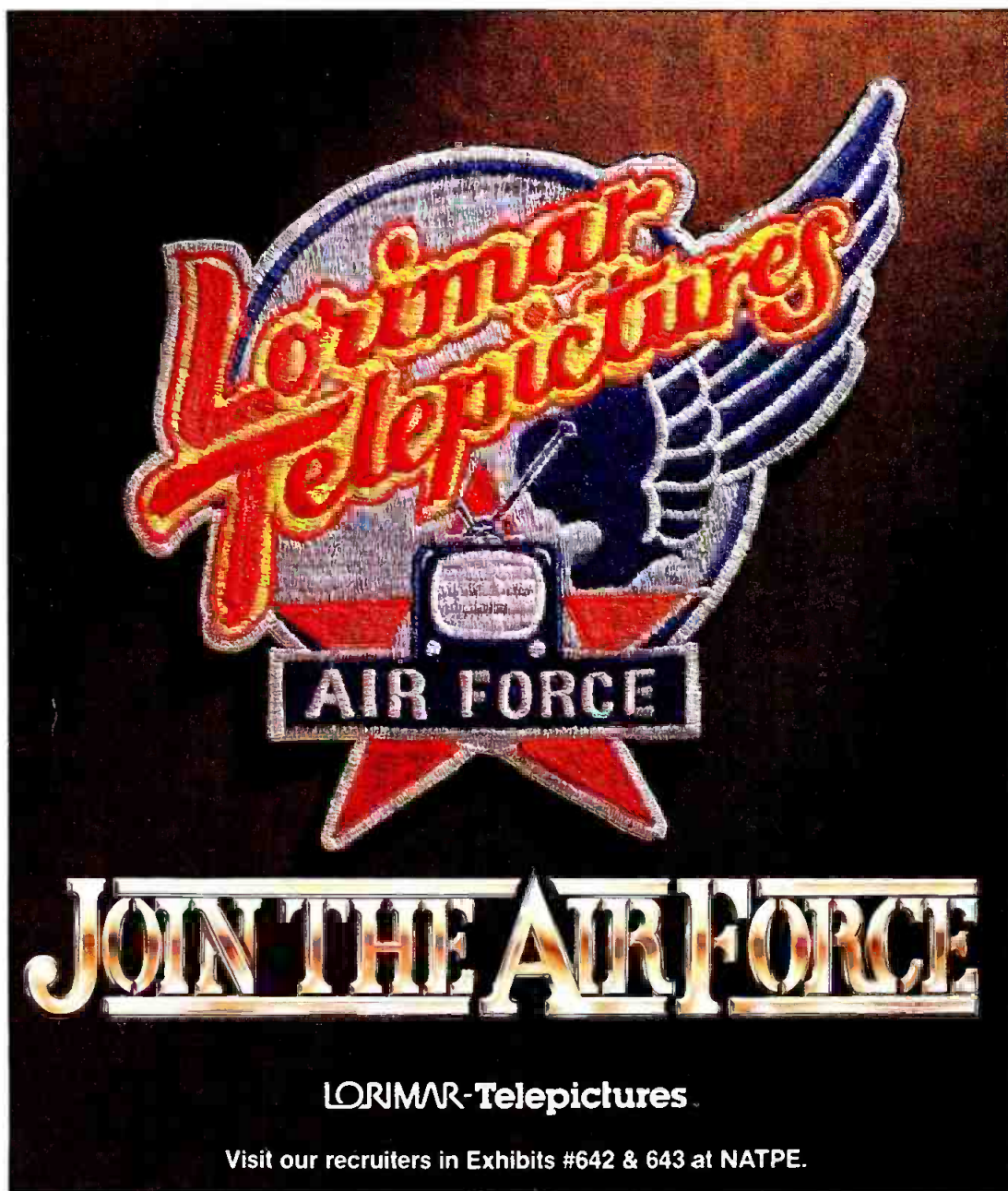


The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jan 12



The poster features a central graphic of a television set with wings, set against a dark background. The text "Lorimar Telepictures" is written in a stylized, cursive font across the wings. Below the TV, a banner reads "AIR FORCE". At the bottom, the text "JOIN THE AIR FORCE" is written in large, bold, metallic letters. Below this, the Lorimar Telepictures logo is displayed, followed by the text "Visit our recruiters in Exhibits #642 & 643 at NATPE."

LORIMAR-Telepictures

Visit our recruiters in Exhibits #642 & 643 at NATPE.

AL 7A
7 22 364
-SAS
JCM 122
LDG 1405
7 22 364

59th Year 1987
INTV wraps up in L.A.
NATPE begins march to New Orleans

What A Country!



The Critics Say It's a Smash...

The Los Angeles Times called it "one of the most promising entries of the fall season."

The New York Times singled out "the first rate cast."

The Christian Science Monitor praised it as "the most refreshing of the new syndicated sitcoms."

And **The San Diego Tribune** declared: "If there is a hit among *The New Gidget*, *What A Country!*, *One Big Family*, *It's a Living* and *Mama's Family*, it's the one with the exclamation point."



SOURCE: November 1986 NSI, metered markets
9/27/86-12/14/86

*November 1986 ARB

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

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What A Hit!

November
And the Ratings Prove It...



New York WPIX, Saturday 6:00 pm

#1 first-run sitcom with men 18-49. Also #1 in its time period with men 18-34 and 18-49 and #2 in its time period with women 18-34 and 18-49.

Los Angeles KTLA, Wednesday 7:30 pm

Improves on *Silver Spoons* lead-in. #1 checkerboard program among men and women 25-54.

Chicago WGN, Saturday 6:00 pm

Increases 24% over *One Big Family* lead-in. #1 program in the time period with men and women 18-34 and 18-49.

San Francisco* KTVU, Saturday 6:00 pm

#1 in its time period. And #1 first-run sitcom with men and women 18-49.

Boston* WLVI, Saturday 7:00 pm

Increases over *Throb* lead-in by 33%. #2 in its time period with women 12-24, 18-34 and 18-49.

Houston KTXH, Saturday 6:30 pm

#1 first-run sitcom with men 18-49. Increased 20% in rating since premiere and is up 50% over the time period average last November.

Miami WCIX, Saturday 6:30 pm

#1 with women 18-49 in its time period. Beats every other first-run sitcom among adults 18-49.

Atlanta WGNX, Saturday 6:30 pm

#1 with women 18-34 and women 18-49 in its time period. Increased 78% in rating since premiere.

Denver KWGN, Sunday 6:00 pm

#2 first-run sitcom with adults 18-49 in early fringe and access. Improves its time period rating 20% over a year ago.

PRIMETIME
ENTERTAINMENT, INC.

TRIBUNE
ENTERTAINMENT
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Viacom.

Warner Bros., for more than
two decades, has consistently
supplied the greatest number
and the most important
features for syndication.

Volume 27 continues
the tradition and the new
era of commitment to
supply you with the best.

Warner Bros. Television Distribution



A Warner Communications Company

THE \$1,000,000 CHA

...it's like Mon

HH Share
Nov 86 vs. Nov 85

NEW YORK
LOS ANGELES
PHILADELPHIA*
DALLAS*
WASHINGTON, DC
HOUSTON
ATLANTA
PITTSBURGH
MIAMI*
SEATTLE
PORTLAND, OR*
CINCINNATI*
CHARLOTTE
BUFFALO
SAN ANTONIO*
HARRISBURG
LOUISVILLE
DAYTON*
FLINT
SHREVEPORT

WOR	8:30 PM	+20%
KHJ	8:30 PM	+17%
KYW	12:30 PM	+13%
KDFI	6:00 PM	+300%
WJLA	9:00 AM	+60%
KPRC	3:00 PM	+50%
WAGA	7:30 PM	+110%
WTAE	7:30 PM	+16%
WPLG	1:30 AM	+30%
KOMO	4:30 PM	+50%
KGW	11:30 AM	+12%
WLWT	1:30 AM	+17%
WPCQ	6:00 PM	+50%
WKBW	5:00 PM	+18%
KENS	3:30 PM	+64%
WHP	4:00 PM	+36%
WAVE	7:30 PM	+44%
WHIO	9:30 AM	+22%
WJRT	11:00 AM	+50%
KTBS	9:30 AM	+54%

MOBILE*
KNOXVILLE*
JACKSONVILLE
WICHITA*
ROCHESTER, NY
PADUCAH
CEDAR RAPIDS*
CHATTANOOGA*
SPRINGFIELD, MO*
JOHNSTOWN
SOUTH BEND
YOUNGSTOWN
EVANSVILLE*
JACKSON, MS
BATON ROUGE
FT. WAYNE*
FT. MYERS*
FARGO*
MADISON
SANTA BARBARA*

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Already
Renewed For
1987-88 Season In
1 Of The Top 10 Markets!

CE OF A LIFETIME

ry in the Bank!

HH Share
Nov 86 vs. Nov 85

00 PM	+20%
00 PM	+27%
00 AM	+33%
00 PM	+87%
00 PM	+53%
30 PM	+9%
00 AM	+31%
30 PM	+11%
00 AM	+17%
30 PM	+50%
30 PM	+60%
00 PM	+8%
30 AM	+46%
00 PM	+100%
00 AM	+29%
30 PM	+38%
30 PM	+11%
30 PM	+25%
00 PM	+57%
00 PM	+29%

ROCKFORD
HARLINGEN*
AMARILLO*
BEAUMONT*
CORPUS CHRISTI*
DULUTH*
BINGHAMTON*
RENO*
WICHITA FALLS
YAKIMA
WAUSAU
LA CROSSE
TRAVERSE CITY
MINOT-BISMARCK
MASON CITY*
TOPEKA*
CASPER-RIVERTON
LAREDO*

HH Share
Nov 86 vs. Nov 85

WREX	6:30 PM	+22%
KVEO	6:00 PM	+67%
KVII	4:30 PM	+59%
KFDM	4:30 PM	+63%
KZTV	3:00 PM	+9%
WDIO	6:30 PM	+33%
WBNG	5:00 PM	+6%
KOLO	9:30 AM	+9%
KSWO	11:00 AM	+50%
KIMA	12:00 NN	+6%
WAOW	4:30 PM	+7%
WXOW	4:30 PM	+200%
WWTW	9:30 AM	+10%
KFYR	3:30 PM	+3%
KTTC	3:30 PM	+17%
KTKA	9:30 AM	+300%
KCWY	4:30 PM	+150%
KVTW	3:00 PM	+63%

Let It Grow For You!

The
BREAKTHROUGH PROGRAMMING
for September 1987!

Salem's Children

Contemporary drama in Gothic style with
strange phenomena, captivating characters, rich
production values. Thirty compelling minutes daily.

The centuries-old struggle between the Deeds and the Cromleys is being renewed on Salem Island, unleashing passions and intrigues, strange forces and dark secrets.

For the first time, a dramatic series utilizes the latest technological developments to create extraordinary special effects that advance the plot and astound viewers.

"Salem's Children" is one-of-a-kind programming designed for an explosive takeoff. Highly promotable, it's certain to be sampled early and heavily. Sure to grab audiences and to hold them, to be talked about and to be watched avidly.

With broad audience appeal—and especially attractive to young adults, both female and male—"Salem's Children" is flexible enough to capture its time period in a variety of dayparts.

A brand new innovative series—from Group W Productions in association with Taft Entertainment.



**TAFT
ENTERTAINMENT
TELEVISION**
A Division of
THE TAFT ENTERTAINMENT COMPANY

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

Broadcasting Jan 12

Coverage from INTV □ A look ahead to NATPE WTTV(TV) Indianapolis files for bankruptcy High-definition television on display in Washington

INTV CONFAB □ At independent television station gathering in Los Angeles, MPAA's Valenti sounds recurring theme of convention: more competition for cable industry. Gibbs discusses study on commercial availabilities. **PAGE 59.**

CHAPTER 11 □ WTTV Indianapolis files for chapter 11 bankruptcy. **PAGE 65.**

TRANSFER PROBE □ FCC is examining Ivan Boesky's transfer of control of television station to his wife. **PAGE 65.**

STAYING PUT □ *Wheel of Fortune* remains number-one rated syndicated program according to Nielsen's November 1986 Cassandra results. **PAGE 66.**

LOOKING GOOD □ Commerce Department study on "1987 Industrial Outlook" sees overall bright future for advertising segments of Fifth Estate. **PAGE 70.**

UPI APPOINTMENTS □ UPI President Milton Benjamin names four new managing editors for wire service. **PAGE 122.**

MARKING TIME □ Group W's Newsfeed Network celebrates sixth anniversary with inauguration of European service. **PAGE 123.**

PIGSKIN NUMBERS □ Ratings for football on all three networks were down from previous season. **PAGE 128.**

WINNER'S PARADE □ NBC Entertainment President Brandon Tartikoff says division was spared budget cuts; comes out against political action committee. **PAGE 128.**

LOOK AHEAD □ NBC News President Larry Grossman goes before press tour discussing 1986 cancellation, Reagan interview during Fiesta Bowl and *Today* plans. **PAGE 132.**

FOOTBALL RIGHTS BLUES □ ABC Sports President Dennis Swanson says network wants to keep rights to *Monday Night Football* but not at 1986 prices. **PAGE 134.**

HDTV ON DISPLAY □ Top Washington policymakers get a view of high-definition television display at FCC. **PAGE 134.**

BUDGET BONANZA □ FCC is allocated \$107.2 million in President's new budget; United States Information Agency and Board for International Broadcasting get increases while public broadcasting funds are "reappropriated." **PAGE 147.**

HIGHER APPEAL □ Utah seeks Supreme Court review of cable programming decency decision. **PAGE 149.**

FOUND HIS NICHE □ The broadcast fortunes of Bob Somerville, president of Independent Television Sales, have grown with those of independent television. **PAGE 167.**

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On track

Speculation over FCC Chairman Mark Fowler's renomination started churning again after Congress reconvened last week and White House did not forward chairman's name to Senate ("Closed Circuit," Dec. 8). But Robert Tuttle, White House director of presidential personnel, told BROADCASTING that Fowler would be renominated "around" time President Reagan delivers State of Union Address on Jan. 27. Tuttle said that's "normally" when nominations are sent to new Congress. No nominations had been forwarded to Senate as of last Friday (Jan. 9).

No hands

Human camera operators need not apply to new, six-camera NBC-TV newsroom going on line in early 1988—robotics will do their work. Network news executives were in London last week investigating advanced robotics camera technology that will not only allow remote-controlled pans, tilts and zooms but also control camera height and provide tracking during newscast.

High in the sky

FCC may accommodate any need for spectrum space for high-definition television in future in 11.7-12.2 ghz band. That's concept reported to be under discussion by FCC Chairman Mark Fowler and James McKinney, FCC Mass Media Bureau chief. Band is currently allocated for direct broadcast satellite service which is yet to be developed. Assuming there's still plenty of room two or three years hence, existing broadcasters could be given additional spectrum in 12 ghz band to augment their UHF or VHF channels and transmit HDTV—theoretically possible—or to transmit separate HDTV service while continuing present UHF or VHF transmissions. If HDTV receivers with 12 ghz capacity ever became commonplace, broadcasters could conceivably shift to 12 ghz altogether, freeing their UHF and VHF frequencies for land-mobile use.

Lafayette, Rather's here

Dan Rather is at France's doorstep. After series of false starts, CBS has started dry-run delivery of *CBS Evening News with Dan Rather* to France's terrestrial pay TV service, Canal Plus, and full start-up is

imminent. Program, subtitled in French, will be transmitted via Intelsat V satellite for tape-delayed showing in morning, when normally encrypted Canal Plus broadcasts are unscrambled. Show will reach estimated 13 million French homes, two-thirds of nation's TV households. Program's ad sales will be handled by two-year-old French service, with percentage going to CBS.

Foot on the tube

Settlement negotiations for RKO General Inc.'s WXY(FM) Fort Lauderdale, Fla., have reached impasse, with Laudersea Broadcasting, competing applicant for facilities, asserting that it's not interested in settling. Margot Polivy, Laudersea's attorney, said company's principal, Rosemarie Reardon, Sioux Falls, S.D., clinical psychologist, didn't want to pay for facility she believes she will win in comparative contest "under normal FCC procedures." Polivy also said her other clients, who are competing applicants for RKO's WHBQ-TV Memphis and WGMS-AM-FM Washington, aren't "wild about" settling either. James McKinney, FCC Mass Media Bureau chief and RKO mediator, reportedly intends to make determination as to which contests for 13 RKO stations can't be settled by Friday (Jan. 16) and to advise FCC commissioners.

Jockeying at Intelsat

Since vacancy in Intelsat's director general post results from board of governors' dismissal of first American to hold it, Richard Colino, no one expects U.S. to put forward candidate of its own. However, support is building in government for Frank Urbany, of National Telecommunications and Information Administration, for what has been number-two spot, deputy director general for business planning and external relations. That post's previous occupant, Venezuela's Jose L. Alegrett, was fired along with Colino. Urbany, NTIA's associate administrator for international affairs, is well known in international community, invariably fills key slot on American delegations to international telecommunications conferences. Deputy's post is director general's to fill, but U.S. could make its preferences known.

Meanwhile, names of those said to be interested in director general's post are beginning to surface. List includes three

Australians—George F. Maltby and Christopher Von Willer, both top officials of Australia's Overseas Telecommunications Commission, and John Hampton, Intelsat deputy director general for operations and development and currently acting director general—and three from United Kingdom—Anthony Booth and Alan Jefferis, both of British Telecommunications Industries, and David Tudge, Intelsat's deputy director general for administration and finance. List also includes France's Pierre Godiniaux, former chairman of Intelsat board of governors; Canada's Jean-Claude Delorme, head of Teleglobe, Canada's signatory, who had been candidate in past, and Brazil's Pedro Costelo Branco, head of Embratel, Brazil's signatory.

Nashville everywhere

Country music remains most popular programing vehicle for radio stations, according to data from Radio Information Center, New York. RIC, which tracks radio formats nationwide, shows country being aired on 2,281 stations followed by adult contemporary (1,996 stations), MOR/nostalgia (924), contemporary hit radio (814) and religious (485).

Help wanted

Robert Wold Co., which, like other companies in highly competitive satellite services business, has been struggling financially, is, according to satellite industry sources, seeking additional investors to fuel operations and, possibly, planned expansion of Los Angeles facilities. If investors are found, interest of Wold's majority owner, founder and chief operating officer—Robert N. Wold—would be diluted. Cox Enterprises, largest minority owner (19%), may settle for dilution or opt to sell interest to newcomers and get out.

Seaside policy

Legislative forums planned as part of National Association of Broadcasters annual winter board meeting in Laguna Nigel, Calif., next month are beginning to take shape. More than dozen members of House and Senate are slated to participate in four panels on (1) political advertising and fairness doctrine, (2) copyright, including must carry and scrambling, (3) product advertising and potential threat of ad bans, (4) broadcast renewal reform (elimination of comparative renewal hearing for competing applicants).

The inside track on America's Favorite Passion

A unique and informative new weekly magazine series about America's favorite passion—the automobile. Hosted by car experts John Retsek and Len Frank, the series features actual road tests, tips and trends in the automotive industry. The ideal programming choice to capture the male audience. Perfect as a sports-to-news bridge. Produced by DiMassa/Walker/Block Productions in association with Fries Entertainment. Available Fall 1987 on an Advertiser-Supported basis.



At NATPE
New Orleans
Convention
Center
Booth 1013



THE AUTO CONNECTION



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NEW YORK CHICAGO ATLANTA

Cable4castings

Busted pirates

Making good on its promise at the Western Cable Show last month ("In brief," Dec. 8, 1986), General Instrument launched a counterattack last week against companies and individuals involved in modifying GI's Videocipher II consumer descramblers to descramble satellite signals they are not authorized to descramble and in distributing the so-called "pirate" descramblers.

The first strike came last Wednesday (Jan. 7), when federal marshalls and General Instrument employees raided the premises of Picture Perfect Engineering in Phoenix and seized what GI technicians later determined were modified or partially modified Videocipher II descramblers and company records, including the names of business associates and customers.

The federal marshalls were dispatched by U.S. District Court Judge Charles Hardy in reaction to a civil suit filed earlier in the day by GI against Ralph William Heller and Ed Walters, the proprietors of Picture Perfect, and Mike Miller, who was involved in the operation. GI's complaint alleged that the defendants violated GI's copyrights on the Videocipher II technology as well as antipiracy provisions (section 705) of the Cable Communications Policy Act of 1984 that

prohibit the manufacture, distribution, import or use of products designed to receive scrambled signals without authorization.

Acting on the GI's initial motions, Judge Hardy granted a writ of seizure, authorizing the raid and the interception of anything addressed to the defendants coming through customs at Phoenix's Sky Harbor Airport. He also granted a temporary restraining order prohibiting the defendants from tampering with the Videocipher II descramblers. The suits seek a permanent injunction against the defendants and monetary damages.

According to GI, the defendants were the principal distributors of the pirate descramblers. "These pirates have been blatantly violating federal law," said J. Lawrence Dunham, executive vice president and general manager of the Videocipher division of GI's Cable Home Communications Group Inc. "They have been callously defrauding customers. And, they have cast a cloud of confusion over the entire satellite television industry."

With the news of the civil suits and raid last week came GI's first public admission that its scrambling system, which has become the de facto standard for the scrambling of cable programmers' satellite feeds, had been compromised.

According to Dunham, the defendants were engaged in modifying Videocipher II descramblers using so-called "three musketeer" chips. The installation of the chip in place of one of the descramblers' programmable read-only-memory (PROM) chips enables the descrambler to descramble all the services now being marketed to backyard dish owners as soon as it is authorized to receive one service. This all-for-one capability accounts for the chip's name.

Dunham estimated that fewer than 1,500 three-musketeer descramblers were now in use. According to GI estimates, he said, there are around 95,000 legally authorized descramblers in use.

Following three months of investigation, Dunham said, GI purchased a Videocipher II descrambler with a working three-musketeer chip in late October or early November. Thereafter, he said, the investigation intensified and was aided by the law firm of Brown & Bain, which prepared the suit. In accordance with Picture Perfect's instructions, he said, undercover investigators sent "modules" taken from descramblers to Picture Perfect along with a hefty fee and received, in return, the same modules with three-musketeer chips attached.

Dunham made clear that GI's counterattack had just begun. "We are focusing on manufacturers and the sources of the chips, some of which are off shore," he said. Dunham said GI believes Picture Perfect imported the chips for its operation.

And, Dunham said, the counterattack will not be limited to law suits. All new descramblers are being redesigned so that they will no longer be physically vulnerable to attach, he said. What's more, he said, GI was developing new software that would change the authorization signals sent to descramblers over the satellites so that pirate three-musketeer descramblers would no longer work.

The customers for the pirate descramblers are backyard dish owners. Although federal law makes them as liable as the manufacturers and distributors for engaging in unauthorized reception of scrambled signals, Dunham said legal action against them is "a low priority." A higher priority is action against the distributors, many of which are backyard dish dealers, he said.

Finance in the morning

The Financial News Network introduced its new early morning programs, *FNN World Business Report* (6-7 a.m. NYT) and *FNN World Business Update* (7-8 a.m.), last Monday (Jan. 5). The former covers the "global economy," according to FNN, including stock and bond markets, international commodities, futures and options and domestic and international business trends and developments. *World Business Report* also includes live reports from Frankfurt, London, Hong Kong, Tokyo, New Zealand and Aus-



John McLaughlin fuels the fire while respected journalists Jack Germond, Morton Kondracke, and Robert Novak provide informative and often explosive opinions.

Join them all on the McLaughlin Group. It just might be the freshest, boldest, most incisive political show on the air.

Don't miss it. The people who run this country never do.

The McLaughlin Group

Made possible by a grant from GE.



Check local listings for station and time.

REGISTERED TRADEMARK OF GENERAL ELECTRIC COMPANY.

**YOU
COULD MAKE
A DECISION
THAT WILL AFFECT
THE FUTURE
OF AMERICA'S
CHILDREN.**

PUNKY Brewster



THE FACTS:

- You can have a show with 44 new adventures (88 episodes in total) with the cast that has made it so popular.
- You can have a show that has a loyal following of fans and a backlog of fan letters 60,000 deep!
- You can have a show about a small-for-her-age girl, with lots of spunk, who faces the problems and frustrations of growing up that most children will face.
- You can have a show that's entertaining, a show with lots of heart.

THE DECISION:



I want
"Punky Brewster."

Available Fall '87

See us at the
NEW ORLEANS
CONVENTION CENTER
NATPE '87

Coca-Cola
TELECOMMUNICATIONS



A REFRESHING NEW TASTE IN ENTERTAINMENT

Introducing Coca-Cola Telecommunications.
First-run entertainment with a refreshing
new taste.

For syndication. Home Video. Pay-TV. Cable.
Catch the wave of things to come at NATPE '87,
New Orleans Convention Center.
And be refreshed.

NOW AVAILABLE:

DINOSAUCERS
THE REAL GHOSTBUSTERS
WHAT'S HAPPENING NOW!!
THAT'S MY MAMA NOW
GOOD ADVICE
MERV GRIFFIN AT THE COCONUT BALLROOM
THE TIM CONWAY SHOW
CARD SHARKS
THE MATCH GAME
PAROLE BOARD
THE WILLARD SCOTT SHOW
KARATE KID
PUNKY BREWSTER
PREMIERE MOVIES
SPECIALS



Coca-Cola
TELECOMMUNICATIONS

tralia.

The second morning show, *World Business Update*, provides national and international business, market, commodities and news information, interspersed with videotaped news and feature stories "on world-wide business" presented throughout the

hour.

According to Mark J. Estren, senior vice president and general manager of FNN, "There is no such thing as the U.S. economy any more. There is only a world economy in which the U.S. plays an important part. With the addition of this new internationally

focused programing, FNN acknowledges this change in the way our economy works and is expanding its commitment to provide vital information to investors."

Both shows are produced by Rob Cassella and co-anchored by Hedy Hovey, FNN's morning anchor, and Joseph Silbert, former correspondent for KCOP(TV) Los Angeles.

Nashville sports

The Nashville Network will air two sports specials in February, *The Great American Race 1986* and *The Second Annual World's Greatest Timed Event Championship*. The former is an hour-long special (Feb. 14 at 9:30 a.m. with repeats at 3 p.m. and 9 p.m. NYT) covering the annual 3,800-mile race of antique automobiles from Anaheim, Calif., to New York City. Entries are limited to "vehicles with at least 50 years behind them," with the winner receiving \$100,000, TNN said.

The Second Annual World's Greatest-Timed Event Championship, a 90-minute special airing Feb. 21 at 11 a.m. (with repeats at 5 p.m. and 1 a.m.), features rodeo competition from Guthrie, Okla., among 24 cowboys who hold more than 40 world titles, TNN said, adding that the competitors must compete in events outside their specialty. "The object is to find the most versatile cowboy in the world," said A.G. Meyers, executive producer of the program with Edward K. Gaylord II.

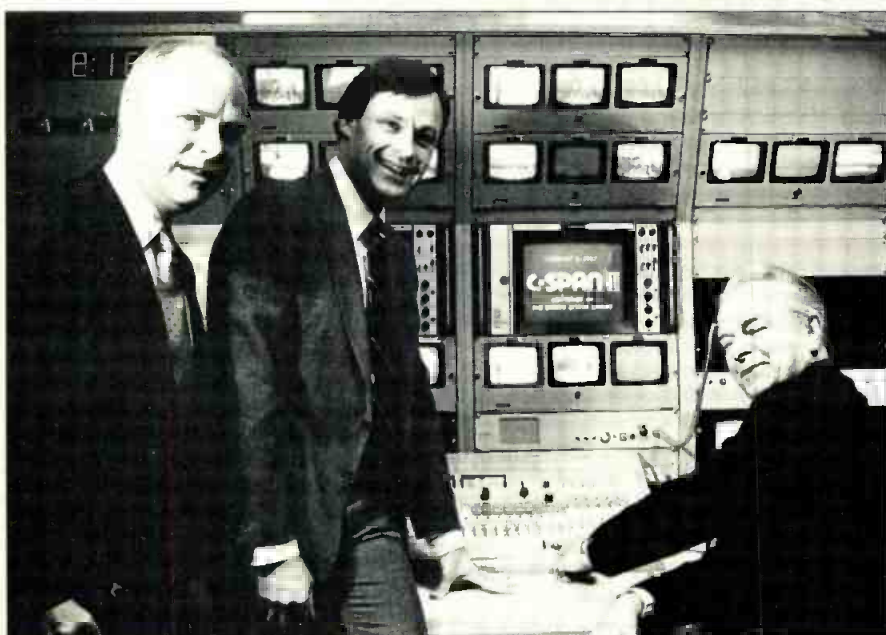
Also airing next month on TNN will be the *Lady Bass Classic* on Feb. 1, a 30-minute special highlighting the women's championship fishing tournament.

Bigger book

Home Box office said last week that it is adding eight pages to its 16-page *HBO/Cinemax Affiliate Monthly* magazine this month. It will offer more information on original programing and movies appearing on the two cable services, as well as details on HBO/affiliate marketing strategies established to help promote this programing, HBO said. Appearing "periodically" will be "Inside HBO," features offering "a behind-the-scenes look" at how HBO and Cinemax programing is developed, HBO said. Barbara Jaffe, vice president of sales promotion and development, said that "the more cable system personnel know about the excitement and innovation involved in the programing side of our business, the more they can effectively promote their pay-cable services to consumers."

Cable fitness

Composers, comedians and champions will be among the guests on *Getting Fit With Denise Austin*, a weekday fitness series that premiered last week (Jan. 5) on ESPN. The half-hour program combines 15-minute workouts and interviews with experts on such topics as suntans, pregnancy, vitamins and travelers' exercise. Austin, who is featured in exercise videos and as the fitness expert on NBC's *Today Show*, will talk with guests including producer Lorne Michaels, newsman Ed Bradley, actors/comedians Steve Martin and Dudley Moore and sports stars Greg Louganis, Tracy Austin and Bjorn Borg. The program airs twice daily, at 6 a.m. and 12:30 p.m.



Pulling out the stops. C-SPAN marked the first day of the 100th Congress last Tuesday (Jan. 6) with three-and-a-half hours of special programing on C-SPAN I, most of it live, leading up to the banging of the opening gavel in the House at noon. It was also the day that C-SPAN II, which was created last summer to provide live coverage of the Senate, made its debut as a full-fledged, 24-hour-a-day cable service. Senate Majority Leader Robert Byrd (D-W.Va.) (right) formally introduced the full-time service with a button-pushing ceremony just before the start of live Senate coverage at noon. Also on hand for the ceremony: C-SPAN Chairman Brian Lamb (left) and C-SPAN President Paul Fitzpatrick (center). In his brief remarks, Byrd said it was "exceedingly important" to televise the workings of the 100th Congress. "It is going to be the Congress that deals with the priorities for the future," he said. "And the people are going to see their representatives at work."

According to C-SPAN spokeswoman Susan Swain, before switching to the House at noon, C-SPAN I presented a series of live call-in shows with journalists and congressmen from C-SPAN's main studio or from a temporary studio in the Rayburn House Office Building. The call-ins were interspersed with live interviews from the Capitol, congressional offices and a popular Capitol Hill restaurant—all intended to give viewers a behind-the-scenes look at Congress.

Other than the live coverage of the House and Senate, the programing of C-SPAN I and C-SPAN II will be the same, Swain said, consisting primarily of coverage of House and Senate committee hearings, politically oriented events around Washington and call-in shows. However, she said, the programing will be scheduled differently so that the same program doesn't appear at the same time on both services.

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This season's #1 new prime access syndicated strip. Starring John Davidson. Sold in over 145 markets!



HIGH ROLLERS

A new version of the exciting hit NBC gameshow, where the roll of the dice means big prizes and big money. Starring Wink Martindale. Your best bet for September '87 stripping... prime access, early fringe or morning.



GAGNEY & LACEY

The highly acclaimed Emmy Award winning series. This is

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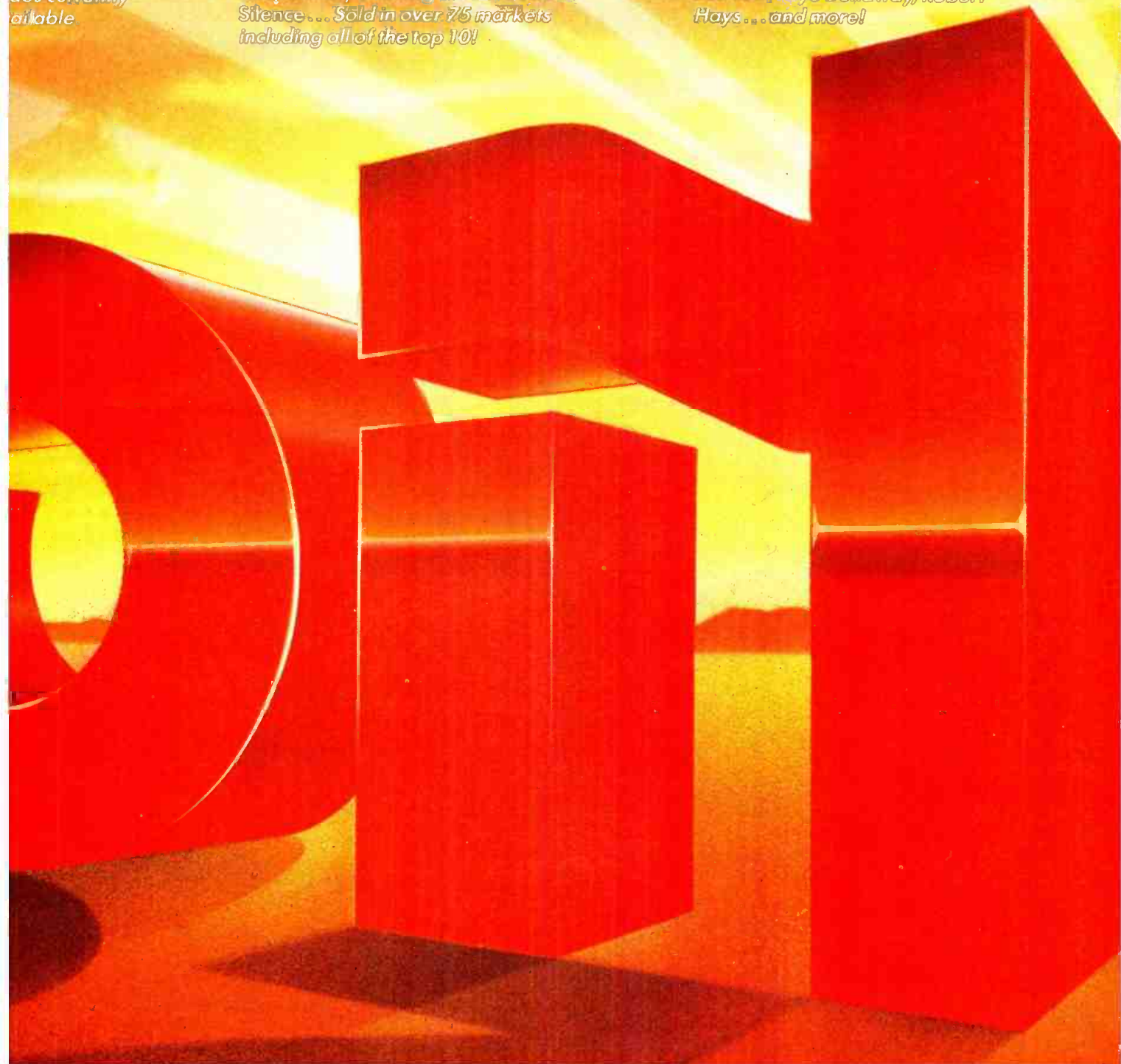
ORION III

A spectacular package of 20 Theatrical motion pictures including *Back to School*, *Hannah & Her Sisters*, *F/X*, *Desperately Seeking Susan*, *Code of Silence*... Sold in over 75 markets including all of the top 10!



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Sold in over 40 markets! Eleven captivating made-for-television movies with today's hottest stars — *Farrah Fawcett*, *Faye Dunaway*, *Robert Hays*...and more!





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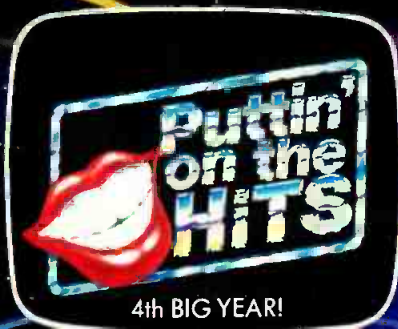
OUT OF THIS WORLD



CHARLES IN CHARGE



MIAMI VICE



4th BIG YEAR!



BIONIC SIX



Home Shopping Game

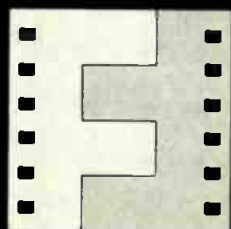


MCATV

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KATE & ALLIE



FILMFEST I



KNIGHT RIDER



SIMON & SIMON

OFF-NETWORK

Miami Vice
Kate & Allie
Knight Rider
The A Team
Simon & Simon
Gimme A Break
Magnum
Quincy
Kojak
Mystery Movies
Columbo
McCloud
McMillan
The Rockford Files
House Calls
Buck Rogers
Battlestar Galactica
Leave It To Beaver
McHale's Navy
The Munsters

FEATURE FILMS

FilmFest I
Universal Pictures
Debut Network I & II
Universal's Marvelous 10
Universal Pictures
Exploitable 13 &
Prestige 13
Universal's
Most Wanted List
The Hit List
Universal Network
Movies 85
Champagne Movies 34
Ninety Minute Movies
Universal Grand 50
Universal Star Spangled 33
Comedy Festival I & II
Paramount Pre '48
Universal 123
Universal 260
77 Horror Greats

FIRST RUN

Charles In Charge
Out Of This World
Bustin' Loose
Home Shopping Game
The Bionic Six
Puttin' On The Hits
Comedy Challenge

ENCORE PROGRAMS

Harper Valley
Operation Petticoat
Baretta
Alias Smith & Jones
The Six Million
Dollar Man
The Bionic Woman
Five Star Mystery
The Bold Ones
Ironside
It Takes A Thief
The Name of the Game
Rod Serling's
Night Gallery
Run For Your Life
Rich Man, Poor Man
Book 1 & 2
Best Sellers I & II
The Deputy
The Men From Shiloh
Wagon Train
Black Sheep Squadron

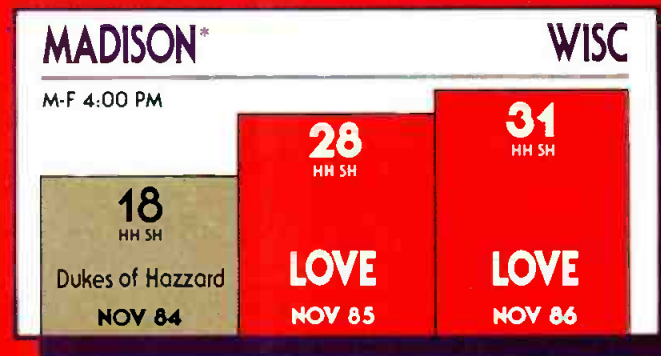
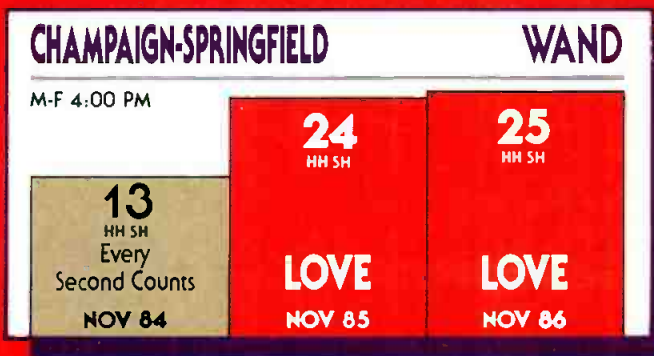
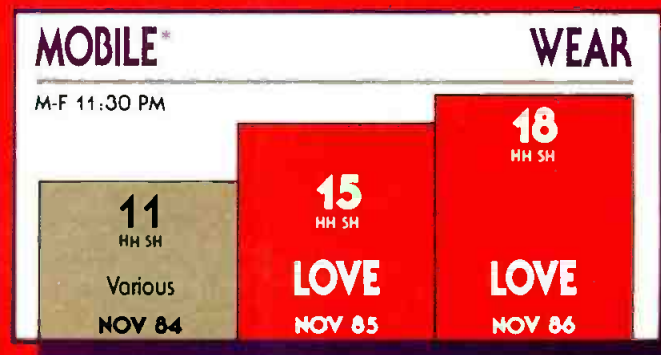
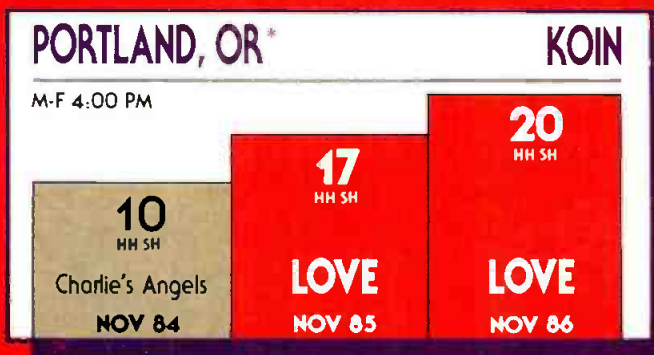
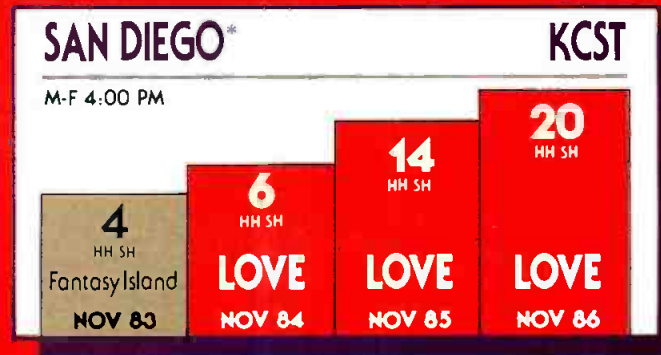
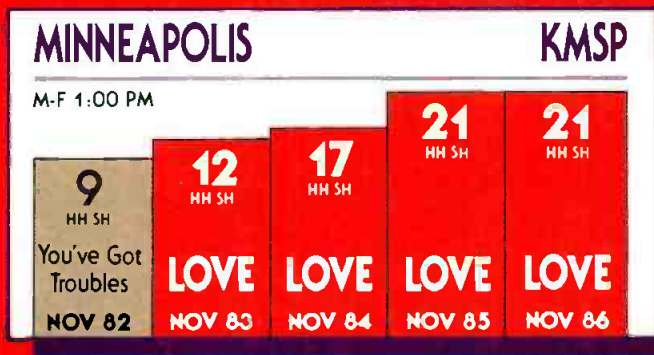
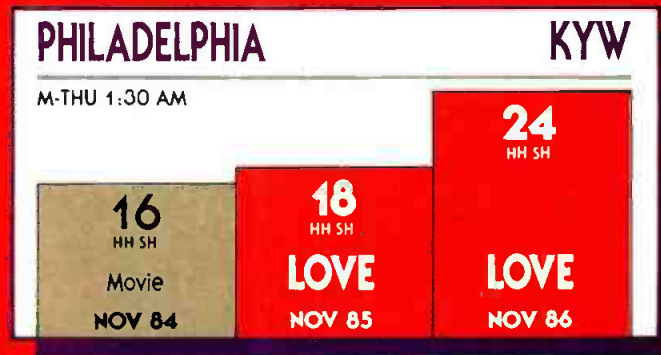
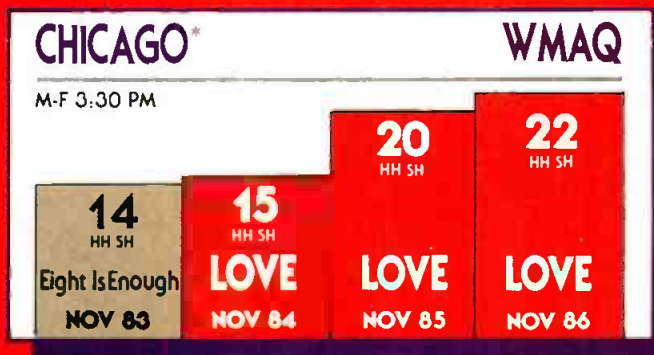
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EVERLAST

To be a hit in the fast-hook syndication marketplace, a strip has to take off out of the gate. That's the case with "Love Connection." From its first book to the most recent sweep, "Love" continues



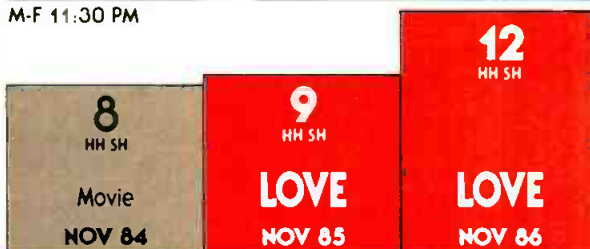
ING LOVE!

to hit big, boosting its time period share. Why take a chance on an unproven strip? Go with the everlasting winner—"Love Connection"—ready to start its fifth year of continued growth!

DETROIT*

WXON

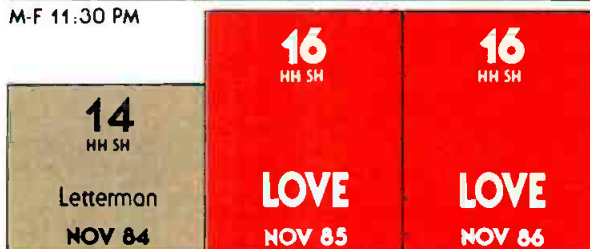
M-F 11:30 PM



HOUSTON*

KPRC

M-F 11:30 PM



CINCINNATI

WLWT

M-F 7:30 PM



PROVIDENCE*

WLNE

M-F 7:30 PM



RICHMOND*

WTVR

M-F 4:30 PM



SHREVEPORT

KTBS

TU-F 12:00 MD



SOURCE: NSI/CASSANDRA; *ARB/APOLLO AS DATED



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Business Briefly

TELEVISION

South Carolina National Bank □ Nine-week campaign began in early January in four South Carolina markets and will be supplemented by another nine-week effort in same markets starting in late February. Commercials will be slotted in all time periods. Target: adults, 25-54. Agency: Barker Campbell Farley, Virginia Beach, Va.

Show Biz Pizza □ Pizza restaurant-entertainment chain will kick off new flight in early April for varying numbers of weeks in about 40 markets. Commercials will run in all time periods. Target: children and adults, 18-49. Agency: Keller Crescent Co., Irving, Tex.

Weight Watchers of Greater Atlanta □ Three-week flight has been launched in three Georgia markets (Atlanta, Macon and Columbus) and will be followed this month by four-week effort in same markets. Commercials will be carried in prime, fringe and daytime periods. Target: women, 21-54. Agency: Cargill, Wilson & Acree, Atlanta.

Open house. A program-length advertising vehicle for home sales was scheduled to debut yesterday (Jan. 11) on WABC-TV New York. The half-hour program, *The Sunday Showcase of Homes*—Dick Schlott, is produced by Schlott Realtors and is syndicated by Bristol Valley Communications, Rochester, N.Y. The Sunday, 9 a.m. program will feature homes for sale that will be available for open house viewing later that same day. "Television brings an exciting new dimension to real estate advertising," said Schlott Realtors President Dick Schlott. "It offers the ultimate in exposure for the properties we are selling."

Blue Bell Creameries □ Spring campaign for ice cream will be launched in March for six to eight weeks in long list of Texas markets, including Dallas, San Antonio and Austin. Separate campaign is being formulated to start in June for six to eight weeks in same markets for Blue Bell's frozen snacks. Commercials will run in all dayparts. Target: women, 25-54. Agency: Lowe Marschall, Houston.

Pizza Inn □ Campaign of four to five weeks is scheduled to begin this week in extensive lineup of stations throughout country. Commercials will be carried in all dayparts. Target: adults, 18-49. Agency: Lowe Marschall, Houston.

RADIO

Bil-Mar Foods □ Two campaigns are planned by client over next few months, with first scheduled to start next week in 43 markets for four weeks and second set to begin on March 23 for four weeks in 23 markets. Commercials will be carried in all time periods. Target: women, 18-49. Agency: Campbell-Ewald, Warren, Mich.

Cort Furniture □ Periodic one-week flights in nine markets will be conducted during first quarter starting in January and continuing through late March. Commercials will appear in all time periods. Target: women, 18-49. Agency:

Rep Report

WHOS(AM)-WDRM(FM) Decatur, Ala.; KRRG(FM) Laredo, Tex., and WRNY(AM)-WUUU(FM) Rome, N.Y.: To Hillier, Newmark, Wechsler & Howard (no previous rep).

□

WCZE(AM)-WLOO(FM) Chicago: To Hillier, Newmark, Wechsler & Howard from Katz Radio.

□

KLOK-AM-FM San Francisco and XHRM-FM Tijuana (San Diego): To Masla from Durpetti & Associates.

□

WPOW(FM) Miami: To Select Radio from Weiss & Powell.

□

KOOL-AM-FM Phoenix: To Hillier, Newmark, Wechsler & Howard from Christal Radio.

□

WIRK-AM-FM West Palm Beach, Fla.: To Hillier, Newmark, Wechsler & Howard from Eastman Radio.

□

KJCB(AM) Lafayette, La., and KDAE(AM)-KIOU(FM) Corpus Christie, Tex.: To Masla Radio from Selcom.

□

WZPL(FM) Greenfield, Ind.: To Hillier, Newmark, Wechsler & Howard from Select Radio Representatives.

□

KQXL-FM New Roads, La.: To Masla Radio from Weiss & Powell.

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ll right,
listen up. Smoke 'em if
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We don't have to
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you're going to capture viewers,
you've got to hit them with the
best you can.

All the more reason to
call in your allies —
the Lorimar-Telepictures
Air Force. We've got hot
young aces and seasoned
veterans ready to go. A
payload full of blockbusters,
all direct hits!

So sign up with our
recruiters and go into battle
armed with the most sophis-
ticated weapons to win the
home front for you.

The Lorimar-Telepictures Air
Force wants you. Just step forward
and raise your hand.

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TRUTH OR CONSEQUENCES!



HOT NEW

*This is the cream
of the crop. Topflight
youngsters who've
earned their wings and
are eager to see action.*

THE COMIC STRIP

The most versatile animated series,
ever deployed. 65 half-hours from
Rankin/Bass Productions for a fall
'87 launch.

ALVIN AND THE CHIPMUNKS

Alvin, Simon and Theodore march
into syndication in 65 half-hours
for a fall '88 debut.

TRUTH OR CONSEQUENCES

The proven warrior is back for
more action starting fall '87.
Produced by Ralph Edwards,
Stu Billett and Chris Bearde.

ULTRA 4

30 blockbuster titles, armed for a
full promotional blitz, including
the multi Emmy Award winning
"Special Bulletin" and "Wild
Horses" with Kenny Rogers.



RECRUITS

VTV

Alex Trebek and Meredith MacRae command an innovative one-hour strip combining valuable information with the hottest trend in television, home shopping.

SUDDENLY SHERIFF

Priscilla Barnes and George Wyner star in this arresting first-run comedy. Already a "GO" to take off in fall '87.

MINT EDITION

Coming soon from the Air Force. "Mint Edition," an ace of a feature package trained for combat in sweep rating periods.

GUMBY

Gumby and Pokey are stronger than ever in a mix of 32 original half-hours and 33 brand-new claymation episodes for fall '88.

DOWN TO EARTH

104 hilarious half-hours starring Dick Sargent, ready for battle starting in the fall.





DECORATED M H

For extraordinary performances above and beyond the call of duty,
have been battle tested



OR

and the call of duty. These seasoned troopers
and combat proven.



SILVER STARS

For outstanding achievement in cinematic operations
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For exceptionally meritorious service in ratings wars campaign after campaign.



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PILOTS
Jim Burke
Tom Byrnes
Dalton Danon
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Casey Lanken
Maury Lanken
Gust Theodore
Scott Weber
Ed Youngmark

**FIRST-RUN
SQUADRON LEADER**
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PILOTS
Jeff Hutton
Jeannine Kadow
Vince Messina
Mark O'Brien
Damion Riorden
Mark Robbins
Nicole Sabathie
Chris Smith
Eric Strong
Alicia Windroth

**PERENNIAL
SQUADRON LEADER**
Scott Carlin

PILOTS
Robert Barnett
Rod Cartier
Steve Knowles
Sheldon Saltzman
Keith Samples

**MEDIA
SQUADRON LEADER**
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PILOTS
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Peter Kranzler
Leon Luxenberg
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Home again in radio. Entertainer Steve Allen (center), who started as the midday air personality at WNEW(AM) New York's *Make Believe Ballroom* show last week ("In Brief," Dec. 22, 1986), addressed some 250 New York radio sales executives at a luncheon during the New York Market Radio Broadcasters Association's (NYMRAD) annual sales/management seminar last Tuesday (Jan. 6). Allen, who made his mark in radio more than 35 years ago, especially at KNX(AM) Los Angeles, before moving into television, talked about his early experiences in radio. "Local radio prepared me for my career. It provides a looseness, personal and casual approach I find exhilarating," he said. "It feels like I've come back home."

Surrounding Allen are (l-r): Maurie Webster, NYMRAD executive director; Jim Haviland, president and general manager, WABC(AM) New York (standing), who along with Dick Romanick, president of Katz Radio (not pictured), co-chaired the event; and Mike Koyiannis, vice president and general manager, WNEW-AM-FM New York, who is also NYMRAD's 1986-87 chairman.

Smith Burke Azzam, Baltimore.

George Hormel & Co. □ Beef stew will be spotlighted in four-week flight starting in mid-January in selected markets. Commercials will be featured in morning and afternoon segments. Target: women, 18-49. Agency: Ruhr Paragon, Minneapolis.

RADIO & TV

RTM □ Franchisee for Arby's fast-food chain will run four-week flight this month in five markets. Spots will be placed in all dayparts. Target: adults, 18-49. Agency: Umphenour & Martin, Atlanta.

Entenmann's Bakeries □ Two flights are planned for first quarter of 1987, with one starting in late January for four weeks and one in early March for three weeks in four Western markets. Commercials will be carried in Phoenix, San Diego, Tucson and Los Angeles in all time periods. Target: adults, 18-49. Agency: D'Arcy Masius Benton & Bowles, Los Angeles.

General Motors Corp. □ Chevrolet Division will inaugurate five-week campaign on Jan. 26 in 10 markets, including New York, Washington and Hartford, Conn. Commercials will be positioned in all dayparts. Target: adults, 18-34; adults, 25-54. Agency: Campbell-Ewald, Warren, Mich.

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great shows, now under
The Fox/Lorber Umbrella.
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**OVER 60% OF THE U.S.
ALREADY CLEARED**

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The New American Bandstand. Thirty years of America's music. The pace setter. The taste maker.

The classic music hour—often imitated, never duplicated.

A ratings winner with premium Young Adult demographics. Coming to first-run syndication.

With the hottest hits. Today's biggest stars. The latest music

EAT OF AMERICA!

The New American Bandstand



news. Comedy segments with the freshest comic talent. And a high-voltage look that's just right for today's audience.

LBS proudly joins Dick Clark for *The New American Bandstand*.

Now—more audience power than ever.

**WEEKLY HOURS ON AN
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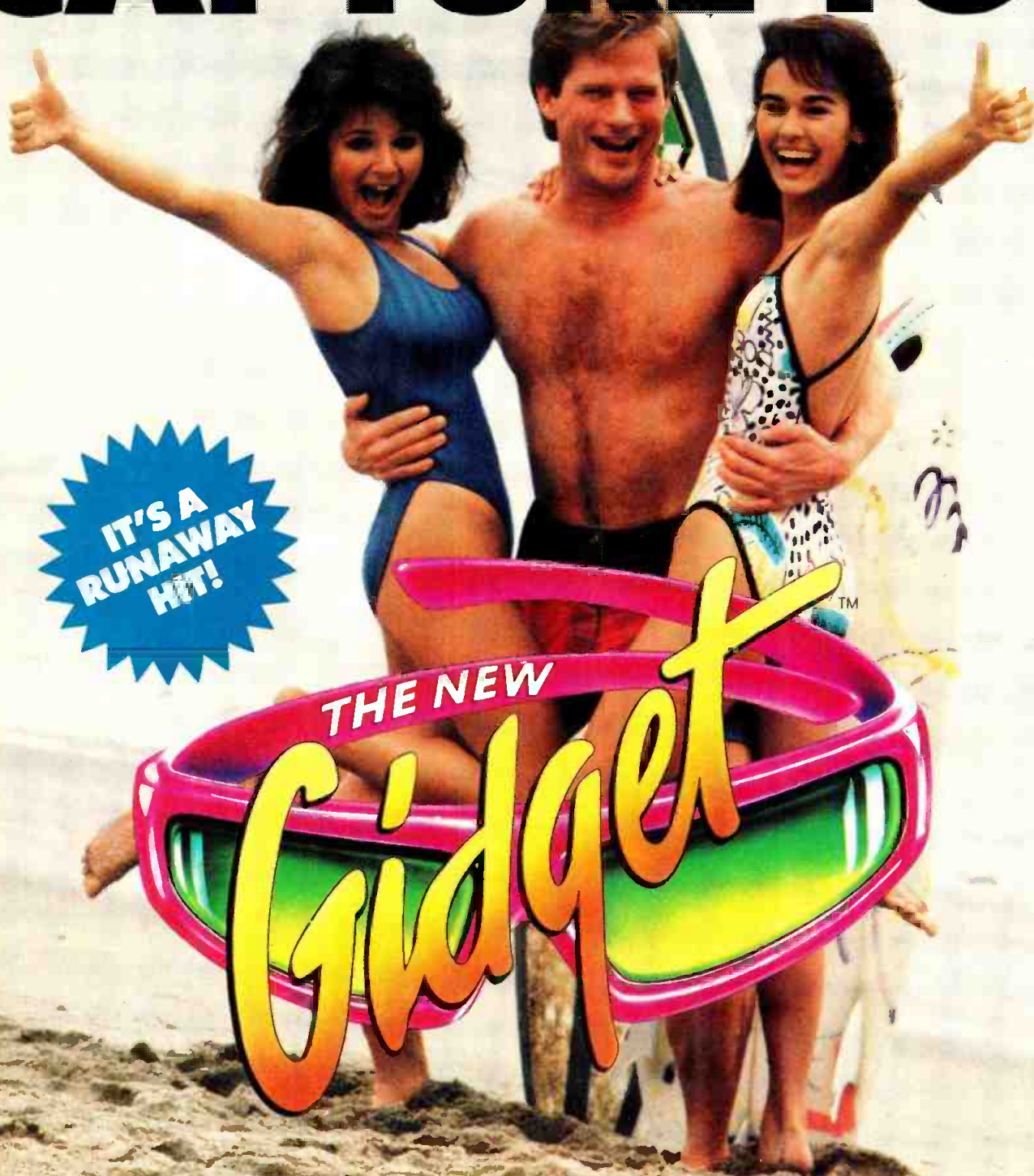
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for the long run!*
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NATPE Booth 233

CAPTURE YOU



THE HOT HALF HOUR WITH YOUNG VIEWERS EVERYWHERE.

- 66% of all telecasts rank #1 or #2 in their time periods in W 12-17. 59% #1 or #2 in W 12-24. 55% #1 or #2 in W 12-34.
- Among all the new first-run

sitcoms, *The New Gidget* ranks #1 in premium Young Female demographics from coast to coast—NY, LA, Chicago, San Francisco, Philadelphia, Houston, Atlanta, Pittsburgh, Miami, St. Louis, Denver.

- All across the nation, *The New Gidget* outperforms the time

period last year. 81% of all telecasts equal or improve W 12-24 demos. W 12-34—81% W 18-49—81%. W 18-34—85% Teens—74%.

Catch *The New Gidget* wave. You'll be sitting on top of the world!

SOURCE: NSI OCT '85, OCT '85

NG AMERICA!



**THE
FUN IS
BACK!**

**THE
NEW
MONKEES**

22 BRAND NEW HALF HOURS FOR FALL '87!

The fun is back! With fabulous new Monkees talents on the loose with their rock video sitcom.

Teen heroes in a rock fantasy of hip comedy and hot music. With a right-now look and style

all their own.

- A fresh, new version of a proven success strategy. Powerhouse cross-promotion with records, radio, videos, concerts, publicity, personal appearances, merchandising.

America loves to Monkee around. And here's your

opportunity to get your share of Monkee business!

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NATPE Booth 233

A media/health care commentary from Paul Fitzgerald and Lynda Embrey Wahl, University of Arkansas, Little Rock

Media's growing interest in health, medical news

In 1985 we surveyed health care executives about their relationship with the media. A summary of our findings was reported in "Monday Memo," Oct. 14, 1985.

In the spring of 1986 we surveyed news media professionals to determine their perceptions of dealing with health care practitioners. We also wanted to know how newsworthy media representatives considered health and medical programming to be and what priority it was given on radio and television stations and in newspapers.

We surveyed 900 media representatives. Included were 300 television news directors, 300 radio news directors and 300 daily newspaper editors. The 900 sources were chosen at random from a nationwide listing of radio and television stations and daily newspapers. The overall response rate was 34.7% for television, 32.3% for newspapers and 22.3% for radio. Responses were received from sources in 47 states and the District of Columbia, excluding only Delaware, Vermont and Wyoming.

Clearly the media's interest in providing health programming has grown as rapidly as the public's interest in learning about health-related topics. Television stations had more daily programs than radio stations, with 29.8% compared to 20.9% for radio. Television also had a higher percentage of weekly shows, 23.1% compared to 13.4% for radio. However, radio with 4.5% had slightly more monthly shows than television with 2.9%. No regular health care or medical show was offered by 36.5% of the television stations while 61.2% of the radio stations did not have a health program on a regular basis. Nearly 8% of the television stations indicated that if they did not have any regular shows, some health programming was done as part of a newscast or the station subscribed to syndicated programming.

We also asked how often radio and television stations usually included health care or medical features in a news broadcast. Almost 40% of the television news respondents reported that they carried health care or medical-related features as part of their daily news broadcast while only 14.9% of the radio stations did. Five to six days a week 10.6% of the television stations used stories compared to 4.5% of the radio stations. However, 44.8% of the radio stations used health and medical features two to four days a week with 33.7% of the television stations reporting the same coverage. Radio and television stations that used stories one time weekly were nearly similar, with 17.9% for television and 15.4% for radio. Only 3% of the television stations ran medical or health features less than one time weekly compared



Paul Fitzgerald, PhD, is an associate professor for the graduate program in Health Services Administration at the University of Arkansas at Little Rock. Fitzgerald is also a consultant and author in health care marketing, strategic planning and human resources management.

Lynda Embrey Wahl, PhD, is an associate professor in the Radio, Television, and Film Department at the University of Arkansas at Little Rock. Wahl is a radio and television program consultant. She has managed a noncommercial radio station and was chairman of the mass communications department at the St. Louis Community College at Florissant Valley.

to nearly 18% for radio.

Television, radio and newspaper representatives were also asked if their coverage of health and medical news had increased in the past year; 30.6% of the sample reported that coverage increased "quite a bit," compared to 36.6% indicating that coverage had increased, but "not a great deal." Overall, 67.2% reported increased coverage in the past year, while only 0.3% reported a cut in coverage. The greatest response was from television, whose news representatives reported that 83.6% had increased their coverage in the past year.

In addition to determining the newsworthiness of health and medical topics, we also wanted to know their priority relative to other subjects. Overall, 45.2% of the sample considered health care topics in the high priority categories. Television was the most interested; 61.5% of its news representatives put health topics in the high priority response categories. Newspapers ranked second with 37.1% and radio last with 31.4%.

We were interested in determining how much difficulty the media had in dealing with health care practitioners and physicians.

Over 65% of the news media representatives perceived physicians as more difficult or much more difficult to work with than other contacts. Newspapers reported the greatest difficulty in dealing with physicians while television reported the least difficulty. Not a single news media representative reported that physicians were "much easier" to deal with than other contacts.

Health care executives and managers

fared a little better with 40% of the news media perceiving them as difficult or much more difficult to work with than other contacts.

Even though working with physicians and health care practitioners seemed to present problems, the news media indicated a relatively high level of trust in health care executives and physicians. Health care executives, however, did not reciprocate. Health executives were wary about being misquoted by the news media and did not trust the media to interpret information as fairly and accurately as possible.

The news media were asked to describe in open-ended questions the greatest difficulty they had experienced while working with a physician or health care executive in developing a news or information feature. The major problems reported were access and communications. The news media reported that physicians were elusive and did not keep appointments. When physicians did give interviews, their language was often too technical. Physicians were also reported as reluctant to discuss sensitive issues such as patients, malpractice or other physicians.

Many of the news media said health care executives were too promotional or protective. They said health care executives would discuss only issues that presented their organizations in a positive way and protected their turf. In addition, health care executives avoided discussions about patients, finances and personnel. Like doctors, health care professionals were said to speak too technically and in "hospital-eze."

The media reported that health care executives and physicians did not understand media deadlines. Several news media representatives described the attitude of health care managers and physicians as, "I'll get back to you by the end of this week," demonstrating no understanding of deadlines that the news media must meet.

A lack of understanding appears on both sides. Media representatives are busy people with tight deadlines. Health care executives and physicians maintain they are also busy people with tight deadlines and additional responsibilities to meet patient and institutional needs above all else. Communication on both sides is a problem. Health care executives and physicians can't always supply the information the media want, and the information that health representatives offer isn't always understood by the media.

In this time when consumers are demanding more and better information about health, health care and wellness, and the media, particularly television, seem intent on providing it, it seems imperative that the media and health care executives and physicians need more positive interaction. Without that, the ultimate loser will be the consumer.

**WHEN
ARE YOU
DANGEROUS
TO YOUR
COMPETITION?**

DANGEROUS WHEN WET.



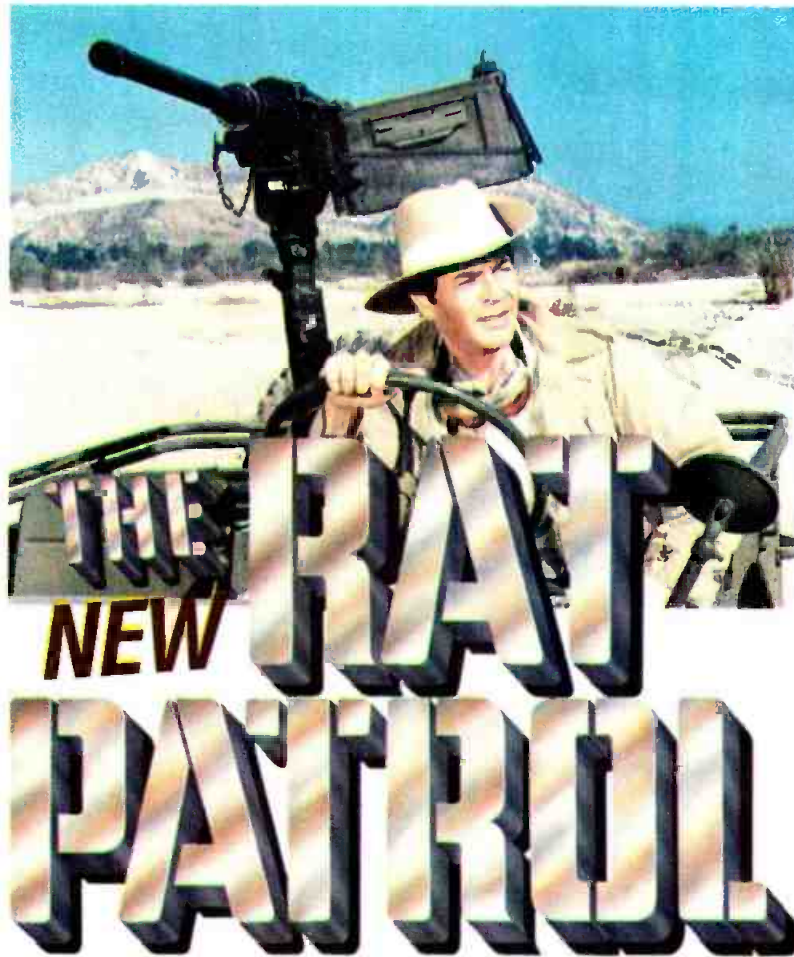
THE NEW **SEA HUNT**

**Starring
Ron Ely, Melissa Anderson
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22 All-new episodes of this proven syndication classic
will blow your competition out of the water.

AVAILABLE FALL 1987

DANGEROUS WHEN DRY.



Robert Forster starring as the legendary Sergeant Sam Troy.

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AVAILABLE FALL 1987 FROM



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While SEA HUNT and THE RAT PATROL stand tough on their own, you can program these two unique action half hours together as a one-hour block.

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*We Got
it Made*

Starring Teri Copley and Tom Villard.

Have the last laugh on your competition when your ratings take off.

Follow the NBC O & O's lead. They chose the all new episodes of We Got it Made for access checkerboard.

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■ Indicates new entry

This week

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. 12—*Cable Forum* luncheon, featuring James Mooney, president, National Cable Television Association. National Press Club, Washington.

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 Spen-

gler. 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, Irv 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 Associ-

ation 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-four TV syndication companies scheduled to participate. Theme: "First Run: The Time Has Come." The Palace, Los Angeles. Information: BGH, (212) 473-4147.

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

Jan. 14—*Advertising Club of Greater Boston* viewing of 1986 Clio Awards and 1986 International Broadcasting Awards. Boston Park Plaza.

■ **Jan. 14**—*International Television Association*, St. Louis chapter, meeting. St. Louis Community College, St. Louis. Information: Jean Griffith, (314) 595-4106.

Jan. 14-15—*Satellite Broadcasting & Communications Association of America* technical steering committee meeting. Comsat theater, Washington. Information: (703) 549-7640.

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—Deadline for entries in 35th annual *Associated Press Television-Radio Association of California-Nevada* news competition. Information: Rachel Ambrose, AP, (213) 746-1200.

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'*

Major Meetings

Jan. 21-25—*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—*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—*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—Seventh annual Managing Sales Conference, sponsored by *Radio Advertising Bureau*. Hyatt Regency, Atlanta.

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

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

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

March 28-31—*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—*Cabletelevision Advertising Bureau* sixth annual conference. Waldorf-Astoria, New York.

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

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

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

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

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

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

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

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

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

June 10-14—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* 31st annual seminar. Peachtree Plaza, Atlanta; June 8-12, 1988, Bonaventure, Los Angeles, and June 21-25, 1989, Renaissance Center, Detroit.

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

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

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

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

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

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

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

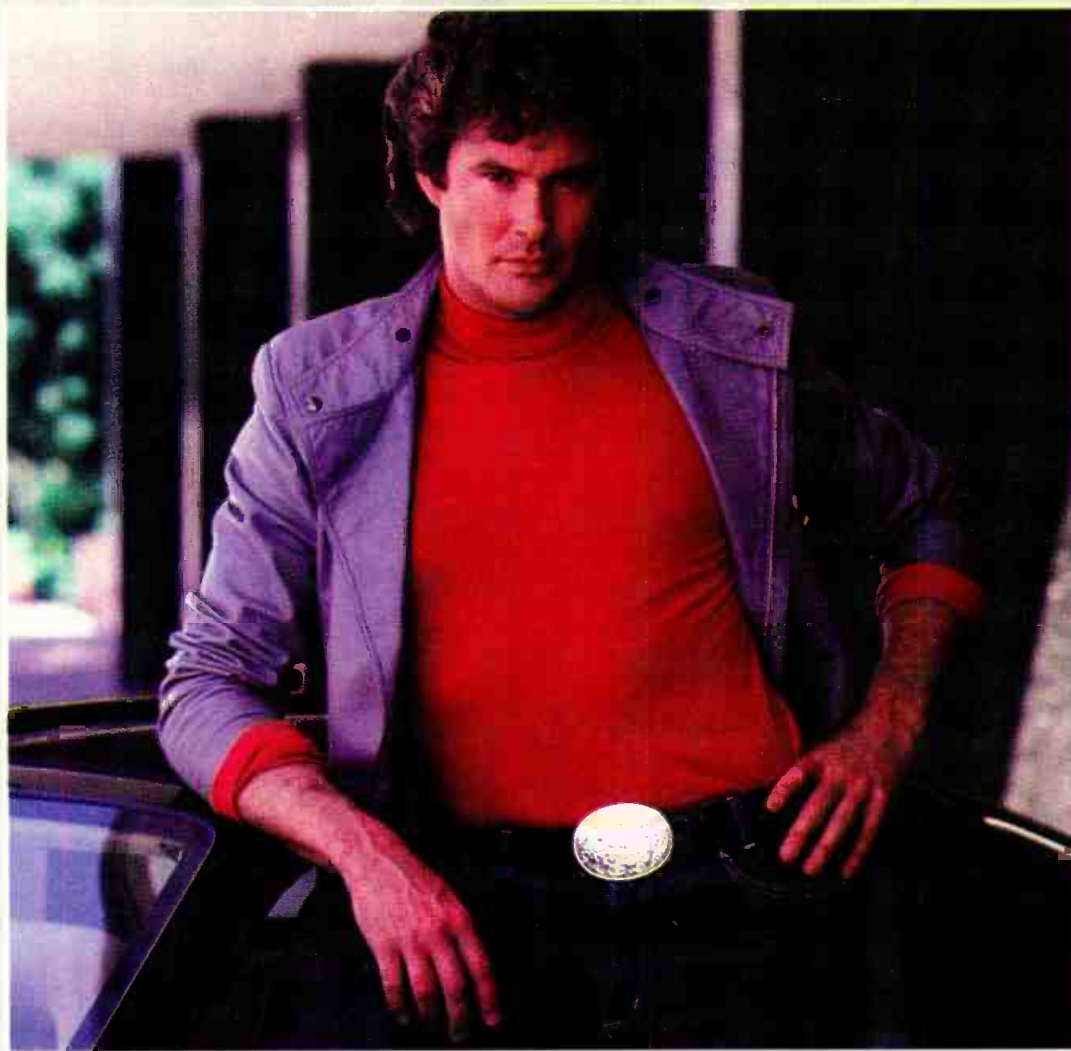
Oct. 30-Nov. 4—*Society of Motion Picture and Television Engineers* 129th technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles. Future conferences: Oct. 14-19, 1988, Jacob K. Javits Convention Center, New York, and Oct. 22-27, 1989, Los Angeles Convention Center.

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

■ **Jan. 6-10, 1988**—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles. Future convention: Jan. 4-8, 1989, Century Plaza, Los Angeles.

KNIGHT RIDER NOVEMBER TV

The November sweeps show Knight Rider working overtime—delivering the key demographics stations demand...battling sitcoms, soaps, game shows and news to a standstill...increasing time period ratings and shares with little or no help from its lead-ins...and doing it *all* on both indies and affiliates.



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PS D REMEMBER.

MIAMI

WDZL IND. M-F 6PM

- #1 indie with M 18-49
- Increases sitcom lead-in by 25% in rating, 69% in W 18-49 and 100% in W 18-34
- Boosts rating of year-ago program by 67%, W 18-49 by 108%, M 18-49 by 130% and teens by 100%.

Source: NSI

SAN DIEGO

XETV IND. M-F 5PM

- #1 indie in rating, share and all demos
- #1 in time period with teens and kids
- Increases lead-in 200% in rating, 450% in W 18-49.

Source: NSI

PHOENIX

KUTP IND. M-F 5PM

- Increases lead-in rating by 200%, share by 50%
- Tremendous increases in every demographic category: W 18-49 up 600%, M 18-49 up 333%, under 50's up 150%, teens up 50% and kids up 33%.

Source: NSI

RALEIGH-DURHAM

WKFT-TV IND. M-F 5PM

- Turns time period around from last year: up 200% in rating and 250% in share, and up in every demographic category.
- #1 indie and ties a network affiliate
- Triples lead-in rating, almost doubles share.

Source: NSI

CHARLESTON-HUNTINGTON

WSAZ-TV AFFIL. M-F 5PM

- #1 in time period in rating, share and all demographic categories
- More than doubles the under 50 audience of its nearest competitor
- More M 18-49 and kids than the competition combined.

Source: Arbitron

ORLANDO

WMOD-TV IND. M-F 6PM

- Rating up 200%, share up 150% over sitcom lead-in
- Increases under 50's by 75%, W 18-34 by 133% and W 18-49 by 140% over lead-in
- Boosts rating of last year's time period sitcoms by 50%.

Source: Arbitron

BIRMINGHAM

WTTO-TV IND. M-F 7PM

- #1 indie in rating, share and every demographic category
- Beats network affiliate airing first-run primetime series in M 18-49, teens, kids and under 50's
- Doubles W 18-49 and W 18-34; and quadruples M 18-49 over last year.
- Teens up 800% over last year

Source: NSI

FRESNO

KSEE AFFIL. M-F 4PM

- Boosts lead-in rating by 33%, share by 20%
- Increases W 18-34 by 200%, W 18-49 by 167%, under 50's by 73% and teens by 150%

Source: Arbitron

SAVANNAH

WTGS-TV IND. M-F 6PM

- Increases rating by 50% over sitcom lead-in
- Doubles its lead-in audience of W 18-34, M 18-49, teens and under 50's
- Triples its lead-in's delivery of W 18-49.

Source: Arbitron

GREENVILLE, NC

WCTI-TV AFFIL. M-F 4:30 PM

- #1 in time period among M 18-49, teens and kids
- Overwhelms sitcom, soap, game show and court series in delivery of under 50 viewers.

Source: Arbitron

KNIGHT RIDER®

Our Hours Will Make Your Day **MCA TV**

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—Pacific Pioneer Broadcasters lunch honoring actor Ernest Borgnine. Sportsmen's Lodge, Los Angeles.

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

Also in January

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

Jan. 20—ACE Awards party, sponsored by *New York Women in Cable* and *New York Minorities in Cable*. HBO Building, New York. Information: Sheri London, (212) 661-4500.

Jan. 21—American League of Lobbyists luncheon. Speaker: Senator Christopher Dodd (D-Conn.), "A Democrat Looks at the 100th Congress." Sheraton Grand hotel, Washington. Information: Holly Pollinger, (202) 783-8440.

Jan. 21-22—Satellite Broadcasting & Communications Association of America government/policy committee meeting. Comsat theater, Washington. Information: (703) 549-7640.

Jan. 21-25—NATPE International 24th annual convention. New Orleans Convention Center, New Or-

leans. Information: (212) 949-9890.

Jan. 22—Women in Cable, Chicago chapter, presentation of annual video awards. East Bank Club, Chicago. Information: Mike Lehr, (312) 794-2410.

Jan. 22—"The Comparative Process," first of three seminars sponsored by *American Bar Association Forum Committee on Communications Law and Federal Communications Bar Association*. FCC, Washington. Information: R. Clark Wadlow, (202) 463-2948; Howard Weiss, (202) 659-4700, or Randy Nichols, (202) 863-6130.

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

Jan. 24—"Business in the Sunshine," seminar for Florida business editors and writers, sponsored by *Society of Professional Journalists, Sigma Delta Chi, Greater Miami chapter*.

Jan. 24—"A Conversation with Jim Lehrer (*MacNeil/Lehrer: NewsHour*)," one in series of lectures sponsored by *WETA-TV Washington*. WETA studios, Arlington, Va. Information: (703) 998-2713.

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—Texas Cable TV Association legislative meeting and reception. Caswell House, Austin, Tex. Information: (512) 474-2082.

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—Satellite Broadcasting & Communications Association of America information and education committee meeting. Hyatt Regency, Dallas.

Jan. 28—Ohio Association of Broadcasters Cincinnati managers' meeting. Hyatt, Cincinnati.

Jan. 28—Information Industry Association, National Capital Area chapter, meeting. "Deregulation: Bringing About New Information Technologies." Speaker: Richard Wiley, partner, Wiley, Rein & Fielding. Mayflower hotel, Washington.

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. 28-29—Kansas Association of Broadcasters legislative briefing and visit to members of Statehouse. Topeka, Kan.

Jan. 29—"The Comparative Process," second of three seminars sponsored by *American Bar Association Forum Committee on Communications Law and Federal Communications Bar Association*. FCC, Washington. Information: R. Clark Wadlow, (202) 463-2948; Howard Weiss, (202) 659-4700, or Randy Nichols, (202) 863-6130.

Jan. 29—Pacific Pioneer Broadcasters nostalgia night. Home Savings of America, Los Angeles.

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 Vogselsinger, (202) 333-1880.

Jan. 30—Utah Broadcasters Association "time management" seminar and UBA annual meeting. Doubletree hotel, Salt Lake City. Information:

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

Jan. 31-Feb. 4—National Religious Broadcasters 44th annual convention. Theme: "Communicating Christ to the Nations." Sheraton Washington. Informa-



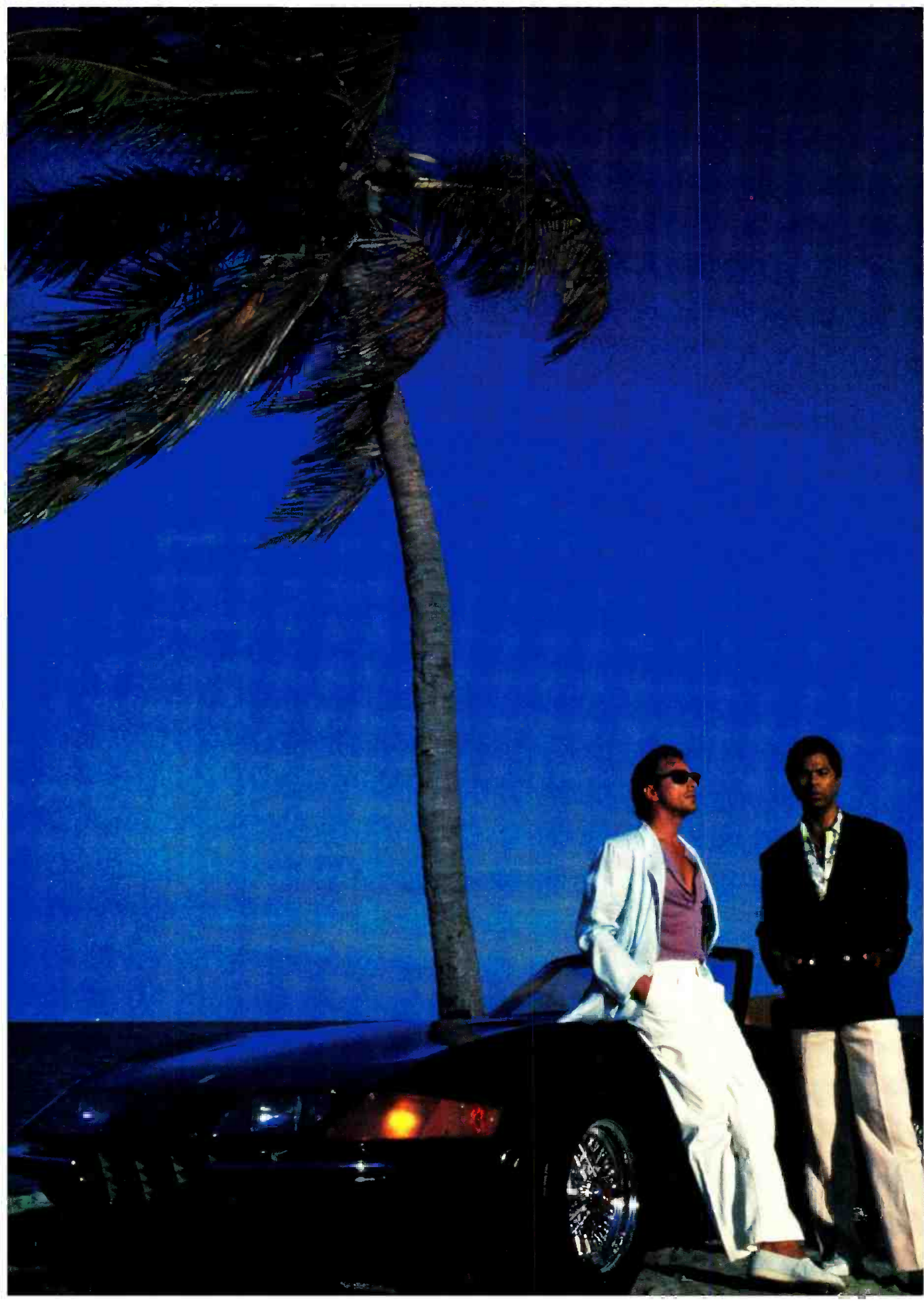
From the moment the first telecast made its way into a handful of living rooms, audiences were entranced, entertained and enlightened. Now, television reaches 98% of all households. That's why advertisers invest a whopping 21 billion dollars each year. How do we know? We've been watching audiences watch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

NATPE '87 Arbitron Booth #1343

ARBITRON RATINGS

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FOR ALL TIME, PERIOD



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

You know about
Miami Vice.

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

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

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

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

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

For good reason.

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

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

MIAMI VICE
FOR ALL TIME, PERIOD.

MCA TV

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.

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

Feb. 4-5—*Arkansas Broadcasters Association* meeting. Capital hotel, Little Rock, Ark.

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. 5**—"The Comparative Process," last of three seminars sponsored by *American Bar Association Fo-*

rum Committee on Communications Law and Federal Communications Bar Association. FCC, Washington. Information: R. Clark Wadlow, (202) 463-2948; Howard Weiss, (202) 659-4700, or Randy Nichols, (202) 863-6130.

■ **Feb. 5-6**—"The Technologies of the Electronic Mass Media," tutorial sponsored by *Washington Program of Annenberg Schools of Communication*. Washington Program, 1455 Pennsylvania Avenue, N.W., suite 200, Washington. Information: (202) 393-7100.

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

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

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

Open Mike

Self-help solution

EDITOR: We cannot attract enough customers to our AM band. So now it is proposed we go, hat in hand, to Congress, in hopes of achieving parity in the market through legislation. How is this to jibe with our past postulating on how much better we serve the public when left alone?

Recently the annual financial report of one of our top radio manufacturers clearly stated its attitude toward AM radio and AM stereo, based, I am sure, on its best research and reading of the public. It is for anyone to read.

The seemingly endless discussion and latest proposed solution to the AM dilemma presupposes a consumer-expressed need based on our efforts. This is self-deception and is ultimately bankrupt. The answers are not on the Hill but in what we purport to be so good at—responding to the market.—*Bob Botik, president, Botik Broadcast Services Inc., Austin, Tex.*

Live and clean

EDITOR: I wanted to point out what we feel is an important omission from your Dec. 29, 1986, "In Brief" article on the Dec. 23 landing of the Voyager aircraft.

While it's true that our colleagues at CBS, NBC, ABC and CNN each provided live coverage of the record-setting return of pilots Yeager and Rutan... somehow the 70-plus members of The Newsfeed Network were overlooked.

The Newsfeed Network provided a "clean" feed of the event to TV stations in the U.S. and abroad; a live feed free of network "supers" and with only a natural sound track.

Our member stations were free to use this feed either on a tape-delayed basis in their newscasts... or live (with their own anchor narrating the event).

We like to think that our "uncluttered" feed helped Newsfeed Network stations do a better (and cleaner) job of covering this his-

toric event.—*Terry O'Reilly, news director, The Newsfeed Network, Group W Television Inc., Philadelphia.*

HDTV for all

EDITOR: Concerning your Dec. 22 report on the Dec. 15-16 HDTV seminar sponsored by the Annenberg Schools of Communications, apparently one salient factor was not considered. This factor is the ongoing cost of Jim McKinney's other methods (not terrestrial TV) of bringing HDTV to the home; i.e., cable TV, videodisk and DBS, none of which come without a bill. This cost would weigh heavily on the poor, many of whom are blacks or Hispanics.

If a financially deprived person can somehow get a TV set, he now gets programing from his local TV station for free. If he can manage an HDTV set, I see no reason to forever condemn him to spend money to get programing with what is acknowledged to be superior pictures.

If land-mobile radio is kept out of the UHF spectrum and kept for the terrestrial broadcaster, the viewer can look to his local TV station to give him free HDTV programing.

There are many things that separate the haves and have-nots in this country, and let's not create another by not allocating spectrum space to allow the TV stations to carry high-definition television for free.—*Otis Freeman, director of engineering, Tribune Broadcasting Co., New York.*

Color can be better

EDITOR: Amid the controversy surrounding the issue of whether black and white films should be colorized, two Los Angeles television stations recently gave the viewing public an opportunity to compare two versions of the same film.

On Sunday morning, Nov. 30, 1986, KABC-TV aired the original black and white version of Frank Capra's classic, "It's a Wonderful Life." Later that same day, KTLA aired the colorized version of the film.

Watching the black and white version, it became disturbingly clear to me that something was very wrong, and obviously it couldn't be the color of Jimmy Stewart's hair or Donna Reed's party dress.

What was wrong, I'm afraid, was that the quality of the black and white film was absolutely, undeniably terrible. The black and white version of this marvelous film suffered from scratches, apparent splices, dirt and muffled audio. It was clearly an old print, presumably 16mm, recycled from the station's film library.

The colorized version that aired later that same day looked quite impressive. This version wasn't marred by unsightly scratches or dirt, or plagued by poor audio quality. The colorized "It's a Wonderful Life" appeared to have been carefully transferred from an excellent print or negative element, and married with a magnetic sound track before color was added to the original black and white images.

My point is that the creative and artistic integrity of the original piece of work is being done a great injustice when broadcast from a poor-quality, 16mm recycled print. Those with the power and ability such as director John Huston and Directors Guild of America President Gilbert Cate should first take issue with the quality of the black and white film we are being shown today, compared with the quality as it was originally intended, then address the issue of whether it's right or wrong to add color to something originally black and white. Unless there is a discernible picture to be seen or sound to be heard, who cares if it's in black and white or in color?—*Richard Ellis, Los Angeles.*

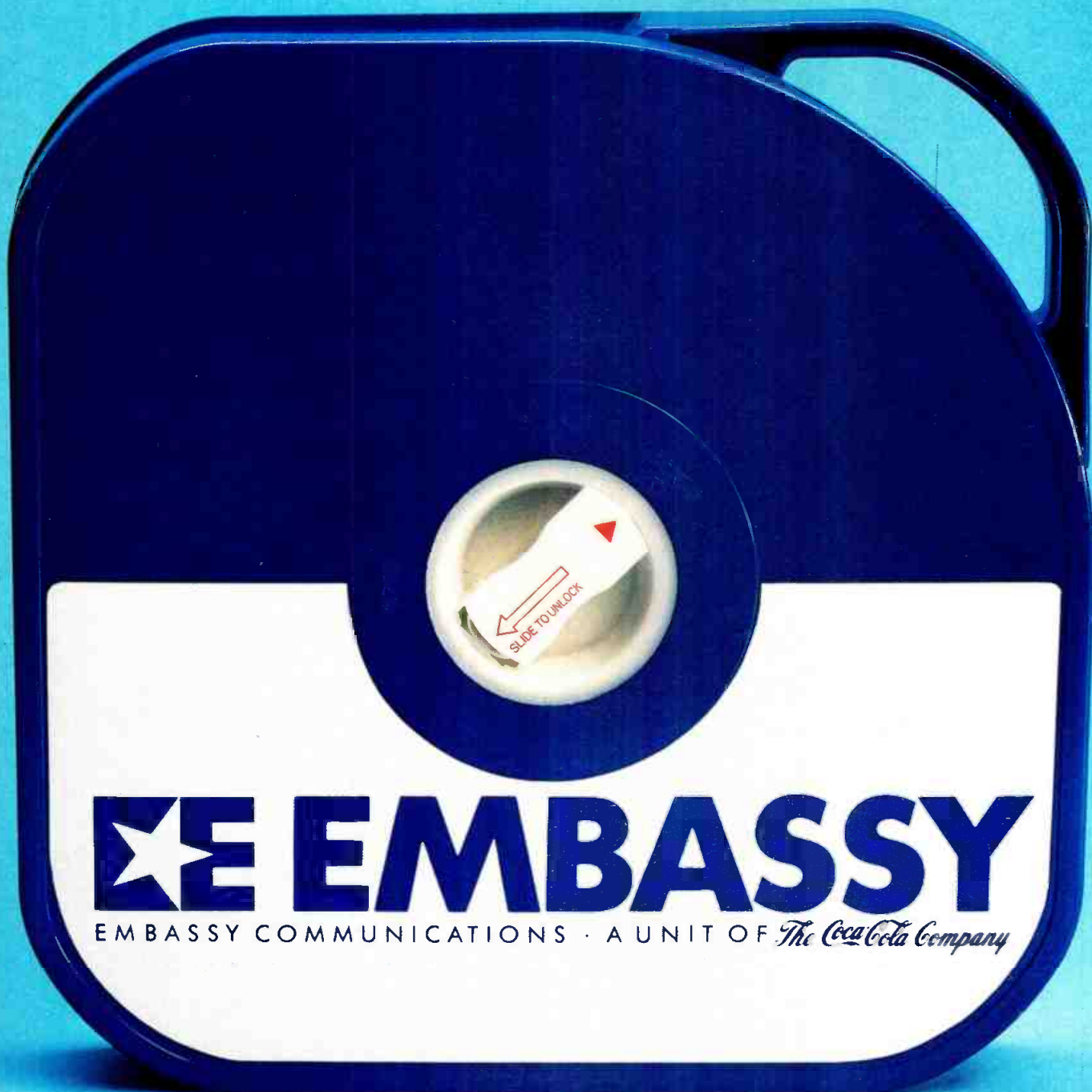
New Year's wish

EDITOR: I trust the New Year will be generous to you and all the folks at BROADCASTING. As a reader of your publication for the past 32 years, I still consider it the most indispensable journal in this great industry.—*Louis E. Farraye, vice president, programming/research/marketing, Gilmore Broadcasting Corp., Kalamazoo, Mich.*

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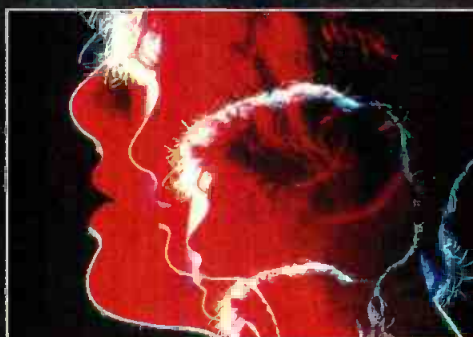
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Broadcasting Jan 12

Vol. 112 No. 2

TOP OF THE WEEK

INTV: Coming on strong for 1987

Independent television opened fire on the cable industry during the 14th annual Association of Independent Television Stations convention last week at the Century Plaza hotel in Los Angeles. The independents' woes with cable were the centerpiece of the meeting, attended by some 1,500 participants.

There were other worries as well, most noticeably the news that several independent stations were going into bankruptcy—either voluntarily or pushed. That tended, however, to be mostly a topic of hallway conversations. (Some even viewed the bankruptcies as a "positive correction" of recent buying practices that will result in "the return of broadcasting to broadcasters.")

Some attention was also paid to independents' dissatisfaction with the diary method used to measure audiences.

But if there was one issue that galvanized the convention it was cable and its so-called monopolistic stranglehold over independent television. Throughout the meeting, there was a show of support for INTV's call to arms. "We're not going to roll over and play dead," said INTV President Preston Padden.

INTV has several goals: chiefly, to obtain some form of mandatory cable television carriage rules. (Last week the association filed its petition for reconsideration of the FCC's new but now stayed must-carry rules. There was some good news on that front. Congress entered the scene on Friday when House Energy and Commerce Committee Chairman John Dingell (D-Mich.) wrote FCC Chairman Mark Fowler, demanding that the agency "resolve this matter as quickly as possible" (see page 60). Copies of the letter were circulated among INTV members almost immediately.

INTV also would like to see an end to cable's compulsory copyright license and is advocating that phone companies be permitted to offer cable services.

And some independents were expressing an eagerness to do battle on yet another front. They're troubled about so-called channel repositioning, in which cable operators have moved

independent stations from lower channel assignments to a less desirable position on what independents call the "upper stratosphere" of a cable system's channels. For the most part, that activity appears to have subsided, although some broadcasters were still having problems. "Why should we be segregated?" asked Jerry Marcus, vice president and general manager of KRIV-TV Houston.

INTV leaders weren't the only ones engaging in cable bashing. The convention agenda included panelists and speakers who also had some gripes. "You will notice by looking at the convention program that representatives of telephone companies are at our convention," INTV Chairman Charles Edwards of Gaylord Broadcasting told his members. "This is not an anti-cable step," he added, but it is "our way of seeing if a competitor can be found for use against the grip of a monopolistic octopus."

Long-time cable adversary, Jack Valenti, president of the Motion Picture Association of America, was INTV's keynote speaker. Valenti, whose remarks were followed by a long round of applause, called cable a "primordial monolith with unlimited leeway to do as it chooses, and how it chooses." He also recommended placing limits on the number of systems a cable operator may own.

Valenti's speech captured the mood of the independent industry—an industry that remains upbeat, despite its financial problems and its differences with cable. In Los Angeles, there seemed to be a general feeling that independent television was holding its own in the marketplace and on Capitol Hill.

But in a way, the real action didn't begin until noon Friday, when the screening suites of INTV's 85 exhibitors, opened for business, an activity that would divert delegate attention from policy to programming. The convention's final session was to close at 11:45 a.m. Sunday. (Wrap-up coverage will appear in BROADCASTING's Jan. 19 issue.)

Valenti urges frontal assault on cable

MPAA chief brings out the guns against cable, television networks; calls for cable MSO ownership limits, end to compulsory license

Jack Valenti, president of the Motion Picture Association of America, told last week's convention of the Association of Independent Television Stations exactly what it wanted to hear. He called for an end to cable's "ever-widening reach for power" and for more competition to network prime time television. Exuberant applause followed his speech.

"There is a blemish on the face of cable. It cannot be blurred or hidden," said the MPAA president. "Its presence cannot be diverted by draping a scrim of false straw over the truth, and the truth is: Cable is a



Valenti

monopoly."

It is the only unregulated monopoly that exists today, he argued. "By consent of the Congress, it is a primordial monolith with unlimited leeway to do as it chooses, what it chooses and how it chooses." Because of deregulation, Valenti said, "cable systems can now charge their subscribers fees as high as cable operators wish them to go, until subscribers break under the burden, with no forum available for any subscriber grievance." Deregulation, he continued, also means that cities no longer have any "usable authority to bring a surly cable system to heel." The end result, Valenti maintained, is that subscribers can now call their cable system "and simply say: 'Hello, may I speak with Darth Vader.'"

Valenti also reviewed another source to

back up his argument that cable is an unregulated monopoly—the Wall Street firm of Bear Stearns, which has published a buy recommendation for Tele-Communications Inc., the largest cable MSO.

He cited four reasons Bear Stearns thinks “TCI is one helluva buy.” Those points, he said, also provide further evidence that cable is an unregulated monopoly. To begin with, Bear Stearns wrote, “industry cash flow should increase as a result of deregulation of basic prices.” This means, Valenti said, that “subscriber fees are going up and up.” Bear Stearns also wrote that the industry is continuing to “benefit from the economies of consolidation.” That, said Valenti, is Wall Street jargon for “concentration of cable power.”

Bear Stearns added that “new sources of revenues are developing,” an implication that advertising revenues are increasing, Valenti said. Finally, he pointed out, Bear Stearns describes cable as having a “monopolistic annuity.”

To combat the cable monopoly problem Valenti had several recommendations. Foremost among them is to set limits on the number of systems one cable operator may own. “Giant multiple system operators are growing with the speed of a viral contagion,” he said, warning that by the end of this decade “three MSO’s will directly own or indirectly control more than half of all cable subscribers, depending on the mobility and reach of financing, maybe 60% or more.”

The MPA president proposed elimination of cable’s compulsory copyright license. “Cable is a \$12-billion industry, bestriding the marketplace like a giant colossus. If ever it needed a compulsory li-

cense, it surely doesn’t now,” he said. For the time being, Valenti said the FCC should reinstate its syndicated exclusivity rule. And as part of “that interim design, return copyright royalties at least to the revenue level they occupied before they were devastated in the court.”

He also thought the FCC should establish a must-carry rule that grants all local television stations cable carriage rights. He described the FCC’s stay of its must-carry rules as a decision that “looks at the cable landscape through a narrow, apocalyptic lens.”

And finally, Valenti said: “Set the telcos free. The Congress should, with dispatch, break the bans on telephone companies entering the market as competitors to cable.” Once the phone companies can compete with cable, he predicted that subscribers will “rejoice for they will be the first to feel the fresh clean winds that always blow when competition rises.”

But cable isn’t the only powerful group that Hollywood has qualms about. The three television networks dominate “every hour of every night in prime time,” Valenti said. He said that Hollywood has tried to negotiate with the networks a “fair design for the future” regarding the FCC’s financial interest and syndication rules.

According to Valenti, the networks offered a plan, and both sides “agreed to recommend it heartily to their respective groups. The producers assented. The networks, to our amazement and despair, turned down their own plan.”

The networks’ motivation, he said, is based on the belief that they can drag out the situation until 1990, when their consent decrees with the Justice Department limiting

the number of programs a network can produce and own will expire. Valenti said the networks would then be free to produce and own all weekly prime time programming and competition would be “stone cold dead in the marketplace.”

“We say to the networks: Come back to the table. Do not continue on your course to control all programming.” It is a course, Valenti warned, that may lead the networks “to momentary triumph but will surely finish in ultimate disaster for you.”

Three FCC commissioners see localism, crossownership, compulsory license, syndicated exclusivity on commission’s agenda

The FCC’s newest commissioner may have made the most far-reaching comment at last Friday’s INTV panel with two other of her colleagues. Observed Patricia Diaz Dennis: “We’re at a fundamental crossroads. What we do over the next few years will make a fundamental difference.”

Dennis was alluding not only to the must-carry issue—the announced focus of the panel—but also to collateral issues that are due to emerge importantly on the FCC’s agenda: localism, crossownership considerations (first AM and TV, perhaps later TV and cable), the compulsory license and syndicated exclusivity importantly among them.

And she injected a new thought certain to send shivers up a broadcaster’s spine: the possibility that broadcasting and cable might be found not to be competing in the same market, which she cited as the first test for determining monopoly. There may be no substitutability, and therefore no bottleneck of one over the other, Dennis said.

The commissioner credited with most of the A/B switch elements of the FCC’s interim must-carry rules, Dennis Patrick, was unequivocal in his disdain for the cable industry’s reaction to that device. That industry “should be utterly embarrassed” for its position on A/B, he said. “Before the rules were adopted cable said the A/B switch was a simple solution,” Patrick said, “while now we find from one and the same industry it’s a disaster.”

Patrick said that broadcasters have a vested interest in insuring alternative access to cable homes, and suggested they may want to support “input selection devices” (as the commission calls them) rather than “bad-mouthing the A/B switch in all regards.”

Although, pre-rule, the debate was about “bottleneck” and “gatekeeper,” Patrick noted, it’s now more about broadcaster desire to participate in an alternative delivery mechanism. Such a discussion, he said, raises other issues, and particularly those regarding the First Amendment and competitive communications policy.

“We do not now have a level playing field,” Patrick declared, and for cable to ask for editorial control but deny it to broadcasters is in his view “blatant and obvious inconsistency.” Speaking of the anticipated inquiry on reinstatement of the syndicated

Dingell sends must-carry message to FCC

Contending that the FCC went too far in staying the effectiveness of the carriage aspects of its new must-carry rules, House Energy and Commerce Committee Chairman John Dingell (D-Mich.) last week told the FCC to act “expeditiously” on the petitions for reconsideration in the proceeding that are due today (Jan. 12). “The commission’s action in staying the effectiveness of the portion of the rule re-establishing local signal carriage requirements is unnecessary and unwise,” Dingell said in a letter to FCC Chairman Mark Fowler last week. “It is clear that substantial concerns are raised by those portions of the rule which sunset the signal carriage requirements and impose enormous costs on the cable industry in implementing a technology that virtually all agree is of speculative benefit. However, these portions of the rule could readily be stayed without further prolonging the confusion and uncertainty surrounding the manner in which programming aired by broadcast stations will be available to the nation’s millions of cable subscribers. Public television stations and new commercial entrants have a particularly urgent need for the marketplace stability a new must-carry rule will provide.”

“This entire proceeding has been characterized by intransigence and inexcusable delay on the part of the commission in devising a clear, direct and effective resolution of a pressing issue of communications policy,” Dingell added. “The commission’s failure to act in a timely and responsible fashion is all the more remarkable in view of widespread consensus in the Congress and among the affected parties on the parameters of a fair and workable resolution of the issues. It is imperative that the commission resolve this matter as quickly as possible.”

Dingell also told the FCC to “immediately” let the committee know its schedule for completing reconsideration and putting the carriage aspects of the rule into effect. “Further delay is intolerable,” Dingell said.

A Senate source said similar concerns were being heard from the Senate Commerce Committee.

exclusivity rules, the commissioner challenged cable to step forward and volunteer a return to such policy.

The FCC's dean, James H. Quello, told the convention that, although he was not a lawyer (as are Dennis and Patrick), "I know and can sense a balanced marketplace when I see one." He clearly doesn't see one now, and considers most of the rules tilted in cable's favor. Quello noted his dissent from the original repeal of syndicated exclusivity, his dissent from the FCC's decision not to appeal the Quincy decision and his dissent from the complete stay of the interim must-carry rules as examples of his policy position.

Quello said he had given up on the FCC's doing anything about Section 315, and expressed his dismay that cable—with almost no news coverage—was given First Amendment consideration while broadcasting was not. Speaking of the courts, he said they could overrule the commission but they don't know much about the practical marketplace.

Quello went out of his way, however, to make public his regard for FCC Chairman Mark Fowler. Reciting a list of deregulatory actions during the Fowler administration, Quello said: "I came not to bury Caesar but to praise him." He did, however, repeat his comment to BROADCASTING that "he gives good milk but once in a while he kicks over the bucket."

Nor, he said, was he at war with his colleagues. Describing them as "bright" and "brilliant," he nevertheless deplored: "Why don't you nice brilliant kids listen to old Uncle Jim?"

Commissioner Dennis said she wanted to work toward an environment without must-carry rules. Noting that the Supreme Court has recognized cable's First Amendment rights, she said such a holding inures to the benefit of broadcasting as well. "There has to be consistency in policymaking," she said.

A question from the floor—by Leavitt Pope of WPIX(TV) New York—provoked the possibility that the FCC might be more receptive to elimination of the cable-television crossownership restrictions (barring dual ownership in the same market) than it would have been several years ago. Quello noted that the FCC is considering lifting such restrictions for TV and AM, and said that might be precedential for cable. Patrick added that the FCC, in its desire to create new competition, might be amenable to television stations establishing a second cable system in a market when one already exists.

Harry Pappas of KMPH(TV) Visalia, Calif., asked the commissioners to change the limits of must carry from 50 miles to the size of the ADI, however large. There was no discussion of that request.

INTV-commissioned study describes glut of commercial inventory, foresees improvement in 1988

Despite the slowdown in the television economy over the past year, and the well publicized hard times besetting a few independent



Gibbs, Serrao and Masini

station operators, independent stations have a fairly healthy future. That message was delivered to those attending the INTV convention in Los Angeles last week by Ellen Berland Gibbs, president, Communications Resources Inc., which was commissioned by INTV to study the business side of independent television as the industry approaches the 1990's (BROADCASTING, Jan. 5). The current slowdown, said Gibbs, stems from the rapid growth of independents and accompanying expansion of available inventory of advertising time, both from new stations and expanded inventories of network affiliates. That has produced, she said, "inventory glut for the moment—too much time chasing too few dollars. Many of the operators who have put new stations on the air since 1976 must have assumed that television revenues in these markets would grow 15% to 20% a year ad infinitum." That was unrealistic, she said, as evidenced by the television business's first slowdown in more than a decade. Gibbs said things should turn around with the arrival of the 1988 buying season, the start of the next quadrennial television cycle when intensified advertiser interest in the Olympics and the elections is expected. "Even without such a windfall," she said, "the normalized levels of growth expected in many markets between now and 1990 should accomplish the same end." As for the coming year, Gibbs cited the McCann-Erickson projection of an 8.5% gain for all local TV sales and a 7% gain for national spot.

Gibbs said the publicity surrounding the bankruptcy proceedings of Grant Broadcasting and, last week, WTTV-TV Indianapolis (see story, page 65) and WQTV(TV) Boston gave a "distorted" picture "that the whole industry is in trouble." Grant Broadcasting, she said, must have been operating under the motto, "Nothing succeeds like excess." WTTV, she said, was bought in 1984 with a debt load of \$85 million, which was probably 20% to 30% beyond what the station could support—an "unrealistic expectation."

Reacting to Gibbs's presentation were John Serrao, INTV vice chairman and general manager of WATL-TV Atlanta, and Al Masini, president, TeleRep, New York. Serrao described Milton Grant, head of Grant Broadcasting, as the "supposed Joe Montana of our business being knocked out by Chapter 11." Serrao said demand will catch up with the inventory glut, but that independent station expansion has peaked. "Some guys have their problems," he said. "That's part of the growth."

On the cost side, Gibbs noted the increased supply of first-run programming (nearly 300 programs at this year's NATPE convention are expected) should force prices down. But Masini expressed concern about a possible glut in first-run fare. The quantity of first-run programs available is not necessarily healthy, he said. With "too many first-run shows coming out at the same time, they are harder to launch," he said. "Some good shows will fall by the wayside." Also, audiences are spread thinner, so that where it used to take a 10 rating to make a first-run show successful, "now a five or a six is successful." The 30th-ranked first-run program averages about a four share, he said. "That is a tight economic squeeze." Masini said the independent TV business should remain healthy if no more stations come on board and the inventory of 15-second commercials, now 15% to 20% of the market, does not greatly expand. He also said INTV should fight to retain the FCC's current financial interest and syndication rules and any further encroachment of public stations on commercial advertising turf.

Edwards and Padden pledge to continue aggressive protection of independents' future; discuss must carry, compulsory license, diaries and syndicated exclusivity

INTV leaders came out swinging last week, and their target was the cable industry. During the opening session of the INTV convention, association leaders listed their grievances and vowed that cable will encounter a more aggressive INTV than it has in the past.

INTV Chairman Charles Edwards of Gaylord Broadcasting led the charge, but he said its purpose was pro-independent, not anticable. "Last week, a reporter for a weekly magazine [BROADCASTING] said to me that INTV is known as 'the organization that opposes cable.' This is about as far from the truth as you can get," Edwards said. INTV is "trying to have some say about its future. If we act in an aggressive manner, it is only to protect ourselves to see that we have a future."

In Washington, Edwards said, "I think we have fallen back too often and much too easily, and I think everyone should know that INTV is going to continue to behave the way we have recently learned to behave. We will act aggressively to protect the status and the economy of the independent TV station



Padden



Edwards

and to improve it wherever we can."

He cited three critical goals: "We will be satisfied with nothing less than a return to full rights of syndicated exclusivity... to control our programs against the unfair onslaught of the compulsory license... and to regain meaningful must-carry legislation."

On another front, Edwards expressed his association's concern that the diary method of audience measurement in unmetered markets "works a definite, unfair hardship on independent stations." This, he said, "must be corrected."

The remarks of INTV President Preston Padden also focused on cable. He described the current marketplace as "grossly distorted by numerous government intrusions, almost all of them in cable's favor." The compulsory license, he said, "permits cable systems to totally disregard and abrogate the exclusive program contracts for which you have paid dearly."

To make matters worse, Padden said, "the combined effect of the loss of must carry and the continuation of the compulsory license is that today cable systems may import on distant signals the same programs which you have purchased on an exclusive basis and at the same time exclude your local broadcast of those programs from the homes in your market."

As a remedy to that problem, INTV's president called for the continuation of "minimally intrusive, must-carry rules until the repeal of the other government intrusions which prevent the operation of a free and competitive marketplace."

Padden argued that any effort to sunset government signal carriage regulations must be tied to the FCC's proceedings to "review cable-telco competition, compulsory licensing and program exclusivity."

In addition to those objectives, INTV will be involved with other issues: "We will also be watching, and where permitted, participating in, the continuing controversy between Hollywood and the networks regarding syndication and financial interest." He said that much of the growth of independent television is a result of the FCC's restraints on network syndication and ownership of programs.

Padden also unveiled the first set of the association's new series of mini-public affairs programs. Entitled *60 Seconds*, the pro-

grams will feature the opposing views of members of Congress on public policy issues ("Closed Circuit," Dec. 22, 1986). Each month independent stations—Padden said he has commitments from 90—will air two programs. He said the programs are vital to the "further maturation of independent television as it continues to increase its contribution to news, information and public policy debate."

Overall, Padden was upbeat about his association's accomplishments in 1986 and the general health of independent television. "The real news is not the inevitable shakeout of a few entrants but rather the nondebatable fact that the demand for advertising availabilities has done an absolutely incredible job of keeping up with the surging supply generated by our growth," Padden noted. But most of all, he said, "1986 was the year in which we confounded the experts. The sky did not fall on independent television. On the contrary, our ranks continued to grow with 28 new stations signing on the air."

INTV commissions study to document that diary ratings are not giving independent stations their due compared to meters; KGMC-TV's Baze says Arbitron and Nielsen are deliberately ignoring problem

INTV, convinced that the Arbitron and Nielsen diary systems consistently underreport viewing of independent stations, has commissioned a calibration study designed to show advertisers that diary-based ratings are lower than ratings generated by meters in local markets.

INTV officials point to in-house studies that show diaries underreport overall viewing of independents by 25% or more, compared to meters. Daypart by daypart, meters reflect up to 50% more viewing in some cases, according to INTV marketing executive Robert Jones.

Ted Baze, president and general manager of KGMC-TV Oklahoma City, is overseeing the INTV calibration study. The association has hired Statistical Innovations, Belmont, Mass., to develop a model to compare and weight diary-based ratings to account for the underreporting. Statistical Innovations is headed by Dr. Jay Magidson, who has consulted Nielsen in that company's

effort to "integrate" diary-based demographic ratings with household ratings in metered markets.

Last week at the convention, Baze estimated that his station loses \$1 million a year in revenue because the Arbitron and Nielsen diaries underreport his station's viewing.

The problem is critical, Baze said, because although both measurement services operate meters in the very largest markets, the likelihood is that most of the 200-plus local markets will never be metered because of the cost involved. It costs around \$250,000 per station to meter a local market.

INTV conducted an analysis of three sweep periods (February, May and July 1986) comparing diary to meter data for affiliates and independents in Nielsen's 12 metered markets. For each daypart, the analysis examined the level of homes using television and total viewing of affiliates and independent stations. According to Baze, "the trend is that total viewing is underreported by diaries and that viewing to independent stations is more severely underreported by the diary than is viewing to affiliated stations."

The study, Baze continued, showed that in the 7-9 a.m. daypart, Monday-Friday, meters reported 5% less viewing of affiliates and 56% more viewing of independents than diaries reported. Baze said the study showed that viewing of affiliates from 6 to 7:30 p.m. was overstated by diaries by 4% compared to meters.

The analysis also demonstrated the change in markets as they converted to metered ratings. It compared 12th-ranked Atlanta's November 1985 diary-only book to the November 1986 meter/diary book. Baze said that Nielsen weighted the 1986 demographic data to reflect the higher household ratings reported by the newly installed meters. (Arbitron also weights demographic data in metered markets, generally reflecting higher numbers reported by meters.) The weighted meter data showed higher levels of set usage in every daypart. And independent ratings were significantly higher in key dayparts, such as early fringe, the analysis found. From 6 to 7:30 p.m., the independents in the market averaged three rating points higher with metered measurement than with diary-only measurement. Affiliate viewing was the same in both cases, Baze said.

"The reality is for most of us that our market will never be metered," said Baze. "The least we can do is to make every attempt to understand how, why and when it misrepresents viewing."

The INTV calibration study will address those questions. In addition, Magidson is developing a model to be used to adjust diary ratings in nonmetered markets for under- and overreporting. In developing the model, 126 quarter-hours of viewing data from two sweep periods in five of the top 10 markets are being analyzed. Fourteen variables are being analyzed, including factors such as type of station (VHF or UHF), day of the week, program type, household size and demographic characteristics and cable and VCR penetration.

The study will analyze more than 200,000

pieces of viewing data from each rating service, although Nielsen data will be used as the primary source because the necessary software to manipulate the Arbitron data within the study was not available. Magidson said Arbitron was "unable" to provide the software. (Arbitron countered that it provided the researcher with all data and software requested.) The study will also explore 3,150 different programs.

The model is expected to be finished in the next couple of months. It will be validated in the recently metered Atlanta market. "If the model is valid," said Baze, "the result it projects from diary data will match the actual meter result."

Baze was critical of the ratings services for not taking on a similar study themselves. "They can conveniently find a formula or a weighting procedure to adjust any other number they want to appease their affiliate buddies and they could correct this if they wanted to," he said. "But the key words there are 'want to.' Remember that 75% of their revenue comes from those network stations, and I charge that they are deliberately ignoring this problem for their own benefit."

If the calibration model is developed successfully, the next step will be to gain acceptance for it from stations, advertising agencies and their clients. Arbitron's Jim Denison said the company would "certainly look at integrating it into our system" if the model were embraced by stations (affiliate and independent), agencies and advertisers. But he also suggested that INTV had its work cut out for it in developing a workable model. Denison said it took Arbitron three years to figure out how to integrate diary demographics and electronically gathered household numbers for its metered markets. At deadline, Nielsen could not be reached for comment on the INTV study.

Program suppliers review the problems and possibilities of first-run syndicated programing

First-run program suppliers told independent broadcasters at last week's INTV convention that in order for those shows to work, stations have to nurture them with adequate promotion and advertising, and give them time to find an audience. The suppliers also said that because of the deficits associated with production and distribution of such programs, particularly comedies, promotion costs would lie primarily with stations.

Lorimar-Telepictures' Dick Robertson said that stations have made the first-run program business a "one-book business." And, he said, that "quick hook" mentality was "making ourselves captives of the re-run system. It's disappointing to see the lack of tolerance."

Said Sheldon Cooper, president, Tribune Entertainment: "You have to nurture programs, especially first run. You have to hang in and promote and get them going."

Typically, suppliers ask for a minimum 26-run commitment for a first-run half-hour show, to the dismay of some stations. But according to Tony Thomas, of Witt-Thomas-

MSO's helping Turner raise \$500 million

Turner Broadcasting System is trying to raise up to \$500 million to recapitalize the company through the placement of equity with a group of cable operators led by Tele-Communications Inc., according to industry sources. The proceeds are likely to be used to redeem all or most of the 53 million shares of preferred stock that TBS issued to the shareholders of MGM/UA Entertainment Co. in the acquisition of the studio in March 1986. One source said that the announcement of the deal could come as early as this week.

In response to inquiries from the press and Wall Street, TBS confirmed last Friday morning that "it was having discussions with a group of cable operators about possible material infusion of equity capital in the company." But it said no more.

The involvement of TCI, the nation's largest MSO, in the deal is no surprise. It has indicated an interest in acquiring equity in cable programing companies over the past year. Last spring, it acquired a minority interest of no more than 5% in TBS. TCI Senior Vice President John Sie had no comment on this latest deal.

The preferred stock threatens to dilute TBS Chairman Ted Turner's 81% interest in his company. TBS has the right to redeem the shares prior to March 15 for between \$9 and \$10.33 (or total of between \$477 million and \$548 million). After March 15, the redemption price escalates from \$10.33 and, more important, preferred shareholders are entitled for the first time to a 14% annual dividend payable in cash or common stock. As a practical matter, TBS would be forced to make dividend payments in stock. After three years of paying such dividends, Turner's interest will have been diluted to 51%.

Harris Productions, which produces the first run comedy, *It's a Living*, smaller companies such as his could not afford the risk of doing such shows without that minimum commitment. Shelly Schwab, president, MCA Enterprises, the company's first-run production arm, suggested that stations are beginning to recognize the need for longer commitments to first run, citing Tribune Co., whose KTLA(TV) Los Angeles has launched the most successful checkerboard to date, as an example.

Robertson said that L-T produces first-run sitcoms at a deficit of close to \$200,000 per episode, or \$4 million a year. Financially, he said, producing such shows only "starts to make sense" if it lasts three years. He said the company won't make a large profit unless the sitcoms last four years so there are a hundred or more shows to strip in syndication. And, he said, "no one really knows how much you'll pay us until they go into syndication." But he said it would probably be a "whole lot less than the prices currently being paid for off-network strips."

Lucie Salhany, president of Paramount Domestic Television, agreed, noting that in three years a number of the current first-run

comedies will be available for strip and that should "force the price of product down."

The question of "quality" first-run product also emerged last week and some suppliers took exception to the notion that the genre was not supplying quality fare. Thomas said he thought *It's a Living* is as good or better qualitatively as most comedies on the air currently. Robertson got to the heart of the matter with his definition of a quality program: "Good ratings with good demographics offered at a fair price—that means people have voted to watch the show."

Stations should not expect to receive much in the form of co-op dollars to promote first-run comedies. Suppliers are already spending millions on production and promotional materials, said Robertson. Paying for the time to promote shows, he said, is "a responsibility that lies with [the station]."

However, Jamie Kellner, president of the Fox Broadcasting Co., said FBC would spend about \$15 million in co-op dollars to promote its prime time weekend schedule to launch next spring. Kellner said FBC was spending about \$3.5 million in co-op advertising for the company's late night show starring Joan Rivers. □

Nielsen to go with people meter in fall

Sample base of 2,000 for fall 1987 to be expanded to 4,000 by fall 1988; ABC, in separate action, drops Nielsen's national rating service

A.C. Nielsen said last week that it will institute an integrated people meter system next September to measure national TV audiences, replacing the 30-year-old diary method. The system will derive both tuning and audience composition data from a single people meter sample base of 2,000 households this year, expanding to at least 4,000 homes by September of 1988 (BROADCAST-

ING, Jan. 5). The implementation of the single people meter sample "results from three years of extensive national testing and a full year of analyzing comparative data by Nielsen media research," Nielsen said in making the announcement.

According to John Dimling, senior vice president, Nielsen, the company decided not to use an alternative, so-called "conformed" method of measurement—with household set tuning and usage data coming from an in-place Audimeter sample base and demographic data coming from people meters rather than diaries—because "we basically

tried to pick the method that we think produces better data. 'Better' means trying to look at both accuracy and usefulness."

At about the same time as Nielsen's announcement, Capcities/ABC Inc. said that the ABC Television Network will cancel its national Nielsen television rating service, effective Aug. 31. (ABC will keep its Nielsen service for local station overnights and sweep data.) Marvin S. Mord, vice president of marketing and research services for the ABC Television Group, said that the network wanted to "more fully explore the range of options available," including renegotiating a contract with Nielsen, turning to the British-based AGB Television Research, or forgoing ratings services. (AGB has already signed 11 clients, including CBS, eight major advertising agencies, MTV Networks Inc. and Orbis Communications, [BROADCASTING, Jan. 5].)

Mord said that ABC's decision to cancel the Nielsen national service was "independ-

ent of Nielsen's decision." He said the network informed Nielsen prior to the latter's informing ABC that it was going with the integrated system. The two announcements "just happened to coincide," Mord said.

Mord said ABC is concerned that in developing its new people meter service, Nielsen "may be negatively impacting its current meter-diary services, and that's a service on which we're going to have to rely for the balance of the 1986-87 season, through the end of August." Among the reasons why ABC made its announcement now to cancel the national service "was that we felt that it was important for us to make a statement . . . relating to our concern regarding the current Nielsen sample, both as a tool that we're using for guaranteeing audiences [and] as a tool we're using for making programing judgments . . . whether certain shows are canceled or picked up," Mord said.

Next fall, Mord said, AGB "will be offering a 2,000 sample for \$2 million. And for

the next three seasons, they'll be offering [a 5,000 sample] for \$3.5 million. Nielsen is currently at \$3.5 million to \$4 million. And certainly, when they go from 2,000 to 4,000, are they going to look to double that, or raise it by 50% or 75% or what? And so price will be a factor, but it not going to be our determinant," Mord said, adding that ABC wants "to go for what we think is the service that's going to provide us with the best judgments."

To CBS's David Poltrack, vice president of research, the announcement came as "no surprise," and he reiterated the problems CBS has with the sample—that it includes "too many college-educated people, it has an upscale bias in general, and too many pay cable households"—all of which "are negative to network television and to CBS," Poltrack said. NBC's vice president of research, William Rubens, said he was "disappointed" in Nielsen's decision, saying that it was made "on marketing rather than research needs." □

Arbitron says new radio diary has not caused listening drop

It says results of daypart diary are 'consistent' with previous one; finds new design yielding more accurate records of listening

With the radio research community in a quandary over whether Arbitron's new daypart diary caused a decline in audience measurements during the summer 1986 survey period ("Riding Gain," Dec. 29, 1986), company officials released a study showing that numerical slippage for persons using radio—the percent of the population listening to radio in an average quarter hour—in its new diary is fairly "consistent" with that of the previous diary design. Arbitron's daypart diary analysis study was presented to a full session of the Radio Advertising Bureau's GOALS committee—a group of some 50 radio research executives—last Thursday (Jan. 8) at CBS headquarters in New York.

(The daypart diary, first distributed with the summer survey period [June 26-Sept. 17, 1986], was designed to minimize diary-keeper 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 (daypart) classifications were instituted: early morning, 5-10 a.m.; midday, 10 a.m.-3 p.m.; late afternoon, 3-7 p.m., and night, 7 p.m.-5 a.m. For long periods of listening that cross different dayparts, respondents could record it in either of two ways—by writing the listening start time and call letters of the station and drawing a line through each daypart box to the end time or by writing the actual time spent listening and call letters in each daypart box. The industry is concerned that fluctuations in listening estimates are occurring during the hours that surround the time classification breaks.)

The GOALS committee meeting, which was closed to the press, was conducted by Jim Peacock, manager of method research for Arbitron Ratings. According to Peacock,

there is a decline in persons using radio (PUR) of 3.3% when comparing 14 markets measured in summer 1985 to the same 14 markets in summer 1986. (The summer 1986 survey period included 63 markets measured for the first time during the summer.) When the same 14 markets are compared in a spring 1985 to spring 1986 analysis using the old diary, Peacock said, the audience measurement is off by 2.7%.

"There appears to be a general decline in listening before the daypart diary was introduced," said Peacock, in an interview with BROADCASTING. He said that radio listening, overall, was down in 1986, adding that another ratings source had indicated that trend, an apparent reference to the new RADAR 34, Vol. 1 report that showed time spent listening to radio during an "average day" slipping ("In Brief," Dec. 15, 1986.)

Peacock, however, acknowledged that the lower listening in the Arbitron market reports correlates with the daypart breaks in Arbitron's new diary. (According to a Katz Radio Group analysis of the Arbitron daypart diary, dropage in persons using radio on an hour-by-hour basis in summer 1985 to summer 1986 comparisons occurred at times surrounding the different dayparts. For example, listening was off 6.9% in the 9-10 a.m. hour and 13% during 10-11 a.m.) "The puzzle," said Peacock, "is that the decline in listening was done 'at home' rather than at other locations such as the office. What that suggests is that the hour-by-hour decline goes beyond the diary and that it is related to changes in life-style behavior of the diary keeper. There are no simple answers." He added that the decline in listening levels cuts across virtually all age/sex demographics.

Peacock said that Arbitron's tests reveal major benefits in the new diary format including helping to eliminate crediting errors of 12 hours or more in listening caused by diary keeper confusion in the use of a.m. and p.m. designations.

Gerry Boehme, director of research for Katz Radio, who helped assemble Katz's daypart diary analysis, said that even though he was pleased with Arbitron's efforts in analyzing the daypart diary, he still believes there is a "decline in reported listening due to the daypart diary, which doesn't reflect reality." Boehme said that a high degree of unidentified ("miscellaneous") listening exists with the new diary design, which affects station ratings. He said that the Katz analysis shows an increase of 24% in unidentified listening with the new diary in the 14-market summer 1985-1986 comparison for the total week, 6 a.m. to midnight.

"The general consensus at the [RAB GOALS] meeting was that, although Arbitron did shed some light on the subject and came with some answers, more analysis and research need to be done to determine whether there is a real problem with the diary," said RAB's Bob Galen, senior vice president, research. Peacock told BROADCASTING that Arbitron will study the new diary further this year, especially the hour-by-hour listening estimates. In a prepared statement released by Arbitron last Friday (Jan. 9), the company said the just-completed analysis reinforces its belief that, overall, the daypart diary "is an improved method for measuring radio audiences."

The rating service's daypart diary and its possible effect on summer listening was also the main topic of discussion at the Arbitron Radio Advisory Council meeting in St. Thomas, Virgin Islands, last month. And the issue was of paramount concern for members of the National Association of Broadcasters' COLRAM (Committee on Local Radio Audience Measurement) group, when they met in Washington on Dec. 12., said Rick Duey, NAB vice president, research and planning. In an effort to help increase Arbitron's response rate, which hovers around 40%, COLRAM has been supplying the ratings company with suggestions on

modifying the diary by addressing such things as graphic design, language composition and paper stock ("Riding Gain," July 7, 1986.) Arbitron is expected to test those modifications in the spring. □

FCC investigating Boesky for possible illegal transfer of Oklahoma TV

Did arbitrage pass control to wife without getting FCC approval?

Ivan Boesky, the stock speculator who has pleaded guilty to a charge that he profited illegally from insider stock trading (BROADCASTING, Nov. 24, 1986), is now under investigation by the FCC.

At issue is whether control of the Boesky family's TV station, KGMC(TV) Oklahoma City, was transferred illegally, twice. Also under investigation is whether Boesky may have lacked candor in failing to report to the commission previously that he had control over the station.

According to a short-form transfer application filed with the FCC on Dec. 16, 1986, Boesky had been on record as owning about 3% of the Beverly Hills Hotel Corp., which owned 85% of the station and the Beverly Hills (Calif.) Hotel. (Ted Baze, the station's president and general manager, owned the remaining 15%.)

On paper, Boesky's wife, Seema Boesky, held 40% of the shares of Beverly Hills Hotel Corp., the largest block owned by an individual, and the Boesky family together controlled 56.3%.

Yet the filing also revealed that Ivan Boesky, without the FCC's knowledge, had control of the Beverly Hills Hotel Corp. through a voting trust agreement two years before the company acquired the station in 1983. "Because the voting trust agreement predated acquisition of KGMC(TV), it was inadvertently not filed with the FCC," a footnote in the filing said. The filing said that Seema Boesky obtained her husband's voting rights on Sept. 3 last year, also apparently without FCC approval. In the wake of some additional restructuring that apparently resulted in Ivan Boesky dropping out of the picture altogether, Seema Boesky, according to the filing, held 49% of the stock in Beverly Hills Hotel Corp. on her own and 4% more as a trustee for the Boesky chil-

dren.

The short-form application in essence proposed to spin off the station from Beverly Hills Hotel Corp., which was selling the Beverly Hills Hotel to oilman Marvin Davis, to Mrs. Boesky.

James McKinney, FCC Mass Media Bureau chief, said that last Dec. 31 he informed David Jatlow, an attorney for Mrs. Boesky, that the agency would be unable to act on the transfer application by year's end, as the applicants had requested. Jatlow, according to McKinney, told the bureau chief several days later that the transaction had been completed nonetheless, without FCC approval. "There certainly appear to be violations," McKinney said.

Charles Kelley, chief of the FCC enforcement division, said the commission was requesting documents relevant to the case, such as copies of the voting trust agreements and the paperwork documenting the transfer of interests from Ivan Boesky to his wife last September. Kelley said the enforcement division should be able to wrap up its investigation soon after it reviewed those documents, perhaps by the end of this week.

Jatlow declined comment. "It's under investigation at the FCC, and we think it's better to make our case at the FCC," Jatlow said. □

WTTV goes into bankruptcy

Indianapolis VHF files for Chapter 11, victim of increased competition and soft advertising marketplace; WQTV Boston in involuntary liquidation

The management of WTTV(TV) Bloomington, Ind. (Indianapolis), filed for bankruptcy protection last week, after having been unable to agree about a course of action with some of the station's lenders. According to those familiar with the VHF independent station's operations, intensified competition in the 23d-largest market and a weaker than expected advertising market had caused the station's cash flow to fall off dramatically, thereby putting the station in default on an estimated \$74 million in debt, almost half of it raised through securities placed by Drexel Burnham Lambert.

One official of that New York-based investment banking firm said the Chapter 11 filing, made in Atlanta in the last week of 1986, took the company by surprise. Drexel itself was an investor—its first equity investment in a television station—along with 27 of its employees, including Michael Miliken, head of the firm's high-yield securities division. Some of the station's management, including Elmer Snow, the president and general manager, also had ownership. The majority of the equity was owned by various institutional investors. De Sales Harrison, an 11.1% owner and former chairman of Pacific & Southern Broadcasting, has a residence in Atlanta and it is believed that it was for that reason that the bankruptcy petition was filed there. Some observers suggested the filing was made to keep either Drexel or the banks

from trying to replace management.

Forty million dollars of the station's long-term debt of \$74 million was owed to a group of banks, led by Manufacturer's Hanover. The remainder was in Drexel securities, \$14 million in senior subordinated notes and \$30 million in zero coupons. Although the "zero's" did not incur cash interest payments, the remainder of the debt did, at least some of it at rates of 14% to 15%.

Officials at Drexel and Manufacturer's Hanover did not return phone calls.

One person familiar with WTTV said that when the new owners bought the station in April 1984—for \$73 million in what was effectively a management-led leveraged buyout—the station had revenue in the "high teens" of millions of dollars, with an operating margin "approaching 40%." Since the acquisition, WTTV's sign-on-to-sign-off household shares have slipped only slightly, but it has faced added competition from a stand-alone UHF independent, WXIN(TV), which signed on just before the acquisition and which was subsequently bought by a group owner, Outlet Communications. The new entry added competition for programming and advertising revenue, and with the slowdown in the market's advertising growth, the station is now, according to one source, "off a bit in revenue and quite a bit in cash flow." (Outlet has reported that WXIN and its other independent, WATL-TV Atlanta, were losing money [BROADCASTING, Dec. 29, 1986].)

Unlike another recent Chapter 11 filing, that of Grant Broadcasting Systems ("Top of the Week," Dec. 15, 1986), the WTTV filing did not list syndicators among major credi-

tors, and Clyde Dutton, the station's general sales manager, said the station "pays its bills on time, every week."

Early last year, Drexel had shown some financial results of the station to parties who were considering buying it and later arranged for a long-time client, Lorimar-Telepictures, to purchase the station for \$85 million in assumption of debts. The sale had been contingent on Lorimar-Telepictures completing the purchase of six of Storer Communications' television stations, and when that deal fell through, it was uncertain if the WTTV transaction would still be completed. A Lorimar spokesperson said the company is still negotiating to buy WTTV and at least one other party was known to be interested.

News also surfaced last week that the previous licensee of a smaller UHF station, WQTV Boston, was the subject of a bankruptcy filing. This filing, however, was not voluntary, but rather was an involuntary liquidation (Chapter 7) petition against WQTV Inc. by three major syndicators, MCA, Paramount and 20th Century Fox, which claim they are owed \$6 million in syndication payments. WQTV Inc. sold the UHF independent's assets to the *Christian Science Monitor* for \$7.5 million, but the transfer reportedly did not include assumption of any of the station's programming liabilities. The station had not achieved profitability in the highly competitive Boston market and early last year, Seltel resigned as the station's rep firm and said it was considering "further action" to obtain commissions due to it ("Closed Circuit," March 10, 1986). □

'Wheel' on Cassandra roll

'Winfrey' and 'Donahue' run neck-and-neck in daytime in November Nielsens; 'Small Wonder' tops in first-run sitcoms

The Nielsen Cassandra rankings for November 1986 released last week reveal a familiar tale: *Wheel of Fortune* and *Jeopardy* continue as the two most popular syndicated programs. *Wheel* scored a 19.3/33 share in 199 markets, a slight ratings increase over November 1985, when it scored an 18.5/32. *Jeopardy* also showed an increase, scoring a 12.3/26 in 189 markets in November 1986, up from last year's 11.2/24. *PM Magazine* (9.7/18 in 45 markets), *New Newlywed Game* (8.9/17, 181 markets) and *M*A*S*H* (8.7/19, 159 markets) rounded out the top five.

Among first-run sitcoms, *Small Wonder* continues to lead the pack as it did on the November 1985 Cassandra, although its numbers have dropped. It scored a 6.2/13 in

111 markets, versus November 1985's 7.4/15 in 60 markets. *9 to 5* scored a 5/10 in 63 markets in November 1986 to place second among first-run sitcoms, followed by *Mama's Family* (4.6/10, 138 markets), *Throb* (4.6/9, 133 markets), *What's Happening Now* (4.2/10, 85 markets), *Ted Knight Show* (4.1/9, 98 markets), *It's A Living* (3.9/9, 138 markets), *What a Country* (3.8/8, 85 markets), *That's My Mama* (3.6/8, 12 markets), *One Big Family* (3.4/7, 135 markets), *Gidget* (2.6/7, 113 markets) and *Check It Out* (1.7/6, 86 markets).

Facts of Life and the one-hour drama, *Magnum P.I.*, produced the best results among the off-network series entering syndication last fall. *Facts* scored a 6.5/13 in 104 markets to rank 19th overall. *Magnum* came in 20th with a 6.4/16 in 116 markets. The other network hour-long shows did not fare as well. *Fall Guy* scored a 3.1/8 in 67 markets while *Falcon Crest*, in 110 markets, registered a 1.1/5.

The *Oprah Winfrey Show* edged *Donahue* for the top daytime talk show, scoring a 7.7/31 in 131 markets versus *Donahue's* 7.6/29 in 181 markets. *Donahue's* rating, however, showed a marked increase from its November 1985 6.2/28 in 178 markets. In daytime, Monday through Friday, *Winfrey* had an 8 rating and 31 share, to *Donahue's* 7/32.

The ratings for children's animation programming continued to drop. *G.I. Joe* and *Thundercats* were first and second in November 1986, scoring a 3/9 in 131 markets and 3/10 in 132 markets, respectively. In November 1985, the two tied at 4/12 in 115 and 109 markets, respectively. *Jem*, which debuted last fall, ranked third, scoring a 2.8/12 in 117 markets. Among other top new animation shows debuting last fall, *Silverhawks*, in 103 markets, scored a 2.3/7, while *Ghostbusters* scored a 2.1/8 in 72 markets and *Rambo* a 1.6/7 in 66 markets.

Among women 25-54, the top shows were *Wheel* (12.0 rating), *Jeopardy* (7.6), *PM Magazine* (6.4), *New Newlywed Game* (6.2) and *Winfrey* (6.1). Among men 25-54, the top five shows were *Wheel* (8.5 rating), *M*A*S*H* (6.1), *The Best of National Geographic Specials* (5.2), *PM Magazine* (5.1) and *National Geographic and Southwest Conference Football* (5.0, tied).

Comedies ranked as the top five rated shows among teens, paced by *Facts of Life* (9.7 rating), *Diff'rent Strokes* (9.4), *Three's Company* (9.1), *Gimme a Break* (8.5) and *Silver Spoons* (7.9).

Many of those shows topped the list for children, 2-11, as *Diff'rent Strokes* scored a 10.2 rating, followed by *Small Wonder* (9.1), *World of Disney* (8.9), *Gimme a Break* (8.6) and *Facts of Life* (8.5).

Court room shows did well in November, taking the top three places in the general drama category. *People's Court* scored an 8.2/21 in 181 markets, followed by *Divorce Court* (5.9/18, 137 markets) and *Superior Court* (4.6/15, 109 markets). *The Judge* came in fifth with a 3.9/15 in 67 markets. Among movie review programs, *Siskel & Ebert & the Movies* scored a 2.6/10 in 138 markets while *At the Movies* scored a 2.0/7 in 88 markets.

Entertainment Tonight was down from last year's ratings, registering a 7.5/15 in 140 markets, down from November 1985, when it scored an 8.4/17 in 141 markets.

Hollywood Squares was the leading new game show, with a 7.2/17 in 134 markets. In other new game shows, *Card Sharks* scored a 6.6/16 in 35 markets, *The Dating Game* a 5.1/15 in 142 markets, *Crosswits* a 2.1/9 in 29 markets and *Strike it Rich* a 1.8/8 in 57 markets.

Nielsen reported that Fox's *Late Show Starring Joan Rivers* scored a 4 rating/9 share in its 93 markets during November 1986, to rank 12th among late night programs. *M*A*S*H* in 65 markets was first in the category, scoring an 8/23. *Nightlife with David Brenner*, in 96 markets, scored a 1.9/11. □

Cassandra syndicated program scoreboard

	No. of markets	Rating	Share	% coverage
Wheel of Fortune	199	19.3	33	99.6
Jeopardy	189	12.3	26	98.4
PM Magazine	45	9.7	18	36.6
New Newlywed Game	181	8.9	17	96.5
M*A*S*H	159	8.7	19	90.6
People's Court	181	8.2	21	95.3
Three's Company	143	7.9	18	84.7
Oprah Winfrey Show	131	7.7	31	89.3
Southwest Conference Football	19	7.7	25	7.4
Phil Donahue Show	181	7.6	29	97.9
National Geographic	47	7.6	15	27.4
Entertainment Tonight	140	7.5	15	87.6
Best of National Geographic	59	7.5	14	44.7
Hollywood Squares	134	7.2	17	86.1
ACC Football	18	7.1	24	10.0
Hee Haw	165	7.1	18	77.8
Big Spin	9	6.9	12	10.7
Card Sharks	35	6.6	16	35.0
Facts of Life	104	6.5	13	76.4
Magnum P.I.	116	6.4	16	77.5
Gimme a Break	103	6.2	13	81.0
Small Wonder	111	6.2	13	82.7
Benson	108	6.0	13	71.0
Diff'rent Strokes	127	6.0	14	83.2
Divorce Court	137	5.9	18	85.7
Jeffersons	96	5.6	13	63.7
God's Good News	5	5.4	17	2.2
Silver Spoons	29	5.4	11	29.4
Ellery Queen	6	5.3	14	9.1
\$100,000 Pyramid	40	5.2	11	40.4
Too Close for Comfort	84	5.2	11	55.5
Fight Back	27	5.1	13	38.6
Dating Game	142	5.1	15	84.1
9 to 5	63	5.0	10	60.9
Hour Magazine	126	4.8	18	82.1
WKRP in Cincinnati	102	4.8	12	63.2
Barney Miller	92	4.7	14	56.4
Mama's Family	138	4.6	10	85.2
Superior Court	109	4.6	15	73.0
Throb	133	4.6	9	88.4

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flip the card,
press the buzzer,
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ENTERTAINMENT

SAN FRANCISCO, CA KRON-NBC

Monday-Friday 7:30-8:00PM

TIME PERIOD RANKS

WOMEN

	18-34	18-49	25-54
NOV 82—PREMIERE	#4	#4	#4
NOV 83	#2	#4	#4
NOV 84	#2	#3	#2T
NOV 85	#1T	#2	#1T
NOV 86	#1	#1	#1

NOVEMBER 1986 T.P. Competition: New Hollywood Squares (KGO-A) Eve Mag (KPX-C)
New Newlywed Game (KBHK-I) WKRP (KTVU-I) Source: NSI as dated.

MIAMI, FL WSVN-NBC

Monday-Friday 7:30-8:00PM

TIME PERIOD RANKS

WOMEN

	18-34	18-49	25-54
NOV 82—PREMIERE	#4	#3	#3
NOV 83	#2T	#1	#1
NOV 84	#1	#1	#1
NOV 85	#1	#1	#1
NOV 86	#1	#1	#1

NOVEMBER 1986 T.P. Competition: Jeopardy (WPLG-A) Card Sharks (WTVJ-C) Taxi (WCIX-I)
All In The Family (WBFS-I) Angle (WDZL-I) Source: NSI as dated.

TAMPA/ST. PETERSBURG, FL WTVT-CBS

Monday-Friday 7:30-8:00PM

TIME PERIOD RANKS

WOMEN

MEN

	18-34	18-49	25-54	18-49	25-54
NOV 81—PREMIERE	#3	#2	#1	#1	#1
NOV 82	#1	#1	#1	#1	#1
NOV 83	#1	#1	#1	#1	#1
NOV 84	#1	#1	#1	#1	#1
NOV 85	#1	#1	#1	#1	#1
NOV 86	#1	#1	#1	#1	#1

NOVEMBER 1986 T.P. Competition: Wheel of Fortune (WTSP-A) Hollywood Squares (WXFL-N)
Archie Bunker's (WFTS-I) People's Court (WTOG-I) Source: NSI as dated.

BOSTON, MA WNEV-CBS

Monday-Friday 7:30-8:00PM

TIME PERIOD RANKS

WOMEN

	18-34	18-49	25-54
NOV 81—PREMIERE	#4	#3T	#3
NOV 82	#2	#2	#1T
NOV 83	#2T	#1	#1
NOV 84	#1T	#2	#2T
NOV 85	#1	#1	#2
NOV 86	#2	#2	#2

NOVEMBER 1986 T.P. Competition: Chronicle (WCVB-A) Eve Mag (WBZ-N) WKRP (WXNE-I)
Barney Miller (WSBK-I) All In The Family (WINDS-I) Taxi (WLV-I) Movie (WQTV-I)
Source: NSI as dated.

DALLAS, TX WFAA-ABC

Tuesday-Friday 10:30-11:00PM

TIME PERIOD RANKS

WOMEN

MEN

	18-34	18-49	25-54	18-49	25-54
NOV 83—PREMIERE	#2	#2	#2	#1	#1
NOV 84	#1	#1	#1	#1	#1
NOV 85	#2	#2	#1	#2	#2
NOV 86	#2	#2	#2	#2	#2

NOVEMBER 1986 T.P. Competition: All In The Family (KDPW-C) Tonight Show (KXAS-N)
Benny Hill (KTVT-I) MASH (KTXA-I) Movie (KDFI-I) Joan Rivers (KDAF-I) Rockford Files
(KCTX-I) Source: ARB as dated.

WASHINGTON, D.C. WJLA-ABC

Monday-Friday 7:30-8:00PM

TIME PERIOD RANKS

WOMEN

MEN

	18-34	18-49	25-54	18-34	18-49
NOV 81—PREMIERE	#3T	#3	#3	#2T	#2T
NOV 82	#2	#2	#2	#2	#2
NOV 83	#3	#3	#4	#2	#2
NOV 84	#2	#2	#2	#3T	#2
NOV 85	#2	#2	#2	#2	#2
NOV 86	#2	#3	#2	#2	#2

NOVEMBER 1986 T.P. Competition: Wheel of Fortune (WUSA-C) New Newlywed Game (WRC-N)
MASH (WTTG-I) Benson (WDCA-I) Wild Wild West (WFTY-I) Source: NSI as dated.

hype, hope and hoopla.

ENTERTAINMENT TONIGHT

DAYTON, OH WHIO—CBS Monday-Friday 7:30-8:00PM

	TIME PERIOD RANKS				
	WOMEN			MEN	
	18-34	18-49	25-54	18-49	25-54
NOV 81—PREMIERE	#2	#2T	#2T	#1	#1
NOV 82	#1	#1	#1	#1	#1
NOV 83	#1	#1	#1	#1	#1
NOV 84	#1T	#1	#1	#1	#1
NOV 85	#1	#1	#1	#1	#1
NOV 86	#1	#1	#1	#1	#1

NOVEMBER 1986 T.P. Competition: New Dating Game (WDTN-A) Jeopardy (WKEF-N)
World of Disney (WRGT-I) Source: NSI as dated.

COLUMBUS, OH WTVN—ABC Monday-Friday 7:00-7:30PM

	TIME PERIOD RANKS		
	WOMEN		
	18-34	18-49	25-54
NOV 81—PREMIERE	#1	#1	#1
NOV 82	#1	#1	#1
NOV 83	#1	#1	#1
NOV 84	#1	#1	#1
NOV 85	#1	#1	#1
NOV 86	#2	#1	#1

NOVEMBER 1986 T.P. Competition: Eyewitness News (WBNS-C) Cross Wits (WCMH-N)
Star Trek (WTTE-I) Source: NSI as dated.

LOUISVILLE, KY WHAS—CBS Monday-Friday 7:30-8:00PM

	TIME PERIOD RANKS				
	WOMEN			MEN	
	18-34	18-49	25-54	18-49	25-54
NOV 83—PREMIERE	#1	#1	#1	#1	#1
NOV 84	#1	#1	#1	#1	#1
NOV 85	#1	#1	#1	#1	#1
NOV 86	#1	#1	#1	#1	#1

NOVEMBER 1986 T.P. Competition: New Hollywood Squares (WLKY-A) Million \$ Chance
Lifetime (WAVE-N) Jeffersons (WDRB-I) Source: NSI as dated.

INDIANAPOLIS, IN WRTV—ABC Monday-Friday 7:30-8:00PM

	TIME PERIOD RANKS		
	WOMEN		
	18-34	18-49	25-54
NOV 81—PREMIERE	#3	#1	#2
NOV 82	#2	#2	#2
NOV 83	#4	#3T	#2
NOV 84	#3	#2	#1
NOV 85	#3	#3	#3
NOV 86	#2	#2	#2

NOVEMBER 1986 T.P. Competition: Hollywood Squares (WISH-C) Wheel of Fortune (WTHR-N)
Jeffersons (WTTV-I) 700 Club (WHMB-I) Matt Houston (WXIN-I) Source: NSI as dated.

First-run programming. It's a game of chance.

Sometimes, you get a big hit. But most of the time, you get a big failure. Or at best, a short-term proposition—especially when you consider that 95% of all first-run strips get cancelled within just three years.

Then there's Entertainment Tonight—

already renewed for its seventh year.

And still consistently outperforming not only game shows, but just about anything else that comes up against it.

So this year, you can flip the card or roll the dice or ring the bell. Or you can go with Entertainment Tonight. You might say it's our way of beating the odds.



Commerce Department sees bright future for advertising

Its '1987 Industrial Outlook' tracks Fifth Estate and offers predictions for upcoming year

The U.S. economy may have its soft spots—heavy industry, for one—as 1987 begins, but advertising is not one of them, according to the Department of Commerce. Its "1987 Industrial Outlook" says that the advertising industry for the past decade has grown at a faster rate than the gross national product and is expected to continue its growth into the future. Forecasts indicate a 7% rate of growth for advertising in all media during each of the next five years. Network television, however, is not among the prime beneficiaries.

The "Outlook," reporting on virtually all sectors of the American economy, says total advertising expenditures were expected to reach \$102 billion by the close of 1986—7.7% more than the total recorded in 1985—and to climb to \$110 billion by the end of 1987, an increase of 7.8%. The growth was said to be due primarily to the entry of new companies into the marketplace, new product introductions, the spread of affluence, the entry of women into the work force and increases in advertising rates.

But those figures are not cause for undue optimism, since they demonstrate that the once-common double-digit pace of advertising growth has not been regained. The report also shows that the largest percentage loss in expenditures by the top 100 advertisers was the money spent on network television. The report said the networks received \$6.3 billion in advertising revenues from that source in 1986, 2.6% less than in 1985.

Still, network television appears to have its comparative appeal: Of the \$14.6 billion spent on measured advertising by the 100 leading advertisers last year, 43% went to network television, compared with 39% in 1984. If network television was having problems in attracting a larger share of the advertising dollar, the same was not true for those selling spot television time. The report said spot time was the major dollar volume gainer in advertising money spent by the top 100 advertisers: The \$3.1 billion spent on spot in 1985 was 9.5% over 1984.

Overall, spending on radio and television time was expected to reach \$29.4 billion in 1986, an increase of 7.7% over 1985, according to the "Outlook." "Although changes in economic conditions affect advertising expenditures on broadcasting," the report says, "the impact is generally not as severe as that for other media. National advertisers increase their ad budgets regardless of economic conditions in order to promote new products or maintain market share."

The \$22.1 billion spent on television advertising in 1986 was 6.4% above the 1985 level, the first year in a decade that TV expenditures fell below 10% growth. Cable and radio advertising made bigger gains, cable most of all.

The report said cable television advertising expenditures exceeded \$1 billion in

1986, 33% more than in 1985. Overall radio advertising expenditures were said to have reached an estimated \$7.3 billion in 1986, 12.3% more than in 1985.

As for the new year, spending on radio advertising is expected to reach \$8.1 billion, almost an 11% increase, while money spent on television time could reach \$23.7 billion, slightly more than 7% above the 1986 level. As for other media, the report says that newspapers will continue to hold their market share, as newspaper advertising expenditures rise more than 7.7% to more than \$29.2 billion, and that spending on magazine ads will increase 5%, to \$8.5 billion, and direct mail, 10%, to \$18.7 billion.

Among other findings in the "Outlook":
■ The cable television industry was estimated to have recorded \$9.5 billion in revenues in 1986, with basic cable accounting for \$5.2 billion, an increase of 16%, and pay cable, \$4 billion. The remainder was said to come from advertising. The total is more than double that reported in 1981. And the growth was said to parallel increases in the number of cable subscribers. The report noted that the number of subscribers in 1977 was estimated to be 11.3 million, or 15.8% of the television households in the country. By February 1986, the number of subscribers was said to have increased 258%, to 40.4 million, or 46.8% of television households. But from that level, growth has been slower. By February 1987, the number of subscribers was expected to reach 42.5 million, or 49.2% of television households. The report said the number of subscribers will reach 43.4 million by the end of the year—with total revenues increasing 18% to \$11.2 billion, "as operators take advantage of rate deregulation [under the Cable Communications Policy Act of 1984] to raise basic cable subscription fees."

By 1990, the report said, "cable television could be in 55% of the TV households in the U.S.," with basic cable revenues exceeding \$8 billion and pay cable, \$5 billion. Advertising revenues, the report added, will increase as cable television commands a larger share of the television market.

■ The boom market in videocassette recorders was expected to continue, at least for the near term. "Outlook" said the sale of 11.8 million units in 1985 set another record, and brought the total number of VCR households in the country to about 30 million. With VCR sales in the first half of 1986 running 17% ahead of sales in the first six months of 1985, authors of the "Outlook" expect total sales for the year to hit 13.2 million, increasing the total number of VCR homes to more than 40 million, or a 46% rate of penetration. If the economy "picks up" this year, the report said, the sales of VCR's "should surpass sales for 1986." But a saturation point may be approached in 1988, with sales leveling off in 1990.

As a result of the VCR penetration already reached, the report says, the prerecorded videocassette market is no longer an "ancillary market for motion pictures." It is clearly "a

significant industry in its own right." The report says combined sales and rentals of videocassettes reached \$4.55 billion in 1985.

■ "Videotex has a tremendous potential in the U.S.," the "Outlook" said, but at the moment it is marking time. Three consumer-oriented videotex services operated by the major broadcast networks announced termination. And the report said growth of consumer-oriented videotex can be expected to be moderate for two reasons—cost of a dedicated terminal and the decline in the sale of personal computers, which could serve as videotex terminals. Still, the report said, videotex revenues—for system operators, network operators and information providers—are expected to rise from \$75 million in 1985 to about \$170 million in 1990. And it said that as the present decline in hardware costs continues and improvements in video systems make them easier to use, the growth in the use of the service could be significant: The number of subscribers could increase from 715,000-720,000 at the end of 1986 to 1.9 million by 1991.

■ Sales of home earth station antennas are expected to decline "severely." The report said that because of the decision of programming services to scramble their programming, the sales of home earth stations, which had climbed from 525,000 units in 1984 to 700,000 in 1985, are expected to drop to 280,000 in 1986. The report noted that the sales price of the units has dropped by as much as \$1,000.

■ Shipments of satellite communications systems—including the space and ground segments—rose from \$3 billion in 1985 to \$3.2 billion in 1986. The growth was said to have been spurred by diminishing costs of operating satellite systems due, in turn, to improvements in satellite antenna technology and a surplus of transponder capacity in orbit. Projections beyond 1986 were said to be uncertain because of the difficulty in quantifying the impact of "the launch crisis" caused by the suspension of space shuttle flights and the failures of launch vehicles.

■ The earth station market is said to benefit from the surplus of transponder capacity. But that surplus could disappear by the early 1990's if the launch shortage is not alleviated, the "Outlook" said. And then the earth station market would also face uncertainty, as the "launch crisis" causes communications users to consider alternatives to satellites, such as fiber optic cable. Sales of earth stations are estimated to have increased from \$940 million in 1985 to \$1.2 billion in 1986. But sales for 1987 are forecast to rise only 2%, or \$24 million, with growth said to be largely dependent on price.

One section of the earth station market expected to represent high growth is that involving very small aperture terminals. The report said interest in VSAT's has been stimulated by the FCC action to streamline the procedure for processing VSAT applications. Other potential growth areas include mobile satellite systems, video and rural satellite communications. □

NATPE 1987

Programing television stations with an eye on the bottom line



FameTM

We're gonna live forever!

Fame. The highest rated first-run syndicated series among *all* dramas, action adventures and situation comedies!
136 episodes available now.

MGM UA

MGM/UA Television Syndication

SOURCE: NIELSEN/SON THRU 12/86

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

Strictly

CONFIDENTIAL

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

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

Only "Strictly Confidential" dramatizes actual case files of renowned psychotherapist Dr. Susan Forward, bestselling author and host of her own ABC Talkradio program. With her sensitive and supportive advice, each personal crisis is discussed, worked through and resolved in a unique and compelling half-hour drama.

But even more importantly, these valuable insights allow viewers to apply the benefits of professional counseling to their own lives.

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

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



*Starring Dr. Susan Forward,
author of the #1 New York
Times Bestseller—Men Who
Hate Women and The Women
Who Love Them.*

Created and produced by Kushner-Locke Company
in association with Blair Entertainment.

See us at NATPE Exhibit 657.



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NATPE will get down to business in New Orleans

Annual programming convention to put emphasis on the bottom line

When the 8,000 TV station and syndication executives expected at the 24th annual NATPE International program conference get to New Orleans next week, they will find this year's convention ready to teach them about "The Business of Doing Business." In keeping with that theme, this year's conference (Jan. 21-25) will again be attended by a contingent from Wall Street.

Lon Lee, vice president and program director, KCNC-TV Denver, and chairman of the conference, said that in the current broadcasting environment, station program executives have to pay more attention to details. With the downturn in broadcast advertising and the growing watchfulness of station management of the bottom line, programmers "can afford fewer mistakes than in the past."

With that in mind, Francis T. Vincent Jr., president of the Coca-Cola Co.'s entertainment business sector, will deliver the keynote address on Thursday, Jan. 21, the second day of the conference.

Among the sessions dealing with broadcast economics will be one on station bankruptcies on Thursday, Jan. 22, at 5 p.m. Lee said that NATPE's conference committee

made the decision to include this session on the spur of the moment, with the Chapter 11 filing by Grant Broadcasting being "the motivating factor." Lee added: "The bloom is off the rose in the UHF independent market. We felt that it was appropriate since many others are in trouble." The panel at that session has yet to be determined, but its participants will include representatives from syndication, stations and the legal community. A former bankruptcy judge will moderate.

Other business-related panels will include a session moderated by NATPE lawyer Richard Barovick on "Block Booking-Block Buying." Comedians Bob and Ray will appear in taped segments showing a fictitious program sale between a station and a syndicator. On that panel will be Joel Chaseman, president, Post-Newsweek Stations; Dick Colbert, Colbert Television Sales; Henry Gillespie, Turner Program Services; Harry First, New York University law school, and Sy Yanoff, president of WNEV-TV Boston. On Saturday, Jan. 24, Consuelo Mack, anchor of Buena Vista Television's *Today's Business*, will moderate a session on "The Economic Revolution," with panelists including consultant Paul Kagan, Jeff Epstein of First Boston, Alec Gerster of Grey Advertising and Ken Gorman of Viacom.

Other sessions at NATPE will include one

on first-run sitcoms moderated by Barry Thurston, president of syndication, Embassy/Columbia; one session on the international market moderated by Hollywood programmer Larry Gershman; a "Washington Update" featuring FCC Commissioners Dennis Patrick and James Quello, and a session on "Today's Executive Producer: The Business of Creation," moderated by John Goldhammer, Goldhammer Productions, and featuring Stephen Bochco, Dick Clark, Ralph Edwards and John Rich.

The business climate surrounding this year's conference will also see the return of a now familiar group from Madison Avenue—this year there will be 10 to 12 advertising agencies represented at the convention, according to the conference's organizers. There will be 266 distributors on the exhibit floor, up by 20 from last year. That means that for the first time there may not be enough space for all the distributors who wish to be on the floor.

The skyline of the exhibit floor at the New Orleans Convention Center will feature a Walt Disney castle for its Buena Vista Television, as well as a yet to be announced special display from a group of distributors from England.

The agenda appears below; a list of exhibitors begins on page 76.

What's on tap for NATPE 87

Wednesday, Jan. 21

Rep firm and station group meetings. 8 a.m.-8 p.m.

NATPE/BEA educational seminar. 9 a.m.-4:30 p.m. Conventer Center. Host: Lew Klein, Gateway Communications. *Sales Representation.* 9:15 a.m. Presented by Peter Goulazian, Richard Goldstein and Paul Arnzen, Katz Television Group. *Television Program Distribution.* 10:45 a.m. Presented by Bruce Rosenblum and Leonard Bart, Lorimar-Telepictures. Luncheon. 12:15 p.m. Keynote speaker: Jack Blessington, CBS. *Network Television.* 1:30 p.m. Presented by David Poltrack, CBS. *Local Television.* 3 p.m. Presented by Gus Bailey Jr., WJXT(TV) Jacksonville, Fla.

International seminar. 3-5 p.m. Moderator: Larry Gershman, Hollywood producer. Panelists: Brian Donegan, Devillier/Donegan Enterprises; Bob Jones, KYW-TV Philadelphia; David Simon, Fox Television; Mel Smith, Tribune; Don Taffner, D.L. Taffner Ltd.

Crescent City crew. BROADCASTING's editorial and advertising staffs will be headquartered at the New Orleans Hilton at NATPE. The Jan. 19 issue will be available in the publication bins of the New Orleans Convention Center when the show opens and the Jan. 26 issue will be in the bins on Jan. 24. In attendance will be Scott Barrett, Jim Benson, Dave Berlyn, David Frankel, Kwentin Keenan, Kim McAvoy, Steve McClellan, Charles Mohr, Jeanne Omohundro, Larry Tashoff, Skip Tash, Tim Thometz, Don West and David Whitcombe.

NATPE educational board meeting. 4-5 p.m.

International reception. 5:30-7 p.m.

Thursday, Jan. 22

General session. 9-10 a.m. *Block Booking/Block Buying.* Moderator: Richard Barovick, Loeb and Loeb and Hess. Panelists: Joel Chaseman, Post-Newsweek Stations; Dick Colbert, Colbert Television Sales; Henry Gillespie, Turner Program Services; Harry First, New York University Law School, Sy Yanoff, WNEV-TV Boston.

General session. 10:05-11:05 a.m. *Washington Update.* Moderator: Michael Gardner, Akin, Gump, Strauss, Hauer & Feld. Panelists: FCC Commissioners Dennis Patrick and James Quello; John Lane, Artis, Hendrick & Lane; Alfred Sikes, Commerce Department.

General session/brunch. 11:15 a.m.-1 p.m. Welcome: David Simon, NATPE president, Fox Television Stations. Keynote address: Francis T. Vincent Jr., Coca-Cola. Entertainment: Jack Daniels and the Original Cornet Band.

Exhibit hall. Open 1-6 p.m.

Friday, Jan. 23

Affiliate meetings. 8:30-9:30 a.m. *ABC* Moderator: Mike Seagly, WZZM-TV

TV's POWERFUL 1-2 PUNCH

WHEEL OF
FORTUNE

JEOPARDY!

Big
Winners On
Saturdays, Too!

STILL THE HEAVYWEIGHT CHAMPS!



Produced by
MERV GRIFFIN
ENTERPRISES
A UNIT OF *The Coca-Cola Company*

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TM

New York • Los Angeles • Chicago • Dallas • Nashville • New Jersey

Grand Rapids, Mich. Panelists: Mickey Hooten, Hearst Broadcasting; Mark Mandala, George Newl. **CBS** Moderator: Kay Hall, WDBJ(TV) Roanoke, Va. Panelists: Herb Gross, Bob Horner, Tom Leahy, Tony Malara, Scott Michels, Neal Pilson, David Poltrack. **Independents** Moderator: Vicki Gregorian, WJVI-TV Boston. Panelists: Charlie Edwards, Gaylord Broadcasting; Jamie Kellner, Fox Television Network; Preston Padden, Association of Independent Television Stations. **International** Moderator: Gunnar Rugeimer. Panelists: Charles Denton, Central Independent Television; Francesco DeCrescenzo, Milan; Larry Gershman, Hollywood; Arne Wessberg, Channel One. **PBS** John Felton, WPBT(TV) Miami. Panelists: Cindy Browne, KTCA-TV Minneapolis; Bob Davidson, Eastern Educational Network; Ron Devillier, Devillier/Donagan Enterprises; Dr. David Leroy, PMN TRAC; Frank Miller, Lionheart Television; Art Singer, New Hampshire Public Television. **Cable** Moderator: Chuck Gingold, Lifetime. Panelists: Paul Corbin, Nashville Network; David Kenin, USA Network; Geraldine Laybourne, Nickelodeon; Terry McGuirk, WTBS(TV) Atlanta.

Concurrent seminars. 9:40-10:40 a.m. *Absolutely the Last Annual George Back Barter Workshop.* Moderator: George Back, All American Television. Panelists: Dan Cosgrove, ASTA; Phil Howort, LBS Communications; Roger King, King World; Cassandra Reese, Kraft Inc.; John Rohrbeck, KNBC(TV) Los Angeles.

Program Management Skills. Presented by Bill Brower, Brower Associates.

General session/brunch. 10:45 a.m.-12:15 a.m. *Sitcoms and First Run.* Moderator: Barry Thurston, Embassy/Columbia Television. Panelists: Steve Bell, KTLA(TV) Los Angeles; Wes Harris, NBC Owned Stations; David Salzman, Lorimar-Telepictures; Don Taffner, D.L. Taffner Ltd. Host: Deb McDermott, WKRN-TV Nashville.

Exhibit hall. Open 12:30-6 p.m.

Alumni club reception. 6-7 p.m.

Saturday, Jan. 24

General session/breakfast. 8:30-10 a.m. *Today's Executive Producer: The Business of Creation.* Moderator: John Goldhammer, Goldhammer Productions. Panelists: Steven Bochco, Dick Clark, Ralph Edwards, John Rich. Production conference report: Bob Jones, KYW-TV Philadelphia. NATPE Educational Foundation report by Lew Klein, Gateway Communications.

Three concurrent sessions. 10:15-11:15 a.m. *The Economic Revolu-*

tion. Moderator: Consuelo Mack, Buena Vista's *Today's Business*. Panelists: Jeff Epstein, First Boston; Alec Gerster, Grey Advertising; Ken Gorman, Viacom; Paul Kagan, Paul Kagan Associates.

New Era in Regulations: How the Mid-Term Elections Affect Broadcasting. Moderator: Dick Block, DBA Enterprises. Panelists: Charles Firestone, UCLA Communications Law Program; Tom Herwitz, Fox Television Stations; Thomas Ryan, House Energy and Commerce Committee; Andrew Schwartzman, Media Access Project; John Summers, National Association of Broadcasters.

View from the Fourth Estate. Moderator: Charlie Rose, CBS Television. Panelists: Jon Banner, *View*; Michael Lambert, 20th Century Fox Television; Gary Lieberthal, Columbia/Embassy Television; David Persson, *Electronic Media*; Sol Paul, *Television/Radio Age*; Dick Robertson, Lorimar-Telepictures; Lucie Salhany, Paramount Television; Syd Silverman, *Variety*; Don West, BROADCASTING Magazine.

Three concurrent sessions. 11:20 a.m.-12:20 p.m. *New Business Opportunities.* Moderator: Ken Rees, WCCO-TV Minneapolis. Panelists: Bill Craig, Midwest Cable & Satellite; Willis Duff, Audience Research & Development; Paul Raymon, WAGA-TV Atlanta; Ryan Tredennick, WJXT(TV) Jacksonville, Fla.

The Meters, the People and Dr. Ruth. Moderator: John von Soosten, Katz Television. Panelists: Pierre Megroz, ScanAmerica; Joe Philport, AGB Television Research; Rick Spicer, R.D. Percy; Dave Taylor, A.C. Nielsen; Dr. Ruth Westheimer.

The First Year is the Worst Year. Moderator: Jim Lutton, WFSB(TV) Hartford, Conn. Panelists: Farrell Meisel, WOR-TV New York; Ann Pace, WJXT(TV) Jacksonville, Fla.; Barry Thurston, Columbia/Embassy Television; Deb Zeyen, Group W Television.

Exhibit hall. Open 12:30-5 p.m.

Iris awards celebration. 6-8 p.m. Performing Arts Center. Hosts: Oprah Winfrey and John Davidson. Entertainment: Ray Charles.

Sunday, Jan. 25

NATPE board meeting and elections. 9:30-10:30 a.m.

Exhibit hall. Open 10 a.m.-4 p.m.

Distributors meeting. 3:30-4 p.m.

Super Bowl party. 4-9 p.m.

Programing on parade at the convention center

ABC Distribution Co. 440 825 7th Ave., New York 10019

Amerika*, Out on a Limb*, Moonlighting*, 1987 Academy Awards*, Acceptable Risks*, Amazons, Best Kept Secrets, A Bunny's Tale, Embassy*, The Ernie Kovacs Story: Between the Laughter, The Hearst & Davies Affair, Love Lives On, Long Time Gone*, The Midnight Hour, My Mother's Secret Life, Triplecross*, All the Money in the World, Arthur the Kid, The Bollo Caper, First the Egg, The Ghost of Thomas Kempe, The Kingdom Chums, ABC Wide World of Sports, Atlanta 500, Belmont Stakes, college basketball and football, Indianapolis 500, Kentucky Derby, Major League Baseball and World Series, Preakness Stakes, Pro Bowlers Tour, Sugar Bowl, The World Sportman. **Staff:** Archie Purvis, Marvinia Hunter, Bill Vitale, Armando Nunez Jr.

ABR Entertainment 875 32123 W. Lindero Canyon Rd., Suite 206, Westlake Village, Calif. 91361

Candid Kids*, Crosswits*, Kidswit*, Can You Top This?*, Yes Virginia There is a Santa Claus, Roller Derby Gold (56), Raquel, The Ann-Margret Show, The All Star Swing Festival, The Darin Invasion, The Fifth Dimension, The Lou Rawls Show, The Sonny and Cher Nitty Gritty Comedy Hour, Saga of Sonora, Old Faithful, Dr. Jekyll and Mr. Hyde, Once Upon a Wheel, The London Bridge Special, Rollin' on the River (52), Half the George Kirby Comedy Hour (26), The Barbara McNair Show (30), Story Theater (26). **Staff:** Burt Rosen, Ed Hawkins, Barbara Rosen, Ted Baker, Lon Fishback, Art Berla, Gene Wilkin, Celinda Glickman, Steve Simon.

Access Syndication 391 12345 Ventura Blvd., Studio City, Calif. 91604

Honeymoon Hotel*, U.S. Space Force*, Beverly Hills Teens*, Heroes Made in the USA, Hollywood Closeup, Lorne Greene's New Wilderness, The Exciting World of Speed and Beauty, The American Family (8), Being with Kennedy, Killer B's (9), Reel Men (10), Hell on Reels (13), Crown Jewels I (15). **Staff:** Ritch Colbert, Nancy Dixon, Ron Harrison, Steve Kirk, Julie Amon, Dana Quan.

Advertiser Syndicated TV 1408

AGB Television Research 275
81 N. Broadway, Hicksville, N.Y. 11801
Television audience measurement services.

Airborne Express 1419
3101 Western Ave., Seattle 98121

OUR COMEDIES DELIVER HOUSEHOLDS!

In a season filled with first-run comedies, our half-hours consistently finished at the top of the rankings. With network producers, network stars, network production and network budgets, the extra quality in our sitcoms paid off. And when the November ratings came in, our comedies got some very serious numbers!

Program	Household Rating
IT'S A LIVING	5.8
SMALL WONDER	5.8
MAMA'S FAMILY	5.7
THROB	5.6
ONE BIG FAMILY	5.5
WHAT'S HAPPENING NOW	5.0
NEW GIDGET	4.9
WHAT A COUNTRY	4.5
TED KNIGHT SHOW	4.1
CHECK IT OUT	2.9

**MAMA'S
FAMILY**

A Joe Hamilton
Production

**One Big
Family**

A Witt/Thomas
Production

**It's a
Living**

A Witt/Thomas
Production

...AND OUR COMEDIES

MAMA'S FAMILY

A Joe Hamilton
Production



One Big Family

A Witt/Thoma
Production

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STATION

WOR
KNBC
WGBO
WPHL
WSBK
WXON
WJLA
KHTV
WTOG
WDZL
KDNL
WTTV

DAY & TIME

SAT. 7:30PM
SAT. 6:30PM
SUN. 6:30PM
SAT. 7:30PM
SAT. 6:30PM
SUN. 6:00PM
SAT. 7:30PM
SAT. 7:30PM
SUN. 5:00PM
SAT. 6:00PM
SAT. 5:30PM
SAT. 6:00PM

WOMEN 25-54 SHARE
NOV 86 vs NOV 85

+80%
+33%
+200%
+186%
+19%
+25%
+108%
+20%
+47%
+180%
+23%
+25%

CITY

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PHILADELPHIA
BOSTON
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TAMPA*
MIAMI
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CHARLOTTE*
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WPIX
KTLA
WPHL
WSBK
WXON
WTAE
WTOG
WDZL
KDNL
WCCB
WKRG
WSMH

...AND THIS FALL WE'LL
DELIVER AGAIN!

Suddenly

ES DELIVER DEMOS!



It's a Living

A Witt/Thomas
Production



DAY & TIME

WOMEN 25-54 SHARE
NOV 86 vs NOV 85

SAT. 6:30PM	+7%
THUR. 7:30PM	+29%
SAT. 6:30PM	+214%
SAT. 7:00PM	+75%
SUN. 6:30PM	+14%
SUN. 12:30AM	+54%
SUN. 5:30PM	+27%
SAT. 6:30PM	+133%
SAT. 6:00PM	+22%
SAT. 7:00PM	+15%
SUN. 11:00PM	+66%
SAT. 4:30PM	+80%

CITY

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LOS ANGELES
CHICAGO*
PHILADELPHIA
DETROIT
DALLAS*
PITTSBURGH
TAMPA*
MIAMI
INDIANAPOLIS
MILWAUKEE*
GRAND RAPIDS

STATION

WOR
KNBC
WGN
WPHL
WXON
KTXA
KDKA
WTOG
WDZL
WTTV
WITI
WZZM

DAY & TIME

WOMEN 25-54 SHARE
NOV 86 vs NOV 85

SAT. 7:00PM	+186%
SAT. 7:00PM	+15%
SAT. 5:00PM	+14%
SAT. 6:00PM	+35%
SAT. 7:30PM	+63%
SUN. 10:00PM	+150%
SAT. 7:00PM	+22%
SUN. 6:00PM	+180%
SUN. 7:00PM	+200%
SAT. 6:30PM	+42%
SAT. 6:30PM	+42%
SAT. 8:30PM	+70%

Sheriff

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FALL 1987!



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Alberta Motion Picture Corp. 865**All American Television 433**

304 E. 45th St., New York 10017

I-40 Paradise* (130), Seeing Things* (26), World Music Video Awards, McDonald's Charity Christmas Parade*, The Newsfeed Network, The Entertainment Report*, America's Top 10, Beyond 2000, Portrait of a Legend (39), The Uncle Floyd Show (64), The Boy King, American Video Awards, Deja View, Wailer Reunion Concert, An America's Top 10 Christmas, An American's Top 10 Book of Love, Fridays, The Chisholms (6). **Staff:** George Back, Joseph Kovacs, Conrad Roth, Larry Feinstein, Joan Marcus, Wendy Zackon, Lori Koch, Larry Schatz, Paul Most, Richard Rottkov, Debbie Back, Carl Menk, Glen Hagen.

American Motion Picture Co. 1225**Anglia TV 1465**

Brook House, 113 Park Ln., London W1

Arbitron 1343

1350 Avenue of the Americas, Suite 1914, New York 10019

Broadcast Advertiser Reports*, Microtutor, Overnights/Arbitrends, Product Target AID, ScanAmerica*, Shopping/Media Profile*, Target AID. **Staff:** Pete Megroz, Jon Nottingham, Bill Shafer, Doug McFarland, Jim Mocarski, Dennis Spragg, Marge Meyer, Eric Schindler, Doug Marks, Laura Solomon, Ginny Tierney, Mark Stephan, Chris Werner, Lynn Hendy, Barbara McFarland, Alan Kraut, Bill Carleton, Ken Wollenberg, Anna Fountas, Tom Murphy, Randy Briggs, Bob Bourquard, Bob Decker, Howard Rosenblum, Dan Casey.

Arlington TV Sales 1420

3350 Ocean Park Blvd., Santa Monica, Calif. 90405

ARP Films 572

342 Madison Ave., New York 10173

Spiderman (52), New Spiderman (26), Spiderwoman (16), New Fantastic Four (13), Incredible Hulk (13), Captain America (13), Iron Man (13), Submariner (13), Mighty Thor (13), Rocket Robinhood (52), Max the 2,000-Year-Old Mouse (104), Star Blazers (77), The Russian Circus, Strange Paradise (195), Collection, Chef of the Stars, Magicians of Murano, The Nose. **Staff:** Claude Hill, Anne Cody, Joanne Melton.

ASI Market Research 834

7655 Sunset Blvd., Los Angeles 90046

Entertainment research and consulting services for broadcast and film industries. **Staff:** Paul Lenburg, Larry Berkowitz, Jim McCallum, Frank Bronson, Loren Steck, Wayne Neiman, Tony Middleton, Tracey Boyce, Gerry Schwartz, Mary Sullivan.

Atlantic Video 1128**Audience Research and****Development 1367**

8700 Stemmons, Suite 415, Dallas 75247

Avery Productions 1440

810 Emerald St., Suite 101, San Diego 92109

Baruch Television Group 269

2550 M St., NW, Suite 300, 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.

Behrens Co. 658

51 SW 9th St., Miami 33130

Bel-Air Program Sales/**Clarion Communications 1025**

1200 W. Broadway, Hewlett, N.Y. 11557

Comedy Courtroom*, Mr. Romance*, The New Newlywed Game, The All New Dating Game*, The Richard Pryor Specials, The Gong Show, Treasure Hunt, \$1.98 Beauty Show. **Staff:** Brian Firestone, Bob Cohen, Richard Bompane, Buddy Brooks, Jack Firestone, Ginny Wood.

Isme Bennie International 865**BizNet 757**

1615 H St., NW, Washington 20062

It's Your Business, Ask Washington. **Staff:** Robert Adams, Meryl Comer, Carl Grant, Andrea Kosek, Milt Mitler, Frank Allen Philpot.

Black Entertainment Television 171

1232 31st St., NW, Washington 20007

Blair Entertainment 657

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 Weinfeld, Brindell Elias, Linda McMann, Rob Roberson, Sam Fuller, Ken Kagen, Ann Foran, Sherryl Servello, Alan Berkowitz, Howard Levy, Norman Lesser, Michael Weiser, Marlene Rochman. **RPR Productions:** Pete Retzlaff, Andy Rogin, Walter Rolph.

Blair Television 1135

1290 Avenue of the Americas, New York 10104

Staff: Harry Smart, Patrick Devlin, James Kelly, William Breda Jr., Floyd Gelini, Kenneth Donnellon, John Poor Jr., Mayer Levinton, John Rohr, Lloyd Komesar, David

Herman, Timothy McAuliff, William Murphy, Steve Castellaw, Sidney Brown.

Bonneville Media Communications 838

130 Social Hall Ave., Salt Lake City 84111

Christmas programing, The Last Leaf, Carnival of the Animals, Music and the Spoken Word, Music and the Spoken Word. **Staff:** Wayne Selph, Jeff Hilton, Deiores Peterson, Christie Muller, Douglas Borba.

Bozell, Jacobs, Kenyon & Eckhardt 1108

10250 Regency Circle, Omaha, Neb. 68114

Mutual of Omaha's Wild Kingdom. **Staff:** Hal Davis, Bob Aaron, Jim Sparks, Paul Wigand, Arden Swisher, George Georgeff, Jim Bueros, Jim Fowler, Peter Gros.

Broadcast Information Bureau 444

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

Research source books and magazine. **Staff:** Harvey Seslowsky, Avra Fliegelman, Bob Reed.

Broadcast Magazine 180**Broadcast Management Plus 733**

Box 5708, Auburn, Calif. 95604

Broadcast Music Inc. 1421

320 W. 57th St., New York 10019

Music licensing organization.

Broadcast Promotion and Marketing Executives 1264

402 E. Orange St., Lancaster, Pa. 17602

Promotion idea resources. **Staff:** Lance Webster, Jay Curtis, Patricia Evans, Judy Horan, Tom Dawson, Eddie Barker.

Buena Vista Television 484

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 Frankenhach, Rich Goldman, John Huncke, Michael Mellon, David Morris, Peter Newgard, Rick North, Michael Tanner.

Camelot Entertainment 1157

1700 Broadway, New York 10019

Wheel of Fortune, Jeopardy!, Oprah Winfrey Show, NightLife, True Confessions, Rock 'n' Roll Evening News. **Staff:** Rick Levy, Steven Hirsch, Ron Johnson, Dick Moran, Dan Gasby, Marsha Diamond, Gigi Crayhon.

Castle Hill Television 327

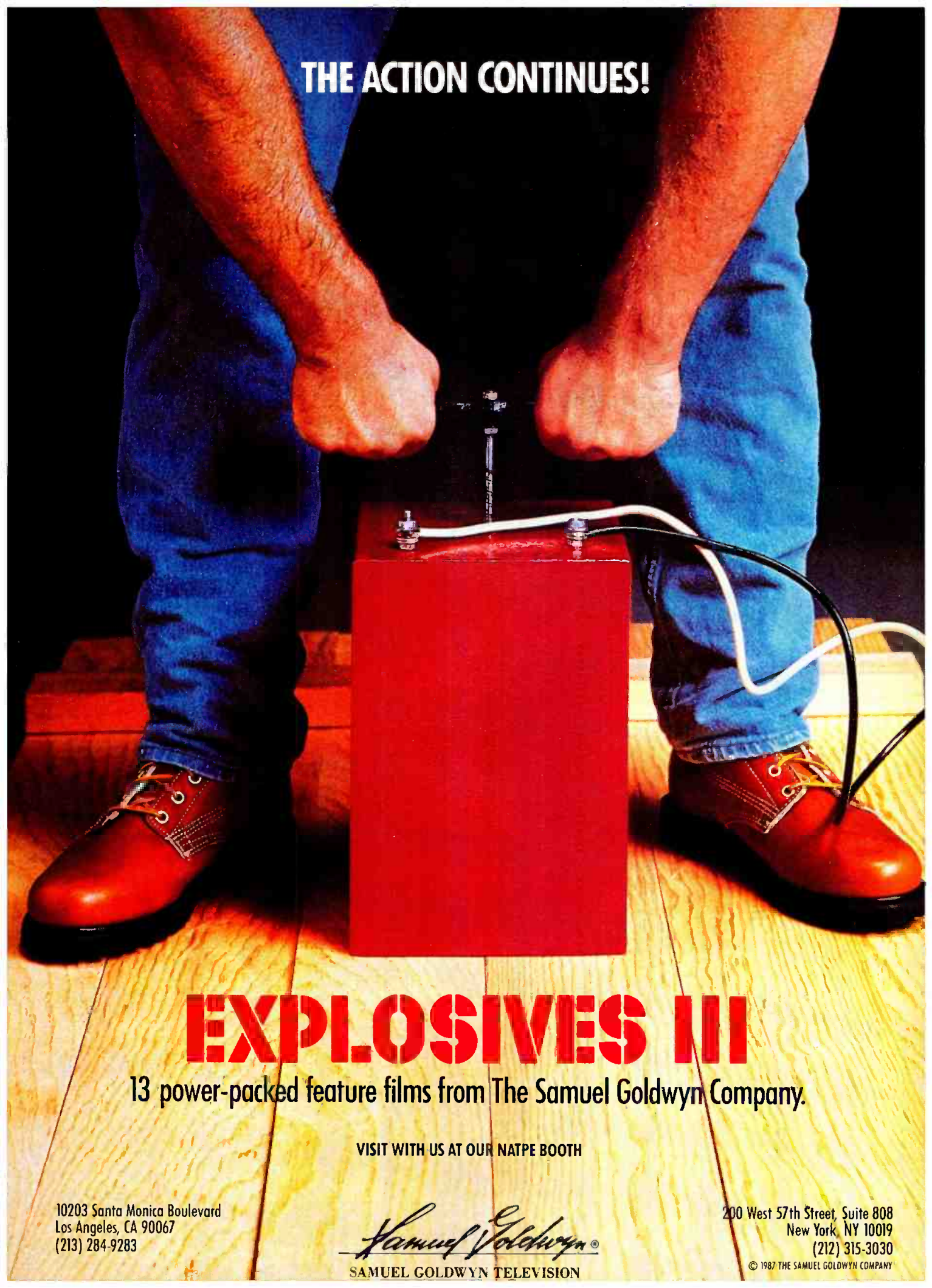
1414 Avenue of the Americas, New York 10019

Regal Gold* (20), Made in Hollywood USA (27), Fright Night (16), Muscles, Monsters & Myths* (7), The Best of Steve Allen*. **Staff:** Murray Oken, Mel Maron, Barbara Karmel, Ruth Robbins.

C.B. Distribution 957

141 El Camino, Suite 110, Beverly Hills, Calif. 90212

Carol Burnett and Friends. **Staff:** Bob Wright, JoAnne Leighton, Linda Bross.



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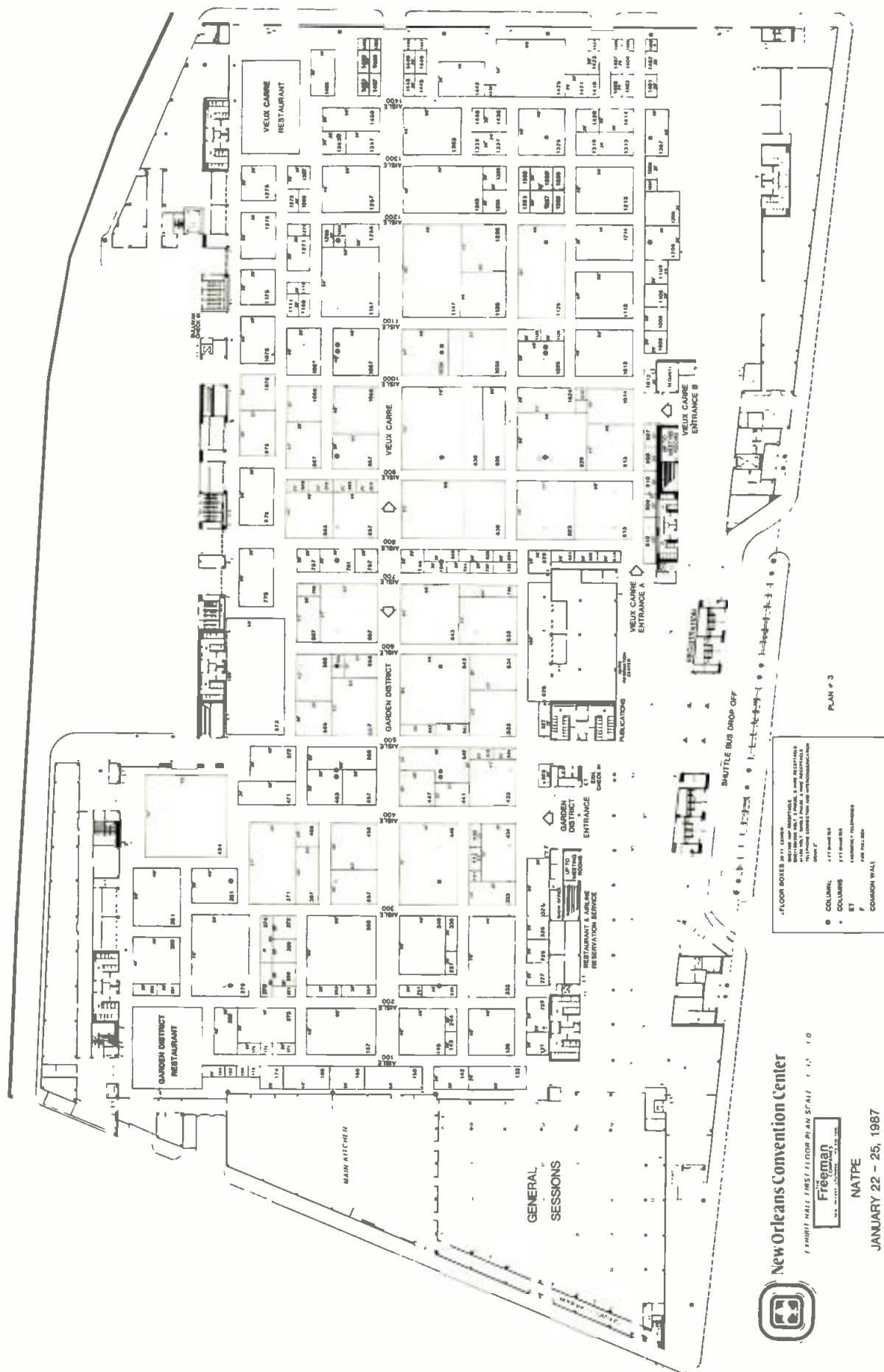
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Source: NTL, 1971-1975



CBS Broadcast International 257

51 W. 52d St., New York 10019

The Twilight Zone, 60 Minutes, West 57th, CBS Sports, Foley Square.

Central Independent TV 1465

35-38 Portman Sq., London W1A 2HZ

Christophers 1010

12 E. 48th St., New York 10017

Cimadis/Cinar Films 865**Cinema Preview Channel 1326****Cinema Shares International 434**

450 Park Ave., New York 10022

The Brass Ring*, Somewhere Tomorrow*, Long Weekend*, No Big Deal*, Anna to the Infinite Power*, Doorman*, The Oracle*, Bloody Birthday*, Unfinished Business*, Carnage*, Adventure in Action 1 (7), 2 (6), 3 (7), 4 (6), 5 (3), 6 (5), Shock Around the Clock (2), 1 (7), 2 (7), 3 (8), 4 (5), 5 (5), 6 (7), 7 (5), 8 (5), Family Favorites (9), Kung Fu Justice (8), Adventure in Action Goes West 1 (3), 2 (3), 3 (2), Adventures in Action Goes to the High Seas (5), Adventure in Love (6), Slavers, American Woman: Portraits of Courage.

Staff: Beverly Partridge, Deborah Dave, Regina Popp, Delanie Abney, Dick Ostrander, Marvin Gray, Rita Balsam, Jerry Balsam.

Cinevisa/Thomas Howe Assoc. 865**Claster Television Productions 279**

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 Plaza North, Burbank, Calif. 91505

Card Sharks (195), Child Specials, Merv Griffin at the Coconut Ballroom (26), Dinosaucers (65), Good Advice, It's Your Money, Karate Kid, The Match Game (130), Parole Board (130), Premiere Movies, Punky Brewster (44), Real Ghostbusters (65), Screen Gems, That's My Mama Now (26), Tim Conway Show (26), What's Happening Now! (44), Willard Scott Show, specials, The Wonderful World of Oz (52), Carson specials (5), Spotlight (3), Naked City (99), Life & Legend of Wyatt Earp (226), Temperatures Rising (46), The Magic Show (95), Three Stooges Theater, Scream Gems, Western Legends, Legendary Ladies. **Staff:** Herman Rush, Robert King, Michael Grossman, Tom Tardio, Lance Taylor, Mitch Oscar, Philip Press, June Burakoff-Smith, Mitchell Sallitt, Robert Peyton, John Carson, Milton Strasser, Joseph Silha, Timothy Overmyer, Steve Hackett, Thomas Holland, Donna Barrie, Charles Lore, Jack Ellison, Joe Abrams, Alan Bennett, Susan Cridland, John Donahue, Claire Lee, Peter Lenz, Cynthia Lieberman, David Mumford, Rick Rosen, Doug Roth.

Coe Film Associates 907

65 E. 96th St., New York 10128

The Children's Hour* (10), Shorts Collection* (2,000), Children's Package* (4,000), Paddington Bear* (56), CFA Feature Features* (12). **Staff:** Bernice Coe, Mignon Levey.

Joel Cohen Productions 910

11500 Olympic Blvd., Suite 418, Los Angeles 90064

Your Choice for the Film Awards*, The Beach Boys 25th Anniversary—Waikiki Style*, Summer Sports Special*, The Serendipity Singers Christmas Show*, Skate America 86*, The 1986 Frisbee Championships*, Ricky Nelson/Fats Domino Live at Universal, Laura Branigan Show, Outdoor Life (28), The Hollywood Theater of Magic, Magic (26), The Serendipity Singers Show (52). **Staff:** Joel Cohen, Joan Cohen.

Colex Enterprises 333

(see LBS Communications)

Columbia/Embassy Television 446

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, other features (200). **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.

Coral Pictures Corp. 1257

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.

Jim Crockett Promotions 166**Crystal Pictures 1270**

1560 Broadway, Suite 414, New York 10036

CST Entertainment 761

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

The Classics (28), The Promotables (15), unreleased features (58), American Caesar, Vietnam: The Ten Thousand Day War (13), Abbott and Costello Show (52), The Wizard of Oz, Speed Racer (52), Felix the Cat (52), The Mighty Hercules (32). **Staff:** Colin Chisholm III, Joseph Adelman, Linda Palmor, Len Ziegel, Richard Harper, Francis Gyermek.

Curran-Victor Co. 271

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

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

DFS Dorland Program Exchange 1014

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, Jack Irving, Chris Hallowell, Susan Radden, Tim Strosahl, Beth Feldman, Diane Casse, Holly Hanlon, Esther Pashkin, Barbara Donoghue.

DynoComm 1171

27285 Las Ramblas, Suite 130, Mission Viejo, Calif. 92691

The OP Pro Surfing Championship*, International Sailboard Championship*, World Jetski Finals*, International Billfish Tournament*, Pro Skateboard Championships*. **Staff:** Alan Gibby, Sharon Gibby, Paul Jenner, Julia Brady.

East in Motion Pictures 865**Ebony/Jet Showcase 1443**

820 S. Michigan Ave., Chicago 60605

Ebony Jet Showcase. **Staff:** Linda Johnson Rice, Ozzie Bruno, Pamela Hargraves, Beverly Price, Deborah Crable, Sandy Sims.

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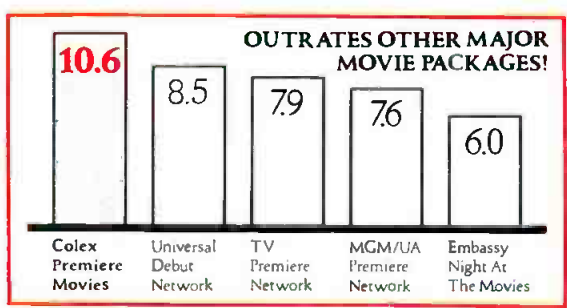
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SOURCE: NTA AVERAGE RATING 9/84-10/86
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Electronic Media 1357**Ralph Ellis Enterprises 865**

1231 Yonge St., Suite 300, Toronto M4T 2T8

The Man Who Loved Birds, Profiles of Nature, Fabulous Festival, October Stranger, Arm of Gold, Cities, The Red Baron.
Staff: R. Stephen Ellis, Cathy Ellis.

Embassy Communications 446
(see Columbia/Embassy Television)**Enoki Films 1457****ESPY-TV 1406****Essence Television Productions 1235**

1500 Broadway, New York 10036

Essence (26), Musical Tributes. **Staff:** Gene Davis.

Excel Telemedia 749

745 Fifth Ave., Suite 1516, New York 10151

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, Rollermania, The Truth About Communism, feature films (35). **Staff:** Ken Israel, Allen Hart, Joan Israel, Tom Thuman, Peter Strand, Bill Seymour, Carmela Tutino.

Family Entertainment 967**FilmLife/Fortress Film 816**

141 Moonachie Rd., Moonachie, N.J. 07074

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Filmoption Internationale 865**Financial News Network 1268**

2525 Ocean Park Blvd., Santa Monica, Calif. 90405

First National Telecom 1325**Fishing The West 824**

15170 S. Thayer Rd., Oregon City, Ore. 97045

Four Star 1214

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 471

432 Park Ave. South, New York 10016

Bad Girls* (8), Curtis Signature Collection (12), Grundy Premiere Films (12), Trailblazers (45), Young Duke (15), King... Montgomery to Memphis, Legacy of a

Dream, Broadway Video Specials (5), Country, Harold Lloyd Library (26* + 8 + 1), Dynamite* (26), Great Performers* (30), Assaulted Nuts (13), Extra! Extra! (26). **International:** Wild Wild World of Animals, Wilderness Alive, The World We Live In, World War II: G.I. Diary, The Africans, A Third Testament, Errol Flynn: Portrait of a Swashbuckler, Mary Pickford: America's Sweetheart, Romance Theater (17), Last Bastion, Young John Wayne (15), Rock and Roll: The Early Days, British Rock: The First Wave, Action Sports Collection. **Staff:** Richard Lorber, David Fox, Jack Brandon, Doug Yates, Olivia Canter, Michael Spielberg, Susan Margolin, Rena Ronson, Robert Miller.

Fremantle 357

660 Madison Ave., New York 10021

We Are the Children*, A Fight for Jenny*, On Fire*, Can You Feel Me Dancing?*, Vanishing Act*, The Last Days of Frank and Jesse James*, Stillwatch*, Manhunt for Claude Dallas*, 1986 Tony Awards*, All Star Celebration in Honor of Martin Luther King*, Kennedy Center Honors Annual Show 1986*, Copperfield in China*, Kraft All Stars Salute to Ford's Theater*, Teenage America*, Cat on a Hot Tin Roof, Burning Rage, Reckless Disregard, The Baron, City Killer, Half Slave, Half Free, Special People, The Cradle Will Fall, Loving, Kid from Nowhere, Fugitive Samurai, Paul Killiam Collection of Film Classics (76), Silents Please (40), Night of 100 Stars II, Tony Awards, Kennedy Center Honors, Christmas in Washington, Magic of David Copperfield VII and VII, Johnny Cash Specials (16), Patti Labelle Show, Teenage America, Elvis Memories, Kraft All-Star Salute to Ford's Theater, Mr. T and Emmanuel Lewis in a Christmas Dream, A Supernight of Rock 'n' Roll, Diana Ross Special, Jazz in America, Evening with... (4), Country Comes Home I, II and III, 50 Years of Country Music, Roy Acuff: 50 Years the King of Country Music, Barbara Mandrell and the Mandrell Sisters (32), World's Greatest Escape Artist, Magic with the Stars, Ellington: The Music Lives On, Jukebox Saturday Night, Command Performance, SCTV (156), New Candid Camera (130), TV's Funniest Game Show Moments, National Geographic Specials (52), Three in the Wild (3), Animal World (100), Ryan's Hope, Loving, Divorce Court (130), Greatest Sports Legends (150), Greatest Sports Legends Tenth Anniversary Special, American Challenge, Romper Room, Mr. Wizard's World (52), Who's Afraid of Opera? (8), Nureyev: In Tribute to Nijinsky, Curious George (104), Snowman, Really Rosie, Tiny Tree, Little Brown Burro, Special Valentine with the Family Circus, Christmas with the Family Circus, Family Circus Easter, Berenstain Bear's Specials (5), New Misadventures of Ichabod Crane, Clangers (26), Noggin (6), Bagpuss (13), Ivor the Engine (20), The Price Is Right, Card Sharks, I've Got A Secret, Super Password, Family Feud,

Blockbusters, Beat The Clock, To Tell The Truth, Match Game, Now You See It, Child's Play, Concentration, Better Sex, Tattletales, What's My Line?, Break the Bank, Quandaries, Strike It Rich, Babble, Go, Star Connection, The Dating Game, Newlywed Game, Every Second Counts, Hot Potato, \$25,000 Pyramid, Press Your Luck, The Tripods (25), The Campbells (52), Cisco Kid (156), Family Theater (64), Swiss Family Robinson (26), Adventures of Black Beauty (52), Fugitive Samurai (79), Woobinda Animal Doctor (39), Sophisticated Gents (4), Baker Street Boys (4), Nana (6), Niko (6), Joey and Redhawk (5), Take Kerr (260). **Staff:** Paul Talbot, Julie Zuluetta, Josh Braun, Jim Willis, Ellen Windemuth.

Fries Distribution Co. 1013

6922 Hollywood Blvd., Los Angeles 90028

Fries Frame 3* (25), Fries Frame 2 (20), Fries Frame I (27), The Auto Connection* (26), Six-Guns & Saddles* (26), Cover Story (26), Off the Wall (26), Born Famous*, Howdy Doody's 40th Birthday*. **Staff:** Charles Fries, Ave Butensky, Dick Askin, Peter Schmid, Larry Friedrichs, Alan Schwartz, Don Golden, Wendy Levin, Tim Newman, Mark Wagenheim, Mike Murashko, Lou Wexner, Margaret Rogers, Paul Sumi, Chris Fries.

Gaylord Syndicom 1058

2806 Opryland Dr., Nashville 37214

Hee Haw, The Lady is a Champ, Willie Nelson Special with Ray Charles, America's Jr. Miss*, Elvis Presley Special*, Opryland USA Special*. **Staff:** Jane Grams, Martin Clayton, Hal Buckley.

Genesis Entertainment 273

5743 Corsa 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, Wayne Lepoff, Betsy Green, Phil Oldham, Larry Black, Wendy Phillips, Brian Davidson, Stanley Sherman, Don Springer, Jerry Weaver, Diane Gallela, Marsha Boyd, Paul Power.

GGP 393**Glazer & Kalayjian 1403****Globo TV Network of Brazil 468**

Rua Lopes Quintas, 303, Rio de Janeiro

Final Feliz* (132), Nina Moza* (168), Cambalache* (174), Selva de Concreto* (150), Tienda de Los Milagos* (12), El Marido Ejemplar* (9), Compania Ilimitada* (13), Anarchists Thank God (9), Tome and the Wind (10), Cuerpo A Cuerpo, The Slave Isaura (30), Champagne (167), Brillante (155), Roberto Carlos, Voice of Brazil, Sergio Mendes. **Staff:** Luiz Borgerth, Roberto Filippelli, Marina Galliez, Robert Campbell.

Glow Inc. 1076**Samuel Goldwyn Co. 346**

10203 Santa Monica Blvd., Los Angeles 90067

Robin Hood* (13), Explosives III*, No-

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ember Gold*, Treasure Chest, Explosives I and II, Goldwyn Gold and Gold II, Terrorpox, Power Pack, Six-Pack. **Staff:** Terry Palmer, Steve Barbour, Jack Masters, Jolene Victor, Christie Hawks, Lisa Incorvaia, Meyer Gottlieb, Cliff Hauser, Dan Gelfand, Gary Marenzi, Mike Byrd.

Granada Television 734
1221 Avenue of the Americas, Suite 3468, New York 10020

Sherry Grant Enterprises 442
17915 Ventura Blvd., Suite 208, Encino, Calif. 91316

Something You Auto Know*, Raising Good Kids*, Quality of Life, We the People (24), 21 Days of America (21), Holiday Sales Boosters. **Staff:** Sherry Grant, Bill Moriarity, Rose Colasanti.

Group W Productions 835
3801 Barham Blvd., Los Angeles 91607

BraveStarr* (65), The Wil Shriner Show*, Salem's Children*, Together Again*, Life-Quest*, PM Magazine, Hour Magazine, He-Man and the Masters of the Universe (130), She-Ra: Princess of Power (93), Fat Albert and the Cosby Kids (90), Ghostbusters (65), TVSC, Filmmation, Horizon International Television—America's Top Ten (42), Call It Macaroni (24), Photoplay* (104), PM Magazine, Portraits of a Legend (39), True Confessions* (130), The Coral Jungle (24), Hour Magazine (225), We're Movin' (24), John and Yoko*, Lost in London*, Mafia Princess*, Adam: His Song Continues*, George McKenna Story*, Little Johnny Jones, Murder Among Friends, feature films (10). **Staff:** Edwin Vane, George Resing Jr., R. Kevin Tannehill, Tony Dwyer, Salvatore Cue, Christine Foster, Owen Simon, Carol Strond, Gerry Farrell, Frederick Kuperberg, David Jacquemin, Donald Spagnolia, Mary Fisher, Daniel Cosgrove, Peter Gimber, Glen Burnside, Stephen Parker, Thomas Will, Richard Shae, Brock Kruzic, Chris Lancey, Patricia Brown, Jack Foley, Jack Swindell.

Group W TV Sales 1307
90 Park Ave., New York 10016

For Kids' Sake, documentaries and specials. **Staff:** Ed Goldman, Joel Segall, Jeffrey Osborne, Deb Zeyen, Michael Auerbach, Bob Gore, Emilia Giammarella, Jill Tarlov, Chico Kurzawski, Alan Buckman.

Larry Harmon Pictures 547
650 N. Bronson Ave., Los Angeles 90004

Bozo's Place (65), Bedtime Bozo (52), Bozo's Big Top Circus, Bozo Cartoon Library (156), Bozo's Three-Ring Schoolhouse (39), Laurel & Hardy Library (156), Laurel & Hardy Cartoon Show (39), Bozo Cartoon Show (39), Bozo/Laurel & Hardy Comedy Hour (39). **Staff:** Larry Harmon, Susan Breth, Jerry Digney.

Harmony Gold 1125
8831 Sunset Blvd., Suite 300, Los Angeles 90069

Shaka Zulu, Vidiots (26), Between Us,

Eye on Hollywood (65), Harmony Gold's Animated Classics (10).

Harrington, Righter & Parsons 127
805 Third Ave., New York 10022

National TV rep offering information, evaluation and program purchase recommendations, consultation and assistance in local news programming. **Staff:** John J. Walters Jr., Peter Ryan, Dean McCarthy, Jonathan Murray.

Con Hartsock & Co. 820
1100 Glendon Ave., Suite 941, Los Angeles 90024

Elvira's Movie Macabre (39), Jerry Lewis Movies, Jerry Lewis Show (52), Ninja Follies* (26), Mighty Gorga. **Staff:** Con Hartsock, Merry Hartsock, Hank Profenius.

Hit Video USA 1278
1000 Louisiana, Suite 3500, Houston 77002

Contemporary hit music video service. **Staff:** Mike Opelka, Dean Thomas, Doug Miller, Connie Wodlinger, Mark Wodlinger.

HK-TVB International 1446

Hollywood Reporter 768

Home Shopping Network 282

1529 U.S. 19 South, Clearwater, Fla. 33546
Home Shopping Networks. **Staff:** Lowell Paxson, Roy Speer, Charles Bohart, Scott Campbell, James Bocock, Robert Knott.

Raymond Horn Syndications 1328
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.

IDC Services 834
2600 W. Olive Ave., Burbank, Calif. 91505

Production and talent payment services. **Staff:** Jim McCallum, Larry Berkowitz, Howard Siegel, Gerry Schwartz.

IDDH 966
Le Ray 78780 Mayreccourt, France

IMC Marketing Group 844
485 Madison Ave., New York 10022

Staff: Alan Wolsky, Amy Dixon, Mark Di-Pippa, Barbara Olsen.

Independent Network 1075
11150 W. Olympic Blvd., Los Angeles 90064

Glow (26), Movie Madness (16). **Staff:** Irv Holender, Irving Ross, Marvin Grieve, Dick Perin, Dick Ostrander.

Innovative Production 1402

Italtoons Corp. 1459

ITC Entertainment 463

115 E. 57th St., New York 10022

Calhoun* (24), Entertainment Volume 1 (14), 2 (16), 3 (16), 4 (16), 5 (16), 6 (16), Cinema 12 (12), Super Space Theater (13), Hammer House of Horror (6), Thrillers (43), Thunderbirds: 2086 (24), Space

Age Odyssey (103), The Prisoner (17), Secret Agent (45), Return of the Saint (22), The Saint (114), Muppet Show (120), Edward the King (13), When Hav-oc Struck (12), Let's Rock (24), Let Them Live (19), Protectors (52), My Partner the Ghost (26), Department S (28), Persuaders (22), Adventurer (26), Baron (26), Man in a Suitcase (28), Fury (114), Tycoon: The Story of a Woman, Julie Andrews Christmas Special, Julie & Dick in Covent Garden, Julie My Favorite Things, Our Love Is Here To Stay, James Paul McCartney, Tony and Lena, Sammy, Julie & Sammy, Beatles Forever, Entertainers, Merry Christmas with Love Julie, Come Hear the Music Play, Heart and Soul. **International:** Poor Little Rich Girl, At Mother's Request, Robbery Under Arms, Lovejoy (10), Slavs (10), Winners Down Under, Diamonds (13), Foundation (26), Nature Watch (13), Shillingbury Tales, Sapphire and Steel (34), Thunderbirds: 2086 (24), Let Them Live (6), Symphony on Ice, Romeo and Juliet on Ice, Giselle, Romeo & Juliet with Nureyev, features/packages. **Staff:** Arthur Kananack, Elliott Abrams, Edward Gilbert, James Stern, Charlie Keys, John Herrin, Reid Davis, Donald Tovey, James Marrinan, Armando Nunez, Doralea Rosenberg, Murray Horowitz.

ITF Enterprises/Gaylord Prod. 909, 913
Two Greenwich Pl., Greenwich, Conn. 06830

Late Night Lotto* (520), Temporarily Yours* (24), Groucho and Me* (24), Dancin' to the Hits (30). **Staff:** Thomas Battista, Michael Estivo, Janet Brown, Elissa Dorfman, Gary Wendt, Karin Huntzinger.

Jefferson Pilot Data Systems 809
501 Archdale Dr., Charlotte, N.C. 28210

Enhancements to program management system, Sally (TV sales assistant productivity system for local TV sales), full-service radio and TV computer service, including sales, traffic and accounting products, program management system for feature films, syndicated programming inventory and financial amortization, scheduling system. **Staff:** John McDonald, Jim Butts, Dan Phillippi.

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), JME Action Plus (18), Premiere Drama Package (6), Action Avalanche Package (5), Thrillervision (3), Avenging Exploitable (6), Music Legends (3), Spring Break Reunion, Kids Are People Too specials (4), Jockey, Hansel & Gretel, This Day in Hollywood, The Indy Challenge. **Staff:** Jerry Molfese, Brian Molfese, Lydia DeTorres, Mari Kimura.

JZTV E Cinema 459

Katz Communications 458
One Dag Hammarskjold Pl., New York 10017

Staff: James Greenwald, Richard Men-

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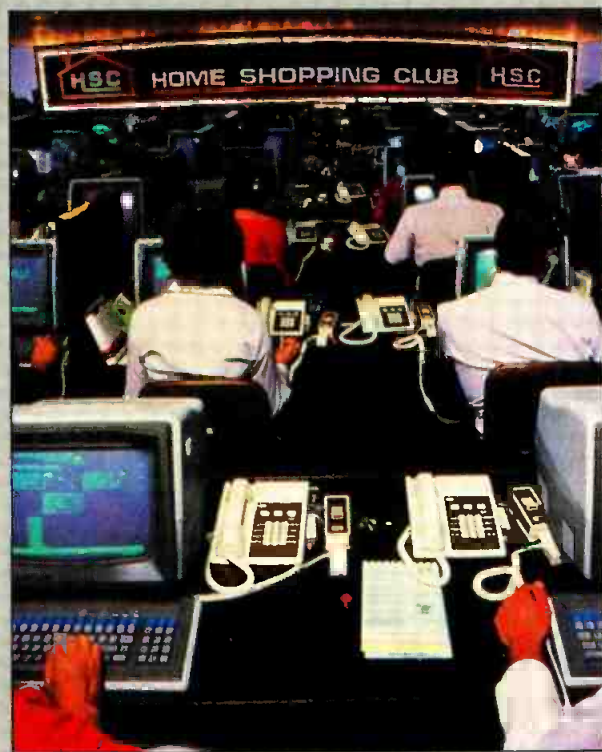
Studio contestants can win tens of thousands of dollars in cash and merchandise.

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Kelly Childs Prod. 1407

M.A. Kempner 528
4699 N. Federal Hwy., Suite 102, Pompano Beach, Fla. 33064

The Exercise Bug (100)*, Escape/600*, TV Powwww!, Telephone Poll, documentaries. **Staff:** Marvin Kempner, Glenn Seger, Richard Walker, Hank Guzik, Robert Grossman, Mark Sheftell, Steve Vann.

King Features Entertainment 857
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), Krazy 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 (40), TV Time Capsules (2,000), Hints from Heloise (130), Blondie (26), Flash Gordon (40), The Romance of Betty Boop, Good Housekeeping: A Better Way (65). **International:** The Performers (30), The Performers II (16), Bonaventure Travel Series (25), Great Adventures (4), How About... (104), Television Playhouse (14), Defenders of the Earth (65), Adventures of the Galaxy Rangers (65). **Staff:** Bruce Paisner, Bill Miller, Len Soglio, Chips Barrabee, Steven Weiser, Samuel Gang, Michael Doury, Maureen Smith, Steve Elsky.

King World Productions 1147
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 (26). **Staff:** Roger King, Stuart Hersch, Stephen Paley, Jeff Ruhe, Jim Dauphinee, David Siford, Michael King, Sidney Cohen, Lee Kiersted, Maryann Catalano.

LBS Communications 233,
1339, 1308, 1126, 184, 1273, 1423
875 Third Ave., New York 10022

You Can't Take It With You*, Tales from the Darkside (92), The New American Bandstand*, Music Machine* (13), Strictly Business* (52), Shopping Line*, 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*, Fame (24), What's Happening Now!! (44), Off the Wall, The Judge (150), The Real Ghostbusters*, Hollywood Squares (195), Cover Story (26), This Week in Country Music (52), Smithsonian World* (12), 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*, It Almost Wasn't Christmas*, Miracle of the Heart, The Canterville Ghost, Gidget's Summer Reunion, It Came Upon a Midnight Clear, Premiere Screenings I*, Care Bears and Friends at the Movies*, Hope Diamonds (11), Hardcastle & McCormick* (67), 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), The Flying Nun (82). **Staff:** Henry Siegel, Phil Howort, Roger Lefkon, Paul Siegel, Tony Intelisano, Fred Petrosino, Mike Weiden, Mary Herne, Andrew Holtzman, Louise Perillo, Rand Stoll, Caroline Vanderlip, Ira Bernstein, Carl Dietze, Patrick Grotto, Richard Grove, Monica Powers, Bill Smither, Tony Vella, Gordon Young, Joanne Burns, Joanne DeRicco, Marian Lockett-Egan, Debbie Hirschinger, Marcy Abelow, Jon Barovick, Joni Ahlheim, Don Barnett, Tara Carroll, Scott Gaulocher, Gene McGuire. **Colex:** Jack Allen, John Mansfield, John Barrett, Cindy Wilson, Stuart Doriss, Mary Ann Spitaletta, Bethany Gorfine, Gary Perchick.

Lionheart Television 1035
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 (22), Are You Being Served? (69), 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, MIAs, 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,

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 KAME KWGN WTTO KTTV WSEE
 WOFL WSTM KPAX KMOV WQAD
 KCTV KMOL WCGV WOTV WTOL KRIV
 WSMV KRIS KJRH WREG KPIX WLSH
 WJBK WNYW WGA WKFY WITN
 WTV KARE WTVR WAFF WXL
 WKBN WBZ WBRZ KYW KVIA
 WCSC WSFA KRGV KDKA KATV
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 WIBW

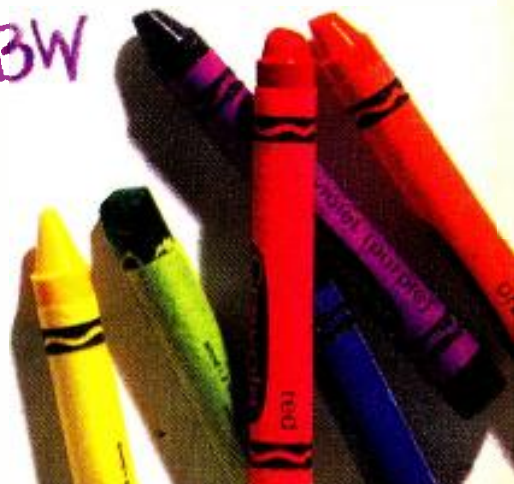
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Lorimar-Telepictures 642
3970 Overland Ave., Culver City, Calif. 90230

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. **International:** ALF* (22), Our House* (22), The Days and Nights of Molly Dodd*, Spies*, Silverhawks* (65), Perfect Strangers* (22), Valerie* (22), Knots Landing, Falcon Crest, Bridges to Cross, Redd Foxx Show, Thundercats, The Two Mrs. Grenvilles*, Blood Red Roses*, Roses Are for the Rich*, Liberty, Mino, As Summers Die*, Love Among Thieves*, Ghost of a Chance*, A.D., Alcatraz, Blood and Orchids, Blood Red Roses, Christopher Columbus, Dallas The Early Years, Death in California, Deliberate Stranger, Dollmaker, Ellis Island, Eureka Stockade, Flemings Secrets, For Those I Loved,

Golden Moment, Guyana Tragedy, Lace I and II, Maria Capdelaine, Murder in Texas, Rose Are For the Rich, Sacketts, Skag, Strong Medicine, Surviving, Two Mrs. Grenvilles, Whale for the Killing, World War II, All New Let's Make a Deal, American Bandstand, Berrengers, Best Times, Big Shamus Little Shamus, Boone, Bridges to Cross, Buffalo Bill, Catch Phrase, Challengers, Dabney Coleman Show, Days and Nights of Molly Dodd, Detective in the House, Detective School, Down to Earth, Dreams, First and Ten, Games People Play, Great Detectives, Hail to the Chief, Here's Lucy, Hitchhiker, Hunter, It's a Living II, Just Our Luck, Kings Crossing, Last Frontier, Lorne Greene's New Wilderness, Love Connection, Loving Friends & Perfect Couples, Madame le Judge, Mama's Family, Mayberry RFD, Morningstar Eveningstar, My Favorite Martian, New Dick Van Dyke Show, One Big Family, \$1,000,000 Chance of a Lifetime, Our Family Honor, Our House, People's Court, Perfect Strangers, Real People, Rituals, Rowan & Martin's Laugh-In, Secrets of Midland Heights, Secrets of the Red Sea, Spies, Stars on Ice, Super Country Superstars, Suzanne Pleshette is Maggie Briggs, Television Parts, Two Marriages, 24 Days of Christmas, Valerie, Lorimar Home Video, theatrical features (88), made-for-TV features (96), awards specials (6), musical specials (29), specials (28), documentaries (5), animation series (24), NIWS, children's series. **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 Kadow, 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 Lanken, Jeff Schlesinger, Bonnie Adamson, Rosemary Mazzo, Alasdair Waddell, David Peebler, Margo Raport, Stuart Graber, Don Ross.

Lutheran Television 534
2185 Hampton Ave., St. Louis 63139

This Is The Life, Esta es la Vida, Christmas Is, The City That Forgot About Christmas, The Stableboy's Christmas, Easter Is, Freedom Is, Three Days, Yeshua, Yeshua and the First Christmas, Mile To Go, A Warm Place Inside*, Tension Point. **Staff:** Janet Meyer, Nancy Nickolotsky.

M&M Syndication 538
1000 Laurel Oak Corp. Center, Suite 108, Voorhees, N.J. 08043

Majestic Entertainment 962
217 W. Alameda, Suite 203, Burbank, Calif. 91502

Major League Baseball 666
1212 Avenue of the Americas, New York 10036

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

Malrite Entertainment 1436

Marc-George Productions 1231

MCA TV
(see Westin listing)

Medallion TV Enterprises 810
8831 Sunset Blvd., W. Hollywood, Calif. 90069

The American Western*, The Ray Bolger Special*, Action One*, Action Two*, Scrooge's Rock & Roll Christmas*, The Making of ..., feature films (11), Wrestling (39), Roller Derby (65), Mohammed Ali vs. Trevor Burbick, Mrs. Pepperpot (39), Adventures of Tom Sawyer (50), Swiss Family Robinson (50), Polianna Story (50), Heidi (26), Heidi films. **Staff:** John Ettlinger, Barry Barnholtz, Kaz Takeda, Robert MacKay, William Gilbert, Dennis Livson, Shorty Raemakers, Mounier Chamas, Eric Conrad, Philippe de Montignie.

Mediacast Television Entertainment 975
1645 Des Plaines Ave., Suite 24, Des Plaines, Ill. 60018

The SuperChargers (13), Battle of the Monster Trucks, Return of the Monster Trucks, War of the Monster Trucks, Great American Mystery Cars*, Stogie Snapshots, Lugosi: The Forgotten King, Hollywood Dreams (150), Yan Can Wok (130), The Gigglesnort Hotel (78). **Staff:** Tom Edinger, Susan Wolf, Sharon Polen, Marikay Hegarty, Chris Spano.

Medstar Communications 227
1305 S. 12th St., Allentown, Pa. 18103

Health Matters (22), Med*Source*. **Staff:** William Ferretti, Greg Folz, Paul Keller, Tim Smith, James Trumbo, Jody Kauffman.

MG/Perin 1075
124 E. 40th St., New York 10016

Sylvia Porter's Money Tips*, Glow (26), Movie Madness I (16), Winston Churchill features (3), A King's Story, The Winning Moment (30), B.C. The First Thanksgiving, B.C. A Special Christmas, Cicero The Queen's Drum House. **Staff:** Marvin Grieve, Richard Perin, Holly Grieve.

MGM/UA Television 358
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),

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SCREEN GEMS



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 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 Burke (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), George Washington, Jack and Mike (13), Kids Inc. (66), George Washington: The Forging of a Nation, Acres and Pains, Barbra Streisand, County Agent, Cutter Houston (9), Fanfare for a Death Scene, Flamingo Road (39), For Love and Honor (12), Gabriela (130), Hollywood: You Must Remember This, Incredible World of James Bond, Insider, Iron Men, It's About Time (26), James Cagney: That Yankee Doodle Dandy, Keyhole (38), Lady Blue (14), Making of Rocky III, Mark Dolphin, Men in Crisis (32), Mona McCluskey (26), Movie Crazy Years, Mr. Kingston, The Neighbors, Paper Dolls (13), Return of Ultra Man (51), Seven Brides for Seven Brothers (22), Skippy the Bush Kangaroo (91), Studs Lonigan (6), That's Panthertainment, Ultra Man (39), Ultra Q (26), Pink Panther and Sons (13), Banjo: The Woodpile Cat, Pancho Y Rancho (24), Super President (15), Super Six (20), motion pictures for television (12), United Artists motion picture library. **Staff:** Rob Corona, Chuck Atkins, Donna Landau, Phillip Smith, Lee Rich, Sidney Sapsowitz, Steven Silbert, Norman Horowitz, David Gerber, Dick Cignarelli, Ron Brown, Randy Blotky, Christopher Egolf, George Paris, Jack Smith, Peter Preis, Martha Chavira, Mark Phillips, Ninette Root, Robert Horen, Victoria Quoss, Bill Wineberg.

MK Thomas & Co. 335

Monitor Television 369
342 Madison Ave., Suite 832, New York 10173

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

MTM Enterprises 929
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, Lauren Ong, John Bryan, Janet Bonifer, Teresa Garcia, Adene Walters, Tai Shan Jackson, Ann Prather.

MTS Entertainment 1067
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 447
23 E. 39th St., New York 10016

Reels of Fortune (15), Reel Power (15), Above & Beyond (10), The Making of... (26), Mr. & Mrs. North (57), Three Stooges (156), Which Witch is Which, Christmas Tree Train, The Turkey Caper, A Chucklewood Easter. **Staff:** Robert Muller, Dan Mulholland.

Multimedia Entertainment 133
75 Rockefeller Pl., New York 10019

On the Move*, Just for Kicks*, The Great American Music Video*, Nags*, 7th Annual National Songwriter Awards*, Future Flight*, 21st Annual Music City News Country Awards*, Great Moments in Country Music*, The Real Patsy Cline*, New Stars of '87*, Sally Jessy Raphael, Donahue, Young Peoples' Specials, America Comes Alive 3, The New Music City U.S.A. **Staff:** Mike Weinblatt, Donald Dahlman, Richard Thrall, Janet Baser, Joseph Cifarelli, Steve Fadem, Marsha Greenberg, Bruce Johansen, Richard Mincer, Tom Shannon, Joseph Charles, Norm Hayes, Michael Marsho, Ed Monahan, Valerie DeSanti, Virginia Curtin, Jake Jacobson, Marina Mitrone.

Museum of Broadcasting 1458
1 E. 53d St., New York 10022

Julie & Carol at Carnegie Hall, The Fabulous Fifties, The Great American Dream Machine, James Dean, Ernie Kovacs, Barbra Streisand, Rocky & Bullwinkle & Friends, The Ed Sullivan Show, The Comedians, Western Theme Songs, Swing into Spring. **Staff:** Douglas Gibbons, Warren Levy, Robert Batscha, Letty Aronson.

New Century Telecommunications 367
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 1213
16 W. 61st St., New York 10023

New World One (18), Highway to Heaven, Monte Carlo, Queenie, Harem, 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:** Ed Gradinger, Tony Brown, Joe Middelburg, Monte Lounsbury, Jim Weathers, Dorothy Hamilton, Jim McNamara, Thea Diserio, Polly Himmel, Rusty Citron.

NFL Films 1271
330 Fellowship Rd., Mt. Laurel, N.J. 08054

This is the NFL* (22), NFL Films Presents (22), Monday Night Match-Up (16), NFL Super Bloopers. **Staff:** Harlan Sugerman, Jay Moran, Sheila Bumgarner, Colleen Smith-Grubb.

NHK Japan 150

A.C. Nielsen Co. 1113
Nielsen Pl., Northbrook, Ill. 60062

Nielsen Television Index, Homevideo Index, Station Index, Syndication Service, Prizm, Cassandra, On-Line services, Monitor Plus, audience ratings research services. **Staff:** John Holt, James Lyons, Kenneth Mogensen, William Hamill, Andrew Fallor, Harold Fleig, J. Kelson Weber, Roy Anderson, John Dimling, Jerry Infantino, Connie Malick, Pat McDonough, Ann Rosenberg, David Traylor, Lou West, David Woolfson, David Buckley, Arthur Bulgrin, Denise Dear, Steve Dyer, Larry Frerk, Elizabeth Silverstein, David Wladaver, Dwight Cosner, Tom Donovan, Tom Hargreaves, David Harkness, Robert Paine, Marc Saputo, Christopher Janks.

Nippon Animation 1404

NVC Arts International 1462

NY Television 745

Ontario Film Development 865

Orbis Communications 813
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, Ethan Podell, Barbara Fultz, Bob Chenoff, Martin Rouse, Rae Schatz, Lorraine Joseph, Jennifer Obergfoll, Maryann Martin, Betty McGuire, Leslie Learner.

Orion Television 557
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 (25), Orion

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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 (45), 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:** Tom Cerio, Don Frehe, Arthur Hasson, Ron Hastings, Kathy Haynsworth, Larry Hilford, Larry Hutchings, Rick Jacobson, Jerry Jameson Jr., Robert Mirisch, Ray Myles, John O'Brien, Robert Os-waks, James Ricks Jr., Rick Rosner, J. Mathy Simon, Scott Towle, Richard Zimmer.

Paramount Television 628
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 I (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 Kernans, John Morrow, Don Salem, Bruce Gordon, Joseph Lucas, Peter Cary, Pat Stambaugh, Jean Pullen, George Mooratoff, Mal Orme, Kevin Keely, Ramon Perez, Susan Bender.

Parrot Communications 741
Deans Corner Rd., Brewster, N.Y. 10509

Publisher of sourcebooks including Syndicated TV Program Guide.

Peregrine Film 1205

Perennial Pictures 737

Petry TV 558

3 E. 54th St., New York 10022

Staff: Jack Fentress, Dick Kurlander, Harry Stecker, David Allen, Michael Membrado, William Fagan, John Dalkin.

Phoenix Communications Group
 (see Major League Baseball)

Prijatel Productions 1068
1612 Prosser Ave., Dayton, Ohio 45409

Memories of Martin (45), The New Stras-sels Report (82), The Missing Children Network, Video Encyclopedia of the 20th Century, Bingomania. **Staff:** Donald Prijatel, Julie Prijatel, Jack Gable, Lynn Goldenberg, Sherry Sorrell.

Pro Serv Television 1009

Pro Sports 237

Pro Video News Service 1449

Program Syndication Services 1258
405 Lexington Ave., New York 10174

Holiday Moments, Morning Stretch. **Staff:** Peggy Green, Suzanne Crowe, Marie Tuccille, Karen Davidson.

Radiotelevision Espanola 263
Centro Empresarial Somosaguas, Calle Sa-turmo 10, 28023 Madrid

El Viaje a Ninguna Parte*, Werther*, Adios Pegeuna*, La Mitad del Cielo*, Turno de Oficio* (17), Silencio Roto* (15), Mofli The Last Koala* (13). **Staff:** David Nogueira.

Raycom Sports 1109
801 E. Trade St., Charlotte, N.C. 28202

Southwest Conference and Big Eight Football, Atlantic Coast, Metro, South-west, Big Eight, Pacific Coast and Pacific-10 Conference Basketball, Kickoff Classic, Liberty Bowl, Bluebonnet Bowl. **Staff:** Rick Ray, Dee Ray, Ken Haines, Ellen Bedell, Jim Duncan, Debbie Patrick.

Reel Movies 291

Republic Pictures 533
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 Ex-

press (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), TV 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, Randy Zalken, Bernard Shaw.

Research Technology 1332
4700 Chase Ave., Lincolnwood, Ill. 60466

Staff: Tom Tisch, Larry Beilin, Ray Short, Tom Sanders.

Rhodes Productions 326
124 11th St., Manhattan Beach, Calif. 90266

Riverside Pix 1170

Hal Roach Studios 1024
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 (26). **Staff:** Regina Dantes, Steven Morley-Mower, Tim Noonan, Mike Russo, Jody Shapiro, Rob Word.

Rock International Films 1022

Gerald Ross Tele-Distribution 865

Sandoval Productions 174
3142 Dona Sofia Dr., Studio City, Calif. 91604

Advertising/marketing for television industry. **Staff:** Rik Sandoval, Jeff Leonard.

Satellite Bingo 1008

Satori Entertainment 1175
330 W. 42d St., Penthouse Suite, New York 10036

Scott Entertainment 1440

Select Media 1057
123 E. 54th St., New York 10022

Fashion Flash*, Intermission*, Classic Moments*, World Class Women*, Quick Schtick*, Showtime at the Apollo*, Music Quiz*, Today in Music History, Whodunit? **Staff:** Mitch Gutkowski, Claire Scully.

Seltel 160
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SFM Holiday Network (12), Jason and the Wheeled Warriors (65), Zoobilee Zoo (65), Photon (26), SFM Children's Theater, Open Season (16), 20th Century Woman (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.

Bill Sherman & Associates 1313

Silverbach-Lazarus Group 542

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.

Skyline Micro 173

Southbrook Television 1039

444 Madison Ave., New York 10022

Southbrook I*, Primetime One (17), Primetime Plus (15), Primetime 90's (10), Lassie (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 Reinsteins, Margaret McAllen, Stacey Valenza.

Spanish Television 1461

Special Events Television 372

Box 9517, Greensboro, N.C. 27408

NASCAR Championships (12), This Week in Motor Sports, America's Weekend* (9). **Staff:** James Wiglesworth, Jack Markham, Paula Sevigny, Tammy James.

Peter Storer & Associates 970

Sunbow Productions 381

130 Fifth Ave., New York 10011

Air Raiders* (8), GI Joe (95), Transformers (95), My Little Pony and Friends (65), JEM (91), Super Saturday/Super Sunday (15), The Great Space Coaster (140), In Humanoids (15). **Staff:** Thomas Griffin, Joseph Bacal, Fred Cohen, Art Heller, Anne Newman, Heidi Kahme, Mary Tri-

coli, Lisa Kaye Klasner, Carole Weitzman, Cynthia Markus, Debbie Heineman, Elise Goyette, Gary Wald, Jan Cooper, Hildy Mesnick.

Syndicast Services 633

360 Madison Ave., New York 10017

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 Lepkanich, 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. 457

31 W. 56th St., New York 10019

Three Apartments* (128 + 70), Check It Out (128), Three's Company (222), Too Close For Comfort (129), 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:** Don Taffner, Todd Leavitt, Chuck Larsen, Joe Ceslik, Mike Fahn, Ed Nugent, Merritt Sticker, Chris Gordon, Amelia Colvin, Mary Lou Bradley, Donald Taffner Jr., Mike Phillips, Peter Davies, Roger Miron, Trish Friswell, Charles Butler, Rosemary Berry, Bettianne Tocken.

Telecom Productions 1337

Telefilm Canada 865

600 Lagauchetiere St. West, Montreal H3B 4L2

Production financing/investment/distribution marketing support, Canadian government film and TV agency. **Staff:** Linda Beath, Francine Forest, Neil Court, Francoise McNeil, Julia Frittaion, Lorraine Good, Sam Wendel, Annabel Winship.

Telepool GmbH 228

Teleproductions 143

TeleRep 132

875 Third Ave., New York 10022

Staff: Steve Herson, Tom Pilson, Larry Goldberg, Dave Plegier, Rich Sheingold, Mac Lorimer, Mary Jane Kelley, Jay Isabella, Jim Monahan, John McMorro-

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Televentures 441

**Television Program Enterprises/
Operation Prime Time** 145

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, Jenny's War, 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, Beth Bodkin, Rhonda Shulik, Marc Brody, Harvey Gamm, Mike Shaw.

Television Program Source 371
4000 W. Alameda Ave., Burbank, Calif. 91505

Parole Board, Match Game, Tales of the Texas Rangers, The Real McCoys, Iron Horse, Here Come the Brides, animated

specials (8). **Staff:** Alan Bennett, Robert Peyton, John Carson, Milton Strasser, Peter Lenz, John Donahue.

Television/Radio Age 527

Teleworld 565

245 W. 55th St., New York 10019

Dinosaur, Kennedy, Mistral's Daughter, Spiderman Movie Specials, Chiefs, Heritage: Civilization and the Jews, Teleworld's Top 50, Powerhouse (16), Star Maidens (13), Castaway (13), Prestige I (10), The History Makers I (13) and II (26), International Award Theater (14), Witness to Yesterday (26), Prestige I (13), Prestige II (5). **Staff:** Robert Seidelman, Noah Jacobs.

TEN 634

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), Swan Lake Ballet, Sizzle* (12), Ten Prime* (10), Hollywood Television Theater I (10) and II (11), Tranzor Z (65), Ten Animated Classics (3), Ten Space Animation (5), Shakespeare Theater (6), No Guts No Glory (6). **Staff:** Drew Savitch Levin, Roger Adams, William Doyle, Arthur O'Connor, Mark Rafalowski, Steve Finch, Lisa Gamboa, Eve Joffee, Andrew Berman, Richard Elliot Hammer, Ellen Ferrera, Elaine Mallon, Paul Green, Murray Sweigman, Osvaldo Barzelatto, Adel Sammakieh, Ronald Leong, Ray Myles, Setis Heretis.

Thames Television 457
149 Tottenham Court Rd., London W1P 9LL

The Jewish Museum 1427

**The Telephone Auction
Shopping** 1319

Thomas-Gillum Productions 1269

TimeRite Agency 1169
2500 Ridgmar Pl., Fort Worth, Tex. 76116

Plant Groom (26), Country Crossroads (26), Sunshine Factory (26+130), Cope, Sloppy Cook, War & Action (20), Westerns (20), Drama Classics (20), Science Fiction: Horror (20), Mostly Musicals (20), Family Favorites (20), John Wayne's Early Westerns (10). **Staff:** Bob Thornton, Claude Cox, Jerry Pillow, W.C. Woody.

Toei Animation 142

Toei Co. 1227

**TPC Communications/
Channel One** 541
Production Pl., Sewickley, Pa. 15143

Tape and satellite video distribution and production service. **Staff:** George Sperry, Marge Sherwood, Dan Wilhelm, Bill Eckenrode, April Hodgson, Lee Behrhorst.

Trans World Teleproductions 1336

Tribune Entertainment Co. 157
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 1243
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, Daktari, 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, Sid Pike, John Walden, Ken Christensen, Bob Rier-son, Beth Gould, Carol Bomberger, Tom Todd, Karen Lougue, Jeff Kinney, David Skillman, Bob Morris, Cliff Matis, Mary Ann Pasante, Luis Torres-Bohl, Francisco Serrador.

TV Executive 1207

TV Extra 182

TV World 178

Twentieth Century Fox 573
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, 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 Sothern 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, V and VI (204), Fox Hollywood Theater '86*, Fox Mystery Theater (13), Laurel & Hardy (6), Planet of the Apes (5), Premiere 1 (20),

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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 Confrontation, 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, Roughnecks, 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). **International:** L.A. Law* (22), The Wizard* (13), Heart of the City* (13), Mr. Belvedere* (22), Dynasty* (29), 9 to 5 (26), Dreamgirl USA (26), The Late Show Starring Joan Rivers, Small Wonder (24), Long Hot Summer, Sun Also Rises, Spearfield's Daughter, Blood Fued, My Cousin Rachel, Rules of Marriage, Valley of the Dolls, movies of the week (12), Batman (120), Daniel Boone (120), Fall Guy (112), Ghost & 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 (151), Voyage to the Bottom of the Sea (110), feature films (2,000+), Dynasty (148), Fantasy Island (155), Vega\$ (68), Miller's Court (26), Expedition: Danger (26), Charlie's Angels (115), Starsky & Hutch (92), Strike Force (19), Family (86), S.W.A.T. (37), Movin' On (44), Dusty's Trail (26), Chopper One (13), Firehouse (13), Here We Go Again (13), Primus (26), Atlanta Child Murders, Evergreen, Flying Doctors, Little Gloria... Happy at Last, Sara Dane, specials (5). **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 DeCovnick, Gary Carlson, John Garofolo, Steve Leblang, Alan Mehl, Harold Potter, Barbara Van Buskirk, Alan Winters, Wendy Ehrlich, Tanya Neimark, Lark Zonka, William Saunders, Peter Broome, Paul Herbert, Elie Wahba, Maurice Aghion, Gustavo Montaudon, David Jackson, Malcolm Vaughan, Stephen Cornish, Gilles Meunier.

Ulster Television 1465

Universal Wrestling Federation 1275

Up With People 664

Variety 244

Vestron Television 1206

60 Lake Ridge Rd., Box 4000, Stamford, Conn. 06907

Lovely & Deadly (12), Heroes, Pirates & Warriors (14), Empire of Terror (18), Beach Boys: An American Band. **Staff:** David Armstrong, Lisa Gaiser, Kim Lavelander, Su Corbin, Strauss Zelnick, C.J. Cutler, Bill Quigley.

Via le Monde 865

Viacom International 935-939

1211 Avenue of the Americas, New York 10036

Cosby* (182), Split Second* (26), What A Country* (26), Dempsey & Makepeace* (31), MTV Top 20 Video Countdown* (52), We Love Lucy* (3), The New Honeymooners (69), Bizarre (125), TV Net, All in the Family (207), Andy Griffith Show (249), Beverly Hillbillies (168), Bob Newhart (142), Cannon (124), Clint Eastwood/Rawhide (217), December Bride (154), Dick Van Dyke (158), Family Feud (260), Gunsmoke (226), Have Gun Will Travel (156), Hawaii Five-O (200), Hogan's Heroes (168), Honeymooners (108), I Love Lucy (179), 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 (271), Petti-

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WUPV Greensboro
WYAH Norfolk

KJRH Tulsa
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WVFT Roanoke
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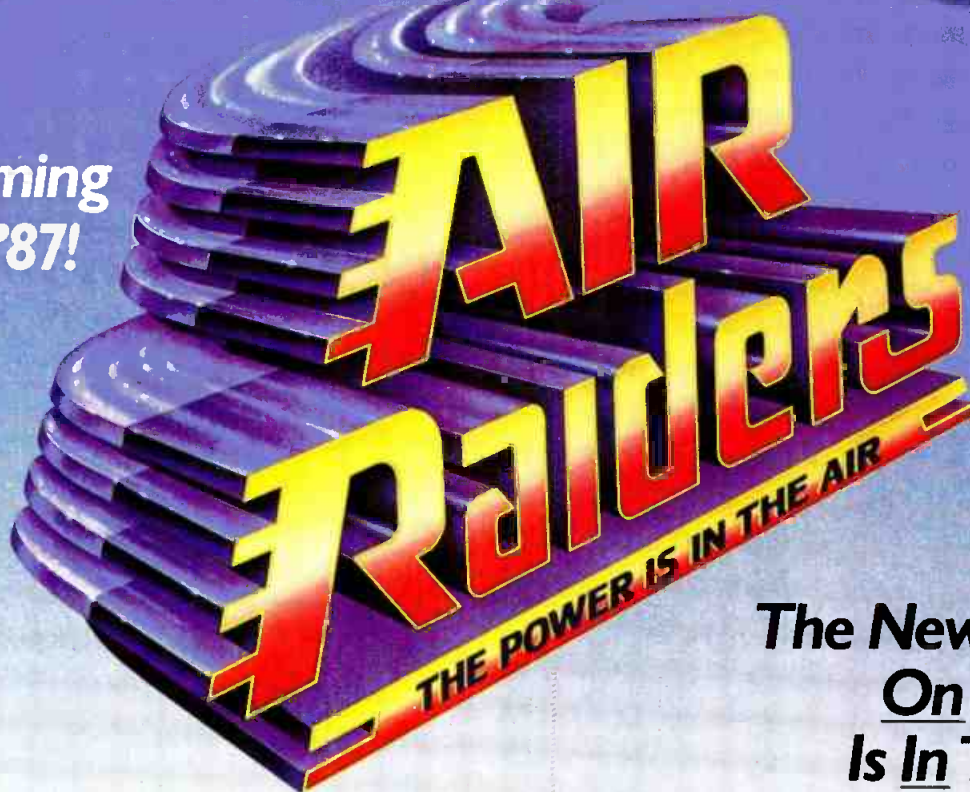
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coat Junction (148), Spy (6), Twilight Zone (168), Wild Wild West (104), Terrytoons (689), The Alvin Show (26), Viacom Features I through XI, Viacom Movie Greats, Viacom Special Delivery, The Legend Group, GASP, The Exploitable, The Explodables, Thematics, Young and Reckless. **Staff:** Ralph Baruch, Terrence Elkes, Kenneth Gorman, Bud Getzler, Paul Hughes, Gus Lucas, Ron Lightstone, George Castell, Gordon Belt, John Brady, Joseph Zaleski, Dennis Gillespie, Michael Gerber, Paul Kalvin, Toby Martin, Eric Veale, Elissa Lebeck, Tony Guido, Lisa Merians, Betsy Vorce, Kim Schlotman, Richard Dorfman, Brooks Carroll, Dennis Emerson, Frank Flanagan, Dennis Boyle, David Campbell, Sean Deneny, Al Miller, Joe DiSalvo, Mary Crescas, Tom Tannenbaum, Willard Block, Raul Lefcovich, Noreen Brittenham, Ivan Aragon, Alastair Banks.

Vid-Film Services 1401

Video Tape Co. 958
10545 Burbank Blvd., N. Hollywood, Calif. 91601

Visual Productions 865

Wall Street Journal TV 374
200 Liberty St., New York 10281

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

Warner Bros. Television (see Westin listing)

Weiss Global Enterprises 828
2055 Saviers Rd., Suite 12, Oxnard, Calif. 93033

For Adults Only, Galaxy 15 (15), Golden Showmanship 9 (9), Impact (120), Parade 4 (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, The Stan Kann Show (52), The Adventures of Jim Bowie (76), Bill Dana Show (42), Canine Comments (13), Craig Kennedy Criminologist (26), Good Morn-

ing 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, Nursery Rhymes. **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, Richard Ellman, Myles Spector, Stephen Carey.

Westernworld Television/ Brightstar Comm. of America 967 10490 Santa Monica Blvd., Los Angeles 90025

Satellite and videotape delivery of syndicated programming to North America and Europe; Movies for All Seasons* (114), Into the Darkness*, Claws*, The Outcast*, Americonga*, The Movie Show*, Fifteen* (13), World of Cooking* (11), Alive and Well* (300), High School Sports*, Bearwitness News* (65), America's Golden Ski Anniversary*, Orphans of the Wild* (13), New Music Awards*, Fabian's Good Time Rock 'n' Roll*, Third Annual Soap Opera Awards*, 30th Anniversary of Rock 'n' Roll: All-Star Jam*, Bear Who Slept Through Christmas*, Great Bear Scare*, Aspen's 40th Ski Anniversary*, Born in America*, Catalina Triathlon*, Rolling Thunder*, Thrills*, Turning Point—Olympic Challenge*, Threads, Frankenstein, Ghost Writer, Dead Wrong, ABC Australia Feature Films, The Scarlet Letter, Wagner, War & Man, Rush (13), Westgate (39), Risking It All (26), Nova (61), Nomad Films (26), Vietnam (13), Hollywood Insider/Seeing Stars (65), Thunder Sub (27), Bearwitness News (65), All American High School Sports Report, Supercross, 1987 College Bowl Reviews, Pavarotti, World of Cooking (11). **Staff:** Julio Gonzalez-Reyes, Gary North, Ray Bentley, Eric Taub, Matthew Ody, Katia Yaksic, Ian Joseph, Carol DeBolske, Richard Swan, William Page.

Wild Destinations 293

Wold Communications 767 10880 Wilshire Blvd., Suite 2204, Los Angeles 90024

Wold Satellite TV Network, satellite telecommunications services, including playback, uplinking, coordination. **Staff:** Robert N. Wold, Bill Hynes, Robert E. Wold, Tom Bartunek, Dorothy Marsh, Jane Magida, Jon Duncan, Dick Marsh, Maxine Jordan, Bill Rush, Doreen Kabbayan, Sybil Williams, Bambi Meyers.

World Events 667 4935 Lindell Blvd., St. Louis 63108

Voltron... Defender of the Universe, Voltron Special: Fleet of Doom, Saber Rider and the Sheriffs*, Vitor The Starfire Champion*, MPTV*. **Staff:** Edward Koplak, Brian Lacey, Robert Cook, Peter Keefe, Brett Cervantes, Nicki Goldstein, Glenda Gabriel, Dee Coppeans.

World Wide Bingo 175 Box 2311, Littleton, Colo. 80161 World Wide Bingo.

World Wrestling Federation 1425 1055 Summer St., Stamford, Conn. 06905

WWF Superstars of Wrestling* (52), WWF Wrestling Challenge* (52), WWF Wrestling Spotlight* (52). **Staff:** Vincent McMahon, Hulk Hogan, Phil Harmon, Joseph Perkins, Basil DeVito, Richard Glover.

Worldvision (see Westin listing)

WW Entertainment 1236 205 E. 42d St., New York 10017

Action Flicks* (7), Prime 1* (24), Skyways (130), Best of Groucho (130), Black Belt Theater I (13), 2 (26), 3 (13), 4 (27), 5 (13), WW Entertainment I (16). **Staff:** Frank Stanton, George Hankoff, Ed O'Brien, Bruce Casino, Tony Elmaleh, Sylvia Delic, Marcia Skolnick, Zita Siegel, Patricia Wilson.

Yorkshire TV 1465 32 Bedford Row, London WC1

ZGS Television 1363

Westin Canal Place exhibitors

Columbia Pictures TV Int. 2026 711 Fifth Ave., New York 10022

Dads* (6), Designing Women* (22), Houston Knights* (8), Late Bloomer* (6), New Mike Hammer* (22), Real Ghostbusters* (13), Starman* (22), What's Happening Now!!!* (44), TV's Bloopers & Practical Jokes* (62), Canterville Ghost*, Crazy Like a Fox Movie*, Intimate Encounters*, Kate's Secrets*, Stranded*, There Must be a Pony*, Three Wishes for Jamie*, Stingray* (22), Facts of Life Goes Down Under*, Firefighter*, Guilty of Innocence*, Heartsounds*, Invasion of Privacy*, Married... With Children* (13), Sweet Surrender*, Benson (158), Crazy

Like a Fox (35), Fortune Dane (6), Hell Town (14), Lime Street (9), Last Precinct (8), Melba (6), Ripley's Believe It or Not! (82), Stir Crazy (13), Different Strokes (185), Facts of Life (181), Jeffersons (253), Magic World of Gigi (66), Maude (141), One Day at a Time (209), Silver Spoons (116), 227 (44), Who's the Boss (72), Alice in Wonderland, Badge of the Assassin, I Dream of Jeannie—15 Years Later, A Miracle of the Heart—A Boytown Story, The Other Lover, Out of Darkness, Outrage, Passion Flower, A Winner Never Quits—The Pete Gray Story, Billie Jean, A Doctor's Story, Eleanor: First Lady of the World, Facts of Life Goes to Paris, Generation, Grace Kelly, Ishi The

Last of His Tribe, Kane & Abel, Nairobi Affair, Palmerstown. **Staff:** Patrick Williamson, Michael Grindon, Susan West, Helios Alvarez, Octavio DaSilva, Nelson Duarte, John Migicovsky, Alvaro Mutis.

MCA TV 29th floor **MCA TV International 28th floor** 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), Bust'n' 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),

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SECRETS AND RUMORS



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's 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), Battlestar Galactica (12), Champagne Movies 34 (34), Ninety Minute Movies (49), Universal Grand 50 (48), Universal Star Spangled 33 (33), Universal World Premiere (35), Comedy Festival I (26) and II (26), Universal 40 (39), Universal 49 (49), Universal 52 (52), Universal 50 (45), 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), Barella (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). **International:** Airwolf (71), Alfred Hitchcock Presents (36), Amen (13), A Team (108), Bionic Six (65), Blackie's Magic (14), Blinkins, Dalton, Equalizer (44), Fast Times (7), George Burns Comedy Week (13), Gimme a Break (134), Hard Copy (6), He's the Mayor (13), Insiders (13), Knight Rider (90), Leo & Liz in Beverly Hills, Magnum (151), Miami Vice (68), Misfits of Science (17), Murder She Wrote (70), New Leave It To Beaver (27), Outlaws (6), Puttin' on the Hits (113), Puttin' on the Kids (13), Simon & Simon (129), Still the Beaver (26), Together We Stand (13), A Year in the Life (6). **Staff:** Al Rush, Robert Harris, Don Menchel, Carl Russell, Shelly Schwab, Mort Slakoff, Chuck Gerber, Marc Grayson, Don Micallef, 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 Rutenberg, Charlotte Sweet, Bill Smith, Robert Raleigh, Steve Rosenberg, Steve Saltman, Tom Russo, Nadine Tekula, Chris Rovtar, Kate Kelleher, Gerrie Pare, Steve Teamkin, Bill Vrbancic, Colin Davis, Bertie

Bartee, Paco Padilla, Wanderley Fuciolio, Peter Hughes, Ron Suter.

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127 E. 59th St., New York 10022

Victory Television 2426

275 Madison Ave., New York 10016

Warner Bros. Television 2626-27

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). **International:** Bugs Bunny & Friends (100), Bugs Bunny Cartoons (234), Looney Tunes (190), International 32* (51), 4 (127), 5 (48), 9 (1), 11 (36), 12 (36), 13 (35), 14 (36), 15 (33), 16 (92), 17 (28), 18 (26), 19 (28), 20 (3), 21 (56), 22 (135), 23 (99), 24 (80), 25 (32), 26 (11), 27 (55), 28 (7), 29 (44), 30 (66), 31 (34), Dream West, Crossings, Dress Gray, North and South I and II, Hollywood Wives, Thorn Birds, V, Roots, Roots: The Next Generations, Mystic Warrior, Bare Essence, Scruples, Pearl, Phenomenon of Roots, Awakening Land, Born to the Wind, Hanging by a Thread, Haywire, Moviola, Night the Bridge Fell Down, Pirate, Salem's Lot, Scarecrow and Mrs. King, Hotel, Colbys, Spenser: For Hire, Shell Game*, O'Hara*, Shadow Chasers (12), Hollywood Beat (14), V (19), Matt Houston (68), Dukes of Hazzard (147), Harry O (44), Kung Fu (62), Tarzan (57), I Had Three Wives (6), MacGruder & Loud (13), Eye to Eye (6), Double Dare (6), Finder of Lost Loves (23), Glitter (13), Yellow Rose (22), Mississippi (23), Bare Essence (11), Alaskans (36), Banyon (15), Bourbon Street Beat (39), Bret Maverick (16), Bronco (68), California Fever (10), Casablanca (5), Cheyenne (107), Code R (13), Dakotas (19), Delphi Bureau (8), Dial M for Murder (13), Drama (42), Enos (17), F.B.I. (238), Fitzpatrick (13), Freebie and the Bean (9), Gallant Men (25), Hawaiian Eye (134), High Performance (4), Life on Earth (13), Maverick (124), New Land (13), Nichols (24), Notorious Woman (7), Rafferty (13),

**The State,
Columbia, S.C.**

**The Columbia Record,
Columbia, S.C.**

**The Sun Herald,
Biloxi, Miss.**

**The Sun News,
Myrtle Beach, S.C.**

**Starkville Daily News,
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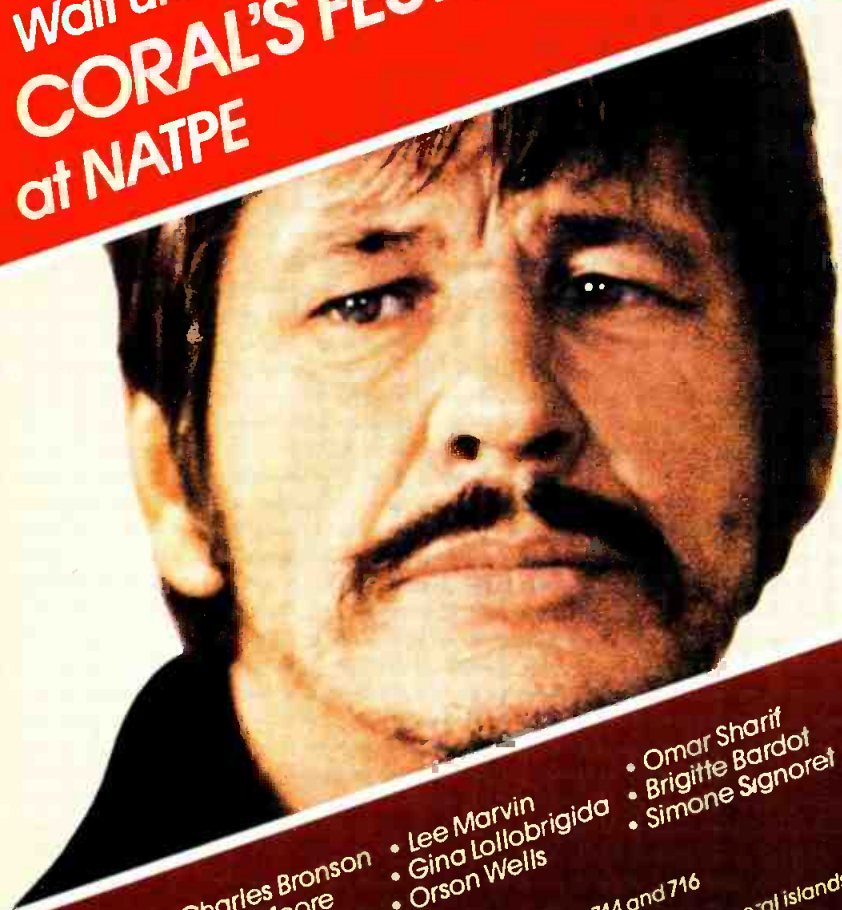
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New Adventures of Superman (34), No Time for Sergeants (34), Park Place (5), Shazam (28), TV Funnies (16). **Staff:** Charles McGregor, Mauro Sardi, William Hart, Ed Donaldson, Bill Seiler, John Louis, John Laing, Gary Cozen, Paul Simon, Ken Fournier, John Chickering, Dee Eulberg, Dan McRae, Sharon Kneller, Eleanor Liebs, Edwin Markisch, Joe Kivlehan, Louis Marino, Bruce Hoffman, Bud Rowe, Bryan Hambleton, Gary Phillips, Kevin Williams, Michel Lecourt, Xavier Azpiroz, Matt Brown, Jorge Sanchez, Louremberg do Nascimento, Luis D'Alterio, Ken Sugizaki, Joan McGregor, Max Sheine, Betty Murray.

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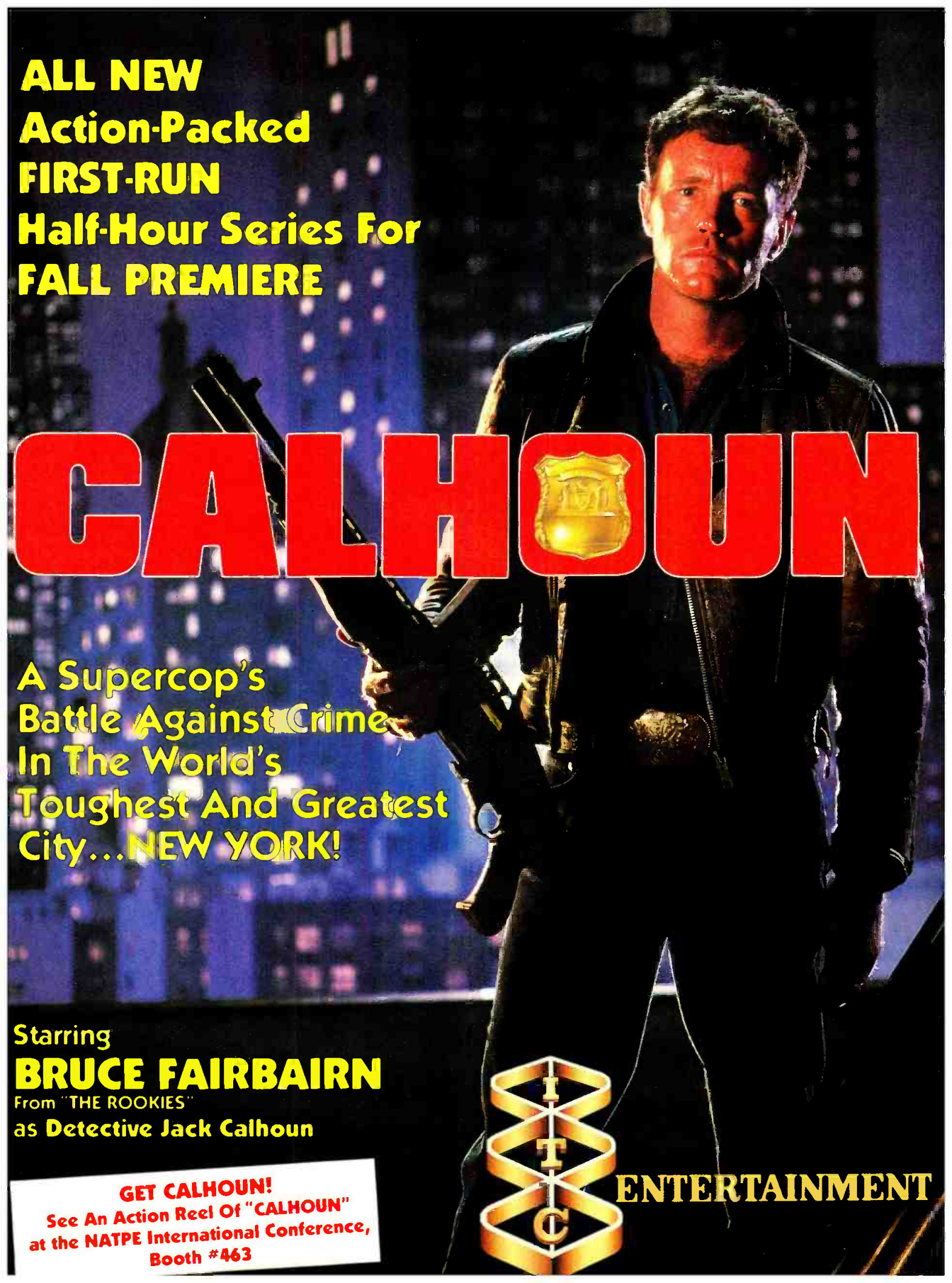
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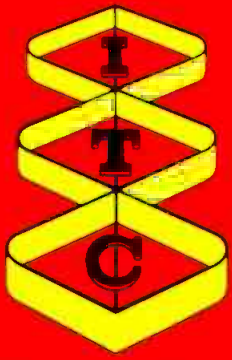
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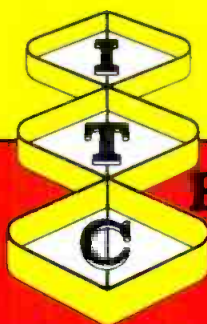
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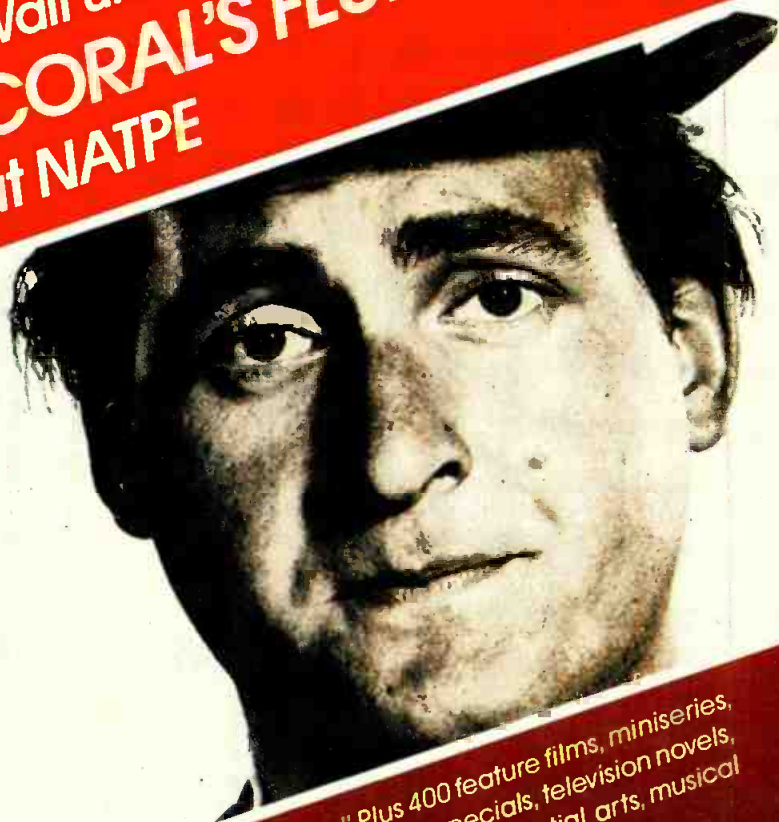
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Journalism

Benjamin makes UPI appointments

Four managing editors are tapped, as UPI president takes over editor title; memo by London editor causes Cohen controversy to be raised anew

United Press International, pressing ahead with a reorganization of the wire service's top management, announced last Tuesday that UPI President Milton Benjamin was assuming the additional role of editor and the appointment of four managing editors with discrete responsibilities who will report to Benjamin and, with him, form a five-man board to oversee the editorial end of the business.

On the same day, the controversy surrounding the resignation last November of Ronald Cohen, UPI's long-time managing editor, was reignited by the release by UPI employees of a memo and letter written by UPI's London-based editor, Barry James, in which he alleges that UPI co-owner Mario Vazquez Rana ordered the firing of Cohen in violation of Vazquez Rana's agreement with the union at UPI not to meddle in editorial affairs. The documents refute some of the public statements that Benjamin and Vazquez Rana have made concerning Cohen.

The new managing editors include three newcomers—two from the *Washington Post* and one from *Newsweek*—and one long-time UPI hand. Barry Sussman, 52, a columnist for the *Washington Post National Weekly*, and editor in charge of the *Post's* Watergate coverage in the early 1970's, was named managing editor/national. Ben Cason, 44, assistant managing editor of the *Post*, will become managing editor/news. Kim Willenson, 49, congressional correspondent for *Newsweek*, will join UPI as managing editor/international. And Bill Ferguson, 60, broadcast executive editor, UPI, was named managing editor/broadcasting.

In a prepared statement, Benjamin said his role as editor was not permanent. "My expectation is that one of the managing editors... will emerge over time as first among equals and will become the editor of UPI in the 1990's," he said. "In the meantime, we will function collectively as a five-member editorial board with the goal of attracting and retaining the top journalistic talent, and providing unrivaled coverage of the kind of news that is of the highest value to our clients."

Vazquez Rana, a Mexican businessman, and Joe Russo, a Houston businessman, purchased UPI last summer for a reported \$41 million, taking the company out of chapter 11 bankruptcy. As part of his arrangement with the Wire Service Guild at UPI, Vazquez Rana agreed not to interfere with editorial affairs.

On Nov. 6, UPI announced that Benjamin would replace Maxwell McCrohon as presi-

dent. A former UPI reporter and editor, Benjamin is a partner in the management consulting firm of Anderson, Benjamin, Read & Haney that has been advising Vazquez Rana since early 1986.

McCrohon, who joined UPI in 1983 as editor-in-chief and who was named president in early 1986 prior to the Vazquez Rana buyout, left quietly, issuing a statement that said Vazquez Rana "deserves to have his own team in place."

But the Benjamin appointment was overshadowed that week by the news that Cohen, the popular managing editor, had been fired or forced to resign. In statements to the press, Vazquez Rana denied having anything to do with Cohen's departure. Benjamin said Malcolm Hughes, then UPI's editor-in-chief, was solely responsible for Cohen's ouster. Hughes resigned a few weeks after Cohen left.

The Cohen-Hughes affair heated up last week with the release of James's memo and letter, which, according to one UPI employee, confirmed what many at UPI had suspected—that, despite the public denials, Vazquez Rana had been behind the firing of Cohen.

The documents also suggest that Vazquez Rana wanted to get rid of Cohen because of Cohen's decision to cover thoroughly the bankruptcy proceedings involving UPI and Vazquez Rana. "It would be one thing if Ron Cohen had been fired because he had exceeded the budget, or because he didn't dress properly or because Vazquez Rana didn't like his eye color," the employee said. "The union and the employees would not have been able to do anything about it because that is the prerogative of an owner. But... Ron Cohen was fired because he covered the bankruptcy proceedings. Now you have violated the... agreement [with the union]. Now you have this Mexican interfering in the editorial integrity, which is really all UPI has left."

In the memo, which was dated and apparently presented to Benjamin on Nov. 26, James said he attended a meeting on Tuesday, Sept. 23, during which "Vazquez Rana ordered Mike Hughes to fire Ron Cohen and put me in his place. I refused."

Later in the week, the memo said, James was present at another meeting at which Vazquez Rana and two other UPI employees "drew up a hit list" of seven people, including Cohen, who were to be fired. "A list of regional managers was also drawn up... and Vazquez Rana drew up an elaborate organizational chart that included three executive editors he considered would replace Cohen," the memo said.

Hughes was not present at the "hit list" meeting, the memo said, and, on Friday, "Hughes told Vazquez Rana that he would

not carry out the firings and a furious row ensued. I was in the next room. Vazquez Rana emerged in a rage and said, "With friends like these (Hughes and McCrohon), who needs enemies?" On the following day, Saturday, Vazquez Rana told me he considered Hughes weak for not firing Cohen and offered me the job of editor-in-chief."

The following Monday (Sept. 29), the memo said, James told Hughes that he had been offered Hughes's job and submitted his resignation. Hughes, in turn, the memo said, submitted his resignation to Vazquez Rana. However, the memo said, Vazquez Rana talked Hughes into staying and Hughes did the same to James.

"I understand that one of the conditions for Hughes's staying was the removal of the hit list, but Vazquez Rana continued to insist that Cohen should be fired apparently for allowing full reporting of the situation at UPI during the chapter 11 proceedings," the memo said. "Following the posting of the executive editorships, Cohen tendered his resignation to Hughes who declined to accept it in the hope that Cohen's place in the company could be preserved." The memo said James and Hughes agreed that firing Cohen "would be extremely damaging to morale."

In a Dec. 19 letter to Benjamin, James underscored what he had written in the Nov. 26 memo. "I realized that it is my word against Vazquez Rana's. Nevertheless, I would be prepared to testify under oath if necessary to the veracity of what I have said."

By any other name. An advertisement in the Jan. 4 *New York Times* for the *NBC NEWS HOUR* report on Jan. 6 (one of 15 NBC News prime time documentaries expected to air in 1987) caught more than the public's eye. In a telegram sent to NBC News President Larry Grossman the same day, Robert MacNeil and Jim Lehrer, co-anchors of the Public Broadcasting Service's *MacNeil/Lehrer NewsHour*, told the former PBS president that they had "noticed" the ad and that "there is already a national television program that uses that name. It is broadcast nightly on 276 public television stations." The telegram asked whether NBC's action means "it is open season on all television names? Will NBC soon announce a new program called *60 Minutes*? Are we all free to use *Today*, *Tonight*, *The Cosby Show* and anything else? What's going on?" Grossman, who was returning from Los Angeles when the telegram was sent, said late last Wednesday that NBC was "looking into it, we'll see what the situation is."

In a telephone interview last week, Benjamin stuck by his earlier public statements, and said he had discussed James's allegations with Vazquez Rana. "He tells me there is absolutely no truth to them," he said. "There seems to have been much made of [James's willingness] to say this under oath. I'm sure Mario would be willing to say what he said under oath, too."

Benjamin speculated that the union released the documents in hopes of gaining some leverage in its upcoming contract negotiations with management. It's not unusual for a "union to say things that are designed to improve its public posture" prior to contract talks, he said.

According to the UPI employee, the union and "a group of other concerned employees" put their questions about Cohen's resignation to Benjamin on Nov. 26. "To date," the employee said, "there has been no response." □

Newsfeed marks its sixth anniversary

New European service about to be launched by Group W company

Group W's Newsfeed celebrates its sixth anniversary this week with some new station affiliates and services, and with renewed determination to take what it feels is its rightful place as the preeminent news exchange service—one that it believes Conus Communications is trying to usurp.

Tomorrow (Jan. 13), Newsfeed plans to launch Newsfeed/Transworld, a news service for clients in Europe. A "cooperative project" with Transworld Systems International, a company dedicated to the exchange of programming across the Atlantic Ocean, Newsfeed/Transworld, at start-up, will consist of a 15-minute feed of news reports and

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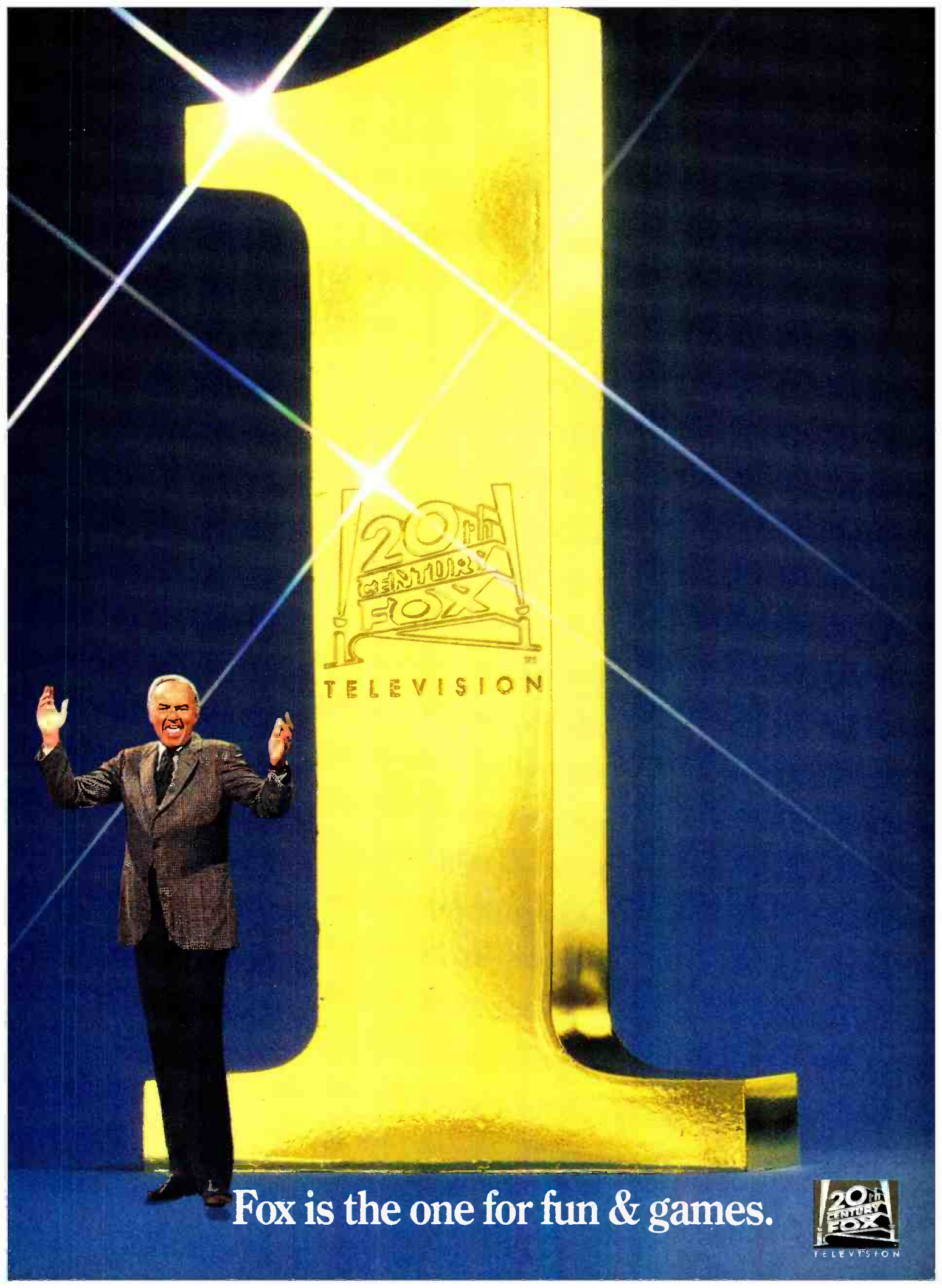
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According to Richard Sabreen, vice president-general manager, Newsfeed, the new service has already signed up clients (broadcast stations or networks) in Spain, Portugal, Italy, France and Ireland.

What's included in the daily feed depends on the clients. Newsfeed/Transworld's Paris office will be kept informed of what Newsfeed has, Sabreen said. The clients will be urged to check the menu and order what they want, he said.

Despite the long reach of Newsfeed/Transworld, it's not Newsfeed's most ambitious undertaking. The *Entertainment Report* is. Like Newsfeed, the *Entertainment Report* will offer clients regular satellites feeds of news and video. However, as its name implies, the *Entertainment Report's* news and video will focus exclusively on show business.

The *Entertainment Report*, which premieres Jan. 19, is being syndicated by All American Television Inc. According to Sabreen, on its first day the service will be received by 78 stations covering 71% of the nation's television homes.

Sabreen said the *Entertainment Report* is being offered to stations on a barter basis, with Group W retaining two spots each week.

For a station to make full use of either Newsfeed or the *Entertainment Report*, Newsfeed realizes it needs to know at all times what's available so that it can order certain stories and video. About a third of Newsfeed's clients receive the information

Change INN place. The seven-year-old *Independent Network News* program unveils a new title and a new look today (Jan. 12) when it becomes *USA Tonight*. The half-hour nightly *USA To-*

USA TONIGHT

night, which has a newly designed news set, new graphics, music and format, will air on 113 stations, INN said. The show will be anchored by Morton Dean and distributed nationally 365 nights per year, live via satellite. (Marvin Scott anchors the weekend editions.) Included in the broadcasts will be "longer background pieces ['INNside Story' or 'INN Focus'], investigative reports and personality profiles," INN said.

on the Associated Press television wire under an arrangement between AP and Newsfeed. To make such information as readily available to the rest of its clients, Newsfeed has struck a deal with the New York-based Medialink Inc. to set up a high-speed information network. By the end of the first quarter of 1987, every station that doesn't receive the AP service will have a computer

terminal through which it can "talk" directly with Newsfeed.

According to Sabreen, Newsfeed now counts 64 stations as part of its news exchange. Among the latest to sign up: WNYW(TV) New York; WNYT(TV) Albany, N.Y.; WTVR-TV Richmond, Va.; KMSP-TV Minneapolis; KENS-TV San Antonio, Tex., and KXLY-TV Spokane, Wash. Newsfeed also serves about a dozen other stations in Australia, Canada and Puerto Rico.

Hubbard Broadcasting's Conus Communications is Newsfeed's principal competitor and nothing irks Sabreen more than to see Conus get credit for developing the satellite news exchange concept as it sometimes does. Sabreen points out that Conus is less than three years old.

If the press has been paying more attention to Conus, it's due to the force of Hubbard Broadcasting President Stanley Hubbard's personality and to the fact that Conus gave satellite newsgathering new meaning with the development of small Ku-band uplinks mounted on the back of vans and trucks. The satellite newsgathering vehicles (SNV's) employed Ku-band technology, can go anyplace and send back pictures almost immediately.

Newsfeed uses SNV's when the story calls for one—as the wreck of the Amtrak train did last week—and it has considered leasing some Ku-band satellite time so that it could provide full service to stations with SNV's, but Sabreen now thinks interest in SNV's may be waning. "A lot of the hysteria about Ku-band is dying down," he said. □

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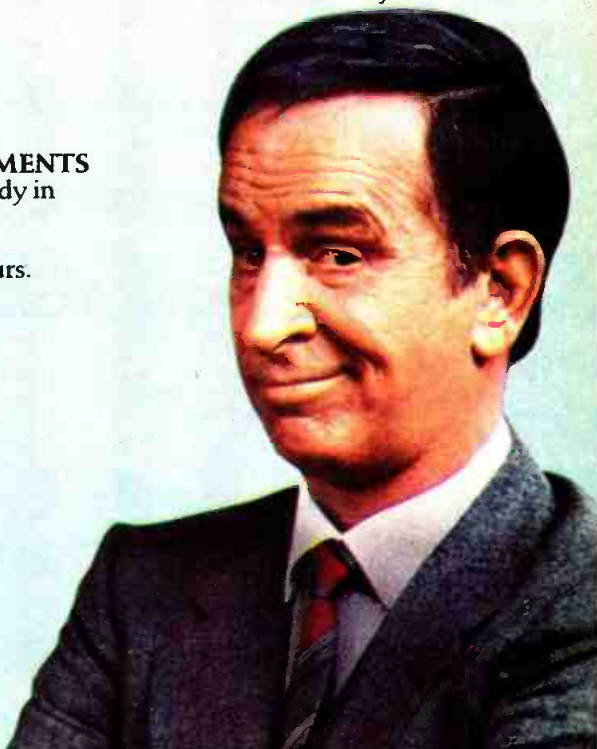


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Plus

Football ratings down on all three TV networks

Drop comes at end of five-year NFL contracts; negotiations open at end of month; cable waiting in wings if ABC, CBS or NBC drop out

Ratings for the network telecasts of the 1986 National Football League season—the final year under the current five-year TV rights agreement—were down, about 5.5% for ABC, 4% for CBS and 2.4% for NBC. Those losses came after a year of healthy viewing gains in 1985, although all three networks experienced substantial monetary losses on their NFL packages for the past two years, sources said. In 1985 the three-network loss on NFL games was estimated at \$50 million and the estimate for 1986 is closer to \$100 million.

With negotiations scheduled to begin shortly after the Super Bowl (Jan. 25) between the NFL and, separately, the three networks, executives on all sides are reluctant to talk on the record about the situation. But for the last two seasons, the networks have been sending out clear signals that they expect to pay less under the next pact. "The marketplace simply hasn't grown as fast as all the parties had anticipated," said one network executive. He said that although ratings fell this past season, the drop was not precipitous and probably represents "the kind of ratings we can anticipate in the future. And they are on the low side when you look at the 10-year history."

For its 21 national telecasts this season, ABC averaged a 17.5 rating, off 5.5% from last season's average 18.5. CBS (which covers the NFL's National Football Conference) averaged a 15.2 for the 1986 season's 27 telecasts, off 4% from last season's 15.8. NBC (covering the American Football Conference) averaged a 12.3, off 2.4% from last season's 12.6.

In 1985, all three networks had rating increases (ABC, about 20%; CBS, 10%, and NBC, 8%), stemming a downward trend that began in 1981.

The three networks agreed to pay a total of approximately \$2.1 billion to the NFL for the rights to five seasons of games starting in 1982, more than double the payments called for under the previous agreement. That turned out to be, literally, a money-losing proposition for at least two of the networks, while the other is not pleased with the thin margin of profit it realized over the five-year pact. Sources with access to the numbers claim that both NBC and ABC lost "substantial" amounts over the five years of their rights agreements, earning modest profits in the early years and losing heavily in the last two. CBS is said to have ended in the black on the five-year deal, although the margin of profit, an executive there said, was unacceptable.

If one of the networks should bow out of

NFL coverage, several cable networks have expressed interest in carrying an NFL package, including Turner Broadcasting, USA Network and ESPN.

For 1984, Broadcast Advertisers Reports said that the networks generated a total of about \$602.3 million in net sales for their NFL games. In 1985, that figure fell to about \$470 million. Figures are not in yet for full-year 1986, but for the first 11 months of the year, according to BAR, gross NFL ad sales totaled only \$331,081,600.

At deadline, ratings were in for only two postseason NFL games, the wild card games played Sunday, Dec. 28, 1986. The game on CBS averaged a 21.9/44, compared to the 24.1/54 achieved by the network's 1985 wild card game. NBC's wild card game averaged an 18.3/44, beating last year's 16.8/54.

As to network college football telecasts, the 15-game CBS package (Big 10, Pacific 10 and others) averaged a 6.9 rating the past

season, compared to a 7.2 last season for 14 games. ABC's College Football Association package this year averaged a 6.9 rating per game, compared to a 6.6 last season (14 games each season). Next season, CBS has the rights to the CFA package, while ABC will cover the Big 10 and Pac 10.

□

Some bowl game numbers are in. The Sun Bowl, on CBS, Christmas Day, averaged an 11.5/35 compared to a 5.6/16 a year ago, when it went head to head with the Fiesta Bowl on NBC. The Gator Bowl on CBS (Dec. 27) averaged an 8.1/23, compared to the 11.6/19 it did on ABC last season. The Orange Bowl on New Year's Day on NBC did a 16/25, compared to a 21.3/33 a year ago. This year's Fiesta Bowl on NBC Jan. 2, which decided the national championship (Penn State upset Miami) averaged a 25.1/38, compared to a 14.7/28 a year ago. □

NBC's Tartikoff: no to PAC, questionmark on cartoons

Programing chief praises GE management for not cutting his budget; says schedule in good shape

Brandon Tartikoff, president of NBC Entertainment, last week thanked the company's new owners for keeping their hands off his division's budget, but took his first public stand against a proposal to launch a political action committee.

Speaking at the NBC press tour in Los Angeles, Tartikoff said that despite the belt tightening at all networks, his entertainment budget was left alone. As a result, he said, there are more midseason series than last year and about 20 more episodic hours—although suppliers are not as anxious to produce series as they once were because of the problem of deficit financing. He credited NBC Chairman Robert Wright and General Electric with leaving the entertainment division intact.

However, Wright's suggestion that NBC employees contribute to a network PAC met with the same response from Tartikoff that it did from NBC News President Lawrence K. Grossman. "I wouldn't want... somebody in Iowa or Montana or Michigan or someplace to think that the programming arm of a network had any sort of political debt," he said, adding the entertainment division should remain "apolitical" and "not be seen as taking sides on issues." Although the idea is on hold for the moment, Tartikoff said that if it resurfaces, "I would probably look to be excluded from it."

And Tartikoff took a swipe at the Fox Broadcasting Co., saying suppliers would

be more inclined to put their shows on networks that could get "99% distribution rather than ones that had... 70% or 80% distribution. It just makes better economic sense."

However, he praised CBS for "retrenching and getting a lot of mileage out of some shows that I think I had given up for dead." But as far as future hits go, he said CBS could find itself in trouble. At ABC, he said *The Lucy Show* disappointment and *Dynasty*'s ratings drop were tough breaks, but he credited Brandon Stoddard for not panicking and yanking struggling series off the air.

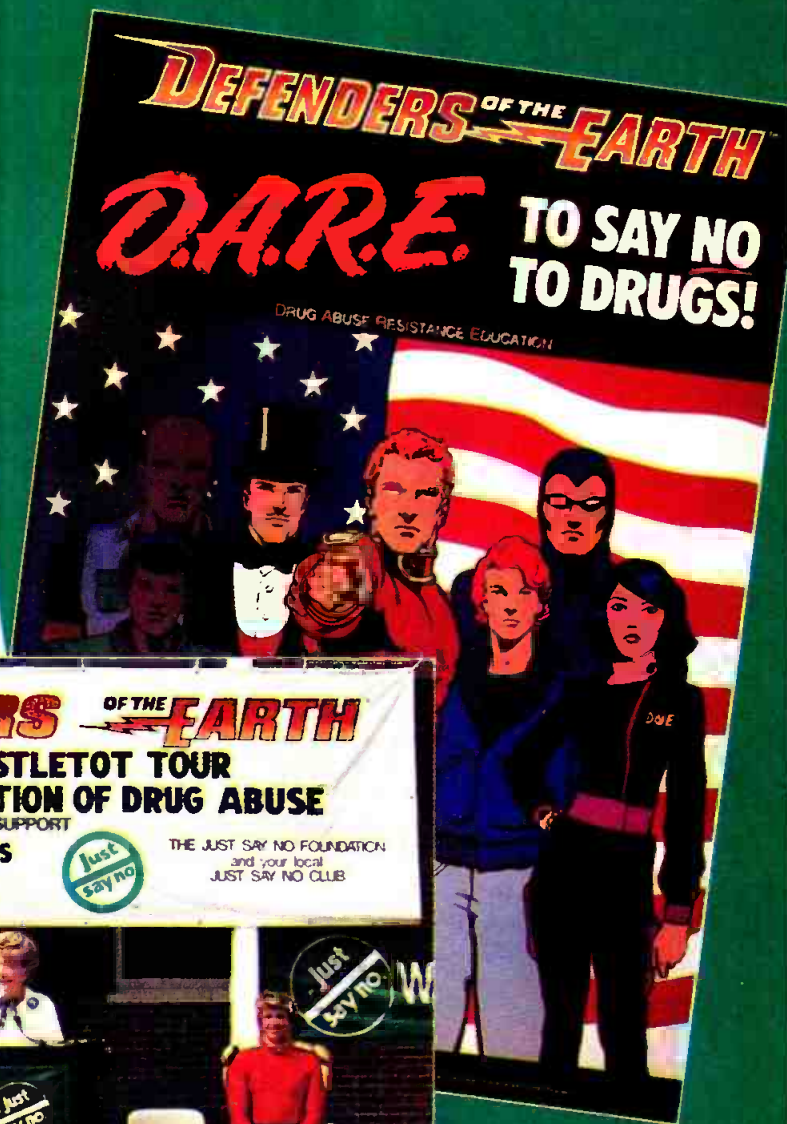
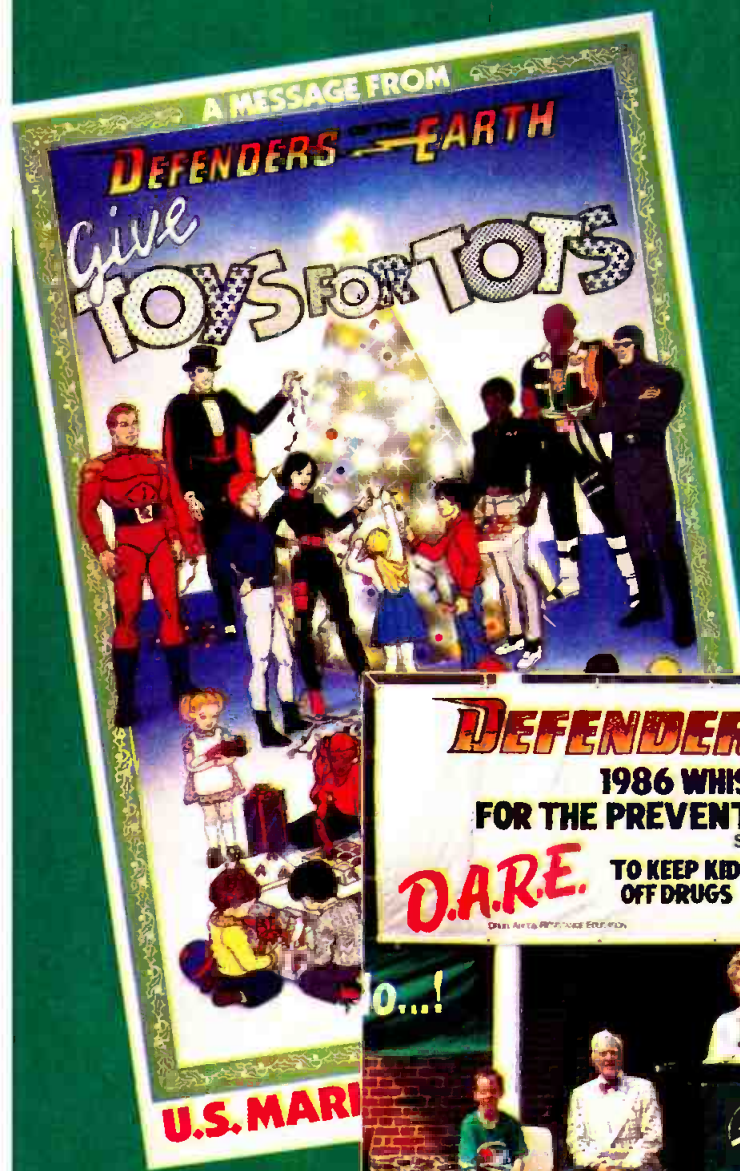
As far as NBC's prime time schedule is concerned, he said the network will probably move *Hill Street Blues*, which has suffered in its 9 p.m. Tuesday slot against ABC's *Moonlighting*, to 10 p.m. Tuesday after the February sweeps. Even if the network renews the series for an eighth season, Tartikoff said other factors may prevent the series' return. Some of the cast members have expressed their desire to leave the show when their options are up at the end of the season. Also, he said, MTM may not want to deficit finance more episodes since it already has more than the 100 shows considered necessary to put a series into syndication. With the syndication market "satiated," he said MTM "might decide that it was not in their best interest to do that."

The question of whether NBC will renew the show will be decided in March or April. However, Tartikoff said the network has told the producers "they should begin thinking about a special way to cap it off."

There have been some preliminary discus-

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Early-bird news. On March 2, NBC News will launch *Before Hours*, an early morning 15-minute business program (Monday-Friday), which is a joint venture with the *The Wall Street Journal*. The show will contain a summary of the latest business reports and developments, global weather reports for travelling business people, and live interviews and commentaries with "business and financial leaders from anywhere in the world," said Gerry Solomon, executive producer of the new program, who will continue as executive producer of *NBC News at Sunrise*. There will also be live, daily reports from the *WSJ* offices about the New York stock exchange, Solomon said.

Before Hours will be distributed by NBC and stations will be able to carry the program between 5:45 a.m. and 6:45 a.m., Solomon said, adding that he did not yet know the program's station clearance. *Before Hours*, which Solomon said will be produced as a live show (with some taped inserts), will have reports gathered by *WSJ* reporters, NBC News and the program's own reporters. It will be anchored by *Sunrise* reporter Bob Jamieson, with Joe Witte, *Sunrise* weather reporter, doing the *Before Hours* weather reports.

sions about a possible spin-off series from *Hill Street* involving the Norman Buntz character, and a spin-off for Scott Valentine, who appears on *Family Ties*, he added. Additionally, Tartikoff said, Susan Harris may create a second series for the network in addition to *The Golden Girls*.

Tartikoff endorsed the performance of *St. Elsewhere*, saying he is "quite happy" with its 24 share to date and would be inclined to renew it if it remains at the same viewing levels. The award-winning series has suffered, he said, because it has not had a competitive lead-in. Tartikoff said he hoped to remedy the situation with the introduction of *The Tortellis*, a *Cheers* spinoff.

NBC will remain committed to giving series such as *Easy Street* and *Valerie* a chance to develop an audience. "We have the whole rest of the season to either fix that situation on Sunday night or get those two shows

placed somewhere else," he said. If Steven Spielberg's *Amazing Stories* does not improve now that *Monday Night Football* is over, he said, the network will give it a tryout somewhere else on the schedule in March or April. And Tartikoff said he is hopeful *Our House* will find a bigger audience when football ends. *Crime Story*, he said, "now shows lots of life on Friday night."

Tartikoff's juggling act with the prime time schedule became a bit tougher when Grossman canceled the news magazine series *1986*. "I was caught by surprise because in all the discussions that I was privy to regarding *1986*, the discussion of taking it off the air never came up," he said. His immediate concern is to fill the holes in the schedule. But with *Remington Steele* on hand throughout February, *Hill Street Blues* likely moving to 10 p.m. Tuesday, and the second

wave of midseason replacements available for 9 p.m. Tuesday, Tartikoff said the situation appeared to be under control.

While NBC has been reluctant to clone popular series in the past, Tartikoff said the Lisa Bonet spin-off from *The Cosby Show* will be on the schedule next fall, possibly on Thursday nights. Members of the *Cosby* cast will make guest appearances since that series' summer production schedule will not conflict with the new show.

On the daytime schedule, NBC is also considering scheduling *Today* in a portion of the five-hour Saturday morning daypart (see story, page 128), which the network has dominated since the advent of *The Smurfs* five years ago. But Tartikoff said there is another significant factor at work on Saturday mornings—network audience erosion, a problem he blames on "the proliferation of a lot of syndicated...toy-driven programming." As an example, he cited November 1980, when the network was in third place and had about a 20 share on Saturday mornings. "This past November, we had almost an identical share on that given week and we were in first place," said Tartikoff, who added that the network was "very seriously" considering getting out of the cartoon business.

With four of the top five Saturday morning shows, he said NBC is not ready to abandon children's programming yet. "All we're doing now is a very healthy re-examination—not taking anything for granted," he said.

The move to put *Today* on both Saturday and Sunday mornings could result in in-

CBS wins the week, stopping NBC's streak

CBS won week 15 of the 1986-87 season and brought NBC's winning streak to a halt at 14 weeks. For week ended Jan. 4, according to the Nielsen numbers, CBS pulled a 16.8/26.7, edging NBC (16.3/26) while ABC scored a 13.0/20.7. CBS also won the evening news race with a 13.7/23, over NBC's 12.2/21 and ABC's 10.9/19.

For the week, NBC won Thursday, Friday and Saturday. CBS took Monday and Sunday, leaving ABC with Tuesday and Wednesday.

ABC took Tuesday with a rack of repeats, averaging an 18.6/30.3 over NBC's 12.5/20.3 and CBS's 11.2/18.3. The final broadcast of the news magazine, *1986*, scored a 12.1/21, 1.6 rating points and 3 share points above its season-to-date average of 10.5/18.

It was a night of football on NBC Thursday. The conclusion of the

Rose Bowl game (8-8:23 p.m.) averaged a 23.3/35, while the Orange Bowl, which ran for the balance of the night, averaged a 16.0/25. CBS averaged a 17.5/26.6. ABC ran original episodes of *Our World*, *The Colbys* and *20/20* and averaged an 11.7/17.9.

Friday's broadcast of the Fiesta Bowl took up the entire evening for NBC, ranking third for the week, and gave the network the evening win. CBS's lineup brought in an 18.0/27.0 average, while ABC's lineup pulled in an 11.8/17.8.

Sunday went to CBS, which aired part one of *At Mother's Request* from 9 to 11 p.m. and earned a 23.3/35 for the two hours. NBC's repeat of "Rambo: First Blood" scored a 16.4/25. ABC ran the comedy "All of Me," starring Lily Tomlin and Steve Martin, and averaged a 14.4/21.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Murder, She Wrote	CBS	27.9/40	24.	Facts of Life	NBC	16.3/26	46.	Magnum P.I.	CBS	12.4/23
2.	Golden Girls	NBC	27.0/41	25.	Orange Bowl Game	NBC	16.0/25	48.	Our House	NBC	12.1/18
3.	Fiesta Bowl	NBC	25.1/38	26.	Disney Sunday Movie	ABC	15.3/22	48.	1986	NBC	12.1/21
4.	Sunday Movie	CBS	23.3/35	27.	ALF	NBC	15.2/24	50.	Colbys	ABC	11.9/18
5.	60 Minutes	CBS	23.1/34	28.	Cavansauighs	CBS	14.9/24	50.	Mike Hammer	CBS	11.9/21
6.	Growing Pains	ABC	21.9/34	28.	Saturday Movie	CBS	14.8/24	50.	Valerie	NBC	11.9/17
7.	Dallas	CBS	21.8/32	30.	Scarecrow & Mrs. King	CBS	14.7/22	53.	Dads	ABC	11.6/17
8.	Who's the Boss?	ABC	21.7/34	31.	Sunday Night Movie	ABC	14.4/21	54.	Hotel	ABC	11.3/24
9.	Moonlighting	ABC	21.6/34	32.	Mr. Belvedere	ABC	14.2/21	55.	Tuesday Movie	CBS	11.2/19
10.	Amen	NBC	20.5/33	33.	20/20	ABC	13.8/22	56.	Wizard	CBS	11.1/17
11.	Knots Landing	CBS	18.9/30	34.	Dynasty	ABC	13.7/26	56.	Gimme A Break	NBC	11.1/20
12.	My Sister Sam	CBS	18.5/29	35.	Orange Bowl Parade	NBC	13.4/24	58.	Starman	ABC	10.7/17
13.	227	NBC	18.4/29	35.	Monday Night Movies	NBC	13.4/22	59.	Sidekicks	ABC	10.5/17
14.	Newhart	CBS	18.3/28	37.	Webster	ABC	13.3/20	60.	Gunguo	ABC	10.1/15
15.	Outlaws	CBS	18.2/29	38.	Monday Night Movie	ABC	13.2/21	61.	Our World	ABC	9.5/14
16.	Kate & Allie	CBS	18.0/28	39.	Perfect Strangers	ABC	12.9/23	62.	You Again?	NBC	9.4/18
17.	Hunter	NBC	17.8/31	40.	Head of the Class	ABC	12.8/23	63.	Whatta Year...1986	ABC	9.1/14
18.	Falcon Crest	CBS	17.4/27	41.	Cagney & Lacey	CBS	12.7/21	63.	Spenser: For Hire	ABC	9.1/16
19.	NFL playoff post-game	NBC	17.1/27	41.	A Team Special	NBC	12.7/20	65.	Sledge Hammer	ABC	9.0/14
20.	Simon & Simon	CBS	17.0/25	41.	Amazing Stories	NBC	12.7/20	66.	Heart of the City	ABC	8.7/14
21.	Designing Women	CBS	16.8/25	44.	Hill Street Blues	NBC	12.6/20	67.	St. Elsewhere	NBC	7.8/16
22.	Charlie Brown Special	CBS	16.6/25	45.	Jack & Mike	ABC	12.5/22				
23.	Sunday Night Movie	NBC	16.4/25	46.	Equalizer	ABC	12.4/26				

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creased ratings throughout the rest of the week, according to Tartikoff. "The first morning show that gets a foothold on the weekend is going to have a tremendous advantage," he said. *Today* can maintain its leadership on weekdays by promoting upcoming features and by starting reports on weekends that continue into the next week, he said.

Today will probably not appear in the same time period on the weekend that it does on weekdays, according to Tartikoff. The

show may be placed "at the tail-end of our Saturday morning schedule where right now a lot of it is repeat programming," he said.

The network is also considering first-run situation comedies and variety formats for Saturday mornings that would be geared to younger audiences. "*Punky Brewster* and *Alf*, had they not been developed for primetime, would be sort of the prototype of something that you could get kids to watch and also possibly get their parents as well," he said. □

Grossman looks at NBC News future

At press tour he defends cancellation of '1986' and outlines plans for documentaries, projects for weekends, early morning and international service

NBC News President Lawrence K. Grossman went before the press last week to defend his decision to cancel the news magazine series, *1986*, and explain the network sports department's interview of President Reagan during the Jan. 2 Fiesta Bowl. But Grossman also had an opportunity to cheer the ratings victory of all NBC news programs during the fourth quarter and the division's plans to take *Today* to seven days a week while launching early morning, midday and late night news series. Additionally, Grossman broke the network's silence about NBC News International's joint ownership in AngloVision, an international news organization that will begin distributing English-language news programs to hotels and cable outlets in Western Europe later this year.

At the annual television critics press tour, Grossman faced a barrage of questions during a 45-minute news conference about the elimination of *1986* from the prime time schedule and the fate of its co-anchor, Roger Mudd, who has been on vacation since the show's last airing Dec. 30, 1986. Rumors persisted throughout the four-day NBC press tour in Los Angeles that the network would buy out Mudd's long-term contract. But Grossman would not comment directly. Asked about Mudd's next assignment with NBC News, Grossman said, "I don't know the answer to that." Mudd's co-anchor, Connie Chung, is working on an upcoming documentary about AIDS, Grossman added.

Mudd, who last month issued a statement calling the cancellation "another sad and painful day in American journalism" (BROADCASTING, Dec. 15, 1986), had blamed the demise of the series on network greed. "Once again," Mudd said, "the pressure for profit has proved irresistible." Grossman said the decision had nothing to do with ratings, but rather, dealt with his desire to return to documentaries. Mudd's comments, Grossman said, were "emotional and perhaps understandable," but "totally inaccurate [and] unfair. I was disappointed in it. And I think he knew it as well after he had done it."

The network has replaced *1986* with 15 prime time news hours this year—including four in January—and another 15 during 1988. Before the cancellation, four documentaries were scheduled for all of 1987.

Grossman said. NBC plans to approach independent producers for ideas, and is holding talks with Reuven Frank, consultant and former NBC News president, Grossman said.

The news hours, according to Grossman, will not be crowded into the summer months when television viewing levels are low. The news and entertainment departments are working out a schedule, but Grossman guaranteed the documentaries would be "distributed throughout the year on a very consistent basis [and] in very desirable time periods."

NBC has abandoned any thought of a regular prime time news series for the time being since it cannot afford to do both a weekly news magazine and documentaries on a limited budget, he added. If the network continued with the news magazine, Grossman said, it "would be respectable but never really providing a unique and important service. . . . The impact and the kind of service that we could provide [with documentaries] in [bringing] meaning to major issues is, I think, a much more important consideration."

In response to a question on a Fiesta Bowl half-time interview of President Reagan by an NBC sportscaster, Bob Costas, Grossman said he saw nothing wrong with the President discussing sports while facing the biggest crisis of his Presidency over the Iran scandal. Costas conducted the one-on-one interview despite the presence of NBC anchorman Tom Brokaw at the game to do live news updates. Brokaw had been on a ski vacation in Colorado and went to the game in Arizona to take advantage of the large television audience of the national college championship game, Grossman said.

"These lines are not always as clear as they might be, but I don't have any problem with the President, who is a big football fan, coming on and wanting to talk about sports," Grossman said. "Let the public decide whether he is using it for propaganda purposes." Grossman said he was not sure whether ground rules were set by the White House for the interview, but he drew a laugh when he added that presidential aides said Reagan "would be happy to talk sports with Bob Costas."

Grossman painted a picture of a rapidly growing news operation at NBC. During the fourth quarter of 1986, he said, the network experienced its best *Nightly News* quarter since 1967. It also finished first with *NBC News at Sunrise* and *Today*, which he said is

"way ahead and climbing." Most significant, he said, is that the network news division's first-place finish demonstrated that viewers turned to NBC during a crisis. Two years ago, he said, the network was in third place in that category.

On the foreign front, he announced NBC's participation in AngloVision (BROADCASTING, Oct. 6, 1986). Grossman said the network, American Express Venture Capital and Independent Newspapers PLC, a media company based in Dublin, Ireland, have each purchased a 30% stake in the advertiser-supported service. Its founder, British journalist Andrew Mulligan, owns 10%. Grossman was elected chairman of the joint venture and Mulligan president and chief executive officer. AngloVision will operate with a first-year budget of \$2 million, most of it for satellite time.

NBC will initially license 20 hours of programming per week to AngloVision, including *NBC Nightly News*, *Meet The Press*, *NBC News at Sunrise* and *Today*. Eventually, AngloVision hopes to develop a full, 24-hour-a-day international news service that will include programming from other English-language broadcasters. Joseph Angotti, NBC News vice president, will oversee the network's participation in AngloVision and serve as a liaison with other world news organizations that contribute to the service.

Other projects Grossman discussed:

■ A Sunday morning *Today* that would probably last 90 minutes. It would begin in midyear and be paired with *Meet The Press*, he said. NBC is also eyeing its Saturday morning lineup for a *Today* slot by the end of the year. Network officials are concerned about network audience erosion among youngsters on Saturdays, even though the network is in first place. The fact that CNN has its highest rating of the week then because it has the only news available also played a part in NBC giving the Saturday morning time slot serious consideration, Grossman said. The network, he said, will complete a pilot for the weekend *Today* programs before deciding on anchors, starting dates or time periods.

■ A late night newscast. The pilots would be introduced toward the end of the year and would follow *Late Night with David Letterman*. The new program would differ from previous undertakings, such as *NBC News Overnight*, which Grossman said had a strong cult following but "little television quality." He said there is room for humorous stories on such a program.

■ A midday newscast at 12:30 p.m. weekdays. The half-hour program would follow local noon newscasts. The network has been encouraged by ratings generated by the half-hour local newscasts of 82 affiliates. NBC plans to produce a pilot for the new midday broadcast that would air in February and feed off the local news programs, he said. "This is just a pilot; we will see how it goes and whether there is indeed an interest in it on the part of the network and our affiliates."

■ A 15-minute, early morning business news program, *Before Hours*, that begins March 2. To be anchored by Bob Jamieson, the program, a joint venture with the *Wall Street Journal*, will precede *NBC News at Sunrise*. □

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BOSTON	WXNE	SAN ANTONIO	XKEN	FT. MEYERS	WNPL
DETROIT	WXON	HARRISBURG/YORK	WLYH	PEORIA	WYZZ
DALLAS-FT. WORTH	KDAF	WILKES-BARRE/SCRANTON	WOLF	LANSING	WIHT
WASHINGTON D.C.	WTTG	LOUISVILLE	WGRB	FARGO-VALLEY CITY	KVRR
CLEVELAND	WOIO	GREENSBORO-H.POINT	WGGT	AUGUSTA	WAVN
HOUSTON	KRIV	ALBANY	WUSV	CHARLESTON, SC	WTAT
ATLANTA	WATL	TULSA	KOKI	SAVANNAH	WTGS
PITTSBURGH	WPTT	RICHMOND	WVRN	WILMINGTON	WJKA
TAMPA	WFTS	LITTLE ROCK	KJTM	BINGHAMTON	WMGC
SEATTLE	KSTW	FLINT-SAGINAW	WSMH	MACON	WGXA
MIAMI	WBFS	SHREVEPORT	KMSS	TRAVERSE CITY	WGTU
MINNEAPOLIS	KITN	MOBILE-PENSACOLA	WJTC	ODESSA-MIDLAND	KPEJ
ST. LOUIS	KPLR	JACKSONVILLE	WNFT	MINOT-BISMARCK	KFYR
DENVER	KDVR	WICHITA-HUTCHINSON	KSAS	LUBBOCK	KJTV
SACRAMENTO	KTXL	FRESNO	KAIL	BANGOR	WVH
PHOENIX	KNXV	ALBUQUERQUE	KGSW	ALBANY, GA	WTSG
BALTIMORE	WNUV	SYRACUSE	WSYT	UTICA	WTUV
INDIANAPOLIS	WXIN	GREEN BAY	WGBA	SALISBURY	WMDT
HARTFORD-NEW HAVEN	WTIC	ROCHESTER	WROC	GAINESVILLE	WBSP
PORTLAND, OREGON	KPDx	ROANOKE-LYNCHBURG	WJPR	MERIDIAN	WLBM
SAN DIEGO	KUSI	DAVENPORT	KLJB	GREAT FALLS	KTGF
ORLANDO	WMOD	PADUCAH	WCEE	EUREKA	KIEM
KANSAS CITY	KSHB	SPRINGFIELD-CHAMPAIGN	WAND	JACKSON, TN	WJMT
MILWAUKEE	WVTV	SPOKANE	KSKN	FAYETTEVILLE	WFCT
CINCINNATI	WIII	LEXINGTON	WDKY	MANCHESTER/CONCORD	WNHT
NASHVILLE	WCAY	PORTLAND, MAINE	WGME	CAPE COD	WCVX
CHARLOTTE	WSOC	TUCSON-NOGALES	KMSB	WENATCHEE	KCWT
NEW ORLEANS	WNOL	SPRINGFIELD, MO	KSPR	NATCHEZ	WNTZ
GREENVILLE-SP-ASHE	WAXA	JOHNSTOWN-ALTOONA	WFAT	NEW LONDON	WTWS
BUFFALO	WUTV	TRI-CITIES	WETO		
OKLAHOMA CITY	KOKH	HUNTSVILLE	WTRT		
RALEIGH-DURHAM	WLFL	BURLINGTON	WVNY		

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Garroway and O'Connell



Pauley, 'Today' executive producer Steve Friedman and Gumbel

Jade anniversary. NBC will celebrate the *Today* show's 35th anniversary—officially Jan. 14—in a prime time celebration, *Today at 35*, on Jan. 31 from 10 to 11 p.m. NYT. Among those joining in the celebration will be current co-anchors, Bryant Gumbel and Jane Pauley; former co-anchors, Hugh Downs and Barbara Walters, now co-anchors of ABC's *20/20*; former anchor and current NBC News commentator John Chancellor; former *Today* anchor Tom Brokaw,

now anchor of *The NBC Nightly News with Tom Brokaw*; former anchors Edwin Newman and Jim Hartz, and *Today* creator, Sylvester (Pat) Weaver. Also joining Gumbel and Pauley will be former "Today girls" Helen O'Connell, Lee Meriwether, Florence Henderson, Betsy Palmer and Betty Furness. NBC's Studio 3B will "exactly duplicate" the set Dave Garroway used when the first edition of the program aired. Clips from old programs will be shown.

ABC hopes to hold 'Monday Night Football'

Games have been 'terrific' for ABC, but at high cost; network has lost millions, says Swanson

ABC Sports has made retaining *Monday Night Football* its top priority this year, but the network is not willing to pay as much for the 16-game package as it did during the 1986 season, according to Dennis Swanson, ABC Sports president. "We would not want to make the same kind of deal that we are in now," Swanson told television writers during the ABC press tour in Los Angeles.

If the network cannot reach an agreement with the NFL, Swanson said ABC would be willing to give up the games even if it means creating a large prime time hole in the Monday night schedule. The network, he said, has lost millions on the Monday night games and "can't be in the business of subsidizing pro football" by paying escalating broadcast rights fees. The advertising market can no longer afford to support them, he said.

Swanson cited press accounts that place the three networks' current five-year contract with the NFL at \$2.1 billion, with this

final year of the pact accounting for the largest percentage of the total.

Swanson said when a network pays \$150 million on an annual basis to telecast the games—apparently referring to ABC's share during this last season—it has a right to expect a reasonable return on its investment. "It ties up a tremendous amount of resources," he said.

Swanson blasted the NFL Players Association for distributing a letter to its members accusing the three networks of lying when they estimated they suffered losses of \$75 million carrying pro football. According to Swanson, the letter asserts the networks actually made profits of \$100 million. "I think that's irresponsible," Swanson said. "I think these folks, if they're going to put out this kind of rhetoric to their membership, have an obligation to explain to those players in that association just what the status really is."

When ABC meets the NFL negotiating committee in Hawaii next month, Swanson predicts the bargaining will be "very difficult." Bids by syndicators and cable net-

works for the Monday night broadcast rights could boost the price even further. Swanson responded: "If some competitive interest wants to pay huge amounts of dollars that they're prepared to lose [then] that's fine. It doesn't make sense to us."

He did not rule out the possibility of a Sunday NFL package for ABC, but said he would prefer to stick with *Monday Night Football*. The games have been "a terrific property for ABC Sports," he said.

While most of 1986 was less than spectacular for the sports division, Swanson said the situation improved significantly during the fourth quarter once the third-place network had completed its make-goods for college and pro football.

If the Monday night package is renewed, Swanson said most affiliates in the East and Midwest would prefer an 8 p.m. EST kickoff time. Affiliates in the West oppose the idea since many of their viewers would not be home from work at 5 p.m. Also, the entertainment department favors programming the first prime time hour to have a base on which to build at the end of the season. □

Technology

HDTV: Efforts to redefine TV on display in Washington

NAB, AMST-sponsored exhibit of Japanese high-definition television system begins with demonstration and panel discussion

High-definition television was broadcast over standard TV channels for the first time last week at public demonstrations in Washington, as a standing-room-only crowd overflowed the FCC commissioners' meeting

room to witness the tests.

But whether such an HDTV service is to become a reality in this country remains open to question, particularly, TV industry representatives argue, if the FCC proceeds with plans to farm out segments of the UHF-TV band which many say is the best hope for wide-band HDTV transmissions.

That terrestrial HDTV is achievable, however, appears to be no longer in doubt, judg-

ing from reactions of the nearly 200 persons who attended the Wednesday, Jan. 7, demonstrations sponsored by the National Association of Broadcasters and the Association of Maximum Service Telecasters.

Using Japanese-developed, wide-screen, 1,125-scanning-line HDTV broadcast over channels 58 and 59 from a site across Washington, the organizers aired on a large-screen display several minutes of HDTV video shot



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during the 1984 Olympics.

The HDTV image, even squeezed from its original 30 mhz bandwidth form into 8.1 mhz by the Japanese Muse bandwidth compression system, clearly outperformed the standard 525-line NTSC picture displayed at its side.

FCC Mass Media Bureau Chief James McKinney called the transmission a "landmark" and said the picture quality was "impressive," suffering little in comparison to studio quality HDTV images. NAB President Eddie Fritts, in his introduction to the demonstrations, called the system "the next generation of TV" and another broadcaster, Knight-Ridder Broadcasting President Daniel Gold, said the comparison between HDTV and standard NTSC evoked the "difference between an etching and a watercolor."

"I'm absolutely convinced the American public will not only perceive the difference," Gold added, "but, once the cost is made reasonable, will embrace it."

Others viewing the demonstration, which has been in the works for more than a year, included FCC Commissioner Mimi Dawson (who visited briefly at the program's start) and other FCC officials, U.S. broadcasters and TV industry representatives, State Department executives and high-level Japanese government and broadcast industry spokesmen, as well as local television station officials and press representatives.

Through the HDTV project, its backers sought not only to show the feasibility of broadcast HDTV services but also to gain a vote of confidence from the FCC, which would allow future HDTV experimentation in the UHF band to remain meaningful.

The same broadcasters have been fighting a pending FCC proposal to increase sharing on the UHF band, giving private land-mobile radio access to TV channels in eight of the top 10 markets. Such a move, they say, would harm chances for using that now-vacant UHF-TV spectrum to provide advanced, wide-band HDTV services.

Jefferson-Pilot Communications President Wallace Jorgenson, in taped comments as part of the HDTV demonstration, said broadcasters might not be able to offer any HDTV service unless they retained wide enough spectrum allocations, and asked that broadcasters' "commitment" to the advancement of TV technology be matched by the "enlightened cooperation of the U.S. government."

Knight-Ridder's Gold also argued during the demonstration's opening that commission action denying local station operators the opportunity to bring such a service to the public, would "fly in the face of the clear mandate" of the 1934 Communications Act which established the FCC.

Gold said that his company is prepared to "move forward as rapidly as the technology is available to us." Although any move to HDTV would be a "significant investment," he said "we've never shirked this kind of opportunity" before.

FCC's McKinney later told BROADCASTING that "the real problem is it [the demonstrated HDTV system] is not compatible with NTSC. Stations cannot simultaneously transmit both. They have to decide to do one



NAB's Fritts at the HDTV demonstration

or both separately. That's a difficult issue for broadcasters. They count eyeballs; they can't afford to turn off [existing services]."

Gold acknowledged broadcasters would most likely have to provide parallel services until there is fuller integration of HDTV service into the home. "Broadcasters would have to, and want to, provide compatible service," he said.

McKinney argued, however, that allowing broadcasters to provide both a standard single-channel NTSC signal, plus a two-channel UHF-TV HDTV signal as demonstrated "begins to become extremely spectrum hungry. I don't think there's any major market in the U.S. with that kind of spectrum available."

"But broadcasters are ahead of the game," he noted. "They're thinking about the issues and have devoted themselves to the development [of HDTV]." He suggested that other HDTV delivery methods, such as FM microwave transmission in the direct-broadcast satellite band being conducted as part of the NAB-MST test, were also viable.

Previous test transmissions of HDTV have been conducted by CBS in the 12 ghz DBS band terrestrially via microwave and also by the Japanese using experimental 12 ghz satellites.

If broadcasters do not take advantage of the new HDTV technologies, other TV industry segments probably will, especially if the Japanese developers of the 1,125-line system have their way.

Hikehiko Yoshita, senior vice president of Toshiba, which has worked closely with the NAB-MST project, is "truly convinced of the successful penetration of HDTV receivers into almost every home in the world in the not too distant future."

HDTV receivers, predicted a spokesman for Japan's national broadcasting company, NHK, which originally developed the 1,125-line HDTV and Muse bandwidth compression technologies, will probably be available in the next four or five years, roughly at the same time Japan launches its anticipated third-generation direct broadcast satellite HDTV service in 1990-91.

The mass-produced Muse receiver is initially expected to cost more than \$2,000. The development of HDTV laser disk devices and HDTV videocassette recorders is also expected to take place during the same period.

E. William Henry, former FCC chairman

and now chairman of the standards group, Advanced Television Systems Committee, said he believes the first marketplace applications of HDTV are likely to be VCR's playing back both originally produced HDTV programs and existing 35 mm films converted to HDTV. "That method of distribution will initially be limited," he said, then adding that "prices will have to come down."

In addition to consumer sources of HDTV, cable television operations also possess the broadband capability to carry HDTV services, and modifications in most 36 channel or more cable headends would be modest, according to speakers at the demonstration.

The Japanese are also examining the prospects for side-by-side HDTV satellite and improved-NTSC terrestrial television services, according to the deputy director general at Japan's Ministry of Post and Telecommunications, Masahiro Kinoshita, speaking at the demonstration. "Can these two systems coexist?" he asked through an interpreter. "Yes, they can coexist together for quite a long time, until the mid-21st century."

Kinoshita and other Japanese spokesmen also stressed the importance of cooperative efforts between the U.S. and their country as necessary to speed any practical uses of HDTV, and cited the importance of last week's demonstration to that end.

McKinney commented on the "real, honest dependency" between the U.S., with the largest receiver market in the world, and Japan, where a large portion of the world's home electronics products are manufactured.

State Department official Thomas Ramsey, who attended the demonstrations, also commented afterward that he believed the showing would "increase the dialogue on HDTV" generally in this country, and presented an opportunity for representatives of the international broadcasting, equipment and production communities "to define mutualities of interest," and for U.S. and Japanese television industries to "heighten conversation."

The HDTV demonstrations were scheduled to continue at the FCC through today, (Jan. 12), and at NAB headquarters in Washington through the end of month. A demonstration is also scheduled on Capitol Hill Jan. 21, and public showings are slated for February at Hecht's department store in downtown Washington. □

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RIDING GAIN

O N R A D I O

Hawaii + Florida = California

Heftel Broadcasting, Honolulu, and Statewide Broadcasting, Pompano Beach, Fla., have merged their broadcast group operations into one company, giving the new entity 10 owned-and-operated radio properties including an AM-FM combination in Chicago. The deal was completed during the last week in December.

Cecil Heftel, president and chief executive officer of Heftel Broadcasting, retains his title with the newly merged firm while Scott Ginsburg, president of Statewide Broadcasting, assumes the position of executive vice president and chief operating officer. The new company, which will be known as H&G (Heftel & Ginsburg) Communications Inc. once FCC approval is given for the merger, will be based in Santa Monica, Calif.

Each company brings five radio stations to the merger. The Heftel stations are: WLUP(FM) Chicago, KTNQ(AM)-KLVE(FM) Los Angeles and KSSK(AM)-KULA(FM) Honolulu.

Statewide owns: WCFL(AM) Chicago, KHYI(FM) Dallas, WJAX(AM)-WAPE(FM) Jacksonville, Fla., and WVCG(AM) Miami. The total value of the 10 is estimated at \$160 million. H&G Communications will be looking to acquire more radio stations as well as television outlets, said Ginsburg.

Ginsburg told BROADCASTING that Heftel Broadcasting and Statewide Broadcasting are equal partners in H&G Communications, each owning 50% of the company. But, said Ginsburg, in order to bring its share of the new entity in line with that of Heftel's, Statewide paid Heftel Broadcasting \$6.5 million as "additional consideration."

Other officers of the new company include: Efrain Andrews, vice president and chief financial officer, who was in the same capacity with Heftel, and Jordan Ginsburg, chairman of the board, who held the same post with Statewide. Serving as president of the radio division for H&G Communications will be 22-year Heftel Broadcasting veteran Earl McDaniel, who is currently president and general manager of KSSK(AM)-KULA(FM) Honolulu.

The genesis of the just-concluded Heftel and Statewide merger, according to Ginsburg, dates back some 18 months when Heftel was interested in buying WCFL(AM) Chicago while Statewide was seeking Heftel's WLUP(FM) there.

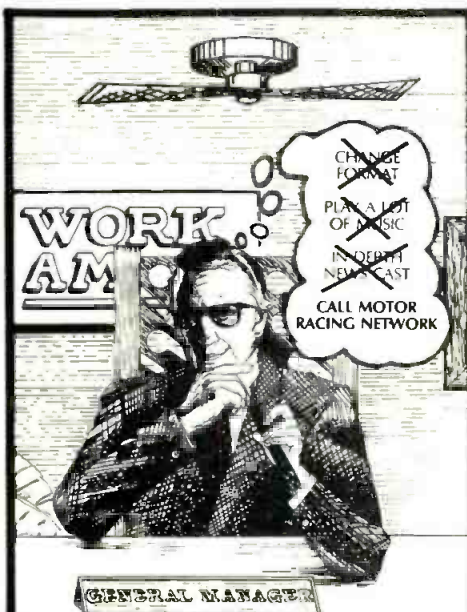
Aside from broadcasting, Ginsburg said that H&G is also forming an entertainment division to be headed by Hawaiian businessman Roy Tokujo. The unit will, among other things, book shows and operate amusement parks.

Statewide Broadcasting has been in existence for about four years. Heftel Broadcasting has operated broadcast properties for more than 25 years.

Easy way in

Churchill Productions, Phoenix, has launched a new format described by company president Tom Churchill as easy listening vocal. Entitled "Softsongs," the format, aimed at a target audience of 35-to-44-year-olds, features artists such as Anne Murray, Carly Simon, Diana Ross, Gordon Lightfoot and Chuck Mangione. "It is designed to attract the audience which is tired of the saturated sound-alike adult contemporary stations and those who can't relate to a predominantly instrumental format," Churchill said.

The new, tape-delivered format is being made available on a market-exclusive basis. Churchill said the company will not compete against any of its existing formats, which include easy listening.



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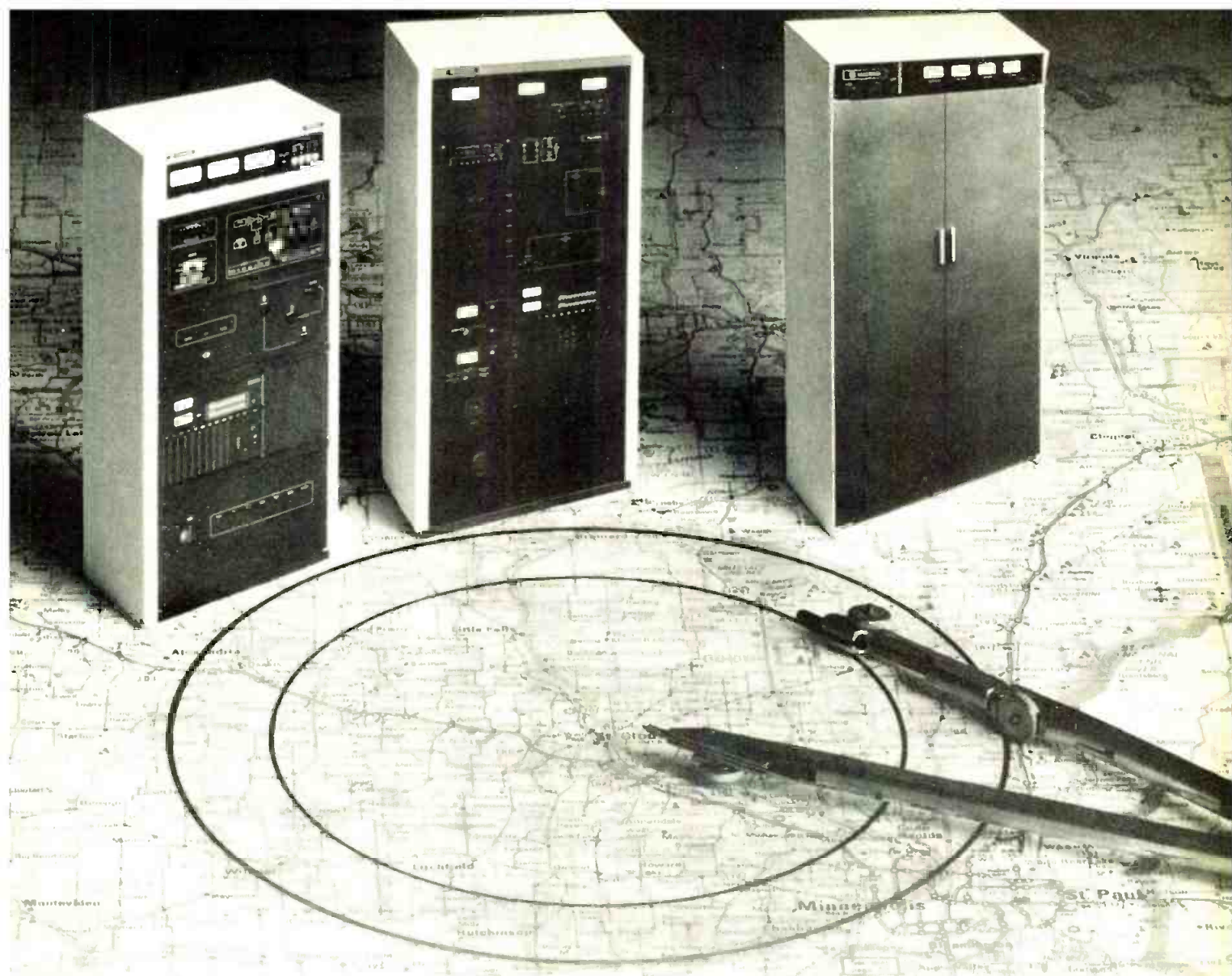
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Classical celebration. National Public Radio's new arts and music series, *Performance Today*, kicked off last week with a champagne reception on Monday (Jan. 5) following the first broadcast. The two-hour program, hosted by Kathryn Loomans, has been cleared by 50 NPR affiliates, with carriage by another 100 probable. NPR President Doug Bennet predicted the program is "going to make a big difference in American culture." Above (l-r): Richard Madden, assistant to the vice president-telecommunications, Corporation for Public Broadcasting; Donald Ledwig, acting president, CPB; Dean Boal, director of arts and performance programming, NPR, and Bennet.



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Stock Index

	Closing Jan 7	Closing Dec 30	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N (CCB) Capital Cities ABC	279 1/2	268 1/2	11	4.09	28	4,495
N (CBS) CBS	135 3/8	127 3/4	7 5/8	5.96	25	3,174
O (CLCH) Clear Channel	12 1/4	11 7/8	3/8	3.15	17	35
O (INFTA) Infinity Broadcasting	12	11 3/4	1/4	2.12	63	125
O (JCOR) Jacor Commun.	6 1/4	6 1/8	1/8	2.04	35	35
O (LINB) LIN	59 3/4	56 1/4	3 1/2	6.22	45	1,582
O (MALR) Malrite	9 3/4	9 1/4	1/2	5.40	11	81
O (MALRA) Malrite 'A'	9	8	1	12.50	12	38
A (PR) Price Commun.	11	10 7/8	1/8	1.14	107	107
O (SCRIP) Scripps Howard	82	80	2	2.50	29	846
O (SUNN) SunGroup Inc.	3 1/4	3 1/2	- 1/4	- 7.14	32	5
N (TFB) Taft	110 3/4	111	- 1/4	- 0.22	90	1,004
O (TVXG) TVX Broadcast	9 3/4	9 1/2	1/4	2.63	40	57
O (UTVI) United Television	29 3/4	28 3/4	1	3.47	28	325

BROADCASTING WITH OTHER MAJOR INTERESTS						
N (BLC) A.H. Belo	52 7/8	51 1/4	1 5/8	3.17	27	608
A (AAR) Adams Russell	21 1/4	20	1 1/4	6.25	17	132
A (AFP) Affiliated Pubs	77	71 1/8	5 7/8	8.26	39	1,359
O (ASTV) Amer. Comm. & TV	532	332	1/16	66.66	11	11
N (AFI) American Family	28	26 3/8	1 5/8	6.16	18	1,119
O (ACOMA) Assoc. Commun.	27 1/2	24 3/4	2 3/4	11.11	262	262
O (BMAC) Bus. Men's Assur.	26 1/4	26	1/4	96	15	277
N (CCN) Chris-Craft	21 1/8	18 1/4	2 7/8	15.75	9	138
N (DNB) Dun & Bradstreet	112 1/8	106 1/8	6	5.65	27	8,523
O (DUCC) Durham Corp.	41 3/4	41 1/2	1/4	60	11	237
N (GCI) Gannett Co.	39 7/8	71 7/8	- 32	- 44.52	24	6,403
N (GY) GenCorp	76 1/4	72	4 1/4	5.90	18	1,704
N (GCN) General Cinema	45 5/8	44 1/2	1 1/8	2.52	18	1,661
O (GCOM) Gray Commun.	199	199		34	98	98
N (JP) Jefferson-Pilot	37 5/8	34	3 5/8	10.66	12	1,573
N (BJ) John Blair	12 7/8	12 7/8			104	104
O (JON) Josephson Intl.	11 1/4	11	1/4	2.27	53	53
N (KRI) Knight-Ridder	48 1/4	46 7/8	1 3/8	2.93	21	2,709
N (LEE) Lee Enterprises	24	23 3/4	1/4	1.05	20	607
N (LC) Liberty	40	36 3/4	3 1/4	8.84	16	403
N (MHP) McGraw-Hill	58 3/4	54 1/2	4 1/4	7.79	20	2,961
A (MEGA) Media General	44 7/8	42 3/8	2 1/2	5.89	19	631
N (MDP) Meredith Corp.	32 1/4	30	2 1/4	7.50	13	611
O (MMEDC) Multimedia	44 1/2	41	3 1/2	8.53	404	488
A (NYTA) New York Times	36 1/4	35 5/8	5/8	1.75	24	2,932
O (PARC) Park Commun.	27 1/4	28	- 3/4	- 2.67	25	376
N (ROC) Rollins Commun.	41 1/4	41 1/4			45	602
T (SKHQ) Selkirk	19 7/8	20	- 1/8	- 0.62	43	161
O (STAUF) Stauffer Commun.	135	135			22	135
A (TO) Tech Ops Inc.	28 1/2	26 1/2	2	7.54	5	62
N (TMC) Times Mirror	69 1/2	65	4 1/2	6.92	20	4,479
O (TMC) TM Communications	2	2 1/8	- 1/8	- 5.88	10	15
O (TPCC) TPC Commun.	1/8	1/8			1	1
N (TRB) Tribune	64	58 5/8	5 3/8	9.16	20	2,598
A (TBS) Turner Bcstg.	14 1/2	13	1 1/2	11.53	32	315
A (WPOB) Washington Post	166	152 1/8	13 7/8	9.12	21	2,157

PROGRAMING						
O (ALLT) All American TV	4	4			4	4
O (BRRS) Barris Indus.	17 1/4	15 3/8	1 7/8	12.19	28	152
O (BFTV) Birdfinder Corp.	1/4	5/8	- 3/8	- 60.00	-1	-1
O (CMCO) C.O.M.B.	22	22 1/2	- 1/2	- 2.22	37	253
N (KO) Coca-Cola	39 1/8	38 3/4	3/4	1.95	20	15,101
O (CLST) Color Systems	17 1/2	13	4 1/2	34.61	12	12
A (DEG) De Laurentiis Ent.	12 3/4	12 1/2	1/4	2.00	122	122
N (DIS) Disney	49	42 3/8	6 5/8	15.63	34	6,339
N (DJ) Dow Jones & Co.	42 5/8	39 3/4	2 7/8	7.23	30	4,124
O (FNNI) Financial News	12	10	2	20.00	200	133
A (FE) Fries Entertain.	4 3/8	4	3/8	9.37	8	22
N (GW) Gulf + Western	68	63 1/8	4 7/8	7.72	19	4,204
O (HRSI) Hal Roach	10	7 5/8	2 3/8	31.14	55	55
A (HHH) Heritage Entertain.	8 1/8	6 7/8	1 1/4	18.18	9	22
A (HSN) Home Shopping Net.	43 5/8	37 1/2	6 1/8	16.33	99	1,684
N (KWP) King World	16	13 1/8	2 7/8	21.90	30	491
O (LAUR) Laurel Entertainment	4 3/8	4 1/8	1/4	6.06	16	10
A (LT) Lorimar-Telepictures	17 1/2	15 7/8	1 5/8	10.23	17	594
N (MCA) MCA	40 7/8	38 1/4	2 5/8	8.86	18	3,191
N (MGM) MGM/UA Commun.	11 3/8	9 3/8	2	21.33	581	581
A (NWP) New World Pictures	13 5/8	10 5/8	3	28.23	26	145
N (OPC) Orion Pictures	13 3/4	12 3/8	1 3/8	11.11	131	131
O (MOVE) Peregrine Entertain.	11	9	2	22.22	20	20
N (PLA) Playboy Ent.	9 1/8	8 3/4	3/8	4.28	85	85
O (QVCN) QVC Network	18 1/2	16 1/2	2	12.12	121	121

	Closing Jan 7	Closing Dec 30	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING						
O (RVCC) Reeves Commun.	8 3/4	8	3/4	9.37	109	109
O (RPICA) Republic Pic. 'A'	9 3/8	7 3/4	1 5/8	20.96	66	27
O (RPICB) Republic Pic. 'B'	9 1/2	9	1/2	5.55	67	7
A (RHI) Robert Halmi	3 1/4	3	1/4	8.33	29	61
O (SMNI) Sat. Music Net.	5 1/8	4 1/8	1	24.24	34	34
N (WCI) Warner	24 1/8	22 3/4	1 3/8	6.04	16	2,977
O (WWTW) Western World TV	1 5/8	1 5/8			10	2
O (WONE) Westwood One	29 3/4	25 1/2	4 1/4	16.66	46	242

SERVICE						
O (BSIM) Burnup & Sims	4 1/2	3 3/4	3/4	20.00	-8	71
O (CVSI) Compact Video	4 1/4	4 1/8	1/8	3.03	42	24
N (CQ) Comsat	29 1/2	29 1/8	3/8	1.28	534	534
N (FCB) Foote Cone & B.	52 1/4	48 5/8	3 5/8	7.45	12	198
O (GREY) Grey Advertising	94	89	5	5.61	12	113
N (IPG) Interpublic Group	29 1/2	27 1/4	2 1/4	8.25	17	643
N (JWT) JWT Group	31 1/2	29 5/8	1 7/8	6.32	13	285
A (MOV) Movielab	3 5/8	3 5/8			5	5
O (OGL) Ogilvy Group	31 3/4	29 1/4	2 1/2	8.54	15	434
O (OMCM) Omnicom Group	23 7/8	20 1/4	3 5/8	17.90	21	136
O (SACHY) Saatchi & Saatchi	33 1/2	32 1/8	1 3/8	4.28	16	1,732
O (TLMTB) Telemation	3 1/8	3 1/4	- 1/8	- 3.84	12	14
A (TPO) TEMPO Enterprises	11 1/2	10 1/4	1 1/4	12.19	29	66
A (UNV) Unitel Video	8 7/8	7 1/2	1 3/8	18.33	19	19

CABLE						
A (ATN) Acton Corp.	2 1/2	2 1/2			-1	14
A (CVC) Cablevision Sys. 'A'	20	18 7/8	1 1/8	5.96	-6	420
O (CRDF) Cardiff Commun.		1/8	1/8			
N (CNT) Centel Corp.	58 5/8	56	2 5/8	4.68	12	1,621
O (CCCOA) Century Commun.	15 1/2	15	1/2	3.33	310	300
O (CMCSA) Comcast	19 1/4	17 3/8	1 7/8	10.79	25	409
N (HCI) Heritage Commun.	26 1/2	24 1/2	2	8.16	98	593
O (JOIN) Jones Intercale	12 1/2	11 1/4	1 1/4	11.11	30	162
T (MHPQ) Maclean Hunter 'X'	19	18 7/8	1/8	66	26	700
O (RCCA) Rogers Cable A.	11 1/2	10 7/8	5/8	5.74	59	59
O (TCA) TCA Cable TV	19	16 1/2	2 1/2	15.15	32	205
O (TCOMA) Tele-Commun.	26 3/4	22 7/8	3 7/8	16.93	205	2,571
N (TL) Time Inc.	73 1/2	69 3/8	4 1/8	5.94	22	4,613
O (UACIA) United Art. Commun.	18 1/4	17 3/8	7/8	5.03	86	749
N (UCT) United Cable TV	27 5/8	25 1/4	2 3/8	9.40	69	672
N (VIA) Viacom	41 3/4	39 1/8	2 5/8	6.70	40	1,430
N (WU) Western Union	4 5/8	4 1/8	1/2	12.12		112

ELECTRONICS MANUFACTURING						
N (MMM) 3M	120 3/8	116 7/8	3 1/2	2.99	19	13,847
N (ALD) Allied-Signal	43 1/4	40	3 1/4	8.12	-10	7,625
O (AMTV) AM Cable TV	111/16	1 5/8	1/16	3.84	-1	6
N (ANX) Anixter Brothers	13 7/8	14	- 1/8	- 0.89	25	504
N (ARV) Arvin Industries	28 5/8	27 5/8	1	3.61	12	462
O (CCBL) C-Cor Electronics	8 1/4	8	1/4	3.12	-5	24
O (CATV) Cable TV Indus.	2	2			-10	6
A (CEC) Cetec	5 1/8	5 1/8			-8	10
A (CHY) Chyron	5 5/8	5 3/8	1/4	4.65	26	56
A (CXC) CMX Corp.	1	15/16	1/16	6.66		5
A (COH) Cohu	7 3/4	6 1/2	1 1/4	19.23	15	14
N (CAH) Conrac	13 1/2	12 1/2	1	8.00	12	89
N (EK) Eastman Kodak	71 1/8	68 3/8	2 3/4	4.02	60	16,067
O (ECIN) Elec. Mis. & Comm.	2	2				8
N (GRL) Gen. Instrument	19 7/8	18 3/4	1 1/8	6.00		643
N (GE) General Electric	91	87	4	4.59	17	41,493
O (GETE) Geotell Inc.	1 1/8	1	1/8	12.50	4	3
N (HRS) Harris Corp.	32 1/4	29 7/8	2 3/8	7.94	22	1,298
N (MAI) M/A Com. Inc.	13 1/8	12 1/2	5/8	5.00		571
O (MCDY) Microdyne	4	4			36	18
N (MOT) Motorola	37 1/2	35 3/4	1 3/4	4.89	44	4,789
N (NPH) N.A. Philips	43 5/8	41	2 5/8	6.40	18	1,262
N (OAK) Oak Industries	1	15/16	1/16	6.66		33
A (PPI) Pico Products	2 1/4	2 1/4			20	272
N (SFA) Sci-Atlanta	11 5/8	10 7/8	3/4	6.89	20	272
N (SNE) Sony Corp.	21 1/4	20 7/8	3/8	1.79	12	4,911
N (TEK) Tektronix	73 1/4	67 3/4	5 1/2	8.11	24	1,432
N (VAR) Varian Assoc.	24 1/8	23	1 1/8	4.89	34	514
N (WX) Westinghouse	61 7/8	58	3 7/8	6.68	16	9,506
N (ZE) Zenith	24 3/8	21 5/8	2 3/4	12.71		563
Standard & Poor's 400	284.74	271.31		13.4		4.95

T-Toronto, A-American, N-N.Y., O-OTC. Bid prices and common A stock used unless otherwise noted. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share

for the previous 12 months as published by Standard & Poor's or as obtained by BROADCASTING's own research. Notes: * Two-for-one split, Jan. 6, 1987.

This announcement appears as a matter of record only.

TELEVENTS

5 Year Interest Rate Swap

\$10,000,000

7 Year Interest Rate Swap

\$10,000,000

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Taft BROADCASTING COMPANY

5 Year Interest Rate Swap

\$25,000,000

3 Year Interest Rate Swap

\$25,000,000

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MULTIMEDIA

7 Year Interest Rate Swap

\$50,000,000

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PALMER COMMUNICATIONS, INC.

3 Year Interest Rate Swap

\$5,000,000

5 Year Interest Rate Swap

\$10,000,000

7 Year Interest Rate Swap

\$5,000,000

7 Year Interest Rate Swap

\$15,000,000

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AMERICAN CABLESYSTEMS NORTHEAST

4 Year Interest Rate Swap

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STONER BROADCASTING SYSTEM, INC.

5 Year Interest Rate Cap

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booth communications, inc. of bloomfield

booth communications, inc. of birmingham

5 Year Interest Rate Swap

\$5,000,000

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Continental Cablevision

7 Year Interest Rate Swap

\$50,000,000

5 Year Interest Rate Swap

\$55,000,000

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Intelsat case figure denies receiving \$1.35 million

Reached at his Little Rock, Ark., mortgage firm, Charles Gerrell says he was not paid alleged fee

For the more than two months that the U.S. attorney for the District of Columbia and investigators for Intelsat have been checking into the alleged irregularities that led to the firing of the global systems' two top officers, the name of Charles Gerrell, a mortgage broker from Little Rock, Ark., has been at the center of the story. He and his wife were said to have received a \$1.35-million fee in connection with the refinancing of Phase I of the International Telecommunications Satellite Organization's new headquarters building in Washington (BROADCASTING, Dec. 1, 1986). But last week, Gerrell gave the story a new dimension. He said, "I did not get any payment."

Gerrell, who was reached at the mortgage company where he works in Little Rock, has been something of a mystery figure. Despite his central role, his version of events has not been publicly revealed. He had not been difficult to locate, but he was not inclined to return telephone calls. His wife, who was

reached early in the investigation, said she and her husband had separated and that she knew nothing about the financing matter (BROADCASTING, Dec. 8, 1986). And despite his notoriety, Gerrell said that until he took a reporter's call on Wednesday, he had not been contacted by anyone interested in the Intelsat matter—including representatives of the U.S. attorney's office or Intelsat.

Not that Gerrell was interested in talking last week. He said that he had nothing to say about the matter, and insisted that most of his knowledge of the Intelsat story came "from reading the newspapers." But pressed on reports that Intelsat's outside auditors had said he and his wife had been paid over \$1 million in connection with the refinancing project, he said, "I didn't get any payment." And when he was asked why he had not come forward to tell his side of the story after reading about himself in the newspapers, he said, "It was too ludicrous to even address." Gerrell thought the next person with whom he discussed the matter would be his lawyer.

The payment at issue was said to have been made in August by Jose L. Alegrett,

then Intelsat's deputy director general for business planning and external relations, after he had consulted with then-Director General Richard Colino. An inquiry by Intelsat's outside auditors, Peat, Marwick, Mitchell & Co.—touched off by complaints of a mid-level Intelsat official—led to a report to the chairman of the board of governors asserting that the payment was made under questionable circumstances and without authorization by the board. The report, and a subsequent investigation by Intelsat's outside counsel, Arent, Fox, Kintner, Plotkin & Kahn, led in turn to the board's dismissal of the two officials and to what is proving to be an exhaustive inquiry by Peat, Marwick and Arent, Fox into a lengthening series of financial transactions in which Colino and Alegrett were involved.

The Peat, Marwick report said that Alegrett made the payment despite the advice of Intelsat acting legal adviser Claudio Bonnefoy that the Gerrells had no claim to a fee in connection with the refinancing of Phase I—they had been retained to find financing for construction of an expansion of the building. If anything, Bonnefoy was reported to have said, the Gerrells were entitled to 10% of the amount they were seeking. And Colino, according to the Peat, Marwick report, later negotiated a mutual release with the Gerrells that was "purported" to eliminate any possibility of recovering the \$1.35 million, an action that was taken, again according to the report, despite the advice of Intelsat legal and financial officers that Intelsat owed the Gerrells nothing.

The U.S. attorney's office declined to discuss any aspect of the case, including Gerrell's statement that he had not been contacted in the inquiry. A spokesman said only that the matter is under investigation. And a source involved in Intelsat's internal investigation indicated Gerrell is not important to that inquiry. The internal investigation, the source said, is designed to determine "what happened, who else was involved, and how to guard against such things happening in the future. We are trying to make sure sufficient checks and balances are built into the system." The investigation, the source indicated, is not a criminal one designed to produce evidence suitable for a trial.

However, it was learned that investigators agree with Gerrell—up to a point. He did not get the full \$1.35 million, according to one source. "But he got something... He probably kept \$150,000." No one has publicly accused Colino or Alegrett of obtaining kickbacks or of any other wrongdoing—and they have denied any. But last month for the first time, the outside auditors and lawyers were reported to be discussing a possible diversion of funds to the former officials' use (BROADCASTING, Dec. 29, 1986). And last week, a source said of a company allegedly

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based in Panama City, Panama, and recipient of \$562,000 under an Intelsat consulting contract: "There's nothing there. There never was."

Barry Leibowitz, counsel for Alegrett, when informed of Gerrell's statement, expressed surprise that the broker had talked to a reporter. "I don't think he's giving you the right information," Leibowitz said. But beyond that, he said, "We don't want to comment on anything he says. I'm not about to tell the full story from our perspective." □

Hispanic groups charge KCBS-TV with discrimination

A coalition of Hispanic organizations filed a complaint with the Equal Employment Opportunity Commission alleging that KCBS-TV Los Angeles practiced job discrimination against Latinos. The Hispanic Media Coalition claimed that Latino workers are under-represented at the station, considering their dominance in the local work force, and that a disproportionate share of employees who have been laid off from KCBS-TV were Hispanics or other minorities.

Tom Van Amburg, vice president and general manager of KCBS-TV, disputed the charges. He said he was "surprised" that the group targeted the station since job records filed with the FCC show KCBS-TV "has the best Hispanic employment record" of the seven VHF stations in the market. Van Amburg reaffirmed the station's "long-standing commitment" to affirmative action.

The complaint stated that KCBS-TV filings with the FCC during March 1986 showed Latinos made up 14% of the station's work force "in a geographical area where 29% of the labor force is Hispanic." The group arrived at the percentage using 1980 census figures. But a KCBS-TV spokeswoman cited California labor statistics that indicate Latinos make up 24.6% of the Los Angeles metropolitan area work force. Since FCC guidelines require stations to employ a number of workers in a minority group that represent half of the labor statistic totals—in this case, 12.3%—she said KCBS-TV exceeds the recommended level. Latinos make up 14.2% of the station's labor pool, including those who have significant jobs such as managers, professionals, technicians and sales executives, she added.

But John Huerta, an attorney representing the coalition, said Equal Employment Opportunity Commission standards are stricter than those set by the FCC. Under federal equal employment laws, he said, an employer with more than 14 workers is presumed to have discriminated when minority group representation falls below 80% of its total in the local labor market. Using the KCBS-TV figures, he said, Hispanics account for only 56% of the station's work force.

Additionally, the complaint stated that of the 22 employees laid off by the station since March, half were minorities and 36% were Hispanic. The KCBS-TV spokeswoman said that only about 20 employees were let go dur-

ing two waves of layoffs and "less than half" were minorities. Huerta said the coalition obtained its figures from sources within the station who provided a list. Overall, the total number of Hispanics at KCBS-TV has de-

creased from 16% of the station's total work force in March 1980, when there were 350 employees, to 14% in March 1986, when there were 394 employees, according to the complaint. □

Changing Hands

PROPOSED

CABLE

WVUE-TV New Orleans □ Sold by Gaylord Broadcasting Co. to Burnham Broadcasting Co. for \$60 million-\$61 million, depending on adjustments. **Seller** is Oklahoma City-based group of two AM's, one FM and seven TV's owned by Edward L. Gaylord, chairman. **Buyer** is Chicago-based group of five TV's principally owned by Peter Desnoes and five others. It recently purchased KBAK(TV) Bakersfield, Calif. ("For the Record," Sept. 1). WVUE-TV is ABC affiliate on channel 8 with 316 kw visual, 31.6 kw aural and antenna 990 feet above average terrain.

WHIR(AM)-WMGE(FM) Danville, Ky. □ Sold by Boyle Broadcasting Corp. to Perkey Inc. for \$400,000, comprising \$280,000 cash and remainder note. **Seller** is owned by Glen Boldenberg, who has no other broadcast interests. **Buyer** is owned by Wayne N. Perkey, operations manager at WHAS-TV Louisville, Ky. WHIR is on 1230 khz with 1 kw day and 250 w night. WMGE is on 107.1 mhz with 3 kw and antenna 187 feet above average terrain.

System serving Bay City, Mich. □ Sold by Gerity Cablevision of Michigan to Bresnan Communications Co. for approximately \$45 million. **Seller** is owned by estate of James Gerity Jr. It also owns WGER-FM Bay City, Mich. **Buyer** is White Plains, N.Y.-based cable MSO principally owned by William J. Bresnan, managing general partner. It operates cable systems serving more than 78,000 subscribers. System passes 52,000 homes with 33,000 subscribers and 490 miles of plant.

System serving Struthers, Ohio □ Sold by Hopewell Cable Systems Inc. to Century Communications Corp. for approximately \$4 million-\$6 million. **Seller** is principally owned by Richard P. Melvin, president. It has no other cable interests. **Buyer**, based in New Canaan, Conn., is 17th largest cable MSO with almost 600,000 subscribers. It is owned by Leonard Tow and Sentry Insurance Corp. System passes 5,300 homes with 3,700 subscribers and 47 miles of plant. **Broker:** Waller Capital Corp.

For other proposed and approved sales see "For the Record," page 151.

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Satellite Footprints

New deal. The satellite transponder marketplace is alive and well. To counter competition from AT&T and Viacom International, RCA Americom is offering certain cable programmers long-term leases on its Satcom III-R at a discounted rate that would go into effect in a year.

Cable programmers that are now paying \$142,000 a month for a protected transponder on the C-band satellite on a month-to-month basis are being offered a five-year lease at a 10% discount. The lease would extend from Jan. 1, 1988, to December 1992, when the satellite is expected to go out of service. The payments would amount to around \$125,000 a month.

Since agreeing to lease 21 transponders on Telstar 303 from AT&T, Viacom has been trying to sublease about half of them to major cable programmers, targeting several now delivering their services via Satcom III-R. Viacom believes that if it can persuade enough of the right kind of programmers to migrate from Satcom III-R to Telstar 303, cable operators will re-point antennas from Satcom III-R to Telstar 303.

One of Viacom's selling points is that Telstar 303, as the newest all-C-band satellite in orbit, will be around the longest, able to provide continuous service through 1995. RCA's answer to that is that it is prepared to launch another satellite, the Satcom system's ground spare, in 1989 or 1990 if it receives a "reasonable commitment" from programmers to use it. Despite the launch problems of NASA and Arianespace, RCA said it was "highly probable" that it would be able to launch the spare in 1989-90. If it goes up in 1990, the spare could provide service until the turn of the century.

Dish giveaway. The AT&T-Viacom Telstar 303 initiative also threatens the effort of RCA and Home Box Office to lease or sell transponders on two high-power Ku-band satellites, Satcom K-1 and Satcom K-3 (BROADCASTING, Jan. 5). RCA and HBO have formed a joint venture, Crimson Satellite Associates, to build and launch Satcom K-3 by 1990 and sell its transponders to cable programmers. In the

meantime, RCA is trying to lease slots to the same programmers on Satcom K-1, which was launched last year.

The immediate beneficiaries of the competition between Viacom-AT&T and RCA-HBO (aside from the programmers) are the manufacturers of satellite earth stations. To counter the AT&T-Viacom threat, HBO and RCA announced two weeks ago that they would each give away 1,500 Ku-band earth stations to operators of selected cable systems who promise to keep the dishes pointed at the Satcom Ku-band satellites. HBO is offering 3.7-meter or 3.1-meter Vertex antennas (depending on the system's location) and a choice of satellite receivers from Sony, General Instrument or Scientific-Atlanta. RCA is offering 3.7-meter dishes from Antennas for Communications and 3-meter dishes from Channel Master. RCA is offering different dishes but the same choice of receivers as HBO.

Links for sale. Amway Corp., Ada, Mich., has put the uplink teleport facility for its Arlington, Va.-based subsidiary, MultiComm Telecommunications Corp., along with several hundred downlink earth dishes owned by MultiComm, on the block for an aggregate price of \$3.5 million—\$2.5 million for the teleport, which is located in Bren Mar, Va., and \$1 million for the earth stations. MultiComm currently transmits both voice and data via satellite and FM subcarriers to subscribers nationwide.

The MultiComm uplink teleport comprises a 3,072-square-foot building, one 11 meter dish, two 4.6 meter dishes and 4.6 acres of land. According to a company spokesman, the company that purchases the teleport facilities will assume the contract obligations for uplinking its current clients: Mutual Radio, Associated Press, United Press International, Bonneville Broadcasting, Storer Broadcasting, American Diversified, McDonald-Douglas and Data Broadcasting Corp. Any deal will likely include a stipulation that the new teleport owner will continue to transmit MultiComm information for a specific period of time.

The earth stations are the approximately 650 MultiComm-owned

dishes, primarily located at Mutual Broadcasting affiliated stations (Amway was Mutual's parent company until late 1985 when Westwood One purchased the company), and an additional 100 on order. Those terminals are mostly used for receiving voice transmissions.

Not included in the proposed sale by Amway are MultiComm's FM data network as well as 170 downlinks at stations in 85 markets—two per station—that are used for receiving data transmissions. "We are going to focus on our core business, which is the FM-SCA data network," the MultiComm spokesman said.

The MultiComm teleport and earth stations may be sold separately or together, the spokesman said. He added that the firm which purchases the dishes would assume the obligation to receive the Mutual Broadcasting signal off of Westar IV.

Stepping up to Ku-band. The Washington International Teleport has added a 4.5-meter Ku-band uplink to the arsenal of earth stations at its suburban Washington teleport. According to WIT's Art Hill, WIT purchased the uplink, already up and running on the grounds of its suburban Washington (Bren Mar, Va.) facility, from the Private Satellite Network, a New York-based company specializing in the construction and operation of satellite networks for corporations. WIT has upgraded the uplink, Hill said, making it automatically steerable.

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Good news for FCC in '88 budget

Commission is allocated \$107.2 million of U.S.'s first \$1 trillion-plus budget; USIA, BIB get increases; funds for public broadcasting 'reappropriated'

The FCC fares reasonably well under President Reagan's fiscal year 1988 budget submitted to Congress last week, with commission officials saying the \$107.2 million proposed for it would permit a strengthening of the agency's staff despite the general belt-tightening to which many government agencies are being subjected. The U.S. Information Agency and Board for International Broadcasting, which have always been treated generously by the White House—if not always by Congress—would also do reasonably well. But public broadcasting, whose budget is traditionally a tempting target for White House budget cutters, would suffer. Public broadcasting, however, has its friends in Congress.

The President's budget—the first exceeding a trillion dollars ever submitted by the White House—is designed to produce \$42 billion in savings to meet a Gramm-Rudman-Hollings specified deficit of \$108 billion. Considering the magnitude of those figures, the FCC's anticipated expenditures do not count for much. Still, the \$107.2 million that the White House is proposing—an increase of some \$12 million over the funds on which the commission is operating in 1987—would enable it to add 93 permanent positions to a staff that now numbers 1,800. The new slots would be added across the board, with some 30 of the new staffers assigned to the task of collecting fees Congress authorized the commission to charge for processing applications. The program goes into effect April 1.

The commission, in its presentation to the Office of Management and Budget, had cited a need for \$104.5 million. However, the \$107.2 million being proposed for the commission actually represents a slight cut in the request, for \$6.7 million would be earmarked for federal retirement benefits and new pay raises that the commission had not contemplated. Still, Chairman Mark Fowler's chief of staff, Jerry Fritz, pronounced the agency "comfortable" with the proposal—which, he noted, is the President's. "It puts us in a good position," he said. Indeed, he noted that the agency for years had been "under ceiling" in personnel. He said the number of permanent slots had declined from about 2,200 when Fowler became chairman in 1981 to 1,800 this year.

One new wrinkle in the budget—part of an effort to raise funds without imposing taxes—is the President's proposal that the commission be authorized to auction portions of the spectrum not assigned to any medium of mass communication—specifically radio

and television—or to public safety or amateur services (BROADCASTING, Dec. 29, 1986). Low-power television would be included, however. The White House expects its auction proposal—which would affect spectrum allocated to paging, cellular radio and private multiple address, as well as low-power television—to generate \$600 million in 1988. The White House also says that "hundreds of licenses" in those services that have been assigned through lotteries "could be assigned through auction in future years."

In officially endorsing the proposal originally offered by Fowler, the White House said: "Public auctions will capture the true value of the license and give taxpayers a return for the use of the spectrum, which is considered public property."

As in previous budgets submitted by the Reagan White House, America's means of communicating with the rest of the world would be strengthened. The U.S. Information Agency would be allotted a total of \$942 million, almost \$100 million more than Congress is expected to provide for the agency—once supplemental appropriations are acted on—in 1987. The Board for International Broadcasting, which funds and oversees Radio Free Europe and Radio Liberty—America's voices to Eastern Europe and the Soviet Union, respectively—would be granted \$203 million, some \$30 million less than BIB had requested of OMB, but still \$40 million more than Congress provided in 1987.

The USIA budget includes \$90 million for a continuation of the \$1.3-billion program to modernize the Voice of America broadcast facilities. Congress provided \$66 million for the program in 1987, but while only \$34 million is available for most of the program's projects—\$20 million is already committed and \$12 million is the contribution USIA's

Radio In the American Sector (RIAS) will make to the construction of a television station in West Berlin most of whose costs are being footed by the West Germans—this year will be a banner one for the program. Officials note that \$142 million appropriated in 1986 for a variety of modernization projects but not spent remains available. They say USIA is planning to invite proposals for the construction of a number of 500 kw transmitters and associated subsystems.

Although definite figures for the VOA operating budget were not available from USIA last week, it was learned that the radio service would be allocated about \$185 million, up from the \$169 million appropriated for it in 1987. The Radio Broadcasting to Cuba service (Radio Marti) is in the President's budget for \$12,652,000, a slight decrease from the amount appropriated for it this year. And, according to officials involved in the planning, USIA's television service, which includes Worldnet, would get up to a 50% increase in funding—as much as \$45 million, compared with the \$29 million on which the television service is now operating. The increase would enable USIA to expand Worldnet from a television service now linking the U.S. with Europe and Latin America on a daily basis to a worldwide daily service. Worldnet accounts for \$15 million of USIA's television money in 1987; it would account for up to \$28 million of it in 1988. The funds being sought for BIB also include money for a modernization program—\$42 million. Much of that would be used to complete upgrading of existing broadcast facilities. (More would have been earmarked for modernization if OMB had approved the BIB request for a budget figure of \$230 million. But even the \$203 million represents a compromise: the original OMB figure was \$169 million.) What's more, with RFE/RL headquarters located in Munich,

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West Germany, BIB faces a serious funding problem growing out of the devaluation of the dollar in relation to the West German mark—the dollar is at its lowest point in relation to the mark in six years. So \$24 million of the 1988 funding would be used to offset currency losses; BIB is seeking the same amount for the same purpose in a supplemental appropriation for 1987.

The White House's determination to cut if not eliminate funding for the Corporation for Public Broadcasting is taking a new shape. Instead of using the rescission process to cut funds already appropriated—a process that has been unsuccessful in the past, when Congress refused to cooperate, as required—the White House is proposing a "reappropriation" of funds. It would shift to 1990 \$44 million of the \$214 million already appropriated for CPB for 1988 and \$88 million of the \$228 million appropriated for it for 1989, and would provide no additional appropriation for 1990. Congress has authorized \$254 million for public broadcasting for that year. That "reappropriation" would result in funding levels of \$170 million for 1988, \$140 million for 1989 and \$132 million for 1990. CPB's acting president, Donald Ledwig, appealed those funding levels in a letter to the President last month. He noted that the public broadcasting system has committed the funds already appropriated to programming "in the production pipeline, as intended by the Congress when it established forward funding for CPB." Ledwig's letter

EEO opinions reports. The Office of Management and Budget's recommendations for restructuring the FCC's equal employment opportunity program reports have received a mixed review in comments at the commission. The National Association of Broadcasters said it continued to believe that "retention of much of the language of the existing Form 396 would likely be the best basis for revision" but that "we find the rephrasing utilized in the OMB draft to be an acceptable alternative."

The Broadcast Financial Management Association said it believed it would be appropriate to require detailed information from a licensee only if the data in its annual employment report made it appear that the station was discriminating. "Assuming, *arguendo*, that the commission were not to adopt this approach, BFM would support the adoption of OMB's alternative reporting form," BFM said.

National Public Radio, however, said OMB's recommendation was "unacceptable" and encouraged retention of the current reporting forms. The National Black Media Coalition, among other things, said the forms should require the reporting of new hires and promotions. "OMB's objections to the proposed Form 396 should, in general, not serve as a justification for further evisceration of the commission's EEO enforcement program," NBMC said.

The FCC has proposed changes in the form to make it clear that the commission's primary concern was EEO efforts, not numbers, and to make the forms less burdensome for broadcasters (BROADCASTING, Nov. 18, 1985). Its own proposal would require licensees to provide descriptions of what certain minority employees actually did at the station and would also require licensees to provide data on hires and promotions that showed how minorities and women fared against other station employees.

OMB's proposal, which appears to be modeled on the 10-point form currently being used, would not require that statistical information. The FCC put OMB's alternative proposal out for comment in a further notice of proposed rulemaking (BROADCASTING, Nov. 10, 1986).

had not been answered as of last week. However, other public broadcasting officials—Bruce Christensen, president of Public Broadcasting Service, and Douglas Bennet, president of National Public Radio—appeared confident the OMB reprogramming gambit will not win congressional approval.

Said Bennet: "It will be shot down."

The White House also is making another effort to close down the public telecommunications facilities program, which helps provide funding for the construction of public television and radio stations, a program that is administered by the National Telecommunications and Information Administration.

As it has in past years, the White House proposed rescinding funds already appropriated for the program—in the present case, the \$19.3 million that Congress voted for 1987—and is proposing no new funding for 1988. The rescission, if approved, would leave \$1.2 million to close down the program. However, there is no indication Congress will be any more likely in 1987 than in past years to accept the President's view that the program is not needed.

As for NTIA, which is the President's principal adviser on telecommunications matters, it would be given a slight increase in funds—\$14.8 million, up from \$13 million in 1987. The budget anticipates a drop in the number of permanent positions from 208 to 199 because of what the administration hopes will be the disappearance of the public telecommunications facilities program from NTIA's responsibilities. The \$14.8 million would provide \$2.6 million for domestic and international policy work, \$8.6 million for managing the government portion of the radio spectrum, and \$3.5 million for telecommunications science research at NTIA's laboratory in Boulder, Colo.

The State Department's Bureau of International Communications and Information Policy, which began life in 1982 as a relatively small "office" charged with coordinating international telecommunications policy, would be allocated \$2,040,000 in 1988 under the President's budget. The bureau, with five offices and one working group, is head-

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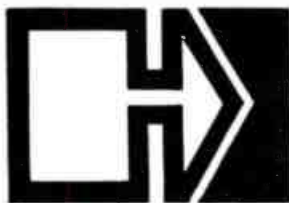
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ed by a director and has 34 full-time positions. Those are essentially the funding and personnel figures currently on the books.

■
The Federal Trade Commission would operate at a slightly higher funding level in 1988 than in 1987, under the President's budget. The agency would be given \$69.8 million next year, an increase of \$4.8 million. But \$4.4 million would be needed for the new pay raise and retirement benefits voted by Congress. The funds remaining will support 1,048 permanent positions, up from 1,030 in the current fiscal year. □

Utah seeks Supreme Court review of cable programing case

Previous courts had held that state law governing programing decency violated First Amendment

The state of Utah last week carried its fight for a cable television indecency statute to the Supreme Court. The state asked the court to assert jurisdiction over and consider a case in which a federal district court and a U.S. Court of Appeals held the Utah Cable Television Programing Decency Act to be a violation of the First Amendment.

The state maintains that the lower courts' fundamental error was in holding that the state has no constitutional authority to regulate any indecent material that is not obscene—and that those lower courts compounded the error in reaching it in the absence of a specific complaint.

The 1983 act at issue represents the second effort the state has made to enact such legislation. The first legislation, enacted in 1981, prohibited the depiction of "illicit sex or sexual immorality." The U.S. district in Utah declared that the outright ban on sweepingly defined nonobscene material was too broad to pass constitutional muster. And the state did not appeal. The second legislative effort was drafted with an eye to overcoming the constitutional problems of the first.

Still, the district court, acting on the basis of complaints that four cable systems filed on the day after the act became law, found it unconstitutional—overbroad and invalid on its face because it "regulates 'indecent' material and does not limit itself to material that is legally obscene."

The district court concluded the state lacked authority to regulate nonobscene speech on cable television. And a three-judge panel of the U.S. Court of Appeals for the 10th Circuit in September affirmed that judgment in a seven-page unsigned opinion that relied on the reasoning of the district court (BROADCASTING, Sept. 15, 1986).

Utah, in asking the Supreme Court to assert jurisdiction, argues that the case presents the question of whether the First

Amendment denies government any power to restrict the public dissemination of indecent material in any circumstances. Another question Utah raised is whether the lower courts erred in overturning the law "in the absence of the facts of a specific case—notwithstanding that [the act] rests upon a nuisance rationale under which context is all important."

In discussing those issues—and throughout the brief—Utah relies heavily on the *Pacifica Foundation* case, in which the Supreme Court, in 1978, in a 5-4 decision, held that the FCC could, without violating the First Amendment, regulate the broadcast of indecent material. The case involved a George Carlin monologue on the "seven dirty words" that was broadcast at 2 p.m. on Pacifica's WBAI(FM) New York. The court opinion—one of four written in the case—cited the pervasiveness of the broadcast medium and its accessibility to children (BROADCASTING, July 10, 1978). Utah makes the same points in defending the constitutionality of its Decency Act.

The brief contends that the district and appeals courts acted "directly contrary to numerous decisions" of the Supreme Court that require "constitutional decisions be based on concrete controversies and real fact, rather than upon speculation, assumption and hypothesis." The state, quoting the *Pacifica* decision, adds that its Decency Act "regulates the cablecasting of patently offensive sexual material 'entirely on a nuisance rationale under which context is all-important.'" Then it adds, again quoting *Pacifica*: "The

statute requires a 'consideration of a host of variables' and therefore 'cannot be adequately judged in the abstract.' "

The Utah anti-indecency law does not ban the cablecasting of indecent materials, but authorizes the filing of civil nuisance suits against anyone said to be distributing such material over a cable television system. And it restricts the meaning of "indecent" to the display of a specifically described sexual activity, which "the average person applying contemporary community standards for cable television" would find is presented in a patently offensive manner.

What's more, the state attorney general issued an opinion interpreting the act, after its passage, which said it does not ban the transmission of indecent material but channels it to late evening hours when the state's interest in protecting the privacy of unwilling adults and minor children was said to be reduced. The opinion established the hours between midnight and 7 a.m. as those during which the programing decency act would not be enforced.

In contending that its act reflects the Supreme Court's views in *Pacifica*, Utah says the act does not prohibit indecency "but instead channels indecent presentations to those hours when unwilling adults and minors are unlikely to be in the audience." And in disputing the district court's contention that *Pacifica* does not apply to its act since cable television is an "invitee" rather than a broadcast "intruder," Utah said the pervasive presence of the broadcast media is "a trait shared by cable television." □



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TELECASTINGS



News buildup

WCVB-TV Boston will expand its 6-6:30 p.m. Saturday newscast to one hour, beginning Feb. 7. The station said the new newscast "is believed to be the nation's first regularly scheduled, hour-long local television news program on weekends." The broadcast will air at 6-7 p.m., with its weekend anchors, Dawn Fratangelo and Jay Schadler, sportscaster Mike Dowling and weatherman Jerry Brown. The team also reports the Sunday 6-6:30 p.m. newscast and 11 p.m. newscasts on both nights.

Said WCVB-TV vice president and news director, Philip S. Balboni: "We are taking this step in recognition of the increasing news and sports needs of the weekend audience combined with the increasing resources—technological and editorial—of NewsCenter 5." The expanded program will also include national and international news and expanded sports coverage, Balboni said.

Captions at night

The National Captioning Institute, with grants from the Whirlpool Foundation and Kraft Inc., has begun closed captioning of ABC News's *Nightline*. The captions, intended for the hearing impaired, are visible only on sets equipped with NCI-recommended TeleCaption II set-top adapters.

With the addition of *Nightline*, according to NCI, ABC now airs 23 hours a week of captioned news and public affairs programming, including ABC's *World News Tonight with Peter Jennings*, *Good Morning, America* and *20/20*. According to NCI, 113 hours of network and syndicated programming are now captioned each week, excluding captioned series and movies on Home Box Office and Showtime, special events and presidential speeches and news conferences.

A recent special event to be captioned was NBC's coverage of the Fiesta Bowl on

Jan. 2, featuring Penn State and University of Miami playing for the national collegiate football championship. CBS-TV's coverage of Super Bowl XXI from the Rose Bowl in Pasadena, Calif., on Jan. 25 will also be captioned. The Super Bowl captioning is being made possible by a grant from GTE Corp.

According to NCI's Don Thieme, the growing lineup of captioned programming is helping to accelerate sales of TeleCaption II decoders, which retail for \$200. During 1986, he said, the number of homes with decoders jumped 50%, from around 100,000 to around 150,000. Another factor influencing healthy sales, he said, was the availability of the TeleCaption II decoder, which is less expensive than the first-generation decoders and which contains such desirable features as cable-channel tuning and wireless remote control.

Program Service support

Support for Public Broadcasting Service's National Program Service is running 16.8% ahead of last year, according to figures for the first three months of fiscal year (July 1-Sept. 30, 1986). In FY 1987, PBS took in \$53,255,280, compared with the previous year's \$45,576,977. Corporate underwriting support increased from \$17,329,326 in FY '86 to \$18,306,401 in FY '87, with the number of programs produced remaining steady: 23 series and 43 specials for 1986, 21 series and 47 specials for 1987. PBS signed on four new corporate underwriters in the first quarter of its fiscal year: Equitable Health Corp. of America, Essex Chemical, America West Airlines and Hitachi Corp.

Iselin reflects

John Jay Iselin, outgoing president of non-commercial WNET(TV) New York after 15 years there (BROADCASTING, Oct. 20, 1986), says he is "trying to keep myself uncommitted and in many respects unencumbered" as he plots the next step in his career. (His resignation takes effect on June 30.) Iselin says he is considering commercial television and cable because "the business is the business of broadcasting and one should look at every part of the field." He is not likely to apply for the Corporation for Public Broadcasting presidency, however. "I wish I could throw my hat into the CPB ring, but I think I've probably had my day in the public television court," he said.

Jennings MC

ABC *World News Tonight* anchor Peter Jennings will host the 45th annual Alfred I. duPont-Columbia University Awards in Broadcast Journalism Feb. 4 at Columbia University. Television correspondents Ed Bradley, Paul Duke, Betty Furness and Les-

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ley Stahl, and Columbia president Michael I. Sovern will present the awards for the best in broadcast journalism for 1985-86. The 90-minute program will be televised for the 10th year by noncommercial WNET(TV) New York, airing nationwide on Public Broadcasting Service stations beginning at 10 p.m.

Settled

New World Pictures said last week that it had reached an out-of-court settlement with its former distributor, Worldvision Enterprises. The dispute began more than a year ago and involved the distribution rights to a variety of shows, including the mini-series, *Sins*. After the initial New World suit over what it claimed was the withholding of payments by Worldvision, the Taft subsidiary countersued, asking for damages totaling

\$32 million. The announcement last week did not disclose any settlement terms, but said that all contracts between the two companies were being terminated and that distribution rights to New World programming were reverting to the Los Angeles-based production company.

Better givers

Contributions to public television during the December 1986 fund-raising drive show an increase of 20.4% over 1985 figures—from \$17.2 million to \$20.7 million—according to the Public Broadcasting Service. PBS reported that of 121 stations or state networks participating in December fund raising, 98 used traditional on-air drives and 23 experimented with a combination of direct mail and on-air efforts. Based on figures from 89 stations that used conventional drives in

both years, income from fund raising increased from \$14,272,087 in 1985 to \$15,245,805 in 1986, PBS said.

Children's spots

Westinghouse Broadcasting Co. and Action for Children's Television have joined forces on a project designed to make TV viewing a more positive experience for children and parents. Group W has developed a series of 30-second spots—five directed to children and five to parents—offering suggestions on how to handle issues that concern families. The spots are based on "The TV-Smart Book For Kids," written by ACT's president, Peggy Charren, and its publications director, Marilyn Hafner. The spots will be carried on Group W's five TV stations and more than 75 other stations.

For the Record

As compiled by BROADCASTING, Dec. 31 through Jan. 7, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aural.—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

- WHIR(AM)-WMGE(FM) Danville, Ky. (AM: 1230 khz; 1 kw-D: 250 w-N: FM: 107.1 mhz; 3 kw; HAAT: 187 ft.)—Seeks assignment of license from Boyle Broadcasting Corp. to Perkey Inc. for \$400,000, comprising \$280,000 cash and remainder note. Seller is owned by Glen Boldenberg, who has no other broadcast interests. Buyer is owned by Wayne N. Perkey, operations manager at WHAS-TV Louisville, Ky. Filed Dec. 17.
- WWWK-AM-FM Wheeling, W.Va. (AM: 1400 khz; 1 kw-U: FM: 97.3 mhz; 50 kw; HAAT: 470 ft.)—Seeks assignment of license from WWWK Inc. to CR Broadcasting Inc. for \$3,825,000. Seller is owned by James and Henry Glasman, who also own WMCL(AM) McLeansboro, WTAO-FM Murphysboro, both Illinois, and WDXI(AM)-WRJX(FM) Jackson, Tenn. Buyer is owned by John A. Columbus and Dennis S. Rooker. Rooker is Charlottesville, Va., attorney, former senior vice president and general counsel with Worrell Newspapers. Columbus is vice president of United Stations. It is also purchasing WMCL(AM) McLeansboro and WTAO(FM) Carbondale, both Illinois, and WDXI(AM)-WRJX(FM) Jackson, Tenn. ("Changing Hands," Dec. 22). Filed Dec. 16.

New Stations

- Newberry, Fla.—Clarence T. Barinowski seeks 100.5 mhz; 3 kw; HAAT: 328 ft. Address: 3213 Huxley Dr., Augusta, Ga. 30909. Principal is president of Augusta Radio Fellowship, which owns WLPF(FM) Augusta, Ga. Filed Dec. 17.
- Newberry, Fla.—Newberry Broadcast Partnership seeks

100.5 mhz; 3 kw; HAAT: 328 ft. Address: 405A NW 19th Lane, Gainesville, Fla. 32609. Principal is owned by Vincent L. Jones and 23 others. Filed Dec. 17.

■ Celina, Tenn.—Gary L. Wells seeks 93.7 mhz; 1.5 kw; HAAT: 450 ft. Address: Route 14, Box 116, Crossville, Tenn. 38555. Principal has no other broadcast interests. Filed Dec. 17.

■ 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. 17.

■ Goodlettsville, Tenn.—Goodlettsville Associates seeks 97.1 mhz; 35.5 kw; HAAT: 570 ft. Address: 7349 Lullwater Rd., Columbus, Ga. 31904. Principal is owned by Ronald J. McCarter and D. Stephen Hollins. Hollins owns WMOG(AM) Chattanooga, Tenn., and WYND(AM) Deland, Fla. Filed Dec. 17.

■ Goodlettsville, Tenn.—Tennessee Radio Partners seeks

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97.1 mhz; 50 kw; HAAT: 492 ft. Address: 7-B Peachtree Rd., Nashville, Tenn. 37210. Principal is owned by Cornelia L. Young and 18 others. It has no other broadcast interests. Filed Dec. 17.

■ Goodlettsville, Tenn.—James Taylor Broadcasting of Tenn. seeks 97.1 mhz; 50 kw; HAAT: 491.6 ft. Address: 35102 Center Ridge Rd., North Ridgeville, Ohio 44035. Principal is owned by James Taylor, Vetrel E. Smith and A. Wray Fitch. Taylor owns WJTB(AM) North Ridgeville, Ohio. Filed Dec. 17.

Facilities Changes

Applications

AM's

Tendered

■ WQRX (870 khz) Valley Head, Ala.—Seeks CP to in-

crease power to 10 kw and make changes in ant. sys. Filed Dec. 31.

■ KDCE (970 khz) Espanola, N.M.—Seeks CP to change freq. to 950 khz and increase power to 4.2 kw. Filed Dec. 31.

FM's

Tendered

■ *WVID (90.3 mhz) Anasco, P.R.—Seeks CP to change TL: change ERP to 14.5 kw; change HAAT to 993.8 ft. Filed Jan. 5.

Accepted

■ WKRG-FM (99.9 mhz) Mobile, Fla.—Seeks mod. of CP to correct overall height of structure. Filed Jan. 5.

■ KZBQ-FM (93.7 mhz) Pocatello, Idaho—Seeks mod. of CP to change HAAT to 954.5 ft. Filed Jan. 5.

■ WCYT (96.7 mhz) Rochester, N.H.—Seeks CP to change HAAT to 328 ft. Filed Jan. 5.

■ WRQF (93.5 mhz) Bowling Green, Ohio—Seeks mod. of CP to change TL: change ERP to 2 kw and change HAAT to 400 ft. Filed Jan. 5.

■ WRKZ (106.7 mhz) Hershey, Pa.—Seeks CP to change ERP to 11.2 kw and change HAAT to 928 ft. Filed Jan. 5.

Actions

AM's

■ WINY (1350 khz) Putnam, Conn.—Granted app. to increase power to 5 kw. Action Dec. 22.

FM's

■ KNTI (99.5 mhz) Lakeport, Calif.—Granted app. to change TL: change ERP to 2.4 kw and change HAAT to 1,920 ft. Action Dec. 22.

■ WEBE (107.9 mhz) Westport, Conn.—Granted app. to make changes in ant. sys. Action Dec. 23.

■ *WUOI (88.9 mhz) Chicago—Dismissed app. to change TL. Action Dec. 18.

■ *WNIU (89.5 mhz) Decatur, Ill.—Granted app. to make changes in ant. sys. Action Dec. 22.

■ WKJM (95.3 mhz) Monticello, Ind.—Granted app. to change ERP to 1.15 kw. Action Dec. 23.

■ KVSF-FM (105.5 mhz) Beloit, Kan.—Granted app. to change ERP to 3 kw. Action Dec. 23.

■ WBAQ (97.9 mhz) Greenville, Miss.—Returned app. to change TL: change ERP to 24.5 kw and change HAAT to 492 ft. Action Dec. 23.

■ WMOU (103.7 mhz) Berlin, N.H.—Returned app. to change TL: change ERP to 23 kw and change HAAT to 3,827.7 ft. Action Dec. 24.

■ WTHP (98.3 mhz) Thomasville, N.C.—Granted app. to change TL. Action Dec. 23.

■ *WKCL (91.5 mhz) Ladson, S.C.—Granted app. to change TL: change ERP to 11.25 kw and change HAAT to 306 ft. Action Dec. 29.

■ *WUOT (91.9 mhz) Knoxville, Tenn.—Granted app. to change ERP to 97.8 kw and change HAAT to 1,579.6 ft. Action Dec. 30.

■ KAEZ (95.3 mhz) Gilmer, Tex.—Granted app. to make changes in ant. sys. Action Dec. 30.

■ KITY (92.9 mhz) San Antonio, Tex.—Granted app. to change TL: change HAAT to 1,015.8 ft.; and make changes in ant. sys. Action Dec. 23.

TV

■ *WNEQ-TV Buffalo, N.Y.—Granted app. to change ERP to 957 kw vis. and change HAAT to 1,030 ft. Action Dec. 30.

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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

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Low-power opening

The FCC has expanded the available spectrum for low-power auxiliary stations (LPAS), most frequently used for wireless microphones. In a Dec. 29, 1986, action, the commission said it will allow LPAS use on a secondary basis in VHF-TV spectrum for channels 2-6, as well as in the entire UHF-TV band except for channel 37.

LPAS transmitters are already authorized in the upper VHF-TV channels 7-13, as well as in the aural broadcast auxiliary service and the broadcast remote pickup service. The FCC said it has now removed the guard bands and taboo frequencies used with the high VHF-TV channels. A maximum output power of 50 milliwatts will be allowed in the low VHF-TV channels, with 250 milliwatts in the UHF-TV band.

School days

A day-and-a-half tutorial on the technologies of the electronic mass media is being sponsored by The Washington Program of the Annenberg Schools of Communications Feb. 5-6 at the organization's Washington headquarters.

Among the topics covered will be traditional broadcast systems and cable, fixed-service satellite and fiber optics as interconnection delivery systems, and new technologies including satellite master antenna TV, videodisks, compact disks, videocassettes, teletext, videotex and subcarriers.

Leading the Annenberg tutorial will be Phil Rubin, president of Rubin, Bednarek & Associates, a former director of the office of science and technology of the Corporation for Public Broadcasting, former chief satellite expert for the International Telecommunications Union and a past president of the Broadcast, Cable and Consumer Electronics Society of the Institute of Electrical and Electronics Engineers.

The organization is sponsoring a similar tutorial the following week, Feb. 12-13, on the technologies of communications common carriage with former FCC and National

Telecommunications and Information Administration official Dale Hatfield.

Also scheduled for February is an Institute of Electrical and Electronics Engineers videoconference on optical disk technology. The five-hour program, scheduled for Feb. 26, will review the basics of the storage medium and their market applications, covering interactive videodisk, compact audio disk, CD read only memory (CD-ROM) and CD-interactive disks.

Presenting the program, which will be available on both C-band and Ku-band transmissions for a fee, will be representatives of 3M Corp., IBM and other companies developing and using the technology. For information: IEEE Service Center, (201) 981-0600.

Workshops on lighting for video and film will begin this month as well, sponsored by lighting system supplier Rosco Labs of Chester, N.Y., and Hollywood. The company has scheduled a 21-city tour beginning Jan. 21-22 in Los Angeles and continuing through May in cities including Philadelphia, Dallas, Chicago, Miami, New York, Boston and Washington. Information: (800) 431-2338.

All in one

General Instrument is making available a new integrated satellite TV receiver and VideoCipher descrambler. The company, which purchased M/A-Com's VideoCipher Division last year, will ship its initial run of 4,000 VideoCipher II 2500R satellite receivers to distributors this week.

Currently, around a dozen satellite TV channels scramble their programs using VideoCipher and another 20 will begin scrambling this year. The San Diego-based division said that within 12 months more than 70% of all home television receive-only satellite systems will be sold with the units intact.

The receivers-descramblers, with a suggested list price of \$1,384, feature wireless remote control, terrestrial interference filter, programming for 24 C-band and 32 Ku-band channels and digital stereo audio. A \$134 optional antenna positioner power supply

also provides for programming in the unit's memory up to 21 satellite positions and 10 channels on any satellite.

Standards squall

The Society of Motion Picture and Television Engineers is now reviewing a digital serial interface proposal that is incompatible with the international industry standard established last year.

The controversial proposal, developed by Sony and partially documented for SMPTE last month, will undergo initial evaluation at the upcoming SMPTE winter TV conference in San Francisco Feb. 6-7.

The current serial standard, which uses a 243 megabit 8/9 block encoded signal, was officially approved last spring by the world standards body, International Radio Consultative Committee (CCIR), after several years of joint development by SMPTE and the European Broadcasting Union (EBU).

Sony first indicated last fall it was preparing to submit its own proposed interface, and has argued it would be simpler to implement and would require fewer integrated circuits than the current standard, although it might not cost less.

Documentation on Sony's 216 megabit 8/8 scrambled signal interface was submitted by the company, minus proprietary chip designs, in mid-December to a SMPTE standards working group on studio video standards.

Because SMPTE, unlike the EBU, has not yet formally adopted the CCIR 243 megabit standard, committee chairman Merrill Weiss of NBC said due process procedures compel it to examine the proposed alternative, all the more so because Sony is a participant with considerable expertise.

But the proceedings have already raised some disputes, among them why Sony raised the proposal so late in the international standards process, and whether any advantages to the Sony interface, if shown in the tests, will be great enough to overturn an internationally disseminated standard reached only months before.

At least one manufacturer, France's Thomson, has already made clear it plans to adhere to the current standard, although other leading manufacturers in the field, including Bosch and Ampex, appear to be neutral in the debate.

"I can understand the position of Thomson," said Sony spokesman Peter Dare, "[but] the idea of scrambled NRZ was introduced in July 1984 and subsequently has been refined."

Dare could not say whether Sony would use its interface regardless of the resolution in standards forums, and acknowledged the prospect of multiple standards would be "undesirable" from the user's point of view. The company might simply continue using only the parallel interface already found on its D-1 digital recorder to interconnect with equipment from other manufacturers, he added.

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General manager. Initiate Public Radio Station. Experience in fundraising, grantsmanship, working with CPB, NPR, FCC. Salary commensurate with qualifications. Application deadline: February 15 or until filled. Send resume, three confidential recommendations, official transcripts: William R. Rambin, Department of Communication Arts, Northeast Louisiana University, Monroe, LA 71209-0320 EOE/AA.

Palm Springs station is currently seeking a GSM. Must be aggressive and have experience selling direct and through agencies. Send resume and salary requirements to: Radio, P.O. Box 67561, Century City, CA 90067

General manager: 50 KW newsradio inter-mountain region. Ownership potential. New group building seven stations. Applicant needs strong, provable sales and sales management abilities. Nistler Communications, 5150 S.W. Griffith Drive, Beaverton, OR 97005.

Growing New England broadcaster looking for GSM. Greenwood training preferred. Must be willing to handle a list and have people skills. If you can motivate and sell, call us. Excellent compensation and benefits. Call Turner Porter, WERZ/WMYF at 603-772-4757. EOE.

General manager needed for top sixty market AM/FM. If you have a full understanding of radio, have good organizational skills, are people-oriented and can lead people to do their best, this could be your chance to develop a true success story. Sales background preferred and you must be willing to work hard and produce. Good area, good company, good benefits. We will pay for performance. Box P-38.

General manager, WVU-FM, West Virginia University. Fulltime professionally oriented university station; paid student department directors; progressive, alternative format; 380 watts, CP for 2.4KW. Performs station planning, develops operational goals, with assistance from directors, consistent with policies/goals of Interim Assoc. VP of student affairs. Oversees all aspects of station operations, including FCC compliance. Selects/trains large volunteer student staff. Maintains extensive liaison with university officials and community leaders. Bachelors degree in appropriate discipline required, masters preferred. Minimum 3-5 years professional experience required in radio, commercial and/or college station; teaching/major college employment, desirable. Minimum salary \$20,148; excellent benefits. West Virginia University, enrollment 17,500, is state's land grant university, offering bachelor degrees in 64 programs, masters in 78, and doctoral in 29. Morgantown area offers many university and community cultural/educational activities, scenic beauty, and outdoor opportunities. Application deadline: January 23, 1987. Send letter of application, resume to: Fred Daniels, Manager, Employment Services, Department of Human Resources, Knapp Hall, West Virginia University, Morgantown, WV 26506. WVU is an equal opportunity/affirmative action employer.

General sales manager. Sunbelt major market FM, part of newly formed group, seeks highly motivated, aggressive GSM to form and train sales team. Experience in teaching, motivating, forecasting. Knowledge of co-op and vendor dollars very important. Local sales managers with experience will be considered. Candidate selected will have first shot at General Manager's position within twelve to fifteen months. Send resume in strictest confidence to Box P-25.

Experienced broadcast sales representative. Leading broadcast equipment manufacturer has opening in sales staff. Technical or broadcast background desired. Proven sales ability required. Equal opportunity employer. Send resume and salary history to Box P-24.

Operations manager. Florida seeks talented individual for challenging and diverse position combining responsibilities. OPS MGR will be responsible for production, supervision of jocks, on-air sound. This is newly formed multi station group. Send resume in strict confidence to Box P-26.

Need general/sales manager to head up staff of newly acquired and automated AM station with 125,000 audience in southeastern Virginia. Aggressive leader needed in this capacity which reports directly to owners. Box P-22.

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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.

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.

Sales manager. WORQ 102 FM southeastern Connecticut is still looking for the right person. Lost two finalists to other employment opportunities. Current manager to assume new responsibilities after pregnancy leave, starting March 1st. Need new manager to oversee strong local sales department and service established account list. Radio experience required; management background preferred. Great opportunity at successful "classical hits" station in healthy marketplace. Future growth potential. Send letter and resume to Karen A. Quinn, VP/Sales, WORQ, P.O. Box 97, Mystic, CT 06355. EOE.

Account executive: Markets only all-live country station seeks highly motivated person to service existing accounts and develop new ones. Are you success oriented? Want to make more money? Tell us why. Grow in one of the country's finest areas. Salary, commission, profit sharing. Sell us first letter. Box P-7.

California....KFIG AM/FM is currently seeking a professional, highly motivated salesperson with experience in direct and agency sales. Draw against commission plus outstanding benefits. Contact Wayne Scholle, Box 4265, Fresno, CA 93744 209-268-8801 EOE M/F.

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Calif. group owned CHR assembling the best sales team in California. If you're aggressive and motivated with the desire to be one of the best paid salespersons living in one of California's finest cities, please submit resume, documented salary history and your availability for an interview to: Managing General Partner, Commonwealth Broadcasting, 2550 Fifth Ave., 11th Floor, San Diego, CA 92103. EOE/MF.

Account executive. Southwestern Oklahoma AM/FM combo. Good returns for aggressive salesperson. Experience desired. Call Carolyn Riffel 405-247-6682.

Ad sales booming, tropical Pacific island, multi-media firm has immediate sales management & account executive positions open in Guam in radio, TV & print. Excellent salary, commission & benefits. Long term opportunities with growth potential for the aggressive seasoned professional. Send resume including salary history to: Western Systems, Inc., 92 West Bellevue, Pasadena, CA 91105.

General sales manager needed for top rated AOR FM, and country AM, to lead an experienced sales staff. Management experience a necessity. Resume to Don Schwartz, WONE/WTUE, P.O. Box 89, Dayton, OH 45402. EOE.

Sales. WERA in central Jersey has an immediate opening for an experienced account executive. Accounts plus tremendous potential for a hardworking professional. Reply quickly to WERA, 120 West 7th St., Plainfield, NJ 07060. Also taking applications from outstanding individuals for entry level position.

America's biggest farm FM, with modern country music format, seeks sales pro to hit the streets and join us on our way to the top! Replies confidential. Send to: Gene McCoy, GM, KZ-100, Box 100, Central City, NE 68826. EOE/MF.

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Sales manager-air personality combination. Self-starter, enthusiastic, be a winner with sales. Northern Virginia 703-221-1124 between 9:00 AM & 10:00 AM weekdays only.

Account executive for small market Maine AM/FM with national reputation. Emphasis on selling local news, sports, weather. GM to turn over accounts, plus picking up new accounts. Production, on-air work optional. WDME, P.O. Box 357, Dover-Foxcroft, ME 04426. 207-876-4120.

Sales manager. Must have experience in agency and local direct. No beginners. West Coast resort area. Reply: Box 21117, Reno, NV 89502.

Rapidly growing 14 station radio group needs take charge, street-wise sales manager for newly acquired top 50 market station. Minimum 5 years selling experience. Excellent opportunity for managerial advancement. Contact Station Attorney, 1120 Connecticut Ave., NW, Suite 270, Washington, DC 20036.

Sales/sales management AM/FM combo with great track record is looking for an experienced sales person. Top 100 market. A sales management position and a stock option are available for the right person. Box P-39.

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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.

Announcer-salesperson. Small market mid-Atlantic station. Visit merchants, produce and announce spots you sell! Sales training available, beginner with good potential considered. Mail resume. Box P-13.

KLMR country in southeast Colorado is looking for a morning person with solid production background. Tapes and resumes to PO Box 890, Lamar, CO 81052.

Want announcer... some experience. Serious about job. Extra pay for PBP. Tape-resume. Box 310, DeSoto, MO 63020.

Morning announcer: 50,000 watt Virginia FM looking for morning personality. Full service operator looking for the talent to pull it together. Resume to Box P-36.

Wanted: morning DJ with personality, humor, talent, inventiveness and creativity to join top rated AC. You gotta be good and unique to work at KGM-FM. Send tape, resume and salary requirements to Rich Berry, Box 558, Cape Girardeau, MO 63701. EOE.

Immediate opening for above average PM drive announcer at successful central Illinois country FM. Applicants should have good production skills and great references. Salary negotiable. We check backgrounds, so no drifters or floaters please. Reply to Box P-32. EOE.

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Northeast group operator looking for hands on chief engineer. Must have knowledge of AM directionals, studio construction and maintenance. Must be willing to work. Resume to: Director Engineering, PO Box 482, Newburgh, NY 12550.

Chief engineer: requires maintenance of AM directional, FM, automation, RPU, satellite, along with orderly record keeping and ability to instruct personnel in proper use of equipment. Experience is not a factor if applicant has basic technical background and is eager to learn. Two openings. EOE. Reply to: Director of Engineering, Box 151, Frederick, MD 21701. 301-663-4181.

Experienced broadcast sales representative. Leading broadcast manufacturer has opening in sales staff. Technical or broadcast background desired. Proven sales ability required. Equal opportunity employer. Send resume and salary history to Box P-24.

HELP WANTED NEWS

Afternoon newscaster needed for AM/FM on NH/VT border. Prefer New England/NY resident or someone familiar with region. T&R to: John Palmer, WNHV/WKXE, Box 910, White River Junction, VT 05001.

News director: Chicago area A/F. Investigator, writes well, delivers with authority. Writing samples & resume to Box P-29. EEO employer.

Director: news. 50,000 watt Virginia FM looking for news director with the talent and experience necessary to make this station the news source. Resume to Box P-37.

Entry level news director, strong on objectivity and fairness. State capital, great place to grow in radio news. Tape and resume to P.O. Box 21212, Lansing, MI 48911.

The new Magic 96 in a top 40 Sunbelt market needs a dynamic afternoon anchor, must be personable, enthusiastic & a solid journalist who writes the hard stuff as well as lifestyle, & interact with air personality. Good money & benefits. EOE. T&R to Toni Trueblood, 6514 Lakeforest Rd., Charlotte, NC 28212.

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Operations manager: Chicago area A/F. Take charge individual looking for a challenge. Some airwork and production. Minimum 3 years broadcast experience. Resume to Box P-30. EEO employer.

Promotion secretary. WTOP Newsradio 15/Magic 102.3 FM are looking for self-starter with proven writing ability. Will assist promotion/community service departments. Must be able to meet exact deadlines. Send resume and letter to Daniel R. Taylor, Director, Advertising and Promotion, 4646 40th St., NW Washington, DC 20016. No phone calls, please. An equal opportunity employer, M/F.

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Ever wish you had another you, someone with your ambition and ability who could team up with you to make things happen? Entrepreneurial broadcaster looking for that same kind of person is ready to meet you. Call me at 915-366-7202.

General manager: tough competitor, 19 years in management producing winners. Sales oriented, leadership oriented, people oriented, strong promotions oriented, effective management skills oriented. If you want an oriented winner, write Box P-8.

Group W management experience combined with a great "street sales" reputation. 15 years in broadcasting has prepared me to sell, manage, motivate, train, create, and lead a sales staff that will meet and exceed your goals. Terry Dean, 5 Sutley Dr., Voorhees, NJ 08043. 609-768-8093.

NSM, GSM, GM. Exceptional strength in national and regional (Texas) with major and medium markets. Track record to prove it. If you're making money but want to make more, let's talk. Charlie Van 512-663-2892.

General/sales manager. Handle heavy agency/local account list. Good family...health...habits. Employed mid-Atlantic. Box P-9.

Successful, ambitious general manager. Employed, but available due to station selling. Eight years GM experience top 100 markets. Excellent people skills, good leader, bottom line oriented. Desire career opportunity with dedicated broadcaster. Box P-11.

Successful pro with extensive sales, programming and technical experience is looking for a new opportunity in a small/medium market. Box P-14.

GM. Winning experience, increased billings, ratings and bottom line. Strong on promotions and public image. Box P-34.

General manager determined to make your station #1. Excellent track record: GM, GSM, upgrades, start-ups, top 30 market PD, AE. Currently employed. Top 100 markets, please. Your business card to Box P-27 brings prompt reply.

GM. 18 year pro. will increase sales, profits, ratings. Turn around expert, sales, programming, production, can train, proven. Budget minded, bottom line oriented. Box M-86.

SITUATIONS WANTED ANNOUNCERS

Experienced broadcaster seeks change. Strong pipes. Mature, articulate delivery. Enthusiastic PBP. John, 319-326-1158.

Soup to nuts (news to production) seeks new sun-coast gambit, preferably AOR. Currently based Florida. Tape/resume 212-794-1562.

SITUATIONS WANTED TECHNICAL

Engineer. 7yrs experience AM/FM. Licensed and certified. Tim Low, 65 Cod St., Eureka, CA 95501/ 707-444-3675.

See "Innovator" ad under situations wanted, programming.

SITUATIONS WANTED NEWS

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.

Major market TV/radio weathercaster pursuing other radio stations. AMS seal. Computerized. Box M-34.

Experienced, dedicated. looking to move up. Seeking news, sports or news/sports combination position. College, high school PBP. Mike, 816-885-6141 or 816-885-5906.

Major market TV/radio weathercaster pursuing other radio stations. AMS seal, computerized. Box M-51.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

Innovator with a successful track record in building large audiences with a phenomenal formula is accepting on a per assignment basis a selected number of stations in 1987 who would like to become market leaders. High-tech wizardry is also my expertise from complete station construction to competitive station troubleshooting! Call Bill Elliott 203-481-8120.

Multi award winning news/sports broadcaster, with station/sales/program management experience, seeks leadership position with medium/large market leader. Scott; 314-431-3777 or 314-431-6350.

MISCELLANEOUS

WNYC Department of General Services - request for proposals. The City of New York, licensee of WNYC-FM operating on a frequency of 93.9 mHz from the World Trade Center in New York City, invites proposals to lease a subcarrier of WNYC-FM. Details of submission requirements and evaluation criteria are set forth in a request for proposals obtainable by writing to WNYC-FM, Manager of Leased Time Department, One Centre Street, NY 10007, or calling 212-669-7738. Application deadline February 2, 1987.

TELEVISION

HELP WANTED MANAGEMENT

Television account executive. Flint-Saginaw-Bay City CBS affiliate looking for top-notch broadcast A/E. Excellent opportunity with room for advancement for highly-motivated individual. Experience preferred. Send resume to Pam Piper, Local Sales Manager, P.O. Box 250, Clio, MI 48420. WEYI-TV is a Television Station Partner's station. Equal opportunity employer.

National sales manager: KENS-TV, San Antonio's leading television station has an opening for a national sales manager. Qualifications should include at least two years rep experience or national sales manager's experience. In addition, local sales experience is preferred but not required. Send a complete resume with references to David Sankovich, General Sales Manager, KENS-TV, P.O. Box TV 5, San Antonio, TX 78229. No calls, please. Applications must be received by January 23, 1987. KENS-TV is a division of Harte Hanks Broadcasting, and an equal opportunity employer.

General manager—Virginia public television station. Reports to executive vice president and responsible for all phases of day to day operation of main station and two satellites. Experience in related field essential. Send resume and salary requirements to Search Committee-Blue Ridge Public Television, P.O. Box 13246, Roanoke, VA 24032. We are an equal opportunity employer.

Advertising promotion manager. 58th ADI. CBS affiliate Flint-Saginaw-Bay City seeks promotion-minded, creative, well-organized individual to manage all station promotions, advertising, and PSAs. Candidates should have prior TV experience. Apply to Michael J. Fiorile, VP and General Manager, WEYI-TV 25, P.O. Box 250, Clio, MI 48420. EOE.

Chief engineer for growing Stamford, CT public TV station. Energetic hands-on technical person with excellent people skills, minimum 5 years broadcast TV engineering management experience, and minimum 10 years broadcast TV maintenance and operations experience. Contact: Walter C. Nichol, General Manager, WEDW-TV, P.O. Box 10210, Stamford, CT 06904. EOE, M/F.

Director of broadcast/telecommunications. Challenging senior management position with Greater Dayton Public Television, Inc., which operates two television stations - WPTD/Channel 16 in Dayton (top 50 market) and WPTO/Channel 14 in Oxford (located between Dayton and Cincinnati). Responsible for providing administrative leadership to programming, production, and engineering; direct supervision of program manager, production manager, and chief engineer, and overall responsibility for operating unit that includes 17 fulltime employees plus parttime staff and budget of \$1.4+ million. College degree in communications, education, engineering or related field required. Proven management and organizational skills relating to broadcasting, program service development and technical systems concepts essential. Public broadcasting background and experience in dealing with educational institutions helpful. Salary \$40,000+ with generous benefits. Send letter of interest and resume as soon as possible to: Jerry Wareham, President & General Manager, Greater Dayton Public Television, Inc., 3440 Office Park Dr., Dayton, OH 45439. Applications accepted through February 13, 1987. EOE.

HELP WANTED SALES

Account executive: 3 years sales experience with proven track record in broadcast. Must have strong presentation skills/ weekly travel. Send resume to: Adams Communications, 2242 N. Great Neck Rd., Virginia Beach, VA 23451.

Retail development manager: KENS-TV, San Antonio's leading television station has a terrific opportunity for a retail development manager. Qualifications should include at least two years experience with major retailer and a thorough knowledge of co-op and vendor support programs. Send a complete resume with references to David Sankovich, General Sales Manager, KENS-TV, P.O. Box TV5, San Antonio, TX 78299. No calls, please. Applications must be received by January 23, 1987. KENS-TV is a division of Harte-Hanks Broadcasting and an equal opportunity employer.

Account executive/ #1 station in market seeking a local account executive. Broadcast advertising experience required. Send resume by January 13, 1987 to Personnel Director, WTRF-TV, 96 16th St., Wheeling, WV 26003. EOE.

Director of research and marketing services: KNTV, the ABC affiliate in San Jose, California is looking for an experienced person to take charge of station research and marketing projects. Candidates should have background in sales research as well as strong presentation and writing skills. Send resume and salary requirements to Marty Edelman, General Sales Manager, KNTV, 645 Park Ave., San Jose, CA 95110. EOE, M/F.

Account executive: Experienced in national and local media sales. Self motivated with strong negotiation and closing ability. Salary & commission. Visual Dimensions Television, 4770 Biscayne Blvd., Suite 630, Miami, FL 33137.

HELP WANTED TECHNICAL

Director of engineering: Major group broadcasting is seeking a director of engineering for its corporate staff. Position will involve assisting station chief engineers in special projects, capital expenditures and long range planning. Experience as a chief engineer at a television station preferred. If you are currently looking for a new challenge this could be the job for you. Send resume, with complete salary history, to Box P-6.

TV maintenance engineer: Immediate opening for qualified maintenance engineer. Studio and transmitter experience desirable. New stereo facility with Sony betacart. Sony 1 inch. Bosch Telecine, S.A. satellite equipment, and RCA UHF transmitter. Send resume to: Tom Foy, KUTP-TV, 4630 S. 33rd St., Phoenix, AZ 85040, 602-268-4500. EOE.

Chief engineer: Top 20 VHF independent with major commitments to commercial production and uplinking. Candidate should have good people skills and sound technical qualifications. Reply in confidence to: James P. Wright, VP/ Operations, Koplar Communications, Inc., 4935 Lindell Blvd., St. Louis, MO 63108. EOE.

Transmitter/ maintenance supervisor. Must have hands-on UHF abilities and be able to take complete responsibility for transmitter. Townsend experience desirable. Box P-18.

Editor, skilled in time-code editing, Betacam component suite, 5+ years experience, supervisory and management skills desired. BVE 3000 editing system, salary commensurate with experience; benefits. Please call or write: Medical Video Productions, 450 N. New Ballas Rd., Suite 205, St. Louis, MO 63141. 314-991-5510 800-822-3100.

TV maintenance engineer needed for TV station/production facility in major Midwest market. Applicant must have 2 to 3 years of component level maintenance experience. Knowledge of the following equipment would be preferred: Sony BVH 2000 1" VTR's, Betacart, Grass Valley 1600 & 300 switchers, and Grass Valley 51E editor. Salary based on experience. Excellent benefits with a major group owner. Send resume to: Gene Faulkner, 1215 Cole St., St. Louis, MO 63106.

Production technical director needed for TV station/production facility in major Midwest market. Two to 3 years experience working in sophisticated 1" editing suite a must. Knowledge of Sony BVH 2000's, Grass Valley 300 switcher and 51E editor, Thompson Vidifont 5 character generator, and ADO is preferred. Excellent benefits with a major group owner. Send resume to: Gene Faulkner, KDNL-TV, 1215 Cole St., St. Louis, MO 63106.

Immediate opening: Tape maintenance technician to work in major market television station/production house. Must have experience with 1" and 2" format machines and RCA schooling on TCR100 cart machines. Only qualified persons need apply. Send resume to Box M-93. EOE.

Chief engineer: We need a hands-on chief engineer to help lead our growing UHF independent forward. Our excellent engineering staff needs a chief to provide direction and expertise in transmitter service, studio production maintenance and design plus departmental planning. Join this Heritage Communications station on our way to the top. Contact Don Richards, General Manager, KAUT, P.O. Box 14843, Oklahoma City, OK 73113. EOE.

Broadcast maintenance technician. Maintenance technician to maintain: ENG equipment, studio cameras, microwave equipment, etc. The successful candidate will possess a minimum of two years broadcast maintenance experience. Send resume to: WSOC-TV, P.O. Box 34665, Charlotte, NC 28234 Attn: Merle Thomas. EOE, M/F.

HELP WANTED NEWS

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.

News producer: Experienced news writer, organized and visually conscious. Tapes and resumes to News Director, WJTV, Box 8887, Jackson, MS 39204.

Reporter: Municipal beat/general assignment in Alaska's capital city. Some anchoring. Want to fill by mid-January. Send non-returnable tape to: Terence O'Malley, News Director, KJUD-TV, Juneau, AK 99801. No phone calls, please.

Sports: We're looking for an aggressive sports anchor. Someone who makes sports fun to watch. We're the number one station in this major market. If you're the person we're looking for, rush resume to Box P-1. EOE, M/F.

Weekend anchor. Report weekdays. Shooting & editing required. No phone calls. No beginners. Tape, resume & letter to ND, WVIR-TV, Box 769, Charlottesville, VA 22902. EOE.

Medical reporter/ writer to do National Breaking Medical News in Chicago. Send tape & salary requirements to Orbis Productions, 3322 N. Lakewood, Chicago, IL 60657.

Co-anchor/ reporter: 6 & 10 o'clock weeknights for NBC affiliate. Looking for creative, upbeat person with strong on-air presence and writing skills. Aircheck and resume to Jack Keefe, WICD-TV, Box 3750, Champaign, IL 61821. EOE, M/F.

Reporter/ anchor. Aspen, CO based cable station serving Denver, Aspen, Vail has immediate opening for general assignment reporter/ anchor. Sports or co-hosting experience helpful, not necessary. Resume and tape by 1/14/87 to ND, KSPN-TV, 400 West Main St., Aspen, CO 81611. EOE.

#1 station in north Florida needs evening co-anchor to complement female anchor. Also weekend assignment editor needed. Anchor needs at least 2 years experience. Live and remote experience, editing and computer skills a plus. Assignment editor needs reporting, editing, producing and computer skills. Organization a must! Resume, tape, salary requirements to Anne Wilcox, P.O. Box WCJB, Gainesville, FL 32602. EOE.

News director: Immediate opening due to promotion. NBC affiliate. Dominant news leader in the market. Must have ability to teach and direct a staff of 15 young professionals. Send resume to Box P-21. EEO, M/F.

Photographers/weekend producers needed. Immediate openings. Minimum two years experience. Tape and resume to News Director, WCPO-TV, 500 Central Ave., Cincinnati, OH 45202.

Co-anchor, immediate opening. We want a real communicator with 5 years TV anchor experience who can write outstanding copy and complement our female anchor. Midwest network affiliate. EOE. Salary requirement, letter and resume only to Box P-35.

Reporter. Immediate opening for creative individual with solid journalism skills. Ability to anchor considered a plus. Send resume and tape to Dave Tillery, KQTV-TV, P.O. Box 247, St. Joseph, MO 64506. EOE.

Sports anchor for major evening casts. Progressive Southwest news leader looking for sports anchor who regularly produces people-oriented features. Minimum 1 year anchor experience. Send tape and resume to Lee Williams, ND, P.O. Box 1457, Colo. Springs, CO 80901. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Independent station has immediate openings for creative individuals. Openings include creative services director and production director. Send tape, resume, and references to Jack McGee, KDEB-TV, 3000 Cherry St., Springfield, MO 65802-2698.

Traffic/operations supervisor. Western Michigan PBS station (new broadcast facilities under construction) has an excellent opportunity for the right person. The ideal candidate will have responsible supervisory traffic/operations experience and preferably experience with a Columbine IBM System 36 traffic system. Strong communication, interpersonal, and organizational skills. Ability to deal with a number of responsibilities, to respond appropriately to problems, and work effectively under pressure. A bachelor's degree is preferred. Anticipated starting salary range \$20,000-\$25,000, and excellent fringe benefits. Please send a letter of application and resume to: Dave Wiswell, WGVG/WGVK-TV, Grand Valley State College, Allendale, MI 49401. Review of applicants will begin January 30, 1987 and continue until the position is filled. AA/EOE.

Director of promotion: West Coast CBS affiliate lost one of the best, but is looking to find one better. Responsibilities encompass the planning and execution of creative marketing and promotional functions with emphasis on the news, programing and community relations departments. The individual selected must possess creative writing and communications skills and the ability to direct those same skills in others. A working knowledge of the use of production equipment a must. This position reports directly to the general manager. Please send resume tape with examples of your best work, a resume and cover letter explaining your personal philosophy on promotion to: Dennis Williamson, VP & GM, KREM-TV, P.O. Box 8037, Spokane, WA 99203. A King Broadcasting Company station. No phone calls, please. An equal opportunity employer.

Southern CBS affiliate seeks director for newscasts and spot productions. Must have 1-2 years of directing experience, creativity, and a motivation to work. Send tapes and resumes to Shannon Turner, Production Manager, WJTV, 1820 TV RD., Jackson, MS 39204.

Research/ marketing assistant: Newly created position at top 25 group-owned NBC affiliate. Successful candidate will possess strong written/ verbal presentation skills and the ability to manipulate and analyze ratings and marketing research data. Computer skills a plus. Send resume to Box P-10. EOE.

Associate producer—public TV station WIPB is expanding its staff to include an individual to coordinate production of high quality, imaginative video pieces to be used on-air or for clients' use. BS degree or equivalent in telecommunications or related area with 1 year related experience. Application deadline 1/23/87. Send cover letter, resume and copy of college transcripts to: Human Resources Department, Ball State University, Muncie, IN 47306. An equal opportunity/affirmative action employer.

PM Magazine co-host. Number one station in the top 50 market looking for dynamic personality with creative ability to work with male co-host. Prior PM Magazine experience preferred. Send resume/ audition tape to Human Resources Mgr., WSAZ-TV, Box 2115, Huntington, WV 25721. EOE, M/F.

Tape editor. We need a whiz in the edit suite to make our major market local productions fly, including NFL pre and post-game shows. Must be a creative self-starter who can input ideas into projects. Minimum three years experience. Contact Mark Barash, Program Director, WPXI-TV, 11 Television Hill, Pittsburgh, PA 15214. EEO/ AA.

Operations manager. Skilled manager needed to oversee commercial production as well as a large department of people dedicated to the best product in news, programing and promotion. Must have knowledge of all aspects of studio and field production, and abilities to move up to department head status. Send resume to Personnel Director, WPCQ-TV, Post Office Box 18665, Charlotte, NC 28218. EOE.

Director of advertising and promotion. Are you a creative manager or assistant manager overflowing with ideas, looking to move up to a situation where good ideas become tomorrow's campaigns? Join the Southeast's fastest-growing station. Experience is necessary in on-air, copywriting, public relations and layout. Send tape and resume to Personnel Director, WPCQ-TV, Post Office Box 18665, Charlotte, NC 28218. EOE.

Commercial producer/writer. Immediate opening for experienced professional to write, shoot, edit & post with minimum supervision. We have 3/4", 1" & DVE; you have to make it sell. Send creative writing samples, 3/4" cassette, television resume & salary requirements to Frank Hoogstraten, WIBW-TV, Box 119, Topeka, KS 66601. EOE.

Promotion writer/producer: Grant Broadcasting of Chicago, Inc., is seeking an on-air promotion writer/producer. Must have 2 years hands-on producing experience. Applicant should be highly creative, energetic and ambitious. Must have a full command of 3/4" and 1-inch editing and Chyron 4 system. If you're ready to move up to the number 3 market, send a resume and tape to: Promotion Manager, WGBO-TV, 875 N. Michigan, Suite 3141, Chicago, IL 60611. No phone calls, please. EEO, M/F.

TV producer/director. KITN-TV is accepting applications for TV producer/director. Applicants must have minimum 3 years commercial television experience as producer/director. Responsibilities include in-house commercial and promotion production. No calls & no tapes, please. Send resumes to: Tom Mee, Jr., KITN-TV, 7325 Aspen Lane North, Mpls, MN 55428. EOE, M/F.

Promotion director. Southwest Florida independent TV station seeks experienced promotions director. Send tape and resume to Deborah Abbott, WFTX, P.O. Box 150036, Cape Coral, FL 33909. EOE.

Production manager. Top 40 network affiliate. Must have ability to develop and motivate talents of 20 member production staff. Organizational talents and energy a must. Min. 5 years TV experience with 2 years management experience required. Excellent opportunity for career growth. EOE. Please send resume to: Box P-40.

Production manager. Aggressive PBS station is seeking a self-motivated individual for this leadership role. Responsibilities include: Supervision of all production personnel, and remote and studio production; maintain internship program. Must have proven computer editing and directing skills. Thorough knowledge of studio and remote production techniques and the ability to pass such knowledge on to others a must. Resumes with letter of application to: Production Manager Position, WGBY-TV, 44 Hampden St., Springfield, MA 01103. Part of the WGBH Educational Foundation. Closing date: January 16, 1987. EOE.

SITUATIONS WANTED MANAGEMENT

Young, energetic news unit manager in top 15 Northeast looking for top 75 management position in operations. Department restructure makes me available immediately. Looking for a challenge in return for growth. Degree in broadcast mgt. Box P-16.

General manager/general sales manager: Experienced in all phases of TV management. Strong in sales, organization and bottom line profits. Specialize in small and medium markets. Vic Ludington, 512-343-7022.

SITUATIONS WANTED TECHNICAL

Maintenance engineer. Operations engineer. General radiotelephone license. Experience in major studio and field production. Last job held 20 years with Los Angeles major facility. Experience includes M.C., camera, video, videotape, projection, ENG, live local news to World Series. Currently working top 10 network affiliate. Desire to relocate on more temperate Sunbelt or California market. Impressive credits, references, Emmy nominations. Resume on request. Call Richard Ward 617-233-5316.

SITUATIONS WANTED NEWS

Meteorologist seeking weekday position in Sunbelt. Ten years experience small large markets. AMS Seal, Masters degree. Box P-20.

Sports producer: Producer Cable News Network. 12 years experience. Looking for sports producer position in major league market. Box P-31.

Videographer: News and feature. Current three years at O&O network station. Three years at 100th market and college degree. Looking for broad opportunities with definite advancement Excellent news, engineering and network references available. 312-525-4422.

Broadcast meteorologist available on short notice. Top-notch communicator; strong community involvement; excellent forecaster; specialist in severe weather; AMS seal. Box M-65.

Reporter: BA in Diplomacy with considerable foreign experience including Beirut, Tel-Aviv and Cairo seeks national desk position. Some TV news experience. David 202-544-5114 evenings.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Over four years in television production. Put my experience to work for you. Dave 309-691-6690.

MISCELLANEOUS

Primo People is looking for weathercasters. Solid credentials and experience are paramount. Send tape and resume to Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

Lucrative jobs nationwide! News anchors and reporters, sportscasters (including play-by-play), magazine hosts, and weathercasters, along with creative production and promotion personnel. Our experienced staff specializes in assisting career-minded professionals. Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476. 813-786-3603.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Graduate assistantships in radio-television master's program available Summer 1987. Thesis/Non-thesis 30 hour option available. Half-time stipends are \$7,500 (\$625/month x 12), plus tuition waivers. Contact: Dr. Frank Oglesbee, Radio-Television Department, Southern Illinois University, Carbondale, Illinois 62901. 618-536-7555. Application deadline February 15, 1987. AAE/EOE.

Speech Communication: Assistant professor or instructor to teach mass communication theory and research/criticism, policy courses in areas such as programming, audience and market measurement, and regulation along with basic radio/television courses such as scriptwriting, audio/video production, and announcing. Candidacy for PhD in speech/telecommunications or mass communication; commercial broadcast/media and teaching experience are desirable. 9-month tenure track position. Minimum salary \$18,000 - \$24,000. Excellent fringe benefits. Summer school teaching may be available. Effective September 15, 1987. Send letter of application, current resume, official transcripts and three letters of reference to: Dr. Alfred W. Owens, Chairperson, Speech Communication and Theatre, Youngstown State University, Youngstown, OH 44555. Application deadline: February 1, 1987. YSU is an affirmative action/equal opportunity employer.

The department of telecommunications at Indiana University at Bloomington seeks applicants or nominations at the rank of full, associate or assistant professor of telecommunications for a position to begin August 15, 1987. Salary is highly competitive, dependent on rank, qualifications, and experience. Senior rank with tenure requires a record of scholarly achievement or industry research, a commitment to quality teaching and the ability to direct research. Desirable areas of teaching and research include: broadcast, cable or telecommunications management; electronic media advertising, mass media economics and finance; management theory; training and personnel development. Responsibilities may also include directing the Telecommunications Management Institute, a consortium of media scholars providing applied research, training and conference services to media industries. Applicants should submit 1) a current vita describing teaching, research and professional achievements, 2) copies of research or leadership work, 3) names of three confidential references and 4) transcripts of graduate course work. If preferred, recommendations may be submitted directly by references or placement services. Applications received by February 16, 1987 and assured full consideration. Please address questions and application materials to: Don Agostino, Chair, Department of Telecommunications, Radio-TV Center, Room 101, Indiana University, Bloomington, IN 47405.

Communications. Saint Mary's College invites applications for fulltime, tenure track position of assistant professor to teach undergraduate video production and other courses in the communications department, beginning September 1987. Documented college-level teaching effectiveness is required. Applicant's background should include: teaching courses in broadcast production, technical expertise in video and a working knowledge of video uses in organizations. Required: Ph.D. and an area of academic specialties such as telecommunications, public policy or economics, and a commitment to a liberal arts education. Recently, the department received a major gift for a mobile video laboratory. By February 15, 1987, send letters of application and resume to: Rev. Michael A. Russo, Ph.D., Chair, Saint Mary's College, P.O. Box F, Moraga, CA 94575. The College, located in Moraga, California, approximately 15 miles east of Oakland/Berkeley, is a Catholic, private liberal arts college and encourages men, women, handicapped and members of minority races to apply.

HELP WANTED TECHNICAL

Broadcast engineer: Challenging position with rapidly growing consulting firm specializing in appraisals. Knowledge of RF systems and studio equipment. College degree and experience preferred. Send resume and salary history to: Broadcast Investment Analysts, Inc., Box 17307, Washington, D.C. 20041.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Video engineer: Full service teleproduction facility seeks maintenance engineer, experienced in Sony and Grass Valley broadcast equipment. Staff position available. Good starting salary and benefits. Film editor: Must have experience editing 35/16mm film and 3/4" videotape off-line editing. Staff position available. Good starting salary and benefits. Contact: Lee Anderson, Executive Director, Post Productions, United Way Productions, 701 North Fairfax St., Alexandria, VA 22314. 703-836-7100.

RADIO AND TV PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

MISCELLANEOUS

3000 government jobs list. \$16,040 - \$59,230/yr. Now hiring. Call 805-687-6000 Ext. R-7833.

Excellent voiceover talent: radio or TV exclusive to your market. Call now Steve Russell Audio 803-763-SPOT.

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.

Clear out that old equipment. Wanted, translators, video switchers, DAS, TBC's, CG's etc. Call Turkey Productions 805-927-5422.

Wanted: Fully equipped production and/or post production facility to be relocated. Also consider partial ownership with employment and future buy out. Reply Box P-19.

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), CCA 2500DS (1972) **20KW FM-CCA 20000D(1973), Harris FM 20H3 (1973) **10KW FM RCA BTF 10D w/ Mosley exciter **5KW FM-Elcom Bauer 605B, **3KW FM-CCA 3000DS **2.5 FM-Sparta 602A, Collins 831D2. Transcom Corp. 215-884-0888. Telex 910-240-3856.

50KWAM Continental 317, RCA BTA 50H **10KWAM- RCA BTA 10H-on air**5KWAM-CCA 5000D, RCA BTA 5T1-on air**250 Collins 250G. Transcom Corp. 215—884-0888. Telex 910—240-3856.

Harris SX-1, 1KWAM, 1985, mint, going up in power. Transcom Corp. 215—884-0888

Quality Media has moved! We have moved to Louisville, Colorado (Denver) to serve you better. Thanks for another 10 million in sales this year. We are growing bigger and better! Our firm policy - no unhappy customers. Call us for a list of satisfied TV station owners who keep coming back. We now specialize in RF and turn-key TV stations, financing, and station brokerage. Thanks again. Bill Kitchen. Quality Media 303—665-3767

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 303—665-3767.

Silverline UHF transmitters new, best price, latest technology, 30kw, 60kw redundant, 120kw redundant. Bill Kitchen. Quality Media, 303—665-3767.

New RCA 60kw UHF transmitter. RCA closeout. Fast delivery. Price: \$325,000 - includes tubes. Bill Kitchen. Quality Media, 303—665-3767.

New RCA TTG-30H Hi-band VHF transmitter. RCA closeout. Fast delivery. Price reduced to \$85,000. 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.

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 3615A; antennas - TX line; much more! Call Ray LaRue 813—685-2938.

Betacam: Sony BVW-3 w/Fuji 14 X9, including CA-3 + VA-1V adaptors. Excellent condition! price \$22,000. Phone 312—442-5719.

Quanta Q-8 character generator. New - \$15,000 R. Hippler General Television Network - 313—399-2000.

ENG van with 2GHz, Harris microwave, 42 foot mast, three camera capability. LEASE OR SALE, Alex Carey 301—469-8109.

Editing system: 3/4" Panasonic 9200A, 9600, Au-A70 controller, AU-J10 multi-source adapter. Excellent condition \$5900. Call Al 213-299-1411.

New and used towers, complete tower services, engineering, turn-key, erection and demolition. Nationwide, bonded and insured. 402-467-3629.

3/4" evaluated videotape! Guaranteed to look and work as new. Prices: Field mini KCS-20 minute cassettes \$6.99, 30 minutes \$8.99, 60 minutes \$11.99. Elcon are evaluated/wrapped and delivered free! Master broadcast quality at half the price. Hundreds of thousands sold to professional users. To order call Carpel Video Inc. collect 301—845-8888 or toll free 800—238-4300

Used broadcast TV equipment. Hundreds of pieces wanted and for sale. Please call System Associates to receive our free flyer of equipment listings. 213 -641-2042.

Maze Broadcast will be in booth 789 at the National Religious Broadcasters Convention in Washington, DC, February 2-4th. Come by and let's get acquainted

Production house ceasing operation. Full 3/4" Sony editing suite, Hitachi cameras, Sony ENG, lighting, test equipment, more. Cost \$550,000.00. New '81. Will consider all offers. For listing, call Maze Broadcast, 205—956-2227.

Over 100 AM/FM trans, in stock. All complete - all books - all spares - all powers. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248, 214—630-3600. New # 214—276-9725.

Integral cavity klystrons. New tubes with full manufacturer warranty at substantial savings. Call 615—894-4980 immediately. Limited number available.

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Radio Sales

Katz Radio - America's largest national radio representative is looking for aggressive salespeople to fill immediate expansion openings in various Katz Radio offices across the country. If you are interested in establishing a solid career in a company which recognizes the potential for growth, please send resume in confidence to:

Bob McCurdy
Vice President
General Sales Manager
Katz Radio

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(212) 572-5208

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Help Wanted Management

DIRECTOR OF RADIO ADMINISTRATION

National Association of Broadcasters Radio Department is seeking a number 2 person to serve as Director of Radio Administration. Reporting to the Senior Vice President for Radio, individual will be responsible for directing the administrative operations of the radio division, assist in budget development, prepare reports, and assist in planning all radio meetings. Previous experience should include radio management experience (station general manager position) as well as strong organizational skills, excellent communications and writing skills, and extensive knowledge of the industry. College degree or equivalent preferred. Send resume to:

Ann Miller, NAB
1771 N St., NW
Washington, DC 20036.

An EOE M/F.

MANAGEMENT!

An outstanding opportunity currently exists in general management, sales management and management training within Demaree Media, Inc. Broadcast Group. Our stations are market leaders and our group's growth virtually unprecedented! If you would like to be considered for this unique opportunity, send complete resume, work history, track record of success and references to:

Rich Nichols, General Manager
Demaree Media, Inc.
P.O. Box 6048
Springfield, Missouri 65801
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Demaree Media, Inc.
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COMMUNITY MINDED GM

Strong personal sales 5,000 watt AM Religious, Class A FM Country (small mkt. Oklahoma). If you have the background success record, you can own part or all of these stations and let the station make your payments EOE. Reply with full information and qualifications. Box P-33

Help Wanted News

NEWS TALK MORNING DRIVE HOST

Anchor host morning drive News-talk station in New York. Warm, friendly, dynamic with good sense of humor. Fabulous opportunity. You've got to be the best. Cassettes & rating history to

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New York market. Lifetime opportunity. You must be a great communicator, able to hook and hold the audience as you turn each phone call into a fascinating and helpful experience for all listeners. Cassettes to

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Sklar Communications
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Sklar Communications
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New York, New York 10017
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MACOMB, IL 61455

Miscellaneous

NEWS HORIZONS

Fred Walters,
Radio News Programing and
Management Consultant.

N. Hollywood, CA
818-506-5793

TELEVISION

Help Wanted Programing,
Production, Others

Copywriter/ Producer

WCVB-TV, the ABC affiliate in Boston, seeks a creative, self-motivated individual with ideas—ideas and more ideas. You will write and produce on-air, radio, and print promotion for New England's pre-eminent local television station.

If you have 2-3 years' television experience, strong copywriting skills, love to produce, and believe in your own award-winning potential, send a resume and reel today! (No telephone calls, please.)

Personnel Dept., KC187, WCVB-TV,
5 TV Place, Needham, MA 02192.

An Equal Opportunity Employer

WCVB 5 TV

TALK SHOW EXECUTIVE PRODUCER

Major market network affiliate seeks executive producer for long-running, top rated morning talk show. Minimum 2 years required including working at both studio and remote locations with live audiences.

Send resume to Box P-17

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Help Wanted Programing, Production, Others Continued

MORNING SHOW PERSONALITY

Northern Ohio's #1 talk show is looking for an on-air talent to work with male host. You must have a minimum of two years' on-air experience and should be available immediately. Your strong points must include in-studio and remote interviewing covering a wide range of topics, live demos, live on-camera commercials and ad-libbing. You should be warm, personable, sensitive, well-informed and have a sense of humor! Send tape/resume to Gary Stark, WEWS, 3001 Euclid Avenue, Cleveland, OH 44115. No phone calls please.

ASSISTANT PRODUCTION MANAGER

Background should include 2-3 years Production Management and 2-3 years Producer/Director experience. Responsibilities require familiarity with all aspects of studio and remote production, supervision, and programming coordination. Send resume to Jackie Woods, Personnel Coordinator, WFLD TV, 300 N. State, Chicago, IL 60610

No phone calls please.

An Equal Opportunity Employer

32
WFLD

Help Wanted Management

RESEARCH MANAGER

ANCILLARY RIGHTS

WNET New York is seeking a qualified, enthusiastic individual to participate in home video and educational distribution of public television programs. Person will specifically research rights, estimate and authorize payments of residuals and negotiate film clip clearances. Individual will also maintain legal records for all WNET local program acquisitions. Rush resume to:

VP/GENERAL COUNSEL WNET-TV

356 W. 58th St., NYC 10019
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PUBLIC NOTICE Immediate Liquidation of Your Market's Consumer Problems.

"For The People" (P) since 1981 is Radios exclusive award-winning consumer-advocate talk show. Consistently #1 in it's talk slot year after year! national TOLL-FREE lines let your listeners participate! SYNDICATED VIA SATELLITE or tape on a market exclusive basis, total barter, daily or weekly. Now available; One hour call-in show (1-2pm EST), and five minute daily consumer newscast with commentary. Recognized consumer advocate, Chuck Harder hosts program. (You have heard him as guest host on NBC-TALK-NET.) Perfect mid-day drawing card or weekend spotlight for several hours. Cassette demo/info on request. P.O. Box 7125, Tampa, FL 33673 - phone 813-935-4601 *NETWORK PARTICIPATION INVITED.

Help Wanted Sales

Experienced Broadcaster Sales Representative

Leading broadcast equipment manufacturer has opening in sales staff. Technical or broadcast background desired. Proven sales ability required. Equal opportunity employer. Send resume and salary history to Box P-24.

Help Wanted Technical

CONSULTING ENGINEER

Consulting firm has immediate opening for graduate engineer with hands-on R-TV broadcast experience, knowledge of FCC application processes, R/R, and professional engineering registration (or ability to obtain it). UNIX/C familiarity desirable.

JOHN F.X. BROWNE & ASSOCIATES
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202-293-2020

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BROADCAST TALENT AGENCY can help you compile many of the tools you need to get the radio job you want. For FREE information, send a self-addressed stamped envelope to:



Broadcast Talent Agency

73-255 El Paseo, Suite 9
Palm Desert, CA 92260

Consultants

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Business Opportunities

Invest in Radio Station

Major market executive with proven track record seeks additional investors to purchase radio station in top 100 markets. Sellers are also invited to reply. Will also consider investment in an existing station that requires a high power sales oriented executive. Please call Marvin Ceder 305-653-5045.

FM APPLICATIONS

Satellite Systems Engineering, Inc. is now preparing FM radio applications for FCC BC Docket 80-90 (689 new FM locations).

Contact:
Bob Napp,
(301) 652-4660



Wanted to Buy Stations

FM Construction Permits

Established group operator seeks to buy un-built or partially built FM CPs. Cash or equity considered. Send details in confidence to Larry Patrick, President, Sterling Communications Corporation, 10320 Little Patuxent Parkway, Suite 808, Columbia, MD 21044.

For Sale Stations

CALIFORNIA

Profitable Class IV AM; resort area with limited competition. Priced at 7.5 x 1986 cash flow. Asking \$1,800,000. Contact:

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One of two television stations licensed to this small - medium growth market in Sunbelt. Only independent station in its ADI. In operation for five years. Inexpensive programing in place. Presently owned by non-broadcaster. Stations have incredible up-side potential for good operator. Priced right at \$3.5 million with excellent terms to qualified buyer. Contact Milton Q. Ford & Associates, Inc., 901-767-7980.

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Just \$100,000 cash plus \$400,000 owner financing buys this well equipped fulltime AM.

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Buy the AM and you'll get the FM soon. The combo is selling at an excellent price for just the AM. Should make money from day one at \$650,000.

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(214) 680-2807**



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312-272-4970



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- Powerful daytime covering 500,000 in Alabama \$280,000
- 7 small rural cable systems in Indiana and South Carolina

Business Broker Associates
615-756-7635, 24 hours

Bargain

WHHT 920krz - 5000 watts day - Orangeburg, South Carolina, station silent-absentee owned - fully equipped - new Harris transmitter, studios and tower leased. Full time possibility, real opportunity - \$135,000 cash.

Write Gray/Tice Co., P.O. Box 926 Columbia, SC 29202. Olin Tice - Broker.

BROADCASTING'S Classified Advertising

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Class A FM in new resort market. Asking \$350,000, terms.

Class A FM near coastal market. Asking \$850,000, terms.

South Carolina AM/FM. Asking \$975,000 with terms. For info on these stations, contact:

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(202) 822-8913



Hogan - Feldmann, Inc.
MEDIA BROKERS • CONSULTANTS

P.O. Box 146
Encino, California 91426
Area Code (818) 986-3201

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SOUTHEAST COMBO

Profitable Cl. A FM and 1 kw daytime. Growing 35,000 pop. mkt. Excellent equipment. Valuable downtown rl. est. Less than 2-1/2 x gross. Price \$500k. Down payment \$100. Favorable terms.

Ron Jones
804-758-4214

Reggie Martin
305-286-8342

100 KW, Class C FM

Midwest Resort Area: Very profitable FM priced at less than 2X gross. Require half down or discount for cash. Excellent cash flow! This is lake country. \$1.2 million.

Box P-23

EARLY DEADLINE NOTICE

Due to the holiday January 19, advertisements for the January 26 issue are due by noon, Thursday January 15.

Full time 1KW Class IV AM 1400KHZ located in central West Virginia good equipment. No real estate. Contact Bruce Beam 304-623-6546

Eastern Arkansas AM/FM Combo

Class IV AM & Class A FM
\$850,000 cash includes real estate.

P.O. Box 41372
Memphis, TN 38174

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. Cash, check, or money order. 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, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. No personal ads. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80.00 per inch. Situations wanted: \$50.00 per inch. All other classifications: \$100.00 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space, Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media



Fritz

Jack W. Fritz, president and CEO, John Blair & Co., New York, resigns to help manage Fritz Broadcasting Co., owner of WXYT(AM)-WNTM(FM) Detroit. Fritz co-owns Fritz Broadcasting with his brother, Charles Fritz.

Appointments made in acquisition of United Artists Communications Inc., San Francisco theater and multiple cable systems operator, by Tele-Communications Inc. (TCI), Denver: **John C. Malone**, president, TCI, to director and chairman of board, United Artists, replacing **Marshall Naify**, chairman and co-CEO; **Stewart Blair**, senior VP, TCI, to president, CEO and corporate director, United Artists, replacing **Robert Naify**, president and co-CEO. Both Naifys will remain with company as senior VP's and senior advisers to board.

Will Meyl, station manager, WXXA-TV Albany, N.Y., named general manager.

Michael Cutchall, general manager, KSNT(AM)-KRQQ(FM) Tucson, Ariz., joins KRZZ-AM-FM Wichita, Kan., as general manager.

Chloe Brothers, station manager, WGY(AM)-WGFM(FM) Schenectady, N.Y., named general manager and VP of parent, Empire State Ra-

dio Partners Ltd.

Carol Reilly, station manager, WTRY(AM) Troy, N.Y., named VP and general manager.

Joe Vincent, VP and general manager, WABB-AM-FM Mobile, Ala., joins WCOA(AM)-WJLQ(FM) Pensacola, Fla., as VP and general manager.

Rich Nichols, general manager, KXUS(FM) Springfield, Mo., named VP, group operations of parent, Demaree Media Inc., Fayetteville, Ark., owner of three AM and four FM stations. **Malcom Hukreidy**, former general sales manager, KDEB-TV Springfield, replaces Nichols as general manager, KXUS.

Bill deTournillon Jr., general manager, KCBD-TV Lubbock, Tex., named VP of parent, Caprock Telecasting Inc.

Robert J. Schmidt, director, financial analysis, national division, Warner Cable Communications Inc., Dublin, Ohio, named senior director, financial planning. **Michael J. Kennedy**, project manager, information services department, to manager, financial systems.

Marketing

Patricia J. Parker, partner, Schneider Parker Jakuc, Boston advertising agency, named president, Affiliated Advertising Agencies International Inc., Denver-based network of independent advertising agencies.

Jack Supple, VP, Carmichael-Lynch Inc., Minneapolis, named senior VP/creative director.

Jeffrey W. Clark, general sales manager, WGY(AM)-WGFM(FM) Schenectady, N.Y., named VP, sales and marketing, of parent, Empire State Radio Partners Ltd.



Grossberg

Larry Grossberg, VP and associate media director, J. Walter Thompson/New York, named senior VP and associate media director.

John R. Shanley Jr., account executive, ABC TV Network Sales, New York, named VP and director, news and early-

morning sales.

Gary Porter, from KWTO-AM-FM Springfield, Mo., joins KXUS(FM) there as general sales manager.

Dale McWhorter, account executive, WTOV(TV) Birmingham, Ala., named local sales manager.

Tracy Soto, account executive, WALK-AM-FM Patchogue, N.Y., named national sales manager.



Boden

Blair business. John Boden, 58-year-old vice chairman of Blair's radio representation division—Torbet Radio, Select Radio Representatives and Blair Radio—since March 1985 and president of Blair Radio for the preceding six years, retired Dec. 31. Boden had been with Blair Radio in various capacities since 1957, when he joined the firm's Chicago office as an account executive. He was named vice president and Midwest sales manager for Blair Radio 11 years later. In 1970, he became manager of Blair's Chicago office and in April 1973 was appointed vice president and general manager for Blair Radio at its New York headquarters. He was named president in January 1979. Boden is now pursuing a career in radio station acquisitions. However, he remains associated with Blair Radio as a consultant.

In a separate development, Blair modified its management organizational structure last week. Stephen Sorich, formerly vice president and manager of Blair's Chicago office, was named to the newly created post of general sales manager, based in New York. Sorich is managing Blair's national sales efforts with the manager for each of Blair Radio's offices reporting directly to him. Prior to this move, office managers reported to their respective regional heads.

And Robert Ferraro, executive vice president/East, has expanded his duties from handling services for East Coast client stations to include overseeing Blair Radio's entire regional management structure. Ferraro also assumes responsibility for Blair Radio's research and marketing departments in New York. Gregory Jankowski, Chicago sales manager for Blair, replaces Sorich.

Additionally, Robert Lion, vice president and general manager, networks (unwired and vendor departments), for Blair's radio representation division, takes on the task of sales development as well.



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(203) 655-8677 (213) 461-4739



Programing

Jack Allen, senior VP, national sales, Colex Enterprises, New York-based TV distribution joint venture of Columbia Pictures Television and LBS Communications Inc., named executive VP and general sales manager.



Allen



Hart

Garrett Hart, senior VP, research, Lorimar-Telepictures, Culver City, Calif., joins Universal Television, Universal City, Calif., as VP, current programing.

Leonard P. Foreman, director of planning and chief economist, The New York Times Co., joins John Blair & Co., New York, as head of operations. Telemundo Group Inc., Blair's newly formed Spanish-language TV distributor.

Sunta Izzicupo, director, network series development, Walt Disney Television, Los Angeles, joins Lorimar-Telepictures Network Television Group, Culver City, Calif., as VP, movies and mini-series.

Fran Reiter, director, station clearance, Orbis Communications, New York, named VP, station sales. **Frank Hussey**, account executive, Storer TV Sales, Detroit, joins Orbis, Los Angeles as account executive, West Coast.

Robert J. Williamson, VP, sales, New Century Telecommunications, New York, named VP and general sales manager.

Arthur O'Connor, syndication sales manager, Southeast and Southwest regions, Turner Broadcasting System, Atlanta, joins The Entertainment Network, Los Angeles, as VP, sales, Southeast region.

Catherine Mann, reporter, Paramount's *Entertainment Tonight*, Los Angeles, joins *The Entertainment Report*, Los Angeles-based daily entertainment news program, produced by Group W Television Inc.'s NEWSFEED Network, as chief correspondent. *The Entertainment Report*, is scheduled to premiere Jan. 19.

Reuel Nygaard, general manager, Dayton's, St. Paul, Minn., department store, joins C.O.M.B., Plymouth, Minn.-based consumer marketing firm, as corporate VP. Nygaard will be responsible for distribution and order processing of Cable Value Network, cable home shopping service recently formed by C.O.M.B. and Tele-Communications Inc., Denver.

David L. McGrail, director, *Donohue*, syndicated talk show starring Phil Donohue, joins *Ask Dr. Ruth*, starring Dr. Ruth Westheimer, as director.

Patricia L. Houlihan, director, noon newscast,

KJEO(TV) Fresno, Calif., named program director.

Chris (Sonny) Roberts, from WCXL(FM) Vero Beach, Fla., joins KZXL(FM) Great Bend, Kan., as program director.

Stefan A.D. Bucek, producer and director, UA-Columbia Cablevision of New Jersey, joins KLXV-TV San Jose, Calif., as production manager.

Tommy Richards, announcer, WKRQ-FM Mobile, Ala., named production manager, WKRQ-AM-FM.

News and Public Affairs

Michael Putzel, chief White House correspondent, Associated Press, named Moscow bureau chief.

Ronald E. Cohen, former managing editor, United Press International, Washington, joins Gannett News Service, Arlington, Va., as



Money for MOB. The Museum of Broadcasting has received a \$50,000 grant from the NATPE International Educational Foundation, which will enable the museum to build a "special collection of local programing, including past and future Iris award winners," MOB said. "With the NATPE grant, the museum can continue its efforts to seek out, collect and preserve the finest in local programing, providing museum patrons, scholars and media professionals with a unique and invaluable resource," said MOB President Robert M. Batscha (c). Presenting Batscha with the check are Lewis Klein (l), president, NATPE Educational Foundation, and Philip Corvo (r), executive director, NATPE International. Part of the grant will be used to acquire and catalog 125 programs (75 hours), including the 1985 Iris winners (which NATPE donated to the museum earlier in 1986), the 1985 Iris nominees and "a selection" of past Iris winners, MOB said. Those programs will be available to the public by the end of 1987. Winners of the 1986 Iris awards, as well as future winners, will also be added to the collection.

The grant will also be used to finance a museum program guide to the special collection, screening of the collection and a seminar on local programing, MOB said. An advisory board will also be created to help in planning the museum's special collection of local programing, MOB added.

Broadcasting

The Newsweekly of the Fifth Estate

1735 DeSales Street, N.W., Washington, D.C. 20036-4480

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The complete guide to radio, TV, cable and satellite facts and figures—\$105. (if payment with order \$90) **Billable orders** must be accompanied by company business card or company purchase order. Off press March 1987. Please give street address for UPS delivery.

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City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations ☐ Yes ☐ No

(required)

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general news executive.

Peter M Sturtevant Jr., executive news editor, CNN Business News, Cable News Network, Atlanta, joins Buena Vista Television, New York, as producer, *Today's Business*.



Maria Elena Salinas, anchor and reporter, KMEX-TV Los Angeles, joins Univision-Spanish International Network there as anchor, one-hour, Spanish-language newscast to premiere Jan. 19.

Len Berman, 6 p.m. sports anchor, NBC's WNBC-TV New York, adds duties as 11 p.m.

sports anchor, replacing **Marv Albert**, who will continue sportscasting duties for NBC-TV and Madison Square Garden Network.

Mary DeCesare, independent producer and director, joins KXLY-TV Spokane, Wash., as head of new video communications division. Division will produce documentaries and public affairs programs.

Appointed at WBMG(TV) Birmingham, Ala.: **Malinda McCray**, producer, WAKA(TV) Selma, Ala., to producer; **Steve Ross**, anchor, WLYH-TV Lancaster, Pa., to anchor; **Chip Tarkenton**, sportscaster, WDEF-TV Chattanooga, to sports director; **Bob Greene**, news and sports reporter, WAKA, to weekend sports anchor; **Christina Hudson**, reporter, WAKA, to reporter.

Janet Griffin Carley, announcer and engineer,

noncommercial WERS(FM) Boston, joins WMEX(AM)-WMJX(FM) there as news producer.

Appointments at WFMY-TV Greensboro, N.C.: **Keith Yarwood**, producer, WSET-TV Lynchburg, Va., to weekend producer; **Darlene McCarthy**, reporter, WFMY-TV, to 11 p.m. anchor; **William Hampton**, sports anchor/reporter, WTVA(TV) Tupelo, Miss., to sports reporter.

Greg Shanley, news director, KQSA(AM)-KIXY-FM San Angelo, Tex., joins noncommercial KUNK(FM) Cedar Falls, Iowa, as reporter and producer.

Steve Grant, 7:30 a.m. and noon anchor, KYTV(TV) Springfield, Mo., adds duties as anchor, 6:30 a.m. newscast, premiering Jan. 26.

Danelle Strong, assistant director, Ag-FRESNO, farm equipment show held in Fresno, Calif., last November, joins KFRE-AM-FM Fresno as farm director.

Technology

George E. Safiol, executive VP. General Instrument Corp., New York manufacturer of cable TV electronics, coaxial cable and satellite encryption systems, named senior executive VP, chief operating officer and member of board of directors.

Steve Wyskocil, post-production supervisor, Varitel Video, Los Angeles, named operations manager.

Vince Jakimzak, sales executive, Centro Corp., San Diego, joins A.F. Associates Inc., Northvale, N.J.-based manufacturer of turn-key video systems, as Western regional sales manager in new San Diego office.

Wil Heath, program director, KJEO(TV) Fresno, Calif., named technical director, operations.

Promotion and PR

Marilyn O'Connor Dimling, public relations consultant, Group W Broadcasting, New York, joins Pitelli & Price, Washington marketing and media consulting firm, as senior partner.



Dimling



Bucken-Knapp

Betsy Bucken-Knapp, marketing director, WCBS(FM) New York, forms EKB Enterprises Inc., Levittown, N.Y., marketing, advertising, promotion and public relations firm for radio. Bucken-Knapp is president and chief executive officer of new company.

Peter M. Hamilton, entertainment specialist,

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

Bozell, Jacobs Kenyon & Eckhardt Public Relations, New York, joins Select Media Communications there as VP, corporate communications.

Margi Gike, recent graduate, Villanova University, Philadelphia, joins KYW-TV there as public relations assistant.

Allied Fields

Howard S. Fischgrund, Northwestern regional manager, advertiser/agency sales, Arbitron Ratings, San Francisco, named Midwest divisional manager, advertiser/agency sales, Chicago. Appointed to Arbitron Radio Advisory Council, New York: **Dan Halyburton**, VP and general manager, KLIF(AM)-KPLX(FM) Fort Worth, and **Lee Larsen**, VP and general manager, KOA(AM)-KOAQ(FM) Denver, to one-year terms as officers; **Ted Dorf**, VP and general manager, WWRC(AM)-WGAY-FM Washington, **Dennis Israel**, president, WGY(AM)-WGFM(FM) Schenectady, N.Y., **Al Maxwell**, general manager, KTLT(FM) Wichita Falls, Tex., and **Dennis Lemon**, VP and general manager, WLAV-AM-FM Grand Rapids, Mich., to three-year terms as members; **Elaine Pappas**, VP and director, research, Hillier, Newmark, Weschler & Howard, New York, and **Gerry Boehme**, VP and director, radio research, Katz Radio, New York, to three-year terms as researchers.

Karen A. Trenchard, director, network sales, Cable Value Network, Telecommunications Inc., Denver, joins Clifton Gardinier & Associates, Golden, Colo., communications brokerage, as associate, Southeast region.

Nicholas Verbitsky, president, United Stations Radio Networks, New York, named chairman, National Association of Broadcasters' Radio '87 steering committee. Committee will organize activities at Radio '87 convention, to be held in Anaheim, Calif., Sept. 9-12.

Deaths



Reeves in 1969

Hazard E. Reeves, 80, entrepreneur whose companies pioneered several communications technologies, died Dec. 23 of heart attack at Duck Cedar Inn, Tuxedo, N.Y. Five years after graduating with degree in mechanical engineering from Georgia Institute of Technology, Atlanta, Reeves established his first business, Reeves Sound Studios, New York, in 1933. From that base, Reeves helped organize several other companies. Audio Devices, formed soon after Reeves Sound Studios, manufactured recording blanks and was among first to manufacture magnetic tape. Reeves-Ely Laboratories, established in 1942 with Larry Ely, manufactured radio transmitters with quartz crystals. Reeves-Ely supplied quartz radios to U.S. military during World War II. Quartz technology used by Reeves-Ely is basis for modern quartz watches. Other consumer products Reeves-Ely helped develop were blender and steam iron, and company was also



Larmon in 1962

among first to be involved in analog computers. In 1946, Reeves helped organize Cinerama Inc., which in 1951 invented Cinerama process of film making. Cinerama Inc. developed use of stereophonic sound to accompany its films. Also in 1946, Reeves established Reeves Industries, manufacturer of recording equipment. In 1960, Reeves acquired WUSN-TV Charleston, S.C., (today WCBD-TV) and established Reeves Broadcasting Corp., which eventually included two AM, one FM and three TV stations. Also in 1960's he served as chairman of board of Reeves Telecom Corp., which included divisions in TV production and post production, CATV systems, computer systems planning and computerized real estate service. He is survived by wife, Annette, and two sons.

Lloyd Haynes, 52, star of ABC's *Room 222* in 1969-1974, died Dec. 31 of cancer at his

Beryl Spector, 56, director of publicity and promotion for New Hampshire Public Television, Durham, and immediate past president of Broadcast Promotion and Marketing Executives association, died Dec. 31 in a fire at the Dupont Plaza hotel in San Juan, P.R. She had been vacationing in Puerto Rico with her husband. Spector, who was the first public broadcaster to be elected president of BPME, had served on the board of that organization for eight years, and had played an important role in the association's growth, including the development of its scholarship program, its resource center, the creation of its *Image* magazine, the association's new name and logo and its higher profile at other industry association meetings. As she told BROADCASTING in an interview before the 1986 BPME convention in June, "I would have liked to be more active, but I would have had to take a leave of absence from my job." Spector also was former chairman of PBS's public information advisory committee and had served as a consultant to the Corporation for Public Broadcasting's Station Advisory Service.

Spector joined New Hampshire Public Television in May of 1986 from her previous position as manager of public information for WMHT-FM-TV Schenectady, N.Y. She began her career as director of public relations for New England Deaconess hospital of Boston, later working on the public relations staff of the New York Public Library and as the director of public relations for the Albany [N.Y.] public library. She is survived by her husband, Sherman (David), a son and two daughters.

BPME's board of directors has voted to establish a scholarship in Spector's name. Contributions should be made to: BPME Foundation-The Beryl Spector Scholarship Fund, Broadcast Promotion and Marketing Executives, 402 East Orange Street, Lancaster, Pa. 17602.



home in Coronado, Calif. Haynes was Pete Dixon, black American history teacher at Walt Whitman High School on *Room 222*. He later played role of Mayor Ken Morgan on ABC's daytime drama, *General Hospital*.



Macy in 1969

John W. Macy Jr., 69, first president of Corporation for Public Broadcasting, Washington, died Dec. 22 of heart ailment at his McLean, Va., home. Macy, career civil servant, entered government in 1938. In 1953-57 he was executive director of Civil Service Commission and was chairman of that commission in 1961-69. Soon after formation of CPB, Macy was named its president in 1969. He remained in that position until 1972 when he resigned following dispute with Nixon administration. Under Carter administration he served as director, Federal Emergency Management Agency. He is survived by his wife, Joyce, two sons and two daughters.

Lester M. Biederman, 75, retired president, Paul Bunyan Network, Traverse City, Mich., died Dec. 6 of cancer at Munson Medical Center, Traverse City. Biederman established first radio station in Traverse City, WTCM(AM) in 1941. Under his leadership, Paul Bunyan Network at one time included five AM, three FM and two TV stations. He is survived by wife, Ann, and two sons.

Raymond B. Bentley Sr., 63, general manager, WSBV(AM) South Boston, Va., died Dec. 16 of lung ailment at Lewis-Gale hospital, Salem, Va. Bentley was formerly owner of WEET(AM) (now WRJY(AM)) Richmond, Va. He is survived by wife, Jane, two sons and two daughters.

Dwight Taylor, 84, screenwriter and producer, died Dec. 31 of heart attack in Woodland Hills, Calif. His TV writing credits included episodes of 77 *Sunset Strip* and *Batman*.

ITS's Bob Somerville: sold on independents

Much of Bob Somerville's broadcast career has been spent in and around independent television stations. He remembers vividly—and his memory need not be elephantine—the days when independent was equated with mediocre and station salesmen had to be content with the leftovers of advertising schedules hogged by affiliates.

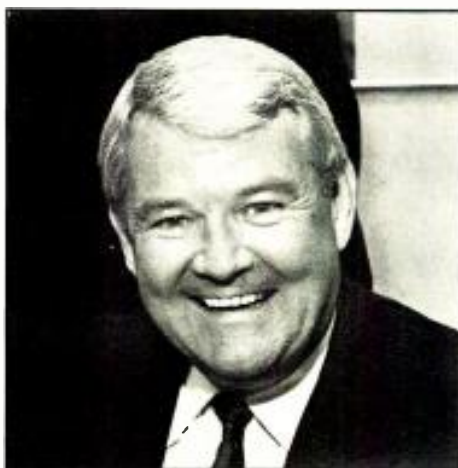
Stereotypes no longer hold, and Somerville's career has paralleled the growth of independent outlets. "I was always confident that the independents would find their niche," he says. He has found his as well. Over the past 31 years, he has accrued experience in increasingly responsible positions in station management and sales. On Jan. 1, he became president of Independent Television Sales, a national representative firm dealing exclusively in independents. "With the growth in the number of stations and the increasing availability of improved syndicated programing and local station product, independents have become more competitive," says Somerville.

That growth can be measured by the growth of ITS. "I am proud of the progress we have made over the past two and a half years," he says. "We started with just two stations and we now have 40." The staff has grown from a handful to 102, with offices in New York, Chicago, Atlanta, Los Angeles, San Francisco, Dallas, Houston, St. Louis, Detroit and Minneapolis. In March, additional branches will open in Boston and Philadelphia.

Growing up in the 1930's and 1940's, in Pittsburgh, Somerville was a radio fan from childhood. He developed a more serious interest in broadcasting in his late teens. When he enlisted in the Army in 1948—"mainly," says Somerville, "because my family could not afford college for me, and the Army benefits were most helpful"—it was in the public information section, where he gained hands-on broadcast experience. "For much of my four-year tour in the service I was assigned to the Armed Forces Radio Network in Japan—in Tokyo and Sendai. Although I was basically a disk jockey, I worked on all the shifts and put in time as the music librarian."

When Somerville was released from the Army in 1952, he enrolled at San Jose (Calif.) State College, majoring in radio and television. While studying full time for his degree, he picked up a little extra money and much experience working as a freelance announcer for stations in the San Jose area.

Upon graduation, armed with his BA in broadcasting, and intimately familiar with the hours of an air personality, Somerville chose to look for a job in television sales because, he says, "the opportunities seemed better and the working schedule was more



ROBERT JENNINGS SOMERVILLE—president, Independent Television Sales Inc., New York; b. Pittsburgh, Dec. 8, 1928; U.S. Army, 1948-52; BA, radio and television, San Jose (Calif.) State College, 1955; salesman, KNTV(TV) San Jose, 1955-57; salesman, Peters Griffin Woodward, San Francisco, 1957-58; San Francisco manager, KNTV(TV), 1958-60; salesman, Adam Young, San Francisco, 1960-65; station manager, Kaiser Broadcasting's KFOG(FM) San Francisco, 1965-69; general sales manager, Kaiser's KBHK-TV San Francisco, 1969-72; vice president, sales, Kaiser Television Stations Division, 1972-74; VP, director of sales, Association of Independent Television Stations, New York, 1974-78; VP, Eastern sales manager, Metro TV Sales, 1978-81; VP, director of sales, Metromedia Television, 1981-84; executive VP, Independent Television Sales, New York, 1984-86; present position since Jan. 1, 1987; m. Dorothy Ann Shaw, Aug. 26, 1952; children, Jeff, 40 (stepson); David, 30.

attractive." He landed a sales spot with independent KNTV(TV) San Jose.

But his announcing skills would not lie fallow. "Those were the days at an independent when a salesman often had to write the copy and announce the spot as well as make the sale," he recounts. They were also the days when a new order was a major victory. "I remember we produced an animated commercial to get an order from Hart's Department Store in San Jose. It was an achievement for our station to get an order from the department store."

Somerville acquired a broad background in sales and station management. In addition to KNTV, he served in executive posts with Peters Griffin Woodward, Adam Young, Kaiser Broadcasting stations KFOG(FM) San Francisco and KBHK-TV San Francisco and Kaiser Television Sales.

In 1974, Somerville applied his experience in the independent's cause, as vice president, sales and marketing, for the newly formed Association of Independent Television Stations, whose mandate was to bol-

ster the image of indies, particularly among advertisers and agencies.

Somerville recalls that independents at the time were treated by advertisers as the stations of last resort. Important in combating that image, says Somerville, was INTV's National Television Audience Profile study, which indicated there was no difference in socioeconomic characteristics between viewers of affiliates and independents.

Herman Land, president of INTV during Somerville's sales stewardship, praises the sales-marketing executive for his marketing skills, his willingness to work hard and his unfailing good humor during tough times. Land, now a professor at San Diego State College, credits Somerville with a leading role in building rapport between independents and ad agencies and advertisers.

In 1978, Somerville left INTV to join Metro TV Sales, a division of Metromedia Inc., New York, as Eastern sales manager. In 1981, he was named vice president and head of Metromedia Television, the firm's station division.

Somerville left Metromedia in 1984 to team up with Independent Television Sales as executive vice president, sales. One of the compelling reasons for joining ITS, he says, was the offer of an ownership position in the new representative firm. On Jan. 1 of this year, he was named president.

Somerville sees some stumbling blocks in the way of spot television for both independents and affiliates. The sluggish business climate at the TV networks, he says, tends to have a negative impact on spot TV sales. He is even more concerned with the inroads made by barter syndication. "As a rep, we do not like barter syndication because we're convinced some of that money is siphoned from national spot," Somerville contends. "We realize that broadcasters must look at their own bottom lines, and barter syndication is a way of reducing program costs. But we still don't like it, of course."

Somerville says 1986 was a disappointing year for spot television, as advertising budgets were pared and alternative media made some inroads. The first half of the year he calls a "disaster," but the business pace picked up in the third and fourth quarters. He is quick to point out, however, that ITS's results should not be compared to the industry's since 1986 was an ITS expansion year in stations added and new accounts.

"We must keep the pressure constantly on advertisers and agencies," he says. "We must keep selling the strong points of spot—its flexibility, its selectivity and its strength in certain time periods."

Somerville keeps an eye out for promising independent stations to add to the ITS roster. In doing so, he applies what he calls the four "P's" in evaluating a station. "We consider the people on staff, its power, its programing and its promotion," he says. "This may sound corny, but I think it tells it all." ■

Lorimar-Telepictures Corp. said last week that its **final purchase price for WPGH-TV would be \$21.3 million, down from the \$35 million** initially announced last year. Meredith Corp. had previously announced its net gain from sale would be reduced by approximately \$4 million ("In Brief," Dec. 29). Both companies attributed price change to current operating conditions and its effect on station's results. Announcement said sale is scheduled to close on Thursday, Jan. 15.

Movement may be afoot in House to introduce legislation that would reduce by half lowest unit rate charged for political ads. According to Representative Al Swift (D-Wash.), who spoke last week at breakfast hosted by National Association of Broadcasters, there has been some discussion among members advocating campaign finance reform to include such proposal as possible solution to rising campaign costs. On another front, he announced plans to reintroduce bill that would reinstate FCC's antitrafficking rule. Swift also suggested broadcasters will be better off if they leave fairness doctrine alone. He warned that if industry makes push to repeal doctrine, Congress would respond by codifying it. In other advice to broadcasters, Swift recommended that best approach to gain passage of legislation eliminating competing applicants would be for industry to start out with "balanced package," bill that would also include something to meet concerns of public interest groups. This way, he said, broadcasters have better

Ratings roundup. Contemporary hit (CHR) and urban contemporary stations are the big winners in the New York and Los Angeles radio ratings war while MOR/talk WGN(AM) continues to rule Chicago, according to the just-released fall 1986 Arbitron market reports.

CHR-formatted WHTZ(FM) remains on top in New York, according to the fall 1986 Arbitron market reports released last week. The top 40 station, licensed to Newark, N.J., pulled a 5.8 12-plus metro share for Monday through Sunday, 6 a.m. to midnight. In the summer report, WHTZ was tied with cross-river rival, contemporary hit WPLJ(FM), for first place at 5.5. WPLJ is now tied for second place with urban contemporary WRKS(FM), each posting a 5.1 overall share.

They are followed by talk WOR(AM) with 4.7—down from 5.3 and second place in the previous book—all-news WINS(AM) and urban contemporary WBLS(FM), both with 4.6, and easy listening WPAT(FM) (licensed to Paterson, N.J.), at 4.5.

Among the stations showing a substantial 12-plus share gain in New York is new urban/contemporary hit WQHT(FM) (formerly rock WAPP(FM)), which rose from 1.4 in the summer to 3.1 in the new report.

For Los Angeles, KPWR(FM), which describes its format as an "urban" CHR, has taken over first place from CHR KIS-AM-FM with a 6.5 12-plus share. KIS-AM-FM, the ratings leader in southern California for the vast majority of the past three-and-a-half years, fell from 7.1 to second at 6.3. Talk-formatted KABC(AM) with a 5.4 overall share was next followed by easy listening KJOL(FM) at 4.9 and soft rock KOST(FM) with 4.1.

In Chicago, MOR/talk WGN(AM) lost its double-digit share hold on the market, but still registered a commanding 9.1 12-plus first place share lead. Remaining second is urban contemporary WGCI-FM at 7.9. The rest of the top five spots go to: easy listening WLOO(FM), 6.3; all-news WBBM(AM), 5.5; album-rock WLUP(FM), 4.6.

Looking at the top 12-plus metro share stations in the remaining top five markets, album-rock WMMR(FM) leads Philadelphia with 9.0—down from 11.5 in the summer—followed by easy listening WEAZ(FM) at 7.9; urban contemporary WUSL(FM), 7.2; all-news KYW(AM), 7.0, and album-rock WYSP(FM), 4.5—up from 3.6. For San Francisco, it's talk KGO(AM) on top with 8.0 followed by all-news KCBS(AM) at 6.8, KABL-AM-FM, 5.7; urban contemporary KSOL(FM) and adult contemporary KYUU(FM), both with 4.2; CHR KMEL(FM), 3.7, and country KSNM(FM), 3.2.

chance of preventing their legislation from becoming "Christmas tree."

FCC has voted 3-1 (with Commissioner Mimi Dawson dissenter and Commissioner Patricia Dennis not participating) to reject request by National Association of Broadcasters to rejigger rule preempting local regulations that discriminate against satellite receive only earth stations (BROADCASTING, Jan. 20, 1986). FCC's ruling preempted local regulations that differentiated between earth stations and other types of antenna facilities unless regulations had "reasonable and clearly defined health, safety or esthetic objective" and did not "operate to impose unreasonable limitations on or prevent, reception of satellite-delivered signals by receive-on antennas, or to impose costs on the users of such antennas that are excessive in light of the purchase and installation cost of equipment." NAB asked that preemption be broadened because regulation, as written, would encourage blanket bans of all sorts of antennas. Yet FCC said validity of laws banning all antennas was not issue in proceeding and that "discrimination criteria" was important because it reserved "some traditional power for local communities to determine their esthetic character."

FCC has canceled direct broadcast satellite construction permits for RCA Americom, Antares Satellite Corp. and Digital Paging System of Texas Inc. FCC said companies had not constructed their proposed systems on time. Construction permits were awarded in September 1985 and were conditioned on companies completing contracting for construction within one year of grant.

FCC has authorized McCaw Space Technologies Inc. to launch international satellite system that would offer voice, video and data transmission services. Proposed Celestar system would consist of two Ku-band satellites serving variety of countries, including U.S., Canada, Australia, Japan and China, and countries in southern Africa, Middle East and parts of Europe. McCaw Space Technologies, whose application to establish separate system is eighth clear FCC hurdle (although one, RCA Americom's, was later withdrawn), is owned by McCaw Communications Companies Inc. MCC made news two weeks ago with sale of its 42 cable television systems to Jack Kent Cooke for price estimated at between \$75 million and \$800 million (BROADCASTING, Jan. 5).

ABC has licensed The Day After, 122-minute dramatization of nuclear war, to Soviet Television for \$25,000, it was announced last Friday by ABC Entertainment President Brandon Stoddard. Agreement requires ABC Circle Films production to be aired in original uncut and unedited form without interruption by "any commentary on program or subject matter," and requires Soviet translation (it was not disclosed whether voiceover or subtitle would be used) to "precisely conform to the original script," as provided by ABC," announcement said. Soviet Television Network USSR Gostelradio obtained rights for two broadcasts at air time during three years beginning Feb. 1. *The Day After*, which initially aired November 1983, set ratings record for made-for-TV movie.

Recently formed **Telemundo Group**, new Spanish-language programming service formed by Reliance Capital Group, will present **first broadcast today** (Jan. 12), it was announced last Friday. First show broadcast will be *Noticiero Telemundo*, 6:30 p.m. EST new program, with initial "advertising commitments" received from McDonald's, Coca-Cola, Alka-Seltzer, Campbell's Soup, Buweiser, Lever Brothers and Johnson & Johnson, company said.

The Shopping Line has been canceled by noncommercial WNYC-TV New York following two-month trial period that began Nov. 1, 1985. Station, which has commercial license that allows it to lease no prime time to commercial broadcasters, had expected to raise \$2,000 per hour through television shopping service, but revenue instead averaged between \$600 and \$1,000 per hour, and station was unhappy with production values. WNYC-TV's director, Ma Perot Nichols, said Shopping Line "just didn't deliver." Station has expanded its broadcast day to run service, and is now looking for replacement leased-time client. Second service, International

levision Network, which began on trial basis at same time BROADCASTING, Oct. 27, 1986), is working out "very well," station spokesman said.

Soviet Union has refused to allow Good Morning, America correspondent Ron Reagan, President's son, to tape segments in USSR for ABC's morning show. Soviet government on Jan. 7 notified ABC's Moscow bureau chief, Walter Rodgers, that it was "unable to assist" *GMA*, which had made request for trip last Dec. 23. Reagan and two crew members were to have visited Moscow and Leningrad to interview Soviet citizens and college students and to attend Bolshoi ballet. There was speculation that refusal could be tied to ABC's 14 1/2-hour mini-series, *Amerika*, fictional depiction of life in America following peaceful takeover by USSR. Soviets also voiced displeasure with *Amerika* in December 1985 (BROADCASTING, Jan. 20, 1986), but ABC ultimately decided to produce series, now set to air Feb. 15-20 and 22. Spokesman for *GMA* said he is "disappointed we're not going. I hope they'll reconsider," but added "the only ones who know [the reason for the refusal] are the Soviets."

Fox-TV Boston will become **Fox-owned station** next Monday, Jan. 13, and will change call letters to **WFXT**. Petry Television has been appointed sales representative for station. Fox acquired station on that day of 1986 and named Joe R. Robinowitz as vice president and general manager.

ABC has proposed adjusting starting time for presunrise operations by **AM daytimers** to compensate for new law that shifted beginning of daylight savings time from last Sunday in April to first.

ABC will meet with National Association of Broadcast Employees and Technicians this week in preparation for contract talks covering 10,000 network technical and other personnel. Network and union will exchange and discuss contract proposals in New York Jan. 13-15, with negotiations scheduled to open in San Diego March 3. Current four-year contract expires March 31. Last NABET-NBC contract negotiations took 19 months to complete.

A three-judge panel of **U.S. Court of Appeals** in Washington last week held that **American Legal Foundation lacks standing to appeal ABC's decision rejecting Central Intelligence Agency's complaint directed at ABC**. As result, panel granted commission's motion and dismissed ALF's petition for review. Panel said that ALF, self-styled nonprofit media law center that seeks to promote "media fairness and accountability," lacks members on whose behalf it can sue. Panel also rejected argument that ALF represents interests of all those who view ABC News programs.

Journalists in some Latin America remain subject to suppression, intimidation, even assassination. Yet fourth annual **Survey of Press Freedom in Latin America**, by Council on Hemispheric Affairs and Newspaper Guild, found bright spots, too. Charles A. Perlik Jr., president of Guild and member of COHA's board of trustees, wrote introduction that "press freedom has gained significant ground" since first survey was issued in 1983. Perlik attributed that condition principally to "thriving new democracies in Argentina, Brazil and Uruguay." Survey also praised free press of Dominican Republic, Barbados, Belize and Venezuela. But Perlik said "dismal islands of repression" continue to exist in Chile and Paraguay—Latin America's two surviving military dictatorships—as well as in Cuba, Guyana and Suriname. In some of those countries work of reporters, editors and broadcast news staffers was said to remain as hazardous as ever, if not impossible. Survey included U.S. government's Radio Marti, which began broadcasting to Cuba in May 1985, and report was not complimentary. "With some exceptions," says, news programing "reflects the biases of its Cuban emigre staff" and more closely resembles Cuba's "politically monotonous media coverage" than balanced news treatment "toward which U.S. journalists strive." Survey also found that, while Nicaraguan government action in harassing and then shutting down opposi-

tion *La Prensa* was "inexcusable," "irrefutable proof" had emerged of newspaper's involvement with Reagan administration. It said editors acknowledged U.S. Information Agency as source for its stories, added that newspaper received \$100,000 from U.S. government-financed National Endowment for Democracy.

Corporation for Public Broadcasting had received more than 150 resumes for position of president by last Friday's deadline (Jan. 9), with at least 100 of those coming in last three days. Position was advertised in Dec. 21, 1986, *Washington Post*, and has been vacant since ouster of former president, Martin Rubenstein, in November (BROADCASTING, Nov. 17, 1986). Among those applying for job was CPB's vice president-treasurer, Donald Ledwig, who has served as acting president in interim. Personnel department will forward applications to Art Pankopf, CPB vice president, general counsel and secretary of board, who will report to board at its next meeting, Jan. 22-23.

Reporter for Concord (N.H.) Monitor was cited for contempt of court in Rockland, Me., last week for refusing to testify in murder trial. Maine prosecutor is seeking testimony of Robert Hohler on interview he did in June 1985 with Richard Steeves shortly after Steeves was charged with murder in fatal shooting of acquaintance. Hohler said First Amendment protected him against being forced to testify. His attorney argued that compelling reporter to testify could impair newsgathering process; he said potential sources would be reluctant to talk to reporters, and media would be likely to refrain from publishing stories that might lead to court orders directing reporters to testify. Justice G. Arthur Brennan of Superior Court said prosecution had met three conditions Supreme Court has said courts must find are present before ordering reporter to testify: It demonstrated Hohler's testimony was material and relevant, as well as necessary to its case, and that information was available from other sources. Hohler was freed without posting bail, but faces jury trial on charge of criminal contempt.

As of today (Jan. 12), **Capital Cities/ABC Inc. has new Washington office** at 2445 M Street, N.W. 20037-1420. Phone number there for Eugene S. Cowen, vice president, Washington, is (202) 887-7744, and that of Paul J. Myer, vice president and director of government relations is 887-7747.

Walter C. Liss Jr. will leave presidency of Cox Enterprises broadcasting division to become **general manager of WABC-TV New York**, it was announced last week. Before joining Cox, Liss had been general manager of Capital Cities/ABC owned station, KFSN-TV Fresno, Calif.

Joseph L. Dorton, president, Gannett Radio Division, Los Angeles, **resigned last week to accept job as president and chief executive officer of Sky Broadcasting Corp.** He will also be biggest stockholder in Charlotte, N.C.-based group of three AM and two FM stations. Dorton, who will continue to work from West Coast, will continue with Gannett until successor is named.

Dick Romanick, president of Katz Radio, left company last week. He was replaced by Stu Olds, vice president and general manager for Katz Radio Group (unwired sales) Network. Olds will report to Katz Radio Group President Ken Swetz. Replacing Olds is Bonnie Press, vice president/marketing for Katz network.

Trygve Myhren, chairman and chief executive officer, American Television & Communications, and chairman, National Cable Television Association, was conducting limited amount of business from home late last week after **skiing accident that resulted in broken right clavicle and punctured right lung.** According to ATC spokesman Jim Duffy, accident occurred in Vail, Colo., on Saturday, Jan. 3—Myhren's 50th birthday. He was hospitalized for three days, was released last Tuesday, Duffy said. He's expected to return to work fulltime in two weeks, he said. "These types of injuries require rest so he's not going to rush it."

Editorials

Sound and fury

If anticable sentiment could be colored and made liquid, the streets of Los Angeles would have run red last week. Speaker after speaker at the annual convention of the Association of Independent Television Stations stepped to the microphone to deny such bias, then proceeded to lambaste that adjacent Fifth Estate industry with such characterizations as "parasite," "freeloader," "a primordial monolith...growing with the speed of a viral contagion" and "monopolistic octopus."

The cheers that greeted such pronouncements left no doubt of the division separating these two industries.

This heightened enmity has fostered a surprising alliance. INTV imported as its keynote speaker Jack Valenti, president of the Motion Picture Association of America, who was at rhetorical full flood in excoriating the wired menace. The enthusiasm with which the independents on hand greeted his remarks might have been surprising to other independents, occupied in bankruptcy court elsewhere; who were being foreclosed by the syndication arms of MPAAs member companies.

More dangerous even than Valenti's rhetoric was his advice: Do everything you can to get the telephone companies into the cable business. His suggestion was that such entry would somehow make things better for broadcasters wanting carriage. For another opinion on that subject, this generation of broadcasters may want to ask its predecessors of the pre-satellite era how it is to be at the telco's mercy when it comes to moving television signals around.

(Valenti also seized the occasion to inveigh against conventional TV networks and to insist that the public interest would be best served by ABC's, CBS's and NBC's continuing to be barred from serious program production, thus leaving that field principally to Hollywood. So much for the enhancement of competition. Left subject to dismissal were Valenti's comments on the compulsory license, which he wants retired, and syndicated exclusivity, which he wants revived. Although the first wish may be unrealistic, at least for the moment, the second could be satisfied: there are five likely votes for reinstatement waiting to be cast at the FCC when that question is raised, a likelihood early this year.)

Happily, while all the saber rattling was going on out front, some quieter diplomacy may have been at work backstage. An immediate result is expected to be still more progress in cable accommodation on channel repositioning, a post-must-carry phenomenon that was responsible for much of the venom being expressed last week. Whether similar advancement will be found on the must-carry front itself is largely up to the FCC.

The fact of the matter is, there is a developing parity among the Fifth Estate media, and that makes it harder for any one to impose its will upon the others. But there continues to be an interdependence among those media that will be better served by diplomacy than by lobbing grenades over the wall. In Los Angeles last week, the call to arms was louder than the call to reason.

Futures

Washington movers and shakers will be seeing things more clearly in coming weeks, thanks to high-definition television tests being conducted at various Washington venues, including the FCC, National Association of Broadcasters headquarters and Capitol Hill. From a technical standpoint, the picture is clear. Compared to the standard 525-line NTSC picture, the HDTV signal carries five times the information, and the resultant picture boasts better resolution and luminance, an increased aspect ratio

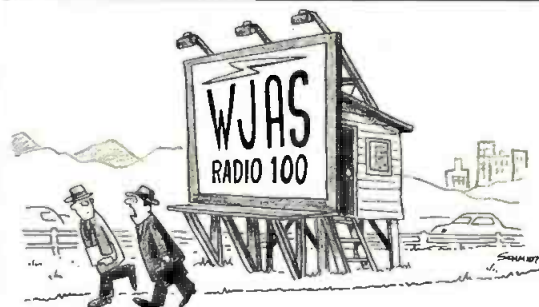
and improved stereo sound. The high-definition picture is one at which most broadcasters or viewers would marvel. Then where's the rub?

HDTV proponents were comparing the introduction of the technology to that of color television, but there is at least one critical difference. The color system chosen was compatible with the black and white receivers of the day—allowing for a gradual changeover. TV receivers now in use cannot convert HDTV signals like those demonstrated, and traditional transmitters cannot transmit them. A conversion to HDTV would be more difficult than the evolution of the color system, unless compatibility can be attained.

But more than an equipment change, however massive, faces broadcasters if there is to be HDTV in their future. Additional bandwidth beyond today's 6 mhz TV channels would also appear to be required. The lower practical limit of bandwidth necessary for HDTV transmission, according to the experts on NHK's Muse transmission system that was on display in Washington last week, is 8 mhz, and that only by virtue of compression of 30 mhz worth of signal, five times that of standard broadcast channels. The bottom line for broadcasters: Transmission of HDTV signals over conventional broadcast channels would require spectrum space currently eyed by others, most notably land-mobile interests. Broadcasters are keenly aware that other services—cable television or direct broadcasting from satellites—suffer no similar spectrum limitations. If HDTV is to be the delivery system of the future, will broadcasters be squeezed out?

Talk of picture quality recalls another argument against yielding up spectrum to private radio interests. While the Association of Maximum Service Telecasters and the National Association of Broadcasters have lately hitched their defense of turf to the bright HDTV star, it is a star that is far distant. Those associations and the regulators they seek to persuade should not lose sight of the more immediate—and perhaps more compelling—argument that a sharing of UHF frequencies with land mobile would cause interference to UHF stations as they are broadcasting now, producing a negative impact that would be felt on the world as it is. Broadcasters have submitted voluminous evidence of prospective interference. The FCC will disregard it at the risk of public protest if the evidence turns out to be true.

In preparing for things to come, broadcasters will have to weigh for themselves the relative cost and benefit of the major change in television transmission that HDTV represents, and then decide whether or how to exploit the new technology. Tests are continuing in Washington through the end of this month. As many broadcasters as possible should make the effort to see the whole picture.



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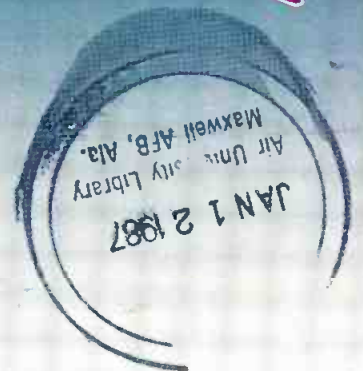
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