Play*, a celebrity game show hosted by Tom Kennedy that today (Dec. 29) replaces the long-running *Search for Tomorrow* at 12:30 p.m. EST, will help lift NBC out of the daytime ratings cellar. "Successful game shows in daytime [are] the simplest and

most straight forward," Tauber said, adding that the two new entries fit the bill.

Having previously appeared on NBC from October 1980 to April 1982, *Blockbusters* will feature a question-and-answer format that uses letters of the alphabet as clues to a missing word in a sentence. Contestants who guess the correct word then attempt to complete a path on a board and to block their opponents path, Tauber said. □

Lionheart to produce, syndicate documentaries

BBC syndicator to examine MIA's, Libya bombing, Mafia

Lionheart Television, the syndication arm of the BBC, will produce and syndicate three documentaries in 1987, in an attempt to fill avoid created by the cutbacks in the number of documentaries done by ABC, CBS and NBC.

The first documentary will be the 90-minute *We Can Keep You Forever*, which will examine reports of Americans captured during the Vietnam war who are still alive in Southeast Asia. *We Can Keep You Forever*, co-produced by Lionheart, the BBC and Landreth Associates, will have a simultaneous telecast in this country and on the BBC on Jan. 21. BBC and Lionheart will produce the other two projects, *Two Minutes Over Tripoli*, a 60-or 90-minute look at the bombing of Libya, and a 90-or 120-minute exploration of the Mafia in America and Italy, to air in July.

We Can Keep You Forever is being produced at a budget of \$750,000. Lionheart's Tay Voye said the program will not be profitable by itself, but that the three documentaries together will be profitable. "We can do these for dollars that make sense," he said. The second and third documentaries will be produced for smaller budgets than the first. So far the special on the MIA's has been cleared on 17 stations, including WOR-TV New York, KHJ-TV Los Angeles and KTVU(TV) San Francisco, all on a cash basis. For its part, the BBC will handle costs associated with studio space and hardware while Lionheart will handle costs associated with the writers, producers and directors.

According to Ted Landreth, executive producer of *We Can Keep You Forever*, and former director of CBS News International, there is a window for syndicated documentaries, as network interest in them wanes and syndication opportunities expand. He said that producing for PBS was not as attractive

an option because of the lower national penetration of the PBS stations.

Voye said that *Forever* attempts to establish "beyond the shadow of a doubt" that Americans continue to be held in Southeast Asia. Interviews with eyewitnesses who have seen captive Americans, debriefings of those familiar with the situation and reviews of declassified documents, make the special a "breaking news event," according to Voye.

The production team involved with *We Can Keep You Forever* last worked on *Say Goodbye to the President: The Last Days of Marilyn Monroe*, a documentary syndicated by Silverbach-Lazarus. The executive producer of that special was George Carey, founder of the BBC's *Newnight*, and currently executive producer of other BBC documentaries; Christopher Olgiati, producer/director who did the voiceover, and Landreth. □

Producers ignore SEG rejection and implement pay cuts

Cuts were to be effective Dec. 28; SEG sends strike authorization ballots

The Alliance of Motion Picture and Television Producers, comprising a consortium of major Hollywood studios, has cast aside the 6,700-member Screen Extra Guild's overwhelming rejection of its final contract offer and was to have implemented the pay cuts in that offer effective Dec. 28.

SEG members last week voted by a margin of 9 to 1 to reject the alliance's proposal, which will cut members' pay from \$91 a day to \$68 for eight hours and \$54 for six hours. Jerry Benson, a SEG business representative, called the alliance's action of implementing its final contract offer "appalling" to everyone. "I figured that when the negotiations ended that they could do it," he said. "I just didn't figure they would do it at Christmas." Benson would not disclose if the union will fight the alliance over the move, but said SEG could increase its bargaining strength if it can bring about a proposed merger with the International Brotherhood of Teamsters. SEG members indicated at a rally last week that they would favor merging with the Teamsters.

The union last week was sending out strike authorization ballots, with a strike possible as early as Sunday (Dec. 28), Benson said. SEG is seeking support from other unions such as the Directors Guild, Screen Actors Guild, Writers Guild and In-

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Stay Tuned

CBS's Storybreak returns for another season with "The Roquefort Gang" and will air from 11:30-noon, Saturdays.

ProServ Productions and Peter Rosen Productions will co-produce a television special commemorating Arthur Rubinstein's centennial. The 90-minute special will air this spring on **PBS**. The maestro's widow and son, John Rubinstein, among others, will offer reminiscences of the performer's life. Filming began Dec. 28 in New York, and will move to Lodz, Poland, Rubinstein's birthplace. Proserv and Peter Rosen are producing in association with Clasart Films of Munich. ProServ will also distribute the film for international television and home video.

Stingray is back in the **NBC** lineup. The action-adventure series will return to Friday night airplay, but this time from 8-9 p.m. The series premiered with a two-hour episode July 14, 1985. It then premiered in series form on March 11, 1986, and was shown Tuesdays at 10-11 p.m., until it moved to Fridays at 10-11 p.m. on June 6, where it remained until Aug. 8. **Stingray** is a Stephen J. Cannell production.

A professional's guide to the intermedia week (Dec. 29-Jan 4)

Network television—ABC: *Love Thy Neighbor* (Stars John Ritter and Penny Marshall as suburban neighbors whose respective spouses run off together. Originally aired May 23, 1984), Monday, 9-11 p.m. *Dick Clark's New Year's Rockin' Eve '87*, (countdown to midnight), Wednesday, 11:30p.m.-1 a.m.

CBS: *Happy New Year, America* (Countdown to midnight, with Glen Campbell at New York's Waldorf Astoria and Air Supply, Melba Moore and Freddie Jackson at Walt Disney World in Orlando, Fla.), Wednesday, 11:30 p.m.-1:30 a.m.

NBC: *Fiesta Bowl* (Miami vs. Penn State), Friday, 8-11 p.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.

Syndication Marketplace

Orion Television Syndication has cleared Orion III, a film package of 20 theatrical titles, in more than 60 markets covering about 70% of the country. The package, which has been sold in all of the top 10 markets and 29 of the top 30, includes "Back to School," "Desperately Seeking Susan," "Hannah and Her Sisters," "The Cotton Club" and "The Woman in Red." It is sold for cash, with Orion offering 11 runs over five-and-a-half years. The deal includes a three-run, 18-month premiere window followed by an additional eight-run, four-year syndication period. Scott Towle, president of Orion Television Syndication, said the company "is right on target" in meeting its price projections for Orion III. In most major markets, he said, "we have exceeded our expectations." But he added the shaky independent station environment has led to lower-than-expected sales prices in some small- and medium-sized markets such as Denver; Portland, Ore., and Sacramento, Calif. Towle said he anticipates an "active spring" for the movie package once the company concludes its concentrated effort now to renew *Hollywood Squares* and launch *High Rollers*. Affiliates in top markets that have cleared the movie package are **WABC-TV** New York, **KYV-TV** Philadelphia, **WXYZ-TV** Detroit, **WEWS-TV** Cleveland, **WBAL-TV** Baltimore and **KMBC-TV** Kansas City, Mo. Orion has also cleared five Fox stations, as well as **KOP-TV** Los Angeles, **WFLD-TV** Chicago, **KBHK-TV** San Francisco, **WXNE-TV** Boston, **WTTG-TV** Washington, **KDAF-TV** Dallas and **KRIV-TV** Houston.

Blair Entertainment will offer *Fan Club*, a weekly series hosted by Olympic gold medalist Mitch Gaylord, that will feature celebrities from the worlds of sports, music, television and film answering mail, phone-ins and questions from a live audience; and *Best of the Best*, a weekly featuring celebrities discussing the latest products, services, people in design, cuisine, travel and technology. *Fan Club* is produced by Four Point Entertainment in association with Blair Entertainment, and is designed for teens and young adults. "Ultimate 5" and Rotoscope technology will be used to give the show a "never before seen" high-tech look. *Best of the Best* will be produced by Gordon Media in association with Blair Entertainment and is aimed at adults, 18-49. Each of the series is aimed at early evenings on weekends. *Fan Club* will be sold on a barter basis with three-and-a-half minutes for stations and three minutes for Blair, and *Best of the Best* will be sold on a barter basis with four minutes for stations and two-and-a-half minutes for Blair. There will be 26 episodes of each of the series available for two runs.

Andy Friendly Productions, producer of *Rock 'n Roll Evening News*, is currently talking with several distributors and the three networks about picking up the show after Jan. 3, when King World will end its commitment to the series, according to Andy Friendly. Friendly said that following King World's announcement, 90% of the 136 stations that now carry the show renewed it through the end of the year. Between Jan. 3 and the end of that month, three repackaged shows composed from segments of past shows, will air. Orbis Communications will sell the barter time in the show. In Los Angeles

the show has been cleared on **KNBC-TV**. (The show was dropped by **KCBS-TV** Los Angeles on Dec. 15). Sales of *Rock 'n Roll Evening News* are on a barter basis with six minutes for stations and six minutes for Friendly. Andy Friendly Productions, which will also be producing *Good Advice* for Coca-Cola Telecommunications for a fall 1987 debut, will have a booth at NATPE.

Multimedia Entertainment reports that it has cleared *Sally Jessy Raphael* in five more markets to bring the show's total to 79 covering over 70% of the country. Additionally the show has moved from 6:30 a.m. on independent **KOFY-TV** to **NBC** affiliate **KRON-TV** San Francisco, which will run at noon. The latest *Sally* stations are **WKRG-TV** Mobile, Ala.; **WCIV-TV** Charleston, S.C.; **WISQ-TV** Albany, Ga.; **WFYF-TV** Watertown, N.Y., and **WMGM-TV** Wildwood, N.J. (Atlantic City). Sales are on a cash-plus-barter basis with Multimedia retaining one 30-second spot.

Vestron Television, a newly formed subsidiary of Vestron Inc. for domestic syndication that whose initial offerings will be film packages, was announced recently in New York. The first packages, composed of "exploitable" titles from Vestron Pictures and other producers are "Empire of Terror," with titles such as "Ghoulies," "Re-Animator," "From Beyond," "Troll" and "Terrorvision"; "Lovely and Deadly," containing Linda Blair movies such as "Savage Streets," "Savage Island," "Red Heat" and "Playing the Field," starring Joan Collins; and "Heroes, Pirates and Warriors," featuring such adventure titles as "The Sword and the Cross," "Heroes in Hell," "Duel of Champions" and "Pirate Warriors." Empire Pictures had previously syndicated some of the titles in the packages. David Armstrong will be director of sales for the company, which will have offices in Los Angeles, Dallas in addition to its Stamford, Conn., headquarters.

World Events Productions is distributing 65 episodes of the animated *Vytor, The Starfire Champion* on a barter basis for a September 1988 start. Stations will get three-and-a-half minutes per episode and World Events will keep two-and-a-half. Produced by the Los Angeles-based animator Calico Creations Ltd., the series features Vytor, a teen armed with mystical weapons, who along with Princess Skyla who travels throughout three mystical worlds seeking to establish peace and unity.

D.L. Taffner reports that it has renewed *Benny Hill* on eight stations. In all the series is seen on 92 stations covering 75% of the country. The eight stations are **WSP-TV** Ocala, Fla.; **WGAL-TV** Lancaster, Pa.; **WUTV-TV** Buffalo, N.Y.; **WVIT-TV** Hartford, Conn.; **WMMT-TV** Kalamazoo, Mich.; **WKBN-TV** Youngstown, Ohio; **WVNY-TV** Burlington, Vt., and **WVTV-TV** Milwaukee. Sales of the series are on a cash basis. Taffner also reports that it has cleared *Three's a Crowd* on 11 more stations to bring its total to 62. Recent stations include **KNTV-TV** San Jose, Calif.; **KDKA-TV** Pittsburgh; **KIVI-TV** Nampa, Idaho; **KUSI-TV** San Diego; **WNHT-TV** Concord, N.H.; **KAVU-TV** Victoria, Tex.; **KIMO-TV** Anchorage, Alaska; **KOAT-TV** Albuquerque, N.M.; **WHTV-TV**, Meridian, Miss.; **WTVY-TV** Dothan, Ala., and **KVOS-TV** Bellingham, Ala.

ternational Alliance of Theatrical and Stage Employees. Benson said the response so far has been favorable although the other unions have no strike provisions in their contracts with the alliance.

Negotiations began in January, but quickly deadlocked when the studios contended

that employing extras at current wages put them at a "severe competitive disadvantage." Alliance president J. Nicholas Counter said the high daily rates resulted in a "substantial" loss of work for both the studios and SEG members in movies-of-the-week, mini-series and prime time programs.

The deadlock was broken in October when the alliance reached an agreement with the SEG negotiating committee, but that final offer was rejected. In a letter to O'Neal Shanks, national executive secretary of the guild, Counter said "further bargaining would be futile."

For the Record

As compiled by BROADCASTING, Dec. 18 through Dec. 24, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

■ KDTV(TV) San Francisco (ch. 14; ERP vis. 2,570 kw. aur. 257 kw; HAAT: 1,250 ft.)—Seeks assignment of license

from Bahia de San Francisco Television Co. to SICC Acquisition Corp. for \$23 million. Seller is headed by Emilio Nicolas, president and general manager. Principal stockholder is Reynold Anselmo (42%), former principal in Spanish International Communications Corp. (SICC). It has no other broadcast interests. Buyer, Hallmark, is Kansas City, Mo.-based greeting card manufacturer. First Chicago is Chicago-based investment concern. It owns five Spanish language TV's purchased from SICC ("Changing Hands," July 28). Filed Dec. 11.

■ WZNY(FM) Augusta, Ga. (105.7 mhz; 66 kw; HAAT: 1,200 ft.)—Seeks transfer of control of Sunny Communications Inc. from Donald J. Alt to Paul H. Rothfuss for \$4.5 million. Seller is partner in Marcom Media. North Augusta, S.C.-based group of five AM's and five FM's. Buyer is limited partner in Keymarket Communications. North Augusta, S.C.-based group of two AM's and five FM's. Filed Dec. 10.

■ WKRA-AM-FM Holly Spring, Miss. (AM: 1110 khz; 1 kw-D; FM: 92.7 mhz; 3 kw; HAAT: 357 ft.)—Seeks assignment of license from Radio Station WKRA Inc. to WKRA Radio Station for \$250,000. Seller is owned by Leola R. Wallace. Buyer is owned by Michael L. Davis and his wife, Suzanne, and Anne N. Frost. It has no other broadcast interests. Filed Dec. 12.

■ KHVN(AM)-KDLZ(FM) Fort Worth (AM: 970 khz; 1

kw-D; FM: 107.5 mhz; 100 kw; HAAT: 450 ft.)—Seeks assignment of license from EGG Dallas Broadcasting Inc. to Sheridan Broadcasting Corp. for \$13,045,000. Seller is owned by Earl Graves. It has no other broadcast interests. Buyer is principally owned by Ronald R. Davenport and his wife, Judith. It owns WAMO-AM-FM Pittsburgh and WUFO (AM) Buffalo, N.Y. Filed Dec. 12.

■ WKWK-AM-FM Wheeling, W.Va.: WMCL(AM) McLeansboro, Ill.: WTAO(FM) Murphysboro-Carbondale, Ill. and WDXI(AM)-WRJX(FM) Jackson, Tenn. (WKWK: 1400 khz; 1 kw-U. WKWK: 97.3 mhz; 50 kw; HAAT: 470 ft.; WMCL: 1060 khz; 2.5 kw-D; WTAO: 104.9 mhz; 3 kw; HAAT: 300 ft.; WDXI: 1310 khz; 5 kw day; 1 kw-N. WRJX: 103.1 mhz; 3 kw; HAAT: 262 ft.)—Seeks assignment of license from 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. Filed Dec. 16.

New Stations

■ *Allen, Ky.—Maranatha Broadcasting Inc. seeks 88.1 mhz; 1 kw; HAAT: 579.2 ft. Address: Rt. 4, Box 295; Chesapeake, Ohio 45619. Principal is nonprofit corporation headed by Paul S. Warren. Filed Dec. 15.

■ Maurice River Township, N.J.—Skelly Co. seeks 1180 khz, 2.3 kw-D. Address: 415 Summer Ave., Edgewater Park, N.J. 08010. Principal is owned by Alan W. Skelly, his wife, Karin, and John P. Scafidi. It has no other broadcast interests. Filed Dec. 16.

■ Rocky Mount, N.C.—RMS Broadcasting seeks ch. 47; ERP vis. 1,000 kw. aur. 100 kw; HAAT: 353 ft. Address: 1417 Windsor. Appt. B 46, Huntsville, Tex. 77340. Principal is owned by Rana Maley Steed, who has no other broadcast interests. Filed Dec. 16.

■ Celina, Tenn.—Celina Broadcasting seeks 93.7 mhz; 3 kw; HAAT: 328 ft. Address: Route 10, Sparta, Tenn. 38358. Principal is owned by David Goff and his wife, Joyce. It has no other broadcast interests. Filed Dec. 17.

■ Goodlettsville, Tenn.—Ridden Partnership seeks 97.1 mhz; 50 kw; HAAT: 491.6 ft. Address: 340 Cognewaugh Rd., Cos Cob, Conn. 06807. Principal is owned by Vincent T. Ridikas and Leo Denslow. It has no other broadcast interests. Filed Dec. 17.

■ Goodlettsville, Tenn.—SAR Broadcasting Inc. seeks 97.1 mhz; 50 kw; HAAT: 492 ft. Address: 3728 Creekland Ct., Nashville, Tenn. 37219. Principal is owned by Ronald Howse, Allen E. Williams and Sandra Kennedy. It has no other broadcast interests. Filed Dec. 16.

■ Goodlettsville, Tenn.—William E. Bennis III seeks 97.1 mhz; 50 kw; HAAT: 492 ft. Address: 1403 Hickman Rd., Virginia Beach, Va. 23452. Principal has interest in WMYK(FM) Elizabeth City, N.C. and WMYG-FM Brad-dock, Pa. Filed Dec. 17.

■ Goodlettsville, Tenn.—Goodlettsville Broadcasting Co. seeks 97.1 mhz; 50 kw; HAAT: 492 ft. Address: 213 N. Main St., 37072. Principal is owned by Eleanor Mead and four others. It has no other broadcast interests. Filed Dec. 15.

■ Goodlettsville, Tenn.—Phyllis A. Austin seeks 97.1 mhz; 50 kw; HAAT: 500 ft. Address: 215 British Woods Dr., Nashville, Tenn. 37217. Principal has no other broadcast interests. Filed Dec. 16.

■ Goodlettsville, Tenn.—Lindsey Christian Broadcasting Co. seeks 97.1 mhz; 50 kw; HAAT: 492 ft. Address: 2003

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Blair Blvd., Nashville, Tenn. 37212. Principal is owned by Rudy A. Lindsey and his wife, Faye. It also owns WWGM(FM) Nashville. Filed Dec. 17.

■ Goodlettsville, Tenn.—Innovative Broadcasting Inc. seeks 97.1 mhz; 50 kw; HAAT: 492 ft. Address: 4825 Perrier St., New Orleans, La. 70115. Principal is owned by Tracy Lewis and her father, Thomas. It also owns WJYL(FM) Jeffersonton, Ky. Filed Dec. 17.

■ Goodlettsville, Tenn.—Goodlettsville Community Broadcasting Inc. seeks 97.1 mhz; 50 kw; HAAT: 492 ft. Address: P.O. Box 51226, New Orleans, La. 70151. Principal is owned by Fred Anderson, who has no other broadcast interests. Filed Dec. 17.

■ Goodlettsville, Tenn.—Tennessee Women In Broadcasting Inc. seeks 97.1 mhz; 50 kw; HAAT: 492 ft. Address: 3866 Dickerson Rd., Nashville, Tenn. 37207. Principal is owned by Jayne Ann Woods, Martha Syble Norman and D. Billy Sanders. Woods husband, Frank is principal in SunGroup Inc., Nashville-based group of five AM's and six FM's. Filed Dec. 17.

■ Goodlettsville, Tenn.—Capitol Cities Broadcasting Co. seeks 97.1 mhz; 50 kw; HAAT: 492 ft. Address: 2407 Enfield Rd., Austin, Tex. 78703. Principal is group of four AM's and five FM's headed by Richard E. Oppenheimer, president, recently sold ("Changing Hands," Nov. 3). Filed Dec. 17.

■ Goodlettsville, Tenn.—Heidelberg-Stone Broadcasting Co. seeks 97.1 mhz; 50 kw; HAAT: 492 ft. Address: 3149 Gwynnwood Dr., Nashville, Tenn. 37207. Principal is owned by John H. Heidelberg and Katherine A. Stone. It has no other broadcast interests. Filed Dec. 17.

■ Goodlettsville, Tenn.—Bledsoe Communications Ltd. seeks 97.1 mhz; 50 kw; HAAT: 492 ft. Address: Suite 900, 2100 West End Ave., Nashville, Tenn. 37203. Principal is owned by Ronald L. Bledsoe and two others. It has no other broadcast interests. Filed Dec. 16.

■ Goodlettsville, Tenn.—Toni E. Plummer seeks 97.1 mhz; 50 kw; HAAT: 492 ft. Address: 915 Green Briar Trace, Nashville, Tenn. 37214. Principal has no other broadcast interests. Filed Dec. 17.

■ Goodlettsville, Tenn.—Phoenix of Goodlettsville Inc. seeks 97.1 mhz; 50 kw; HAAT: 492 ft. Address: P.O. Box 8085, Nashville, Tenn. 37207. Principal is owned by Samuel H. Howard. It also owns WVOL(AM) Berry Hill, and WQQK(FM) Hendersonville, both Tennessee. Filed Dec. 17.

■ Goodlettsville, Tenn.—Davison County Broadcasting Co. seeks 97.1 mhz; 50 kw; HAAT: 492 ft. Address: 848 N. Washington Ave., 38501. Principal is owned by Martin I. Medley and family. Medley's father, Martin owns WHUB-AM-FM Cookeville, Tenn. Filed Dec. 17.

■ Goodlettsville, Tenn.—H. Randolph Holder and his wife, Betty seeks 97.1 mhz; 50 kw; HAAT: 492 ft. Address: P.O. Box 547, Sonora, Calif. 95370. Principals own WGAU(AM)-WNGC(FM) Athens, Ga. Filed Dec. 17.

■ Goodlettsville, Tenn.—DG Enterprises Inc. seeks 97.1 mhz; 50 kw; HAAT: 492 ft. Address: 964 McCrory Creek Rd., Nashville, Tenn. 37214. Principal is owned by Dena Gee Gordon and Karen D. Browne, who have no other broadcast interests. Filed Dec. 17.

■ Goodlettsville, Tenn.—PN Radio Co. seeks 97.1 mhz; 50 kw; HAAT: 492 ft. Address: 157 W. 57th St., New York 10019. Principal is applicant for seven FM's and over one hundred LPTV's. Filed Dec. 17.

■ Goodlettsville, Tenn.—Radio Goodlettsville Inc. seeks 97.1 mhz; 50 kw; HAAT: 492 ft. Address: 4724 Stoughton Ct., Indianapolis, Ind. 46254. Principal is owned by Rebecca C. Bowler and John W. Brooks. It has no other broadcast interests. Filed Dec. 17.

■ Goodlettsville, Tenn.—Geri Taczak seeks 97.1 mhz; 50 kw; HAAT: 492 ft. Address: 7226 Warren Sharon Rd., Brookfield, Ohio 44403. Principal owns WOKG(AM) Warren, Ohio. Filed Dec. 17.

■ Goodlettsville, Tenn.—Hartke Communications Corp. seeks 97.1 mhz; 50 kw; HAAT: 492 ft. Address: 7637 Leesburg Pike, Falls Church, Va. 22043. Principal is owned by Vance Hartke and family. Hartke is former Democratic senator from Indiana. It has no other broadcast interests. Filed Dec. 17.

■ Goodlettsville, Tenn.—Masterpeace Music seeks 97.1 mhz; 50 kw; HAAT: 492 ft. Address: 1622 Shady Lane, Lebanon, Tenn. 37087. Principal is owned by John Henbree and his wife, Linda and F. Dale Howard and his wife, Frances. Principal has no other broadcast interests. Filed Dec. 17.

■ Danville, Va.—Froggy Bottom Television seeks ch. 44; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 352 ft. Address: 955 Sylvan Pl., SW, Atlanta 30310. Principal is owned by Tahdeus Bishop, who has no other broadcast interests. Filed Dec. 16.

Facilities Changes

Applications

AM's

Tendered

■ KKBK (1340 khz) Aztec, N.M.—Seeks CP to change city of license to Farmington, N.M.; change day power to 250 w and change TL. Filed Dec. 22.

FM's

Tendered

■ KWSP Santa Margarita, Calif.—Seeks CP to change ERP to 2,538 kw and change HAAT to 228 ft. Filed Dec. 22.

■ KRLT (93.9 mhz) South Lake Tahoe, Calif.—Seeks CP to change TL; change ERP to 5 kw and change HAAT to minus 103.6 ft. Filed Dec. 22.

■ KVEE (92.3 mhz) Grand Junction, Colo.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 1,863 ft. and make changes in ant. sys. Filed Dec. 22.

■ KEXL (106.7 mhz) Norfolk, Neb.—Seeks mod. of CP to change HAAT to 1,927.75 ft. Filed Dec. 22.

■ WMMS (100.7 mhz) Cleveland—Seeks CP to change ERP to 3.3 kw. Filed Dec. 22.

■ WNCX (98.5 mhz) Cleveland—Seeks CP to change TL; change ERP to 16 kw and change HAAT to 959.7 ft. Filed Dec. 17.

■ KZKQ (92.1 mhz) Mangum, Okla.—Seeks mod. of CP to change TL. Filed Dec. 17.

■ WXRY (104.9 mhz) Ridgeland, S.C.—Seeks mod. of CP to change ERP to 1.85 kw and change HAAT to 406.7 ft. Filed Dec. 22.

■ *KRSM Dallas (88.5 mhz)—Seeks CP to change freq. to 93.3 mhz. Filed Dec. 22.

■ KUIN-FM (92.7 mhz) Vernal, Utah—Seeks mod. of CP to change freq. to 105.9 mhz, change ERP to 3.015 kw and change HAAT to 412 ft. Filed Dec. 22.

Accepted

■ WHHY-FM (101.9 mhz) Montgomery, Ala.—Seeks mod. of CP change HAAT to 1,020 ft. Filed Dec. 18.

■ KQYZ (104.9 mhz) Lemoore, Calif.—Seeks CP to change TL and change HAAT to to 328 ft. Filed Dec. 22.

■ KSON-FM (97.3 mhz) San Diego—Seeks CP to change TL; change ERP to 7.4 kw and change HAAT to 1,074 ft. Filed Dec. 22.

■ WQIK-FM (99.1 mhz) Jacksonville, Fla.—Seeks mod. of CP change TL and make changes in ant. sys. Filed Dec. 19.

■ 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. 19.

■ WPCB (94.9 mhz) Atlanta—Seeks CP to change HAAT to 984 ft. Filed Dec. 19.

■ WGUS-FM (102.3 mhz) Augusta, Ga.—Seeks CP to change HAAT to 328 ft. Filed Dec. 22.

■ KVVP (105.5 mhz) Leesville, La.—Seeks mod. of CP to change TL and change SL. Filed Dec. 19.

■ WEZB (97.1 mhz) New Orleans—Seeks CP to change TL and change HAAT to 984 ft. Filed Dec. 19.

■ WZLX (100.7 mhz) Boston—Seeks mod. of license to change SL. Filed Dec. 22.

■ 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. 19.

■ WZXL (100.7 mhz) Wildwood, N.J.—Seeks mod. of CP to change ERP to 50 kw. Filed Dec. 22.

■ WOTB (107.1 mhz) Middletown, R.I.—Seeks CP to change freq. to 100.3 mhz and make changes in ant. sys. Filed Dec. 18.

■ KHYI (94.9 mhz) Arlington, Tex.—Seeks mod. of license to change SL. Filed Dec. 22.

■ KREC (98.1 mhz) Brian Head, Utah—Seeks mod. of CP to change TL; change ERP to 25 kw and change HAAT to 2,627.3 ft. Filed Dec. 19.

■ KAFR-FM (97.1 mhz) Walla Walla, Wash.—Seeks CP to change ERP to 64.8 kw. Filed Dec. 22.

TV's

Accepted

■ KZRQ (ch. 25) Pine Bluff, Ark.—Seeks MP to change

city of license to Farmington, N.M.; change day power to 250 w and change TL. Filed Dec. 17.

■ KMCT-TV (ch. 39) West Monroe, La.—Seeks ML to change SL. Filed Dec. 17.

■ KLNO (ch. 11) Llano, Tex.—Seeks MP to change ERP to 5,000 kw, vis. 500 kw aur., change HAAT to 1,718 ft. and make changes in ant. sys. Filed Dec. 17.

Actions

AM

■ WSRW (1590 khz) Hillsboro, Ohio—Granted petition for reconsideration to make changes in ant. sys. Action Dec. 2.

FM's

■ KWLF (98.1 mhz) Fairbanks, Alaska—Dismissed app. to change TL; change ERP to 25 kw and change HAAT to minus 6 feet. Action Dec. 4.

■ KHTZ (103.7 mhz) Carnelian Bay, Calif.—Granted app. to change ERP to 6.7 kw. Action Dec. 15.

■ KNX-FM (93.1 mhz) Los Angeles—Granted app. to change ERP to 28.5 kw and change HAAT to 3,496.5 ft. Action Dec. 10.

■ *KAEB (90.1 mhz) Alamosa, Colo.—Granted app. to change TL and change HAAT to 144.3 ft. Action Dec. 16.

■ KBUT (90.3 mhz) Crested Butte, Colo.—Granted app. to change TL. Action Dec. 11.

■ WQML (95.3 mhz) York Center, Maine—Granted app. to change HAAT to 467 ft. Action Dec. 16.

■ WILS-FM (101.7 mhz) Lansing, Mich.—Granted app. to change TL; change ERP to 2.1 kw and change HAAT to 377 ft. Action Dec. 5.

■ WIOG (106.3 mhz) Saginaw, Mich.—Granted app. to change SL. Action Dec. 16.

■ KSXY (102.3 mhz) Reno—Granted app. to change SL. Action Dec. 16.

■ WZSH (95.1 mhz) South Bristol Township, N.Y.—Dismissed app. to change TL; change ERP to 50 kw and change HAAT to 492 ft. Action Dec. 14.

■ WZMB (91.3 mhz) Greenville, N.C.—Dismissed app. to change ERP to 3 kw; change HAAT to 154 ft. and make changes in ant. sys. Action Dec. 10.

■ KYNG-FM (106.5 mhz) Coos Bay, Ore.—Granted app. to change ERP to 4 kw change HAAT to 545 ft. Action Dec. 14.

■ WRAX (100.9 mhz) Bedford, Pa.—Granted app. to change HAAT to 328 ft. Action Dec. 16.

■ KDXR (104.3 mhz) Borger, Tex.—Granted app. to change TL; change ERP to 100 kw and change HAAT to 1,095.5 ft. Action Dec. 11.

■ KWZD (103.7 mhz) Hamlin, Tex.—Granted app. to change TL. Action Dec. 15.

■ WKMZ (97.5 mhz) Martinsburg, W.Va.—Granted app. to change ERP to 12.5 kw and change HAAT to 1,008 ft. Action Dec. 17.

■ KERM (98.3 mhz) Torrington, Wyo.—Granted app. to change SL. Action Dec. 16.

TV's

■ KVIU-TV (ch. 12) Sayre, Okla.—Granted app. to change ERP to 131.5 kw vis., 26.3 kw aur. Action Dec. 11.

■ WJFB (ch. 66) Lebanon, Tex.—Granted app. to change HAAT to 436 ft. and change TL. Action Dec. 10.

Call Letters

Applications

Call	Sought by
Existing AM's	
KXES	KTGE TGR Broadcasting Inc. Salinas Calif
WHLV	WGTB Horizon Broadcast Communications Inc. Hattiesburg, Miss
Existing FM's	
WZJO	Beacon Broadcasting Company of West Michigan, Zeeland, Mich.
WCZX	WJJB Hudson Valley Wireless Communications Corp. Hyde Park, N.Y.
KMGE	KBMC McKenzie River Broadcasting Co. Eugene Ore
Existing TV	
WEHS	WPWR-TV Silver King Broadcasting of Illi-

Grants

Call	Assigned to
	New AM's
WHGH	H.G.H. Investment Corp., Thomasville, Ga.
KKTT	Pronto Communications, Bernallillo, N.M.
	New FM's
WAYJ	Southwest Florida Community Radio Inc., Fort Myers, Fla.
WGMZ	Radiocom, Ltd., Tuscola, Mich.
	New TV's
WVFF	Virginia and Frederic Fruits, Opelika, Ala.
WRJM-TV	Shelley Broadcasting Co., Troy, Ala.
KSLE	Sunland Communications Co., Riverside,

Calif.	
WVFL-TV	Focus Broadcast Communications Inc., Sebring, Fla.
WCCL	Crescent City Communications Inc., Crescent City, La.
KIID-TV	John R. Powley, Huron, S.D.
WTFM-TV	The Home News Co., Christiansted, V.I.
	Existing AM's
KFAY	KHOG Demaree Media Inc., Farmington, Ark.
KPAL	KAUL Ainsley Communications Corp., North Little Rock, Ark.
KHOG	KFAY Bowman & Caselman Enterprises Inc., Springdale, Ark.
WYGR	WMGF Stuart P. Noordyk, Wyoming, Mich.
KOMC	KLCO Orr & Earls Broadcasting Inc., Bran-

son, Mo.	
KTOZ	KLSM Dixon Broadcasting Inc., Springfield, Mo.
WSFL	WWMG Caravelle Broadcast Group of Coastal Carolina, Inc., New Bern, N.C.
WCRV	WMSO Victory Communications Inc., Collier-ville, Tenn.
KVOL	Dothot Broadcasting A Partnership, Big Lake, Tex.
	Existing FM's
KAMJ	KAMJ-FM Professional Broadcasting Inc., Phoenix, Ariz.
KAUL	KAUL-FM Ainsley Communications Corp., Sheridan, Ark.
KQKS	KLMO-FM Western Cities Broadcasting Inc., Longmont, Colo.
WCTO	WRAV Hall Communications Inc., Venice, Fla.
WBUK	WWRM Wegerly Broadcasting Corp., Pin-conning, Mich.
KTOZ-FM	KTOZ Ladco Communications Inc., Marsh-field, Mo.
KMCR	KOMC GMB Broadcasting Inc., Montgom-ery City, Mo.
WGIC	WMGF Voyager Communications V Inc., Shelby, N.C.
KBTS-FM	KIXS-FM Duffy Broadcasting Corp. of Cen-tral Texas, Killeen, Tex.
KSJL-FM	KSAQ Inner City Broadcasting Corp., San Antonio, Tex.
WGH-FM	WRSR Susquehanna Broadcasting Co., Newport News, Va.
WHKO	WFNY S.E. Wisconsin Radio Inc., Racine, Wis.
	Existing TV
KEZI	KEZI-TV Chambers Communications Corp., Eugene, Ore.

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*1982 Readership Survey showing 52
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Summary of broadcasting as of October 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,856	170	5,026
Commercial FM	3,936	418	4,354
Educational FM	1,254	173	1,427
Total Radio	10,046	761	10,807
FM translators	1,115	766	1,881
Commercial VHF TV	547	23	570
Commercial UHF TV	435	222	657
Educational VHF TV	111	3	114
Educational UHF TV	192	25	217
Total TV	1,285	273	1,558
VHF LPTV	255	74	329
UHF LPTV	180	136	316
Total LPTV	435	210	645
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

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RADIO

HELP WANTED MANAGEMENT

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 to: day, Jim Davey, WEZE/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.

New, young, growing group in need of self-motivated street fighter G.M. for new FM acquisition in Lubbock, Texas. Also, sales manager for Longview, Texas news/talk AM. Must have management experience. Resume to Tom Bigby, President: All Communications; Route 4, Box 531; Longview, TX 75604.

HELP WANTED SALES

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.

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.

Sales oriented regional adult personality station covering southwest Arkansas seeks salesperson knowledgeable in prospecting. Send resume and one page sales philosophy to General Manager, KWXL, 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.

Sales manager: Network of three overseas religious format stations is looking for a professional commercial sales manager to promote spot sales. Send resume to: Atlantic Beacon, 897 Hinckley Rd., Burlingame, CA 94010.

Sales star wanted. You'll report directly to the owner. Excellent compensation program as benefits a star salesperson. You must be superb at radio sales. Good list. Career opportunity. Midwest AM/FM. EOE. Resume to Box M-113.

California: Highly successful AM/FM combo, medium market, has sales openings for seasoned professional. Established active list, guaranteed salary, plus commissions, car allowance, bonuses and other company benefits. Send picture and resume to KGEQ/KGFM, Box 260, Bakersfield, CA 93302. 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.

Telephone talk. Major market station wants personality with provocative, humorous, imaginative telephone finesse. Send resume. EOE. Box M-99.

Morning personality. Our CMA personality of the year is off to bigger and better things. Can you replace him? Mature, team oriented air personality wanted to join an established news, sports, weather and traffic morning group. Modern country music melds it all together into a show the community has rated #1. WE need a community oriented personality who can keep it #1. To start being our host: Tapes and resume to Ron Bailey or Buster Pollard, P.O. Box 547, Huntsville, AL 35804. Phone: 205-534-3521.

HELP WANTED TECHNICAL

Two broadcast engineer openings. Midwest. FCC certificate. 5 years minimum experience, studio maintenance, directional experience required. WMEF, P.O. Box 6000, Fort Wayne, IN 46896. EOE.

Chief engineer: Number 2 man for progressive radio broadcast facility wanted for Phoenix market. Must have knowledge of directional antenna, high power FM, and general electronics and troubleshooting. Will be on call. If interested, contact Robert Reymont, 602-964-4000, days. An EOE employer, a service of Nationwide Communications Inc.

Solid engineer over 25 years all phases of radio. Reply Box 2712, Decatur, IL 62526.

HELP WANTED NEWS

News director: Full time position, must have college degree in journalism, broadcast or related field plus 3 years commercial radio news experience. Resume to: Employment Manager, Woodward Communications, Inc., P.O. Box 688, Dubuque, IA 52001.

News director, for A/F serious about news in NJ's fastest growing area, for 4 person dept. Tape/resume/salary. GM, WNNJ/WIXL, Box 40, Newton, NJ 07860. M/F, EOE.

News director: to establish and oversee the news department in a new public radio station. Masters degree, or Bachelors and two years experience required. Successful candidate will have studio and remote production skills, and professional on-air voice and delivery. Salary: negotiable to \$20,000 with attractive university benefits. Letter, resume, and cassette audition with newscast and two produced features demonstrating production skills to Ed Subkis, WSFP-FM, University of South Florida, Fort Myers, FL 33907. 813-489-9580. Deadline: January 30, 1987.

SITUATIONS WANTED MANAGEMENT

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.

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.

General manager currently of top major market nationally known seeks new war to win on group level or equity situation. Worked way up sales route, degree in accounting, programing, marketing. Positioning strategist that leads people into team commitment. Great revenue and cash flow track record. Contact Box M-64.

SITUATIONS WANTED ANNOUNCERS

Oldies expert, DJ/PD, 17 years, dependable, prefer warmth, Indiana, Chicagoland, and nearby areas, 219-936-2360.

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.

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.

TELEVISION

HELP WANTED MANAGEMENT

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 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.

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.

Assistant director of development. WNPB, northern West Virginia's public television station, seeks a dynamic manager to oversee all on-air fundraising events and a variety of other development activities. At least two years development experience, excellent communications skills, and background in corporate solicitations required. Salary negotiable. Deadline: 1-21-87. P.O. Box TV-24, Morgantown, WV 26507. EOE.

National sales manager. WHNS-TV21, #1 independent in the Carolinas, seeks national sales manager for Greenville-Asheville-Spartanburg market. Qualified applicants must have proven national rep. or NSM experience. Send resume and sales philosophy to Doris Friend, Personnel Manager, 521 College St., Asheville, NC 28801. EOE, M/F.

Development director needed for a public television and radio combo near LA with expanded signal coverage throughout southern California. This is a new position at the stations and the person selected will set up the development effort for both stations. You must have considerable experience in marketing, fund-raising or sales, preferably at a public television and/or radio station, plus a BA in business administration, broadcast management, marketing, advertising or a closely related field. Salary range \$23,844 to \$26,280 depending upon experience. Excellent family benefits package. Letter and resume postmarked by 1/16/87 to Winston Carl, Personnel Officer, KVCN-TV/FM, San Bernardino Community College District, 633 N. "E" St., San Bernardino, CA 92410. AA/EOE.

HELP WANTED SALES

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.

Local account executive: Broadcast sales experience with knowledge of TV, 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 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.

Local sales manager: Successful independent in south Florida growth market looking for a hard working leader. Applicant must have proven track record. Resume in confidence to Box M-114. EOE.

HELP WANTED TECHNICAL

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 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 NW CBS affiliate. Contact Jim Bowen at KVAL-TV, Eugene, OR. Call 503-342-4961.

Transmitter maintenance engineer: WIPB-TV has an opening for an engineer to perform technical duties related to the maintenance of TV/transmitter equipment, including satellite earth stations. High school graduate with up to 18 months of related technical training or equivalent, plus 3-5 years related experience required. Excellent benefit package, salary commensurate with experience. Application deadline 1/9/87. Send cover letter and resume to: Human Resources Department, Ball State University, Muncie, IN 47306. An equal opportunity/affirmative action employer.

Tape maintenance engineer needed immediately to work in major market Mid-Atlantic television station. Those with 3-5 years experience and schooling on TCR100's, need apply. Send resume to Box M-92. EOE.

HELP WANTED NEWS

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.

Weekday weather: Looking for understanding of 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 Jon Janes, News Director, KWQC-TV, 805 Brady St., Danbury, CT 06810.

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. Call 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.

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 understandably, 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.

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.

Noon and weekend weather. Experience required. Number-one shop in Southwest. 15-20 depending on experience. Send resume to Box M-105.

Sports director for top rated network affiliate in the South. High energy individual with a strong emphasis on local sports. Must have on camera anchor experience. Send resume and salary requirements to Box M-112.

Sports director needed by Midwest ABC affiliate. Produce and anchor early and late. Monday thru Friday. Must be able to shot and edit. Minimum of two years experience. Send resume and salary requirements by January 15, 1987 to Box M-111. EOE.

Immediate need. Energetic and creative producer for our half hour 5:30pm news show. Must be strong writer and copy editor. Need someone with proven ability to get the newscast to do what you want done. Resumes and show tapes to Tom Wayne, WPCQ-TV, P.O. Box 18665, Charlotte, NC 28218. EOE.

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.

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.

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.

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.

Assistant director. News/commercial production. Hands-on experience necessary. Top equipment/growing station. Send resume to: Production Manager, WWMT-TV, 590 W. Maple, Kalamazoo, MI 49002.

Manager on-air production: ABC owned station needs experienced promo producer. If you are the best producer in your market with at least 2 years of news promos on your reel, rush your cassette and resume to Tom Remiszewski, WLS-TV, 190 North State St., Chicago, IL 60601. No phone calls accepted. WLS Television Inc. is an equal opportunity employer, M/F.

SITUATIONS WANTED MANAGEMENT

General sales manager: Experienced in every area of television management with outstanding achievement with affiliate-indy station sales and major rep firm - seeks general sales management assignment that matches qualifications and potential. Extensive experience working/supervising all areas of television sales management with major companies. Presently employed. Attending INTV/NATPE! Reply Box M-58.

SITUATIONS WANTED ANNOUNCERS

Booth announcer, excellent voice and dramatic delivery, experienced, West Coast. Dan Louis, 818-980-2625.

SITUATIONS WANTED NEWS

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

Primo People needs specialists-investigative, consumer, medical and feature reporters. 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

The Pennsylvania State University School of Communications seeks two tenure-track faculty members at either assistant or associate level for the 1987 Spring semester. The newly-formed school, which has 900 students, combines a tradition of rigorous and demanding teaching in professional skills with an emphasis on high quality research. For these posts, the school seeks those with impressive professional credentials who will continue to be active in production and who also have proven record of teaching. Primarily these two faculty members will teach and coordinate studio-based sequences of courses in radio and television. Applicants should have professional experience in these areas. Appointments will be effective in mid-January 1987. For full consideration, send resume and names of three references by December 1, 1986 to Brian Winston, Dean, School of Communications, Box T-8, 216 Carnegie Building, The Pennsylvania State University, University Park, PA 16802, an equal opportunity employer.

Ithaca College, School of Communications, Department of Television-Radio. School of Communications at Ithaca seeks applicant for the following opening in the television-radio department beginning August 15, 1987. Assistant or associate professor in advertising and public relations. Teach and develop courses in advertising copy and visualization graphics, advertising management and research. Ph.D. or Master's degree with successful teaching and/or professional experience essential. Position is tenure-eligible with rank and salary based on qualifications and experience. Applications should include a current vita and a statement of interest. In order to receive full consideration, applications should be received by January 15, 1987. Address applications to Chair, AD/PR Search Committee, School of Communications, Ithaca College, Ithaca, NY 14850 607-274-3242. Ithaca College is an equal opportunity/affirmative action employer.

Ohio University's E.W. Scripps School of Journalism seeks applicants for tenure-track broadcast news assistant professor position, effective September 1, 1987. Applicants should have Ph.D. and professional experience. Person will teach broadcast reporting, newswriting, news production, senior-level seminar, graduate classes. Applicants should be able to supervise a unique course that produces a daily "live" cable newscast. Opportunities for research. Salary (\$24,000 to \$27,000) determined by qualifications. The School's newly remodeled building contains fully equipped broadcast news laboratory. Send resume, three references and professional samples by February 1, 1987 to: Don Shoultz, Search Chair, E.W. Scripps School of Journalism, Ohio University, Athens, OH 45701. Ohio University is an affirmative action employer.

The Pennsylvania State University School of Communications seeks a tenure-track faculty member at either assistant or associate level for the 1987 Fall semester. The newly-formed school, which has 900 students, combines a tradition of rigorous and demanding teaching in professional skills with emphasis on high quality research. The school seeks those with impressive credentials who will continue to be active professionally and who also have a proven record of teaching. This faculty member will join an interdisciplinary team developing innovative film and mass communication studies program at both graduate and undergraduate levels. The successful candidate will have a Ph.D. in hand, and demonstrated research competence. Professional media experience will be considered a plus. Appointments will be effective in mid-August 1987. For full consideration, send resume and names of three references by January 15, 1987: to Brian Winston, Dean, School of Communications, Box F-4, 216 Carnegie Building, The Pennsylvania State University, University Park, PA 16802. An equal opportunity employer.

Electronic news gathering: teaching writing and reporting/production of broadcast news, supervise news laboratory course, coordinate offerings in electronic news gathering, teach courses in department's core curriculum. Tenure track at assistant or associate level. Doctorate or appropriate terminal degree by September 1, 1988 required. Salary: \$24,168 - \$33,408. Applications must be postmarked by January 15, 1987. Send to Hiring Committee, Department of Communication Studies, California State University, Sacramento, 6000 J Street, Sacramento, CA 95819. Phone 916-278-6688. CSUS 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.

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.

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/ Moseley exciter** 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 air5KW-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

New RCA 110kw UHF transmitter, RCA closeout. Fast delivery. Price: \$550,000 - includes tubes. Bill Kitchen, Quality Media. 303-665-3767.

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 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 Laird 315A; antennas - TX line: much more! Call Ray LaRue 813-685-2938.

Moseley 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.

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.

Mirage - 1 yr. old with floating viewpoint, Morph, new type video processor, Hewlett-Packard. Make offer. Call President 212-725-2211.

Broadcast electronics: FX-30 exciter & Autogram AC-8 stereo console - both current models. Like new. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600. New 214-276-9725.

Betacam: Sony BVW-3 w/Fuji 14 X 9, including CA-3 + VA-1V adaptors. Excellent condition! price \$22,000. Phone 312-442-5719.

New and used towers, complete tower services, engineering, turn-key, erection and demolition. Nationwide, bonded and insured. 402-467-3629.

Used broadcast TV equipment. Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

3/4" evaluated videotape! Guaranteed to look and work as new. Prices: Field mini KCS-20 minute cassettes \$6.00, 30 minute, \$8.99, 60 minutes \$11.99. Elcon are wrapped and delivered free! Master broadcast quality at half the price. Hundreds of thousands sold to professional users. To order call Carpel Video Inc. collect 301-845-8888 or toll free 800-238-4300.

THIS PUBLICATION AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road,
Dept. P.R., Ann Arbor, MI 48106

RADIO

Help Wanted Management

RADIO SALES MANAGER wanted for KFMM (FM) ALBUQUERQUE

Requires-

Strong sales management skills including staff training and motivation. Previous sales management experience, preferably with an album format station. Goal and customer orientation.

Offers-

Salary override and benefits package. Highly rated station with large billing base to grow from. Expanding station group to grow with. Highly liveable city and state.

RUSH RESUME AND ONE PAGE SALES MANAGEMENT PHILOSOPHY, IN CONFIDENCE, TO:

Mr. Jeff Guer, General Manager
KFMM (FM)

5601 Domingo Road, NE
Albuquerque, NM 87108
AA EOE

General Manager

N Calif. Med. Mkt. Regional FM, Co-located Sm. Mkt. AM. Must have radio sales and mgmt. experience. Will carry house account list. Must be able to work as part of 3-person mgmt. team (with GSM and Ops. Mgr.) developing and implementing strategic plan. Resume to Gary Kalz, Box 1010, Red Bluff, CA 96080. Please, no calls. EOE M/F

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 Capital 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

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.

Situations Wanted News

NEWS PRO...

From one of the nation's great news/talkers seeks prime host/anchor slot with committed major market winner. Solid broadcast background!

619-566-8768

TELEVISION

Help Wanted Management

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.

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

Help Wanted News

MEDIUM MARKET MIDWEST

NBC affiliate looking for strong reporter with anchoring skills to develop a 'cover story' for our late news. Well developed story construction and production values a must. EOE. Box M-109.

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 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:

Lou Zaccheo

The Preview Network
1130 E. Cold Spring Lane
Baltimore, Maryland 21239

ALLIED FIELDS

Help Wanted Sales

SALES MANAGER

BROADCASTING Magazine has an opening for an experienced advertising space salesperson to sell and service accounts in New York City and the Midwest. 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.

Radio & TV Programing



Lum and Abner Are Back

...piling up profits
for sponsors and stations.
15-minute programs from
the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737
Jonesboro, Arkansas 72403 ■ 501/972-5884

Radio & TV Programing Continued

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.

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.

MediaLine
THE BEST JOBS ARE ON THE LINE

Consultants

FM 80-90 APPLICATIONS

Exclusive applications guaranteed *Special price on group of 12. * 180 page Demographics book available for \$100.00. Contact Darrell Bauguess.



Telecommunications and Broadcast Consultants
4401 East-West Highway, Suite 308
Bethesda, MD 20814, 301-654-0777

Wanted to Buy Stations

SELL YOUR FM CP OR NEW FM

to an experienced broadcaster. Cash, terms or equity considered in any area of the country. Mail details to PO Box 4020, Key West, FL 33041 or call 305-745-2258

For Sale Stations

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

YEAR END

Don't let your year end without an appraisal of your station. Call for free information on low cost appraisal

8 Driscoll St. Albans, VT 05478
(802) 524-5963

For Sale Stations Continued

HAPPY NEW YEAR!!!

Hogan - Feldmann, Inc.

MEDIA BROKERS • CONSULTANTS

P.O. Box 146

Encino, California 91426

Area Code (818) 986-3201

ROCKY MOUNTAINS

AM with Class C FM; well-equipped. Attractive market. Asking \$1.1 million with \$250 K down. Contact:

DAVID LaFRANCE
(303) 534-3040



CHAPMAN ASSOCIATES
nationwide media brokers

MIDWEST

AM/Class C FM licensed to a state capital; shows continuous growth. Asking \$2.2 million. Contact:

PETER STROMQUIST
(818) 366-2554



CHAPMAN ASSOCIATES
nationwide media brokers

- FM in SE KY \$520,000. Terms.
- TV station covering 4,000,000 homes. Offers considered over \$55,000,000.
- 7 small rural cable systems in MW and SE.

Business Broker Associates
615-756-7635, 24 hours

FULLTIME AM

Prosperous eastern North Carolina city. Same ownership and management for 30-plus years. Highly regarded station. Good situation for owner-operator. Realistic pricing. Terms.

SNOWDEN ASSOCIATES
919-355-0327

MIDWEST

Fulltime AM/Class C FM in a good radio market. Priced to sell quickly. Asking \$450,000; terms. Contact:

BILL LYTLE
(816) 941-3733



CHAPMAN ASSOCIATES
nationwide media brokers

LOOKING FOR A STATION?

512/327-9570

JAMAR RICE CO.

Media Brokerage & Appraisals

110 Wild Basin Rd. • 245 • Austin, TX 78748

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment MUST accompany ALL orders.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy NO make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (NO telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

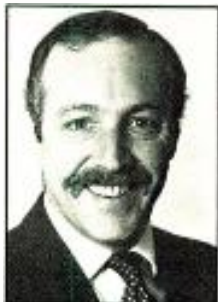
Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue. No personal ads.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media



Figenshu

William Figenshu, VP, operations. Viacom Radio. New York. named president. Viacom Radio and corporate VP. Viacom Broadcast Group. owner of three AM, five FM and five TV stations.

David R. Ross, general manager. WHY(FM) Fort Lauderdale. Fla..

and **Stephen Godofsky**, general manager. WRFX(FM) Charlotte. N.C.. named executive VP's of parent. Metroplex Communications. Cleveland.

Kim I. Meltzer, assistant treasurer and controller. Price Communications Corp.. New York owner of five AM, seven FM and two TV stations. named corporate VP.

F. Kim Hodgson, VP and general manager. noncommercial WETA-FM Washington. joins noncommercial WAMU-FM there as general manager.

Chris Karb, general manager. WHBQ(AM) Memphis. named VP of parent. RKO Radio.



Kiel

Doug Kiel, general manager. WOKY(AM)-WMIL(FM) Waukesha. Wis.. joins WTKI(FM) Milwaukee. as VP and general manager. **Brian Ongaro**, general sales manager. WOKY-WMIL. replaces Kiel as general manager there.

Appointments at KETK (TV) Tyler. Tex..

scheduled to sign-on Feb. 9, 1987: **Philip Hurley**, former VP and general manager. KLTV(TV) Tyler. to co-owner and general manager; **Michael W. Stanford**, from WFAA-TV Dallas. to operations manager; **James R. (Roby) Somerford**, business manager. KLTV. to controller/chief financial advisor; **Shirley Snodgrass**, part-time announcer. KLTV. to accountant.

Steve Chartrand, general manager. WSSH(FM) Lowell. Mass.. joins WKSZ(FM) Media. Pa.. as general manager.

Dick Barrett, head of radio broadcasting department. American Institute of Commerce. Bettendorf. Iowa. joins WMLA-AM-FM LeRoy. Ill.. as general manager.

Thomas P. Chisman, president and general manager. WVEC-TV Hampton. Va.. retires.

James B. O'Brien, assistant to president. Jones Intercable Inc.. Englewood. Colo.. multiple cable systems operator. named fund/VP. replacing **Bruce Armstrong**, named

CEO. Jones Spacelink Ltd.. CATV and SMATV subsidiary of Jones International Ltd. **David B. Rhodes**, assistant VP. finance. Jones International. named VP. finance. Jones Spacelink.

Mari L. Carrie, general manager. Colony Communications Inc.'s Westerly. R.I.. cable system. named general manager. Fall River. Mass.. system. **Mark Spatz**, chief technician. Colony's Vision Cable Co.. Pawtucket. R.I.. system. named general manager. Westerly (R.I.) Cable TV. **Rene A. Kochman**, public access coordinator. Colony Communications Inc.'s Lowell (Mass.) Cable TV. named program production supervisor. Greater Fall River Cable TV. Fall River. Mass. **John Sibon**, territorial sales representative. Copley/Colony Cablevision. Los Angeles. named sales supervisor. Copley/Colony Cablevision of Cypress (Calif.) Inc.

Jim Hefner, news director. KDKA-TV Pittsburgh. joins WTAE-TV there as manager. broadcast operations.

Ron Knowles, from WQXY(FM) Dallas. joins KIXI(AM)-KLTX(FM) Seattle as operations manager.

Susan Hickman Ratcliff, assistant traffic manager and traffic/operations assistant. KDARTV Dallas. named traffic manager. **Bill Camfield**, independent consultant. joins KDAF as cable relations director.

John DeLorenzo, assistant corporate controller. Fox Television Stations Inc.. Los Angeles. joins WDZL(TV) Miami as business manager.

Marketing

Robert Cherins, president and chief operating officer. McCaffrey and McCall Inc.. New York. adds title of CEO. replacing **David B. McCall**, who will continue as chairman of board. **Bruce McCall**, executive VP and creative director. named vice chairman and chief creative officer.

John Bitting, regional manager. McGavren Guild Radio. Chicago. named executive VP. central division.



Bitting



Wigdor

Robert Wigdor, senior VP and senior associate research director. DFS Dorland. New York. joins FCB/Leber Katz Partners there as VP and associate research director.

Barbara Jack and **Jordan Stanley**, VP's and management supervisors; **Nikolai B. Pronovich**, VP and associate creative director. and **Susan H. Royer**, VP and manager. consumer planning and research services. Young & Rubicam Inc.. New York. named senior VP's.

Appointed at Katz Radio's Christal Radio division: **Christy Torgler**, Detroit office manager. to VP and Detroit office manager; **Thomas Chisholm Jr.**, from Thomas S. Maentz Inc.. Detroit. to account executive there; **Don Wahlig**, account executive. Heritage Communications' Wilmington. Del.. cable system. to account executive. Houston.

Ercument K. (Joe) Berilgen, general manager. McCann Erickson Direct. Istanbul. Turkey. joins The Earle Palmer Brown Companies. Bethesda. Md.. as VP. advertising.

Thomas S. Jasinski, VP and management supervisor. USAAdvertising. New York. joins Geers Gross Advertising Inc. there in same capacity.

Gail Schoenbrunn and **John Cooney**, senior art directors. Ingalls. Quinn & Johnson. Boston. named associate creative directors.

Appointments at Carmichael-Lynch Inc.. Minneapolis: **Nancy DeShane**, from Ogilvy & Mather Advertising. New York. to associate research director; **Linda Tobin**, from Colle & McVoy Advertising Inc.. Minneapolis. to senior account executive; **Mary Schaffhausen**, from Bozell. Jacobs. Kenyon & Eckhardt. Minneapolis. to account executive; **Kerry Casey**, from Bozell. Jacobs. Kenyon & Eckhardt. Minneapolis. to copywriter; **Cathy Rochford**, from Miller Meester Advertising Inc.. Minneapolis. to traffic coordinator.

Matthew J. Christ, production manager. Tascone & Associates Inc.. Baltimore. joins Marketing & Design Inc.. Columbia. Md.. advertising agency. as production manager.

Appointments at W.B. Doner & Co.. Baltimore: **John Havrilla**, from Jordan. Manning Case. Taylor and McGrath Inc.. New York. to VP and management supervisor; **Julie Bialek-Westerman**, account executive. to senior account executive; **Becky Schulz**, account executive. BBDO. Chicago; **Nancy Knox** and **Brigid Lakin**, assistant account executives. W.B. Doner. to account executives. **Gary Rom**, associate creative director. D'Arcy Masius Benton & Bowles. St. Louis. and **Michael Pitzer**, senior art director. BBDO. San Francisco. join W.B. Doner & Co.. Detroit. as creative group supervisors. **Edward S. Klein**, assistant account executive. Detroit. named account executive.

Gay MacLeod, media planner. Ted Bates. New York. joins NW Ayer Inc. there as media supervisor. **Patricia E. Palumbo**, senior media planner. Ammirati & Puris. New York. joins NW Ayer in same capacity.

Beverly Weinstein, director. advertising sales. MTV Networks Inc.. New York. joins Syndicast Services Inc. there as advertising sales executive.

Dave Sansone, account executive, Seltel, New York, joins TeleRep, there as account executive. **Jon ErkenBrack**, account executive, WSOC-TV Charlotte, N.C., joins TeleRep, Atlanta, as account executive.

Warren C. Himmelstoss, broadcast supervisor, Sawdon & Bess, New York, joins Independent Television Sales Inc. there as account executive.

Appointments at Wyse Advertising, Cleveland: **Juff Mundson**, from Carr Liggett, Cleveland, and **Jane Howard**, from Woods Creative Group, Kansas City, Mo., to account executives; **Ann Russo**, secretary, creative department, to junior producer, production department; **Denise Beck**, from Scott & Associates, Cleveland, to account coordinator; **Susan Weidenkopf**, from advertising department, East Ohio Gas Co., Cleveland, to media estimator; **Meribeth Barrett**, creative sales representative, Tim Bush Studio, Cleveland photographic studio, to traffic coordinator.

Peter Rosella, general sales manager, KRDO-TV Colorado Springs, joins MMT Sales Inc., marketing division, as St. Louis office manager. **Louise Smith**, account executive, KGBQ(TV) Chicago, joins MMT Sales there as account executive. **Dianne Downey**, from KXAS-TV Fort Worth, joins MMT Sales, Dallas, as account executive.

Eric Perry, from WIP(AM)-WMMR(FM) Philadelphia, joins Durpetti & Associates there as sales manager.

Angela L. Short, media buyer, Keller-Crescent Co., Evansville, Ind., named media planner and buyer.

Cynthia Rogers, senior executive, Austin Kelley Advertising Inc., Atlanta, joins Cosmopolis Crowley & Daly, Boston, as senior account executive.

Betsy Hockstein, traffic coordinator, Abramson Associates Inc., Washington, named assistant traffic manager.

Victoria Yereance, account executive, Adam Young Inc., San Francisco, joins Hillier, Newmark, Wechsler & Howard, San Francisco, as account executive.

Ed Turi, sales trainee, Harrington, Righter & Parsons Inc., New York, named account executive. **Hugh Marasa**, sales trainee, Atlanta, named account executive.

Michael Cohen, local sales manager, WJIB(FM) Boston, named general sales manager. **John Maguire**, from WCIB(FM) Falmouth, Mass., joins WJIB as account executive.

Tom Chapman, account executive, WHBY(AM) Appleton, Wis., joins WSAU(AM)-WIFC(FM) Wausau, Wis., as general sales manager. **Roger Eisenman**, sales manager, WSAU(AM), named national sales manager. WSAU-WIFC and director, agricultural sales, WSAU.

Dave Smith, local sales manager, WOIO(TV) Shaker Heights, Ohio, named general sales manager.

Lou Ferber, sales development manager, KFSN-TV Fresno, Calif., named regional sales manager. **Tom Boland**, account executive, KICU-TV San Jose, Calif., replaces Ferber as sales development manager.

John Rizzuti, national sales manager, WFAA-TV Dallas, named local sales manager.

Kathy Fleenor, account executive, KTXL(TV) Sacramento, Calif., named local sales manager.

Gary Gardner, account executive, WTTO(TV) Birmingham, Ala., named local sales manager.

Robert W. Krummenacker, account executive, WBNG-TV Binghamton, N.Y., named local sales manager.

Holly Anne Kylen, sales representative, WHTM-TV Harrisburg, Pa., joins WKBO(AM) there as sales manager.

Cindy Placek, promotion assistant, KMTV(TV) Omaha, named writer and producer, sales department.

Linda Ogden, from KOTV(TV) Tulsa, Okla., joins KHOU-TV Houston as account executive.

Programing

Murray Schwartz, president and chief operating officer, Coca-Cola Television's Merv Griffin Enterprises, New York, resigns to form Murray Schwartz Productions there.

Jay Bacal, VP and creative director, Sunbow Productions Inc., New York, named senior VP and creative director. **Roger Slifer**, associate producer, named VP and associate producer.



Bacal



Kountze

Valery Kountze, VP, marketing, RCA/Columbia Pictures Home Video, Los Angeles, joins Republic Pictures Corp. there as VP, marketing.

Named corporate VP's, MCA Inc., New York: **Eugene F. Giaquinto**, president, MCA Home Entertainment Group; **Robert D. Hadl**, VP, MCA's Universal Studio's Inc., and **Charles S. Paul**, president MCA Enterprises.

Walter Gilbride, president, Impact Ltd., Los Angeles, consultancy, joins Crowley Broadcasting Inc., Burbank, Calif., as president.

Michel Lecourt, director, television, French-speaking territories, Warner Brothers Television Distribution, Burbank, Calif., named VP, television, French-speaking territories.

Bob Regan, executive producer, *FNN TelShop*, home shopping show, Financial News Network, New York, named VP and executive producer. *FNN TelShop*.

Jeffrey Rowe, VP and general manager, WKTU(FM) Milwaukee, joins MTV Networks' VH-1, New York, as VP. **Roger Rose**, television and film actor, joins VH-1 as vee jay. Rose's television credits include appearances in *Knight Rider* and *Gimme a Break*.

Scott Evan Assyia, business and media relations director, Hit Video USA, Houston,

named VP, business and finance. **Julie Strong**, staff auditor, HBO, Dallas, joins Hit Video USA as Southern regional coordinator, affiliate relations.

Dave Schulp, VP, production, MJ1 Broadcasting, New York, to open new San Francisco office of MJ1. **Patti Smith**, affiliate relations manager, MJ1 Broadcasting, New York, named director, programming.

Paul Bronstein, research director, Satellite Music Network, Dallas, named assistant VP, research. **Larry Watts**, operations manager, Satellite Music Network's *Country Coast-to-Coast*, named assistant VP, programming.

Kenyon Kramer, manager, current programming, Viacom Enterprises, New York, named director, program development and production.

Jana Dabrowski, director, finance, C-SPAN, Washington, named controller. **Kate Hampford**, independent consultant, joins C-SPAN, as director, affiliate marketing.

Kate Wilson, head, business affairs, The Calender Co., London, joins D.L. Taffner UK Ltd. there as director, program development.

Susan J. Stager, attorney, Paramount Pictures Corp., Los Angeles, joins Lionheart Television there as director, business affairs.

Jane Kaplan, former associate producer, *CBS Morning News*, New York, joins Paramount Domestic Television, Los Angeles, as senior segment producer. *Entertainment Tonight*.

Winifred Gorlin, VP, program practices, CBS/Broadcast Group, New York, joins Netherlander Television and Film Productions Inc. there as producer.

Carolyn Weidman, former producer, *CBS Morning News*, New York, joins Medstar Communications Inc., Allentown, Pa., production company, as producer, *Health Matters*, TV series.

Guy Williams, from Merck Sharp & Dohme, New York, joins Lifetime Medical Television there as director, marketing.

Mike Young, sales and marketing director, Warner Cable's Milwaukee cable system, named senior director, programming, Warner Cable Communications Inc., Dublin, Ohio.

Appointments at SportsChannel, Woodbury, N.Y., regional cable sports network: **Doug Keck**, director, programming and operations, to senior director, programming, production and operations; **Jeff Genthner**, manager, affiliate sales and marketing, to director, affiliate sales and marketing; **Jim Skelly**, affiliate marketing manager, to affiliate account executive.

Robin Norvall Williams, recent graduate, O.W. Corburn School of Law, Oral Roberts University, Tulsa, Okla., joins Tempo Enterprises there as legal coordinator.

Ron Dylewski, creative director, Renaissance Productions, Pittsburgh, joins Production Masters Inc. there as account representative.

Tom Allen, director, sports sales, NBC Radio, New York, joins D.I.R. Broadcasting Corp. there as sales executive.

Ellen Welker, former special projects coordinator and senior producer for KTVK(TV) Knoxville, Tenn., joins World Wide Bingo Inc., Littleton, Colo., program distributor, as tele-

vision production coordinator.

Blake Lawrence, announcer and program director. KLOL(FM) Houston. joins KZFX(FM) there as program director and afternoon announcer.

Greg Ausham, program director. WCMF(FM) Rochester, N.Y., joins WQFM(FM) Milwaukee as program director.

Karen Fox, director, community relations and promotion manager. WECT(TV) Wilmington, N.C., named director, programing and promotion.

Dave Ervin, VP, operations. WNIC-FM Dearborn, Mich., joins WCLR(FM) Skokie, Ill., as program director.

Joe Flores, former gospel program director and talk show host, WOKB(AM) Orlando, Fla., joins WMBM(AM) Miami Beach, as program director.

Ron Shuping, VP, communications. Charlotte, N.C., Chamber of Commerce, joins WSOC-TV Charlotte as production manager.

Phil Locascio, program manager, WGCL(FM) Cleveland, joins WSB-FM Atlanta in same capacity.

Appointments at programing department. WTAE-TV Pittsburgh: **Viki Gedrys-Regan**, producer, to executive producer, programing; **Brian Campbell**, weekend news director and associate director, to director; **Michael Fowler**, assistant producer, WTAE-TV's *Channel 4's \$25,000 Bingomania*, to associate director; **Mary Jo Blake**, secretary, replaces Fowler.

Jeffrey Bieber, associate producer, noncom-

mercial WETA-TV Washington, named producer.

Russell Fortier, former director, noncommercial WGBH-TV Boston, joins noncommercial WLIW(TV) Garden City, N.Y., as executive producer.

J.J. McKay and **Christian Paul**, morning announcers, WZOU(FM) Boston, join WRQX(FM) Washington in same capacity.

News and Public Affairs

Emerson Stone, VP, news practices, CBS News, New York, retires after 34 years with CBS. Stone plans to lecture at Yale University, New Haven, Conn., and write and consult on news standards and ethics.

Tara Sonenshine, producer and head guest coordinator, ABC News's *Nightline*, Washington, named producer and off-air reporter for ABC's Pentagon correspondent. Robert Zelnick, **Gil Pimentel**, associate producer, Cable News Network, Atlanta, joins ABC News, Washington, as guest coordinator, *Nightline*.

Herbert J. Dudnick, executive producer, NBC's *Main Street*, after-school, children's news program, joins KRON-TV San Francisco, as news director.

Al McGuire, analyst, NBC Sports, New York, has signed new multi-year contract. McGuire, who has been with NBC Sports since 1977, will continue to serve as NBC college basketball analyst, and will also ana-

lyze basketball at 1988 summer Olympics in Seoul, South Korea.

Appointed at Associated Press: **James F. Smith**, correspondent, Johannesburg, to news editor, Tokyo; **Dan Biers**, from foreign desk, New York, to editor, Hong Kong bureau; **Richard Pyle**, news editor, Tokyo, to Middle East reporter, Cairo; **David H. Crary**, correspondent, Nairobi, Kenya, to correspondent, Johannesburg.

Larry Stirewalt, news director, WCJB(TV) Gainesville, Fla., joins WBRE(TV) Wilkes-Barre, Pa., in same capacity.

Ruth Allen Ollison, news director, KRLD(TV) Dallas, joins KETK(TV) Tyler, Tex., as news director.

David DeMoulpied, reporter, WROW-AM-FM Albany, N.Y., named news director. **Phillip Gregory**, news director, WPTI(AM)-WFLY(FM) Albany, joins WROW-AM-FM as reporter.

Terry D. Eisenberg, host, *Eisenberg Eyes Entertainment*, WSBA-AM-FM York, Pa., named news director.

Appointments at WGME-TV Portland, Me.: **Jim Sanders**, assistant news director and executive producer, KSNW(TV) Wichita, Kan., to news director; **Paul Cousins**, morning and noon meteorologist, WBZ-TV Boston, to chief meteorologist; **Nancy Cantin**, from WGGB-TV Springfield, Mass., to consumer reporter; **Tom McGair**, from WVII-TV Bangor, Me., to general assignment reporter.

Craig Maurer, anchor and reporter, WHBQ-TV Memphis, joins KDFW-TV Dallas as anchor.

Nick Miller, from WAFF(TV) Huntsville, Ala.,

THE UNIVERSITY OF CHICAGO ANNOUNCES THE William Benton Fellowships in Broadcast Journalism 1987-88

To receive a brochure and application form, mail this coupon to: Director, William Benton Fellowships, The University of Chicago, 5737 University Ave., Chicago, IL 60637.

The William Benton Fellowship Program at The University of Chicago, now entering its fifth year, provides a unique opportunity for professionals—television and radio reporters, news executives, producers, writers—to expand their expertise on essential issues, free from deadline pressure. The Program is sponsored by the William Benton Foundation.

Each Fellow works with a faculty adviser to develop an individualized academic program of course work in such fields as law, economics, religion, and public policy. The Fellows participate in a weekly seminar dealing with such fundamentals as First Amendment issues. They also meet and exchange ideas with national and international leaders in media, government, business, education, and other fields of public policy.

Stipends are normally equivalent to full-time salary for the six-month period of the Fellowship. The Foundation covers tuition and travel costs. University personnel assist with local arrangements for Fellows and their families.

The application deadline is March 2. Fellows will be notified by June 1. The 1987-88 Program begins September 21, 1987.

PLEASE PRINT

NAME

TOTAL YEARS OF PROFESSIONAL EXPERIENCE

TITLE

STATION/NETWORK

ADDRESS

TELEPHONE

and **Rachel Platt**, weekend anchor, WOWK-TV Huntington, W. Va., named co-anchors, 6 p.m. and 10 p.m. newscasts, WOWK-TV. **Sandy Ferko**, former reporter, WQXA(FM) York, Pa., joins WOWK-TV as weekend anchor.

Andrew O'Rourke Jr., former development specialist, Union Carbide, Danbury, Conn., joins WVOX(AM)-WRTN(FM) New Rochelle, N.Y., as news editor and commentator.

Pete Hernandez-Arbogast, freelance anchor, joins KRTH(AM) Los Angeles as morning anchor.

Beth Dolinar, reporter, WTAE-TV Pittsburgh, named weekend anchor. **Tom Randles**, from KRON-TV San Francisco, joins WTAE-TV as reporter.

Ron Savage, assistant sports director, WTVD(TV) Durham, N.C., named sports director.

Dave Davies, city hall reporter, noncommercial WHY-FM Philadelphia, joins KYW(AM) there as city hall bureau chief.

Jerry Grayson, from KATC(TV) Lafayette, La., joins WISN-TV Milwaukee as general assignment reporter. **Rich Mueller**, from WCIA(TV) Champaign, Ill., joins WISN-TV as sports reporter.

Alexander Kippen, news writer and videotape producer, Canadian Television Network, Toronto, joins Cape Cod Communications' cable channel II, Yarmouth, Mass., as reporter and anchor.

Mike Machak, producer, reporter and weekend anchor, KTSM-TV El Paso, joins WJXT(TV) Jacksonville, Fla., as general assignment reporter.

Pandora Reynolds, news director and morning announcer, WNOK-FM Columbia, S.C., joins WIS-TV there as reporter, *PM Magazine*.

Sarah V. Lowther, weekend announcer, West Virginia Public Radio, Charleston, named news reporter.

Technology

Thomas F. Burke, executive VP, M/A-Com Inc., Burlington, Mass., adds title of chief operating officer, succeeding **Frank A. Brand**, who continues as acting CEO.

Mark Gray, assistant general manager, audio-visual systems, Ampex Corp., Redwood City, Calif., joins Pinnacle Systems, newly formed video systems distributor, Santa Clara, Calif., as chief operating officer. **David Fabian**, senior product manager, audio-visual systems, Ampex Corp., joins Pinnacle as marketing manager.



Gray



Homlish

Martin Homlish, director, automotive enter-

tainment systems and high fidelity product groups, Sony Corp. of America, Park Ridge, N.J., named VP, auto sound and high fidelity products. **James M. Frische**, VP and general manager, Digital Audio Disc Corp., Terre Haute, Ind., subsidiary of Sony Corp., named executive VP.

Matthew Knox, manager, post-production and technical services, Lorimar-Telepictures, Culver City, Calif., named VP, post production.

Frank C. Baxter, VP, Midwest division, United Artists Cablesystems Corp., named VP, engineering, Montvale, N.J., office.

Carlos Hurd, engineer, Satellite Music Network, Dallas, named VP, engineering.

Jerry Dixon, former chief engineer, WDCA-TV Washington, joins KMBC-TV Kansas City, Mo., as chief engineer.

George Ravich, senior marketing manager, Coleco Inc., New York, joins Vestron Video and Lightning Video, Stamford, Conn., as marketing director. **Kathy Callahan**, national marketing manager, Vestron Video, named national sales manager, premium and specialty markets.

Kan Katzmann, engineering manager, IDB Communications Inc., New York, joins IDB Communications Group Inc., Los Angeles-based satellite transmission service, as chief engineer, New York facilities.

Promotion and PR

Cheryl J. Kagan, VP, talent and special projects, Rogers & Cowan Inc., Los Angeles, named senior VP, arts and entertainment group.

Gerriann Hansen, director, budget control, financial planning department, Lorimar-Telepictures, Culver City, Calif., named VP, public affairs.



Hansen



Mitchell

Howard R. Mitchell, senior account specialist and acting director, public relations, Keller-Crescent Co., Evansville, Ind., advertising agency, named director, public relations.

Jason Farrow, director, corporate communications, Sony Corp. of America, Park Ridge, N.J., named VP, corporate communications.

Susan Swain, public relations director, C-SPAN, Washington, named VP, corporate communications.

Larry Wahl, manager, public relations, SportsChannel, Woodbury, N.Y., named director, marketing and public relations.

Linda Maslin, associate advertising manager, corporate marketing department, Continental

Cablevision, Boston, named director, advertising and promotion. **Carol Theiman**, art director, named manager, creative services.

Melanie Tramonte, promotion manager, KATC(TV) Lafayette, La., joins WBNG-TV Binghamton, N.Y., as promotion director.

Lim Peacock, promotion producer and director, KOKH-TV Oklahoma City, joins WFTS(TV) Tampa, Fla., as promotion writer and producer.

Jeannette Harris, recent graduate, University of Florida, Gainesville, joins noncommercial WJCT(TV) Jacksonville, Fla., as information specialist.

Allied Fields

David L. Meister, president, TV NET, co-venture of Tribune Co. and Viacom, New York, joins Biotech Capital Corp., New York investment firm and part-owner, Financial News Network, as executive VP, consumer information group.

Larry Howe, VP and chief of staff, American Television & Communications Corp., Englewood, Colo., resigns to form management firm in Highlands Ranch, Colo.

Stuart Saginor, director, advertising and promotion, WELI(AM) New Haven, Conn., named to board of directors, Broadcast Promotion & Marketing Executives, New York.

Gary Stevens, first VP, corporate finance, Wertheim & Co., New York investment firm, named associate managing director.

Greg Gillispie, program director, WDVE(FM) Pittsburgh, joins Burhart/Abrams/Douglas/Elliott and Associates Inc., Atlanta consultant, as associate.

Ronald Price, sales executive, Associated Press Broadcast Services, Washington, joins National Association of Broadcasters there as regional manager, serving Alabama, Arkansas, Florida, Louisiana and Mississippi.

Ray Rohrer, independent consultant, joins Lawrence Behr Associates Inc., Greenville, N.C., broadcast consultancy, as director, broadcast engineering.

Deaths

Donald Joseph James Quinn, 59, independent consultant, died Dec. 17 of cancer at Hogue hospital, Newport Beach, Calif. Quinn began career as salesman, first at KXOC(AM) Chico, Calif., in 1949, and then at KABC-TV Los Angeles. In 1955-60 he was co-owner of McGavren-Quinn Radio, Los Angeles representative. He was president of RKO Television Representatives, New York in 1961-68, and later joined ABC-TV as sales development executive. Since 1983, Quinn had worked as consultant in Newport Beach. He is survived by his wife, Gillian, five sons and daughter.

James Fassett, 82, music director, CBS Radio, New York, in 1942-1963, died Dec. 17 at Pokono hospital, Stroudsburg, Pa. He began career as announcer at WBZ(AM) Boston and joined CBS in 1936 as assistant music director for New York Philharmonic broadcasts.

The A. is for Audacious

One afternoon several months ago, a gaggle of White House reporters was assembling on the driveway outside the west-wing entrance to the White House. They were to proceed across the street for a briefing in the old Executive Office building, but were waiting to be told exactly where, and when to move out. Then, from the doorway to the press briefing room, ABC News's Sam Donaldson emerged, his stride determined, his manner certain. As he reached the group of reporters, he raised his right arm, an imaginary saber in his hand glinting in the afternoon sun in a gesture that may have been a throw-back to his days as a military cadet in New Mexico, bellowed, "Forward march," and led the troops to the briefing.

The incident could be seen as symbolizing Donaldson's role as a White House correspondent. Though highly regarded by his colleagues, it might be too much to say he is the best of the bunch. In the 10 years he has covered the White House, he cannot recall a single major news beat. But he is, most of his colleagues and those who watch him on the air agree, unique. David Gergen, who in the first three years of the Reagan administration was White House director of communications and is now editor of *U.S. News and World Report*, says he fills the role—the necessary role—of "leader of the pack."

To many viewers and some of his colleagues (including some at the ABC News Bureau, in Washington) he is too abrasive, too aggressive in his shouted questions to the President, not sufficiently deferential (it will be some time before the White House gang forgets Donaldson's question to President Reagan at the news conference following disclosure of U.S. arms sales to Iran in violation of the administration's own policy: "How can you justify such duplicity?").

Donaldson probably is as controversial as any White House correspondent since Dan Rather covered Richard Nixon for CBS. And for some of the same reasons. Donaldson is single-minded in his pursuit of a story and is unfazed by the trappings of power of those with whom he deals, including the President. "Presidents are public servants," he says. "They are due respect for the heavy responsibility they have. But they are not due worship. They should be covered like you cover the mayor, and I've covered mayors. You're not afraid to say, 'This was a failure. Can you explain it?'"

It isn't only the bluntness of his questions that distinguishes Donaldson. It is the manner in which he shouts at the President in a voice that cuts through such minor distractions as the roar of helicopter engines. Considering the lack of access the press corps has to Reagan—he has held only 39 formal press conferences in his six years in office—Donaldson says he has no choice. "I can either keep my mouth shut and only speak



SAMUEL ANDREW DONALDSON—White House correspondent, *Capital Cities/ABC*; b. March 11, 1934, El Paso, Tex.; B.A., Texas Western College, 1955; lieutenant, U.S. Army, 1956-59; reporter and announcer, KRLD-TV Dallas, 1960; correspondent, WTOP-TV Washington, 1961-67; correspondent, ABC News, 1968—; White House beat, 1977—; anchor, *Sunday World News Tonight*, 1979—; commentator, *This Week with David Brinkley*, 1981—; m. Jan Smith, April 16, 1983; four children by two previous marriages—Samuel III, 28; Jennifer, 21; Thomas, 20, and Robert, 17.

when called on at the rare, infrequent news conferences," Donaldson says, "or raise my voice and ask, 'Mr. President, what about the latest effort to cut the defense budget?'"

Is Donaldson pushy? Does he tend to monopolize press briefings? Yes. But he has his admirers. Andrea Mitchell of NBC describes him as "a terrific competitor who has carved out a unique role for himself—a kind of Peck's Bad Boy." Says CBS's Bill Plante: "It's important to get past the characterizations as 'too brash,' 'too loud,' to get to the point that he's a good reporter." And as a former White House aide, Gergen remembers Donaldson as a tough questioner "but as one of the most objective correspondents in the business."

If there is an Everyman quality about Donaldson, it's probably because he did not emerge as a member of the Eastern elite but as a West Texas boy (El Paso) who grew up on a farm in New Mexico, attended New Mexico Military Institute, in Roswell, and didn't cross the Mississippi until he was 26. (He even voted for Barry Goldwater for President in 1964.) What's more, he got involved in journalism not through a passion for news but through a fascination with radio. His mother bought the family's first radio in 1941, when he was seven, in order to keep up with the news of the war. And he knew what he wanted to become—a disk jockey, a job he was to hold on radio and TV stations while attending Texas Western College (now the University of Texas, El Paso).

Donaldson, who says his views of the world and politics began to change after he had seen more of both than was available in Texas, began learning his craft in a serious

way when he joined WTOP-TV (now WUSA-TV) Washington, in 1961. After a year at KRLD-TV Dallas, where he had done some reporting, he decided he had learned all he could, so left for the Big Time, New York. ("I was," he concedes, "very arrogant.") The Big Time wasn't ready for him, however, so Donaldson took the job in Washington. Ostensibly, he was covering local news, but the station management had a zest for national affairs, and Donaldson found himself covering the Senate and House, White House and Pentagon, and various federal agencies. And after six years, ABC, then struggling to strengthen its news team in Washington, offered him a job.

"How can I phrase this?" Donaldson said with unaccustomed delicacy in recalling his early days at ABC. "We probably didn't have as strong a bench as we do now." That worked to Donaldson's advantage, for he was assigned to the hot stories of the day—the Watergate hearings in the Senate, political campaigns and the national political conventions. Then, in 1976, Donaldson covered the presidential campaign of Jimmy Carter, and followed him into the White House.

Donaldson denies suspicions of some that his personality is manufactured for effect. What is on view today, he says, is what would have been seen, essentially, in 1956. But he also says he performs as he does as a White House correspondent because he feels that's the best way to do the job. And that, he notes, is not the sum total of Sam Donaldson. For seven years, he has anchored ABC's Sunday night newscast. And for five years, he has been a regular on *This Week with David Brinkley*. In those roles, he is sober, dignified, relatively low key. Indeed, there are those who believe the *Brinkley* show brings out an entirely different Donaldson. Gergen says: "He has a quick mind, gets to the heart of an issue, and argues his case well."

But what next? Donaldson the correspondent will soon be Donaldson the author. His "Hold on, Mr. President," an account of his life as a reporter, will be published by Random House in March. Then what? ABC News President Rooney Arledge has long known that Donaldson wants to move on from the White House beat at the conclusion of the Reagan presidency. But all of the plum jobs seem to be spoken for at ABC News. So in what seems a signal (possibly one in a series) to ABC, Donaldson suggests his future is not limited to ABC News. He notes that television generally, like ABC, is undergoing major changes, and adds, "so I think in the next two and a half years there will be some opportunity somewhere for me to go after the White House, somewhere with greater responsibility."

But that's a decision to be made a couple of years down the road. Until then, Donaldson will continue to irritate and inform as "the leader of the pack."

Comsat has signed letter of intent to buy out 50% interest in **HI-Net Communications** from its partner in venture, **Holiday Corp.**, for \$25 million. Sale is to be completed by first quarter 1987. Year-old operation now provides multichannel TV entertainment service via Ku-band satellite to more than 1,000 Holiday Inn hotels. Plans are to go beyond hotel market and Comsat senior executive recently acknowledged company has been examining prospects of delivering service directly to homes. Through Satellite Television Corp. subsidiary, Comsat spent tens of millions of dollars over five years in effort to launch high-power satellite broadcasting service. Unable to find partner to share enormous costs and risks of venture, however, Comsat shut down STC in late 1984. HI-Net is also looking to grow within hotel industry outside of Holiday Inn network. HI-Net operation earlier this month gained endorsement from Days Inns of America as recommended supplier of in-room entertainment. Comsat said purchase would not have significant impact on HI-Net employees, and that there were no immediate plans to move the service from its Memphis headquarters.

FCC last week ruled that **application fees set by Congress for FCC services** (BROADCASTING, April 14) must be paid starting April 1. FCC estimated that fees will raise \$30 million each year.

FCC has issued notice of its decision to reject recommendation of **James McKinney**, FCC Mass Media Bureau chief and mediator for settlement negotiations for RKO General Inc.'s stations, that **commission act immediately on proposed settlement under which Group W would acquire RKO's KHL-TV Los Angeles** for \$310 million ("Closed Circuit," Dec. 22). Informed source said commission still believes settlement negotiations FCC has provided for 13 other RKO stations should run prescribed course, and that agency would prefer to act on all settlements at once. In letter to McKinney, FCC noted, however, that McKinney has said he anticipated that he would know outcome of negotiations in each market by Jan. 9. "We wish to inform you that the commission does not now believe that it would be appropriate to act on the KHL-TV settlement agreement prior to the report of any developments which may be forthcoming by Jan. 9," FCC said. "Further, we request that you inform the commission of the status of each of the pending settlement negotiations as soon after Jan. 9 as possible."

Shapiro-Spelling suit settled. *Richard and Esther Shapiro have agreed to drop three lawsuits seeking \$220 million in damages from several parties including Aaron Spelling, whom they alleged violated joint venture agreements related to ABC's Dynasty and The Colbys and stole their idea for a third series, ABC's Hotel.*

Under the agreement announced last week, Esther Shapiro will become senior vice president for creative and corporate affairs at Aaron Spelling Productions, while Richard Shapiro will get an exclusive television writing and feature film development pact with the company. According to the joint statement from Spelling and the Shapiros announcing the out-of-court settlement, the Shapiros will obtain "major stock options" in Aaron Spelling Productions.

The creators and executive producers of Dynasty and The Colbys, the Shapiros filed two suits totaling \$180 million in Los Angeles County Superior Court last July. They alleged that Spelling violated joint venture agreements signed in 1979 for Dynasty and in 1985 for The Colbys by offering to take the company public and denying them their share of the profits. Drexel Burnham Lambert Inc. and Bear, Sterns & Co. were named as co-defendants. In the second suit, they sought to prevent Douglas S. Kraemer and E. Duke Vincent from trading their minority interest in Dynasty for cash and stock in the new public company. And in October, the Shapiros returned to court with a \$40-million suit alleging that Spelling illegally prevented them from owning a stake in Hotel, which they claimed is a spinoff of Dynasty.

Acquisition of Wometco Cable for \$620 million was completed last week by joint venture owned equally by Taft Broadcasting Co. and major shareholder, Robert M. Bass Group.

Reliance Capital Group L.P. said it completed last Wednesday acquisition of **John Blair & Co.**, securities of which stopped trading. Remaining stockholders in Blair received 12% 15-year debentures with face amount of \$38.11. Reliance had already purchased 61% of station rep, group owner and programming company in cash tender offer last August.

Lorimar-Telepictures's purchase price for WPGH-TV Pittsburgh has been adjusted downward, said seller, Meredith Corp. Net proceeds from sale, whose total price had been initially announced at \$35 million, would be reduced by \$4 million, according to initial indications. Des Moines-based Meredith blamed change on "... market conditions and its effect on operating results." Actual gain from sale would be reported in third quarter ending March 1987, assuming transaction closes as scheduled in January.

One week after filing registration statement, **SCI Holdings dropped plans to restructure operations into limited partnerships** (BROADCASTING, Dec. 8). SCI chief executive officer, Terry Lee, said that there were "... too many complexities... more negatives than positives. We might have had to sell assets we didn't really want to."

ABC has opted for short-term fix for weekday slot at **11:30 a.m.-noon**. It will rebroadcast episodes of sitcom **Webster**. Program goes into syndication in 1988, and network will have to take show off daytime schedule at start of that year. Webster debuted on daytime schedule Dec. 22, replacing low-rated **Celebrity Double Talk**. ABC said it would switch time periods for its two Friday night comedies effective Jan. 9. **Gung Ho** moves to 9 p.m., and **Dads** moves to 9:30 p.m. ABC is also getting early jump this year on ordering dramatic pilots, usually ordered at end of January or thereafter. Network confirmed last week it had already ordered eight of 11 new drama pilots, including: **Circus**, about traveling family circus, from Phoenix Entertainment, Los Angeles; **Remo Williams: The TV Series**, from Orion in association with Dick Clark Productions; **Jon Sable**, based on comic book of same name, from Taft Entertainment; **After Midnight**, anthology from Orion; **Desperate**, about emotionally distraught man who tries to put his life back together, from Warner; **Divided We Stand**, about family life and divorce, from Aaron Spelling; **The Believers**, fantasy show from New World, and **Grown Ups**, about baby boomers, from MGM/UA. ABC said it would probably have remaining three drama pilots lined up by first of year, with comedy pilots to follow in late January.

NBC has announced hosts for two game shows debuting this week and next. Veteran game show host **Tom Kennedy** will host **Wordplay** (from Scotti Bros./Sid Vinnege TV in association with Fiedle/Berlin Productions and Rick Ambrose) which bows today (Dec. 29) at 12:30 p.m. **Bill Rafferty** will host **Blockbusters** (from Mark Goodson), which returns to NBC schedule after more than four year absence on Jan. 5 at 10:30 a.m. **NBC has ordered four Perry Mason movies** for 1987-88 season. Movies, three of which have aired so far, have proved popular, attaining shares in high 30's or low 40's. Two more are scheduled for current season, one in February and another in spring. First of three **Remington Steele** made-for-TV will air on Jan. 5 edition of **NBC Monday Night at the Movies**. Steele was cancelled after last season, but after viewer protests, network decided to bring back show in limited form of three two-hour specials. Program's fate after that is uncertain. NBC will broadcast in-house production project, **Blue Deville**, on **NBC Monday Night at the Movies**, Dec. 29 (9-11 p.m.). Program, which is being considered for possible series, is about two "free-spirited" women who set out across country, meeting mysterious young musician along way.

CBS News's 60 Minutes correspondent, Diane Sawyer, whose contract expires this week, was still negotiating with CBS late last

Tuesday (Dec. 23) for new contract. Sawyer reportedly also has been talking with **NBC and ABC about possibility of variety of positions** at one of those networks, including that of co-anchor or top substitute anchor role. Sawyer's office said last week that she was out of town and "unreachable" until after holidays. Larry Grossman, NBC News president, declined to say whether NBC had talked to Sawyer, adding that he "never" talks about things that are "going on, or not going on, about contract discussions. Never have, never will, never do."

NBS News President Howard Stringer and CBS acting chief executive officer Larry Tisch were expected to leave last Saturday (Dec. 17) for **12-day tour of CBS News bureaus in Rome, Paris, London and Moscow.**

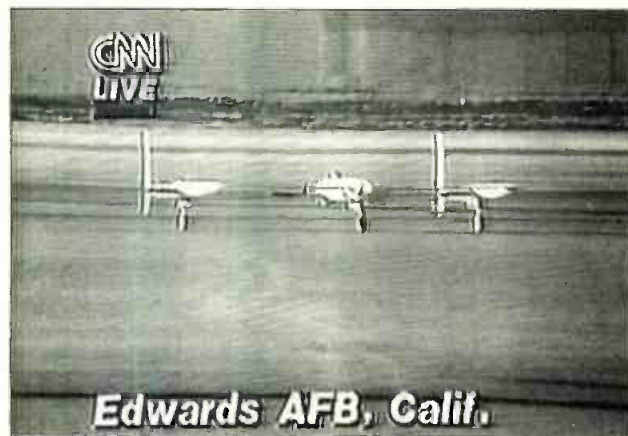
Senate Commerce Committee has arrived at new lineup for subcommittee chairmanships. Among new Democratic subcommittee chairmen is **Daniel K. Inouye** of Hawaii who **will head Communications Subcommittee** (BROADCASTING, Dec. 22).

Using lotteries, **FCC has tentatively granted multichannel multipoint distribution service** applications of National Television Co., Anniston, Ala.; National Television Co. and Echonet Corp., Casper, Wyo.; Visionaire Inc. and Krisar Inc., Danville, Va.; William Ledford/Robert Hanna and Broadcast Data Corp., Enid, Okla.; Lawrence Brandt and Sherry Rullman, Eureka, Calif.; Kansas City Southern Industries Inc. and National Television Co., Florence, Ala.; National Wireless Video and Broadcast Data Corp., Fort Walton Beach, Fla.; National Television Co. and Broadcast Data Corp., Great Falls, Mont.; National Wireless Video and Multichannel Media Inc., Jacksonville, N.C.; National Wireless Video and Mickelson Media Inc., Las Cruces, N.M.; Belwen Inc. and Krisar Inc., Lewiston-Auburn, Me.; Century Microwave Corp. and MDS Signal Group, Muncie, Ind.; Belwen Inc. and Krisar Inc., Owensboro, Ky.; National Wireless Video and Pro-Communications Inc., Pine Bluff, Pa.; Belwen Inc. and Krisar Inc., Pittsfield, Mass.; Robert J. Valser and Cordova, Placido Gonzalez, Ponce, P.R.; Figgie Communications Inc. and Hubbard Broadcasting Inc., Quincy, Ill.; Multichannel Distribution of America and NEP Communications Inc., State College, Pa.; William Ledford/Robert Hanna and Baypoint TV Inc., Victoria, Tex., and Microwave Video Services, Portsmouth-Dover-Rochester, N.H.

Velles Rich Greene has been chosen as agency for various brands of **Cadbury Schweppes Inc.**, now at four agencies. WRG estimated that brands would bill **\$60 million in 1987**. Client spokesman said internal account conflicts at DFS Dorland "forced" departure from DFS and led to review and decision to consolidate virtually all of its business at Wells. Products moving to WRG are **Canada Dry Soft Drink line** (from Young & Rubicam); **Peter Paul Mounds, Almond Joy and York Peppermint Patties** (from DFS Dorland); **Cadbury Chocolate, Rose Holland House** (from Ammirati & Puris) and **Sun-ist Soft Drinks** (from FCB/Chicago). Ammirati & Puris will continue as agency for Schweppes soft drinks.

Top 40 Satellite Survey, which is distributed by CBS's young-adult radioRadio network, **left airwaves last weekend**. CBS Radio President Bob Hosking said glut of contemporary hit radio countdown shows now on air led network to examine "other opportunities" in weekly long-form programming. CBS will launch urban contemporary program, *On The Move With Tom Joyner*, and oldies show, *Revisin' America*, next month. **Top 40 series**, which is hosted by radio personality Dan Ingram, premiered in April 1984.

Liquidity crisis for **Cannon Group** was resolved last week with agreement for **\$75 million cash infusion from Warner Communications**. Warner will pay \$25 million for home video rights to some of Cannon's films, and will also pay \$25 million for secured notes and same amount for preferred shares convertible into two million common shares, at \$12.50 each, and warrants to buy 750,000 common shares at \$15 each. Warrants and convertible preferred give Warner potential 23% stake in Los Angeles-based film pro-



Happy landing. The Voyager's record-breaking, around-the-world flight without refueling captured the attention of the nation last week, as ABC, CBS and NBC joined CNN with live coverage of the landing on Tuesday, Dec. 23, at 11:06 a.m. CNN began hourly updates of the plane's final hours of flight, starting at 1 p.m. on Monday, Dec. 22. CNN went live at 7 a.m. on Dec. 23, continuing live coverage until about 11:45 a.m.

ducer. Last week's agreement also grants Warner option to buy half of Cannon's European theater holdings for \$50 million. Cannon needed \$75 million to repay outstanding debt.

Madison Square Garden Network and Madison Square Garden Boxing will join for **second pay per view television venture**, live two-hour boxing program at Felt Forum, to be produced by MSG Network Jan. 8 at 8:30 p.m. (NYT). Event will be distributed by Choice Channel of Torrance, Calif., with MSG Network affiliates receiving card live as part of MSG's regular programming, not on PPV basis, MSG said. Middleweight Michael Olajide of New York will meet former Golden Gloves champion Richard Burton of Bronx, N.Y., for Continental Americas middleweight title in scheduled 12-round bout.

Fox Broadcasting Co. said last week it **signed Anheuser-Busch to multimillion-dollar advertising commitment for its prime time slate of programs**, scheduled for launch next spring. Fox also said it has signed additional advertisers for late-night Joan Rivers talk show currently on air, including Coca-Cola, Ford, General Mills, Stroh Brewery, Hershey, Seagram, Quaker Oats, Colgate-Palmolive, Pillsbury, Chesebrough-Ponds, Lincoln-Mercury and Walt Disney Co.

With first and second ranked shows in syndication in its portfolio (*Wheel of Fortune* and *Jeopardy*), **King World** already knows what to do with **high ratings**. For those two shows, numbers have meant **renewing contracts with stations on multiyear basis**, achievement of only most successful first-run series. King World is now adding number three to its multiyear deals—*The Oprah Winfrey Show*. There are only three months of ratings on that show, but, according to King World, new deal-making initiative comes in part at request of stations that do not want to lose show to competitors.

Corporation for Public Broadcasting has alerted public to **vacancy in office of president**. Classified ad ran Dec. 21 in Sunday issue of *Washington Post*, announcing search for president and chief executive officer "to be responsible for the day-to-day administration of the affairs of the Corporation for Public Broadcasting under the general supervision of the Board of Directors." Ad contained six required and four desired qualifications. Resumes are due by Jan. 9, 1987. Message also was sent over DACS computer system to public broadcasting organizations, and letters were sent to 100 organizations listed with personnel department, including those that deal with minority, educational and women's issues.

Editorials

Miracle on M Street

People who don't believe in Santa Claus had no business being at the FCC last week. On Christmas Eve, in a dramatic, last-minute reversal, a 4-1 majority granted a stay to the entire package of must-carry rules (it had been anticipated that a 3-2 majority would deny a partial stay). It was an act of statesmanship and of mercy (the cable industry estimated it would cost \$11 million a month to begin implementing an A/B switch rule that had both FCC reconsideration and one or more court tests ahead of it). Given the enormous effort the FCC had put into developing the must-carry rules in the first place, and a natural inclination to get on with it, the decision to stay takes on even greater significance. This page having been among those urging such action, we acknowledge the difficulty of the decision and our admiration of the FCC's taking it.

A failure to stay would have produced a number of casualties beyond those inflicted upon cable's capital structure. The first would have been to the unique cross-industry coalition that was responsible for the so-called compromise agreement on must carry—an agreement that was the foundation upon which the FCC constructed its must-carry superstructure (albeit with more gingerbread than many felt justified). The National Association of Broadcasters, the National Cable Television Association, the Community Antenna Television Association, the Association of Independent Television Stations and the Television Operators Caucus had worked together in good faith and rare harmony to shepherd this policy along—and in the process to lay a framework for future cooperation among them. That alliance was showing increasing signs of wear in the face of the differences imposed by the FCC's rules (primarily the A/B switch and the five-year sunset), and likely would have come unglued altogether if cable were forced to approach an appeals court alone. Before very much longer, one could anticipate that industry circling its wagons under the protection of its *Quincy* decision victory while broadcasters took their hopes for mandatory carriage to Capitol Hill. A bloodletting unhappy to contemplate.

The place to resolve this issue is at the FCC. Happily, that's where it remains, with most of the parties to the original compromise still on speaking terms. A commission as open to reason as this one has demonstrated itself to be should surely be able to fashion a consensus that will close the remaining gap.

In the meantime, the spirit of a stay granted by the FCC on its own motion should animate cable and the other petitioners as they go about business as usual. They too should volunteer maintaining as close to a status quo as possible until the eventual must-carry rules fall into place. This is no time for reordering the universe.

It was a very big year

We may be forgiven for proclaiming 1986 a watershed year in the history of the Fifth Estate. That two broadcast networks completed a change in ownership, and a third went through fundamental organizational and management restructuring, would alone qualify 1986 as unique in the annals of broadcasting.

Gone are the days when all a broadcast owner had to do was walk in the door in the morning and the cash registers would start jingling. Growing competition, a soft advertising marketplace, ever rising production costs and bloated bureaucracies served to force new economic realities on the three networks, realities that were also felt in many other parts of the Fifth Estate. By year's

end, the bell had tolled for some 2,500 positions at ABC, NBC and CBS.

Presumably, these troubles will serve to make the big three leaner, more efficient and better able to deal with the growing number of competitors without losing any of the ethereal qualities that make broadcasting more than just a business. That they may serve, instead, to concentrate attention only on the bottom line, to the detriment of the public and the greater interest, must concern all in the industry.

There was no dearth of news for broadcast journalists to cover in 1986. That television coverage of the Challenger explosion reminded some of Nov. 22, 1963, or the Iranian arms sales hearings of the summer of 1974, served to reinforce how important a reference point television has become in the nation's eyes.

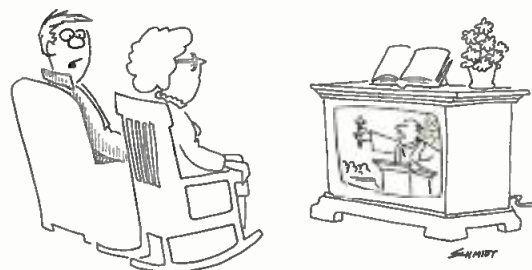
For the participants in all of the above, 1986 has been at least an arduous year, if not a downright downer. Our consolation is in realizing that these are revolutionary times for the Fifth Estate—or can be, for those who seize the opportunity afforded by all this change. If there is a present certainty, it is that the industry as we knew it is no longer, and as it looks now won't still appear a year from now. It's a time to keep your wits about you and your standards high.

The tender trap

Experienced in the art of wooing white knights and spurning aggressive corporate suitors, CBS has apparently decided to apply its expertise in affairs of the boardroom to affairs of the heart. Risky business.

CBS's new morning program, *The Morning Program* (not to be confused with CBS's old morning show, *The Morning Show*, which ran in 1954-57), will include, at last report, "video personal ads." "It is a valid phenomenon in the country that people are having trouble connecting so we will help all we can," said Bob Shanks, *Good Morning, America* creator brought in to connect with some of CBS's missing morning viewers. Suffice it to say there are any number of "valid phenomena" that do not cry out for involvement by broadcast networks.

Predicting the success or failure of a programming concept—an inexact science that fortunately is not the place of this page—is as easily practiced through the observation of tea leaves as through the application of preference. But the idea of video personals, and the attendant monitoring of post office boxes and "careful screening" to safeguard participants, appears a prime opportunity for CBS to shoot itself in the foot with a misplaced cupid's arrow. "Some of the things will work, some things won't," said Shanks of the new show: "None of this is written in granite." From our point of view, this is one stone best left unturned.



Drawn for BROADCASTING by Jack Schmidt
"Is this show scrambled or is he speaking in tongues?"

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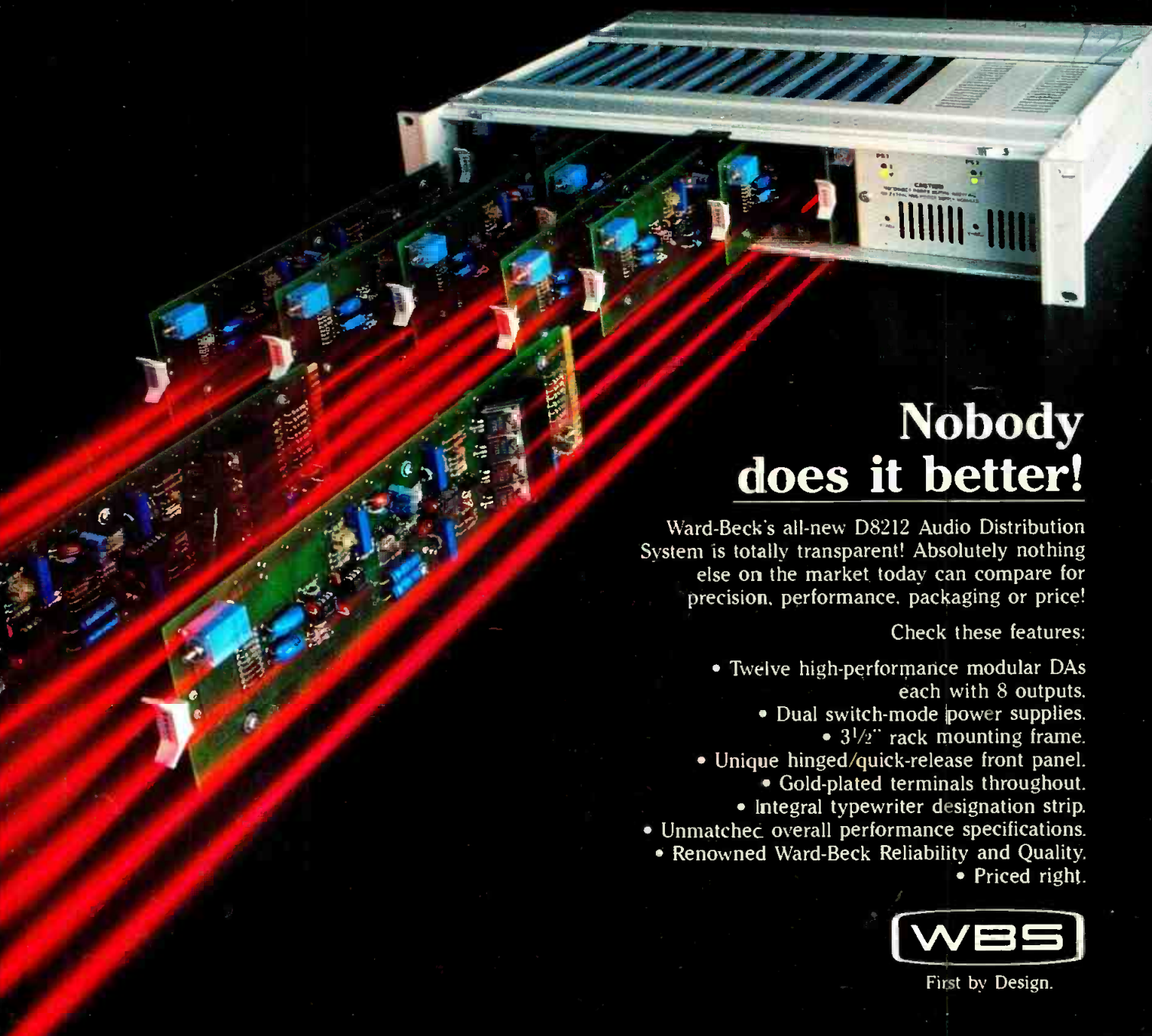
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