

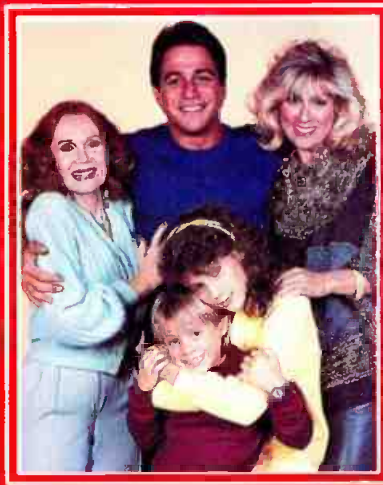
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Nov 2

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57th Year 1987

Communications stocks
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5B 9992
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19, 1988.



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"I have been involved in five station buys from Americom in the last two years. They work very hard for their sellers, and I like that. Americom has a way of uncovering and displaying a station's potential value when it is not always apparent on the surface. Because of this ability, they get very full prices, but the prices are fair, and I seriously question if others could get the same prices for some of the properties Americom has brokered."

*Barry Dickstein, Partner
Hartstone & Dickstein
Investment Bankers*



"Currently, there are some two hundred plus brokers associated with over sixty firms. Only a paltry few count and Americom certainly is a leader. Their reputation for confidentiality, integrity and speed of service is well deserved. They get some of the highest prices in the industry and yet the prices can be financed; all of their deals have closed. When I speak with anyone at their firm, I know that I can depend upon accurate and timely information and an honest assessment of the situation presented, including information about upgrades and 80-90 allocations that other brokers wouldn't mention. This professionalism and the high degree of confidentiality with which they work has made Americom so well respected."

*Ed Christian
President, Saga Communications, Inc.*



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*Don Wilks and Mike Schwartz
Wilks/Schwartz Broadcasting*



AMERICOM



Radio Station Brokerage & Financing

Broadcasting Nov 2

Media stocks remain down one-fifth after crash... page 31.

Gillett given conditional OK to buy Storer TV's... page 35.

Fairness suffers temporary setback... page 34.

THIRD QUARTER SLIDE □ Several major broadcasting companies report poor third-quarter results, due in part to soft national ad revenues. **PAGE 36.**

IN COURT □ Chapman Associates, which has filed suit against four of its former brokers, is denied temporary restraining order in U.S. District Court. **PAGE 38.**

A WOMAN'S PLACE □ According to NBC Sports, it is in announcer's booth. Florida news anchor, Gayle Sierens, is candidate for first female play-by-play announcer for televised NFL games for NBC Sports. Network has also hired Gayle Gardner as studio host and anchor for 1988 summer Olympics. **PAGE 40.**

SWEEPING SCHEDULE □ With start of November sweeps, three commercial broadcast networks have mix of special programing in place. **PAGE 40.**

CHILD'S PLAY □ Children's game shows are among new syndicated programs intended to bridge afternoon animation blocks and early evening

sitcom blocks on independent TV schedules. **PAGE 48.**

TEN...NINE...EIGHT... □ Europe's first direct broadcast satellite is ready for launch. **PAGE 56.**

MAJOR PLAYER □ At Telecom 87, U.S. telecommunications industry is significant presence among 900 exhibitors from more than 70 countries. **PAGE 57.**

BACK TO WORK □ After 118 long days, NABET strike against NBC is over. **PAGE 61.**

HOT SEAT □ Much humor at expense of TCI President and CEO John Malone was exchanged last week at roast in Malone's honor, hosted by Women in Cable. **PAGE 63.**

STOCK HOP □ Stock swap merges Hal Roach Studios and TV program production company Robert Halmi Inc. **PAGE 66.**

PUBLIC PERSONAGE □ Lloyd Kaiser, who wears a number of public broadcasting hats, is dedicated to the cause that is his brand of broadcasting. **PAGE 87.**

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Fee foe

Much of broadcasting industry's fight against license transfer fee (see 34) has focused on Senate, where proposal is part of reconciliation bill pending in Budget Committee. But industry may find it has champion in Representative Al Swift (D-Wash.), key member of House Telecommunications Subcommittee. Swift told BROADCASTING last week he thinks fee is wrong approach, that it will further weaken public trustee concept of broadcasting. "I'll help them [broadcasters]," Swift said. Swift could come into play when House and Senate confer on reconciliation measure and although he might not participate in conference, he has considerable influence with John Dingell (D-Mich.), chairman of parent Energy and Commerce Committee, who most likely will be involved.

Flurry of 15's

Fifteen-second commercials on network television now account for about one-third of all network spots, although there has been some fluctuation in recent weeks, according to analysis by Television Bureau of Advertising. After peaking in August at 33.8%, level of network 15's dropped to 24.5% during second week of new season. By Mid-October, rate climbed back up to almost 34%. Fifteen's have not caught on as big outside network, accounting for only 5% of nonnetwork time through first eight months of year. Part of reason is that local stations tend to charge premium for 15's, while networks have offered them at about half rate of comparable 30-second spots.

House hunting

To save money and consolidate offices now spread over three buildings into one, FCC will move Washington headquarters, but probably no earlier than December 1989. Lease on main building, 1919 M Street Northwest, expired last month. Lease on space in 2000 L Street is up next March and that for 2025 M Street goes until Dec 1989. While General Services Administration search for new space in one building has begun, FCC official said, move will probably not take place until last of leases—for 2025 M Street—has expired. Leases for other buildings will likely be extended so that they all expire simultaneously in December 1989.

Unlike 180-81, when FCC flirted with moving headquarters to Roslyn, Va., this

time around agency is committed to keep headquarters in District of Columbia. However, headquarters could migrate from current high-rent area where it is surrounded by trade associations and communications law and consulting firms to some other part of city, possibly Washington's relatively inexpensive and rejuvenated downtown.

Slow going

Turner Broadcasting System officials have begun canvass of cable operators for support of new cable network but are finding operators' minds on something else: stock market upheaval. TBS had hoped to get enough commitments to approve major expenditure for Turner Network Television at Nov. 15 board meeting. Ted Turner had said at Atlantic Cable Show he hoped service would launch in March, optimistic date even before recent stock market distractions. More likely launch date will be later in 1988 if enough cable clearances can be obtained.

"Magic number" for go-ahead is said to be 10 million subscribers. Operators on Turner board have well over that number, but one board member said there would be concern if 10-million level was reached only through board commitments. To operators, channel capacity remains principal obstacle for new network.

Olympics by radio

ABC Radio Network, which has exclusive radio rights to winter Olympic games in Calgary, Canada, next February, is expected to release Olympic programming plans this week, including package of 1,120 specially produced reports and 1,000 audio voice cuts. Programming will be "tailored" for ABC's six different networks, according to company officials.

Unnatural quiet

Noticeably absent from comments on FCC's proposed caps on payments for withdrawals of petitions to deny license renewals or station transfers (see story, page 54), was National Black Media Coalition, which had argued strongly against caps when FCC first proposed new rules in August (BROADCASTING, Aug. 10). Reason for absence, according to NBMC attorney, David Honig, is that coalition does not feel commission has supplied sufficient evidence of shakedowns that change is meant to correct. Absent that, said Honig, it is unfair to expect

public comment. NBMC has filed FOI request with the commission asking for evidence of abuse of petitions to deny and, anticipating that, has asked for extension of reply comment deadline—currently Nov. 3—to Dec. 3.

Churchly cable

Large number of mainline denomination churches, working with Tele-Communications Inc., are close to creation of advertiser-supported cable network of ecumenical programming. As planned, it would not solicit funds from audience. Service would include programming from major church denominations, organized under National Interfaith Cable Coalition banner. Gospel Music Network, religious music video service, is also part of new network.

At last

After struggling for several years to line up channels and cable programming to fill them, Microband Corp. of America, now backed by TA Associates, is apparently on verge of rolling out wireless cable service in New York, many parts of which are not yet served by conventional cable. Microband's single-channel MDS service, which now reaches 80,000 New York homes, will provide foundation for new multichannel service.

Hooing it up

Madison Square Garden Network plans to announce 67-game college basketball lineup today, more games than claimed by other regional sports service and second in number, over all, to ESPN. Lineup includes 13 games from Big 10 and Big East conferences, two perennial basketball powerhouses, plus selected games from Big East postseason tournament, in addition to New York-area contests. Defending National Collegiate Athletic Association champion, Indiana, for instance, will appear five times.

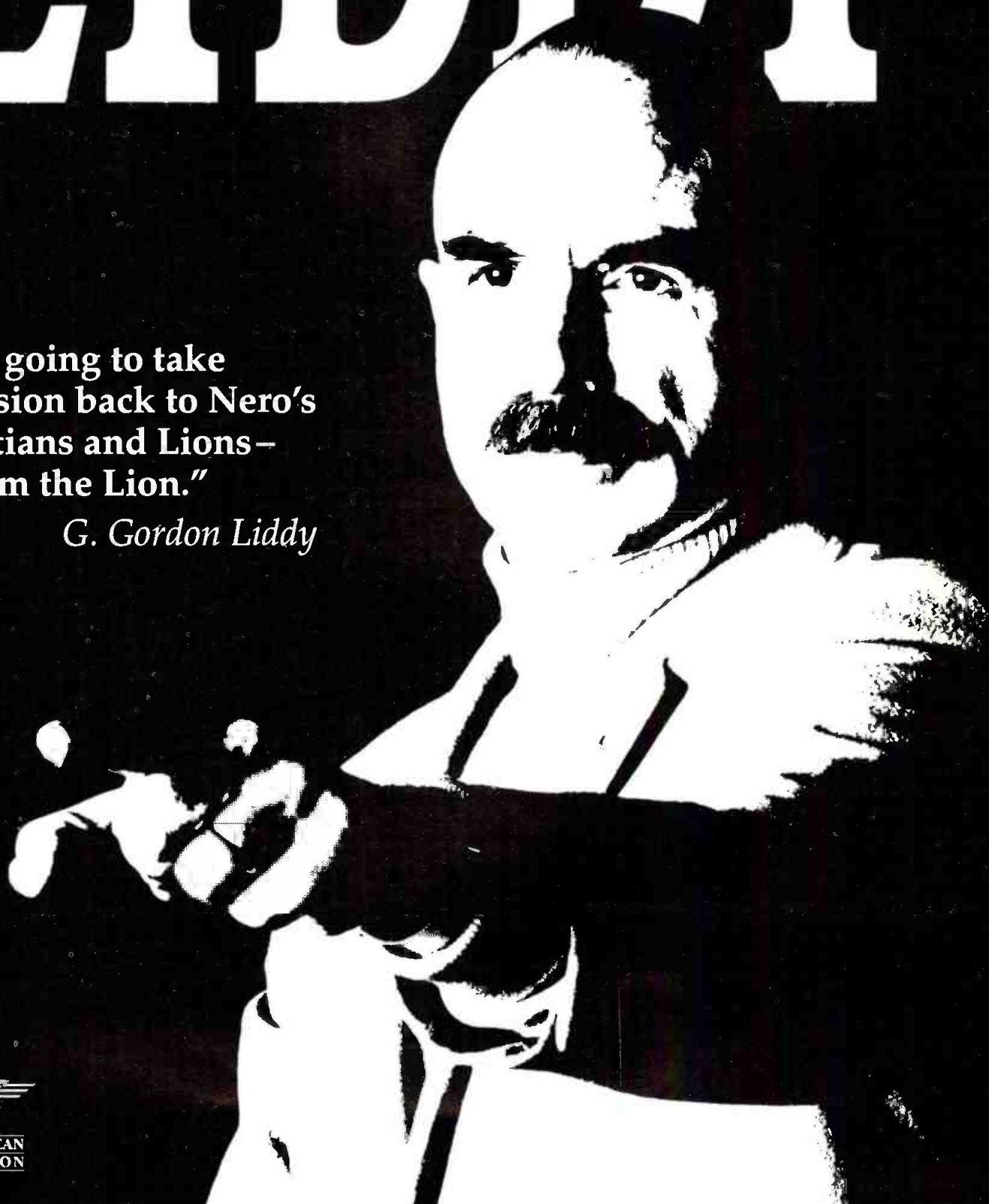
Later

Financial News Network has pushed back plans to launch new national business radio network ("Riding Gain," Aug. 10) from early 1988 to spring at earliest. Budget is being put together for FNN board approval, said Michael Wheeler, FNN senior vice president and general manager. Delay is primarily due to postponement of relocation of FNN's Los Angeles facility from December to March.

LIDDY

"We're going to take
television back to Nero's
Christians and Lions—
and I'm the Lion."

G. Gordon Liddy



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Where Things Stand

A weekly status report on major issues in the Fifth Estate

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■ *Solid box denotes items that have changed since last issue.*

AM-FM allocations. FCC authorized nighttime operation for 21 of 41 daytime only AM stations on 1540 khz, foreign clear channel. Frequency's nighttime operation priority has belonged to Bahamas. However, since the negotiation of new international agreements, limited nighttime use of 14 Class I-A foreign clear channels will be allowed. Announcement of 21 stations affected will be delayed until early December when grace period for possible objections from Bahamas expires.

In response to FCC inquiry, National Association of Broadcasters told FCC Aug. 31 not to permit FM stations to use directional antennas under any circumstances, claiming it would lead to "AM-ization" of FM band. However, several FM broadcasters commenting in proceeding took opposite position, contending directional antennas would benefit FM radio and public.

In July, NAB filed comments supporting FCC's proposal to allow most AM daytimers (1,600 of between 1,800 and 1,900) to provide nighttime service at or near lowest post-sunset power al-

ready granted those daytimers by FCC. However, NAB said FCC should authorize new nighttime service on interim basis until it completes comprehensive review of AM interference standards in separate proceeding launched last month. Others said FCC should defer any action until review is completed and new interference standards are adopted. FCC hopes to have final order by fall.

□

AM stereo. Motorola's C-Quam AM stereo system moved closer to establishing itself as de facto standard with Aug. 12 release by National Telecommunications and Information Administration of followup report to one released last February on AM stereo marketplace.

Multisystem radios receive signals generated by two incompatible systems battling to be de facto standard—Motorola's C-Quam and Kahn Communications' single-sideband. Second report stated that while there is no inherent degradation of sound quality in multisystem compared to single-system radios, implementation of multisystem technology is not feasible because of lack of support among radio manufacturers and dominance of single-system, C-Quam standard in international marketplace. NTIA recommended to FCC that it protect C-Quam's pilot tone from possible interference. Commission's Mass Media Bureau has prepared statement on AM stereo pilot tone protection.

Kahn Communications has responded by petitioning NTIA "to finish its job" by undertaking direct comparison of two systems and publishing definitive study to determine which is superior. It has also submitted comments to FCC saying that pilot tone protection is "unnecessary" and that it "clearly contradicts the administration's and the FCC's avowed support of the free marketplace." Meanwhile, Motorola is claiming that standards battle is over and that new integrated circuits in radios to be released in 1988 will solidify C-Quam and stereo in general in AM marketplace.

□

■ **Antitrafficking.** Two weeks ago Senate Commerce Committee adopted revenue-raising package aimed at reducing trafficking of broadcast licenses (BROADCASTING, Oct. 26). Top of the Week"). Congressional interest in reinstating FCC's antitrafficking rule has been building, with legislation pending in House and Senate that would restore rules requiring broadcast stations to be owned three years before sale. House measure (H.R. 1187), offered by Representative Al Swift (D-Wash.), was focus of Telecommunications Subcommittee hearing. In Senate, broadcast renewal bill (S. 1277) contains provision that would reimpose rule (see "License renewal," below). Issue was raised during Senate hearings on bill July 17 and 20, where there was strong indication broadcasters are divided. NAB said it opposed reimposition of rule as stand-alone legislation, but takes no position on matter when it is part of "otherwise acceptable license renewal reform bill."

□

■ **Cable regulation.** Two federal court judges in northern district of California in decisions issued one week apart in September, ruled that cities' cable franchise provisions requiring cable operators to provide access channels and universal service and to build and maintain "state-of-the-art" cable systems are unconstitutional—violation of First Amendment rights of cable operators. In earlier decision, one of those judges, Eugene Lynch, held that Palo Alto, Calif., and two nearby communities must award franchise to Century Communications Inc., even though it did not go through franchise process. Courts' decisions run counter to decisions in other courts.

FCC has opened rulemaking to define more narrowly those television markets where the rates of cable systems cannot be regulated because the systems are subject to "effective competition" from cable systems. Rulemaking was launched in response to U.S. Court of Appeals in Washington, which endorsed FCC's basic finding that three broadcast signals constituted "effective competition," but which felt FCC's definition of what signals should be deemed "available" in market was too broad. Upshot of rulemaking is that fewer cable systems are likely to escape rate regulation.

On Capitol Hill, House Telecommunications Subcommittee postponed indefinitely oversight hearing on status of cable industry three years after deregulation. It was scheduled for Oct. 29 but because of sudden developments on Wall Street, subcommittee needed to convene series of closed-member briefings on situation and cable hearing was bumped (BROADCASTING, Oct. 26). Subcommittee still intends to hold series of oversight hearings on cable but with Congress scheduled to adjourn Nov. 21, lawmakers may have to wait until next year.

Meanwhile, Representatives John Bryant (D-Tex.) and Al Swift (D-Wash.) have introduced legislation at behest of Association of Independent Television Stations, National Association of Broadcasters, National Association of Public Television Stations, National League of Cities and Motion Picture Association of America that would amend Cable Communications Policy Act of 1984 to grant cities (as franchising authority) right to specify "in the franchise or by any other means, the channel or service tier on which the cable system must carry (1) any channel designated for public, educational or governmental uses and (2) the signals of any television broadcast station that the cable system is required to carry by federal law or regulation" (BROADCASTING, Sept. 14).

□

Children's television. In response to U.S. Court of Appeals in Washington and petitions from Action for Children's Television, FCC voted unanimously to launch broad inquiry into children's advertising. Among the questions to be addressed: Should FCC reimpose time limits on children's advertising similar to those dropped in 1984 and are children's programs based on toys no more than so-called "program-length"

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WE GOT 'EM.

WOMEN 18-49

PROGRAM

VIEWERS PER 1000 HOMES



- 1 WE GOT IT MADE
- 2 OUT OF THIS WORLD
- 3 BUSTIN' LOOSE
- 4 YOU CAN'T TAKE IT WITH YOU
- 5 MARBLEHEAD MANOR
- 6 SHE'S THE SHERIFF
- 7 DOM DeLUISE SHOW
- 8 NEW MONKEES

- 587
- 534
- 506
- 479
- 440
- 380
- 377
- 331

MEN 18-49



- 1 WE GOT IT MADE
- 2 NEW MONKEES
- 3 MARBLEHEAD MANOR
- 4 OUT OF THIS WORLD
- 5 SHE'S THE SHERIFF
- 6 BUSTIN' LOOSE
- 7 YOU CAN'T TAKE IT WITH YOU
- 8 DOM DeLUISE SHOW

- 368
- 352
- 327
- 325
- 306
- 295
- 284
- 185

The number 1
audience profile
among new first
run comedies.



*We Got
it Made*

National Advertising by
CAMELOT
A King World Company

Source:
Nielsen N.S.S.
Season-to-date,
Week Ending 9/27/87

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Fairness update

Making good his promise to move a fairness doctrine bill, Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) has offered a revenue-raising package (adopted by the committee 12-5) that in addition to establishing a basic 2% FCC license transfer fee, would codify the fairness doctrine (BROADCASTING, Oct. 26). Broadcasters, in general, are upset about the fee proposal and the last-minute insertion of the fairness doctrine. The National Association of Broadcasters has embarked on a major campaign to defeat the measure, with National Association of Broadcasters President Eddie Fritts calling on key members of the Senate (see "Top of the Week") to state the industry's opposition. Delegations of broadcasters were also making the rounds on Capitol Hill. No similar bill has emerged in the House, but broadcasters believe House Energy and Commerce Committee Chairman John Dingell (D-Mich.) is poised to attach a fairness amendment to legislation, possibly a catch-all spending bill (the continuing budget resolution) slated for action next month.

The fairness doctrine was repealed by the FCC on Aug. 4. Earlier, President Reagan vetoed a bill codifying the fairness doctrine, and doctrine proponents lacked the votes to override.

Senators Bob Packwood (R-Ore.), Ted Stevens (R-Alaska) and William Proxmire (D-Wis.) have circulated a "Dear Colleague" letter supporting the repeal. In the House, Representative Tom Tauke (R-Iowa) and others were preparing to send a letter to counter earlier correspondence from House Energy and Commerce Committee Chairman Dingell, who is leading efforts in the House to enact the doctrine into law. Dingell's letter raised the specter of the loss of the equal time law, saying repeal of the doctrine strikes at the heart of equal time, which requires broadcasters who give or sell air time to one political candidate to give or sell time to that candidate's opponents. The FCC has maintained that its decision does not affect equal time, which is embedded in Section 315 of the Communications Act.

Editor's note: Copies of BROADCASTING's "The Decline and Fall of the Fairness Doctrine," which comprises a full text of the decision, including footnotes, plus blow-by-blow coverage of the historic decision and industry reaction, are still available for \$5 from the BROADCASTING Book Division, 1705 DeSales Street NW, Washington, D.C. 20036.

commercials and, if so, should they be somehow restricted.

U.S. Court of Appeals in Washington set stage for inquiry when it remanded to FCC 1984 elimination of time limits on children's advertising on ground that FCC had failed to justify deregulatory action with either facts or analysis.

Impetus behind FCC action also came from Capitol Hill. Last month, House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) and Representative Terry Bruce (D-Ill.) introduced bill that would limit advertising during children's programs. Measure has support of four other subcommittee members. Representative John Bryant (D-Tex.), also on subcommittee, intends to offer children's TV bill similar to one by Senator Frank Lautenberg (D-N.J.). Lautenberg's measure would require each commercial television network to air seven hours per week of educational programming designed for children and would require FCC to hold inquiries into "program-length commercials" and programs featuring interactive toys.

Compulsory license. FCC received comments first week of August in inquiry into whether compulsory license should be preserved. National Association of Broadcasters softened its longstanding opposition to license, arguing that license should be left alone for time being. Most broadcasters, however, urged elimination or modification of rules to limit importation of distant signals. They were joined by motion picture industry. Cable industry, on other hand, argued to keep license intact. Inquiry is expected to form basis for legislative recommendation to Congress.

Meanwhile, National Cable Television Association and Motion Picture Association of America have discussed possibility of reaching some kind of accommodation on compulsory copyright license. However, prospects for success appear bleak; MPAA President Jack Valenti described status of those talks as going "nowhere" during appearance at Eastern Cable Show in Atlanta (BROADCASTING, Sept. 7). Efforts by INTV to use MPAA-NCTA discussions as forum to reopen debate on must carry (BROADCASTING, June 29, July 20) has aggravated situation. NCTA views INTV's initiative and its compulsory license comments (which called for limiting application of license to carriage of local signals only and abolishing license for distant signals altogether) as violation of must-carry agreement that broadcast (INTV is signatory) and cable industries reached last year. INTV, nevertheless, denied it has "gone back on its word" and defended its actions (BROADCASTING, Aug. 10).

Crossownership. Comments are due today (Nov. 2) in FCC inquiry into telco-cable crossownership that could lead to recommendation that Congress drop cable act's prohibition (BROADCASTING, July 20) against telco's owning cable systems within their telephone service areas.

As part of first triennial reassessment of modified final judgment that resulted in breakup of AT&T, District Court Judge Harold Greene in September decided against lifting prohibitions against Bell operating companies' providing "information services," which include everything from electronic mail to videotex to cable television. His order, however, permits Bell operating companies to offer transmission facilities for oth-

ers who provide information.

Direct broadcast satellites. High-power DBS, which would use Ku-band spectrum set aside for it has foundered in U.S. because of high start-up costs and programming dearth. But European governments are pushing ahead with launching of systems. First to give medium try on continent will be West Germany. French-controlled Arianespace has tentatively set Nov. 17 for launch of West Germany's four-channel TVSat 1. Country will use two channels for public television, will turn over other two to commercial operators.

Low power variety of satellite broadcasting resulting from scrambling of cable programming on C-band satellites has emerged from home satellite market. It got started in January 1986, when Home Box Office scrambled feeds of HBO and Cinemax and began selling subscriptions to owners of backyard earth stations (TVRO's), which now number more than 1.7 million. Number of TVRO homes subscribing to cable programming has grown as more cable programmers have scrambled feeds and begun selling subscriptions directly or through cable operators and other third parties. HBO now wants other major cable programmers to join it in stepping up from C-band to medium-power Ku-band satellites that can beam signals to much smaller dishes.

Equal employment opportunity. FCC has amended its broadcast equal employment opportunity rules and reporting requirements. Every station's EEO program will be subject to review at renewal time regardless of employment profile, but FCC said review will focus more on EEO efforts than numbers. Stations with five or more employees are required to file detailed reports.

For cable, FCC has adopted rules implementing EEO aspects of Cable Communications Policy Act of 1984. Under broadcast license renewal legislation offered by Congressman Al Swift (D-Wash.), same EEO formula in Cable Act would apply to broadcasters.

High-definition television. Due to actions taken over last several months by government and broadcasters, HDTV is becoming increasingly important issue. Next move will come this month, when FCC's newly formed Advanced Television (ATV) Services Advisory Committee meets for first time. Makeup of upper tier of advisory committee, "blue ribbon" advisory panel, includes chief executives of three major networks, country's second largest MSO, and two former FCC chairmen. Second tier of committee comprises three subcommittees that will be open to all interested parties. Committee was formed as part of July 16 FCC order which also launched inquiry into ATV. In connection with inquiry, the FCC has also decided to hold in abeyance any reallocation of UHF channels from broadcasting to mobile radio until advisory committee makes interim report next spring.

House Telecommunications Subcommittee convened HDTV hearing on Oct. 8 to explore future of new technology. Representative Al Swift (D-Wash.) said that additional spectrum space for possible HDTV terrestrial transmission system could be tied to "more clear-cut"



Thanks KTLA for making Punky Brewster a star performer!

Our thanks to KTLA for making Punky Brewster a star performer in Los Angeles. Punky Brewster premiered in L.A. with a 7 rating and grew to an 8 rating in one week,

making Punky Brewster the second highest-rated program in KTLA's access checkerboard. With numbers like these, it's obvious she's a star performer.

PUNKY BREWSTER



Coca-Cola
TELECOMMUNICATIONS
A unit of *Coca-Cola* TELEVISION

Source: L.A., Nielsen, Sept. 14 through Sept. 30, 1987

public interest requirements from Congress.

Executive committee of National Association of Broadcasters has approved formation of Broadcast Technology Center dedicated to HDTV research. Center will be under control of NAB Technologies Inc., for-profit subsidiary that also oversees NAB's involvement in FMX technology. Thomas Keller, senior vice president of NAB's Science and Technology Department, will head center.

NAB's HDTV Task Force approved expenditures of \$200,000 through end of first quarter of 1988 for HDTV research projects and demonstrations. Funds will come from \$700,000 earmarked for task force's work by NAB board last June. Most projects are intended to support work of Advanced Television Systems Committee, industry group that is trying to set standards for HDTV transmission and videotaping.

ATSC's T3 group voted Sept. 30 to approve formal document outlining standard devised by working group of SMPTE on high-definition electronic production. Standard will next be voted upon by entire ATSC membership. Standard sets parameters for HDTV production at 1,125 lines, 60 hz field and 16:9 aspect ratio. SMPTE's full membership must also approve standard, after which it will be submitted to American National Standards Institute.

□

■ **Land-mobile.** To eliminate interference UHF television stations on channels 14 and 69 cause mobile radio users on adjacent channels, FCC has proposed in rulemaking proceeding minimum mileage spacings between new UHF television stations (or new television transmission sites) and existing land-mobile operations. And if a UHF station cannot meet the spacing criteria, the FCC also proposed, the station must work out deals in which the station pays the short-spaced mobile radio operators to accept a certain amount of interference or to use other nonadjacent channels.

In a related inquiry, FCC has suggested making channels 14 and 69 available to mobile radio and other nonbroadcast users in areas where broadcasters cannot meet spacing requirement or work out deal with mobile radio operators.

In response to petition from National Association of Broadcasters and Association of Maximum Service Telecasters, FCC has said it will delay decision on reallocation of UHF channels in eight markets to mobile radio until completion of its study on advanced television systems and local broadcasting (see "High-definition television," above). Broadcasters and FCC believe UHF spectrum may be needed for broadcasting ATV systems.

□

■ **License renewal reform.** Legislation to reform comparative renewal process are pending in House and Senate, but fate of proposed measures is unclear. Latest renewal measure was offered last month by Representative Al Swift (D-Wash.) that would eliminate comparative renewal in exchange for public service obligations (BROADCASTING, Oct. 19). NAB board rejected measure when it was in draft form and now says it wants radio-only comparative renewal measure, something that appears to have little, if any, appeal on Capitol Hill.

Besides, Hill leadership has indicated that no broadcast legislation (at least any measure industry wants) will move until outcome of fairness doctrine is determined.

At hearings held July 17 and July 20 by Senate Communications Subcommittee on S. 1277

(BROADCASTING, July 20) FCC Chairman Dennis Patrick and Commissioner James Quello stated reservations about bill's renewal standard and National Association of Broadcasters stated its strong opposition to measure. Department of Justice is also objecting to S. 1277 and Assistant Attorney General John Bolton said agency would recommend presidential veto should measure pass.

At FCC, broadcasters may get some relief from groups that file petitions to deny broadcast stations' renewal or sale applications and demand payoffs from affected stations to withdraw them. Under proposed rules, now subject of FCC rulemaking, groups filing such petitions would be limited to recovering only costs involved in preparing and prosecuting their filings.

□

■ **Low-power television.** FCC's freeze on low-power applications and major changes—in effect since 1983—thawed, with new window opened June 22-July 2. Some 1,350 applications were received, far fewer than FCC officials had expected. FCC has proposed to grant 483 applications, 205 of which are for translators. Applications have to be on public notice for 30 days to allow for petitions to deny. Absent those, grants are expected by end of year.

According to Kompas/Beil & Associates Inc., Milwaukee-based LPTV consulting firm, in latest round, applications were received for 16 of top 20 markets. Only Los Angeles, San Francisco, St. Louis and Seattle-Tacoma attracted no new applicants.

Community Broadcasters Association, which represents budding LPTV industry, is trying to form cooperative to buy and distribute syndicated programing for 160 or so commercial LPTV stations that are now originating programing. CBA has go-ahead from antitrust lawyers and, if all goes well in market tests, it will roll out co-op at NAPTE convention in Houston next February.

□

■ **Mergers.** Closing has begun in transfer of Storer Television stations to company half held with Gillett Corp. following FCC approval of \$1.3 billion restructuring last Tuesday, Oct. 27. FCC had been asked by House Telecommunications Subcommittee to review already-approved deal after George Gillette spun off six other stations to Gillett Family Trust to stay under 12-station ownership limit. FCC said deal could go forward if Gillett and family agreed not to serve as trustees of spun-off stations and would remain insulated from management of newly formed Busse Broadcasting Corp. In Storer-Gillett deal, closing on five of six stations is imminent, with closing on sixth station in Milwaukee following license renewal expected in early December. □ Cablevision Systems expects to close \$470 million acquisition of cable system operator Adams-Russell Co. in mid-November. Bulk of financing for deal will come from General Electric Credit Corp., including \$285 million 10-year senior term loan and purchase of \$20 million in preferred shares from Cablevision acquisition subsidiary. Kidder, Peabody & Co. will provide \$125 million from private placement of senior subordinated notes and Cablevision will invest \$40 million in subsidiary as well. □ Continental Cablevision has agreed to buy American Cable-systems for \$481.7 million, paying American shareholders \$46.50 per share. Combined systems would have more than 2 million subscribers. □ Proposed merger of United Artists and United Cable has been called off due to market

volatility and apparent dissatisfaction by United Cable shareholders over terms of deal. □ Adams Communications has signed agreement to buy Forward Communications' five TV stations for \$126.5 million from Wesray Capital Corp., which bought group in 1984 for \$95 million. □ Offering documents have been distributed by three investment banks for sale of Storer Cable, 1.4 million subscriber multiple system operator.

□

■ **Minority preference.** Senate has had last word on FCC's minority preference policy by approving funding measure that would prevent agency from eliminating preference policy along with commission's distress sale and tax certificate policies.

FCC deadline for returning minority ownership questionnaires was July 31. At last count, close to 80% of broadcasters had returned questionnaires, and FCC had yet decided on a cut-off date. FCC spokeswoman said commission will continue to process them, although those stations failing to return questionnaires, and perhaps those who are tardy in returning them, will be subject to penalty.

In House, Telecommunications Subcommittee postponed Sept. 25 hearing to address minority preferences and other issues, although it will reschedule. Subcommittee Chairman Ed Markey (D-Mass.) is said to be committed to action on matter either as part of omnibus broadcast bill or as separate legislation (BROADCASTING, July 27). Broadcasting deregulation legislation is pending in Senate that would codify FCC's women and minority preferences and tax certificate and distress sale policies. In House, draft of broadcast bill includes same provisions.

□

■ **Multiple ownership.** FCC received comments on proposals to relax its duopoly rules for radio and to loosen strictures of its one-to-a-market rule for broadcast ownership (BROADCASTING, June 22). Agency has also received comments on its proceeding reexamining cross-interest policy (Docket 87-154). It deals with elimination of prohibitions on "key" employees holding "non-attributable" ownership interests in competing stations (BROADCASTING, Aug. 10). NAB was joined by major broadcasters in urging FCC to eliminate rules, complaining of vagueness and saying crossownership concerns were already covered under ownership rules. Consumer Federation of America and Telecommunications Research and Action Center opposed change, saying ownership rules that would supercede cross-interest were about to be changed.

□

■ **Must carry.** Group of cable operators, including United Cable and Daniels & Associates, have asked U.S. Court of Appeals in Washington to find FCC's new must-carry rules unconstitutional—violation of cable operators' First Amendment rights—just as it did old rules in summer of 1985. New rules, which are less onerous for operators than were old ones, are product of compromise between cable and broadcasting industries. Not appealing rules was Turner Broadcasting System, whose First Amendment suit was one of two that led to court outlawing old must-carry rules two years ago. In light of limited scope and duration of new rules—they are set to expire after five years—TBS said it was "unnecessary" to pursue further judicial challenge. Oral arguments were held



“Punky’s first in her class!”

Kevin P. O'Brien, General Manager,
KTVU, San Francisco



Punky Brewster is the #1 independent program in San Francisco in the 5:30 P.M. time period, averaging a 5 rating and an 11 share.



Coca-Cola
TELECOMMUNICATIONS
A unit of *Coca-Cola* TELEVISION

Source: San Francisco, Nielsen, Sept. 21 through Oct. 2, 1987

two weeks ago and although it was difficult to gauge where court will come down, some observers, based on questions raised by judges, felt there was strong likelihood rules might be remanded to FCC citing specific problems while not attacking overall rationale of rule (BROADCASTING, Oct. 26).

In House, Representative Edward Markey (D-Mass.) has introduced bill to repeal five-year sunset provision of rules that set guidelines for cable carriage of broadcast stations. Action on measure had been put on hold until Congress resolves fairness issue. Some observers say Congress is far less sympathetic to lending its support on must carry since abolition of fairness doctrine. Senate broadcast license renewal bill also would eliminate sunset. But that provision was attacked by Justice Department in letter to Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii). Justice argued that five-year sunset is needed to justify constitutionality of rules (BROADCASTING, Aug. 17). However, Justice sent out conflicting signal when it filed one-sentence brief with U.S. Appeals Court on must-carry in which it indicated department was neither supporting nor opposing rules (BROADCASTING, Aug. 17).

□

Peoplemeters. Both Nielsen and AGB began daily delivery of national peoplemeter numbers Sept. 1. All three networks have signed up for Nielsen's service. CBS has also signed with AGB.

Nielsen's peoplemeter ratings are generally lower than numbers of old system, and AGB's numbers are generally lower than Nielsen's peoplemeter numbers. In prime time, NBC continues to dominate, while second-place CBS and third-place ABC are in tighter race this season. In other dayparts (for which only Nielsen has released data), *CBS Evening News with Dan Rather* has regained lead in evening news race, while other two networks alternate for second and third. In daytime, ABC has regained lead, with CBS falling to second and NBC staying in third.

Meanwhile, two other companies have launched, or will launch, separate peoplemeter services. Arbitron's ScanAmerica service launched local service in Denver last April. So far, two stations have subscribed to service, as well as Arbitron agency clients. R.D. Percy is currently testing service scheduled for November launch. Three stations, five agencies and six advertisers have signed up for service so far, which is being designed to measure audience levels for commercial spots within programs.

□

■ **Public broadcasting.** Board of National Public Radio reelected Chairman Jack Mitchell and Vice Chairman Ward Chamberlin to one-year terms. NPR's five-year goal of doubling audience to one million per average quarter hour by 1990 is "not on track," according to Mitchell, although both he and NPR President Doug Bennett believe goal is "still worthy and valid." NPR board authorized continuation of *Performance Today*, daily arts and performance series that debuted in January 1987, and stated that through FY 1988 direct expenses will be funded through nonstation sources and overhead will be charged to NPR.

On Capitol Hill, oversight hearings to take stock of public broadcasting, 20 years after enactment of Public Broadcasting Act. Hearings

are slated, Nov. 12 by Senate Communications Subcommittee and Nov. 18 in House Telecommunications Subcommittee. Also, Senate Commerce Committee adopted revenue-raising package that would create "Public Broadcasting Trust Fund" based on money raised from FCC license transfer fee. Fund would not be activated until after Sept. 30, 1989 (BROADCASTING, Oct. 26). In other Hill action, Senate passed Labor-Health & Human Services bill Oct. 4 that included \$248 million appropriation for Corporation for Public Broadcasting for FY 1990. Because House has already approved \$238 million, both sides must confer.

Board of Corporation for Public Broadcasting elected new chairman and vice chairman at annual meeting. Howard Gutin, Texas communications consultant and acting chairman since March, moved officially into chairman's spot, while New York businessman and former CPB Chairman William Lee Hanley took over as second in command. Board created ad hoc committee on new initiatives and financing and received draft of operating budget totaling \$247.862 million for FY 1989.

Search committees have been formed to fill vacancies in presidencies of American Public Radio and National Association of Public Television Stations, and resumes have been received in response to ads for position of vice president-treasurer at Corporation for Public Broadcasting. Former APR President Al Hulsen and former NABTS President Peter Fannon both resigned effective Sept. 1, while former CPB VP-treasurer Don Ledwig was promoted to president in July (BROADCASTING, June 29, July 6, Aug. 10).

CPB board, which grew to eight members with addition of William Lee Hanley, Archie Purvis, Marshall Turner and Sheila Tate in June (BROADCASTING, June 29), is likely to see nomination of former Tennessee First Lady Honey Alexander for one of two remaining spots on board. Still under consideration is Charles Lichenstein, who has been faulted by noncommercial system for reputedly believing that funding to CPB should be cut ("Closed Circuit," June 29).

□

■ **Scrambling.** Senate Commerce Committee may soon act on legislation that would regulate home satellite marketplace. Backyard dish bill enjoys support of Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and ranking Republican, John Danforth (R-Mo.) (BROADCASTING, Sept. 7), and is expected to be marked up on Nov. 19. Legislation is expected to undergo some revisions before it hits Senate floor. Measure would require cable programmers to allow qualified third parties to distribute programming to 1.7 million owners of backyard earth stations. In apparent effort to head off legislation, National Cable Television Association President James Mooney met with Satellite Broadcasting and Communications Association President Chuck Hewitt to discuss ways of getting cable programming into hands of noncable third party packagers serving dish owners.

There also has been realignment of industry groups interested in TVRO legislation, with Motion Picture Association of America expressing its support for Senate dish bill, S. 889 (BROADCASTING, July 27, Aug. 3).

On other front, House legislation (H.R. 2848) that would permit satellite distribution of broadcast signals—superstations—to backyard dish owners, will be subject of House Copyright Subcommittee hearing Nov. 12. Expected to testify representatives of National Rural Electric Cooperative association, and motion picture, cable,

common carrier, and backyard satellite dish industries.

□

Syndex. In comments to FCC, cable operators expressed opposition, while broadcasters and program producers expressed support, for FCC's proposal to reimpose rules requiring cable systems to black out syndicated programming on distant signals if it appears on local stations.

The cable industry argued that FCC lacks jurisdiction to reimpose syndex, that absence of rules has not harmed broadcasting and motion picture industries and that rules would violate cable operators' First Amendment rights.

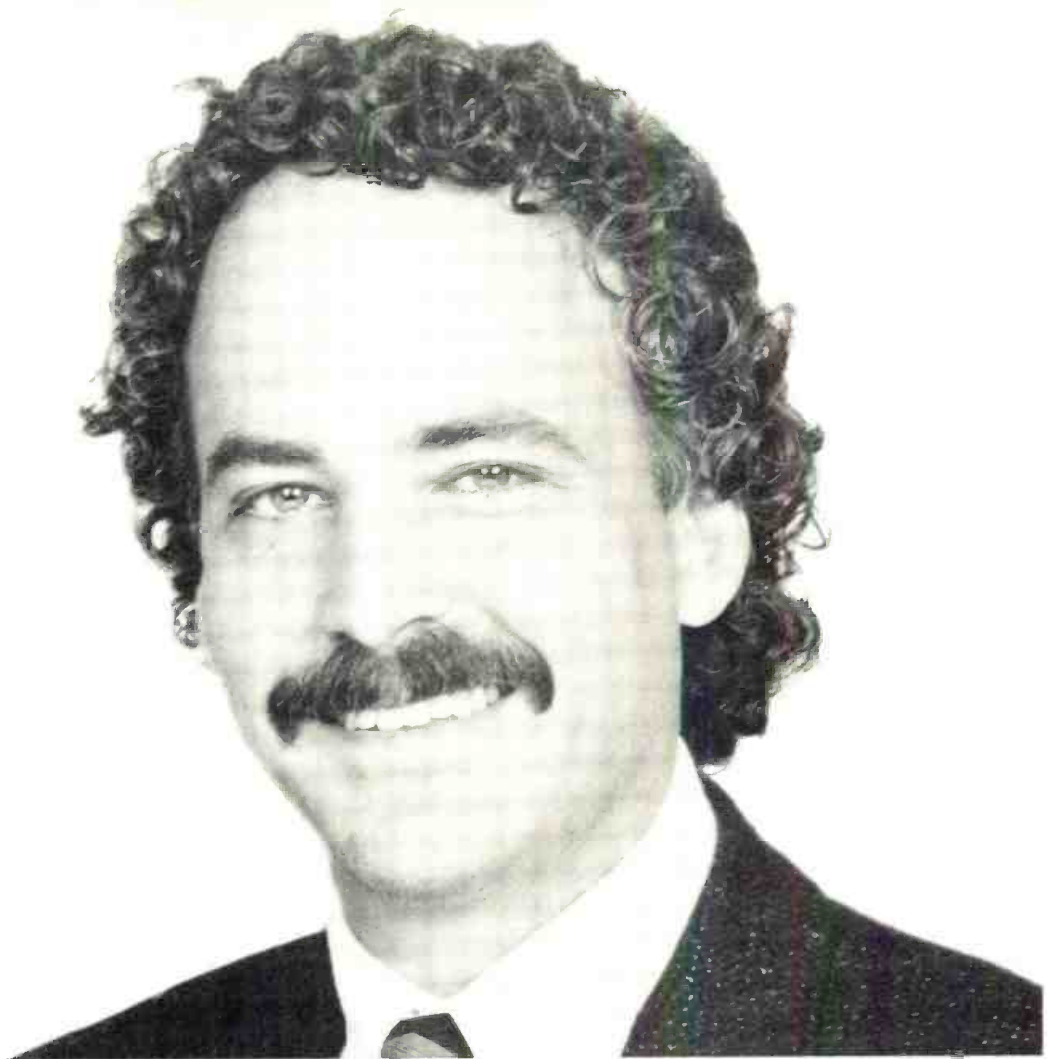
Most broadcasters and program producers contended that rules are needed to protect sanctity of their "exclusive" programming contracts. And they say they have been harmed economically by cable importation of distant signals with programs that duplicate those of local stations. Among latest broadcaster organizations to take stand on syndex is Television Operators Caucus, which reached consensus on issue three weeks ago (BROADCASTING, Sept. 7). TOC is slated to announce its support for reimposing syndex during second round of comments.

□

■ **Unions.** Five-month-old strike between NBC and technical union, National Association of Broadcast Employees and Technicians, ended Oct. 24 when two of union's units dissenting to terms of NBC's latest offer accepted it in second vote. Ratified contract is 29-month pact which includes caps on use of temporary hires to 4% in first year and 6% in second and wage increases of 3.68% for first year and 4.64% for second, with addition of 3% lump sum bonus for third year. As strike ends, network has announced that it will layoff 200 union employees, most of them from jobs involved in sale of NBC Radio to Westwood One. NABET represents 2,800 technicians, newswriters, camera operators and others.

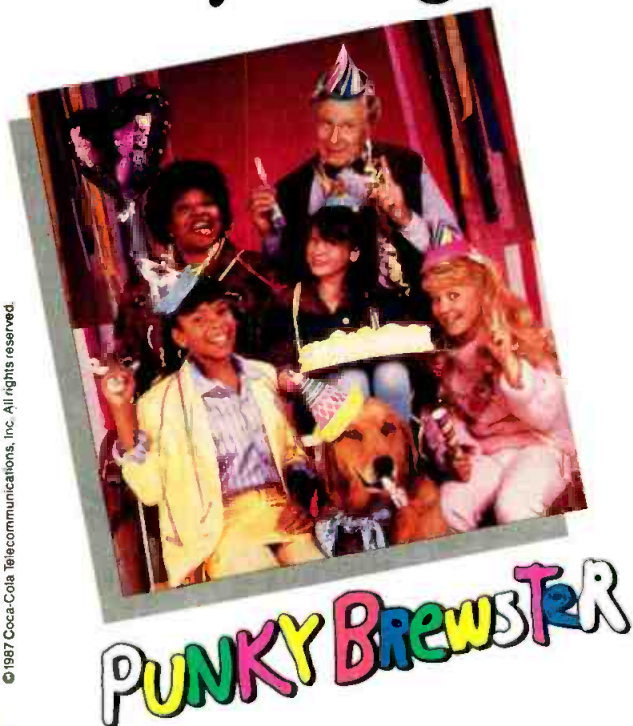
Three-day negotiations in Washington with federal mediator between CBS and technical union, International Brotherhood of Electrical Workers, ended Friday, Oct. 23, with little progress. Both sides discussed provisions of company's final offer, which was presented to IBEW following month-long negotiations shortly after contract expired at midnight, Sept. 30. IBEW was to conduct conference call meeting last week with representatives of locals to plan union's next step. CBS offer is believed to include 3% raises for each of three years of contract and language that would allow for unlimited use of daily hires. Negotiations affect 1,500 workers at CBS-owned stations in seven cities.

Directors Guild of America members have overwhelmingly ratified separate three-year staff contracts with ABC, CBS and NBC, as well as freelance contract covering about 500 additional directors at three networks. Vote at ABC was 83 to 46 in favor; CBS, 68 to 33, and NBC, 94 to 20. Tally for freelance directors vote will be released this week. New staff contracts, covering news, sports and operations personnel, provide 3% across-the-board raises; minor layoffs in automated control area; and more network control over editing functions. DGA came out slightly ahead at NBC, with network providing few more bonuses in seniority, editing jurisdiction and severance pay areas. Guild members also approved pact covering low-budget theatrical feature productions, 2,155 to 144, and commercials, 2,180 to 106.



“Punky Brewster is a successful early fringe vehicle for our station!”

Doug Johnson, General Manager, WXON, Detroit



Punky Brewster is averaging a 6 rating in the 5:30 P.M. time period, a 50% increase over last year's rating.



Coca-Cola
TELECOMMUNICATIONS
A unit of *Coca-Cola* TELEVISION

Source: Detroit, Arbitron, Sept. 21 through Oct. 2, 1987

■ Indicates new entry

This week

Oct. 31-Nov. 4—*Society of Motion Picture and Television Engineers* 129th technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles.

Nov. 1—Deadline for entries in film and video festival sponsored by *Women in the Director's Chair*. Information: (312) 281-4988.

Nov. 2—Deadline for comments at FCC on telephone company-cable crossownership rules (docket 87-266). FCC, Washington.

Nov. 2-3—"Economics of sports coverage," national conference sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

Nov. 3—*American Advertising Federation* national advertising law and business conference. Drake hotel, Chicago. Information: (202) 898-0089.

Nov. 3-8—*National Black Media Coalition's* 14th annual media conference. Theme: "Liberty and Justice for All: Facing the Challenges of the Nineties." Crystal City Gateway Marriott, Crystal City, Va. Information: (202) 387-8155.

Nov. 3-7—Midwest Radio Theater Workshop annual conference, sponsored by noncommercial KOPN-FM Columbia, Mo. Ramada Inn, Columbia, Mo. Information: (314) 874-1139.

■ **Nov. 4**—"Broadcast Deregulation: The Reagan Years and Beyond," session sponsored by *Administrative Conference of the United States* featuring Laurence Tisch, president-CEO, CBS Inc., and Dennis Patrick, FCC chairman. University Club, Washington. Information: (202) 254-7020.

Nov. 4—*New York Television Academy* drop-in lun-

cheon. Speaker: Carolyn Wall, VP-general manager, WNYW(TV) New York. Copacabana, New York. Information: (212) 765-2450.

Nov. 4—"Mayhem in the A.M.," luncheon sponsored by *American Women in Radio and Television*, *Western New York chapter*. Buffalo Hyatt Regency, Buffalo, N.Y.

Nov. 4-6—Fifth annual Private Cable Show, sponsored by *National Satellite Programming Network* and *Private Cable* magazine. Sheraton-Denver Tech Center, Denver. Information: Kim McBride, (713) 342-9655.

Nov. 4-6—*American Association of Advertising Agencies* agency management seminar. Kansas City Marriott Plaza, Kansas City, Mo.

Nov. 5—Presentation of Gabriel Awards, sponsored by *Unda-USA*, national Catholic association of broadcasters and communicators. Tampa, Fla. Information: (216) 253-1468.

Nov. 5—*Advertising Club of Greater Boston* workshop. Four Seasons hotel, Boston.

■ **Nov. 6**—Deadline for entries in *The American Documentary*, funded by John D. and Catherine T. MacArthur Foundation, Corporation for Public Broadcasting, Harris Foundation and Benton Foundation. Information: American Documentary, 1776 Broadway, ninth floor, New York, N.Y., 10019; (212) 397-0970.

Nov. 6-7—*Satellite Broadcasting and Communication Association* symposium. Denver. Information: (703) 549-6990.

Nov. 7—"Breaking Into Television: The Writer," seminar sponsored by *American Film Institute*. Parsons School of Design, New York.

November

■ **Nov. 8-10**—*Television Bureau of Advertising/Ster-*

ling Institute sales training program for local sales managers (preceding TVB annual meeting—see below). Atlanta Marriott Marquis, Atlanta. Information: (212) 486-1111.

Nov. 9—Comments due in FCC proceeding (MM Docket 87-6) considering use of synchronous transmitters to extend coverage of AM stations.

Nov. 9—*American Bar Association Cable Television Committee* panel discussion of legal issues affected by recent First Amendment cable television cases in Sacramento, Palo Alto and Santa Cruz, Calif. FCC, Washington.

Nov. 10-12—*Society of Broadcast Engineers* national convention. A.J. Cervantes Convention Center, St. Louis. Information: (317) 842-0836.

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

Nov. 10—*New York Television Academy* 16th annual "Night at the Round Tables." Sheraton Center, New York. Information: (212) 765-2450.

Nov. 11-12—*San Diego Communications Council* in conjunction with *San Diego State University's Center for Communications* forum on "The First Amendment—Third Century." Speakers include J. Richard Munro, Time Inc.; Representative Al Swift (D-Wash.); FCC Commissioner James Quello, and Edward Reilly, McGraw-Hill. Chairman of event is Sig Mickelson, former CBS News president. La Jolla Marriott, La Jolla, Calif. Information: Sig Mickelson, (619) 287-2446 or write Office of the Dean, College of Professional Studies and Fine Arts, San Diego State University, San Diego, 92182.

Nov. 11-13—*Television Bureau of Advertising* 33d annual meeting. Theme: "Marketing the Television Advantage." Atlanta Marriott, Atlanta.

Nov. 11-14—*Society of Professional Journalists, Sig-*

Oct. 31-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. 3-8—*National Black Media Coalition's* 14th annual media conference. Theme: "Liberty and Justice for All: Facing the Challenges of the Nineties." Crystal City Gateway Marriott, Crystal City, Va. Information: (202) 387-8155.

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

Dec. 2-4—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

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.

Jan. 23-25, 1988—*Radio Advertising Bureau's* Managing Sales Conference. Hyatt Regency hotel, Atlanta.

Jan. 29-30, 1988—*Society of Motion Picture and Television Engineers* 22d annual television conference. Opryland hotel, Nashville. Future meeting: Feb. 3-4, 1989, St. Francis hotel, San Francisco.

Jan. 30-Feb. 3, 1988—*National Religious Broadcasters* 44th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington. Future meetings: Jan. 28-Feb. 1, 1989, and Jan. 27-31, 1990, both Sheraton Washington and Omni Shoreham, Washington.

Feb. 10-12, 1988—19th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters Association*. Opryland hotel, Nashville.

Major Meetings

Feb. 17-19, 1988—Texas Cable Show, sponsored by *Texas Cable Television Association*. Convention Center, San Antonio, Tex.

Feb. 26-28, 1988—*NATPE International* 25th annual convention. George Brown Convention Center, Houston. Future convention: Houston, Feb. 24-26, 1989.

March 21-23—*Satellite Broadcasting and Communication Association* trade show. Bally's, Las Vegas. Information: (800) 654-9276.

April 9-12, 1988—*National Association of Broadcasters* 66th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 29-May 2, 1989; Atlanta, March 31-April 3, 1990; Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

April 10-12, 1988—*Cabletelevision Advertising Bureau* seventh annual conference. Waldorf-Astoria, New York.

April 10-13, 1988—Public television annual membership meeting of *Public Broadcasting Service* and *National Association of Public Television Stations*. Marriott Crystal Gateway, Arlington, Va.

April 17-20, 1988—*Broadcast Financial Management Association* 28th annual meeting. Hyatt Regency, New Orleans. Future meetings: April 9-12, 1989, Loews Anatole, Dallas, and April 18-20, 1990, Hyatt Regency San Francisco.

April 28-May 3, 1988—24th annual *MIP-TV, Marches des International Programmes des Television*, international television program market. Palais des Festivals, Cannes, France.

April 30-May 3, 1988—*National Cable Television Association* annual convention. Los Angeles Con-

vention Center.

May 18-21, 1988—*American Association of Advertising Agencies* 70th annual convention. Greenbrier, White Sulphur Springs, W. Va.

May 18-22, 1988—*National Public Radio* annual public radio conference. Adam's Mark hotel, St. Louis. Information: (202) 822-2000.

June 8-11, 1988—*American Women in Radio and Television* 37th annual convention. Westin William Penn, Pittsburgh.

June 8-12, 1988—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* 32d annual seminar. Bonaventure, Los Angeles. Future meeting: June 21-25, 1989, Renaissance Center, Detroit.

June 18-21, 1988—*American Advertising Federation* annual convention. Century Plaza, Los Angeles.

■ **July 31-Aug. 3**—*Cable Television Administration and Marketing Society* 15th annual meeting. Westin Copley Place, Boston.

Sept. 7-9, 1988—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta.

Sept. 14-17, 1988—Radio '88, sponsored by the *National Association of Broadcasters*. Washington. Future meetings: Sept. 13-16, 1989, New Orleans; Sept. 12-15, 1990, Boston, and Sept. 11-14 (tentative), 1991, San Francisco.

Sept. 23-27, 1988—*International Broadcasting Convention*. Metropole Conference and Exhibition Center, Grand hotel and Brighton Center, Brighton, England.

■ **Nov. 30-Dec. 3, 1988**—*Radio-Television News Directors Association* annual international conference and exhibition. Convention Center, Las Vegas. Information: (202) 659-6510.

June 17-23, 1989—16th International Television Symposium. Montreux, Switzerland.



“We wanted a strong performer for a tough 5-6 P.M. time period. Punky’s been great!”

Harvey Cohen, Executive Vice President
and General Manager, WDZL, Miami



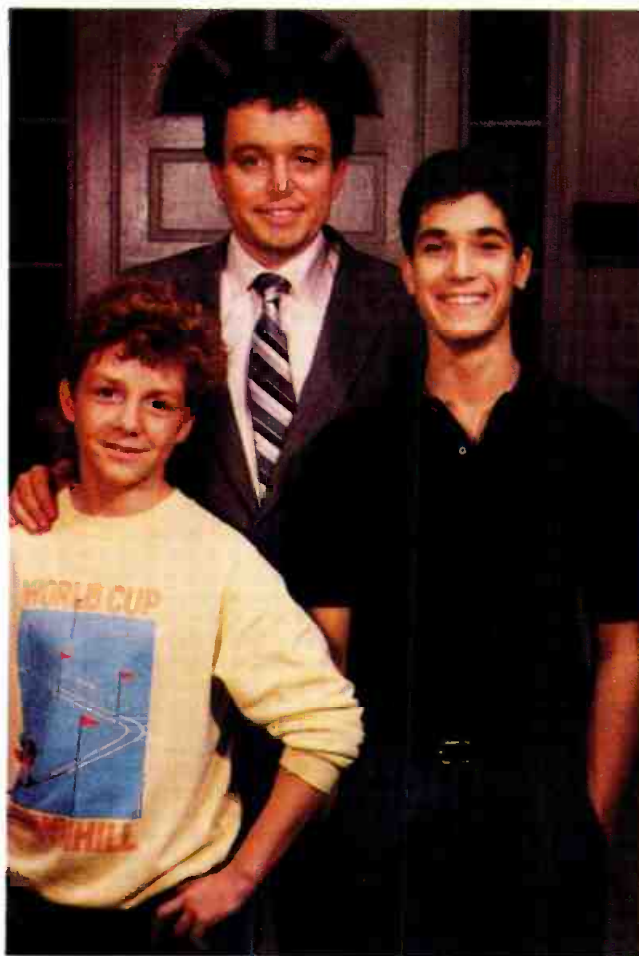
Punky Brewster perked up Miami in the 5-6 P.M. time slot with growth of 66% from last year's time period.



Coca-Cola
TELECOMMUNICATIONS
A unit of *Coca-Cola* TELEVISION

Source: Miami, Nielsen, Sept. 21 through Oct. 2, 1987

"Network television really missed the boat on this one..." *New York Newsday*



The all-American kid has grown up! But now the tables are turned on the Beav and he has his own sons, Kip and Ollie Cleaver, to contend with. Where's Ward when you really need him?

**The New
Leave
It To
Beaver™**



Los Angeles (213) 281-2600 New York (212) 956-2090 Midwest (319) 277-5406

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ma Delta Chi, national convention. Chicago.

Nov. 11-14—*Rocky Mountain Public Radio* 32d meeting. Donner Lake Village Resort, near Reno.

Nov. 12—Telecommunications Career Day, sponsored by *James Madison University*. University campus, Harrisonburg, Va. Information: (703) 568-6221.

■ **Nov. 12**—*Washington Metropolitan Cable* luncheon. Speaker: John Cooke, president, Disney Channel. Washington Marriott hotel, Washington.

Nov. 12-13—Communications Law, seminar sponsored by *Practising Law Institute*. Sheraton Center, New York. Information: (212) 765-5700.

Nov. 12-15—*National Association of Farm Broadcasters* 43d annual convention. Westin Crown Center, Kansas City, Mo.

Nov. 13-14—*New Hampshire Association of Broadcasters* annual conference. Bedford, N.H.

Nov. 13-15—*Radio Advertising Bureau's* Radio Sales University. Little Rock, Ark. Information: 1-800-232-3131.

Nov. 13-17—*National Federation of Community Broadcasters* public radio RF transmission training seminar. Sheraton hotel, St. Louis. Information: (202) 797-8911.

Nov. 14—30th *International Film and TV Festival of New York* awards banquet for TV programming and promotion, music video and nonbroadcast production. Sheraton Center, New York. Information: Michael Gallagher, (914) 238-4481.

Nov. 14—Presentation of Joey Awards, sponsored by *Professional Media Network* and *San Jose Film and Video Commission*. LeBaron hotel, San Jose, Calif. Information: (408) 295-9600.

Nov. 15—Induction ceremonies into the *Academy of Television Arts & Sciences* Television Academy Hall of Fame of Johnny Carson, Jacques-Yves Cousteau, Leonard Goldenson, Jim Henson, Bob Hope, Eric Sevareid and the late Ernie Kovacs. Ceremonies to be taped by Fox Broadcasting for telecast on Nov. 30. Fox Broadcasting, 10201 West Pico Boulevard, Los Angeles. Information: Murray Weissman, (818) 763-2975.

Nov. 16—Technology and audience study group, sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

■ **Nov. 17**—Video on the Air lecture, featuring Kathy Huffman, curator/producer, Contemporary Art Television, sponsored by *School of the Art Institute of Chicago*. School of the Art Institute, Chicago. Information: (312) 443-3700.

Nov. 17-19—Ninth International Sport Summit conference and exhibit. Beverly Hilton hotel, Los Angeles.

Nov. 18—*Federal Communications Bar Association* luncheon. Speaker: Dean Burch, director-general, Intelsat. Marriott, Washington.

Nov. 18—"Gambling It All: Nuts and Bolts of Starting Your Own Business," meeting of *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

Nov. 19—*American Association of Advertising Agencies*, New England Council and Advertising Club of Greater Boston meeting. Back Bay Hilton, Boston.

Nov. 20—*Broadcast Pioneers, Washington area chapter*, eighth annual awards banquet. Kenwood Country Club, Bethesda, Md.

Nov. 21—"Writers on Writing," seminar sponsored by *American Film Institute*. Mark Goodson Theater, New York.

Nov. 23—15th annual International Emmy Awards gala, sponsored by *International Council of National Academy of Television Arts and Sciences*. Sheraton Center, New York.

Nov. 24—*International Radio and Television Society* newsmaker luncheon, "Television: New Sources, New Forces," featuring Sumner Redstone, Viacom; Fred Silverman, Fred Silverman Co.; Henry Bushkin, Bushkin, Gains, Gaines & Jonas, and Brad Marks, Korn/Ferry International. Followed by IRTS second annual goods and services celebrity auction. Waldorf-Astoria, New York.

Nov. 24—Presentation of Nancy Reagan Drug Prevention Award, sponsored by *Entertainment Industries Council*, to B. Donald (Bud) Grant, president, CBS En-



The Vision of CBS

and its tradition of excellence was born 60 years ago. It was carefully nurtured during demanding years of successful performance in the toughest of competitive arenas—American broadcasting.

Now we stand on a new and exciting threshold—the dynamic expansion of commercial television throughout the world.



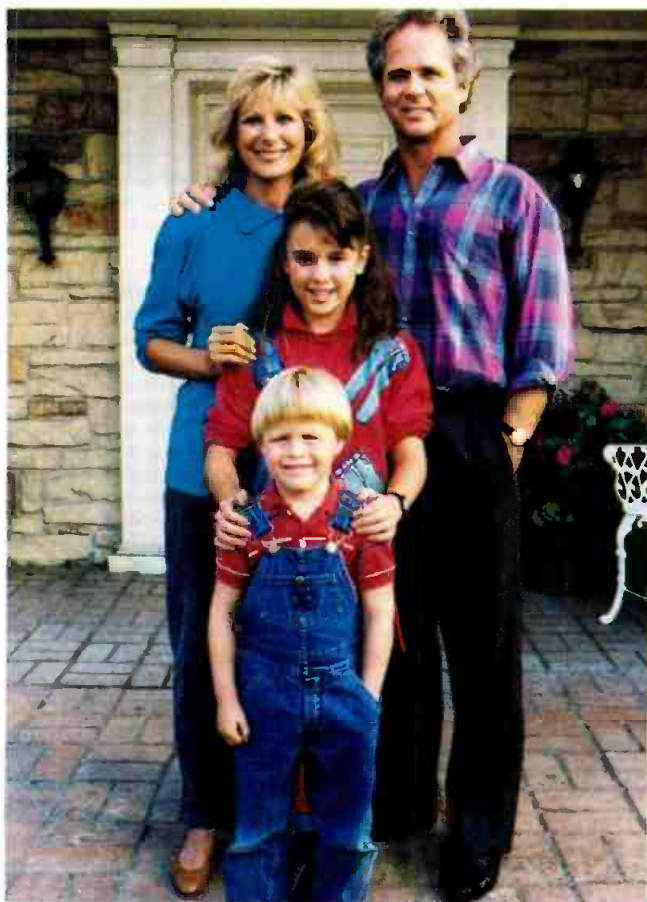
At CBS Broadcast International

we are committed to the goal of bringing to the world community a broad spectrum of quality programs which continue the CBS tradition of excellence. Together as broadcasters we can meet the challenges which lie ahead and truly produce Television's Finest Hours.



CBS BROADCAST INTERNATIONAL

"The fact that people know the characters gives the sitcom an advantage..." **USA TODAY**



Wally, always Beaver's confessor and protector, is still on the job as his lawyer. Wally also married his high school sweetheart, Mary Ellen Rogers, and has two kids of his own, Kelly and Kevin Cleaver.

**The New
Leave
It To
Beaver**



Los Angeles (213) 281-2600 New York (212) 956-2090 Midwest (319) 277-5406

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tainment. Beverly Wilshire hotel, Los Angeles.

December

Dec. 1—Deadline for entries in 18th annual National Educational Film & Video Festival. Festival is scheduled for April 29-May 1, 1988. For entry form, call or write: NEVF, 314 East 10th Street, Oakland, Calif., 94606; (415) 465-6885.

Dec. 2—Reply comments due in FCC proceeding (docket 87-266) on telephone company-cable cross-ownership rules. FCC, Washington.

Dec. 2-4—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

Dec. 3—*American Sportscasters Association* fourth annual Hall of Fame Awards dinner. Marriott Marquis, New York. Information: (212) 227-8080.

Dec. 3-4—Technology studies seminar, sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

Dec. 4—*Southern California Broadcasters Association* Christmas party. Hollywood Roosevelt hotel, Los Angeles. Information: (213) 466-4481.

Dec. 4-6—*Foundation for American Communications* conference on Pacific Rim economic questions. Conference, "aimed at educating the nation's journalists about issues involving news organizations," is funded by grant from *Gannett Foundation*. Sheraton Miramar, Santa Monica, Calif. Information: (213) 851-7372.

Dec. 6-9—"Computer Graphics for Design," fall conference sponsored by *Pratt Center*. Grand Hyatt, New York. Information: (914) 741-2850.

Dec. 7—Technology and audience study group, sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

Dec. 7-11—Video Expo Orlando, sponsored by *Knowledge Industry Publications*. Buena Vista Palace hotel, Lake Buena Vista, Fla. Information: (914) 328-9157.

Dec. 8—*Federal Communications Bar Association* reception/dinner honoring FCC Chairman Dennis Patrick. Washington Marriott hotel, Washington.

Dec. 8-9—"How to Close More Sales," day-long sales seminar. Dec. 8: Registry hotel, Los Angeles, and Dec. 9: Westgate hotel, San Diego. Information: 1-800-232-3131.

Dec. 10-11—"Telecommunications: Current Developments in Policy and Regulation," sponsored by *Practising Law Institute* and *Federal Communications Bar Association*. Omni Shoreham, Washington. Information: (212) 765-5700.

Dec. 17—*International Radio and Television Society* Christmas benefit. Waldorf-Astoria, New York.

Dec. 31—Deadline for entries in 13th annual Commendation Awards, sponsored by *American Women in Radio and Television*, for "positive and realistic portrayal of women in all media forms." Information: (202) 429-5102.

January 1988

Jan. 6-9—*Association of Independent Television Stations* annual convention. Theme: "Independents '88: The Real Superstations." Century Plaza, Los Angeles.

Jan. 7-10—International winter consumer electronics show, sponsored by *Electronic Industries Association*. Las Vegas Convention Center, Las Vegas. Information: (202) 457-4919.

Jan. 8—Deadline for entries in Alexander Hamilton/Ohio State Awards program competition, sponsored by *Ohio State University Institute for Education by Radio-Television*. Information: (614) 292-0185.

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

Jan. 13—*International Radio and Television Society* newsmaker luncheon, "Super Bowl XXII." Waldorf-Astoria, New York.

Jan. 13—"Investigative Reporting: What's the Real Story?" session sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information:

His colleagues
mourn the passing on October 7, 1987
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kindness, creativity, determination,
and patriotism, but rejoice in the
privilege of having known
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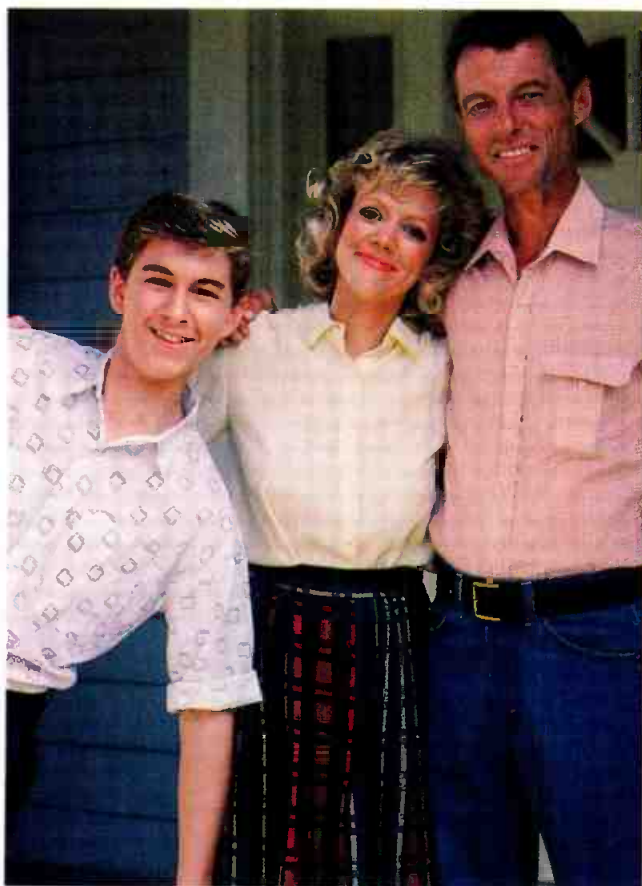
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WRCB TV
Chattanooga, Tennessee

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Bloomington, Indiana

**"It's gee, really kinda neat—
even though that creep Eddie
Haskell is still around and junk
like that..."** *Chicago Tribune*



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(202) 659-3494.

Jan. 15—Cabletelevision Advertising Bureau cable television political advertising workshop. Caucus Room, Cannon House Office Building, Washington.

Jan. 15—Deadline for entries in Angel Awards for "most outstanding productions of moral and/or social impact in communications." Beverly Wilshire, Los Angeles. Information: (213) 387-7185.

■ **Jan. 15—Deadline** for entries in Broadcast Media Awards, sponsored by *International Reading Association*. Information: (302) 731-1600.

■ **Jan. 15-17—Alabama Broadcasters Association** winter convention. Sheraton Capstone, Tuscaloosa, Ala.

Jan. 15-22—National Association of Broadcasters joint board meeting. Hawaii (tentative).

Jan. 19-21—Georgia Radio-Television Institute, sponsored by *Georgia Association of Broadcasters*. Georgia Center for Continuing Education, Athens, Ga. Information: (404) 993-2200.

Jan. 20—Federal Communications Bar Association luncheon. Speaker: Judge Kenneth Starr, U.S. Court of Appeals for D.C. Circuit. Marriott, Washington.



Japanese import

EDITOR: The last sentence in your "Home and Away" editorial (Oct. 26) was a cheap—and inaccurate—shot that does not befit BROADCASTING's proud tradition.

The NAB mission to Japan has not been billed by NAB and is not, as you put it, for "inspection of a high-definition system... that a good many people have seen in demonstrations here at home." Rather, it has to do with technical, business and ministerial meetings, at the invitation of the Japanese, to:

Inform Japanese government and business interests what the HDTV needs of American broadcasters are and what NAB is doing to see that those needs are met.

Determine what Japan's government policy on further HDTV development is and how that might accommodate and facilitate development of HDTV in this country.

Communicate NAB's view that HDTV will achieve the greatest (and perhaps only) success in the U.S. with the orderly introduction and development of a universally usable and acceptable system.

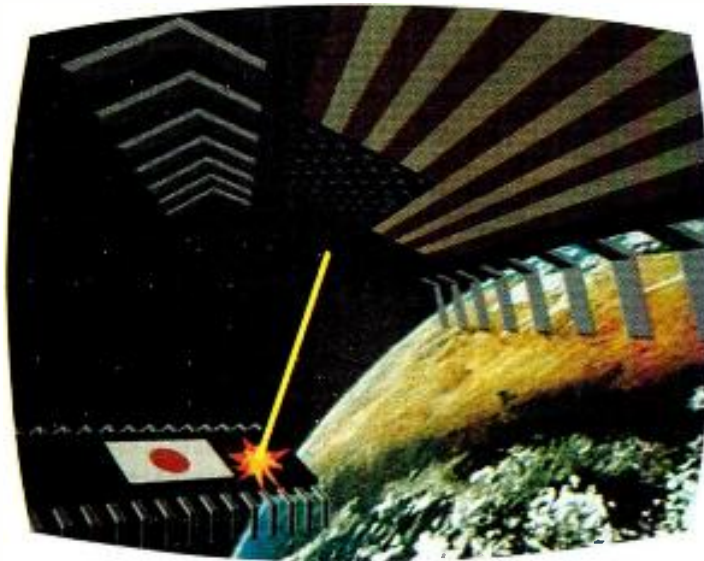
Explore possibilities for cooperation between those developing Japan's HDTV system and NAB's new Broadcast Technology Center, to find the best possible system for the American broadcast marketplace.

Urge the Japanese to pursue further development efforts to create a system that provides HDTV quality within the 6 mhz bandwidth of U.S. television channels.

Encourage the Japanese to participate actively in the ATSC process and to adjust their development and marketing plans to be in accord with that committee's standard-setting work.

The foundation for these discussions was laid earlier this year when a top official of Japan's Ministry of Posts and Telecommunications visited NAB and the FCC.—*Walter M. Wurfel, senior vice president, public affairs and communications, National Association of Broadcasters, Washington.*

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Sol Taishoff (1904-1982)

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Phone: 202-659-2340

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Broadcasting ■ Cablecasting Yearbook

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**Some people think this
photograph is more explosive
than this bomb.**

No pictures allowed.
Not of civil unrest. Not of the police.

Not in South Africa after the government's harsh press restrictions were announced in June 1986.

The only way photographer David Turnley of Knight-Ridder's Detroit Free Press could do his job was to risk getting arrested. Turnley was detained, searched, interrogated and released.

Despite the ban, Turnley, based in Johannesburg, has continued to document

the struggle. The imbalance of power between South Africa's 24 million blacks and 4.8 million whites. Living under apartheid. In a land borrowing time. In a place perpetually in mourning. In Soweto. Tembisa and Mamelodi where death is seldom a stranger.

A 16-page collection of David Turnley's photographs was published in the Detroit Free Press last December. It won the Overseas Press Club Award for photographic reporting abroad.

He feels that if restrictions get

tighter, those photos might be the last portrait of South Africa for years to come.

In South Africa, David Turnley is one of 18 staff members working at 15 Knight-Ridder foreign bureaus around the globe.

He has traveled for more than a year throughout South Africa, photographing a land of astonishing contrasts, in its worst time of strife. Few newspapers would put

this kind of effort into a story. But the Detroit Free Press is a Knight-Ridder newspaper.



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A commentary on indecency by Erwin G. Krasnow, Verner, Liipfert, Bernhard, McPherson & Hand, Washington

The politics of program regulation

On April 16, Mark Fowler's last day as its chairman, the FCC issued a decision that placated conservatives and depressed liberals. In a sharp about-face, the commission warned radio and television station owners that they risk fines or loss of license if they broadcast "indecent" material.

The liberals ground their First Amendment teeth. But suppose the FCC had warned broadcasters about violent programming—or children's toy-related superheroes—or beer and wine commercials? Would the First Amendment then become secondary?

This blurring of philosophical distinctions is fairly common in questions of free speech on radio and television. After all, the very people who cry censorship when a line of risqué dialogue is deleted are often those who mount strenuous campaigns to rid the airwaves of violence—not only physical violence but also "cultural violence," which allegedly demeans or stereotypes ethnic groups.

Most conservatives do not enlist in these drives; they simply rail against "filth" on the home screen.

Liberals pressure the Federal Trade Commission to regulate TV commercials aimed at children, especially ads for heavily sweetened cereals. Conservatives apparently see the spirit of free enterprise in the ads and create no stir. It is the programs they find unwholesome.

In short, most liberals and conservatives believe in some degree of regulation for radio and TV programs. As the FCC's recent indecency ruling signaled, Mark Fowler's attempt to place a libertarian ethos over program content was short-lived. The activists on the left and the right both want content control, they simply want it in different places. The philosophical schizophrenia at the FCC is a slice of a larger war over who wields the censor's knife. The liberals want "value free" school textbooks; the conservatives want "family values"; the religious right wants "creation science"; the feminists want to excise masculine references in the Bible and the hymnal.

The fairness doctrine is the latest battleground. In general, liberals defend it; the conservatives fight it. The irony here is that Robert Bork may have been the first victim of the FCC's decision to suspend the doctrine. Norman Lear, a liberal's liberal, saturated television with issue ads against Bork through his People for the American Way. The conservatives cavilled about a lack of "fairness."

But the FCC's role in content regulation has been used as well by government as a blunt political weapon. The Kennedy and



Erwin G. Krasnow is a partner in the Washington law firm of Verner, Liipfert, Bernhard, McPherson & Hand. Prior to that, he was senior vice president and general counsel of the National Association of Broadcasters and was a partner in the Washington law firm of Kirkland & Ellis and served as administrative assistant to the late Congressman Torbert H. Macdonald (D-Mass.), chairman of the House Communications Subcommittee.

Johnson administrations used the FCC to stifle right-wing preachers. The Nixon administration threatened to involve the FCC against the networks. And the Carter administration forced the networks to yield prime time for Carter's 1980 presidential campaign, winning on a 4-3, party-line vote at the FCC. No "glasnost" there.

For most proponents of liberal or conservative philosophies, the lessons of recent history are lost in the bright light of current causes that can be conveniently helped along by regulating the broadcast media.

In view of the origins of current liberal and conservative philosophies, it is not surprising that both sides of the spectrum agree on broadcast regulation. No matter how the terms "liberal" and "conservative" are defined, both sides seem to have agendas stressing the role of government over that of the individual.

Before 1930, liberals stressed individual freedom in the face of government action, while conservatives emphasized the collective will that underlay the action. But when classical liberalism and conservatism encountered the Roosevelt New Deal, the result was more easily described by the old saw stating that a liberal looks at government and asks, "What wonderful things can we do with this splendid machine?" while the conservative looks at the machine and says, "What terrible damage can this rough beast do?"

For liberals, the regulation spawned during the Depression sprang from a notion that

government is a positive force that can be used to expand individual liberty and freedom. For conservatives, the collective will looked a lot less attractive when expressed in economic and social regulation that did not work in their favor.

But even then, the liberal and conservative view of radio and television regulation was quite similar. From the outset, both liberals and conservatives have been comfortable with regulation of broadcast program content—either as a form of censorship usually urged by conservatives, or as a form of propaganda, usually urged by liberals.

Liberals and conservatives can agree on broadcast program regulation, because both censorship and propaganda proceed from a view that government action takes precedence over individual choice. The censor wants to keep individuals from having information that society deems bad for them. The propagandist, taking a "force them to eat cake" stance, wants to give people the information that society deems good for them.

While the distinctions between propaganda and censorship seem to have blurred the analysis of broadcast program regulation, one reality is clear: Radio and television programs—unlike books, magazines, phonograph records, films and newspapers—are regulated by the government.

This regulation has gone on so long that liberals and conservatives seldom question its wisdom. They tend to look only at the goal of regulation and, if they conclude it is for "a good cause," raise no further questions. But what about the First Amendment right of the media to be free of regulation of their program content? Whose "cause" should that be?

For everyone's benefit, it must be more than the media's cause. The reason that regulation of speech is forbidden in all media save broadcasting is that regulation displaces the judgments and preferences of individuals and enforces that displacement with government's unique authority and coercive power.

Those who advocate the "indecency decision" and who would expand it to cover "dirty ads" for sugar products or "balanced" comments on controversial issues ignore other values: the cultural values in having unregulated media of expression, the political values in having a free broadcast press, the societal values in keeping the lines of communication free of government coercion.

Until the courts step in and declare that broadcasting has the *same* First Amendment rights as all other media, both liberals and conservatives will carve away at content, in ways they could never do with books, movies—or the magazine in which I write. A pox on both of their houses.

The Real Chuck Barris is playing games again!

There are lots of game shows to choose from these days.

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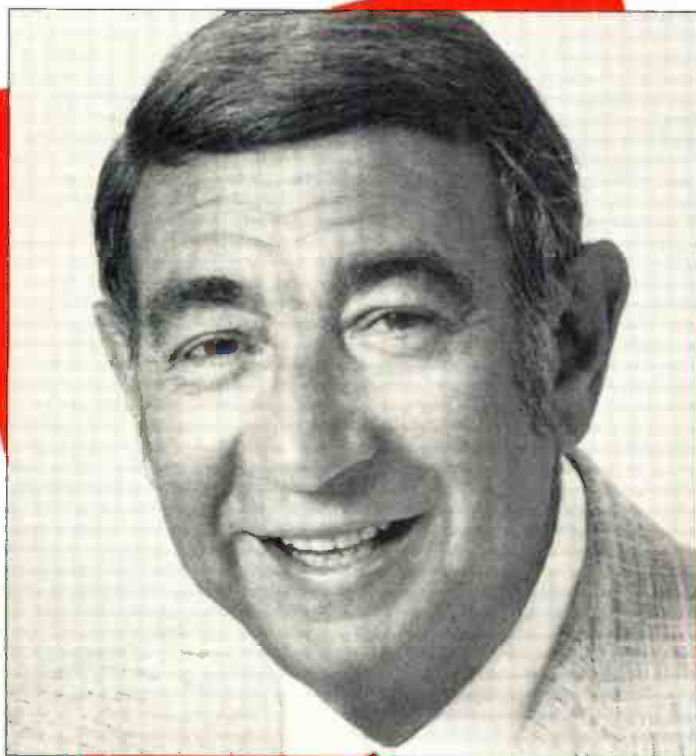
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Vol. 113 No. 18

TOP OF THE WEEK

Fifth Estate firms begin stock crash recovery

Week after Oct. 19 plunge finds many media companies regaining some ground, but it's slow process

The stock market's rebound late last week helped lift some media stocks back to their feet after losses from the Oct. 19 crash were compounded by last Monday's market plunge. But most of the 148 companies tracked by BROADCASTING's "Stock Index" are still nursing substantial losses, worse than those of other industries measured by broader indices (see chart below and following two pages).

At week's end, media stocks remained down one-fifth compared to their pre-crash close, despite the dose of plusses from market rallies last Thursday and Friday.

Those still hurting the worst last week were television programmers and electronics manufacturers, a breakdown of the figures shows. Broadcasters and cable companies were down but holding up slightly better, while advertisers and other service companies were off heavily.

The market's volatility also continued to take its toll on some major media deals. The

latest casualty was a \$114-million TV station sale by United Broadcasting Corp. to ML Media Partners, which collapsed last week after Merrill Lynch, backer of ML's "blind pool" investment fund, said it would not open a second fund to carry the purchase of two of United's three network affiliate stations. United has hired investment bank First Boston to explore alternatives to the ML sale.

Another apparent delay due to the market's shift may be Lorimar's proposed \$143-million sale to management of ad agency Bozell Jacobs Kenyon Eckhardt. Previous deals canceled include a merger between United Cable and United Artists cable systems, plus the pull-out of planned public offerings by MTM Enterprises and EZ Communications. The changing market has also raised some question about the viability of Storer's 1.4 million-subscriber cable offering (see box, page 35).

Other deals apparently still intact including Continental Cablevision's \$482-million purchase of American Cablesystems, Cablevision Systems's \$470-million buy of Adams-Russell, Summit Communications's

\$200 million buy of radio group DKM Broadcasting, a merger between Western TCI and Marcus Communications and Star Cablevision's \$103-million purchase of North American Communications Corp.

The possible sale of CBS Records Group to Sony Corp. for \$2 billion also appeared alive last week and helped to boost CBS stock back up to \$172.63 Friday. The stock, still nursing an 18% decline from its pre-crash numbers, has steadily improved since dropping nearly 28% Oct. 19. Sony closed last Friday at \$29.13, still down 22% from its pre-Oct. 19 levels.

CBS revived the deal after rejecting Sony's last offer at a CBS board meeting Oct. 14, writing to the electronics manufacturer to renew serious discussions on the bid. The CBS board is scheduled to meet Wednesday, Oct. 11, and may act on the Sony proposal at that time. Sony's top management met in Tokyo last week and has another regularly scheduled meeting at the end of November.

Of the other networks, Capital Cities/ABC was up to \$334 Friday, still off 19%, but back after falling more than 22%, or

The Broadcasting 148: How They Survived the Crash

Company	52-week High	Oct 19	Oct 20	Oct 21	Oct 22	Oct 23	Oct 26	Oct 27	Oct 28	Oct 29	Oct 30	% drop
3M	83 1/2	56	58	61 1/2	60 1/2	59 3/4	54	55 1/2	56	57 1/8	59	-29.34
A.H. Belo	77 1/4	57 3/4	55	54 3/4	54	53	47 3/4	46	45	48	50 3/4	-34.30
Aaron Spelling Productions	13 5/8	6 5/8	5 7/8	6 5/8	6	5 1/2	5 1/8	5 1/4	5 1/8	4 3/4	5 1/2	-59.63
Acton Corp.	26 1/2	14	12 1/8	14 5/8	13 3/4	13 1/4	12 3/4	13 3/4	13 3/8	13 5/8	14 3/8	-45.76
Adams Russell	43	39 3/8	36 5/8	38 7/8	39 1/4	38 3/4	36 5/8	33 3/4	33 3/4	34 1/2	38	-11.63
All American TV	6 7/8	2	1 1/2	1 3/4	1 3/4	1 3/4	1 1/2	1 1/2	1 1/2	1 1/4	1 1/4	-81.82
AM Communications	2 7/8	7/8	11/16	11/16	11/16	11/16	11/16	11/16	5/8	5/8	5/8	-78.26
American Cablesystems	43 1/8	41 1/2	41 1/2	39 1/2	38 1/2	37 3/4	34	36	36 1/2	38 1/4	38 7/8	-9.86
American Communications & TV	3/16	1/8	1/8	1/8	3/32	1/8	1/8	3/32	3/32	3/32	3/32	-50.00
American Family	18 1/2	12 7/8	11 1/4	13	12 1/4	12 1/2	10 1/2	11 1/4	12	12 7/8	13 1/8	-29.05
American TV & Commun.	29 5/8	23 3/8	18 7/8	21 1/8	20 1/2	21 1/8	19 1/8	18 1/4	19 1/4	20 5/8	22	-25.74
Arvin Industries	39 3/4	21	19	20 1/2	19 5/8	20	18 7/8	18 1/4	18 3/8	18 3/4	19 7/8	-50.00
Associated Communications	39	31 1/2	26	28	23	23	19 1/4	20	20	22	24	-38.46
Barris Industries	19 3/4	9 5/8	7 1/4	7 1/4	6 3/4	6 3/4	5 3/4	5 1/8	5 5/8	6 7/8	7 3/8	-62.66
Burnup & Sims	7 5/8	6 3/4	4	5	4 7/8	5 3/8	5	5	5	5 1/8	6	-21.31
Business Men's Assurance	48 1/4	41	37	37 1/4	35 1/2	33	30 1/2	32	31 1/2	35	35 3/4	-25.91
C-Cor Electronics	12 1/4	7 1/2	5 1/2	6 1/4	6	5 5/8	5 1/2	6	5 1/2	6 1/4	6 1/2	-46.94
Cable TV Industries	3	2 1/2	2	2 1/8	2	1 7/8	1 7/8	1 3/4	1 3/4	1 3/4	1 7/8	-37.50
Cablevision Systems 'A'	32 1/4	24 5/8	24 5/8	24	22 1/8	21 1/4	16	17 1/4	17	18 3/4	21 3/8	-33.72
Capital Cities/ABC	450	356	343	355 1/2	340	336 1/2	306	322	319 1/2	330	334	-25.78
CBS	226 1/4	152 1/2	155	168 3/4	166	159 1/4	145 3/8	153 7/8	163	170	172 5/8	-23.70
Centel Corp.	75 1/2	53 7/8	50 1/4	54 1/2	55 1/4	55	53 3/4	54	53 1/2	54	56 1/8	-25.66
Century Communications	21 3/4	19	14 1/4	14	13	12 3/4	11 1/2	11 1/4	11	11 1/2	13	-40.23
Cetec	6 5/8	4 7/8	4 1/8	4 1/2	4	4 1/8	4 1/8	4 1/4	4	4 1/8	4 1/2	-32.08
Chris-Craft	29 1/2	15 1/2	13 1/4	16 1/4	15 1/8	14 5/8	12 3/4	13 1/2	13	14	17	-42.38
Chyron	8	4 5/8	4 3/4	5	4 5/8	4 3/4	3/8	4 3/8	4 1/8	4 1/4	4 7/8	-39.06
Clear Channel Communications	18 3/4	13 1/8	11 3/8	14	12 3/4	12 1/4	11	11	10 5/8	10 5/8	12 3/8	-34.00
CMX Corp.	2 1/4	1 3/8	1 1/8	1 1/4	1 1/8	1 1/8	1	1	1	1	1	-55.56
Coca-Cola	53 1/8	30 1/2	36 1/2	41 1/4	40 1/2	39 3/4	36 1/4	37 1/2	38 3/4	42	41 1/4	-22.35
Cohu	9 3/8	6 5/8	5 1/8	6 3/8	5 3/4	5 7/8	5	6	5 3/4	5 3/4	6 1/4	-33.33
Color Systems	22 1/2	4 5/8	4 3/8	5 3/4	4 3/4	4 1/2	3 1/4	3 1/2	4 1/8	3 5/8	3 7/8	-82.78
Comcast	27 1/8	23 5/8	17 5/8	20 5/8	18 3/4	18 3/8	17 1/4	16 5/8	16 3/8	17 1/2	18 3/4	-30.88

The Broadcasting 148

Company	52-week High	Oct 19	Oct 20	Oct 21	Oct 22	Oct 23	Oct 26	Oct 27	Oct 28	Oct 29	Oct 30	% drop
Compact Video	5 1/2	4	3 1/8	2 7/8	2 1/2	2 5/8	2 1/2	2	2	2	2 1/2	-54.55
Comsat	34 5/8	27	22	27	26 1/4	25 3/4	24 5/8	24 5/8	23 7/8	24 5/8	26	-24.91
CVN Cos.	32 3/4	13 1/4	10 3/4	11 1/4	9 3/8	8 7/8	8 1/2	8 1/2	8 5/8	8 5/8	9 3/8	-71.37
De Laurentiis Entertainment	15	3 7/8	3 1/2	4	3 7/8	3 3/4	2 1/2	3	3 1/4	3 1/8	3 1/8	-79.17
dick clark productions	8 1/8	5 3/4	5 1/8	6	6 1/8	5 1/2	5 1/8	5	4 5/8	4 1/8	4 1/4	-47.69
Disney	82 1/2	45	49 3/4	59 1/4	52 7/8	51	46	48	48 1/2	51 3/8	55 1/4	-33.03
Dow Jones & Co.	56 1/4	28 7/8	32 7/8	35 1/2	33 1/2	33	30 1/2	30 1/4	30	33 1/4	36	-36.00
Dun & Bradstreet	71 3/4	51	50 1/4	53	49 1/4	53	47 1/2	46 3/4	49	51	51 1/4	-28.57
Durham Corp.	34	27 3/4	25	25	23 3/4	23 5/8	23 1/2	21 3/4	20 1/4	20 1/2	22 1/4	-34.56
Eastman Kodak	70 5/8	82 7/8	52	57 1/2	46 1/4	54 3/4	50	50 3/4	52 7/8	55 1/4	55 3/4	-21.06
Entertainment Marketing	19 3/8	4 1/2	3 3/4	4 3/4	4 5/8	5 1/4	4 3/8	3 7/8	3 5/8	3 7/8	4 1/8	-78.71
Essex Communications	24 1/4	22	14 3/4	16 7/8	17	16	13 3/4	14	12 3/4	12 1/2	14 1/4	-41.24
Falcon Cable Systems	20 1/4	16 1/8	16 1/4	17 1/8	16	16 3/4	14 7/8	15	15	16	16 5/8	-17.90
Financial News Network	14 1/2	8 1/4	5 1/2	6 7/8	5 7/8	5 3/4	3 5/8	5	5 3/8	6 3/8	6 7/8	-52.59
Foot & Cone & Belding	89 1/2	47 5/8	47 1/2	48 1/2	47 1/2	48 1/4	46 5/8	47 1/2	46 1/2	47	47	-32.37
Fries Entertainment	5 7/8	2 1/2	2 1/4	2 5/8	2 3/4	2 3/8	2	2 3/8	2 1/8	2 1/8	2 1/2	-57.45
Gannett Co.	56 1/4	32 3/4	34 3/4	38 5/8	36 5/8	36	33 3/8	34 3/4	35 1/2	36 5/8	39	-30.67
General Instrument	47 7/8	29 3/8	24 1/8	27 1/2	24	24	22	22 1/4	23 3/8	27	30 1/8	-37.08
GenCorp	120	82 1/2	77	76	72 1/2	68	65	64 3/4	59 3/4	64	69 3/4	-41.88
General Electric	66 3/8	41 7/8	45 3/8	50 1/2	47 1/8	46 5/8	42 5/8	43 3/4	43 7/8	45 5/8	47 3/8	-28.62
Geotel Inc.	2 1/4	1 3/8	1 1/4	1 1/4	1 1/4	1 1/4	1 1/8	1	1	1	1	-55.56
Gray Communications	223	183	175	169	153	153	153	153	153	153	153	-31.39
Grey Advertising	138	124	115	115	111	111	105	104	100	93	101	-26.81
Gulf + Western	93 1/2	63 3/4	61 1/2	66 3/4	62 1/2	64	59 3/4	62 1/2	63	66 3/4	69 1/2	-25.67
Hal Roach Studios	12 1/2	6 1/4	4 1/4	5 1/2	5	4 3/4	4 1/2	4	4 1/4	4 1/4	4 1/4	-66.00
Harris Corp.	42 3/4	27 3/4	25 7/8	28 1/4	25 3/4	26 1/2	24	25 1/2	24 7/8	26	27 3/4	-35.09
Heritage Entertainment	10 1/8	4 1/8	3 1/4	3 7/8	3 5/8	3 7/8	3 5/8	3 1/2	3 1/8	2 7/8	3 1/4	-67.90
Home Shopping Network	47	7 7/8	6 1/2	7 7/8	7 1/4	6 1/2	5 3/8	5 5/8	5 3/4	6 1/4	6 3/4	-85.64
IDB Communications	17 3/4	12 1/2	10 3/8	11	10 1/2	10 1/2	6 3/4	8 5/8	7 1/4	8 3/4	9 1/4	-47.89
Infinity Broadcasting	27	20 1/4	14 1/2	17	16 3/4	16 1/2	15	16 1/2	15 3/8	15 1/2	17	-37.04
Interpublic Group	43 1/2	28 1/2	27	29 7/8	27 1/2	28	25 1/2	25 7/8	24	25 1/2	27 1/2	-36.78
Jacor Communications	8 3/8	7 1/8	5 7/8	6 1/4	6 1/8	5 5/8	5 1/2	5 3/8	5 1/4	5 1/4	5 5/8	-32.84
Jefferson-Pilot	42 1/2	28 1/2	28	29 1/2	28	29 1/8	26 3/4	27 1/2	27 1/4	29 1/4	31 1/4	-26.47
Jones Intercable	16 1/8	13	10 3/4	11 1/4	10 3/4	10	9 1/8	8 3/8	8	8 1/8	9 5/8	-40.31
King World Productions	33 1/4	17 3/4	16 1/4	20 3/4	18 3/4	18 3/8	14 1/8	15	13 3/4	16	17 1/8	-48.50
Knight-Ridder	61 1/4	43 3/8	39	44 7/8	42 3/4	39 7/8	34 1/2	33 5/8	35	37 1/4	39 1/4	-35.92
Laurel Entertainment	9	2 1/2	1 7/8	2 1/8	2	1 7/8	1 5/8	1 3/8	1 1/8	1 1/4	1 3/8	-84.72
Lee Enterprises	29 7/8	25 1/2	24	24 1/2	22 1/2	22 1/2	20 3/8	20 3/8	21	22 1/8	24 1/4	-18.83
Liberty Corp.	53	39 3/4	37	40	38 5/8	37 1/2	35 1/4	34	33	34 3/4	37	-30.19
LIN Broadcasting	51	46	36 3/8	40	39 1/2	39 1/2	34 1/4	34 1/2	35 1/8	38 1/2	41 5/8	-18.38
Lorimar-Telepictures	23 1/2	8 1/4	8 1/2	10	8 3/8	8 1/4	6 3/4	7 1/8	7	7 1/4	8	-65.96
Maclean Hunter 'X'	25 5/8	19	16 1/2	19 3/4	19 1/4	19 1/2	17 1/2	17 3/4	17 1/2	17 3/4	18 5/8	-27.32
Malrite	13 1/2	9 1/4	6 3/4	7	6 3/4	7	5 1/4	5 1/4	5 1/4	5 1/4	7 1/2	-44.44
Malrite 'A'	13 1/2	9	6 7/8	6 3/4	6 1/4	6	5	5	4 3/4	5 1/4	6 3/4	-50.00
MCA	64 1/2	38 3/4	37	39 7/8	40	38 1/8	33 1/8	35 1/4	35	37 3/4	39 1/4	-39.15
McGraw-Hill	84 1/2	54	52 1/4	58	54 3/4	54 3/4	49 3/4	50 3/4	51	52 1/2	54 5/8	-35.36
Media General	48 1/4	35 3/8	30 5/8	33 3/4	31 3/4	31 3/8	26 1/4	24 1/4	26	28 1/2	32 3/4	-32.12
Meredith Corp.	43 1/4	30	28	28 1/2	29	28	26	26 1/2	25 3/4	27 3/4	29 1/4	-32.37
MGM/UA Communications	14 1/8	8 7/8	7 1/2	8 5/8	8	7 7/8	7 1/2	7 1/4	7	6 7/8	7 1/8	-49.56
Microdyne	5	3 7/8	3 1/4	3 3/8	3	2 7/8	2	2 1/4	2 1/2	2 1/2	2 3/4	-45.00
Motorola	74	52 5/8	50	49 3/8	43 3/4	43 3/8	36	38 1/2	41	44 1/2	46 3/4	-36.82
Multimedia	74 1/2	65 3/4	50	48 3/4	47 1/4	47 1/2	42	43 1/4	39 5/8	45	47	-36.91
North American Philips	55 3/4	54 3/4	54 5/8	55 1/2	55 1/2	55 1/2	55 1/2	55 1/2	55 1/2	55 1/2	55 1/2	-00.45
Nelson Holdings	2 5/8	1 1/4	1 1/8	1 5/8	1 1/8	1 1/4	1 1/8	1 1/8	1 1/8	1 1/8	1 1/4	-52.38
New World Entertainment	15	5 1/2	4 1/2	5	4 1/4	4 3/4	3 3/4	3 3/4	4 1/4	4 1/2	4 3/4	-68.33
New York Times	49 5/8	29 1/2	32 1/4	34 3/8	32 3/4	31 1/2	29 1/4	29 1/2	30	30 1/4	30	-39.55
News Corp. Ltd.	35 5/8	22	16	21	19 1/2	18	15 1/2	15 1/4	16	14 1/2	15 1/2	-56.49
Oak Industries	2	1 1/8	1	1 1/4	1 1/8	1 1/8	1	1 1/8	1	1	1 1/8	-43.75
Ogilvy Group	45 1/4	30 3/4	25 1/4	25 3/4	25 1/4	25 3/4	24	24	22 1/4	23	24	-46.96

nearly 100 points, much of it in the week following the initial declines. NBC parent General Electric was also back up to \$47.38 at Friday's close, still some 19% off, but recovering from a 28% drop Oct. 19.

Among the worst hit stocks was Rupert Murdoch's News Corp., whose holdings include the Fox network and 20th Century Fox studios as well as extensive publishing operations. News Corp. was off 53% at \$15.50 on Friday's close, much of the decline also coming in the days after the Oct. 19 crash.

Proving stronger was the cable industry's largest multiple system operator, Tele-Communications Inc., which picked up steam late last week to close at \$22.25 Friday, off only 5%, while number-two MSO, American Television & Communications, was off only 7% Friday, closing at \$22. Turner Broadcasting's primary stock was off 18% Friday, closing at \$10.75.

The industry group probably the most savaged by the market declines was television program producers, particularly independents, with the largest losses coming in the days following the crash and few signs of recovery in the late-week rebound.

Lorimar-Telepictures was still off some 45% at last Friday's close at \$8.25, after having lost 43% in the initial decline and then slipping further early last week. Other programmers facing stock value declines of 45%-65% or more included Laurel Entertainment, Reeves Communications, Peregrine Entertainment and Western World.

Hal Roach Studios and Robert Halmi Inc., which announced a planned merger the day of the crash (see page 66) were off 43% and 46%, respectively. Also trying to stem declines were Aaron Spelling Productions (off 37% Friday), Tri-Star Pictures (-35%), Republic Pictures (-38%), De Laurentiis Enter-

tainment (-38%) and dick clark productions (-19%). Off one-third or more at closing last Friday were Orion Pictures, New World Entertainment, King World and Barris Industries.

Among the major studios, MGM/UA took the biggest percentage losses, still off more than 37% last Friday at \$7.13, down from its Oct. 19 \$8.88 close. Warner Communications was working its way back up from a low of \$19.63 to \$27.38 at Friday's close, still well off its \$35.25 pre-crash price. MCA was off about 26%, closing Friday at \$39.25, and Disney closed Friday at \$55.25, working its way back to 24%, off from an initial 36% decline.

Faring better among the studios were Gulf + Western, off its pre-crash close by around 19%, and Coca-Cola, back up to \$41.25, only 8% off after its initial one-third decline.

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Company	52-week High	Oct 19	Oct 20	Oct 21	Oct 22	Oct 23	Oct 26	Oct 27	Oct 28	Oct 29	Oct 30	% drop
Olympic Broadcast	8 1/4	6	6	6	5 1/2	5 1/2	5 1/4	4 3/4	4	4	4	-51.52
Omnicom Group	28 3/4	23	19 1/4	19 1/2	19 1/8	18 5/8	17 5/8	17 5/8	17	16 7/8	16 7/8	-41.30
Orion Pictures	19 3/8	10	8 1/2	9 3/8	9	8 3/4	7 1/4	8	7 3/4	8	8 7/8	-54.19
Osborn Communications	10 1/2	7 3/4	5 1/2	5 3/4	5 1/2	5 1/2	4 3/4	4 1/2	4 1/2	5 1/4	5 3/4	-45.24
Outlet Communications	20	16 1/2	13 1/2	13	12	12	9 1/2	9 1/4	10	9 3/4	9 1/4	-53.75
Park Communications	36 1/2	34 1/2	30	30 1/2	30	29	27 1/2	27 3/4	25 1/2	26 1/2	26 1/2	-27.40
Peregrine Entertainment	14 3/4	5 3/4	3 3/8	4 1/4	3	2 3/4	2	2	2 1/4	2 1/2	3 1/8	-78.81
Pico Products	9	4 1/2	4	5 1/4	5	4 5/8	4	3 3/4	3 3/4	3 7/8	4 5/8	-48.61
Playboy Enterprises	16 3/8	10 7/8	10 1/2	11 1/4	10 3/4	10 3/4	10 5/8	10 1/2	10 1/8	10	10 1/8	-38.17
Price Communications	13 1/8	11	10 1/8	10 5/8	10 1/4	9 7/8	9 3/4	10	9 7/8	10 1/4	10 3/8	-20.95
Pulitzer Publishing	45 1/2	41	35 1/2	36 3/4	36 1/2	34 3/4	30	30	30	30	35	-23.08
QVC Network	26	7 1/2	6	6 1/2	6	5 3/8	4 5/8	4 5/8	4 3/4	5	5 7/8	-77.40
Reeves Communications	13 7/8	9 1/2	7 7/8	7 5/8	6 1/2	6 1/4	5 1/2	4 5/8	4 3/8	5	5 1/8	-63.06
Reliance Group Holdings	11 1/2	6 5/8	6 1/8	6 1/4	6 5/8	6 5/8	5 3/4	5 1/2	5 3/8	5 7/8	6 7/8	-40.22
Republic Pictures 'A'	11 1/8	7 1/2	6 3/4	6 1/2	6 1/8	5 5/8	4 3/4	4 3/4	4 1/2	4 3/8	4 1/2	-59.55
Republic Pictures 'B'	10 1/2	8 3/4	8 3/4	8 3/4	7	7	6 1/2	6 1/2	6 1/2	6 1/2	6 1/2	-38.10
Reuters Ltd.	90 5/8	74 1/2	49 1/4	56 3/4	54 5/8	54	46 7/8	47 1/2	42 3/4	43 3/4	49 1/4	-45.66
Robert Halmi	4 1/2	2 3/8	2	2 1/8	2	1 7/8	1 3/4	1 3/4	1 5/8	1 1/2	1 3/4	-61.11
Rogers Cable of America	23 7/8	22 1/8	16 7/8	17 3/8	16 3/8	16	15 1/8	15 3/8	14 5/8	16 1/4	17 1/4	-27.75
Saatchi & Saatchi	40 1/2	25 7/8	20 3/8	21 3/8	19 3/4	19	17	18	18	18 5/8	18 7/8	-53.40
Satellite Music Network	7	2 7/8	2	2 3/8	2	2 1/8	2	1 7/8	113/16	1 7/8	1 7/8	-73.21
Scientific-Atlanta	20 1/4	9 3/4	9 1/8	10 1/2	10 5/8	10 5/8	9 1/2	9	8 3/4	9 3/8	10 3/4	-46.91
Scripps Howard	88	78 1/2	78	79	74	75 1/4	74	74	76	72	76	-13.64
Selkirk Communications	26 1/2	31	29	31	29	24	22	21	19 1/2	21 1/2	22	-16.98
Sony Corp.	38 3/4	32 7/8	29 3/4	33 3/4	29 3/4	30 1/8	25 1/8	29 1/2	27	28 3/4	29 1/8	-24.84
Stauffer Communications	145	145	145	145	145	145	145	145	155	155	155	-12.43
SunGroup Inc.	3 1/2	2	1 3/4	1 1/2	1 1/2	1 1/2	1 1/2	1 1/2	1 1/2	1 1/2	1 1/2	-57.14
TCA Cable TV	30 1/4	29	21 1/2	22 3/4	22 1/4	23 1/8	21 3/4	21 1/4	20 1/4	19 3/4	22 3/4	-24.79
Tech/Ops Inc.	38 5/8	29 1/2	27 1/2	27 1/2	26 3/4	26	25	23 1/8	21	20 1/4	21 3/4	-43.69
Tektronix	43 1/4	31 1/4	29 1/2	32	30	27 1/2	25 3/4	26 1/2	26	27 3/8	31	-28.32
Tele-Communications	40 1/4	22 5/8	17 3/8	21	20	20 1/4	18 7/8	18 3/4	18 5/8	20 3/4	22 1/4	-44.72
Telecrafter	7 1/2	5 1/4	4 1/4	4 1/4	4 1/4	4 1/8	4	3 1/2	2 3/4	3	3 7/8	-48.33
Telemation	4 3/4	2 1/2	2 1/2	2 1/2	2 7/8	2 1/2	2 1/2	2 1/2	2 1/2	2 1/2	2 1/2	-47.37
Telemundo	10 5/8	10	8	8	7 1/2	7	6 1/2	5 3/4	6 1/8	6 1/8	6	-43.53
TEMPO Enterprises	13 3/8	5 3/4	4 7/8	5 1/8	5	4 1/2	4 1/2	4 1/2	4 3/8	4 3/8	4 3/4	-64.49
Time Inc.	116 7/8	81	83 3/4	88 3/4	81 1/2	82	76	77	75 1/2	80 1/2	82 1/2	-29.41
Times Mirror	105 7/8	68	68 1/2	74 1/2	74 3/4	74 1/8	70 1/4	70 1/4	71 1/2	72	74 1/2	-29.63
TM Communications	3 1/8	2 1/4	2	1 3/4	1 3/8	1 1/2	1 3/8	1 1/8	1 3/8	1 1/2	1 3/8	-56.00
TPC Communications	7/8	3/8	1/4	1/4	1/4	1/4	1/4	1/4	1/4	1/4	1/4	-71.43
Tri-Star Pictures	16 1/8	14	9 1/2	11 1/8	10 1/2	10 1/2	9 1/8	8 7/8	8 1/2	8 3/8	9 1/4	-42.64
Tribune	49 3/4	30 1/4	34 1/2	38 3/4	36 1/4	36 5/8	34 1/8	32 1/4	30 3/4	32	33 1/4	-33.17
Turner Broadcasting 'A'	13 1/2	12	11 1/4	12	11 7/8	11 7/8	11 3/4	11 5/8	9 1/4	9 7/8	10 3/4	-20.37
Turner Broadcasting 'B'	13 1/4	13	11	11 1/8	11 1/8	10 1/2	9 3/4	9 5/8	8 1/4	8 1/2	9	-32.08
TVX Broadcast Group	11 1/4	7 1/2	7 1/4	6 5/8	6 1/2	6	6 1/2	5 3/4	5 3/4	5 3/4	6	-46.67
United Artists Communications	30 3/8	24 1/2	19 1/2	20 1/2	20	18	17	16	14 3/4	17 1/2	18 1/4	-39.92
United Cable TV	26 7/8	21	19 5/8	23 1/2	23	25	19 1/2	19	19	22	21	-21.86
United Television	34 1/2	29 1/4	20 1/2	21 1/4	20	18 3/4	18 1/4	15	14 3/4	15 1/4	20	-42.03
Unitel Video	11 7/8	8 3/4	7 5/8	7 7/8	8 1/4	8 1/2	7 5/8	7 5/8	8	7 3/4	8 3/8	-29.47
Varian Associates	39 3/4	23 1/8	23 1/2	25 1/4	24 3/4	24 1/4	23	22 1/4	21 3/4	22 1/2	24 3/4	-37.74
Viacom	55 1/2	17	15 3/4	17 3/8	15 3/4	16	12	12	10 7/8	13	16 3/8	-70.50
Warner Communications	39 1/4	19 5/8	22 5/8	26 7/8	25	25 1/4	21 1/4	22 5/8	23 3/8	25 1/4	27 3/8	-30.25
Washington Post	269	221	221	199	195	189	165	166	166	185	202	-24.91
Western Union	5 1/2	2 7/8	2 3/8	3 1/8	2 5/8	3	2 5/8	2 5/8	2	2 1/4	2 1/4	-59.09
Western World TV	2 3/8	1	7/8	7/8	3/4	3/4	3/4	5/8	3/8	3/8	7/16	-81.58
Westinghouse	75	40 1/4	47 1/2	53	50	48 3/4	43 1/4	42 3/4	42 3/4	46 3/4	47 1/8	-37.17
Westwood One	32	24 1/2	16 3/4	19 3/4	18	16 1/2	13 3/4	13 3/4	13 1/4	17	19 1/4	-39.84
Zenith	33 5/8	19 3/4	14 1/8	16 1/2	15 3/4	13 7/8	10	11 7/8	12 1/4	12 3/4	13 1/2	-59.85
Standard & Poor's 400	393.17	257.81	270.05	295.71	282.99	282.1	257.35	264.50	265.49	279.79	288.59	-26.60
Dow Jones Industrial	2722.42	1738.74	1841.01	2027.85	1950.43	1950.76	1793.93	1846.49	1846.82	1938.33	1993.53	-26.77

Video shopping services were also battered by the market fall, with Home Shopping Network climbing back to \$6.75 Friday, 40% of its pre-crash close. CVN Companies was \$9.38 Friday, down 43% following a 19% drop Oct. 19. QVC Network started to return from its initial losses, closing Friday at \$5.88, still down 32%.

Another top 15 MSO, Cablevision Systems, was also hurt worse in the week following the crash, falling 44% before pushing back up to \$21.38, off 30% Friday. Essex Communications and Jones Intercable remained approximately one-third off, while Century Communications, Rogers and Comcast cut their losses to approximately one-quarter.

United Artists, which lost only 3% in the initial crash, was as far off as 41% last week, closing Friday at \$18.25, off 28%, after canceling its merger with United Cable. United Cable itself last week pushed back up toward

pre-crash numbers, closing Friday at \$21, off 13%.

American Cablesystems, subject of the \$482-million Continental Cablevision bid, was the single stock on the BROADCASTING index which was up, climbing last Thursday to \$38.88, up 44%.

Broadcast companies with other major holdings were off as a group by more than a fifth, and particularly depressed were those with newspaper holdings, facing fears that classified advertising will decline if the economy takes a downturn. Among the broadcasters still working off declines last week were RKO General's parent Gencorp. (-32%), Chris-Craft and Multimedia (both down 31%), Meredith Corp. (-24%), Belo and Knight-Ridder (both down 23%), Reliance Group (-19%), Pulitzer (-19%), Media General (-18%), Washington Post (-17%) and Scripps Howard (-4%).

Also off substantially were Westinghouse (-32%), Tribune (-27%), McGraw-Hill (-25%), Times Mirror, New York Times Co. and Liberty (all off 24%), Gannett (-18%) and Jefferson-Pilot (-17%). Outlet Communications was off 44%, Telemundo was down 41%, United TV was off 38%, Malrite was down 33% Friday, Park Communications dropped 26% and TVX Broadcast was off 25%, while Business Men's Assurance was off 19%, Price dropped 16%, and LIN Broadcasting was off only 6%.

Radio stocks were also down, with the country's largest radio network, Westwood One, closing Friday at \$19.25, 17% off after big hits in the past two weeks dropped them more than 43%. Radio group Jacor Communications went from 25% to 20% off Friday, Infinity Broadcasting was inching its way back up and was off 25% Friday, and Satellite Music Network remained 42% off. □

Broadcasters take the offensive against fairness/fees

NAB, INTV, networks begin lobbying Washington to turn back attempt by Congress to codify former doctrine; they win initial victory when House committee votes down amendment to spending bill but feel much work remains to be done

The battle lines were being drawn over the fairness doctrine on Capitol Hill last week. By a vote of 28-20, the House Appropriations Committee rejected an amendment to a catch-all spending bill (the continuing budget resolution) that would have turned the doctrine into law. It was said to be a "good win" for broadcasters but considered far from an accurate barometer of congressional sentiment. The doctrine's proponents are expected to take another shot at the budget bill this week when it goes to the House Rules Committee and then to the floor.

But the industry's woes go beyond fairness. A proposal is pending in the Senate Budget Committee that not only codifies the doctrine, but would impose a 2% to 5% license transfer fee on broadcasters selling properties. It is part of an omnibus budget reconciliation measure aimed at reducing the federal deficit for fiscal 1988 (BROADCASTING, Oct. 26).

The money collected would go to the federal treasury until fiscal 1990, when the funds would then be used to support public broadcasting.

Broadcasters are waging a major campaign to strip the fee and fairness provisions from the reconciliation measure. The National Association of Broadcasters, the Association of Independent Television Stations, ABC, CBS and NBC are working in tandem and are urging broadcasters, in the words of one lobbyist, to "raise hell." (NAB had already formed a coalition with representatives of the newspaper industry to fight revival of fairness.)

Reports last week indicated the industry was responding to the call for action. The Commerce Committee, according to one Republican staffer, was being "flooded" with calls from other Senate staff who wanted more information on the transfer fee. As one broadcast lobbyist put it: "I don't think we've made any major inroads, but we're raising the heat level."

NAB was using every available resource and more to beat the license fee and fairness. Former Indiana Democratic Senator Birch Bayh is advising the association, and NAB is being assisted by lobbyist Jim Davidson of Davidson & Associates.

NAB was also advancing its case with the administration with letters to Treasury Secretary James A. Baker III, White House Chief of Staff Howard H. Baker Jr. and James C. Miller III, director of the Office of Management and Budget. "We will continue our efforts to block codification of the doctrine by the Congress," said Eddie Fritts, NAB president, in the letter. "We urge your continued support and the support of the President to prevent codification." As for the transfer fee, he said, it raises procedural,

political and constitutional issues.

"Initially, we view the transfer fee as nothing more than a tax, because its sole purpose is to raise money. Broadcasters already 'pay' for their use of the spectrum by the public interest programming and public service programming they provide to the American public," stated the letter.

The legality of the tax is challenged in a memorandum prepared by the association's legal staff. The memo suggests a transfer tax added to a capital gains tax "amounts to unlawful 'double taxation.'"

Two weeks ago, the Senate Commerce Committee approved the fee proposal over objections from Republicans who did not like the inclusion of the doctrine in the measure. The legislation is the handiwork of Commerce Committee Chairman Ernest Hollings (D-S.C.).

It would apply a 2% transfer fee to all spectrum users including cellular phones, microwave, satellites and cable's community antenna relay systems. The fee is based on the price paid for a station or the "fair market value" of a license and station's assets, whichever is greater. But only broadcasters would be subject to higher fees. A 4% fee would be levied for broadcast licenses transferred within three years of the last sale. An additional 1% fee would be imposed if a licensee had failed to comply with the fairness doctrine "during the time in which the license was held."

Among other NAB activities, Fritts and John Summers, senior executive vice president for government relations, were calling on key Senate leaders including Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) and John Danforth (R-Mo.), the ranking minority member on the Commerce Committee.

"This fee is nothing more than a tax," wrote Fritts in a letter to all Senate members last week. "It was adopted without hearings (in either the Senate Finance or Commerce Committees), without public notice, or even the opportunity for public comment," he said.

The networks and NAB also brought in delegations of broadcasters to start making the rounds on Capitol Hill last week. They were targeting members of the Senate Budget and Finance Committees, especially Budget Chairman Lawton Chiles (D-Fla.) and Finance Chairman Lloyd Bentsen (D-Tex.).

It is hoped Bentsen can be persuaded that the fee is indeed a tax and that he should assert his committee's jurisdiction over the matter and have the proposal referred to Finance; that course would buy broadcasters more time to argue against it. A Finance Committee staffer said the jurisdictional question was "being looked into." It may be tough to convince Bentsen, who sits on Commerce and gave his proxy to Hollings when Commerce acted on the measure.

Also at issue is the fact that Hollings missed the deadline for submitting the revenue-raising proposal to Chiles's committee. Broadcasters have raised that point with

Chiles and hope he will reject the idea on those grounds. According to a Budget Committee spokesman, "technically" Commerce is not in compliance, but it is "uncertain" what Chiles will do.

Senate action on reconciliation is not likely to occur until the "economic summit" between congressional leaders and the White House is completed; broadcasters were expecting the measure to move either late this week or next. There was even some speculation that an agreement might emerge from the summit that would require extraneous matters (such as fairness) to be deleted from the reconciliation.

On another front, NAB is said to be floating alternative revenue-raising ideas that Congress might be willing to substitute in place of the fee, such as a one-time tax on new television and radio receivers. Auctions of nonbroadcast spectrum were said to have surfaced during some conversations.

As for the House Appropriations Committee's action, Representative Neal Smith (D-Iowa), chairman of its subcommittee with jurisdiction over the FCC, offered the fairness amendment. Smith said he was acting on behalf of the Democratic House leadership and Energy and Commerce Committee Chairman John Dingell (D-Mich.). Dingell and Hollings have promised to resurrect fairness ever since President Reagan's veto of an earlier fairness bill and the FCC's subsequent repeal of the doctrine.

The House activity is viewed as a backup plan in case the fairness language is deleted from reconciliation. Reagan would be hard pressed to veto the budget resolution which keeps the government operating; Congress must act on the resolution by Nov. 10 when the current resolution expires.

Rising in opposition to Smith's amendment was Kentucky Republican Harold Rogers, who is the ranking minority member on Smith's subcommittee. Rogers primarily objected to the effort on procedural grounds. He argued that such a substantive issue as fairness had no place in an appropriations measure. Kentucky Democrat William Natcher also argued against the amendment.

What was said to have swayed committee members most was Appropriations Committee Chairman Jamie Whitten's (D-Miss.) opposition to the amendment. Whitten made it known he disapproved of any extraneous amendments. (Rogers has strong ties to Kentucky broadcasters and Whitten is said to be close to Fritts.)

Still, broadcast lobbyists were not claiming a victory. The committee's action was not viewed as a valid reflection of how the full House will act. Said one observer: Most members were voting on purely procedural grounds and not on the merits of fairness. It is believed House Democratic leaders may have more luck in the Rules Committee in gaining a rule permitting them to attach a fairness amendment to the continuing resolution. The House fight over the doctrine has become increasingly partisan, with Republican Leader Robert Michel (R-Ill.) standing behind the presidential veto. □

With strings, FCC OK's Gillett buy of Storer TV's

FCC says it has erected safeguards to prevent Gillett from controlling 17 stations, 5 more than FCC limit

The FCC gave conditional approval last Tuesday (Oct. 27) to George Gillett's acquisition of controlling interest in Storer Communications Inc.'s six television stations, clearing the way for the closing of the \$1.3-billion deal. The action, taken on circulation, was unanimous.

The FCC staff gave the green light to the transfer Aug. 20, but, after members of the House Telecommunications Subcommittee raised questions about it earlier this month, the full commission stayed the staff approval to review the case in light of its multiple ownership rules limiting any entity from owning more than 12 commercial television stations (BROADCASTING, Oct. 5).

At the heart of the FCC review was not the Storer transaction, but Gillett's transfer last July of five stations from Gillett to Busse Broadcasting, owned by Laurence A. Busse, a former Gillett Broadcasting executive, and, on a nonvoting basis, by a Gillett family trust.

The Gillett-to-Busse transfer went unchallenged because Gillett owned only five other stations at the time. Even if the six Busse stations were counted as Gillett's, his total would have been 11, one short of the FCC limit. But the nature of the deal became critical after the FCC staff approved the Gillett-Storer deal potentially adding six more stations to Gillett's holdings.

Key members of the House Telecommunications Subcommittee called on the full commission to review the Gillett-Storer deal, saying that its approval "without adequate safeguards" could result in Gillett's control of 17 stations, five more than allowed by FCC rules.

Noting the "unique circumstances" of the



Gillett

case, principally the fact that Busse worked for Gillett for two years prior to the Gillett-Busse transaction, the FCC erected what it considers "adequate safeguards" by conditioning the Gillett-Storer deal on Gillett meeting certain requirements designed to limit his control over Busse Broadcasting.

Under the requirements, neither Gillett nor any member of his family can serve as a trustee of the Gillett family trusts that partially own Busse Broadcasting or interfere in any way with the management of Busse. Gillett cannot communicate with Laurence Busse or any trustee except as required by state law and terms of the nonvoting preferred stock held by Gillett's four children, the guarantee or trust instruments and then only in writing. Busse must retain any communications for inspection by the FCC and notify the FCC of any relevant changes in its ownership structure.

At a Federal Communications Bar Association seminar last Thursday on transactions,

Arthur Goodkind of Washington-based Koeten & Naftalin, said the decision would not significantly alter the ownership rules, since the conditions for the transfer were so stringent that it is unlikely another applicant would want to meet the restrictions.

Upon the announcement of the FCC action, Storer Communications closed the first part of a six TV station deal three days after the FCC approved the deal. Proceeds from the transaction, which leaves Storer a 45% interest in the top 25 market stations, will bring the company approximately \$1.1 billion, including a Gillett equity investment of \$100 million, plus bank loans and public debt. Settlement is on five of the stations—WAGA-TV Atlanta, WSBK-TV Boston, WJW-TV Cleveland, WJBK-TV Detroit and KCST-TV San Diego—the closing on WITI-TV Milwaukee is scheduled to follow its anticipated license renewal in early December.

Storer sold the seventh station in its group, WTVG-TV Toledo, Ohio, for \$65 million to Terry H. Lee, former Storer chairman, president and chief executive officer, who stepped down from that post when the deal was consummated last Friday. Kenneth L. Bagwell, executive vice president of Storer, succeeded Lee in the post.

Storer and Gillett earlier this fall issued a prospectus for \$550 million in debt securities, and plan to undertake up to \$625 million in bank loans, \$400 million in debt raised through the investment bank Drexel Burnham Lambert. Each will also contribute roughly \$100 million to finance the transaction's \$1.3-billion price tag and pay \$48 million in financing fees.

As a result of recent stock market volatility, a Storer spokesman said, Storer Communications has agreed to assume, in addition to its equity position in the new company, \$125 million of the transaction's financing in junior debentures. □

Storer cable deal unsettled

The dive in the stock market is causing problems for junk bond financing, and creating uncertainty over whether Kohlberg Kravis Roberts & Co. can get the price it wants for the Storer cable properties it owns. Junk bonds have been a favorite KKR financing method, but the market's problems have cast a pall over highly leveraged borrowing.

A consortium of cable operators, including Tele-Communications Inc., American Television & Communications and Comcast, had put together a bid for the Storer properties, which was not accepted by KKR. Cox Cable, which has expressed an interest in Storer, surfaced again last week as a possible bidder. It was unknown how low a bid KKR would accept. One analyst said he had never seen KKR sell anything "at fire sale prices."

The Storer properties carry with them a number of depreciation and tax problems not normally associated with cable deals. That, plus the large debt that would be incurred—Storer's 1.4 million subscribers were thought to have been able to fetch between \$2.5 billion and \$3 billion before the stock market dive—had caused the probable buyers to shrink to a handful, even before the Oct. 19 market plunge.

One analyst speculated that to buy Storer, Cox would have to

put up half the company in equity. Although Cox is financially able to buy Storer, the analyst questioned whether Cox, a fiscally conservative company, would put itself in that position. But Cox, unlike the consortium members, is a private company and would not have stockholders to answer to should it take on larger debt. The company carries about \$1.4 billion in debt stemming from going private three years ago.

There were also indications last week that major cable players were looking at inward acquisitions rather than outside ones. TCI president and chief executive officer, John Malone, told the *Wall Street Journal* that at present, he found buying stock in his own and other cable companies more attractive than buying Storer.

There was also speculation that KKR had missed the high-water mark in cable system prices, which some say peaked even before the stock market drop. Now that KKR has cleared the final hurdle on its sale of 51% of the Storer broadcast stations to Gillett (see above), and with the financial markets being what they are, one analyst said KKR may be in no hurry to sell the cable properties. After all, he said, "no one is holding a gun to their head."

Third quarter a mixed bag for Fifth Estate

Mediocre earnings turned by many firms; weak ad marketplace blamed

Third-quarter results ranging from poor to dismal are being reported by several major broadcasting companies, including Capital Cities/ABC, Belo, Meredith, Times Mirror and Knight-Ridder, with damage inflicted most often by soft national ad revenues, but

CAPITAL CITIES/ABC, INC.

also by regional economic weakness and other factors.

Better results were had by a number of other media companies reporting their third-quarter earnings, including Tribune, Chris-Craft, Gannett, LIN, Media General, Multimedia, MCA and Interpublic Group.

For Capcities/ABC, while its income before extraordinary items was up 18% to more than \$38 million during the quarter, broadcasting operating income dipped 7% to \$104.8 million on revenues down 3% to \$701.4 million. Overall revenue for the company was down about 1% to \$946.2 million.

According to the company, revenue declines for the ABC television network, still in third place behind NBC and CBS, could not offset local advertising strength from several of its eight major-market TV stations or gains by its cable sports channel, ESPN, which first aired its NFL games package during the quarter.

But the company projected improved



fourth-quarter earnings, despite "somewhat disappointing ratings in prime time in the early weeks of the new season" and the National Football League players' strike, saying the revenue outlook was improved by a stronger TV network advertising market.

The company's overall operating income was down 9% to \$117 million, while earnings per share were up to \$2.23, compared to the year-ago quarter earnings per share of \$1.13. The company's publishing segment reported 9% lower operating income on slightly higher net revenue of \$245 million for the quarter.

On a nine-month basis, Capcities/ABC broadcasting operating income was up 29% over last year to \$430.4 million on revenue up 3% to \$2.3 billion. The company's nine-month net income was off 46%, however, to \$162.1 million on 3% higher net revenues of \$3 billion. The 1986 period included a \$280-million net gain from the sale of properties after Capcities' acquisition of ABC.

Top 20 group owner Belo Broadcasting also reported a nearly 8% decline in revenue to \$37.5 million for its eight-station TV group, with the "strong revenue perfor-

mance" of its Hampton-Norfolk, Va., and Sacramento, Calif., network affiliates offset by the lower revenues of its other stations, several of which are in the economically hard hit oil belt.

The company also said it expects "further weakening in advertising revenues" during the fourth quarter, making improved earnings performance over last year "difficult." Belo's overall revenue was down more than 3% to \$91 million, with net earnings for the quarter at \$6.4 million, including a \$3.3-million net gain on the sale of its two Denver radio stations.

Another group whose performance has been hurt by locations in the oil belt was Times Mirror, whose TV station group, including stations in Dallas and Houston, registered a 9% decline in revenue to \$24.3

KNIGHT RIDDER

million and a 20% drop in profit to \$11.6 million for its third-quarter broadcast business. Broadcasting operating profits were off 17% on a nine-month basis, with revenue down 15% year to date.

The company's cable television division fared better during the last quarter, registering a 24% increase in revenue to \$61.6 million and 60% increase in operating profit to \$8.4 million, although year-to-date numbers are not as good, with cable revenue down nearly 8% and operating profit off more than 35%. Over all, Times Mirror reported revenue up 12% to \$782.3 million for the quarter, with a 7.5% increase in pretax income to \$133.7 million.

Revenue declines were also reported by Knight-Ridder's eight-station TV group, down 3% to \$24.5 million. According to the media company, which reported overall net income up 6% to \$33.5 million on \$500.1 million of total operating revenue, the "dis-

Media General

appointing" year for broadcasting was partly attributable to the "sluggish pace" of advertising revenue, to weakened economies at stations in Oklahoma City and Tucson, Ariz., and to increased costs.

Meredith Corp.'s quarterly results also proved less profitable for its top 25 television group, with the company noting that "television operations continue to be adversely affected by a soft national advertising market and higher programing costs." The company, which has substantial holdings in publishing, printing and real estate,

reported overall earnings up 18% to \$11.1 million on \$143.2 million in revenue.

Another top 25 TV group, Post-Newsweek, also reported revenue down 2% in the third quarter, while its parent, The Washington Post Co., reported net income up to \$61.3 million on \$312 million in operating revenue. The company also said revenue rose 17% for its cable TV division.



Times Mirror

Among other media companies, Pulitzer said its broadcast division revenue was flat at \$22.8 million, with cash flow from the seven network-affiliate TV stations and two radio stations down nearly 3% for the quarter. Company revenue was up 8.5% to \$89.7 million with net income unchanged at \$3.1 million.

The New York Times Co. also said its broadcast/cable group, which includes TV and radio stations and cable TV systems, reported a 16% drop in operating profit on slightly increased revenue of \$25.5 million.

Some cable companies also reported poor results for the quarter. Top 20 multiple system operator Century Communications, still hurting from \$3.6 million in losses in its fiscal 1987 fourth quarter, ended its first quarter of 1988 on Aug. 31 reporting a before-tax loss of \$1.7 million on \$39.7 million in revenue, up 112% over the previous year's first quarter. Operating income for the quarter was \$21.7 million.

Centel Cable reported a \$662,000 third-

TRIBUNE

quarter net loss on \$32.5 million in revenue, up 43% over the year-ago period.

Not all third-quarter news was bad, however. Top 10 TV group owner Tribune Co., for instance, reported its broadcasting and entertainment group's operating profit climbed 15% to \$23.8 million, with revenue up 4% to \$130 million. The company attributed the improved results at its six TV stations primarily to "cost-control efforts."

Tribune said net income for the company as a whole rose 21% before extraordinary gains from the year-ago quarter, when the company sold its cable TV businesses for \$145 million. Overall net income of \$33.1 million included a \$16.7 million pre-tax charge for employee severance at the company's *New York Daily News* newspaper. Revenue for the quarter was up 8% to \$535 million.

Also showing strong results was another top ten TV group owner, Chris-Craft Industries, whose seven-station division reported earnings up 28% and revenue up 10% from last year's quarter, with the bulk of the increase attributed to an "outstanding performance" by independent KCOP(TV) Los Ange-

les.

Combined earnings from Chris-Craft's six other TV stations "varied considerably," the company said, posting about the same earnings as in the year-ago period. The company was also less sanguine about fourth-quarter prospects, noting that its TV division results would reflect "substantially higher programming costs associated with the new television season."

The company reported overall net income down 82% for the quarter to \$747,000 on operating revenue of \$56.4 million, blaming the drop primarily on early debt retirement, a decline in nonoperating income and an increase in its effective income tax rate.

Other positive results were reported by Gannett's top 10 TV group, which showed a 2% increase in third-quarter broadcasting revenue, including the results of radio stations purchased in 1986, with the company as a whole reporting an 8% increase in net income to \$70.5 million on operating revenues of \$751.1 million.

LIN Broadcasting Corp. reported a 4% increase in media revenue to \$37.4 million and a 6% jump in media operating income to \$18.8 million, plus substantial gains in cellular radio, which all contributed to total net revenue being up 21% to \$58.8 million and a 46% boost in operating income to \$21.6 million.

Media General, despite the negative affect on its two Florida TV stations of the state's controversial service tax, reported substantial jumps in its broadcast revenue, up 15% to \$44.4 million. The increase helped it to a record quarter for revenue, which was up 16% to \$177.5 million, as well as for pretax income, net income and earnings per share. Broadcast profits were \$5.6 million for the quarter.

The company was also expecting a boost from its nearly complete, 146,000-subscriber Fairfax county, Va., cable system, which is scheduled for a 9% net rate increase next January.

Multimedia reported its broadcasting revenue was up 7% to \$33.4 million, cable TV revenue was up 13% to \$22 million and entertainment revenue was up 12% to \$14 million. The company's overall profits were up 20% to \$32.5 million on revenue of \$102.5 million.

Others reporting third-quarter results included MCA Inc., which had its highest-ever revenue of \$770.6 million, but registered a 29% decrease in operating income to \$80.2 million, a 39% decrease in income before taxes and a 37% decrease in net income to \$46.8 million. The company attributed the decreases in part to lower earnings after revenue from its program, *The A-Team*, were recognized during the second quarter, rather than the third, as originally anticipated.

MCA station WWOR-TV New York, purchased last April, reported \$1.1 million in operating income on \$31.4 million revenue.

Interpublic Group, whose companies include advertising agencies McCann-Erickson Worldwide and Lintas: Worldwide, reported record net income for the third quarter, up more than 23% to \$4.9 million on gross income of \$217.6 million, up 14%. □

Baseball to scramble satellite backhauls in 1988

Move would affect homes, bars with earth stations

Major League Baseball is moving to scramble all big-league baseball games on satellite within two years—an initiative that will affect not only homes and bars with earth stations that are used to receiving any game on the birds for free, but also television broadcasters that tap into teams' satellite transmissions for highlights for newscasts and sports shows.

MLB has accepted bids from at least five companies for the scrambling of satellite backhauls of some 1,500 games by the start of the 1988 season and is expected to award a contract within the next two weeks or so. In addition, regional cable networks that carry baseball are anticipating that MLB will insist that they scramble their distribution feed by the start of the 1989 season.

Scrambling of the backhaul and regional network feeds will put an end to the flow of free baseball on the satellites. The flow has already been slowed somewhat by the scrambling of the satellite feeds of baseball-laden superstations such as WTBS(TV) Atlanta and WWOR-TV New York over the past two seasons.

Bryan Burns, executive vice president, broadcasting, MLB, said the team owners voted to scramble the backhauls in September to protect the television markets of the teams. Industry sources also said the MLB wants to secure the games to strengthen its hand when it begins negotiating national television rights contracts with the national cable and broadcast networks in 1989.

MLB apparently wants to put the backhauls beyond the reach of homes and bars with dishes. According to the request for proposals for the backhaul scrambling contract, MLB asked that the signals be secured "using a standard other than that now widely in use for consumer marketing of signals"—that is, other than General Instrument's Videocipher II system.

Many of the major cable networks have scrambled their distribution feeds using Videocipher II and begun selling the feeds to the nation's two million dish owners. So far, 270,000 of the two million have purchased Videocipher II descramblers so they can be authorized to receive the scrambled cable networks.

Despite the RFP, Burns said Videocipher II is still a possibility for the backhaul scrambling. "We have made no final decision on what we are going to do."

Nonetheless, Burns acknowledged that Videocipher II is concerned about the security of the system, which has been cracked by pirates to the extent that tens of thousands of locations are now receiving scrambled cable programing without authorization. Burns was particularly concerned about the ease with which the video portion of Videocipher II signals can be descrambled without authorization. He said fans in homes and bars can enjoy games without audio or with com-

mentary from radio broadcasts.

Dish owners are not going to be deprived of baseball; they are just not going to have the selection they have today and they will have to start paying for what they do see.

While the regional cable networks expect to have to scramble, they also expect to join the national cable networks in using the Videocipher II system and making their signals available to the home satellite industry. Ed Frazier, president of Home Sports Entertainment, a Dallas-based regional network, said HSE will be ready to scramble next February using the Videocipher II and that its intention is to serve the home market. Bill Aber, vice president-general manager, Home Team Sports, said the Washington-based service is much less eager than HSE to scramble, but that once it does, it will probably use Videocipher II—"the industry standard"—so that it can serve dish owners. HTS does not deal exclusively with cable systems, he said. "Our position is that we will do business with whomever wants to do business with us," he said.

MLB is also considering accommodating the home satellite market. According to Burns, MLB will entertain proposals from all comers on marketing some games to dish owners. Such a proposal could involve downlinking a certain number of games each day and retransmitting them using Videocipher II so they can be received by dish owners with Videocipher II descramblers, he said. Spectator Inc., owner of Hughes Television, one of the bidders for the backhaul scrambling contract, approached the MLB with a plan to market baseball games to the home satellite industry two years ago. Spectator Executive Vice President Joseph M. Cohen said last week the company is still interested.

The MLB's RFP has attracted at least five bidders, including Hughes, Wold Communications, Bonneville Communications, ProStar and Home Sports Entertainment. Hughes, Wold, Bonneville and, it is thought, ProStar, submitted bids based on Scientific-Atlanta's Echelon (B-MAC) system. HSE's Frazier said he bid Videocipher II despite the RFP's request for something other than a system "widely used in consumer marketing."

The winning bidder will be required to install and maintain between 20 and 25 scramblers at satellite uplinks and at least 250 descramblers at broadcast stations and regional cable networks that will be authorized to receive the backhauls either for broadcast or for highlight packages. The winning bidder will also have to build and operate an authorization center to turn descramblers on and off.

One bidder said that once the backhaul feeds are scrambled, MLB will try to extract a nominal payment from broadcasters who want to use excerpts from games for newscasts, but charge hefty fees for those who want to use them for local or syndicated sports programs. □

Chapman Associates sues former brokers

Four top brokers who formed own shop sued for \$10 million for violating noncompete agreements; restraining order against new group denied

In an action before U.S. District Court last week, Chapman Associates was denied a temporary restraining order (TRO) against three of its former top brokers: Randy Jeffrey, Elliot Evers and Charlie Giddens. Chapman, which announced the brokers had resigned in September (BROADCASTING, Sept. 21), had filed suit earlier last month when they formed Media Venture Partners, a new media brokerage firm.

The \$10-million lawsuit, which is countered by a matching \$10-million suit by MVP, is being tried before U.S. District Judge John Garrett Penn in Washington. Identical actions involving Brian Cobb, a fourth ex-Chapman employee now with Media Venture Partners, is being tried in a local court in the District of Columbia, where

Cobb resides. Chapman's suit alleges that the four defendants breached their noncompete agreements with Chapman, misappropriated Chapman's trade secrets and interfered with Chapman's ability to do business. MVP's counterclaim alleges Chapman had Giddens's and Cobb's offices broken into and all their personal belongings removed, and breached its contract with the brokers by, among other things, leaking sales news and placing false advertisements in the trade press. Chapman contends that the company's offices were moving and the items were taken by mistake and have since been returned.

The crux of Chapman's complaint is that the four violated their noncompete agreements and have appropriated the contacts they made at Chapman. According to Chapman, the brokers were obliged not to broker any sales within their home or bordering states for three years. According to Chapman's lawyer, Peter Winik, of the Washington-based Latham & Watkins: "There's no

effort to deny the defendants are, in fact, now competing with Chapman in violation of contract." The defense, according to Paul Levenson of Washington-based Kaye, Scholer, Fierman, Hays & Handler, is that the noncompete agreements are invalid. Levenson said Georgia law, which is at issue because the contracts were signed in Georgia and Chapman had been based in Atlanta (it has since moved to Washington), "places strict guidelines for noncompete agreements," said Levenson. "These kinds of covenants not to compete have been recognized to have the potential to be contracts in restraint of trade. As such, the courts are traditionally hostile to them," said Levenson. "In addition, there is no blue pencil rule with respect to these covenants, if there is any defect in the covenant, the entire covenant falls." According to Levenson, the Georgia Supreme Court has already determined that a statewide noncompete agreement is too broad.

Chapman sought the TRO to prevent MVP from opening its doors after the partners' 30-day notice of resignation expired, claiming the firm would be in direct competition to Chapman. In his decision, Judge Penn determined that the issue is not whether the defendants breached their noncompete agreements, but whether those agreements were valid.

The lawsuit brings to light aspects of the world of media brokerage and the amounts of money a broker can make and bring to his firm. According to Chapman's complaint, Jeffrey, Evers and Giddens earned roughly half of all of Chapman's commissions. Evers, who handled sales in California, was listed as the firm's top broker, having been paid \$865,104.83 in commissions in 1986. Jeffrey, Chapman's broker in Florida, was listed as having earned \$622,278.84 in 1986, and Giddens, Chapman's major-markets division head in Washington, made \$395,101.28. Levenson disputed Chapman's accounting methods and said the four made far less, pointing out that Chapman pays none of the associates' overhead for travel, accounting, counsel, office space and

Grant quits CBS, LeMasters temporary head

CBS Entertainment President B. Donald (Bud) Grant (l) resigned Friday (Oct. 30), effective immediately, to form his own production company. Bud Grant Productions will begin with an agreement to provide programs to CBS. Until a replacement is announced, Kim LeMasters, vice president, programs, CBS Entertainment (r), will report directly to CBS Broadcast Group President Gene F. Jankowski.

Grant, who has headed the network's entertainment division since 1980, said he has agreed to a request from CBS to consult with the company for three years. Grant who will participate in choosing a successor, said LeMasters would be a "leading candidate."

In a memo released to entertainment division employees and the press Friday, he said that "for some time I have considered the benefits of independent production. Since my employment agreement with CBS provides for this arrangement, I have exercised my contractual right and am pleased to announce the formation of Bud Grant Productions."

Under Grant's leadership, CBS was the dominant television network until the 1984-85 season when it was surpassed by NBC. Until this season, CBS has remained in second place. But during week five of the season it slipped into third place behind ABC, which carried the World Series. The former powerhouse network is expected to have a tough battle on its hands to recapture the second position.

Grant arrived at CBS in 1972 as vice president, daytime programs, CBS Television Network. In April 1976 he was named vice president, programs, CBS-TV Network. When the entertainment division was formed in October 1977, Grant retained the title. Assuming the hot seat in the entertainment division three years later, Grant was responsible for developing new entertainment concepts, programs and sources of supply for the network. He also supervised scheduling and promotion activities.

He called his 15 years at CBS "the most rewarding and fulfilling of my career. It has been both a pleasure and an honor to be associated over that period of time with [CBS Chairman] William Paley, and more recently with [CBS President] Laurence Tisch. I look forward to my future relationship with CBS."

Jankowski released a statement Friday asking CBS employees to "join me in thanking him for his many contributions to the company and in wishing him every success in this new endeavor, which fulfills a personal goal of his."

There was speculation last week that the entertainment job had been offered to Steven Bochco, who has been negotiating with both CBS and ABC for an exclusive long-term production agreement. Bochco would not comment on rumor; CBS officials were unavailable for comment.



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Ready, set... November sweeps

Networks line up programming for ratings battle that includes mini-series, theatrical films and made-for-television movies

Armed with four mini-series (totaling 20 hours), a handful of popular theatrical films, a batch of melodramatic made-for-television movies and assorted other specials, the networks' November sweeps programming is now in place. The Arbitron sweep runs from Oct. 28 to Nov. 24; Nielsen runs from Oct. 29 to Nov. 25.

Shorter mini-series continue to be the trend among the networks. This November, there are some fact-based dramas. NBC, for example, has scheduled *Billionaire Boys Club* with Judd Nelson in the starring role for Nov. 8-9 (both nights at 9-11 p.m.). It is based loosely on the story of a group of California yuppies who become involved in murder and mayhem. Later in the month, the same network has scheduled *Poor Little Rich Girl: The Barbara Hutton Story*, about the famed heiress to the Woolworth fortune who died of a drug overdose. *Rich Girl* debuts Nov. 16 at 9-11 p.m. and concludes the following night at 8-11 p.m.

CBS has scheduled *Echoes of the Darkness*, a five-hour mini-series based on the Joseph Wambaugh nonfiction account of a murder in Pennsylvania and the bizarre characters involved. The program begins Sunday, Nov. 1 (9-11 p.m.), and concludes the next night (8-11 p.m.).

ABC's entry in the mini-series sweepstakes next month is a costume drama, *Napoleon and Josephine: A Love Story*. At six hours, it is the longest of this sweep's mini-series and spans three nights, Nov. 10-12, at 9-11 p.m. each night.

The networks tend to use theatrical films sparingly because of their earlier exposure in other media, including home video and cable. Next month, however, the networks will pull out a few of their bigger guns in that genre. NBC will air "Empire Strikes Back," the second in the continuing sequel of "Star Wars" films from producer George Lucas. That will air Sunday, Nov. 22, at 8:30-11 p.m. NBC will also pit "Oh God, You Devil" against part two of CBS's *Echoes in the Darkness* Nov. 22 at 9 p.m.

CBS will bring out the epic "Ghandi" which will air in two parts, beginning on the last night of the Nielsen sweep (Nov. 25). Both parts will air at 9-11 p.m. ABC has scheduled a Clint Eastwood film and a James Bond film for the sweeps. "Tightrope," starring Eastwood, aired the first night of the Nielsen sweep (Oct. 29) at 9-11 p.m., while the Bond film, "View to a Kill," is scheduled for Thursday, Nov. 5 at 8:30-11:07 p.m.

NBC and ABC scheduled Halloween specials last weekend. NBC aired two specials

that ran on Oct. 30—*Disney DTV Monster Hits* at 8-9 p.m. and *Harry Anderson's Side Show*. ABC had planned to air a rebroadcast of the made-for-television movie, *The Midnight Hour*, on Oct. 31 at 9-11 p.m.

Among NBC's other sweeps programming is a special one-hour episode of *The Cosby Show*, Nov. 12, a retrospective with highlights of past episodes. On Sunday, Nov. 15, another in the continuing series of *Perry Mason* made-fors will air, this one entitled *Perry Mason and the Case of the Scandalous Scoundrel*. On Monday, Nov. 23, the network will air a made-for dealing with the holocaust entitled *Lena: My Hundred Children*. On the last day of the sweeps, the network has scheduled a Jay Leno comedy special at 10-11 p.m.

Among CBS's other sweeps fare is a made-for-TV movie about children with Down's syndrome, *Kids Like These*, Nov. 8 at 9 p.m., and the fact-based *Mayflower*

Madam, about a New York call girl ring, Nov. 15. Also scheduled is another two-part Kenney Rogers made-for, *The Gambler III—The Legend Continues*. It starts Sunday Nov. 22 at 9-11 p.m. and concludes Tuesday, Nov. 24 (9-11 p.m.).

ABC is taking advantage of the sweeps to introduce several replacement series for the prime time schedule, including the return of *Mr. Belvedere* last Friday (Oct. 30) at 9 p.m. That was followed by the premiere of a new series, *The Pursuit of Happiness*, at 9:30 p.m. The two comedies will replace the canceled *Max Headroom*. On Saturday, Nov. 7, another new replacement show will appear at 8 p.m.—*Sable*, an action adventure series about a good samaritan, which replaces the canceled *True Colors*.

Other ABC sweeps specials include *Disney's Thanksgiving Promise* on Nov. 22 (7-9 p.m.), and *20th Anniversary of Rolling Stone magazine*, Nov. 24 at 9-11 p.m. □

NBC considers woman for NFL play-by-play

Florida news anchor to practice for post during next two months; network has also hired woman to anchor summer Olympics in Seoul

NBC Sports will, in the next two months, try to develop the first female play-by-play announcer for televised National Football League games. The candidate is Gayle Sierens, currently a news anchor with NBC affiliate WXTV Tampa, Fla. Before taking on the news anchor post two years ago, Sierens had been sports anchor at the station for nine years.

According to Michael Weisman, executive producer, NBC Sports, Sierens will work with Marty Glickman, the network's

announcer coach, in the next two months on voiceovers of past games in a studio. She will then tape a few practice runs at live games, speaking into a tape machine. Depending on her progress, Weisman said, Sierens may do one or two live games toward the end of this season. "We are interested in developing her" as a play-by-play announcer for NFL games, according to Weisman.

Weisman revealed his plans to develop the first female NFL announcer at a press conference in New York last week, when he also introduced another Gayle—Gayle Gardner—whom the network recently hired from ESPN as a studio host and anchor for the 1988 summer Olympics in Seoul, South Ko-



Sierens



Gardner

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rea. She officially starts on Jan. 1. In addition to the Olympics assignments, Weisman said, Gardner will probably join the studio team for *NFL Live*, the network's pre-game program, next season. Last week, Gardner said play-by-play was a specialty she, too, would like to try down the road, even though she was not hired for that purpose.

Sierens, reached in Tampa by BROADCASTING, said that for the next year, at least, her anchor job at *WXFL* is "my top priority." Her contract with the station extends to next October.

Even if she does announce a game or two for NBC this season, and the network likes her performance, it is not guaranteed Sierens would accept a permanent play-by-play post with NBC or any other network. She recently married. Sierens's previous play-by-play experience includes local broadcasts of the Tampa Bay Rowdies soccer team, equestrian events for ESPN and local tennis and basketball.

Wiesman said that NBC is conscious of the shortage of female broadcast talent in

televised sports. He said it was "ridiculous" that women have not broken the play-by-play barrier for the NFL. Both Sierens and Gardner said they had encountered discrimination. Gardner blames broadcast executives.

"The people with the power to hire were the least accepting," she said. "[Within] the sports profession, there was never a problem." Sierens, who said she "loves" her current position, also acknowledged frustration after repeated attempts to move to larger markets, or a network, as a sports anchor. "I did reach a point," she said, where she told herself to "take what you got and be happy with it."

Now it appears she has a chance for more, including a possible place in network sports history. Sierens insists, however, that she will be her toughest critic. If she does not meet her own standards, she said, she will walk away from any offer. "I want women in the business to say: 'Thank God they got someone in there who will make our road a little easier.'" □

Tartikoff says more series will attract creative talent

NBC executive says he is unhappy with the performance of several prime time dramas in the new season

Fewer commitments to pilots and more emphasis on series are on the horizon for NBC, according to NBC Entertainment president Brandon Tartikoff.

Speaking to the Association of National Advertisers in San Diego, he said NBC hopes that the increase in series commitments will persuade more top creative talent to collaborate on higher quality programs.

"What we have to do is find new sources and new alliances for our programming," he said. "With the [production] talent spread around we have to do things differently,

World Series puts ABC on top

ABC won week five (ended Oct. 25) with a 19.4 rating and a 31 share. NBC came in second with a 15.9/26 and CBS had a 13.0/21. Four World Series games were broadcast during week five, giving ABC the top two slots on the Nielsen chart and the number one slot on the AGB

chart (see below).

This gave ABC the winning averages to take four nights of the week, each supported by a World Series broadcast. NBC took two nights, Monday and Saturday. This left CBS with Friday night.

Nielsen

Rank	Show	Network	Rating/Share
1.	World Series, game 7	ABC	32.5/49
2.	World Series, game 3	ABC	24.7/39
3.	Golden Girls	NBC	24.2/43
4.	Cosby Show	NBC	24.2/36
5.	World Series, game 4	ABC	23.8/39
6.	World Series, game 5	ABC	23.4/38
7.	Different World	NBC	23.4/35
8.	Cheers	NBC	22.8/34
9.	60 Minutes	CBS	22.3/35
10.	NBC Monday Night Movies	NBC	21.0/33
11.	Night Court	NBC	20.8/32
12.	Amen	NBC	20.2/36
13.	World Series, pregame 7	ABC	19.3/30
14.	Matlock	NBC	18.7/28
15.	Hunter	NBC	18.3/36
16.	Dallas	CBS	18.2/31
17.	Monday Night Football	ABC	17.7/30
18.	Murder, She Wrote	CBS	17.7/25
19.	ALF	NBC	17.7/27
20.	227	NBC	17.5/32
21.	Family Ties	NBC	17.4/25
22.	World Series, pregame 3	ABC	17.2/28
23.	Newhart	CBS	16.9/25
24.	L.A. Law	NBC	16.9/29
25.	My Two Dads	NBC	16.6/23
26.	Garfield's Halloween	CBS	16.3/28
27.	Valerie's Family	NBC	16.3/24
28.	Kate & Allie	CBS	16.2/24
29.	World Series, pregame 4	ABC	15.8/27
30.	CBS Special Movie	CBS	15.5/25
31.	Designing Women	CBS	15.4/23
32.	Falcon Crest	CBS	14.9/28
33.	Highway to Heaven	NBC	14.9/23
34.	Facts of Life	NBC	14.5/27
35.	Great Pumpkin, Charlie Brown	CBS	14.3/26
36.	NBC Sunday Night Movies	NBC	13.8/22
37.	Frank's Place	CBS	13.6/21
38.	Knots Landing	CBS	13.4/24
39.	Miami Vice	NBC	13.4/23
40.	MacGyver	ABC	13.1/21
41.	Disney Sunday Movie	ABC	13.0/21
42.	Jake and the Fatman	CBS	13.0/20
43.	CBS Sunday Night Movies	CBS	12.9/20

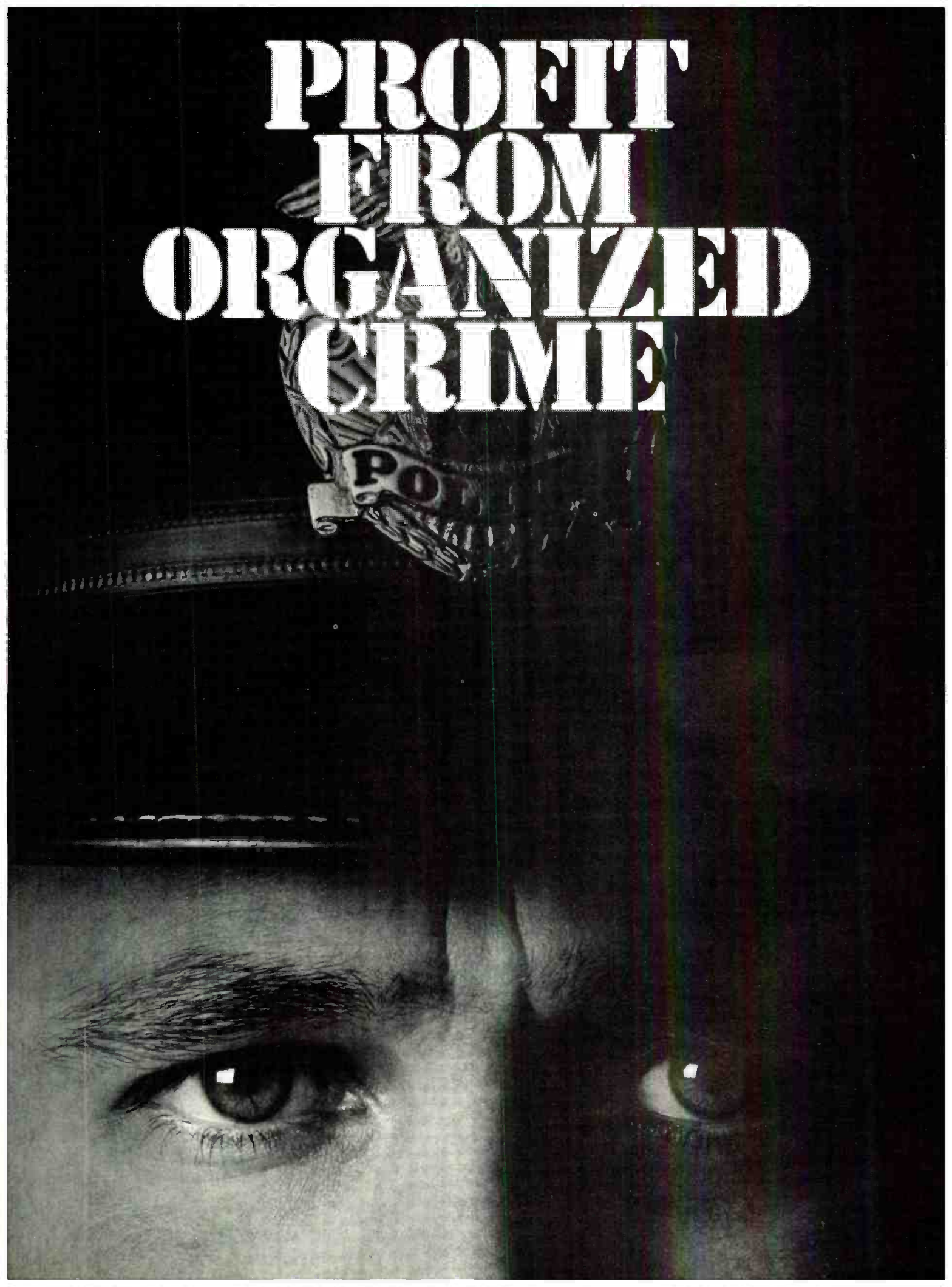
Rank	Show	Network	Rating/Share
44.	Cagney & Lacey	CBS	12.5/20
45.	J.J. Starbuck	NBC	12.3/19
46.	Year in the Life	NBC	12.3/19
47.	20/20	ABC	12.1/23
48.	Oldest Rookie	CBS	12.1/19
49.	Our House	NBC	12.0/18
50.	Ohara Special	ABC	11.8/22
51.	Wiseguy	CBS	11.6/18
52.	St. Elsewhere	NBC	11.6/19
53.	Crime Story	NBC	10.9/18
54.	Private Eye	NBC	10.8/21
55.	Law and Harry McGraw	CBS	10.7/18
56.	Houston Knights	CBS	10.5/16
57.	Rags to Riches	NBC	10.3/18
58.	ABC Friday Night Movie	ABC	9.5/16
59.	Hotel	ABC	9.4/18
60.	Survival of Anglia	CBS	8.2/12
61.	All Star Gala at Ford's Theater	ABC	7.9/14
62.	Leg Work	CBS	6.4/11
63.	West 57th	CBS	6.0/12
64.	My Sister Sam	CBS	5.8/11
65.	Everything's Relative	CBS	4.7/8

AGB

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1.	World Series, game 7	ABC	27.8/45
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4.	Different World	NBC	23.0/36
5.	Cheers	NBC	22.4/36
6.	World Series, game 3	ABC	22.1/38
7.	60 Minutes	CBS	20.5/33
8.	World Series, game 4	ABC	19.9/35
9.	Amen	NBC	19.8/37
10.	ALF	NBC	18.9/30
11.	Night Court	NBC	18.8/32
12.	Matlock	NBC	18.6/31
13.	World Series, game 5	ABC	18.6/33
14.	227	NBC	17.9/34
15.	NBC Monday Night Movies	NBC	17.9/30
16.	Hunter	NBC	17.9/35
17.	Murder, She Wrote	CBS	17.6/26
18.	World Series, pregame 7	ABC	17.4/27

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62.	West 57th	CBS	7.7/15
63.	Hotel	ABC	7.6/15
64.	Everything's Relative	CBS	6.2/12
65.	Leg Work	CBS	5.2/10

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namely consolidate resources."

Every spring, each network commissions 20 to 30 new program pilots. But according to Tartikoff, there is no longer enough available talent to commission dozens of new pilots and expect them to become quality programs.

"We're going to be making fewer pilot commitments and be making more series commitments, trying to use the lure of a series commitment to attract two or three sources of creative talent to work together," he said. "These people on their own might have been able to only garner [one] pilot commitment; put them together and the whole may be greater than the sum of the parts."

Tartikoff also said NBC will "virtually eliminate" the practice of testing new series in the spring, and will use them in the sum-

mer months to restore the network's circulation on a year-round basis. As a part of that effort, the network is planning two new prime time series this summer. There is an initial 13-week commitment that could be expanded to 40 weeks.

To Tartikoff the process resembles musical chairs. "There are two series commitments out there and there are five suppliers circling around two chairs," he said. "We're trying to develop a 40-week-a-year serial. We all know what *Dynasty* and *Dallas* do in season. We all know what *Dynasty* and *Dallas* do when they repeat [poorly]. There is an appetite for a serial. If you could keep it on all year, you could have a big hit."

Tartikoff also said that he is encouraging the network's daytime soap opera suppliers to inject more "topicality" into story lines, and exploring the development of "interac-

tive" game shows and situation comedies for Saturday morning hours that traditionally have been reserved for animated shows.

Meeting with reporters in New York last week, Tartikoff expressed disappointment with the performance of several one-hour dramas on the network so far this season, including the new *Private Eye*, *Rags to Riches* and *A Year in the Life*. The first two shows have placed consistently in the bottom 15 of the program rankings, while *Year in the Life* has ranked in the bottom half.

It was Tartikoff's best guess that the network would not make any replacement program moves until January in order to give the struggling programs time to improve.

He said that an effort would be made to "lighten up" *Private Eye* in future episodes. As for *Year in the Life*, now aired at 9 p.m. Wednesday, Tartikoff said the show might do

Syndication Marketplace

Group W Productions and Andy Friendly Productions unveiled *Getaway*, a half-hour candidate for access in fall 1988, featuring travels to exotic locations by a staff of six reporters. The annual budget of the show will be in line with the \$20 million-\$25 million of other access shows such as *Entertainment Tonight*. KCBS-TV Los Angeles will carry the show and is moving *Two on the Town* out of access as of fall 1988. Among the reporters for *Getaway* will be Bob Chandler and Adrienne Meltzer, both of whom now appear on *Two on the Town*. There will be 39 weeks of first-run episodes of the series and 13 weeks of repeats. Group W will keep one minute in cash plus barter sales.

Viacom Enterprises concluded the bidding of *The Cosby Show* on Oct. 16, exactly one year after it began sales of the show. There are now 167 stations covering 90% of the country that have purchased *Cosby* for its fall 1988 debut. The last major market to purchase the show was Miami, where WTVJ-TV was the winner. Viacom is now deciding how to handle the 21 markets where no station bid on the show and the 18 one-station markets.

Warner Bros. Television Distribution reports it has sold *Growing Pains* in 111 markets for its fall 1989 debut in syndication. Of those stations, 76 are network affiliates.

Tribune Entertainment has cleared the fourth Geraldo Rivera special, *Modern Love: The Rise and Fall of the Sexual Revolution*, in 141 markets covering 90% of the country. The live, two-hour special will air Dec. 1 at 8-10 p.m. Produced by Tribune and the Investigative News Group, *Modern Love* will examine the reevaluation of social and sexual attitudes since the spread of sexual diseases such as AIDS. Featured on the special will be live remotes from around the U.S., Austria, Sweden and England. Along with the Tribune stations, the special will be carried by WTAF-TV Philadelphia, KTVU-TV San Francisco, WHCT-TV Hartford, Conn., KTVI-TV Dallas, KHTV-TV Houston and WCIX-TV Miami.

New World Television reports that its film package, "New World One," has now been cleared in 45 markets including WATL-TV Atlanta, KUTP-TV Phoenix; WHCT-TV Hartford, Conn.; KGTU-TV San Diego; WIXT-TV Syracuse, N.Y.; and WDLZ-TV Miami. Among the titles in "New World One" are "Transylvania 6500," "Tuff Turf," "Angel & Avenging Angel," "Godzilla 1985" and "Children of the Corn."

Lorimar Syndication reports clearing "Mint Edition," a package of 25 film titles, including "The Morning After," "Power," "The Boy Who Could Fly," and "The Last Starfighter," on stations in more than 20 markets including WWOR-TV New York, KPX-TV San Francisco, KTVT-TV Dallas, KSTP-TV Minneapolis and KHTV-TV Houston. "Mint Edition" is available for six runs over five years.

20th Century Fox distribution has contracted with LBS Communications to handle its barter sales beginning immediately. Orbis is currently Fox's barter sales agent.

Former FCC attorney Dan Brenner has become the host of *Snicker Theater*, a package of 28 B-movies for late night syndicated by



Western-World Television. Western-World is producing 13 new two-hour episodes of the package with Brenner as host. *Snicker Theater* debuted in June. Among the film titles are "Attack of the Killer Tomatoes" and "Who Killed the Prosecutor and Why." A total of 40 stations now carry the package including WNBC-TV New York and KXAS-TV Dallas. By the first quarter of 1988 the movie package's line-up is expected to be at 70-75 stations, according to Ray Bentley, Western-World senior vice president.

Brenner, former senior adviser to former FCC Chairman Mark Fowler, performs at comedy clubs in New York, Los Angeles, and Washington. His television experience consists of appearances as guest host of *Morning Break* on WUSA-TV Washington and *Good Company* on KING-TV Seattle. He is currently director of the communications law program at UCLA.

GGP Syndication has cleared the *Miss World Beauty Pageant* on 136 stations for 71% clearance. Recent clearances include WBS-TV New York. The two-hour pageant, to be staged at the Royal Albert Hall in London on Nov. 15, has also been cleared by KHTV-TV Los Angeles, WGB-TV Philadelphia and KPX-TV San Francisco. Stations will get 15 minutes of commercial time in the broadcast and GGP will keep nine minutes.

Below, Nielsen syndication service preliminary audience estimates of syndicated shows for the week ended Oct. 11.

Rank □ Show □ Rating/Markets □ % coverage

1.	Wheel of Fortune	16.2/209	96
2.	Star Trek-Next Generation(s)	15.7/221	95
3.	Jeopardy	12.6/199	97
4.	World Wrestling Federation	9.9/233	94
5.	Oprah Winfrey Show	8.8/202	99
6.	People's Court	7.8/195	98

Rank □ Show □ Rating/Markets □ % coverage

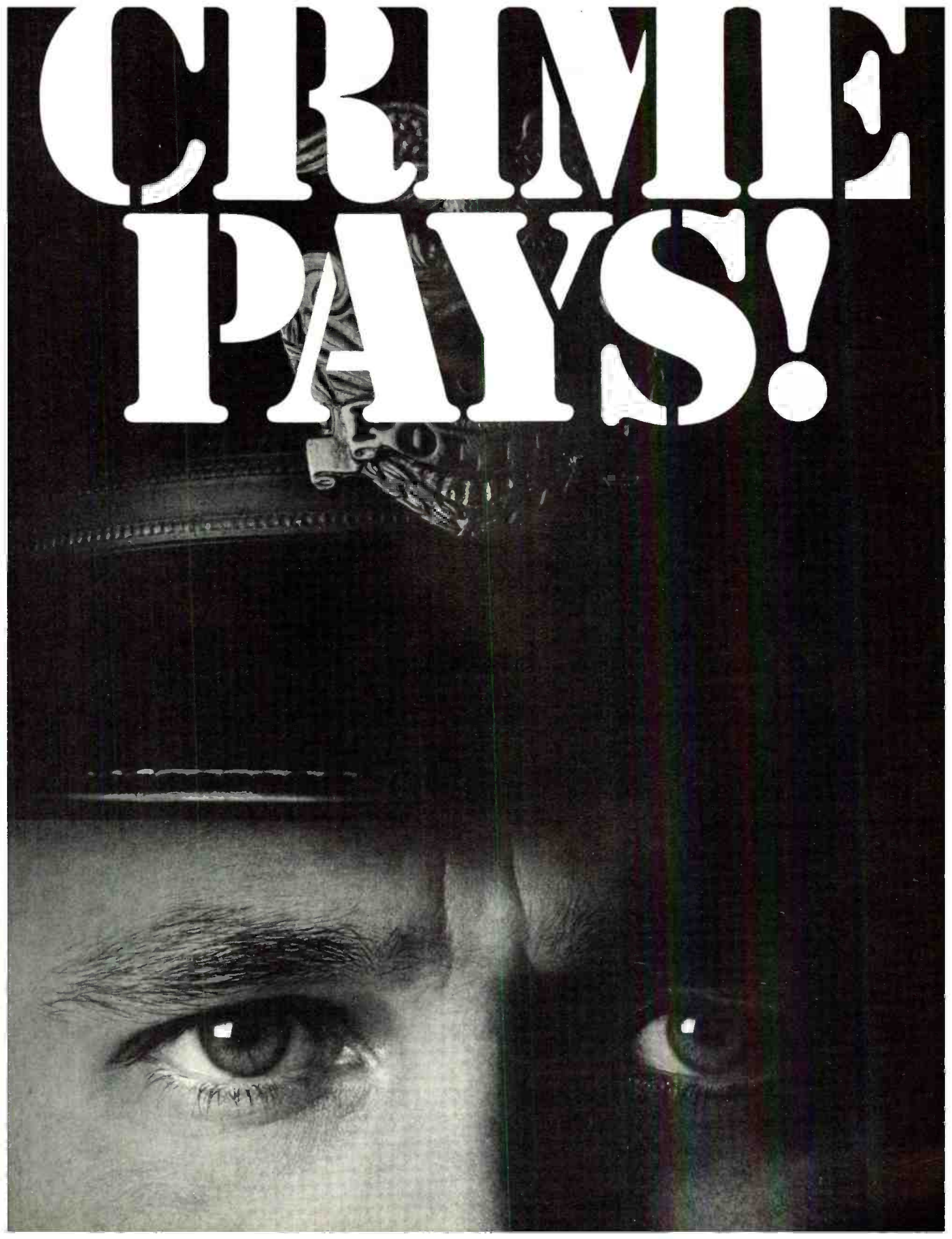
7.	People's Court (B)	6.1/145	82
8.	Donahue	5.9/203	98
8.	Entertainment Tonight	5.9/157	91
10.	Hollywood Squares	5.7/134	91
11.	Wrestling Network	5.5/185	86
12.	Mama's Family	5.2/148	84

Rank □ Show □ Rating/Markets □ % coverage

13.	All Star Wrestling Network	5.1/117	82
13.	It's A Living	5.1/141	90
13.	Oprah Winfrey Show (B)	5.1/141	70

*includes multiple airings

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TELEVISION SYNDICATION

better at 10 p.m. *Rags to Riches* is currently playing at 8 p.m. Friday, where CBS's new *Beauty and the Beast* is dominating the 8-p.m.-to-9 p.m. time period. "We are looking at possible substitutes" for *Rags* in that time period, he said. Possibilities include *Aaron's Way* with Merlin Olson, about an Amish family that experiences culture shock after moving to California, and *Day by Day*, a new comedy being developed by Gary David Goldberg.

Tartikoff also acknowledged that the network and the producers of the new *Cosby* spin-off, *A Different World* from Carsey-Werner, are making efforts to improve scripts for the show. The writing of the show has been harshly criticized and Tartikoff ac-

knowledgeed a need for improvement. Nevertheless, with *Cosby* as a lead-in, *World* performs well in the ratings.

Moreover, Tartikoff reaffirmed his belief in the "designated hitter" concept of a monthly rotation for extra prime time programs that lack permanent scheduling slots. NBC started the season with three such programs, and two have been shelved as unworkable (BROADCASTING, Oct. 26). The third, *Beverly Hills Buntz*, debuts Nov. 5, and Tartikoff said at least one more program, an anthology series called *Unsolved Mysteries*, will be added in the next few months.

Tartikoff also reported that Fred Silverman's new series, *In the Heat of the Night*,

will be ready for midseason replacement early next year, as will *The Days and Nights of Molly Dodd*, the critically acclaimed comedy from Jay Tarses that ran as a short-flight series last spring. In development is a one-hour "black humor" pilot about the television business from Don Ohlmeyer that is tentatively titled *Car Bowling*.

Asked about the future of *St. Elsewhere*, Tartikoff said much will depend on whether MTM wants to continue producing it. Among the considerations is the fact that the company and talent behind that show have been given the go-ahead by NBC for a new series next season called *Tattinger's* to be produced in New York. *St. Elsewhere* is produced in Los Angeles. □

Playing games to win children's audience

Games are among new shows intended to replace tottering animation

A look at development activity in television syndication now finds a new programming form approaching critical mass. The form is designed to bridge afternoon animation blocks and early evening sitcom blocks on independent schedules. By some counts, at least 12 first-run, half-hour programs are cuing up in the syndication marketplace to attract the demographic audiences of the two time periods.

The backdrop for the burst of activity is the ratings decline of the animated strips that independent stations carry in their afternoon schedules. That decline was first noted in the November 1986 sweeps. According to George Gubert, program research supervisor for the Petry rep firm, the loss in viewership in general is in the neighborhood of 12% in year-to-year comparisons.

Among the shows mentioned by those with an eye on the nascent form of programming schedules to appear by fall 1988, are games that involve competition between teams of children roughly 10-13 years of age. Among those possibilities are *Scavenger Hunt* from TEN, *Kid's Crosswits* from ABR Syndication, *Fun House* from Lorimar Syndication, *Hollywood Squares Jr.* (a weekly) from Orion Television Syndication, and *Double Dare* (now running on Nickelodeon) from Viacom Enterprises. The Fox Television Stations are also developing a show that could eventually be syndicated by Fox domestic distribution. None of the shows have been formally announced for syndication yet.

On the network level, ABC began airing in September its own children's game-show, *Animal Crack-Ups*, hosted by Alan Thicke, on Saturdays (12 noon-12:30 p.m.). Barry and Enright Productions are developing a game show called *Trick or Treat* that could either go to one of the commercial broadcast networks or to syndication.

Many of the syndicators that are now considering getting into the programming form consider Nickelodeon's *Double Dare* a model. *Double Dare*, which premiered in October 1986 and runs weekdays at 5:30-6 p.m. on Nickelodeon, features teams of children answering questions. The 10-13-year-old contestants ultimately vie for the right to run

the show's 60-second obstacle course, which features physical perils such as slides down chocolate sundies and encounters with "green slime." Prizes awarded on the show include money (up to \$500), VCR's and telephone answering machines.

According to Nickelodeon, *Double Dare* has assumed cult status among college students, with versions of the show staged around the country on campuses.

Additionally, in the nongame arena, Hal Roach Studios in association with Gaylord Productions, is offering *Flip!*, described as a "hip half-hour video bulletin board" that its producers hope will do for a late afternoon audience what David Letterman did for late night (BROADCASTING, Aug. 17). *Flip!* was originally scheduled to premiere in fall 1988, but, according to Hal Roach Telecommunications President Mort Marcus, interest from stations covering 40% of the country could push the start date of the series up to January.

"We are watching this market with interest," said Mel Smith, vice president of programming for the Tribune stations. Tribune has been looking at transitional vehicles since last April according to Smith. "I think everybody's taking a look" at the new form of programming, given the ratings decline, he said.

Not all stations faced with a ratings sag in animation and a desire to build an older audience for early evening sitcom viewing are now in search of first-run programming to do the job. Using such "kidult" off-network fare as *The Brady Bunch* and *I Dream of Jeannie*, as well as newer off-network releases such as *Punky Brewster* and *Silver Spoons*, some stations now manage to increase their demographic skew as the evening period approaches.

But Dick Kurlander, vice president of programming at Petry Television, says that the growth of the new program form is a "station driven phenomenon" and not simply a situation of a syndicator trying to recover a part of a declining market. Stations will be examining the new shows, he said, because there are enough sitcoms available to produce transition ratings, the decline in animation ratings, and a station preference for first-run shows that are sold on a one-year basis (both off-network shows and animated strips are

often sold in multiyear deals).

"This is a hedge against future failures and an attempt to build a franchise," said Kurlander.

For distributors, one effect of the rating decline has been increasing the risk of putting an animated series with a production budget of \$20 million-\$25 million out in the market. As Scott Carlin, president of first-run syndication at Lorimar Syndication, puts it, for a syndicator to invest in an animated series is now as risky as investing in a first-run sitcom, a program form notorious for its financial risks (BROADCASTING, Aug. 17). Lorimar distributes five half-hour animated strips.

Keith Samples, senior vice president of Lorimar's perennial division, said that a go-ahead with *Fun House* does not necessarily represent a turn from animation for Lorimar. "We believe in the kids business and if animation starts coming back we are well-positioned to be there," he said. "If not, we're there for the next wave."

Fun House is not strictly a game-show, Samples said, but it does incorporate fast-paced physical elements "not unlike *Double Dare*." Lorimar is currently doing focus group research on the show, using a presentation tape that has been shown in the top four markets.

Production of the show (35 weeks of first-run episodes are tentatively being considered) will be at a budget of less than \$10 million, which would give Lorimar a much quicker pay-off on its investment if it turns out to be a hit.

At Viacom, the direction and plan for the syndication of *Double Dare* are still unknown, but a decision on the show's future is expected in the next several weeks.

No one has been able to figure out just why the fall in viewership has occurred, although popular logic has it that the marketplace was flooded last season with too many high-tech shows that turned children off. The Association of Independent Television Stations is beginning this week a study of 500 pairs of mothers and children in 15 locations to determine just how changes in lifestyles may have affected children's viewing patterns. The results of the survey will be unveiled at the Association of Independent Stations convention next January. □

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RIDING GAIN

O N R A D I O

Breeze on the air

Progressive Music Network (PMN), Minneapolis, reports two stations up and running with "The Breeze," its new 24-hour, satellite-delivered new age/soft jazz fusion ("Rid-

ing Gain," June 1), while five other outlets, two of which are new facilities, have signed to air the programing. The service is being delivered to stations over Westar V.

The two stations programing the format, which was launched in early September, are

KEYF(FM) Spokane, Wash., and KLMS(AM) Lincoln, Neb. Among those stations planning to sign on with PMN's format shortly is WKLZ(FM) Burlington, Vt. PMN President Jack Moore is projecting some 30 affiliates in markets of various sizes by next October. On the advertising sales side, Moore said that PMN has just started to solicit advertisers for the service, with some record companies among the initial prospects, he said.

PMN, which is a division of K-Twin Communications, is not alone in syndicating a full-time new-age-oriented format. The Dallas-based Satellite Music Network is distributing "The Wave" format, produced by Metropolitan Broadcasting's KTWV(FM) Los Angeles, on a national basis. Unlike "The Wave," PMN's format features on-air personalities around the clock.

Down on the dial

National spot radio business continued its downward trend in September, with billings of \$76,536,900, off 4.1% compared to September 1986. That's according to Radio Expenditure Reports (RER), which collects sales information each month from station representatives. For year-to-date (January through September), spot expenditures were down 2.2% compared to the same period last year, to \$668,962,100.

Finding APR president

Eric Friesen, senior vice president for programming at American Public Radio (APR), St. Paul, Minn., has assumed the role of acting president. The move follows the resignation of Albert Hulsen as president on Oct. 1 ("Riding Gain," July 20). A search committee led by William Dietel, an APR board vice chairman who is also president of the Rockefeller Brothers Fund, is currently reviewing candidates for the network presidency, according to APR.

Friesen, who joined APR in 1984 as executive vice president after serving as director of program operations for the Canadian Broadcasting Corp. (CBC), has opted not to submit his name as a candidate for permanent presidency.

Health via satellite

The Johns Hopkins Medical Institutions, Baltimore, Md., has put its daily (Monday through Friday) two-year-old "Health Newsfeed" service for radio on satellite, via both Satcom I-R and Westar IV. Until now, the free news service has been available to stations by telephone. Five short-form news stories are bulk-fed on Friday of the week before airing.

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bulk feeds," said Spencer Levine, producer and reporter for "Health Newsfeed." According to Levine, Johns Hopkins elected to distribute on two satellites because that offers the potential to reach affiliates of all commercial networks (Satcom I-R); National Public Radio (Westar IV), and many state networks (both satellites).

NPR agenda

The board of National Public Radio has re-elected Chairman Jack Mitchell and Vice Chairman Ward Chamberlin to one-year terms. Among other issues discussed at a Washington board meeting were audience doubling, unbundling and affirmative action. Mitchell reported that NPR is "not on track" toward its five-year goal of doubling its audience to one million per average quarter hour by 1990, although NPR President Douglas Bennet said he believed the goal is "still worthy and valid."

The chairman and president said they would like to advance the target date for a decision on whether to proceed with unbun-

dling—a controversial proposal to offer NPR services separately—but the board took no action. Unbundling is to be discussed at the Public Radio Conference in May. During a public comment period, Judy Ward, representative of Southern Educational Communications Association, recommended that the board let stations vote on unbundling via mail so that the true feelings of the non-commercial system can be ascertained. There is much concern over the issue, she said. "What we've got is not broken. It may need a little fine tuning, but it's not broken."

The board also discussed at great length whether to adopt a revised affirmative action plan. (The previous plan expired Sept. 30.) Board member Jean Fairfax said a new plan, while stronger, still falls short in terms of accountability and implementation of goals. Fairfax's amendment requiring management to include a budget and plan for implementation left the board divided and ultimately led to an 8-7 vote to table the issue and extend the current plan until management can provide more information. Opponents of the amendment felt it was a mis-

take to take away management's flexibility by providing a specific implementation plan.

In other business, the board authorized continuation of *Performance Today*, a daily arts and performance series that began last January, and stated that through FY 1988 direct expenses will be funded through non-station sources, and overhead will be charged to NPR.

New investments

The Broadcast Capital Fund (BROADCASTCAP) has announced it will contribute some \$400,000 to help finance two minority-owned radio stations. BROADCASTCAP is a private, nonprofit venture capital company created by the National Association of Broadcasters to aid minorities in the acquisition and ownership of broadcast properties. The funding was awarded to Victory Broadcasting Corp. for an AM station in Cambridge, Mass., and Cambridge Broadcasting Corp., for an FM station in Baton Rouge, La.

Law & Regulation

Government support for HDTV

FCC and NTIA are encouraging U.S. companies to develop advanced TV systems; Congress getting into act too

Those striving to bring high-definition television to the American public have an important partner in the effort: the federal government.

The FCC and the National Telecommunications and Information Administration have taken steps over the past several months to promote the development of HDTV in the U.S.

And Congress helped to focus national attention on the technology last month when the House Telecommunications Subcommittee held a hearing at which the Japanese HDTV system was demonstrated.

In response to petitions from the broadcasting industry, the FCC has suddenly made HDTV, or what it calls advanced television (ATV) systems a top priority. In July, it launched a notice of inquiry into ATV and

what it needs to do to insure that ATV can be broadcast in the U.S.

In connection with the inquiry, the FCC put together a blue-ribbon ATV advisory committee comprising leaders of the broadcasting, cable and consumer electronics industry. Because additional spectrum would be required to broadcast HDTV by some proposed systems, the FCC also put off a decision on reallocating UHF channels from television to land-mobile radio until the advisory committee releases its initial report next spring, and froze new UHF television assignments in 30 of the top 34 markets.

Peter Pitsch, FCC Chairman Dennis Patrick's chief of staff, said the FCC interest in HDTV was peaked early this year when the broadcasting industry, in trying to stop the shift of the UHF channels to mobile radio, convinced the commission that HDTV was "not shale oil, but a real possibility."

Through the inquiry, Pitsch said, the FCC will explore all the technical, spectrum and

compatibility issues associated with HDTV. The FCC's goal, Pitsch said, is to take what steps are necessary to "insure that consumers have an opportunity to get HDTV if, in fact, they want it and are willing to pay for it."

The FCC has been criticized for its reluctance to set technical standards. Critics have blamed the failure of teletext and AM stereo in the marketplace on the FCC's failure to set national standards for them.

Pitsch could not guarantee that the FCC would step forward and set a standard for HDTV broadcasting—should the industry come up with one. But, he said, "we are very aware and appreciative of the need for uniformity."

At this point, the NTIA's goals regarding HDTV are more refined than the FCC's. According to R.T. Gregg, director of external affairs, the NTIA, like the FCC, wants to make sure the public can receive HDTV broadcasts. But it also wants to make sure whatever HDTV broadcast system adopted is the most "spectrum efficient" and as compatible as possible with today's NTSC system, which represents an investment by consumers, broadcasters and television producers of \$100 billion.

What's more, it wants a system that will somehow benefit American manufacturers, Gregg said. "We would like for U.S. industry to participate in this new technology," he said. "If all the HDTV equipment is manufactured offshore it will have a negative impact on a lot of things, not the least of which is the balance of trade."

To achieve its goals, Gregg said, the NTIA joined broadcasting in urging the FCC to launch an HDTV inquiry and to defer any

Senate appropriations. Senate has approved legislation establishing fiscal 1988 funding levels for FCC and United States Information Agency. Measure would also prevent FCC from using funds to repeal tax certificate, distress sale and minority preference rules (BROADCASTING, Sept. 28). Senate and House must now confer on bill to reconcile difference between two versions. Under measure FCC would receive \$104.9 million (House appropriated \$105.6 million), and USIA would get \$819.8 million (House funding is \$816.4 million). Senate bill contains \$100,000 for study of possibly developing television counterpart of Radio Marti; Radio Marti itself would receive \$12.8 million. Senate also approved \$181 million for Board for International Broadcasting, which oversees and funds Radio Free Europe/Radio Liberty, and allocated additional \$34 million for operation of radio relay station in Israel for use by RFE/RL and Voice of America. It is expected VOA will reprogram some of its funds to augment \$34 million project. Funding also includes: \$69.8 for Federal Trade Commission (House appropriated \$69 million), and \$14 million for National Telecommunications and Information Administration (House bill is \$14.5 million) and \$22.2 million for NTIA's public telecommunications and facilities program (House appropriated \$20.5 million).

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transfer of UHF channels to mobile radio. In speeches, he said, NTIA head Alfred Sikes has urged the FCC to set a "target date" for finishing its work and coming up with an HDTV broadcast specification. Sikes has suggested December 1991 for that deadline, he said. "It doesn't have to be set in concrete," he added.

The NTIA is also urging companies to band together to develop HDTV systems, Gregg said. The National Cooperative Research Act of 1984, which another arm of the Commerce Department helped steer through Congress, provides the necessary antitrust exemptions to permit such research-and-development consortia, he said. CATS was made possible by the act, he said.

That there is not much of a consumer electronics industry left in the U.S. does not rule out U.S. involvement in manufacturing HDTV equipment in the future, according to NTIA's thinking. The development of new display devices to replace the picture tube could change the economics of television set manufacturing and give U.S. firms a chance to get back in it, he said. In addition, the U.S. manufacturers may be able to address ancillary HDTV markets like defense, computer, medical and printing industries. "We see this as an opportunity," he said. "Whether it comes about remains to be seen."

On Capitol Hill, House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) plans to nurture HDTV broadcasting through that subcommittee's oversight of the FCC and NTIA. Markey hopes to provide some continuity, making sure the FCC and NTIA continue their HDTV initiatives after their current heads, Patrick and Sikes, depart.

Markey made clear his commitment to HDTV at the subcommittee's HDTV hearings earlier this month. "In light of the variety of potential applications for HDTV, the government has the responsibility to develop a climate in which this technology can fulfill its promise," he said.

The subcommittee's ultimate goal is to see that when HDTV arrives that neither broadcasters nor the electronics industry are "left out," said Larry Irving, the subcommittee's senior counsel. The subcommittee wants to insure "the delivery of HDTV at affordable prices with some American participation [in manufacturing]," he said.

Markey is particularly concerned that U.S. firms reap some of the "10's of billions, if not hundreds of billions, of dollars" in hardware sales that the move to HDTV is expected to generate, Irving said. At the hearings, Markey said, "I am puzzled why the American consumer electronics manufacturers are so far behind their Japanese and European counterparts in development of competitive HDTV systems.... [They] have to decide whether we will be non-players as we are in so many other electronics industries."

At this point, Irving said, the subcommittee is not advocating any particular system or position, he said. "It just wants to make sure the information is collected and the studies are done," he said.

Terry Haines, who joined the subcommittee's minority staff after helping to launch the FCC HDTV inquiry last summer, said he

did not see the subcommittee getting directly involved in HDTV—at least not in the foreseeable future. HDTV is an opportunity for the FCC to "exercise its technical expertise and for Congress to allow it to exercise that expertise," he said.

Haines sees Congress getting involved only if the industry and the FCC come up with something that is "politically unacceptable"—for instance, a system that is completely incompatible with conventional NTSC television sets.

Irving saw a potentially larger role for Congress. If the FCC is unwilling or unable to set an HDTV broadcasting standard, Irving said, Congress may intercede. The industry's experience with AM stereo has shown that relying on the market to arrive at a de facto standard "may not always work," he said.

In 1962, Congress passed a law requiring all television sets to contain UHF tuners and set the stage for the growth of UHF television, Irving said. To foster HDTV broadcasting, Congress may play a similar role, he said. □

Comments favor cutting back petition to deny payments

Most agree with FCC proposal to limit any monetary awards to parties dropping opposition to just covering expenses

Filings last Monday (Oct. 26) on the FCC's proposal to limit payments for withdrawal of petitions to deny to "legitimate and prudent expenses" were supportive, though few in number.

The National Association of Broadcasters strongly agreed with the proposal, saying it would remove the incentive to file against a station at renewal time or when it is being sold solely for private gain.

When a petition to deny a station sale is filed, the NAB said, the station is at a disadvantage.

"A petitioner has very little to lose in filing a petition to deny a broadcast application, whereas an applicant has a great deal to lose," it said. "A renewal applicant could lose substantial capital and other types of investments in the station while defending against a petition to deny. Likewise, parties to an assignment or transfer application often must consummate the transaction in a relatively short period of time. Even minor delays could spell doom for the transaction. Parties are aware of this and can utilize the time-sensitive nature of the transaction to solicit payment in exchange for withdrawal of their petitions to deny."

The NAB agreed that the challenged station is responsible for the extra time and expense in defending its renewal or transfer application, but said the burden should not be increased with private gain for the petitioner. It also said that parties filing petitions without a legitimate interest in running the station should be liable for prosecution.

The NAB also felt that "citizens agreements," which require stations to make programming commitments for settlements of petitions to deny, should not be enforced by the commission. "Such programming commitment has also become subject to abuse by parties who wish to receive compensation to for the production of programming," it said.

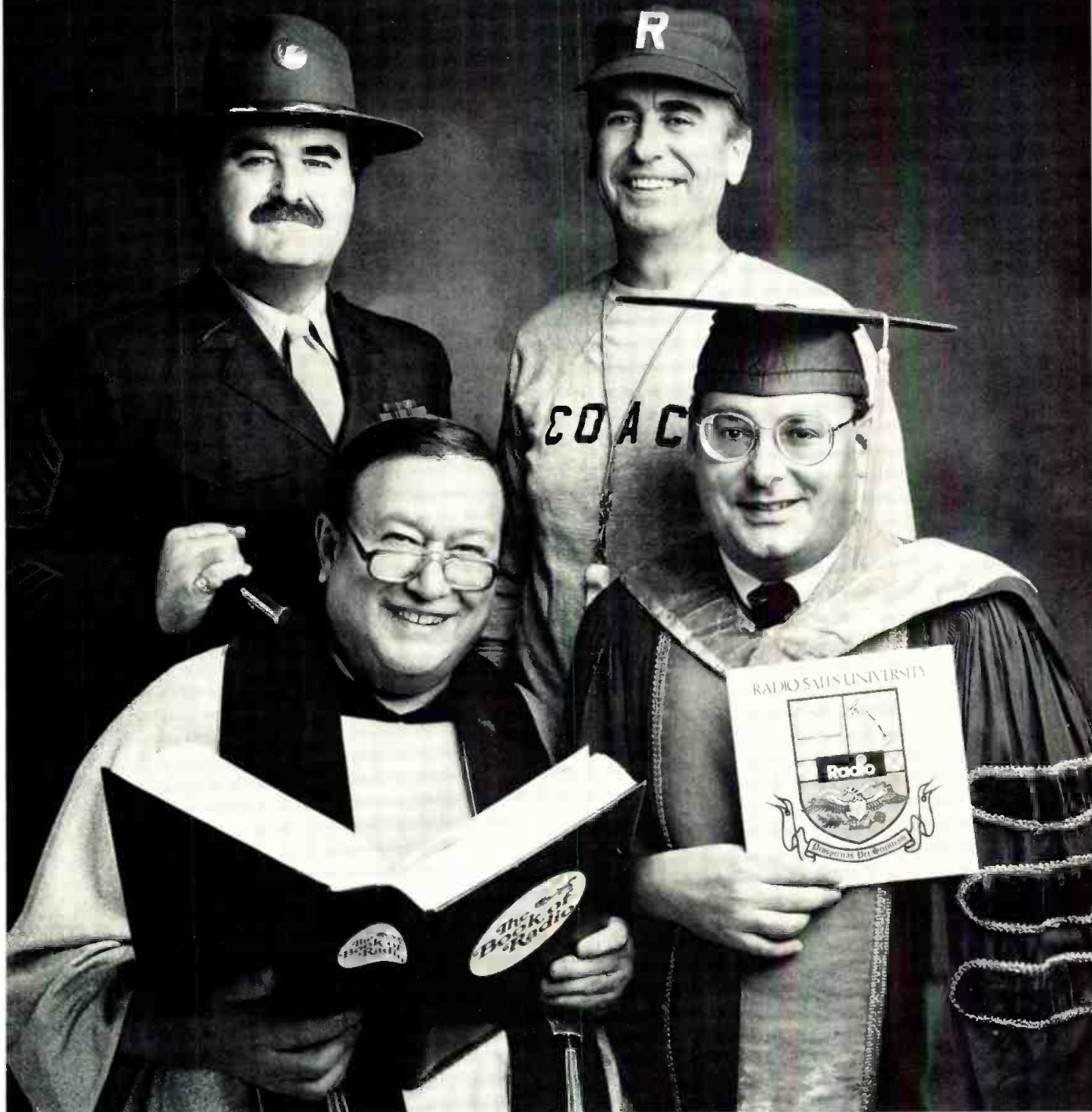
KLOK Radio Ltd., the former owner of KLOK-FM San Francisco, said it agreed with the proposal after being subject to the "coercive practice at which the commission's new rules are aimed." It claims it was threatened with a potential petition to deny, and after review, decided to pay the claim in order to stick to its timetable for the sale. It said, "abuse of the commission's petition to deny process jeopardizes the legitimate transfer of broadcast properties and undermines the commission's policies. The manipulative threats and coercive pressures placed on participants in the commercial radio sales market serve no public interest and should not be tolerated."

Pepper and Corazzini, a Washington-based communications law firm, also filed comments supporting the FCC's proposal and offered a suggestion to help streamline the procedure. It suggested a two-step procedure for handling petitions to deny. On receiving a petition to deny, the staff would review the allegations in the light "most favorable to the petitioner" as in civil suits. If

Staying the course. Representative Al Swift (D-Wash.), who had been considering making a bid for the Senate, last week announced he had abandoned that plan. Swift, who is a key player on the House Telecommunications Subcommittee, was exploring the idea of challenging incumbent Republican Senator Dan Evans in 1988. But Evans's decision not to seek re-election has increased the possibility of a crowded Democratic primary and caused the lawmaker to re-evaluate the situation. Besides Swift, Democrats Mike Lowry, Don Bonker, and Norman Dicks are viewed as potential contenders. Swift at a Washington press briefing elaborated on his decision to seek re-election to the House. He has no interest in "fighting" with other Democratic candidates. Nor does he want to endanger his party's chances of capturing the Senate seat by engaging in a negative campaign. It has been suggested to Swift that the only way to overcome Lowry (who is seen as the lead candidate) is to run a negative campaign. According to a poll Swift commissioned, Lowry came out ahead by a 20% to 25% margin.

As for other House members with senatorial ambitions, Telecommunications Subcommittee member Wayne Dowdy (D-Miss.) has announced his intentions to run for the Senate seat held by senior Democrat John Stennis who is retiring at the close of the 100th Congress.

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the allegations, even if assumed true, did not warrant denial or designation for hearing. "the petition would be dismissed for failure to state justiciable claim."

Should a petitioner feel that the staff action was incorrect, it could file an application for review.

The Media Access Project, a Washington-

based nonprofit public interest law firm, agreed with FCC's objective of stemming abuses of process, but disagreed vehemently with the commission's reluctance to enforce programing settlements. In many situations, it said, a programing settlement is the best means of finding a mutually satisfying solution to a citizen-licensee dispute. It said the

FCC's antipathy toward program regulation was "wishful thinking, not sound legal analysis." It said agreements to increase programing on such topics as equal employment opportunities, sexual harassment and local coverage often assuaged the petitioner, removing the need for litigation and helping to stem abuses. □

Information Age

Europe's first DBS satellites readied for launch

Germany and France to put up two satellites that will transmit total of 10 programs capable of reception by 400 million viewers; German bird to go up in November, French in April

The final countdown has begun on the launch of the most powerful direct broadcast satellite developed and the first that will serve Europe. An official of Eurosatellite GmbH, of Munich, the prime contractor, announced last week at a session on broadcasting at Telecom '87 that TV-Sat 1 had been accepted for flight by Arianespace, which is providing the launch vehicle, and the French-German steering committee and management group in charge of the program of developing and launching the first European direct broadcast satellites—Germany's TV-Sat 1 and France's TDF 1.

Rolf Armin, one of two managing directors of Eurosatellite, said the satellite is tentatively scheduled for launch Nov. 17 from the Arianespace launch site, at Kourou, French Guiana. Armin said the satellite, which had been disassembled for transportation to the launch site, had been accepted for flight on Oct. 23, after it had been reassembled and checked out. Now, he said, "it is in the procedural countdown" and is being filled with fuel for what is scheduled to be a nine-year life. The satellite is expected to complete a testing program and be ready for service early in March.

Thus, TV-Sat 1 will be the first fruit of the French-German agreement, signed on April 29, 1980, to develop and launch the two DBS's. France's TDF 1 is expected to be ready for launch next April. The two satellites will be located in synchronous orbit at 19 degrees west, and will transmit a total of 10 programs—five each—capable of reception by up to 400 million viewers with home receiving antennas of from one-foot to two-and-a-half-feet in diameter. The satellites operate with a solar array generating 3215 w, and with power (EIRP) of 64-65 dbw. French and German officials forecast a universe of nine million "receiving points"—dwellings equipped with DBS reception capability—by the end of the satellite's nine-year life. That is 10% of the potential—but Armin noted that the receiving points include satellite master antenna televisions. And 400,000 SMATV's in West Germany, he said, would provide service to half of the country's population, or 30 million people.

He said French and German manufacturers have already provided 100,000 of the small earth stations.

Since the French-German agreement, a number of other DBS programs have been initiated in Europe. And one is operational in Japan. But the Franco-German project is the first to make full use of the technical allocations to which countries of Europe and Africa agreed at the World Administrative Radio Conference in 1977. Among other things, the plan gives most European countries five 27 mhz channels in the 11.7-12.5 ghz frequency band.

The U.S. and other countries of the western hemisphere chose not to join the plan, contending it was too rigid. However, Armin appeared enthusiastic over the prospects of the French and German DBS project. Each of the systems, with a backup satellite, will cost \$500 million. But considering the five channels involved, and the nine-year life of the satellite, he said, the operation of each would be cheaper than the \$80 million he said it costs a West German terrestrial station to operate each year. He estimated the costs of each satellite channel, including operational, at \$15 million. Furthermore, according to a paper released by Armin and his associates on the French-German project, the supply of frequency space for terrestrial television service is virtually exhausted, particularly in France.

The paper also dismissed medium-power direct broadcast satellite service as a viable alternative. The Société Européenne Des Satellites (SES) is preparing to launch its medium-power Astra early next year, and its officials waste no opportunity to extol Astra's advantages over high-power satellites (BROADCASTING, Oct. 19). According to the French-German paper, when the high- and medium-power satellites are in operation, the television viewer will have the choice between "low-cost equipment giving a high-quality image and more expensive equipment, not compatible [with it] and giving a degraded image under bad weather conditions. Who," the paper asks, "will opt for the medium EIRP system?"

The new German satellite could lead to questions of cultural imperialism by countries whose borders TV-Sat 1's signals cross. Armin said the French and German satellites were designed in accordance with the regulations laid down by WARC 77. So "there would be no violation of international

rights," he said. However, he noted—as did the French-German paper—that receiving antennas have become much more sensitive, in effect extending the reach of DBS signals beyond the area contemplated in 1977.

He also said the programs would be designed for domestic consumption and that Europeans are not interested in programs in languages not their own. But a prime feature of the French and German satellites is the D2 Mac Packet standard they employ—a system being standardized by a number of European countries—which permits the simultaneous transmission of a television picture and several digital sound channels, permitting a producer to dub one program in several languages. □

ITU eyes Montreux-like show for '89

Organization's proposed quadrennial telecommunications exhibition could be competition to biennial show

In its decision to inaugurate, in Geneva, in 1989, a telecommunications symposium and exhibition geared toward mass telecommunications, the International Telecommunication Union is raising the specter of competition for the biennial television symposium in nearby Montreux. But the ITU is also, in a sense, coming full cycle.

For it was the ITU that gave birth to the Montreux exhibit in the early 1960s. Now the question is what kind of a *modus vivendi* organizers of the two exhibits can develop. At present, there appears to be a degree of tension between the two organizations despite talks aimed at making them compatible rather than competitive.

ITU officials say the idea for the new series of quadrennial meetings—companions to the ITU's series of quadrennial Telecom and Forum meetings—grew out of complaints from smaller companies that, ITU officials say, regard the facilities at Montreux, a city of 40,000, inadequate. "They found Montreux too small," said Werner G. G. Wolter, who runs ITU's Telecom exhibitions and Forums. "The new electronic media being developed need a larger stage than at Montreux." And Telecom, he and ITU

Secretary-General Robert G. Butler say, has grown too large to accommodate a further expansion for television. Close to 900 exhibitors crowded the facilities at Geneva's Palexpo last week.

So the decision was made to proceed with ITU-Com. It would focus on such information-age technology as informatics, electronic media applications, direct television (including video services), satellite broadcasting, high-definition television, computer applications in mass communication, interactive information exchange, cable telenet, modern picture and text transmission technology and electronic news gathering and distribution. The first edition of the new exhibition will be at Palexpo, from Oct. 3 to Oct. 9, 1989.

Before proceeding with plans for ITU-Com, Butler and Wolter approached the organizers of the Montreux exhibit to suggest a combined equipment exhibition under the aegis of ITU-Com in Geneva. But, according to the director of the Montreux television symposium, Michel Ferla, the idea was rejected. Ferla said the chairman of the International Association of Broadcast Exhibitors, Thomas McGann, of Pesa, a Spanish company based in London, checked with the members and found they preferred retaining the Montreux location. "They felt Montreux was a better venue," said Ferla.

Furthermore, Ferla said, the Montreux facilities are being enlarged—the exhibition center will be 64% larger by the time of the next show, in the spring of 1989. Ferla said 280 exhibitors displayed their wares at the last show, in the spring, and that more than 2,500 registered for the symposium. He put the number of visitors who wander, at no cost, among the exhibits at 30,000.

With Montreux having rejected ITU's embrace, an understanding appears to have been reached on a division of labor—Montreux would continue to focus on studio equipment, while the new ITU-Com would feature transmission and reception hardware. However, Raymond Jausi, another of the organizers of the Montreux exhibit, has indicated it is not restricted as to the kind of equipment it will display. And Wolter concedes "there will be some overlap" in the kind of equipment shown at the two exhibits. Thus, there is a potential for friction.

Wolter has a special relationship with the Montreux exhibit. He organized the first one, over 25 years ago, when he was a new member of the ITU staff, recently arrived from West Germany's Ministry of Communications. As Wolter recalls it, the idea for a television exhibition emerged from a conversation at a lunch in Montreux. He said he and Gerald Gross, a hard-driving American who was secretary-general of the ITU, and John H. Gayer, another American, who was head of the ITU's International Frequency Registration Board, were having their rack-lette, a dish of melted cheese, when the thought occurred to Gross that what was needed was "a place for frank discussions away from the conference table at the ITU and a place to show equipment." And what better location than there, in Montreux, a charming city on Lake Geneva that was a favorite of tourists? Wolter was assigned the job of organizing the project.

However, within a few years, the ITU was out of the exhibition business. At a plenipotentiary meeting of the ITU, in 1965 in Montreux, it determined that its participation in such a venture was not appropriate, and suggested that the project be turned over to the Montreux tourist office. It has been operated under the tourist office ever since.

Since 1965, as the increasingly successful series of Telecom exhibitions makes clear, the ITU has become less squeamish about associating with commercial ventures. Wolter said the ITU at plenipotentiary meetings since 1965—most recently in 1982—has approved statements favoring the ITU's organization of such ventures in collaboration with members, provided there is no commercial intent. And Wolter says the ITU shows no profit from Telecom exhibitions.

U.S. presents high profile at Telecom

At international exhibition in Geneva, sold-out U.S. pavillion is largest of show; government and private sector work together to promote wares

In the early days of the International Telecommunications Union's quadrennial Telecom exhibitions of telecommunications equipment, the U.S. was not a major player. Industry had its massive domestic market, and government was reluctant to involve itself in a commercial enterprise. How times have changed.

For at Telecom 87, which ended its week's run at the massive Palexpo in Geneva Oct. 27, there was plenty of evidence of the American telecommunications industry's recognition of a need to scramble for business in the international marketplace. For instance, the U.S. pavillion, jointly managed by the Electronic Industries Association and the U.S. Telecommunications Suppliers Association, was sold out, with 110 exhibiting companies, making it the largest national pavillion at Telecom. What's more, a number of American companies exhibited outside the U.S. pavillion. Clearly, America was a significant presence at the global trade show, which attracted some 900 exhibitors from more than 70 countries.

And the government's relationship with the private sector in promoting America's telecommunications goods and services was unabashedly tight. As Ambassador Diana Lady Dougan, U.S. coordinator and head of the State Department's Bureau of International Communications and Information Policy, said of the government's role, "This is an ongoing commercial." Indeed it was. For although she had been the government's only representative at the last Telecom, in 1983, Dougan was joined in celebrating U.S. Industry Day, on Oct. 25, by the U.S. ambassador to Switzerland, Faith Ryan Whittlesey, the assistant secretary of commerce for international trade, Charles Cobb, and the head of the U.S. mission in Geneva, Ambassador Joseph Petrone, as well as by Charles Z. Wick, the director of the U.S. Information Agency. President Ronald Reagan extended his greetings in a videotaped message.

To some broadcasters, the proliferation of broadcast conventions and exhibitions is getting out of hand. Joseph Flaherty, vice president and general manager, CBS engineering and development, for instance, complains that the increasing number of exhibitions results in an increase in the price of the equipment shown (BROADCASTING, Oct. 26). But Wolter, who will retire next year, will not hear of Telecom—or, presumably, ITU-Com—being lumped with all other trade shows. "The difference among the shows," he said, in his office at Palexpo last week, "is that the ITU is behind this one."

And clearly Telecom is an unqualified success. "Telecom 91 is already fully booked," Wolter said. "And for 1995, organizations have already booked hotel rooms." □

Wick was present not only as the President's personal emissary. He was also on hand to visit the studio of USIA's Worldnet, which provided the center for the U.S. pavillion and was the setting for Worldnet broadcasts throughout Telecom. The broadcasts included interviews with foreign officials and representatives of U.S. exhibitors—all to help call attention to America's telecommunications industry presence.

The tone, however, was not entirely lighthearted at U.S. Industry Day. For as visitors drank at an open bar featuring Jack Daniels Tennessee Sour Mash Whiskey and Coca Cola and listened to American pop tunes played by a group from the Air Force band in West Europe, security guards quietly checked the invitations and press badges of those approaching the U.S. pavillion. The possibility of an act of terrorism kept some of the Americans away from the festivities.

America's presence was not only evident in the companies and the government officials. A number of Americans participated in various symposia—former FCC Chairman Mark Fowler, for instance. He was seen early in Telecom striding across a crowded hall on his way, he said, to a rehearsal of the speech he was to give on Wednesday. The subject: "How satellite technology could be used to increase communications service to developing countries on thin routes." "It's a subject I've been interested in for a year and a half," he said. Asked if he had been invited while still FCC chairman—he left the post in April—he said he had not. "The half-life of a former FCC chairman," he said, "lasts at least six months."

A number of others also made contributions. Albert Halprin, chief of the FCC's Common Carrier Bureau under Fowler, addressed a legal symposium, speaking on "Enhanced Communications in the United States." Robert Bruce, FCC general counsel under former Chairman Charles D. Ferris; Anne Branscombe, communications lawyer and consultant from Armonk, N.Y., and Thomas Ramsey, deputy to Dougan in the State Department, all played leading roles in the legal symposium.

Telecom 87, as those who attended agree,

was not only a story of companies and exhibits and technology. It was also a story of profligacy. And American companies were as profligate as any in efforts to make an impression. Digital Equipment Corp., regarded as one of the hottest firms in the computer business, hired the Orient Express to carry parties four times a day—breakfast, lunch, cocktails and dinner—for 10 days from the Geneva train station on a two-hour excursion through the Swiss countryside. On Saturday, Oct. 24, at cocktail time, USIA's Wick and his party were the guests on the meticulously reconditioned luxury



L-r: Andrea Caruso, Eutelsat; Peter McCloskey, EIA; Wick; Tim White, Worldnet; Henry Hockheimer, USIA; Werner Walter, Telecom; Don Pollock, USTSA.

train that first went into service in 1883. And as Wick, who in an earlier life arranged music for Tommy Dorsey (check bio) played show tunes on a piano in the lounge car, Bernard C. Woesten, DEC's international programs manager, in black tie, talked about the train and the company's reasons for renting it.

"It is just to create good will." Was it succeeding in that? Woesten thought so. What, incidentally, was the public relations effort costing the \$10 billion company? "Millions," he said.

Technology

SMPTE exhibitors unveil fall lines

Record number of companies display the latest in equipment; HDTV takes center stage in technical papers

The equipment exhibition at the Society of Motion Picture and Television Engineers' 129th conference was scheduled to open Saturday morning, Oct. 31, at the Los Angeles Convention Center. Going into the show, several companies announced they would introduce equipment there.

To that end, all of the 796, 10x10 booths on the 75,000 square foot exhibition floor were sold well before the show's start, at rates varying according to a company's membership in SMPTE and the utility costs involved. A total of 261 companies will be exhibiting videotape recorders and editors, cameras, character generators and more. That total surpasses the record set in New York's Jacob Javits Convention Center for last year's exhibition. The list of exhibitors follows.

SMPTE Exhibitors

Abekas Video Systems	138
101 Galveston Dr., Redwood City, Calif. 94063	
Adams-Smith	304
34 Tower St., Hudson, Mass. 01749	
Adrienne Electronics Corp.	2020
11994 Marjon Dr., Nevada City, Calif. 95959	
A.F. Associates	312
100 Stonehurst Ct., Northvale, N.J. 07647	
Agfa-Gevaert	816
100 Challenger Rd., Ridgefield Park, N.J. 07660	
AKG Acoustics	1940
77 Selleck St., Stamford, Conn. 06902	
Alamar Electronics USA	920
36 Railway Ave., Campbell, Calif. 95008	
Alexander Batteries	2113
P.O. Box 1508, Mason City, Iowa 50401	
Allen Products Co.	2034
180 Wampus Lane, Milford, Conn. 06460	
Alpha Audio	1146
2049 W. Broad St., Richmond, Va. 23220	
Alpha Video & Electronics	2038
280 Keystone Dr., Carnegie, Pa. 15106	
Alta Group	1707
535 Race St., San Jose, Calif. 95126	

Amek Consoles	1647
10815 Burbank Blvd., N. Hollywood, Calif. 91601	
American Studio Equipment	1932
8922 Norris Ave., Sun Valley, Calif. 91352	
American Theatre Products	1644
6650 Lexington Ave., Hollywood, Calif. 90038	
American Video Factory	2030
4150 Glencoe Ave., Marina Del Rey, Calif. 90292	
Ampex Corp.	130
401 Broadway, Redwood City, Calif. 94063	
Amtel Systems	1742
33 Main St., #303, Nashua, N.H. 03060	
Angenieux Corp. of America	1518
7700 N. Kendall Dr., #503, Miami 33156	
Anton/Bauer	812
One Controls Dr., Shelton, Conn. 06484	
Anvil Cases	950
4128 Temple City Blvd., Rosemead, Calif. 91770	
Aphex Systems Ltd.	350
13340 Saitecoy St., North Hollywood, Calif. 91605	
Arriflex Corp.	1523
500 Route 303, Blaauvelt, N.Y. 10913	
Asaca/ShibaSoku Corp. of America	212
12509 Beatrice St., Los Angeles 90066	
Aston Electronics	2022
346 N. Lindenwood Dr., Olathe, Kan. 66062	
Audio Precision	1816
P.O. Box 2209, Beaverton, Ore. 97075	
Audio Services Corp.	650
4210 Lankershim Blvd. North Hollywood, Calif. 91602	
Aurora Systems	938
311 Penobscot Dr., Redwood City, Calif. 94063	
B&B Systems	1910
28111 N. Avenue Stanford, Valencia, Calif. 91355	
Barco Industries	1204
472 Amherst St., #10, Nashua, N.H. 03063	
B.C.	2021
2302 E. 38th St., Los Angeles 90058-9990	
BCS	2010
4525 Valerio Ave., Burbank, Calif. 91505	
Belden Communications	946
534 W. 25th St., New York 10001	
Bencher	752
333 W. Lake St., Chicago 60606	
BHP	1726
1800 Winnemac Ave., Chicago 60640	

Birns & Sawyer	1516
1026 N. Highland Ave., Hollywood, Calif. 90038	
Bremson Data Systems	352
11691 W. 85th St., Lenexa, Kan. 66214	
Broadcast Video Systems Ltd.	1713
40 W. Wilmet St., Richmond Hill, Ont. L4B 1H8 Canada	
Bruel & Kjaer	1453
Naerum Hovedgade 18, Naerum, 2850 Denmark	
BTS-Broadcast Television Systems	120
2300 S. 2300 W., Salt Lake City 84119	
CAM-LOK	801
10540 Chester Rd., Cincinnati 45215	
Canon U.S.A.-Broadcast division	1116
One Canon Plaza, Lake Success, N.Y. 11042	
Dwight Cavendish	201
2117 Chestnut Ave., Wilmette, Ill. 60091	
CEI Technology	1818
880 Maude Ave., Mountain View, Calif. 94043	
Century Precision Optics	705
10713 Burbank Blvd., North Hollywood, Calif. 91601	
Cetec Vega	452
9900 Baldwin Pl., El Monte, Calif. 91731	
Christie Electric Corp.	1920
20665 Manhattan Pl., Torrance, Calif. 90501	
Christy's Editorial Film Supply	552
135 N. Victory Blvd., Burbank, Calif. 91502	
A. Chrosziel & OpTex Ltd.	1253
Regerstrasse, D8000 Munich 90, West Germany	
Chyron Corp.	1434
265 Spagnoli Rd., Melville, N.Y. 11747	
Cine Video Tech	1547
7330 N.E. 4 Court, Miami 33138	
Cine 60	348
630 Ninth Ave., New York 10036	
Cinema Products	148
3211 S. La Cienega Blvd., Los Angeles 90016	
Cinematography Electronics	1718
1625 Stanford St., Santa Monica, Calif. 90404	
CineMills Corp.	907
3500 W. Magnolia Blvd., Burbank, Calif. 91505	
Cipher Digital	1417
P.O. Box 170, Frederick, Md. 21701	
Clear-Com Intercom Systems	1724
1111 17th St., San Francisco 94107	
CMX Corp.	930
2230 Marin Ave., Santa Clara, Calif. 95050	

Coherent Communications 749
13756 Glenoaks Blvd., Sylmar, Calif. 91342

Colorgraphics Systems 1007
6400 Enterprise Lane, Madison, Wis. 53719

Comprehensive Video Supply Corp. 109
148 Veterans Dr., Northvale, N.J. 07647

Compu-Prompt 1102
746 N. Cahuenga Blvd., Los Angeles 90038

Computer Prompting Corp. 848
1511 K St., N.W., #831, Washington 20005

Conrac Display Products Group 2006
600 N. Rimsdale Ave., Covina, Calif. 91722

Continental Camera 2105
7240 Valjean Ave., Van Nuys, Calif. 91406

Convergence Corp./EECO 2125
1601 E. Chestnut, Santa Ana, Calif. 92702

Corporate Communications Consultants 1316
64 Clinton Rd., Fairfield, N.J. 07006

Crosspoint Latch Corp. 849
95 Progress St., Union, N.J. 07083

Cubicomp Corp. 1305
21325 Cabot Blvd., Hayward, Calif. 94545

DeSisti Lighting/Desmar Corp. 1709
1109 Grand Ave., North Bergen, N.J. 07047

Digital Audio Research Ltd. 1931
288 Donald Dr., Moraga, Calif. 94556

Digital F/X 1400
3255-4A Scott Blvd., Santa Clara, Calif. 95054

Digital Services Corp. 1538
3622 NE 4th St., Gainesville, Fla., 32609

DI-Tech 1924
48 Jefryn Blvd., Deer Park, N.Y. 11729

Dolby Laboratories 118
100 Potrero Ave., San Francisco 94103

Dorrrough Electronics 748
5221 Collier Pl., Woodland Hills, Calif. 91364

Dubner Computer Systems 520
6 Forest Ave., Paramus, N.J. 07652

Dynair Electronics 1201
5275 Market St., San Diego, Calif. 92114

Eastman Kodak Co. 530
343 State St., Rochester, N.Y. 14650

Echolab 1546
175 Bedford Rd., Burlington, Mass. 01803

Editron USA 1502
748 N. Seward St., Los Angeles 90038

Egripment 2104
7240 Valjean Ave., Van Nuys, Calif. 91406

Elcon Associates 2039
1450 O'Connor Dr., Toronto, Ontario M4B 2T8

Elicon 2032
940 S. Leslie St., La Habra, Calif. 90631

E-mu Systems 1812
1600 Green Hills Rd., Scotts Valley, Calif. 95066

Energex Systems Corp. 2123
416 Benedict Ave., #2H, Tarrytown, N.Y. 10591

Evertz Microsystems Ltd. 1349
3465 Mainway, Burlington, Ont. L7M 1A9 Canada

Fairlight Instruments 2120
2945 Westwood Blvd., Los Angeles 90064

Faroudja Laboratories 1610
946 Benicia Ave., Sunnyvale, Calif. 94086

FGV Panther 852
3360 Adina Dr., Los Angeles 90068

Filmlab System International 1604
Robert House, Station Rd., Chinnor, Oxon, United Kingdom OX94PU

Film Processing Corp. 1232
3602 Crenshaw Blvd., Los Angeles 90016

For-A Corp. of America 116
320 Nevada St., Newton, Mass. 02160

Fostex Corp. of America 746
15431 Blackburn Ave., Norwalk, Calif. 90650

Frezzolini Electronics 418
5 Valley St., Hawthorne, N.J. 07506

Fries Engineering 948
12032 Vose St., North Hollywood, Calif. 91605

Fujinon 309
10 High Point Dr., Wayne, N.J., 07470

Fumeo S.P.A. 1447
Via Teocrito 47, Milano 20128 Italy

Future Productions 1814
630 9th Ave., #403, New York 10036

G&M Power Products 2023
943 N. Orange Dr., Los Angeles 90038

Geffen Systems 2107
5068 San Feliciano Dr., Woodland Hills, Calif. 91367

General Electric Co. 1324
Nela Park, Cleveland 44112

Geocam Corp. 1643
P.O. Box 704, Orange, N.J. 07050

GML America 1712
8150 Leesburg Pike, #910, Vienna, Va., 22180

Alan Gordon Enterprises 909, 912
1430 Cahuenga Blvd., Hollywood, Calif. 90028

Graham-Patten Systems 1730
P.O. Box 1960, Grass Valley, Calif. 95945

Grass Valley Group 525
Box 1114, Grass Valley, Calif. 95945

Gray Engineering Laboratories 1616
504 W. Chapman Ave., Suite P, Orange, Calif. 92668

James L. Grunder & Associates 1142
5925 Beverly, Mission, Kan. 66202

Harris Sound 1922
6640 Sunset Blvd., #110, Hollywood, Calif. 90028

Harris Video Systems, Broadcast division, Harris Corp. 1130
960 Linda Vista, Mt. View, Calif. 94043

Harrison Systems 914
P.O. Box 22964, Nashville 37202

Hedco 707
P.O. Box 1985, Grass Valley, Calif. 95945

Karl Heitz 152
34-11 62d St., Woodside, N.Y. 11377

Hitachi Denshi America 538
175 Crossways Park W., Woodbury, N.Y. 11797

Hollywood Film Co. 406
3294 E. 26th St., Los Angeles 90023

Hotronic 1646
1875 S. Winchester Blvd., Campbell, Calif. 95008

Howe Technologies Corp. 2130
2300 Central Ave., Suite E, Boulder, Colo. 80301

Ikegami Electronics 518
37 Brook Ave., Maywood, N.J. 07607

ILC Technology 1407
399 Java Dr., Sunnyvale, Calif. 94089

Image Video Ltd. 502
705 Progress Ave., #46, Scarborough, Ont. M1H 2X1, Canada

Innovative Television Equipment 1301
6445 DeSoto Ave., Woodland Hills, Calif. 91367

Innovision 1714
1322 2d St., #27, Santa Monica, Calif. 90401

Interactive Motion Control 1915
8671 Hayden Pl., Los Angeles 90232

Intergroup Video Systems 2131
2040 NW 67th Pl., Gainesville, Fla. 32608

J & R Film Co./Goldberg/Moviola 507
6820 Romaine St., Hollywood, Calif. 90038

J-Lab Co. 1906
P.O. Box 6530, Malibu, Calif. 90264

Jem-Fab Corp. 1942
574 Sunrise Highway, Baldwin, N.Y. 11510

JVC Co. of America 542
41 Slater Dr., Elmwood Park, N.J. 07407

K&H Products Ltd.-Porta-Brace 505
P.O. Box 246, North Bennington, Vt. 05257

Kem Elektronik Mechanik GmbH 900
Herlingsburg 16, Hamburg 54, D-2000 West Germany

King Instrument Corp. 2045
80 Turnpike Rd., Westboro, Mass. 01581

Kintek 1642
224 Calvary St., Waltham, Mass. 02154

Laird Telemedia 1049
2424 S., 2570 W., Salt Lake City 84119

Lake Systems Corp. 1309
287 Grove St., Newton, Mass. 02166

LCI/Sync 2015
931 N. Gardner St., West Hollywood, Calif. 90046

Lee Colortran 942
1015 Chestnut St., Burbank, Calif. 91506

Leitch Video of America 709
825 K. Greenbrier Cr., Chesapeake, Va. 23320

Lenco, Electronics division 445
300 N. Maryland St., Jackson, Mo. 63755

Leonardo 2016
693 Washington St., Venice, Calif. 90292

Leonetti Cine Rentals 2040
5609 Sunset Blvd., Hollywood, Calif. 90028

Lexicon 1138
100 Beaver St., Waltham, Mass. 02154

Listec Video Corp. 904
30 Oser Ave., Hauppauge, N.Y. 11788

Lites 2024
7022 Sunset Blvd., Hollywood, Calif. 90028

LMC Peterson 1346
9520 Owensmouth Ave., Chatsworth, Calif. 91311

Lowel-Light Manufacturing 442
475 Tenth Ave., New York 10018

L.T.M. Corp. of America 546
1160 N. Las Palmas Ave., Hollywood, Calif. 90038

Magna-Tech Electronic Co. 112
630 Ninth Ave., New York 10036

Magni Systems 1838
9500 S.W. Gemini Dr., Beaverton, Ore. 97005

Matthews Studio Equipment 1109
2405 Empire Ave., Burbank, Calif. 91504

Merlin Engineering Works 509
2440 Embarcadero Way, Palo Alto, Calif. 94303

Micron Audio Ltd. 402
210 Westlake Dr., Valhalla, N.Y. 10595

Microtime 106
1280 Blue Hills Ave., Bloomfield, Conn. 06002

Microwave Radio Corp. 1507
847 Rogers St., Lowell, Mass. 01852

Midwest Communications Corp. 302
One Spert Dr., Edgewood, Ky. 41017

Miller Fluid Heads (USA) 1550
2819 W. Olive Ave., Burbank, Calif. 91505

Mini-Spec/Lamny-Lighting 2042
6532 La Mirada Ave., Los Angeles 90038

Mitchell Camera Corp. 1542
11630 Tuxford St., Sun Valley, Calif. 91352

Mitsubishi Pro Audio Group 142
225 Parkside Dr., San Fernando, Calif. 91340

Mole-Richardson 535
937 N. Sycamore Ave., Hollywood, Calif. 90038

Montage Group Ltd. 1945
1 West 85th St., #3A, New York 10024

Motorola C&E 2046
2333-A Utah Ave., El Segundo, Calif. 90245

Moviecam F.G. Bauer GmbH 1150
Auhofstrasse 254, Vienna, 1130 Austria

Ernest F. Moy, Ltd. 1103
5 Brunswick Park, Industrial Estate, London, N11 1JF England

Multi Track Magnetics 604
115 Roosevelt Ave., Belleville, N.J. 07109

NAC 1504
2-7, Nishi-Azabu, 1-Chome, Minato-Ku, Tokyo 106 Japan

Nagra Magnetic Recorders 612
19 W. 44th St., #715, New York 10036

NEC America 316
1255 Michael Dr., Wood Dale, Ill. 60191

L.E. Nelson Sales Corp./Thorn-EMI 100
5451 Ukiah Cr., Las Vegas 89118

Rupert Neve 934
Berkshire Industrial Park, Bethel, Conn. 06801

New England Digital 1412
49 N. Main St., White River Junction, Vt. 05001

Norris Film Products 653
1014 Green Lane, La Canada, Calif. 91011

North American Philips Lighting Corp. 602
200 Franklin Square Dr., Somerset, N.J. 08873

Nova Systems 1740
50 Albany Turnpike, Canton, Conn. 06019

Nurad 1409
2165 Druid Park Dr., Baltimore 21211

O'Conner Engineering Laboratories 735
100 Kalmus Dr., Costa Mesa, Calif. 92626

Odetics, Broadcast division 1720
1515 S. Manchester Ave., Anaheim, Calif. 92802

Omicron Video 800
22251 Roscoe Blvd., Canoga Park, Calif. 91304

Optical Disc Corp. 550
17517-H Fabrica Way, Cerritos, Calif. 90701

Osram Corp. 1438
Jeanne Dr., P.O. Box 7062, Newburgh, N.Y. 12550

Otari Corp. 702
2 Davis Dr., Belmont, Calif. 94002

Pacific Radio Electronics 1347
1351 Cahuenga Blvd., Hollywood, Calif. 90028

Paco Electronics USA 601
350 S. Figueroa St., #364, Los Angeles 90071

Panasonic Broadcasting Systems Corp. 924
One Panasonic Way, Secaucus, N.J. 07094

Pannonia International Imports 1936
6237 S. Josephine Way, Littleton, Colo. 80121

Perrott Engineering Labs 1340
7201 Lee Hwy., Falls Church, Va. 22046

Pinnacle Systems 1004
2380 Walsh Ave., Santa Clara, Calif. 95051

Plastic Reel Corp. of America 416
8140 Webb, North Hollywood, Calif. 91605

Preston Cinema Systems 1733
1621 Stanford St., Santa Monica, Calif. 90404

Q-TV 504
104 E. 25th St., New York 10010

Quanta Corp. 248
2440 S. Progress Dr., Salt Lake City 84119

Quantel 1125
655 Washington Blvd., Stamford, Conn. 06901

Quantum/Weircliffe 2135
2752 Walnut Ave., Tustin, Calif. 92680

Rank Cintel 1134
260 N. Route 303, West Nyack, N.Y. 10994

Rank Precision Industries 512
13340 Saicoy St., Unit F, North Hollywood, Calif. 91605

Research Technology International 922
4700 Chase Ave., Lincolnwood, Ill. 60646

R.F. Technology 548
145 Woodward Ave., S. Norwalk, Conn. 06854

Riviera Broadcast Leasing 1405
7400 Center Ave., #102, Huntington Beach, Calif. 92647

Rohde & Schwartz-Polarad 2012
5 Delaware Dr., Lake Success, N.Y. 11042

Rosco Laboratories 1510
36 Bush Ave., Port Chester, N.Y. 10573

Ross Video Ltd. 1921
500 John St., P.O. Box 220, Iroquois, Ont. K0E 1K0 Canada

Sachtler Corp. of America 1320
55 N. Main St., Freeport, N.Y. 11520

Schneider Corp. of America 1449
400 Crossways Park Dr., Woodbury, N.Y. 11797

Schwem Technology 450
3305 Vincent Rd., Pleasant Hill, Calif. 94523

Scientific-Atlanta 306
P.O. Box 105600, Atlanta 30348

Sescom 1706
2100 Ward Dr., Henderson, Nev. 89015

Shure Brothers 1745
222 Hartrey Ave., Evanston, Ill. 60202

Sigma Electronics 1104
1184 Enterprise Rd., East Petersburg, Pa. 17520

Skotel Corp. 1930
1445 Provencher Blvd., Brossard, Quebec J4W 1Z3

Solid State Logic 1123
228 E. Main St., Milan, Mich. 48160

Sony Communications Co., Sony of America 124
1600 Queen Anne Rd., Teaneck, N.J. 07666

Sound Ideas 300
86 McGill St., Toronto, Ont. M5B 1H2 Canada

Sound Technology 1408
1400 Dell Ave., Campbell, Calif. 95008

Soundtracs 1938
77 Selleck St., Stamford, Conn. 06902

Soundmaster International 1047
306 Rexdale Blvd., #5, Rexdale, Ont. M9W 1R6 Canada

Spectra Cine 1252
820 N. Hollywood Way, Burbank, Calif. 91505

Spectra Image 1836
540 N. Hollywood Way, Burbank, Calif. 91505

Steady-Film Corp. 1202
707 18th Ave., S., Nashville 37203

Steenback 1326
9554 Vassar Ave., Chatsworth, Calif. 91311

Strand Lighting 102
18111 S. Santa Fe Ave., Rancho Dominguez, Calif. 90221

Sunburst Lighting 2033
P.O. Box 9313, Phoenix, Ariz. 85068

Superedit Ltd. 2013
2645 Paulus St., Montreal, Quebec H4S 1E9 Canada

Sylvania Lighting 1020
100 Endicott St., Danvers, Mass. 01923

Symbolics/Graphics division 2110
1401 Westwood Blvd, 3d floor, Los Angeles 90024

Tascam/Teac Corp. of America 1525
7733 Telegraph Rd., Montebello, Calif. 90640

Teccon Enterprises Ltd. 947
686 Cliffside Dr., San Dimas, Calif. 91773

Technical Film Systems 1050
9205 Alabama Ave., #D, Chatsworth, Calif. 91311

Techniform 2014
127 Rue de la Republique, Montigny, 95370 France

Tekskil Industries 2117
108-15290 103A Ave., Surrey, B.C. V3R 7A2 Canada

Tektronix 1330
P.O. Box 500, D.S. 58-699, Beaverton, Ore. 97077

Telemetrics 400
7 Valley St., Hawthorne, N.J. 07506

Telepak San Diego 253
4783 Ruffner St., San Diego 92111

Telescript 1716
445 Livingston St., Norwood, N.J. 07648

Telex Communications 600
9600 Aldrich Ave. S., Minneapolis 55420

Tentel 1152
1506 Dell Ave., Campbell, Calif. 95008

3M/Convention Mgt. 438
225-35-05 3M Center, St. Paul, Minn. 55144-1000

Tiffen Manufacturing 1738
90 Oser Ave., Hauppauge, N.Y. 11788

Timeline/Audio Intervisual Design 2134
270 Lafayette St., New York 10012

Triconcept 1100
2670 Sabourin, St. Laurent, Quebec H4S 1M2 Canada

Trompeter Electronics 1307
P.O. Box 5069 Westlake Village, Calif. 91359-5069

TSM 1342
20 Virginia Ave., West Nyack, N.Y. 10994

Ultimate Corp. 1806
18607 Topham St., Reseda, Calif. 91335

Unique Business Systems 2106
2901 Ocean Park Blvd., #215, Santa Monica, Calif. 90405

United Ad Label Co. 500
10035 S. Greenleaf Ave., Whittier, Calif. 90670

Ushio America 252
20101 S. Vermont Ave., Torrance, Calif. 90502

Utah Scientific 1112
1685 W. 2200 S., Salt Lake City 84119

Venture Lighting International 2041
625 Golden Oak Parkway, Oakwood Village, Ohio 44146

Vertigo Systems International 1736
119 W. Pender St., #221, Vancouver, B.C. V6B 1S5 Canada

Video Design Pro 1908
749 Carver Rd., Las Cruces, N.M. 88005

Video Graphic Systems 2112
4163 St. Clair Ave., Studio City, Calif. 91604

Video Services Unlimited 1808
2720 E. Thomas, Bldg. A, Phoenix, Ariz., 85016

Videomedia SED 700
211 Weddell Dr., Sunnyvale, Calif. 94089

Videotape Products 1912
320 N. Madison Ave., Los Angeles 90004

Videotek 1317
243 Shoemaker Rd., Pottstown, Pa. 19464

Videotelecom 2116
1041 N. Highland Ave., Hollywood, Calif. 90038

Vinten Equipment 902
275-C Marcus Blvd., Hauppauge, N.Y. 11788-2001

WaveFrame Corp. 1552
4725 Walnut St., Boulder, Colo. 80301

Wide Range Electronics Corp. 2036
140 Sun Valley Circle, St. Louis 63026

Winsted Corp. 805
9801 James Cr., Minneapolis 55431

Zaxcom 648
0-52 28th St., Fairlawn, N.J. 07410

Zonal by Mag-zon 1608
7312 Valjean Ave., Van Nuys, Calif. 91406

NABET ends strike; accepts NBC contract

Final two units agree to contract terms; NBC announces 200 jobs eliminated through layoffs and attrition; points to NBC Radio sale as principal reason

The long strike by 2,800 technicians, camera operators and newswriters of the National Association of Broadcast Employees and Technicians against NBC is over.

It began June 29 and ended Oct. 24 and, at 118 days, it was the longest strike in NBC history and the second longest for NABET. As the strike ends, NBC has announced that about 200 union jobs will be eliminated.

Following an Oct. 19 vote by the full membership on NBC's contract offer, two of NABET's 14 units, 20 couriers in the Chicago local and 27 air conditioner and general maintenance workers in Los Angeles, rejected it and, because of union bylaws, forced the strike to continue for another week (BROADCASTING, Oct. 26). A conference call among NABET leaders, NBC officials and representatives from the two units on Oct. 23 failed to produce agreement on the units' points of contention, which included issues of jurisdiction and work rules. A second vote for the two groups was then ordered by NABET President James P. Nolan for the following Saturday. This time both units agreed to the network's proposal, with an 8-to-6 vote in Los Angeles and 16-to-2 in Chicago.

Due to various scheduling problems, not

all of the NABET employees went back to work immediately. The network said, however, that all of them would be notified to be back on the job by today (Nov. 2). According to NABET's John Kreiger, the contract was effective as of ratification, which means that all union members will be paid starting Oct. 24.

NBC president and chief executive officer, Robert Wright, confirmed that 200 union jobs would be eliminated. It is believed that most of the eliminations come as a result of the sale of NBC Radio to Westwood One. According to NBC spokesman Dom Giofre, about 100 of the layoffs will be connected with the sale. Some of the second 100, he said, will be made up of NABET employees that NBC expects got full-time jobs during the strike and were not planning to return in any case. Others, he said, would be offered buyouts. "It's very possible that by the time they get finished with the people that left of their own accord and buyouts, there may be very few if any people that would have to be let go," Giofre said.

During a Monday, Oct. 26, press tour at NBC in New York, Wright told BROADCASTING that the layoffs would come in increments over the first, second and third quarters of 1988, and that an unspecified number of jobs would also be eliminated gradually through attrition. He also said that 25 to 30 NABET members would be disciplined, many of them fired, for violations, such as

vandalism and bodily assault, that occurred during the strike. Kreiger said that those cases would be handled under "the grievance and arbitration procedure." However, he denied rumors that there would be cuts of non-union management workers.

Wright said that the network would now try to improve its working relationship with NABET. "With our other unions we have a pretty good relationship," he said. "The big challenge is to avoid a strike 29 months from now."

Negotiations between NABET and NBC continued for three months after the last contract expired on March 31. The strike began after a June 29 deadline passed without resolution of issues involving temporary hires, technical jurisdictions and the length of the contract, which the union wished to have set at three years rather than the network's proposed two years. In the final contract, a 29-month pact was agreed upon with a 4% cap in temporary hires the first year and 6% the second.

Overall, Kreiger said that one of the reasons for the length of the NABET work action is related to the general atmosphere between American labor and business today which "is more bent on confrontation than it is in some sort of harmonious resolution of the issues between the parties." This has, he said, "aroused a lot more militancy in the unions." As for NABET's image following the strike, he said that "we probably now have come off as the most militant in the broadcast entertainment industry." □



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Brrr-nard is a penny-pinching, pipe-playing pooch who will warn your listeners about the perils of freezing and breaking pipes in their homes... and how to prevent them.

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State Farm Insurance makes them available to you, free—along with a how-to brochure on preventing frozen pipes that you may offer your listeners.

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*Brrr-nard, Public Relations Department,
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Bloomington, Illinois 61710.
Specify audio or 3/4 or 1 inch video.*



Stock Index

	Closing Wed Oct 28	Closing Wed Oct 21	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
BROADCASTING						
N (CCB) Capital Cities/ABC	319 1/2	355 1/2	- 36	- 10.12	22	5,165
N (CBS) CBS	163	168 3/4	- 5 3/4	- 03.40	10	3,846
A (CCU) Clear Channel	10 5/8	14	- 3 3/8	- 24.10	20	34
O (INFT) Infinity Broadcasting	15 3/8	17	- 1 5/8	- 09.55	-118	129
O (JCOR) Jacor Commun.	5 1/4	6 1/4	- 1	- 16.00		29
O (LINB) LIN	35 1/8	40	- 4 7/8	- 12.18	18	1,883
O (MALR) Malrite	5 1/4	7	- 1 3/4	- 25.00	-7	71
O (MALRA) Malrite 'A'	4 3/4	5 3/4	- 2	- 29.62	-6	64
O (OBCCC) Olympic Broadcast	4	6	- 2	- 33.33		10
O (OSBN) Osborn Commun.	4 1/2	5 3/4	- 1 1/4	- 21.73	-3	18
O (OCOMA) Outlet Commun.	10	13	- 3	- 23.07		65
A (PR) Price Commun.	9 7/8	10 5/8	- 3/4	- 07.05	-4	84
O (SCRIP) Scripps Howard	75	79	- 3	- 03.79	25	784
O (SUNN) SunGroup Inc.	1 1/2	1 1/2		00.00	-2	3
O (TLMD) Telemundo	6 1/8	8	- 1 7/8	- 23.43	-1	35
O (TVXG) TVX Broadcast	5 3/4	7 1/4	- 1 1/2	- 20.68	-3	34
O (UTVI) United Television	14 3/4	21 1/4	- 6 1/2	- 30.58	24	161

BROADCASTING WITH OTHER MAJOR INTERESTS						
N (BLC) A.H. Belo	45	54 3/4	- 9 3/4	- 17.80	14	484
A (AAR) Adams Russell	33 3/4	38 7/8	- 5 1/8	- 13.18	562	225
O (ASTV) Amer. Comm. & TV	3/32	1/8	- 1/32	- 25.00		7
N (AFL) American Family	12	13	- 1	- 07.69	11	966
O (ACOMA) Assoc. Commun.	20	28	- 8	- 28.57		190
O (BMAC) Bus. Men's Assur.	31 1/2	37 1/4	- 5 3/4	- 15.43	-13	329
N (CCN) Chris-Craft	13	16 1/4	- 3 1/4	- 20.00	15	262
N (DNB) Dun & Bradstreet	49	53	- 4	- 07.54	20	7,450
O (DUCO) Durham Corp.	20 1/4	25	- 4 3/4	- 19.00	11	172
N (GCI) Gannett Co.	35 1/2	38 5/8	- 3 1/8	- 08.09	19	5,736
N (GY) GenCorp	59 3/4	76	- 16 1/4	- 21.38	10	1,334
O (GCOM) Gray Commun.	153	169	- 16	- 09.46	26	76
N (JP) Jefferson-Pilot	27 1/4	29 1/2	- 2 1/4	- 07.62	9	1,095
N (KRI) Knight-Ridder	35	44 7/8	- 9 7/8	- 22.00	13	2,008
N (LEE) Lee Enterprises	21	24 1/2	- 3 1/2	- 14.28	12	522
N (LC) Liberty	33	40	- 7	- 17.50	11	315
N (MHP) McGraw-Hill	51	58	- 7	- 12.06	17	2,577
A (MEGA) Media General	26	33 3/4	- 7 3/4	- 22.96	38	733
N (MDP) Meredith Corp.	25 3/4	28 1/2	- 2 3/4	- 09.64	13	494
O (MMEDC) Multimedia	39 5/8	48 3/4	- 9 1/8	- 18.71	3962	435
A (NYTA) New York Times	30	34 3/8	- 4 3/8	- 12.72	16	2,457
O (NWS) News Corp. Ltd.	16	21	- 5	- 23.80	10	2,027
O (PARC) Park Commun.	25 1/2	30 1/2	- 5	- 16.39	22	351
O (PLTZ) Pulitzer Publishing	30	36 3/4	- 6 3/4	- 18.36	24	314
N (REL) Reliance Group Hold.	5 3/8	6 1/4	- 7/8	- 14.00	5	403
O (RTSY) Reuters Ltd.	42 3/4	56 3/4	- 14	- 24.66	20	17,747
T (SKHQ) Selkirk	19 1/2	31	- 11 1/2	- 37.09	42	158
O (STAUF) Stauffer Commun.	155	145	10	06.89	25	155
A (TO) Tech/Ops Inc.	21	27 1/2	- 6 1/2	- 23.63	8	45
N (TMOR) Times Mirror	71 1/2	74 1/2	- 3	- 04.02	14	4,611
O (TMC) TM Communications	1 3/8	1 3/4	- 3/8	- 21.42	6	10
O (TPCC) TPC Commun.	1/4	1/4		00.00		2
N (TRB) Tribune	30 3/4	38 3/4	- 8	- 20.64	11	2,423
A (TBSA) Turner Bcstg. 'A'	9 1/4	12	- 2 3/4	- 22.91	-1	201
A (TBSB) Turner Bcstg. 'B'	8 1/4	11 1/8	- 2 7/8	- 25.84	-1	179
A (WPOB) Washington Post	166	199	- 33	- 16.58	18	2,132

PROGRAMING						
O (SP) Aaron Spelling Prod.	5 1/8	6 5/8	- 1 1/2	- 22.64	4	94
O (ALLT) All American TV	1 1/2	1 3/4	- 1/4	- 14.28		1
O (BRRS) Barris Indus.	5 5/8	7 1/4	- 1 5/8	- 22.41	2	50
N (KO) Coca-Cola	38 3/4	41 1/4	- 2 1/2	- 06.06	14	14,647
A (CLR) Color Systems	4 1/8	5 3/4	- 1 5/8	- 28.26	-2	21
A (CLR) Color Systems	4 1/8	5 3/4	- 1 5/8	- 28.26	-2	21
O (CAVN) CVN Cos.	8 5/8	11 1/4	- 2 5/8	- 23.33	-26	157
A (DEG) De Laurentis Ent.	3 1/4	4	- 3/4	- 18.75	-2	36
O (dcp) dick clark prod.	4 5/8	6	- 1 3/8	- 22.91	11	38
N (DIS) Disney	48 1/2	59 1/4	- 10 3/4	- 18.14	17	6,371
N (DJ) Dow Jones & Co.	30	35 1/2	- 5 1/2	- 15.49	14	2,904
O (EM) Entertainment Mktg	3 5/8	4 3/4	- 1 1/8	- 23.68	12	44
O (FNNI) Financial News	5 3/8	6 7/8	- 1 1/2	- 21.81	33	63
A (FE) Fries Entertain.	2 1/8	2 5/8	- 1/2	- 19.04	9	11
N (GW) Gulf + Western	63	66 3/4	- 3 3/4	- 05.61	14	3,828
O (HRSI) Hal Roach	4 1/4	5 1/2	- 1 1/4	- 22.72	-9	29
A (HHH) Heritage Entertain.	3 1/8	3 7/8	- 3/4	- 19.35	3	14
A (HSN) Home Shopping Net.	5 3/4	7 7/8	- 2 1/8	- 26.98	15	494
N (KWP) King World	13 3/4	20 3/4	- 7	- 33.73	14	411
O (LAUR) Laurel Entertainment	1 1/8	2 1/8	- 1	- 47.05	2	2
A (LT) Lorimar Telepictures	7	10	- 3	- 30.00	-5	320
N (MCA) MCA	35	39 7/8	- 4 7/8	- 12.22	16	2,659
N (MGM) MGM/UA Commun.	7	8 5/8	- 1 5/8	- 18.84	-8	350
A (NHI) Nelson Holdings	1 1/8	1 5/8	- 1/2	- 30.76	-11	30

	Closing Wed Oct 28	Closing Wed Oct 21	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
PROGRAMING						
A (NWE) New World Enter.	4 1/4	5	- 3/4	- 15.00	3	45
N (OPC) Orion Pictures	7 3/4	9 3/8	- 1 5/8	- 17.33	12	133
O (MOVE) Peregrine Entertain.	2 1/4	4 1/4	- 2	- 47.05	-75	5
N (PLA) Playboy Ent.	10 1/8	11 1/4	- 1 1/8	- 10.00	-6	95
O (QVCN) QVC Network	4 3/4	6 1/2	- 1 3/4	- 26.92		31
O (RVCC) Reeves Commun.	4 3/8	7 5/8	- 3 1/4	- 42.62	437	54
O (RPICA) Republic Pic. 'A'	4 1/2	6 1/2	- 2	- 30.76	50	19
O (RPICB) Republic Pic. 'B'	6 1/2	8 3/4	- 2 1/4	- 25.71	46	4
A (RHI) Robert Halmi	1 5/8	2 1/8	- 1/2	- 23.52	6	36
O (SMNI) Sat. Music Net.	113/16	2 3/8	- 9/16	- 23.68	-45	16
O (TRSP) Tri-Star Pictures	8 1/2	11 1/8	- 3 3/8	- 23.27	20	342
N (WCI) Warner	23 3/8	26 7/8	- 3 1/2	- 13.02	14	2,923
O (WWTW) Western World TV	3/8	7/8	- 1/2	- 57.14	2	
O (WONE) Westwood One	13 1/4	19 3/4	- 6 1/2	- 32.91	17	164

SERVICE						
O (BSIM) Burnup & Sims	5	5		00.00	10	79
O (CVSI) Compact Video	2	2 7/8	- 7/8	- 30.43	-1	13
N (CQ) Comsat	23 7/8	27	- 3 1/8	- 11.57	-9	437
N (FCB) Foote Cone & B.	46 1/2	48 1/2	- 2	- 04.12	14	193
O (GREY) Grey Advertising	100	115	- 15	- 13.04	14	121
O (IDBX) IDB Communications	7 1/4	11	- 3 3/4	- 34.09	29	29
N (IPG) Interpublic Group	24	29 7/8	- 5 7/8	- 19.66	11	533
A (MOV) Movielab	6 3/4	6 3/4		00.00		11
O (OGL) Ogilvy Group	22 1/4	25 3/4	- 3 1/2	- 13.59	11	307
O (OMCM) Omnicom Group	17	19 1/2	- 2 1/2	- 12.82	-77	416
O (SACHY) Saatchi & Saatchi	18	21 3/8	- 3 3/8	- 15.78	9	2,622
O (TLMT) Telemation	2 1/2	2 1/2		00.00	10	11
A (TPO) TEMPO Enterprises	4 3/8	5 1/8	- 3/4	- 14.63	14	25
A (UNV) Unitel Video	8	7 7/8	1/8	01.58	11	17

CABLE						
A (ATN) Acton Corp.	13 3/8	14 5/8	- 1 1/4	- 08.54		15
A (ACN) American Cable	36 1/2	39 1/2	- 3	- 07.59	-71	342
O (ATCMA) Amer. TV & Comm.	19 1/4	21 1/8	- 1 7/8	- 08.87	74	2,106
A (CVC) Cablevision Sys. 'A'	17	24	- 7	- 29.16	-29	357
N (CNT) Centel Corp.	53 1/2	54 1/2	- 1	- 01.83	14	1,544
O (CCCO) Century Commun.	11	14	- 3	- 21.42	1100	318
O (CMCSA) Comcast	16 3/8	20 5/8	- 4 1/4	- 20.60	-74	679
O (ESSXA) Essex Commun.	12 3/4	16 7/8	- 4 1/8	- 24.44	-28	47
A (FAL) Falcon Cable Systems	15	17 1/8	- 2 1/8	- 12.40	-46	95
O (JOIN) Jones Intercable	8	11 1/4	- 3 1/4	- 28.88	25	101
T (MHPQ) Maclean Hunter 'X'	17 1/2	19 3/4	- 2 1/4	- 11.39	24	644
O (RCCAA) Rogers Cable A.	14 5/8	17 3/8	- 2 3/4	- 15.82		75
O (TCAT) TCA Cable TV	20 1/4	22 3/4	- 2 1/2	- 10.98	41	219
O (TCOMA) Tele-Commun.	18 5/8	21	- 2 3/8	- 11.30	30	2,702
N (TL) Time Inc.	75 1/2	88 3/4	- 13 1/4	- 14.92	12	4,482
O (UACI) United Art. Commun.	14 3/4	20 1/2	- 5 3/4	- 28.04	122	605
N (UCT) United Cable TV	19	23 1/2	- 4 1/2	- 19.14	-316	717
N (VIA) Viacom	10 7/8	17 3/8	- 6 1/2	- 37.41		579
N (WU) Western Union	2	3 1/8	- 1 1/8	- 36.00		48

ELECTRONICS/MANUFACTURING						
N (MMM) 3M	56	61 1/2	- 5 1/2	- 08.94	15	12,824
O (AMCI) AM Communications	5/8	11/16	- 1/16	- 09.09		2
N (ARV) Arvin Industries	18 3/8	20 1/2	- 2 1/8	- 10.36	7	343
O (CCBL) C-Cor Electronics	5 1/2	6 1/4	- 3/4	- 12.00	15	11
O (CATV) Cable TV Indus.	1 3/4	2 1/8	- 3/8	- 17.64	-11	5
A (CEC) Cetec	4	4 1/2	- 1/2	- 11.11	133	7
N (CHY) Chyron	4 1/8	5	- 7/8	- 17.50	15	42
A (CXC) CMX Corp.	1	1 1/4	- 1/4	- 20.00	14	6
A (COH) Cohu	5 3/4	6 3/8	- 5/8	- 09.80	13	10
N (EK) Eastman Kodak	52 7/8	57 1/2	- 4 5/8	- 08.04	13	11,946
N (GRL) Gen. Instrument	23 3/8	27 1/2	- 4 1/8	- 15.00	-10	761
N (GE) General Electric	43 7/8	50 1/2	- 6 5/8	- 13.11	16	40,102
O (GETE) Geotek Inc.	1	1 1/4	- 1/4	- 20.00	-3	3
N (HRS) Harris Corp.	24 7/8	28 1/4	- 3 3/8	- 11.94	13	730
O (MCDDY) Microdyne	2 1/2	3 3/8	- 7/8	- 25.92	-1	10
N (MOT) Motorola	41	49 3/8	- 8 3/8	- 16.96	22	5,271
N (NPH) N.A. Philips	55 1/2	55 1/2		00.00	19	1,609
N (OAK) Oak Industries	1	1 1/4	- 1/4	- 20.00	1	72
A (PPI) Pico Products	3 3/4	5 1/4	- 1 1/2	- 28.57	-75	13
N (SFA) Sci-Atlanta	8 3/4	10 1/2	- 1 3/4	- 16.66	-97	204
N (SNE) Sony Corp.	27	33 3/4	- 6 3/4	- 20.00	44	6,243
N (TEK) Tektronix	26	32	- 6	- 18.75	19	845
O (TLCR) Telecrafter	2 3/4	4 1/4	- 1 1/2	- 35.29	12	4
N (VAR) Varian Assoc.	21 3/4	25 1/4	- 3 1/2	- 13.86	108	472
N (WX) Westinghouse	42 3/4	53	- 10 1/4	- 19.33	8	6,109
N (ZE) Zenith	12 1/4	16 1/2	- 4 1/4	- 25.75	49	311
Standard & Poor's 400	264.50	295.71	-	31.21	-	10.55

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.

NBC chief stresses new business opportunities

Wright calls for improved relations between programmers and broadcasters

NBC President Robert Wright said last week that his network will be "looking at new business opportunities inside and outside" the broadcasting industry, in an effort to "keep and expand our audience."

Appearing at a luncheon of the International Radio and Television Society in New York, Wright warned the broadcast industry about being too preoccupied with the bottom line. He said that concern should not come at

the expense of the product, which for the broadcast industry is programming. Wright also urged various members of the electronic media—network, cable, independents and others—to stop bickering and to "start looking, for a change, at what unites our diverse businesses." He said that battles of the past "have no relevance to the audience demands of 1987. It's time to examine more objectively whether we can put some of these Holy Wars behind us, and find ways to work together."

behind us, and find ways to work together."

Wright said he sees nothing wrong with broadcast television selling programs to cable. "Yes, cable is the competition," he said. "But it is also a market for programming and a source of income."

Without offering specifics, Wright called for improved relationships between program suppliers and broadcasters. "We should be working on new ways to improve the relationship between those who create programs and those who broadcast them. Surely there is enough talent, creativity and tenacity among us to come up with innovative new



Biondi; Margaret Richebourg, Richebourg Marketing; Griffith; Lynn Lavine, *Television Digest*; Malone; Williams; Grimes; Ann Stookey, Pittelli & Partners, and Mooney.



Malone

Photos by Bruce Hottel

Hot time. The cable industry got a chance to let John Malone have it last week, at a roast in honor of the TeleCommunications Inc. president and chief executive officer sponsored by Women in Cable at Washington's Omni Shoreham hotel (and attended by 640). The event raised \$35,000 for the Betsy Magness Fellowship. (Magness co-founded TCI with her husband, TCI Chairman Bob Magness.)

CNN anchor Mary Alice Williams was mistress of ceremonies, repeating the role she had when WIC roasted Ted Turner. "John Malone is to compromise what Gary Hart is to self denial," said Williams, beginning a night of laughter at Malone's expense. "The most popular bumper sticker in the TCI parking lot is 'Will Rogers Never Met John Malone,'" she said.

Jim Mooney, president of the National Cable Television Association, prefaced his remarks by saying it was the first dinner in Washington he had attended where lawyers from the Justice Department's antitrust division had their own table. Mooney described a scenario in 1997 when he was testifying before a House committee. "I am pleased to be here today on behalf of my member," he said. Mooney told the committee that Malone's 20% purchase in the Catholic Church was for investment purposes only. And he testified that Malone, after buying Japan, intended to keep it as a separate subsidiary, retaining two classes of yen—Class A for internal use and class B for use in foreign markets. William Grimes, president of ESPN, described a new 101-year affiliation deal ESPN had signed with TCI, "which will get us a nickel per sub per year in the year 2080." Grimes said he and Malone were born on the same day (a true statement), and that they were twins. Mrs. Malone showed up the next day, said Grimes, and he talked about his dreams to run a successful programming service that would one day have the NFL. Malone looked up at her and said two words: "asset accumulation." Whereupon Mrs. Malone said: "'That's my boy' and took him home," Grimes said.

The ESPN president said Malone is an enthusiastic supporter of

programming, following the Darwinian theory of "survival of the fittest and those who cut the best deal. We've all had fun at his expense," Grimes concluded, "but we all could end up paying for this."

Alan Griffith, executive vice president of the Bank of New York, a principal TCI lender (and on whose board Malone sits), described the TCI headquarters, "where I have been many times to get my money back." He described the inner sanctum, including the conference room, "or hall of mirrors" as it is known around TCI. "That's where they put it all together," said Griffith, operating on the philosophy of "buy low and borrow a lot of money from the bank."

Frank Biondi, president of Viacom, was in a similar position as Grimes at the roast, being a programmer who did not want to offend the end retailer. "This is delicate," said Biondi, "you can do some permanent damage." Biondi spoke about Malone's sense of humor. "John laughs a lot, but he laughs with his arms folded," said Biondi, causing one to be wary.

"There is a special alarm in [Malone's] office," said Biondi, "the too-close-to-fair alarm. When it gets too close to fair, it goes off." Biondi also described a vision in which Malone was at the helm of a 60-foot galleon, that Biondi, Ted Turner, Michael Fuchs, Tony Cox and John Cooke were rowing. The question, Biondi said, "was do we tip the whipper?" But Malone's biggest contribution to the cable industry, he said, "is that he is the one individual who understands what John Sie is saying."

Malone, who was presented with a royal robe, crown and ring, thanked the roasters and the crowd, and closed the evening by showing that one good turn deserves another. "Tomorrow will dawn," he said, "and we'll all get over our hangovers and retaliate."

The proceeds from the roast went to the Magness fellowship, which was created by Women in Cable earlier this year. It is designed to fund the education of underprivileged young people interested in cable and the management development of women in the industry.

other merger terms resulted from circumstances entirely beyond our control. The historic upheaval in the financial markets during the past week has adversely affected the cable TV industry, as evidenced by sharp declines in prices for publicly traded cable TV operators. Unsettled conditions in the financial markets have also negatively impacted customary sources for financing the acquisition of cable properties. In addition, recently proposed tax law changes which would severely limit the deductibility of interest incurred in connection with any acquisition... complicated our efforts to reach a definitive agreement." Given that, said Sampson, "the revised merger terms are in the best interests of [our] shareholders." Sampson added that NACC and its financial advisers agreed that the \$29.10-per-share offer "is a fair price, whether measured against conditions prevailing two weeks ago or today."

The deal is subject to the approval of NACC shareholders, expected in January 1988, and local regulatory authorities. Star is financing the merger through Morgan Stanley and has placed \$2,700,000 in an escrow account that NACC would receive if financing for the merger cannot be obtained.

The new per-share price is only 10 cents more than had been offered for the company by Western Telecommunications Inc., which bid \$29 per share for NACC in early October (BROADCASTING, Oct. 12). It, like Star, had systems close to NACC's operations in Wisconsin. NACC's board voted at that time to go with the \$31.10 per share. WTCI bought

Fifth Estate Earnings

Company	Quarter	Revenue (000)	% change	Earnings (000)	% change	EPS
AME Inc.	Third	\$9,644	47	\$1,032	84	\$0.20
Cable TV Industries	Second	\$10,136	32	\$233	NM	\$0.08
C-Cor Electronics	Year	\$29,286	33	\$1,481	NM	\$0.60
	Fourth	\$8,164	40	\$341	16	\$0.16
Century	Year	\$109,888	70	(\$3,090)	NM	(\$0.11)
	Fourth	\$39,027	112	(\$3,645)	NM	(\$0.13)
Entertainment Mktg	Second	\$37,600	152	\$624	82	\$0.05
General Electric	Third	\$9,732,000	1	\$703,000	16	\$0.77
General Instrument	Second	\$284,948	71	\$14,984	361	\$0.43
Home Shopping Network	Year	\$582,100	363	\$29,500	174	\$0.33
	Fourth	\$159,900	199	\$3,300	(41)	\$0.04
Peregrine Entertainment	Second	\$3,155	(22)	\$307	(70)	\$0.12
Playboy	Year	\$161,767	(11)	\$11,117	NM	\$1.18
	Fourth	\$43,402	1	\$47,048	NM	\$0.75
Prism Entertainment	Second	\$5,202	1	\$457	4	\$0.21
Spelling Productions	Year	\$149,572	(33)	\$21,457	(11)	\$1.16
	Fourth	\$27,522	(18)	\$4,288	8	\$0.23
Tektronix	Year	\$1,395,885	3	\$51,188	30	\$1.33
	Fourth	\$355,336	4	\$460	(94)	\$0.02
Time Inc.	Third	\$174,000	78	\$74,000	(71)	\$3.98
United Cable TV	First	\$61,041	17	(\$667)	NM	(\$0.02)
Varian Associates	Third	\$252,361	14	\$4,331	NM	\$0.20
Vista Organization	Second	\$3,904	993	(\$154)	NM	(\$0.01)
Western Tele-Comm. Inc.	Second	\$21,026	82	\$1,502	(67)	\$0.18
Westwood One	Third	\$23,972	40	\$2,798	13	\$0.20

6.6% of NACC's common stock in September, and announced at the time of the Star offer that it would sell the shares it held.

Star Midwest, based in Fond du lac, Wis., has 78,500 subscribers in four Midwestern states. It is a subsidiary of Star Cablevision, and was formed in the past month after the parent company bought a number of cable systems from four cable companies for \$133 million (BROADCASTING, Oct. 12). Those systems constitute Star Midwest. Star Cablevision has 85,000 subscribers in Wisconsin, Michigan, Minnesota and Arizona. NACC, based in Hector, Minn., operates 66 systems in Minnesota and Wisconsin serving 56,000 subscribers. Communications Equity Associates served as financial adviser to NACC in the proposed deal. □

Closed:

September 14, 1987

WHYN/WHFM Springfield, MA

from R&R Broadcasting to Wilks/Schwartz Broadcasting for

\$10,800,000

and

WIXY/WAQY Springfield, MA

from Wilks/Schwartz Broadcasting to George Silverman for

\$8,750,000



Mike Schwartz, Don Wilks, Dan Gammon,
and George Silverman

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Roach, Halmi to tie knot

Stock swap set for production and distribution companies that have long-standing business relationship

Hal Roach Studios and TV program production company Robert Halmi Inc. have agreed to merge in a stock swap valued at approximately \$115 million.

The agreement, which formally brings together two companies that have had close business ties in recent years, calls for holders of Roach stock to exchange their shares on a one-for-one basis for shares in the combined company, called HRI Group Inc., while holders of Halmi common stock will exchange their shares on a two-and-a-half-for-one basis.

Roach Executive Vice President John Lloyd said the companies expect to submit a

AME Inc., entertainment industry post-production company, completed initial public offering of common stock on April 1, 1987, raising \$15.7 million and increasing number of outstanding shares to 5.25 million. ■ **Cable TV Industries** reported net loss in same period 1986 of \$191,000. ■ **C-Cor Electronics** had net gain compared to 1986 fiscal year net loss of \$4.3 million. Results for year include extraordinary item of \$510,000 to reflect use of net operating loss carryover. ■ **Century Communications** attributed earnings decline from \$823,000 in fiscal year 1986 to increases in depreciation, amortization and interest charges related to acquisitions concluded late in fiscal 1987. Operating income before depreciation and amortization was \$60.2 million, up 72% over previous year. ■ **Entertainment Marketing** second-quarter earnings include extraordinary gain of \$265,000 from purchase of company's subordinated convertible debentures. ■ **General Instrument** cited improved profitability in cable TV equipment, coaxial cable, satellite encryption and other business. ■ **Home Shopping Network** realized \$4.4-million gain during fourth quarter from purchase of Canadian Cable Value network. Company also reported \$5.6-million nonrecurring expense during quarter from discontinuation of Home Shopping Game. ■ **Playboy** reported improvement from net loss for previous fiscal year of \$62.2 million and net loss for year-ago fourth quarter of \$16.3 million. Video group, which includes Playboy Channel cable service, pay-per-view and home videocassette business, posted \$1.4 million operating profit on revenue of \$29.1 million, compared to \$7.2 million operating loss in 1986. ■ **Prism Entertainment Corp.** said subsidiary Fox/Lorber reported record sales and profit in quarter, with earnings up 4.1%. ■ Net income decline for Spelling Productions in fiscal year 1987 was attributed by company to higher interest expense and lower investment tax credit. ■ **Tektronix** said its Television Products Division had "profitable year," with sales up internationally, but "down slightly stateside." ■ **Time Inc.** last year third quarter recorded one-time pretax gain of \$351 million on initial public offering of shares in cable TV subsidiary, American Television & Communications Corp., offset by \$50 million pretax charge on cost of relocating Time subscription fulfillment operations. Company had \$15-million pretax gain this quarter from sale of *Discover* magazine. ■ Despite net loss for quarter compared to 1987 first quarter earnings of \$1.87 million, **United Cable** reported record revenue; record operating income of \$25.29 million, up 17% from year ago period, and record cash flow (net income plus depreciation and other noncash items) of \$13.797 million. ■ **Varian Associates** reported net earnings against 1986 third-quarter net loss of \$5.2 million. ■ Second-quarter television operating revenue for **The Vista Organization** was \$300,000, with six-month TV revenue of \$7.4 million, both related to TV mini-series, *At Mother's Request*. Home video operating revenue was \$2.83 million for quarter. ■ **Western Tele-Communications Inc.** reported cable television revenue of \$8.1 million for quarter. ■ Record third-quarter revenue was reported by **Westwood One**, which cited "increase [in] company's market share through better utilization of its commercial inventory and through the acquisition of the NBC Radio Networks."

joint proxy statement to the Securities and Exchange Commission by this week or next for approval, and will later schedule special shareholder meetings to complete the deal.

Lloyd said recent stock market volatility would not affect the agreement, which was based on stock ratios set before the Oct. 19 stock market crash, when Roach stock was at \$6.25 and Halmi stock was at \$2.88. Roach closed last Wednesday at \$4.25, Halmi at \$1.63.

Roach had held a 23% share of Halmi since May 1986, along with an exclusive distribution agreement for its television movies, mini-series and cable series. Roach executives first proposed the two companies combine into a new entity last August, but had to revise the deal after Halmi board members objected to the purchase of warrants totalling up to 51% of the new company by an Australian entertainment and resort company, Qintex.

Qintex, which recently bought Australia's Seven Network and owns six TV stations in that country, has a 35% share of Hal Roach, which would have grown to over 50% after exercising options in May 1988. In the current deal, Qintex will only have the right to purchase up to 51% of the new company in the open market, in private transaction or by tender offer, not by purchase of warrants.

Qintex's U.S. subsidiary will supply at least \$70 million in credit to the new com-

pany for financing new productions and has also agreed to use the new company exclusively for its U.S. media and entertainment investments.

Other principal investors in Roach who will now hold seats on the new company's 14-person board include a Canadian company Glenex Industries, and Outlet Communications.

Lloyd said the companies will not need to change structurally to adjust to the joined operation, and the combined staff of about 60 (48-49 from Roach Studios) will remain

in place. Robert Halmi Sr. will remain as chairman of the new company; David Evans, formerly president and chief operating officer of Roach, will be chief executive officer, and Robert Halmi Jr., will head the company's production activities.

Roach Studio's efforts have largely been in the development of its colorized film and TV series libraries, with the recent purchase of rights to colorize vintage TV series, *Leave It To Beaver*, *McHale's Navy*, *The Munsters* and *Dennis The Menace*.

The company has also committed approximately \$50 million in the last five months to the development of a first-run show, *TNT*, starring Mr. T and schedule to air in January 1988, and it is also selling a weekday afternoon teen-age strip, entitled *Flip*, and one-hour morning strip, *Family Show*. The company has also purchased from MCA the rights to distribute 85 episodes of *The New Leave It To Beaver*.

Halmi's recent television movie product includes *Barnum*, *Pack of Lies*, *Pals*, *Choices* and *Murder on the Rue Morgue*, as well as mini-series, a series called *Crossbow* now airing on cable network CBN, first-run movies and pilot orders from ABC and CBS. □

Classic workshops. NBC will sponsor two career development workshops for classical musicians Nov. 14 and 15 at Dorothy Chandler Pavilion in Los Angeles and Nov. 21-22 at Greenwich House Music School in New York. "Career Moves: A Business Workshop for the Performing Musician" will be conducted by Concert Artists Guild, and is open to "all musicians considering or already pursuing a performing career." Among session speakers will be Jay Rodriguez, vice president-corporate information, NBC; Diane Osen, manager, community services, NBC; critics Allen Hughes and Alan Rich; conductor Murry Sidlin, and representatives of CAG. Topics to be covered include stage deportment, preparing for auditions, making demonstration tapes, publicity, networking, financial planning and choosing a manager.

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Whole lot of changin' goin' on

The Lifetime cable network has made several changes in its lineup, effective today (Nov. 2), including a complete revamping of its prime time weekday schedule. The three off-network hours, *Flamingo Road*, *Jack and Mike* and *Falcon Crest*, which ran from 6 to 9 p.m., have been replaced by *Kay O'Brien, Family* (returning to Lifetime's schedule) and *Lady Blue*.

One of Lifetime's new original programs this fall, *Way Off Broadway—Joy Behar*, has been moved from 9 p.m. weekdays to 11 p.m. on Thursday and Friday. On Saturday, the show moves up one-half hour from 10 p.m. to 9:30 p.m. According to a Lifetime spokeswoman, *Broadway*, which stars comedian Joy Behar, was moved to a later time period to accommodate its younger-skewing audience (18-34-year-olds). In addition to a new time slot, *Broadway's* focus will become a "little more mainstream," and not "quite so off center" in the future, the spokeswoman said. From a production standpoint, two shows will be produced each week instead of four, allowing *Broadway's* staff more time to work on each program.

In addition, Lifetime's two-hour movie slot moves from 10 p.m. weekdays to 9 p.m. An action-adventure program, *Cover Up*, returns to the schedule, and will run Monday through Wednesday at 11 p.m. At midnight, where Lifetime had been repeating *Broadway* Monday through Thursday, and *The Dr. Ruth Show* on Friday, the network has put *Flamingo Road* on Monday through Wednesday, with *Dr. Ruth* running on Thursday and Friday.

Falcon Crest will move to the daytime schedule at 11 a.m. *Mother's Day* and *What Every Baby Knows*, two half hours that ran at 11 and 11:30 a.m., respectively, have moved to noon and 12:30, respectively, replacing *Our Group* and *Couples*. *Our Group* will be seen on Saturday at 10:30 p.m. The new Saturday lineup has *Sneak Previews* at 7 p.m. (moved back from 9 p.m.), scheduled between *Lifetime Moviebreak* films at 5 p.m. and 7:30. *Broadway* runs at 9:30 and *Our Group* at 10:30.

Jack and Mike, a limited strip series, remains on the Saturday schedule at 4 p.m.

From Sept. 21 to 30, the only time period for which ratings were available, *Flamingo Road* averaged a 0.7, *Jack and Mike* 0.6, *Falcon Crest* 0.3 and *Way Off* 0.4.

NCTA news

The National Cable Television Association has created a quarterly newsletter, entitled *Linking Up*, to provide general managers with community relations ideas. The first issue provides suggestions for linking national events, such as the Ace awards competition or National Cable Month, with local promotions or events. The newsletter will also share community relations success stories with others in the industry.

In other NCTA news, the association announced that John Goddard, president and CEO, Viacom, will chair the 14-member planning committee for the 1988 annual convention, April 30-May 3, in Los Angeles. The theme will be "Cable '88: Seeing is Believing."

No thanks

The board of Selkirk Communications has rejected the \$35-per-share (Canadian) offer for the company by Rogers Communications. The board announced it would not tender any class A or B shares because it could not deliver on Rogers's request for all class B shares. Southan Inc., a substantial stockholder in Selkirk with 42% of class A stock, declined to sell any of its 20% class B stock.

Infomercial offering

A new cable network built around infomercials is in the planning stages, with its founders hoping for a launch early next year. Teleworld Network Television said all its programming material will be supplied by advertisers, 50% of which it anticipates will come from abroad.

The network is being launched by Gerald Adler, a former president of NBC Enterprises, and William Cameron, a former ad agency executive and programming vice president for NBC-TV and Golden West Television. Adler is president and chief executive officer and Cameron chairman of Teleworld. Teleworld hopes eventually to roll out the service to Europe.

The aim is to draw advertisers with longer-form informational advertising to the network, where rates are significantly less than a broadcast timebuy. Cameron said the service won't replace ad budgets, but would serve to add another layer of coverage for product manufacturers. Projected rates are \$350 per minute for commercial buyers and \$100 per minute for private individuals. Cameron anticipates infomercials to range from three to 30 minutes in length. Initially the service will be on four hours per day.

Infomercials on the service will be grouped by category, said Cameron. It is anticipated that would include one for major foreign businesses with customers in the U.S., such as European automobile manufacturers. An international real estate section will deal in vacation exchanges, for instance, an apartment in Paris that could be traded for a week or a month with a home in

September, 1987

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Bel Air, said Cameron. A section on international art and photography is also anticipated as well as a section on international theaters, which would give U.S. viewers information on what shows are sold out in London, for example.

Also anticipated are financial segments with long-form analysis from financial services, a high fashion segment, a travel and leisure section, a portion devoted to music videos that corporations have made but that get little or no air play, and a personals section, where individuals could show off weddings, roasts, parties or their own talents. "We want to be more of a spectrum," said Cameron, in contrast to targeting a specific

area, as the Travel Channel or the Fashion Channel have done. The service can also be used for specific business targets, said Cameron, such as presentations to shareholders, company employees, product dealers, distributors and salesmen.

For instance, Cameron said, a Sotheby's advertisement may explain its history and business and then include a commercial message at the end. Cameron anticipates 50% of the infomercials will have some direct marketing/home shopping message. Teleworld is setting up a telemarketing staff for the service and intends to share 7% of the revenue from sales with cable operators.

The network is presently negotiating for

MSO commitments and hopes to have enough by mid-November to justify a March 15 launch. Teleworld is offering cable operators a stake in the service, and has set aside five million shares for cable operator equity, although officials said that could grow depending on major MSO affiliations. The company has 55 million shares owned by its founders and institutional investors. Teleworld is traded out of Salt Lake City and was trading last week at around 50 cents. The company hopes eventually to get on the NASDAQ board.

In addition to the telemarketing cut, cable operators will get three minutes of advertising each hour on the service.

For the Record

As compiled by BROADCASTING, Oct. 21-28, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. ch.—channel. CH—critical hours. chg.—change. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. H&V—horizontal and vertical. khz—kilohertz. kw—kilowatts. lic.—license. m or M—meters. MEOC—maximum expected operation value. mhz—megahertz. mi.—miles. mod—modification. N—night. pet for recon—petition for reconsideration. PSA—presunrise service authority. pwr—power. RC—remote control. S-A—

Scientific-Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U or unl—unlimited hours. vis.—visual. w—watts. *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. 1 meter—3.28 feet.

Ownership Changes

Applications

- KSAR(FM) Salem, AR (96.9 mhz; 2.5 kw; HAAT: 320 ft.)—Seeks assignment of license from Mountain Home

Broadcasting Corp. to Salem Broadcasting for \$125,000. Seller has no other broadcast interests. Buyer is owned by James and Ruth Bragg, who have no other broadcast interests. Filed Oct. 9.

- KNOB(FM) Long Beach, CA (BALH871015HT; 97.9 mhz; 79 kw; HAAT: 410 ft.)—Seeks assignment of license from Pennino Music Co. to Spanish Broadcasting System for \$15 million. Seller is owned by Jeanette and John Banoczi and Lyn Boulay, who also own KBZT(FM) La Quinta, Calif. Buyer is New York-based group of three AM's and one FM, principally owned by Raul Alarcon. Filed Oct. 15.

- KEBR(FM) Sacramento, CA (BALH871013HQ; 100.5 mhz; 115 kw; HAAT: 380 ft.)—Seeks assignment of license from Family Stations Inc. to Duchossois Communications for \$7.4 million. Seller is Oakland, Calif.-based nonprofit corporation headed by Harold Camping. It owns five AM's, 14 FM's, one TV and CP's for 11 other FM's (Many of Family's FM's are noncommercial, to which FCC cap of 12 stations in service does not apply.) Buyer is Chicago-based radio group principally owned by Richard L. Duchossois, chairman. Duchossois is head of Chicago-based manufacturing, electronics and entertainment firm. Duchossois Enterprises, Chicago. Duchossois Communications also owns WASK-AM-FM Lafayette, Ind.; KDAL-AM-FM Duluth, Minn.; KAIR(AM)-KJYK(FM) Tucson, Ariz., and KDSM-TV Des Moines, Iowa. It recently bought WNAV(AM)-WHFS(FM) Annapolis, MD. Filed Oct. 13.

- KPLG(AM) Delta, CO (BAL871021EB; 1400 khz; 1 kw-D)—Seeks assignment of license from Seiber Pacific Broadcasting Co. to Delta Radio Co. for \$231,252.91. Seller has no other broadcast interests. Buyer is owned by Jimmie D. Gober, who also has interest in KWYK-FM Aztec and KNDN(AM) Farmington, NM. Filed Oct. 21.

- KLOV(FM) Loveland, CO (BALH871019GK; 102.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Aspen Leaf Broadcasting Corp. to Crown Broadcasting Inc. for \$930,000.00. Seller is debtor-in-possession and has no other broadcast interests. Buyer is owned by Ronald Strother and Thomas P. Gammon. Strother also has interest in KICR-AM-FM Oakdale, LA. Filed Oct. 19.

- WORL(AM) Eatonville, FL (BAL871019EB; 1270 khz; 5 kw-U)—Seeks assignment of license from WORL Radio Inc. to Augusta Broadcasting Group for \$1,935,000. Seller is owned by Robert Thompson, Shreveport, La.-based attorney with no other broadcast interests. It bought station earlier this year for \$1.65 million ("Changing Hands," June 8). Buyer is is Goldsboro, NC-based group of nine AM's and 12 FM's principally owned by George Beasley. Filed Oct. 19.

- KIDK-TV Idaho Falls, ID (ch. 3; ERP vis. 100 kw; aur. 14.4 kw; HAAT: 1,600 ft.)—Seeks assignment of license from Price Broadcasting Corp. to Retlaw Enterprises, Inc. for \$6,800,000.00. Seller is Salt Lake City-based group of four AM's, five FM's and one TV's owned by John Price. Buyer is Los Angeles-based group of five TV's, principally owned by Lillian Disney and family. Filed Oct. 21.

- WZRO(FM) Farmer City, IL (BALH871020HY; 98.3 mhz; 3 kw; HAAT: 328 ft.)—Seeks assignment of license from Champaign Satellite Radio Corp. to Robert and Sharon Johnson for \$210,000. Seller is owned by Janet Bro. Buyers also have interest in WKIK(AM) Leonardtown, MD. Filed Oct. 20.

Nationwide Media Brokers Chapman Associates

WRJM(FM)

Troy, Alabama

to

New South Communications, Inc.

from

Shelley Broadcasting Company, Inc.

\$3,000,000

Chapman Associates is pleased to have assisted in this transaction.

■ WSMJ(AM) Cave City, KY (BAL871021EC; 800 khz; 500 w-D)—Seeks assignment of license from Newberry Broadcasting Co. to Murray Communications Inc. for \$219,000. Seller is principally owned by Steve Newberry. Buyer is principally owned by John G. Murray, who has no other broadcast interests. Filed Oct. 21.

■ WNAV(AM)-WHFS(FM) Annapolis, MD (AM: BAL871020GM; 1430 khz; 5 kw-D; 1 kw-N; FM: BALH871020GN; 99.1 mhz; 50 kw; HAAT: 390 ft.)—Seeks assignment of license from ABW Limited Partnership to Duchossois Communications Company of Maryland, Inc. for \$8,240,000. Seller is owned by Jacob Einstein and family. J. George Cuccia, Sike Sharigan and Robert Urquhart. It has no other broadcast interests. Buyer is Chicago-based group of three AM's, three FM's and one TV, principally owned by Richard L. Duchossois. It recently bought KEBR(FM) Sacramento, Calif. ("Changing Hands," Oct. 5), pending FCC approval. Filed Oct. 19.

■ WUHN(AM)-WUPE(FM) Pittsfield, MA (AM: BAL871016HU; 1110 khz; 5 kw-D; FM: BALH871016HV; 95.9 mhz; 1 kw; HAAT: 560 ft.)—Seeks assignment of license from H&D Media Inc. to Weiner Broadcasting Corp. for \$3,850,000. Seller is owned Hartford, CT-based group of four AM's and four FM's owned by Joel M. Hartstone and Barry J. Dickstein. Buyer is owned by Phillip A. Weiner, station's general manager. Filed Oct. 16.

■ KUUX(AM) Hobbs, NM (BAL871021EA; 1480 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from Cottonwood Communications Corp. to Robert and Judy Coker for \$80,000. Seller has no other broadcast interests. Buyer also has interest in KWKA(AM)-KTQM(FM) Clovis, NM. Filed Oct. 21.

■ KCMX-AM-FM Ashland, OR (AM: BAL871020EA; 580 khz; 1 kw-U; FM: BALH871020EB; 101.9 mhz; 31.5 kw; HAAT: 1,457 ft.)—Seeks assignment of license from Rogue Radio Corp. to Gene B. Anderson Sr. and Daniel Lahey for \$700,000. Seller is Boise, Idaho-based group of five AM's and five FM's, owned by Charles H. Wilson. Buyer is Sacramento-based businessman, with no other broadcast interests. Filed Oct. 20.

■ WRKQ(AM) Madisonville, TN (BAL871020ED; 1250 khz; 500 w-D)—Seeks assignment of license from Doug Mullins to East Tennessee Broadcasters for \$1. Seller has no other broadcast interests. Station is dark. Buyer is owned by Sidney Kean, who has no other broadcast interests. Filed Oct. 20.

■ WKNF(FM) Oak Ridge, TN (BALH871020GI; 94.3 mhz; 1.82 kw; HAAT: 395 ft.)—Seeks assignment of license from FM-94 Ltd. to Key Broadcasting of Tennessee for \$750,000. Seller is owned by Leonard M. McCoig, who also owns co-located WKNF(AM). Buyer is owned by Anthony Chiano, who has no other broadcast interests. Filed Oct. 20.

■ KSLR(AM) San Antonio, TX (BAL871020EC; 630 khz; 5 kw-U)—Seeks assignment of license from Salem Media of Texas Inc. to American Communicom Corp. of Texas for \$1.2 million. Seller is subsidiary of Salem Communications, Camarillo, Calif.-based group of eight AM's and five FM's owned by Edward G. Atsinger III and Stuart W. Epperson. Buyer is owned by Lee C. Palmer-Everding, who also owns WZZD(AM) Philadelphia and WWDJ(AM) Hackensack, NJ. Filed Oct. 20.

Actions

■ KBLF(AM)-KALF(FM) Red Bluff, Calif. (AM: BAL870902EA; 1490 khz; 1 kw-U; FM: BALH870902EB; 95.7 mhz; 7 kw; HAAT: 1,265 ft.)—Granted assignment of license from Wireless Associates to McNulty Broadcasting Corp. for \$860,000. Seller is headed by Gary Katz, and has no other broadcast interests. Buyer is owned by Burton Wilkinson; his wife, Mary, their daughter, Laura Herron and her husband, Gary. Herrons were, respectively, music director and program director at KCBO-AM-FM San Diego. Wilkinson owns Los Angeles-based executive placement firm. Action Oct. 16.

■ KGEM(AM)-KJOT(FM) Boise, Idaho (AM: BAL870818ED; 1140 khz; 10 kw-U; FM: BALH870818EE; 105.1 mhz; 43 kw; HAAT: 2,570 ft.)—Granted assignment of license from Gem State Broadcasting Corp. to Boise Viking Associates L.P. for \$2.1 million. Seller is Salt Lake City-based group of three AM's, three FM's and three TV's owned by George C. and Wilda Gene Hatch and family. Buyer is owned by Bruce and Linda Johnson, Pasadena, Calif.-based couple with no other broadcast interests. Action Oct. 16.

■ KRAR(AM) Waite Park-St. Cloud, Minn. (BAL870812EB; 1390 khz; 2.5 kw-D; 1 kw-N)—Granted assignment of license from Kleven Broadcasting Co. to West Side Communications Inc. for \$187,500. Seller is Sturgis, S.D.-based group of three AM's and one FM, owned by Leslie J. Kleven. Buyer is headed by John Kooley, general manager of KUXL(AM) Golden Valley, Minn. Action Oct. 16.

■ WLEC(AM)-WCPZ(FM) Sandusky, Ohio and WAD-C(AM)-WMGP(FM) Parkersburg, W.Va. (WLEC: 1450 khz; 1 kw-D; 250 w-N; WCPZ: 102.7 mhz; 10 kw; HAAT: 120 ft.; WADC: 1050 khz; 5 kw-D; WMGP: 99.3 mhz; 3 kw; HAAT: 210 ft.)—Granted assignment of license from Erie Broadcasting Corp. to Signal One Communications Inc. for \$6 million. Seller is owned by James T. Embrescia, Kenneth and Martin Elrad, Alan Krause and Dr. Martin Markowitz. It has no other broadcast interests. Buyer is owned by Kim E. Colebrook, former head of Cleveland-based GCC Communications, and Mills Hall Walborn & Associates, Cleveland-based advertising agency, headed by Michael A. Mooney. Action Oct. 15.

■ WIP(AM) Philadelphia (BAL870909EC; 610 khz; 5 kw-U)—Granted assignment of license from Metropolitan Broadcasting Corp. of Philadelphia to Spectator Broadcasting L.P. for \$6 million. Seller is New York-based group of three AM's and six FM's headed by Carl Brazell. Buyer is new group principally owned by Ragan Henry, Tom Brookshier, Jay Snider, Edward Snider, Art Camiolo and Jay Snider. Action Oct. 19.

■ WWWA(AM) Burnetown, S.C. (BAL870821ED; 1510 khz; 1 kw-D; 250 w-N)—Granted assignment of license from Midland Valley Investment Co. to Robert S. Cannella. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action Oct. 19.

■ WCPT(AM) Alexandria and WCXR(FM) Woodbridge, both Virginia (AM: BAL870909EA; 730 khz; 5 kw-D; FM: BALH870909EB; 105.9 mhz; 50 kw; HAAT: 410 ft.)—Seeks assignment of licenses from Metcom Virginia Associates to Legacy of Washington Inc. for \$22,750,000. Seller is subsidiary of Metroplex Communications, Cleveland-based group of four AM's and six FM's owned by Norman Wain and Robert C. Weiss. Buyer is Los Angeles-based group of two AM's and five FM's owned by Carl Hirsch and Robert F.X. Sillerman. Action Oct. 19.

■ KIXI(AM) Seattle (BAL870831EB; 880 khz; 50 kw-D; 1 kw-N)—Granted assignment of license from Thunder Bay Communications to Sunbelt Communications Inc. for \$4.8 million. Seller is owned by Gordon Stenback and Earle Horton who have no other broadcast interests. Buyer is owned by C.T. Robinson and William C. Moyes, who also own KMG(FM) Seattle. Action Oct. 13.

New Stations

Applications FM's

■ Green Valley, AZ. (871022MH)—C. Ray Helton seeks 97.1 mhz; 3 kw; HAAT: 39 m. Address: 2910 North Swan Rd., Suite 110 Tucson AZ 85712. Attorney: Thomas L. Root. Engineer: Peter V. Gureckis & Assoc. Principal has no other broadcast interests. Filed Oct. 22.

■ Green Valley, AZ. (871022MD)—Crystal Sets, Inc. seeks 97.1 mhz; 3 kw; HAAT: 100 m. Address: PO Box 767 Green Valley AZ 85622. Engineer: Andrus and Associates, Inc. Principal is owned by Joseph N. Crystall. It also owns KGVY(AM) Green Valley, AZ. Filed Oct. 22.

■ Maumelle, AR. (BPH871015MG)—LRW, INC. seeks 96.9 mhz; 816 w; HAAT: 189 m. Address: #1 City Place, Maumelle AR 72118. Engineer: Dan Winn & Associates. Principal is owned by Charles F. Price and family. Filed Oct. 15.

■ Cleveland, GA. (BPH871022MA)—Newsic, Inc. seeks

101.9 mhz; 2 kw; HAAT: 120 m. Address: PO Box 181, Cleveland GA 30528. Attorney: Reddy, Begley and Martin. Engineer: Peter V. Gureckis & Assoc. Principal is owned by Dean A. Dyer and Stanley V. Hefner. Filed Oct. 22.

■ Trion, GA. (BPH871022MC)—Safe Broadcasting Corp. seeks 95.7 mhz; 0.5 kw; HAAT: 210 m. Address: PO Box 680 Summerville GA 30747. Attorney: McCampbell & Young. Engineer: Kenneth H. Larkin, Jr. Principal is owned by Terry R. Adams, who also owns WSAF(AM) Trion, GA. Filed Oct. 22.

■ Trion, GA. (BPH871021MA)—Boyce Dooley seeks 95.7 mhz; 0.6 kw; HAAT: 204 m. Address: 8 Green Meadow Dr., Trion GA 30753. Attorney: Timothy K. Brady, Esq. Engineer: Magnuson & Associates, Inc. Principal has no other broadcast interests. Filed Oct. 21.

■ Twin Falls, ID (BPED871023MC)—Idaho State Bd. Of Education (Boise State University) seeks 91.7 mhz; 1.95 kw; HAAT: 150 m. Address: 1910 University Dr. Attorney: Dow, Lohnes, and Albertson. Principal is headed by James V. Paluzzi, and also owns KBSU-FM Boise, ID. Filed 871023.

■ Nappanee, IN. (BPH871022)—Marilyn S. & James W. Cobb seeks 95.7 mhz; 1.4 kw; HAAT: 148 m. Address: 1415 East Market St., Nappanee IN 46550. Attorney: Fletcher, Heald & Hildreth. Engineer: Paul Dean Ford. Principal has no other broadcast interests. Filed Oct. 22.

■ Nappanee, IN. (871022MG)—Nappanee Broadcasting Corp. seeks 95.7 mhz; 3 kw; HAAT: 100 m. Address: 1001 Parkwood Dr., Nappanee IN 46550. Attorney: Cohn and Marks. Engineer: E. Harold Munn, Jr. & Associates. Principal is owned by Larry Nunemaker, who has no other broadcast interests. Filed Oct. 22.

■ Columbia, LA. (BPC871021)—William L. Cook II seeks ch. 11.00; ERP: 316KW-V kw; HAAT: 448 m. Address: 300 First Nat'l Plaza El Dorado AR 71730. Engineer: Larry G. Fuss, Sr. Principal has no other broadcast interests. Filed 871021.

■ Haughton, LA. (BPH871022MD)—Louisiana Radio Associates seeks 103.7 mhz; 3 kw; HAAT: 100 m. Address: PO Box 93 Princeton LA 71067. Attorney: Thomas L. Root. Engineer: Sachs/Freeman Associates, Inc. Principal is owned by William Hendrix, Jr. It has no other broadcast interests. Filed Oct. 22.

■ Haughton, LA. (BPH871022MP)—Simcott Broadcasting Inc. seeks 103.7 mhz; 3 kw; HAAT: 100 m. Address: 3304 Lakeshore Dr., Shreveport LA 71109. Attorney: Rubin, Winston & Diercks. Engineer: Lechman & Johnson. Principal is owned by Billy R. Sims, who also has interest in KDKS(FM) Benton, LA. Filed Oct. 22.

■ Haughton, LA. (BPH871022MO)—Cary D. Carph seeks 103.7 mhz; 3 kw; HAAT: 100 m. Address: 949 Poleman Rd., Shreveport LA 71107. Attorney: Mehler, Frantz, Conlon, et al. Engineer: A.T. Moore. Principal has no other broadcast interests. Filed Oct. 22.

■ Vivian, LA. (BPH871022MB)—North Caddo Bcg Co. seeks 95.7 mhz; 3 kw; HAAT: 87 m. Address: PO Box 1072 Vivian LA 71082. Attorney: Hardy, Popham & Wiprel. Engineer: Du Treil & Rackley. Principal is headed by Ruby J.S. Collins, and has no other broadcast interests. Filed Oct. 22.

■ Old Town, ME. (BPH871019MC)—Knight Radio, Inc. seeks 107.3 mhz; 48 kw; HAAT: 153 m. Address: 63 Bay State Rd., Boston MA 02215. Attorney: Pepper and Corazzini. Engineer: Bernard R. Segal. Principal is Boston-based group of four AM's and four FM's owned by Norman Knight. Filed Oct. 19.

■ Newberry, MI. (BPH871014MB)—Leon B. Van Dam seeks 97.9 mhz; 50 kw; HAAT: 352 mk. Address: South



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Newberry Ave., Newberry MI 49868. Engineer: Errol Moerdyk. Principal has no other broadcast interests. Filed Oct. 14.

■ Taft, OK. (BPH871022MN)—Taft Community Radio seeks 100.3 mhz; 3 kw; HAAT: 67 m. Address: PO Box 1329 Muskogee OK 74402. Engineer: Michael J. McKee. Principal is owned by Tarecia J. McKee, who has no other broadcast interests. Filed Oct. 22.

■ McConnellsburg, PA. (870820MV)—Fulton County Radio, Inc. seeks 103.7 mhz; 3 kw; HAAT: 70 m. Address: PO Box 303 Shippensburg PA 17257. Attorney: Gardner, Carton & Douglas. Engineer: Peter V. Gureckis & Assoc. Principal is owned by Arthur K. Greiner, who also owns WVFC(AM), McConnellsburg and WSHP(AM) Shippensburg, PA. Filed Oct. 20.

■ McConnellsburg, PA. (870820MS)—Wilton Ronald & Lois Jane Smit seeks 103.7 mhz; 3 kw; HAAT: 13 m. Address: 104 Hunter Hill Drive., Hagerstown MD 21740. Attorney: Haley, Bader, and Potts. Engineer: Moffet, Larson, and Johnson, P.C. Principal has no other broadcast interests. Filed Oct. 20.

■ Kingstree, SC. (BPED871008MS)—South Carolina Radio Fellowship seeks 94.1 mhz; 3 kw; HAAT: 100 m. Address: 3213 Huxley Dr., Augusta GA 30909. Principal is nonprofit corporation headed by Clarence Barinowski, Attorney: Southmayd, Powell & Taylor. Engineer: Lechman & Johnson. Filed Oct. 8.

■ Sherman, TX. (BPH871020MA)—KTXO Inc. seeks 104.1 mhz; 3 kw; HAAT: 100 m. Address: PO Box 220 Sherman TX 75091. Attorney: Fletcher, Heald & Hildreth. Engineer: Guy C. Hutcheson. Principal is owned by Larry L. Henderson, who also owns KTXO(AM) Sherman, TX. Filed Oct. 20.

■ Bolton, VT. (BPED871015ME)—Christian Ministries, Inc. seeks 89.1 mhz; 60 w. HAAT: 378 m. Address: 136 Main St., P.O. Box 583, Essex Junction, VT 05452. Engineer: Peter S. Morton. Principal is headed by Alexander D. McEwing. It has no other broadcast interests. Filed Oct. 15.

■ Evansville, WI. (BPH871013MG)—Eagle Broadcasting of Southern Wisconsin, Inc. seeks 105.9 mhz; 3 kw; HAAT: 100 m. Address: 1506 Champions Dr., Lufkin, TX 75901. Principal is owned by Tommie R. Love, who also owns KAFX-AM-FM Diboll, TX. Filed Oct. 13.

ACTIONS

AM

■ Holdrege, NE—Returned app. of Family Stations, Inc. for 1020 khz; 2.5 kw-D. Address: 290 Hegenberger Rd., Oakland, CA 94621. Principal is nonprofit station group of three AM's; eight FM's and one shortwave. Action Oct. 20.

FM's

■ Chevak, AK—Granted app. of Kashunamit School District for 88.1 mhz; 152 w; HAAT: 23 m. Address: P.O. Box 6144, Chevak, AK. 99563. Principal is educational institution headed by Xavier Acherian, chairperson. It has no other broadcast interests. Action Oct. 20.

■ Russellville, AR—Granted app. of Arkansas Tech University for 91.9 mhz; 100 w; HAAT: minus 28 m. Address: Hwy 7 N, Russellville, AK 72801. Principal is headed by Larry Mabry, chairman. It has no other broadcast interests. Action Oct. 19.

■ Bruce, MS—Returned app. of Kerry W. Hill for 94.5 mhz; 3 kw; HAAT: 100 m. Address: 107 Spring St., Ripley, MS. 38663. Principal has interest in WTXI(FM) Ripley, MS. Action Nov. 22, 1985.

■ Laurel, MS—Granted app. of Leonard J. Giaccone for 98.1 mhz; 3 kw; HAAT: 100 m. Address: 554 Woodland Hills Pl., Jackson, MS 39216. Principal is general sales manager of WAPT-TV Jackson, MS. Action Oct. 19.

■ Keene, NH. (861106MA)—Returned app. of Granite State Public Radio, Inc. for 90.7 mhz; 820 kw; HAAT: 318 m. Address: 26 Pleasant Street, Concord, NH 03301. Attorney: Arter And Hadden. Engineer: Douglas L. Vernier. Principal is headed by Clark Dumont. Action Oct. 15.

■ Oswego, NY—Granted app. of 3B Partnership for 96.7 mhz; 3 kw; HAAT: 100 m. Address: 918 Jefferson St., Alexandria, VA 22314. Principal is owned by Mary Lou Maierhoffer and Kathy G. Root, who have no other broadcast interests. Action Oct. 10.

■ Oswego, NY—Dismissed app. of Oswego Broadcasting Service Inc. for 96.7 mhz; 3 kw; HAAT: 100 m. Address: 34 East Bridge St., Oswego, NY 13216. Principal is owned by Bernadette Boozer, Gary Shandler and Duane Polich, who have no other broadcast interests. Action Oct. 15.

■ Reading, OH. (861113MB)—Dismissed app. of The Miami University for 89.3 mhz; 250 w; HAAT: 44 m. Address: 201 Roubidoux, Oxford OH 45056. Engineer: Douglas L. Vernier. Principal is headed by Joseph Wasser. Action Oct. 15.

■ Columbus, OH—Returned app. of William R. Bates for 92.3 mhz. Address: 2483 Wilson Ave., Columbus, OH 43207. Principal has no other broadcast interests. App. is mutually exclusive with renewal of WXGT-FM Columbus. Action Oct. 19.

■ Oklahoma City, OK. (870218MB)—Returned app. of Community Family Broadcasting Inc. for 90.9 mhz; 50 kw; HAAT: 66 m. Address: 10841 E 28th St., Independence, MO 64052. Attorney: Reddy, Begley & Martin. Engineer: E Harold Munn, Jr. Principal is owned by Richard P. Bott, and family.

■ Lubbock, TX. (BPED840626IE)—Granted app. of Caprock Educ. Broadcasting Foundation for 90.1 mhz; 638 w; HAAT: 268 m. Address: 3515 Goodfellow Lane, Amarillo, TX 79121. Attorney: F. Joseph Brinig. Principal has no other broadcast interests. Action Oct. 16.

■ Buckhannon, WV. (BPH850712Z9)—Granted app. of Upshur Broadcasting Inc. for 101.3 mhz; 50 kw; HAAT: 492 m. Address: Rte 5, Box 13, Oakland, MD 21550. Attorney: Rothman, Gordon, Foreman & Grouidine. Engineer: Jack I. Mullen. Principal is owned by Sara Kuhn, who has no other broadcast interests. Action Oct. 16.

■ Coalinga, CA. (BPH850709MT)—Granted app. of William L. Zawila for 100.1 mhz; 3 kw; HAAT: 95 m. Address: 12550 Brookhurst St., Garden Grove, CA 92640. Engineer: Leroy Demery. Principal also owns KOLI(AM) Coalinga, CA and holds CP for new AM at West Klamath, OR. Action Oct. 19.

■ Coalville, UT—Returned app. of Gene Guthrie for 92.5 mhz; 330 w; HAAT: minus 42 m. Address: 11728 Casper Rd., Sandy, UT 84092. Principal has interest in KRPN(FM) Roy and KRGO(FM) West Valley City, both Utah. Action Oct. 19.

TV

■ Omaha, NE (BPET840322KI)—Dismissed app. of Trinity Translators, Inc. for ch. 48; 1000 kw; HAAT: 417 m. Address: 9132 Park Drive, Omaha, NE 68127. Attorney: Mitchell, Fielstra & Associates, PC. Engineer: Pete Warren III. Principal is owned by Dennis Tripp, who has no other broadcast interests. Action Oct. 21.

Facilities Changes

Applications

AM's

■ Sand Point, AK, KSDP, 840 khz—871019-Application for CP to increase power to 1 kw Day & Night.

■ Boise, ID, KIZN, 730 khz—871016-Application for CP to increase pwr to 0.5 kw/10 kw, install DA-2; make chgs in antenna system. & chg TL to: 10 km, 235 degrees True, from Boise, ID. 43 34 13N 116 20 45W

■ Farragut, TN, WTNN, 670 khz—871015-Mod of CP to chg TL to: Buttermilk Drive, at Everett Rd., Farragut, TN. 35 53 12N 84 14 48W

FM's

■ Springfield, IL, WSSR, 91.9 mhz—871020-Application for CP to correct geographic coordinates: 39 47 00N 89 26 46W

■ Ankeny, IA, KJJY, 106.3 mhz—871013-Application for

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CP to make chgs: freq: 92.5 mhz (per Docket #86-357); chg. TL: NW 100th St, 0.9 mi N of I-80 Hwy, 2.5MI SE of Grimes, Polk county, IA; chg ERP: 41.6 kw H&V; chg HAAT: 164.82 m. chg to Class C2. 41 39 53N 93 45 24W

■ Greenville, MI, WPLB-FM, 107.3 mhz—871015-Application for CP to make chgs: TL: 1/4MI due NE of the intersection of Lincoln Lake Rd & 3MI Rd, Vergennes Township, Kent County, MI; chg HAAT: 150M H&V. 43 01 15N 85 20 46W

■ Sebawaing, MI, WWMI, 103.9 mhz—871008-Mod of CP to chg TL: 0.3 km E of Kuhl Rd & 0.15 km N of Geiger Rd, Sebawaing, MI; HAAT: 100 kw H&V. 43 48 01N 83 23 38W

■ La Luz, NM, KPFA-FM, 92.7 mhz—870820-Application for CP to chg: FREQ: 103.7 MHz; ERP: 50.2 kw H&V; HAAT: 408M H&V; TL: Atop Cat Mtn, 31.44KM from Alamogordo P.O. on bearing of 8.96 degrees True, Alamogordo, NM; SL/RC: T.B.D. 33 10 45N 105 53 53W Class C1; change station location to Alamogordo, NM.

■ Cedarville, OH, WCDR-FM, 90.3 mhz—871008-Mod of CP to change ERP: 3 kw (H) only (Omni-directional).

■ Johnstown, PA, WKYE, 95.5 mhz—871009-Application for CP to change TL: approx. 7.2 km NW of Johnstown, PA. 40 22 17.5N 78 58 57W

■ Philadelphia, WMMR, 93.3 mhz—871015-Application for CP to make chgs: TL: Building rooftop, 1650 Market St, Philadelphia, PA; chg HAAT: 271M H&V. 39 57 09N 75 10 05W

■ Lancaster, SC, WRHM, 107.1 mhz—871013-Application for CP to make chgs: TL: 0.4KM E of Craig Drive, 9.1KM N of Lancaster, Lancaster Co, SC; chg ERP: 1.85 kw H&V; chg HAAT: 128M H&V. 34 47 48N 80 46 05

■ Kingsville, TX, KDUV, 97.7 mhz—871015-Application for CP to make chgs: FREQ: 97.5 MHz (per Docket #86-153); chg TL: 2.9KM, 206 degrees True from intersection of Hwy 665 & south Violet Rd; chg ERP: 100 kw H&V; chg HAAT: 293.7M H&V; chg to class C1. 27 39 50N 97 35 56W

TV's

■ Birmingham, AL, WBRC-TV, ch. 6—871016-Application for CP to chg TL: Red Mountain, Birmingham, Jefferson Co, AL; ANT: Dielectric TF-3EMA(S); HAAT: 331 m. 33 29 19N 86 47 58W

■ Hammond, IN, WJYS, ch. 62—871015-Mod of CP to chg ERP: 3000 kw-V; HAAT: 226 m.; ANT: Dielectric Communications TFU-36JDAS Unsymmetrica Trilobe(DA). 41 33 10N 87 47 09W

■ Ensign, KS, KTVC, ch. 6—871014-Application for CP to chg the offset to plus.

■ Johnstown, PA, WJAC-TV, ch. 6—871016-Application for CP to chg TL to: top of Laurel Hill, 4.5MI (7.2 km) NW of Johnstown, PA. 40 22 17N 78 58 58W

Actions

AM

■ Morningside, MD, WPGC, 1580—871020-Application (BPH870129AN) granted for CP to chg hrs of operation to unlimited by adding night service with 500 w & make chgs in antenna system.

FM's

■ Ketchikan, AK, KGTW, 106.7 mhz—870930-Application (BMPH860918IC) granted for Mod of CP to make chgs: chg ERP: 4 kw H&V; chg HAAT: -308 ft. H&V.

■ Fort Smith, AR, KTCS-FM, 99.9 mhz—871022-Application (BMPH870224IV) dismissed for Mod of CP (BPH860509IB) to chg TL: Cavanal Mountain, SW of Poteau, OK; & make changes in antenna system. 35 04 28N 94 40 46W

■ Dubuque, IA, KATF, 92.9 mhz—871019-Application (BPH870227IL) granted for CP to chg TL: 1.4 mi. N of Wisconsin/Illinois line on Hwy 35, Jamestown Township, WI; chg HAAT: 304.8 meters H&V & make chgs. in antenna system. 42 31 42N 90 37 01

■ Pratt, KS, KGLS, 93.1 mhz—871021-Application (BPH870217IF) granted for CP to chg TL: 4.8KM S, 0.8KM W of Plevna, KS; chg HAAT: 317M H&V & make changes in antenna system. 37 55 50N 98 19 04W

■ Ann Arbor, MI, WIQB, 102.9 mhz—871021-Application (BMPH861009IB) granted for Mod of CP (BPH850708IG) to chg directional antenna pattern.

■ Joplin, MO, KXMS, 88.7 mhz—871019-Application (BPED860724MA) granted for CP to change ERP: 10 kw (V) only; HAAT: 56.26 m. (V) only.

■ Asbury Park, NJ, WJLK-FM, 94.3 mhz—871021-Application (BPH870331IN) granted for CP to make chgs: ERP: 1.3 kw H&V; chg HAAT: 152m.H&V.

■ Jamestown, ND, KSJM, 93.3 mhz—871020-Application (BPH870105IB) granted for CP to change ERP: 57 kw H&V.

■ Oklahoma City, OK, KLTE, 101.9 mhz—871021-Application (BMPH860729IB) granted for Mod of CP (BPH860408IB) to make chgs: TL: 7401 N Kelley Ave, Oklahoma City, OK; chg HAAT: 423 m. H&V. 35 32 58N 97 29 50W

■ Coquille, OR, KSHR-FM, 97.3 mhz—871021-Application (BPH870331JD) granted for CP to change ERP: 61 kw H&V.

■ Mechanicsburg, PA, WTPA, 93.5 mhz—871020-Application (BMPH870116IF) granted for Mod of CP (BPH850925IB) to make chgs: ERP: 0.83 kw H&V; chg HAAT: 190 m. H&V. Application resubmitted 1-16-87.

■ Wheeling, WV, WZMM-FM, 107.5 mhz—871019-Application (BPH870410ID) granted for CP to make chgs: ERP: 16 kw H&V & chg HAAT: 268 m.H&V.

TV's

■ Terre Haute, IN, WISU-TV, 26—871014-Construction permit cancelled & call letters (WISU-TV) deleted.

■ Salt Lake City, KTMW, ch. 13—871021-Application (BMPCT870803KF) granted for Mod of CP to chg ERP-VIS: 112KW; ANT: Harris TAC-3HD (Custom CBR); HAAT: 1116M TL: Farnsworth Peak Communications Site at KSTU Tower site. 40 39 33N 112 12 08W

In Contest

Applications

■ Easton, MD.—On request of Clark Broadcasting Company, proposed substituting FM Channel 244B1 for Channel 244A at Easton and modifying the license of WCEI-FM to operate on the B1 channel. Comments due December 21, replies January 5, 1988. (MM Docket 87-468 by NPRM [DA 871543] adopted Oct. 7 by the Chief, Allocations Branch).

■ Marlette, MI.—On request of D. J. Fox, proposed allotting FM Channel 223A (92.5 MHz) to Marlette as its first FM service. Comments due December 21, replies January 5, 1988. (MM Docket 87-470 by NPRM [DA 87-1541] adopted Oct. 7 by the Chief, Allocations Branch).

■ Kirksville, MO.—On request of Admiral Broadcasting Corporation, proposed substituting FM Channel 229C2

(93.7 MHz) for Channel 228A (93.5 MHz) and modifying the license of KTUF(FM) to operate on the C2 channel. Comments due December 21, replies January 5, 1988. (MM Docket 87-469 by NPRM [DA 87-1542] adopted Oct. 7 by the Chief, Allocations Branch).

■ Ennis, MT.—On request of Big M Broadcast Associates, proposed allocating FM Channel 254C2 (105.3 MHz) at Ennis as its first FM service. Comments due December 21, replies January 5, 1988. (MM Docket 87-467 by NPRM [DA 87-1544] adopted Oct. 7 by the Chief, Allocations Branch).

■ Hilton Head Island and Bluffton, S.C.—Considering two proposals to amend the FM Table by substituting Channels 291C2 (106.1 MHz) and 300C2 (107.9 MHz) for Channels 288A (105.5 MHz) and 292A (106.3 MHz) at Hilton Head Island and substituting Channel 295C2 for Channel 296A at Bluffton or allocating Channel 300C2 as a third local service at Hilton Head Island. Comments due December 21, replies January 5, 1988. (MM Docket 86-469 by Further NPRM [DA 87-1493] adopted Sept. 28 by the Chief, Allocations Branch).

Actions

■ Willcox, AZ.—Denied Rex K. Jensen's request to substitute Class C FM Channel 300 (107.9 MHz) for Channel 252A (98.3 MHz) at Willcox. (MM Docket 85-110 by Second R&O [DA 87-1535] adopted Oct. 7 by the Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau).

■ McCall, ID.—Effective December 14, amended the FM Table by allotting Channel 266C1 (101.1 MHz) to McCall as its first FM service. Filing window opens December 15, closes January 14. (MM Docket 86-350 by R&O [DA 87-1534] adopted Oct. 7 by the Chief, Allocations Branch).

■ Monterey, TN, and Monticello, KY.—Effective December 10, allocated FM Channel 226A (93.1 MHz) to Monticello, substituted Channel 295C2 (106.9 MHz) for Channel 296A (107.1 MHz) at Monterey and modified the CP of WRJT(FM) to operate on the C2 channel. Filing window opens December 11, closes January 12. (MM Docket 86-512 by R&O [DA 87-1496] adopted Sept. 30 by the Chief, Policy and Rules Division, Mass Media Bureau).

Commission Actions

■ Rochester, NY.—Upheld staff action denying Michael Levinson's "reasonable access" complaint against noncommercial educational station WXXI-TV at Rochester. (By Order [FCC 87-294] adopted September 10 by the Commission).

■ Newberry, SC.—Approved settlement agreement, granted the application of Professional Radio, Inc. for a new FM station on Channel 292A (106.3 MHz) at Newberry and dismissed the competing application of Service Radio Company. (MM Dockets 84-63, 84-66 by MO&O [FCC 87-332] adopted October 16 by the Commission).

■ U.S. News and World Report—Granted a request for declaratory ruling filed by U.S. News and World Report on behalf of itself and WPLG(TV), Miami, that appearances by legally qualified candidates on a proposed TV series, "The Next President," are exempt from the "equal opportunities" requirement of the Communications Act. (By MO&O [FCC 87-341] adopted October 22 by the Commission)

■ Storer Transfer Approved Subject to Stringent Conditions (Report MM-280, Mass Media Action) Authorized the transfer of control of Storer Communications, Inc. from KKR Associates to SCI Television, Inc., a company controlled by Gillett Holdings, Inc., subject to five very specific conditions. Action by the Commission October 27 by Decision (FCC 87-343).

Staff Actions

■ Enfield, CT.—Designated for hearing 23 mutually exclusive applications for a new FM station on Channel 250A (97.9 MHz) at Enfield. (MM Docket 87-461 by Order [DA 87-1462] adopted October 7 by the Chief, Audio Services Division, Mass Media Bureau).

Review Board Actions

■ Newton, NJ.—Approved settlement agreement between Bogner Newton Corporation and Mountain Broadcasting Corporation, applicants for a TV station in Newton, and—Dismissed Bogner Newton's application. (MM Docket 85-399 by Order [FCC 87R-57] adopted October 20 by the Review Board).

■ Galveston, TX.—Dismissed joint request for approval of settlement agreement filed by Marr Broadcasting Company, Inc., applicant for license renewal of KQQK(FM) and San Jacinto Broadcasting Corporation, competing applicant for KQQK's facilities at Galveston. (MM Dockets 84-647-48 by MO&O [FCC 87R-56] adopted October 14 by the Review Board).

Summary of broadcasting as of Sept. 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,893	170	5,063
Commercial FM	3,999	418	4,417
Educational FM	1,283	173	1,456
Total Radio	10,175	761	10,936
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	463	222	685
Educational VHF TV	115	3	118
Educational UHF TV	203	25	228
Total TV	1,324	273	1,597
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Operations manager: WBAZ-FM, Eastern L.I., N.Y. seeks experienced production manager to be responsible for on-air sound of this Transtar Format 41 station. EOE. Resumes to JS & A, 340 W. 57 St., NY, NY 10019.

General sales manager who believes in AM, likes country, loves barbeque and dark horses. SMN affiliate. Resume/references/salary: "Mr. Rudy", 4886 Fernbrook, Memphis, TN 38118.

Assistant manager for 50kw public radio station serving Rockford market. Responsible for programming, research, awards, general administrative assistance. Requires minimum B.A. or equivalent experience; broad public radio experience, minimum one year in supervisory capacity; demonstrated skill in programming, operations, research and staff relations; enthusiastic support for fundraising and promotional activities. Salary low to mid 20s, excellent benefits. Letter of application, resume and reference list must be received by November 30, 1987. Applications without references will not be considered. Non-smoking workplace. Contact Michael Lazar, General Manager, WNIU-FM, Northern Illinois University, DeKalb, IL 60115.

Operations manager: FM format launch in major Midwest market needs take-charge OM. Attractive package; great location. Reply Box A-2.

Sales manager - Promotion within company creates rare opportunity in leading AM-FM combo in North Central Indiana. If you know sales, can motivate others, and are ready to join the management team of an expanding young group, then an excellent compensation, incentive and benefit package awaits you. Send resume to G.M., WIOU/WZWZ, P.O. Box 2208, Kokomo, IN 46902. EOE.

CFO: experienced in broadcasting with public company. Background should include participation in taking a company public with major market emphasis. Legal education desirable. Salary open. Send resume which will be treated confidentially. Box A-13.

HELP WANTED SALES

Wanted: Take charge, street smart, sales manager. Continue growth of successful Jennings trained staff of CRMC's to even greater revenues. Grow with our expanding group. Send resume to: General Manager, WinCom Communications, P.O. Box 11907, Green Bay, WI 54307-1907.

Sales manager for top rated Sacramento Valley combo. Equity position, profit sharing, and advancement potential. Highly motivated with solid track record. Resume and references to KUBA & KXEZ, Box 309, Yuba City, CA 95992. EOE.

KNIX AM/FM Phoenix has a rare opening for an extraordinary AE with 2-3 years radio sales experience. We are #1 12+, 25-54, etc. CMA's 1987 Station of The Year. Are you the #1 biller? Can you walk through walls to get the sale? Can you make a long term commitment to our organization? If so, unlimited income potential awaits you. Sell us your letter. Write KNIX, Local Sales Manager, PO Box 3174, Tempe, AZ 85281. An equal opportunity employer.

California... If you are a highly motivated, professional salesperson with a proven track record in radio sales, KFI AM/FM has a position for you. We offer a draw against commissions of 15 & 20 percent plus outstanding benefits. Resume to Russel Beckmann, Box 4265, Fresno, CA 93744. EOE M/F.

Update New York full service AC with excellent reputation offers opportunity to learn, grow and make money. Resume to Radio, Box 3552, New Haven, CT 06525.

Solid sales professional needed for top rated urban-contemporary FM in Pittsburgh. If you have at least two years radio experience, we should talk. Send resume to: Sales Manager, WAMO Radio, 411 Seventh Avenue, Suite 1500, Pittsburgh, PA 15219.

HELP WANTED ANNOUNCERS

FM morning co-host E-Z listening, market leader, female preferred but all considered. Tape/resume to Jim Springer, KSFI, 57 West South Temple, Salt Lake City, UT 84101. No beginners.

Several air shift openings available. Beautiful Central New York AC AM/FM #1 combo powerhouse. Experience necessary. Tape & resume. Tom Joseph, WHCU, P.O. Box 69, Ithaca, NY 14851.

Fine arts and news announcer/producer. WYSU-FM, the fine arts radio station of Youngstown State University, is seeking an individual to produce and announce fine arts programs, to collect state, local and university news, prepare and read daily news casts, supervise and schedule student news interns, keep station logs and operations records required by the FCC, operate control board and transmitter, monitor broadcast functions and program signal quality and related functions as required. Qualifications, B.A. or B.S. or equivalent. Knowledge of classical music and its pronunciation essential. Two to three years experience in public radio news and programming preferred. FCC Third Class license. Probably recruitment salary range, 17,510 to 20,652. Send letter of interest, current resume and an official copy of a transcript documenting academic qualifications for this position, names, addresses and telephone numbers of three references to: Robert W. Peterson, Director of WYSU-FM, Youngstown State University, Youngstown, OH 44555-0001. Application deadline is Nov. 10, 1987. Youngstown State University is an equal opportunity, affirmative action employer.

Prime time co-host to complement our male host. Aggressive "clean country" Christian AM station. Tape/resume: Greg Steward, WOGO, 3155 S. Woodward Ave., Chippewa Falls, WI 54729.

HELP WANTED TECHNICAL

NY's Hudson Valley: AM/FM needs a CE to maintain a first class facility. Experience in DA a must. SBE certification helpful. Competitive salary & benefits. Call or write Walter Maxwell, WGHQ/WBPM, 82 John St., Kingston, NY 12401 914-331-8200. EOE.

Hands-on chief engineer for two small-market AM-FM properties. Vehicle furnished. Chance for advancement in growing group -- plus opportunities at other area radio stations. Near beach resort, relaxed lifestyle -- hunting, fishing. State type of FCC license held and salary requirements. Reply to Box Z-70. EEO.

Chief engineer needed to maintain a brand new Midwest AM/FM facility. Competitive salary and benefits. Send resume to Box A-6.

Chief engineer wanted for Southern radio network to oversee engineering in five markets. Send complete information to Ron Harper, New South Communication, Inc., P.O. Box 5797, Meridian, MS 39302. EOE.

HELP WANTED NEWS

Radio specialist: Produce news for weekly network, produce audio for video programs, train staff in audio production, travel statewide. Bachelor's degree and one year commercial or public broadcast news experience required, three years preferred. Job available Nov. 1. Write immediately to Personnel Officer, Texas Ag Extension Service, Rm. 2 Systems Bldg., College Station, TX 77843. Reference position #2055. EOE.

Newsreader with proven writing ability, speed, accuracy and authoritative delivery for Gulf Coast station. EOE. Box Z-47.

Newsreader for South Texas station. Must combine good writing skills with speed including accuracy. EOE. Box Z-49.

Sports director. WFMD has been the "best year-round local sports operation" of one or both of the wire services every year since 1979. To continue in this tradition we need an experienced full-time sports director to handle weekday sportscasts, local play-by-play, and a weekly call-in show. Tapes and resumes to: John Fieseler, WFMD, Box 151, Frederick, MD 21701. EOE.

Two openings at Washington bureau serving stations, networks, corporate clients. ASSIGNMENT EDITOR-CORRESPONDENT to coordinate news operations; and CORRESPONDENT to serve P.R. outlets. Tape, resume, salary requirements - no calls - to Berns Bureau, 148 G St., SW, Washington, DC 20024.

Full-time local news, entry level market, now available. Scenic northern California. Full service format with CBS affiliation. 30 year commitment to format and network. EOE. Send tape and resume to Hugo Papstein, General Manager, KINS Radio, 1101 Marsh Road, Eureka, CA 95501.

Morning anchor for medium market Midwest station. Must have 2 years experience, good delivery. Room for improvement and aggressiveness. Send to Ed Huot, WTRC, Box 699, Elkhart, IN 46515 EOE.

News/reporter/anchor needed. Send tape and resume to: WOBR, P.O. Box 400, Wanchese, NC 27981.

Market leader. Full-service AC, upstate New York, needs reporter-anchor. If you're professional, aggressive and read well, send tapes and resume to Radio, Box 3552, New Haven, CT 06525 EOE. M/F.

SITUATIONS WANTED MANAGEMENT

Available now. 18 years in broadcasting, seeking full charge management of small to medium market FM or combo. Well experienced in all facets of the business. Looking for permanent association in the Northwestern, Western, or Southwestern U.S. Call Jack at 214-723-2605.

Experience pays. Many years ownership, management, and sales have taught the sales, expense, profit formula. Can recruit, train, lead salespeople. Medium markets, preferably East/Midwest. Start-ups/turnarounds welcome. Mike Hassan, 505-296-8112.

Operations director. Over five years experience as assistant at N.Y.C. station, now seek to be in charge. Let me organize your air product: music, news, network feeds, remotes, public affairs. Also, extensive programming experience and disc jockey work. Box A-1.

Successful manager looking to secure a group manager position or general management position with group potential. Excellent track record in both station and group operations/sale. Believe in strong budget control quality programming and sales development through training and motivation. Box Z-67.

Extensive experience. Sales, operations, promotions. Bottom line. Presently AM/FM general manager. Prefer Southeast small-medium. Box A-4.

SITUATIONS WANTED SALES

Hi-powered black broadcaster, 19 years radio and newspaper experience - heavy biller, creative, resourceful - seeks GSM/SM slot with socially conscious preferably black formatted station. Will equally consider general market media sales and small to medium intra-coast Southeast. ADI's. Serious inquiries only. G. Sims 201-668-5917

I sell radio! Sales-oriented general manager. Currently employed as sales manager in medium Eastern market. Prefer urban, AC or country. Call Don 301-742-1345.

SITUATIONS WANTED ANNOUNCERS

Available now: Warm, friendly announcer with smooth, deep delivery seeks medium market position. Currently afternoon drive. ATS grad. Gifted copywriter/production (characters, comedy) as well as news and sports. 813-934-1572.

Morning man or any shift professionally trained, hard working and energetic, top 40 DJ. Contact: Timothy Osborn 414-452-0292.

17 year Cincinnati on air drive time veteran! Background includes program management and drive time in various formats including stereo country, A/C, rock and CHR. Available now. Please call Scotty Jackson (Jerry Anderson) 606-824-6515.

Easy listening, memory music stations. 25 years experience, deep pipes, final career move. Neil - 518-383-0239.

SITUATIONS WANTED TECHNICAL

Tired of engineering hassles? Hire this experienced take-charge chief and get back to what you should be spending your time on. Box A-9.

Chief engineer available. I want to be on your team. Experience all phases of AM-FM. Box A-10.

SITUATIONS WANTED NEWS

Sports nut! Over 2 years in radio and TV as reporter, host, analyst. Currently sports producer in top 20 market. Yearn for PBP! John 813-536-7359.

Commercial pilot with eight years of ENG experience seeks airborne traffic position. Personable, authoritative, dependable. Reply to Box Z-53.

TELEVISION

HELP WANTED MANAGEMENT

Local sales manager: Strong independent on Southeastern coast, seeks aggressive and energetic individual with 5 years broadcast sales experience to lead local sales team. Previous broadcast management desired. However, will consider top AE ready to "move up". This is a ground floor opportunity with great company. Please send resume and salary requirements to Box Z-31.

Sales manager. Seeking general and local sales manager for network affiliate. Must have proven track record. Rare career opportunity. Send resume: Personnel Director, 2242 North Great Neck Road, Virginia Beach, VA 23451.

Business manager. Top 50 independent needs a business manager. Accounting degree and computer friendly a must. Send resume, career goals, and salary history to Box Z-62.

Program manager. Aggressive independent public television station in Washington, DC, market looking for imaginative program director seeking unique challenge. Major programming areas of public affairs, sports and foreign broadcasting. Strong local commitment. Must be self-starter, computer friendly, and strong manager. Salary open. Resume to Dave Gallagher, Operations Manager, WNVCTV, 8101A Lee Highway, Falls Church, VA 22042. EOE.

Leading Southwest independent seeks program operations manager. Must have knowledge and experience in program scheduling, traffic, production, satellite and computer technology. Preference given to independent station experience. Apply Box Z-56.

Promotion manager: Growing independent in Concord, New Hampshire. Excellent opportunity for experienced promotion producer to become a manager. Responsible for on-air and outside media promotion. Report directly to GM. Send tape, resume and salary requirements to: Rick Herrmann, WSYT, 1000 James St., Syracuse, NY 13203.

New Houston independent television station needs qualified operators, production/editing personnel to operate state-of-the-art 1/2 inch facility. Must have independent television background. Forward resume to Chief Engineer, 3903 Stoneybrook, Houston, TX 77067. EOE.

Sales manager for growing mid-Michigan independent television station. Successful television station management experience necessary. Call 513-351-9112. EOE.

Chief engineer: Great television station for the right person. Southwest location. Must be experienced, technically sound, good with people. Applications will be kept confidential. Box A-5.

Houston television, Ch. 48. Challenging start up opportunity for dynamic local/reg. sales manager. No management background required, just sweat, performance and potential. Must be presently a top biller (documented) AE from radio or independent TV (with minimum 3 years experience), respected by buyers and clients and hated by the competition. Qualified applicants contact Mauricio Mendez, GM 713-974-4848. EOE.

Manager - underwriting/memberships. Central Missouri State University seeks underwriting/membership manager for KMOS-TV6. Responsible for membership campaigns, underwriting, and other fundraising activities for stations. Bachelor's degree required. Application, resume, and references by November 25, 1987, to Donald W. Peterson, Director of Broadcasting Services, Central Missouri State University, Warrensburg, MO 64093. EOE, M/F.

CFO: Experienced in broadcasting with public company. Background should include participation in taking a company public with major market emphasis. Legal education desirable. Salary open. Send resume which will be treated confidentially. Box A-13.

HELP WANTED SALES

Advertising sales manager: (cable television). American Community Cablevision, a 24,000 subscriber cable system in Ithaca, NY, is seeking a highly motivated individual to manage its cable advertising sales department. The ideal candidate will have a college degree with a minimum of 3 years of advertising sales experience and 2 years of management experience. Creative skills to develop the department into a successful advertising medium, strong communication and leadership skills required. Proven planning and budget expertise. Salary plus commission. Excellent benefits package. Send resume to: American Community Cablevision, 519 W. State St., Ithaca, NY 14850. Attn: Neal Rogachefsky. Equal opportunity employer. M/F/H/V.

Network affiliate seeking aggressive account executive with proven track record to handle established list. Also seeking trainee for rare career opportunity. Send resume to: Personnel Director, 2242 North Great Neck Road, Virginia Beach, VA 23451.

Account executive. WJKS-TV, NBC, needs a marketing oriented salesperson with a minimum of three years electronic media sales. Must have a proven record of excellence and possess a thorough knowledge of all aspects pertaining to television spot sales. Send resume to Ernest Rhyme, Local Sales Manager, P.O. Box 17000, Jacksonville, FL 32216. Equal opportunity employer.

Local sales manager: Number 1 affiliate (dominant) in Southeastern market. Must be aggressive and have local sales experience. Development of TV vendor support helpful. Send resume and salary history to Box Z-72.

Television station KPTM 42—Pappas Telecasting, The Midlands has an immediate opening for a marketing/research/sales development co-ordinator. KPTM is one of the nation's leading independent stations. The successful candidate for this position will have superior reading/writing and analytical skills. Job requires co-ordinating demographic research using Arbitron and Nielsen data, writing and producing research presentations, co-op and special projects development and use and maintenance of all micro computers and software programs. Position offers upward mobility with a growing company, salary plus bonuses. Only persons with broadcast experience should apply. Please send resume to: Neil J. Schwartz, General Marketing Manager, KPTM 42, 4625 Farnam St., Omaha, NE 68132. EOE, M/F/H.

WEDU-TV, Tampa, PBS affiliate, three-time national sales award winner, seeks two super-charged sales professionals for 13th largest broadcast market. Underwriting associates market corporate program and production support to area businesses, including some foundation solicitation. WEDU offers competitive base salary plus commission & benefits, state-of-the-art broadcast facility, outstanding community visibility. Not entry level positions. Successful applicant must verify at least two years successful sales or fundraising, excellent communications skills. Prior media or public TV experience definite plus. Degree and relevant training in sales/marketing/presentations highly desirable. Familiarity with area business community also desirable. Forward resume, salary history, and creative cover letter that sells your way in for an interview to: Personnel Coordinator, WEDU-TV, P.O. Box 4033, Tampa, FL 33677-4033 by November 20, 1987. Equal opportunity employer.

HELP WANTED TECHNICAL

Chief engineer needed for Miami Christian UHF station. Strong on transmitters. Contact Ben Miller, Vice President, Engineering, Trinity Broadcasting Network, 714-665-2145. EOE.

Engineer/producer: Good opportunity for the right person doing maintenance and repair on audio production facility, 3/4" ENG gear and 3/4" editing suites. Also will produce video programs and travel statewide. Bachelor's degree and three years experience in repair/maintenance required, production experience a plus. Job available Nov. 1. Write immediately to Personnel Officer, Texas Ag Extension Service, Rm. 2 Systems Bldg., College Station, TX 77843. Reference position #2054. EOE.

Television engineer: WGVC/WGVK-TV/FM (in Grand Rapids, MI) has an opening for a television engineer, maintenance and operations duties, full time, BS degree or technical school with experience preferred. Salary range: \$22,984 - \$26,520. Send letter of application and resume to: Personnel Office, 121 Lake Superior Hall, Grand Valley State College, Allendale, MI 49401. EOE/AA.

Maintenance engineer. Major market independent station seeks experienced transmitter and studio engineers. TCR-100 and studio camera maintenance plus UHF transmitter. No beginners. Salary depending on experience. West Coast location. EOE, M/F, Box Z-73.

Assistant chief engineer for CBS affiliated UHF, 3-5 years transmitter experience. Resume and salary requirements to Roger Topping, WIFR-TV, Box 123, Rockford, IL 61105. EOE.

Mobile television engineers. WLFI-TV Inc., West Lafayette, Indiana, has immediate openings for experienced mobile television engineers. One engineer to travel with uplink and one engineer to travel with mobile unit. Associates degree in applied electronics and SBE certification preferred. Salaries commensurate with experience. Please send resumes to: Ken Gardner, WLFI-TV Inc., 2605 Yeager Rd., West Lafayette, IN 47906. 317-463-1800.

CMX editor. Seeking fast, creative editor with three years CMX and ADO experience for commercial work. Ability to learn quickly essential. Resume and reel to: Box 121583, Nashville, TN 37212.

Experienced maintenance engineers needed for major, state-of-the-art sunbelt facility. Production, ENG, SNG. Competitive compensation and excellent benefits. We are looking for highly skilled people to maintain the most sophisticated facilities in the area. Box A-12. EOE.

Director of engineering: Responsible for the design, installation and implantation of all technical facilities and compliance with all FCC rules and regulations. Will supervise new facility construction, equipment expansion, maintenance, and management of technical personnel. Position requires significant prior "hands-on" experience, good organizational skills, and strong technical background. BSEE or related degree preferred plus five years experience in TV engineering management. Equivalent combination of education and experience may substitute for stated qualifications. Salary range: \$30,539 - \$42,104. Current resume must be received by 1 December 1987. Send to Susan L. Farmer, CEO, WSBE-TV, 24 Mason St., Providence, RI 02903. WSBE-TV is an affirmative action/equal opportunity employer.

Chief engineer, Kansas Regents' Educational Communications Center, a satellite uplink facility to be located at Kansas State University in Manhattan, Kansas. Serving each of the Regents' institutions in the state, the center will be housed in a new building to begin construction in mid-1988, providing educational information at all levels, from elementary to graduate, for the residents of Kansas and beyond, and will be operational by September of 1989. The chief engineer reports to the director of the center, and is responsible for the design, purchase, installation, testing, operation and maintenance of the system, which will include production studios, editing suites, computer graphics, mobile production facilities, and fixed and remote uplink capabilities (both C-band and Ku-band). Applicant must be a college graduate with ten years broadcast and satellite engineering experience, five years of which must be as chief engineer or other primary supervisory position. Responsible for staffing, budgets, and compliance with all applicable federal regulations. Interested applicants should submit resume and at least three references by November 16, 1987, to Mel Chastain, Director, Educational Communications Center, 103 Fairchild Hall, Kansas State University, Manhattan, KS 66506. Position available January 1, 1988. EEO/AA.

TV Maintenance engineer. WTVR-TV in Richmond, VA, is looking for a mature TV maintenance engineer with 3 yrs. broadcast experience. Will be maintaining Sony 3/4", 1" tape machines, TCR, 2" Ampex 1200, as well as state-of-the-art switchers, TK-46 cameras, EFP and ENG equipment. Send resume to: WTVR-TV, 3301 West Broad St., Richmond, VA 23230, ATTN: Assistant Chief Engineer.

Master control operator, must have 1-2 years MCO experience. Resume with salary requirements to Roger Topping, WIFR-TV, P.O. Box 123, Rockford, IL 61105. EOE.

HELP WANTED NEWS

Reporter qualified to handle general assignments plus weekend weather. VHF on beautiful Gulf Coast. EOE. Box Z-40.

Meteorologist/weather expert: Medium market, NBC affiliate, seeking meteorologist or weather expert to do on-air forecasting Monday - Friday. Work with "state of the art" graphics. Also, some reporting work. No beginners or agents please. Send resume, photo and tape to: John A. Grdic, Manager, WFMJ Television, 101 W. Boardman St., Youngstown, OH 44503. EOE.

Reporter for prestigious statewide legislative news program. Requires at least three years experience in broadcast or print journalism, preferably involving on-air legislative/political coverage. Send resume and letter of intent by November 13: Manager of Human Resources, WMHT, Box 17, Schenectady, NY 12301. EOE.

Evening anchor. Aggressive small market news team seeks seasoned reporter with solid producing skills and camera charisma to join top male anchor for 6 & 11 casts. No beginners. No phone calls. Letter, videotape, resume and salary hopes to: ND, WVIR-TV, P.O. Box 769, Charlottesville, VA 22902. EOE.

News photographer: Immediate opening for general assignment news photographer. Minimum of 2 years experience required. Send tape and resume to Steve Schroeder, Chief Photographer, KOTV, P.O. Box 6, Tulsa, OK 74101. Finalists must furnish evidence of employment authorization and identification. A Belo Broadcasting Corporation. EOE, M/F.

General assignment reporter: Experienced preferred. Solid writing, reporting, editing skills required. Resume and 3/4 tape to Robert Hite, WJAC-TV, Hickory Lane, Johnstown, PA 15905. EOE.

News producer: We're seeking creative, thoughtful television journalist to produce our weekday 6 & 10 PM newscasts. Send letter and resume to: Larry Young, KOAM TV, P.O. Box 659, Pittsburg, KS 66762. EOE.

Weather - great lakes group-owned station seeks weekend weather person who can also report three days a week. Send tape, resume and salary requirements to: News Director, WJEF-TV, 8455 Peach Tree St., Erie, PA 16509. No calls. Equal opportunity employer/affirmative action.

Anchor: 74 market CBS affiliate is looking for an aggressive weekend anchor. Must be an excellent communicator with strong writing and reporting skills, and have at least two years solid anchoring experience. Send tapes and resumes to Greg Wilson, News Director, WHBF-TV, 231 18th St., Rock Island, IL 61201. No phone calls. EOE.

Assignment editor needed for immediate opening in attractive Western market. Will help direct the day-to-day operations of our newsroom. The successful candidate will be a strong people manager and motivator; have strong organizational and writing skills; 2-4 years reporting, producing or photography experience; and the ability to run the assignment desk. Send resume to Matt James, News Director, KTVN-TV, P.O. Box 7220, Reno, NV 89510. EOE.

Sports anchor needed for independent in metropolitan area of 650,000. Send resume, tape, and salary requirements to ND, WFMZ-TV, East Rock Rd., Allentown, PA 18103. No jocks or phone calls, please.

Special projects producer: Produce special segments for newscasts, special event coverage, and news specials. Prefer expensive reporting and newscast producing experience. Send resume, references, and non-returnable video samples: Ken Middleton, News Director, WTSP-TV (St. Petersburg/Tampa), Box 10,000, St. Petersburg, FL 33733. EOE. No calls, please.

Reporter: General assignment reporter. Minimum five years experience. Send resume, references, and non-returnable tape (including live work) to: Ken Middleton, News Director, WTSP-TV (St. Petersburg/Tampa), Box 10,000, St. Petersburg, FL 33733. EOE. No calls, please.

South Florida affiliate needs creative news photographer/editor, 2 years experience, minimum. Top notch operation with visual emphasis. Send tape and resume to: Keith Smith, 3719 Central Ave., Fort Myers, FL 33901.

Producer: Motivated, self-starter to produce top-rated morning news program and one hour news/talk format airing late morning. 3 years producing experience required. Creativity a must. Send letter, salary expectations and resume to Dave Collins, Executive Producer, WTLV-TV12, P.O. Box TV12, Jacksonville, FL 32231. EOE, M/F.

Wknd anchor/reporter: Strong communicator with solid journalistic background needed to handle solo weekend anchor duties and general assignment reporting during week. 2 years anchor experience required. Send tape, resume, and salary expectations to Paul Baldwin, News Director, WTLV-TV12, P.O. Box TV12, Jacksonville, FL 32231. EOE, M/F.

Weather/environmental reporter: Need strong weekend weather person, who will double as environmental reporter. Good reporting skills a must. AMA seal desired, but not required. Send tape, resume, and salary expectations to Paul Baldwin, News Director, WTLV-TV12, P.O. Box TV12, Jacksonville, FL 32231. EOE, M/F.

Exec. producer-anchor for unique classroom/newsroom combination. Univ. of Missouri School of Journalism faculty appointment for person with "right" mix of skills and experience. Supervise producing 6 and 10 PM newscasts, anchor 10. Teach newscast producing in "real world" setting. Salary competitive. Advance degree preferred. Send tape, resume to John Quaderer, News Director, KOMU-TV, U-S 63 South, Columbia, MO 65201. EEO institution.

Reporter for active news department. Must hustle and dig on cops, courts and local government beat. Tape and resume to Local News Director, WMTV, 615 Forward Dr., Madison, WI 53711. EOE.

Investigative reporter with winning record to join aggressive news staff. Three to five years experience. Send samples of your work to: Managing Editor, WOKR-TV 13, P.O. Box L, 4225 W. Henrietta Rd., Rochester, NY 14623. EOE.

Graduate associates with professional experience in broadcast journalism needed in 88-89 to help teach classes in TV and radio news while earning an MA in journalism. New fee waiver plus minimum \$780 monthly stipend for nine months. Contact: Graduate Chair, School of Journalism, Ohio State University, Columbus, OH 43210.

Executive producer. Run desk and produce early news. Two years hands-on experience producing newscasts required. Great writer with sound news judgement needed. Good people skills a must. Contact: Bill Wagman, News Director, WANE-TV, Box 1515, Fort Wayne, IN 46801. EOE, M/F.

News director: Pacific Northwest affiliate seeks news director to lead aggressive young staff. Producing/writing/shooting skills a must. Anchoring experience preferred. Demonstrated professional experience required. Send tapes, resume to: J. Marcus Wood, Station Manager, KVEW-TV, 601 Edison, Kennewick, WA 99336. EOE.

News director. Fox Television Stations Inc., KRIV-TV is seeking a qualified news director. Applicant must have at least 5 years TV news experience. Excellent management and strong people skills a must. Please send resume and salary requirements to: KRIV-TV, P.O. Box 22810, Houston, TX 77227, ATTN: Jerry Marcus, General Manager. No phone calls. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

On-air promotion director: Top group indie in beautiful, warm South Florida needs someone with hands-on experience and the ability to create, write, build, direct and edit promos. We'll be looking for experience in movie promos, creative campaigns, scheduling and research. Company has strong philosophy to promote from within so there is plenty of room for growth and advancement. Rush resume, including salary expectations, along with a tape to Murray J. Green, VP/GM, WFLX-TV, 4119 W. Blue Heron Blvd., West Palm Beach, FL 33404. EOE/M/F.

Videophotographer: Experienced, creative, quality minded person needed to shoot and direct industrial videos and commercials for a Great Lakes area production house/commercial station. Shoot film style BetaCam. Send resume and salary requirements to Box Z-58. EOE.

Net affiliate seeks illustrator/designer to produce on-air and print graphics. Prime responsibility will be daily newscast graphics. Television experience preferred. Will be using computer paint system; experience preferred, but not necessary. Send resume to: Rhea Borzak, Art Director, WKRN-TV, 441 Murfreesboro Road, Nashville, TN 37210. No phone calls, please. EEO employer.

Network affiliate seeking production director, editor and innovative copywriter to staff expanding sales service department. Must have two years minimum experience. Send demo tape with resume to: Personnel Director, 2242 North Great Neck Road, Virginia Beach, VA 23451.

Turner Program Services/Atlanta, Georgia, is seeking a marketing research director with a minimum of 5 years experience in broadcast research or like area. Applicant should have knowledge of syndication programming and ability to execute effective sales presentations. Send resume to John Walden or call 404-827-2157.

Continuity coordinator: Requires minimum two years college-level study in English or journalism or equivalent work experience in TV/radio public relations, programing or traffic. Proficiency in typing and data entry. Send resume and cover letter: Manager of Human Resources, WMHT, Box 17, Schenectady, NY 12301. EOE.

Senior accountant/personal computer programmer: An individual with three years experience in auditing or general broadcast accounting and computer template and format development on Lotus 123 and dBase III+. Work in corporate office of radio and television broadcasting company. Send resume to Robert W. Davis II, Sarkes Tarzian, Inc., P.O. Box 62, Bloomington, IN 47402. An equal employment opportunity employer.

Promotion writer/producer. Great opportunity in a beautiful sunbelt city. NBC affiliate in top 50 market seeks creative individual with experience in entertainment and news promotion. Hands-on editing skills a must. Send resume and demo reel to: Creative Services Director, KMOL-TV, Box 2641, San Antonio, TX 78299. No calls, please.

Producers: Minneapolis/St. Paul PBS affiliate seeking top creative producers to augment our award winning staff. Position available in national/local specials: cultural and current affairs documentaries, entertainment and drama. And another position for national science series "Newton's Apple". Our station has established a reputation for quality, innovative production. We offer the time, support and resources to do outstanding work. If you are an experienced producer who knows how to create shows with intelligence, inventiveness and wit, send resume and VHS reel to: KTCV-TV, Box P, St. Paul, MN 55108. Deadline: 11/30/87. An EOE/AA employer.

TV production manager for independent television station. Experience with remote shoots and 3/4" editing in commercial production. Strong production sense and proven ability to work creatively with promotion director and commercial clients. Production experience required. College degree preferred. Send resume to WMKW-TV, Attention: Personnel, P.O. Box 30030, Memphis, TN 38130. EOE, M/F.

Producer/director. WTSP-TV is seeking experienced producer/director for news, local programing, and commercials. Must have 3-5 years experience and reel that backs it up. Send letter, resume, reel, salary history to: Jim Strader, Production Manager, WTSP-TV, P.O. Box 1000, St. Petersburg, FL 33733. No phone calls, please. EOE.

Free-lance videophotographers: We are looking for first-class video travel footage of both domestic and overseas locations. Indicate whether this is edited or raw footage. Write to American Video Publishing Corp., Box 92571, Rochester, NY 14692.

PM Magazine videographer/editor: Fulltime position. Experience required in field camera shooting, lighting and videotape editing. Creative writing, story production skills and the desire to produce are preferred. Erratic working hours due to "shooting on-location" requirements. Qualified applicants should send tape and resume by November 10th to: Personnel Director, WGAL-TV, P.O. Box 7127, Lancaster, PA 17604-7127. WGAL-TV is an equal opportunity employer.

News producer: One or two years experience, strong writing skills a must. Resume and tape to News Director, 25 Catamore Blvd., East Providence, RI 02914.

Producer/director: Northeast Spanish TV station seeks experienced director, with strong production sense and ability to work creatively under heavy workload. "Live" camera directing and knowledge of Spanish a must. EOE. Box Z-54.

SITUATIONS WANTED NEWS

Personable broadcast meteorologist with AMS seal, M.S. degree, 5 years TV experience, seeking challenging position in medium or large market in Northeast. Box Z-39.

Classy. Anchorwoman with 4 years experience wants competition. Attractive, intelligent, serious, master's. Ratings winner. Relocatable. Box Z-61.

Beautiful, black female ex-journalism teacher for on-air reporting position. Former intern: top 20 news. Relocate? Sure, any market. Tape. Lynn 314-725-2321 p.m.

Very attractive female reporter seeks entry level position in any market. University of Florida graduate. Hard working. Will relocate anywhere. Laurie 904-377-6238.

Desperate for anchor spot in teens and 20s! Black, female, experienced, articulate & attractive. Call 616-375-4632.

Investigative pro: Veteran reporter/producer seeks challenge. Impact player with record of quality and results. National awards include UPI, IRE & Scripps-Howard. Call Mark Lagerkvist, 616-784-5301.

Attractive female: Hardworking, dedicated general assignment reporter looking for fulltime reporting. BA mass communications minor in history. Interned with a number one rated news team. Ideal for small to medium market looking for top notch reporter. Box A-8.

Anchor/reporter. Former Miss USA with writing, reporting and production experience seeks fulltime news position. Excellent reader. Team worker. Tape available. Will relocate. 313-338-2811.

Northwestern University grad seeks writing/producing position in small/medium market. Dedicated, articulate, good sense of humor. Prefer sunny southern states west of the Missouri River. Call K. 303-773-9073.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Videographer: Ability to shoot location/studio video with highest degree of quality, film style. Strong emphasis on lighting and use of filtration. Work shot in Betacam and one inch for clients around the country. Interested in staff position. G. Hammer 914-241-3685.

MISCELLANEOUS

Primo People needs specialists... Investigative, consumer, medical and feature reporters. Send tape and resume to Steve Porricelli or Margo Sanchez, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

Need a new challenge? Stop wandering aimlessly through the "job-hunting jungle". We utilize employment referral and hundreds of weekly listings to put your goals on target! Media Marketing, P.O. Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

Career videos. Move ahead! Let our major market broadcast team produce your personal video resume tape, one that will excite the person who hires. 312-272-2917.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Ithaca College: School of Communications. The Television-Radio Department seeks a person for a tenure-track position starting August 15, 1988. Duties include teaching courses in electronic journalism including news writing and reporting, editing, production and related specialties. Opportunity to provide leadership in an innovative journalism curriculum. Ph.D. or masters degree, with successful teaching and professional experience required. Send letter of application, resume, and three letters of reference to: Dr. James Treble, Chair, Television-Radio Department, Ithaca College, Ithaca, NY 14850. 607-274-3242. Screening begins December 31, 1987. However, applications will be accepted until the position is filled. Ithaca College is an affirmative action/equal opportunity employer.

Ithaca College: School of Communications. The Television-Radio Department seeks a person for a tenure-track position starting August 15, 1988. Duties include teaching media effects, research methods, media economics and possibly in a new Media Studies degree program. Ph.D. or ABD (early completion expected), with successful teaching experience required. Send letter of application, resume, and three letters of reference to: Dr. Michael Mirabito, Chair, Television-Radio Department, Ithaca College, Ithaca, NY 14850. 607-274-3242. Screening begins December 31, 1987. However, applications will be accepted until the position is filled. Ithaca College is an affirmative action/equal opportunity employer.

Graduate assistants to study for M.A. or Ph.D. in Mass Communication. Start Fall 1988. Stipend plus fee waiver. Train undergraduates in radio, television, or field production techniques. Persons with undergraduate degrees in telecommunication or related fields and a 3.0 grade point average are invited to apply. Register by November 6 to take Graduate Record Examination. Contact Dr. John Wright, Graduate Coordinator, Department of Telecommunication, College of Journalism and Communications, University of Florida, Gainesville, FL 32611. AA/EOE.

Assistant/associate professor with earned doctorate in mass communications or related field with 2 years television production/writing experience. Responsibilities include design, development and production of news and educational television modules. Familiarity with new technologies preferred. Some research, teaching and travel; tenure track position; rank and salary commensurate with qualifications. Send letter of application, resume, all university transcripts and three letters of recommendation to: Carl W. Breeden, Chairman, Search & Screen Committee, Editorial Department, G 022 McCarty Hall, University of Florida, Gainesville, FL 32611. 904-392-1771. Refer to position #912480. Deadline: November 16, 1987. Equal opportunity-affirmative action employer.

The Perley Isaac Reed School of Journalism at West Virginia University seeks applicants for tenure-track vacancy in broadcast news and production. Should be able to teach in one or more of additional specializations, such as press law, mass communication, basic news writing, journalism history, etc., serve as advisor to broadcast news majors and participate in service and research. Master's degree and/or teaching and professional experience required; Ph.D. or ABD with teaching and professional experience preferred. Rank and salary negotiable. Position begins August 15, 1988. Send letter of application and vita to: Dr. John H. Boyer, Chairman, Search Committee, Perley Isaac Reed School of Journalism, West Virginia University, Morgantown, WV 26506-6010. Position open until satisfactory filled. West Virginia University is an equal opportunity-affirmative action employer.

Two assistant professors to join an active, growing radio-TV-film program in August, 1988. The department has seven full time faculty, 250 majors, modern studios and classrooms, and is located in a dynamic, major radio, television, and film market. Both candidates should be qualified to teach radio and television production, and have competence in two or more of the following areas: new technologies; international broadcasting; writing; research; news; and film history, theory, and criticism; on both the graduate and undergraduate levels. Active involvement in scholarly activities, some teaching experience, and Ph.D. required (may consider ABD). Salary competitive. The search committee will begin reviewing applications in December. Send letter of interest, vita, and three letters of recommendation to: Dr. R.T. Ellmore, Acting Chairman, Department of Radio-TV-Film, Box 30793, Texas Christian University, Fort Worth, TX 76129. Minorities and women are encouraged to apply. TCU is an EOI/AA employer.

Bradley University: Division of Communication. Broadcasting (retirement replacement) Assistant Professor to teach intro to radio/TV, radio production, field/studio TV production and background to develop radio/TV sales and promotion. M.A. and media experience required. Ph.D. preferred. Applications should be sent to Chair, Search Committee, Division of Communication, Bradley Hall, Bradley University, Peoria, IL 61625. Applicants should send a resume, academic transcripts of advanced degrees, 3 letters of recommendation and names/phone numbers of three additional references. Screening of applications will begin December 1, 1987. Interviews will begin mid-January 1988 and continue until position is filled. Bradley University is an equal opportunity/affirmative action employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Graphic artist: Video/film prod. co. (Midwest) seeks talented graphic artist with minimum two years experience in electronic graphics, paint, animation, 3-D. Send inquiries to Box Z-60.

Videotape editor. Philadelphia area production facility needs top flight, creative editor to help our production team create new broadcast properties as well as work with outside clients. Experience with CMX3400, or equivalent, and ADO required. Send tape and resume to Andy Kienzie, Edit Masters, 1000 Laurel Oak Corporate Center, Suite 108, Voorhees, NJ 08043. Or call 609-784-1177.

PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962, World Wide Bingo. P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

EMPLOYMENT SERVICES

Government jobs \$16,040 - \$59,230/yr. Now hiring. Call 805-687-6000 Ext. R-7833 for current federal list.

EDUCATIONAL SERVICES

On-air training: For TV reporters (beginners, veterans, cross-overs from print). Polish your delivery, appearance, writing. Practice with Teleprompter. Learn from former ABC Network news correspondent and New York local reporter. Make demo tape. Call 212-921-0774. Eckhart Special Productions, Inc. (ESP).

TV news performance workshop: Crash course on stand-ups, reading from teleprompter, voice work, interviewing. For working or aspiring reporters. Conducted by former network news reporters and cameraman, Nov. 14. Reservation deadline Nov. 7. Call now. 212-921-0774.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Turbide 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.

Wanting to buy used Ampex VPR-3 1" VTR's. Box Z-63.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. Telex 910-240-3856.

FM transmitters **Harris FM 25K-AEL 25KG-CCA 20,000D**RCA BTF-10D*Collins 830F(10KW)**Collins 830E (5KW)-RCA 5B-RCA 3B-CCA 3000D(3KW) 2.5 Sparta**Gates FM-1C**Transcom Corp. 215-884-0888. Telex 910-240-3856.

AM transmitters **Transmitters**Harris BC-10H(10KW)**Harris MW1A* Gates BC-1G*Harris MW5(1974) 5KW**Gates BC500**Transcom Corp. 215-884-0888. Telex 910-240-3856.

50KW AM **Gates BC-50C (1966) on air w/many spares, in STEREO.* Transcom Corp. 215-884-0888, Telex 910-240-3856.

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 303-665-3767.

6 1/8" transmission line 1000', 75 ohm, 19 3/4" Ready to ship. Good condition. Call Bill Kitchen 303-465-4141.

1000' Kline tower Good condition. Standing in central U.S. Call Bill Kitchen 303-465-4141.

Silverline UHF transmitters new, best price, latest technology, 30kw, 60kw, 120kw, 240kw. Bill Kitchen or Dirk Freeman. Television Technology 303-465-4141.

Equipment financing: New or used. 36-60 months, no down payment, no financials required under \$25,000. Refinance existing equipment. David Hill 214-423-6562.

Sony BVU-800 broadcast 3/4" VTR systems. Checked out with 30 day warranty \$7995 each. Maze Broadcast, Inc. 205-956-2227.

AM transmitters: 50, 10, 5, 2.5, 1, .5 and .25 kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

FM transmitters: 25, 20, 15, 5, 1 and .25 kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

Building a new AM/FM radio station? Our Turnkey specialists save you money, nationwide! 800-221-6941.

Satellite earth stations for sale. Both C & Ku band. Fully redundant electronics. Top of the line equipment. Can sell as is or turnkey installations. Everything from UPS's to HPAs, 6 MHz microwave equipment also available. Technichrome 702-386-2844.

44 AM trans - 71 FM trans. Delivery from our inventory. All powers - all complete - all inst. books. World leader in broadcast transmitters, Besco Internacional, 5946 Club Oaks Drive, Dallas, TX 75248. 214-276-9725/630-3600.

30KW RCA TTU-30D transmitter, vapor-cooled includes TTUE-44 solid state exciter. Two good working Klystrons, diplexer and heat exchanger. At present on channel 63. Transmitter like new, approximately 3 years old. Available immediately. Contact Woody Sudbrink 305-833-4001.

Grass Valley 1600-3G and 7K switchers. RCATK-46 cameras, TK-28. And other Ikegami, Hitachi, Sony, JVC, etc. Cameras. Grass 400 routing switcher. 8 remote truck-trailers. Fortel 32 TBCs, many VTRs/VCRs all makes, many models. We need vital squeezes. List your excess equipment today. Media Concepts 919-977-3600.

FM antennas. CP antennas, excellent price - quick delivery, from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design - 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

Copper! #8 & #10 ground radials; 2,3,4,6,8" strap; fly screen; ground screen. 317-962-8596. Ask for copper sales.

3/4" and 1" blank videotape. Evaluated tape, broadcast quality guaranteed. Sample prices UCA/KCA-5 minutes, \$4.99 each; KCS-20 minutes \$6.49; KCA-60 minutes, \$10.99; 1"-60 minutes, \$37.99. Elcon evaluated, shrink wrapped, your choice of album or shipper and delivered free. Almost one million sold to professionals. For more info, call 1-800-238-4300; in Maryland, call 301-845-8888.

Inventory sale! Eventide BD-980 digital delay, Orban 245F synthesizer, Orban co-operator, Marantz PMD-221 portable recorders, UMC splice finder eraser, plus Technics turntables, tone arms, pre-amps, and timers. All items brand new, super low prices! Call today. Kidd Communications 916-961-6411.

TEK 1740: New, in original cartons. Bud Harrison, 301-731-5677.

ECS 204 editor: Dual disk drive, pitch corrector, switcher interface, timecode reader, GPI, Sony interface cards. Bud Harrison, 301-731-5677.

ECS 90 editor: Time code reader, pitch corrector, black generator. Bud Harrison, 301-731-5677.

Why buy used UHF TV transmitters? When brand new, fully warranted, expandable, 15KW, 30KW, 60KW, 120KW, 240KW transmitters start below \$150K. Call for best quote. Astre Systems Inc. 209-575-1000.

RCA TP-7 slide projector. Fully reconditioned, refinished, and tested. \$1000.00. Solid state boxes (working) \$600.00. Simber Broadcast Services 609-435-1091.

6 bay Shively antenna - 92.5 FM - with Radomes, 2 years old - \$2,900.00. 804-547-9421.

RADIO

Help Wanted Sales

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- Are you an over-achiever?
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If so, we have an outstanding opportunity for you at 57/WSYR, Central New York's news and information leader. We are a growth-oriented, progressive station seeking individuals with exceptional sales talents to join our team. We invite you to learn and grow in the company of other top achievers at New City Communications. You will receive the newest and most comprehensive sales training in the industry. A top 10% track record in sales preferred, but talent is the only prerequisite.

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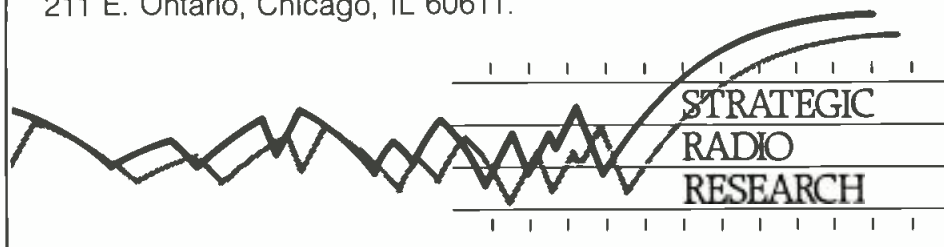
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Syracuse, NY**

NATIONAL SALES MANAGER

We are seeking a dynamic individual with a minimum of 8 years radio industry experience to help us sell the industry's highest-quality audience research services. As National Sales Manager, you will head up our sales department; responsibilities will include training, developing, and motivating our staff of account executives to effectively cover our markets nationwide. Superb sales, marketing, and management skills are required. Strong presentation and negotiation skills are essential. Travel will be required. We offer an excellent salary and compensation package to the right candidate. Applicants currently residing in the Chicago area are preferred. Contact Michelle Erikson at 312-280-8300, or send resume and salary history to Kurt Hanson, President, Strategic Radio Research, 211 E. Ontario, Chicago, IL 60611.



Help Wanted Programing, Production, Others

PROGRAM MANAGER

WJON/WWJO - St. Cloud, MN, needs experienced manager to take charge of all programming operations, including announcer supervision and training, research, fill-in air work, and promotions. WJON is full service station with community involvement. WWJO-FM is country leader with a regional audience. Top pay and benefits for family oriented, committed, competent pro. Send resume, tape, and solid industry recommendations to Jack Hansen, WJON/WWJO, Box 220, St. Cloud, MN 56302. EOE.

PALM BEACH, FLORIDA

Talk show host, established news/talk station beckons quality talent for explosive market. Must be topical, involved, entertaining, able to touch listeners, a superb controversial conversationalist. EOE. Tape/resume to PO Box 14457, 636 US Highway 1, North Palm Beach, FL 33408, Attn: Broadcasting.

Help Wanted Management

PGM/OPERATIONS MGR

New 100 KW FM community stat. Develop prgms/train volunteers. 3-5 yrs pgmng req. Ability work with vols/commun grps, comm-radio exp. pref. \$16-20K & benf. Resume, refs, goals to: Mid-Coast Radio, Box 6126, Kansas City, MO 64110 913-677-4419.

General Manager

for small market AM/FM combo in Rocky Mountain Region. Group owner seeking experienced and energetic, sales programming and motivated individual to manage underachieving combo. All resumes and information handled in strict confidence. EOE. Box A-5.

Help Wanted Management Continued

GM FOR SMALL MARKET

Group owner needs a strong, sales-oriented General Manager for a small market combo in central Pennsylvania. This is a very profitable operation which requires a person of high character and integrity. Also require a person with record of: community involvement and leadership; maximizing revenue; controlling expenses. Send replies in strictest confidence to Box Z-65. EOE.

TELEVISION

Help Wanted Management

GENERAL SALES MANAGER TOP 25 INDEPENDENT

Our last GSM moved up to general manager. Excellent opportunity for experienced GSM to assume broader station responsibility. Local sales emphasis including local programming, live sports, and news in a highly desirable market. If you're a leading sales manager check out this opportunity. EEO M/F. Respond to Box A-3.

PROMOTION MANAGER

ONE OF THE NATION'S HIGHEST RATED CBS AFFILIATES IS LOOKING FOR ONE OF THE NATION'S BEST PROMOTION MANAGERS.

CREATIVITY, ENTHUSIASM, ENERGY, DETERMINATION, PLANNING AND MANAGING ARE AMONG THE MANY SKILLS REQUIRED TO BECOME PART OF OUR EXPERIENCED PROFESSIONAL MANAGEMENT TEAM.

EXCELLENT BENEFITS, GREAT CITY, GREAT OPPORTUNITY. PLEASE SEND RESUME ONLY ALONG WITH SALARY REQUIREMENTS TO:

PERSONNEL MANAGER
WHAS-TV
P.O. BOX 1100
LOUISVILLE, KENTUCKY 40201-1100

EQUAL OPPORTUNITY EMPLOYER



DIRECTOR OF DEVELOPMENT

New Hampshire Public Television, a major three-station network with 439,000 viewing households in four states, seeks strong development professional. Senior manager position oversees \$2 million program including 24,000 members, major corporate underwriting effort, and annual auction. Lead a staff of seven skilled specialists. Emphasis on developing new initiatives to capitalize on growing audiences in expanding market. Minimum qualifications: Bachelor's degree and five years development/fundraising experience or equivalent combination of education and experience. Preference given to individuals with demonstrated marketing/sales and management leadership skills. Salary range \$30,690 to \$47,940 commensurate with experience. NHPTV is located on the seacoast 60 miles north of Boston. Send resume and salary requirements by November 30, 1987 to: General Manager, NHPTV, Box 1100, Durham, NH 03824. An EEO/AA employer.

COMMERCIAL MANAGER

Commercial Manager wanted by Sunbelt UHF independent. Must be aggressive and have proven indie record. Send resume and salary requirements to Box Z-59.

Help Wanted Sales

LOCAL SALES MANAGER

WIS-TV is taking applications for the position of local sales manager. Applicants should have previous sales manager experience. WIS-TV is a premier broadcasting station with a solid reputation in the Southeastern United States. This is an excellent opportunity but is also very challenging. WIS-TV is a station of the Cosmos Broadcasting Corporation.

Please send resumes, which will be held in strictest confidence, to C. Joseph Tonsing, General Sales Manager, 1111 Bull Street, Columbia, South Carolina 29201. EEO Employer.

Help Wanted News

WEATHERCASTER NEEDED.

We want a primary weather anchor who can do it all!!! If you are currently in a morning/noon/weekend weather rut and want to upgrade your on-air career, let us know. We have the latest hi-tech computer gear and our three-person weather staff can vouch for our commitment to weather news. We are a medium market, group owned, VHF affiliate in the Midwest. If you think you take weather as seriously as we do, send your resume and salary history to Box Z-55. EOE, M/F.

NEWS DIRECTOR

Our award winning news operation still needs a strong leader. We have resumed our search for the right person with the right stuff!!! A quality staff deserves only the best...if you have the credentials, let us know. Send resume, newscast tape, and salary history to Harvey Libow, General Manager, KSFY-TV (ABC), 300 North Dakota Avenue, Suite 13, Sioux Falls, South Dakota 57102. EOE, M/F.

Help Wanted Programing, Production, Others

PROMOTION PRODUCER

LA's Movie Station is looking for somebody to be LA's best promotion producer! We have our first opening in three years for a producer of movie, specials, sports, and news promos. The ideal candidate will have at least two years' producing experience at an independent television station and have a dynamite demo reel.

Send it and your resume to:

**Director of Human Resources
KTLA**

**5800 Sunset Blvd. • P.O. Box 500
Los Angeles, CA 90078**

A
TRIBUNE
BROADCASTING
STATION



AN
EQUAL
OPPORTUNITY
EMPLOYER

KYW-TV is looking for an associate producer for its new talk show TIMEOUT. Must be experienced in live studio production, celebrity bookings, and good at creating new angles and ideas. Please send tape & resume to Bob Jones, KYW-TV Program Manager, Independence Mall East, Phila., PA 19106.
EOE M/F

Help Wanted Programing, Production, Others Continued

RESEARCH PROJECT MANAGER

We're expanding our Research Department at TBS. Our responsibilities include SuperStation TBS, CNN and Headline News. We concentrate on ratings analysis and programming research.

We're looking for a person with...

- A strong survey research background.
- TV and/or media research experience.
- A demonstrated ability to seize the initiative.
- Excellent quantitative and statistical skills.
- PC knowledge and experience.

Please reply to: **Terry Segal, Director of Research, Turner Broadcasting System, P.O. Box 105366, Atlanta, GA 30348-5366**

EOE



M/F

Situations Wanted Management

LEASE A FINANCIAL EXEC!

fin'l mgr., 14 yrs TV exp. in 5 mkts with major group - avail. for temp. assignments: Budgets... Special Projects... Analysis... Planning... Evaluation... Interim Mgt... call 312-961-0319.

Blind Box Responses:

BOX ???

**c/o Broadcasting Magazine
1705 DeSales St., NW
Washington, DC 20036**

(No tapes accepted)

ELECTRONIC GRAPHIC ARTIST

Minimum 3 years experience with Quantel Paint Box and Chyron 4100 or equivalent systems. BA or MA in Broadcast Art Design or similar background desirable. Ability to art direct projects using DVE, CMX and/or 3-D systems also desirable.

Send resume to:

Production Manager

**KHJ-TV
5515 Melrose Avenue
Los Angeles, CA 90038**

No Phone Calls Please
Equal Opportunity Employer

Situations Wanted News

NEWS TEAM BOOKING OVERSEAS ASSIGNMENTS NOW

To be there when the news happens is one thing...but to bring back the kind of stories that help peg the needle on your ratings -- you need a special team -- that's us! Especially equipped news team...ready now.

Your reporter or ours.

**Shoots/Reports/News Packages
Central America - Middle East**

MONS 916-447-8477 TELEX 176259 HQ CSAC

ALLIED FIELDS

Help Wanted Instruction

University of Arizona, College of Agriculture

Director, Office of Agricultural Sciences Communications

University of Arizona, College of Agriculture, seeks Director of Office of Agricultural Sciences Communications to manage personnel, media programs and budget in non-teaching, non-research office. Responsible for publications, press and electronic media programs and relations. Required: BA in administration, journalism or related area: 6 years varied media experience with 3 in administration. To receive position announcement, write Fran Clanton, Office of Agricultural Sciences Communications, Forbes Bldg., University of Arizona, Tucson, AZ 85721. Closing date December 7, 1987.

Assistant Specialist, Information, Electronic Media

University of Arizona, College of Agriculture, seeks Assistant Specialist, Information, Electronic Media to produce, direct and consult in the area of video and audio production. Required: BS in related field plus six years experience. Applicants file must contain letter of intent and vita by December 7, 1987; transcript(s) of grades and three current reference letters, mailed directly to Fran Clanton, Office of Agricultural Sciences Communications, Forbes Bldg., University of Arizona, Tucson, AZ 85721. These materials must be received no later than December 16, 1987. For more information, call (602/621-7176).

An Equal Employment Opportunity/Affirmative Action Employer.

JOB HUNTING?

If you need a job, you need MediaLine. We give you job listings in news, weather, sports, production, programming, promotion, and engineering. For \$37.50 you get a daily report for 6 weeks. **1-800-237-8073** (In Missouri 314-442-3364). MediaLine, P. O. Box 10167, Columbia, MO 65205-4002.

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WE PLACE ENGINEERS

ALL CATEGORIES FOR TV, PRODUCTION, VIDEO, CATV (EXCLUDING OPERATORS)

America's Leading Source for a Decade

TV STATIONS, PRODUCTION FACILITIES, CORP. TV, MFG., CATV

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Kingston, PA 18704

Employer
Paid Fees

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BOB KIMEL'S NEW ENGLAND MEDIA, INC.

Small New England Market FM CP @ \$175,000.

Coastal New England excellent market 5kw fulltime AM @ \$400,000.

AM - FM (5kw) Capital City @ \$1.6 million.

New York State AM - FM Small Market with additional FM CP @ \$400,000 for all three.

Northern Pennsylvania AM - FM \$450,000 cash.

Northern New York AM with excellent cash flow @ \$600,000.

The type of Medium Market (New England) that's well suited to a successful AM operation @ \$700,000.

Connecticut AM with good cash flow at 1.3 times gross @ \$550,000 cash.

\$100,000 down plus \$400,000 on good terms takes this nice Connecticut AM.

2 City "group" with good multiples @ \$7 million.

8 DRISCOLL DR., ST. ALBANS, VT. 05478
802-524-5963

Programing



RTV - SPORTS NETWORK (Sports Radio's Total Voice)

GM's and Programmers -

Announcing America's First Radio Sports Network RTV is totally devoted to sports.

Sports talk, sports interviews, sports reports, sports scores.

Play by play from teams around the country

RTV Talks to Sports Fans

RTV Talks to Sports Celebrities

RTV Brings your Market P.B.P.

RTV is Exclusive

SPORTS PROGRAMMING ALL THE TIME

You can have RTV-SPORTS Now for \$150-\$300 Monthly Sports Programming You Can Use Before and After

Local Games.

Sports Programming You Can Use When You Want!!

s p o r t s s e l l ! ! !

Call RTV Now...617-477-5888
Don't Miss It

IN SEARCH OF NEW AND INVENTIVE PROGRAMING FOR JAPAN

Our company, CLASS ACT INC., is located in Tokyo and delivers overseas television information to a Japanese advertising giant, DENTSU. We have a delivery network which reaches commercial and independent TV stations and advertisers. We are seeking American TV and video programs for introduction to Japanese traders. If you are interested in the Japanese market, if you have new and inventive programs, please contact our company by FAX, 011813 546-6019.

We also welcome the works of independent producers. 3-4-15 #404, Mita, Minato-Ku, Tokyo, Japan.



Business Opportunities

Investments Wanted

Venture Capital company interested in investments in communications services businesses. If your company is in, or serves the entertainment/information media business, currently has less than \$10m sales, and requires equity for turnaround or growth, respond confidentially to: Box Z-68

Wanted to Buy Stations

Twenty-year broadcaster seeks to buy FM or AM/FM combination in smaller measured market in Eastern PA or Southern NJ. Principals only, please. Respond to President, 207 S. State Rd., Upper Darby, PA 19082.

For Sale Stations

Very attractive opportunity in small/medium Sunbelt market for investment/working partner. AM/FM combo with C-2 possibility; impressive facility...impressive deal, all or part. Call:

DON KERN 504-282-9878

Nationwide Media Brokers
Chapman
Associates

CASH FLOW

Small market, midwest AM/FM, cash flowing. Asking \$600 thousand; \$150,000 down.

BILL LYTLE
816/941-3733

Tennessee FM Suburban	\$830,000
Illinois Combo Profitable	\$750,000
Florida AM	\$350,000
Georgia AM Good Real Estate	\$250,000
South Carolina AM new transmitter	\$140,000
Alabama Profitable AM	\$350,000
South Carolina UHF - TV	\$3,000,000
Louisiana UHF - TV	\$10,000,000
South Carolina Class A Combo	\$3,000,000

The Thorburn Company
410 Sandalwood Drive
Atlanta, GA 30338
phone 404-998-1080
Bob Thorburn, President

FOR SALE

Construction permit, with transmitter. Central New York with population 600,000 plus. Zoning approved. \$20,000. Or financial backers welcomed. Tel. 1-315-458-2367 preferably mornings.

CHANNEL YOUR PROBLEM COLLECTIONS INTO PRIME PROFITS!

Our collection services are tailored to your industry's requirements.

- Personalized/Professional Service
- Nationwide representation
- Competitive rates
- RESULTS

AFS

ALLEN FINANCIAL SERVICES
7100 Hayvenhurst Ave.
Van Nuys, CA 91406.
818-785-5500

PERDIEMSM BROADCAST SERVICES, INC.

We are now accepting additional applications from broadcast personnel for our national placement network. Send resume and cover letter to:

Perdiem Broadcast Services, Inc.
34-12 36th Street
Astoria, NY 11106

KDLN AM/FM RADIO STATION

AUCTION

STATION TO BE SOLD IN BULK ONLY
WEDNESDAY NOVEMBER 11, 1987

AM - Frequency 1490 - Power 1000 Watts - Class IV
FM - Frequency 98.3 - Power 3000 Watts - Class A

Auction to be held at auction headquarters at Royal Inn located at 650 North Montana, Dillon, Montana. Phone 406-683-4214

Auction starts at 2:00 P.M. Sharp

Registration for Buyer's numbers begins at 1:00 P.M.

INSPECTION OF PROPERTY-1:00 P.M. to 5:00 P.M. Tuesday, November 10, 1987
& 9:00 A.M. to 12 noon auction day, November 11, 1987

AIRLINES AVAILABLE TO BUTTE: NORTHWEST AIR LINK & DELTA. AIRLINES AVAILABLE TO BOZEMAN: AMERICAN, UNITED, NORTHWEST ORIENT & FRONTIER. RENTAL CARS AVAILABLE: DILLON AIRPORT IS IFR FOR BUSINESS AIRCRAFT.

TERMS OF SALES: A deposit of ten percent (10%) of purchase price in certified funds at time and place of sale. Balance in cash to be paid in full at the office of Auctioneer upon FCC approval of license transfer. Financing possible for qualified buyer.

BROADCAST STUDIO - STUDIO A - STUDIO B - ADDITIONS
STUDIO - FM TRANSMITTER SITE - OTHER - AM TRANSMITTER
KDLN AM/FM DILLON, MONTANA
DBA SOUTHWESTERN BROADCASTING INC., OWNER

Auction conducted by:

BASS AUCTION

Company, Inc.

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Hogan - Feldmann, Inc.

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P.O. Box 146

Encino, California 91426

Area Code (818) 986-3201

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

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 and 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.

When placing an ad, indicate the EXACT category desired: Television, Radio 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. No personal ads.

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. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: \$4.00 per issue. All other classifications: \$7.00 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials; such materials are returned to sender.

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

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 count as one word each.

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.

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.

Nationwide Media Brokers
Chapman
Associates

MIDWEST COMBO

Medium market AM/FM, profitable. Asking \$950,000 with terms. Call:

BILL LYTLE
816/941-3733

Nationwide Media Brokers
Chapman
Associates

TWO IN SUN BELT

Two major market AM stations, Top 25 ADI's, new equipment at both stations. Call:

DAVID LaFRANCE
818/893-3199

- LPTV construction permit. Naples, FL. Channel 2. \$70,000.
- Cable systems in ND and MN. \$1,000 per subscriber. Ask for Jim Dick.
- 100,000 watts plus strong daytimer. NW Texas. \$2.1 million.

Broadcast Communications Division
BUSINESS BROKER ASSOCIATES
615-756-7635 — 24 Hours

RADIO STATION PROPERTIES For Sale

in Lafayette, LA & Vicksburg, MS. markets (1 Small & 1 Medium-sized). Contact Ed Chandler at 800-233-5981 or in LA 800-423-0520 for specifics.

AM/FM COMBO Small Market

Only FM in Market
Outstanding Facility/Potential
Will Finance 312-368-0943

ARIZONA AM/FM

20 yr. Hist., in N/E AZ Mts. Fast growing regional commerce center in popular year-round vacationland. One owner seeks retirement. \$895K takes all incl. real estate, all F&C, \$300K dn. Workable. Contact Ken Rivers of Spill Invest. 602-537-4300.

Full power UHF-TV CP's

- Mobile-Pensacola, Florida
- Des Moines, Iowa
- Oraville, CA

Television Technology Corp.
Bill Kitchen 303-465-4141

For sale Richmond, Virginia 5000 Watt AM Radio Station at 1410KHZ in the fastest growing country in the country. Must divest immediately. Call Paul Bullifant at 804-345-9395.

Fates & Fortunes

Media

Appointments at Viacom International, New York: **George S. Smith Jr.**, VP and controller, to VP and chief financial officer, succeeding **Gordon E. Belt**, resigned; **Thomas E. Dooley**, treasurer, named VP and treasurer.



Scanlon

Edward L. Scanlon, senior VP, employee relations, RCA, New York, joins NBC as executive VP, employee relations.

Appointments at United Cable Television, Denver-based multiple cable system operator: **Gary S. Howard**, treasurer, to VP and treasurer; **Norman Ste-**

phens, assistant VP, taxation, to VP, taxation; **Mark L. Schneider**, director, federal government and regulatory affairs, Standard Oil Co., Washington, to VP, corporate development; **Kenneth P. Warner**, controller, to assistant VP, corporate development; **Bernard G. Dvorak**, assistant controller, to controller.

Allan Block, VP, marketing, Buckeye Cablevision, Toledo, Ohio-based multiple system operator and subsidiary of Blade Communications, joins parent company there as VP, cablevision and television.

Richard S. Weigand, district manager, Detroit systems, Continental Cablevision, named VP and general manager, Michigan operations.

Appointments at Capital Cities/ABC, New York: **Peter L. Rosenberg**, program attorney, to director, compliance and business; **Cynthia Vanden Heuvel**, associate program attorney, to program attorney.

Appointments at Fox Television Stations' WNYW(TV) New York: **Peter S. Temple**, senior VP, Lorimar-Telepictures, New York, to VP and station manager; **Joseph M. Weber**, director, policies and procedures, Los Angeles, to VP, finance and administration.

Gustavo G. Godoy, founding president and news director, Hispanic Broadcasting Corp., Phoenix, joins Spanish-language KTVW-TV Phoenix as VP and general manager.

Larry Kirby, former VP, ACC broadcast operations, Basketball Television Network, Charlotte, N.C., joins WWHT(AM) Charleston, S.C., and WWHT-FM Goose Creek, S.C., as VP and general manager.

Weldon Crelia, acting general manager, WLAC-AM-FM Nashville, named general manager.

L. William White, general manager, KTTV(TV) Los Angeles, joins WJKS(TV) Jacksonville, Fla., as VP and general manager.

Ronald W. Philips, VP and general manager, SJL Broadcast Management Corp.'s WSTM-TV Syracuse, N.Y., named president, SJL of

N.Y. Inc., including WSTM-TV and WGRZ-TV Buffalo; SJL is Billings, Mont.-based owner of seven TV's.

Jim Bryant, general sales manager, WKRC(AM) Cincinnati, named VP and general manager, co-owned WKRC(FM) Cincinnati.

Appointments at WCCO-TV Minneapolis, Minn.: **Bob McGann**, director, sales and marketing, to VP and station manager; **Greg Keck**, business manager, to controller.

David W. Palmer, president, WATH(AM) Athens, Ohio, named president, parent group, Target Broadcasting Group, and general manager, WRAP(AM) Norfolk, Va.; **Robert E. Lambert** continues as VP and general manager, WATH(AM)-WXTQ(FM).

Rich Plotkin, station manager, WSNS(TV) Chicago, joins WYZZ-TV Bloomington, Ill., as general manager.

Stewart W. Edwards, operations department staff, Mutual Broadcasting System, Arlington, Va., joins WODY(AM) Bassett, Va., as president and general manager.

Mary Ann Perkins, sales and marketing launch manager, Warner Cable Division II systems, Dublin, Ohio, named manager, Warner's Kingman, Ariz., system.

Chris Hughes, assistant treasurer and risk manager, King Video-cable Co., subsidiary of King Broadcasting, Seattle, named VP, finance, King Video-cable.

Mel Lipsitz, director, finance and administration, KNMZ-TV Santa Fe, N.M., joins KICU-TV San Jose, Calif., as controller.

Ronald Chung, controller, KQMQ-FM Honolulu, joins KFVE(TV) there as controller and business manager.

Lewis Bernstein, traffic and continuity director, WKAL-AM-FM Rome, N.Y., joins non-commercial WAER(FM) Syracuse, N.Y., as operations director.

Marketing



Heekin

James R. Heekin III, senior VP and management director, J. Walter Thompson, New York, named executive VP and general manager, New York office.

Appointments at BBDO Chicago: **Debra L. Nevin**, associate media director, to VP and associate media

director; **Michael S. Colantonio**, assistant controller, to VP; **Scott Morehead**, media supervisor, DDB Needham Worldwide, Chicago, to account executive.

Patricia Baker, manager, personnel and gen-

eral administration, Interep, New York, named VP, personnel.

Thomas E. McKinney, VP, advertising sales, Group W Cable, New York, joins Tempo Television, Tulsa-based program service, as senior VP and director, spot sales, program sponsorships and per inquiry advertising.

Paul J. Goldsmith, president, Rumrill-Hoyt division, McCaffrey & McCall, New York, and **William J. Vieser**, director, client services, McCaffrey & McCall, named vice chairmen.

Tim A. Williams, director, field marketing, C4 Media Corp., Vienna, Va., joins Warner Cable Communications, Dublin, Ohio, as director, advertising sales development.

Al Strada, sales manager, WSB-TV Atlanta, joins USTV, division of Hubbard Broadcasting, Atlanta, as VP sales, Southern region.



Mord

Mord moving on. Marvin Mord, vice president, research and marketing services, Capital Cities/ABC Inc., resigned last week. Mord confirmed that the resignation was "mutually agreed to."

Mord, who has been in the job for 11 years, said he was looking forward to an "entrepreneurial project" that will be announced at the beginning of 1988. Mord said the company had offered, and he accepted, a "generous" settlement agreement. Mord was vague on the details that led to his departure, but sources last week said he may have been odd man out as the result of tensions between the programming and sales departments on one side and research on the other, as the network made the transition to peplemeters. Mord's resignation officially takes effect at the end of the year, but he has relinquished day-to-day duties to Henry Schafer, the company's vice president, marketing research. The company is expected to announce a permanent replacement for Mord shortly.

Maria Luebbert, copywriter, TBWA Advertising, St. Louis, joins D'Arcy Masius Benton & Bowles, St. Louis, in same capacity.

Nick Lambrou, intern, BHN Advertising and Public Relations, St. Louis, named media buyer.

Appointments at Christian Broadcasting Network's Cable Network, Virginia Beach, Va.: **Rick Busciglio**, media sales representative, to director, sales development; **Bill Beard**, account executive, to senior account

executive and team leader, ad sales team, New York office; **Ashley Marable**, account executive trainee, to account executive.

Jane Krate, sales representative, Sears Contract Interiors, division of Sears Roebuck, St. Davids, Pa., joins McAdams, Richman & Ong advertising, Bala Cynwyd, Pa., as account services coordinator.

Leo Smith, manager, advertising services, Pudik Art Studios, Washington, Ill., joins Warren Anderson Advertising and Public Relations, Davenport, Iowa, as account executive, business-to-business clients.

Maurice McKay, senior media planner, Campbell-Mithun Advertising, Minneapolis, joins Cash Plus Inc., Minneapolis-based broadcast buying-syndication service, as director, operations.

Joseph Klasner, account executive, MMT, New York, and **David Bisceglia**, account executive, Blair Television, Dallas, join Blair Television's CBS Red team, New York, as account executives.

Pete Frolik, summer intern, Kelly, Scott & Madison, Chicago, named media assistant.

Appointments at CPM Inc., Chicago-based advertising firm: **Denise Beaudoin**, media coordinator-senior broadcast buyer, J. Walter Thompson, Chicago, to broadcast supervisor; **Hyla Solganick**, broadcast supervisor, Bohbot & Cohn Advertising, New York, to broadcast buyer.

Nan Shenkan, junior account executive, Hillier, Newmark, Wechsler & Howard, New York, named account executive.

Timothy C. Kearns, assistant to director, research and development, International Cube Corp., Syracuse, N.Y.-based interactive cable service, joins Lewis, Gilman & Kynett Advertising, Philadelphia, as account assistant, communication services division.

Bill Tynan, local sales manager, KDNL-TV St. Louis, named general sales manager.

Kevin O'Grady, general sales manager, WASH(FM) Washington, joins WBMW(FM) Manassas, Va., in same capacity.

Appointments at KJTM-TV Pine Bluff, Ark.: **Chris Bailey**, local sales manager, to general sales manager; **Tylin Smith**, national sales manager, succeeds Bailey as local sales manager.

Appointments at WREX-TV Rockford, Ill.: **Warren Anderson**, regional sales manager, to director, sales; **David Moore**, account executive, to assistant director, sales.

Terri Hass, account executive, KHIT(FM) Bremerton, Wash., and **Theresa Patchell**, in-house advertising manager, Pay N Save stores, Seattle, join KCPQ(TV) Tacoma, Wash., as account executives.

Meadors Tanner, sales manager-account executive, WANS-FM Anderson, S.C., joins WLOS(TV) Asheville, N.C., as account executive.

Bill McEnaney, media director, Creative Design and Marketing, Portland, Me., joins WMTW-TV Poland Spring, Me., as account executive, Portland sales office.

Terri Von Schell, national sales coordinator, KMST(TV) Monterey, Calif., joins KSBW(TV) Salinas, Calif., as account executive.

Programing

Dawn Steel, president, production, Paramount Pictures, Los Angeles, joins Columbia Pictures Entertainment Inc., new combination of Coca-Cola Co.'s Entertainment Business Sector and Tri-Star Pictures Inc., as president, motion picture unit, Los Angeles.

Stephen Palley, acting chief operating officer and former chief counsel, King World, New York, named chief operating officer, overseeing legal and financial activities of productions, licensing and merchandising, Camelot Entertainment Sales and barter divisions.

Dan Greenblatt, consultant, Tribune Entertainment, Chicago, joins 20th Century Fox Television, New York, as senior VP and Eastern region sales manager.



Masters

Lee Masters, senior VP and general manager, MTV: Music Television and VH-1/Video Hits One, New York, named executive VP and general manager.

Appointments at Showtime/The Movie Channel: **Sharon Portin**, director, sales and marketing, Viewer's

Choice I and Viewers Choice II, pay-per-view division, to VP, national sales, Viewer's Choice; **Jay Larkin**, manager, consumer public relations, to director, original programing and special projects.

Carlos Barba, VP, programing and promotion, Telemundo, Los Angeles-based program service, named senior VP.

Skip Chasey, production coordinator, Telecom Entertainment, Los Angeles-based television movie and mini-series producer, named manager, business affairs.

Appointments at Rainbow Programing Services Co., Woodbury, N.Y.: **Michelle Gertz**, director, marketing, Harte-Hanks Cable in Florida, to administrative marketing manager, Bravo Cable Network, New York; **Douglas Pauley**, regional sales and marketing manager, Warner Cable Communications, New York, to regional sales manager, American Movie Classics, Los Angeles; **John Sadler**, advertising account executive, Falcon Cable TV, Pasadena, Calif., to affiliate marketing manager, American Movie Classics, Los Angeles.

Appointments at Lifetime Cabletelevision Network, New York: **JoAnn Nayer**, manager, production, creative services department, Showtime/The Movie Channel, New York, to manager, operations; **Lynne Carlin**, affiliate relations supervisor, 3M/Cable Networks, New York, to manager, affiliate administration; **Karen E. Burleson**, director, marketing, Northeast region, Harte-Hanks Communications, Philadelphia, to sales executive, central region, Dallas; **Frank Ragona**, sales representative and surgical stapling technician, United States Surgical Corp., New York, to account executive, Lifetime Medical Television; **Gay Bassin**, sales assistant, **Lucia Rodriguez**, production assistant, Santandrea Productions, New York, and **Mary Whitmore**,

administrative assistant, special education department, New York City Board of Education, to sales assistants.

Appointments at Capital Sports Inc., New York-based sports marketing and television packaging firm: **Richard D. Ryan**, special event coordinator and corporate sales manager, and **Mark D. Brickley**, director, public relations, named VP's

Appointments at USA Network, New York: **Angela Taiwo**, account manager, telecommunications division, Rockefeller Group, New York, to manager, general accounting; **Marguerite Dvorschak**, senior accounts payable clerk, to junior accountant.

Appointments at Orbis Communications, New York-based producer-distributor: **Sandra L. Weir**, president and owner, Anchor Productions, New York-based television production and consulting company, to director, programing and production, New York; **Terry W. Dolan**, director, broadcast services, WISN-TV Milwaukee, to Midwest account executive, Chicago.

Sally Roslow, manager, marketing, affiliate relations, CBS, New York, joins New World Television, Los Angeles, as director, research-marketing.

Appointments at USA Network, New York: **Diane Bleishock**, director, credit and collections, to director, billing; **Linda Farley**, corporate credit manager, VCA Teletronics, New York, succeeds Bleishock as director, credit and collections.

Appointments at Blair Entertainment, New York: **Linda Lieberman**, account executive, Tribune Entertainment, New York, to station clearance manager, southern region; barter division; **Marlene Rochman**, general assignment account executive, to account executive, Northeast territory.

Lorna Gladstone, assistant program manager, WGN(AM) Chicago, named program manager.

Jeffrey M. Bower, supervisor-radio program coordinator, KABC(AM) Los Angeles and ABC Talkradio Network, Los Angeles, named producer, ABC Radio Network's *The Tom Snyder Show* there.

Chris Miller, operations manager, KQZY(FM) Dallas, joins WDAE(AM)-WUSA-FM Tampa, Fla., as program director.

Rebecca Goodrum, freelance producer and writer, St. Louis, and former program director, WOTV(TV) Grand Rapids, Mich., joins noncommercial KETC(TV) St. Louis as manager, program production.

News and Public Affairs

Appointments at Conus Communications, Minneapolis-based, international Ku-band satellite news cooperative of local television stations: **Nancy Taubkin**, satellite news coordinator, to satellite news producer; **Lisa Cohen**, news producer, WALA-TV Mobile, Ala., to satellite news coordinator; **Tom Becherer**, news director, WLKY-TV Louisville, Ky., to account executive.



Hoff

Matthew Hoff, broadcast executive, Michigan and Ohio, Associated Press Network News, Detroit, named general broadcast executive, Eastern United States, Washington.

Appointments at Potomac Communications, Washington-based television news

and programming company: **Bonnie Arnold**, director, live interview service, *One-On-One Exclusive*, adds duties as director, Potomac's Local Program Network, recently acquired from WCCO-TV Minneapolis; **Judy Leon**, assistant bureau chief, Potomac's American News Bureau, to executive producer, Local Program Network; **Sara Furman**, associate producer, *The Larry King Show*, CNN, Crystal City, Va., to producer, *One-On-One Exclusive*; **Rick Snyder**, news director, KBAK-TV Bakersfield, Calif., to director, convention services for 1988 political conventions; **Don Brownlee**, general manager, WGAM(AM) Greenfield, Mass., to director, operations and technical services; **Victoria Snead**, assistant to operations manager, instructional television system, University of Maryland, College Park, Md., to operations coordinator.

Appointments at Fox Television Stations: **Kimmerly Montour**, VP and news director, Fox's KRIV(TV) Houston, to Fox's WNYW(TV) New York as managing editor, news and special events; **Bruce MacCallum**, senior executive producer, news, KCBS-TV Los Angeles, to KTTV(TV) Los Angeles as managing editor, news.

Appointments at WWOR(TV) Secaucus, N.J.: **Dianne Doctor**, executive producer, 8 p.m. news, to assignment manager, 10 p.m. news; **Rob Feldman**, producer, news, WCAU-TV Philadelphia, to senior producer, *Evening Magazine*; **Julie Harbert**, freelance producer-director, KABC-TV Los Angeles, to associate program producer; **Kate Begley**, producer, prime time news, to wrap producer; **Pam Simpson**, senior producer, The Travel Channel, New York, **Laurie Berger**, segment producer, *Lifestyles of the Rich and Famous*, and **Sheila Sitomer**, senior VP, Rowland Co., New York, to field producers; **Gerry Lago**, photographer-editor, WMUR-TV Manchester, N.H., to news photographer; **Susan Perla**, videotape editor, CNN, New York, to same capacity.

Appointments at KJEO(TV) Fresno, Calif.: **Greg Albrecht**, producer, WFL(TV) Tampa, Fla., to news director; **David Sanders**, producer, WITN-TV Washington, N.C., to producer, 5 p.m. news.

Charles Tornell, news director, WKFT(TV) Fayetteville, N.C., joins WREX-TV Rockford, Ill., in same capacity.

Dean Bunting, assistant news director, KCRG-TV Cedar Rapids, Iowa, named news director.

Lester Graham, news director, WPMB(AM)-WKRV(FM) Vandalia, Ill., joins WSDR(AM) Sterling, Ill., in same capacity.

Scott Leiser, director, news, sports and special events, WDIV(TV) Detroit, joins WUSA-

(TV) Washington as producer-director.

Appointments at KTSM-TV El Paso: **Pahl Shipley**, assignment editor, to assistant news director; **Brenda Tinney**, assignment editor, KOLD-TV Tucson, Ariz., to 6 p.m. producer; **Gerges Scott**, weekend producer-assignment editor, KOB-TV Albuquerque, N.M., to same capacity.

Andy Lyon, assignments reporter, KOAA-TV Pueblo, Colo., named assistant news director.

Gerry Roberts, freelance news producer, Kansas City, Mo., and former executive producer, KYW-TV Philadelphia, joins KMBC-TV Kansas City, Mo., as assistant news director.

Gary Salem, news director, KSTS(TV) San Jose, Calif., joins Financial News Network, Los Angeles, as anchor, *World Business Report*, 6-7 a.m., and *World Business Update*, 8-9 a.m.

Gary Curtis, news director, WGHP-TV High Point, N.C., joins WFMV-TV Greensboro, N.C., in same capacity.

Appointments at KSBW(TV) Salinas, Calif.: **Dave Gonzales**, anchor, KFSN-TV Fresno, Calif., to same capacity; **Lynette Taylor**, news director, KLMG-TV Longview, Tex., to producer, 11 p.m. news; **Jim Adamson**, weatherman, WHNT-TV Huntsville, Ala., to weathercaster, 6:30 a.m. and 11:30 a.m. news.

Appointments at National Public Radio, Washington: **Neal Conan**, head, New York bureau, to executive producer, *All Things Considered*; **Art Silverman**, senior producer, *All Things Considered*, to senior producer,

documentaries and special projects; **Anne Edwards**, editor, national desk, to senior editor, Washington bureau; **Ellen Weiss**, editor, associate producer and reporter, *All Things Considered*, to producer, *All Things Considered*, **Daniel Morris**, editor, national desk, to same capacity, *All Things Considered*.

Appointments at KMSP-TV Minneapolis: **Eric Felton**, cable television coordinator, Edina (Minn.) police department, to executive producer; **Mark Plenke**, night city editor, *Cedar Rapids Gazette*, to assignment editor; **Michael O'Keefe**, editorial intern and freelance photographer, to associate producer.

Appointments at KHOU-TV Houston: **Linda Miller**, news producer, WABC-TV New York, to 6 p.m. news producer; **Sylvan Rodriguez**, general assignment correspondent, ABC News, New York, to anchor, noon and 6 p.m. news.

Jeff Eliasoph, *Nightcast* reporter, KTBS-TV Shreveport, La., adds duties as 10 p.m. co-anchor.

Appointments at WLOS(TV) Asheville, N.C.: **Karen Coulon**, weather anchor-reporter, WCPX-TV Orlando, Fla., to morning news anchor-reporter; **Jim Hale**, weekend sports anchor-reporter, KTRE-TV Lufkin, Tex., to sports reporter; **Tom Glover**, reporter, to assignment editor.

Dorothy Rabinowitz, media critic, *The New York Post*, joins WWOR-TV Secaucus, N.J., in same capacity.

Steve Brown, weathercaster and science reporter, WXIA-TV Atlanta, joins WKYC-TV

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Cleveland as weekend meteorologist.

John Rhadigan, part-time sports reporter, WJRT-TV Flint, Mich., named weekend sports anchor and reporter.

Technology

David P. Friedley, VP and general manager, communications group, Tektronix Inc., Beaverton, Ore., named president and CEO, succeeding **Earl Wantland**, who voluntarily moves to vice chairman, saying company "could benefit from the energy of new a leader."

Courtney Spencer, VP and general manager, Martin Audio, Boulder, Colo., joins Wave-Frame Corp., Boulder-based equipment manufacturer, as VP, sales.

Paula Mannings, VP, program distribution, LBS Communications, Los Angeles, joins Wold Communications there as director, syndication services.

Billy R. Emery, president, Emery Products Co., Apple Valley, Minn.-based manufacturers representative, joins Continental Electronics, division of Varian, Dallas, as district sales manager, upper Midwestern region.

Bill Johnston, director, engineering and technical operations, NBC-owned WRC-TV Washington, joins co-owned KNBC-TV Los Angeles as director, news operations, technical operations and engineering.

Danny Ducello, director, operations, Westside Video, postproduction division, Alan Lansberg Productions, Los Angeles, joins CCR Video, Los Angeles, in same capacity.

Bert Berat, editor, TVC Video, New York, joins Gordon Enterprises' Post Perfect, New York-based special effects-postproduction facility, in same capacity.

Pat Caster, editor, Tele-Image, Dallas, joins Pacific Video Resources, San Francisco, in same capacity.

Terri Farrell, account executive, WSRR(AM) Washington, N.J., joins Parashoot Productions, Mahwah, N.J., in same capacity.

Appointments at WWOR(TV) Secaucus, N.J.: **William Kidda**, technical supervisor, mobile units, Reeves Teletape, New York, **Frances Lopez**, graphics supervisor and chyron operator and **Warren Burtis**, transmitter maintenance engineer, WSJT(TV) Vineland, N.J., to engineers.

Victor Van Rees, producer sales representative, American Video Factory, Los Angeles, joins Productions Masters, Inc., Pittsburgh-based production facility, as sales manager.

Alfred S. Kenyon III, chief engineer, WDAF(AM)-KYYF(FM) Kansas City, Mo., joins WLW(AM) Cincinnati, Ohio, as VP and chief engineer.

Con N. Sofologis, producer, Audio Video Corp., Albany, N.Y., joins WPTR(AM) Albany, N.Y., and WFLY(FM) Troy, N.Y., as chief engineer, both stations, and on air personality, WFLY.

Larry Tressler, production crew supervisor,

WUAB(TV) Lorain, Ohio, named production services manager.

Promotion and PR

Appointments at consumer public relations, Showtime/The Movie Channel, New York: **Lynn M. Hazen**, manager, program guides/publicity, to director, program guides/publicity; **Neil S. Friedman**, writer-publicist, to manager; **Lawrence A. Landsman**, assistant publicist, Zarem Inc., New York-based public relations firm, and **Rodi Rosensweig**, intern, to writers-publicists.

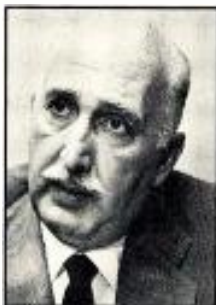
Robin Baillie, executive director, Standard Chartered PLC, London-based international banking group, joins Burson-Marsteller Financial, London, as outside director and chairman.

Robert Grant, senior producer-writer, KTVI(TV) St. Louis, joins KREM-TV Spokane, Wash., as promotion director.

Andy Crittenden, promotion director, KXLY-TV Spokane, Wash., joins KJEO(TV) Fresno, Calif., in same capacity.

Brian Warner, assistant news director, KOAA-TV Pueblo, Colo., named on-air promotion and special projects producer.

Deaths



Brown

Cecil Brown, 80, radio and television newsman and one of Edward R. Murrow's hand-picked group of correspondents covering World War II, died Oct. 25 at Medical Center, University of California, Los Angeles, of ruptured aorta. After 1937-1941 European tenure with International News Service, Brown joined CBS. He was expelled from Italy in 1941 by Benito Mussolini for "continued hostile attitude," censored in Singapore by British authorities after being rescued from the Repulse, British battle cruiser sunk by Japanese. He then covered Nazi advance in Yugoslavia and fall of Damascus to free French. He left CBS to join Mutual Broadcasting System as news commentator (1944-1957) and ABC as commentator (1957-1958), and NBC as Far East bureau chief, Tokyo (1958-1962), then commentator, Los Angeles, and as commentator and news and public affairs director, noncommercial KCET(TV) Los Angeles (1964-1967). Brown won George Foster Peabody Award and Alfred I. Dupont award for best TV news commentary, 1965. He is survived by wife, Martha.

Esther Elizabeth Blodgett, 85, radio broadcaster, died at nursing home in Woodstock, Ill., Sept. 28 after long illness following stroke. News correspondent for WBEL(AM) Beloit, Ill., in early 1950's, she was granted license in 1954 to own and operate WMCW(AM) Harvard, Ill. Reportedly first female station owner-operator in Illinois, who

signed correspondence with FCC, "Esther Blodgett, Spinster," she acted as station's sales manager, program director and news director from first broadcast in 1955 until her retirement and sale of station in 1979. She is survived by four brothers, three sisters, three nephews and five nieces.

Robert P. Mendelson, 79, radio program producer, broadcaster and radio advertising salesman, died Oct. 8 at North Carolina Memorial hospital, Chapel Hill, N.C., of pneumonia. He had suffered from Parkinson's disease. Salesman for Ellis Advertising Agency, Buffalo, N.Y., he formed Radio Advertising Co., Buffalo (whose staff included *Howdy Doody Show's* Bob Smith) in 1934. After Air Force service, 1942-1945, he created Robert P. Mendelson Productions, Buffalo, producing *Joe McCarthy Show* and *Beatrice Kay Show*. He was executive vice president, *Sponsor* magazine, 1954, and in 1955 bought WJNC(AM) Jacksonville, N.C., founding co-located station, WRCM(FM) Jacksonville ten years later. He operated both stations, serving on board and also as vice president, North Carolina Association of Broadcasters, until retirement in 1976. He is survived by wife, Jean, one daughter, son and two grandchildren.

Robert E. Bowden, 55, advertising sales executive, died of lung cancer Oct. 18 at his home in Plymouth, Minn. He started as general manager, KCUE(AM) Red Wing, Minn., was later in advertising sales for KDWB(AM) St. Paul, Minn., and WWTC(AM), now KSNE(AM) Minneapolis, before joining Bozell & Jacobs. He was executive vice president and general manager, Wayne-Evans Associates, Minneapolis, when he fell ill last July. He is survived by wife, Eonnie, son and two daughters.

Paul Dean Higginbotham, 46, television production equipment salesman, died Oct. 26 of pancreatic cancer at his Lilburn, Ga., home. Most recently regional salesman, Atlanta, for The Grass Valley Group, Los Angeles-based equipment manufacturer, he had worked in same capacity for 20 years for RCA Broadcast Systems, until demise of division in 1985. He is survived by wife, Paula, one son and three daughters.

Frank Stuart Viner, 77, literary agent and film producer and distributor representative, died Oct. 21 of stroke during taxicab ride in Zurich, Switzerland, after attending MIPCOM international programing exhibition in Cannes, France. He was most recently television sales representative for Armand and Michaela Denis. He is survived by wife, Inge Viner, London.

Joy Martin, 48, international radio broadcaster, African regional desk, for Voice of America, died of congestive heart failure Oct. 23 at Sibley Memorial hospital in Washington. Beginning at secretary with VOA's Hungarian and Spanish services in 1956, she became broadcast production assistant, East Asian, South Asian and French to Africa services, until becoming production assistant to Willis Conover, host of jazz program, *Music USA*, in 1965. Martin was program manager with noncommercial WMHT-TV Schenectady, N.Y., from 1972 to 1981 when she returned to Voice of America as news writer. She is survived by ex-husband, John B. Martin, and two daughters.

Lloyd Kaiser's public view: broadcasting as teacher and delighter

If the employees of noncommercial Pittsburgh stations WQED-FM, WQED(TV) and WQEX(TV) think of themselves as a family, their president, Lloyd Kaiser, would "like to be thought of as the helpful uncle." As head of the stations' parent company, Metropolitan Pittsburgh Public Broadcasting Inc., since 1970, Kaiser believes his responsibility is to offer advice and to show concern. He calls himself the "conscience" of the stations, bringing to their projects an "ideational approach" and an eye for quality.

Besides overseeing the operation of the stations and the publication of a monthly city magazine of general interest that the stations' parent corporation owns, Kaiser has ultimate responsibility for a post-production center and a special effects studio, both in Los Angeles, and a development office in New York. But the list is not exhausted. In addition, he is chairman of the board of the Eastern Educational Network and serves on the boards of the Public Broadcasting Service and the Corporation for Public Broadcasting.

Although he has had opportunities to switch to the commercial side of the ledger, Kaiser prefers the noncommercial world: "I'm interested in what public broadcasting is dedicated to and in what it can accomplish." His objective, he says, is not to reach the largest audience but to reach "thoughtful people."

When Kaiser was hired in 1970, his mandate was to turn WQED(TV) into a national production center while maintaining its reputation as a quality community station. (A survey of Pittsburgh residents had shown that, after the church, the organization they were most likely to support was WQED. The co-owned WQEX(TV) was not then on the air.)

Kaiser has given himself hands-on responsibility for two functions at the stations: overseeing an annual retreat and presiding over the screening of all programs produced by WQED(TV).

The retreat offers between 35 and 50 of the stations' 250-300 employees participation in planning for the coming year. It also gives them a chance, through an anonymous questionnaire, to list the "three most stupid" management decisions and the top 10 successes and failures of the previous year.

Kaiser's background as a professor of broadcasting and communications at Lehigh University in Bethlehem, Pa., and at the State University of New York's Fredonia campus, and his experience in founding two broadcast entities (the Rochester [N.Y.] Area Educational Television Association and WITF-TV Harrisburg, Pa.), stimulated his programing interest. No national program



LLOYD EUGENE KAISER—president, Metropolitan Pittsburgh Public Broadcasting, licensee of noncommercial WQED-FM, WQED(TV) and WQEX(TV), and member of boards of Corporation for Public Broadcasting and Public Broadcasting Service; b. Aug. 1, 1927, Alpena, Mich.; BA and MA in mass media and communications, University of Michigan, Ann Arbor, 1950 and 1951, respectively; teacher, Riverside Military Academy, Gainesville, Ga., 1951-52; professor of broadcasting and communications, Lehigh University, Bethlehem, Pa., 1952-54; professor of broadcasting and communications, State University of New York, at Fredonia, 1954-58; founder, Rochester Area Educational Television Association, 1958-63; founder and general manager, WITF-TV Hershey, Pa. (now Harrisburg), 1963-1970; present position since 1970; m. Barbara Wieand, June 15, 1957; children: Kristina Kaiser Hipp, 27; Timothy, 24.

leaves the shop until it is viewed at a screening presided over by Kaiser and attended by the station's producers. At that screening, says Kaiser, the producer of the program being viewed cannot say anything in defense of his program "because viewers can't talk." Instead, he must listen to the comments of the other producers there. It is a "candid session" that enables a producer to fix problems he may not have been aware of in his program, Kaiser says.

In his capacity as station manager, Kaiser delegates responsibility. His management philosophy is to get the best people, expect and demand the best from them and give them the freedom to do it. In fact, four of the segments under his command—WQED-FM, WQED(TV), *Pittsburgh Magazine* and the West Coast office—are headed by women. "Women are at least as effective as men," Kaiser says.

It was his work with a woman—First

Lady Nancy Reagan, on a program, *Chemical People*—that led to Kaiser's appointment to the board of CPB in September 1984. After being given the highest civilian award for volunteerism by President Reagan, the political independent was selected for one of two newly created station manager seats on the 10-member CPB board. (The second was filled by Howard Gutin, recently elected chairman of CPB.) As a station manager, Kaiser hoped to bring "knowledge of what was needed in the system" to the board. He saw his job as interpreting the system for CPB and explaining CPB's actions to the system. His role was to "be a good bridge, an ambassador," he says.

At Kaiser's first CPB board meeting, controversial Republican board member Sonia Landau was elected chairman. During and immediately following Landau's chairmanship Kaiser often sided with Democrat Sharon Rockefeller against other Reagan appointees on such issues as content analysis of public television programming. "We tended to look at the universe from the same point of view," Rockefeller says.

Describing the CPB board as constituted of "people from diverse backgrounds," Kaiser says: "It was a board of factions until recently." Today, he says, things have changed: "I see a unified board with a common purpose: to work together to strengthen public broadcasting."

Differences of opinion are less likely to be a problem for the 35-member PBS board, on which Kaiser also serves; it is "a large, fairly homogeneous board" primarily concerned with programing decisions, Kaiser says. As for his own role on the PBS board, he sees it as helping public broadcasting become "indispensable to the American people," facilitating outreach and striving "not to create problems." According to Rockefeller, Kaiser "has the highest possible standards for CPB, PBS, NPR and WQED."

Kaiser is an advocate of community outreach. His stations have produced programing addressing such issues as sex education, fire prevention, drugs and, most recently, illiteracy. As president of the noncommercial station heading PBS's half of the ABC/PBS joint venture, Project Literacy U.S., Kaiser has taken on the role, with ABC's Jim Duffy, of PLUS spokesman. "The power of television shouldn't just sell a bar of soap," Kaiser says. Volunteerism is "the American way," he says, and an integral purpose of public broadcasting.

Kaiser describes public broadcasting as "one of the few idealistic causes that one can dedicate oneself to." Other than making time to pursue an interest in architecture (he has just been named a public board member of the American Institute of Architects), Kaiser is absorbed by his life as a public broadcaster. It's "a fascinating job—I can't stand to be bored," he says.

As expected, peplemeter has turned around race among morning TV network programs: NBC's *Today* (which had been in lead), ABC's *Good Morning, America*, and CBS's *The Morning Program*. For all but last three weeks of third quarter (through week of Sept. 11, last week of old Nielsen audimeter/diary service), NBC's *Today* was leader with 4.4/24, followed by *GMA* with 3.5/18, and *The Morning Program*, with 2.2/11. For first five weeks since then, however, *GMA* has taken slight lead in household ratings. Numbers, based on Nielsen peplemeter ratings were: *GMA*, 4.4/22, *Today*, 4.3/22, and *Morning Program*, 2.0/10. *GMA* beat *Today* during week ending Oct. 11 for first time since week of Sept. 26, 1986. *GMA* also beat *Today* following week (ending Oct. 18), last week ratings for programs were available at deadline. *Morning Program* remains mired in last place and has lost about two-tenths of rating point, on average, under peplemeter. In one month, CBS show goes back under wing of CBS News, where it had been until last January.

Television Academy of Arts and Sciences has formed cable committee to determine eligibility of prime time cable programming and to resolve questions of cable membership classification. ATAS awards committee has voted to recommend to board of governors that cable be included in current awards structure, depending on eligibility findings of cable committee. Board of governors will make final determination.

Fox Broadcasting Co. has ordered 13 one-hour episodes of *The Dirty Dozen* from MGM/UA Television for airing beginning in April 1988. Production staff and casting for series, based on 1967 MGM feature film and subsequent TV movies, has not yet been announced.

Though he has yet to sign on dotted line, sources report ABC News anchor **Peter Jennings has agreed to new five-year contract that will pay him slightly more than \$1.8 million annually.** Sources with knowledge of talks denied that ABC News president Rooney Arledge refused to give Jennings managing editor title for *World News Tonight*, which latter was said to want. Early on, source said, "Peter wanted to explore it." But after some "thought and discussion" with management, source said, Jennings concluded title was "meaningless," because it would not change his role with program, "which is a large one" both on and off camera.

Bochco bidding. Steven Bochco, executive producer of NBC-TV's *L.A. Law* and an executive consultant for ABC's *Hooperman*, may be close to signing an exclusive, multiyear development agreement with either CBS or ABC. Sources at both networks confirmed last week that discussions were under way to obtain the services of the writer-producer, with ABC reportedly prepared to offer him \$10 million for a long-term deal.

Bochco and his bargaining representative declined to comment on the negotiations.

After Bochco settles on a network, he will reportedly begin talking to several production companies and financial backers about future projects. Bochco's contract with 20th Century Fox, where he went in 1985 after a falling out with Hill Street Blues producer MTM Enterprises, is set to expire this year. Harris Katleman, president of 20th Century Fox Television, producer of *L.A. Law* and *Hooperman*, has previously said Bochco is happy with the creative freedom he has been given at the studio. Fox executives declined to comment on contract negotiations last week.

The bidding war between ABC and CBS for Bochco, industry observers speculated, could produce a deal similar to one reached earlier this year between CBS and GTG Entertainment. GTG, under president Grant Tinker, received a five-year commitment from the network for a mix of comedies and dramas (BROADCASTING, Feb. 23).

ABC's World Series ratings: average 23.9/40 over seven games and 24.4/39 over six prime time games. Last year NBC averaged 28.6/46 for seven prime time series games, about 20% higher than ABC's seven game average. But in key male demographics (18-49 and 25-54), ABC spokesman said network was only off 5% from NBC's mark last season. And overall audience was off only 1%, with average total persons viewership of 35.9 million, compared to 36.4 million year ago.

As expected, NFL will give three networks substantial rebate on football rights fee covering four weeks affected by recently settled players strike. Both league and network officials confirmed reports that rebate will be close to \$60 million, although exact figure has not yet been reached. Rebates, network sources said, would cover most if not all revenue losses resulting from advertisers pulling spots during strike.

Axe began swinging last week at NBC in wake of settlement with NABET (story, page 61). At NBC News, sources said two low-level job categories were being wiped out completely—news and features assistants (NFA) and desk assistants (DA), totalling about 35 slots. Those staffers were notified verbally late last week they were being laid off, with official notices to arrive this week. In addition, some 20 newswriters are being let go, sources said. One union source last week expressed outrage that network did not inform DA's and NFA's that their jobs would not be there after strike. Source insisted network had plan on drawing board to eliminate two categories going into strike. Network spokesman responded that company did not feel it was appropriate to communicate with any NABET members, outside negotiating committee, during strike. More layoff announcements from other network divisions are expected soon.

Word is that **Coca-Cola Telecommunications will close its doors on Dec. 31**, about same time Coca-Cola's Entertainment Business Sector and Tri-Star Pictures release proxy statement for newly formed Columbia Pictures Entertainment. Unit's 60 employees will leave company, which handles first-run syndication and other ancillary areas. Tri-Star released statement confirming that unspecified number of positions would be eliminated "to achieve operational efficiencies" in new Columbia Pictures Television division. Telecommunications Chairman Herman Rush and other senior executives are negotiating to buy rights to certain first-run programs belonging to unit. Rush group plans to form its own company (BROADCASTING, Oct. 19).

NBC confirmed that G.E. Chairman John Welch, at urging of NBC President Robert Wright, awarded NBC Entertainment President Brandon Tartikoff bonus of "several hundred thousand dollars," for keeping network dominant in prime time this season. Welch surprised Tartikoff with bonus at lunch with Wright, last Monday (Oct. 26). Welch disclosed award later in week in talk at Harvard Business School.

King World announced last week it received approval of its development of Monopoly from Parker Bros. King World's development of television version of game follows many attempts by other producers to develop 50-year-old game. King World will make announcement of production personnel for show soon. *Monopoly* will be King World Production in association with Parker Bros. Because of its current contracts with Merv Griffin Productions for *Wheel of Fortune* and *Jeopardy*, King World will not be able to syndicate *Monopoly*. Instead, company is pursuing network deal for show. Syndication rights would be licensed to outside company.

Syndicated special **Return to the Titanic...Live** (Wednesday, Oct. 28, 8-10 p.m.) scored **22.5/33 in 15 overnight markets.** LBS Communications sold advertisers gross average audience rating of 25 for two plays of event. Special was carried by roughly 150 stations

covering 96% of the country. In 14 overnight markets *Titanic* rated highest in time slot.

Senator Nancy Landon Kassebaum (R-Kan.) last week received letter, signed by CPB President Donald D. Ledwig, NAPTS Acting President Baryn S. Futa and NPR President Douglas J. Bennet, **urging her support of public broadcasting funding mechanism** (based on commercial license-transfer and construction-permit fees) built into FY 1988 budget reconciliation proposal now before Senate Budget Committee (see BROADCASTING, Oct. 26, and page 34 this issue). Budget Committee member Kassebaum voted against measure which passed Commerce Committee two weeks ago. "Like the Public Broadcasting Act of 1967," said letter, present item "is a visionary proposal which will provide public radio and public television with a reliable, stable, long-term financing source to better serve the American people."

Masla Radio has sold remaining portion of its station client list—close to 12% of company's annual billings—to **Shelly Katz Radio Sales**, New York. That deal was unveiled two weeks after Katz Radio Group (no relation to Shelly Katz) acquired most of Masla's station list (BROADCASTING, Oct. 19). Jack Masla, president and founder of Masla Radio, said he will be working with Shelly Katz "on a daily basis" as consultant.

World Health Organization's Special Program on AIDS is offering stations ongoing education and prevention campaign, AIDS Lifeline, debuting in January 1988, including five one-hour specials, news reports, public service announcements, editorials and the other materials. Package will be sold through Group W Television Sales. Cash fees from package are predicted to top \$1 million (based on predicted clearance of 40% of country), and will be contributed to local nonprofit AIDS agencies in markets where materials run. AIDS Lifeline originated in 1983 on Group W's KPXX(TV) San Francisco.

Buena Vista Television, syndication division of Walt Disney Co., is **planning \$35-million commitment for production of new animation series** based on success of its *Duck Tails* this fall. Bob Jacquemin, senior VP of BVT, said new show is expected to debut in fall 1989 as companion series to *Duck Tails*. Two programs will be sold as package to fill 4-5 p.m. period on independent stations. In addition, 30 more episodes of *Duck Tails* will be produced for fall 1989. Company also said it halted discussions with Time Inc. on syndication of *Today's People*, half-hour access strip based on *People* magazine.

National Cable Television Association asked Supreme Court last week to reject request of group of cities and not review ruling by U.S. Court of Appeals in Washington affirming FCC's authority to preempt state and local regulation of technical standards for cable systems. It is clear from Cable Communications Policy Act of 1984 and legislative history of Act, NCTA said, "that Congress has committed the establishment of cable technical standards to the care of the [FCC] and that 'inconsistent' nonfederal regulation is preempted."

New York Post, owned by Rupert Murdoch, international media baron and owner of Fox Broadcasting, **could soon go on sales block.** Spokesman confirmed report last week that Murdoch is working on financial papers for prospective buyers. FCC granted Murdoch waiver to hold on to *Post* when he bought WNYW(TV) in New York, but waiver expires in March.

First regular TV transmission to ships at sea was to begin yesterday (Nov. 1) by Shipboard Satellite Network Inc., New York, broadcasting one hour daily of NBC, CNN, ESPN and FNN programming to initial complement of 10 passenger liners (15,000 passengers); transmissions via GTE Spacenet II.



Power birthday. Meet the Press, which claims to be the world's longest-running television show as well as the first news program to be broadcast in color, celebrated its 40th anniversary with a party in Washington last week. Cutting a cake decorated with logos from the show are (l-r) current anchor: Chris Wallace, and past moderators, Lawrence E. Spivak, Bill Monroe and Marvin Kalb. The show was created by Spivak and Martha Roundtree in 1947. Roundtree sold her interest to Spivak in 1953. Two years later, NBC purchased the rights to Meet the Press from Spivak who remained with the show until he retired in 1975. Program memorabilia show that Hubert Humphrey had the most guest appearances with 25 broadcasts, that it took 11 years of requests to convince Prince Philip to appear and that reporter May Craig was a panelist on 243 shows. And there have been some people the show never could book, including Winston Churchill and Dwight Eisenhower.

Gannett Broadcasting's KPXX-TV Mesa, Ariz. (Phoenix) will convert its videotape equipment from Sony's Betacam to Panasonic Broadcasting's half-inch MII format. According to Panasonic, this is first station conversion from Betacam to MII. According to Leon Anglin, VP and chief engineer of KPXX-TV, main factor in decision to buy MII rather than Sony's half-inch Betacam SP was "the availability of 60- and 90-minute videocassettes" in MII format. Conversion, which should be complete by early 1988, involves about \$1 million in equipment including camcorders, field editors and recorders, studio players and studio VTR's.

Remainder of NCTA's "blue ribbon" committee investigating practical methods for transmitting high-definition television over cable was announced last week. NCTA had said earlier that Richard Roberts, president and CEO, TeleCable Corp., would chair committee (BROADCASTING, Oct. 19). Rest of committee will comprise: Winston H. (Tony) Cox, chairman and CEO, Showtime/The Movie Channel; Frank M. Drendel, president, Cable Home Communications Group, General Instrument Corp.; Michael J. Fuchs, chairman, Home Box Office Inc.; Joseph Gans Sr., president, Cable TV Co.; James L. Gray, president and CEO, Warner Cable Communications Inc.; William Grimes, president and CEO, ESPN Inc.; Marvin L. Jones, president and CEO, United Artists Cablesystems Corp.; James O. Robbins, president, Cox Cable Communications; John V. Saeman, vice chairman, Daniels & Associates, and Sidney Topol, chairman and chief operating officer, Scientific Atlanta. **Also announced were members of panel that will provide technical expertise to blue ribbon committee.** Wendell Bailey, NCTA's VP, science and technology, will chair group. He will be joined by James Chiddix, VP, engineering and technology, American Television & Communications Corp.; Edward D. Horowitz, senior VP, technology and operations, Home Box Office; Nick F. Hamilton-Piercy, VP, engineering and technology services, Rogers U.S. Cablesystems Inc.; Andrew G. Setos, senior VP, Viacom's MTV Networks; David L. Willis, director of engineering, Community Telecommunications Inc., and Nicholas Worth, VP, engineering, TeleCable Corp.

Editorials

Main event

It's now a fight to the finish on Capitol Hill over the insertion of a fairness doctrine in some kind of legislation the President won't veto. Two weeks ago Senator Ernest Hollings sneaked the doctrine into a budget reconciliation bill and with it a new tax on transfers of broadcasting stations (BROADCASTING, Oct. 26). Last week an attempt to slip fairness alone into a House spending bill failed in one committee but is destined for revival in another this week. It's beginning to be a case of killing snakes in an infested jungle.

In a perverse way, Hollings may have done the fairness doctrine a disservice by tying fairness to the transfer tax, which would rise 1% for any seller who had violated the doctrine. As Eddie Fritts, president of the National Association of Broadcasters, pointed out in a letter to influential members of the Reagan administration, the threat of that penalty would all but end the presentation of controversy on radio and television. With such a tax, "no station will ever dare to cover issues that may be controversial," said Fritts. Is that the contribution Hollings wants to make to the American people?

Indeed reason is on the broadcasters' side on more than that point in this legislative showdown. A discriminatory tax on broadcasting and the additional penalty for fairness violation present a First Amendment threat that courts have already ruled is unconstitutional for newspapers. Surely there are lawyers on Capitol Hill whose professional training will prevent their joining the mob that is dead aiming at restoration of fairness as a revenue raising device.

With or without an associated tax, a fairness doctrine commits its own First Amendment indecencies, as Fritts and the legion of broadcasters who swarmed over Washington last week were arguing. The First Amendment problems were explicitly identified by the FCC when it ruled the doctrine unconstitutional in a careful decision that all but invited sympathetic review in the courts. They would in no way be mitigated by conversion of the doctrine to a law, but that snake would take considerable killing.

The fight against the transfer tax and the fairness revival is far from being won, but it is being fought, and hard. Credit the NAB for taking on a cause that it must never quit as long as there is any sign of life in the fairness doctrine.

Derailing the gravy train

The FCC, concerned about abuses that are invited by the present handling of petitions to deny license renewals and station transfers, has proposed to limit the payments to be made for withdrawal of petitions. (No limits are contained in present rules, as more than a few victimized broadcasters can attest.) The proposal to limit payments to reimbursement for prudent and legitimate expense in the preparation of petitions was overshadowed by a larger event, the commission's abolition of the fairness doctrine, at the same Aug. 4 meeting.

The submission last week of comments in the proceeding affords this page the opportunity to cast its lot with those who feel that limiting the payments to "prudent and legitimate" costs would be, well, prudent and legitimate. Among those who share that view are representatives of both sides of the petition to deny process: the National Association of Broadcasters, whose members would, and do, stand to suffer unjustly from protracted "nuisance" petitions, and Media Access Project, which itself has been known to file a petition or two. The two do not see eye to

eye, however, on the issue of petition settlements that command programing commitments from stations. MAP finds no fault with them; NAB would ask the FCC not to enforce them, asserting, and we would tend to agree, that they provide a further opportunity for abuse. No direct pay-off may be involved, but money can easily masquerade as programing costs or consulting fees.

Likewise, the FCC has made it clear that it does not wish to eliminate a legitimate dispute reconciliation mechanism, but only to guard against the filing of petitions solely for private gain.

The FCC proposal—and the attendant requirements that petitioners make detailed disclosure of money received—would seem to fulfill both requirements: Those with legitimate claims will be reimbursed for their troubles—if also given a little extra paperwork—while those tempted to treat the petition to deny process as an invitation to profiteering will be removed from that temptation.

The sooner the better.

Wright on

It hasn't taken long for NBC President Robert Wright to get the lay of the land. Named to that position just 13 months ago, he has since displayed an enlightened business viewpoint that knows no media boundaries. Last week, addressing the International Radio and Television Society, he urged members of the media—whether networks, independents, cable or otherwise—to "start looking at what unites our diverse businesses" as opposed to concentrating on what divides them. "It's time to examine more objectively whether we can put some of these Holy Wars behind us, and find ways to work together," he said.

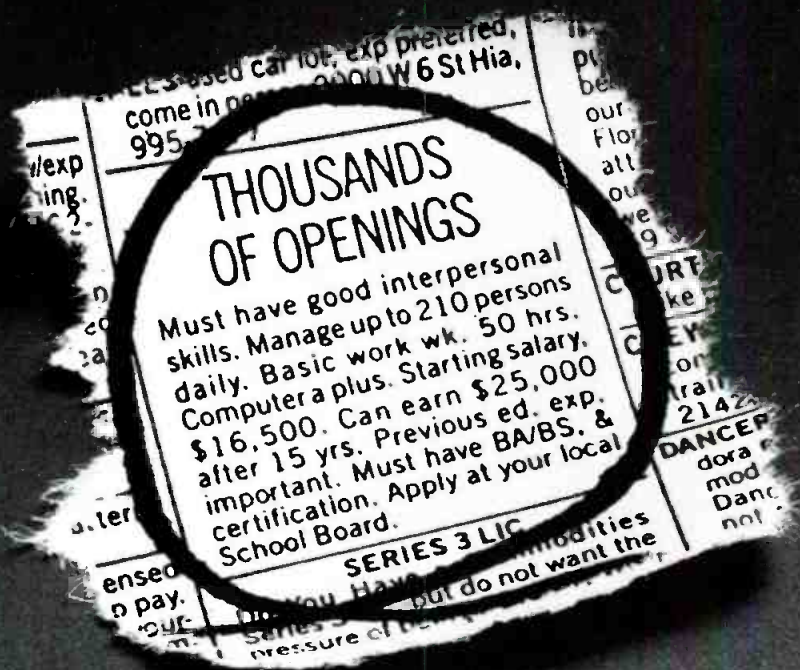
Among the other opportunities Wright cited was that of broadcasters selling programing to cable—a medium that may never be surfeited on that score. Referring to home video, he called for "new ways to use the synergism" of that market.

So open-minded an approach to the realities of the media marketplace is hardly *de rigueur* in the precincts we report. Many of Wright's contemporaries still spend their days and nights manning the barricades against competitive encroachment. A certain amount of such watchfulness makes good sense, and there will always be parochial disputes to be dealt with, but the clock will not be turned back. The principal benefit to be achieved from here on out is by capitalizing on the new realities, not bucking them.

Bob Wright had the hardest of acts to follow at NBC, succeeding Grant Tinker, a man for all seasons. Wright himself, however, may turn out to be a man for the times.



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Shortages already exist all across this country, because for years college students in droves have chosen not to become teachers. In 1967, 22% of all college freshmen planned on teaching. By 1985 only 6% of the students polled said they wanted to teach.

What keeps college students from wanting to be teachers?

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In a recent Gallup poll, commissioned by the NEA, 80% of the American people favor higher teacher salaries. Almost half of those surveyed — 41% — said they are willing to pay higher taxes to see that teachers are paid properly.

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