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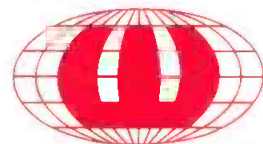
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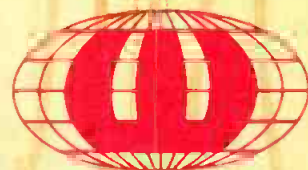
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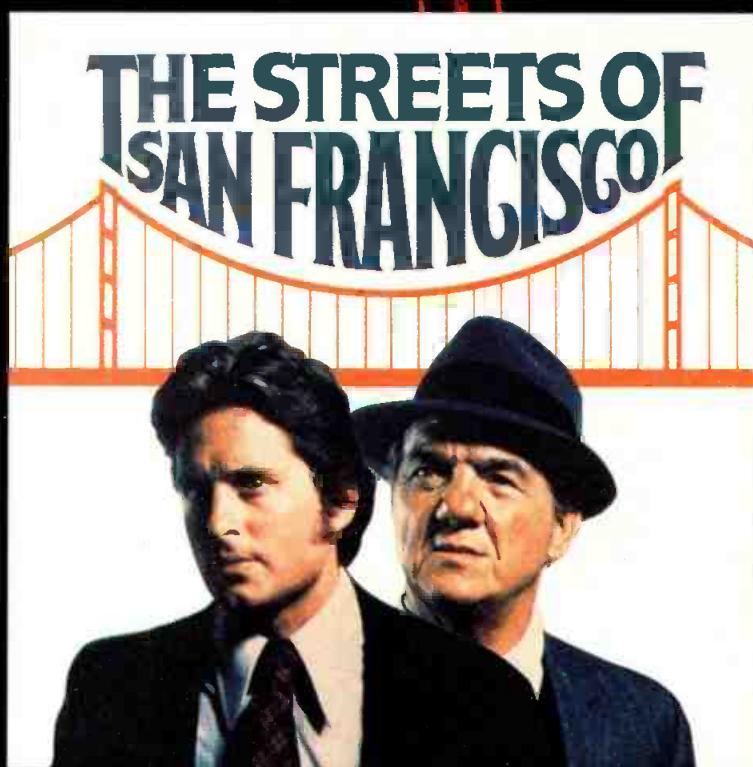
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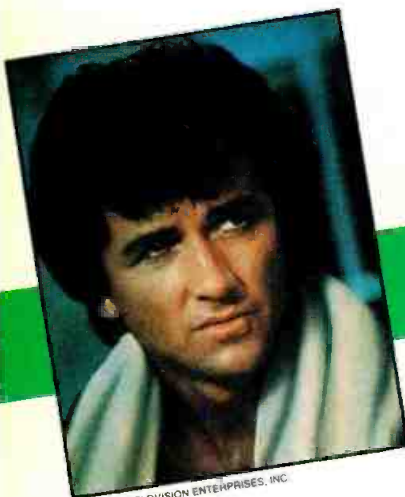
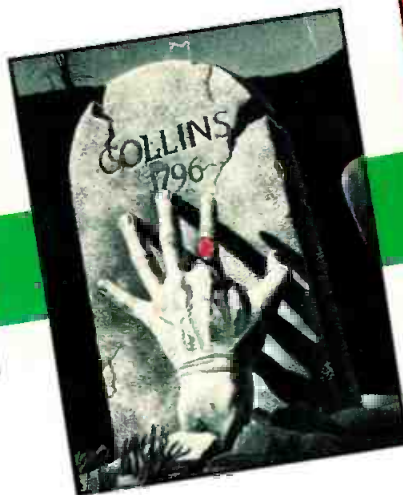
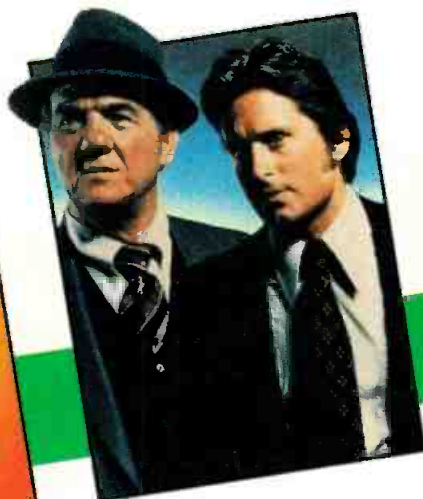
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 Combat  
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 Ben Casey  
 The Invaders  
 Man From Atlantis  
 Mod Squad

## HALF-HOURS

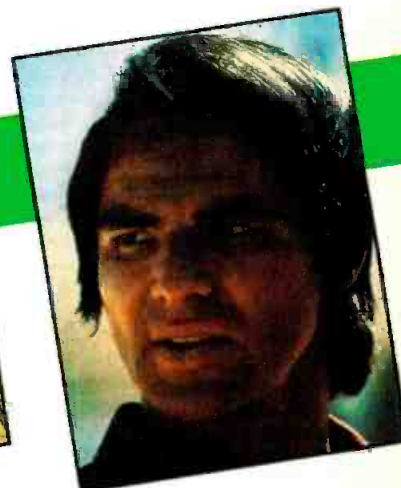
Dark Shadows  
 That Girl  
 Annie Oakley  
 Buffalo Bill  
 The Doris Day Show  
 Douglas Fairbanks Presents  
 The Mickey Rooney Show

N.Y.P.D.  
 One Step Beyond  
 People's Choice  
 The Range Rider  
 The Rebel  
 Wendy And Me

## CHILDREN

Casper The Friendly Ghost  
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## Slow going for FCC...page 75.

## Emmis buys five NBC stations for \$121.5 million...page 76.

## Taking stock of programing at NATPE '88...page 94.

**THRILL OF VICTORY** □ With winter Olympics half over, ABC takes second place in prime time household ratings competition; network officials predict season-to-date second place finish for that network over CBS. **PAGE 77.**

**CHILDREN'S HOUR** □ Lawmakers introduce bill limiting advertising volume in children's programs and requiring broadcasters to carry seven hours per week of "educational and informational" shows for children. **PAGE 79.**

**NAYS HAVE IT** □ CATA board, meeting during Texas Cable Show, decides to oppose TVRO bill. **PAGE 81.**

**EYES OF TEXAS ON CABLE** □ Technological advances, telco entry, overbuilding and congressional scrutiny are among issues tackled at Texas Cable Show in San Antonio. **PAGE 82.**

**PROGRAMING'S THE THING** □ Program suppliers evaluate their industry on eve of NATPE '88 in Houston. Sampling of first-run shows, look at cable-syndication connection, agenda and list of

exhibitors begins on **PAGE 94.**

**SOME LIKE IT HOT** □ At Country Radio Seminar in Nashville, country music format is proclaimed "hot again." **PAGE 170.**

**GENDER GAP** □ RTNDA study finds that, on average, female radio and TV news directors earn less than their male counterparts. Much of difference is unrelated to sexual factors. **PAGE 178.**

**MORE ON GINSBURG** □ Justice Department finds little evidence that former Supreme Court nominee Douglas Ginsburg's involvement with Rogers Cablesystems violated conflict-of-interest laws. **PAGE 182.**

**KEEPING IN TOUCH** □ To NATPE International President Deborah McDermott, knowing community and working with it are keys to station's survival. **PAGE 207.**

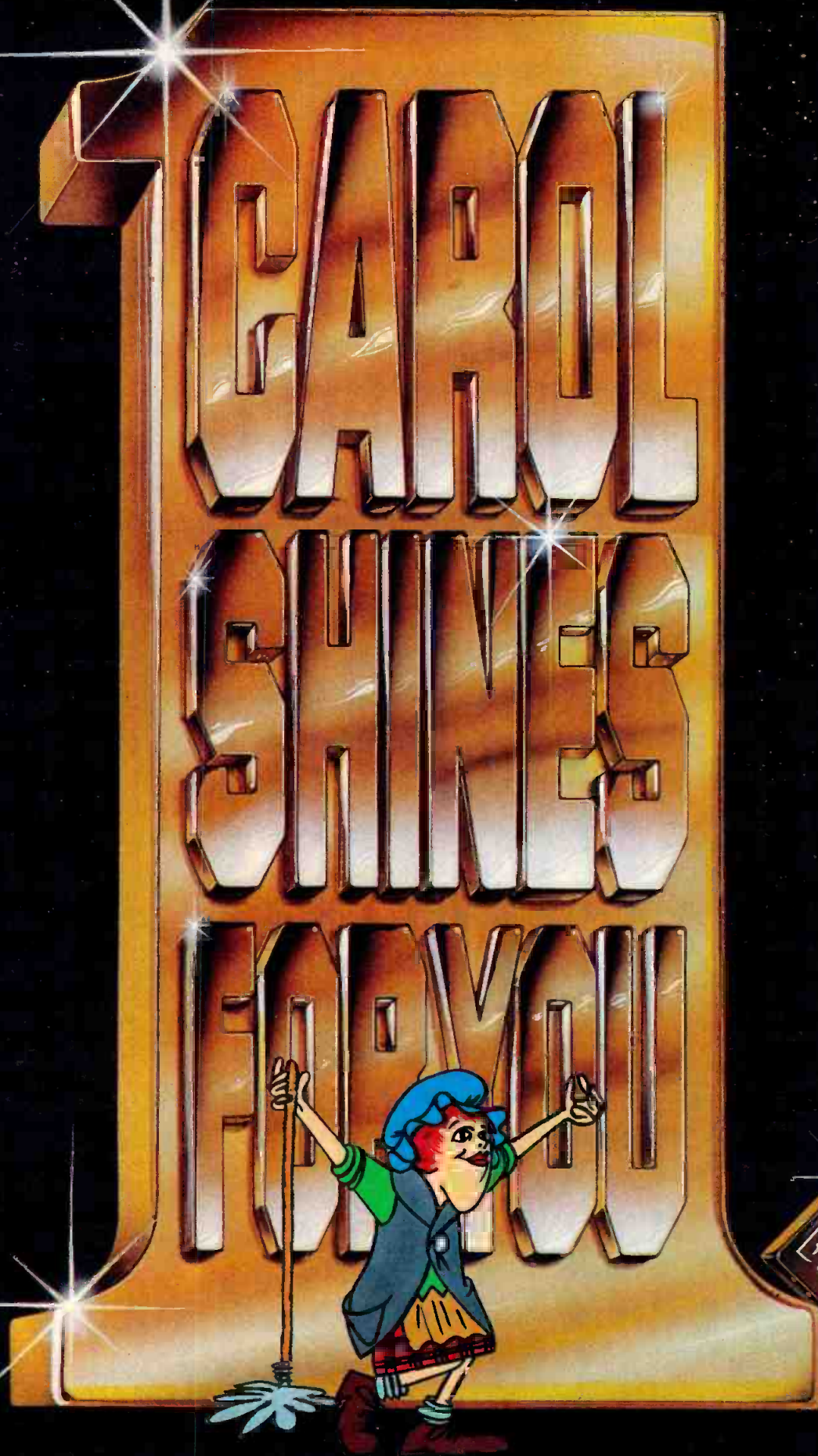
**PLACE IN HISTORY** □ Douglas Edwards, CBS News anchor, correspondent and first anchor of regularly scheduled CBS TV newscast, is retiring April 1 after 45 years in Fifth Estate. **PAGE 208.**

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## Must-carry volunteer

FCC Commissioner James Quello, who believes appeals court decision striking down FCC's must-carry rules last December was "disastrous" for public and local broadcasting, says he will ask to testify at upcoming House Telecommunications Subcommittee hearings on cable so he may pitch for resurrection of must carry in federal law. Quello, who also believes FCC staged inadequate defense of rules in court, has already called on subcommittee to broaden scope of hearings to include must carry. First hearing is tentatively set for March 16.

## Speeding bullet

Association of Maximum Service Telecasters, Washington, may organize conference for late spring to update members on latest developments in high-definition television. Format of conference would be similar to HDTV conference held in Washington last September by AMST. During that gathering, original plans for Broadcast Technology Center were announced by National Association of Broadcasters (see page 82).

AMST Vice Chairman Joel Chaseman, president, Post Newsweek Stations, said that ideal time for conference would be late May or early June—before summer vacations and after NAB convention and May 17 deadline for first spectrum management recommendations to FCC from its Advanced Television Service Advisory Committee. Speed at which changes in HDTV preparation are taking place makes it "an appropriate thing for AMST to do," he said. "This is a classic case of painting a moving train... the technology developing before the systems are ready to handle it."

## Impasse

King World says it won't budge when it comes to moving *Wheel of Fortune* on three Gannett stations that carry it in access (WUSA-TV Washington, KUSA-TV Denver and WXA-TV Atlanta), to make room for Gannett-backed *USA Today* in access, even though sources say Gannett is also adamant about *USA Today* running in access on its stations. Not only are those stations contractually obligated to run *Wheel* in access, but move of show to time period earlier than 6 p.m. requires special permission from Merv Griffin Productions and NBC, because that network does not want show to conflict with its daytime *Wheel*. King World chairman, Roger King, met with WUSA-TV president and general manager, Ron Townsend, but Townsend

would not reveal any decision on station's schedule for next fall except to say he expects WUSA to be given same scheduling options as other stations clearing program.

## Closing in

National Association of Broadcasters President Eddie Fritts spent much of last week interviewing candidates to fill chief lobbyist post. Fritts hopes to narrow list to four candidates this week. Among those believed to be in running: communications attorney Mary Jo Manning of Wilkes Artis Hedrick & Lane, Washington; Paul Smith, Republican counsel and staff director for House Energy and Commerce Committee, and Allen Moore, Republican chief of staff for Senate Commerce Committee.

## Air sickness

As networks and other media make plans to cover 20 states participating in Super Tuesday on March 8, one problem worrying them is airline transportation. ABC News political director, Hal Bruno, in fact, calls it "one of the biggest problems." He says service is unreliable: "You can't count on taking off and getting where you want in one day," even without bad weather as factor. "You lose flexibility." As result, Bruno says, adjustments will have to be made in covering Super Tuesday, because of "vast distances involved."

## New program market

Cable channel, USA Network, is planning to expand its West Coast presence, hiring full-time buyer of first-run and other programs. USA, which has made news in recent months acquiring off-network hours, *Miami Vice* and *Murder She Wrote*, from studio and 50%-parent MCA, has only had freelance buyer in Los Angeles until now.

## Bailey and barter

Orbis Communications will bow to marketplace pressure and change proposed court show, *Love Court*, starring Pearl Bailey from cash plus barter to straight barter this week. Brian Byrne, president of Orbis barter sales subsidiary, IAS, said move is being made because stations' appetite for that kind of program is sharper when it's bartered than when it's sold. Byrne also said barter gives Orbis greater flexibility in letting stations schedule program. With cash plus barter sale, he said, show's production costs would be covered only if it ran in access and early fringe. But with barter, show can run in those dayparts as well as late night and daytime, where costs-per-thousand are high enough to make covering production costs better bet.

## News from space

ABC-TV has just closed "several-million-dollar" deal with GTE Spacenet that will provide up to three Ku-band GStar transponders for news backhaul transmissions by mid-1988. Don Dunphy Jr., vice president, affiliate news services, said from Calgary, winter Olympics site, last week. Network has previously used only occasional GTE space for its ABSAT affiliate news service begun in late 1985. Dunphy said 14 or 15 affiliates now are members of Conus and ABSAT, and number should climb to more than 30 by end of year, thereby requiring lease of three part-time transponders.

## Buck back

CBS Sportscaster Jack Buck has extended his agreement with CBS Radio Network to do play-by-play for CBS's NFL network radio package for two more years, beginning with 1988 season. Buck will handle approximately 25 out of 40 NFL games, which include Super Bowl and Pro Bowl. Buck's new agreement also entails announcing duties for CBS Radio's World Series baseball broadcast for 1988 and 1989. Buck has been associated with CBS Radio Sports since 1965.

## Syndication wire

Company that operates Medialink, wire service that provides TV stations with advisories on satellite news feeds, is branching into TV syndication side of business, to be announced at NATPE convention this week. New Programlink wire service will allow programmers and syndicators to send written information on high-speed teleprinters to station programming departments faster and cheaper than alternatives.

## Warmed up

Some lawyers attending argument in U.S. Court of Appeals in Washington on Rupert Murdoch's contention that law codifying crossownership rule and denying him waiver extension is unconstitutional were not surprised that Judge Laurence Silberman seemed as well versed as he did in FCC matters and seemed, as well, to have anti-FCC edge. Before his appointment to bench, in fall of 1985, he had practiced law as partner in Morrison & Foerster, San Francisco-based firm with office in Washington. One of his clients was MCI, litigious firm that frequently accuses FCC of pro-AT&T bias. Silberman, one lawyer who has followed him said, "could be coming at FCC cases from that background."



# 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 amended its rules last November to allow approximately 800 AM stations on regional channels and 940 khz and 1540 khz to operate at night with 500 watts. Earlier, commission had authorized 21 of 41 AM's on foreign clear channel 1540 khz to operate at night. Actions are part of series of steps commission is taking to allow nighttime service near lowest post-sunset power for 1,600-1,800 of country's 1,900 daytime-only AM stations. According to commission, further actions will be taken to clear several hundred more AM's to operate at night. In July, National Association of Broadcasters filed comments at FCC supporting authorizations, but saying FCC should authorize new nighttime service on interim basis until comprehensive review of AM interference standards in separate proceeding is completed. Others said FCC should defer action until review is completed and new interference standards are adopted.

In response to inquiry, NAB told FCC Aug. 31, 1987, not to permit FM stations to use directional antennas, 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.

Plan has been submitted to FCC by New Jersey Class A FM Broadcasters that would allow class A FM stations to double their power limit from 3 kw to 6 kw. NAB board of directors adopted plan to allow about 60% of class A's to double power. However, NAB decided not to submit its plan to FCC immediately. It instead created committee to study alternative proposals, including New Jersey group's.

NAB board also called for freeze on additional AM allocations, except for cases where relief from interference from foreign stations, especially Cuban, is necessary.

□

**AM Stereo.** On Jan. 14, FCC rejected recommendation of National Telecommunications and Information Administration that Motorola's C-Quam AM stereo system's pilot tone be protected from possible interference. At same time, petitions to adopt single AM stereo system and to mandate multisystem radios were also rejected. As part of explanation for their positions, Chairman Dennis Patrick and Commissioner James Quello said that C-Quam is already close to being de facto standard because 100% of receivers in market can receive it and most AM stereo stations transmit it.

Multisystem radios receive signals generated by two incompatible systems battling to be

de facto standard—C-Quam and Kahn Communications' single-sideband. NTIA 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 C-Quam system in international marketplace.

In filing with FCC in December, Kahn Communications charged that, in 1985, Motorola improperly blocked Sony from selling multisystem radios by asserting two AM stereo patents. Kahn further alleged that patents in question were improperly obtained by Motorola.

Motorola dismissed Kahn's charges and asserted that standards battle is over and that new integrated circuits in radios to be released this year will solidify C-Quam and stereo in general in AM marketplace.

□

**Antitrafficking.** Broadcasters last year succeeded in beating back congressional efforts to crack down on perceived trafficking in broadcast licenses. Industry gained enough support to sink Senate Commerce Committee Chairman Ernest Hollings's (D-S.C.) proposal to impose 4% transfer fee on broadcast licenses transferred within three years of last sale (BROADCASTING, Dec. 14, 1987). Congressional interest in reinstating FCC's antitrafficking rule has been building, with other legislation offered earlier last year in House and Senate that would resurrect rules requiring broadcast stations to be owned three years before sale.

□

■ **Cable regulation.** National Cable Television Association is trying to maintain status quo in cable regulation, much of which is based on Cable Communications Policy Act of 1984 and Copyright Act of 1976.

But motion picture industry and independent broadcasters, concerned that cable industry has become too big too fast, have been agitating for stricter regulation of cable until some other medium emerges to compete with cable in offering homes cable programming.

Opposing efforts of industries has generated much heated rhetoric in Washington, especially between cable and motion picture industry. Top cable and Hollywood executives got together in New York several weeks ago to try to resolve differences.

On Capitol Hill, Senator Howard Metzenbaum (D-Ohio), chairman of Senate antitrust subcommittee, is planning two hearings on cable (BROADCASTING, Feb. 1). First one will be held in Cincinnati on March 9 and will examine issue of cable rate increases with second hearing on March 17 in Washington on competitive issues in cable. In House, Telecommunications Subcommittee has tentatively

scheduled March 16 as first of anticipated series of oversight hearing on status of cable industry three years after passage of Cable Act. Subcommittee postponed hearing scheduled for Oct. 29, 1987, as result of Wall Street slide and to take time for private briefings on matter. Also on Hill, legislation, Child Protection and Obscenity Enforcement Act of 1988, has been introduced (BROADCASTING, Feb. 15) on behalf of White House that would implement recommendation's of attorney general's commission on pornography. Bill is identical to legislation Reagan administration submitted to Congress last year (BROADCASTING, Nov. 16, 1987) and would make utterance of obscene language or distribution of obscene matter by cable television or subscription services on television criminal offense punishable by up to two years in prison and fine of up to \$250,000.

As for cable's standing in courts, two federal judges in northern district of California in decisions issued one week apart in September 1987, ruled that cities' cable franchise provisions requiring cable operators to provide access channels and universal service and to build and maintain state-of-art cable systems are unconstitutional violation of First Amendment rights of cable operators.

FCC has received comments in rulemaking to define more narrowly those television markets where, in accordance with Cable Act rates of cable systems cannot be regulated because systems are subject to effective competition. FCC opened rulemaking in response to U.S. Court of Appeals, which upheld FCC's basic ruling that effective competition exists where three broadcast signals are available but it said that definition of available was too broad.

□

■ **Children's television.** In response to U.S. Court of Appeals in Washington and petitions from Action for Children's Television, FCC has launched broad inquiry into children's advertising. Among 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 commercials and, if so, should they be somehow restricted?

National Association of Broadcasters will file comments with FCC opposing establishment of new guidelines on advertising in children's programs. Association of Independent Television Stations, on other hand, is exploring possibility of seeking antitrust exemption to permit broadcasters to establish voluntary standards for amount of commercial material in children's programs (BROADCASTING, Jan. 11).

U.S. Court of Appeals in Washington set stage for inquiry when it remanded to FCC its 1984 elimination of time limits on children's

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WTMJ, Milwaukee

WWL, New Orleans  
WTVD, Raleigh  
KWTU, Oklahoma City  
KMOL, San Antonio  
WPRI, Providence  
WPEC, West Palm Beach  
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advertising on ground that FCC had failed to justify action with either facts or analysis.

Some of impetus behind FCC inquiry came from Capitol Hill, where prospects for action on issue, especially in House, are considered good. Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) and Representative Terry Bruce (D-Ill.) have introduced bill to limit children's advertising (BROADCASTING, Dec. 28, 1987). Markey was expected to offer yet another children's television bill last week (see "Top of the Week").

□

**Compulsory license.** FCC is conducting inquiry into cable compulsory license; if views of FCC Chairman Dennis Patrick on subject are any guide, inquiry could lead to recommendation that Congress abolish license. At Association of Independent Television Stations convention in Los Angeles in January, he said world in which cable can refuse to carry independent's signal while at same time enjoying right to carry any signal it pleases is intolerable. Reexamination of license on Capitol Hill could occur in context of broadcasters' efforts to resurrect must-carry requirements there ("Closed Circuit," Dec. 21, 1987). House Telecommunications Subcommittee member John Bryant (D-Tex.) is preparing legislation that would condition compulsory license on whether cable operator is carrying local broadcast signals. At National Association of Broadcasters joint board of directors meeting last month, television board directed staff to investigate all aspects of compulsory license as part of its consideration of issues related to must-carry.

In comments on license inquiry, cable generally supported retention of license, while program producers opposed it. NAB softened its long-standing opposition, arguing that license should be left alone for time being.

□

■ **Crossownership.** *Telco-cable*—Should telephone companies be allowed to offer cable service within their telephone service areas? That's central question in FCC proceeding that could lead to dropping of FCC rules barring such crossownership and recommendation to Congress that it eliminate redundant prohibition in Cable Communications Policy Act of 1984.

Not waiting for FCC, Representative Howard Nielson (R-Utah) is preparing to introduce bill to eliminate statutory ban.

Prohibitions have been in place for nearly two decades. FCC's telco-cable crossownership rules were adopted in 1970 and codified by Congress in 1984.

In initial round of comments at FCC, telcos said competition between telcos and cable would spur technological developments and reduce cable subscriber fees. Cable groups, opposed to letting telcos into their markets, said that telcos would be unfair competitors because of their control of poles and underground conduits and their ability to cross-subsidize.

Even if FCC and Congress drop prohibitions, seven Bell operating companies would still be prevented from entering cable business by Judge Harold Greene's modified final judgment in consent decree that led to breakup of AT&T and creation of seven operating

companies. National Telecommunications and Information Administration has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC's entry into information services, which include cable. And President's Cabinet-level Economic Policy Council is considering legislation that would deregulate BOC's.

**Broadcast-newspaper crossownership**—12-year-old FCC rules barring formation of new co-located newspaper-broadcasting crossownership is in spotlight as result of congressional measure preventing FCC from repealing, modifying or granting any waiver to television-newspaper ban. Senator Edward M. Kennedy (D-Mass.) and Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) attached measure to catch-all spending bill just before its Christmas recess to block Rupert Murdoch from getting extension of waivers that now allow him to own *Boston Herald* and WFXT-TV in Boston and WNYW-TV and *New York Post* in New York.

Hollings-Kennedy initiative created storm of controversy, with critics condemning Hollings' and Kennedy's tactics as well as questioning their motives. Last week issue heated up on Capitol Hill. Also, U.S. Appeals Court in Washington granted Murdoch's request for stay of FCC's order dismissing Murdoch's petition for extension of waivers (BROADCASTING, Jan. 25). Murdoch is seeking expedited appeal of commission's action. Court granted stay until 45 days after it reaches decision. Oral argument on merits of case was held last Thursday (Feb. 11).

Meanwhile, FCC received comments on Freedom of Expression Foundation petition calling on FCC to repeal crossownership rules. News America stopped short of asking for repeal, saying FCC should consider applications of ban on case-by-case basis. In light of Hollings-Kennedy, which applies to television-newspaper only, American Newspaper Publishers Association urged FCC to lift ban on radio-newspaper crossownership to develop record for reevaluating television-newspaper ban when it becomes possible.

□

■ **Direct broadcast satellites.** Wait-and-see stance of U.S. operators on high-power DBS, which would use Ku-band spectrum set aside for it (because of high start-up costs and programming dearth) may be proving prophetic. West Germany's most recent attempt to loosen frozen solar array of start-up European DBS bird TV-Sat1—by increasing spin rate—has failed. Since failure to deploy array shortly after TV Sat1's Nov. 20, 1987 Arianespace launch (BROADCASTING, Nov. 30, 1987), German postal and telecommunications service, administrators of bird, were resigned to operating only two of four transponders. Now it appears that incomplete deployment of antenna, if uncorrected, means no operations at all. Although team of manufacturers has reduced possible sources of error from 30 to 13, cause of failures is still uncertain. Final effort to shake panel free with engine blasts is set for Feb. 24. Failure there, said German Information Office, means death of satellite. In late January, French government announced postponement of launch of its own DBS bird, TDF-1, which had been developed in tandem with TV-Sat.

Despite troubles, GE Astro-Space, co-bidders with TV-Sat manufacturers MBB-ERN and Aerospatiale to build Intelsat VII and Ausat-B satellites, expressed confidence in partners' product.

Low-power variety of satellite broadcasting resulting from scrambling of cable programming on C-band satellites has emerged from home satellite market. It got start 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 one-meter dishes. Despite costly failure of Comsat's high-power DBS plans, Hubbard Broadcasting's United States Satellite Broadcasting and Hughes Communications are still trying to launch systems in U.S. Hughes is trying to rally support of cable programmers for concept.

□

**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. Station with five or more employees are required to file detailed reports.

FCC has adopted rules implementing EEO aspects of Cable Communications Policy Act of 1984. Under broadcast license renewal legislation offered last year by Congressman Al Swift (D-Wash.), EEO formula applicable to Cable Act would also apply to broadcasting.

□

■ **Federal Trade Commission.** Results of antitrust investigation of National Football League television rights contracts for 1987-88 season may be made public before March 1, according to sources in Washington. Investigation included testimony last fall from top network executives, including ABC President Dan Burke, CBS Sports President Neil Pilson, NBC Sports President Arthur Watson and Fox President Jamie Kellner, as well as NFL Commissioner Pete Rozelle. Contradictory claim about negotiation process for Monday night games from Kellner and Val Pinchbeck, NFL broadcasting director, are among central issues. League's contract with ESPN for package of Sunday-night games was also subject of hearing in Senate and Senate request that Justice Department examine impact of NFL antitrust exemption as it applies to cable and to look at ABC's ownership of ESPN and possible antitrust implications (BROADCASTING, Dec. 7, 1987).

□

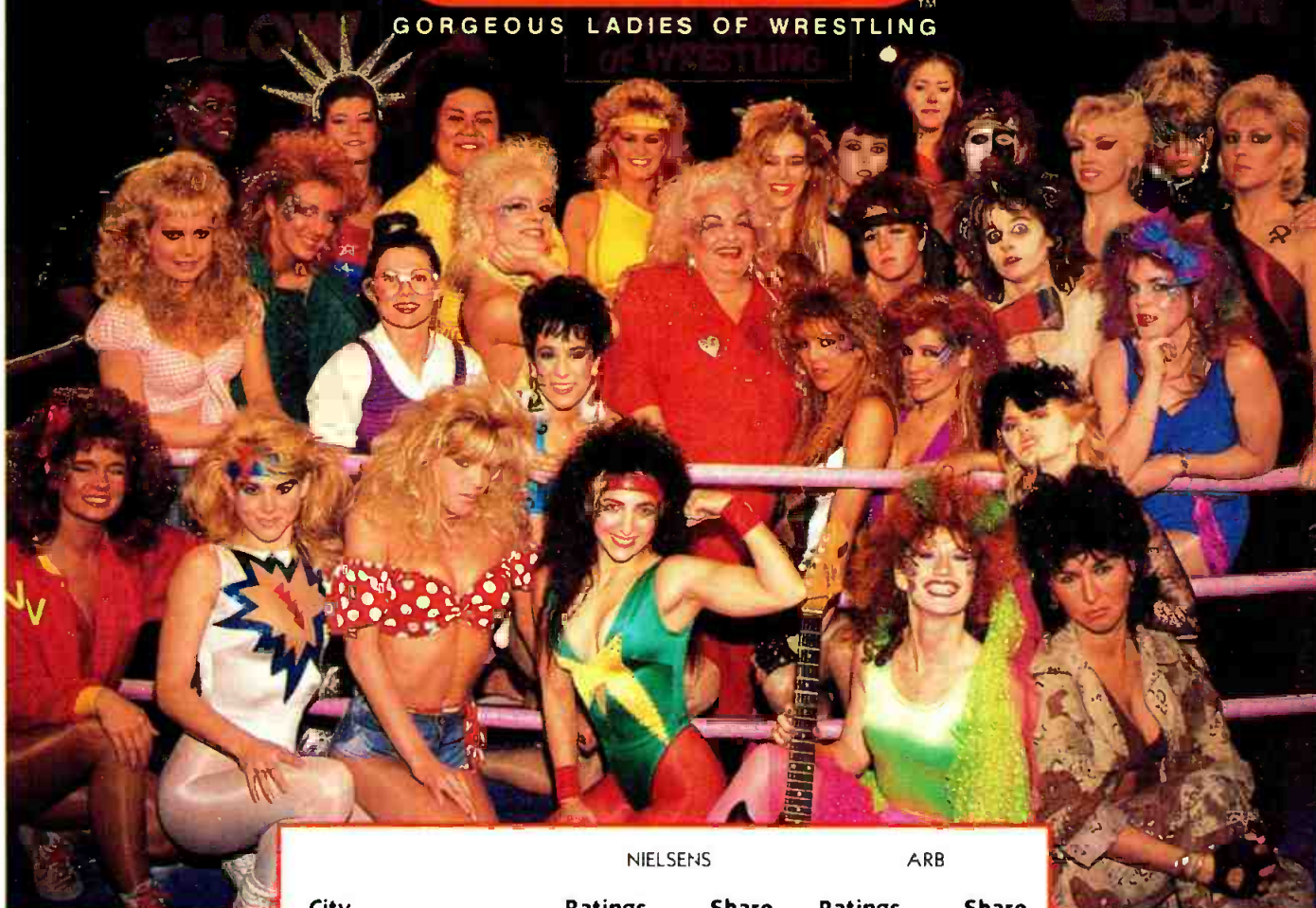
■ **High-definition television.** With all three subcommittees and most working parties of FCC's Advanced Television Services (ATS) Advisory Committee having met at least once



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| Philadelphia   |          |       | 4.4     | 13    |
| Detroit        | 4.1      | 14    |         |       |
| Houston        | 5.5      | 9     | 6.7     | 11    |
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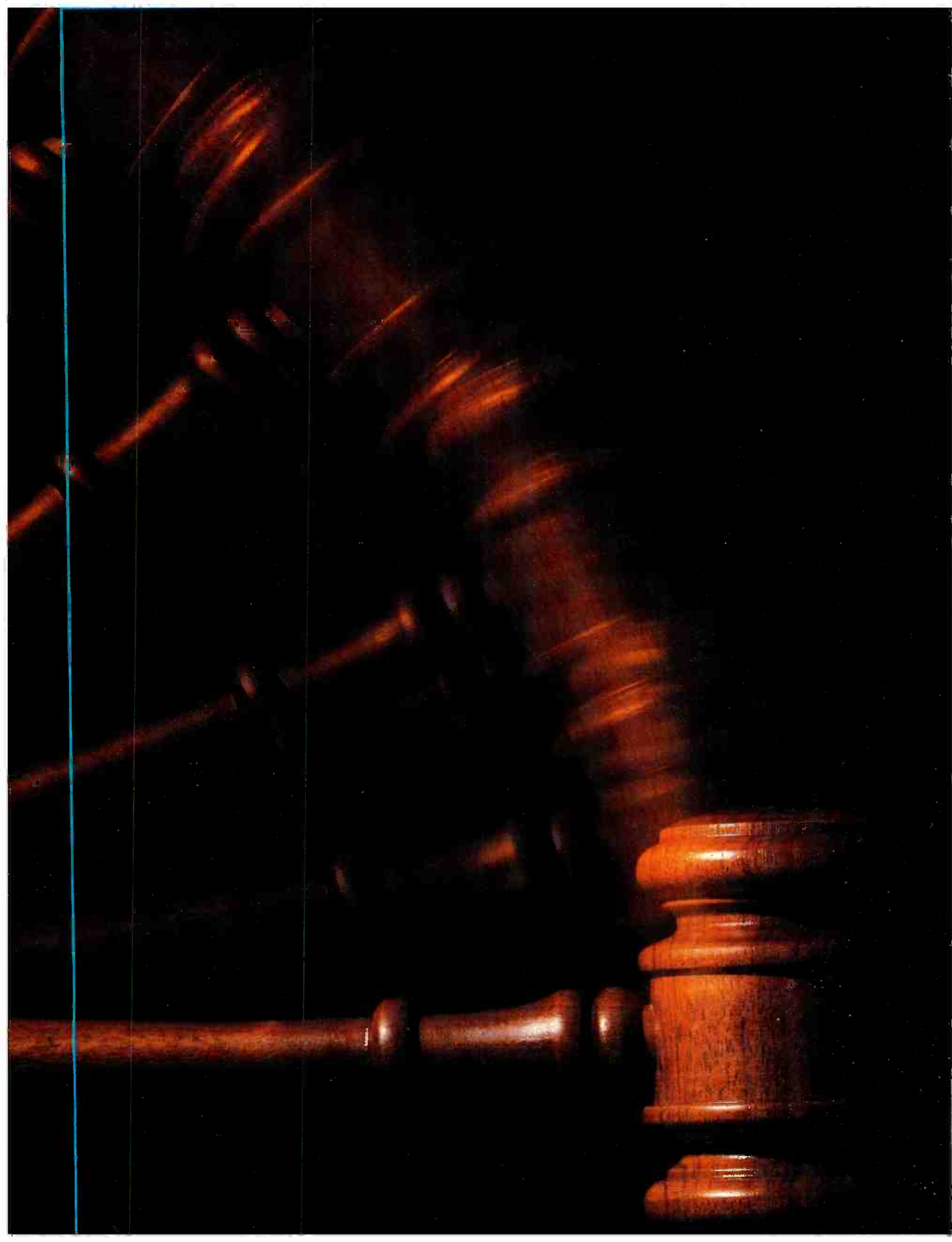
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committee is concentrating on first set of recommendations for commission—involving spectrum needs—due May 17. Those recommendations will be written by planning subcommittee and then approved by ATS "blue ribbon" committee before being sent to commission. However, some concern has been raised that May 17 deadline may be unrealistic. During second week in March, decision on whether to ask for extension will be made following meetings of planning subcommittee and ATS steering committee.

Broadcast Technology Center, originally announced to be for-profit subsidiary of National Association of Broadcasters' NAB Technologies Inc., is undergoing changes in start-up plans. It was announced during NAB joint board meeting that ABC, NBC and CBS will also participate in project. Public Broadcasting Service, Association of Maximum Service Telecasters and Association of Independent Television Stations are also expected to participate.

Advanced Television Systems Committee's mail-return voting ended with formal document outlining standard devised by working group of Society of Motion Picture and Television Engineers on high-definition electronic production approved by vote of 26 for, 11 against and eight abstained. Standard sets parameters for HDTV production at 1,125 scanning lines, 60 hertz field and 16:9 aspect ratio. Proposal was sent to full ATSC membership following vote of approval by its T3 subcommittee on Sept. 30, 1987. Same standard, with some editorial differences from ATSC version, is nearing end of standardization process at SMPTE. It will then be sent to American National Standards Institute for approval as American national voluntary standard. However, NBC is believed to be considering asking for new vote on standard by ATSC at next T3 meeting in mid-March.

□

■ **Indecency.** Media Central has sent letter to FCC urging agency not to impose sanctions on Media Central or its KZKC-TV Kansas City, Mo., for latter's broadcast last year of "Private Lessons," which contained seduction scenes in which woman's bare breast and buttocks are shown. Letter came in reply to FCC's Jan. 12 letter asking for explanation of broadcast, which FCC said may have violated its broadcast indecency standard. Arguing against sanctions, Media Central said standard was "vague" and "overbroad," broadcast was in violation of station's own standard and steps to guard against repeat have been taken.

FCC decided last April to crack down on broadcast indecency, adopting standard based on broader definition of indecency than "seven dirty words" of 1978 Pacifica Supreme Court decision and promising to enforce it. At same time, FCC sent out warning letters to three radio stations.

At open meeting last November, FCC reaffirmed indecency policy, but, in doing so, created midnight-6 a.m. safe harbor during which indecent programming can be broadcast because of perceived minimal risk of children in audience.

Group of broadcasters joined Action for Children's Television and People for the American Way in petitioning U.S. Court of Appeals in

Washington to review in light of First Amendment FCC enforcement of tougher broadcast indecency standard.

Child Protection and Obscenity Enforcement Act of 1988 has been introduced on behalf of White House that would implement recommendation's of attorney general's commission on pornography (see "Cable regulation," above). Act would clear way for states or cities to regulate distribution of "indecent" programming via cable or STV.

□

#### **International Telecommunications Satellite Organization.**

In dramatic end to investigation by U.S. attorney for District of Columbia, former Intelsat director general, Richard Colino, and business associates in July of 1987 pleaded guilty in U.S. district court to criminal fraud and conspiracy charges growing out of what prosecutors said was siphoning \$4.8 million from Intelsat during construction of addition to its headquarters building. Colino and Deputy Director General Jose L. Alegrett were fired by Board of Governors in December 1986 after outside lawyers and auditors submitted report indicating their possible involvement in financial irregularities. And in September, 1987, U.S. District Judge Gerhard A. Gesell, saying loss to Intelsat had been \$4.5 million, sentenced Colino to six years in minimum security prison and ordered him to make restitution of \$865,000. Colino began serving his sentence on Oct. 31 in Petersburg, Va., prison camp. One associate was sentenced to three years and fined \$100,000; other was sentenced to two years. Intelsat in May filed civil suit against Colino in U.S. district court in Maryland, claiming his activities resulted in damage to organization of \$11.5 million (BROADCASTING, May 25, 1987). Colino at about same time filed for bankruptcy to protect his assets. Both cases are pending.

Intelsat members in April confirmed Board of Governors selection of Dean Burch as successor to Colino as director general.

□

**International telecommunications satellite systems.** President Reagan in November 1984 determined that separate U.S. systems providing international communications satellite service are in public interest, provided restrictions are imposed to protect economic health of International Telecommunications Satellite Organization. Thus far, eight systems have received conditional authorization from FCC, but proposal of only one, Pan American Satellite Corp., which has secured Peru as foreign correspondent, has been consulted with Intelsat. Assembly of Parties, acting on recommendation of Board of Governors, approved consultation at its extraordinary meeting in April 1986. PAS satellite is scheduled for launch in March 1988 aboard Ariane space rocket.

However, it is complaining that European Postal Telephone and Telegraphs are combining to deny PAS access to their markets. Rene Anselmo, PAS chairman, has written to President Reagan to ask him to seek cooperation of British Prime Minister Margaret Thatcher in opening Great Britain to PAS.

□

**Land-mobile.** In response to petition from

Association of Maximum Service Telecasters, National Association of Broadcasters and other broadcast groups, FCC has agreed to delay decision on reallocation of UHF channels in eight markets in land mobile radio until completion of its study on advanced television systems (ATV) (see "High-definition television," above). FCC wants to ascertain whether UHF channels in question will be needed for broadcasting ATV systems.

In related proceeding, FCC has proposed minimum mileage separations between new UHF television stations on channels 14 and 69 and existing mobile radio operations on adjacent channels. If new station cannot meet spacing requirements, FCC also proposed, station may try to negotiate settlement with mobile radio operator.

□

**Low-power television.** Community Broadcasters Association, which represents budding LPTV industry, has hired Joseph Laughlin, former general manager of WGN-TV Chicago, to head CBA Programming Cooperative. Under Laughlin's direction, co-op will try to buy programming that individual stations could not afford. So far, more than 50 stations have indicated interest in co-op.

FCC's freeze on LPTV applications and major changes—in effect since 1983—thawed with opening of filing window, June 22-July 2, 1987. Some 1,350 applications were received, far fewer than FCC officials had expected. FCC has proposed granting some 800 applications. It is currently working on first list of grants—some 483—of which it has granted about 100 for new stations.

□

■ **Mergers.** Closing is anticipated later this month in Continental Cablevision's \$481.7-million acquisition of American Cablesystems. American's shareholders approved sale at meeting Feb. 4. ■ Closing is expected March 1 for Adams Communications purchase of Forward Communications' five TV stations for \$126.5 million from Wesray Capital Corp. ■ Its largest cable deal ever, Kohlberg Kravis Roberts & Co.'s SCI Holdings will sell 1.4 million subscriber Storer cable systems to consortium of ATC, Comcast and Taft Cable (Tele Communications Inc. and Bass Group joint venture) for total consideration of \$2.8 billion (BROADCASTING, Jan. 4). Closing is expected in second quarter. ■ U.S. Cable Television Group, limited partnership headed by ML Media principals Martin Pompadur and Elton Rule, will pay \$225 million, subject to change for 135,000-subscriber cable systems of Essex Communications Corp. Systems will be run by MultiVision Cable TV Corp., new umbrella company for cable systems of U.S. Cable and ML Media.

□

■ **Must-carry.** Four members of House Telecommunications Subcommittee and FCC Commissioner James Quello have called for congressional hearings to establish record that could justify resurrection of some form of must-carry rules. Representative Matthew Rinaldo (R-N.J.), ranking minority member on the subcommittee has suggested tying cable deregulation to must carry (BROADCASTING, Feb. 15). Rinaldo is seeking industry support for

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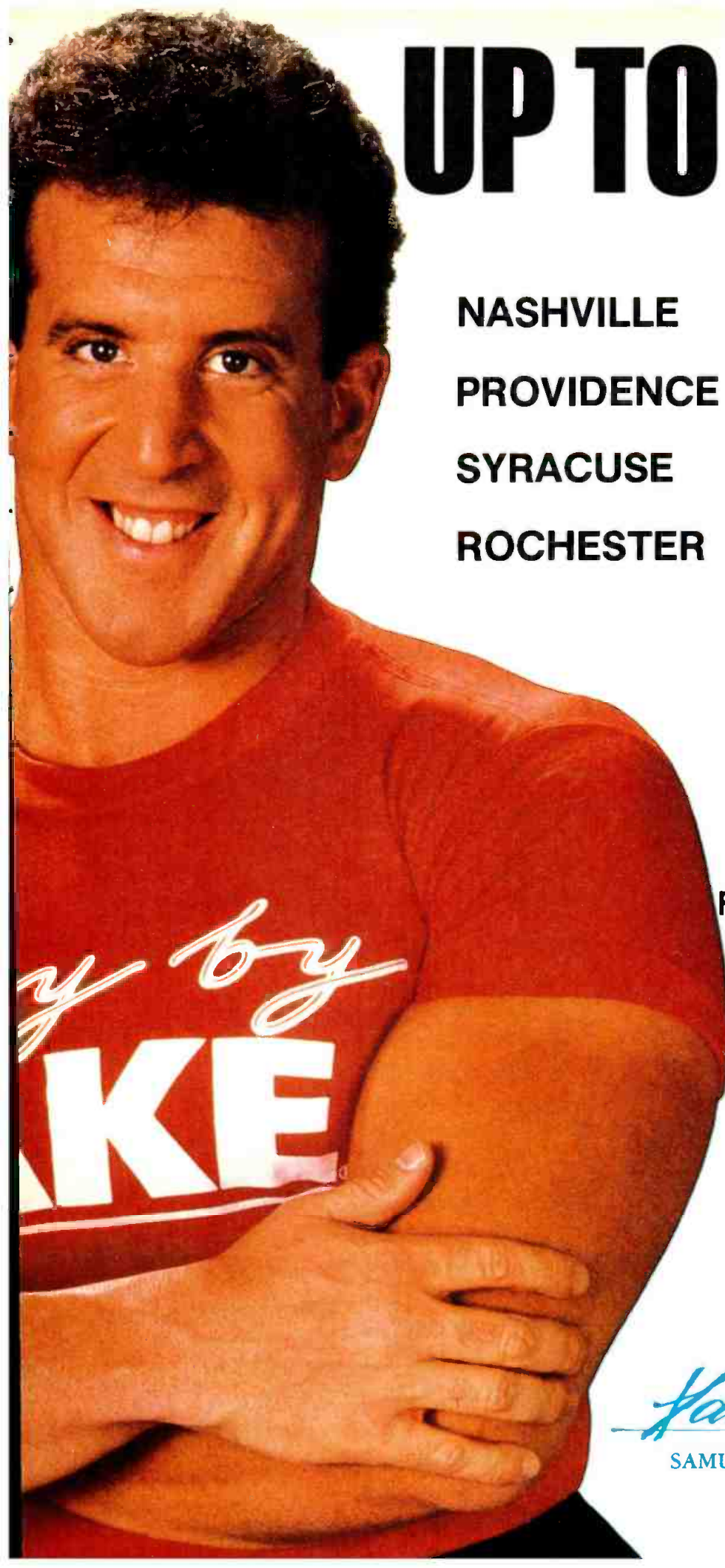
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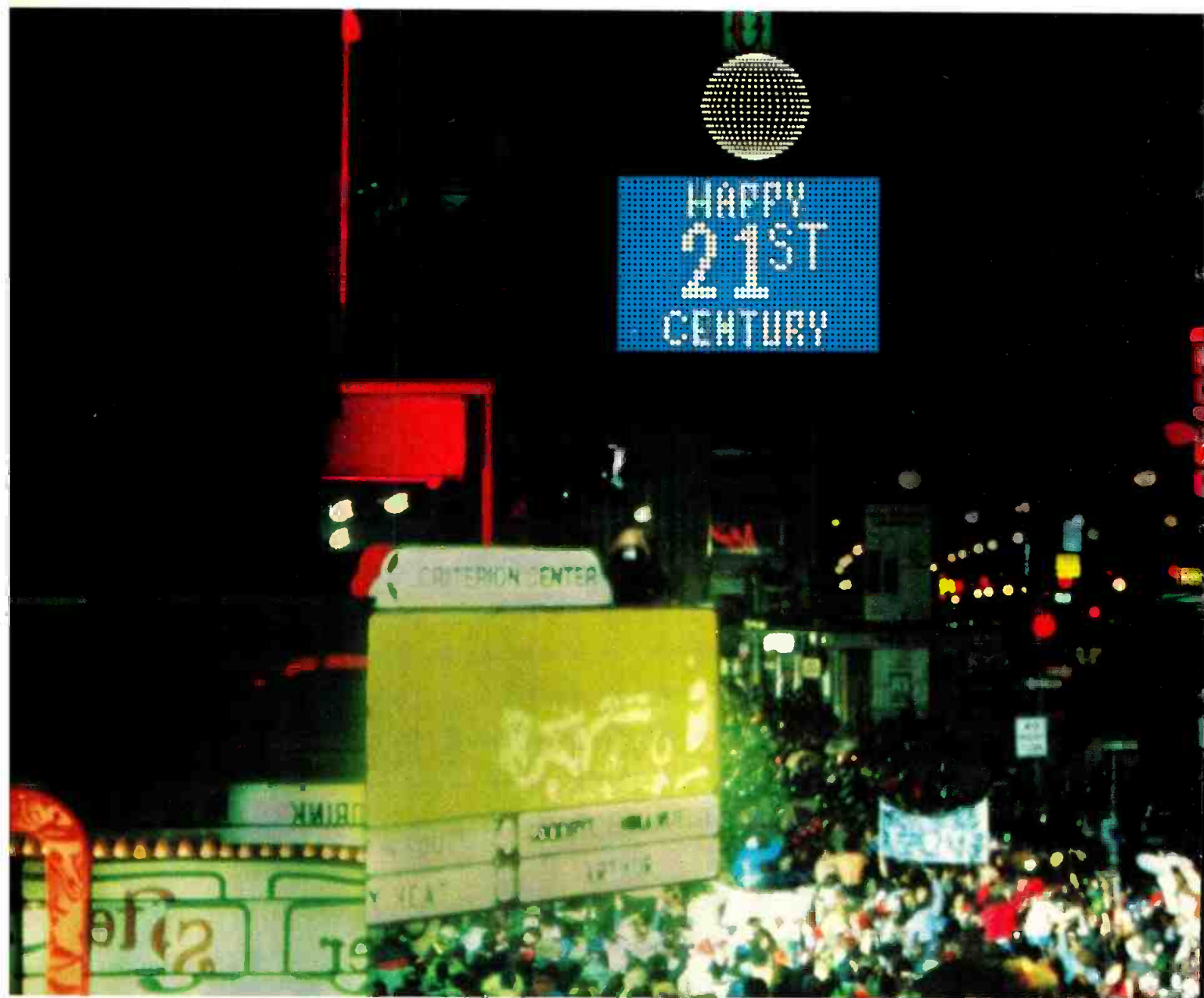
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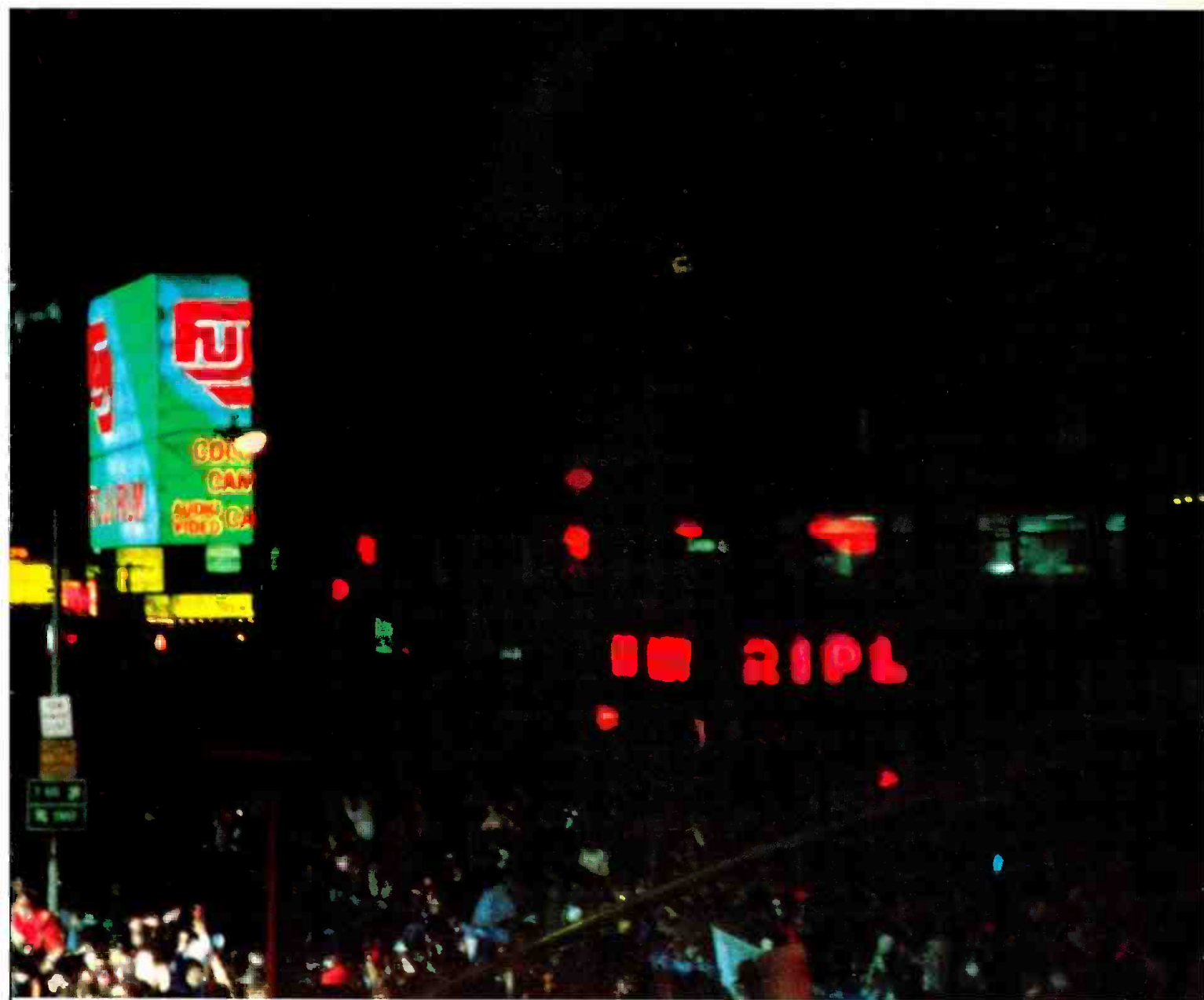
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**Minority policies reaffirmed.** Complying with congressional order attached to appropriation bill last December, FCC reaffirmed earlier decisions in *Shurberg*, *Steele* and *Winter Park* cases that it was reviewing on remand from federal appeals court. In doing so, FCC reaffirmed policies aimed at increasing minority ownership. In *Shurberg*, FCC approval of Faith Center's "distress sale" of WHCT-TV Hartford, Conn., to Astroline Communications was challenged by Alan Shurberg, who hoped to win station in comparative renewal hearing with Faith Center. Under distress-sale policy, stations can escape revocation hearing at FCC by selling to minority group at 75% of full market value. In *Winter Park* and *Steele*, FCC award of new stations to applicants in comparative hearings based, in part, on preferences given for minority and female ownership was challenged by losing applicants. Court challenges turn on constitutional validity of distress sale and minority and female preferences. Expressing reservations about policies, FCC had asked court to remand cases to it so that it could reevaluate initial decision in light of inquiry into policies. In appropriations bill, however, Congress told FCC to shut down inquiry and reaffirm policies. It is now likely that one or all cases will start up where they left off when they were remanded to FCC.

proposal in which cable systems would be granted deregulation (of rates and service) under Cable Act of 1984 if they met carriage requirements contained in cable-broadcast industry compromise agreed to in 1986.

U.S. Court of Appeals struck down latest incarnation of FCC's must-carry rules, holding that they are unconstitutional—violation of First Amendment rights of cable operators. Ruling on Dec. 11, 1987, was replay of court decision two years ago when it eliminated FCC's original must-carry rules on same ground.

Broadcasters who have fought hard to preserve some form of must carry-rules were upset and disappointed at ruling. They are now planning legal and legislative strategy for bringing back rules through appeals or act of Congress. National Association of Broadcasters television board last month directed NAB staff to seek all avenues to restore must carry. Association will also record and catalog all cable "abuses" that occur following demise of must carry. TV directors wanted to keep statements on must carry to minimum in effort to leave room for NAB President Eddie Fritts to negotiate with cable on matter. Fritts and National Cable Television Association President James P. Mooney are expected to explore possible resolution of must-carry issue (see "Top of the Week").

While court overturned substance of rules, it did not, it said in clarifying order issued on Jan. 29, outlaw A/B switch rules as well. Those rules require cable operators to educate subscribers about switches and to offer to install them or supply them to do-it-yourselfers. Cost of switches and installation would be borne by subscribers.

■ **Public Broadcasting.** Reauthorization hearings in House Telecommunications and Senate Communications Subcommittees have been tentatively set for March 11 and 15, respectively. Office of Management and Budget has recommended appropriations of \$214 million for 1989, 1990 and 1991, which would require rescissions in first two years. Figure falls \$381 million short of CPB request for third year, which included \$200 million for replacement of satellite interconnection system. (AT&T, Comsat General, GE Americom, GTE Spacenet, Hughes Communications and Western Union all submitted satellite interconnection proposals to PBS Jan. 25; NPR also will need new bird in 1991.)

PBS President Bruce Christensen said last month FCC made "asinine" decision in failing to lobby for exemption for PBS stations in U.S. Court of Appeals, which threw out FCC's must-carry rules. Battles for trust fund, assuring CPB of permanent funding, and for some form of must-carry, will continue.

National Public Radio board this month set 1989 member station dues level at \$18.4 million (figure includes one-time overhead and interest adjustment and assessment to offset predicted loss of stations from system, as well as 4.5% operating budget increase). Board will phase in over two years program unbundling plan that will offer for separate purchase morning news, evening news and performance program packages. Final 1989 budget will be approved at Public Radio Conference next May.

More than 150 stations are carrying first six months of *Good Evening, Prairie Home Companion* replacement launched Jan. 9 by American Public Radio. Eric Friesen, senior VP, programing, remains acting president of APR.

Two openings remain on CPB board. White House last week announced nomination of PBS board member Leslee "Honey" Alexander; she and Charles Lichenstein, latter controversial for reportedly advocating cuts in CPB funding, await confirmation on the Hill.

■ **Scrambling.** Last November, Senate Commerce Committee passed legislation that would regulate home satellite marketplace (BROADCASTING, Nov. 23, 1987). It would mandate that cable programers permit any qualified third party—inside and outside cable industry—to distribute their services to backyard dish owners. Bill is not expected to hit Senate floor until after March 8 (Super Tuesday) when bill's chief sponsor Senator Al Gore (D-Tenn.) will get first serious reading on strength of his campaign for U.S. presidency. If Gore does well in Super Tuesday there are some who think he would have even less time to devote to measure, but senator's staff say Super Tuesday is not factor in determining when to bring up measure. Gore, staffer said, hopes to resolve differences among members over bill before taking it to floor. Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) has promised to oppose it and his views are laid out in committee report.

On other front, House legislation (H.R. 2848) that would permit satellite distribution of

broadcast signals—superstations—to backyard dish owners was focus of hearing with independent television stating strong objections to measure (BROADCASTING, Feb. 1). Association of Independent Television Stations is waging major campaign to defeat or modify bill (BROADCASTING, Feb. 8) especially if network affiliates are exempted from measure. Late last year (BROADCASTING, Nov. 30, 1987) representatives from broad coalition of industry groups backing bill stated their support for measure at hearing, although modifications suggested by motion picture industry (mainly idea that compulsory copyright license for carriers be limited to C-band retransmissions) did not go over well at hearing.

■ **Syndex.** In comments to FCC, cable operators opposed, and broadcasters and program producers supported, FCC proposal to reimpose rules requiring cable systems to black out syndicated programing on distant signals if it appears on local stations. Action is expected within next few months.

Cable industry argued that FCC lacks jurisdiction to reimpose syndex, that absence of rules over past seven years has not harmed broadcasters and producers and that rules would violate cable operators' First Amendment rights.

Most broadcasters and producers contended that rules are needed to protect sanctity of their exclusive programing contracts. And, contrary to cable's claim, they say they have been hurt by cable's importation of duplicative distant signals into their markets. Last month National Association of Broadcasters during its joint board of directors meeting made restoration of syndex high priority, as well as obtaining same-day network nonduplication regulations.

■ **Wireless cable.** Using mix of ITFS and MDS channels, delivery system is now available in New York. Microband Companies Inc. has begun marketing six-channel wireless cable service in outer boroughs that have not yet been wired for conventional cable. It has ability to expand to 14 channels, but is having difficulty securing rights to carry cable programing it desires.

FCC has turned down request by Cablevision Systems, MSO with franchise for about one million homes within Microband-targeted market, to bar Microband from offering its service until other MMDS and ITFS channels now hung up in interference disputes become available so that Cablevision can offer competitive wireless cable service.

In responding to Cablevision's petition, Microband charged that Cablevision was trying to use FCC to block competition. It also alleged three cable programing services affiliated with Cablevision—SportsChannel New York, American Movie Classics and Bravo—have refused to deal with Microband in effort to weaken Microband's ability to compete.

Microband, which also plans to introduce wireless cable services in Detroit and Washington within next few months, is biggest, but not only wireless cable operator. Services are currently being offered in several other markets, including San Francisco, Milwaukee and Cleveland.

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Vice President/General Manager,  
WTVC



meant less revenue. They led a replacement fast . . . in days rather than 30 weeks. Says Robertson with a smile, "We knew if anyone could, Harris could." The day after the accident, a Harris rep was on site. Assessing the damage. Identifying needs. Rolling up his shirtsleeves to pitch in. And F. Lewis Robertson gave the go-ahead, a new Harris transmitter was in place and operating just 30

days after the order. Channel 9 was back on the air at full power . . . with a picture viewers felt was better than ever!

At Harris, we understand the special pace and requirements of the broadcast industry. We've responded fast and effectively to our customers' needs for over 65 years. Supplying a full line of transmitters, antennas, control systems, and other high-quality communications products.

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## This week

**Feb. 21-March 13**—"Vietnam on Television: Television on Vietnam," exhibition of Peabody Award entries chronicling television coverage of the Vietnam War, sponsored by *Museum of Broadcast Communications* and *Henry W. Grady School of Journalism and Mass Communication at University of Georgia*. Kraft Television Theater, MBC, Chicago. Information: (312) 987-1500.

**Feb. 22**—Pay-per-view seminar sponsored by *Scientific-Atlanta*. Denver. Information: Paul Harr, (404) 925-5778.

**Feb. 22-26**—Mass Communications Week, sponsored by *Texas Tech University*. Texas Tech, Lubbock, Tex. Information: (806) 742-3385.

**Feb. 23**—Speech on media mergers and acquisitions by Peter Kent, vice chairman of Henry Ansbacher Inc., investment company, to *Columbia Business School*. Uris Hall, Columbia University, New York. Information: Fritz Jacobi, (212) 280-2747.

**Feb. 23**—*Television Bureau of Advertising* regional sales conference. Fairmont hotel, New Orleans. Information: (212) 486-1111.

**Feb. 23**—*Greater Philadelphia chapter of Women in Cable* luncheon meeting. Williamson's restaurant, Balu Cynwyd, Pa.

**Feb. 23-24**—"Sports 1988—Changing Economic and Social Issues," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

**Feb. 23-25**—Mark Goodson seminar series, reported by Eric Severeid, sponsored by *Museum of Broadcasting*. MOB, New York. Information: (212) 752-4690.

**Feb. 24**—Deadline for entries in Edward R. Murrow

Brotherhood Awards, which "pay tribute to the finest in television and radio news production that best promotes human understanding and good relations among people," sponsored by *Cinema/Radio/TV unit of B'nai B'rith*. Information: (212) 686-3199.

**Feb. 24**—*Federal Communications Bar Association* luncheon. Speaker: Diane Killory, FCC general counsel. Marriott, Washington.

**Feb. 25**—*Caucus for Producers, Writers and Directors* meeting. Los Angeles. Information: (213) 652-0222.

**Feb. 25**—"Everything You Wished You Knew About Bankruptcy in Two Hours," program sponsored by *Federal Communications Bar Association* Continuing Legal Education Committee. Washington Marriott, Washington. Information: Howard Weiss, (202) 659-4700.

**Feb. 25-29**—*NATPE International* 25th annual convention. George Brown Convention Center. Houston.

**Feb. 26**—Deadline for entries in Community Radio Program Awards competition, sponsored by *National Federation of Community Broadcasters*. Information: (202) 797-8911.

**Feb. 26-28**—*Intercollegiate Broadcasting System* national convention. Penta hotel, New York. Information: (914) 565-6710.

**Feb. 27**—"Television: A Medium Focuses on Itself," panel sponsored by *New School for Social Research*. New School, New York. Information: (212) 741-5690.

## Also in February

**Feb. 29-March 2**—*National Association of Broadcasters* state leadership conference. J.W. Marriott, Washington. Information: (202) 429-5310.

## Major Meetings

**Feb. 25-29**—*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**—*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**—*Cabletelevision Advertising Bureau* seventh annual conference. Waldorf-Astoria, New York.

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

**April 17-20**—*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**—*National Cable Television Association* annual convention. Los Angeles Convention Center.

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

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

**May 18-22**—Public Radio Conference, annual meeting of *National Public Radio* and *Ameri-*

*can Public Radio*, coordinated by *National Public Radio*. Adam's Mark hotel, St. Louis. Information: (202) 822-2000.

**June 6-9**—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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

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

**June 12-15**—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

**June 16-18**—*NBC-TV* annual affiliates meeting. Hyatt Regency, Maui, Hawaii.

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

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

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

**Sept. 14-17**—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**—*International Broadcasting Convention*. Metropole conference and exhibi-

## March

**March 1**—Pay-per-view seminar sponsored by *Scientific-Atlanta*. Chicago. Information: Paul Harr, (404) 925-5778.

**March 2**—*Ohio Association of Broadcasters* Ohio congressional salute. Sheraton Grand hotel, Washington. Information: (614) 228-4052.

**March 2**—Fourth annual communications awards dinner, sponsored by *National Association of Black Owned Broadcasters*. Sheraton Washington, Washington. Information: (202) 463-8970.

**March 3**—*International Radio and Television Society*. Gold Medal banquet. Recipient: CBS's *60 Minutes* Waldorf-Astoria, New York. Information: (212) 867-6650.

**March 4**—Deadline for entries in Gold Medallion competition, sponsored by *Broadcast Promotion and Marketing Executives*. Information: (213) 465-3777.

**March 6**—Ninth annual *Academy of Television Art and Sciences* college awards presentation. Registr hotel, Los Angeles. Information: (818) 763-2975.

**March 7**—*Television Bureau of Advertising* regional sales conference. Red Lion hotel, Seattle.

**March 8**—*International Radio and Television Society*. Second Tuesday seminar. Viacom Conference Center New York. Information: (212) 867-6650.

**March 8**—Pay-per-view seminar sponsored by *Scientific-Atlanta*. Atlanta. Information: Paul Harr, (404) 925-5778.

**March 8**—*Southern California Cable Association* monthly meeting. Speaker: Ted Turner, Turner Broadcasting System, on pay programming/basic cable. Information: Bill Cullen, (818) 997-0100.

**March 9**—"Issues Before the FCC. An Evening with

tion center, Grand hotel and Brighton Center, Brighton, England. Information: (01) 240-1871 (London).

**Oct. 4-6**—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

**Oct. 14-19**—*Society of Motion Picture and Television Engineers* 130th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York. Future conference: Oct. 22-27, 1989, Los Angeles Convention Center.

**Oct. 17-19**—*Television Bureau of Advertising* annual meeting. Bally's, Las Vegas.

**Oct. 23-25**—*Association of National Advertisers* 79th annual convention. Waldorf-Astoria, New York.

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

**Dec. 7-9**—Western Cable Show, sponsored by *California Cable TV Association*. Anaheim Convention Center, Anaheim, Calif.

**Jan. 4-8, 1989**—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles.

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

**Feb. 3-4, 1989**—*Society of Motion Picture and Television Engineers* 23d annual television conference. St. Francis hotel, San Francisco.

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

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Grand Prix SE's driving credentials include a 2.8 liter V6 with multi-port fuel injection, a 5-speed manual transmission, Y99 Rally Tuned fully independent suspension, 4-wheel disc brakes, and meaty P215/65R15 Good-year Eagle GT+4 all-season radials.

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ATLANTA  
CHARLOTTE  
WILKES BARRE  
CHARLESTON  
LITTLE ROCK  
MOBILE  
KNOXVILLE  
FRESNO  
GREEN BAY  
PADUCAH  
DAVENPORT  
JACKSON, MS  
BRISTOL  
SOUTH BEND  
TRI CITIES  
BURLINGTON  
EVANSVILLE  
LAS VEGAS  
EL PASO  
SIOUX FALLS  
FT. WAYNE  
FT. MYERS  
AUGUSTA

And 37 more markets!

#

## WOMEN 25-54

TIME PERIOD WINNER  
IN

DETROIT  
ATLANTA  
CHARLOTTE  
WILKES BARRE  
CHARLESTON  
LITTLE ROCK  
MOBILE  
FRESNO  
PADUCAH  
JACKSON  
BRISTOL  
SOUTH BEND  
EVANSVILLE  
LAS VEGAS  
WACO  
SIOUX FALLS  
FT. WAYNE  
FARGO  
CHARLESTON  
PEORIA  
SAVANNAH  
MONTEREY  
ROCKFORD  
MONROE  
JOPLIN

And 27 more markets!

SOURCE: NSI Cassandra 11/87, ARB Apollo 11/87

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BOSTON  
SAN FRANCISCO  
DETROIT  
DALLAS  
SEATTLE  
MINNEAPOLIS  
MIAMI  
DENVER  
HARTFORD  
INDIANAPOLIS  
CINCINNATI  
CHARLOTTE  
NASHVILLE  
NEW ORLEANS  
BUFFALO  
PROVIDENCE  
MEMPHIS  
CHARLESTON  
LITTLE ROCK  
SHREVEPORT  
MOBILE  
WICHITA  
FRESNO  
TOLEDO

And 58 more markets!

# #

## KIDS

TIME PERIOD WINNER  
IN

SAN FRANCISCO  
DETROIT  
CLEVELAND  
SEATTLE  
MINNEAPOLIS  
PITTSBURGH  
CHARLOTTE  
NASHVILLE  
OKLAHOMA CITY  
PROVIDENCE  
WILKES BARRE  
CHARLESTON  
LITTLE ROCK  
RICHMOND  
SHREVEPORT  
FLINT  
MOBILE  
KNOXVILLE  
FRESNO  
TOLEDO  
GREEN BAY  
ROCHESTER  
OMAHA  
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And 43 more markets!

...the perfect mix of young  
...w, with 110 half-hours  
...rting spring '89,  
...liver for you!

# MAMA'S FAMILY

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# BOOKS FOR BROADCASTERS

## COPYWRITING FOR THE ELECTRONIC MEDIA: A Practical Guide by Milan D. Meeske & R.C. Norris

The best way to improve your writing skills is to *practice*, and that is the approach of this practical book. As the authors discuss both basics and specifics, keyed to the ways TV and radio operate today, they offer you ample opportunities to hone your writing skills in numerous realistic exercises. Topics covered include broadcast vs. cable copywriting; PSAs, promotional and direct response spots; legal requirements for commercials and contests; getting a job in a small market or a national agency. Glossary and index.

1987, paper, 380 pp W06636-4 \$29.95

## MODERN RADIO PRODUCTION by Lewis B. O'Donnell, Philip Benoit & Carl Hausman

The latest equipment and how to use it in editing, news production, commercial production and on-air work is presented clearly and concisely in this handy guide. It offers how-to information you can use to create dramatic effects and hard-hitting commercials: pull an airshift, make a poor speaker, organize a complex production or integrate a variety of techniques necessary for successful news coverage. Numerous illustrations, bibliography, glossary, index.

1986, hard, 258 pp W05064-6 \$29.95

## AUDIO IN MEDIA, 2nd Edition by Stanley R. Alten

More than just a how-to manual, this book covers all the sound production skills and techniques used in radio, television and film. Alten's definitive, up-to-date second edition combines teaching the proper use of audio equipment with the appropriate techniques and aesthetics, demonstrating the relationship between operations and "sound shaping." The author explains technical and complex concepts, including the latest digital recording theory, in straightforward layman's language. Glossary, bibliography, index.

1986, hard, 612 pp W06156-7 \$44.95

## RADIO PROGRAMMING: Consultancy and Formatics by Michael Keith

In the competitive and dynamic market of modern radio, almost every aspect of what gets aired must be carefully planned. With the help of many of radio's top programming consultants and directors, the author takes you behind the scenes for a look at how these programming decisions are actually made. RADIO PROGRAMMING covers every aspect of programming, from audience targeting to program clock structuring, viewing the subject from the consultant's and station programmer's perspectives within the context of today's major formats. Join the industry's top professionals as they reveal the techniques and insights that can help build a successfully programmed radio station. Bibliography, index.

1987, paper, 196pp F51792-X \$25.00

## ELECTRONIC MEDIA MANAGEMENT by William E. McCavitt & Peter K. Pringle

The new managers of the fifth estate have some of the same problems that confronted managers in the past. Today, however, new challenges have come on the scene, including the impact of new technologies, home VCRs, multi-channel cable systems and shifting audience. And electronic media are the most heavily regulated media in the field of mass communications. ELECTRONIC MEDIA MANAGEMENT recognizes the challenge of balancing profit against responsibility to the community, and understands that broadcasting provides many functions: entertainment, advertising, information and news, public service. The authors, who have taught, written about and practiced professional broadcasting for decades, look at all types of broadcast and non-broadcast systems for both large and small markets. They discuss the goals and procedures of various departments, including chapters on programming, sales, promotion, personnel and community relations. This full coverage, together with case studies, chapter summaries, illustrations from industry sources, useful appendices and an extensive bibliography, makes ELECTRONIC MEDIA MANAGEMENT a broad-based, up-to-date handbook for managers and future managers.

1986, paper, 340 pp F51733-4 \$25.00

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Diane Killory," general counsel, FCC, sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters Washington. Information: (202) 659-3494.

**March 9—Television Bureau of Advertising** regional sales conference. Meridian, San Francisco.

**March 9-10—Association of National Advertisers** television advertising workshop. Speakers include ABC's Frank Gifford, NBC's Bryant Gumbel and CBS's Dan Rather. Plaza hotel, New York. Information: (212) 697-5950.

**March 10-11—"Cable Television Law: Three Years after the Cable Act,"** seminar sponsored by *Practising law Institute*. New York Hilton, New York. Information: Ann Tracy, (212) 765-5700.

**March 11—Academy of Television Arts and Science:** forum luncheon. Speaker: Michael Checkland, director-general, BBC. Beverly Wilshire hotel, Los Angeles. Information: (818) 953-7575.

**March 11—Television Bureau of Advertising** regional sales conference. Marriott City Center, Denver.

**March 11-13—"The United States and Mexico,"** conference for journalists, co-sponsored by *Foundation for American Communications and Gannett Foundation*. San Diego Princess, San Diego. Information: (213) 851-7372.

**March 13-15—First Amendment Congress**, organized in 1979 by *Jean Otto, Society of Professional Journalists*, who is now with *Rocky Mountain News*. Marriott City Center hotel, Denver. Information: (303) 492-6480.

**March 13-15—West Virginia Broadcasters Association** spring meeting. Marriott hotel, Charleston, W. Va.

**March 14-15—National Association of Broadcasters** group fly-in for radio group heads. Hyatt Regency hotel, Dallas. Information: (202) 429-5420.

**March 14-17—Third annual Missouri/Campbell Work shop for Health and Nutrition Journalists**, sponsored by *University of Missouri-Columbia*. UM campus Columbia. Information: (314) 882-2880.

**March 14-18—Gannett Center for Media Studies** technology studies seminar. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

**March 15—International Radio and Television Society** newsmaker luncheon. Speaker: Thomas Murphy, chairman, CapCities/ABC. Waldorf-Astoria, New York. Information: (212) 867-6650.

**March 15-16—American Advertising Federation** spring government affairs conference. Willard hotel Washington.

**March 15-16—New York State Broadcasters Association** seventh annual "call on Congress." Capitol Hill Washington.

**March 17-19—Native American Press Association** conference, co-sponsored by *Native American Public Broadcasting Consortium*. Regency hotel, Denver.

**March 17-20—Alpha Epsilon Rho, National Broadcasting Society**, national convention. Sheraton Center New York.

**March 20-24—National Computer Graphics Association** conference and exposition. Anaheim Convention Center, Anaheim, Calif.

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

**March 22—13th annual Commendation Awards ceremony**, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

**March 23-24—Illinois Broadcasters Association** spring convention and Silver Dome awards presentation. Ramada, Springfield, Ill.

**March 23-25—"Reporting on the Courts and the Law** workshop for journalists from "Chicago community area," sponsored by *American Judicature Society*. Chicago. Information: (312) 558-6900.

**March 24—"Cable in the City: Turning the Corner** third annual Video Metro New York conference, "forum for television industry," sponsored by *Borough of Manhattan Community College*. BMCC, New York. Information: (212) 618-1832.

**March 24-27—National Association of Black Owned Broadcasters** 12th annual spring broadcast management conference. Hyatt Regency hotel, Hilton Head S.C. Information: (202) 463-8970.



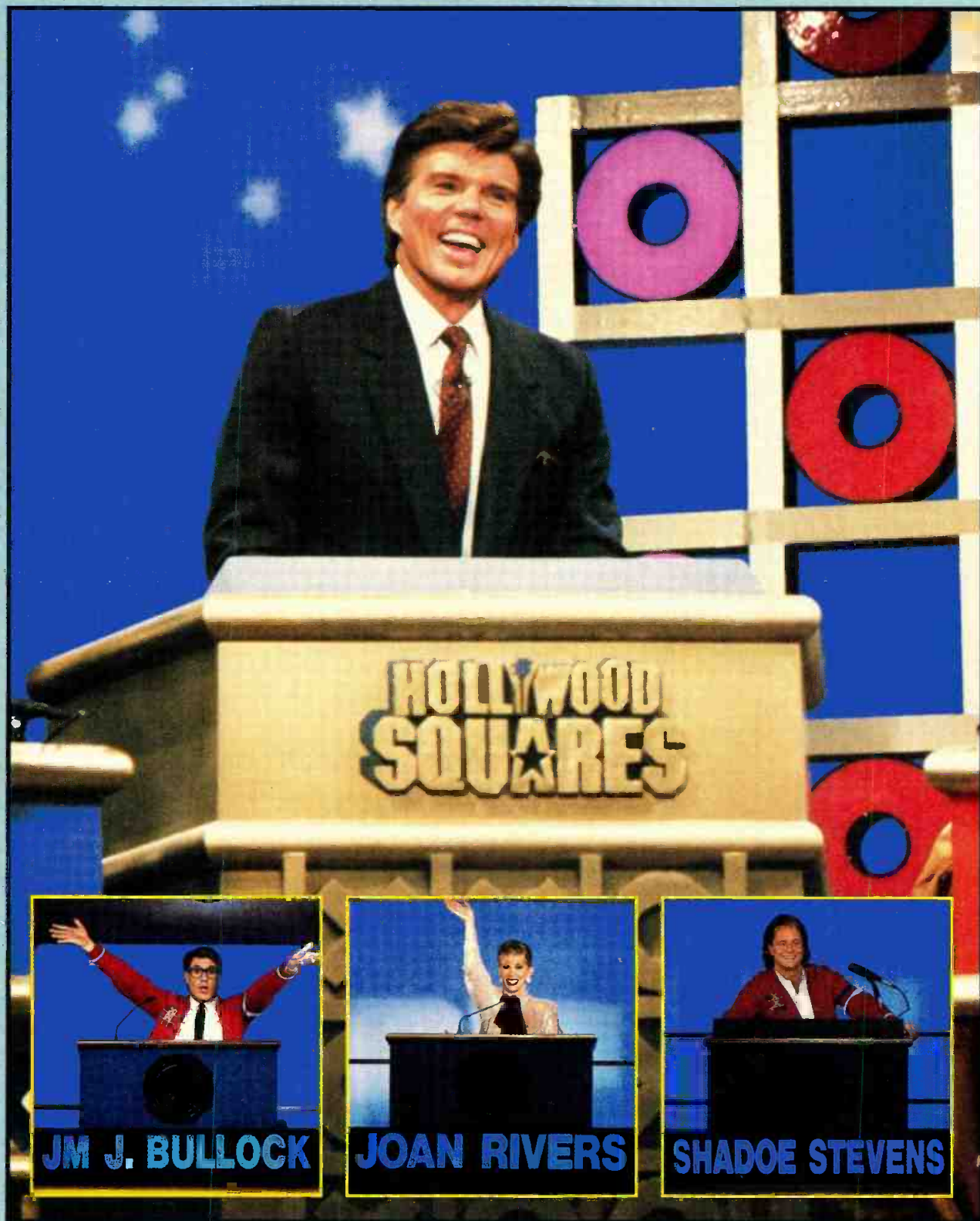
NATPE '88  
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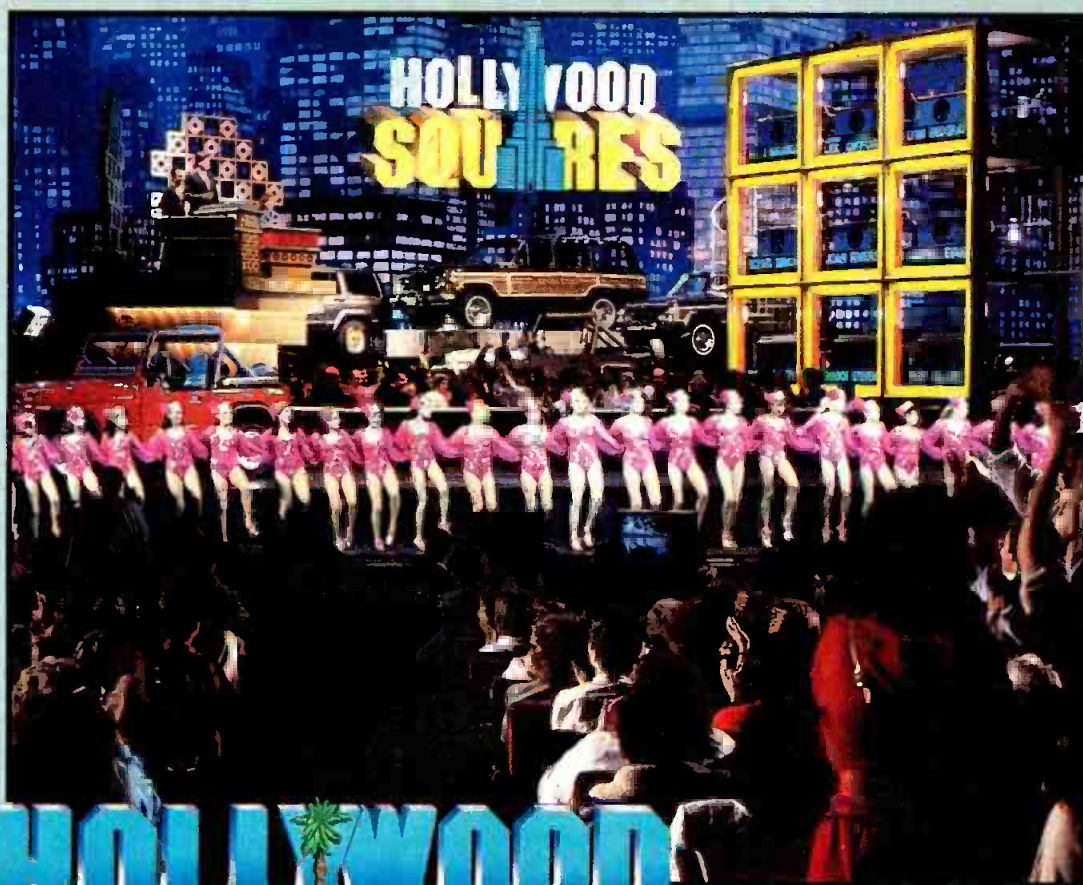
**JOAN RIVERS**

**SHADOE STEVENS**

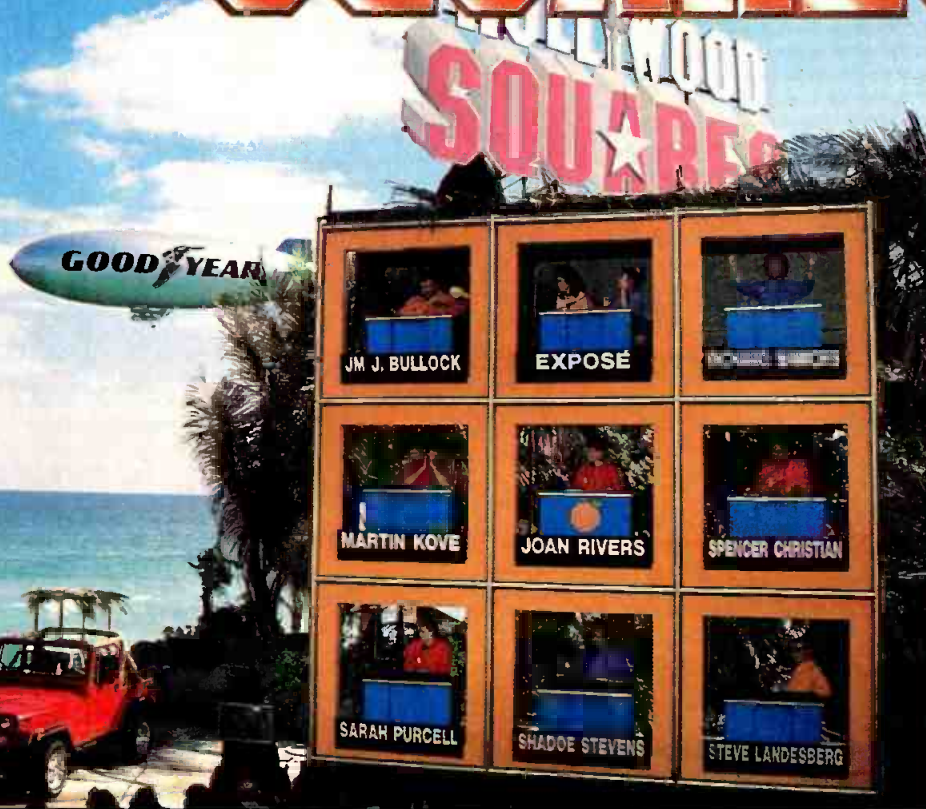
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**ORION**  
TELEVISION SYNDICATION



**March 25-26—Oklahoma Associated Press Broadcasters Association** annual convention. Marriott, Oklahoma City.

**March 27-29—Virginia Cable Television Association** 22d annual convention. Williamsburg Lodge, Williamsburg, Va.

**March 28-30—"Sponsorship Now,"** fifth annual national conference on event sponsorship. Chicago Hilton and Towers. Information: (312) 944-1727.

**March 31—Deadline for applications for Academy of Television Arts and Sciences'** summer '88 student internship program in Los Angeles. Information: ATAS, (818) 953-7575.

**March 31—Deadline for entries in International Radio Festival of New York.** Information: (914) 238-4481.

## April

**April 1-2—10th annual Black College Radio** convention, sponsored by *Collegiate Broadcasting Group*. Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

**April 7—Caucus for Producers, Writers and Directors** general membership meeting. Chasen's, Los Angeles. Information: (213) 652-0222.

**April 7-9—Broadcast Education Association** convention. Las Vegas. Information: (202) 429-5355.

**April 8-10—Alabama AP Broadcasters Association** annual meeting and awards banquet. Embassy Suite hotel, Birmingham, Ala.

**April 9-12—National Association of Broadcasters** 66th annual convention, international exposition and 42d annual broadcast engineering conference. Las Vegas Convention Center, Las Vegas.

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

**April 10-12—Public television annual membership** meeting of *Public Broadcasting Service* and *National Association of Public Television Stations*. Marriott Crystal Gateway, Arlington, Va. Information: (202) 739-5082.

**April 10-13—Business to business marketing** communications conference, "The Making of Marketing Communications Leaders," sponsored by *Association of National Advertisers*. Opryland hotel, Nashville. Information: (212) 697-5950.

**April 13—"Calling the Shots: Producing and Directing** in Washington," session sponsored by *American Women in Radio and Television*, Washington chapter. National Association of Broadcasters, Washington. Information: (202) 659-3494.

**April 14—International Radio and Television Society** newsmaker luncheon. Topic: summer Olympics. Waldorf-Astoria, New York. Waldorf-Astoria, New York. Information: (212) 867-6650.

**April 14—Presentation of Achievement in Children's** Television Awards, sponsored by *Action for Children's Television*. Cambridge, Mass. Information: (617) 876-6620.

**April 14-18—National Federation of Community Broadcasters** annual training conference and business meeting. Crowne Plaza Holiday Inn, Washington. Information: (202) 797-8911.

**April 15-19—Munditele**, world show of television productions. International Center of Exhibitions and Congresses, Zaragoza, Spain.

**April 16—20th annual Golden Reel Awards ceremony** sponsored by *International Television Association*. Caesars Palace, Las Vegas. Information: Kelly J. Bell, (214) 869-1112.

**April 16-17—"Economics and the '88 Elections,"** conference for journalists co-sponsored by *Foundation for American Communications* and *Gannett Foundation*. Vista International hotel, Washington. Information: (213) 851-7372.

**April 18-20—Broadcast Financial Management Association** annual meeting. Speakers include FCC Commissioner Patricia Dennis. Hyatt Regency, New Orleans. Information: (312) 296-0200.

**April 20-22—Electromagnetic Energy Policy Alliance** annual meeting and symposium. Radisson Mark Plaza, Alexandria, Va. Information: (202) 429-5456.

**April 21—White House Correspondents Association**

annual dinner. Washington Hilton, Washington.

**April 22—New Jersey Broadcasters Association** annual engineering seminar. Wood Lawn, Douglass College, Rutgers University, New Brunswick, N.J. Information: (201) 247-337.

**April 23—Georgia AP Broadcasters Association** annual meeting and awards banquet. Waverly hotel Atlanta.

**April 28-30—Texas Associated Press Broadcaster Association** annual convention. Hilton hotel, Odessa, Tex.

**April 28-May 3—24th annual MIP-TV, Marches de International Programmes des Television, international television program market. Palais des Festivals, Cannes, France. Information: (212) 967-7600.**

**April 30-May 3—National Cable Television Association** annual convention and exposition. Theme: "Cable '88: Seeing is Believing." Los Angeles Convention Center, Los Angeles. Information: (202) 775-3629.

## May

**May 1—Deadline for entries in National Association of Broadcasters'** Crystal Awards for excellence in local radio achievement. Information: (202) 429-5417.

**May 1—Deadline for entries in Prix Jeunesse International** for "children's or youth program which most convincingly demonstrates how children anywhere in the world can be helped to lead a decent life and full develop their potentials." Information: 59-00-20-58.

**May 1—Presentation of Genii Awards**, sponsored by *American Women in Radio and Television*, Southern California chapter. Beverly Wilshire, Los Angeles.

**May 1-4—Advertising financial management** conference, sponsored by *Association of National Advertisers*. Pointe at South Mountain, Phoenix. Information: (212) 697-5950.

**May 1-8—International Public Television Screening Conference**, Input '88, sponsored by *Philadelphia Input '88 Alliance*. Philadelphia. Information: (215) 351-1200.

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

**May 10-13—Communications '88**, supported by *International Telecommunications Union* and *European Economic Community*. National Exhibition Center, Birmingham, England. Information: (301) 657-3090.

**May 11—"Starring In Your Own Show: Owning and Operating a Broadcast Station,"** session sponsored by *American Women in Radio and Television*, Washington chapter. National Association of Broadcasters, Washington. Information: (202) 659-3494.

**May 11-18—28th Golden Rose of Montreux**, festival of light-entertainment television programs. Maison de Congrès, Montreux, Switzerland. Information: (212) 223-0044.

**May 16-17—"Media Mergers and Acquisitions Technical Conference,"** sponsored by *Executive Enterprises Inc.* Los Angeles Hyatt. Information: (800) 833-8333.

**May 17—International Radio and Television Society** Broadcaster of the Year luncheon. Waldorf-Astoria, New York.

**May 18-19—Sports Conference.** New York Marquis hotel, New York. Information: (212) 213-110.

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

**May 18-22—Public Radio Conference**, annual meeting of *National Public Radio* and *American Public Radio*, coordinated by *National Public Radio*. Adair Mark hotel, St. Louis. Information: (202) 822-2000.

**May 24—Pennsylvania Association of Broadcasters** Gold Medal dinner. Vista hotel, Pittsburgh.

**May 25—New Jersey Broadcasters Association** annual spring managers conference. Wood Lawn, Douglass College campus, Rutgers, New Brunswick, N.J.

## June

**June 1-9—13th Prix Jeunesse International**, contest for "TV productions for children and young people

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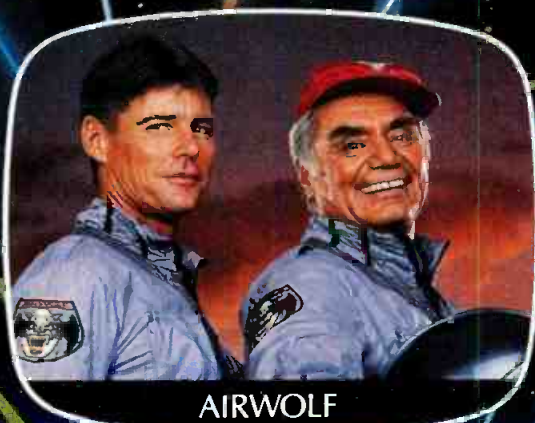
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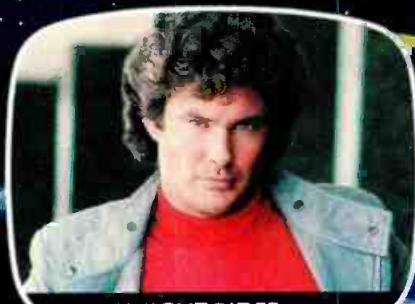
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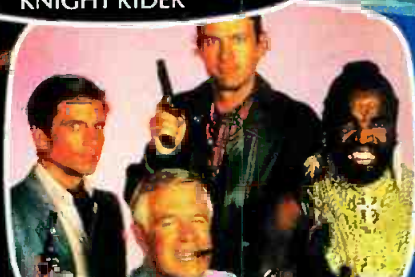
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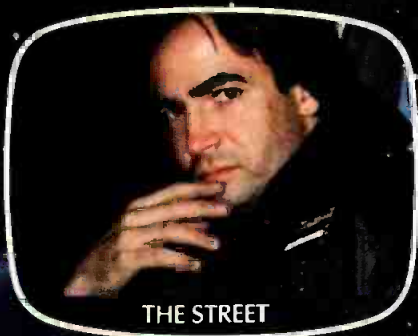
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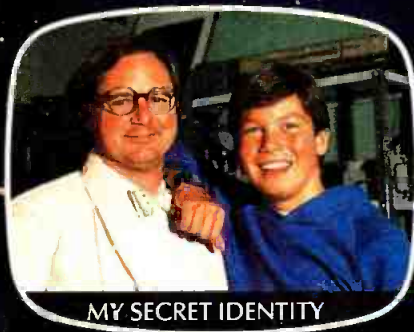
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■ **June 4-7**—International summer Consumer Electronics Show, sponsored by *Electronic Industries Association*. McCormick Place, Chicago. Information: (202) 457-8700.

■ **June 5-7**—NBC affiliate promotion executives conference. Registry hotel, Los Angeles.

■ **June 6-9**—ABC-TV annual affiliates meeting. Century Plaza, Los Angeles.

■ **June 8-9**—"Media Mergers and Acquisitions Conference," sponsored by *Executive Enterprises Inc.* Parker Meriden, New York.

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

■ **June 8-11**—Broadcast Promotion and Marketing Executives/Broadcast Designers Association 32d annual seminar. Bonaventure hotel, Los Angeles.

■ **June 10-12**—National Council for Families and Television annual conference. Four Seasons Biltmore, Santa Barbara, Calif. Information: (213) 876-5959.

■ **June 10-13**—New York State Broadcasters Association 27th executive conference. Concord Resort hotel, Kiamesha Lake, New York.

■ **June 12-15**—CBS-TV annual affiliates meeting. Century Plaza, Los Angeles.

■ **June 13-15**—Videotex Industry Association third annual conference. Capital Hilton hotel, Washington. Information: (703) 522-0883.

■ **June 14-16**—International Radio Festival of New York, "honoring the year's best in radio programming." Sheraton Center hotel, New York. Information: (914) 238-4481.

■ **June 15**—"Public Relations: Behind the Washington Scene," session sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information:

(202) 659-3494.

■ **June 16-18**—NBC-TV annual affiliates meeting. Hyatt Regency, Maui.

■ **June 16-19**—Kansas Association of Broadcasters/Missouri Broadcasters Association joint convention. Overland Park Marriott, Overland Park, Kan.

■ **June 17-19**—Alabama Broadcasters Association spring/summer convention. Gulf State Park, Gulf Shores, Ala.

■ **June 18-21**—American Advertising Federation annual convention. Century Plaza, Los Angeles. Information: (202) 898-0089.

■ **June 20-24**—Radio Advertising Bureau sales managers school. Wharton School of University of Pennsylvania, Philadelphia. Information: (212) 254-4800.

## July

■ **July 14**—Caucus for Producers, Writers and Directors general membership meeting. Chasen's, Los Angeles. Information: (213) 652-0222.

■ **July 24-26**—California Broadcasters Association summer convention. Hyatt Regency hotel, Monterey, Calif. Information: (916) 444-2237.

## August

■ **Aug. 5-7**—Minnesota Broadcasters Association annual convention. Radisson Duluth, Duluth, Minn. Information: (612) 926-8123.

■ **Aug. 5-9**—Georgia Association of Broadcasters summer convention. Callaway Gardens, Ga. Information: (404) 993-2200.

■ **Aug. 24-28**—13th annual National Association of Black Journalists newsmakers convention. Adam's Mark hotel, St. Louis. Information: (703) 648-1270.

■ **Aug. 25-27**—West Virginia Broadcasters Association fall meeting. Greenbrier, White Sulphur Springs, W. Va.

## September

■ **Sept. 6-9**—Fourth Pacific International Media Market, film and television market. Old Sydney Parkroya hotel, Sydney, Australia. Information: (03) 500-9311.

■ **Sept. 14-17**—Radio '88, sponsored by *National Association of Broadcasters*. Convention Center, Washington.

■ **Sept. 16**—Society of Broadcast Engineers, Central New York chapter, 16th annual regional convention Sheraton Convention Center, Liverpool, N.Y. Information: (315) 437-5805.

■ **Sept. 23-27**—International Broadcasting Convention, sponsored by group of electronics engineers' associations. Metropole conference and exhibitor center, Grand hotel and Brighton Center, Brighton, England. Information: (01) 240-1871 (London).

■ **Sept. 23-Oct. 1**—Cinetex, international film and television conference, market, festival and industry expo created by *American Film Institute* and presented jointly by *Interface Group of Companies* (conference producer). Las Vegas. Information: (213) 201-8800.

■ **Sept. 27-29**—Great Lakes Cable Expo. Cobo Hall, Detroit. Information: (517) 351-5800.

## October

■ **Oct. 2-4**—New York State Broadcasters Association 34th annual meeting, to be held in conjunction with *Pennsylvania Association of Broadcasters*. Hershey hotel, Hershey, Pa.

■ **Oct. 4-6**—Atlantic Cable Show. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

■ **Oct. 6**—Caucus for Producers, Writers and Directors general membership meeting. Chasen's, Los Angeles. Information: (213) 652-0222.

■ **Oct. 9-11**—Illinois Broadcasters Association annual convention. Eagle Ridge-Galena, Ill.

■ **Oct. 17-19**—Television Bureau of Advertising annual meeting. Bally's, Las Vegas.

■ **Oct. 21-23**—Missouri Broadcasters Association fall meeting. Tantara, Lake Ozark, Mo.

■ **Oct. 23-25**—Association of National Advertisers 79th annual convention. Waldorf-Astoria, New York.

## Errata

**Relocation of Wold Communications** headquarters to 3415 South Sepulveda Boulevard, Los Angeles, and change of phone number to (213) 390-5455 were reported prematurely in "Satellite Footprints," Feb. 15. Move is not effective until March 1. Wold's current address, 10880 Wilshire Boulevard, Suite 2204, Los Angeles 90024-4101, and phone number, (213) 474-3500, are in effect until then.

Jan. 25 "Fates & Fortunes" item on Edward Adams succeeding Robert Thompson as VP-general manager of WNCN-TV Greenville, N.C., was incorrect. Thompson did not retire from station, he resigned.

Story about Denver TV helicopter pilot assisting in apprehension of murder suspect in Feb. 15 issue incorrectly stated that it was FCC that investigated allegations of air safety violations. It was Federal Aviation Administration that conducted probe.

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## Skeptical

EDITOR: In your Feb. 8 issue, a continuing update re equal employment opportunity ("Where Things Stand") reported that EEO program reviews "will focus more on EEO efforts than numbers." That, unfortunately, is the American Way. A paper show of effort excuses the lack of results: real equal employment. We have enough paper, including the Constitution, with specific amendments and various civil rights laws. Paper, no. Results, yes. Such FCC rules should be strengthened, not rendered meaningless. *Rex Ragan, vice president, WW Broadcasting Co. Inc. (KUVB[AM]-KTTY-FM) Holdrege, Neb.*

## On the bandwagon

EDITOR: It is a shame so few broadcasters take it upon themselves to contribute to the All-Industry Radio Music Licensing Committee, an organization that could save us, as individual broadcasters, thousands of dollars a year with a properly negotiated contract ("At Large," Feb. 1). Don Thurston and his committee have taken it upon them-

selves, using the meager resources available to them, to do an excellent job on our behalf.

I feel ashamed being a part of an industry that contributes such a small amount to such an important endeavor that affects our pocketbooks. As an industry, my brothers and sisters should be ashamed of their lack of support for such a worthy project. 1990 is not that far away and now is the time to start collecting to pay off prior debts, as well as start a war chest. My thanks to Don Thurston for a job well done.—*Walter C. Maxwell, president, WGHQ(AM)-WBPM(FM) Kingston, N.Y.*

## Award winner

EDITOR: I enjoyed your article about Larry King in your Jan. 25 issue. However, Mr. King's quote stating that his show is the only talk show to receive a Peabody Award seems misleading to say the least.

In 1986, Connecticut Public Radio won the award for Faith Middleton's series, *One on One*, which was an integral part of her ongoing daily series, *Open Air*.—*John F. Berky, director of radio, Connecticut Public Radio, Hartford.*

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## Bureaus

New York: 630 Third Avenue, 10017

Phone: 212-599-2830

Stephen McClellan, associate editor.

Vincent M. Dittingo, senior editor: radio.

Geoff Foisie, Adam Glenn, assistant editors.

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The background is a deep black space filled with numerous small, bright blue and white specks, resembling a starry night sky. Overlaid on this are several thick, golden-yellow, three-dimensional curved bands that form a complex, interlocking pattern. These bands have a metallic sheen and are positioned to create a sense of depth and movement. Scattered throughout the black space are several bright, four-pointed starburst patterns in a vibrant blue color, adding to the cosmic theme.

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A commentary on global news by Don Flournoy, PhD, Ohio University

## The developing story of cable's international news coverage

Most of you probably missed it—*CNN World Report* on Monday Oct. 26, 1987, midnight to 2 a.m. EST.

I know that I would have, except that I was flat on my back in the hospital recovering from a lumbar laminectomy (disk surgery) and wide awake from a pain killer intended to help me sleep.

What I caught quite by accident was the inauguration of one of Ted Turner's new international newscasts, without a doubt the most striking assortment of news items I have ever seen strung together. What made it unique was that it consisted of a two-hour package of "unedited and uncensored" local news from around the world reported by native news anchors.

I counted at least 30 countries contributing material, all of it collected, packaged and redistributed out of Atlanta. I was getting it in Columbus, Ohio, about the same time it was being distributed across six continents.

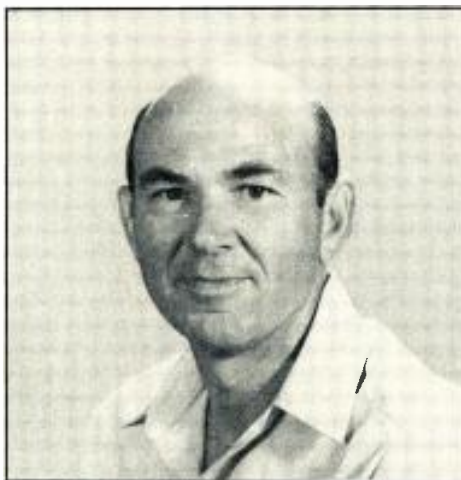
There were news items from Zimbabwe, Thailand, Venezuela, Poland, Guam, Grenada, Switzerland, Portugal and Cyprus—places you only hear about if there is some disaster, an attempted coup, an earthquake or a terrorist bomb.

Some of it was indeed that kind of news. Nepal sent news of its latest flood; a water contamination problem was offered from Puerto Rico. Both of these were covered, in English, by local reporters.

There were also items more closely resembling the kind of news you often see when you are in a Third World country—"development communication" news—such as the opening of the new airport in Brunei; a fish breeding operation in Czechoslovakia; celebration of commonwealth status for Guam, and a procession of royal barges on a river in Thailand.

To accomplish this feat, CNN has gone a big step beyond regional satellite news exchange. This is not just a matter of local stations collecting and contributing the news they deem worthy of wider distribution to a national network. Nor is it a parallel and competitive service to the regional services of neighboring states, such as Intersputnik, Eurovision and Asiavision, which operate within geographic and political borders. It is the first truly planetary newscast to which any country in any part of the globe is free to contribute and free to use as it will.

I am one who likes to see the other side of the news. When I go abroad I like to find out where that country's news comes from, whether its people get the same news I do at home, and observe whether the news editors take the same or a different view of that



Don Flournoy is associate professor, School of Telecommunications, Ohio University, Athens, where he was for 10 years dean of the University College. He is a specialist in telecommunications in Asia and the Pacific. He and his colleagues are engaged in research on international news exchanges. He teaches, among other courses at Ohio, comparative broadcasting systems and satellite communications.

news. I like to see what types of news they give priority to and note how they handle it.

The *CNN World Report* doesn't appear to be a true test of that. That is, it isn't really the evening news as you would see it on TV sets abroad. It's in English, and it is abbreviated news in the Western tradition. In the U.S. we are used to seeing "all the news that is fit to broadcast" whittled down to bite-sized pieces of two minutes or less. In the developing world, especially, news items are more leisurely presented. Time pressures are less intense. But the story is more fully developed.

On the following Monday morning I wasn't up to view the second newscast, nor was I there for the third or the fourth. I did arrange to have each event taped and I did make a commitment to myself to view them all. As that goes, it wasn't until the fifth week that I found the two hours to sit down with the Nov. 23 tape.

What was it like? There were 38 news items from 28 countries. CNN contributed the most. Their five items covered the Iran-Contra report, U.S. budget deficit, Denver plane crash, tornadoes in Texas and the return of the aircraft carrier, *Saratoga*. The USSR contributed three items: icy temperatures in the USSR, a new technique in heart surgery and a rally in Latvia against U.S. interference in Soviet internal affairs. All the other countries sent single items.

I estimate that half of the contributions were human interest stories. A skateboard contest in Czechoslovakia, the dropping of

rural rail services in Finland, tattooing of tribal chiefs in American Samoa, wheelchair sports for the disabled in Zimbabwe, the split between Swiss Catholics and Romans, and the deterioration of Australia's celebrated opera house in Sydney were the types of stories offered.

Hard news, which represented a quarter or fewer of the total items contributed, consisted of reports on kidnappings, assassinations and other violent acts in Spain, Argentina, San Salvador and Colombia; South African military operations in Southern Angola and the fire in Kings Cross tube station in London.

Most of the remaining items (using a classification system that is admittedly a little fuzzy) were political. That is, they told the story of an upcoming economic referendum in Poland, pre-election maneuvering in Haiti, the visit of the Spanish President to Uruguay, reduction of the Brazilian President's term of office from six to four years, House Speaker Jim Wright's peace efforts in Nicaragua, confiscation of illegal firearms in Hong Kong and the Latvian piece from the USSR.

Actually, very few of the items were blatantly promotional. I would have expected more. In the opening newscast, Colombia had given a self-congratulatory piece and Aruba had contributed what appeared to be old tourism footage. In the fourth newscast St. Lucia's story on its new duty-free shopping center, United Nations TV's story of the UN Children's Fund and Costa Rica's interview with its President Arias came across to me as borderline promotional.

When I got home from the hospital, called Stuart Loory, the producer, to congratulate him. He told me CNN now has signed agreements with 87 countries and is working on others. Money is not changing hands, since each country is responsible for its own uplink and downlink costs, and Comsat, Intelsat and the Armed Forces Satellite Network are all contributing connection time. Copyright is not at issue. He is uncertain how many countries are using the material. He knows that some countries are using the whole two hours, some may be using no more than a few minutes, if at all.

Why is it that I haven't read anything about *World Report*? Here it is February and nobody is talking about what I thought was the biggest breakthrough in international news flow, ever. I know that I am not typical of the American viewing public and certainly can't predict how the rest of the world will react to anything, but are my interests that unrepresentative? Maybe everybody up at that time of the morning is watching Letterman and we haven't yet got the mail from abroad. At this point, it appears the introduction of our first planet-wide news program is a nonnews story.

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while introducing a wide range of our unique audio-video products. But, these are just a beginning. Because of the success of our television commercials, we will be developing new half hour shows featuring many of our more than 40 products. We invite your station or group of stations to carry our commercials and join the momentum that is SyberVision.

Here are some of the benefits from carrying SyberVision's half hour commercials:

- 1) You will increase profits for your station from selling us television time.
- 2) You will add a client that is in television marketing to stay.
- 3) Your viewers, if they follow what has been the norm, will have such remarkable success with our products that they will thank you for carrying our commercials.
- 4) Our commercials have information value that makes them more like documentaries than commercials. Our shows have actually drawn rating points in most markets.
- 5) Anyone who is not satisfied

with any of our products can return them to us within 60 days for a full refund (minus shipping and handling) — no questions asked.

So far, our commercials have been approved and shown by stations in every market in the country. If you aren't currently running SyberVision commercials, you can be sure that at least one of your competitors is.

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DENVER  
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SACRAMENTO  
BALTIMORE  
INDIANAPOLIS  
HARTFORD  
SAN DIEGO  
PORTLAND, OR  
ORLANDO  
MILWAUKEE  
NEW ORLEANS  
GREENVILLE, SC  
OKLAHOMA CITY  
GRAND RAPIDS

STATION  
WABC  
KHJ  
WCAU  
WTSP  
WCCO  
WTVJ  
KMOV  
KUSA  
KPNX  
KQVR  
WBAL  
WISH  
WTNH  
KGTV  
KATU  
WFTV  
WISN  
WWL  
WSPA  
KTVY  
WZZM

PROVIDENCE  
HARRISBURG  
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LOUISVILLE  
GREENSBORO  
ALBANY  
RICHMOND  
SHREVEPORT  
FLINT  
JACKSONVILLE  
MOBILE  
FRESNO  
TOLEDO  
GREEN BAY  
SYRACUSE  
ROANOKE  
OMAHA  
HONOLULU  
LEXINGTON  
SPRINGFIELD, MO  
JACKSON, MS  
YOUNGSTOWN

WPRI  
WHTM  
WNEP  
WLKY  
WGHP  
WNYT  
WTVR  
KTBS  
WNEM  
WJKS  
WKRQ  
KJEO  
WNWO  
WFRV  
WIXT  
WSLS  
KMTV  
KITV  
WKYT  
KYTV  
WAPT  
WFMJ

BATON ROUGE  
LAS VEGAS  
COLORADO SPRINGS  
FORT MYERS  
FORT WAYNE  
AUGUSTA  
MADISON  
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SAVANNAH  
MONTEREY  
SANTA BARBARA  
JOPLIN  
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KVVU  
KRDO  
WEVU  
WANE  
WAGT  
WKOW  
WGGB  
WTOG  
KNTV  
KCOY  
KSNF  
KJAC  
WAOW  
WSEE  
KDRV  
KRCG  
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Regis &  
Kathie Lee





**#4 in Access! #1 in Yo**  
**This Year's #1 New Show Is R**



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# g Adults! #9 Overall!

## For Its Biggest Season Ever!

Week after week, WIN, LOSE OR DRAW is the #1 new show in syndication. Outdelivering M\*A\*S\*H. Outdelivering HOLLYWOOD SQUARES. Outdelivering FAMILY TIES. ENTERTAINMENT TONIGHT and GERALDO! And, WIN, LOSE OR DRAW has a young audience comp that's any station's dream come true.

### PRIME ACCESS LEADERS -- NOV. '87

| PROGRAM               | RATING | SHARE |
|-----------------------|--------|-------|
| WHEEL OF FORTUNE      | 19     | 33    |
| JEOPARDY              | 18     | 27    |
| PM MAGAZINE           | 12     | 21    |
| WIN, LOSE OR DRAW     | 11     | 18    |
| HEE HAW               | 10     | 22    |
| BIG SPIN              | 10     | 18    |
| HOLLYWOOD SQUARES     | 10     | 18    |
| ENTERTAINMENT TONIGHT | 9      | 15    |
| FAMILY TIES           | 9      | 15    |
| M*A*S*H               | 9      | 14    |

SOURCE: CASSANDRA NSI 11/87 (ACCESS MARKETS ONLY)

### WIN, LOSE OR DRAW-- #1 AMONG YOUNG ADULTS

| GAME SHOW             | (% of Total Adult Audience) |           |
|-----------------------|-----------------------------|-----------|
|                       | WOMEN 18-49                 | MEN 18-49 |
| WIN, LOSE OR DRAW     | 62%                         | 63%       |
| WHEEL OF FORTUNE      | 33%                         | 38%       |
| JEOPARDY              | 36%                         | 43%       |
| NEW NEWLYWED GAME     | 50%                         | 50%       |
| HOLLYWOOD SQUARES     | 47%                         | 52%       |
| ALL NEW DATING GAME   | 80%                         | 58%       |
| \$100,000 PYRAMID     | 40%                         | 48%       |
| HIGH ROLLERS          | 48%                         | 47%       |
| TRUTH OR CONSEQUENCES | 53%                         | 60%       |

SOURCE: NTL, NSS THROUGH DEC. 13

### TOP 10 SYNDICATED SHOWS -- NOV. '87

| PROGRAM             | RATING | SHARE |
|---------------------|--------|-------|
| 1 WHEEL OF FORTUNE  | 19.0   | 32    |
| 2 P.M. MAGAZINE     | 12.3   | 21    |
| 3 JEOPARDY          | 12.1   | 26    |
| 4 DPHAN             | 10.5   | 31    |
| 5 FAMILY TIES       | 8.0    | 15    |
| 6 PEOPLE'S COURT    | 7.9    | 20    |
| 7 M*A*S*H           | 7.5    | 17    |
| 8 DONAHUE           | 7.4    | 29    |
| 9 WIN, LOSE OR DRAW | 7.0    | 18    |
| 10 CHEERS           | 6.8    | 15    |

SOURCE: CASSANDRA NSI NOV. '87 (ALL MARKETS)

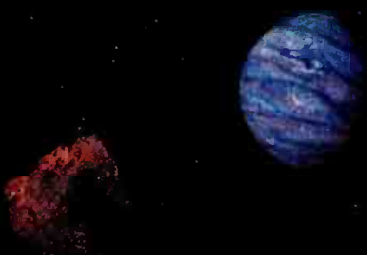
So, if WIN, LOSE OR DRAW isn't slotted for access on your fall schedule, NATPE is exactly the right time for you to do it. Just remember, WIN, LOSE OR DRAW may be the new kid on the block, but by Fall '88, it's bound to be king of the mountain!



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LOSE  
OR  
Draw**





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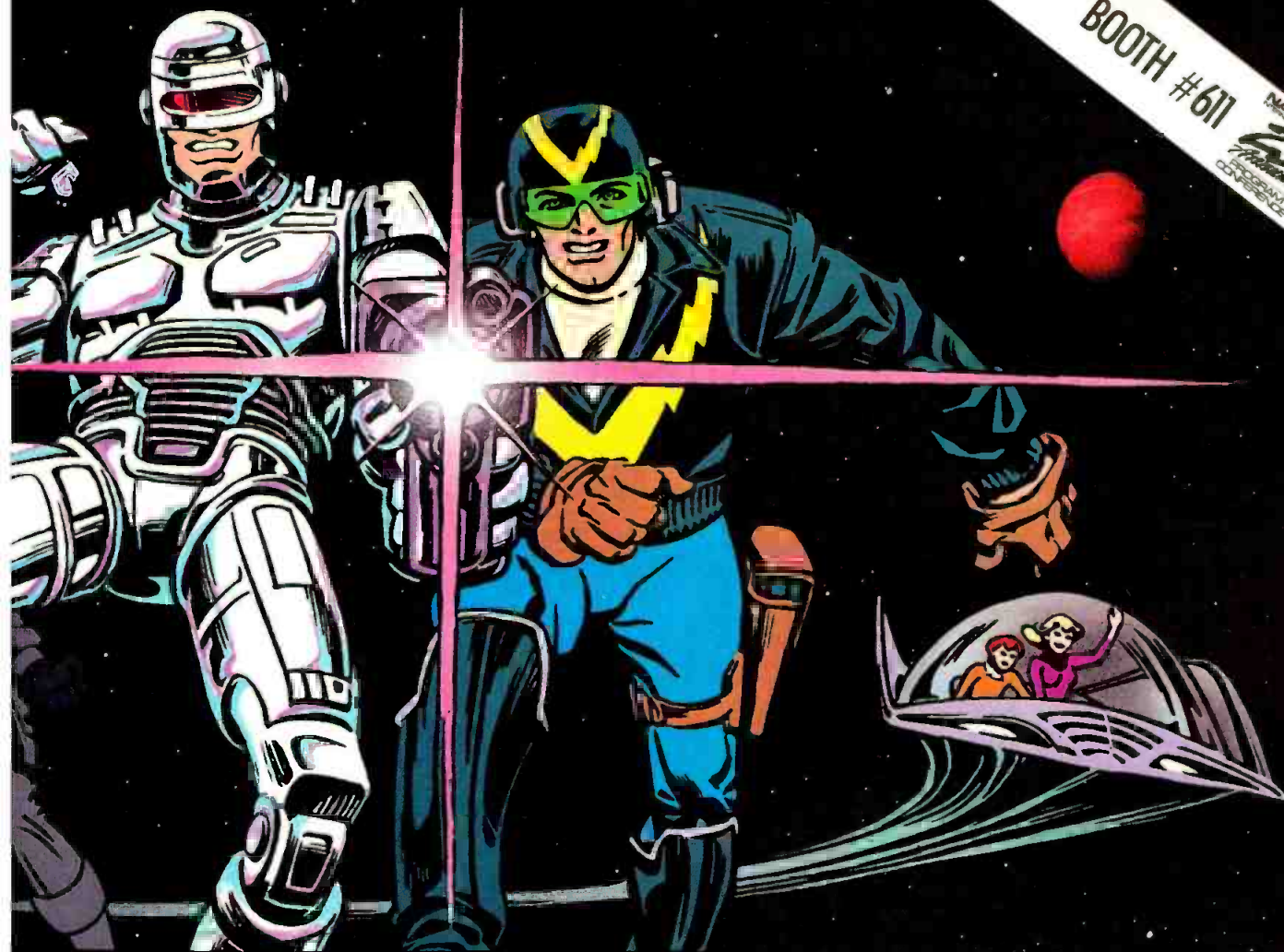
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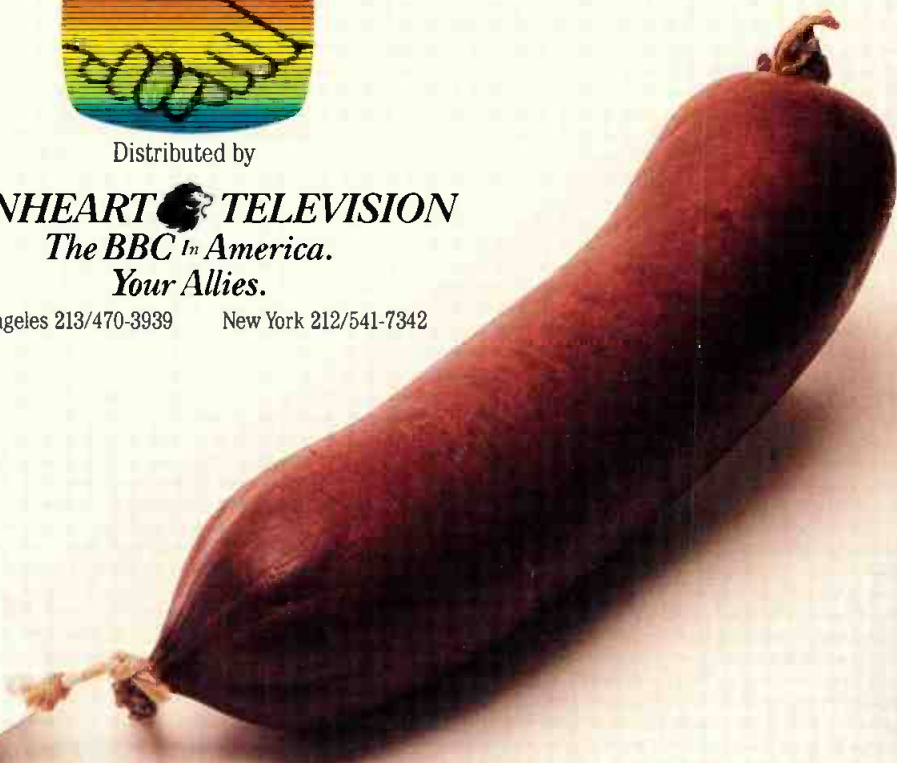
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# Broadcasting Feb 22

Vol. 114 No. 8

TOP OF THE WEEK



Room for two more on the eighth floor

## Life in the slow lane at the FCC

**Reduced to three commissioners, and with Congress making things as difficult as possible, Patrick admits agency is in a lull between starting initiatives and concluding them; Quello harder to deal with, Dennis asserts growing independence**

Six months after it made history—and infuriated Congress—by repealing the fairness doctrine, the FCC is moving forward with its regulatory agenda of first-year Chairman Dennis Patrick. But politics—inside and outside the agency—has made the going tough and, perhaps, slower than usual.

"I think we are in that lull between the time where you put some big issues on the table and the time you bring them home," said Patrick. "Is this a difficult time within which to pursue some of these things? Yes, very much so. After all, it is an election year and the commission is hampered by having only three commissioners."

Most of the FCC's difficulties can be traced to Congress. In retribution for the fairness doctrine vote, key members of the House and Senate have been keeping a close eye on the FCC, and, through legislation and verbal and written protests, they have managed to impress their will on the agency and make it harder for the FCC to exercise its own.

The Senate has taken its time in confirming FCC nominees Bradley Holmes and Susan Wing to the two unfilled FCC seats, denying Patrick the two Republican votes

that might make it easier for him to move forward with his agenda. Although the other two sitting commissioners—Democrats Patricia Diaz Dennis and James H. Quello—have regularly voted with Patrick at open meetings and most items on "circulation," they are not always in sync with Patrick's regulatory vision.

That the agency is two commissioners short has also slowed FCC processes in more mundane ways. Three commissioners rather than five now must meet the incessant demands for one-on-one meetings, speeches and other public appearances. "When the commissioners are spending more than usual time on public appearances they spend less than usual making sure all circulation items are voted as quickly as possible," said John Kamp, director, FCC office of public affairs. "I don't think there has been a significant breakdown of the system, but it certainly strains the system."

The FCC may also be a bit reluctant to act because of a series of setbacks in the federal courts. Over the past year, the U.S. Court of Appeals in Washington has overturned or remanded several FCC actions on matters ranging from advertising in children's programming to must carry.

The FCC pleased most broadcasters, but upset almost everyone else when it voted to repeal the fairness doctrine, which required broadcasters to air all sides of controversial public issues. The FCC said the rule had to go because it was unconstitutional and counterproductive, discouraging rather than en-

couraging a free exchange of ideas.

But the vote did not sit well with Congress, whose bill codifying the fairness doctrine had been vetoed by the President just two months before the FCC took it up. Many congressmen, including those with direct oversight of the commission, vowed not only to bring the doctrine back into law, but also to punish the FCC for removing what they felt was one of the cornerstones of broadcasters' public service obligation. Immediately following the vote, a House aide predicted—accurately as it turns out—the "fallout will be tremendous."

Congress has been all over the FCC since August. Congress has attached measures to an appropriations bill last December blocking the FCC from eliminating policies aimed at increasing minority and female ownership of broadcast stations as it was intent upon doing and from even considering eliminating its ban against common ownership of a television station and a newspaper in the same market. Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) said the latter measure was aimed at putting a "bride on a runaway FCC."

Just last week, House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) introduced legislation that would reimpose limits on advertising in children's programming and require stations to air a minimum amount of children's programming (see story, page 79). Although the FCC has launched an inquiry on commercial limits on children's advertising, Markey



said a bill was needed because the "FCC clearly has demonstrated that it cannot be trusted to protect children from commercial exploitation."

Where the FCC has acted promptly of late, it has been to comply with the wishes of Congress. The FCC not only terminated its inquiry into whether it should maintain the minority ownership policy, but it also reinstated those policies that had been suspended pending the outcome of the inquiry and reaffirmed three licensing decisions based on the policies. The FCC also toed the line on newspaper-television crossownership, rejecting Rupert Murdoch's request for extensions of waivers to the crossownership ban that has allowed him to own newspapers and television stations in New York and Boston and arguing in court that the measure forbidding the FCC from dropping the ban was constitutional.

The FCC also bowed to Congressional pressure last week when it deferred action on its controversial proposal to replace rate-of-return regulation of AT&T and the Bell regional operating companies with caps on prices. Concerned that the proposal could result in higher consumer prices, Senate Communications Subcommittee member John Kerry (D-Mass.) and House Telecommunications Subcommittee member John Bryant (D-Texas) had introduced legislation that would prevent the FCC from conducting any proceeding affecting AT&T's rate regulation until Jan. 1, 1989.

And, given the heat from Congress, it is a safe bet that the FCC will not broaden anytime soon the scope of its fairness doctrine action—as some broadcasters have urged—by repealing such fairness doctrine "corollaries" as the political editorializing and personal attack rules.

Commissioner Quello has no problem in being deferential to Congress, even though he believes it tends to slow the FCC down. Indeed, he said last week, if he were chairman, he would put off any action on the FCC's pending compulsory license and syndicated exclusivity proceedings until after the House has held its cable oversight hearings this spring. The compulsory license inquiry may lead to a recommendation to Congress that it drop the license, which makes it possible for cable systems to import and carry distant broadcast signals. In the syndex proceeding, the FCC has proposed new rules requiring cable systems to delete programs on distant signals for which television stations in the market have exclusive local rights.

Congress has more leverage than usual at the FCC these days because of the two Republican vacancies on the FCC. Although Hollings, who controls the confirmation process, asserts he is not dragging his feet on the confirmations, some suspect he is, to maintain greater influence with Patrick, who is eager for Wing and the like-minded Holmes to join the commission. Holmes, a former Patrick aide who now heads the Mass Media Bureau's policy and rules division, was nominated over three months ago.

Until the two new commissioners are ensconced on the eighth floor of FCC headquarters, Patrick will have a hard time getting his

way on many important issues. Having only two commissioners who do not share Patrick's regulatory philosophy, said Quello, "makes it a little bit tougher for...[Patrick] to get things through."

Quello and Patrick do not see eye to eye on several issues. The two are involved in a public dispute over must-carry rules, which require cable systems to carry local broadcast signals. On at least two occasions, Quello has charged that the FCC took a dive on must carry and is to blame for a federal appeals court ruling last December striking down the rules as a violation of cable operators' First Amendment rights. If the FCC had based its defense of the rules on the need to preserve localism in broadcasting, he said, the appeals court may have affirmed the rules. Quello's staff is telling Washington lobbyists that Patrick is "so mad at Quello that they're afraid he will turn off the heat in their offices."

Quello is also at odds with Patrick on a proposal to reallocate UHF channels from television to mobile radio. While Patrick is inclined to shift the channels, Quello believes they should stay where they are until a "final determination" is made on whether they will be needed for broadcasting high-definition television. The FCC has put off a decision on reallocation until its industry advisory committee on HDTV submits its preliminary report in May.

Dennis, who joined the commission in June 1986, has been asserting herself more in recent months—an independence shown most conspicuously in dissents and concurring opinions. Her only public comment on the division among the present commissioners is that "as you vote on more and more items, there are going to be more cases coming out of the pot where you are going to disagree with your colleagues."

Not all the FCC's deliberateness is the result of Congress or disagreements among the commissioners. Indecency is a prime example. The FCC launched a crackdown on broadcast indecency last April, adopting a tougher indecency standard and sending warning letters to three radio stations. But since, it has only initiated one additional action despite many documented complaints. It sent a letter to a Kansas City television station last month asking for an explanation of why it aired a movie containing nudity last year.

The "measured pace," as FCC General Counsel Diane Killory calls it, of indecency enforcement reflects the commissioners' ambivalence towards it. None is really comfortable taking indecency action because of the First Amendment implications. Said Quello: "It's a hard thing to craft. If we have a really egregious case of indecency, we want to be able to do something about it. But we don't want to step on anybody's First Amendment rights."

The FCC troubles with the U.S. Court of Appeals in Washington culminated last December with the court's striking down the must-carry rules. The court said the rules were not "per se" unconstitutional, but that they intruded on cable operators' First Amendment rights to an extent unjustified by the FCC's supporting record.

Patrick acknowledges that orders are lingering longer in the general counsel's office so that they can be made as resistant as possible to legal challenge. Patrick said he has directed General Counsel Killory to "look at any high profile case from the litigation perspective to make sure we are addressing all of the issues," he said. "If that makes a difference between winning and losing an appeal, that's time well spent." □

## Emmis buys five NBC radio stations

**Group owner agrees to buy five of seven NBC stations and wins bid for bankrupt TV station**

Emmis Broadcasting purchased five NBC radio properties last week for \$121.5 million. At the same time, it appeared that the nearly seven year-old Indianapolis-based radio group operator will be making its first move into television, having won the bidding for bankrupt Indianapolis independent, WTTV(TV), with an offer reportedly of \$59 million.

On Thursday evening (Feb. 18), Emmis signed a letter of intent with NBC to acquire WNBC(AM)-WYNY(FM) New York; WKQX(FM) Chicago; WJIB(FM) Boston, and KYUU(FM) San Francisco. The NBC sale is part of the announced divestiture of the NBC Radio Group, which is currently composed of seven stations (BROADCASTING, Jan. 25).

NBC had originally planned to sell six of the stations as a package with WKYS(FM) Washington sold separately to a minority-controlled buyer through an auctioning process. The remaining NBC radio property not included in the Emmis purchase is KNBR(AM) San Francisco, which, according

to Randy Bongarten, NBC Radio president will also be sold through an auction. "We want to resolve our situation with the [San Francisco] Giants before we sell the station," Bongarten said. KNBR has another year left on its rights contract for radio coverage of the Giants.

The NBC deal presents Emmis with a



Smulyan

ownership conflict in New York, where it operates WFAN(AM)-WQHT(FM). "We are considering swapping one of the AM/FM combinations in New York for stations in another market," said Jeff Smulyan, Emmis Broadcasting president. "Our top three priority markets are Atlanta, Tampa and Houston," Smulyan said.

Aside from WFAN and WQHT, Emmis's portfolio currently contains: KPWR(FM) Los Angeles, WAVA(FM) Washington, KSHE-FM St. Louis; WLOL(FM) Minneapolis-St. Paul; and WENS-FM Indianapolis. The NBC stations will give Emmis 10 stations in nine markets, including four of the top five Arbi-

tron-rated markets.

"The NBC transaction will make Emmis the largest radio group operator not being publicly traded," noted Gary Stevens, president of Gary Stevens & Co., New York-based company involved in broadcast mergers and acquisitions. Representing NBC in the sale was investment banking firm Kidder Peabody, which along with NBC is owned by General Electric.

On the television front, Emmis's acquisition of WTTV has been approved by the station's board of directors, according to Elmer Snow, general manager, and the offer will be reviewed by the station's bank credi-

tors and other creditors.

The station had filed for bankruptcy at the end of 1986 after defaulting on \$74 million in debt. In a previous auction, the communications investment firm of Warburg, Pincus won the station for a price in the mid-\$60-million range, but withdrew from the deal.

Morgan Stanley, the New York investment banker that, with CIGNA, the Hartford, Conn.-based insurance concern, owns nearly 20% of Emmis, is handling the financing for both the television and radio acquisitions. Smulyan said Emmis will ask the FCC for a permanent waiver of its cross-ownership rules for WENS and WTTV. □

## ABC's Olympic payoff: 2d place in prime time

**Only snafu so far: network's decision to cut away from hockey game causes viewers to miss live coverage of goals**

Riding on the momentum of its winter Olympics coverage, ABC has taken second place in the prime time household ratings race. Season to date, through Feb. 17, NBC led the pack, with an average 16.3/27, followed by ABC with a 13.7/23, while CBS was third with a 13.5/22. That was after the first five days (Saturday, Feb. 13-Wednesday, Feb. 17) of ABC's Olympics coverage from Calgary. For the same period a year ago, the standings were: NBC, 17.9/28, CBS, 16.1/25 and ABC, 14.3/23.

Network officials are predicting that ABC may come out of the games in second place with perhaps a half-rating-point season-to-date lead over CBS.

For the first five nights of prime time Olympics coverage, ABC has averaged an 8.6/29 and was clearly on the way to winning its third week of prime time competition in the 1987-88 season. Its two earlier weekly wins came during the network's coverage of the 1987 World Series and last month's Super Bowl XXII.

The games have sparked some controversy. In particular, ABC's coverage of the U.S. hockey team was criticized in the press and by viewers for the network's decision to cut away to commercial breaks, missing live coverage of five goals in two games. Three goals were missed during the match against Czechoslovakia Sunday (Feb. 14) and two goals were missed during coverage of the match with the Soviet Union last Wednesday (Feb. 17). In the match with the Soviets, usually one of the strongest drawing cards for the U.S. audience during the Olympic games, ABC pulled away when the score was 6-2 in the Soviets' favor, just as the U.S. team launched a comeback that brought it within one point in the third period. The U.S. team went on to lose by a score of 7-5.

ABC officials defended their coverage at a press conference in Calgary as well as on the air in an attempt to answer hundreds of viewers who called affiliated stations around the country to complain of the missed goals.

In Calgary last week, Roone Arledge, executive producer of ABC's winter Olympi-



pics coverage (and news president) said, in effect, the network faced a dilemma because there are no commercial time-outs in Olympic hockey. Thus, he said, it is a crap shoot as to when to cut to a commercial.

"We are going to miss some goals from time to time," he said, not only because of cuts to commercials, but because of cuts to other Olympic events as well. "We are not up here to cover hockey," he said. "We're here to cover the Olympics." Noting that the goals missed live were shown on tape, Arledge said "the whole Olympics coverage is a balancing act... you could be away for two seconds and miss a goal and you could be away for 10 minutes and miss nothing."

After missing three live goals in the U.S.-Czech contest, Olympics anchor Jim McKay, immediately before the start of Wednesday's match with the Russians, told viewers that "no time-outs for television [commercials] are authorized for Olympic

competition... Television doesn't control the Olympics and we hope it never does."

Some observers last week felt the statement was misleading. One network official even conceded that ABC pushed for and obtained a manipulation of the schedule so that most of the key U.S. hockey matches were played live in prime time. Some reports also said ABC was primarily responsible for arranging an Olympic schedule that included a third weekend of coverage, one more weekend than usual. But ABC executives denied that was the case, arguing the extra weekend was largely the work of the Calgary Olympics organizing committee, looking to maximize the value of television rights. (ABC paid a record \$309 million for the winter games.)

Those controversies aside, ABC, as expected, was getting publicity and ratings mileage out of the games, and most observers last week believe the network will main-



tain the ratings pace this week, perhaps building on it. Despite two losses, the U.S. hockey team was still in contention, and major drawing cards such as men's and women's figure skating and women's alpine events were yet to come.

The network has to be pleased with ratings so far, which for the first five days of coverage are 16% higher than they were at the same stage of the Sarajevo games (which ABC also covered) four years ago. A major

problem then was a six-hour time difference that forced mostly taped coverage in prime time.

Meanwhile, ABC appears to have a good chance of winning its first sweeps in many years. There's no doubt ABC will at least finish a close second. So far, according to Nielsen, NBC leads the current sweep period with a 16.5/25, followed by ABC's 15.5/24, and CBS's 14/22. At press time, ABC's Olympic coverage had not gone up

against NBC's powerful Thursday night lineup or faced the mini-series, *Noble House*, that started last night (Feb. 21) on NBC. Those two battles may decide whether the Olympics will give ABC the ratings clout it needs to capture the sweeps.

The other outstanding question is whether ABC's midseason prime time schedule has enough life to prevent CBS from retaking second place for the rest of the season. Most agree it will be a close finish. □

## Administration kinder to FCC than was Congress

**Reagan authorizes \$5 million more to commission than year before; USIA gets \$4.5 million less; reduction sought in public broadcasting money OK'd by Hill**

The FCC has a chance under President Reagan's 1989 budget to regain some of the ground lost last year as a result of the budget cuts Congress made to meet requirements of the deficit-reduction law. The \$1.09-trillion budget would provide the commission with \$104.7 million, some \$5 million more than Congress, operating under the Gramm-Rudman-Hollings constraint, appropriated for the agency in fiscal 1988, which began on Oct. 1, 1987. But Reagan sees the commission as a potential profit center: He would impose a fee on the use of the nonmass-media portion of the spectrum.

In other matters bearing on communications, the U.S. Information Agency has also suffered under the Gramm-Rudman-Hollings knife. It would get \$881 million in budget authority. Over all, that would represent an increase of \$61 million—but in terms of operating expenses, it would actually mean a cut of \$4.5 million. Public broadcasting, as always under the Reagan

administration, will have to lobby hard on Capitol Hill for additional funds. Under the Reagan proposal, the Corporation for Public Broadcasting would be limited to the \$214 million on which the Public Broadcasting Service is now operating. Indeed, budget planners would keep that cap into the indefinite future.

The proposed budget—which the President said reflects the deficit-cutting agreement he reached with congressional leaders last year—promises to reduce the deficit to \$129.5 billion, down from \$150.4 billion in 1987 and \$146.7 billion that had been expected for this year. Compared with those figures, the commission's needs do not seem significant, except to those responsible for operating the agency. The commission originally looked to the Office of Management and Budget for \$112.1 million, then \$109 million when the cost of retirement pay was determined to be less than anticipated. But the hope for getting \$109 million was based on the assumption Congress would grant the \$107.2 million the President had sought for it in his budget last year. But given the cuts made by Congress, OMB finally projected funding for the agency for 1989 from a lower base.

That lower level of funding required the commission to reduce the payroll—through attrition—by 100 jobs, to 1,700, according to Donald Simcox, chief of the FCC's budget branch. That enabled the commission to make up \$1.8 million of the shortfall. Additional savings were made at the expense of a more rapid expansion of the FCC's automation project. But in 1989, Simcox said, "we'll be getting back to where we were," in terms of employment, with up to 1,800 permanent slots filled. Actually, the commission has 1,888 authorized full-time positions, but has no plans for trying to fill them all. Simcox said the commission has been meeting workload increases through "productivity increases and streamlining of the licensing process."

The spectrum fee proposal is part of the Reagan plan to reduce the deficit through the sale of assets. The President, in the message accompanying the 1988 budget, had suggested legislation authorizing the commission to auction off nonbroadcast spectrum as a means of raising revenue (BROADCASTING, May 18, 1987). The idea, which had originated with former FCC Chairman Mark Fowler, has not attracted any appreciable support. Key members of Senate and House expressed opposition to it. And the National

Association of Broadcasters joint board of directors stated its "total opposition" to an auction plan. Even though it would not apply to broadcasters, NAB officials said an auction plan would increase the incentive for the commission to reallocate broadcast frequencies to private services, for that would make them subject to auction.

The spectrum fee idea in the new budget resembles the auction plan in that it would not only be limited to the nonbroadcast portion of the spectrum but would exempt those frequencies set aside for public safety or amateur services. The President's message noted that the commission currently charges "a nominal amount that only covers the cost of processing the license application." The message said the spectrum fee could generate revenues of about \$250 million beginning in 1990. The message does not indicate the basis on which that estimate is made—nor did OMB last year offer a basis on which it estimated that the auction plan could raise \$600 million in fiscal 1988. □

The USIA, which through most of the Reagan years was treated generously, is finding itself subjected to the same belt-tightening as other agencies of government. The \$815.5 million the new budget would allow it for operating programs would be \$4.1 million less than the appropriation Congress voted the agency in 1988. USIA figures indicate that, given inflation, the agency would need another \$11 million simply to maintain activities at their 1988 level. The administration is, however, seeking \$6 million for the Voice of America's ongoing modernization program. No funds were appropriated for the project in 1988.

USIA would allocate \$170 million for VOA operating expenses. That would represent a \$1.2-million increase over the funds appropriated for the VOA in 1988. But USIA officials say that, considering inflation, VOA would need an additional \$3.1 million simply to stay even. The television and film service funds would be increased from \$36.9 million to \$41 million, some \$846,400 less than USIA says the service needs to stay even. But it is enough, according to the message accompanying the budget, to complete the world-wide infrastructure for the Worldnet television service. Radio Broadcasting to Cuba—or Radio Marti—would be funded at a lower level than it is currently: \$11,175,000 compared to the \$12,759,000 Congress appropriated.



**Paley hospitalized.** CBS founder and Chairman William S. Paley was in "critical but stable" condition in intensive care unit late last Friday (Feb. 19) at New York Hospital-Cornell Medical Center, following emergency gall bladder surgery Feb. 9, according to a hospital spokesman. The spokesman said Paley was "off the respirator and recuperating well" from the surgery but that he is being treated "for pre-existing pulmonary and renal conditions aggravated by this recent illness."

or the agency in 1988.

One agency that, given the current budget constraints, feels reasonably comfortable is the Board for International Broadcasting, which oversees and funds Radio Free Europe and Radio Liberty, the surrogate stations for Eastern Europe and the Soviet Union. It would receive \$192.1 million in operating funds, an increase of \$7 million over the funds appropriated for the radios in 1988. However, under an agreement with Congress not to seek a supplemental appropriation later in the year to make up for currency losses overseas, BIB will set aside 20 million of a \$40-million modernization project in Portugal for those currency losses. The \$20 million was an appropriation Congress had deferred from 1988. With RFE/RL headquarters located in Munich, West Germany, the radios have long faced financial problems resulting from the continuing lunge in the value of the dollar.

The administration is also seeking \$35 million for BIB for a second installment on a 300-million shortwave relay station it is building in Israel. The station, which will house 16 500 kw transmitters, will be used by VOA as well as the radios to broadcast into the Soviet Union, Afghanistan and Eastern Europe. The design and construction of the project are RFE/RL's responsibility. Last year, Congress appropriated \$34 million for the project.

□

The White House, in the last budget to be submitted by the Reagan administration, has initiated another in a series of annual efforts to curtail federal funding for public broadcasting, proposing to limit funds for CPB for each of the next three years to the \$214 million that Congress appropriated for it last year. Congress, which provides funds for CPB two years in advance, had appropriated \$228 million for the corporation in 1989 and \$232,648,000 in 1990. And CPB last September requested OMB to include in the president's budget proposal for 1991 \$395 million for programing support and \$200 million for replacement of the aging satellite now serving the Public Broadcasting Service and National Public Radio.

The CPB president and chief executive officer, Donald Ledwig, appealed OMB's proposal covering the years through 1991, but the appeal was denied. And on Feb. 3, Ledwig wrote the President, asking him to intervene. A copy of the letter was provided by CPB officials who were asked their reaction to the President's proposal. Ledwig, in the letter that evidently failed to move the White House, said "the OMB proposals would pull the rug out" from under programming commitments CPB had made in reliance on enactment of the legislation designed to guarantee CPB funding through 1990. He also said that without funding to replace the public broadcasting satellite system, "public broadcasting will either have to go off the air nationally or spend our limited program dollars on satellite replacement expenses." Either option, he said, "would be catastrophic for our public service."

Past efforts to curtail CPB funding drastically have been rejected by Congress. And

the budget submitted last week could be redrafted by the President sworn into office next January.

Then there is the matter of the public telecommunications facilities program, which provides funding for the construction of public television and radio stations, a project never in favor with the Reagan White House. The President did not, as he has in the past, propose a rescission of funds already appropriated—\$21,290,000 in 1988. Congress has always rejected rescission. But he did not propose new funding for the program in 1989. Congress will probably ignore that approach, as well. The program is administered by the National Telecommunications and Information Administration.

As for NTIA, the President's chief adviser

on telecommunications matters, it would have to make do with less, particularly when inflation is considered. The President recommended \$13,630,000 for NTIA. That is \$170,000 less than Congress provided for NTIA in the continuing resolution enacted late last year. And it is \$1.2 million less than the President sought for NTIA in 1988. The proposed funding will probably result in a reduction in the number of employees, already below the authorized level of 192, who prepare domestic and international policy studies, manage the government portion of the spectrum and engage in telecommunications science research at NTIA's laboratory in Boulder, Colo. However, officials believe some savings can be made in other areas and expect normal attrition to account for a reduction in the number of employees. □

## Children's TV regulations get push in House and Senate



Bruce, Bryant, Markey, Wirth and Metzenbaum

### New bill would mandate daily hour of children's programming on TV and would limit advertising volume

Some House and Senate members, citing what they feel is an overcommercialization of children's television, last week pledged to push through legislation that would limit advertising during children's programs and would require broadcasters to carry a minimum of seven hours of "educational and informational" programming a week.

At a press conference last week in Washington, House members John Bryant (D-Tex.) and Terry Bruce (D-Ill.) joined by Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), unveiled the "Children's Television Practices Act of 1988," which Markey said was on a fast track. He promised to convene a hearing on the bill March 3 and hoped to move for a markup by the subcommittee by the end of March. (Last year Bruce and Markey offered legislation aimed at combating so-

called program-length commercials. That legislation has been incorporated into the new act.)

From the Senate, appearing at the briefing were Howard Metzenbaum (D-Ohio) and Tim Wirth (D-Colo.), who that same day had introduced a measure that would limit commercials in children's television. Like the House measure, it would reinstate FCC guidelines for advertising. Under the bill, the FCC would be required to reimpose its 1974 standards that would "limit the duration of advertising in children's programming to no more than 9.5 minutes per hour on weekends and not more than 12 minutes per hour on weekdays." The commission would also have to establish guidelines to prohibit so-called host selling and other practices that would use program characters to promote products.

"It's a disgrace," said Metzenbaum referring to the present state of children's television. The programs today, he complained, are nothing more than commercials with



characters sending messages to children that say: "Buy me, buy me." "The airwaves belong to the American people," Metzenbaum said, adding that broadcasters "should show some leadership and voluntarily end the abuses. If the broadcasters don't act, Congress certainly will."

Besides broadcasters, Metzenbaum and Wirth blamed the FCC for what has occurred. "Once again, the FCC has failed to act responsibly in the area of children's television advertising," said Wirth. "Perhaps more than anything else, the commission's actions have created the need for the legislation that we are introducing today."

Already pending in the Senate is a bill introduced by Frank Lautenberg (D-N.J.) that like the new House measure would institute programing standards. Both Wirth and Metzenbaum indicated they would "push for prompt action." Neither is a member of the Commerce Committee, which has jurisdiction over the matter, but Metzenbaum said he thought Commerce Committee Chairman Ernest Hollings (D-S.C.) would "be cooperative." Hollings last year introduced a bill that included language singling out children's programing as especially worthwhile.

The House members also had some harsh words for the FCC. "The commission clearly has demonstrated that it cannot be trusted to protect children from commercial exploitation. In fact, when it comes to children's

programing, this commission has never found an offensive practice that it did not like," commented Markey. "As a direct result of the commission's inaction, children's television today is not a wasteland, but a waste site, strewn with war toys, insipid cartoons and oversweetened cereals," the chairman charged.

Late last Friday comments were due at the FCC on its inquiry into children's advertising (see "In Brief"). The U.S. Court of Appeals in Washington set the stage for the proceeding when it remanded to the FCC its 1984 decision eliminating time limits on children's advertising on the grounds that the commission had failed to justify action with either facts or analysis.

A coalition of consumer groups led by Action for Children's Television President Peggy Charren is endorsing the Senate and House bills and was on hand at the briefing as a sign of solidarity. Charren who praised the lawmakers for their action, also said ACT was filing a petition for a notice of inquiry at the FCC that would "determine the status of efforts by commercial broadcast television licensees to meet their obligations in the important area of children's television programing."

There are several findings in the House bill, including the assertion that "as public trustees, commercial television station operators have an obligation to serve children regardless of any contribution that may be

made by competitive media outlets, such as public television, cable television, video cassettes or other new or traditional technologies." It also concludes that commercial television has "generally failed" to meet its obligation to provide informational programing for children as part of its responsibility to serve the public interest. And the bill finds the FCC remiss in handling the issue.

According to the measure, broadcasters would have to air an hour a day of educational programing to meet the needs of children 12 years of age and younger. And in the case of petitions to deny for license renewals, stations failing to meet that requirement, would have to show why they have not met that obligation. The FCC would also have to justify any renewal of a broadcast license for a station that had failed to meet the children's programing standards.

News of the Hill's actions was not well received by the National Association of Broadcasters. President Eddie Fritts said the bill raised "First Amendment" questions and that legislating commercial standards "is wrong because the marketplace has changed dramatically since the FCC applied its former commercialization rules in 1974. Children no longer rely solely on broadcast stations for their programing. In 14 years of dramatic change, VCR's and cable both have penetrated more than half of America's households."

## Two down, Super Tuesday to go

### Media survive New Hampshire, prepares for next, and so far biggest, chapter of Election '88

A diminished band of presidential hopefuls was traveling west and south last week, hunting for delegates, followed doggedly by media fixed on a story that, to judge by television ratings, seems not yet to have caught on with the public. But as the campaign moved out of New Hampshire, where the second round of major battles was fought, the tension was building. Senator Robert Dole (R-Kan.) took the opportunity offered by NBC to accuse Vice President George Bush before a nationwide audience of "lying." Dole and one of his competitors for the Republican nomination, Pat Robertson, pulled out of a scheduled debate in Dallas on Friday (Feb. 19), after accusing the media sponsors of stacking the hall with Bush supporters. And Senator Albert Gore of Tennessee, until now something of the invisible man among Democratic hopefuls, was preparing an intensive media campaign designed to make him among the most visible.

But the big political story last week was the New Hampshire primaries, the first in the nation.

The networks were in New Hampshire in force, in all their technological and journalistic glory. Exit polling enabled CBS to call the winners about as soon as the polls closed in most—though not all—of the state, at 7 p.m. NYT. ABC, without actually announc-

ing the winners, made it clear at 6:57 p.m. who it believed the winners would be. NBC followed its policy of "characterizing" results until all polls closed, at 8 p.m.

Only America did not seem terribly involved. Nielsen's 15-market overnight reports showed that the NBC 10-11 p.m. special on the New Hampshire primaries achieved only a 5.3 rating and an 8 share, while CBS's *48 Hours*, at 8-9 p.m. NYT, which was devoted to the primaries and their results, recorded a 5.1/8. Its 11:30-midnight special on the primaries achieved only a 3.7/12, while ABC, which offered coverage of the Olympics—specifically, the pairs figure skating championship, in prime time—achieved a 5.1/18 share with a midnight to 12:30 a.m. special. *The Tonight Show with Johnny Carson*, meanwhile, was scoring a 6.5/23. Following the Iowa caucuses, according to the national Nielsen reports, NBC's and ABC's half-hour specials at 10:30 p.m. were ratings losers to CBS's *Wise Guy*, which recorded a 14.1/25. Those results seemed to cause network news executives to feel they were involved in a kind of existential enterprise.

Lane Venardos, executive producer of CBS News's special events, said: "I cover politics, irrespective of ratings. The public may not have signed on for all of the [pre-convention] activities. But some things are moderately important. We decide [on coverage] on the basis of what is important journalistically."

Venardos said CBS still intends—as it did

in October when it announced the plan—to carry a three-hour, prime time special anchored by Dan Rather on the night of Super Tuesday, March 8. Twenty states, most of them southern or border, will hold primaries or caucuses on that day to elect one-third of the delegates to the Democratic and Republican national conventions. "We're treating it like election night," said Venardos. ABC plans a two-hour special that night, from 10 to 11 p.m., anchored by Peter Jennings and David Brinkley. But NBC is having second thoughts. "We are rethinking Super Tuesday to determine if we need two hours," said Angotti.

If the Republican field is heating up, and the field is reduced, the Democratic field is also getting more interesting, as Gore becomes a real, full-time and energetic candidate. He had been holding his energy in reserve, pending the stretch drive to Super Tuesday, in which so many southern states, where he hopes to do well, are involved. In the Democratic version of the Dallas debate, on Thursday, he went after the two Democratic front-runners, Dukakis and Gephardt.

And his press secretary, Arley Schard said Gore had already begun what would be a massive advertising campaign. It had begun on Cable News Network, CNN Headline News and superstation WTBS-TV Atlanta on Feb. 8. It was expanded to television stations on Feb. 9 in Super Tuesday states.

The contests are getting serious. But does the public yet care?

# CATA comes out against TVRO bill

**says there are too many unanswered questions about how volume discounts would affect small-system operators**

The board of the Community Antenna Television Association, meeting in San Antonio last week at the annual Texas Cable Show in an Antonio, has decided to oppose legislation that would have attacked the disparity between what large and small cable operators pay for programming.

A "volume discount" provision, proposed by Senator Larry Pressler (R-S.D.), would prevent pricing discrimination that is not cost-justified. The CATA membership, concerned about the large volume discounts that MSOs can negotiate and that smaller operators can't, initially supported the Pressler provision. But in recent weeks, the association has met with top-level executives at the MSOs expressing their position on volume discounts and it has begun reconsidering its position after indications that an industry compromise could be reached. The National Cable Television Association opposes the bill. It increasingly became apparent, said CATA President Steve Effros, at the bill (S. 889) by Albert Gore (D-Tenn.) presented too many problems. "The potential negative cost of the Gore bill is simply too high to allow us to support any amendments to it," said Effros at a CATA open forum at the Texas show. "We are going to actively oppose the Gore bill." Effros said CATA intended to continue pursuing other avenues to redress the volume discount inequity; chief among them is getting cable programmers to deal with the National Cable Television Cooperative, the program-buying co-op formed by 140 smaller operators, which now cover more than two million subscribers.

HBO, for instance, does not have a deal with the co-op, but it is talking with its members. HBO has several concerns—both theoretical, in the precedent it would set by joining to a multimember group, and operational, in the costs involved in system-specific promotions for 140 operators.

Although CATA had begun rethinking its position on the Pressler amendment in the last few weeks after a series of meetings with several MSOs, the decision was sealed after the appearance at the board meeting of Tele-Communications Inc. President John Malone, who gave the board his views of the Gore bill.

A TCI spokesman said Malone told the board about the dangers of the Gore bill and identified the disparity between what large and small operators pay "has been exaggerated." The spokesman said TCI was a strong supporter of the co-op concept and would "lend moral force" to their efforts in dealing with cable programmers. "Malone was impressed that the courtesy he received" from the board, the spokesman said.

CATA has scheduled other regional meetings with top cable executives to outline the problems it has with the relative gap in volume discount pricing.

In addition to CATA, the independent



Effros

operators board of the NCTA voted last week to oppose the bill. The IOB said that while "serious inequities" exist with bulk discounting practices, the Gore bill was not the proper vehicle to correct those problems.

A pro-Pressler position by CATA would have created a split within the cable community, while the industry is under closer scrutiny from the Hill. In addition, there is increasing concern within the cable community that the Gore bill, by not differentiating between C-band and Ku-band transmission, would assist other video competitors, even the telephone companies, to enter the program packaging business. With the theoretical possibility of telco entry, said Effros, "the stakes were raised."

Effros also said CATA may explore other legislative options to alleviate the concerns of smaller operators. The board has set a six-month deadline to see what interindustry solution can be worked out.

News of the board's reassessment did not go over well with executives of the cooperative. Rich Cutler, president of the NCTC, said it was "a bad decision not to support the Pressler amendment." He said the rate differential between smaller and large operators amounts to an average of 11% of rev-

enue. "That's why you can't buy systems and MSOs can," Cutler said. Cutler suggested smaller operators split ranks with the cable industry and solicit support from the TVRO industry. "TVRO people are very effective," he said. Solving the volume discount problem is "the only way we can remain viable cable operators in the long haul."

But Bill Strange, who has seen both sides of the issue as a former executive with Sammons Communications and now as chairman of his own small cable company, saluted the CATA board for its decision. "You're going to get more than you bargained for," he told the smaller operators, if the push is made for the Pressler amendment. First, he said, "the bill won't come out like it goes in." Second, he said, like it or not, cable operators, no matter how large or small, are considered the "haves" today. "You haven't got any friends on the Hill," Strange said, adding that it was naive to think otherwise. "I'm not saying it's right," he said, on the volume discount question. But the Gore bill, he said, is no solution.

The CATA board also moved into another hot issue, programming exclusivity, by formally asking HBO to withdraw its wireline exclusivity proposal until several questions CATA has raised are answered. Principal among them is whom the exclusivity helps and whom it hurts. Effros said there are some contracts giving MSOs the blanket right to introduce HBO anywhere in the U.S., conceivably at any time. An operator who signed for exclusivity might find another operator arriving in town with a contract saying he, too, could provide HBO service. CATA has asked HBO for a list of companies that fall into that category, but the pay service, asserting proprietary reasons, won't release that information. (HBO indicated that most major MSOs have that clause in their contracts and the pay service intends to deal with the situation on a case-by-case basis.)

The HBO proposal "doesn't specify who exclusivity applies against," said Effros,

## Exclusively Showtime

Showtime is expected to disclose this week a programming exclusivity offer for cable operators that is somewhat different from that offered by HBO.

Showtime, like HBO, intends to offer wireline (as opposed to wireless cable or SMATV) exclusivity to protect cable operators from potential overbuilders. But the chief difference is that Showtime plans to give MSOs the option of securing exclusivity on a system-by-system basis. HBO's offer requires payment based on the MSO's total subscriber count, which increases the cost of exclusivity.

The pricing structure for Showtime's exclusivity will also be different. Showtime is examining a cost method that one source said would be, at the least, nominal, and at the most, less than HBO's 25 cents per subscriber per month.

Showtime also is considering promising not to provide its services to the Ku-band universe, which would mean one less delivery technology that cable operators would have to compete against for programming.

There was also an indication, a source said, that some or all of the MTV services, MTV, VH-1, Nickelodeon and Nick at Nite, may be involved in the exclusivity proposal. Their possible inclusion and the exact pricing mechanism were among the last-minute details Showtime executives were working on last week.



and CATA "didn't think that was a terribly good idea."

CATA plans to take a closer look at the programming contracts between operators and programmers and give cable operators explanations of them in its monthly newsletter. The increasing complexity of those contracts, and questions operators have raised about them, is spurring CATA to take on a more advisory role. "We're going to start taking apart these contracts," said Effros.

Also, CATA will reexamine its dues structure in the wake of industry consolidation. A committee has been appointed to develop a new dues structure that will likely include increases.

#### **Telco intentions, shoring up cable's position on minds of cable executives at Texas show**

Top cable executives did their best last week to explain to their brethren what the telephone companies have in mind for entry into the cable business. Those assessments came at a chief executive officer roundtable at the Texas Cable Show, where executives discussed the challenges facing the industry, including telco entry, overbuilding, congressional scrutiny and advances in technology. If there was a common thread to their suggested solutions, it was that top-flight customer service is more than just rhetoric. It

provides an edge against overbuilders, insures fewer horror stories for Congress to get upset about and lessens the chance of telcos finding a weak spot in cable's armor.

"Give the customer what he expects," said Ken Gunter, executive vice president of Columbia International, and "keep a handle on modernizing plant." That is the best insurance, he said, against competing technologies such as MMDS or against telcos and cable overbuilders.

"Cable is its own worst enemy" at times, said Henry Harris, president of Metrovision. "Take care in maintaining your customers," he said.

Gunter guessed that the telephone companies don't want to get into today's existing cable business full scale, but to target specific areas. "They want to get into the switched broadband movie business," he speculated, where the telco would have a large bank of Hollywood product available on a pay-per-view basis. He doubted telcos would want to be basic cable programmers. At any rate, Gunter thought that "telcos would be lousy cable operators just as we would be lousy in the telephone business."

Harris said divining the telcos' intentions was difficult. "I'm not sure they know where they want their niche," he said.

The cable operators got some insight into the telephone companies from Sacramento

Cablevision Chief Executive Officer Dick Davis, a 20-year veteran of the Bell system, who laid out his views at a later session. He felt the telcos want "to pick up the ends of this industry," such as home shopping, banking and information services. The telephone companies "make no rash decisions," he said. "They analyze, study and meet. They know they are not entertainment suppliers," he said. He speculated that the telcos were waiting to see what cable does poorly, or fails to do, and it is there, in areas such as teletext and two-way services, that they will make their mark. That is why the telcos are installing fiber optics, he said.

Larry Wangberg, president of Times Mirror Cable, seconded the theme that improved customer service is an effective defense against telco competition. "The better our service...the better we are able to handle [competition]." Cable has to develop customer service skills at least as good as those of other local businesses, such as banks and department stores, he said.

A piece of the telco puzzle is fiber optics. Gunter said that in the last year "the cost effectiveness of fiber and its performance is so close it will scare you to death." He said if he were rebuilding and he had a clear construction line for eight to 12 miles, he would install fiber optics and not coaxial cable.

## **NAB gets help with planned technical center**

#### **Advanced Television Test Center will work on advanced TV and will be operated by association and ABC, CBS, NBC, PBS, AMST and INTV; search is on now for director and home**

The revamped plans for a technical facility to conduct research in high-definition television systems were released last week by its new set of partners. Rather than operating the center alone, the National Association of Broadcasters will work with six other equal participants, including the three major television networks ("Closed Circuit," Jan. 25).

The partners announced last Thursday (Feb. 18) that they are forming the Advanced Television Test Center. It is to function "as a service to the television industry and to assist the FCC Advisory Committee and the Advanced Television Systems Committee [ATSC], as together we chart a course for the television of tomorrow," said NAB President Eddie Fritts in a prepared statement.

NAB will be joined in the project by Capital Cities/ABC Inc., CBS Inc., NBC Inc., the Public Broadcasting Service, the Association of Maximum Service Telecasters and the Association of Independent Television Stations. The test center will be a nonprofit organization governed by a board of directors with representatives from each of the founding contributors.

Of crucial importance, said Joel Chaseman, president, Post-Newsweek Stations and vice chairman of AMST, is that the center be "above reproach—not looked on as partisan or biased. There have to be good scientific tests to get the right kind of dia-

logue going." The center will perform comparative laboratory and field tests for each advanced television proposal and will make subjective quality comparisons. It will also analyze propagation and spectrum alternatives.

The project will be funded by contributions of up to \$700,000 each over two years from the three commercial TV networks and NAB. The extent of PBS's, AMST's and INTV's contributions have not yet been determined. Contributions from AMST, INTV and the Television Operators Caucus will be based on the amounts they can gather from TV station owners in a fund-raising drive. PBS's contribution may be part cash and part "in kind" through the donation of equipment, labor and testing space.

No site has been chosen for the center. Depending upon the extent of PBS's contribution, it may be located near its Alexandria, Va., headquarters, according to NAB's John Abel, executive vice president, operations. But the first priority will be to find a director to head the facility. "We're not very close there. In fact, we're hoping that this announcement will encourage people to apply," Abel said. There is no target date for the center's start.

The original plan for the facility was announced last year by Fritts (BROADCASTING, Sept. 28, 1987). Under the name of the Broadcast Technology Center, it was to be a branch of NAB Technologies Inc., a nonprofit entity that has been involved in the development of FMX radio transmission technology. NAB was to supply \$700,000, with the rest of the \$2-million budget for the first two years to come from investments

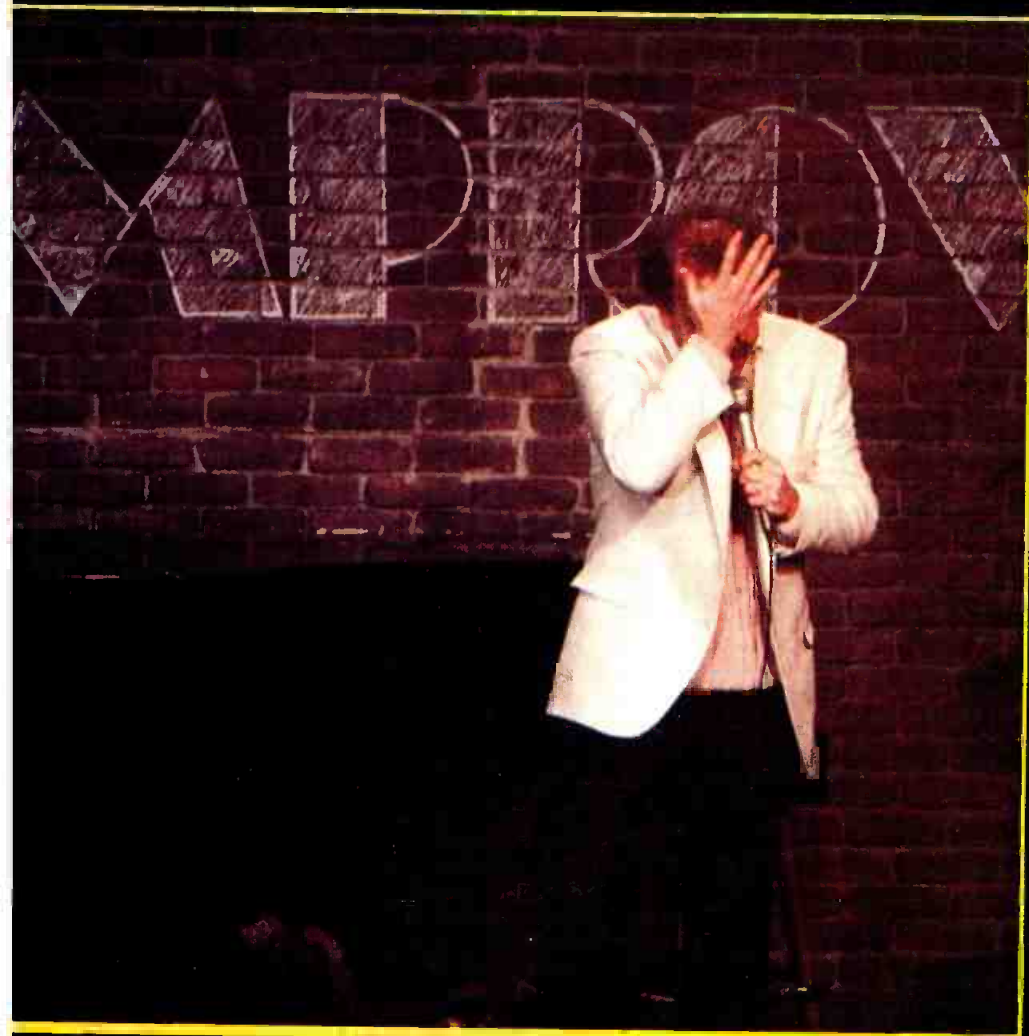
and nonprofit industry contributions.

However, within a few months it became apparent that NAB's plan "was not getting the kind of support that they felt it ought to have and they were concerned about its future," Chaseman said. At that point, Chaseman and Abel assumed key roles in reviving the center. "It was me pushing the description and administrative procedures behind the scenes and Joel convening and chairing the meetings and asking for decisions," Abel said.

Chaseman called for and chaired the first meeting of prospective contributors at his Washington office in late 1987 and later led follow-up meetings and teleconferences until the principals came to an agreement. There is a need for the broadcasting industry to move rapidly on the HDTV issue, he said, adding that FCC Chairman Dennis Patrick "is absolutely right" in asking broadcasters to quickly make decisions on its spectrum needs for the future. By the May 17 deadline for the first set of recommendations on spectrum needs from the ATSC advisory committee, "I think it's possible that at least the data may show that we can free up certain spectrum," he said.

Chaseman also expressed a desire to involve the cable industry in the test center. "We've talked to [National Cable Television Association President] Jim Mooney and we have very much hope that, to the extent that cable feels that it wants to share, it does," he said. "It would be silly to duplicate a lot of research.... There's an awful lot of research where we're clearly together." The NCTA has opted to study the testing center proposal further before joining as a partner.

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|------------------|------|------|----------|--------|
| CHICAGO          | WFLD | SUN. | 12:30 AM | + 25 % |
| PHILADELPHIA     | KYW  | SAT. | 5:30 PM  | + 9 %  |
| SAN FRANCISCO    | KGO  | SAT. | 4:00 PM  | + 18 % |
| DETROIT          | WDIV | SAT. | 1:30 PM  | + 11 % |
| DALLAS           | KDFW | SAT. | 6:30 PM  | + 40 % |
| MIAMI            | WPLG | SAT. | 1:30 PM  | + 50 % |
| PITTSBURGH       | WPXI | SAT. | 5:30 PM  | + 80 % |
| SACRAMENTO       | KOVR | SUN. | 1:00 PM  | +150 % |
| INDIANAPOLIS     | WTHR | SAT. | 1:30 PM  | +200 % |
| PORTLAND, OR     | KPDX | SAT. | 10:00 AM | + 25 % |
| MILWAUKEE        | WTMJ | SAT. | NOON     | + 36 % |
| NORFOLK          | WAVY | SAT. | 5:00 PM  | + 57 % |
| ROANOKE          | WSLS | SAT. | 1:30 PM  | + 25 % |
| OMAHA            | KETV | SAT. | 1:00 PM  | +140 % |
| SPRINGFIELD, MO  | KOLR | SAT. | 6:30 PM  | + 36 % |
| COLORADO SPRINGS | KKTV | SAT. | 5:00 PM  | + 20 % |
| LANSING          | WSYM | SUN. | 7:00 PM  | + 50 % |
| MACON, GA        | WGXA | SUN. | 5:30 PM  | + 67 % |
| CHICO            | KHSL | SUN. | 6:30 PM  | + 40 % |
| BILLINGS         | KTVQ | SAT. | 8:00 PM  | +200 % |

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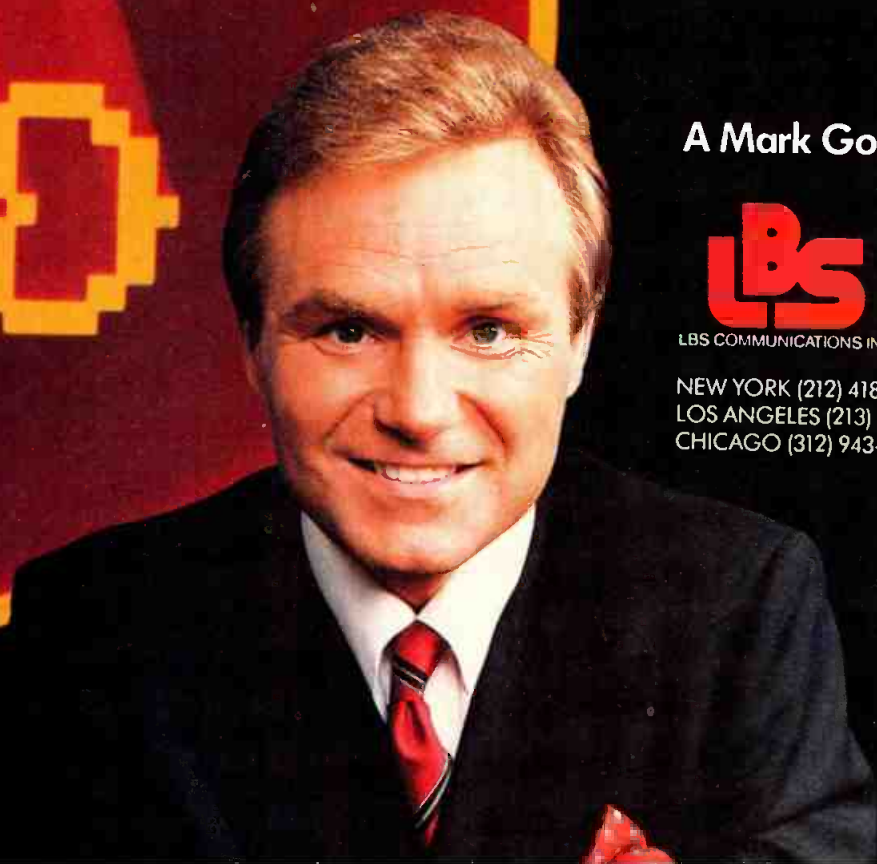
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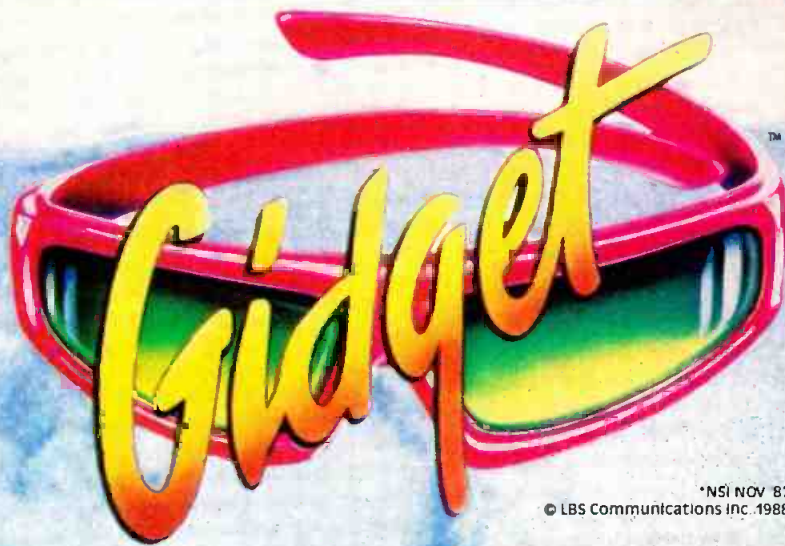
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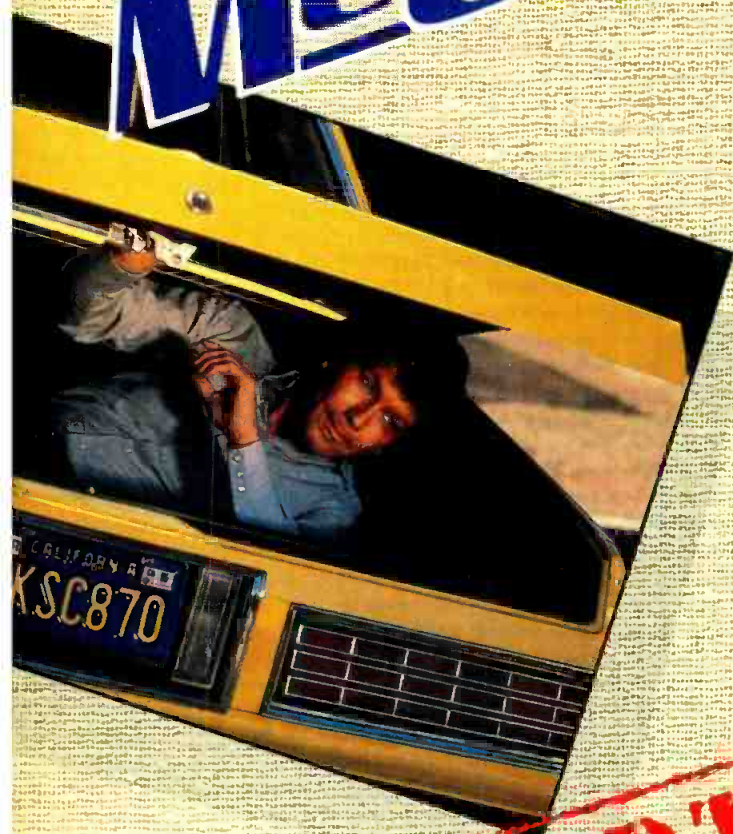
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|--------------------|--------|
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| San Francisco/KRON | + 58%  |
| Seattle/KOMO       | + 27%  |
| Hartford/WTIC      | + 100% |
| Nashville/WSMV     | + 36%  |
| New Orleans/WDSU   | + 140% |



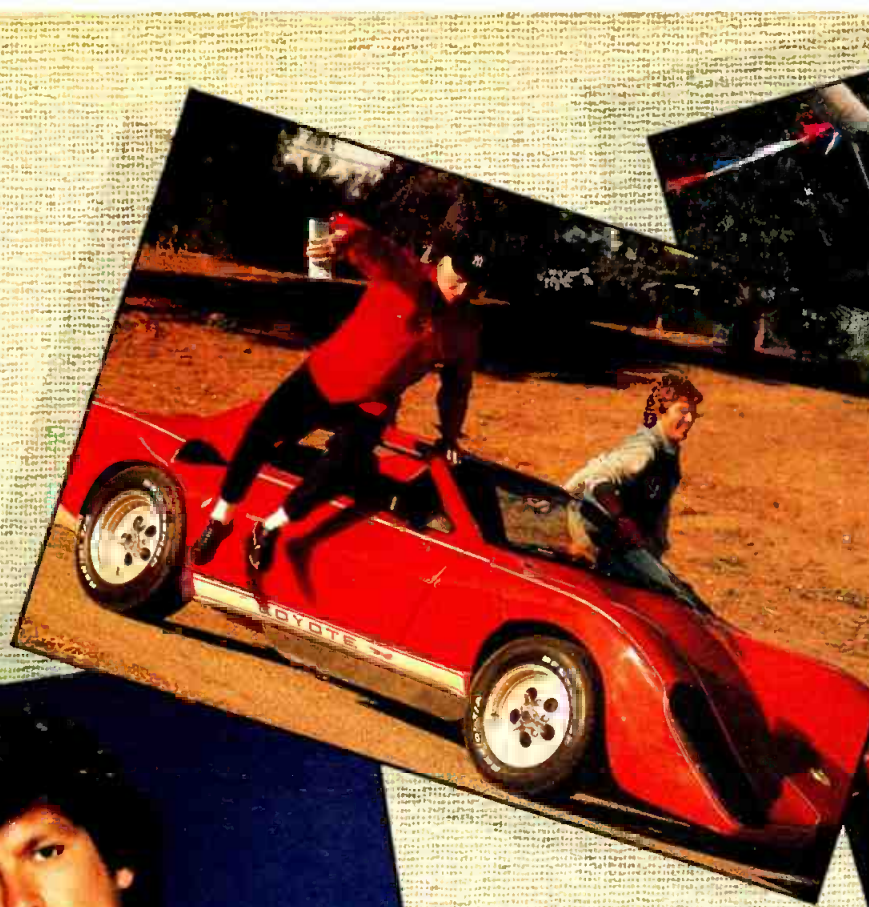
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## Taking the pre-NATPE pulse

On the eve of this year's annual NATPE International convention and program marketplace, BROADCASTING interviewed executives and consultants with 15 leading program suppliers. Among the issues addressed by the executives: the general health of the program buying community; the importance of growing markets, including cable and international (of which there are expected to be a record number on hand in Houston this week), and the importance of the NATPE show in today's television environment.

To a large degree, the comments offered last week reflect the varying agendas set by each supplier. Despite differences as to how the NATPE show affects each supplier's program marketing agenda, all of the executives interviewed below agreed that NATPE is *the* domestic marketplace above all others and will remain as such.

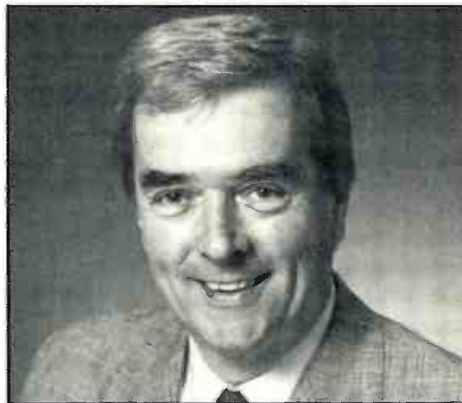
Given the increasing globalization of television, some believe NATPE will assume a growing role in the international program arena as well. Most agreed that newer markets for their products, such as cable and international outlets, must be cultivated to insure their long-term well being.

As for the buying community, the bottom line, according to suppliers, is that television stations need programming, whatever economic conditions prevail. But they also seem to agree that today's environment (not the best for the television business), has created one of the most competitive periods for suppliers that the business has known.

Below, in capsulized form, are comments from the executives on the issues cited above:

**Russell Barry**  
President, Turner Program Services Inc.

In assessing the television business, Barry says that "the health of independents seems to be stabilizing. It's turning around somewhat." Affiliate stations will get a needed boost this year from Olympic and election dollars, he adds, but from the supplier's side of the coin, he says, "business is not easy. Our sense is that people were paying enormous prices for the premium program product" over the past two years. "I don't know how the next off-network comedies are going to do [as a result], and the climate for hours is still not good. Our



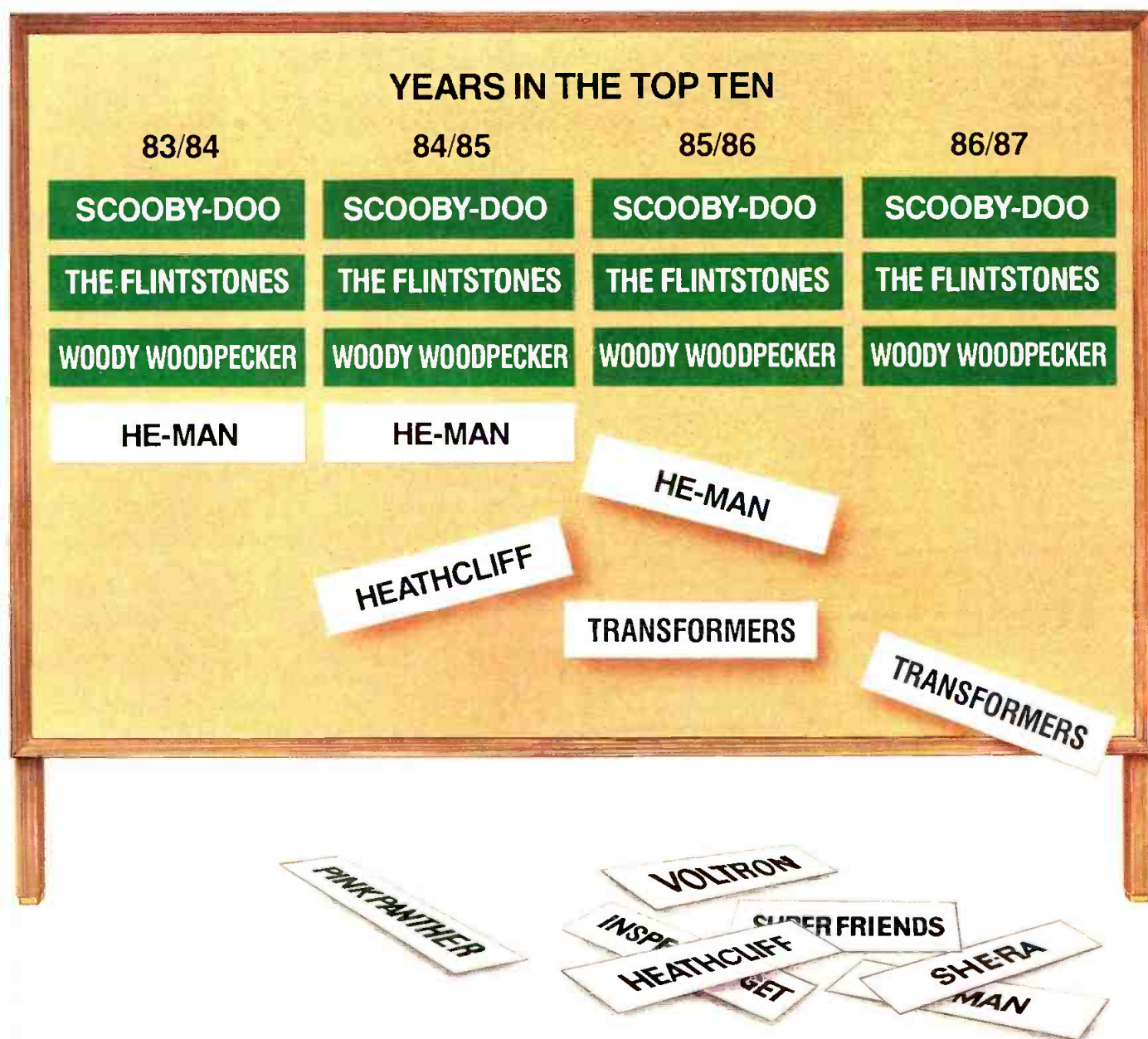
expectation is it is just going to take time to lock up deals. There is a lot of competition for the same programming dollars, more so than historically has been the case."

There is no question of the importance of ancillary markets to TPS, since much of its product comes from superstation WTBS(TV) Atlanta. And last year, most of TPS's business came from foreign markets. The split between domestic and foreign business this year "should be a little more balanced," says Barry.

Despite NATPE's lateness this year, Barry says the show is important, among other reasons, "because I think it helps us in putting forth a public image as a major syndication

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company, which I don't think has been the general perception. With the MGM library and the growth of CNN Television we have a varied and large library" of programs.

Among TPS's more visible shows this year will be a newly packaged CNN feed called *NewsSource*, and a new film package culled from recent MGM films (including "Wise Guys," "9½ Weeks" and "Mrs. Soffel") called *Premiere Four*. TPS will also offer domestically for the first time a 10-part documentary series (hosted by Burt Reynolds) called *Talking Pictures*, which the company co-produced with the BBC. Barry also says TPS will launch a second package of colorized films.

### Dick Block

*Los Angeles-based program consultant*

The station business has changed dramatically in recent years, says Block. He refers to those changes collectively as the "new reality," in which stations are more fiscally conscious. The new consciousness has not effected demand for off-network product, with the exception of some of the more expensive one-hour shows, says Block. "But movies have been a tougher sell, although I think we are beginning to see a return of action to that market," especially where two or more independents are competing.

In the wake of the "new reality," says Block, has come greater scrutiny of program projects



by station groups—the bottom line being that a group deal offers more leverage to the buyer in negotiations. Partially as a result, he says, "the introduction of a program is far more of a process than it was in the past." That process now seems to begin at screenings of upcoming programs for major-market stations and station groups held in Los Angeles in mid-December, and continues through INTV and NATPE as new programs and station lineups fall into place. The process, Block says, has a salutary effect for "demand programs." The sooner word gets out about such shows, the better chance they have of making it to firm-go status, according to Block. "Everybody wants to know about the hottest new prospects," he said.

Block, whose clients include Peregrine Film

Distribution (which is launching the new *Improv Tonight* as a late night strip at the show) and NATPE International, says the annual convention is important as a "forum for program people, which was why it started and is still its essence."

### Dick Cignarelli

*Executive VP, domestic syndication, MGM/UA Television*

The station buying community appears healthy, but market conditions will continue to limit the availability of new product at



NATPE, according to Cignarelli.

"The pickings of shows that are definitely going to be available are quite slim, and the stations that need properties are going to have to act reasonably fast," he says. "It's going to be a very active convention for those people who have shows that appear to be a go. Very simply, I think that only a half-dozen shows have an opportunity to get on this year because of the short number of time periods. Those shows that are marginal are going to be pressured for a decision. And if the decision is to pull back, then those shows that are perceived to be a go will get a lot of activity."

Cignarelli, who expects to have two firm projects with MGM/UA's *Group One Medical* and *Twilight Zone*, is also looking to the basic cable and international markets.

International sales are playing an increasingly important role in determining which first-run and network projects get made at MGM/UA. "In our group meetings, clearly the input from the international market has a bearing" on which shows are a go, he says.

As for basic cable, "We will explore with any cable operation the development of a property. We have no deals pending now, but there is a lot of discussion."

On the broadcast stations, MGM/UA's focus is to "get a ground swell going" for its programs prior to the programming convention, according to Cignarelli. Although there are "a significant number of deals to be closed at NATPE," he notes that much depends on the timing of the convention.

"If people are going to wait for the February books to make decisions, then let's schedule the convention accordingly," Cignarelli says. "If they're willing to...make decisions prior to

that then let's have it before. But by having in the middle it gives stations a fall-back position. They say: 'Well, I don't have to act NATPE.' It just frustrates us beyond reason."

### Phil Flanagan

*President/general manager, Teletrib*

Phil Flanagan has found the current program market going into NATPE to be "very vibrant despite what he perceives as some negative economic concerns among broadcasters."

"It's going to be a very, very strong first quarter. We're well ahead of the last two years on renewals," says Flanagan, whose company, a joint venture between Cox's Telerep and Tribune Entertainment Co., acts as a sales and marketing arm for programs from Tribune and Telerep's Television Program Enterprises, as well as other producers.

Among the positive signs Flanagan sees ahead is the growing cable program buying market, which he said can eventually provide "another life for our product."

Of even greater current importance, however, is the overseas market for U.S. programs, which Flanagan sees growing "very dramatically." Teletrib, which does much of its business on a barter basis, also sees barter spreading across Europe in the next two to three years, Flanagan says, particularly in nations such as France, West Germany and



Italy.

As to the timing of this year's program market, Flanagan says: "Frankly, I like the lateness of this year's NATPE. From mid-the-end of February is ideal," since it leaves some breathing room after the company's heavy selling effort at the Association of Independent Television Stations convention which traditionally takes place at the start of the year. If the two shows come closer together, Flanagan explains, "we're just repeating ourselves with the indies."

### Bob Harris

*President, MCA TV Group*

Harris agrees that the state of the station community as reflected in purchases of syndicated programming is characterized by





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"reluctance to take chances" these days. "I think that has traditionally been the shortcoming of the independent station community, but it's more and more noticeable this year." But "playing it safe now is absolutely stupid," he says. "The networks and cable aren't."

Harris pointed to share trends evident in the November sweeps from 1980 through 1987 that show independents dropping from a high in 1984-1985. And he cites figures pointing out that cable has gone from a one share to a nine in that same period. In the last 17 years, he says, basic cable has grown 10-fold.

The "bottom line," for the independents (a syndicator's "primary focus in launching sales"), he says, is that those stations are faced with new competition.

"And buying recycled stuff like *Queen for a Day*, and not paying for hours," as well as



refusing to accept barter programming are going to result in a "real reckoning" by the time of the November 1988 sweeps. With NFL football on ESPN, shows like *Murder, She Wrote* and *Miami Vice* on the USA Network, and NBA basketball on WTBS(TV) Atlanta, Harris said that broadcast stations should prepare themselves for the competitive battle ahead, and not retreat.

Not surprisingly, in light of those comments, as well as MCA TV's recent sales of *Miami Vice* and *Murder, She Wrote* to the USA Network, Harris says he is "bullish on cable" as an emerging marketplace for syndicators.

He also says that the "growing appreciation for off-network product" in the international marketplace has become increasingly important to MCA TV. The company's understanding of the foreign appetite for action-adventure series is reflected in the MCA TV's soliciting co-productions with foreign producers. Harris says that MCA TV is likely to move into such co-production "within a year or two."

He adds that other new markets are opening for his company and others. "We'll see direct development for videocassettes and pay-per-view in the future," he says.

On the convention this year, Harris says that "NATPE continues to be important" to MCA TV. "However, with the year-round development of sales, it is unlikely to launch a

project without coming into NATPE with major clearances.

"Hopefully at this NATPE we'll see some new directions from stations," he says.

### **Bob Jacobs** *President, GTG Marketing*

Jacobs finds the "atmosphere in the traditional buying community" more upbeat than in recent years, but still no pushover for syndicators.

"A lot of stations have said they are not out on a limb any more, but renewals are the big problem now. In markets now, guys are saying: 'Renew what you have before buying new programming.' " Those renewals have "gotten in the way" of new program sales, he says.

"*Name That Tune* was taken off the air with an eight national rating in 93 markets covering about 80% of the country. That show wouldn't die now" with a rating like that, he says. "It's become a very difficult marketplace."

But other markets are opening for syndicators amid such difficulties. Jacobs says the international market "has gotten very good" with private channels coming on line. "All of a sudden they have to fill a full day" with programming.

Jacobs feels the growth of the international market should also make the profitability of hour shows easier since it will help alleviate the deficits that have plagued that program form. GTG's *USA Today* has been met with "tremendous interest" internationally, with 12-14 countries interested in the program, including Canada, England, Japan and Australia. "We're not going to translate it," given the expense, but "if they decide to dub it, they can," he says.

Cable is a market "that could really save the producers" from those deficit woes, he says. "I don't see us producing right away for that market, but we'd love to do that eventually."

Over the last seven years, NATPE's role in selling programming, Jacobs says, has "gone from a selling convention where some product could get launched," to a situation where if you "don't get there with all of the markets you can," the chances of launching a show are slim.



"I don't think it's worth it for launching a show. It's not possible to launch a show at NATPE any more. It's become a dog and pony show, and it's worth doing in that regard. Syndicators can see stations they don't usually see and share stories. For that it's worth it."

"This year's dates or next year's allow more time" for making programming decisions, he says. "But the bad part is that it's just behind the February book, and two and-a-half months before it comes out."

### **Bob Jacquemin** *Senior VP, Buena Vista Television*

Jacquemin says he sees the "health of the economy improving. That's the way I would describe it. There's still a note of caution. I believe that strong product is either readily



being renewed or strong new product is being acquired at aggressive prices."

The "biggest impact" of that, he feels, is that "marginal product will not be bought until affiliates and independents clear the inventory that's on the shelf."

Jacquemin says that major commitments are now tying stations up through 1990.

Some new markets are helping syndicators pick up the slack in lean times. Jacquemin says that "for those unable to sell certain products in syndication to local stations, basic cable has become a new marketplace that is filling a void. The impact of basic cable will become more dramatic in the near term than any other single marketplace for three reasons: Better programs are going to be picked up by those services; advertisers, because of national measurement for both audiences [cable and broadcast] are coming into play with peplemeters, and the upside for greater cable penetration is great in the major markets."

Jacquemin says he sees "a lot of co-venturing in the international marketplace" between American and European producers, "particularly for dramatic shows, because they tend not to work as well in domestic syndication. But they still pay very well internationally. It's a natural marriage. It's safe to say we're working in that arena."

Jacquemin says that the NATPE convention has been "extremely valuable" for



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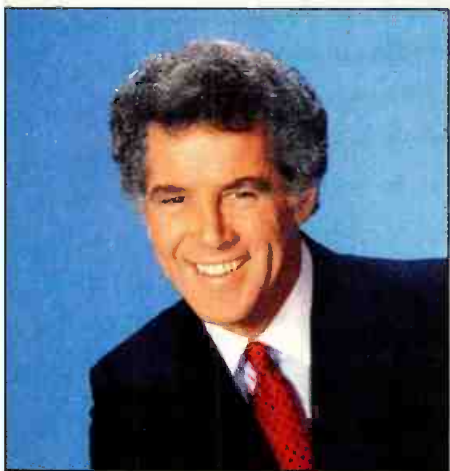


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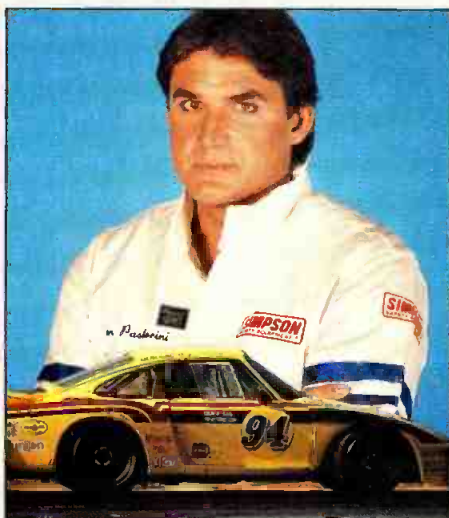
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"I think what we'll see this year is a reduction in the number of smaller distributors" given the difficulties in the marketplace this year.

Jacquemin also feels that "by the time this takes place, all the major first-run deals will have been consummated. We're at the mopping-up stage."

Additionally, he says, "I'm always upset when NATPE changes location because it's hard to get geared up when you have to move from one site to the next. It's extraordinarily difficult."

With the date late again next year, "I suspect fewer" syndicators will be in attendance, he says.

### **Pat Kenney** *President/CEO, Televentures*

Kenney says he is "optimistic" for the "first time in a couple of years" about the health of the station marketplace. With what he calls a strong first quarter for stations in national spot advertising, there exists a "better buying mood."

The "tough year or two" that stations have just been through may actually serve syndicators' best interests, he said. "It has made them better businesspeople." Kenney predicts the "hysteria of high prices of some sitcoms will cause stations to reevaluate their purchases in the future."

Kenney says recent studies show that the prices of half-hours are 177% higher than hours, but are only 87% more efficient in generating ratings.

He says that although the sale of programming to cable channels generates less in license fees, it also engenders less in residual payments to the shows' above-the-line talent. That, he says, can make the profitability of a cable sale easier.

The international marketplace is another market that is now contributing "substantially" to the bottom line of shows. Sales to private channels in some countries



can now generate dollars "equal to the top three markets" domestically.

"Given that, and with license fees not covering" the cost of a show's network run, international sales contribute strongly to a show's revenue potential.

Kenney said that with NATPE not following as closely after INTV this year, buyers will have more time to interpret the November ratings book. With the crowd of program offerings thinned out, he says, the convention could be a better venue for buyers and sellers.

### **Michael Lambert** *Executive VP, domestic syndication, 20th Century Fox*

The station buying marketplace "has gotten much healthier because the worst is over in terms of...overbuilt markets," according to Lambert. "What's happening now is because of the bankruptcies in the last couple of years.... A lot of the bad operators, the guys who were not planning their businesses well, have gone away. I think the market is healthier as a result of that."

Fox, says Lambert, will also benefit in the domestic market from the demise of many



first-run sitcoms this past season. Fox has *Small Wonder* and *9 to 5* ready to strip. "There were 19 first-run sitcoms last year, and two-thirds of them are not coming back," Lambert says. "And only a few of those coming back are going to make it to strip.... Because all of these shows are going away, there is a greater opportunity for the few strong shows that have made it. So we are ahead of the rest of the pack."

The studio is setting its sights on the international market as well. "International has become a much more lucrative marketplace in the last few years, and that has helped cover the deficits on shows that we produce," he says. "From a company point of view, it lightens the burden of producing the first-run shows and even producing network shows."

Cable is also an expanding market for suppliers, and Lambert sees it as a bad omen for independent stations. "Basic cable is breathing down the back of broadcasters and is very quickly becoming a lucrative alternative for the program suppliers," he said. "With so many [hour programs] getting sold to basic cable, it is pushing the station community back in time so that they now will be taking these programs off basic cable. The thing the station community has to be concerned about is that they are establishing a

niche for these basic cable channels by setting a precedent. First it happens on the hour shows that cannot be sold in syndication...but it could eventually happen with other shows as well."

Lambert expects to see all the basic cable operators at NATPE. "I have appointments set up with many of the basic cable programmers," he says. "The basic area is one that I have been developing for the last couple of years for this company. We are paying more and more attention to it and we expect to continue to do that."

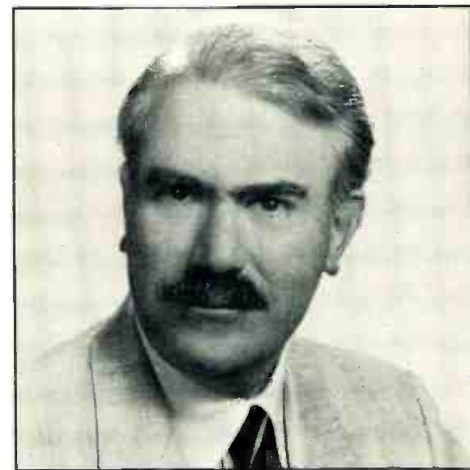
NATPE also gives the major studios an opportunity to mix with customers, especially those in smaller markets that they do not see often, according to Lambert. The convention, he said, gives station operators the "opportunity to visit with all the suppliers, see what's around, then go back to his office, quietly read his [February] ratings books and make his programming decisions."

### **Jim McGillen** *President, station sales, Lorimar Telepictures*

"I think we're coming off a pretty bad year...in regard to selling product. But in the last four or five weeks, I've seen stations that have taken a hiatus for two years...come back into the marketplace."

McGillen attributes the turnaround to a healthier station marketplace. "Obviously, a lot of stations were bought with the expectation of having big growth years, and when that didn't occur the only alternative they had was to rerun product they already had on the shelf," he said. "You can only do that so often before you start losing your share of business and share of time. I think that's what is starting to happen to a lot of the key companies, and now they're starting to go into the marketplace and buy product."

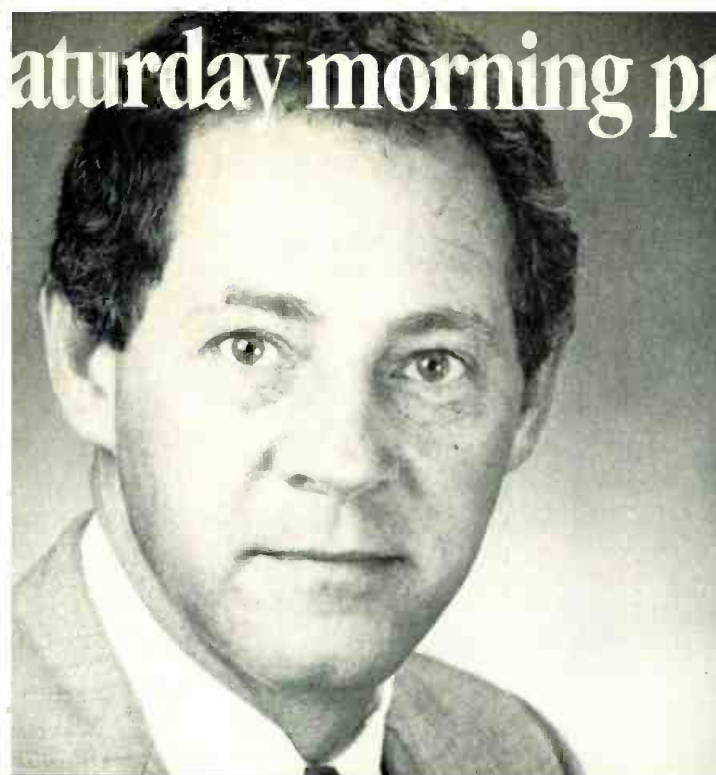
He disputes talk about a glut of syndicated product in the marketplace filling up prized time periods. "I don't think that it's any more



difficult [to sell] this year than it has been in the past couple of years," he says. "There has been no situation where we said we better not do a show because the marketplace is overloaded with product."

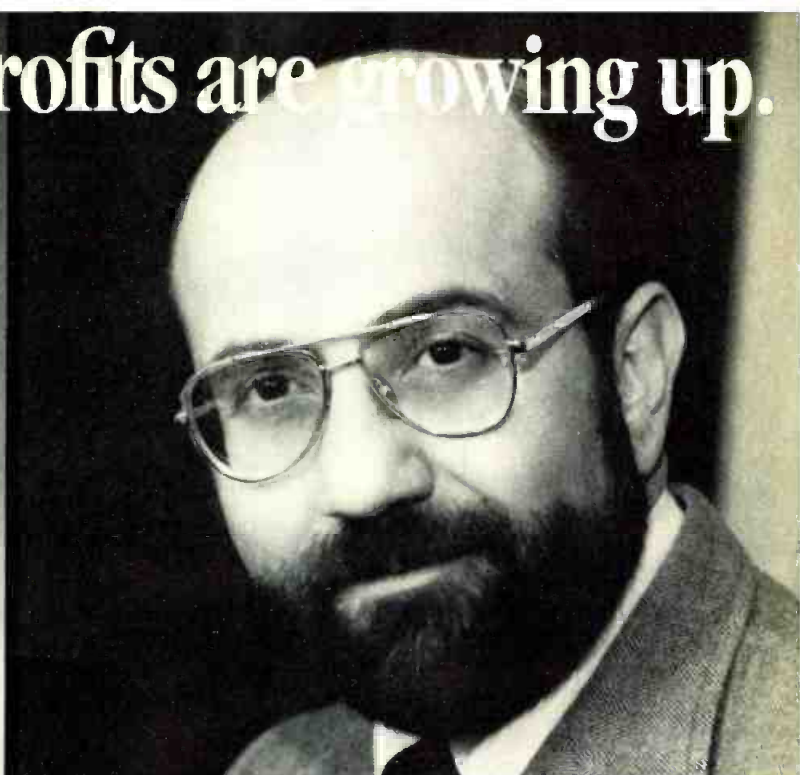
Other studios such as MCA, however, have

# Saturday morning profits are growing up.



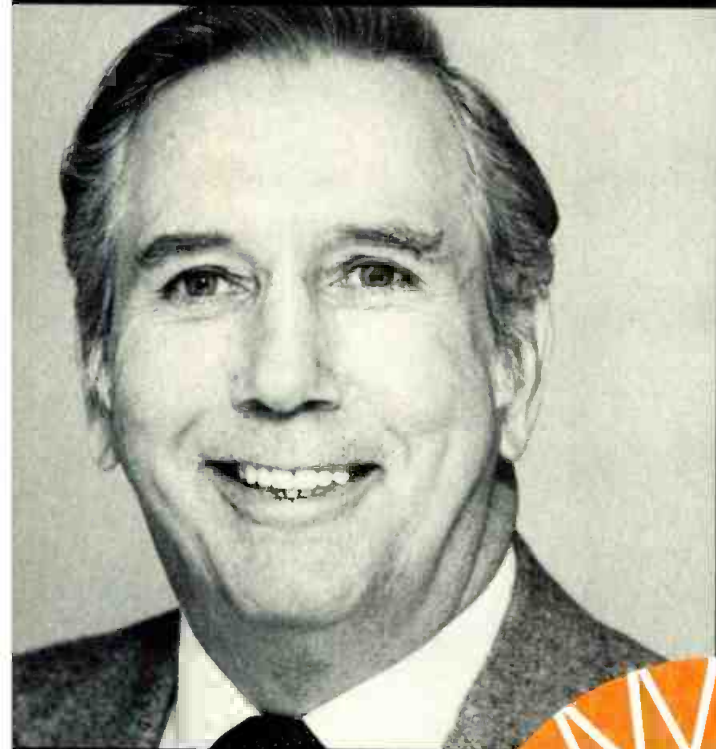
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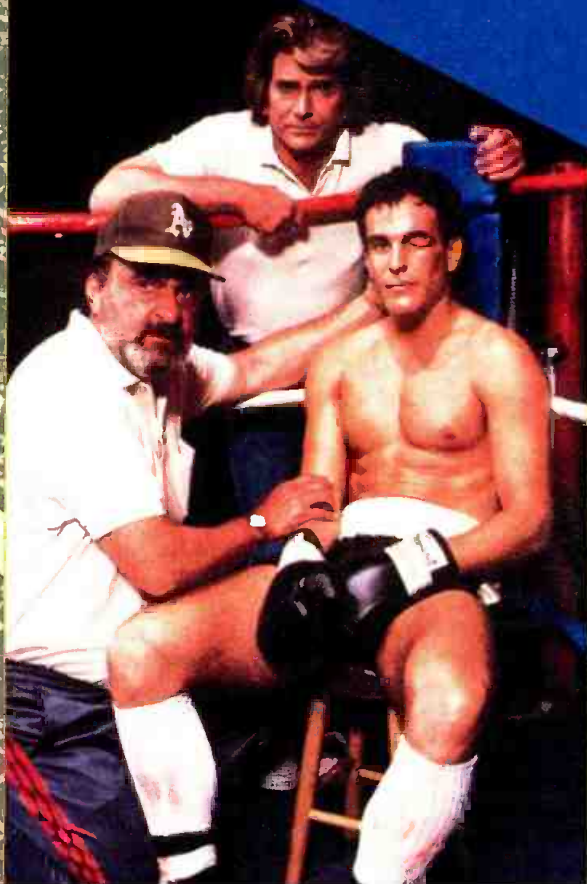
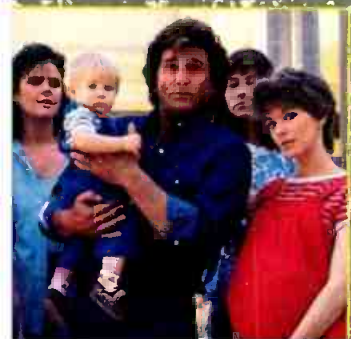
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# To Success!

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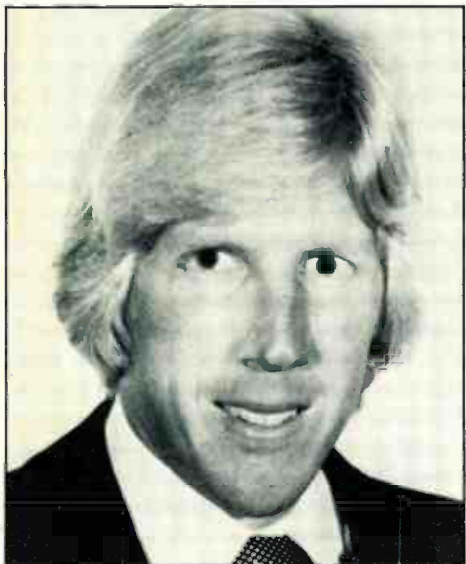
been increasingly forced to turn to cable to sell off-network hours. Lorimar considers cable an alternative market for its shows, according to McGillen. But with the exception of selling 28 episodes of the off-network hour, *Apple's Way*, to Lifetime, he says, "we haven't been faced with that situation yet."

Conventional wisdom holds that it is next to impossible to introduce a series at NATPE, but McGillen disagrees. "We have had good success at launching new shows at the convention." At last year's NATPE, Lorimar introduced *Truth or Consequences*, which received a firm go but failed once it went on the air. The studio had better luck in 1986 when it brought out *Superior Court* at NATPE, McGillen says.

### Greg Meidel

Senior VP, Paramount Domestic Television

"There is guarded optimism within the buying community as to what kind of year they will have," reports Meidel. "As a supplier, we had a very good INTV [Association of Independent Television Stations convention]. We didn't expect it to be as good as it was. The national economy is healthier, I think, than most



expected. Retail sales are up, and recession fears have largely been calmed."

Paramount has now cleared almost 80% of the country for its new first-run hour, *War of the Worlds*, reports Meidel. The company is positioning *War of the Worlds* as a companion piece to the new *Star Trek*, which emerged as one of the hits among last season's crop of new syndication programs. About 75% of the stations clearing the show so far are independents. *Entertainment Tonight*, going into its eighth season, has been renewed across 65% of the country. The future of a new program, the game show, *Wipe Out*, remains unclear. It has been cleared in 40 markets, according to Meidel.

New markets are being tapped and are essential to the syndication business, and certainly to Paramount's operations, says Meidel. "We are in the software business. Any time there is another opportunity to market a

piece of software we will take advantage of the opportunity."

In Meidel's view, television stations are beginning to focus more on just "that big off-network hit. They have to buy shows that have the potential to generate ratings and be profit centers at the same time." With the huge payments stations are putting out for shows like *Cosby*, he says, "there is no upside there." While *Cosby* buyers are banking on the positive impact the program will have on other dayparts, Meidel stresses that stations also need programs that generate profits in their own right.

For Paramount, NATPE is particularly important, because of the company's major thrust in the first-run business, says Meidel.

### Stephen Palley

President/COO, King World

"The television business in general is a much more difficult business today than in the past, with increasing program costs and a more difficult revenue base to control," says Palley. "Now you have this economic question looming in front of everyone," he adds. But from King World's perspective, the signs look pretty good, as advertisers have not cut back on barter spending, and in fact are paying record rates for KW's *Jeopardy*, *Wheel of Fortune* and *Oprah Winfrey*. As for the stations King World supplies programming, Palley says: "We like to think the purchase of our programming has helped them maintain their health." While that assessment may be a little self-serving, it is also true, as stations carrying *Jeopardy* and *Wheel of Fortune*, have committed to renewals extending to 1992.

New markets are not critical to King World's current business activities, as all but a sliver of its revenues come from domestic syndication. "That doesn't mean we wouldn't like to tap other markets," says Palley, including "the international market." Also, King World is exploring, "a lot more closely," possible production and distribution for network television. "I think you'll see us supplying the traditional networks before you see us

NATPE is still a "good meeting place" for



program buyers and sellers, according to Palley. Although he believes the importance of the annual show "has been reduced in recent years.... It's not as good a forum for small companies like King World was a few years ago [when a company could] go there with a good program idea, set up a small booth and achieve success." With the limited time-period availability in today's market, smaller companies simply don't have the financial resources and marketing clout which, perhaps with rare exceptions, is essential to launching syndicated programs. And, says Palley, "I think that is unfortunate."

### John Ryan

President/CEO, Worldvision Enterprises (a subsidiary of Great American Broadcasting)

"I think we hit bottom last year," comments Worldvision's John Ryan on the general health of the station business, and the ability of stations to buy programming. "I think we are the upswing this year. Independents are a lot healthier, in part because there has been shake-out in that segment. Stations and groups have streamlined. The business is a leaner now and because of that we will lo-



forward to a better year... The mood is more one of optimism versus the doom and gloom of a year ago." Ryan says the company's Evergreen division (which markets older syndication fare) is having a very good year, one indication to him the market is turning around. "Last year stations could always find enough money for the top programs," he adds. "What suffered last year were the middle programs, not the top ratings-getter. The situation was they blew their budgets for *Cosby* and couldn't buy as much [additional] inventory as they'd like. The stations operated with less on the shelf, because it became too expensive to do otherwise. I think that is turning around this year."

Worldvision is confident enough in the marketplace that it will launch a new first-run comedy at NATPE, *Starting From Scratch*. According to Ryan, the decision to proceed with the project at NATPE was based on the favorable reaction of a screening of the program by a few key broadcasters three weeks ago. The Tribune station group (wi-



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Petticoat Junction  
The Phil Silvers Show  
The Rookies  
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The Twilight Zone  
The Wild Wild West

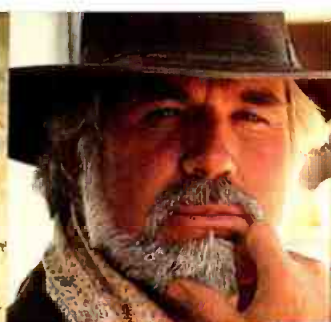




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Nelvana Specials  
The Little Drummer Boy  
Willie Mays and the Say-Hey Kid  
Return to Oz  
That Girl  
The Ballad of Smokey the Bear  
The Red Baron  
The Mad, Mad Monsters  
The Emperor's New Clothes  
Here Comes Peter Cottontail





he exception of WGNX(TV) Atlanta) has agreed to pick up the show if it goes forward, as have several other major market stations (BROADCASTING, Feb. 15).

"We are always looking for new markets," says Ryan. He agreed that it's essential for syndicators to tap new markets, "especially for some of the hours," that stations have resisted picking up in syndication.

NATPE may no longer be the program launching pad it once was, agrees Ryan. But, he says, "there is no question that NATPE is the major domestic marketplace for us or anybody else. You usually don't launch programs here now, but you solidify projects started earlier. And you get a clearer direction of where you're going with those projects."

### Henry Schleiff Chairman/CEO, Viacom Broadcast and Entertainment Groups

There is a uniform consensus that it will be a reasonably healthy year for advertising dollars, as well as, certainly, for barter revenues," says Schleiff. But suppliers will have to fight hard to tap the market, he added, given the number of new shows being offered and "the limited number of time periods available."

On new markets for programmers, he says, the growth of basic cable is a healthy development. From a seller's point of view, I think it is essential to have other avenues to sell product," especially in light of escalating

the largest collection of players in the industry, on both the buying and selling side.

"As a programmer, as we continue to launch new shows, most of the spade work is done beforehand." But, adds Schleiff, Viacom may come to the show with "a couple of surprises." Word of one of those leaked out within the past two weeks. Viacom will launch a self-help strip at the show with the tentative title, *Personal and Confidential*. It is hosted by psychiatrist Dr. Dan Kiley and Cindy Garvey. Schleiff also said Viacom will probably introduce a companion program to the children's game show, *Double Dare*, at the show. It will also be produced by Nickelodeon, the Viacom-owned cable network that produces *Double Dare*. The company is also considering the launch of a new package of *Mighty Mouse* cartoons, a package that would combine the classic series with the new episodes that are currently running on CBS's Saturday morning lineup.

Viacom has achieved 77% clearance (94 markets) for *Double Dare* and will use NATPE to push the new *Business This Morning* over the remaining clearance hurdles. The business program now has commitments from 48 stations covering 50% of the country. Viacom will also offer three Jackie Gleason specials, with never-before-seen footage, which Schleiff jokingly refers to as the "really lost episodes."

### Edwin T. Vane President/CEO, Group W Productions

"The problem for suppliers is that there is an awful lot of product and a somewhat shrinking marketplace to absorb it," says Vane, who plans to leave the company after NATPE to care for his ailing wife. "The growth of independents has ceased...so the demand for new programming is now static. But the supply seems to grow every day."

With the traditional first-run playing field getting more crowded, Group W has placed increased emphasis on the basic cable market. "First-run product for cable has become a new marketplace, and we are certainly examining their needs and developing programs that we think that could work for them," Vane says. "As that marketplace grows...beyond 50% penetration, it becomes a very important outlet for those of us who make shows."

Commercial television stations collectively have larger programming budgets for suppliers to tap than cable networks, Vane says. "They operate in a somewhat different way, and of course it varies from cable service to cable service." One cable network has approached Group W to produce 65 original episodes of a program for stripping five days a week, but Vane says its objective is limited.

"The original rate of the license fee for original programming is very competitive, but it ceases after 65 episodes and we can only do 13 weeks of it," Vane says. "All of these are adjustments that the production companies have to make. But that still represents major



growth. Three or four years ago we weren't even having conversations like that with cable companies."

With more basic cable programmers now shopping at NATPE, the convention continues to grow in stature. "It is important because it is the only time each year that all the buyers and all the producers are in the same environment at the same time," Vane says. "But it really is necessary for a producer to introduce a program long before NATPE and have momentum so that by NATPE you are in the closing stages of the marketing process."

Vane has long been a champion of scheduling NATPE later in the buying season. "In an ideal world, NATPE would be some time in March after the February sweeps numbers come in," he says. "The buyer would have a real chance to evaluate his needs and then buy programming for the following September. And the producer would have had a fair chance to establish his program over a four-to-six-month period on the air."

## Who's on first-run at NATPE

**A sample of new TV fare that will be on the table in Houston**

About 70 new first-run series will go into this week's NATPE convention if only a handful of survivors will make it to the air this fall. Most of the series that are either definite or borderline go-aheads for production fit into one of five primary categories: reality-based court, medical and action shows; science fiction/action adventures; sitcom and comedic game show revivals; information/entertainment or light talk/variety formats.

Although it is first stations and ultimately viewers who will give thumbs up or down to the new crop of first-run hopefuls, the following is a sample of shows that caught the eyes of various rep firm executives.

■ *War of the Worlds*. This weekly one-hour science-fiction/adventure series from Paramount brings H. G. Wells's tale of the



production costs, static network license fees and the soft domestic market for hours. Still unanswered, he says, is whether cable licenses for syndicated shows will create another window of exposure for such programs, or whether cable will simply bolster sales when there is softness on the station side.

As for NATPE's importance, Schleiff says the show's "original purpose, which was to make deals, has somewhat diminished over time. That's particularly true given the tenetness of the show this year. Nevertheless, it still provides the most significant arena in which to see which shows are out there, notwithstanding earlier efforts by most to see what's cooking in the marketplace. [For broadcasters] it provides an opportunity to share notes with other broadcasters. It is still



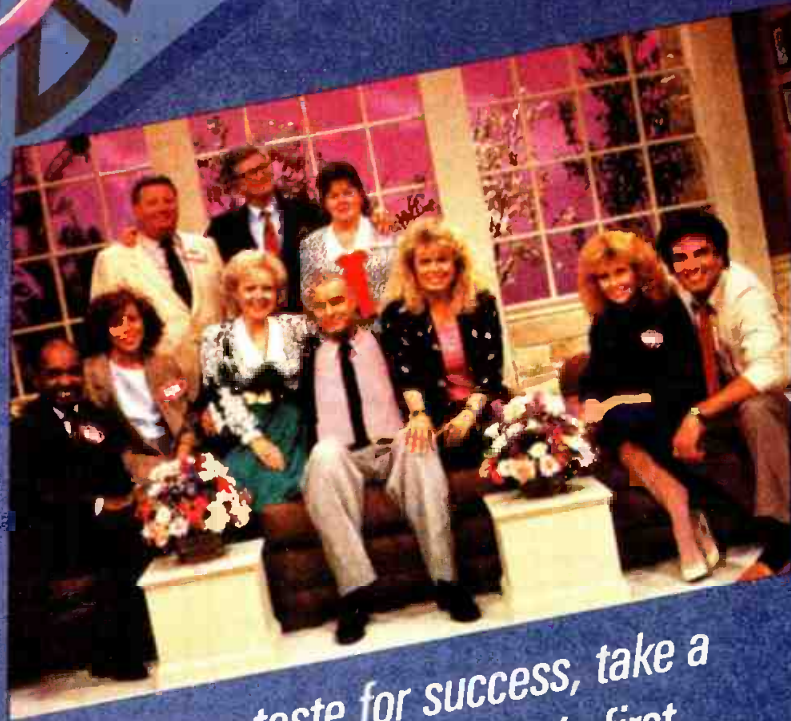
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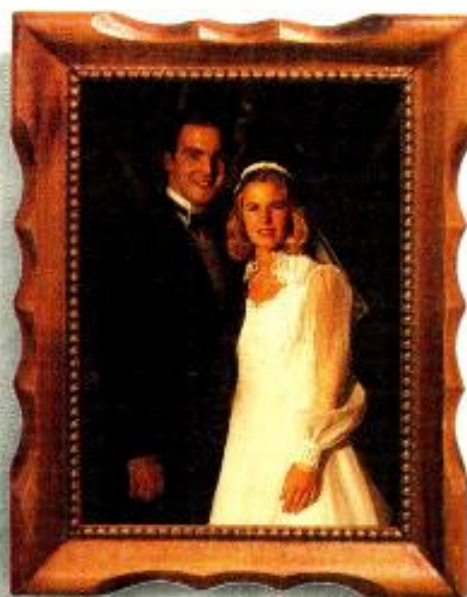
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# Programs and services: booth by booth

\*Asterisk indicates new product.

**ABC Distribution Co.** 271  
825 7th Ave., New York 10019

**ABR Entertainment Co.** 1559  
32123 W. Lindero Canyon Rd., #206,  
Westlake Village, Calif. 91361

**Programs:** Tell It to Harvey\*; Yahtzee\*; Lingo\*; Animated Classics\* (24); Yes Virginia, There Is a Santa Claus\*; The New Crosswits\*; Roller Derby Gold\*; Sherlock Holmes Series (4); The ABR Collection (13 specials, 4 series)\*. **Staff:** Burt Rosen; Barbara Straus Rosen; Ce-linda Glickman; Roger Adams; Ron Johnson; Arthur O'Connor; Caroline Howe; Ken Kagen; Robert Taffner; Bobbie Marcus, Steve Simon.

**Access Syndication** 1271  
12345 Ventura Blvd., Suite H,  
Studio City, Calif. 91604

**Programs:** Camp California\*; Don King's Only in America\*; Triple Threat\*; Beverly Hills Teens, Being with J.F.K. **Staff:** Dennis Miller; Ritch Colbert; Rick Jacobson; Dick Colbert; Bill Behrens; Peter Rosenberg; Dana Quan; Sandi Ezell; Yolanda Mora; Jill Siegel-Zemming, Suzy Ginter.

**AGB Television Research** 1512  
540 Madison Ave., New York 10022

**Services:** National TV audience measurement. **Staff:** Michael Poehner; Rupert Burks; Barry Kaplan; Andrea Cetera, Jean Goldberg.

**All American Television** 1119  
304 E. 45th St., New York 10017

**Programs:** Liddy\*; Hollywood Countdown\*; Festivals of the Far East\*; Festivals of the World\*; Extra Dimensions\*; Jack Thompson Down Under\*; An America's Top 10 Book of Love; An America's Top 10 Christmas; Beyond 2000; Deja View; Fridays' McDonald's Charity Christmas Parade; Portrait of a Legend; Seeing Things; The Boy King; The Uncle Floyd Show, The Way It Was. **First-run:** The Entertainment Report; All American Feature Theatre; America's Top Ten; Crook & Chase/Weekend; Saber Rider and the Star Sheriffs; Smart Money Spe-

cial; Steve Crowley's Money Pro/ News Inserts; The Newsfeed Network; Wailer Reunion Concert; World Music Video Awards. **Staff:** George Back; Joseph Kovacs; Carl Menk Jr.; Conrad Roth; John Reisenbach; Joan Marcus; Wendy Clacy Zackon; Jo Ann Giacalone; Lore Koch; Larry Schatz; Steve Blechman, Genevieve Piturro.

**All Media Enterprises** 362  
P.O. Box 158, Malvern Melbourne, Victoria, 3144, Australia

**Series:** Australian outback documentary series\*; Pelican's Progress\*; Leyland Brothers' World\*; Bush Photographer\*; Women of the World\*; Aviation Profile\*. **Specials:** Touring Australia; Australia—Where Time Began; Koorana—Crocodiles' New Beginning; Living Forever; Armageddon; The Man of Peace. **Staff:** Philippe de Montignie; John Thornton, Richard Moore.

**American Film Technologies** 1130  
12100 Wilshire Blvd., #600, Los Angeles 90025

**Programs:** Sherlock Holmes (4), 12 features TBA. **Staff:** George Jensen; Bernard Weitzman; Nathan Leipziger; Bob Glaser; Barry Sandrew; Jack Flowers; Stanton Rutledge; Bob Bartlett; David Hamby; Murray Weissman; Jeanne Rodgers; Bill Montgomery; Bruce Cash; Alex Hartel, Arthur Hartel.

**American Motion Pictures** 524  
7023 15th Ave., N.W., Seattle 98117

**Specials:** Adventures on Sinclair Island; In Search of the Wow Wow Wibble Wobble; The Time Cube. **Talk:** Imagine. **Staff:** Conrad Denke; Laura Denke; Susan Piela; Phillip Printz, Lee Barton.

**Andrews & Martin Syndication** 1612

Three Dallas Comm. Complex,  
#112, Irving, Tex. 75039

**Programs:** Rock 'n' Roll & Then Some\*; Sportsline Specials; World Class Championship Wrestling; Wild West Wrestling; Dallas Cowboy Weekly; The Tom Landry Show. **Staff:** Max Andrews; Bill Seymour; Don Kimmey, Lee Martin.

**Anglia TV** 939  
Brook House, 113 Park Lane,

London W1Y4DX, England

**Applied Information Management** 356  
98 Cuttermill Rd., Great Neck, N.Y. 11021

**Services:** Syndication/distribution computer systems; Harpoon advertiser sales; station sales/market clearance\*; print traffic control\*; rights data base management\*; movie package management\*; home video distribution\*; TV program production cost accounting\*; accounts payable\*; accounts receivable\*; general ledger\*; payroll\*, office automation. **Staff:** David Isacowitz; Chris Christie; Shari Neuwirth; Roni Podell, Melissa Blog.

**Arbitron Ratings** 1549  
312 Marshall Ave., Laurel, Md. 20707

**Services:** Custom Target AID; Maximiser; PC-BAR Market Manager; SpoTra; Movie Book; Brand Tra; ScanAmerica. **Staff:** Pete Megroz; Ken Wollenberg; Howard Rosenblum; Dan Casey; Jim Mocarski; Sharon Rickle; Kit Smith; Marjorie Johnson; Bill Carleton; David Bright; Doug Marks; Bob Decker; Barbara McFarland; Doug McFarland; Bill Shafer; Dennis Spragg, Jef Christian.

**ARP Films** 250  
342 Madison Ave., New York 10173

**Cartoons:** Spider-Man; New Spider-Man; Spider-Woman; New Fantastic Four; The Incredible Hulk; Captain America; Iron Man; Sub-Mariner; The Mighty Thor; Star Blazers, Rocket Robinhood. **Education:** Max the 2000 Year, Old Mouse. **Series:** The Circus Show, Strange Paradise. **Documentaries:** Collection; Chef of the Stars; Magicians of Murano, The Nose. **Staff:** Claude Hill; Anne Cody, Joanne Melton.

**Ascot Syndication** 529  
**ASI Market Research** 829  
7655 Sunset Blvd., Los Angeles 90046

**Services:** Broadcast, cable, home video; TV pilot, program evaluation; title, concept and script testing; TV series maintenance stud-

# Smile...





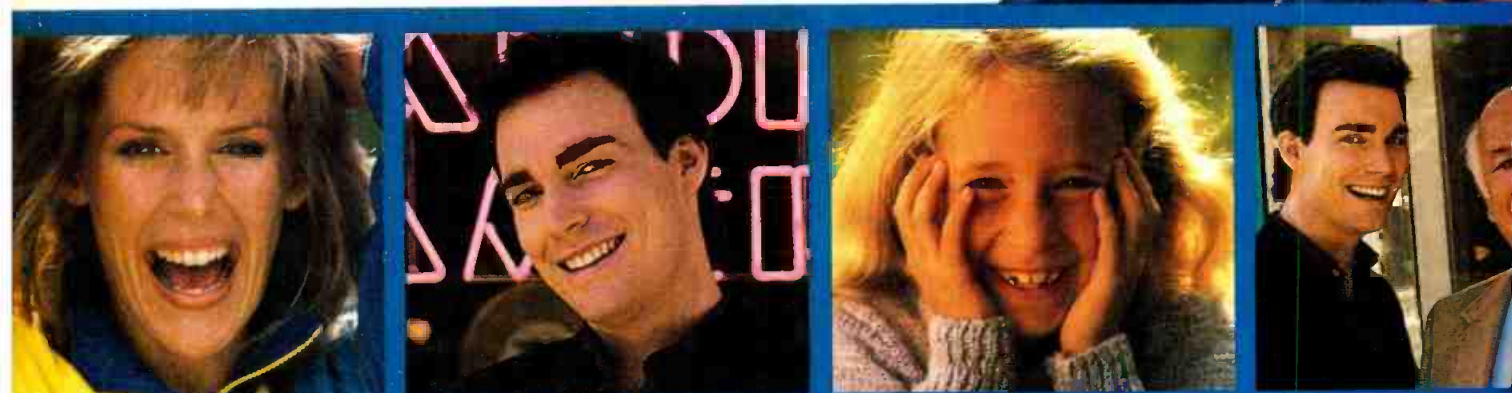
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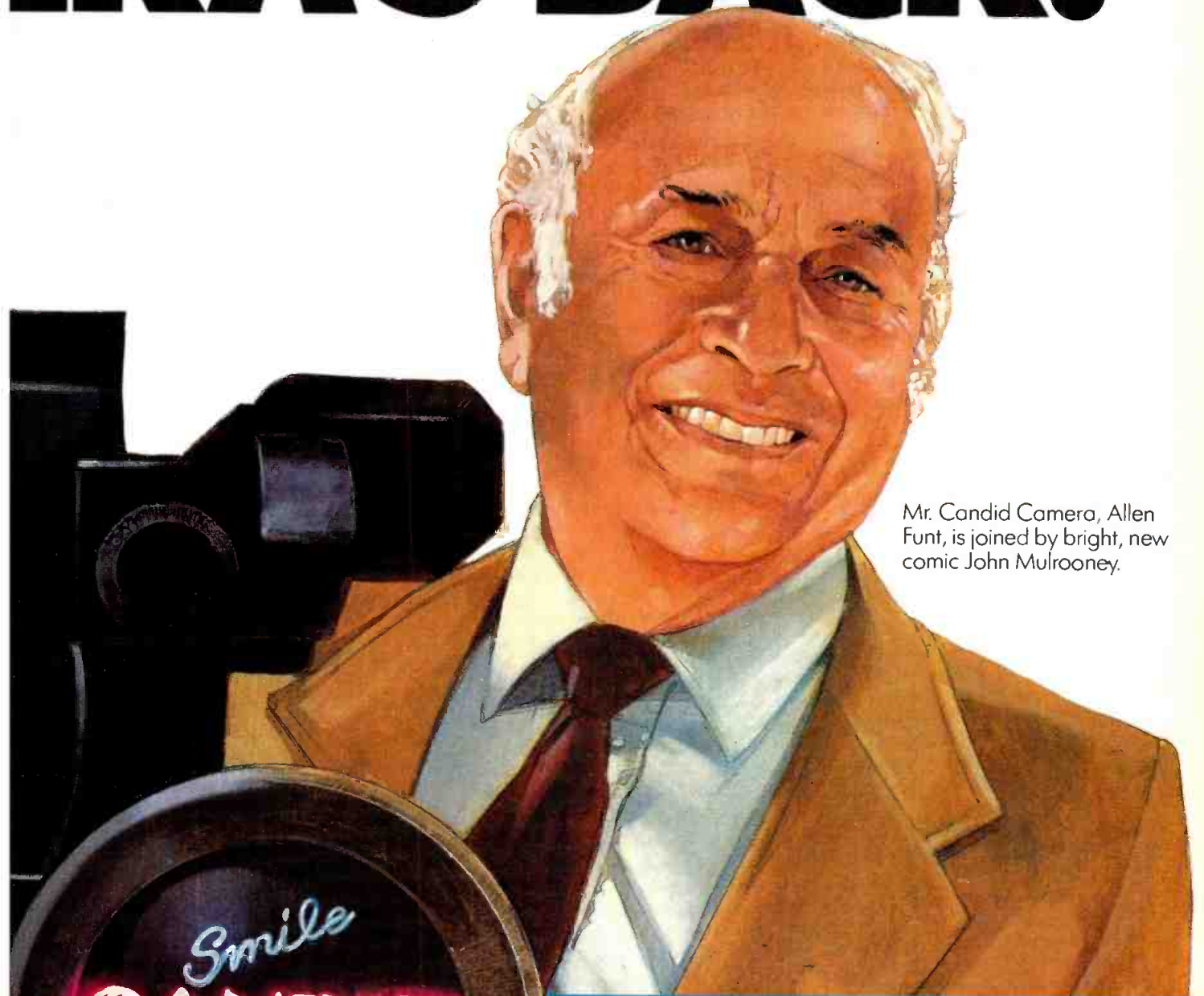
Allen Funt Productions, Inc., in association with Blair Entertainment.

**BLAIR ENTERTAINMENT**

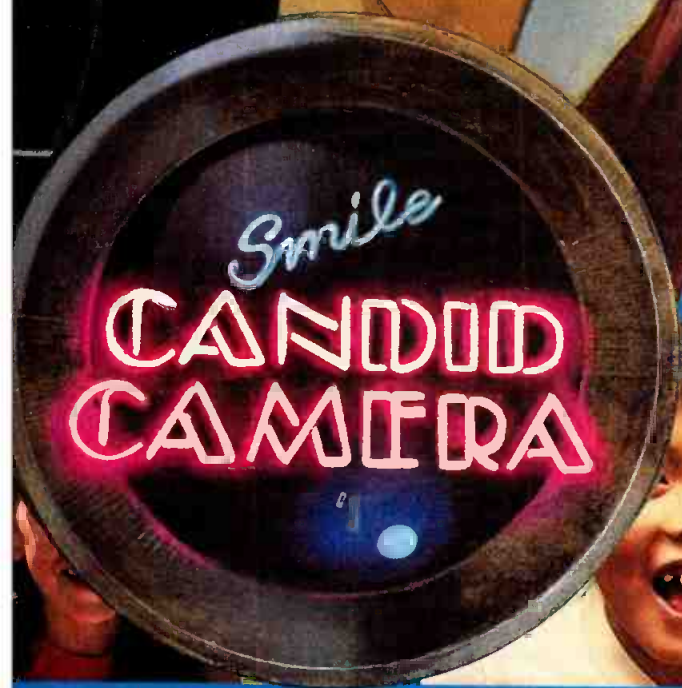


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ies; marketing, sales research; tracking, attitude and usage studies; feature film research; advertising, promotion research; new product, technology research, and strategy, planning research. *Staff:* Paul Lenburg; Loren Steck; Lucille Palmiere, Tracey Boyce.

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1756 Broadway, New York 10014

*Staff:* Jim Duncan; Carey Bozanich.

**Audio Plus Video International 1234**

**AVD Group 358A**

**Avery Productions 855**

4843 Voltaire St., San Diego 92107

**Barris Industries 1429**

1990 S. Bundy, Penthouse suite, Los Angeles 90025

*Programs:* The All New Dating Game; The New Newlywed Game, The Gong Show\*. *Staff:* Burt Sugarman; Jeff Wald; Jon Peters; Peter Guber; Jim Ricks; Bob Cook; Howard Mendelson; Lee Rudnick; Buddy Brooks; Jay Silha; Bob Eubanks; Jeff MacGregor; Jim Brolin; Candy Clark; Don Bleu; Olivia Ayala; Mary Olson; Rick Kates; Deborah Parisi; Rachel Weels; Scott Sternberg; Rob Roberson; Brian Fleming; Tracey Hart, Chris Bearde.

**Barton Printz Productions 524**

1110 No. 175th, #206, Seattle 98133

*Program:* Imagine. *Staff:* Lee Barton; Philip Printz; Robin Guess; Susan Piela; Dean Thompson, Polly Doven.

**Baruch Television Group 435**

7918 Jones Branch Dr., #400, McLean, Va. 22101

*Programs:* A Very Special Arts Story Continues; The All New Bob Uecker Sports Show; Early Warning: Crises Challenging America\*; Everything You Wanted to Know about Taxes, But Were Afraid to Ask—1988 Edition; NBA Player's Association Summer Charity Classic; 10th Annual Rhythym and Blues Award Show; This Day in Hollywood. *Staff:* Ed Baruch, Frank Bean.

**Bavaria Film GmbH 1211**

Bavariafilmplatz7, D-8022, Geiseltasteig, Munich, West Germany

*Programs:* The Abduction from the

Seraglio; The Death of a Burglar; The Devil's Lieutenant; Duel; Eight Years Later; Evening Star; The Investigator; Miriam; On the Killer's Track; Revenge; The Roaring Fifties; The Snowman; The Strange Life-Story of Baron Friedrich von der Trenck; Three Ropes for Hanging; Two Lives; Vodka—Bitter Lemon. *Staff:* R. Dermuhl.

**BBC 1337**

**Behrens Productions 1064**

51 SW 9th St., Miami 33130

*Programs:* Young Universe; Young Newsbreaks\*. *Staff:* Betsy Behrens, Bob Behrens.

**Bert, Barz & Kirby 300**

1956 N. Cahuenga, Hollywood, Calif. 90068

*Services:* Producer of radio commercials. *Staff:* Bert Berdis; Alan Barzman; Jim Kirby; John Feeney, J.P. D'Amore.

**BizNet/US Chamber 1300**

1615 H St., N.W., Washington 20062

**Blair Entertainment 749**

1290 Avenue of the Americas, New York 10104

*First-run series:* Candid Camera\*; Divorce Court; Fan Club. *Series:* The Cisco Kid; Death Valley Days. *Features/packages:* Star Power 20; Revenge Movie Package. *Children:* The Lollipop Dragon. *Sports:* Torch of Champions; Wake Up the Echoes; History of Notre Dame Football; NDL Great Moments; Great Plays from Glory Days; Legends of College Basketball; College Football Scrapbook; Road to the Superbowl '88; NFL Update '87; Sports Challenge; Metrophone; TBA: three hour specials. *Staff:* James Rosenfield; Alan Bennett; Alan Berkowitz; Leonard Giarraputo; Kenneth Donnellon; Michael Weiser; Howard Levy; Richard Grove; Bob Jaffe; Frank Di Graci; Linda McMann; Jack Foley; Bill Featherstone; Norman Lesser; Samuel Fuller; Linda Lieberman; Marlene Rochman; Dan Zifkin; Donna Landau; Thomas Sieracki; Walter Rolph; Andrew Rogin; Linda Prozeller.

**Blair Television 1319**

1290 Avenue of the Americas, New York 10104

**Bozell, Jacobs, Kenyon & Eckhart 1259**

10250 Regency Circle, Omaha, Neb. 68114

Mutual of Omaha's Wild Kingdom. *Staff:* Hal Davis; Jim Fowler; Peter Gros; Jim Sparks; Phil Webb; Gus Whitehead, Jim Buirds.

**BPME 267**

**Broadcast Information Bureau 276**

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

**Broadcast Management Plus 1365**

117 Iron Mountain Blvd., Lake Oswego, Ore. 97034

**Buena Vista Television 971**

500 S. Buena Vista St., Burbank, Calif. 91521

*New programs:* Golden Girls\*; Live with Regis & Kathie Lee\*; Chip 'n' Dale's Rescue Rangers\*; DuckTales II\*. *Series:* Win, Lose or Draw; DuckTales; Siskel & Ebert, Wonderful World of Disney. *Features/packages:* Magic II; Treasure I, Disney Magic I. *Staff:* Robert Jacquemin; Rich Goldman; Peter Affe; David Morris; Larry Frankenbach; Peter Newgard; Jamie Bennett; Mary Kellogg-Joslyn; Bruno Cohen; Mark Zoradi; Michael Tanner, Michael Mellon.

**C.B. Distribution 1111**

141 El Camino Dr., #110, Beverly Hills, Calif. 90212

*Comedy series:* Carol Burnett and Friends. *Staff:* Bob Wright; JoAnne Leighton; Steve Schott, Linda Bross.

**Camelot Entertainment Sales 1249**

1700 Broadway, New York 10019

Sales of advertising time for King World's Wheel of Fortune, Jeopardy!, The Oprah Winfrey Show and George Schlatter's Comedy Club; Buena Vista Television's DuckTales, DuckTales Special, Siskel & Ebert, Siskel & Ebert Oscar Special, Siskel & Ebert Xmas Special, Disney Magic and Win, Lose or Draw; MGM/UA's We Got It Made, Sea Hunt, Live with Regis & Kathy Lee, The Twilight Zone, Group One Medical. *Staff:* Steven Hirsch; Michael Auerbach; Dan Gasby; Rosanne Legano; Dick Moran; Marsha Diamond, Michael Shaw.

**Casablanca IV 1569**

202 N. Canon Dr., Beverly Hills,



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**Calif. 90210**

**Programs:** Howard Cosell: Speaking of Everything\*; Hit Squad\*; Crimes of the Century\*. **Staff:** Richard Cohen; Richard Gold; Chuck Gerber; Jim McCallum; Jack Allen; Stuart Doriss; Michael Caponi; Bethany Gorfine; Henry Urlick; Betsy Higgins; Georgia Scott; Barbara Lenda.

**Castle Hill Productions 772**  
1414 Avenue of the Americas,  
New York 10019

**Features/packages:** Regal Gold; The Sterling Collection; Made in Hollywood, USA; Fright Night, Flex Your Pects. **Specials:** All the Best, Steve Allen; Steve Allen's Golden Age of Comedy. **Staff:** Mel Maron; Barbara Karmel; Milly Sherman, Ken Brady.

**CBS Broadcast International 457**  
51 W. 52d St., New York 10019

**CBS Television Network room 3**  
51 W. 52d St., New York 10019

**Central Independent TV 939**  
35-38 Portman Square; London  
W1A 2HZ, England

**Documentaries:** The Cutting Edge\*; Living on the Edge\*, Naturewatch. **Light entertainment:** Love Me Tender\*; A Kind of Living\*, Spitting Image. **Drama:** Yesterday's Dreams\*; Fields of Fire\*; Hard Cases\*, Connie. **Staff:** Philip Jones; Kevin Morrison; Ted Childs, Clare Alter.

**Cinar Films 336**  
(Sharing with Telefilm Canada.)

**Claster/Sunbow Productions 771**  
Sunbow—130 Fifth Ave., New  
York 10011

Claster—9630 Deercro Rd., Timonium, Md. 21093

**Programs:** Animated programs (first run): My Little Pony and Friends (65), Gi Joe (100) JEM (75) Visionaries (13 [weekend]), Transformers (20 [weekend]), Cops (65 [syndicated for DIC]). **Staff:** Claster—John Claster, Sally Claster Bell, Janice Carter, Terri Akman, John Russel, Peggy Powell; Sunbow—Tom Griffin, Art Heller, Heide Kahme, Lisa Klasner, Mary Tricoli, Cynthia Marcus, Carole Weitzman, Fred Cohen.

**Coe Film Associates 1100**  
65 E. 96th St., New York 10128  
**Programs:** The Shorts Collection;

The Children's Package; Children's Half-Hour Specials (26); Children's Hour Specials (10); Children's Features (5); Young People's Specials (11); Children's Series: *animated*: (22)\*; *live*: (7-plus); The Nature Package; Hour Specials\*; Half-Hour Specials; Hour-Plus Specials\*; Performing Arts Specials\*; Features\*; Hour Dramas\*; Half-Hour Sci-Fi Stories\*; Dramatic Short Stories\*; Sports Specials; Series\*; Christmas Films; Educational (50-plus). Special footage supplied. **Staff:** Bernice Coe, Mignon Levey.

**Columbia Pictures Television 1049**

Columbia Plaza North, 3300 Riverside Dr., Burbank, Calif. 91505

**Off-network comedy:** Archie Bunker's Place; Barney Miller; Benson; Carson's Comedy Classics; Carter Country; Diff'rent Strokes; Facts of Life; Fish; Good Times; The Jeffersons; Maude; One Day at a Time; Sanford & Son; Silver Spoons; Soap; Square Pegs; The Three Stooges; Who's the Boss?. **Off-network drama:** Charlie's Angels; Fantasy Island; Hart to Hart; Police Story; Police Woman; S.W.A.T.; Starsky and Hutch; T.J. Hooker. **Off-network feature film packages:** Columbia Night at the Movies; Entertainer of the Year; Embassy II (20); Embassy III (20); TV 20 (20); Volume IV (23); Volume V (26); Volume VI (21); Columbia Gems (242); Columbia Gems II (43). **Staff:** Gary Lieberthal; Barry Thurston; Michael Zucker; Leslie Tobin; David Mumford; Meade Camp; Terry Mackin; Jeff Gallop; William Clark; Leslie Glenn; Alan Daniels; Deborah Willard; Francine Beougher; Joseph Tulloch; Gary Lico; Herb Weiss; John Rohrs Jr.; Susan Grant, Joe Kissack.

**Columbia Pictures International Television 1049**

711 Fifth Ave., New York 10022

**Programs:** The Charmings; Designing Women; Everything's Relative\*; Dinosaur\*; The Facts of Life; Houston Knights; I Married Dora\*; Juarez\*; Married...With Children\*; The New Gidget; The Real Ghostbusters; The Thorns\*; Trial and Error\*; 227; What's Happening Now!!; Who's the Boss?; Alice in Wonderland\*; Caine Mutiny Court-

Martial\*; Freedom Fighter\*; The Great Diamond Robbery; Hart to Hart Reunion; Maigret\*; The Return of Ben Casey\*; The Taking of Flight #847: The Uli Derickson Story. **Staff:** Michael Grindon; Susan West; John Migicovsky; Helios Alvarez; Nelson Duarte; Octavio Da-Silva, Alvaro Mutis.

**Concept Image J.P. 336**  
(Sharing with Telefilm Canada.)

**Condor Television 419**  
26 Ole Musket Lane, Danbury,  
Conn. 06810

Auto America\*. **Staff:** Jerome Infantino, Robert Mertz.

**Con Hartsock & Co. 1501**  
1100 Glendon Ave., #945, Los Angeles 90024

**Series:** Morgus Presents\*; The Lawless Years\*; The Jerry Lewis Show. **Features/packages:** Elvira's Movie Macabre, Jerry Lewis Movies. **Staff:** Con Hartsock; Merry Hartsock, Hank Profenius.

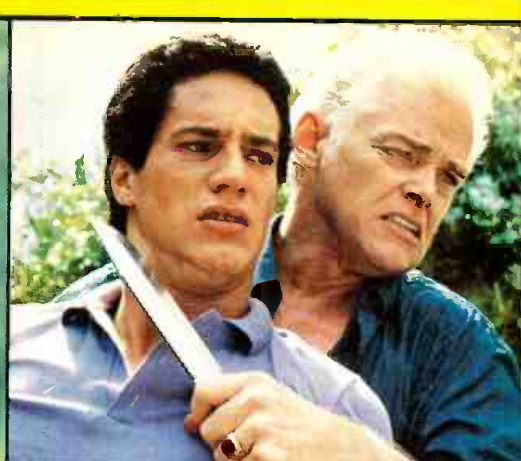
**Coral Pictures Corp. 759**  
6850 Coral Way, Miami 33155

**Programs:** Dawn of Promises\*. **Mini-series:** Wagner\*; Quo Vadis?; Echoes of the Heart; Be Good If You Can; Mussolini and I; Cindy. **Series:** Your Show of Shows. **Features/packages:** Cindy; Coral Collection I (15 titles); Coral Western Adventures (17); Coral Action Theatre (12); Coral Martial Arts I (19); Something Special. **Documentaries:** Mysteries of the Ancient World; Leonardo Da Vinci. **Animated series:** Man and His World; Pimpa; Captain Future; Angel; Robot Festival; Don Quixote in the Tales of La Mancha; Fables of the Green Forest; Space Angel; Spunky and Tadpole; Candy Candy. Also, dramas, mini-series, music/variety, series and children's programs available in Spanish only. **Staff:** Sy Shapiro; Lee Jackoway; Manolo Vidal; Hank Guzik; Dick Ostrander; Al Lawken; Hernan Perez Bolisario; Eladio Lares; Gustavo Basalo; Luis Guillermer Gonzalez, Ken Campbell; Alberto Caldara; Marcel Granier.

**DFS-Dorland Program Exchange 1540**  
405 Lexington Ave., New York 10174

**Children:** Dennis the Menace; Woody Woodpecker and Friends; Scooby Doo; The Flintstones; Bull-





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\*NSI, February, 1987.



winkle; Rocky and His Friends; Bill Cosby's Picture Pages; Underdog; Uncle Waldo's Cartoon Show; Tennessee Tuxedo and His Tales; Dudley Do-Right and Friends; Young Samson; Space Kidettes; Sealab 2020; Inch High Private Eye; Wheelie and the Chopper Bunch; Roman Holidays; Devlin; Valley of the Dinosaurs; King Leonardo. *Off-network series:* Bewitched; I Dream of Jeanie; Abbott & Costello; The Partridge Family; The Greats of the Game. *Staff:* Allen Banks; Jack Irving; Chris Hallowell; Susan Raden; Beth Feldman; Tim Strosahl; Diane Casse; Holly Hanlon; Esther Pashkin; Barbara Donoghue.

**DynoComm Sports** 500  
27285 Las Ramblas, #130, Mission Viejo, Calif. 92691

*Programs:* OP Fiji Invitational Surfing Championship; OP Curacao International Windsurfing Championship; Crush International Bodyboard Championship; World Jet Ski Finals; Op Pro Surfing Championship; PCH Manhattan Beach Volleyball Championship. *Staff:* Alan Gibby; Paul Jenner; Rick Gardner;

Julie Brady; Wayne Smith, Todd Udall.

**Ebony/Jet Showcase** 279  
820 S. Michigan Ave., Chicago 60605

**Electra Pictures Inc.** 1564  
3 Dallas Communications Complex LB91, Irving, Tex. 75039

*Series:* Wavelength\*; Secret Playgrounds\*; The Beam—Black Entertainment and Music. *Game show:* What's In the Cards? *Specials:* The Great Depression of 1990\*; A Cowboy Christmas\*. *Staff:* Joe Pope; Leellen Childers; David King.

**Emery Worldwide** 516  
Old Danbury Rd., Wilton, Conn. 06897

**Essence Productions** Television 1466  
1500 Broadway, New York 10036

*Staff:* Gene Davis; Deborah Adrine; Danelle Durden; Maggie Cowland; Raymond Horn; Clarence Smith; Susan Taylor; Terrie Williams; Angela Thame; Linda Howard; Sarah Smith; Judith Mayo.

**Excel Telemedia International** 963

745 Fifth Ave., New York 10151-0077

*Series:* The Leonard Rosen Show\*; Pathfinders. *Specials:* The Incas Remembered; Scotland Yard; The Louvre; Forbidden City; The Kremlin. *Music/variety:* Barry Mason—The Songwriter; Lifespan—A Rock Biography; Guys 'n' Dolls in Concert; New Seekers in Concert; Kenny Ball and His Jazzmen; Rollermania; American Campus Tour. *Drama:* Terrorvision. *Documentaries:* The Truth about Communism. *Feature:* On Wings of Fire\*. *Films:* Amateur Night; The Blockhouse; Nightmare; Emmannuelle; Girl/Boy; A Woman for All Men; Bonnie's Kids; Knocking at Heaven's Door; The Gypsy; Hot to Handle; The Eagles; Duncan's World; The Ragpicker; Bye, See You Monday; Follow That Rainbow. *Staff:* Ken Israel; Joan Israel; Allen Hart; Bill Seymour; Peter Strand; Tom Thuman; Stanley Darer; Jacqueline Toy; Peter Murti, Jennifer Hart.

**Extra Extra Daily** 361  
50 E. 42d St., #506, New York 10017

*Service:* NATPE convention daily magazine. *Staff:* Marsha Blum; Mia Amato; Diane Burley; Simon Applebaum; Betsy Freeman; Albert Greenfogel; Felicia Newman; Marlene Newman.

**Federal Express** 1587  
P.O. Box 727, Memphis 38132

**FilmLife/Film-Video Hospital** 1212  
FilmLife building, 141 Moonachie Rd., Moonachie, N.J. 07074

*Services:* Film restoration. *Staff:* Sheila Bernard; Marvin Bernard; Milton Miller; John Natali, Jeral Bernard.

**Fishing the West** 711  
P.O. Box 46, Oregon City, Ore. 97045

*Programs:* Fishing the West (26 new episodes). *Staff:* Charles Goodloe, Lana Coon.

**Four Star International** 1411  
2813 W. Alameda Ave., Burbank, Calif. 91506

**Fox/Lorber Associates** 1329  
432 Park Ave. South, New York 10016

*Specials:* The Elvis Collection\*; Great Performers; King...Montgomery to Memphis; Legacy of a Dream; Country. *First-run series:*

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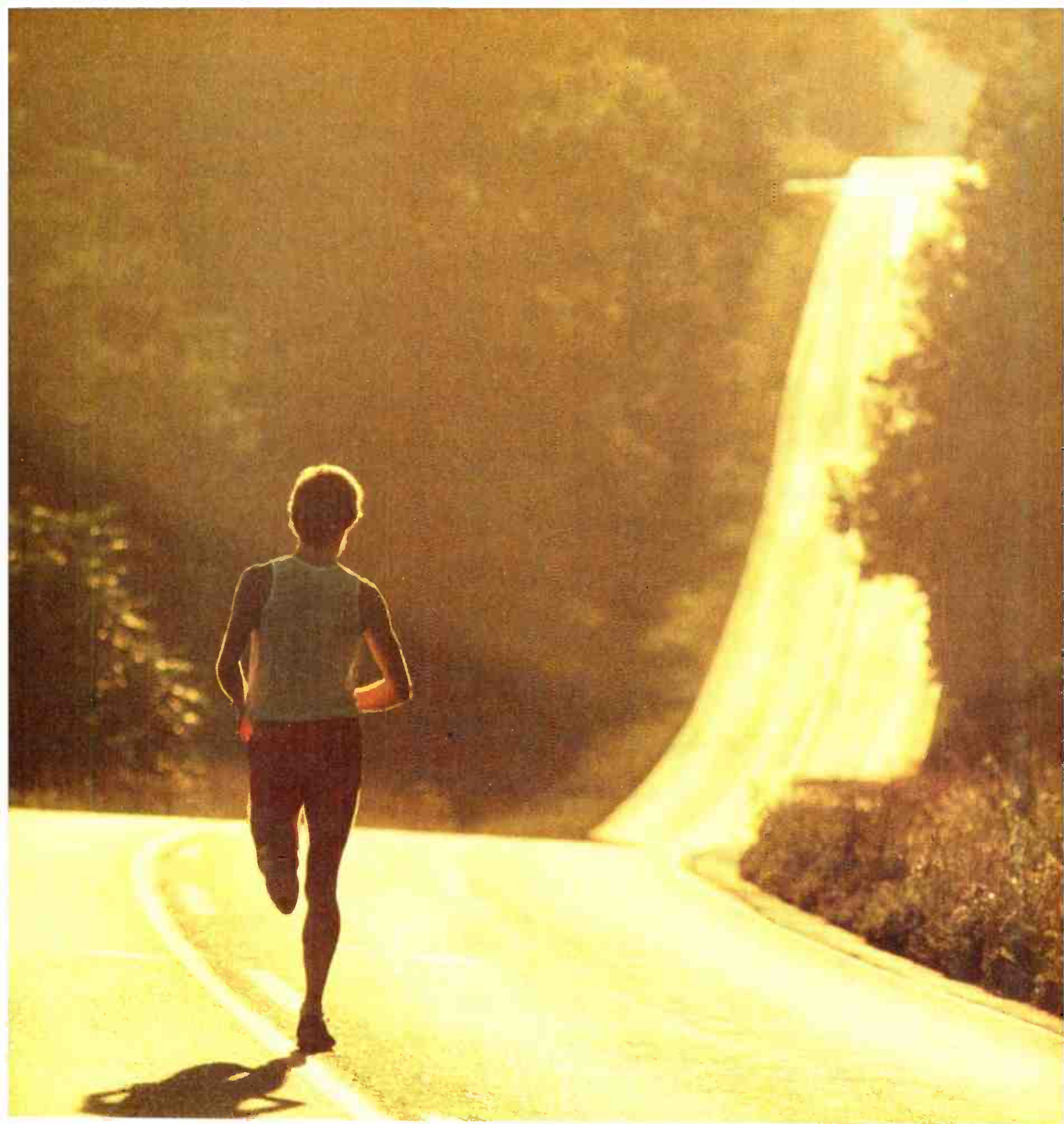
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**Fremantle International** 1439  
660 Madison Ave., New York 10021

*Made-for-TV-Movies*: We Are the Children; Fight for Jenny; Fired; Can You Feel Me Dancing?; Vanishing Act; The Last Days of Frank & Jesse James; Manhunt for Claude Dallas; Stillwatch; The Killing Floor\*. *Series*: The Campbells; The Tripods; The Adventures of Black Beauty; Cisco Kid; Fugitive Samurai. *Mini-series*: Sophisticated Gents; The Baker Street Boys; Joey & Redhawk. *Game Shows*: The Price is Right; Super Password; Family Feud; Blockbusters; What's My Line?; Child's Play; Card Sharks; I've Got a Secret; Match Game; Now You See It; The Dating Game; The Newlywed Game; Every Second Counts; Break the Bank; Strike It Rich; Second Guess; Hollywood Squares; Split Second; \$25,000 Pyramid. *Specials*: 1987 Tony Awards; All Star Celebration in Honor of Martin Luther King; Christmas in Washington 1988\*; Kennedy Center Honors Annual Show 1981-1987\*; Night of 100 Stars 1 & 2; The Magic of David Copperfield; A Super Night of Rock and Roll; The Patti LaBelle Show; Kraft All Stars Salute to Ford's Theatre; The Johnny Cash Specials; Teenage America; Diana Ross\*; Daredevils; Candid Camera 40th Anniversary\*; Elvis Memories; Las Vegas 75th Anniversary Special\*; Rolling Stone Magazine's Twenty Years of Rock and Roll\*; Grammy Lifetime Achievement Award Show\*. *Daytime Drama*: Ryan's Hope; Loving; Divorce Court. *Children*: Romper Room; Curious George; The Berenstain Bears; Christmas with the Family Circus. *Staff*: Paul Talbot; Julie Zu-

leuta-Corbo; Ellen Windemuth, Josh Braun.

**Fries Distribution Co.** 930  
6922 Hollywood Blvd.,  
Los Angeles 90028

*Programs*: Queen for a Day\*; New Generation\*; Queen of the South Seas\*; Fries Frame 4\* (23); Born Famous. *Staff*: Charles W. Fries; Av Butensky; Larry Friedrichs; Peter Schmid; Allan Schwartz; Lou Wexner; Paula Fierman; Chris Fries.

**G. Ross Teledistribution** 336  
(Sharing with Telefilm Canada.)

**Gaylord Syndicom** 1311  
66 Music Square West, Nashville 37203

*Series*: Hee Haw; Babe Winkelman's Good Fishing. *Specials*: Hee Haw's 20th Anniversary Special\*; Opryland Celebrates 200 Years of America's Music\*; America's Junior Miss Pageant; A Grand Ole Christmas. *Staff*: Jane Grams; Hal Buckley; Martin Clayton; Joyce Simmons; Sam Lovullo, Vicki Dvoracek.

**GE American Communications** 1631  
4 Research Way, Princeton, N.J. 08540

*Services*: TV program delivery via satellite, including Cycle Sat. *Staff*: Edward Campbell; Dorothy Ryan; Susan Bennett; Andreas Georgiou, Kurt Thoss.

**Genesis Entertainment** 972  
5743 Corsa Ave., #210,  
Westlake Village, Calif. 91362

*Specials/weekly series*: Best of the National Geographic. *Variety/music*: Classic Country: Featuring Stars of the Grand Ole Opry. *First-run series*: The Judge; The Great Escape\*. *Staff*: Gary Gannaway; Wayne Lepoff; Betsy Green; J. Philip Oldham; Don Springer; Barry Wallach; Jerry Weaver; Stanley Sherman; Grant Norlin; Rob Wussler; Diane Galella; Marc Netka; Marcia Boyd.

**GGP** 224  
400 Tamal Plaza, Corte Madera, Calif. 94925

*Programs*: Joel Siegel's Road to the Academy Awards; Eckerd Tennis Open; Road to Seoul\*; Aspen Tennis Festival\*; NFL Draft Special\*; 100 Years of Golf\*; Beverly Hills Cycling Classic; Passport\*;

NFL Pre-Season Special; The Race for #1; College Football Bowl Report; Sports Lifestyles; World Cup Skiing; John Madden's Super Bowl Special; One on One\*. *Staff*: David Peterson; Robert Horowitz; Henry Schneidman; Anna Owens; Greg Carroll; Keitha Mashaw, L. Michelle Smith.

**Global Vision Group** 359  
550 Biltmore Way, 9th floor, Coral Gables, Fla. 33134

*Programs*: The Plot to Kill the Pope; Molly-O; Tomorrow; Mafia; Mafia II: The Octopus; Mafia III: The Revenge; Lulu's Sins; Treasure Hunters; GVG Movies One (6); GVG I (5); GVG II (6); GVG III (13); Kung-Fun/Ninja Theater I & II (14); Two Against the Road (TIR); The Land of Once Upon a Time; The International Circus Festival of Monte Carlo; Pavarotti in Naples; Super Circus 1988; The Magic Show; Oleg Popov: Portrait of a Clown; The Yehudi Menuhin Festival; Rigoletto; Revue Champagne; Uruguay: Southern Paradise; The Many Adventures of King Lion in the Funny Forest; The 1988 Miss Venezuela Beauty Pageant; The Flight of the Angel. *Staff*: Jorge Valera, Cesar Diaz.

**Globo TV Network-Brazil/Globo International of New York Ltd.** 460  
Rua Lopes Quintas, 303, Rio de Janeiro, RJ, Brazil 22460  
1909 Third Ave., 21st floor, New York 10022

*Novels*: Derecho de Amar; Circulo de Fuego; Mamma Vitoria; Selva de Cemento; Final Feliz; Nina Moza; Cambalacho; Maria Maria. *Mini-series*: Golden Years; Diadorim; Tienda de Los Milagros; Compania Ilimitada; Anarchists Thank God; Time and the Wind. *Music/variety*: Tom Jobim; Roberto Carlos; Voice of Brazil. *Staff*: Jorge Adib; Gerardo Case; Robert Campbell, Maria Alvarez.

**Granada International** 1200  
1221 Avenue of the Americas, #3468, New York 10020

*Mini-series*: After the War\*; Flood-tide; Small World\*; Travelling Man; *Drama*: All for Love; Bulman; Shades of Darkness; Time for Murder; *Features/Packages*: Christmas Spirits; Clouds of Glory; The

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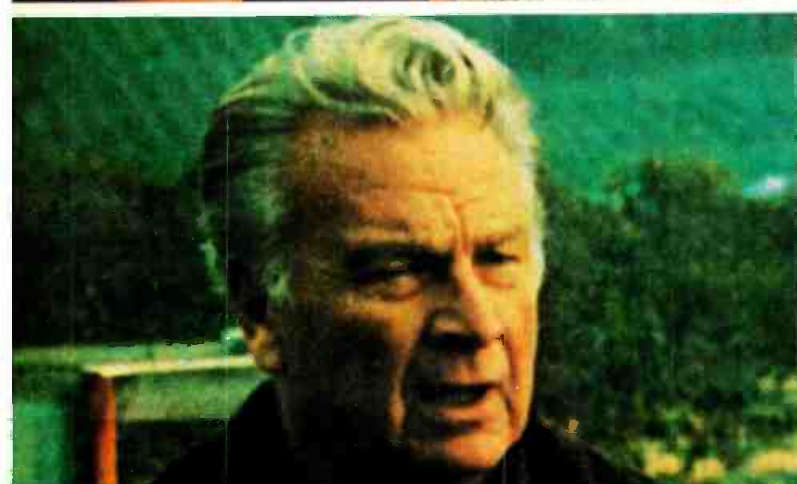
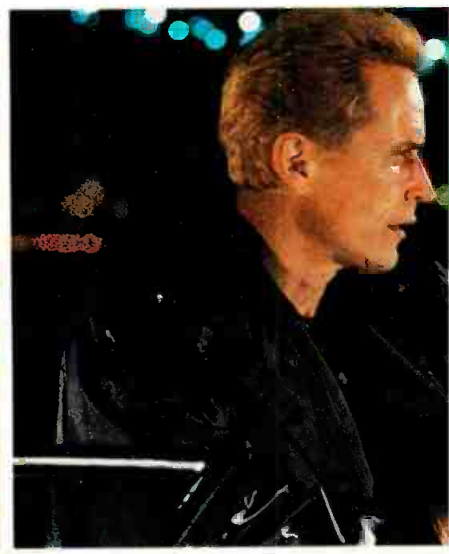
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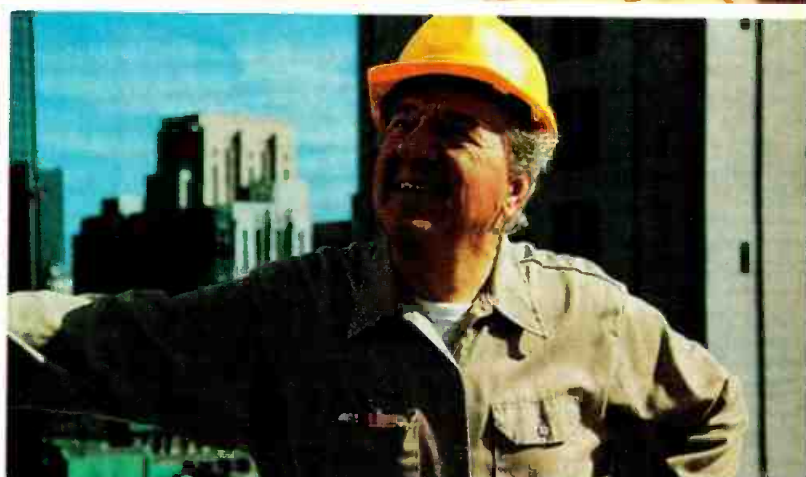
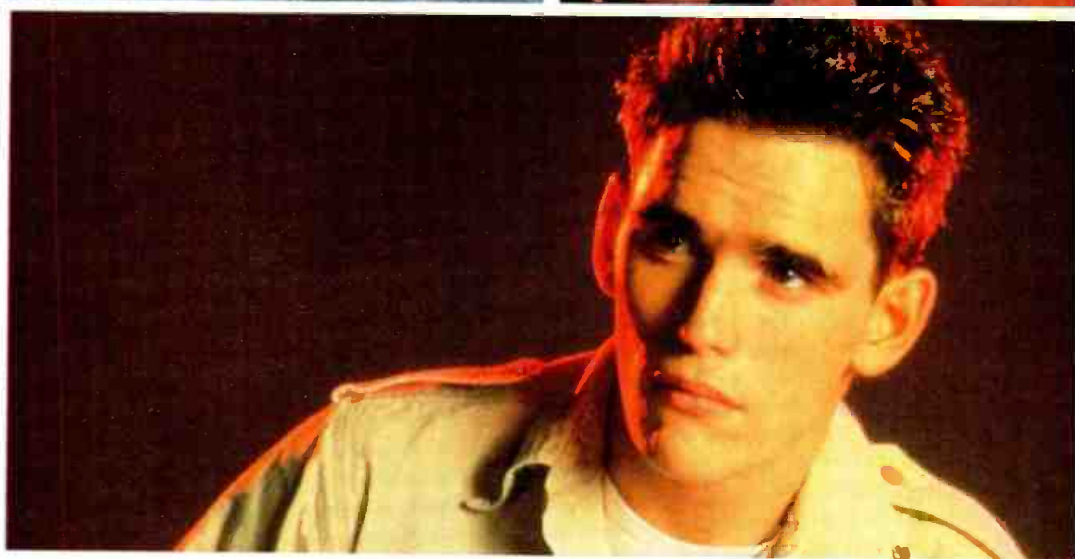
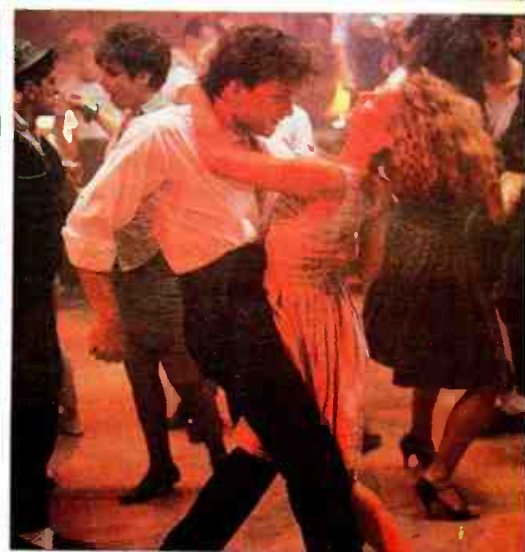
**VESTRON  
 TELEVISION**

2029 Century Park East, Suite 200, Los Angeles,  
 CA 90067 213-551-1723 Telex: 188 3663

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Collection; Daphne Laureola; Every Breath You Take\*; Haunted; King Lear; Philby Burgess and Maclean; Saturday Sunday Monday; *Documentaries*: Breakthrough at Reykjavik; Celebration\*; Disappearing World; Human Jigsaw; It Takes Three to Tango\*; A Painful Remainder; Poppie and Black Dog; Pravda: Mr. Gorbachev's New Truth\*; Robert Millar: The High Life; Ten Quid Tourists\*; Victorian Values\*; What Will Survive of Us is Love\*; World in Action; World in Action: The First 21 Years; *Variety/music*: The Aldeburgh Masterclasses\*; Choreographer at Work; Conductor at Work; Making It\*; Man and Music\*; Pianist at Work; Seven Deadly Sins; Rock Around the Dock; Rock Around the Rock; *Entertainment*: Brothers MacGregor; Busman's Holiday; The Funny Side; Grumbleweeds; Kate and Ted's Show\*; Stop that Laughing at the Back\*; Watching\*. *Children*: Allsorts\*; Blackbird Singing in the Dead of Night\*; Captain Noah and His Floating Zoo; The Magic Ball; Time...to Time\*; Young Sherlock. *Education*: The Countryside\*; History in Action\*; Places and People\*; Your Living Body. *Staff*: David Plowright; Steve Morrison; Vivien Wallace; Bill Allan; Leila Maw; Merry Mullings; Sally Millwood; Fiona Keany. Dennis Flach.

#### **Group W Productions 629**

3801 Barham Blvd., Los Angeles 90068

*Magazine/talk*: Getaway; Good Company\*; Hour Magazine; The Wil Shriner Show. *Entertainment*: Life's Most Embarrassing Moments\*. *Animated*: Bugzburg\*; Bravestarr; Ghostbusters; He-Man and the Masters of the Universe; She-Ra: Princess of Power; Fat Albert and the Cosby Kids. *Special*: Lifequest. *Staff*: Edwin Vane; George Resing Jr.; R. Kevin Tannehill; Tony Dwyer; Sam Cue; Meryl Marshall; Owen Simon; Gerard Farrell; David Jacquemin; Cedric Watkins III; Donald Spagnolia; Mary Fisher; Dan Cosgrove; Peter Gimber; Steve Parker; Kim Schlottman; Glen Burnside; Thomas Will; Chris Lancey; Brock Kruzic; Patricia Brown; Lee Armstrong; Jeff Hoops; Rick Shae; Doreen Lerner; Kendle Koontz; Martin Berman;

Fred Farrar; Paul Nichols; Bonnie Burns; Bruce Cook; Ed Horwitz; Dick Newton; J. Michael Hudson; William Wuerch; Dick Dreyfuss; Herman Mosley; Lou Scheimer; Alice Donenfeld; Gail Munn, Stan Golden.

#### **Group W TV Sales 534**

90 Park Ave., New York 10016

*Programs*: AIDS Lifeline\*; For Kids' Sake; PM/Evening Magazine. *Staff*: Ed Goldman; Joel Segall; Jeff Osborne; Deb Zeyen; Robert Gore; Chico Kurzawski; Jill Tarlov.

#### **GTG Marketing 349, 1558**

150 E. 52d St., 18th floor, New York 10022

*Program*: USA Today. *Staff*: Bob Jacobs; Joel Berman; Brian Davidson; Bette Alofsin; Fred Petrosino; Marc Berman, Angela Kreig.

#### **Hal Roach Studios 661**

345 N. Maple Dr., Beverly Hills, Calif. 90210

*First-run series*: T and T. *Comedy/family*: The New Leave It to Beaver. *Children*: Flip. *Magazine/talk*: The Family Show. *Features/packages*: Colorization Network II (15); The Laurel and Hardy Show; Crossbow; McHale's Navy; Dennis the Menace, Hal Roach Classics Vol. 1 (15). *Staff*: Hal Gaba; David Evans; Morton Marcus; Rob Word; Charles Schreger; Delilah Loud; Paul Puskar; Bill Marcus; Jonathan Shapiro; Regina Dantas; Tim Noonan.

#### **Harmony Gold, U.S.A. 1229**

8831 Sunset Blvd., Los Angeles 90069

*Mini-series*: King of the Olympics\*; The Man Who Lived at the Ritz\*; Shaka Zulu; William the Conqueror; The Count of Monte Cristo; Sandokan. *Magazine/talk*: The Rita Davenport Show\*. *Series*: Travelin' Gourmet\*. *Documentaries*: Animals of Africa\*. *Features/packages*: Harmony Golden I (5); Bonzai Theater (19). *Animated series*: Robotech; Captain Harlock and the Queen of a Thousand Years. *Animated features*: Storybook Theater (10); Lensman\*; Gigi and the Fountain of Youth\*; Animation Adventure Theater\*: Robotech: The Sentinels; The World of the Talisman; Once Upon a Time. *International: Mini-series*: Shaka Zulu; William the Conqueror; The Count of Monte Cristo; Sandokan; Praying Mantis; Bella

Otero\*; King of the Olympics\*; The Man Who Lived at the Ritz\*. *Series*: Dancin' to the Hits\*. *Features*: Sherlock Holmes Trilogy\* (13); Ninja 9\*; Serie Noire\*; Letters to an Unknown Lover. *Documentaries*: Animals of Africa\*; American Immortals. *Specials*: A Day in the Country; Vidiots; The Velveteen Rabbit; The Moonstone Gem; Alexander Baxter "Not Your Ordinary Cat." *Animated series*: Robotech; Captain Harlock and the Queen of a Thousand Years; Maple Town Story; The Story of Hanaan; The Brave Frog; Time Fighters; Speed Racer. *Animated Features*: Lensman\*; Gigi and the Fountain of Youth\*; Robotech: The Sentinels\*; The World of the Talisman\*; Once Upon a Time\*; The Rose of Baghdad; The Brave Frog's Greatest Adventure; Dracula; The Little Train; The Age of the Dinosaurs; Run for Life; Speed Racer: The Démon Acrobats; Speed Racer: The Challenge of the Mammoth Car; Galaxy Express 999: Can You Live Like a Warrior?; Galaxy Express 999: Can You Love Like a Mother?; Young Eleven; Call of the Wild; Little Women; Frankenstein; Time Patrol; The Adventures of Pinocchio; Little Lulu and the Gang; The Adventures of Little Lulu; Captain Future; Flower Angel; World Famous Fairy Tales; Undersea Encounter. *Staff*: Frank Agrama; Jehan Agrama; Robert Lloyd; David La Follette; John Rocknowski; Susan Christison; Paul Wischmeyer; Norman Siderow; Heidi Wall; Alan Letz; Sue Raymer; Christine Palinkas; Aileen Leonard; Sheila Morris; Richard Firth; Joan Robbins; Gabriel Riera; Mimi Cavanaugh; Cindy Stern; Linda Hindley, Michael Rix.

#### **Health Television Corp. 268**

6605 Eleanor Ave., Los Angeles 90038

#### **Heart of the Nation 255A**

2525 N. Naomi St., Burbank, Calif. 91504

*Programs*: Heart of the Nation; Forum; A New Beginning; Search; Innervision. *Staff*: Mary Jane Hopkins.

#### **Hit Video USA 1621, 1624**

1000 Louisiana, #3500, Houston 77002

*Programs*: Hit Video USA\*; Rock Around the USA\*; New Music Re-

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- Proven success in network television and motion pictures.
- Renewed for second season on ABC-TV and now available in syndication.
- 65 1/2-hours available for Fall '88—including 30 all-new episodes.

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Station Sales:  
SFM Entertainment  
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New York, N.Y. 10036  
(212) 790-4800

Advertising Sales:  
The Saul Group  
Suite 1510, 1107 Broadway  
New York, N.Y. 10010  
(212) 929-7058



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of Shows

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George Kennedy

**SOMETHING SPECIAL**

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Citizen Soldier

Nickel Mountain

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Wagner



Quo Vadis?



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forward to seeing  
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view\*; Women in Rock\*; Hit Video USA Dance Jam. *Staff:* Constance Wodlinger; Michael Opelka; Scott Assyia; Laura Dodge; Michael Baxter.

#### **HK-TVB International Ltd. 239**

*No. 1 Leighton Rd., Hong Kong*

*Children/fantasy/adventure:* Galactic Gladiator; Modern Action; Operation Tiger Hunt; The Killer and the Cop; The Hong Kong Connection; Fantasy/Special Effects; The Succession; In the Wrong Hands; The Final Duel; Yangs' Saga; Costume Action; The Patriotic Boxer; Story of the Three Disciples; The Massacre and the Revenge; The Vendetta; Period Drama; The Rise of Genghis Khan; Tyrant. *Staff:* Sy Ho; T.C. Lau; Michael Chan; Simmy Chan; Dominic Chan.

#### **HMS Communications 520**

*850 Battery St., San Francisco 94111*

*Program:* Dr. Edell's Medical Journal\*. *Staff:* Joseph Madrid; Dr. Dean Edell; Deborah Coburn.

#### **Home Shopping Network 557**

*P.O. Box 9090, Clearwater, Fla. 34618*

*Programs:* HSN Overnight Service; Home Shopping Network II. *Staff:* Jim Bocock; Chuck Bohart.

#### **HRP (Harrington, Righter & Parsons) 1263**

*805 Third Ave., 24th floor, New York 10022*

National TV representative. *Staff:* John Walters Jr.; Peter Ryan; Dean McCarthy; Jonathan Murray.

#### **I.D.D.H. 365**

*124 Rue La Boetie, 75008 Paris, France*

*Programs:* Clementine; Moi, Renart; Bleu; Jeep; Molierissimo. *Staff:* Bruno Rene Huchez; Caroline Guicheux; Pierre Metats.

#### **Independent Network/ Promark 232**

*11150 W. Olympic Blvd., Penthouse, Los Angeles 90064*

*Programs:* GLOW (Gorgeous Ladies of Wrestling); Movie Madness; Ninja/Kung Fu Theatre; Nostalgia\*. *Staff:* Irv Holender; Irving Ross; Mel Giniger; Sy Samuels; Livia Antola; Rosa Maria Gonzales; Michael Ricci; Phyllis Ben-Ner.

#### **Independent TV Network 1522**

#### **International Advertising Sales 1161**

*432 Park Ave. South, New York 10019*

Selling advertising time for Star Trek: The Next Generation; Friday the 13th; Portfolio XII; Movies; Hee Haw; Orbis Premiere; Movies; Guinness Book of World Records; Kidsongs; Spiral Zone; Weekend Fun Day; War of the Worlds\*; Public People/Private Lives\*; The Daytime Show with Joan Lunden\*; Love Court\*; Wipeout\*. *Staff:* Brian Byrne; Joanne Navas; Barbara Fultz; Rae Schatz; Bob Chenoff; Bob Dahill; Sheri Savin; Maryann Martin; Jennifer Oberghoff; Laura Caraccioli; Wanda Meyers; Marie Esperancilla; Daisy Spalten.

#### **International Championship Wrestling 1611**

#### **International Television Enterprises 939**

*420 Lexington Ave., #608, New York 10017*

*Programs:* Sunchild\*; Tales of the Unexpected; World of Survival; Lady's Not for Burning\*; The Contract\*. *Staff:* Tim Buxton; Frank Miller; Andrew Macbean; Katy Coyle; Paul Sowerbutts; Brian Harris; Mark Kaner; Clive Leach; Julie Schmittinger; Margaret Hinde; Phil Garner; Graeme McDonald; Farlan Myers.

#### **Ironstar Communications 336** *(Sharing with Telefilm Canada.)*

#### **IRS 264**

#### **Israel Film Centre 729** *30 Agron St., Jerusalem, Israel 94130*

#### **ITC Entertainment 812** *115 E. 57th St., New York 10022*

*Domestic features:* Entertainment Volumes One-Seven; Cinema 12; Super Space Theatre; Hammer House of Horror; The Thrillers. *Series:* Tiko: Pride of the Rockies; Thunderbirds; Calhoun; The Muppet show; Space Age Odyssey; The Prisoner; Secret Agent; The Saint/Return of the Saint; Edward the King; When Havoc Struck; Let's Rock; Let Them Live; The Protectors; My Partner the Ghost; Department S; The Persuaders; The Adventurer; The Baron; Man in a Suitcase; Fury. *Mini-series:* Tycoon: The Story of a Woman. *Spe-*

*cial:* The Very Special Seven; Superlative Seven. *International distribution:* *Mini-series:* Poor Little Rich Girl; Billionaire Boys Club; Windmills of the Gods; Robbery Under Arms; At Mother's Request. *Features:* The Ann Jillian Story; Christmas Comes to Willow Creek; Baby Girl Scott; Detective Sadie & Son; Secret Passions; The Father Clements Story; Sophie's Choice; On Golden Pond; All Quiet on the Western Front; Twice in a Lifetime; Unnatural Causes; Oceans of Fire; Claudia; Kent State; Summer of Fear; The Evil That Men Do; Now and Forever; Where the Boys Are; Blackout; A Talent for Murder; Amos. *Series:* Lovejoy; The Slavs; Winners; 43 Thrillers; 13 Hammer House of Horrors; Foundation (Tycoon); Nature Watch; The Shillingbury Tales; Sapphire and Steel; Thunderbirds; Let Them Live. *Specials:* Symphony on Ice; Romeo & Juliet on Ice; Romeo and Juliet with Nureyev; Giselle. *Staff:* Jerry Leider; Wm. Christopher Gorog; James Johnson; Elliott Abrams; Edward Gilbert; James Stern; Charlie Keys; John Herrin; Reid Davis; Donald Toye; Raymond Stephano; Murray Horowitz; James Marrian; Armando Nunez; Josh Elbaum; Vickie Gubbay; Larry Garrett; Dora-lea Rosenberg.

#### **ITF/Gaylord Productions 1129** *Two Greenwich Plaza, Greenwich, Conn. 06830*

#### **JM Entertainment 1030** *133 E. 58th St., New York 10022*

*Features/packages:* JME Premiere Drama Package (6); JME Power Pac (45); JME Action Plus (18); JME Action Avalanche Package (5); JME Thrillervision (3); JME Avenging Exploitable (6); JME Music Legends (3). *First-run series:* Urban Contemporary Gospel; Sport Teen World. *Specials:* Story of a People; The Clown and the Kids; With Love...; A Tribute to Mom and Dad; Jules Verne's Strange Holiday; My Special Angel; Frankie Avalon Presents...; It's Back to School. *Sports:* At the Gate; Indy Challenge; Olympic Dreams; The Other Side of Victory; Thunder at the Wheel. *Staff:* Jerry Molfese; Brian Molfese; Lydia Detorres; Dave Grimm; Christina Ortiz.

#### **Jefferson-Pilot Data Service 423**



# BRING HOME THE GOLD

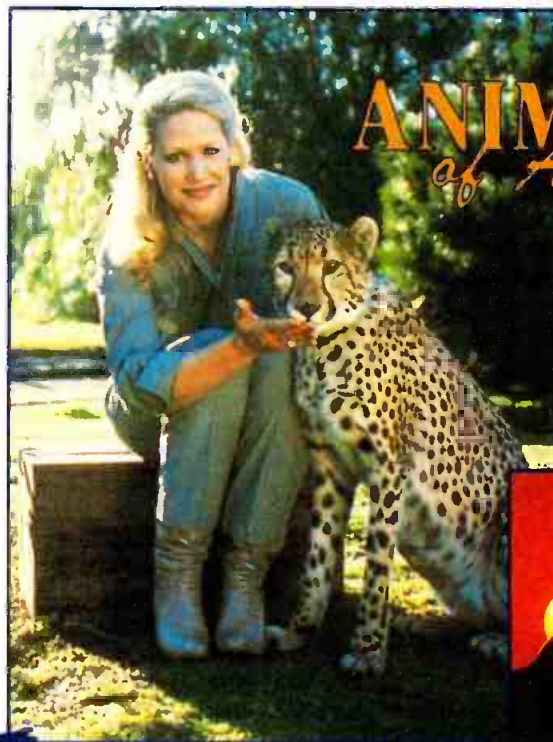


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HER COMPASSION IS GENUINE  
HER APPEAL WORKS...

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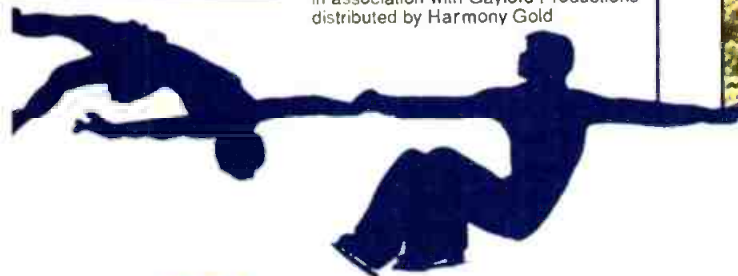


## ANIMALS of Africa

ALL FAMILY ENTERTAINMENT

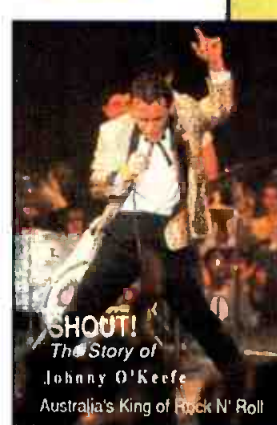
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Joan Embery.

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Available Now

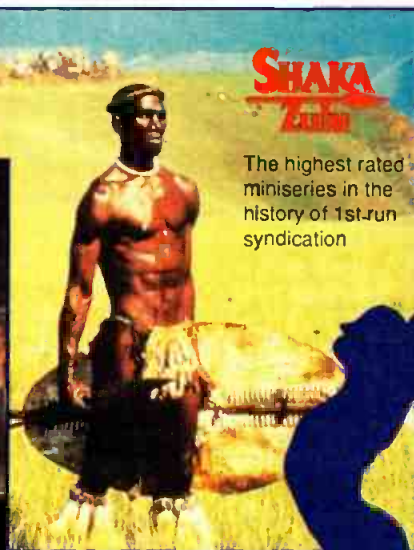


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*The Lives and Loves of Avery Brundage*  
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1940: *The Ritz Hotel*  
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With the dramatic increase in the number of spot commercials and the revenues they generate, your television station faces a critical need for a dependable, fast, accurate system for receiving network quality spots and traffic instructions on time.

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501 Archdale Dr., Charlotte, N.C. 28217

**Services:** PD (Program Decisions System) computerized information package. **Staff:** Lou Pfeiffer; Skip Sawyer; John McDonald; Cindi Marshall; Kayla Wills; Jim Butts; Andy Wilkins, Karen Kearby.

**Jim Owens & Associates 511**

**Katz Television Group 519**  
One Dag Hammarskjold Pl., New York 10017

**Staff:** James Greenwald; Richard Mendelson; Pete Goulazian; Paul Arnzen; Richard Weinstein; Jim Beloyianis; Tom Olson; Marty Ozer; John von Soosten; Bill Carroll; Mitchell Praver; Serge Valle; Ruth Lee; David Smith; Jim Curtin; Peter Chislett; Lucille Luongo, Robert Reed.

**King Features Entertainment 949**  
235 E. 45th St., New York 10017

**King World Productions 1237**  
1700 Broadway, New York 10019

**First run:** Wheel of Fortune; Jeopardy!; The Oprah Winfrey show;

George Schlatter's Comedy Club. **Classics:** The Little Rascals; Guns of Will Sonnett & Branded; Topper; Mr. Food. **Features/packages:** Spotlight Ten; The Epics; Popcorn Theatre; Classic Detectives. **Staff:** Roger King; Stephen Palley; Jeff Ruhe; Jim Dauphinee; Peter Yaman; Dennis Franklin; Betsy Vorce; Diana King; Leonard Spilka; Patsy Bundy; Moira Dunlevy; Michael King; Sid Cohen; Michael Mischler; Kevin Stein; Marianne Catalano; Lee Leddy; D. Demirjian; Stu Stringfellow; Gary Grandolph; Lee Kiersted; Jim Farah, Annelle Johnson.

**Larry Harmon Pictures 301**  
650 N. Bronson Ave., Los Angeles 90004

**Programs:** Bozo Cartoon Library; Bozo Wrap-Arounds; Bozo's 3-Ring Schoolhouse; Bozo's Big Top; Bozo Franchise; Laurel & Hardy Cartoon Library. **Staff:** Larry Harmon; Susan Harmon; Jerry Digney, Dan Harris.

**LBS Communications 1011**  
875 Third Ave., New York 10022  
**First-run series:** Family Feud; The

New American Bandstand; The New Gidget; Tales from the Dark-side. **Features/packages:** LBS Spectrum I; Hope Diamonds. **Specials:** LBS Live Event Specials; Scared Straight! Ten Years Later; Treasures of the Titanic; Smithsonian Treasures; The Long Hot Summer; Test Series; It Came Upon the Midnight Clear. **Documentaries:** The Story of Rock 'N' Roll. **Off-network series:** Hardcastle & McCormick; Crazy Like a Fox; Robin Hood; Peter Gunn; Biography; Family. **Children:** The Adventures of Teddy Ruxpin; Powermasters; Care Bears & Friends at the Movies; Heathcliff, Superfriends; Mask; Inspector Gadget. **Staff:** Henry Siegel; Paul Siegel; Phil Howort; Mike Weiden, Alan Bennett. **International features:** Bonanza: The Next Generation; Vietnam War Story. **First-run series:** American Bandstand; Our Group. **Special:** A Child's Christmas in Wales; Forever James Dean; Scared Straight! Ten Years Later; Smithsonian World. **Children:** Care Bears Family; Powermasters. **Comedies:** You

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| Market         | Station | Rating 1986* | Share | Rating 1987* | Share | SHARE IMPROVEMENT |
|----------------|---------|--------------|-------|--------------|-------|-------------------|
| Memphis, TN    | WHBQ    | 1            | 5**   | 7            | 28    | + 460%            |
| Birmingham, AL | WBMG    | 2            | 4     | 2            | 9     | + 125%            |
| Dallas, TX     | KXAS    | 3            | 20    | 4            | 36    | + 80%             |
| Washington, DC | WJLA    | 3            | 12    | 4            | 17    | + 42%             |
| Charleston, SC | WCIV    | 2            | 22    | 5            | 27    | + 23%             |
| Atlanta, GA    | WXIA    | 1            | 6     | 2            | 7     | + 17%             |

\*Source: NSI for May, 1986. May, 1987 \*\*WPTY-TV

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**“...a lively program with intelligence and heart.”**

—PARADE MAGAZINE

**“★★★viewer friendly...gets down to the brass tacks of life.”**

—CHICAGO SUN-TIMES

**“cozy...full of information... a welcome relief from game shows.”**

—NY DAILY NEWS

Critics and viewers agree: HOME is the place to be every weekday. With style and humor, HOME entertains and informs. Created to meet the needs of the late-morning audience, HOME brings helpful hints, unusual solutions, facts and fun from people with real experience—people like your viewers. Make HOME part of your morning.



**abc HOME**

*ABC Affiliates at NATPE—Please join HOME hosts Robb Weller and Sandy Hill at the ABC-TV reception on Friday, Feb. 26, 5:30PM to 8:00PM at Westin Galleria, 24th floor. See you there!*



Can't Take It with You. *Music series:* The Story of Rock 'N' Roll; Music Machine. *Drama:* Horror Trilogy: Night Elevator; Akhbar's Daughter; Attic Suite. *International staff:* Henry Siegel; Alan Bennett; Phil Howort; Paul Siegel; Mike Weiden; John Storrier; Tony Intelisano; Jon Nottingham; Ira Bernstein; Andrew Holtzman; John Mansfield; Louise Perillo; Rand Stoll; Marcy Abelow; Joanne Burns; Carl Dietze; Richard Goldsmith; Debbie Hirschinger; Lou Israel; Mark Mascarenhas; Bill Smither; Jesse Weatherby; Joanne DeRicco; Don (Jake) Jacobson; Joni Alheim; Don Barnett; Jon Barovick; Julie Judge; Gene McGuire; Elise Goyette; Marion Lockett-Egan; Gordon Young.

**Light Video Television 261A**

**Lionheart Television 1337**

1762 Westwood Blvd., Los Angeles 90024

**Lorimar Telepictures 950**

10202 W. Washington Blvd., Culver City, Calif. 90232

*First-run series:* Nightmare on Elm Street; Freddy's Nightmares\*; Funhouse\*; Gumby\*; She's the Sheriff; Mama's Family; It's a Living; The People's Court; Superior Court; Love Connection; The Comic Strip; Thundercats; Silverhawks. *News:* N.I.W.S. *Off-network series:* Mama's Family\*; It's a Living\*; Alvin & the Chipmunks\*; Knots Landing; Dallas; Eight is Enough; The Greatest American Hero; The New Dick Van Dyke/Mayberry R.F.D.; More Real People; My Favorite Martian; Here's Lucy; The Blue Knight; Flamingo Road; Tenspeed and Brown Shoe. *Features/packages:* Lorimar Family Classics\*; Mint Edition; Ultra 4; Telepictures 1, 2, 3; Masters of Fury; 22 Karat; Lorimar I, II; Sci-Fi Horror; Cowboys and Indians; Bomba the Jungle Boy; Deja Views. *International: theatrical features* (86); *made-for-TV features* (174); *animated children's shows* (41); *documentaries* (5); *mini-series* (34); *music/variety* (28); *news; series* (80); *specials* (34). *Staff:* Merv Adelson; Michael Garin; Richard Robertson; David Salzman; Michael Solomon; Barbara Brogliatti; Barry Stagg. *Lorimar Syndication:* Jim McGillen; Don Ross; Dalton Danon; Bruce

Genter; Jim Moloshok; Bruce Rosenblum; Keith Samples; Scott Stone; Leonard Bart; Yelena Lazovich; Leon Luxenberg; Vince Messina; Jeri Sacks; Alicia Windroth; Cynthia Stanley; Jeff Pryor; Jim Burke; Mary Markarian; Ed Wasserman; Andy Wier; Jeff Brooks; Bill Hague; Deborah Robin; Scott Carlin; Karl Kuechenmeister; Tom Byrnes; Rob Barnett; Jeannine Kadow; Mark O'Brien; Marc Solomon; Damien Riordan; Scott Weber; Eric Strong; Mary Voll; Jim Engleman; Mark Robbins; Jeff Hufford; Steve Knowles; Nicole Sabbathie; Jacqueline Hartley; Casey Lanken; Chris Smith; Stuart Graber; Jeff Schlesinger; Margo Raport.

**Los Angeles Television 1628**

1028 White Knoll Dr., Los Angeles 90012

*New programs:* Lucha A La Mexicana/World Famous Mexican Wrestling\*; Hola America!\*; Raices: Treasures of Mexico\*; Latin American Collection\*. *Magazine/talk:* Tras Bastidores/Backstage; Via Hollywood. *Sports:* Entre Cuerdas. *Music/variety:* Gran Festival de Los Panchos; Daniel Santos/Club De Las Estrellas; Los Compositores; Nano Cabrera; Musicalifornia. *Children:* Los Dulces Payasos/Sweet Clowns; El Gato Mimo; El Mago De Oz. *Educational:* Cena Para Dos/Dinner for Two. *Features/packages:* Cinema I; Cinema II; Cinema III; Solo Para Adultos/For Adults Only. *Staff:* Guillermo Rodriguez; Teresa Medina, Luis Guzman.

**M&M Syndications 420**

1000 Laurel Oak Corp. Center, #108, Haddonfield-Berlin Rd., Voorhees, N.J. 08043

The All New Record Guide; Nightmoods with Melba Moore; The Country Record Guide; Top 40 Videos. *Specials:* Hollywood Talks with Paul Ryan\*; Scramble\*. *Staff:* Michelle Pruyin; Herb Rassbach; Joan Martin; Gary Robbins; Mort Zimmerman.

**M.A. Kempner 901**

4699 N. Federal Highway, #102, Pompano Beach, Fla. 33064

**M.K. Thomas & Co. 335**

155 N. Michigan, #511, #512, Chicago 60601

*Staff:* Michelle K. Thomas, Pamela

Hargrave.

**Major League Baseball Productions 1463**

1212 Avenue of the Americas, New York 10036

*Game Show:* Grandstand\*. *Series:* This Week in Baseball. *Specials:* Baseball 1988: A Look Ahead; All Star Special; World Series Report; Sports Dateline 1988. *News:* Sports NewSatellite. *Staff:* Joe Podesta; Terry Kassel; Geoff Belinfante; Peggy White; George Giatzis; Michael Teicher, Hilary Black.

**McLaughlin, Piven, Vogel 251**

30 Wall St., New York 10005

*Programs:* The McLaughlin Piven Report\*; Today's Business Update\*; Wall Street Final. *Staff:* Laura Booth Freda; Robert Leverone; David Witter; J.C. McLaughlin.

**MCA TV 472**

445 Park Ave., New York 10022

*Programs:* Airwolf\*; The Munsters Today\*; American Heartline\*; My Secret Identity\*; The Street\*; Out of This World; Bustin' Loose Year 2; The Bionic Six; Charles in Charge Year 3; Puttin' On the Hits\*. *Series:* Kate & Allie; Knight Rider; The A Team; Simon & Simon; Black Sheep Squadron; Gimme a Break; Magnum; That's Incredible; Quincy; Buck Rogers; Kojak; The Rockford Files; House Calls; BJ/Lobo Show; The Incredible Hulk; Emergency!; Leave It to Beaver; The Munsters; McHales Navy; The Jack Benny Show; Whiz Kids/Voyagers; Street Hawk/The Insiders; Baretta; Alias Smith & Jones; The Six Million Dollar Man; The Bionic Woman; Five Star Mystery; The Bold Ones; Ironside; It Takes a Thief; The Name of the Game; Rod Serling's Night Gallery; Run for Your Life; Rich Man, Poor Man, Book I; Rich Man, Poor Man, Book 2; Operation Petticoat; Harper Valley; Best Sellers I; Best Sellers II; The Deputy; Mickey Spillane's Mike Hammer; Thriller; Men from Shiloh; Wagon Train. *Features:* Universal Pictures Debut Network (33); Universal Pictures Debut Network II; Film Fest I (22); Universal's Marvelous Ten; Universal Pictures Prestige 13; Universal Pictures Exploitable 13 (12); Universal's Most Wanted List (23); The Columbo/McCloud/McMillan Mystery Movies (124); Banacek

(16); The Hit List (36); Universal Network Movies 85; Battlestar Galactica (12, two hours); Champagne Movies 34; Ninety Minute Movies (49); Universal Grand 50 (48); Universal Star Spangled 33; Universal World Premieres (35); Comedy Festival I (26); Comedy Festival II (26); Universal 40 (39); Universal 52; Universal 50 (45); Paramount Pre '48 (496); Paramount 100 Select (100); Universal 53 (50); Universal 123 (116); Universal 260 Select List (259); Universal Color One Hundred (99); Universal 36 Black and White Elite; 77 Horror Greats; Western Roundup (26); Reserve (169); Diabolic Dozen (12); Dead End Kids Movies (7); Abbott & Costello (26). *Staff:* Al Rush; Robert Harris; Donald Menchel; Shelly Schwab; Jim Kraus; Bobbi Fisher; Marc Grayson; David Brenner; Mort Slakoff; Don Micallef; Ernie Goodman; Richard Nailling; Paul Hoffman; Tom Maples; Kenneth Arber; Lin Oliver; Fran Toll; David Darley; Bert Herbert; Kate Kelleher; Jeff McElheney; Bill Trotter; Gary Wendt; Stephanie Beatty; Karen Volkman; Inger Jensen; Sara Rutenberg; Charlotte Sweet; Robert Raleigh; Steve Rosenberg; Steve Hackett; Steve Saltman; Tom Russo; George Gubert; Nancy Colligan; Christopher Rovtar; Gerri Pare; Steve Teamkin; Bill Vrbancic; Paulette Morrison.

**Medallion TV Enterprises 700**  
8831 Sunset Blvd., #100, W. Hollywood, Calif. 90069

*Variety/music:* Ray Bolger Memorial: More Than a Scarecrow. *Mini-series:* Gambling's Invisible Thieves\*. *First-run series:* The Making Of...\*. *Features/packages:* 60 worldwide titles; 11 new worldwide titles; 28 Western Hemisphere U.S. and Canada features; 20 Spanish, dubbed features. *Specials:* Action I; Action II; Scrooge's Rock and Roll Christmas. *Staff:* John Ettlinger; Ed O'Brien; Shanna Gray; Greta Ettlinger; Eric Conrad; Bill Gilbert; Bob McKay; Terry Guiry.

**Mediacast Television Entertainment 323**  
2350 E. Devon, #250, Des Plaines, Ill. 60018

*Programs:* The Superchargers; Revenge of the Monster Cars; World Championship: Challenge of the

Monster Trucks; Battle of the Monster Trucks; Return of the Monster Trucks; War of the Monster Trucks; Great American Mystery Cars; Gigglesnort Hotel; Billy Joe Big Beak & His All Bird Band; A Gift for Granny. *Mediacast Television Entertainment Group:* placement of direct response advertising and home video distribution. *Staff:* Tom Edinger; Sharon Polan; Markikay Hegarty.

**Medialink 255**  
708 Third Ave., New York 10017

**Medstar Communications 329**  
5920 Hamilton Blvd., Allentown, Pa. 18106

*Programs:* Health Matters; Med-\*Source; TV Specials: How to Beat Heart Attacks; How to Beat Cancer; Cocaine: The End of the Line. *Staff:* Paul Dowling; William Ferretti; Gregory Folz; Jody Kauffman; Paul Keller; Richar Priolo; James Trumbo.

**MGM/UA Television Syndication 1035**

450 N. Roxbury Dr., Beverly Hills, Calif. 90210

*Series/specials/mini-series:* Twilight Zone\*; Group One Medical\*; Stop the Music\*; We Got It Made\*; Sea Hunt\*; Fame; Aquanauts; Bat Masterson; East Side, West Side; Everglades; Hey Landlord!; Hollywood and the Stars; Highway Patrol; I Led Three Lives; My Mother the Car; Outer Limits; Patty Duke Show; Rat Patrol; Ripcord; Sea Hunt; Tombstone Territory. *Features/packages:* Pik Packs; MGM/UA Premiere Network-MGM/UA #3; MGM/UA #2; UA 1; UA 17; UA Showcase 6-11; UA Prime Time I & II; Award Package; Box Office; Premiere; Festival; AAP Features; Chans and Wong; Monograms. *Cartoons:* The Pink Panther; Pink Panther Specials. *Staff:* Norman Horowitz; Randolph Blotky; Anthony Lynn; Richard Cignarelli; George Paris; Jack Smith; Joe Abrams; Kelly Kalcheim; Ollie Hesketh; Ninette Root; Tim Stephen; Robert Corona; Phillip Smith; Chuck Atkins; John rouse; Peter Preis; Andrew Bolt; Robert Horen; Jim Cascarano; Victoria Quoss; Stuart Marcus; Bill Wineberg.

**Mizlou Programming 441**  
352 7th Ave., New York 10001

**MMT Sales 561**  
150 E. 52d St., New York 10022

**Monitor Television 651**  
342 Madison Ave., #832, New York 10173

*Programs:* The Christian Science Monitor Reports; Monitor World View\*. *Staff:* Deborah Rivel, Ann Clark.

**MTM TV Distribution Group 1360**  
12001 Ventura Pl, #600, Studio City, Calif. 91604

*Programs:* Newhart; Remington Steele; St. Elsewhere. *Staff:* Joe Indelli; Dick Woollen; Tom Straszewski; Ken Doyle; Laureen Ong; John Bryan; Janet Bonifer; Suzanne Horenstein; Adene Walters; Teresa Garcia, Ann Prather.

**Muller Media 1029**  
23 E. 39th St., New York 10016

*Features/packages:* The Great Escapes; Top Guns; Rainbow Family; The Godzilla All Stars; Reels of Fortune; Super Action 10; Cinema Greats; Scattergood Baines; Above and Beyond. *Animated:* Mr. Magoo. *Cartoons:* The New Three Stooges. *Specials:* Which Witch is Which; The Turkey Caper; The Christmas Tree Train; A Chucklewood Easter; Action I & II. *Series:* The Making Of...; *Mini-series:* The Chisholms. *Off-network series:* Mr. & Mrs. North. *Staff:* Robert Muller; Daniel Mulholland, James Ricks Sr.

**Multimedia Entertainment 719**  
75 Rockefeller Pl., 22d floor, New York 10019

*Programs:* Sweethearts\*; Donahue; Sally Jessy Raphael; Young People's Specials; 22nd Annual Music City News Country Awards. *Staff:* Peter Lund; Richard Thrall; Tom Shannon; Joseph Cifarelli; Bruce Johansen; Lou Zaccaro; Edward Monahan; Mike Marsho; Judith Bernat; Norm Hayes; Gerald Philpott; Valerie DeSanti; Virginia Curtin.

**Muscular Dystrophy Association 1220**

810 7th Ave., New York 10019  
*Program:* Jerry Lewis Labor Day Telethon. *Staff:* Robert Ross; Gerald Weinberg; Roylance Sharp; Gerald Auerbach; Craig H. Wood.

**NBD Pictures Ltd. 1500**  
41 S. Audley St., London W1X



**5DH, England**

**U.S. Market:** Series: Don't Miss Wax\*; The Bunbury's\*; Scoff\*; Famous for 15 Minutes\*; Raag Rung\*. **Special events:** Freedom Beat; Colombian Volcano Concert\*; 10th World Dance Championships\*. **Music specials:** Bob Marley; Grace Jones—A One Man Show; Spandau Ballet; Chris de Burgh\*; Europe's Tour of America\*; Millie Jackson; The A-Z of Country & Western\*; Richard Clayderman; Kiri Te Kanawa; Fats Waller\*. **Drama:** The Magic Shop; Towers of Babel. **International market:** The Original Max Headroom Series\*; Neat & Tidy; Live at Ronnie Scott's; Soul Train. **Music specials:** Paul McCartney\*; Aretha Franklin; Elvis Presley; Yoko Ono/John Lennon; Stevie Nicks\*; Suzanne Vega\*; Level 42\*; The Cure\*; Fairport Convention\*. **Special events:** Island Records: An All Star Story\*; Jean Michel Jarre—Houston—A City in Concert. **Comedy:** Rockin' Ronnie. **Light Entertainment:** Pia Zadora\*; Dionne Warwick; Barbra Streisand and Michel Le Grand. **Staff:** Nicky Davies; Maria Anderton; Jeremy Gawade.

**New World Television 611**  
**130 E. 59th St., New York 10022**

**Features/packages:** New World One (18); New World Two (18). **Off-network series:** Highway to Heaven. **Animated:** Marvel Universe. **Reality strip:** The Helen Gurley Brown Show. **Series:** Zorro: The Legend Continues\*. **Staff:** Ed Gradinger; Tony Brown; Joe Middelburg; Jim Weathers; Monte Lounsbury; Tony Fasola; Frank Browne; Sandy Lang; Dorothy Hamilton; Sally Roslow; Mark Schulte; Gloria LaMont. **New World International:** **Mini-series:** Echoes in the Darkness; Monte Carlo; Queenie; Harlem; Sins. **Network series:** Crime Story; Sledgehammer!; Tour of Duty; Rags to Riches; Mariah; Once A Hero. **Movies for TV:** Conspiracy of Love; Poker Alice; Dangerous Affection; After the Promise; Courage; Penalty Phase; Something in Common; Easy Prey; Gladiator. **Animation:** Marvel Universe; Little Wizards. **Family specials:** What If I'm Gay; Welcome Home Jellybean; Diamond King; Hear My Cry; War Between the Classes;

Mom's On Strike; I Want to Go Home; Can a Guy Say No; Don't Touch; No Greater Gift. **Staff:** William Shields; James McNamara; Thea Diserio; David Carson; Lawrence Fein; Setis Heretis; Osvaldo Barzelatto; Derek Malone; Maria Jose Ulla; Noel Cronin; Yves Witner; Franz Elmendorff; Richard Blayney; Ulku Tamer, Hans Eksteen.

**New York News Corp. 267A**

**NFL Films 1058**  
**330 Fellowship Rd., Mt. Laurel, N.J. 08054**

**News:** NFL Satellite News Service. **First-run series:** This is the NFL. **Off-network series:** Monday Night Match-Up. **Sports:** NFL Super Bloopers. **Staff:** Steve Sabol; Harlan Sugerman; Sheila Bumgarner; Jay Moran of J&J Clearances.

**Nielsen Media Research 219**  
**Nielsen Pl., Northbrook, Ill. 60062**

**Services:** P-C based system\*; TV Conquest; Lineup Management System; Nielsen Peoplemeter. **Staff:** Laurence Frerk; Roy Anderson; Bob Paine; Dave Woolfson; Dwight Cosner; Joe Philport; Lu Tardiff; Bill Miller; Dave McCubbin; Tom Hargreaves; Stan Petersen; Bob Tivlini; Mary Arbuthnot; John Dimling.

**Nippon Animation Co., Ltd. 218**  
**10-11, Ginza 7-chome, Chuo-ku, Tokyo, Japan**

**Programs:** Grimm's Fairy Tales\*; Little Lord Fauntleroy\*; The Story of 15 Boys\*; Bosco Adventure. **Staff:** Yasushi Takasaki; Hiroko Karaki.

**NTV International Corp. 413**  
**50 Rockefeller Plaza, #845, New York 10020**

**Services:** production; production consulting; event and satellite coordination; editing. **Drama:** Ninja; Monkey. **Documentary:** A Little Duck Tale; The Panda's Story; The Great Pyramid; Living in Japan. **Animated:** The Romance of the Three Kingdoms; In the Beginning I. **Adventure:** The Water Margin. **Drama:** Monkey. **Staff:** Takao Sumii; Yasuo Ema; Iwao Maekawa, Dana Linett.

**NVC Arts International 512**  
**Liberty House, 222 Regent St., London W1R 5DE, England**

**Opera:** L'Enfant et les Sortilèges\*; L'Heure Espagnol\*; Die Entführung

Aus Dem Serail\*; Boris Godunov\*; Nabucco; Der Rosenkavalier; Manon Lescaut; Don Carlo; Andrea Chenier; I Vespri Siciliano; Attila; Il Trovatore; Orfeo ed Euridice; Carmen; Where the Wild Things Are; Higglety Pigglety Pop!; The Love of Three Oranges; A Midsummer Night's Dream; The Barber of Seville; Eugene Onegin. **Ballet and Dance:** Cinderella\*; The Golden Age\*; La Sylphide\*; Spartacus\*; The Bolshoi Ballet in the Park\*; The Nutcracker; Romeo and Juliet; Manon; Don Quixote; American Ballet Theatre at the Met; American Ballet Theatre in San Francisco; Napoli\*; A Portrait of Giselle; Natasha; The Romantic Era; Ailey Dances; The Catherine Wheel. **Music and drama:** Zarzuela; The Flood\*; The Quintessential Peggy Lee; Dame Peggy; Long Day's Journey Into Night; Gernika; Agatha Christie. **Staff:** Helen Asquith, Hazel Wright.

**Ontario Film Development Corp. 336**

**Orbis Communications 1149**  
**432 Park Ave. South, New York 10019**

**Programs:** Love Court\*; Public People/Private Lives\*; Headlines on Trial; Kidsongs; Orbis Premiere Movies; Korean War: The Untold Story; Platinum 193; Hangin' In; Great American Adventures; Comedy Tonight; Macron I; War Chronicles; Challenge; The Franklin Report. **Staff:** Robert Turner; John Ranck; Hilary Hendler; Neil Russell; David Spiegelman; Scott Gaulocher; David Goodman; Terry Dolan; Paul Williams; Frank Hussey; Jim Blueweiss; Adam Copland; Craig Smith; Sean O'Boyle; Michael Baldwin; Ed Neuert, Sandra Weir.

**Orion Television Syndication 938**  
**1875 Century Park East, #600, Los Angeles 90067**

**Paragon International 336**

**Paramount Television 1371**  
**5555 Melrose Ave., Los Angeles 90038**

**Series:** War of the Worlds\*; Wipeout\*; The Daytime Show\*; Entertainment Tonight/Entertainment This Week; Geraldo!; Star Trek: The Next Generation; Friday the 13th: The Series; Brothers. **Features/**

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SFM Entertainment/Division of SFM Media Corporation  
1180 Avenue of the Americas, New York, New York 10036 212-730-4800



*mini-series/packages:* Diamond Jubilee; The Winds of War; Shogun; Alice to Nowhere; Portfolio I-XII; Special Edition I, II; Preview I-III; Marquee II, III; White Christmas; The Untouchables. *Off-network properties:* Webster; Cheers; Family Ties; Taxi; Mork & Mindy; Laverne & Shirley; Happy Days; The Odd Couple; The Brady Bunch; Star Trek; Love, American Style; Star Trek Animated; The Brady Kids Animated; Mission: Impossible; The Untouchables; Angie; The Lucy Show; Mannix; Bosom Buddies. *Special:* Leonard Nimoy; Star Trek Memories. *Staff:* Mel Harris; Lucille Salhany; Steve Goldman; Frank Kelly; R. Gregory Meidel; Kirk Dodd; Meryl Cohen; Howard Green; Tom Mazza; Patti Ruben; Vance Van Petten; Helen Ricketts; Emmy Davis; Dick Montgomery; John Nogawski; Liz Firalio; Ed Wilson; Marc Hirsch; Ken Solomon; Vito Chrzanowski; Gerry Noonan; Stan Justice; Don Salem; Mark Dvornik; Al Rothstein; John Morrow; Mike Kerans; Maura McDonough; Bruce Gordon; Joe Lucas; Ramon Perez; Susan Bender; Mal Orme; Kevin Keely; Peter Cary; Patrick Stambaugh; Jean Pullen; George Mooratoff.

**Parrot Communications 449**  
P.O. Box 371, 71 Oak St., Brewster, N.Y. 10509

*Product/services:* TV Station Dreambook; The Official Syndicated TV Program Guide; mailing lists; faxing. *Staff:* Robert Mertz; Rae Ann Assorgi; Roger Aronoff.

**Peregrine Film Distribution 830**  
9229 Sunset Blvd., 9th floor, Los Angeles 90069

*Programs:* Improv Tonight\*; Footlight Follies\*; The Spectacular World of Guinness Records\*; Double Takes\*. *Features/packages:* Terror Zone (15); Alien Encounters (15); Vanguard (15); Adventure World (15); Dynamagic; Warriors; Reels of Fortune; Heroes & Heroines; Rainbow Family Theatre; Premiere Showcase; Eaglet 1. *Specials:* Alice's Adventures in Wonderland. *Documentaries:* The American Diary. *Staff:* Neil Rosenstein; Hal Brown; Dick Block; Milt Strasser; Lindsey Dudevoir; Norv Lambert; Steve Bradbury; Scott Lanker.

**Peter Storer & Associates 311**  
11822 N. Woodside Ct., Mequon, Wis. 53092

The Program Manager, micro-computer software. *Staff:* Peter Storer; Jean Storer; Todd Strobl.

**Petry TV 1215**  
3 E. 54th St., New York 10022

**Palladium-New Century TV (PNC Television) 1350**  
444 Madison Ave., 26th floor, New York 10022

*Programs:* Lone Ranger Series; Lone Ranger Cartoons; Lassie Series; Timmy & Lassie; Jeff's Collie; Sgt. Preston of the Yukon; Skipppy: The Bush Kangaroo. *Features:* Power Pack; Primetime One; Primetime 90's; Primetime Plus; Janus Films; Lone Ranger Features; Lassie TV Movies; Lassie Features; The Big 21. *Staff:* Gary Dartnall; Nathaniel Kwit Jr.; Harvey Reinstein; Stacey Valenza; Steve Hunt; Chris Gordon; Gene Lavelle; Jim Wilson; Paul Franklin.

**Positive Media Concepts 249**  
1437 7th St., Santa Monica, Calif. 90401

*Programs:* Personal Success Magazine; Investment World. *Staff:* Rodney Buchser; Steven Newmark; Robert Haukoos; Deberah Porter.

**Primetime Entertainment 1230**  
444 Madison Ave., New York 10022

*Programs:* Porterhouse Blue\*; Kaboodle\*; Le Piaf\* Thousand Skies; Nicholas Nickleby; Three Sovereigns for Sarah\*; Rafferty's Rules; Adventure Bound\*; Captain's Doll; Country Practice; Deliberate Death of a Polish Priest\*; The Wine Programme; Sonnets of Shakespeare; Billy Bishop Goes to War; Swallows and Amazons. *Staff:* Robert Shay; Gloria Gallo; Richard Price; Simon Willock.

**Producers Marketing Group Ltd. 1622**  
36 W. 44th St., #710, New York 10036

*Series:* Movietalk; Pro Wrestling Fever; The Edge...And Beyond. *Specials:* Sweet Land of Liberty; Sounds of the Sixties. *Inserts:* Road to the White House. *Features:* Sidekicks. *Staff:* Don Stillman; John Grissmer; Terry Lynch;

Mindy Rowen, Dan Molina.

**Program Partners Corp. 244**  
504 E. 74th St., 2d floor, New York 10021

*Documentaries:* America's First Ladies; JFK—The Man, the Myth, the Magic. *Strips:* AG Day; Dancin' On Air. *Series:* FM-TV Summer; Search for Adventure; Satellite Bingo; Dancin' On Air. *Inserts:* Soap Opera Report. *Staff:* Alan Zaretsky; Jack Steng; Fran Kaplan; Gene Ferry; Peter Merl.

**Program Syndication Services 429**  
405 Lexington Ave., New York 10174

*Program:* Morning Stretch. *Staff:* Peggy Green; Suzanne Crowe; Marie Tuccille.

**ProServ Television 1457**  
10935 Estate Lane, #100, Dallas 75238

*Domestic series:* Countdown to '88, the Seoul Games; Sports Fantasy; Power Flight. *Specials:* Joe Louis, Heavyweight; Coca-Cola Presents: The Year in Sports—1988; A Hard Road to Glory; Different Heroes; Different Dreams. *International sports:* 1990 Asian Games; McDonald's High School All American Basketball; The History of Tennis; Hero; Track and Field Technique; 40 Professional Tennis Tournaments. *Variety/music:* After the Gold; Irish Magic: Irish Music; James Galway's Christmas Carol; Galway Plays Mancini; James Galway and the Chieftains: The Record; James Galway and the Chieftains: The Concert; A Mid-Summer Night's Dance; Rubinstein Remembered. *Documentary:* Shadow in a Landscape; The Hidden Curriculum. *Staff:* Robert Briner; Dennis Spencer; John Humphrey; Steve Horowitz. *International:* *Staff:* Donald Dell; David Bagliebter; Herb Swan.

**Public Media Incorporated Television 372**  
5547 N. Ravenswood Ave., Chicago 60640

*Programs:* Mediterranean Cookery\*; The Wannsee Conference\*; Christmas Carols at Ripon Cathedral\*; Vincent: A Dutchman\*; The Great Southern Ark\*; Isaac Stern in Jerusalem. *Staff:* Charles Benton; Christopher Higham; Betty

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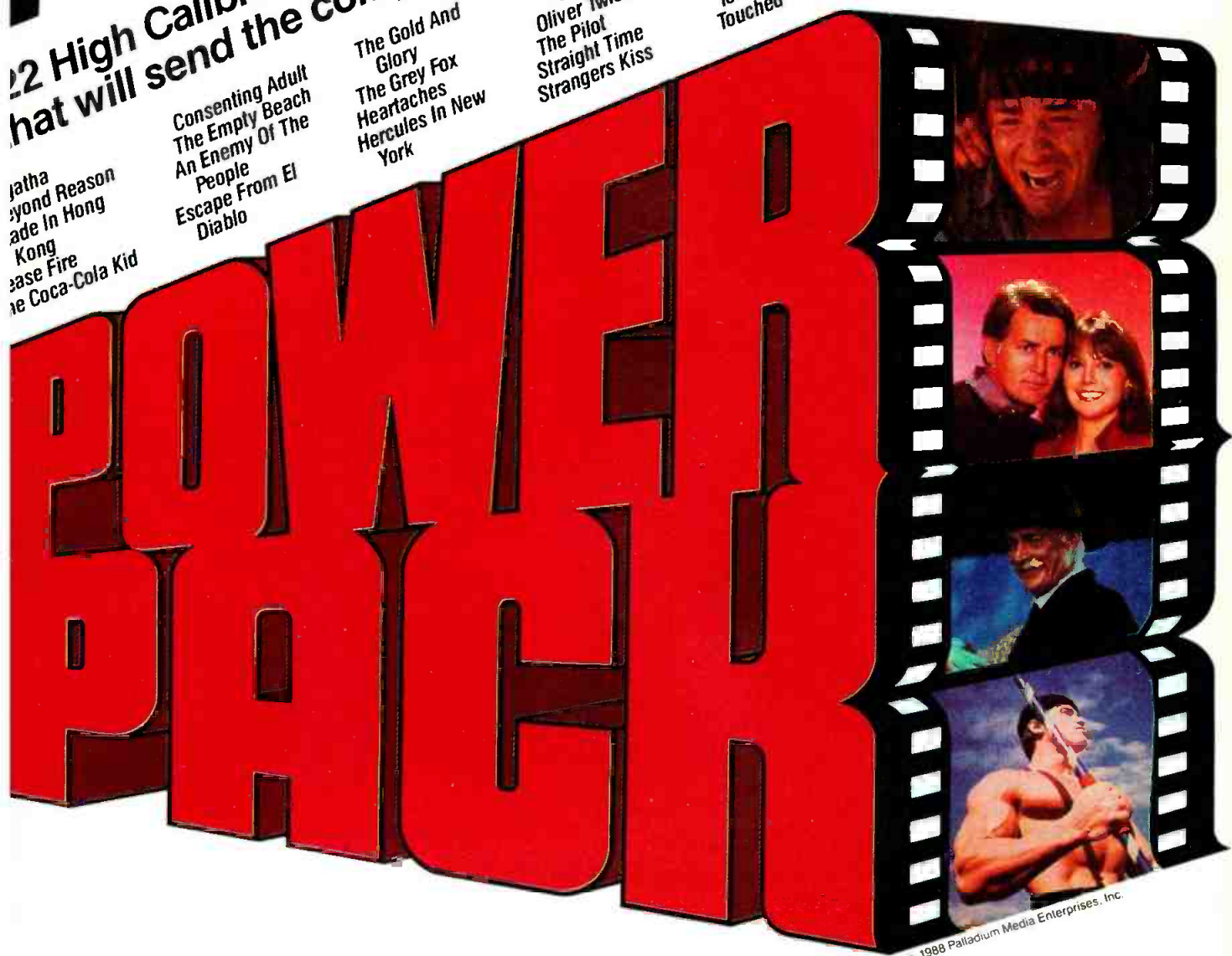
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McLean.

**R.C. Ellis Enterprises 336**

**Raycom 1421**  
 801 E. Trade St., Charlotte, N.C.  
 28233-3367

**Programs:** Kickoff Classic; Liberty Bowl; All American Bowl; Southwest Conference Football; University of Miami Football; ACC Basketball; Big Eight Conference Basketball; Southwest Conference Basketball; Metro Conference Basketball; Pac-10 Conference Basketball; PCAA Conference Basketball; Elvis' Graceland; Killers at the Box Office; Night Creatures; The Lords of Hollywood; The Innocent of Hollywood; Coach to Coach. **Staff:** Rick Ray; Dee Ray; Ken Haines; Ray Warren; Peter Lenz; Jim Duncan; Ellen Bedell; Doug Verb; Jerry Pelletier.

**Raymond Horn Syndications 412**  
 38 W. 32d St., #1610, New York  
 10001

**Programs:** The Auto Show\*; Legends of Malibu\*; Curly's Kids\*; Showstopper\*. **Series:** It's Showtime at the Apollo; Essence; America's Black Forum; The Dance Connection. **Specials:** The Making of a Holiday; Essence Superstar Specials; Tribute to Eddie Robinson; Talented Teens International. **Inserts:** Essence Moments. **Staff:** Raymond Horn; Gloria Horn; Michael Hannibal; Chuck Wicker, Yu Zee.

**Republic Pictures Corp. 1139**  
 12636 Beatrice St., Los Angeles  
 90066

**Radiotelevision Espanola/ RTVE 1600**  
 C/Saturno, 10-Somosaguas,  
 28023 Madrid, Spain

**Drama:** Goya (English version); Visperas; Lorca Muerte De Un Poeta. **Children:** Erase Una Vez La Vida. **Entertainment:** Telepasatiempos. **Staff:** Samuel Ortega; Javier Paul; Luis Salas, Paz Goy.

**The Samuel Goldwyn Co. 919**  
 10203 Santa Monica Blvd., Los  
 Angeles 90067

**Programs:** November Gold 2\*; Explosives II; November Gold 1; Body by Jake\*. **Staff:** Dick Askin; Ray Solley; Jack Masters; Ann Dubinet; Steve Barbour; Brindell Tilden; Betsy Green; Jolene Victor;

Christie Hawks; Ron Breitstein; Samuel Goldwyn Jr.; Meyer Gottlieb; Mike Byrd; Leonie de Picciotto, Dan Gelfand.

**Scott Entertainment 855**  
 P.O. Box 554, Westbury, N.Y.  
 11590

**Features/packages:** Haunted Hollywood (16); The Movie Classics (250); Roy Rogers/Gene Autry Theatre (39). **Off-network series:** Golden Years of Television; Casebook of Sherlock Holmes. **Docu-dramas:** The Dealers in Death; The Many Faces of Sherlock Holmes. **Health series:** F.I.T. **Inserts:** TV Facts. **Staff:** Scott Sobel; Ronni Sobel.

**Select Media Communications 549**

885 Third Ave., New York 10022  
**Game:** Relatively Speaking\*. **Sports anthology:** World Class Women\*. **Program inserts:** Today in Music History; Intermission; Quick Schtick; Whodunit?; World Class Women; Fashion in a Flash; Where in America?; One-Across\*; Ask Professor Nutrition\*; Health-break\*. **Staff:** Mitch Gutkowski; Claire Scully; Andrew Eder; Carol Blank; Peter M. Hamilton; Vicki Jo Hoffman; Catherine Morrow; Linda Waccarino.

**Seltel 837**  
 575 5th Ave., New York 10017

**Staff:** Ross McCreath; Raymond Johns; David Schwartz; Dan Parisi; Ted Rudolph; Janeen Bjork; Lonnie Burstein; Doug Darfield; Sabrina Leonard.

**SFM Entertainment 833**  
 1180 Avenue of the Americas,  
 New York 10036

**Animated:** The Care Bears\*. **Features/packages:** The U.S. Man of the Year Pageant; The SFM Holiday Network. **Children:** Zoolibee Zoo; SFM Children's Theatre. **Staff:** Stanley Moger; Joseph Gerard; John Doscher; Jordan Ringel; Cyndy Wynne; Amy Sauertieg; Jim O'Daly; Allan Infeld, Richard Coons.

**The Silverbach-Lazarus Group 911**  
 9911 W. Pico Blvd., Suite PH-M,  
 Los Angeles 90035

**First-run series:** The Littlest Hobo; Faerie Tale Theatre\*. **Off-network series:** Cimarron Strip. **Mini-series:** For the Term of His Natural Life.

**Specials:** The Last Days of Marilyn Monroe; The Best Christmas Pageant Ever; Terror!; Full Circle Again. **Documentaries:** Hillary's Adventures; Britannica Films-Phenomenal World; Explore. **Feature Package:** Visual One. **Staff:** Alan Silverbach; Herb Lazarus; James Francis; Toby Rogers; Ami Hope Witt; Nicole Wonica, Michael Noval.

**Societe Generale Du Cinema Du Quebec 336**

**Spanish Television Service 463**  
 11835 W. Olympic Blvd., #495,  
 Los Angeles 90064

**SPR News Source 1529**  
 5165 Shady Island Rd., Mound,  
 Minn. 55364

**Documentaries:** America Hurts; The Drug Epidemic; Someone You Know; Children of Children; D.W.I.—Deadliest Weapon in America; I'm Not Stupid. **News/sports inserts:** Olympic Viewer's Guide; The Outside News Network. **Staff:** Jack Hansen; John Lehman; Michael Muth, Jack Lau.

**Studio Hamburg 1211**

**Survival Anglia Ltd. 939**  
 113 Park Lane, Brook House, London W1Y 4DX, England

**Syndicast Services 737**  
 360 Madison Ave., New York  
 10017

**Programs:** Sid & Marty Krofft's D.C. Follies; Red Eye Express; Kids Crosswits; Terry Cole Whittaker; The 1988 Golden Globe Awards; The Fourth Annual Mrs. of the World Pageant; Lou Rawls Presents Black Gold Hits; Oceanquest I; Korea: The Forgotten War; D.C. Follies Academy Award Special; Red Eye Express Pilot; Friends and Lovers Part I; Oceanquest II; The Gallant Breed; Bo Diddley All-Star Jam; Snafu—The World's Screwiest Foul-Ups; Sex Symbols III; Friends and Lovers Part II; 1988 Mrs. America Pageant; College Football Previews; The Gangsters; College Basketball's Top 10; College Basketball Preview East; Followup with Edwin Newman; A Crystal Christmas; Christmas Every Day. **Staff:** Leonard Koch; Terry Paolillo; Fran Reiter; Joe Weinfeld; Bernie Schulman; Pam Koch; Barri Schnapp; Steve Hoffman; Eve Joffe; Robert Silberberg; Gerry Lepkanich; Paul Green; Jeff Manoff; Patty Cohen.





**Her daughter just wants to have fun.  
Who is she?**

Turn the page to find out →



Geoffrey Talbot.

**D.L. Taffner Ltd. 849**

31 W. 56th St., New York 10019

*Game show:* Whose Baby?\*. *First-run series:* Check It Out!. *Off-network series:* Three's Company; Ted Knight/Too Close for Comfort; Check It Out!; The Ropers; Three's a Crowd. *Animated:* Animated Family Classics\*; Danger Mouse. *Comedy:* Thames Comedy Originals; The Benny Hill Show; Robins Nest; After Benny; Man About the House; George & Mildred; Keep It In the Family. *Specials:* The Benny Hill Specials I, II; The Crazy World of Benny Hill. *Mini-series:* Blood & Honor. *Documentaries:* World at War; Hollywood; Destination America. *News:* Crime Inc. *Staff:* John Fitzgerald; Rick Levy; Joe Ceslik; Donald Taffner Jr.; Rosemary Berry; Mike Fahn; Merritt Sticker; Ed Nugent; Lee Smith; Melissa Green; Bettianne Toolen; Roger Miron; Mike Phillips; Charles Butler, Tricia Friswell.

**Telefilm Canada 336**

144 S. Beverly Dr., Los Angeles 90212

Canadian government film and TV agency. *Staff:* Lorraine Good-Samsom; Sam Wendel; Annabel Winship Repovich; Jean Sirois; Julia Frittaion; Micheline Charest; Ron Weinberg; David Novek; Michel Zgarka; Jacques Pettigrew; Andre Lamy; Michel Lieure; Gerald Ross; Derek McGillivray; Steve Smith; Isme Bennie; Jon Slan; Thomas Howe; Janine McCaw; Beverly Shenken, Lionel Shenken.

**Telemedia Productions 251A**

**Telemundo Channel 2 211**  
G.P.O. Box W, San Juan, P.R. 00936

**Telepool 1211****TeleRep 539**

875 Third Ave., New York 10022

*Staff:* Steven Herson; James Monahan; Joseph Isabella; Richard Sheingold; Lisa Brown; Larry Goldberg; Mac Lorimer; Mary Jane Kelley; Andrew Feinstein; John McMorro; Lanie Richberger, David Hills.

**Teletrib 1349**

875 Third Ave., New York 10022

*Series:* Cop Talk\*; Dick Clark's Golden Greats\*; Monsters\*; Triple

Threat\*. *Mini-series:* De Lorean\*; On Trial; Lee Harvey Oswald\*; Emma: Queen of the South Seas; Hoover vs. the Kennedys: The Second Civil War; Ford: The Man and the Machine; Sadat; Blood Feud; A Woman of Substance; The Key to Rebecca; Jenny's War; Strong Medicine; Hold the Dream. *Off-network series:* Fame, Fortune and Romance\*. *Series:* At the Movies; Bustin' Loose; Charles in Charge; Entertainment Tonight/This Week; Geraldo; High Rollers; Lifestyles of the Rich and Famous; Runaway with the Rich and Famous; Soul Train; Star Search; Tand T. *Animated:* Captain Power; Ghostbusters; G.I. Joe; Jem; Marvel Universe; Smurfs. *Specials:* At the Movies Oscar Special; Best of National Geographic; Dayton International Airshow; The Geraldo Rivera Specials; G.I. Joe Movies; Gunfighters; Heidi's Song; Hollywood Christmas Parade;

Kenny & Dolly: A Christmas to Remember; Legend of Sleepy Hollow; Little Troll Prince: Living the Dream; Let Freedom Ring; Mouse on the Mayflower; The Rich and Famous 1988 World's Best; Santa Claus Is Coming to Town; Scrooge; Soul Train; Supermodel of the World; Star Search to Stardom; Tournament of Roses Parade; Ultraman. *Features/packages:* American First Run; Columbia Night at the Movies; Nadia; TV Net. *Inserts:* Black History Notes. *Staff:* Philbin Flanagan; Mary Jane Hastings; Rick Meril; Anne Rodgers; Clark Morehouse; Harvey Gamm; Richard Buck; Bob Cesa; Cathy Forbes; John Weiser; Marc Brody; Nancy Gottdenker; Beth Bodkin; Dick Brown; John Donahue; Jim Smith; Gayle Sharon Dickie.

**Televentures 1312**

1925 Century Park East, #2140, Los Angeles 90067

*Programs:* TV-1\*; Hunter\*; Sha Na Na\*; Scandals\*. *Staff:* Patrick Kenney; William Kunkel; Maury Lanken; Noranne Frisby; Ed Youngmark; Kathy Zeisel; Jack Brandon; Douglas Friedman; Drew Hallmann; Jerry Leifer.

**Television Program Enterprises**

1349

875 Third Ave., New York 10022

*Series:* Dick Clark's Golden

Greats\*; Triple Threat\*; Entertainment Tonight/This Week; Lifestyles of the Rich and Famous; Runaway with the Rich and Famous; Star Search. *Off-network series:* Fame, Fortune and Romance\*. *Animated:* Smurfs' Adventures. *Specials:* Dayton International Airshow; The Rich and Famous 1988 World's Best; Supermodel of the World; Star Search to Stardom. *Mini-series:* Operation Prime Time (10). *Features/packages:* American First Run. *Staff:* Al Masini, Philbin Flanagan; Mary Jane Hastings; Noreen Donovan; Patricia Barbera, Maureen Noonan.

**Telx Entertainment 350A****Thames Television International**

849

31 W. 56th St., New York 10019

**The Lek Partnership 1619****The Pen of Mike Peters (Isaacson Communications) 212**

4385 Tam O'Shanter Way, Dayton, Ohio 45429

*Program:* The Pen of Mike Peters. *Staff:* Gary Isaacson; DeDe McConnaughey, Mike Peters.

**The Program Exchange 1540****The Wrestling Network 330**

5001 Spring Valley Rd., #920, Dallas 75244-3910

*Programs:* NWA World Wide Wrestling; NWA Pro Wrestling; NWA Power Pro Wrestling; NWA Championship Wrestling from Florida. *Staff:* James Barnett; David Crockett; Rob Garner; Tim Willett; Nancy Dixon; Sharon Biggins.

**Thomas Howe Associates 336****Thomas-Gillum Productions & Video 1629**

4347 S. Hampton Rd., #235, Dallas 75232

**Toe Animation Co., Ltd. 957**

20695 S. Western Ave., #112, Torrance, Calif. 90501

**TPC Communications 861**

Production Pl., Sewickley, Pa. 15143-2399

*Services:* Satellite and tape distribution; space segment; uplinking; videotape duplication; editing. *Staff:* George Sperry; Marge Sherwood; Jim Moldow.

**Trident Productions 426**

P.O. Box 540784, Orlando, Fla. 32854-0784

*Program:* Hour talk-entertainment

**She's Cyndi Lauper.  
And her mother is trying to  
stump the all-star panel as she plays...**

# RELATIVELY SPEAKING

**The  
show that  
climbs into  
the branches  
of the world's most  
celebrated family trees.**

**Host  
John  
Byner**

RELATIVELY SPEAKING...the all-new, all-star comedy game show that will have viewers rocking with laughter as they join in the fascinating fun of trying to identify the well-known relatives of the unknown guests.

Each show stars a quick-witted celebrity panel who exchange fast, funny one-liners with host John Byner, and a special guest appearance by one of the guest's famous relatives.

So, call for your demo today and you'll soon be singing the praises of this all new game show that just wants your audience to have fun—Relatively Speaking!



**Available as a half-hour strip on a barter  
basis starting fall '88.**

**DISTRIBUTED BY SMC  
Call 212/355-0033**

**PRODUCED BY  
ATLANTIC/KUSHNER-LOCKE, INC.  
AND THE MALTESE COMPANIES.**

**SEE US AT OUR NATPE BOOTH**





strip originating in Orlando, Fla. *Staff:* M.L. Boyle; John Evans; Peter Bloustein.

**Turner Program Services 649**  
*One CNN Center, Atlanta 30348*

*Features/packages:* Premiere One (8)\*; Premiere Two (19)\*; Premiere Three (10)\*; Premiere Four (15)\*; Turner Entertainment One (25); Premium One (22)\*; Prime One (30); Color Classic Network Two (24); That's Entertainment (20); Vintage One (29); Family Fair (25); Lion One (25); Lion Two (30); Theatre 15 (15); Turner Entertainment Ten (30); Extra-Extras (25); 10 More Extra-Extras (10); 13 Tailor Made's (13); MGM Pre-48 Library (744); RKO Film Library (669); Warner Brothers Library (735). *First run:* Secret World\*; Portrait of the Soviet Union\*; National Geographic On Assignment (Years II, III)\*; Cousteau's Rediscovery of the World (Years III, IV, V); Rocky Road; Safe At Home\*. *Off-network:* Gilligan's Island; Medical Center; CHiPs; The Courtship of Eddie's Father; The Man from U.N.C.L.E.; The Girl from U.N.C.L.E.; Please Don't Eat the Daisies; Daktari; Then Came Bronson. *Children/cartoons:* Tom & Jerry and Friends; Popeye; Our Gang; Warner Brothers' Cartoon Library; MGM Cartoon Library. *International:* Gone with the Wind; The Making of a Legend; Gone with the Wind; 1990 Goodwill Games; Talking Pictures; Storybook International. *Staff:* Jack Petrik; Henry Gillespie; W. Russell Barry; John Walden; Robert Schuessler; Howard Karshan; Ken Christensen; Bob Rierson; Farrell Reynolds; Rich Goldfarb; Beth Gould; Carol Bomberger; Karen Louque; Tom Todd; Diane Lasek; Terez Kiely; Cliff Mattis; David Skillman; Bob Morris; Tom Dwyer; Jeff Kinney; Sidney Pike; Mary Ann Pasante; Luis Torres-Bohl; Francisco Serrador.

**TV Horizons 1011**  
*875 Third Ave., New York 10022*

*Programs:* What's Happening Now!!; The Real Ghostbusters; Hollywood Squares; MGM/UA Premiere Network; Hal Roach Colorization Network; The Bells of St. Mary's; The Sands of Iwo Jima. *Staff:* Henry Siegel; Mike Weiden; Ira Bernstein; Bob Hirsch.

**TV World 1301**

**Twentieth Century Fox TV 1172**  
*10201 W. Pico Blvd., Los Angeles 90035*

*Series:* Circus; That's Hollywood. *First-run series:* A Current Affair\*; Animal Express; 9 to 5; \$100,000 Pyramid; Small Wonder; Miller's Court; Expedition Danger; Audubon Wildlife Theater. *Off-network series:* Batman; Daniel Boone; Fall Guy; The Ghost & Mrs. Muir; Jackie Gleason Show; Julia; Lancer; Land of the Giants; Lost in Space; M\*A\*S\*H; Nanny and the Professor; Room 222; Trapper John; Voyage to the Bottom of the Sea; 12 O'Clock High; Dynasty; Vegas; The Ann Sothern Show; Movin' On; The Untamed World. *Features/packages:* Big 36; Century 5-12; Century 13; Century 14\*; Charlie Chan; Fox I-VI; Fox Hollywood Theatre '87; Fox Mystery Theatre; Laurel and Hardy; Planet of the Apes; Premiere One; Premiere Two; Premiere Three\*; Time Tunnel; Mark II; Mark III; Premium Plus; MPC; Carry On. *Specials:* Charles Dickens Classics; Hollywood: The Gift of Laughter; The Making of M\*A\*S\*H; The President's Command Performance; Inside Russia; Future Shock; Time of Man; Assassins Among Us; The Cancer Confrontation; Sex, Teenage Style; Divorce, Kids in the Middle; The Undersea World of Jacques Cousteau; Jane Goodall and the World of Animal Behavior. *News:* Fox Movietone News. *Domestic Late-Night Network:* The New Avengers. *Domestic mini-series:* Sara Dane; Wild Times; Roughnecks; The Far Pavilions; Empire Inc.; Jamaica Inn; Mussolini & I; Flying Doctors; Spearfield's Daughter. *Domestic Cartoons:* Groovie Goolies & Friends; Crusader Rabbit; Doctor Dolittle; Fantastic Voyage; The Hardy Boys; Journey to the Center of the Earth; Return to the Planet of the Apes. *International series:* L.A. Law; Hooperman\*; Leg Work\*; Beans Baxter; Mr. Belvedere; Tracey Ullman; Dynasty; Pursuit of Happiness\*; Highwayman\*; 9 to 5; Small Wonder; Automan; Batman; Charlie & Company; Charlie's Angels; Cover Up; Emerald Point; The Fall Guy; Fantasy Island; Manimal; M\*A\*S\*H; Masquerade; Starsky & Hutch; Trapper John Trauma Center; Vegas. *Mini-series:* The Long

Hot Summer; The Sun Also Rises; Rules of Marriage; Blood Feud; Valley of the Dolls; Spearfield's Daughter. *Movies:* Down Payment on Murder; Highwayman; Popeye Doyle; A Masterpiece of Murder; A Letter to Three Wives; Peyton Place: The Next Generation; Sentimental Journey; Sin of Innocence; Love Thy Neighbor; The Day Christ Died; The Nativity. *Theatrical features:* Twentieth Century Fox Library. *Staff:* Barry Diller; Leonard Goldberg; Jonathan Dolgen; Michael Lambert; Leonard Grossi; Joseph Grossi; Joseph Greene; Daniel Greenblatt; Antony Bauer; John Campagnolo; Benson Begun; David Grant; Dennis Juravic; Harry Mulford; Michael Newsom; Theodore Baker; Al Shore; Stanley Decovnick; John Garofolo; Steve Leblang; Barbara Van Buskirk; Alan Winters; Wendy Ehrlich; Tanya Neimark; George Krieger; Sam Weinstein. *International:* William Saunders; Peter Broome; Paul Herbert; Elie Wahba; Maurice Aghion; David Jackson; Malcolm Vaughan; Stephen Cornish; Gustavo Montaudon; Gilles Meunier.

**U.S. Army Reserve 237**  
*HQDA DAAR-PA, Washington 20310*

**Ulster Television PLC 939**  
*Havelock House, Ormeau Rd., Belfast BT7 1EB, Northern Ireland*

*Documentaries:* A Heritage from Stone; Last in a Dyn' Race; Model Magic; Shadow in a Landscape. *Education:* How Does Your Garden Grow? *Variety/music:* A Toast to St. Patrick; The Big Bank TV Disco; Sing Out. *Staff:* Philip Jones

**Up with People 216**  
*3103 N. Campbell Ave., Tucson, Ariz. 85719*

**USTV/Conus 1449**  
*11601 Wilshire Blvd., #1410, Los Angeles 90025*

*Programs:* Great Weekend\*; The Funniest Joke I Ever Heard\*; The New Celebrity Bowling; The Beach Boys\*; The Professionals; The Exciting World of Speed & Beauty; Celebrity Bowling. *Staff:* Lionel Schaen; Jerry Greenberg; Paul Heinerscheid; Brian Pussilano; Al Strada; Jim Blake; Kent Fredericks.

**Vestron Television 260**



# World Class Women, Is In A Class By Itself

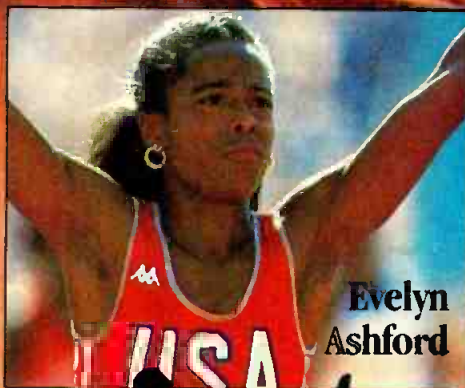


Host  
**Randi Hall**

SEE US AT OUR  
**NATPE**  
BOOTH



**Rachel  
McLish**



**Evelyn  
Ashford**

**ALREADY CLEARED  
IN TOP NETWORK  
AFFILIATES INCLUDING**

**WNBC—NY  
KABC—LA  
WXYZ—Detroit  
KHOU—Houston  
KIRO—Seattle**

- *It's a winner!* **WORLD CLASS WOMEN** is the first and only series to celebrate women's achievements in sports and other activities.
- It's the *ideal* audience crossover opportunity! Finally, there's a program about women which appeals to men too!
- Host **Randi Hall**, Olympic sprint champion **Evelyn Ashford**, and world class bodybuilder **Rachel McLish** can help put you *over the top*, with profiles of women achievers that will give you one-of-a-kind programming that can run either adjacent or counter to sports.
- It's the perfect vehicle for advertisers targeting *male* or *female* viewers...or *both*.

• Test data shows that **WORLD CLASS WOMEN** dramatically increases demographic delivery (figures available upon request).

• **WORLD CLASS WOMEN IS A WORLD CLASS WINNER. THERE'S NEVER BEEN A SERIES LIKE IT.** Call Select Media Communications at 212/355-0033. Available Fourth Quarter, 1988. 13 Original Half-Hours. Barter Basis.



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# WORLD CLASS WOMEN



60 Lake Ridge Rd., Stamford,  
Conn. 06907

# Viacom

811

1211 Avenue of the Americas, New  
York 10036

**Series:** The Best of Gleason\*; Business This Morning\*; The Cosby Show\*; Double Dare\*; All in the Family; The Andy Griffith Show; Bizarre; The Bob Newhart Show; The Beverly Hillbillies; Cannon; Clint Eastwood in Rawhide; December Bride; Dempsey & Makepeace; The Dick Van Dyke Show; Family Affair; Gomer Pyle; Gunsmoke; Hawaii Five-O; Have Gun Will Travel; The Honeymooners; Hogan's Heroes; I Love Lucy; The Life and Times of Grizzly Adams; Marshall Dillon; The Mary Tyler Moore Show; My Three Sons; Our Miss Brooks; Perry Mason; Petticoat Junction; Rawhide; Rookies; Split Second; Twentieth Century; The Twilight Zone; Whirlybirds; The Wild, Wild West. **Animated:** Terrytoons; Harlem Globetrotters; The Alvin Show; Mighty Mouse & Friends. **Features/**

**packages:** Viacom Features I-XI, XII\*; Viacom Movie Greats; Exploitable I, III, IV; The Legend Group; Young and Reckless; Gasp Science Fiction; Gasp Horror; Thematics; TV Net (Tonight Only). **Staff:** Sumner Redstone; Frank Biondi Jr.; George Smith Jr.; Mark Weinstein; Thomas Dooley; Henry Schleiff; Gus Lucas; Robert Tucci; Katherine Hogan; George Faber; Arthur Kanack; Joseph Zaleski; Paul Calvin; Michael Gerber; Dennis Gillespie; Anthony Guido; Elissa Lebeck; Toby Martin; Andrew Spitzer; Eric Veale; Scott Kolber; Lisa Merians; Gerald Pinks; Gloria Rella; Brooks Carroll; Dennis Emerson; Frank Flanagan; David Campbell; Joseph DiSalvo; Sean Deneny; Douglas Knight; Sid Beignly; John Gee; Joseph Kiselica; Bob Mahlman; Thomas Tannenbaum; Raul Lefovich; Adam Singer; Bruce Boro; Noreen Brittenham.

**Vid-Film Services 350**

**Video Media Marketing Ltd. 362A**

**The Video Tape Co. 601**

10523-45 Burbank Blvd., N. Hollywood, Calif. 91601

**Services:** Video tape duplication and distribution; satellite services; film-to-tape transfer; standards conversion. **Staff:** Jack Mauck; Jon Duncan; Mary McEvers; Sharon Beverly.

**Videofashion 249A**

One W. 37th St., New York 10018

**Programs:** Videofashion Monthly; Videofashion News; Videofashion Men; Videofashion Specials. **Staff:** Nicolas Charney; Anne Adami; Marlene McGinnis; Mercedes Ildefonso.

**Visual Productions 336**

**Wall Street Journal TV 1517**

200 Liberty St., New York 10281

**Programs:** The Wall Street Journal Report; The Wall Street Journal Business Briefs\*; The Wall Street Journal Television Specials\*. **Staff:** Stewart Pinkerton; Michael Connor; Barbara Hussey; Susan Strekel; Hewitt West.

**WDR International 1211**

**Weiss Global Enterprises 900**

2055 Saviers Rd., #12, Oxnard, Calif. 93033-3693

**Programs:** The Soap Connection\*. **Series:** Kids Say the Darndest Things; Stan Kann Show; Jim Bowie; Bill Dana; Good Morning World; Make Room for Daddy; My Little Margie; I Married Joan; Rocky Jones, Space Ranger; Waterfront; Thrill of Your Life; Craig Kennedy, Criminologist; Canine Comments. **Features/packages:** Galaxy 15 (15); Golden ShowmanShip Group (9); Impact Group (120); Parade Pictures (5); Vintage Flicks (24); Westerns (60). **Documentaries:** The Brave Rifles; Our Time in Hell; Those Crazy Americans. **Serials:** The Black Coin; Last Stand. **Comedy:** The Chuckleheads. **Cartoons:** Alice; Krazy Kid Kartunes; Nursery Rhymes. **Staff:** Adrian Weiss; Ethel Weiss; Steven Weiss; Laurie Weiss.

**Western World Television 310**

10495 Santa Monica Blvd., Los Angeles 90025

**Features/packages:** Action Pac I; Snicker Theater; Fever; Jilted; Gallagher's Travels; Blood Money; Devil in the Flesh; Sebastian and the Sparrow; The Navigator. **Series:** Fifteen; Pals; Rush; Westgate. **Documentaries:** Risking it All; Nomad

# NOW YOU CAN LIVE HAPPILY EVER AFTER.

For more information look for the  
Health Television Corporation advertisement  
in this issue and visit us at  
booth 268 at the NATPE Show.



**SMC'S "ZAP-BUSTERS"**  
8 ways to make your spots  
4 times more memorable!

# SMC VIGNETTES Because Even The Best Commercials Won't Work If They're Not Seen.

A commercial can be an on-target award winner, but it won't stand a chance if it's zapped, forgotten or lost in the clutter.

However, SMC, the leaders in syndicated short-form programming, can change all that.

Our entertaining, informative "Zap-Busting" vignettes make certain that your commercial messages will be seen, heard and recalled through a value-added wraparound format that captures viewers' attention, creates greater impact and makes a message stand out.

And studies show that commercials enhanced by the vignette format can actually give you as much as four times greater viewer retention.\* That's recall that can't be beat!

\*SOURCE: UPON REQUEST.

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**NATPE**  
BOOTH

**SMC VIGNETTES**  
The perfect setting  
for your commercial.



**TODAY IN MUSIC HISTORY:** A music calendar of 365 :30 second inserts ranging from Brahms to Bowie.



**INTERMISSION:** Thirty second movie trivia vignettes that ask viewers how much they really know about the silver screen.



**QUICK SCHTICK:** Comedy vignette series featuring legendary comedians and fast rising comics, tailor-made to accompany :15 second spots on late programming.



**WHODUNIT?:** Targets sports fans with a :30 second quiz that holds viewers in their "living room box seats".



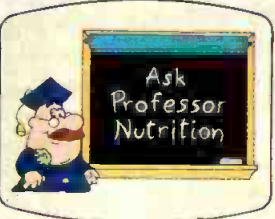
**HEALTH BREAK:** Jim Palmer hosts this :30 second series focusing on health related issues, a topic on the forefront of everyone's mind.



**FASHION IN A FLASH:** Timely tips on fashion, beauty, fitness are offered in this :30 second series designed to reach women audiences.



**WORLD CLASS WOMEN:** One hundred :30 second insert programs celebrating women's Olympic achievements, fifty each for the winter and summer games.



**ASK PROFESSOR NUTRITION:** This engaging and informative animated :30 second wraparound series answers questions on nutrition and food.



Films; Uncharted Tides; Across the Main Divide; Turn of the Century; Children of Two Countries; Many Are One. *Animated*: The Bear Who Slept Through Christmas; The Great Bear Scare; Thundersub. *Children*: Ozlets. *Sports*: Aspen's 40th Anniversary. *Variety/music*: The New Music Awards; Fabian's Good Time Rock 'N' Roll. *International*: *Features/packages*: Frankenstein; The Ghost Writer; Dead Wrong; Playing for Time; Prisoner Without a Name/Cell Without a Number; Royal Romance of Charles & Diana. *Mini-series*: The Scarlet Letter; Wagner; Shout. *Documentaries*: Nova; Vietnam. *Magazine/talk*: Hollywood Insider; Alive & Well. *Variety/music*: Pavarotti; Kenny and Dolly in Concert. *Staff*: Gary Worth; Julio Conzalez-Reyes; Eric Taub; Kaki Kirby; Susie Hoste; Melchor Tineo.

**Wold Communications** 630  
10880 Wilshire Blvd., #2204, Los Angeles 90024

**World Events Productions, Ltd.**  
1511

4935 Lindell Blvd., St. Louis 63108

*Programs/inserts*: Denver, the Last Dinosaur\*; Wytor, the Starfire Champion\*; Your Pet and the Vet\*; Bogus\*; Voltron: Defender of the Universe; Voltron: Defender of the Universe—Fleet of Doom; Saber Rider and the Star Sheriffs. *Staff*: Edward Koplar; Brian Lacey; Peter Keefe; William Crowell; Susan Bae; Carolyn Flynn; Glenda Gabriel; Karen Klaus; Susan Kalishman.

**Worldvision Enterprises** 571  
660 Madison Ave., New York 10021

*Domestic product: game show*: Trivial Pursuit\*. *Animated*: Hanna-Barbera's Superstars 10\*; The Yogi Bear Show\*; Snorks\*; The Funtastic World of Hanna-Barbera\*; The Jetsons; Yogi's First Christmas. *First-run action*: Throb; Starring the Actors; Shark's Paradise; Return to Eden; Starting from Scratch\*. *Off-network*: The Streets of San Francisco\*; The Love Boat II; The Love Boat; Little House on the Prairie; Barnaby Jones; That Girl; Douglas Fairbanks Presents; Dark Shad-

ows; The Doris Day Show; N.Y.P.D.; Ben Casey; Combat; The Fugitive; The Rebel; Wendy and Me; People's Choice; The Invaders; One Step Beyond; Flying A Series; Man from Atlantis. *Features*: Prime 8\*; Prime I-VII; Saturday at the Movies. *Mini-series*: Against the Wind; Holocaust; Return to Eden. *Staff*: John Ryan; Bert Cohen; Jerry Rettig; Burt Rosenburgh; Tom Devlin; Gary Montanus; Bill Baffi; Jim Thomson; Randy Hanson; Paul Danylik; Jerry Kaufer; Rita Scarfone; Dan Willis; Bruce Swanson; Reggie Jester; Brian O'Sullivan; Marty Weisman; Adam Lloyd; Jim Kauss; Karl Middelburg; Randy Briggs; Andy Samet; Harrington Silva; Gerald Bixenspan; Phil Martzoff.

**World Wrestling Federation** 1535  
1055 Summer St., Stamford, Conn. 06905

**WW Entertainment** 1324  
205 E. 42d St., New York 10017

*Series*: The Best of Groucho; Police Call—USA\*. *Movies*: Balck Belt Theater; WW Entertainment I; Action Flicks; Co-Production/BBC, including The Vision\*. *Staff*: George Hankoff; Sylvia Delia; Tom Sedarski; Zita Siegel; Bernice Farnan; Jennifer Lupinacci.

**Yorkshire TV** 939  
32 Bedford Row, London WC1R 4HE, England

**ZDF** 1211

**Zenith Productions Ltd.** 939  
8 Great Titchfield St., London W1P 7AA, England

Film and TV production. *Staff*: Charles Denton.

#### Also at NATPE:

**International Broadcast Systems**  
4543 Post Oak Place Dr., #150, Houston

*Programs*: Captain Power and the Soldiers of the Future; NBA Regular Season and Play-Off Games; Barbie and the Rockers; Once Upon a Time Stephanie...; Long Voyage Back. *Staff*: Earl Jones; Henry Goldberg; Phil Spector; Michele Ruppel; Elizabeth Robinson; Ken Lameiras; Vincent Turco; June Berkhimer; Lisa Lu; Carolyn Lewis; Tom Frommack; Dianne McDougal; Kim Manifold; Ron Alexander, Alison Bear.

# EVERYONE IS READY FOR THE LOOK OF YOU.

For more information look for the  
Health Television Corporation advertisement  
in this issue and visit us at  
booth 268 at the NATPE Show.



# QUICK SCHTICK MAKES YOUR :15 SECOND SPOT WORK LIKE A :30.



## ...AND THAT'S NO JOKE.

Quick Schtick vignettes may be the funniest :15 seconds on TV, but the value they add to a :15 second commercial is no laughing matter.

Featuring today's brightest young comics, as well as legends like Steve Allen, this "Zap-Busting" series sets the stage for your :15 second commercial and gives it the clout of a full :30, and makes your spot a lot more memorable too!

Remember, every good performer needs a good lead-in. Why should TV commercials be any different?

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**NATPE**  
BOOTH

S E L E C T  
  
M E D I A  
COMMUNICATIONS

**The perfect setting  
for your commercial.**

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Continues from page 110.

magazine shows and four talk or talk/entertainment hours. Those shows have slowly decreased. Just last week Paramount pulled the plug on one proposed talk show, *The Daytime Show* starring Joan Lunden. Lunden's husband, Michael Kraus, whose Michael Kraus Productions was producing the show said that a lack of time periods, especially in New York and Los Angeles, was the show's stumbling block.

John Von Soosten, vice president, director of programing, Katz Communications, said that the year in syndicated programing does not represent anything truly novel in terms of the marketplace's acceptance of programing.

"Each year there are only a few programs with a lead [in clearances] going into NATPE," he said.

But Von Soosten said that this year has presented its share of difficulties for syndicators. "This year there has been an accelerated fallout prior to NATPE," he said. "There has not been a lot of interest from stations. Rather than risk embarrassment at NATPE," by taking a show to the conference that probably won't become a go, "syndicators are pulling out before that."

"There were many shows that were on the table at the first of the year with only a handful of clearances. Then there was a little announcement" to the effect that they had been withdrawn, he said.

Storm clouds predicted for next year are

also said to be responsible for some stations' reluctance in buying programing. A number of those spoken with said their internal forecasts for advertising in 1989 are not bullish.

Roger Colloff, vice president and general manager of WCBS-TV New York, said that "everyone in the business is looking very cautiously at 1989. When you look at the state of the national economy with some economists predicting a recession next year it makes you think. No one is getting out the check book" in a situation like that, Colloff said.

One area of programing that now remains dormant, perhaps in light of that, is off-network sales. The jury is still out when it comes to marketplace reception of off-network half-hours in the wake of the more than \$500 million in sales Viacom has done for *Cosby*, and the more than \$300 million that Columbia Pictures Television has done for *Boss*. Attempting to effectively fit a show into syndication's "A" tier is now the

challenge before syndicators.

Buena Vista Television has yet to announce its marketing plans for *Golden Girls* in syndication, although it has said it is "likely" to announce them this year. And Buena Vista's Bob Jacquemin said he will be "talking to broadcasters" at NATPE about *Golden Girls*. But Jacquemin said that sales of the show will not be launched at NATPE. "I think the convention is not the place" to introduce programing, he said. "You can't sit down in an orderly fashion and go through a full presentation at a convention."

Lorimar Syndication is another company waiting to launch sales of off-network half-hours. In 1990 *Alf* becomes available in syndication, and in 1991, *Perfect Strangers* is available.

Lorimar Syndication President Jim McGillan said that "we're starting to see" the off-network market "come back. Stations have been reluctant, but now is the time to get back into the arena."

## Cable-syndication's two-way pipeline

**Need for more programing and increasing cost of program production causing traditional barriers separating different media to break down**

The cable-syndication tie is getting stronger by the day, as evidenced by the recent sales by syndicators of highly visible one-

hour, off-network programs to cable networks such as USA (*Miami Vice* and *Murder, She Wrote*) and Lifetime (*Cagney & Lacey*). And the connection is a two-way pipeline, with product from cable networks such as Nickelodeon (*Double Dare*) and Showtime (*Brothers*) making its way into the syndication marketplace. The evolving relationship, television executives said last week, is reflective of a much bigger dynamic affecting the entire chain of program distribution outlets.

The traditional barriers that have separated different media are breaking down, executives suggest, as interrelationships develop in the effort by different media—new and old—to bring an ample supply of programs to an increasingly segmented audience. The driving force behind the change appears to be the ever-increasing cost of program production, and the desire to get as much of a return on those costs as possible.

But individual suppliers, with varying concerns, are taking different approaches in developing relationships with markets that include local stations, broadcast networks, basic and pay cable, home video, and foreign distribution.

A primary concern among some cable programmers is that the perception of exclusivity and differentiation not be diluted in the effort to take made-for cable product to other markets. "We don't think we should do a lot of simultaneous syndication," said Geraldine Laybourne, executive vice president and general manager, Nickelodeon/Nick-at-Nite. "We have to make sure we keep a differentiation."

Nickelodeon started a trend earlier this year by offering the children's game show, *Double Dare*, for domestic syndication. A number of similar programs are being offered at this week's NATPE International convention. That show is being offered in syndication even though it continues on Nickelodeon. "We couldn't really bear the thought of not having it on Nickelodeon," said Laybourne. And the cable network has

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benefitted by the added exposure of the show in syndication, he said. More viewers are aware of Nickelodeon and more stories have been written about it in the press, said Laybourne.

But too much simultaneous exposure, said Laybourne, "would be a mistake." One strategy the network is testing is the production of programs that would go directly to syndication. The first effort there is a new children's game show called *Zap Trap*, which is designed as a companion program to *Double Dare*. Viacom was still deciding last week whether to take a pilot of that program to NATPE, or another game show currently on Nickelodeon called *Finders Keepers*.

"The fact that we have gone into syndication puts us at a different level because we can now reach literally 100% of the country," said Laybourne. "We are attracting new advertisers, and the revenues from syndication flow back to the channel and are refunneled back into programming."

At the same time, Nickelodeon continues to be a syndication program buyer, especially for Nick-at-Nite, which has on its schedule vintage shows such as *Lassie*, and *Denis the Menace*.

With HBO, the situation is slightly different, because the company sees syndication more as a market for programs than a source of them. But the motivation, said Jim Warner, vice president, HBO Enterprises, is not so much to exploit the syndication market per se, as to stretch the return on product

made specifically for HBO. "HBO is not in the business of commissioning programming for other outlets," he said. "We want the best programming for our service. We're not a farm team for syndication or network television. However there are programs created for [Home Box Office] that naturally do have value elsewhere. And we are making every effort to capitalize on the future downstream value of these other markets, including basic cable, home video, and foreign—all media," he said.

And exclusivity is a very strong concern at HBO, and was the issue that killed the network's one opportunity to acquire an off-network product four years ago. *Taxi* was canceled by ABC, and the producers were determined to have one more season of original episodes. HBO negotiated for the program but could not persuade the producers to withhold it from syndication at the same time. "So we dropped out, and NBC ended up getting the show," said Bridget Potter, senior vice president, original programming, HBO.

Maintaining exclusivity on a program is just as important to HBO when it is supplying product to the marketplace, be it syndication, basic cable, or home video. In fact, said Potter, HBO never licenses the rights to an off-HBO program for exhibition when that program is airing on HBO. "When we license off-HBO product, it's always for way beyond our window," she said. "In the post-VCR universe, original programs are our only exclusive product."

Potter was critical of the recent Showtime agreement that gives Fox Broadcasting Co., the rights to reruns of *It's Garry Shandling's Show* in as little as 30 days after they air on the cable network. "We feel it does not serve pay TV particularly well," she said. Potter said if the *Shandling* show, which she described as Showtime's "biggest hit," were an HBO property, it would be "well rested" after its run on the network before being offered to other media.

But Fred Schneider, executive vice president, programming, Showtime/The Movie Channel Inc., countered that the *Shandling* deal "represents a significant advantage for the show and the talent...[and generates] incremental dollars to all concerned parties. Its effect on Showtime per se remains to be seen." Schneider also noted that although the contract spells out a 30-day period of exclusivity on new episodes running on Showtime, FBC is actually broadcasting episodes that ran on the cable network "over a year ago."

As far as Showtime is concerned, the ancillary markets are indispensable, because with a primary viewing of less than six million, the network must tap other markets with the Showtime original product to justify the cost of producing it. "It's quite definitely a trend and a fundamental part of our planning," he said.

Like Nickelodeon, Lifetime has ambitious plans to be both a supplier and a buyer of programs in syndication and other markets. "The traditional structures within the industry are falling by the wayside," said Lifetime President Thomas Burchill. "We are interested in being a television player, not a cable player." Lifetime is now building new headquarters and a major production and studio facility at the Kaufman Astoria Studios in New York.

Those facilities will be complete by the end of this year and will enable Lifetime to do a lot more of its own original production, as well as some third-party production. But Burchill stresses that no one form will dominate the network's program mix. The common denominator among programs will be their appeal to the female audience, the network's prime target. As for its recent and well publicized buy of *Cagney & Lacey*, Burchill said, "off-network is only a small part of the story. We have been selectively opportunistic in acquiring those kinds of shows with high female demographic appeal."

But at this week's NATPE show, Burchill said he'll be "aggressively" seeking first-run properties to fit into the Lifetime schedule. "We'll be looking to acquire or co-produce first-run product. Everything from some of the magazine shows to medical shows, even some game shows."

USA Network, which recently tapped into the syndication market with purchases of *Miami Vice* and *Murder, She Wrote*, both from MCA, will also be looking to make a deal at NATPE, said David Kenin, vice president, programming, USA Network. The network has also served as supplier, with such programs as *Check It Out!*, the first-run comedy that originated there.

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**Multimedia Entertainment** announced its entry into the late night market last week with *StarTalk*, a half-hour strip hosted by Anne Diamond, host of the BBC's *Good Morning Britain*. Multimedia will produce the series in association with TV-America and PBR Inc., a new production company formed last year by Bob Shanks, Peter Bonventre and Ron Tindiglia. The show will be produced at the facilities of TV-AM in London. Barter sales of the program give stations and Multimedia three minutes each of commercial time.

**King World Productions** will take *Wheel of Fortune* on the road next fall, taping episodes in selected markets beginning with New York, where the show will be recorded at Radio City Music Hall in October prior to the Christmas show. That move and the recent arrangement with Mattel for the creation of an interactive version of the game are part of King World's strategy to uphold the ratings of the number-one syndicated show that now appears in 213 markets.

**Michael Kraus Syndication**, the recently formed syndication division of Michael Kraus Productions, is offering *Mother's Minutes* with Joan Lunden, 284 minutes that originally appeared on ABC in the mid-1980's. In *Mother's Minutes*, Lunden offers mothers information on how to raise their children. Jack Firestone, director of sales, said that the company is also working on a *Father's Minutes* to be hosted by Joe Namath. Both of the series will be sold for cash.

The newly formed **Chuck Barris Co.** has entered syndication with *The Original Vaudeville Game*, a pro-am variety talent show hosted by Rip Taylor. Contestants will be judged by "the people meter," which registers audience applause. Clearing the show will be Brian Firestone and Joel Cohen, who formerly represented Barris Industries as Bel-Air Program Sales.

**Television Program Enterprises** has renewed *Lifestyles of the Rich and Famous* with the *Rich and Famous* for the 1988-89 season. *Lifestyles* is now in its fifth season. Its 100th episode was taped in January.

**Orbis Communications** has cleared *Private People, Public Lives* on 20 stations covering 30% of the country. The weekly hour hosted by Sarah Purcell is a production of Kelly Entertainment in association with

Four Point Entertainment and SJP Productions. Barter distribution gives stations seven minutes and Orbis five. Clearances include WNBC-TV New York, KABC-TV Los Angeles, WCVB-TV Boston, WSB-TV Atlanta, WTAE-TV Pittsburgh and KSDK(TV) St. Louis.

**New World Television** has cleared *Marvel Universe*, 65 animated half-hours, in more than 30% of the country. Stations that have bought the series include WPMR-TV Chicago, WPHL-TV Philadelphia, WLVI-TV Boston, KDFI-TV Dallas, KTZZ-TV Seattle, WDLZ(TV) Miami and WNUV-TV Baltimore.

**Select Media Communications** has given the weekly anthology series, *World Class Women*, a firm go for fall 1988 with clearances covering 30% of the country. Stations include WNBC-TV New York, KABC-TV Los Angeles, WXYZ-TV Detroit and KHOU-TV Houston. Stations get four minutes while Select keeps two and a half.

**Paramount Pictures and Revcom**, the Paris-based company which produces *The Smurfs*, have agreed to form a joint venture to co-produce television and film programs.

**Telso International**, a division of the company holding one of England's largest commercial television franchises, has licensed *Mandelato* to Soviet Union's Gostelradio Network, China's Central China Television, France's Antenne 2 and Spain's TV 3. The two-hour TV movie, co-produced with Home Box Office, has been sold in more than 50 countries.

Animated children's program producer **World Events Productions** has sold the 65-episode strip *Saber Rider* and *Star Sheriffs*, seen in 65 U.S. markets, to leading French TV network TF-1 for premier next September.

**D.L. Taffner** has signed Norm Crosby, the master of the malapropism, to host *Whose Baby?*, a game show in which celebrity panelists attempt to guess the identity of the parents of their not-so-famous offspring. Already signed as panelists for the series are Olympic medalist and sports commentator Cathy Rigby; Stuart Pankin of *Not Necessarily the News* and "Fatal Attraction," and Mary Wilson, one of the original Supremes and a recent inductee in the Rock 'n' Roll Hall of Fame.

## Black programing called 'hard sell'

**Panel says networks have difficult time selling black programing to advertisers; advertisers have trouble selling it to target audience**

Black media executives in New York charged that programing directed specifically to black viewers has little chance of getting on the air because both those controlling mass media and those supporting it with advertising dollars look for large "mainstream" audiences. One of those executives, actor and producer Scoey Mitchell, charged that racism is the heart of the problem.

Mitchell and four other media executives were speaking at a forum sponsored by the National Academy of Television Arts and Sciences, New York chapter, on the black presence in television. The others were Robert Johnson, president of Black Entertainment Television Network; Byron Lewis, chairman of Uniworld Advertising Group;

Chuck Sutton, public relations director, Inner City Broadcasting, and Clarence Smith, president of Essence Communications and Essence Television.

Mitchell said black programing "is labeled a hard sell. The networks can't sell it to advertisers and advertisers can't sell it to their target audience." As a result, he said, there is "a vast rainbow of achievements [by blacks] that never reach the tube."

Mitchell is the producer and star of an NBC program in development called *Beekman's Place*. Although he is the black lead in the program, "it's not a black show," he said. At first, he said, the network had wanted Judd Hirsch to play the lead character. "I deal with the networks," said Mitchell. "I can't win the fight for black programing. They don't want it. They are not going to buy it. I don't know who has power over the medium. The word 'power' scares most white people. We want access, not power." Ultimately, he said, the problem

is "racism, pure and simple."

Uniworld's Lewis said advertisers do not want to believe there is an audience for black programing outside the general audience. "There is no real interest in the black audience as consumers of television," he said. Advertisers, he said, believe they adequately reach blacks through mainstream programing. When they do try to target blacks specifically, he said, advertisers tend not to allocate television dollars for that purpose. Television then becomes "the for bidden medium. The general agency does television."

The panel did not agree on the definition of a "black program," but did agree that just because a program has a black lead, such as NBC's *Cosby Show* or CBS's *Frank's Place* does not mean it is specifically geared to blacks or addresses black issues. Sutton of Inner City said the determining factor may be whether a program has "relevancy to the black community." But if it is too relevant to

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**Birthday bash.** Celebrating the taping of the 100th episode of CBS-TV's *Kate & Allie* with a party at New York's 21, were (l-r): Richard Beisberg, president of Reeves Entertainment Group; show's stars Susan St. James and Jane Curtin and Gene Jankowski, president of CBS/Broadcast Group. The 100th episode is scheduled to air Monday, May 2.

partially disagreed. "Television is not there to entertain. Television is a sales vehicle. The show is not important."

Sutton agreed the medium distorts. He also suggested that it "annoints. It tells you who is important and makes them visible, and it says who isn't important and makes them invisible." With such power, he said, "television has to be held accountable."

None of the panel members were optimistic about a solution to the problem. Byron's reply: "I don't know." Said Smith of Essence: "The change isn't going to happen next Thursday." Johnson said only a handful of blacks own television stations in the U.S. and the likelihood of growth in the number of black station owners is "very limited."

Smith said some progressive advertisers are becoming aware of the importance of the black consumer to their markets. Proctor & Gamble, he said, did a recent study looking at who would be the major purchasers of P&G products in the years leading up to 2000. By that year, the study found, blacks and Hispanics may account for close to \$8 billion of P&G's projected \$18 billion in sales. "That's not minority business," said Smith. "That is serious business."

The bottom line, said Smith, is "the consumer does ultimately have the power" to affect programing decisions. □

## Second time for Tom and Dick

CBS announced last week that it signed Tom and Dick Smothers to do six one-hour variety specials this season, beginning March 23. The specials will air Wednesday 8-9 p.m., the time slot previously occupied by *Magnum P.I.*, which had its last regularly scheduled broadcast on Feb. 16. *Magnum* will return for a two-hour special finale during the May sweeps.

The agreement for the six *Smothers Brothers Comedy Hour Specials* came two weeks after *The Smothers Brothers Comedy Hour 20th Reunion Show*, averaged a 14.3 rating and a 24 share against ABC's *Dynasty* (14.9/24) and NBC's *St. Elsewhere* (13.4/22).

In a prepared statement, CBS Entertainment President Kim Lemasters, suggested that if the specials do well this season, the Smothers Brothers will be back next season in a regularly scheduled program. Nineteen years ago, CBS canceled the hit series *The Smothers Brothers Comedy Hour* over a censorship dispute with the two brothers, who then moved briefly to ABC and syndication for short stints. □

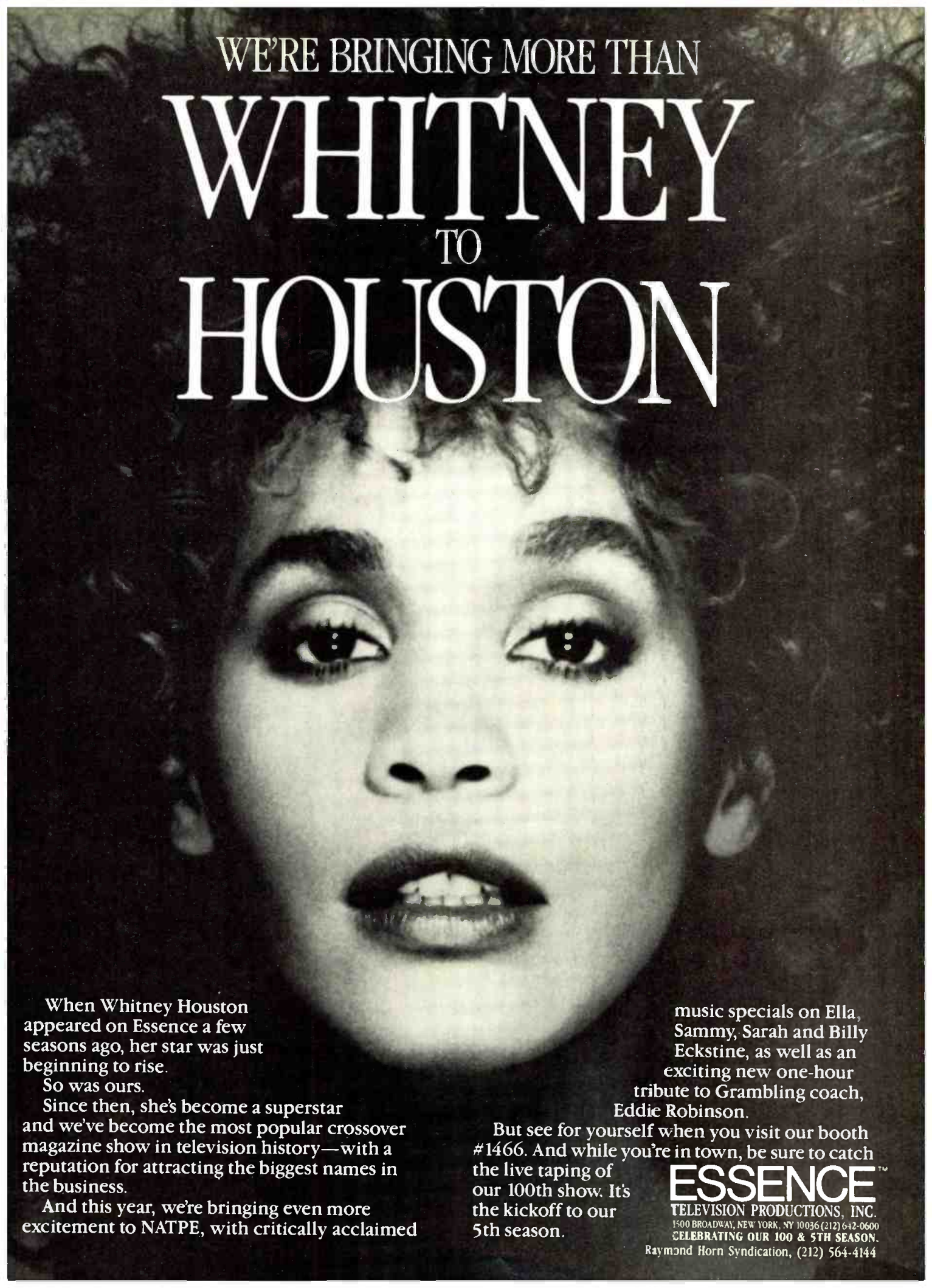
"too black," producers often find themselves wondering: "Will it be killed?"

Johnson said defining any program for television is difficult because "television distorts; it doesn't reflect real life anything." The medium is designed to do two things, he said: "To entertain and sell soap." Michlll

## Olympics push ABC into second place for week 21

(NBC wins with 16.2/25, ABC places with 14.9/23, CBS shows with 14.2/22)

| Nielsen | Net     | Show                        | AGB         | Nielsen | Net     | Show                        | AGB         |
|---------|---------|-----------------------------|-------------|---------|---------|-----------------------------|-------------|
| 1.      | 30.1/45 | N Cosby Show                | 1. 30.9/46  | 35.     | 14.1/20 | C Designing Women           | 34. 14.3/21 |
| 2.      | 26.9/40 | N Different World           | 2. 27.9/41  | 36.     | 14./22  | C Magnum, P.I.              | 31. 14.6/22 |
| 3.      | 24.9/36 | A ABC Monday Movie          | 8. 22.5/33  | 37.     | 13.9/23 | C Beauty and the Beast      | 23. 16.8/26 |
| 4.      | 24.7/36 | N Cheers                    | 5. 24.8/37  | 38.     | 13.9/19 | C Newhart                   | 32. 14.4/21 |
| 5.      | 24.4/40 | N Golden Girls              | 3. 25.6/41  | 39.     | 13.7/23 | N St. Elsewhere             | 48. 12./21  |
| 6.      | 24./34  | A Growing Pains             | 4. 25.1/36  | 40.     | 13.6/22 | N Miami Vice                | 42. 12.6/20 |
| 7.      | 23.9/36 | N Night Court               | 7. 23.2/35  | 41.     | 13.4/19 | N My Two Dads               | 39. 13.6/20 |
| 8.      | 22.6/33 | A Who's the Boss?           | 6. 23.9/35  | 42.     | 13.4/20 | N Hunter                    | 35. 14.2/21 |
| 9.      | 20.5/33 | N L.A. Law                  | 20. 17.1/28 | 43.     | 13.3/20 | C Simon and Simon           | 41. 12.7/19 |
| 10.     | 19.7/30 | A XV Winter Olympics (Sun.) | 16. 18.4/28 | 44.     | 12.9/22 | A 1988 Vote: Iowa Caucus    | 13.4/23     |
| 11.     | 19.5/28 | A Moonlighting              | 14. 18.6/28 | 45.     | 12.8/20 | N Year in the Life          | 54. 11.4/17 |
| 12.     | 19.5/29 | C Murder, She Wrote         | 9. 19.7/29  | 46.     | 12.5/19 | C Tour of Duty              | 56. 10.8/16 |
| 13.     | 19.4/29 | C CBS Sunday Movie          | 19. 17.2/26 | 47.     | 12.5/20 | N Disney's Magic Kingdom    | 45. 12.3/19 |
| 14.     | 19.2/28 | N ALF                       | 13. 19./29  | 48.     | 12.4/19 | A Slap Maxwell Story        | 50. 11.9/18 |
| 15.     | 19.2/28 | N Matlock                   | 10. 19.3/28 | 49.     | 12./21  | N Sonny Spoon Detective *   | 57. 10.4/17 |
| 16.     | 19./30  | C 60 Minutes                | 15. 18.5/30 | 50.     | 11.9/21 | A 20/20                     | 37. 13.8/23 |
| 17.     | 17.6/29 | N 227                       | 12. 19.1/31 | 51.     | 11.9/20 | C High Mountain Rangers     | 51. 11.7/19 |
| 18.     | 17.5/29 | C Dallas                    | 11. 19.2/30 | 52.     | 11.9/20 | C Equalizer                 | 40. 13.5/23 |
| 19.     | 17.3/27 | C CBS Tuesday Movie         | 24. 16.6/26 | 53.     | 11.7/19 | A Full House                | 47. 12./19  |
| 20.     | 17.2/27 | C Knots Landing             | 27. 15.5/25 | 54.     | 11.7/19 | C Wiseguy                   | 55. 11.3/19 |
| 21.     | 17.2/25 | N NBC Monday Movie          | 29. 15.1/22 | 55.     | 11.3/18 | A Mr. Belvedere             | 46. 12.1/19 |
| 22.     | 16.7/25 | A Head of the Class         | 18. 17.7/26 | 56.     | 11./16  | C Frank's Place             | 52. 11.7/17 |
| 23.     | 16.6/30 | N J.J. Starbuck             | 25. 16.2/29 | 57.     | 11./18  | N Crime Story               | 53. 11.6/19 |
| 24.     | 16.4/26 | A Perfect Strangers         | 21. 16.9/25 | 58.     | 10.1/17 | C Houston Knights           | 60. 9.2/15  |
| 25.     | 15.8/24 | N Highway to Heaven         | 22. 16.8/25 | 59.     | 10.1/16 | N Our House                 | 44. 12.4/20 |
| 26.     | 15.3/23 | N Family Ties               | 26. 15.8/24 | 60.     | 9.9/17  | A XV Winter Olympics (Sat.) | 58. 10.2/17 |
| 27.     | 15.2/26 | N Facts of Life             | 17. 18.1/30 | 61.     | 8.9/16  | C West 57th                 | 59. 9.6/17  |
| 28.     | 15./26  | A Dynasty                   | 49. 12./21  | 62.     | 8.7/13  | C Law and Harry McGraw      | 61. 9.1/13  |
| 29.     | 14.9/24 | A Thirtysomething           | 38. 13.7/23 | 63.     | 8.4/15  | N Decision '88: Iowa Caucus | 8.1/14      |
| 30.     | 14.7/22 | A Growing Pains Special     | 33. 14.3/22 | 64.     | 8.1/12  | A ABC Thursday Movie        | 63. 8.3/13  |
| 31.     | 14.5/22 | A Hooperman                 | 28. 15.2/23 | 65.     | 7.7/13  | A Thorns                    | 62. 8.7/14  |
| 32.     | 14.5/21 | C Kate and Allie            | 36. 14./21  | 66.     | 7.6/11  | C 48 Hours                  | 64. 7.6/11  |
| 33.     | 14.3/22 | N NBC Sunday Movie          | 43. 12.5/19 | 67.     | 6.8/11  | A Sledge Hammer!            | 65. 7.4/12  |
| 34.     | 14.2/25 | C Falcon Crest              | 30. 15.1/25 | 68.     | 6.3/9   | A Charmings                 | 66. 6.9/10  |



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## Country radio: hotter than ever

### Annual seminar in Nashville celebrates 'new life' of 'timeless music'

Country music radio, already the nation's most-programmed format with 2,431 commercial stations, according to BROADCASTING's new-format data bank, is poised to further broaden its audience base in the 1990's, according to speakers at the 19th annual Country Radio Seminar (CRS) at Nashville's Opryland hotel Feb. 11-13.

"A couple of years ago, we were worried about the health of country radio with stories about record sales being off and ratings going down. But a new generation of stars is breathing new life into a timeless music. Suddenly, we are hot again," proclaimed

it's the music that people in other countries want to hear because it tells them about the American people."

He continued: "We should not be afraid...to spread out to other countries. But it is crucial that country music tap its original roots to keep its integrity and style. That is what keeps it unique."

Highlights of a new Country Music Association-commissioned study, conducted by Arbitron Ratings and delivered during the CRS by Rhody Bosley, Arbitron vice president of radio sales and marketing lends credence to the potency of country music programming. Among the results from the study, dubbed "Country Radio Today": one in six Americans 18 and older listen at some

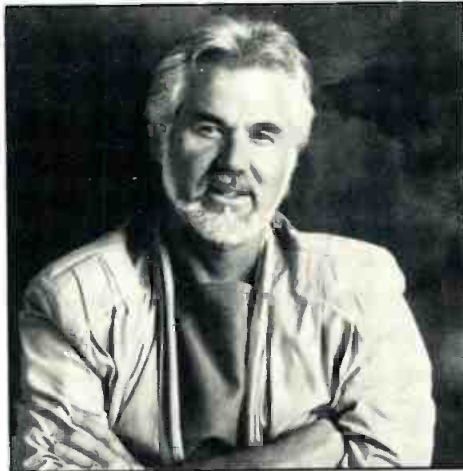
ikhal said. "The trend will be to know more about the [country] audience."

Said Parikhal: "Close to 13% of country music listeners are 'closet' listeners. We [country music executives] have to make people proud to listen to country. We need to get the hayseed out and keep the heart in...Country needs to do something about its image." Parikhal noted that in today's "information overload" environment, country stations have to become better marketers.

Parikhal had addressed the 1981 CRS, which was the so-called "urban cowboy" era, on the future of country music. "In 1981, I said country music was not a fad. That was true then as it is today because it is



Oatman



Rogers



Parikhal

Mike Oatman, president of Country Radio Broadcasters (sponsor of the Country Radio Seminar) and chief executive officer of Great Empire Broadcasting, Wichita, Kan., to the opening assembly of nearly 1,000 country radio programmers and executives from the Nashville recording industry.

This renewal in country music, according to Oatman, is occurring because many new artists are returning to more "traditional" sounds. "We forgot the basics...The music was not distinctive. It was too formulized and overproduced," said Oatman. Record labels and stations that had shut out the new talent have now taken the "unsafe route" by recording and airing them, he said. "And the audiences have been responding with record sales, concert attendance and [radio] listening all up," Oatman said.

In the opening address the following morning, country singer Kenny Rogers underscored Oatman's comments: "Country music is an art form, and like most art forms, it must be allowed to grow by encouraging the flow of new blood and ideas."

Rogers labeled country music "universal." He said, "Country is the ultimate in simplicity and the ultimate in honesty. And

point during the week; 25% of country radio listeners are exclusive to the format; 64% of country radio's audience falls into the advertisers' highly sought-after 25-54 demographic, and 60% of country music listening occurs on the weekend. The study was based upon spring 1987 Arbitron data in 16 markets.

According to life-style researcher Dr. John Parikhal, partner and chief executive officer of Joint Communications, Toronto, the 25-54-year-old demographic will be dominated by baby-boomers, called to by Parikhal the "big generation," over the next 15 years. "This is the only group raised by nonstop technological and social change. It's a highly experimental demographic and they are experimenting with country," observed Parikhal in a Saturday (Feb. 13) afternoon session.

Parikhal said new artists such as Randy Travis and Dwight Yoakam also have an appeal to rock listeners, creating the "potential" to bring new listeners to country. He predicted that country radio stations will increase their research over the next five years. "Country music is no longer tied to life style. It's independent of lifestyle," Par-

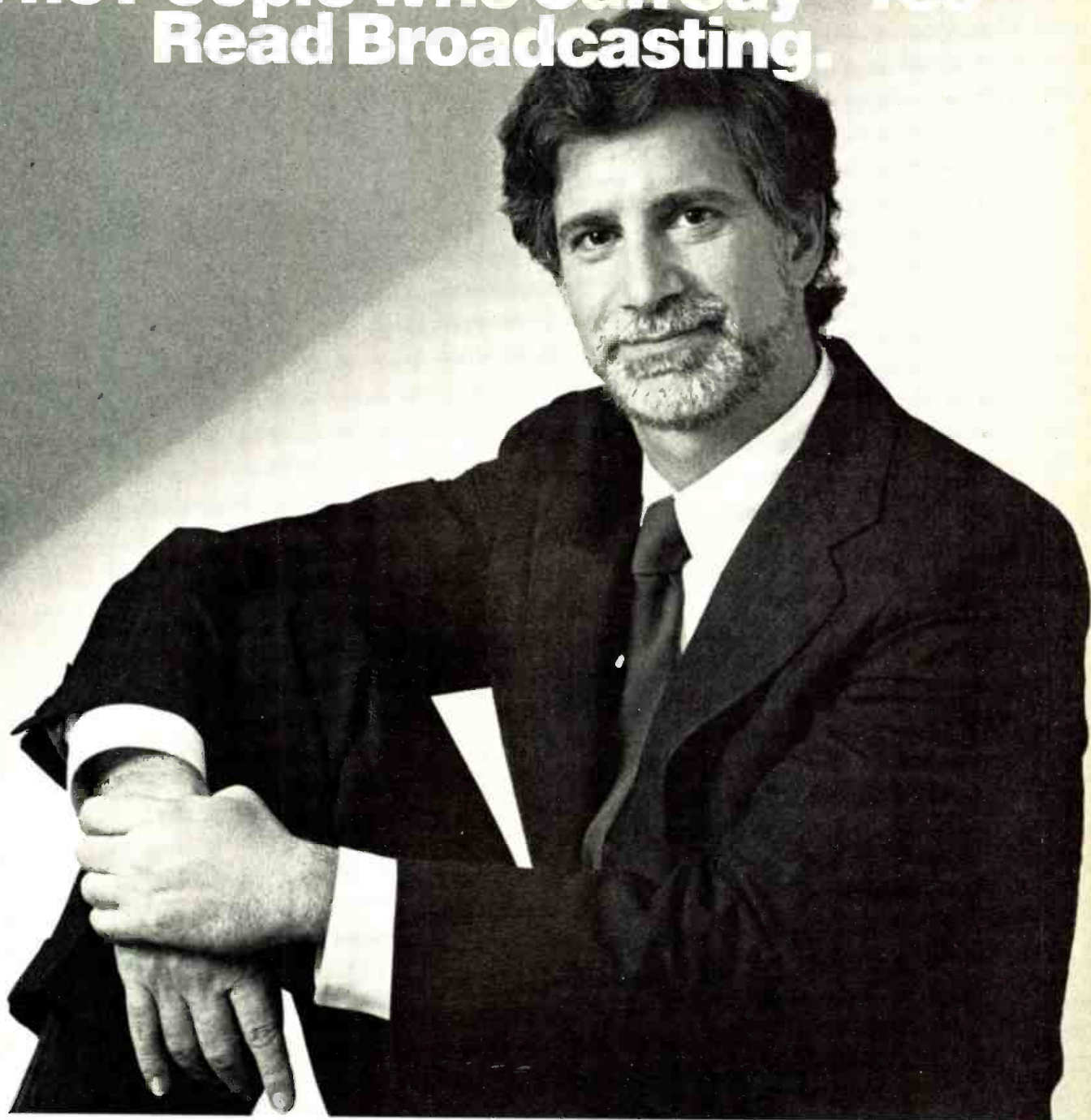
That was true then as it is today because it is now bigger than ever," said Parikhal. What is one of country music's biggest assets? The artists, according to Parikhal, because they "genuinely care" about their audience.

Country performer Charlie Daniels followed Parikhal with a closing address in which he advised radio station programmers to occasionally play one of the "original" country music performers such as Roy Acuff. "Stations should tell the listeners 'This is where it all started; this is history,'" said Daniels. "It will also do the industry some good...New artists should remember where the music came from."

Other major speakers at the Country Radio Seminar included Bill Stakelin, Radio Advertising Bureau president and chief executive officer, and David Parnigoni, National Association of Broadcasters senior vice president for radio.

The theme for the three-day event was "Country—America's Music." That theme was firmly instilled in attendees from the start when country singer Lee Greenwood supported by the 38-piece Second Marine Aircraft Wing Band from Cherry Hill, N.C. sang his hit song, "God Bless The USA," to a standing ovation at the opening

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ceremonies.

Traffic was mostly moderate in the exhibit hall, which housed over 25 companies. Another 21 companies hosted hospitality suites.

The seminar ended with a Saturday evening banquet and "New Faces" show, which presented 10 "rising" country acts. This year's bill featured Foster & Lloyd, Nanci Griffith, Patty Loveless, David Lynn Jones, Tim Malchak, New Grass Rival, K.T. Oslin, Ride the River, Schuyler, Knobloch and Bickhardt, and Ricky Van Shelton. The show was taped for later broadcast by Mutual Broadcasting/Westwood One.

At the Country Radio Broadcasters annual convention board meeting on Sunday morning (Feb. 14), Charlie Douglas, veteran country radio personality who serves as operations manager and main host of the Music Country Radio Network, a nighttime music/talk programming service that originates from studios at Opryland every night, was elected as the CRB's new president. Douglas replaces Oatman, who had served as CRB president for the past three years. (All CRB officers are elected to one-year terms, but are eligible to be reelected.) Oatman will continue on the CRB board for another year.

The remaining CRB officers were reelected to another one-year term. They are: Bob Saporiti of Warner Brothers Records, Nashville, as vice president; Jeff Walker of Aristo Music Associates, Nashville, as treasurer, and Mac Allen of SESAC's Nashville office as secretary. Serving as executive director of the CRB is Frank Mull.

### Concert promotion may be just the ticket

The competitive battle among country music outlets within the same market is not only being fought through traditional programming and advertising avenues, but stations are also increasing their push for exclusive concert promotion rights. That variation in the ongoing radio wars was the focus of a Music Industry Professional Seminar (MIPS) panel, sponsored by the Country Music Association, during the Country Radio Seminar.

"The first thing I look for when an artist comes to town is an exclusive to the promotion," said Mike Chapman, operations manager for WUBE(FM) Cincinnati. "The thing I don't want to see happen if two competing stations are involved in a promotion, is if the other station is on stage hosting a concert and I'm exposing my audience to their MC's and banners," he said. Kevin O'Neal, program director for WBIG(FM) Greensboro, N.C., a "nonreporting" station (a radio station that does not report its playlist to an industry trade chart) that competes with country powerhouse WTQR(FM) for the market's country audience, said it is not easy for his station to get concert promotion rights. "I think concert promoters come to town and bow to the knees of legendary radio stations and for no reason at all," O'Neal said. "We have made tremendous inroads in our marketplace. But recently when Randy Travis came to town, we made what we felt



**Air time popularity.** What does it take to be an on-air success? Noted disk jockeys representing not only country, but a variety of music formats, who gathered at the Country Radio Seminar to discuss the subject had a common theme: Radio is entertainment. "Let the audience know you are entertaining them. Mention their names on the air," said veteran Chicago air personality Dick Biondi, who is currently heard over oldies WJMK(FM) Chicago.

"Leave the microphones open during syndicated [comedy] material, so you [on-air personalities] can laugh at them. It will encourage the audience to laugh along...That's why some television comedies have soundtracks," said Tom Griswald, half of the morning team of Bob [Kevoian] and Tom at album-rocker WFBQ(FM) Indianapolis.

"I record phone calls from listeners onto 70-second carts. If it's good I can use them on the air. It's 'instant production,'" said Gerry House, morning personality at country WSIX-FM Nashville.

House, like the majority of the personalities on the panel, culls a lot of his comedy material (some of which is pre-recorded) from the news. "I do about 30 bits a day," he said. "I don't try to write things that topical from the morning news because most listeners haven't read their papers yet. I use material based on the news from the previous night." Biondi told the group that he doesn't use pre-recorded bits. "I just say what I feel at the moment and sometimes it's funny."

Pictured at the CRS panel session, dubbed "Air Personalities: Red, White and Blue," are (l-r): Rhubarb Jones, WYAY(FM) Atlanta; Biondi; Pat Martin and Andy Witt, morning team at WTSO(AM) Madison, Wis.; House; Gary Burbank, WLV(AM) Cincinnati; and Griswald.

was an equitable pitch [for promotion participation] and didn't get it," he said. "Artists make a mistake when they give concert promotion exclusivity when there are two competitors in the same market in the top 10 in ratings...It seems to make business sense, if you have more stations pumping a [concert] promotion real hard."

Artists have to deal with different promoters in different places who have made their own deals in the marketplace, said Greg Fowler, who is head of promotion and media relations for the group Alabama. "We, as artists, are hired by these folks to represent their interest in a market," Fowler noted.

"There may be an exclusive rights station. But we will never tell other stations in the

market that they will not be involved with this concert," he said.

"As far as the record companies are concerned, we have recording services contracts with the artists. But we don't sell T-shirts or concert tickets and we do not share in that profit," said Jack Weston, vice president of national country promotion for RCA. "I can't go to an independent concert promoter who has put up his money and say, 'You can't do that,'" Weston said. "We try to avoid getting in the middle [between stations and promoter]."

Also on the panel was Jeff Davis, vice president of Special Moments Promotion, Nashville. The session was moderated by Lon Helton, country editor for *Radio & Records*. □



L to r: Weston, O'Neal, Fowler, Chapman, Davis



## Sound of money

The Financial News Network (FNN), New York-based cable news service, and the Starstream Communications Group, Houston-based radio promotion and program supplier, are in the "discussion stages" about a joint venture for FNN's proposed business radio network, according to Michael Wheeler, FNN executive vice president and general manager.

FNN is looking initially to launch a short-form financial/business news service for radio that will feature reports from morning drive in Eastern time zones through afternoon drive on the West Coast (about 16 hours each weekday) as well as some weekend programming ("Riding Gain," Aug. 10, 1987). If the deal materializes, Starstream would distribute and clear the FNN service, Wheeler said.

The new FNN network, which is now slated for a late summer start, would compete with *The Wall Street Journal Report* and *The Dow Jones Report*, both produced by Dow Jones & Co.

## Convention preview

The National Association of Broadcasters has hired independent contractor, Richard Sequerra of Bayside, N.Y., to design a new "high-tech AM/FM receiver," according to Michael Rau, NAB vice president and acting head of the science and technology department. The new receiver has been in the planning stages since late last year ("Riding Gain," Dec. 7, 1987).

Among its features will be the capability of receiving AM stereo. "It will be [Motorola] C-Quam compatible, but we are keeping our design options open on whether the set will be able to receive both the C-Quam and Kahn Communications AM stereo systems," Rau said. The receiver would also incorporate the National Radio Systems Committee's AM standard deemphasis curve as well as an FMX decoder.

The design, which will cost NAB \$25,000, is expected to be completed by the NAB convention in Las Vegas, April 9-13. A prototype model should be ready by the NAB Radio '88 convention in September, Rau said.

Additionally, NAB plans to induct veteran country singer and Grand Ole Opry performer Roy Acuff, the late William B. Williams, long-time air personality for WNEW(AM) New York and comedians Milton Berle and Lucille Ball into its Broadcasting Hall of Fame during the association's annual convention in Las Vegas this April.

## 'Good Evening' support

Minnesota Public Radio's 90-minute Saturday evening *Prairie Home*

*Companion* replacement, *Good Evening*, as of last week had 180 affiliates and, said MPR, had landed an exclusive corporate underwriter—Ashland Oil Inc. In addition to helping with production costs, Ashland, which contributed to the 1985 restoration of the World Theater—origination site of *PHC* and *Good Evening*—will also assist in promotion efforts, said MPR. Ashland employs 2,000 residents in Minnesota, where its SuperAmerican division, Rapid Oil Change subsidiary and a petroleum refinery are headquartered. *Good Evening* has secured underwriting from the National Endowment for the Arts, The American Public Radio Program Fund and the Corporation for Public Broadcasting.

## Two for Tom-Tom

FCC Administrative Law Judge Walter C. Miller granted the application of Tom-Tom Communications for a new FM on 104.3 mhz in Rapid City, S.D. Tom-Tom, which also owns co-located KTOQ(AM), is owned by general manager Tom Kearns and *NBC Nightly News* anchor Tom Brokaw. Tom-Tom bought the AM station in 1978 for \$400,000 ("Changing Hands," Oct. 30, 1978) and got Tom-Tom in hot water when it

guaranteed the purchase with a \$345,000 loan from a Small Business Administration fund intended for minorities (BROADCASTING, Nov. 20, 1978). Brokaw and Kearns canceled the loan and obtained financing from other sources.

## Short-form country

The ABC Radio Network is preparing a new short-form country music series, *Bob Kingsley with America's Music Makers*, for a May 8 debut. Kingsley is host of ABC's long-running *American Country Countdown* weekly broadcast. The new series will be composed of daily (Monday through Friday), two-minute interviews with country performers.

## Sold.

The Florida Network, an Orlando-based statewide news service for radio with over 50 affiliates, has been sold for \$800,000 by Susquehanna Broadcasting, operator of 17 radio stations, to the Profit Group, Silver Spring, Md. Profit owns WTH(AM) Baltimore and manages WNTY(AM) Silver Spring. Its president is James McCotter. Media Venture Partners represented the seller in the transaction.



**Nite time.** The United Stations Radio Networks has signed wcbs(FM) New York weekend personality Norm N. Nite to host a live, still untitled, five-hour weekly oldies request program each Sunday at 5-10 p.m. NYT. The series is slated to begin Feb. 28. Nite, who has been on the air on wcbs from 1973 to 1975 and again from 1980 to the present, will leave his wcbs post on Feb. 21. Pictured with Nite (seated in front of mike) at United Stations studios in New York are Ed Salamon, executive vice president/programming for the United Stations (left) and Bill Hogan, United executive vice president and general manager.

In a related move, United has named WNSR(FM) New York personality Bob Worthington as the new permanent host of its *Solid Gold Saturday Night* series. Worthington replaces Dick Bartley, who left the program in December to host an oldies show on the Westwood One Radio Networks ("Riding Gain," Jan. 18).



## Emmy concerns

The Academy of Television Arts and Sciences voted two weeks ago on the criteria for cable entries in the Emmy competition and although some problems with the National Academy of Cable Programming must still be ironed out, the NACP has gone public with its displeasure over aspects of the process. Principally, NACP is concerned that the 5,200 ATAS members that vote on programs to be the five nominees in each category will not have seen many of those entries, especially the pay offerings, because of cable's low penetration in Los Angeles.

"To keep in place a judging procedure which assumes that entered programs and creative artists have all been seen by voting ATAS members does not play fair with cable," NACP President Ralph Baruch said. Cable's penetration in Los Angeles is 38%, far below the nationwide average of 50%, and access to the pay services, "which produce a great amount of original entertainment programming," NACP said, is even lower.

NACP suggests a review procedure similar to what it uses in its Ace Award competition, where all 942 entries are reviewed before the final nominees in each category are selected. If that doesn't happen, Baruch said, "I'm afraid that the Emmy awards may become a contest honoring the 'most watched' programs, and not 'the best' programs," he said.

ATAS, in response, said it had worked with NACP to overcome a number of problems but that it would not fundamentally restructure its rules for the benefit of cable. Mel Sawelson, treasurer of ATAS and chairman of the awards committee, said the inability of the ATAS members to see all the entries nominated is nothing new. Each year the academy receives roughly 400 program nominations, he said, and members don't see all those entries either. He guessed the cable networks would nominate 50 to 75 programs.

And even though cable penetration lags in Los Angeles, Sawelson said, academy members are not unfamiliar with cable. First, he said, many of the members work on cable programming through their production houses, or are aware of what the cable competition is doing if it is producing for the networks. Second, some cable programs run several times, while many network programs appear only once. That repetition offsets, somewhat, the lower penetration figures. Third, Sawelson said, academy members are aware of cable's first-time entry into the competition and are sensitive to its concerns.

Cable programming entries are eligible for all 68 ATAS categories, of which only nine directly overlap with categories in NACP's Ace Awards. The awards period runs from

July 1, 1987, to May 31, 1988. Ballots will be mailed to ATAS members in late June, with the deadline for their return in mid-July. ATAS will disclose the nominations on July 28. The awards ceremony will be Aug. 28, and will be seen on the Fox Broadcasting network.

## CAB advance

The Cabletelevision Advertising Bureau has released details of its annual convention, scheduled for April 10-12 in New York (BROADCASTING, Feb. 15).

Sunday, April 10, will be devoted to several operations sessions on advertising research, ad-insertion hardware and software, classified advertising and production ("Closed Circuit," Feb. 15).

CAB Chairman Ed Bennett, executive vice president, Viacom Cable, will present official welcoming remarks on Monday, a day devoted to local advertising issues. One session will examine the value of tune-in promotions, with Jerry Maglio, Daniels & Associates; George Rosehart, TeleCable; Doug Wenger, Storer Cable; Ed Berenhaus, Financial News Network; Ron Harris, Turner Broadcasting, and Jim Shumaker, CAB. Another session will explore how to use cable programming for selling avails. It will feature CAB President Robert Alter; David Kantor, Cox Cable; Tom Emmi, TeleCable; Dan McCarthy, Viacom Cable; Lynne Stauffer, Lifetime, and Diane Weingart, USA Network. Other Monday sessions will examine political advertising, advertising markets, competing against local media, creating new business with local research and analyzing financial statements. The CAB awards will be presented at Monday's luncheon. Guest speaker will be comedian, Phyllis Diller.

National advertising issues will be addressed on Tuesday, with an opening panel composed of John Malone, Tele-Communications Inc.; Frank Biondi Jr., Viacom International; J. William Grimes, ESPN, and Joseph Ostrow, Foote, Cone & Belding. That will be followed by two concurrent sessions, an advertiser's perspective on cable, with Lawrence Cole, Ogilvy & Mather; Kathryn Hayes, Warner-Lambert; Sherman McQueen, FCB Telecom, and Douglas Ritter, AT&T, and reports from cable programmers, with Thomas Burchill, Lifetime; Robert Johnson, BET; David Meister, FNN; Timothy Robertson, CBN, and John Wynne, The Weather Channel.

Tuesday's luncheon speaker will be Michael Roarty, the Anheuser Busch executive behind the Spuds McKenzie campaign. Afternoon sessions will examine planning strategies for segmented markets and cable's "added value." The former will feature Thomas Winner, William Esty Co.; Lawrence Cole, Ogilvy & Mather; Kathryn Hayes, Warner-

Lambert; Thomas Lux, Gillette Co.; Farrell Reynolds, Turner Broadcasting Sales, and John Silvestri, USA Network. On the latter panel will be Arnold Semskey, BBDO; Mary Ann Madigan, DDB Needham; Sherman McQueen, FCB Telecom; Douglas Ritter, AT&T; John Reardon, MTV Networks, and Lloyd Werner, Group W Satellite Communications.

## ESPN's new deal

ESPN has signed a new five-year deal with Spectradyn for the sports service's National Football League package. Spectradyn, which provides entertainment programming to more than 1,100 hotels with over 450,000 guest rooms, initially declined to take ESPN's Sunday-night NFL package. The games were blacked out in some hotel rooms, and the Marriott chain (which Spectradyn serves) dropped the ESPN service entirely in 60,000 rooms last November, replacing it with WTBS(TV) Atlanta.

Eventually, ESPN and Spectradyn worked out an agreement, in which the latter signed for the NFL package, covering the final four games of the 1987 season and the 1988-89 football seasons. ESPN also is being reinstated in all the Marriott rooms that had dropped the service.

## More for cable

The Cabletelevision Advertising Bureau has released fourth-quarter 1987 television viewing statistics that it says further reflect TV broadcast network audience erosion at the hands of cable and independent television (see chart below). CAB, using Nielsen data, found that affiliate ratings dropped 9% in prime time in the quarter, while basic cable (a category in which it includes WTBS Atlanta) rose 35%. Pay rose 25% and independents increased 7%. In every category listed, daytime, early fringe, late fringe, weekend, prime time and 24-hour basis, affiliate shares were down between 5% and 16%, while basic and pay ratings rose from 6% to 35%, CAB said.

## Leaving '700'

Ben Kinchlow, co-host of the Christian Broadcasting Network's *700 Club* since 1975, announced he will leave the network effective March 1. "I have no immediate plans to go to another ministry," said Kinchlow, also CBN's executive vice president. "I just want to go sit under my fig tree to pray and seek God's will for my life." Reports that Kinchlow might leave CBN to join the beleaguered PTL ministry had been published, then denied, last month (BROADCASTING, Jan. 11).

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Closing Closing  
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Net Percent P/E  
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## BROADCASTING

|                                 |     |     |     |     |         |        |      |       |
|---------------------------------|-----|-----|-----|-----|---------|--------|------|-------|
| N (CCB) Capital Cities/ABC....  | 347 | 1/4 | 349 | 1/2 | - 2 1/4 | -00.64 | 23   | 5,617 |
| N (CBS) CBS.....                | 162 | 1/2 | 163 | 5/8 | - 1 1/8 | -00.68 | 9    | 3,839 |
| A (CCU) Clear Channel.....      | 13  | 7/8 | 13  | 1/4 | 5/8     | 04.71  | 24   | 44    |
| O (INFTA) Infinity Broadcast... | 19  | 1/4 | 18  |     | 1 1/4   | 06.94  | -148 | 161   |
| O (JCOR) Jacor Commun.....      | 5   | 3/8 | 5   | 1/4 | 1/8     | 02.38  |      | 30    |
| O (LINB) LIN.....               | 50  | 5/8 | 49  | 3/4 | 7/8     | 01.75  | 27   | 2,714 |
| O (MALR) Malrite.....           | 6   | 1/2 | 7   |     | - 1/2   | -07.14 | -9   | 88    |
| O (MALRA) Malrite 'A'.....      | 6   | 3/8 | 6   | 1/2 | - 1/8   | -01.92 | -9   | 87    |
| O (OBCCC) Olympic Broad.....    | 4   | 3/4 | 4   | 3/4 |         | 00.00  |      | 11    |
| O (OSBN) Osborn Commun.....     | 5   |     | 5   |     |         | 00.00  | -4   | 20    |
| O (OCOMA) Outlet Commun..       | 13  | 5/8 | 9   | 3/4 | 3 7/8   | 39.74  |      | 89    |
| A (PR) Price Commun.....        | 8   | 1/4 | 8   | 3/8 | - 1/8   | -01.49 | -6   | 70    |
| O (SAGB) Sage Broadcasting      | 5   |     | 5   |     |         | 00.00  | -7   | 19    |
| O (SCRIP) Scripps Howard        | 83  |     | 79  |     | 4       | 05.06  | 28   | 857   |
| O (SUNN) SunGroup Inc.....      | 1   |     | 1   |     |         | 00.00  | -1   | 2     |
| O (TLMD) Telemundo.....         | 8   |     | 8   |     |         | 00.00  | -1   | 45    |
| O (TVXG) TVX Broadcast.....     | 3   | 1/4 | 3   | 1/2 | - 1/4   | -07.14 | -2   | 19    |
| O (UTVI) United Television..... | 26  | 1/2 | 25  |     | 1 1/2   | 06.00  | 44   | 290   |

## BROADCASTING WITH OTHER MAJOR INTERESTS

|                                 |     |     |     |     |         |        |      |        |
|---------------------------------|-----|-----|-----|-----|---------|--------|------|--------|
| N (BLC) A.H. Belo.....          | 46  |     | 47  | 1/2 | - 1 1/2 | -03.15 | 18   | 485    |
| O (ASTV) Amer. Comm. & TV       |     | 1/8 |     | 1/8 |         | 00.00  |      | 9      |
| N (AFL) American Family.....    | 13  | 1/4 | 13  | 1/4 |         | 00.00  | 11   | 1,072  |
| O (ACCMA) Assoc. Commun.        | 32  | 1/2 | 29  |     | 3 1/2   | 12.06  |      | 309    |
| O (BMAC) Bus. Men's Assur..     | 26  |     | 28  |     | - 2     | -07.14 | 36   | 272    |
| N (CCN) Chris-Craft.....        | 20  | 3/8 | 19  | 1/2 | 7/8     | 04.48  | 29   | 431    |
| N (DNB) Dun & Bradstreet.....   | 49  | 7/8 | 49  | 1/4 | 5/8     | 01.26  | 20   | 7,584  |
| O (DUCO) Durham Corp.....       | 27  | 1/4 | 27  | 1/4 |         | 00.00  | 16   | 232    |
| N (GCI) Gannett Co.....         | 35  | 1/2 | 34  | 5/8 | 7/8     | 02.52  | 19   | 5,736  |
| N (GY) GenCorp.....             | 19  | 1/4 | 19  |     | 1/4     | 01.31  | 10   | 1,290  |
| O (GACC) Great Amer. Comm..     | 11  | 1/8 | 11  | 1/2 | - 3/8   | -03.26 | 11   | 259    |
| N (JP) Jefferson-Pilot.....     | 29  | 3/8 | 29  | 1/2 | - 1/8   | -00.42 | 10   | 1,180  |
| N (KRI) Knight-Ridder.....      | 42  |     | 41  | 3/8 | 5/8     | 01.51  | 16   | 2,410  |
| N (LEE) Lee Enterprises.....    | 23  | 7/8 | 23  | 3/4 | 1/8     | 00.52  | 14   | 594    |
| N (LC) Liberty.....             | 39  | 1/4 | 39  |     | 1/4     | 00.64  | 14   | 375    |
| N (MHP) McGraw-Hill.....        | 54  | 5/8 | 55  | 1/2 | - 7/8   | -01.57 | 18   | 2,760  |
| A (MEGA) Media General.....     | 45  | 1/2 | 46  |     | - 1/2   | -01.08 | 66   | 1,283  |
| N (MDP) Meredith Corp.....      | 29  |     | 28  | 1/2 | 1/2     | 01.75  | 15   | 556    |
| O (MMEDC) Multimedia.....       | 57  |     | 55  |     | 2       | 03.63  | 5700 | 627    |
| A (NYTA) New York Times.....    | 29  | 7/8 | 29  | 3/8 | 1/2     | 01.70  | 16   | 2,447  |
| N (NWS) News Corp. Ltd.....     | 16  | 3/4 | 15  | 1/4 | 1 1/2   | 09.83  | 10   | 2,122  |
| O (PARC) Park Commun.....       | 25  | 1/4 | 24  | 3/4 | 1/2     | 02.02  | 22   | 348    |
| O (PLTZ) Pulitzer Publishing... | 31  | 1/4 | 29  | 3/4 | 1 1/2   | 05.04  | 25   | 327    |
| N (REL) Reliance Group Hold..   | 5   | 3/4 | 5   | 3/8 | 3/8     | 06.97  | 6    | 431    |
| O (RTRSY) Reuters Ltd.....      | 51  | 1/8 | 51  | 3/4 | - 5/8   | -01.20 | 24   | 21,224 |
| T (SKHA) Selkirk.....           | 19  | 1/2 | 18  |     | 1 1/2   | 08.33  | 42   | 158    |
| O (STAUF) Stauffer Commun.      | 139 |     | 140 |     | - 1     | -00.71 | 22   | 139    |
| N (TMC) Times Mirror.....       | 36  | 1/4 | 34  | 1/2 | 1 3/4   | 05.07  | 14   | 4,676  |
| O (TMCI) TM Communications..    | 13  | 1/6 | 13  | 7/8 | - 1/16  | -07.14 | 4    | 6      |
| O (TPCC) TPC Commun.....        | 3   | 1/6 | 3   | 1/6 |         | 00.00  |      | 2      |
| N (TRB) Tribune.....            | 39  | 3/8 | 37  | 1/8 | 2 1/4   | 06.06  | 14   | 3,102  |
| A (TBSA) Turner Bcstg. 'A'..... | 10  | 7/8 | 11  | 1/2 | - 5/8   | -05.43 | -1   | 236    |
| A (TBSB) Turner Bcstg. 'B'..... | 7   | 3/4 | 8   | 3/4 | - 1     | -11.42 | -1   | 168    |
| A (WPOB) Washington Post...     | 196 |     | 192 | 1/2 | 3 1/2   | 01.81  | 21   | 2,517  |

## PROGRAMING

|                                 |    |     |    |     |       |        |     |        |
|---------------------------------|----|-----|----|-----|-------|--------|-----|--------|
| O (SP) Aaron Spelling Prod....  | 4  | 5/8 | 4  | 5/8 |       | 00.00  | 3   | 84     |
| O (ALLT) All American TV.....   | 2  | 1/8 | 1  | 7/8 | 1/4   | 13.33  |     | 2      |
| O (BRRS) Barris Indus.....      | 10 |     | 9  | 5/8 | 3/8   | 03.89  | -4  | 81     |
| N (KO) Coca-Cola.....           | 37 | 3/8 | 36 | 3/8 | 1     | 02.74  | 13  | 14,030 |
| A (CLR) Color Systems.....      | 3  | 5/8 | 3  | 7/8 | - 1/4 | -06.45 | -2  | 19     |
| O (CAVN) CVN Cos.....           | 10 | 1/8 | 10 | 1/8 |       | 00.00  | -30 | 184    |
| A (DEG) De Laurentiis Ent.....  | 1  |     | 1  | 7/8 | 1/8   | 14.28  |     | 11     |
| O (dcp) dick clark prod.....    | 5  | 1/8 | 5  | 1/4 | - 1/8 | -02.38 | 13  | 42     |
| N (DIS) Disney.....             | 59 |     | 57 | 1/8 | 1 7/8 | 03.28  | 20  | 7,750  |
| N (DJ) Dow Jones & Co.....      | 32 |     | 29 | 1/4 | 2 3/4 | 09.40  | 15  | 3,098  |
| O (EM) Entertainment Mktg....   | 4  | 1/8 | 3  | 3/4 | 3/8   | 10.00  | 13  | 50     |
| O (FNNI) Financial News.....    | 7  | 1/8 | 7  | 5/8 | - 1/2 | -06.55 | 44  | 83     |
| A (FE) Fries Entertain.....     | 2  | 1/4 | 2  | 1/8 | 1/8   | 05.88  | 9   | 11     |
| N (GW) Gulf + Western.....      | 75 | 3/8 | 72 | 1/4 | 3 1/8 | 04.32  | 17  | 4,580  |
| O (HRSI) Hal Roach.....         | 4  | 1/4 | 4  |     | 1/4   | 06.25  | -9  | 29     |
| A (HHH) Heritage Entertain....  | 2  | 5/8 | 2  | 5/8 |       | 00.00  | 2   | 12     |
| A (HSN) Home Shopping Net.....  | 4  | 3/4 | 4  | 1/8 | 5/8   | 15.15  | 13  | 408    |
| N (KWP) King World.....         | 20 | 1/4 | 19 |     | 1 1/4 | 06.57  | 20  | 606    |
| O (LAUR) Laurel Entertain.....  | 1  | 5/8 | 1  | 1/2 | 1/8   | 08.33  | 3   | 4      |
| A (LT) Lorimar-Telepictures.... | 10 | 1/4 | 10 | 1/4 |       | 00.00  | -7  | 468    |
| N (MCA) MCA.....                | 45 | 1/4 | 40 | 5/8 | 4 5/8 | 11.38  | 21  | 3,438  |
| N (MGM) MGM/UA Commun..         | 8  | 1/2 | 8  | 3/8 | 1/8   | 01.49  | -10 | 425    |
| A (NHI) Nelson Holdings.....    |    | 3/8 |    | 3/8 |       | 00.00  | -3  | 10     |
| A (NWE) New World Enter.....    | 2  | 5/8 | 3  |     | - 3/8 | -12.50 | 1   | 28     |

Closing Closing  
Wed Wed  
Feb 17 Feb 10  
Net Percent P/E  
Change Change Ratio (000,000)  
Market  
Capitali-  
zation

## PROGRAMING

|                                |    |      |    |      |       |        |      |       |
|--------------------------------|----|------|----|------|-------|--------|------|-------|
| O (NNET) Nostalgia Network...  | 1  | 7/8  | 1  | 5/8  | 1/4   | 15.38  | -2   | 10    |
| N (OPC) Orion Pictures.....    | 18 | 1/8  | 17 | 3/4  | 3/8   | 02.11  | 28   | 312   |
| O (MOVE) Peregrine Entertain.  | 3  | 1/8  | 3  |      | 1/8   | 04.16  | -104 | 7     |
| N (PLA) Playboy Ent.....       | 12 | 3/4  | 12 | 3/4  |       | 00.00  | -8   | 119   |
| O (QVCN) QVC Network.....      | 5  | 5/8  | 5  | 5/8  |       | 00.00  |      | 36    |
| O (RVCC) Reeves Commun.....    | 6  | 5/8  | 6  | 1/8  | 1/2   | 08.16  | 662  | 83    |
| O (RPICA) Republic Pic. 'A'... | 5  | 5/8  | 5  | 5/8  |       | 00.00  | 62   | 23    |
| O (RPICB) Republic Pic. 'B'... | 6  |      | 6  |      |       | 00.00  | 42   | 4     |
| A (RHI) Robert Halmi.....      | 1  | 3/8  | 1  | 1/2  | - 1/8 | -08.33 | 5    | 30    |
| O (SMNI) Sat. Music Net.....   | 4  |      | 3  | 7/8  | 1/8   | 03.22  | -100 | 35    |
| N (WCI) Warner.....            | 30 | 3/4  | 30 | 1/2  | 1/4   | 00.81  | 18   | 3,846 |
| O (WWTV) Western World TV..    |    | 3/16 |    | 3/16 |       | 00.00  | 1    |       |
| O (WONE) Westwood One.....     | 22 |      | 21 |      | 1     | 04.76  | 29   | 272   |
| O (AMEA) A.M.E. Inc.....       | 9  | 7/8  | 8  | 1/2  | 1 3/8 | 16.17  | 10   | 51    |

## SERVICE

|                                |     |     |     |     |         |        |     |       |
|--------------------------------|-----|-----|-----|-----|---------|--------|-----|-------|
| O (BSIM) Burnup & Sims.....    | 9   | 7/8 | 9   | 3/8 | 1/2     | 05.33  | 21  | 157   |
| O (CVSI) Compact Video.....    | 3   | 3/8 | 3   | 1/8 | 1/4     | 08.00  | -2  | 22    |
| N (CQ) Comsat.....             | 27  | 3/4 | 28  | 7/8 | - 1 1/8 | -03.89 | -11 | 508   |
| N (FCB) Foote Cone & B.....    | 49  | 1/2 | 46  | 3/4 | 2 3/4   | 05.88  | 15  | 206   |
| O (GREY) Grey Advertising....  | 107 |     | 106 |     | 1       | 00.94  | 16  | 129   |
| O (IDBX) IDB Communications    | 6   | 3/4 | 6   | 3/4 |         | 00.00  | 27  | 27    |
| N (IPG) Interpublic Group..... | 30  | 3/4 | 30  | 1/4 | 1/2     | 01.65  | 15  | 683   |
| A (MOV) Movielab.....          | 6   | 3/4 | 6   | 3/4 |         | 00.00  |     | 11    |
| O (OGIL) Ogilvy Group.....     | 27  | 1/2 | 25  | 1/2 | 2       | 07.84  | 14  | 379   |
| O (OMCM) Omnicom Group....     | 17  | 7/8 | 18  | 3/4 | - 7/8   | -04.66 | -81 | 438   |
| N (SAA) Saatchi & Saatchi....  | 21  | 5/8 | 21  | 3/4 | - 1/8   | -00.57 | 11  | 3,150 |
| O (TLMT) Telemation.....       | 1   | 1/4 | 1   | 1/4 |         | 00.00  | 5   | 5     |
| A (TPO) TEMPO Enterprises...   | 8   |     | 7   | 3/4 | 1/4     | 03.22  | 26  | 46    |
| A (UNV) Unitel Video.....      | 8   | 7/8 | 8   | 7/8 |         | 00.00  | 13  | 19    |

## CABLE

|                                |    |     |    |     |         |        |      |       |
|--------------------------------|----|-----|----|-----|---------|--------|------|-------|
| A (ATN) Acton Corp.....        | 14 | 3/4 | 15 | 1/4 | - 1/2   | -03.27 | 4    | 17    |
| A (ACN) American Cable.....    | 46 |     | 45 | 3/4 | 1/4     | 00.54  | -93  | 458   |
| O (ATCMA) Amer. TV & Comm.     | 24 | 1/8 | 24 |     | 1/8     | 00.52  | 80   | 2,637 |
| A (CVC) Cablevision Sys. 'A'.. | 28 | 3/8 | 27 | 1/4 | 1 1/8   | 04.12  | -17  | 596   |
| N (CNT) Centel Corp.....       | 39 | 3/4 | 38 | 5/8 | 1 1/8   | 02.91  | 15   | 1,152 |
| O (CCCOA) Century Commun.      | 17 | 3/4 | 17 | 1/2 | 1/4     | 01.42  | -63  | 513   |
| O (CMCSA) Comcast.....         | 24 | 1/8 | 24 | 3/4 | - 5/8   | -02.52 | -109 | 1,000 |
| O (ESSAC) Essex Commun....     | 18 | 1/4 | 18 | 1/4 |         | 00.00  | -41  | 67    |
| A (FAL) Falcon Cable Systems   | 18 | 3/8 | 18 | 3/8 |         | 00.00  | -57  | 117   |
| O (JOIN) Jones Intercable..... | 12 | 1/2 | 11 | 1/2 | 1       | 08.69  | 39   | 159   |
| T (MHPQ) Maclean Hunter 'X'..  | 22 | 1/2 | 22 |     | 1/2     | 02.27  | 31   | 829   |
| O (TCAT) TCA Cable TV.....     | 27 | 1/2 | 28 | 1/2 | - 1     | -03.50 | 56   | 297   |
| O (TCOMA) Tele-Commun.....     | 24 | 5/8 | 26 |     | - 1 3/8 | -05.28 | 40   | 3,572 |
| N (TL) Time Inc.....           | 88 | 3/4 | 87 | 7/8 | 7/8     | 00.99  | 14   | 5,268 |
| O (UACI) United Art. Commun.   | 27 |     | 25 | 1/4 | 1 3/4   | 06.93  | 225  | 1,108 |
| N (UCT) United Cable TV.....   | 27 | 7/8 | 27 | 5/8 | 1/4     | 00.90  | -464 | 1,053 |
| N (VIA) Viacom.....            | 23 |     | 22 | 5/8 | 3/8     | 01.65  |      | 1,225 |
| N (WU) Western Union.....      | 3  |     | 2  | 7/8 | 1/8     | 04.34  |      | 73    |

## ELECTRONICS/MANUFACTURING

|                               |        |     |        |       |       |        |      |        |
|-------------------------------|--------|-----|--------|-------|-------|--------|------|--------|
| N (MMM) 3M.....               | 59     | 5/8 | 57     | 1/2   | 2 1/8 | 03.69  | 14   | 13,563 |
| O (AMCI) AM Communications .  | 13     | 3/2 |        | 13/32 |       | 00.00  |      | 1      |
| N (ARV) Arvin Industries..... | 18     | 3/4 | 18     | 1/4   | 1/2   | 02.73  | 7    | 356    |
| O (CCBL) C-Cor Electronics... | 6      |     | 6      | 1/4   | - 1/4 | -04.00 | 12   | 12     |
| O (CATV) Cable TV Indus.....  | 2      |     | 2      |       |       | 00.00  | -13  | 6      |
| A (CEC) Cetec.....            | 4      | 7/8 | 5      | 1/8   | - 1/4 | -04.87 | 37   | 8      |
| N (CHY) Chyron.....           | 4      | 3/4 | 4      | 3/4   |       | 00.00  | 15   | 48     |
| A (CXC) CMX Corp. ....        | 1      |     | 1      | 1/8   | - 1/8 | -11.11 | 9    | 8      |
| A (COH) Cohu.....             | 6      | 3/4 | 7      |       | - 1/4 | -03.57 | 12   | 12     |
| N (EK) Eastman Kodak.....     | 42     | 1/2 | 41     | 1/2   | 1     | 02.40  | 10   | 9,602  |
| N (GRL) Gen. Instrument.....  | 30     | 5/8 | 27     | 1/4   | 3 3/8 | 12.38  | -13  | 997    |
| N (GE) General Electric.....  | 43     | 7/8 | 43     | 1/4   | 5/8   | 01.44  | 16   | 40,102 |
| O (GETE) Geotek Inc. ....     |        | 3/4 |        | 3/4   |       | 00.00  | -2   | 2      |
| N (HRS) Harris Corp. ....     | 28     | 7/8 | 27     | 3/4   | 1 1/8 | 04.05  | 15   | 847    |
| N (MAL) M/A Com. Inc.....     | 10     | 1/8 | 10     | 3/8   | - 1/4 | -02.40 | 4    | 326    |
| O (MCDY) Microdyne.....       | 3      | 1/4 | 3      | 1/8   | 1/8   | 04.00  | -2   | 14     |
| N (MOT) Motorola.....         | 44     | 5/8 | 43     | 1/2   | 1 1/8 | 02.58  | 24   | 5,737  |
| N (OAK) Oak Industries.....   | 1      |     | 1      | 1/8   | - 1/8 | -11.11 | 1    | 72     |
| A (PPI) Pico Products.....    | 3      |     | 3      | 1/8   | - 1/8 | -04.00 | -60  | 10     |
| N (SFA) Sci-Atlanta.....      | 12     | 1/2 | 12     | 7/8   | - 3/8 | -02.91 | -138 | 292    |
| N (SNE) Sony Corp.....        | 37     |     | 37     | 3/8   | - 3/8 | -01.00 | 60   | 8,555  |
| N (TEK) Tektronix.....        | 24     | 1/2 | 24     |       | 1/2   | 02.08  | 18   | 796    |
| O (TLCR) Telecrafter.....     | 3      |     | 3      |       |       | 00.00  | 13   | 4      |
| N (VAR) Varian Assoc.....     | 27     | 3/4 | 26     | 7/8   | 7/8   | 03.25  | 138  | 602    |
| N (WX) Westinghouse.....      | 50     | 3/4 | 50     | 3/4   |       | 00.00  | 10   | 7,253  |
| N (ZE) Zenith.....            | 15     | 5/8 | 15     | 1/2   | 1/8   | 00.80  | 62   | 397    |
| Standard & Poor's 400.....    | 298.59 |     | 294.11 |       |       | 4.48   |      | 01.52  |

## TVB says broadcast TV advertising up 4.2% to \$23.2 billion in 1987

**Local billing provides biggest boost; spot next, network least; CBS alone among networks loses ground**

Broadcast TV advertising rose 4.2% in 1987, increasing by \$900 million to \$23.2 billion, according to a Television Bureau of Advertising report released last week. (All figures are before agency commissions.)

Accounting for the bulk of the increase was local advertising growth, up 4.9% for the year, \$331 million above its 1986 total for 1987 ad revenue of \$6.835 billion.

Network TV advertising grew just 2.5% for the year, according to figures gathered for TVB by Broadcast Advertisers Reports. The three-network tally was up \$214 million from 1986 for a total of \$8.6 billion.

CBS registered the only network decline from 1986, off 2% at \$2.825 billion, the figures showed. NBC's revenue was up 4% in 1987 to \$3.31 billion, and ABC showed a 3% gain at \$2.679 billion.

Fourth-quarter three-network increases were stronger, however, registering 5% above the same period in 1986 for a total of

\$2.7 billion. Of the three, NBC led the pack with revenue up 2.5% to \$996 million, followed by ABC, up nearly 15% to \$900 million. CBS fourth-quarter revenue fell by just over 1% to \$805 million.

National and regional spot TV advertising for the year were 4.2% higher than in 1986, adding \$275 million for a total of \$6.845 billion. National syndication advertising shot up 21.7% to \$730 million for the year (including totals from the Fox Broadcasting Network, which does not qualify under FCC rules as a network).

According to TVB President William Moll, regional differences had a significant effect on overall commercial TV totals for the year, with stations in New England, East South central and West North central regions performing well above average, while below-average performance was turned in by stations in the West South central and mountain states.

Additional fourth-quarter figures showed a 4.3% increase in national and regional spot revenue, at \$2.117 billion, while local television advertising for the quarter was up

### Fifth Estate Earnings Reports

| Company                 | Period | Revenue<br>(000) | %<br>change | Earnings<br>(000) | %<br>change | EPS      |
|-------------------------|--------|------------------|-------------|-------------------|-------------|----------|
| Businessmen's Assurance | Fourth | \$11,050         | (7)         | \$1,402           | NM          | —        |
|                         | Year   | \$35,166         | (14)        | (\$2,548)         | NM          | —        |
| Cosmos Broadcasting     | Fourth | \$29,300         | 8           | \$2,000           | (23)        | —        |
|                         | Year   | \$104,000        | 3           | \$8,000           | (18)        | —        |
| dick clark productions  | Second | \$1,271          | (75)        | (\$1,229)         | NM          | (\$0.15) |
| Infinity Broadcasting   | Fourth | \$21,289         | 43          | \$995             | (85)        | \$0.11   |
|                         | Year   | \$74,060         | 61          | \$2,945           | NM          | \$0.32   |
| Foote, Cone & Belding   | Fourth | \$104,101        | 20          | \$5,602           | 37          | \$1.30   |
|                         | Year   | \$343,714        | 5           | \$17,076          | 24          | \$4.03   |
| Interpublic Group       | Fourth | \$300,998        | 25          | \$18,684          | 28          | \$0.86   |
|                         | Year   | \$970,710        | 19          | \$49,297          | 20          | \$2.25   |
| Lorimar Telepictures    | Third  | \$255,079        | 30          | (\$19,211)        | NM          | (\$0.42) |
| Meredith Corp.          | Second | \$173,605        | 14          | \$14,681          | 245         | \$0.77   |

**Businessmen's Assurance Co.** results are for broadcasting subsidiary. Company, which had 1986 fourth-quarter loss of \$517,000 and 1986 loss of \$63 million, said it expects losses during first and third quarters of 1988. ■ **Cosmos Broadcasting**, television division of Liberty Corp., said 1987 cash flow was up 19%. ■ Second-quarter loss at **dick clark productions** was attributed by company to "lower than anticipated advertising revenues for the entire television season of first-run series syndication." Fewer specials were also sold compared to year-ago quarter, in which company registered net profit of \$232,500. ■ **Infinity's** fourth-quarter net revenue includes nearly \$5 million from Dallas, Washington and Tampa, Fla., stations acquired in last year. Quarterly revenues were also increased by reduction in agency commissions. Infinity's broadcast earnings (operating income before depreciation, amortization and corporate expenses) were up 50% for fourth quarter, to \$10.1 million. Net financing expense more than doubled since year-ago quarter, reducing net income by \$4.5 million. Full-year broadcast earnings, up 38% on pro-forma basis, were 119% higher at \$32.6 million when including newly acquired stations. Net financing expense for year, reflecting borrowing connected with acquisitions, was \$14 million, \$7.4 million higher than 1986. ■ **FCB** said 1987 U.S. revenue increased less than 1%, while non-U.S. revenue was up more than 18%. Discounting certain acquisitions and divestitures (and on comparable exchange rate basis), however, U.S. revenue would have increased 4.3%, non-U.S. by 2.6%. Fourth quarter included \$10-million pre-tax gain on sale of London office building, offset by \$4.9 million after-tax loss from investments following October stock market crash. ■ **Interpublic** said company benefitted for year from decline in effective tax rate and overall performance of agency's international operations. ■ Contributing to **Lorimar's** quarterly loss was \$22 million in reserves for anticipated losses from company's home video division. Company last year fired division's three top executives, filing suit against two for "breach of fiduciary duties." Excluding home video loss from current quarter, other combined operations had \$10.7-million profit. Losses for year now total \$83 million, but company expects \$16 million pre-tax profit in fourth quarter from closing sale of ad agencies this month. ■ **Meredith** said its broadcasting operations experienced decreased earnings from year-ago quarter because of "soft national advertising market and higher programing costs." Company added: "At this time, we do not have any indications of a near-term change in the television situation."

**Pappas to produce.** Former CBS defense correspondent, Ike Pappas, has formed a company based in Washington, for the production of news, documentary and feature programing for independent television stations and radio stations and for presentations for industry, trade associations and government.

Pappas said Ike Pappas Network Productions will utilize a "ready-made" staff of producers, editors, and camera crews that he is familiar with from his days as a correspondent at CBS. "I've got the whole world to play with using CBS's freelance structure," he said. "Right now, we're developing coverage" of the political conventions next summer. Pappas said his coverage will be fed directly to stations, using cable and satellite facilities.

"I understand there's a tremendous appetite among indies" for such news programing to allow them to "go head to head with the networks."

Pappas will be executive producer of the various projects on which his company is working. He will appear on screen in only a few.

Since his exit from CBS News in March 1987, Pappas appeared in the *Crimewatch Tonight* pilot for Orion Television Syndication. He also plays himself in an upcoming Paul Mazursky film starring Richard Dreyfuss, Sammy Davis, Sonia Braga, Raoul Julia and Jonathan Winters called "Moon Over Parador."



3.5% to \$1.998 billion.

Growth levels in 1988 are expected to be substantially higher because of boosts from

political campaign and Olympics-related spending, according to TVB projections released last year. Total commercial TV

growth of 11%-13% is expected for 1988, with local advertising up 12%-14% and network and spot each up 10%-12%. □

## RTNDA survey finds gap in salaries for male and female news directors

**Study of radio and television executives finds on average that men earn more than women; generally attributes difference to nonsex-related factors such as age, experience and market size**

A survey conducted by the Radio-Television News Directors Association has found that on the average, female radio and television news directors earn lower salaries than their male counterparts. The discrepancy in television was larger, with women earning an average of \$25,000 per year and men averaging \$37,600 compared to \$16,400 for women and \$17,000 for men in radio. According to Vernon Stone, a University of

Missouri professor and research director for RTNDA, much of the difference can be attributed to nonsex-related factors such as age, experience and size of the operation.

Stone mailed questionnaires to 800 commercial television stations and 850 commercial radio stations in 1986. Respondents totaled 434 (54%) in television and 362 (43%) in radio. Women were found to be news directors at 27% of the radio stations, 41% of the independent TV stations and 9% of the TV network affiliates.

The survey discovered that female news directors are typically younger than males holding the same position. The median age for women in radio was 27 while that for male news directors was 32. The gap was

even larger in television where men are on average eight years older than women. Although they are younger, women are about 10% more likely than men to hold college degrees.

They are also more apt to be looking for another job. In television, one-third of the women surveyed said that they were job hunting while only 18.5% of the men were looking for change. Stone surmised that female TV news directors may be more ready to leave because their present jobs are not as good as those held by men. Staffs headed by men averaged 21 versus seven for female members.

When asked about their ambitions, women showed less desire than men to advance their positions. Among radio news directors, 46% of the males and 28% of the females expressed the desire to become general managers. The difference was more pronounced in television with 61% of the men and only 26% of the woman aspiring toward the same position. Stone blames this phenomenon on the sex roles, commenting, "Long-term career commitment...still tends to carry greater family sacrifice for women."

Given similar resources, the study found women are just as likely as men to run a profitable newsroom. In radio, women and men had an equal likelihood of making a profit on news despite slightly smaller staffs for the women. The same held true at independents, where female-run news operations were just as profitable as those run by males with substantially larger staffs.

At network TV affiliates, women were two-thirds as likely as men to be turning a profit on the news, although their staffs were only about half as large.

Among the survey conclusions: "Women earn less than men as news directors mainly because they are younger and less experienced and head smaller operations." "Not only do salaries increase with age and staff size...but the sex gap tends to close as older news directors and larger staffs are considered." □

### BottomLine

**Satellite buy.** Media investment firm World Television Corp. has purchased satellite program service International Television Network (ITN) for \$1.5 million. ITN, uplinked from Washington over Westar IV, broadcasts four-hour block of multilingual and subtitled programs to broadcast, low-power TV and cable affiliates in seven of top 10 markets. World Television will remain headquartered in New York under Chairman Lyman Hamilton Jr., former president and chief executive officer of ITT Corp., and Carl Sabatino, president and chief executive office and former Dow Jones executive. □

**Bigger stake.** Reuters will take dominant stake in television news agency Visnews and has reached agreement with four broadcasting shareholders that would allow it to buy out remaining interests over next eight years. Reuters, London-based electronic publisher, will increase its equity holding in Visnews from 55% to 88.75% after buying out interests of Canadian Broadcast Corp., Australian Broadcasting Corp. and Broadcasting Corp. of New Zealand. British Broadcasting Corp. holds remaining shares. All four broadcasting companies retain long-term news change contracts with Visnews, and each has right to appoint one non-executive director to service, which said it provides daily news feeds to more than 400 broadcasting organizations in 84 countries. Reuters had last increased its Visnews stake in fall of 1985, when it raised its holdings from one-third to 55% by buying shares from BBC. □

**Closing time.** Hallmark and First Chicago Venture Capital have closed acquisitions of Spanish-language TV network Univision. Deal, estimated at less than \$300 million, was first announced last November and includes long-term, non-exclusive program contract with Univision's major program supplier Protele. Protele is affiliate of Mexican broadcast network Televisa, which has common ownership with Univision parent Univisa. Hallmark expects purchase to enhance service of 10 Spanish-language TV stations it bought in 1987 from Spanish International Communications Corp. Univision reaches 82% of U.S. Hispanic households through 463 satellite-interconnected affiliates, Hallmark said. □

**Standing offer.** Cable operator Comcast Corp. has entered definitive merger agreement with cellular phone company American Cellular Network. Comcast made \$230 million, \$25-per-share offer for company, beating hostile bid at \$15.50 by Cellular Communications Inc. Agreement also gives Comcast option to purchase additional 5.1 million common Amcell shares, or 35% of outstanding common, at \$25 per share. □

**Trick or treat.** Viacom has filed suit against Dino De Laurentiis Corp. in Manhattan Federal District Court charging Hollywood producer with illegally terminating \$7 million agreement that gives Viacom exclusive overseas television distribution rights to package of 17 De Laurentiis theatrical releases. Among films are "Halloween II," "Halloween III" and "Conan the Destroyer."

**Who's next?** South Carolina Educational Television, in association with the Southern Educational Communications Association, will produce *Firing Line Special Edition: The Next First Lady*, to air nationally on PBS at 10-12 p.m., Feb. 27. The broadcast, hosted by William F. Buckley and former Democratic National Committee Chairman Robert Strauss, will originate from Township Auditorium, Columbia, S.C. The producers hope to have Hattie Babbitt, Elizabeth Dole, Kitty Dukakis, Elise du Pont, Jane Gephardt, Tipper Gore, Patricia Haig, Lee Hart, Joanne Kemp, Dede Robertson and Jeanne Simon on hand.

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## Padden makes overture to cable

**But INTV president says 'lasting peace' won't occur until must carry, syndicated exclusivity and channel repositioning resolved**

Independent television is showing signs of softening its stand toward cable. That was the impression imparted by Association of Independent Television Stations President Preston Padden who last week, in a speech before the Central Coast Cable Club, made a pitch for cooperation between the two entities. He said he was "offering a public commitment" to work with cable, "its leaders and with its trade associations to move in a constructive and cooperative way toward the establishment of harmonious relationships" with cable operators. But, at the same time he warned that a "lasting peace" will not occur until his industry's concerns with must carry, syndicated exclusivity and channel repositioning are resolved in an equitable manner.

Padden spoke to members of the California-based cable group at the San Luis Bay Inn in Avila Beach, Calif. His remarks focused on the "common ground" that independent television and cable might find on those issues. "Our interests may not be as disparate as you think," said Padden. For example, reimposition of must carry benefits both cable and broadcasters, he said. If cable "resists the readoption of reasonable local signal carriage rules, you are begging for the telephone company to be brought into your business," Padden suggested. Furthermore, he added, carrying local signals gives cable a "primary marketing advantage over satellite dishes." But without must car-



ry, he cautioned, "you cannot expect to retain your compulsory license for these signals."

As for syndicated exclusivity, the INTV president felt that neither industry should "inhibit the exclusivity rights of the other." He argued that cable cannot expect to retain its compulsory copyright license while at the same time opposing broadcasters' attempts to reinstate syndicated exclusivity rules at the FCC.

Cable exclusivity, he said, "is touted weekly as the engine that will drive your industry past the 70% penetration mark. And yet, you continue to insist upon the right to disregard totally and to abrogate the exclusive program license agreements of local broadcast stations." It is time to "get together on the details that will make program exclusivity work for both of our industries," Padden said.

INTV would also like to see an end to further channel realignment of broadcast signals by cable systems. Padden said he recognized cable operators' complaints that independents have no "God-given right" to a specific channel position or to a position superior to the frequency they were granted by the FCC. Nevertheless, channel shifting is troublesome because it gives cable even more leverage over broadcasters. "You get to make all of the decisions over which we have absolutely no influence or control," he said.

But this was an area in which he indicated a resolution might be at hand. Padden said he agreed with a proposal advanced by Steve Effros, president of the Community Antenna Television Association, which called for realignment of broadcast signals as a way to compensate for the *Cablevision* court decision on copyright fees.

Effros, he noted, "has urged his members to 'reshuffle' their channels and establish 'a lifeline tier, below your standard service package that would consist of only broadcast stations.'" And, said Padden, the "most logical way" to do that would be for cable systems to "cluster" broadcast signals on the 12 VHF channels that can be delivered without a converter.

Still it seemed Padden has doubts about the Effros plan. "Now of course, I can't rule out the possibility that some clever cable operator will think of some sneaky twist on this that has not yet occurred to us." But, overall, he thought it would behoove both groups to settle their differences over channel repositioning. It would save cable money and "get us off your back," he said. □

## PanAmSat excluded from British satellite liberalization

**England will allow specialized satellite services from different providers, but not U.S. firm**

The British government is moving toward greater liberalization of specialized satellite services. Trade and Industry Secretary Lord Young announced last week that—following a six-week consultation period on the arrangements to be made—he will begin issuing licenses for up to another six operators to provide specialized satellite services within the United Kingdom. But the liberalization does not appear to extend to the point where foreign concerns, like the U.S.'s Pan American Satellite Corp. (PAS), can expect to be afforded landing rights in Great Britain.

Young, who was responding to a written Parliamentary question, said the operators to be licensed would "provide point to multi-

point satellite-based third party services in the UK only." An aide to Young said the aim is to provide for the use of satellites to transmit voice, vision, data, film, music and other services from one point to many points within the country. It would not, he said, apply to PAS. And while Young said he also plans to license receive-only terminals on users premises that would be free to receive a variety of satellite-delivered services, "whether national or international," the licensees will not be permitted to redistribute the signals beyond their premises.

Young said the government believes the new policy will "encourage the development of new satellite-based telecommunications." But he also said the new policy is not intended to weaken the "duopoly" policy under which only British Telecom and Mercury Communications, a subsidiary of Cable & Wireless, may provide telecommuni-

cations services in the United Kingdom. And it is only through them that international satellite services may enter the United Kingdom's telecommunications system. PAS has complained that those companies have refused to grant it landing rights. The duopoly policy, established in 1983, is to be reviewed by the government in 1990.

Young's announcement came about a week after a Commerce Department official, in a letter to PAS, confirmed its fears that the Europeans are boycotting U.S. separate systems, which would compete with Intelsat, the organization in which the foreign PTT's own a substantial share. Bruce Smart, under secretary of Commerce for international trade, indicated that the department's investigation of concerns like those expressed by PAS has convinced it that "the European Conference of Postal and Telecommunications Administrations (CEPT)

has apparently decided that its members will not accept separate systems." This, he said, despite the fact that European countries deal with European separate systems, such as Eutelsat and Luxembourg's Astra.

Smart said that CEPT does not consider its position on U.S. separate systems a trade issue—but that Commerce does. "Along with other agencies of the U.S. government," he added, "we will address market access for separate systems at every conceivable opportunity." He said he had recently done so in a meeting with Britain's Young. "In the meantime," he said, "I encourage all separate system applicants to continue their efforts to obtain access to international telecommunications markets." He said separate systems are "at the forefront" of the administration's efforts "to bring the benefits of competition to international competition."

Smart's letter was the most encouraging result of an intensive campaign on the part of PAS to enlist the government in behalf of its effort to obtain permission of European governments to provide service in their countries. Correspondence between U.S. and foreign officials obtained by PAS and made available to the press indicates efforts to break what PAS considers the European boycott were not meeting with a great deal of success. Britain's minister of trade, Alan Clark, in a letter to Deputy Secretary of Commerce Clarence J. Brown, for instance, said the British government "has no say" in whether BT or Mercury provide the ground station facilities services that PAS needs to service customers in United Kingdom. What are involved, said Clark, are the "commercial decisions" private operators are free to make on their own. However, he said the United Kingdom has a "continuing commitment to liberalization and competition in telecommunications."

However, U.S. Trade Representative Clayton Yeutter, in a letter to Representative Michael A. Andrews (D-Tex.), said British embassy officials have indicated that the Office of Telecommunications—Britain's equivalent of the FCC—has reopened its investigation of PAS's complaint that BT and Cable & Wireless violated their licenses in not providing PAS with access to ground stations. Yeutter also said the British government might be moving toward granting PAS access to earth stations under a "specialized services" exemption of UK's duopoly policy.

Phillip Spector, a member of the law firm that represents PAS, said PAS has been "exploring" the possibility of an exemption that the law allows for specialized services. Indeed, he said PAS is preparing an application. And his partner, Henry Goldberg, viewed the policy announced by Young as encouraging, even if it is not intended to benefit foreign companies. "It would be difficult for the UK to license domestic companies and exclude U.S. companies," he said.

Goldberg also said Smart's letter helps PAS's cause. It puts the issue "in the proper context," he said. "In Europe, there is an official boycott against dealing with U.S. separate systems. That is of interest to Congress." The Senate and House have included

in the reports accompanying their respective versions of the trade bill language that deals with PAS's problem. They include under the definition of telecommunications goods and services those provided by separate systems. As a result, the bill's remedies would apply to countries that exclude separate systems.

Some members of Congress, however, would like the FCC to apply pressure on foreign governments that are not receptive to America's separate systems. Senator Ernest Hollings (D-S.C.) and Representatives Edward Markey (D-Mass.) and Bill Richardson (D-N.M.) have written FCC Chairman Dennis Patrick requesting an investigation of foreign-based carriers operating in the U.S. in light of the difficulties PAS is experiencing abroad. And Patrick, in answer to Markey's letter, said the commission has "repeatedly emphasized to foreign governments our interest in the provision of international telecommunications services." He also said the commission is considering, in an inquiry initiated in 1986, whether the public interest requires it to consider the policies of foreign governments when it develops regulatory policies that affect telecommunications services offered within the U.S. and between the U.S. and foreign countries. □

## Scrambling to unscramble

**Dawson of K-Sat Army proposes clear feed of WTBS for cable systems; he says he can produce feed cheaper than scrambled one**

Just days after Eastern Microwave Inc. announced it will begin distributing WSBK-TV Boston and KTLA(TV) Los Angeles as superstations nationwide (BROADCASTING, Feb. 15), Chuck Dawson, head of the K-Sat Army, a home satellite dish dealers and owners group, last week announced his intention to distribute an unscrambled feed of Ted Turner's WTBS(TV) Atlanta, now distributed in scrambled form by Tempo Enter-

prises to cable systems serving more than 42 million subscribers.

Dish owners had sent \$13,000 in the first two days of last week, Dawson said, and that amount was only the tip of an iceberg of contributions that will soon reach the \$200,000 he needs to test the service over a weekend. Although the money is coming in from dish owners, Dawson emphasized he has no intention of marketing to anyone but cable operators. "I'm testing the financial waters," he said. "There's no question we can do it legally." House Copyright Subcommittee legislation now pending on Capitol Hill, he said, would not affect his cable-only plans.

Calling superstations "one of the last areas of competition capability," Dawson made no secret of his desire to reverse the trend toward program scrambling. At the center of his marketing plans is the Videocipher II (VC II) industry standard encryption system. VC II manufacturer General Instrument Corp. is currently waging a well-publicized battle to stem the tide of piracy of signals scrambled with VC II. He called General Instruments' antipiracy campaign "a last ditch effort" to save a system "broken beyond repair."

WTBS(TV), Dawson said, is "being sold at a high cost in significant part because of scrambling. With piracy at the level it is now, why bother?" If he were to send up a cable signal using Videocipher II, he said, "dish owners would get it for free anyway." Without scrambling, he said, and by having dish dealers market and service the channel, K-Sat can undersell Tempo Enterprises.

Industry observers were quick to point out the low cost of scrambling (a descrambler amounts to about a one-time \$1,000 investment to the operator) and to defend VC II. K-Sat competitors Ann Kirschner, Satellite Broadcast Network executive vice president of sales, and Tempo Enterprises executive vice president, Selman Cramer, expressed satisfaction in antipiracy efforts conducted by General Instrument, the Motion Picture Association of America and the Satellite Broadcast and Communication Association. "The consumer," said Cramer, "is tired of fighting the battle of hiding from the law

**Public broadcasting updates.** After a review of compensation paid in 1986 to Public Broadcasting Service President Bruce Christensen and to National Public Radio's *Morning Edition* host, Bob Edwards, the Corporation for Public Broadcasting has concluded that neither organization was inconsistent with the law. In that year, a \$30,000-bonus paid to Christensen and overtime paid to Edwards put each over the salary cap (currently \$99,500) (BROADCASTING, Nov. 30, 1987). CPB President Donald Ledwig warned PBS that future bonuses that bring a top executive's total compensation above a statutory cap cannot be justified by "extraordinary" performance alone. He also warned NPR that it may not agree to an in-house union contract that will require overtime payments in conflict with the salary cap law. Violation of the law would result in cutoff of CPB funds. □

The Corporation for Public Broadcasting will provide up to 49% of the funding of 14 projects that "reflect innovative ideas [that CPB believes] will encourage minority participation in public broadcasting on the local level while also serving to expand and diversify audiences," according to CPB Human Resources Development Director Mildred Morse. The projects include community-outreach programs at WNET(TV) Newark, N.J., WTVS(TV) Detroit and WGBH-TV Boston revolving around promotion of the PBS drama series, *DeGrassi Junior High*; a Hispanic audience-building project at KUVO-FM Denver and an effort to build audiences on Indian reservations at WOJB(FM) Reserve, Wis., and a program to train physically challenged adults, the developmentally disabled and high-risk high school students to work as volunteers in all operation phases at WVMR(FM) Frost, W.Va.



and of needing a new chip every week"—the latter resulting from electronic countermeasures executed by General Instrument.

Cramer was also skeptical of Dawson's ability to convince cable operators that they don't need scrambling. "Why should a cable operator or cable subscriber pay for programming," asked Cramer, "that a dish owner can get for free?"

Other sources doubted Dawson's ability to find the money to operate the proposed system. To follow through on Dawson's stated intention to lease a transponder on a prime cable satellite, (Galaxy I or III, Satcom IIIR or IV), K-Sat would have to come up with between \$50,000 and \$160,000 each month and \$20,000 to \$50,000 monthly uplinking money. One source estimated

that, in the current market, K-Sat would need to garner a minimum of two million subscribers at 10 cents each. Said Dawson: "I don't think two million out of a total 20 million is hard."

Said Bob Lumbard, Storer Cable director of programming: Dawson "would have a real tough time beating [Souther Satellite's] rates for WTBS.

## Ginsburg cleared of conflict of interest

### Justice finds no evidence that Supreme Court nominee violated law by owning bonds in Rogers Cablesystems

For Judge Douglas H. Ginsburg of the U.S. Court of Appeals in Washington, his nomination to the Supreme Court on Oct. 29 caused him unexpected problems and embarrassment. But a report that the Department of Justice filed last week with a special three-judge court should permit him to concentrate fully on his judicial duties. The department was investigating whether Ginsburg, while a high official in Justice's anti-trust division, had violated the conflict of interest laws by participating in cases affecting cable television interests. At the time, he owned \$140,000 in convertible bonds issued by Rogers Cablesystems Inc., which, although based in Canada, is one of the largest multiple-systems owners in the U.S. The department's report concluded that the evidence uncovered was too slight to prove that Ginsburg's involvement in the 16 matters examined constituted a violation of the law.

The department's 116-page report—filed on Feb. 7 with the division of the appeals

court in Washington that appoints special prosecutors, and released on Feb. 17, dealt with 16 matters, and found "no reasonable grounds to believe that further investigation or prosecution is warranted." The report was signed by Assistant Attorney General William F. Weld, who heads the department's criminal division.

Ginsburg's nomination to the Supreme Court—he was President Reagan's second choice after that of Judge Robert H. Bork, then a member of the same appeals court, was rejected by the Senate—was aborted after Ginsburg confirmed news reports he had smoked marijuana while a law school student and later a professor at Harvard law school. But in the meantime, news reports appeared indicating that Ginsburg, while deputy chief and later chief of Justice's anti-trust division, may have been involved in a conflict of interest in positions he took on several matters bearing on cable television.

The principal case involved Preferred Communications Inc.'s challenge, on First Amendment grounds, of Los Angeles's refusal to grant Preferred a franchise to serve part of the city. In his testimony before the Senate Judiciary Committee on his nomination to the appeals court, Ginsburg had said

he was "a principal participant in determining the government's position" before the Supreme Court. The government argued that cable television systems enjoy "full" First Amendment rights but that the case should be remanded to the district court to examine the "relevant interests," a position the court eventually adopted.

The department's report last week maintained that the evidence is "insufficient to prove" that Ginsburg's participation violated the law. "In addition," the report said, "as with all other matters examined, no evidence of venal conduct or self-dealing was even remotely suggested during the preliminary investigation." Indeed, the report indicated Ginsburg's role in shaping the government's position was less than he indicated; it quoted his deputy, Charles R. Rule, as telling the Federal Bureau of Investigation that "ultimately the brief was rewritten in the Office of the Solicitor General; he does not recall any participation of Judge Ginsburg while the brief was being redrafted" there.

Two other matters triggering the investigation involved Justice's participation in the FCC proceedings looking to rules limiting ownership of cable television systems and the commission's must-carry rulemaking.

As for the first, the report said that Ginsburg, acting at the request of then-FCC Chairman Mark Fowler, directed Rule to see to it the division filed comments with the commission supporting its determination not to proceed with the rulemaking. But the investigation disclosed, the report added, that, whether the department filed or not, "was of virtually no import to the outcome of the FCC proceeding."

As for the must-carry issue, the report said Ginsburg's participation "was insubstantial and proof that he had knowledge of having a financial interest via his holdings in RCI is lacking."

Weld said that in the course of the investigation—during which FBI agents and government attorneys interviewed more than 50 present and former government officials, including Ginsburg—investigators turned up 13 other matters that warranted a threshold review to determine whether a separate preliminary investigation was warranted. One involved the FCC's consideration of a television stereo must-carry rule; another, the commission's proposal (later adopted) to repeal the seven-station limit on ownership of AM, FM and television stations.

As in the case of the other 11 items uncovered by investigators, the report said those matters did not warrant a preliminary investigation.

Ginsburg's admitted use of marijuana was not a part of the investigation, since that did not involve a violation of federal law. □



**It's a breeze.** KLTH(FM) St. Louis has become the 16th station under contract for "The Breeze," a 24-hour, satellite-delivered, new age/soft jazz fusion programming service launched by the Progressive Radio Network, Minneapolis, in September. The station began airing "The Breeze" last Wednesday (Feb. 17). It will carry the format from 6 a.m. to 6 p.m. each weekday and throughout the weekend. (KLTH airs Drake-Chenault's adult contemporary format during the remainder of the day.) Pictured at the affiliation pact signing were (l-r): John Hoffman, general sales manager, KLTH; Rob Moore, program director, "Breeze"; Jack Moore, general manager, "Breeze"; Tom Pelissero, operations manager, "Breeze"; Bob Burch, program director, KLTH, and Ken Anderson, general sales manager, "Breeze."

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## Coverage by consortium

An effort by local stations to give more in-depth coverage to presidential campaigns, has resulted in a consortium-produced series of profiles focusing on the character issue. John Wilson, a producer at KING-TV Seattle, organized the project which began taping last summer. Each station, he said, operated off a common outline which primarily delved into issues of a personal nature.

In addition to Wilson's NBC station, two CBS affiliates—WCCO-TV Minneapolis and WTVF-TV Nashville, two ABC affiliates—WFAA-TV Dallas and WCVB-TV Boston, and two other NBC affiliates—KUTV-TV Salt Lake City and KCNC-TV Denver—participated in the undertaking.

The series consists of 15 profiles each running five to 10 minutes long. All the candidates participated, with the exception of Vice President George Bush and Pat Robertson, who refused requests for interviews. Philip Balboni, news director at WCVB-TV, said his station, which contributed an interview with Michael Dukakis, is incorporating the pieces with its own material and running about two a

week. Other stations plan to air the profiles in their entirety or use them as a resource later in the campaign. Wilson believes the series has been successful and said KING-TV may consider participating in future consortium projects.

## Budget requests

The Public Broadcasting Service's proposed \$24,236,000 general assessment for fiscal 1989 (beginning July 1, 1988) includes a 4.4% increase in the base operating budget and a 1.6% increase attributed to a satellite replacement assessment, according to PBS. The current FY 1988 general assessment is \$22,854,000. Over half of the base budget increase, 2.6%, can be attributed to payroll-related expenses and, said PBS, most of the satellite replacement money will be returned during 1989-90 to the stations by the Corporation for Public Broadcasting. PBS affiliates also have before them seven additional budget proposals, totaling \$1.1 million, for educational services, the Program Development Fund and station program funds, replacement of decoder equipment,

institutional communications, new research to document viewership and home video service.

## Prime time 'Peanuts'

CBS-TV said it has commissioned the first animated prime time mini-series for network television. *Charlie Brown and Snoopy's History of America* will be broadcast during the 1988-89 season. It will feature the characters from Charles Schultz's *Peanuts* comic strip and will be produced by Lee Mendelson and Bill Melendez Productions, which has produced more than 30 *Charlie Brown* television specials and theatrical films since 1965. Schultz will create and write the mini-series.

## International gathering

The International Public Television Screening Conference (INPUT) expects some 600 participants, including producers, programers and public television executives, for its 11th annual meeting in Philadelphia May 1-8.

Sponsored this year by the Philadelphia INPUT 88 Alliance—comprising WHYY-TV, The Annenberg School of Communications, where 106 programs from 30 countries will be screened, Temple University School of

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**Won't you be my neighbor?** Corporation for Public Broadcasting President Donald Ledwig (l) receives a certificate of appreciation from John Magaw, special agent in charge of the U.S. Secret Service Washington field office. During Soviet General Secretary Mikhail Gorbachev's visit for the summit in Washington last December, CPB—located next door to the Soviet embassy—was used by the Secret Service to help guard the Soviet leader. That public broadcasting-Soviet connection continued a trend begun last year when Mr. Rogers' *Neighborhood* host, Fred Rogers, and Tatiana Vedeneeva, host of Soviet children's television show, *Good Night, Little Ones*, traded appearances on each other's programs.

Communications and Theater and the International House of Philadelphia Neighborhood Film-Video Project—INPUT this time has invited doctors, artists, law enforcement personnel and others to comment on public television treatment of subjects close to them.

The conference is billed as a "forum for the exchange of program ideas...intended to stimulate discussion with the emphasis on the role of the producer and broadcaster as socially responsible communicators." The sponsors also emphasize that the programs, which are sorted by subject matter into 29 screening and discussion sessions, have been chosen by the selection committee according to their innovative and controversial qualities. INPUT began in 1977 at a Rockefeller Foundation conference in Bellagio, Italy. Every four years, it is held in the United States. For more information, contact Judith Sylk-Siegel, (215) 922-6145.

## Taxing issue

Public Broadcasting Service board member Sharon Rockefeller, addressing a National Women's Democratic Club luncheon in Washington last week, called the commercial broadcast transfer fee legislation defeated on the Hill last fall "an attempt to recapture some of the value of the spectrum...electronic real estate for which [commercial broadcasters] pay nothing" and vowed to continue the fight for creation of a public broadcasting trust fund. "Patience and persistence usually prevail," she said, "and we intend to try again this spring...for its passage."

Recalling 25% budget cuts in 1981, she said: "Like many other people programs, we lost \$40 million and 10 years of progress in 10 days." She noted that the Office of Management and Budget has again requested rescission in "critical...appropriations that have already been signed into law." OMB has proposed a freeze of CPB appropriations at \$214 million per year, falling short of the \$232.65 million approved for 1990 and coming nowhere near the nearly \$600 million requested by the Corporation for Public Broadcasting for 1991.

Asked about talks between commercial and noncommercial broadcasters to find an alternative to the transfer fee that would create "stable and adequate funding" for public broadcasting, Rockefeller reported no progress so far.

## 25 on 13

More than 100 hours of programs produced or broadcast by noncommercial WNET(TV) New York, and six seminars discussing the philosophy and programming of the station, are featured at the Museum of Broadcasting in New York City through May 5. *WNET(TV)-Thirteen Retrospective: 25 Years on the Air*, is divided into four segments: news, public affairs and documentary (until March 19); the arts (March 22 through April 23); nature and science (April 26-29) and children's programming (April 30 through May 5). The Museum of Broadcasting is located at 1 East 53d Street, New York; (212) 752-7684.

# Changing Hands

**WWSA(AM)-WZAT(FM) Savannah, Ga.** ☐ Sold by WWSA Inc. and Weis Broadcasting Co., respectively, to Carl J. Marcocci for \$4.2 million. **Sellers** are owned by Albert Weis, who has no other broadcast interests. **Buyer** also owns WGUL-AM-FM Tampa-St. Petersburg, Fla. WWSA is on 1400 khz full time with 1 kw. WZAT is on 102.1 mhz with 100 kw and antenna 1,321 feet above average terrain. **Broker:** Cecil L. Richards Inc.

**WHIT(AM)-WWQM(FM) Madison, Wis.** ☐ Sold by Hudson Group Ltd. Partnership of Wisconsin to Media Capital Inc. for \$2.6 million. **Seller** is principally owned by James A. McKenna Jr., retired general partner of Washington law firm of McKenna, Wilkinson & Kittner. It also owns WCMB(AM)-WSFM(FM) Harrisburg, Pa. **Buyer** is owned by Michael P. Hesser, Richard Zitelman and Thomas Buono. It also owns WJVL(FM) Louisville, Ky.; WLMX(FM) Chattanooga; KLTW(AM)-KSLY(FM) San Luis Obispo, Calif., and WJQY-FM Charleston, S.C. **WHIT** is daytimer on 1550 khz with 5 kw. **WWQM** is on 106.3 mhz with 3 kw and antenna 380 feet above average terrain. **Broker:** Blackburn & Co.

**WSVL(AM) Shelbyville, Ind.** ☐ Sold by Shelby County Broadcasting Co. to Blue River Broadcasting Inc. for \$443,000. **Seller** is owned by Robert Ingram, who has no other broadcast interests. **Buyer** is owned by Arthur S. Kimball, who also owns WGLC-AM-FM Mendota, Ill. **WSVL** is

on 1520 khz with 1 kw day and 250 w night.

**KLTT(AM) Brighton, Colo.** ☐ Sold by Interstate Broadcasting System Inc. to Mortenson Broadcasting Co. for \$400,000. **Seller** is Orange, Calif.-based group of two AM's and one FM owned Paul Toberty and Clayton Tillotson. **Buyer** is Lexington, Ky.-based group of four AM's and three FM's principally owned by Jack Mortenson and family. **KLTT** is daytimer on 800 khz with 1 kw.

**WWZE(FM) Central City, Pa.** ☐ Sold by H.E.M.H. Corp. to Norlin Broadcasters, Inc. for \$275,000. **Seller** is owned by James Hancock, who has no other broadcast interests. **Buyer** is owned by Ronald W. Lorence and Gregory W. Guise. It also owns WADJ(AM) Somerset, Pa. Guise has interest in WALY(FM) Bellwood-Altoona, Pa. **WWZE** is on 101.7 mhz with 5 kw and antenna 650 feet above average terrain.

## CABLE

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## TAX "WINDOW"

There is *still* a tax "window" for certain "C" corporations through 12/31/88. This relates to the repeal of the General Utilities doctrine in the 1986 tax bill...the "double taxation" provision.

For station owners who may be considering a sale within the next few years, you may be able to save hundreds of thousands of tax dollars by effecting a sale in 1988. Our Washington tax counsel has prepared a detailed report on who qualifies...*why* and *how*.

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# SOLD!

LM Communications, Lynn Martin, President, has acquired WCCG-FM\*, Charleston, SC for \$2,000,000 from Charleston County Wireless, John Galanses, President. Randall E. Jeffery, Broker.

The Profit Group, James McCotter, President, has acquired The Florida Network from Susquehanna Broadcasting, Art Carlson, President. Charles E. Giddens, Broker.

KSIG, Inc., Lou Basso, President, has acquired KTQQ-FM\*, Lake Charles, LA for \$615,000 from Lafayette Broadcasting, Inc., Ron Gomez, President. Randall E. Jeffery, Broker.

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ica, all Minnesota ☐ Sold by Westel Inc. to Mark Twain Cablevision for estimated \$10 million-\$13 million. **Seller** is headed by Jay Brink, president. It also owns systems in Hay Springs and Mullen, both Nebraska. **Buyer** is subsidiary of Leonard Communications, Denver-based MSO principally owned by Roger Leonard, with approximately 22,000 subscribers. It also bought system serving Wabasha, Minn. (see below). Systems pass 14,000 homes with 6,700 subscribers. **Broker: Daniels & Associates.**

**System serving Wabasha, Minn.** ☐ Sold by County Cablevision of Wabasha to Mark Twain Cablevision for estimated \$1 million-\$2 million. **Seller** is owned by James W. Ender, who also owns system in Plainview, Minn. **Buyer** is also buying other Minnesota systems (see above). System passes 1,375 homes with 1,000 subscribers and 12 miles of plant. **Broker: Daniels & Associates.**

For other proposed and approved sales, see "For the Record," page 190.

# In Sync

## Last, but not least

The implementation subcommittee of the FCC's Advanced Television Services (ATS) Advisory Committee met Feb. 11, the third and last subcommittee to meet. The implementation group "is third when you think about chronology," said ATS Chairman Richard Wiley of Wiley, Rein & Fielding, Washington, but "is perhaps the most important." Subcommittee Chairman James J. Tietjen, president and chief operating officer of the David Sarnoff Research Center, Princeton, N.J., identified the two main objectives of the group as the identification of changes in FCC policy and regulation that will be needed to implement an advanced TV system, and the identification of technical and practical directions that will be taken after a proposed system is adopted.

The subcommittee's work will lag behind the other two subcommittees' because it will depend upon their input, but "it will not be a long lag," Tietjen said. The group's two working party chairmen have not yet scheduled their first meetings but said they should be held by mid-March. Tietjen set the next subcommittee meeting for April 21 in Washington.

The bulk of the work to be done in the working party on policy and regulation, chaired by engineering consultant Charles Jackson of Shooshan & Jackson, Washington, will be taken up after most of the tasks of the planning and systems subcommittees are complete. But until then, Jackson said, the group will have the task of providing information to those subcommittees when policy and regulation questions arise. The second working party on implementation scenarios headed by J. Peter Bingham, vice president, technology, Thomson Consumer Electronics, Indianapolis, will try to find the best transition procedures for advanced television production, distribution, transmission, reception and display. Furthermore, Bingham said, "we ought to be able to identify...how much growth potential there is." He noted that, like NTSC, some systems may be capable of further technical improvements after adoption.

Wiley announced that the next meeting of the ATS steering committee, which

coordinates the work of the three subcommittees, will be March 10 in Washington. It will focus mainly on the work of the planning subcommittee, which is meeting the day before, also in Washington. The steering committee will decide then whether to ask the FCC for an extension of the May 17 deadline for the first set of ATS recommendations, dealing with spectrum management, which will be drafted by the planning group. Also at the steering committee meeting, additional vice chairman for each of the 12 ATS working parties will be announced, Wiley said.

## Looking for a half mhz

The deadline has been extended until Feb. 29 for comments on a petition for rulemaking filed by TV Answer Inc., McLean, Va., for a proposed interactive terrestrial television system. The petition was filed last December following an earlier FCC action temporarily reserving spectrum for TVAnswer to test its system in the Washington area (BROADCASTING, Jan. 11).

In its petition, TVAnswer asked for a half mhz in the band between 216 mhz and 222 mhz, currently allocated for land-mobile and marine-mobile radio services. The service could be used for surveys, home shopping and other applications, by sending yes or no answers to a central location through a TV Answer box controlled by the viewer. According to TV Answer, more than 900,000 responses per minute from surveys conducted over more than one station in a market could be coordinated by computer and received at a central location in each market through that half mhz.

One group that filed comments before the original Jan. 27 deadline was Radio Telecom and Technology Inc. (RTT), Cerritos, Calif., another interactive television researcher. RTT claimed that placing the TVAnswer system between 216 mhz and 222 mhz would cause interference to a market's VHF band, "such that the TV Answer system could not be readily used within the service area of a channel 13 station."

RTT urged the commission to consider its system now under development, T-NET,

# Satellite Footprints

**Last chance.** If an effort to free the solar panel of the West German direct broadcast satellite, TV-Sat1, fails this Wednesday, Feb. 24, the first in a series of European DBS birds will be pronounced dead, according to Jeorg Merkel of the German Information Office in New York. A team of West German and French manufacturers and satellite operators has reduced the possible sources of the panel deployment failure from approximately 30 to 13. If TV-Sat1 is abandoned this week, it may be without any certainty as to what went wrong with it—and what then may likely go wrong after next fall's launch of TDF-1, France's virtual clone of the troubled satellite. The last-ditch effort, a shaking of the satellite using an apogee maneuver engine, must be undertaken soon, said Merkel, because the influence of the cold temperature in space may already have frozen the panel permanently.

The diagnosis of TV-Sat 1's chances to operate on all four channels has gradually worsened since operators failed to deploy one of four solar panels, following the Nov. 20, 1987, launch. At that time the West German bundepost (postal service) in charge of the bird resigned itself to settling for offering service to television programers on only two channels (BROADCASTING, Nov. 30, 1987).

French-German direct broadcast satellite plans have been beset with other troubles from the start. A dearth of programers in Germany may mean a duplication of effort among broadcasters, cable and DBS operators, leaving the last of those to market their services to customers who can receive the same programing via cable or, in many cases, the airwaves. Also, the bundepost went ahead with the launch despite the fact that signals broadcast in the advanced, higher resolution D2-MAC format over TV-Sat1 and TV-Sat2 would be incompatible with PAL format television sets now in use in Germany.

**Up in the air.** Although Arianespace President Doug Heydon would not announce manifests for flights after March 11, GTE Spacenet III and France's Telecom 1C are still set to go up on V21 on that date. GTE has only announced the Associated Press as a customer for two Spacenet III transponders, but word has surfaced that GTE may be close to also signing Rainbow Programing Enterprises to transmit its five regional cable sports services.

Filling one more piece of the puzzle, Pan American Satellite said last week that its PAS I modified RCA Astro Series 3000 hybrid bird is virtually ready for Arianespace's V22 launch in May. Having passed "two weeks of rigorous pre-launch testing," said Pan Am Sat, the "Simon Bolivar" now awaits only the arrival of the third stage of the Arianespace 401 rocket at the Kourou, French Guiana, launch site. The FCC has granted authority to Pan Am Sat to provide service over Simon Bolivar between the U.S. and Europe on conditions that one or more European countries authorize it and Intelsat gives the go-ahead (BROADCASTING, Feb. 15).

Part of a two-month delay in the V21 launch has been due to in-orbit problems with France's Telecom 1B. Concerned that there might be a generic problem with the Telecom series, France had paused to examine its plans for the launch of Telecom 1C (BROAD-

CASTING, Feb. 1). Apparently that worry has now been discounted.

Another factor in Arianespace manifest uncertainty has been the failure so far of West Germany's TV-Sat1—launched last fall by Arianespace—and the planned launch of the similar bird, France's TDF-1. The Indian and French governments agreed earlier this month to trade launch dates for Insat 1 (now to go up in June) and TDF-1 (now to go up in September), giving the French a chance to analyze what went wrong with TV-Sat1 and take steps to prevent similar problems in the deployment of TDF-1. The India-France switch, said Heydon, affected the plans of others on this year's manifest; Arianespace now must wait—hopefully only a few more weeks, Heydon said—for those customers to make decisions before the manifest can resettle into its new form.

**Closer to home.** IDB Communications Group has begun transmitting the Playboy Channel out of its Los Angeles International Teleport, IDB said last week. The signal, said IDB spokesman William Fisher, will be fully encrypted by mid-March. The programer, still leasing a transponder on GE Americom's Satcom III, had previously sent its programing from its Los Angeles headquarters to New York where Rainbow Programing Enterprises provided uplinking. According to Scott Bantle, Playboy Channel director of technical operations, IDB's Video Control Center will provide tape playback and editing capabilities for any last-minute insertions that Playboy would have had to send to New York in the past. "The convenience of using [IDB's] tape playback and satellite transmissions facilities right here in Los Angeles," he said in a prepared statement, "was an important factor in our decision." IDB now provides transmissions for the Prime Ticket regional sports service, Movietime, the Fashion Channel, Shop Television Network and FNN (to Hawaii only).

**Hot hotline.** The Satellite Broadcasting and Communications Association of America's two new hotlines (1-800-533-4584 for consumers; 1-800-356-3160 for dealers) fielded more than 300 calls in their first 12 days of operation, beginning Feb. 1, SBCA reported last week. Nearly half of those calls, the association said, were from consumers and dealers "providing leads on pirate activities," the remainder seeking information about satellite television ownership. The most helpful information, said SBCA, were estimates of the number of pirate descramblers sold, where and how quickly modifications are made and by how many employees. "I expect that soon," said Jerry Fischette, SBCA vice president of operations, "we will be announcing action by law enforcement agencies based on hotline leads."

At the same time, General Instrument's Videocipher division and the Motion Picture Association of America last week reported the arrest of pirate suspects in Simi Valley, Calif., and the issuing of a temporary restraining order by U.S. District Court Judge George Gunn prohibiting signal theft activity by St. Louis-based Beech Craft and its owner, Harry L. Daly Jr.

which "utilizes 6 mhz of spectrum immediately adjacent to any local operating VHF or UHF television station." According to its tests so far, RTT said, T-NET would provide more data capacity than TV Answer and no interference with other services.

Although he had not read the RTT comments, Steven J. Symonds, executive vice president and chief operating officer of TV Answer Inc., said the specifics of the two systems are like "apples and oranges" because of the significantly larger block of spectrum needed for T-NET. Symonds also said that TV Answer's lack of interference with channel 13 is "one of the most important things we have to show to the FCC" in testing of the system. "We certainly

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don't want, for business reasons, nor would the FCC ever allow us, for regulatory reasons, a technology that caused that type of interference." Those tests began last week with the installation of the first prototype TV Answer boxes in homes in northern Virginia. The company expects to have 500 boxes installed by mid-March.

## Gearing up

A new charge-coupled device (CCD) camera has been introduced by JVC Professional Products Co., Elmwood Park, N.J. The KY-15U, with three half-inch CCD's, is designed for electronic news-gathering and field production. It can be connected with the already released BR-



JVC's KY-15U

S410U S-VHS portable videocassette recorder or, with an optional adapter, can be connected to MII half-inch videotape recorders. To become available around the time of the National Association of

Broadcasters convention in April, the KY-15U will sell for about \$7,000.

□

Sony Communications Products Co., New York, has introduced two new three-quarter-inch U-matic videotape recorders. The VO-7600 and VO-7630, both available in March, feature improved picture quality over the formerly marketed VO-5600 and VO-5630 VTR's as well as optional computer interface capability. According to the company, a self-diagnostics function will increase serviceability. The VO-7600 sells for \$3,100 and VO-7630 for \$4,000.

□

To be available in April concurrently with the NAB convention, Broadcast Television Systems Inc., Salt Lake City, jointly owned by the Bosch and Philips companies, is introducing a CCD studio camera, LDK 900. The lightweight (33 pounds) unit is also designed to be used in mobile ENG vehicles. BTS said that the pricing, not yet determined, will be for broadcasters in mid-sized markets. The company believes that studio CCD cameras will cost a third to a half less than their tube counterparts, according to BTS's Larry Riddle.

## Bogue leaves Ampex

Donald F. Bogue, vice president, marketing, sales and service division, and former vice president and general



manager, audio-video systems division of Ampex Corp., Redwood City, Calif., has resigned from the company. According to sources close to Ampex, he will seek a position outside the broadcasting and videotape recording fields. Those sources said Bogue left because of a preference for equipment development and business operation duties, such as those he held in the audio-video systems division, over his marketing tasks.

Bogue, 37, served as head of the audio-

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**Financial benefits.** The American University's School of Communication, Washington, has established a new radio and television journalism awards program. The Investment Company Institute-American University Journalism Awards for Excellence in Personal Finance Reporting will, beginning this year, grant four \$2,500 awards to personal finance reporters in television, radio, newspapers and periodicals. Deadline for submissions of 1987 work is March 15. For information, contact Lou Kohlmeier at AU at (202) 885-6167.

video systems division from August 1986 through November 1987. During a reorganization of the company, audio-video systems was dissolved and replaced by new video systems and recording systems divisions (BROADCASTING, Dec. 7, 1987). Bogue assumed the leadership of the marketing division, also created at that time. Before his promotion to audio-video systems, Bogue headed Ampex's magnetic tape division for two years. A Harvard graduate, he joined Ampex in 1976 in the corporate finance department.

Bogue's last day at Ampex was Feb. 5. He could not be reached for comment. His duties have been assumed on a temporary basis by Don Kleffman, the former president of Ampex International, who retired from the company last summer. Ampex International was a marketing branch of the company that was consolidated into Bogue's marketing division during the reorganization last fall.

## AM behind NRSC standard, says survey

**NAB-commissioned poll sent to FCC to show industry support**

The National Association of Broadcasters is receiving wide support from the broadcasting industry for its position on improvement of AM radio technical quality. In a survey sent to the FCC, conducted by Circuit Research Labs Inc. (CRL), Tempe, Ariz., the vast majority, 94.4%, of AM station respondents supported implementation of the National Radio Systems Committee (NRSC) standards. "Our hope in putting this information in front of the FCC was that we could show clearly it's not something the industry is against," said CRL President and Chief Executive Officer Ronald R. Jones. "Also we feel it needs to be mandated because we have real reservations that everybody's going to get around to it."

The NRSC standards would change the limit width of an AM channel from 15 khz to 10 khz and provide for a preemphasis curve for AM transmissions and a complementary deemphasis curve for receivers. These measures are meant to reduce the chance of adjacent channel interference. Last year, NAB petitioned the FCC to require mandatory observance of the NRSC provisions, effective Jan. 1, 1990, rather than relying on voluntary conversion (BROADCASTING, Nov. 16, 1987). Responses from broadcasting companies to an FCC inquiry on AM improvement (BROADCASTING, Feb. 8) were almost all in favor of the NAB petition. The CRL survey adds more evidence that AM broadcasters are willing to submit to technical regulation to improve their stations' audio quality.

CRL conducted the survey over a seven-month span (June 1, 1987-Jan. 5, 1988), receiving responses from 1,215 U.S. AM stations, representing 24% of the approxi-

mately 5,000 stations included in the first mailing last June. A follow-up mailing was sent Sept. 10. Jones found significant "the fact that 25% of the industry responded to only two requests."

CRL found that 917 of the respondents, 75.5%, supported NRSC and intend to install the equipment necessary to make their transmitters perform according to the standard. Another 230 stations, 18.9%, said they had already completed the conversion. Those that were unsure or failed to announce their intentions on the response card totalled 40 stations or 3.3%. Only 28 respondents, 2.3%, said they would not conform.

CRL is one of a number of companies manufacturing and marketing NRSC pro-

cessors for both AM mono and stereo conversion. In a letter to the FCC accompanying the survey results, Jones claimed the argument that implementation of mandatory standards by the commission would result in cost burdens for broadcasters "is simply not true with the current NRSC standard." He listed four companies—Energy-Onix, Innovonics and Orban Associates as well as CRL—that are offering processors at prices ranging from \$295 to \$595. CRL, Jones said, has delivered over 500 devices.

Jones supported NAB's petition on two grounds: to reduce adjacent channel interference and to "provide receiver manufacturers, for the first time ever, standardized design criteria that will enable them to develop higher fidelity AM receivers for the



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public." Manufacturers have been unwilling to market wide-band AM radios because of adjacent channel problems in many parts of the country. Most current receivers have a response of less than 5 khz. Proponents of NRSC have argued that mandatory obser-

vance would provide incentive for manufacturers to begin making higher fidelity products. At the time of the broadcaster survey, CRL also contacted 47 manufacturers by letter and telephone.

"In general, we found their interest in the

standard to be a 'wait and see' attitude," Jones said. Heavy broadcaster support for NRSC is encouraging to manufacturers, "but has not yet convinced them and they are still awaiting further proof of broadcaster compliance," he said. □

## For the Record

As compiled by BROADCASTING Feb. 10 through Feb. 17 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. ch.—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—waits. \*—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. 1 meter—3.28 feet.

### Ownership Changes

- KLTT(AM) Brighton, CO (BAL880126EA; 800 khz; 1

kw-D)—Seeks assignment of license from Interstate Broadcasting System of Colo. Inc. to Mortenson Broadcasting Co. for \$400,000. Seller is Orange, CA-based group of two AM's and one FM owned Paul Toberty and Clayton Tillotson. Buyer is Lexington, KY-based group of four AM's and three FM's principally owned by Jack Mortenson and family. Filed Jan. 26.

- WSVL(AM) Shelbyville, IN (BAL880127EA; 1520 khz; 1 kw-D, 250 w-N)—Seeks assignment of license from Shelby County Broadcasting Co. to Blue River Broadcasting Inc. for \$443,000. Seller is owned by Robert Ingram, who has no other broadcast interests. Buyer is owned by Arthur S. Kimball, who also owns WGLC-AM-FM Mendota, IL. Filed Jan. 27.

- WAFB-TV Baton Rouge, LA (BALCT880201; ch. 9; 316 kw-V, 63 kw-A; HAAT: 1670 ft.)—Seeks assignment of license from Guaranty Broadcasting Corp. to WAFB Television Inc. for \$60 million. Seller is Baton Rouge-based publicly traded, mutual insurance company headed by George Foster, chairman. Buyer is Columbus, GA-based group of six TV's headed by John B. Amos, chairman. Filed Feb. 1.

- WKZX(AM) Presque Isle, ME (BAL880125EA; 950 khz; 5 kw-U)—Seeks assignment of license from Colonial Broadcasting Co., a Ltd. Partnership, to The Canvus Broadcasting Corp. for \$206,000. Seller is headed by J. Gregory Freeman and has no other broadcast interests. Buyer is owned by Dennis H. Curley who also owns WCXU(FM)

Caribou, and WCXX(FM) Madawaska, ME. Filed Jan. 25.

- WHAK(AM) Rogers City, MI (BAL880126EC; 960 khz; 5 kw-D)—Seeks assignment of license from Huron Shore Broadcasters Corp. to Presque Isle Radio Inc. for \$38,000. Seller has no other broadcast interests. Buyer is owned by Edward J. Hier, who has no other broadcast interests. Filed Jan. 26.

- KKNO-FM Eldon, MO (BAPH880201HM; 101.9 mhz; 3 kw; HAAT: 328 ft.)—Seeks assignment of license from Dennis J. Klautzer to Lake Broadcasting Inc. for \$5,090. Seller has no other broadcast interests. Buyer is owned by Michael S. Rice, Kenneth W. Kuenzie. Klautzer retains 20% interest. It has no other broadcast interests.

- WLMO(AM) Geneseo, NY (BAP880122ED; 1600 khz; 1.8 kw-D; 620 w-N)—Seeks assignment of license from Lowell G. Conrad and Morris Levy to Alan M. Burke for \$5,709. Seller and buyer have no other broadcast interests. Filed Jan. 22.

- KMGL(FM) Oklahoma City (BALH880127HG; 104.1 mhz; 100 kw; HAAT: 1,425 ft.)—Seeks assignment of license from Guy Gannett Publishing Co. to Renda Broadcasting Co. for \$3,050,000. Seller is Portland, ME-based group of three AM's, three FM's and four TV's. Broadcast division is headed by Robert Gilbertson and parent is headed by John DiMatteo, president. Buyer is Pittsburgh-based group of two AM's and two FM's owned by Anthony Renda.

- WWZE(FM) Central City, PA (BALH880126HK; 101.7 mhz; 5 kw; HAAT: 650')—Seeks assignment of license from H.E.M.H. Corp. to Norlin Broadcasters Inc. for \$275,000. Seller is owned by James Hancock, who has no other broadcast interests. Buyer is owned by Ronald W. Lorence and Gregory W. Guise. It also owns WADJ(AM) Somerset, PA. Guise has interest in WALY(FM) Bellwood-Altoona, PA. Filed Jan. 26.

- WCCG(FM) Folly Beach, SC (BALH880128HF; 97.9 mhz; 3 kw; HAAT: 328 ft.)—Seeks assignment of license from Charleston County Wireless Inc. to L.M. Communications Inc. for \$1.2 million. Seller is owned by John T. Galanes and Frank R. Kulisky, who have no other broadcast interests. Buyer is owned by Lynn L. Martin, who also owns WLXG(AM) Lexington and WCOZ(FM) Paris, both Kentucky. Filed Jan. 28.

- WWWL(AM) Amherst, VA (BAL880126EB; 1420 khz; 1 kw-D)—Seeks assignment of license from Winfas of Virginia Inc. to Robert K. Langstaff for \$50,000. Seller is Jacksonville, NC-based group of one AM and three FM's owned by Thomas Walker, Roger Ingram, Jack Ashley, Bill Foster and Larry Nichols. Buyer has no other broadcast interests. Jan. 26.

- KAAR(AM) Vancouver, WA (BAL880126ED; 1480 khz; 1 kw-U)—Seeks assignment of license from Belridge Broadcasting of Portland Inc. to Christopher H. Bennett Broadcasting Co. for \$475,000. Seller is owned by Pat Patten, who has no other broadcast interests. Buyer also owns KRIZ(FM) Renton, WA. Filed Jan. 26.

### Actions

- WSOR(FM) Fort Myers, FL (BALCT871124KO; 95.3 mhz; 3 kw; HAAT: 328 ft.)—Granted assignment of license from Riverside Baptist Church to Daytona Group of Florida Inc. for \$2.6 million. Seller is headed by Sanford Williams, and has no other broadcast interests. Buyer is owned by Carl C. Tutera and Norman S. Drubner. Drubner owns WNLC(AM)-WTYD(FM) New London, CN. WNF(FM) Palatka. WPAP(FM) Panama City, and WCOA(AM)-WJLQ(FM) Pensacola, all Florida, and with Tutera owns KRIX(FM) Brownsville, TX, KSLM(AM)-KXYQ(FM) Salem, OR, and KIVA(AM) Corrales, and KIVA(AM) Santa Fe, both New Mexico. Drubner also has interest in KRGE(AM) Weslaco, TX, and KIKO(AM) Miami and KEYX(FM) Globe, AZ. Action Feb. 3.

- WFLN-FM Philadelphia (BTCH871214GG; 95.7 mhz; 50 kw; HAAT: 500 ft.)—Granted assignment of license from Franklin Broadcasting Co. to Marlin Ltd. Broadcasting Inc.

# Nationwide Media Brokers Chapman Associates

**WIYN(AM) Rome, Georgia  
WPLK/WZOT Rockmart, Georgia**

to

**Broadcast Investment Associates, Inc.**

from

**Leslie E. Gradick, Jr.**

for

**\$1,450,000**

**Chapman Associates is pleased to  
have assisted in this transaction.**

for \$15 million. Seller is owned by Raymond F. Green, who will remain as general manager; his father, Raymond S. Green, and Eleanor Smith and family. It has no other broadcast interests. Buyer is owned by Howard P. Tanger and family. It also owns WTMI-FM Miami and WQRS-FM Detroit. Action Jan. 28.

■ WLVA(AM) Lynchburg, VA (BAPL871208ED): 590 kHz; 1 kw-U.—Granted assignment of license from Laurence P. Morin. Trustee in bankruptcy for Stereo 59 Inc. for \$345,000. Seller is trustee in bankruptcy for Inland Broadcasting Corp., which has no other broadcast interests. Buyer is owned by Louis D. Kessler, and his son, Paul M. Kessler, who have no other broadcast interests. Paul Kessler is Richmond, Va.-based accountant. Action Feb. 5.

■ KAYU-TV Spokane, WA (BALCT871119LV; ch. 28): 1.198.4 kw-V; 239.662 kw-A; HAAT: 2,000 ft.—Granted assignment of license from KAYU-TV Partners Ltd. to Bingham Communications Group for \$7.7 million. Seller is headed by Robert J. Hamacher, president. It has no other broadcast interests. Buyer is headed by Robert R. Bingham. It also owns KWCT-TV Wenatchee, WA, and KKFV(AM) Seattle. Action Jan. 28.

■ KNDOTV Yakima and KNDU(TV) Tri-Cities, both Washington (KNDO: BTCCT871210KG; ch. 23: 500 kw-V; 61 kw-A; HAAT: 960 ft. KNDU: ch. 25: 163 kw-V; 16.3 kw-A; HAAT: 1,271 ft.)—Granted assignment of license from Columbia Empire Broadcasting Corp. to Farragut Communications for \$13.25 million. Seller is owned by Hugh E. Davis, who has no other broadcast interests. Buyer is 90% owned by All State Insurance Co. and headed by Bill Lincoln and Katy Glakas. Through subsidiary, North Star Communications, it also owns KSTU(TV) Salt Lake City. Action Jan. 29.

## New Stations

### Applications AM

■ Bakersfield, CA (BP870929AO)—Jerry J. Collins for 1100 kHz; 50 kw-D; 1 kw-N. Address: 1227 Del Prado Blvd., #103, Cape Coral, FL 33904. Principal also owns WDCQ(AM) Pine Island Center, FL and new AM in Carmel Valley and South Lake Tahoe, both California. Filed Feb. 3.

### FM's

■ McCall, ID (BPH880114MY)—Idaho Heartland Broadcasting Inc. seeks 101.1 mhz; 1.995 kw H&V; 571 m. Address: Box 814, McCall, ID 83638. Principal is owned by Dean C. Hagerman, who has no other broadcast interests. Filed Jan. 14.

■ Monroe, LA (BPED880120MA)—State of Louisiana Board of Trustees for State Colleges and Universities seeks 90.3 mhz; 87.1 kw-H; 76.6 kw-V; 263 m. Address: 150 Riverside Mall, Baton Rouge, LA 70801. Principal is headed by James E. Davison, chairman. It has no other broadcast interests. Filed Jan. 20.

■ Ruston, LA (BPH880114MZ)—Sherry Williamson Pody seeks 99.5 mhz; 3 kw H&V; 100 m. Address: 310 Northwood Place, Ruston, LA 71270. Principal has no other broadcast interests. Filed Jan. 14.

■ Ruston, LA (BPH880114MS)—Jerald H. Womack seeks 99.5 mhz; 3 kw H&V; 100 m. Address: 111 Silver Drive, Monroe, LA 71203. Principal has no other broadcast interests. Filed Jan. 14.

■ Ruston, LA (BPH880114NH)—Vicar Communications Inc. seeks 99.5 mhz; 3 kw H&V; 100 m. Address: Rte. 5, P.O. Box 121, Bastrop, LA 71220. Principal is owned by Vicki L. Carter, who has no other broadcast interests. Filed Jan. 14.

■ Republic, MO (BPH880114MK)—Ladeo Communications Inc. seeks 99.5 mhz; 3 kw H&V; 100 m. Address: 2607 West Bennett, Springfield, MO 65807. Principal is owned by Larry D. Campbell, who has no other broadcast interests. Filed Jan. 14.

■ Republic, MO (BPH880114MD)—Town and Country Radio seeks 99.5 mhz; 3 kw H&V; 100 m. Address: P.O. Box 144-1, Republic, MO 65738. Principal is owned by Sherlyn Snow, who has no other broadcast interests. Filed Jan. 14.

■ Malone, NY (BPED880120MD)—St. Lawrence University seeks 90.9 mhz; 0.2 kw H&V; 108 m. Address: Romoda Drive, Canton, NY 13617. Principal is educational institution headed John W. Hannon, chairman. It has no other broadcast interests. Filed Jan. 20.

■ Ripley, OH (BPH880114MW)—James Philip Gray seeks 99.5 mhz; 3 kw H&V; 100 m. Address: 10 Trinity Place, Fort Thomas, KY 41075. Principal has no other broadcast interests. Filed Jan. 14.

■ Ripley, OH (BPH880114MF)—Thelma Poff seeks 99.5 mhz; 3 kw H&V; 100 m. Address: 316 2nd St., Ripley, OH 45167. Principal has no other broadcast interests. Filed Jan. 14.

■ Reynoldsville, PA (BPH880114NL)—Paula Heindl seeks 99.5 mhz; 3 kw H&V; 100 m. Address: P.O. Box 146, Ridgeway, PA 15853. Principal has no other broadcast interests. Filed Jan. 14.

■ Scranton, PA (BPH880114NF)—Ralph J. Lomma seeks 99.5 mhz; 0.397 kw H&V; 273 m. Address: 1120 S. Washington Ave., Scranton, PA 18505. Principal has no other broadcast interests. Filed Jan. 14.

■ Scranton, PA (BPH880113MB)—Linda A. Morgan seeks 99.5 mhz; 0.26 kw H&V; 317 m. Address: 107 Maple Lane, Pittston, PA 18640. Principal has no other broadcast interests. Filed Jan. 13.

■ Bryan, TX (BPH880113MA)—Mexican-American Entertainment seeks 99.5 mhz; 3 kw (H&V); 100 m. Address: 600 N. Bryan St., Bryan, TX 77801. Principal is owned by Felix Torres, Steve Garza, Jesse Flores and Greg Rodriguez, who have no other broadcast interests. Filed Jan. 13.

■ Bryan, TX (BPH880114MR)—Divcon Associates Inc. seeks 99.5 mhz; 3 kw (H&V); 100 m. Address: 1500 Saddle Lane, College Station, TX 77840. Principal is owned by Bob D. Bell and his wife, Judith. It has no other broadcast interests. Filed Jan. 14.

■ Bryan, TX (BPH880114NI)—Diversified Communications seeks 99.5 mhz; 3 kw (H&V); 100 m. Address: 3917 Old Oaks, Bryan, TX 77802. Principal is owned by Joe Lee Walker, his wife, Pamela, and Cruz Ramirez, who have no other broadcast interests. Filed Jan. 14.

■ Dayton, VA (BP880126AC)—Dayton Radio seeks 880 kHz; 2.5 kw-U. Address: 5742 Rivermill Circle, Portsmouth, VA 23703. Principal is owned by Larry W. Cobb, who has no other broadcast interests. Filed Jan. 26.

■ Emporia, VA (BPH880113MC)—Stone Broadcasting Corp. seeks 99.5 mhz; 2 kw H&V; 123 m. Address: P.O. Box 1056, Emporia, VA 23847. Principal is owned by Willis L. Stone and family, who also own WEVA(AM) Emporia, VA. Filed Jan. 13.

■ Emporia, VA (BPH880114MX)—Roberts Broadcasting Corp. seeks 99.5 mhz; 3 kw H&V; 100 m. Address: HC 1, Box 108, Emporia, VA 23847. Principal is owned by Alfred

A. Roberts, who has no other broadcast interests. Filed Jan. 14.

■ Fairlawn, VA (BP880126AD)—Fairlawn Broadcasting Co. seeks 890 kHz; 2.5 kw-U. Address: 5742 Rivermill Circle, Portsmouth, VA 23703. Principal is owned by Larry W. Cobb, who has no other broadcast interests. Filed Jan. 26.

■ Lawrenceville, VA (BPED880119MB)—Saint Paul's College seeks 91.7 mhz; 0.1 kw H&V; 30 m. Address: 406 Windsor Ave., Lawrenceville, VA 23868. Principal is non-profit corporation headed by James B. Gunnell. It has no other broadcast interests. Filed Jan. 19.

■ Moneta, VA (BP880126AB)—Smith Mountain Lake Radio seeks 880 kHz; 2.5 kw-U. Address: Rte. 1, Box 314, Wirtz, VA 24184. Principal is owned by Lester L. Williams, who recently bought WFIC(AM) Collinsville, MS. Filed Jan. 26.

■ Point Pleasant, WV (BPH880114MP)—Tri County Radio seeks 99.5 mhz; 3 kw (H&V); 99 m. Address: 2519 Jackson Ave., Point Pleasant, WV 25550. Principal is owned by Jimmy J. Wedge and Vernon H. Baker. Baker owns WBZL(AM)-WLG(AM) Xenia, OH and new AM in Lewisville, NC. Filed Jan. 14.

■ Point Pleasant, WV (BPH880114ND)—Point Pleasant FM Broadcasting LP seeks 99.5 mhz; 3 kw (H&V); 100 m. Address: 1716 Shadybrook Rd., Charleston, WV 25314. Principal is owned by Paul L. Nusbbaum, and has no other broadcast interests. Filed Jan. 14.

■ Point Pleasant, WV (BPH880114NK)—Poole Radio Ltd. seeks 99.5 mhz; 3 kw H&V; 100 m. Address: 325 6th Ave. West, Huntington, WV 25701. Principal is owned by Charlotte E. Poole and her husband, David. It has no other broadcast interests. Filed Jan. 14.

### Actions

#### AM's

■ Bakersfield, CA (BP870929AO)—Granted app. of Jerry J. Collins for 1100 kHz; 50 kw-D; 1 kw-N. Address: 1227 Del Prado Blvd., #103, Cape Coral, FL 33904. Principal also owns WDCQ(AM) Pine Island Center, FL, and new AM in Carmel Valley and South Lake Tahoe, both California. Filed Feb. 3.

#### FM's

■ Kerman, CA (BPH850711PL)—Granted app. of Bar-

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**WJQY**

Miami-Ft. Lauderdale  
Florida

For

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From

**THE TREMONT GROUP, LTD.**  
(JOSEPH C. AMATURO)

We initiated this transaction and assisted  
in the negotiations on behalf of the parties

**EDWIN TORNBURG  
& COMPANY, INC.**

P.O. BOX 55298 Washington, D.C. 20011

February 1, 1988

(202) 291-8700



nard Broadcasting for 94.3 mhz; 3.0 kw (H&V); 100 m. Address: 2029 E. Sussex, #209, Fresno, CA 93721. Principal is owned by Bacilio Maciel, general partner. Filed Feb. 9.

■ Kings Beach, CA (BPED86123IKH)—Returned app. of Charles P. Bluth for 107.7 mhz; 3 kw H&V; 103 m. Address: 2 Stateline Rd., Crystal Bay, NV 89402. Principal has no other broadcast interests. Filed Feb. 5.

■ Grand Junction, CO (BPH850712GO)—Granted app. of Maranatha Broadcasting Co. for 107.9 mhz; 100 kw H&V; 100 m. Address: E. Rock Rd., Allentown, PA 18103. Principal is owned by Richard C. Dean and David G. Hinson, who have no other broadcast interests. Filed Feb. 9.

■ Ocala-Bellevue, FL (BPED860721MH)—Returned app. of West Ocala Educational Foundation for 90.1 mhz; 3 kw H&V; 68 m. Address: P.O. Box 605, Lady Lake, FL 32659. Principal is nonprofit corporation headed by Sharon Washington, president. It has no other broadcast interests. Filed Feb. 9.

■ Hilo, HI (BPH841228MH)—Granted app. of Irving A. Uram for 92.7 mhz; 3.0 kw H&V; 584 m. Address: 711 NW 23 Ave., Suite #2, Gainesville, FL 32601. Principal also owns WGVL(FM) Gainesville, FL. Filed Feb. 8.

■ Des Moines, IA (870430NE)—Returned app. of Mark McVey, Diane Lysiak and Doug Linder for 107.5 mhz; 50 kw H&V; 492 m. Address: 620 Lake Rd., Ottumwa, IA 52501. Principal has no other broadcast interests. Filed Jan. 28.

■ Baltimore (BPED870430OO)—Granted app. of PCA Communications Corp. for 96.7 mhz; 0.0187 kw H&V; 76 m. Address: 2002 Fleet St., Baltimore 21231. Principal is owned by Thomas G. Pless, who has no other broadcast interests. Filed Feb. 9.

■ Harbor Springs, MI (BPH850613MB)—Granted app. of Running Rhodes Inc. for 103.9 mhz; 0.69 kw H&V; 208 m. Address: 4824 Lower Shore Dr., Harbor Springs, MI 49740. Principal is owned by Howard Binkow and Joan Akers Chester, who have no other broadcast interests. Filed Feb. 9.

■ Clarksdale, MS (BPH851112MB)—Granted app. of Minority Radio Co. for 96.5 mhz; 3 kw; 328 m. Address: 209 Arizona St., P.O. Box 73, Batesville, MS 38606. Principal is owned by Phillip Anderson, who has no other broadcast interests. Filed Feb. 8.

■ Catskill, NY (870331MT)—Returned app. of Molly A. Waltman for 98.5 mhz; 3 kw H&V; m. Address: 1111 Fawn Rd., Saugerties, NY 12477. Principal has no other broadcast interests. Filed Jan. 29.

■ Eugene, OR (BPET880120KJ)—Returned app. of State of Oregon, acting by and through the Oregon Commission on Public Broadcasting for ch. 28; 391 kw-V; 911 m. Address: 2828 SW Front Ave. Portland, OR 97201. Principal is nonprofit institution headed by H. Gerald Bidwell. Filed Feb. 1.

■ Smethport, PA (BPH850712TC)—Dismissed app. of Valley Music, Inc. for 106.3 mhz; 0.562 kw H&V; 226 m. Address: Rd #1, Box 460, Cogan Station, PA 17728. Principal is owned by John A. Kennedy Jr., who also owns WJKR(FM) Muncy, PA and WKDJ(AM) Hughesville, PA. Filed Jan. 28.

■ Bristol, RI (BPED821203AB)—Granted app. of Roger Williams College for 88.3 mhz; 100 w; 23 m. Address: Old Ferry Rd., Bristol, RI 02809. Principal is educational institution with no other broadcast interests. Filed Feb. 8.

■ Lowry, SD (BPED870304ME)—Granted app. of State Board of Directors for Educational Television for 91.9 mhz;

100 kw H&V; 221 m. Address: 414 East Clark St., Vermillion, SD 57069. Principal is nonprofit institution headed by Charles E. Clay, chairman. It has no other broadcast interests. Filed Feb. 8.

## TV

■ Poplar Bluff, MO (BPCT870302KF)—Granted app. of Larry Gene Dare for ch. 55; 1000 Kw-V; 100 Kw-A; 984 m. Address: Route 5, Box 244G, Poplar Bluff, MO 63901. Principal has no other broadcast interests. Filed Jan. 28.

## Facilities Changes

### AM's

■ Bisbee, AZ, KBZB, 1230 khz—880120-Application for CP to change TL to: approx. 0.5 mi. SE of AZ 92 (Sierra Vista-Bisbee Hwy) via Rd. to Cochise County Detention Center, on land of Phelps-Dodge Corp., from Bisbee P.O. 162 Degree T from Bisbee, AZ 31 24 01N 109 54 00W.

■ Manitou Springs, CO, KRYN, 1490 khz—880128-Application for CP to increase power from 260W to 1 kw nighttime (Class IV Station).

■ Duquoin, IL, WQDN, 1580 khz—880111-Application for CP to make changes in antenna system (including increase in height of tower) and reduce daytime power to 170 w; correct coordinates to: US Hwy 51, 1.6 km N of Duquoin, IL (W side of Hwy) 38 01 56N 89 14 30W.

■ Attleboro, MA, WARA, 1320 khz—880201-Application for CP to make changes in daytime directional antenna parameters.

■ Boston, WMEX, 1150 khz—880201-Application for CP to make changes in antenna system.

■ Rocky Mount, NC, WCEC, 810 khz—880128-Application for CP to correct coordinates: 35 54 43N 77 50 06W.

■ Copperhill, TN, WLSB, 1400 khz—880128-Application for CP to change: TL: Georgia Hwy 60 near McCaysville, GA: 34 58 04N 84 19 39W.

■ Tacoma, WA, KKMO, 1360 khz—880202-Application for CP for synchronous AM station at Mountlake Terrace, WA, to operate simultaneously with primary KKMO facility at Tacoma, WA, on same frequency 1360 KHz, but with 1 kw day and night N-D (Application resubmitted).

■ Clintonville, WI, WFCL, 1380 khz—880125-Mod of CP (BPH880105AB) to change antenna system; decrease power to 1.8 kw night and 3.9 kw day.

### FM's

■ Santa Rosa, CA, KVRE-FM, 101.7 mhz—880122-Mod of CP (BPH861110IE) to change: TL: Sweetwater Springs Rd.; change HAAT: 117 m. H&V; change ERP: 18.5 kw H&V; change to class B1 (per Docket 87-303); 38 32 28N 122 54 006W.

■ Pittsfield, IL, WBBA-FM, 97.7 mhz—880126-Application for CP to change: freq: 97.5 mhz (Per Docket 86-146); change ERP: 10 kw H&V.

■ Girard, KS, KFRB, 101.1 mhz—880127-Mod of CP (BPH851216MR) to change: TL: on County Rd., 0.9 km W of KS Rte 7, 3 km SSW of Crawford County CH. Girard, KS; change HAAT: 99.09 m. H&V; 37 29 02N 94 51 08W.

■ Baltimore, WEAA, 88.9 mhz—880204-Application for CP to change ERP: 25 kw H&V.

■ Hurlock, MD, 100.9 mhz—880122-Mod of CP (BPH850712QS) to change: TL: 1.6 km due W of Harlock,

tower located on N side of Rd. 392, Dorchester Co, MD; change HAAT: 153 m. H&V; change ERP: 1.3 kw H&V; 38 37 28N 75 53 20W.

■ Prince Frederick, MD, WMJS, 92.7 mhz—880125-Mod of CP (BPH860325IC) to correct geographic coordinates: 38 30 52N 76 37 03W.

■ Gulfport, MS, WQFX-FM, 96.7 mhz—880121-Application for CP to change TL: 0.3 mi. W of Coalville Church, 1.3 mi. NE of Lorraine, Harrison Co, MS; change ERP: 2.1 kw H&V; change HAAT: 117 m. H&V; 30 27 54N 89 00 20W.

■ Cabo Rojo, PR., 102.3 mhz—880128-Mod of CP (BPH840611I m.) to change HAAT: 238 m. H&V.

■ Myrtle Beach, SC, WKZQ-FM, 101.7 mhz—880126-Application for CP to change: TL: 6.4 km N of Hickory Grove, Horry Co, SC; change HAAT: 170 m. H&V; change ERP: 37.28 kw H&V; change to Class C2 (Docket 87-217); 33 56 14N 78 57 53W.

■ Lebanon, TN, WYHY, 107.5 mhz—880125-Application for CP to change: TL: 517 Brick Church Lane, Whites Creek, Davidson Co, TN; change HAAT: 376 m. H&V; change ERP: 57.5 kw H&V; 36 15 50N 86 47 38W.

■ Suffolk, VA, WSKX, 106.9 mhz—880122-Mod of CP (BPH851018IK, as mod) to change: TL: Hwy 168 at Virginia-North Carolina State Line; change HAAT: 365.76 m. H&V; 36 32 51N 76 11 04W.

■ Ferrum, VA, WFFC, 89.9 mhz—880202-Mod of CP to change TL: Bassett Hall, Ferrum College, Ferrum, VA; change ERP: 0.875 kw H&V; change HAAT: -12.3 m. H&V; 36 55 46N 80 01 27W.

■ Sturgeon Bay, WI, WDCW, 97.7 mhz—880125-Mod of CP (BPH850711OZ) to change TL: On WSBW tower; 44 54 21N 87 22 15W.

### TV's

■ Anchorage, AK, KYES, ch. 5—880128-Mod fo CP to change HAAT: 267.8 m.; ant.: Scala Comosite (DA); TL: 2.5 km WNW of Eagle River off Skyline Drive; 61 20 10N 149 30 50W.

■ Fort Pierce, FL, WFET, ch. 21—880129-Application for CP to change ERP vis.: 5000 kw; HAAT: 497 ft. (151 m.); TL: S 37th St N of N Whiteway Dairy Rd., St. Lucie/Ft Pierce, FL.

■ Key West, FL, WETV, ch. 13—880201-Mod of CP to change ERP vis.: 316 kw; HAAT: 449 ft.; ant.: Dielectric THP-P2-8-I (DA); TL: 30 km E of Key West on Cudjoe Key, 1.4 km N of US #1; 24 40 35N 81 30 41W.

■ Grand Island, NE, KTVG, ch. 17—880201-Mod of CP to change ERP vis.: 620.4 kw; HAAT: 219.8 meters; ant.: Jampro JS m. 32/17-P-100H (DA); TL: 2 mi. W of Hwy 34-281 4 mi. W on Hansen on County Line Rd.; 40 41 56N 98 26 33W.

■ Salem, OR, KUTF, ch. 32—880129-Mod of CP (BPCT821122KE) to change ERP vis.: 5000 kw and change antenna system: Bogner BUH-32.

■ Erie, PA, WETG, ch. 66—880129-Mod of CP (BPCT830429KG) to change ERP vis.: 567 kw; HAAT: 271 meters; ant.: Bogner B-24U (188)H.

### Actions

#### AM's

■ Hope, AR, KXAR, 1490 khz—880202-Application (BPH860609AG) granted for CP to make changes in antenna system (including increase in height of tower), reduce power to 0.69 kw.

■ Tucson, KJMM, 580 khz—880202-Application (BMP871103AF) granted for CP to augment nighttime pattern.

■ Hot Springs, SD, KZMX, 580 khz—880210-Application (BP870330AW) granted for CP to increase power to 2.3 kw daytime.

#### FM's

■ Stamford, CT, WEDW-FM, 88.5 mhz—880208-Application (BMPED860205II) granted for Mod of CP (BPE-D790914AC) to change: TL: 1.04 mi. SW of junction of U.S. 1 and I-95, Stamford, CT; ERP: 2 kw (H) & 1.9 kw (V); HAAT: 92 m. H&V 41 02 49N 73 31 36W.

■ Washington, WDCU, 90.1 mhz—880210-Application (BPED870317KD) granted for CP to change ERP: 50 kw H&V.

■ Venice, FL, WCTQ, 92.1 mhz—880210-Application (BPH870331IP) granted for CP to change: TL: 282 N Auburn Rd., Venice, FL; change ERP: 2.5 kw H&V; change HAAT: 110 m. H&V; 27 06 20N 82 23 53W.

■ Augusta, GA, WLPE, 91.7 mhz—880210-Application (BPED870327IP) granted for CP to change ERP: 1.33 kw H&V.

■ Columbus, IN, WKKG, 101.5 mhz—880208-Applica-



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tion (BPH870130U) granted for CP to change: ERP: 50 kw H&V; change HAAT: 492 ft. H&V and correct site elevation.

■ Lake Charles, LA, KBIU, 103.7 mhz—880202-Application (BPH870205F) granted for CP to change TL: Johnny Breaux Rd., SE of Vinton, LA; change HAAT: 985.25 H&V; 30 07 20N 93 33 40W.

■ Norfolk, NE, KNEN, 94.7 mhz—880208-Application (BPH870217K) granted for CP to change TL: 8 km S of Battle Creek, NE; change HAAT: 307.8 m. H&V and make changes in antenna system: 41 55 29N 97 36 25W.

■ Albany, NY, WKLI, 100.9 mhz—880205-Application (BPH870331Y) granted for CP to change HAAT: 87.17 m. H&V.

■ New York, WYNY, 97.1 mhz—880129-Application (BPH870227N) dismissed for CP to change TL: 8 km W of Lone Oak Rd., near Gladeville, TN; change HAAT: 108.3 m. H&V and make changes in antenna system: 36 05 09N 86 26 22W.

■ Greenville, OH, WLSN, 106.5 mhz—880205-Application (BMPH8610061B) granted for Mod of CP (BPH860321K) to make changes: change TL: 8433 Greenville, St Marys Rd., Pikeville, OH; change ERP: 50 kw H&V; change HAAT: 150 m. H&V: 40 09 44N 84 36 11W. \*Amended 8-28-87 to change HAAT: 146 m. H&V & TL: Harris Cr Rd. & US 127, 2.9 mi. NE of Greenville, OH: 40 08 49N 84 36 36W.

■ Chillicothe, OH, WKKJ, 93.3 mhz—880208-Application (BPH8603281B) granted for CP to change ERP: 50 kw H&V.

■ Kent, OH, WNIR, 100.1 mhz—880210-Application (BPH8701271C) granted for CP to change: TL: 604 m. W of intersec. w/ SR 43, N side of I-76, Brimfield Township, OH; change HAAT: 100 m. H&V: 41 06 28N 81 21 19W.

■ Millinburg, PA, WWBE, 98.3 mhz—880209-Application (BMPH87010301H) granted for Mod of CP (BPH8610161C) to change HAAT: 45.61 m H&V.

■ Middletown, RI, WOTB, 107.1 mhz—880209-Application (BMPH8705011E) granted for Mod of CP (BPH8612121A) to change: TL: Almedia Apartments off W Main Rd., 0.45 mi. NE of Rte 114-Union St intersection, Portsmouth, RI; change HAAT: 96 m. H&V 41 33 55N 71 17 07W.

## New TV's

■ South Bend, IN, WSBT-TV, ch. 22—880129-Application (BPCT871027KF) granted for CP to change ERP vis.: 4745 kw; chan: 22; HAAT: 325 m.; TL: 60351 Ironwood Rd., St. Joseph Co, South Bend, IN; ant.: RCA (existing) TFU-46K; 41 37 00N 86 13 01W.

■ Charlotte, NC, WBTV, ch. 3—880129-Application (BMPCT880113KE) granted for MP (BPCT850618LC) to change auxiliary antenna ERP vis.: 75 kw; HAAT: 478 m.; ant.: RCA TF-3EL; TL: Rte 3, Bob Friday Rd., near Dallas, Gaston Co, NC: 35 21 51N 81 11 13W.

■ San Juan, PR, WIPR-TV, ch. 6—880129-Application (BPET871123KE) granted for CP to change ERP vis.: 57.9 kw; HAAT: 2751 ft. (838.72 m.).

■ Conroe, TX, KTFH, ch. 49—880129-Application (BMPCT8706011H) granted for Mod of CP to change HAAT: 541 m.; TL: 19.3 km SE of Conroe, TX, 1.7 km N of Hwy 2090; 80 16 01N 95 14 49W. Amended 11-19-87 to change TL: 19.3 km SE of Conroe, TX, 1.7 km N of Hwy 2090; HAAT: 361 m.; antenna system: 367 m. AGL and 411 m. AMSL.

■ San Antonio, TX, KYRT, ch. 29—880128-Application (BMPCT871221KF) granted for Mod of CP to change geographic coordinates: 29 17 27N 98 16 12W and change HAAT to 443 m.

## Actions

### Commission Actions

■ FCC approves assignment of WIII(TV) at Cincinnati to Channel 64 Acquisition; waives multiple ownership rule for one year (Report MM-294, Mass Media Action)—FCC granted assignment of license of WIII(TV) on ch. 64 at Cincinnati from Channel 64 Joint Venture, debtor in possession, to Channel 64 Acquisition Inc., a wholly-owned subsidiary of United Cable Television Corp., and gave it one-year waiver of multiple ownership rule. WIII(TV) renewal was conditioned on its application reverting to pending status if assignment is not consummated. Action by commission Feb. 9 by decision (FCC 88-44).

■ FCC reactivates minority and female preference cases

remanded by Appellate Court and held in abeyance; reaffirms decisions BC Dockets 80-730; 81-306-307, 309; MM Dockets 83-140, 142-143 (Report DC-1092, Action in Docket Case)—FCC, by separate orders, has reactivated and reaffirmed decisions in three cases previously remanded to FCC and held in abeyance pending completion of Notice of Inquiry into race and gender preference. Action by commission Feb. 9 by Order (FCC 88-45); by MO&O (88-46); and by Order (88-47).

■ Carroll Doctrine—Concluding that Carroll doctrine and related UHF impact policy no longer serve public interest; decided to eliminate both and will no longer consider claims of economic injury in broadcast licensing or allotment proceedings. (MM Docket 87-68 by R&O [FCC 87-364] adopted Nov. 24 by commission.)

### Staff Actions

■ WUSA(TV) Washington—Ruled that news interview segments on two WUSA locally produced programs, "Capital Edition" and "22:26," may be classified as bona fide news interviews and appearances by legally qualified candidates for public office on those segments are exempt from equal opportunities requirement of Section 315 of commission's rules. (By Staff Ruling [DA 88-129] adopted Feb. 3 by chief, Fairness/Political Programming Branch, Mass Media Bureau.)

■ Summerland Key, FL—Designated for hearing mutually exclusive applications of Resa P. Parrish, Saddlebunch Radio Co. and Don H. Barden for new FM station on channel 275A (102.9 mhz) at Summerland Key. (MM Docket 88-20 by Order [DA 88-112] adopted Jan. 27 by chief, Audio Services Division, Mass Media Bureau.)

■ Topsham, ME—Designated for hearing mutually exclusive applications of Dennis H. Curley, Coastal Radio, Peggy Lee Talyn, Kirkley Paige Beal and Lights Communication Corp. for new FM station on channel 238A (95.5 mhz) at Topsham. (MM Docket Docket 88-9 by Order [DA 88-60] adopted Jan. 19 by chief, Audio Services Division.)

■ Kingston and Oneonta, NY—Extended time to file comments in this proceeding for TV stations at both communities to March 2, replies due March 17. (MM Docket 87-537 by Order [DA 88-127] adopted Jan. 29 by chief, Mass Media Bureau.)

■ Rutland, VT—Designated for hearing mutually exclusive applications of Rockledge Community Broadcasters Inc., Rutland Community Broadcasting Inc., Edward G. Pickett and Carol L. Pickett, A General Partnership, and Gary Kenny for new FM station on channel 233A (94.5 mhz) at Rutland. (MM Docket 88-10 by Order [DA 88-113]

## Summary of broadcasting as of Dec. 31, 1987

| Service                     | On Air | CP's | Total * |
|-----------------------------|--------|------|---------|
| Commercial AM               | 4,902  | 170  | 5,072   |
| Commercial FM               | 4,041  | 418  | 4,459   |
| Educational FM              | 1,301  | 173  | 1,474   |
| Total Radio                 | 10,244 | 761  | 11,005  |
| FM translators              | 789    | 444  | 1,233   |
| Commercial VHF TV           | 541    | 23   | 564     |
| Commercial UHF TV           | 476    | 222  | 698     |
| Educational VHF TV          | 116    | 3    | 119     |
| Educational UHF TV          | 209    | 25   | 234     |
| Total TV                    | 1,342  | 273  | 1,615   |
| VHF LPTV                    | 96     | 74   | 170     |
| UHF LPTV                    | 250    | 136  | 386     |
| Total LPTV                  | 272    | 210  | 473     |
| VHF translators             | 2,869  | 186  | 3,055   |
| UHF translators             | 1,921  | 295  | 2,216   |
| 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.

adopted Jan. 25 by chief, Audio Services Division.)

■ Ruckersville, VA—Designated for hearing seven mutually exclusive applications for new FM station on channel 221A (92.1 mhz) at Ruckersville. (MM Docket 88-18 by Order [DA 88-109] adopted Jan. 26 by chief, Audio Services Division.)

■ Brookfield, WI—Designated for hearing mutually exclusive applications of Donald E. Hilgendorf, Tran Broadcasting Corp. Inc., and New Media Enterprises for new FM station on channel 295A (106.9 mhz) at Brookfield. (MM Docket 88-17 by Order [DA 88-115] adopted Jan. 26 by chief, Audio Services Division.)

### Review Board Action

■ Billings, MT—Upheld initial decision dismissing application of Comanche Enterprises as financially unqualified to construct and operate its proposed TV facility at Billings. (MM Docket 86-109 by Order [FCC 88R-6] adopted Feb. 5 by Review Board.)

## Allocations

■ Anchorage, AK—On request of Korlyn Broadcasting Inc., permittee of KKDS(FM), channel 276A (103.1 MHz), Anchorage, substitution of channel 277C2 (103.3 MHz) for channel 276A and modification of permit to specify operation on new channel. (MM Docket 88-29 [DA 88-142] Jan. 14.)

■ Weed, CA—On request of Florence M. Gaskey, licensee of KWHO(FM), channel 265A (100.9 MHz), Weed, substitution of channel 272C1 (102.3 MHz) for channel 265A and modification of license to specify new channel. (MM Docket 88-28 [DA 88-144] Jan. 14.)

■ Pueblo, CO—On request of KATM-FM, channel 264C1 (100.7 MHz), Pueblo, substitution of channel 264C for channel 264C1 and modification of station's license to specify operation on new channel. (MM Docket 87-622 [DA 87-1965] Dec. 22.)

■ Pueblo, CO—On request of Sunbrook Broadcasting Inc., licensee of KUSM(FM), channel 296A (107.1 MHz), Pueblo, substitution of channel 296C2 for channel 296A and modification of license accordingly. (MM Docket 88-30 [DA 88-143] Jan. 14.)

■ Linton, IN—On request of Linton Broadcasting Co. Inc., licensee of WQTY(FM), channel 228A (93.5 MHz), Linton, substitution of channel 227B1 (93.3 MHz) for channel 228A and modification of station license accordingly. (MM Docket 88-32 [DA 88-140] Jan. 21.)

■ Howland, ME—On request of Robert J. Cole, allocation of channel 280A (103.9 MHz) as its first FM service. (MM Docket 88-27 [DA 88-145] Jan. 14.)

■ Port Sanilac, MI—At request of D.C. Schaberg proposed amending FM table by allotting channel 225A (92.9 MHz) to Port Sanilac as its first FM service. Comments due April 8, replies April 25. (MM Docket 88-26 by NPRM [DA 88-146] adopted Jan. 14 by chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ Moscow, OH—On request of Richard L. Plessinger Sr., allotment of channel 298A (107.5 MHz) as its first FM service (MM Docket 88-31 [DA 88-141] Jan. 15.)

■ Lobelville, TN—On request of Coleman Broadcasting Co. Inc., licensee of WIST(FM), Lobelville, substitution of channel 233C2 (94.5 MHz) for channel 232A (94.3 MHz) and modification of license accordingly. (MM Docket 88-22 [DA 88-150] Jan. 14.)

■ Austin and Yoakum, TX—On request of Clear Channel Communications Inc., licensee of KPZE(FM), channel 272A (102.3 MHz), Austin, substitution of channel 272C2 for channel 272A and modification of license accordingly; substitution of channel 223A (92.5 MHz) for channel 272A at Yoakum. (MM Docket 88-33 [DA 88-139] Jan. 22.)

■ Llano, TX—On request of KLKM Radio, permittee of KLKM(FM), channel 285A (104.9 MHz), Llano, substitution of channel 231C2 (94.1 MHz) for channel 285A and modification of license accordingly. (MM Docket 88-34 [DA 88-138] Jan. 22.)

■ Rural Retreat, VA—On request of Highlands Broadcasting Inc., allotment of channel 276A (103.3 MHz) as its first FM service. (MM Docket 88-25 [DA 88-147] Jan. 14.)

■ West Pasco or Pasco, WA—On request of West Pasco Fine Arts Radio, allotment of channel 267A (101.3 MHz) as West Pasco's first FM service or, alternatively, allotment of channel 267A to Pasco as its second FM service. (MM



**Saving time.** The FCC has proposed the designation of an algorithm (system of calculation) for computer programs designed to determine the propagation of FM and TV stations. Signal strength calculations, which are required for new-station and power-increase applications, have in the past been outlined on graph paper. But that method has nearly been replaced by more rapid and accurate reports using computer software. According to the commission, a single approved algorithm for the software will shorten the time needed to study applications. A comment deadline on the proposal will be set when the official order is published in the Federal Register.

244C2 (96.7 MHz) for channel 244A and modification of license accordingly. (MM Docket 88-23 [DA 88-149] Jan. 14.)

#### Actions

- Hamlet, NC—Allocated channel 282A (104.3 MHz) to Hamlet; filing window March 29-April 28. (MM Docket 87-192 [DA 88-100] Jan. 22.)
- Atoka, OK—Substituted channel 276C2 (103.1 MHz) for channel 276A at Atoka; modified license of KHKC-FM to specify operation on new channel. (MM Docket 87-322 [DA 88-102] Jan. 22.)
- Watertown, SD—Allocated channel 225C1 (92.9 MHz) to Watertown as its third local FM service; filing window March 29-April 28. (MM Docket 87-319 [DA 88-101] Jan. 22.)
- Waverly, TN—Substituted channel 286C2 (105.1 MHz) for channel 285A (104.9 MHz) at Waverly; modified license of WVRV(FM) to operate on new channel. (MM Docket 86-325 [DA 88-97] Jan. 14.)
- Cleveland, TX—Allocated channel 246C1 (97.1 MHz) to Cleveland as its first local FM service; filing window March 29-April 28. (MM Docket 86-520 [DA 88-99] Jan. 14.)
- Vinton, VA—Allocated channel 291A (106.1 MHz) to Vinton as its second local FM service; filing window March 29-April 28. (MM Docket 87-225 [DA 88-98] Jan. 14.)

Docket 88-24 [DA 88-148] Jan. 14.)

- Ashland, WI—On request of Bay Broadcasting Corp., licensee of WJH(FM), Ashland, substitution of channel

## Call Letters

#### Applications

| Call            | Sought by                                           |
|-----------------|-----------------------------------------------------|
| <b>New AM's</b> |                                                     |
| WTGR            | Point Pleasant Broadcasting Co., Point Pleasant, WV |
| KHPY            | Delbert L. Van Voorhis, Yucaipa, CA                 |

#### New FM's

|         |                                       |
|---------|---------------------------------------|
| KLLS    | KGLS Lesso Inc., Pratt, KS            |
| KIDD-FM | Kitsap Communications Corp., Bend, OR |
| WNMX    | Professional Radio Inc., Newberry, SC |

#### Grants

| Call            | Sought by                                    |
|-----------------|----------------------------------------------|
| <b>New FM's</b> |                                              |
| KALR            | Applied Life Institute Inc., Hot Springs, AR |
| KNRJ            | Kova Communications, L.P., Worthington, MN   |
| KLNM            | Masada Ltd., Las Vegas.                      |
| WRVN            | State University of NY, Utica, NY            |
| KBLP            | South Central Oklahoma, Lindsay, OK          |
| KRXT            | Centex Broadcasting Co. Ltd., Rockdale, TX   |
| WLQM            | Franklin Broadcasting Corp., Franklin, VA    |

#### New TV's

|      |                                                     |
|------|-----------------------------------------------------|
| WHHW | WHIS Unlimited Inc., Gulf Shores, AL                |
| WSJD | Fundacion De Education Cristiana, San Juan, PR      |
| WCRD | Coastal Carolina Broadcasting Co., Myrtle Beach, SC |
| KBEH | Bellevue Broadcasting, Bellevue, WA                 |

#### Existing AM's

|      |                                                   |
|------|---------------------------------------------------|
| KRKY | KTLD Grand Lake Broadcasting Inc., Granby, CO     |
| KSPN | KRVV Vail Broadcasting Co., Vail, CO              |
| WEAG | WPXE Dickerson Broadcasting Inc., Starke, FL      |
| WQNX | WSTC Golf Capital Broadcasting Inc., Aberdeen, NC |
| KFIT | KHJK Central Texas Wireless Co., Lockhart, TX     |

#### Existing FM's

|         |                                                    |
|---------|----------------------------------------------------|
| KKBB    | KLYD-FM Clayton Communications Inc., Shafter, CA   |
| KSPN-FM | KSPN Aspen Broadcasting Co., Aspen, CO             |
| KRKM    | KTID-FM Grand Lake Broadcasting Inc., Granby, CO   |
| WGMX    | WLYQ Hanson Communications Inc., Norwalk, CT       |
| WEAG-FM | WPXE-FM Dickerson Broadcasting Inc., Starke, FL    |
| KKUA    | KMRT Hawaii Public Radio, Wailuku, HI              |
| WNWY    | WJAU E. James Verkest, Norway, MI                  |
| WDJK    | WBZI-FM Baker Broadcasters Inc., Xenia, OH         |
| KMLT    | KGNC-FM Stauffer Communications Inc., Amarillo, TX |
| WKCY-FM | WJSY Radio Blue Ridge Inc., Harrisonburg, VA       |

#### Existing TV

|      |                               |
|------|-------------------------------|
| KTNV | KTNV-TV WTMJ Inc., Las Vegas, |
|------|-------------------------------|

Notes: Pursuant to the request of Nashville Partners, L.P., Nashville, grant of call sign change of FM station WTMG to WQWZ has been set aside. Call sign WTMG remains assigned.

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**Operations manager:** Sunbelt group owner seeks operations manager with solid track record of success with major formats particularly AOR. Strong administrative and motivational skills vital plus an understanding of the bottom line. Production ability helpful but not essential. Excellent opportunity with a growing company for the right person. EOE. Send detailed resume and references to Box D-77.

**General manager:** Rapidly growing S.E. medium market FM needs GM with proven track record & references. Strong sales ability a must. Organizational & people skills are essential. College degree & ability to think required. Excellent compensation package & benefits for qualified person. Need is immediate. Send persuasive letter, resume & references to: Box D-83.

**General manager:** WCHY AM/FM, revenue and ratings leader in Savannah, Georgia, is looking for dynamic sales oriented individual with the ability to maximize station results. Proven ability with demonstrated promotional and person-to-person success. Send resume in confidence to Roth Communications, 830 Main St., Melrose, MA 02176.

**Business manager:** Suburban NYC radio station looking for an experienced business manager with strong supervisory experience in accounts payable, accounts receivable, payroll, general ledger and financial statement processing. Hands-on computer experience as well as personnel and benefit processing are a must. Resume to: Controller, CRB Broadcasting, 630 Fifth Ave., Suite 2930, New York, NY 10111.

**General manager** for group owned full service AM in Midwest. One of America's great small market radio stations. Only station in beautiful family-oriented city. Come grow with an exciting organization. Box D-96.

**Sales manager:** Ohio. Great medium market. Full service AC/EZ combo does a 30 share. Resume to Bill Chambers, GM, WHBC, Box 9917, Canton, OH 44711. EOE.

**General sales manager** for Northeast medium market powerhouse. Excellent facility great market. Applicant must be honest, well-organized and a self-starter capable of training and motivating. Must have proven industry track record. If you want to join our outstanding operation send resume and income history to Box D-86. EOE.

**CR Broadcasting**, one of America's fastest growing radio companies, is expanding again. Play a major role. Join our class C FM start-up on the sunny Florida Gulf Coast. Are you a proven management, sales, programming or engineering winner? Can you take us from day one to number one? Then apply now to John Columbus, President, CR Broadcasting, 344 Old Pinson Rd., Jackson, TN 38301. EOE, M/F.

**General manager** for California hi-desert AM/FM combo. Will be expected to, but rewarded for, carrying account list. Great climate, super stations. Box D-97.

### HELP WANTED SALES

**General sales manager:** WYAY-FM, Atlanta, Georgia. You must possess superior coaching and training skills, the technology to institute a selling system where success is the minimum standard. Your experience must include a demonstrated history of developing sophisticated sales plans, and managing others to achieve these goals as well as their own. You're probably quite happy where you are, but recognize an opportunity to work for the best. NewCity Communications is one of America's most innovative and successful radio companies and a leader in sales training and development. Send your resume to: Bob Green, VP/GM, WYAY-FM, 200 Galleria Pkwy., Suite 900, Atlanta, GA 30339.

**Account executive needed** in medium sized Gulf Coast market. Need aggressive leader, highly motivated with desire to go into management. This rapidly growing station is looking for experienced fast starter. Replies strictly confidential. Send resume to: General Manager, WAH-FM, 63 South Royal St., Suite 405, Mobile, AL 36602.

### HELP WANTED ANNOUNCERS

**New York City voiceover work**, straight narration. Tape and resume to JE Communications, P.O. Box 374, Valley Stream, NY 11582.

**96.3 WXJY/Cape Cod** seeks midday and evening AT with production. T&R to: Chris Boies, 770A Main, Osterville, MA 02655.

### HELP WANTED TECHNICAL

**Chief engineer for AM-FM + cable** in southern Michigan. Excellent advancement possibilities, fringe benefits in 35-year old company. EEO. Send resume including former wages to PO Box 528, Marshall, MI 49068.

**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.

**Chief engineer** for Texas FM acquisition of Shamrock Communications. Applicant should have strong management skills and SBE certification. Send resume to Mark Timpany, WQFM, 606 West Wisconsin Ave., Milwaukee, WI 53203.

**Experienced broadcast technician** to help build class A, FM and be CE for AM-FM combo. Highly desirable, small N.E. market. Send full details to: Donald A. Thurston, President, Berkshire Broadcasting, Box 297, Great Barrington, MA 01230.

### HELP WANTED NEWS

**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.

**Morning news anchor** for upstate NY AM/FM combo. Good authoritative delivery a must. Tape & resume to News Director, Box 151, Endwell, NY 13760.

**Radio network anchor needed!** Send tape and resume to Dave Marsett, News Director, Satellite Music Network, P.O. Box 870, Mokena, IL 60448. No calls.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Operations:** Need enthusiastic, energetic, versatile person for growing medium-market FM satellite country station near Chicago. Duties include: production, headline news, public service, programming automation, and daily studio maintenance. Salary, benefits, good growth opportunity for right hard-working, responsible person. Tape & resume to: Operations, WCCQ, 1520 N. Rock Run Drive, Joliet, IL 60435. EOE.

**Program director**, WHBC AM/FM. Creative, promotionally minded, experienced leader to increase 30 share of full-service AC and EZ stations. Air or production a plus. Tape and resume to GM, Box 9917, Canton, OH 44711. EOE.

**Production/copy director for AM-FM.** Minimum two years experience. Great benefits and career opportunity with expanding radio group. New state-of-the-art production equipment. Resume and tape to: General Manager, KTOP/KDVV, Box 1478, Topeka, KS 66601.

**Major NY talk radio station** seeking continuity director. Some experience necessary; also assist traffic dept. Must be detail-oriented; hardworking; willing to learn. Computer experience helpful. Call Liz, 212-586-5700.

### SITUATIONS WANTED MANAGEMENT

**CRMC, broadcasting degree**, 9 years experience. Wants out of the big city. Wanting small-medium market management position. P.O. Box 96524, Okla. City, OK 73143.

**Proven winners.** Husband and wife team seek developmental opportunity. GM, sales, promotions, programming. 804-361-9196.

**Operations manager and/or director of engineering**, 20 plus years of major market experience. Excellent with people, budgets and technology. Will be at NAB. A winner looking for the same. Box D-105.

**After two years hiatus**, thirty year broadcast veteran seeks to re-enter radio at GM level. Seven years GM experience, twelve years GSM. Excellent sales and programming background with good references. Prefer Midwest but will consider all locations. Call Bill Kriesley, 317-258-3216 evenings or weekends.

**Sleep better and worry less** with honest, hard-working 10 year pro on the job. GM/QM/PD experience. Desire small or med market GM position. Box D-94.

**Education desired.** Career broadcaster several hours short of bachelor degree seeks college/public radio station management. Over 15 years of experience in all phases of radio operations. Management, sales, personnel, budgeting, engineering. Versed in fundraising skills. Desires management position in exchange for master's degree and salary. Box D-92.

**General manager or group manager position**, wanted. Career of saving stations from the jaws of death, first a programmer, later as manager. I have the proven skills to make your AM or FM properties hum. Interested in medium markets up. Incentive contracts ok for right deal. All confidential. Box D-89.

### SITUATIONS WANTED SALES

**Attention small to medium market owners and managers!** Right-hand man. Broadcast pro available! Sales, announcing, full service background. Affordable. Box D-95.

### SITUATIONS WANTED ANNOUNCERS

**Personality drive team**, at right price ready to relocate. Contact Rossi Productions, M/F: 212-563-4430.

**Seeking entry level DJ position.** Broadcasting school graduate. Looking for full or part-time position in New England but will consider elsewhere. Contact Charles Urnie, P.O. Box 3055, Waterbury, CT 06705.

**Experienced DJ personality**, desires small market operation with possible call-in capabilities and play by play. Family man. Tape, resume and pic. Dan Wilson, 209 E. Huron, Gaylord, MI 49735. 517-732-1185.

### SITUATIONS WANTED TECHNICAL

**Are you a single station or group owner** that needs a director of engineering by the hour, day, week or project. Call me, Bill Elliott, 203-871-2976 or write 200 West Rd., Apt. 13, Ellington, CT 06029.

## TELEVISION

### HELP WANTED MANAGEMENT

**Membership office supervisor:** The Western New York Public Broadcasting Association seeks a goal-oriented leader with supervisory experience to coordinate and motivate a staff of five, plan and organize nine TV and radio fund raising drives per year, and serve as formal liaison with volunteers for the four stations of the Western New York Public Broadcasting Association. Successful candidate must be a self-starter and demonstrate excellent communication skills (written and oral), and be able to fundraise effectively on radio. On-air experience is very helpful. Knowledge of computerized record keeping desirable. Bachelor's degree or equivalent experience required. Please submit resumes to Development Department-Dept. B, The Western New York Public Broadcasting Association, 184 Barton St., P.O. Box 1263, Buffalo, NY 14240. We are an equal opportunity employer.

**General manager:** UHF station on cable. Top 100 market. Salary (incentives incl bonus & equity position). Central location. Send resume to Box D-100.



**General manager** for small Midwest market network affiliated station. Applicants must be aggressive self-starters, have exceptional people and leadership skills, possess strong marketing abilities and be motivated by challenge. This is an ideal position for a sales manager with a proven track record to move into a general manager position. Please send resume and full details to Box D-60. EOE.

**Planet 3 Television** is seeking a vice president, operations, to handle business start-up of weekly series. Responsible for overseeing financial operations and contractual relationships. Minimum 5 years business management experience; broadcast experience a plus. Salary negotiable. Send resume to: Kim Spencer, President, P3TV, 1776 Broadway, Suite 1810, NY, NY 10019.

**Division controller**, midwestern station, network affiliated. Supervision of data processing, budgeting and accounting. Requires up-to-date knowledge, applications of data processing systems and strong accounting education. Broadcasting experience preferred. Must be good communicator. Compensation commensurate with experience. Equal opportunity employer. Send complete resume to Box D-58.

#### HELP WANTED SALES

**National marketing manager.** KMPH-TV 26, the nation's number one independent television station is seeking an experienced national marketing manager. Applicants should have extensive experience in national marketing (preferably independent) or national sales rep firm experience. Salary/commission commensurate with experience. Applications will be accepted through March 31, 1988. Send resumes to: Personnel Department, KMPH-TV 26, 5111 E. McKinely Ave., Fresno, CA 93727. No phone calls. An EOE. M/F/H.

**Local sales manager:** Dynamic southern market independent is seeking aggressive innovative leader for a young local sales staff. Must possess good communication skills and have local independent sales experience. Send resume to Box D-70. EOE, M/F.

#### HELP WANTED TECHNICAL

**Assistant chief engineer.** Position requires strong TV broadcast maintenance background. Experience on Sony one-inch, Beta, RCA G Line transmitters, and state-of-the-art microprocessor based equipment desirable. Qualified applicants write Chief Engineer, 613 Woodis Ave., Norfolk, VA 23510. An equal opportunity employer.

**EIC for television mobile unit** based in Texas. Strong maintenance background necessary. Send resume and salary requirements to: Tel-Fax, Texas, 3305 Pleasant Valley Ln., Arlington, TX 76015.

**Television engineering supervisor.** Located in the Midwest. Number 1 station in the medium size market. The engineering supervisor is responsible for all the technical maintenance, design and installation of technical systems. Previous supervisory experience is highly desirable. Very competitive salary and benefits. Please send resume in confidence. EOE. Box D-68.

**Transmitter chief:** Mid market station, east coast location seeks a qualified transmitter maintenance person. Facility includes tall tower, dual VHF transmitters, related equipment and grounds. Please enclose resume and salary requirements. Box D-78.

**Master control operations:** Minimum two years formal education in electrical technology or equivalent and prior TV master control experience required. Send resume and cover letter. Manager of Human Resources, WMHT-TV/FM, Box 17, Schenectady, NY 12301. EOE.

**Maintenance technician:** Installation and repair of studio and transmitter equipment. Some design, planning, and training responsibilities. Requires at least five years experience in electronic repair and troubleshooting; also FCC license or SBE certification. Send resume and cover letter. Manager of Human Resources, WMHT-TV, Box 17, Schenectady, NY 12301. EOE.

**Broadcast maintenance engineer.** Fox Television, Boston, has immediate opening for one studio maintenance engineer. A minimum of 2 years experience with the ability to troubleshoot state-of-the-art broadcast equipment to the component level. FCC lic. or SBE certification required. Send resume with references to: WFTX, 100 Second Ave., Needham Heights, MA 02194. Attn: Bob Badeaux. CE. No phone calls, please. Equal opportunity employer.

**Transmitter supervisor:** PBS affiliate seeking fulltime TV transmitter supervisor. Our transmitter supervisor is retiring. Must be hands-on with 3-5 years experience. UHF, RCA-TTU-110, or similar background useful. FCC license mandatory; SBE certification helpful. Salary \$45,139 plus overtime and benefits. Position available in March 1988. Send letter of interest, and resume to Personnel, WETA-TV, P.O. Box 2626, Washington, DC 20013. EOE.

**Chief engineer wanted:** Southwest affiliate needs experienced engineer ready to be chief. If your #2 or #3, with good maintenance and management skills, we want to hear from you. Must have "hands-on" technical experience and strong organizational skills. Salary range 25/30,000 per year depending on qualifications. Resume and salary history to: Box D-87.

#### HELP WANTED NEWS

**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.

**Southeastern top 80 market.** Looking for aggressive, committed anchor willing to work for success in growing news operation. Need good public relations skills, feature and hard news judgement, and be open to new ideas and concepts. Non-returnable tape and resume to: Richard Klos, News Director, WDEF-TV, 3300 Broad St., Chattanooga, TN 37408. EOE.

**News producer:** Public television station in 45th market serving Pennsylvania's capital, seeks experienced news producer with excellent journalistic credentials, knowledge of graphics, live shots, and newsroom organization. If you enjoy producing and outstanding newscast we want to hear from you. Send resume to: Personnel, WITF-TV, Box 2954, Harrisburg, PA 17105. EOE.

**Temporary newswriters.** Worldwide Television News seeks two fulltime temporary newswriters with international agency, network desk, syndication or cable news experience. Spanish language a plus. Both positions start June 1 for 12 weeks with possible extension. Also possible freelance work thereafter. WGA scale \$504.10 weekly. Send resumes to: WTN, ATTN: JML, 1995 Broadway, 10th Floor, New York, NY 10023.

**General assignment reporter,** excellent writing and communications skills. Tape, resume, references and salary to: News Director, WEAR-TV, 4990 Mobile Hwy, Pensacola, FL 32506 (UPS), or Box 12278, Pensacola, FL 32581.

**10PM anchor/producer:** High quality small market, CBS affiliate. Northern Rockies. Not entry level. Send tape and resume yesterday to: Dave Nixon, KPAX-TV, 2204 Regent St., Missoula, MT 59806. EOE.

**Meteorologist:** Northeast station seeks broadcast meteorologist for weekend weathercast and science reporting. Will consider candidates with minimal experience. Send resume to Box D-101. EOE.

**Anchor for prime-time news.** Balance of shift is field reporting. Prior experience and broadcast degree preferred. Call News Director at 502-442-8214 or send resume and tape to WPSD-TV, P.O. Box 1197, 100 Television Lane, Paducah, KY 42002-1197. Equal opportunity (M/F) employer.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Graduate assistantships - TV production interns.** 12 positions, 25 hours/week. Serve as teaching assistants, crew, work support in research, electronic graphics, traffic, staging/lighting; some producing/directing; work ITV, contract, and air productions. Requires BA and acceptance into Master of Fine Arts program. \$5,800+. Possible tuition waiver. September 1988. Dr. Robert C. Williams, Chairman, Department of TV/Radio, Brooklyn College, Brooklyn, NY 11210. An AA/EEO employer, M/F.

**Editor.** Network affiliate needs experienced hands-on 1st post-production editor. Resume and tape to John Cannon, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE, M/F.

**Graphic designer:** South Florida net affiliate seeks designer with experience on electronic graphic equipment to design news graphics. Position also requires print design and preparation of comps and mechanicals. Resume to Box D-67. EOE.

**We don't care how old you are!** All we care about is — can you do the job? We have no bells and whistles, just simple basic equipment — some old and some new! We are a successful ten year old independent in the Southwest and we need directors who want to use experience, imagination and ingenuity with low budget advertisers. If you think you qualify, send us a resume. Box D-74.

**Program operations manager** for expanding group owned independent in 46th ADI. Position requires ability to lead and interface with many departments. Candidate should have at least two years management experience in programming, promotion or operations. Knowledge of movie promotion or scheduling an asset. Send resume to General Manager, WVAH-TV 23, Broadcast Plaza, Hurricane, WV 25526. EOE, M/F.

**Program manager.** Strong independent in top 50 has need for experienced and knowledgeable programing executive. Apply only if you have all the necessary prerequisites for the position with the opportunity for advancement. Salary commensurate with qualifications plus excellent benefits. Resume to Box D-84. EOE.

**Videographer:** Growing Florida production company seeks experienced videographer. We specialize in corporate/industrials, commercials, PSAs, and news. ENG & editing skills a must. Lighting & Betacam experience helpful. Send resumes to: Box D-71.

**Producer:** Top 50 Northeast market interviewing for a tireless producer with dedication to tackle aggressive market. We have all the tools. Send resume and salary requirements to Box D-102. EOE.

**Host** for new daily talk show in top 25 market. Must have proven exceptional interviewing skills; able to handle wide range of topics from issues to entertainment. We're looking for the next Oprah Winfrey or Phil Donahue. Rush resume and salary requirements to Box D-98. EOE, M/F/H.

**Senior producer/director:** Responsible for the day to day supervision of producer/director as well as for all phases of creation and execution of local and national television series and specials. Bachelor's degree plus minimum four years producing and directing experience. Supervisory experience preferred. Resume to: WXXI Personnel Dept., P.O. Box 21, Rochester, NY 14601. EOE.

**Traffic assistant for television.** At least one year of traffic experience. Knowledge of media inventory, order input, copy and pre-log is essential. Send resume to: Traffic Manager, WCIX-TV, 8900 N.W. 18th Terr., Miami, FL 33172. EOE.

**Promotion writer/producer:** CBS affiliate in Nashville seeks non-traditional imagination to promote our top rated local and syndicated entertainment programs. Splashy graphics, hip music, and a sense of humor will get you this job at a high tech station in a very competitive market. Rush tape and resume to Kelly Donnell, Creative Services Director, WTVF, 474 James Robertson Pkwy., Nashville, TN 37219. EOE.

#### SITUATIONS WANTED MANAGEMENT

**Are you looking for winner?** I am a well experienced manager of engineering and operations (major market). Very broad background in both TV and production. Good people skills. Box D-81.

#### SITUATIONS WANTED SALES

**Does your business need a representative** in the Southeast? Call William Kemple 404-863-5326.

#### SITUATIONS WANTED TECHNICAL

**Aggressive, experienced engineering manager.** Good with people, planning, budgets, unions; a leader. Strong hands-on technical background. Experienced in major-to-small markets. Box D-63.

**Chief engineer,** experienced in all phases of television engineering. Will relocate. Call 601-366-7526.

#### SITUATIONS WANTED NEWS

**Sports anchor** for radio and TV 6 yrs. Looking for move up, will relocate anywhere. Excellent references. MM 201-654-0372.

**I love weather!** Meteorologist, AMS, Penn State, 10 years TV Award winner. Seeks final destination. Size not important - prefer 4 seasons and cold winters. Dedicated, personable, expert forecaster. Plenty of positive energy. 415-381-4320.

**Meteorologist.** 7+ years experience. AMS. Looking for a new challenge. Major market experience. Joe 314-832-2255.

**Experience counts!** And I want to put my five years of major market radio and television experience to work for you! I am an enthusiastic female reporter, who has a BA in broadcasting, and a lot of talent to go along with it. Prefer Midwest station, but will consider relocating for the right offer. Call Teri 513-829-8776.

**Award winning minority sportscaster.** Over 5 years experience. Knows how to cover local sports. Seeking station with serious sports commitment. Box D-79.

**Top notch reporter:** Not yet, but I will be soon. College grad presently working parttime in forties market. Female looking for entry level position. Will move anywhere. 502-897-1177.

**Major market sportstalk host,** newspaper columnist and sportswriter, seeks new sports personality position. Pursuits include leadership, BPB, commentary. Guaranteed image and ratings booster. Box D-91.

**Award winning producer,** 6 years experience in 50's market, looking for a new challenge. Versatile, creative, good judgement, people person. Box D-88.

#### SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

**Seasoned writer and producer** available for short or long term assignments. Documentaries, public affairs, promotion, corporate. 215-489-0966.

**Election '88:** Experienced field producer available: Southeast. Will travel. 404-299-2066.



**Science reporter/videographer** seeks non-profit position documenting lives of terminally ill children and adults in team environment. Will develop from ground up. Can create distribution network. Box D-90.

**Experienced media specialist** seeking educational cable organization, production position. Mid-west, Mid-south. Well developed human relations skills. Excellent communicator. University availability a plus. Bob Zimmerman, 1219 Shore Dr., Marinette, WI 54143. 715-732-2376.

#### MISCELLANEOUS

**Primo People** wants you. If you are a general assignment reporter who has some anchoring experience, send tape and resume to Steve Porricelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

**Career videos.** Make an impact on employers with your personalized audio or video resume tape prepared by our major market broadcast team. 312-272-2917.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**Assistant or associate professor** to teach television production, media management and/or criticism. Ph.D. required. Professional experience beneficial. Tenure track. Salary competitive. Screening of applicants begins immediately, continues until appointment made. Include resume with names, addresses of three references. Send to: George Wead, Department of Communication, James Madison University, Harrisonburg, VA 22807. AA/EEO.

**Fulltime tenure track appointment** in mass communications. MA or MS required. Ph.D. preferred. Successful teaching experience and professional experience in mass media field is required. Commitment to values of liberal arts education is essential. Should be generalist in field. Teaching responsibilities include: variety of print and broadcast courses in writing and production; competencies in MDS, DBS, LPTV desired. Other duties include: Supervision of campus FM student-run station. Send letter of application with resume, transcripts of academic record and 3 letters of recommendation by March 28, 1988 to: Dr. R. Franklin Terry, Vice President for Academic Affairs, Morningside College, 1501 Morningside College, Sioux City, IA 51106. AA/EEO.

**Non-faculty position in television production** to manage new TV production facility in the department of mass communication. Master's degree in communication/production required; professional experience in video production required; knowledge of microcomputers desirable. Responsibilities include approximately half-time teaching assignment. Send resume, examples of work, transcripts and three letters of recommendation to: Mr. Brad Nason, Department of Mass Communication, Lycoming College, Williamsport, PA 17701. Applications accepted until position filled.

### HELP WANTED ANNOUNCERS

**National-quality voiceover pros needed** for phone patch sessions. Cassette demo & rates to: Voiceworks, Box 17115, Greenville, SC 29606.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Design Animation:** Established broadcast design animation house looking for account executive with sales oriented and/or broadcast promotion background. Resume to Bill Casari, Digital Images, 651 Beacon St., Boston, MA 02215.

### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Do you need DC based broadcast equipment representative** having 20+ years in government/commercial systems and sales engineering? Write Box D-73.

### 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. Your area. 805-687-6000 ext. R-7833 for current federal list.

**Be on T.V.** Many needed for commercials. Details. (1) 805-687-6000 ext. TV-7833.

### EDUCATIONAL SERVICES

**On-air training:** For TV reporters (beginners, veterans, cross-overs from print). Polish anchoring, standups, interviewing, writing. Practice with Teleprompter. Learn from former ABC network news correspondent and New York local reporter. Make demo tape. Private coaching. Also group workshops Mar. 26 and Apr. 23. Call 212-921-0774. Eckhart Special Productions, Inc. (ESP).

### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant cash—highest prices.** We buy TV transmitters and tower. \$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.

**Sony VP5000, VO5600, VO5800, VO5850's.** Best price paid for best condition. Instaplay Video 212-355-7540.

**Wanted: Used video equipment.** Highest prices paid. Call Ed Mon.-Fri. 9-5 CST - 800-621-4354, IL 312-647-8700. Center Video Industrial Co., 5615 W. Howard St., Niles, IL 60648.

### FOR SALE EQUIPMENT

**AM and FM transmitter,** used excellent condition. Guaranteed. Financing available. Transcom. 215-8840888. Telex 910-240-3856.

**FM transmitters** \*\*Harris FM 25K (1983), AEL 25KG (1977)\*\* Harris FM-20H3 (1976), RCA BTF20E1S (1983)\*\* Harris FM10HK (1974), RCA BTF10D9 (1968)\*\* Collins 830E (1965)\*\* Sinteronics /SF35 (1986) CCA 30000DS (1968) Transcom Corp. 215-884-0888. Telex 910-240-3856.

**AM transmitters** \*\*Continental 315F (1975), Collins 820E (1978)\*\* Gates BC-50C (1966)\*\* Harris MW1A (1983), Harris BC-1h1, CSI T1A, Gates BC-1T, Gates BC-1\*\* 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.

**Silverline UHF transmitters** new, best price, latest technology. 30kw, 60kw, 120kw, 240kw. Bill Kitchen or Dirk Freeman. Television Technology 303-465-4141.

**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.

**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.

**64 FM - 46 AM transmitters-** in stock. World leader in broadcast trans. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-226-8967/214-630-3600. Telex 510-1011-588.

**RCA TT-50AH** channel 10 transmitter. Best offer. FOB Indiana. Maze Broadcast 205-956-2227.

**Macom MA-2B** 2Ghz portable microwave system. Includes transmitter/receiver heads, plus 10 watt amplifier. Dual frequency. \$8500.00. Maze Broadcast 205-956-2227.

**Adda ESP-200C** frame store system. 400 frame. Ready for pickup. FOB Alabama. Best offer. Maze Broadcast. 205-956-2227.

**FM antenna:** 12 bay RCA FM antenna, 97.6. Also 48 - 20' sections of 3-1/8" transmission line; 55 sections of 6-1/8" transmission line, 50 ohm. Call Hank Kelley 904-223-9229.

**Building an AM/FM** radio station? Our turnkey specialists save you time & money nationwide! 602-221-6941.

**Grass Valley 100,** RCA TK-28 + much more fine equipment. Tape-Video Services 901-324-4490.

**Ampex 1" video heads,** 1" film camera, vidicons + sats all new. Excellent, fully warranted, best prices. Tape-Video Services 901-324-4490.

**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.

**RCA TCR-100s,** high serial numbers, low prices. BVH-1000s, BVH-1100As. RCA TK-44s, 45s, 46s. RCA TK-29B film island. Grass Valley 1600 switchers of all sizes. Grass 100 switchers. Harris Epic Editor. Sony Type 5 A/B roll with PALTEX editor. Call now, Media Concepts. 919-977-3600 Ext. 45.

## TELEVISION

### Help Wanted Technical



### TELEVISION ENGINEERS

Cable News Network, the leading news system in satellite communications, has career opportunities for engineers with broadcast maintenance experience. The positions demand an extensive background in television engineering. Turner Broadcasting System offers an excellent benefit and compensation program. Send resume to:

Jim Brown, Engineering  
Turner Broadcasting System, Inc.  
One CNN Center, Box 105366  
Atlanta, Georgia 30348-5366

TBS is an equal opportunity employer.

### Help Wanted News

**Top 40 market Sunbelt station** looking to expand award-winning news photography staff. Minimum 2 years actual shooting and editing experience. We are a quality, visually minded operation that believes in pictures. We are an equal opportunity employer. Minorities are encouraged to apply. Send written resume to Box D-104.

### Help Wanted Programing Production and Others

## NATIONAL TALK SHOW PRODUCER

Successful nationally syndicated talk show looking for experienced producer with creative ideas for hour-long broadcast. News background a plus. Five years experience required.

Please send resume (no tapes) to:

**Box D-103**

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## PROMOTE YOURSELF! IMAGINE THIS WRITER- PRODUCER POSITION:

- The time and resources to do the job right.
- The ability to take chances and prove yourself.
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- Having all the bells and whistles at your command
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- Your own office
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- Learning and growing with a top creative team.

Entry level as well as experienced writer/producer positions available.

EEO. Send tape & resume to

 **TRIBUNE CREATIVE  
SERVICES GROUP**  
Attn: Jim Ellis

506 Plasters Ave.  
Atlanta, GA 30324

## Senior Television Producer

# WORLD WRESTLING FEDERATION

Leading sports entertainment syndicator seeks a "can do" individual to be responsible for the production of its weekly syndicated programing as **Senior Producer**. Must have prior live event experience, as well as superior organizational skills. Send resume and tape (which cannot be returned) to Personnel Dept., WWF, P.O. Box 3857, Stamford, CT 06905.

EQUAL OPPORTUNITY  
EMPLOYER

## TALENT RELATIONS/ PRODUCER

Showtime / The Movie Channel Inc., a leader in the pay TV industry, has an opening for an experienced talent relations / producer. This position must have excellent writing and post production skills as well as experience in talent coordination. In addition the job also requires an in-depth knowledge of the goings-on in the entertainment industry. We require a minimum of 2-3 years experience in booking talents and working on the development and execution of short form feature segments. Excellent company benefits include dental and 100% tuition refund.

Please send resume which must include salary requirements to: Faith Grobman, Showtime / The Movie Channel Inc., 1633 Broadway, New York, NY 10019. An Equal Opportunity Employer M / F.

**SHOWTIME**  **THE MOVIE CHANNEL** 

## CENTRAL FLORIDA'S MOST PROGRESSIVE ADVERTISING & MARKETING DEPARTMENT IS GROWING!

POSITIONS AVAILABLE:

### ON-AIR PROMOTION PRODUCER

Experience in writing/producing news, programming and PSA on-air promotions.

### DESIGNER

Experience in graphic design, mechanical art and electronic graphics. News graphic specialty a must.

Resume and tape/portfolio to:

Frank C. Biancuzzo  
WESH-TV  
P.O. Box 547697  
Orlando, FL  
32854  
EOE

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## Help Wanted Programing Production, Others Continued

### PRODUCER

WORK FOR THE PUBLIC AFFAIRS  
CABLE NETWORK ON CAPITOL HILL

C-SPAN, the public affairs cable network covering current events as they happen, is seeking an in-house producer to develop program schedules and assure quality and objectivity of programming. The individual needs to be knowledgeable of public policy issues, have at least one year Washington experience, and be flexible to work different shifts. Send resume, cover letter, and salary requirement to Personnel, 444 North Capitol St., NW, Suite 412, Washington, DC 20001.

**C-SPAN AMERICA'S  
NETWORK**

### RADIO

#### Help Wanted Sales

### SALES MANAGER

Now that we have our 50,000 watt transmitter in St. Louis County; now that we have one of St. Louis' highest rated and most expensive air personalities; now that we have a \$1,000,000.00 promotion budget, we need additional sales people and a sales manager. If you are interested in **unlimited income potential**, the opportunity to **build yourself a "team"**, send your resume and letter of interest that demonstrates your ability to develop sales and people, to:

Mr. Davis  
KIX 104FM  
111 West Port Plaza  
Suite 1000  
St. Louis, MO 63146

**Kix  
104FM**  
Results Oriented Radio

Confidentiality will be assured.

#### Help Wanted Management

### VICE PRESIDENT Cultural Programing & Program Services

National Public Radio is seeking an exceptional professional to fill a senior management position. Responsibilities include overall leadership and direction for cultural programing and specialized audience programing efforts. Qualified applicant must have Bachelor's degree (graduate degree preferred) in areas of liberal arts pertinent to arts, culture, or broadcasting. Equivalent experience may be substituted. Substantial executive experience with open leadership style and ability to encourage and mobilize others. Experience in radio programing and production, familiarity with related engineering, and a track record of using radio successfully to reach wide and varied audiences with a significant cultural material, or experience as a cultural entrepreneur, bringing together patrons, events, and audiences. Interested applicants please send resume with salary requirements to:

National Public Radio  
Personnel Department  
2025 M Street, NW  
Washington, DC 20036  
AA/EOE

## Help Wanted Management Continued

Are you a great Sales Manager seeking the right opportunity to grow into General Management? An inspiration to your staff? Strong in sales analysis, forecasting, inventory control and pricing? Adept at marketing a targeted format to mass appeal advertisers? Come grow with our rapidly expanding broadcasting company. A fabulous opportunity for the right individual. EOE. Reply in strict confidence. Box C-91.

### GENERAL MANAGER

New York suburban AM. Strong sales and administrative background. Negotiable salary package with equity incentive. Radio, P.O. Box 227, Grand Central, NY, NY 10163.

#### Situations Wanted Management

### DALE ANDREWS

Veteran professional broadcaster with over 25 years of success in managing, marketing and promotion, programming, sales development, major league sports network. Background includes Metromedia, ABC and Keymarket. A proven, experienced radio businessman who can be an asset to your company in any market. Now seeking new opportunities. Call: 205-928-1182.

### 66% INCREASES!

Major market PD with 18 years experience seeks group PD position with ambitious and solid chain. Average share increases at prior 3 stations of 66%! Exp. in all formats and all facets of producing successful radio stations! All markets considered. 619-758-0183.

#### Situations Wanted Programing Production and Others

### MEMO

TO: GENERAL MANAGERS  
OF ADULT CONTEMPORARY, NEWS/TALK,  
AND FULL SERVICE RADIO STATIONS

FROM: LEE FOWLER  
RE: AVAILABILITY

20 Years Experience Programing Successful Adult Stations For Leading Broadcast Groups, Including Group W, General Electric, And Jefferson Pilot Communications.

**AVAILABLE NOW!!!  
305-653-8404**

## ALLIED FIELDS Help Wanted Sales

### MARKETING/SALES MANAGER

A mature small broadcast systems manufacturer requires a roll up your sleeves take charge individual to revitalize its marketing and sales strategy. The successful candidate should have a proven background in broadcast marketing and sales. A technical or marketing degree is highly desirable. Our company is mature but this is still a ground floor opportunity. Reply Box D-99.

#### Employment Services

### JOB HUNTING?

If you need a job, you need MediaLine. MediaLine gives you instant access to jobs in news, weather, sports, production, promotion, programming, radio news and announcing. Access a **daily** report by phone or computer for less than 90 cents a day. To get the first word on the best jobs, call  
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**MediaLine**  
THE BEST JOBS ARE ON THE LINE  
P.O. Box 10167, Columbia, MO 65205-4002.

#### Programing

### ATTENTION TV STATION P.D.s & SALES MGR'S

"THE FASTEST HALF-HOUR  
IN TV IS READY"  
**SUPER - SUPER**  
FAMILY SPORTS SHOW  
AVAILABLE  
BY BARTER OR WE'LL PAY  
CASH & MINUTES  
CALL NOW 415-878-0716



### FALCON FOOTBALL

**IS NOW AVAILABLE IN  
SELECTED MARKETS!**

Is there a U.S. Air Base in your station's coverage area? There's a big built-in listening audience for your station's sponsors every football weekend this fall. Liberty Communications can send you exciting Air Force Academy Football for your bottom-line improvement and listener satisfaction.

CONTACT: Wes Bradley, Air Force Academy Sports Network, 1624 S. 21st St., Colorado Springs, CO 80904 - (719) 636-2203.

## Programing Continued

Shopping Network client will buy last minute T.V. air time, 15 minutes to 24 hours. Please call with R.O.S. close out prices. 12 minutes of T.V. time on small stations is available anytime at \$75.00 per segment. Contact: FCM Corporation, P.O. Box 2527, Sarasota, FL 34230, 1-800-752-6668.

## Miscellaneous

### CHANNEL YOUR PROBLEM COLLECTIONS INTO PRIME PROFITS!

Our collection services are tailored to your industry's requirements.

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818-785-5500

## Consultants

### APPLYING FOR A NEW STATION?

Contact

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a service of McCabe & Allen

FOR IMMEDIATE LEGAL ASSISTANCE CALL

**1-800-433-2636**

(In Virginia, call 703-361-6907)

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### Radio Station Owners

Get FREE Help and Get Paid for it

Allow students to come into your station 1 hour a week, for 20 weeks. Will pay you \$900.00 on each student. Can prove where some stations have made over \$10,000. within 90 days.

Call 213-543-5780 or write  
**THE RADIO CONNECTION**

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### SUBCARRIERS

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67 KHZ & 92 KHZ

Tim Walker Kevin Stone  
512-225-5111 512-345-9300

## Wanted to Buy Stations

New broadcasting group seeks to purchase its first property. Prefer small market FM or FM/AM combination in New England Region with a good retail base. Please respond to: Profile Publications, Box 43, Dunkirk, New York 14048. Attention: Radio Division.

## For Sale Stations

### INDEPENDENT SALE

Offers are being received for UHF Independent Television Station operating in the Greensboro-Winston Salem-High Point, NC Market (ADI 50). For details contact:

**Gammon & Ninowski**  
Media Investments, Inc.  
202-862-2020

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**Chapman**  
Associates

### SE COASTAL COMBO

Deep south combo with good revenue & ratings. Med. resort market. \$1.8M cash or terms.

**MITT YOUNTS**  
202/822-1700

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GULF COAST CLASS A. UPGRADE MAY BE POSSIBLE. GROWTH AREA. NEGOTIABLE PRICE. WILL CONSIDER SOME TERMS. 813-993-2886.

### NEW MICHIGAN COMBOS

\$900,000-\$5,000,000

**Barry Sherman**  
& Associates, Inc.

1828 L St., NW Suite 300  
Wash., DC 20036 (202) 429-0658

## For Sale Stations Continued

*Charles C. Carls*  
&  
*Associates, Inc.*

### ARKANSAS

Small market Class A FM and full-time AM with strong market position and long history of positive cash flow. Ideal living conditions. Less than 2 times gross at \$1,000,000 with \$300,000 down.

**314-888-3224**

Nationwide Media Brokers  
**Chapman**  
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### ALABAMA AM/FM

Small market combo, well equipped, nice cash flow. Asking \$375,000 w/ \$125K down.

**ERNIE PEARCE**  
404/988-1100

- AM/FM central Montana. Bargain at \$560,000. Terms.
- Three cable systems in Georgia. One in Ill.
- FM south of San Antonio. \$130,000.



Broadcast Communications Division  
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615-756-7635 — 24 Hours

### FOR IMMEDIATE SALE

Coverage full-time AM in 250,000 pop. market in Missouri. \$325,000 cash.

**Box D-75**

### FOR SALE

Combo AM/FM radio station. Northern Sacramento Valley in California. Small town, only radio stations in the county. Very clean, with good cash flow. Good increase in sales 1987 over 1986. Priced for quick sale. Reply Box D-93

### SOUTHWEST

Class C FM and 50,000 watt fulltime AM  
Top rated regional stations  
licensed to small market.  
1988 revenue \$750,000.  
Cash flow \$240,000.  
Price \$2,000,000  
**Box D-106**

### SAN JUAN, TV STATION

Top 25 market in Chapter 11. Substantial upside potential, needs experienced operator. Stock or asset purchase. 305-666-3323.



# Nationwide Media Brokers Chapman Associates

## PACIFIC NW COMBO

Class C w/fulltime AM. Stable economic base in NW market of 200,000. \$625K, \$200K dn.

**DAVID LaFRANCE**  
818/893-3199

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Thriving Military Market. Full AM.  
(Special night authority). Ideal for  
Owner/Operator. \$350,000 with  
excellent real estate - or \$200,000  
and lease property. Terms

**SNOWDEN**

**Associates**

**919-355-0327**

## 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.

# Fates & Fortunes

## Media

Appointments, Meredith Corp., Des Moines, Iowa: **Robert A. Burnett**, president and chief executive officer, to chairman of board and CEO, succeeding **E.T. Meredith III** as chairman. Meredith will continue as



Burnett



Meredith



Rehm

chairman of executive committee. **Jack D. Rehm**, executive VP, corporate services, succeeds Burnett as president and becomes chief operating officer.

**David Gingold**, VP, radio, Barnstable Broadcasting Inc., Waltham, Mass.-based group owner of two AM's and five FM's, named president.

**Bill McMahon**, director of broadcasting, SRO Broadcasting, Bellevue, Wash.-based group owner of four AM's and five FM's, resigns to form Mediavision Ltd., company that plans to acquire radio stations in top 50 markets.

General managers named presidents and general managers at stations of Heritage Media Corp., Des Moines, Iowa-based group owner: **Jack Donahue**, KDLT(TV) Mitchell, S.D.; **Ray Moser**, KEVN-TV Rapid City, S.D.; **Dennis Adkins**, WCHS-TV Charleston, W.Va.; **Don Richards**, KAUT(TV) Oklahoma City; **Carl Leahy**, WPTZ(TV) North Pole, N.Y., and **M.J. (Bob) Groothand**, WEAR-TV Pensacola, Fla.

**Nick Marnell**, general sales manager, KIOI(FM) San Francisco, named VP and general manager.

**Dave Recher**, general sales manager, WHDH(AM)-WBOS(FM) Boston, named general manager.

**Eugene Lombardi**, VP and general manager, WLKW-AM-FM Providence, R.I., joins WQRC(FM) Barnstable, Mass., as general manager.

**Joel Levitt**, production manager, WPHL-TV Philadelphia, named operations manager.

**Larry Berger**, program director, WWPR(FM) New York, named operations director.

**Craig Powers**, assistant program director-radio personality, KEZY(FM) Anaheim, Calif., named operations manager-program director.

**Sheila Mahony**, VP, government relations and public affairs, Cablevision Systems Corp., Woodbury, N.Y., named corporate VP and member of board of directors.

**Harrison Slaton**, corporate human resources manager, NBC, New York, joins Viacom Broadcast Group there as VP, human resources.

**Scot Freeman**, controller, Williams Communications Inc., Dayton, Ohio-based parent company of Great Trails Broadcasting Corp., group owner of four AM, three FM and two TV stations, named chief financial officer.

Appointments at Cox Enterprises, Atlanta-based group owner of five AM's, six FM's and eight TV's: **John Robinson**, manager of corporate information systems, to director of corporate information systems; **Patricia Bealle**, manager of financial reporting, to assistant controller.

## Marketing

**Kenneth Roman**, chairman, Ogilvy & Mather Worldwide, New York, will become chairman and chief executive of parent, The Ogilvy Group, effective May 17, succeeding **William Phillips**, who becomes chairman of The Ogilvy Group's executive com



Roman



Caffrey

mittee and will remain on board of directors. **Kenneth Caffrey**, executive VP, Ogilvy & Mather Worldwide, and executive director, agency operations, Ogilvy & Mather, New York, named director, worldwide media.

**Samuel Chisholm**, executive VP and general manager, Mingo-Jones Advertising, New York, named president and chief operating officer, succeeding **Frank Mingo** in president post. Mingo remains chairman and chief executive officer of 11-year-old agency.

VP's, account supervisors, named senior VP's, management supervisors, Saatchi & Saatchi DFS Compton, New York: **Patrick Furey**, **Linda Honan** and **Vicki Tencati**.

Appointments, Backer Spielvogel Bates,

New York: **Roger Feuerman**, VP, associate creative director, to senior VP, group creative director; **Bob Tabor**, VP associate creative director, to senior VP, group creative director; **Doreen Fox**, art director, and **Stephanie Pierson**, senior copywriter, to senior VP's, associate creative directors.

**Kirk Borland**, group account director, DDB Needham Worldwide, Chicago, named senior VP. Named VP's, DDB Needham, New York: **Alexa Culman**, account supervisor; **Peter Gardiner**, associate media director, and **Patricia Filupeit Hoffman**, associate planning director. **Wendy Gifford**, account executive, DDB Needham Worldwide, Chicago, named account supervisor.

**Matthew Blank**, senior VP, consumer marketing, Home Box Office, New York, joins Showtime/The Movie Channel there as executive VP, marketing.

Creative directors named executive VP's, Saatchi & Saatchi DFS Compton, New York: **Jeffrey Frey**, **Jean-Manuel Guyader**, **William Harris** and **Patrick Peduto**.

Appointments at MMT Sales Inc., New York: **Julie Ballard**, Los Angeles-based sales manager, adds duties as VP; **Gene Pizzolato**, Los Angeles-based account executive, to manager of San Francisco office; **Barry Maxwell**, senior sales person, KXAN-TV Austin, Tex., to Dallas-based account executive.

**John Wattles**, sales representative, Time Magazine, New York, joins Lintas:Campbell-Ewald, Warren, Mich., as senior VP, management supervisor.

**Joel Segal**, executive VP, director of network TV and cable division, Ted Bates Advertising, New York, joins McCann-Erickson, New York, as director of national broadcast.

**Douglas Greenlaw**, VP, sales, CBN Cable Networks, New York, joins MTV Networks there as senior VP, advertising sales.

**Richard Meyer**, director of Anheuser-Busch local sports group, D'Arcy Masius Benton & Bowles, St. Louis, named senior VP.

**David Bielelberg**, management supervisor, Griffin Bacal, New York, named VP.

**Cindy Hauser**, advertising, publicity and promotion consultant, Coca-Cola Telecommunications, Los Angeles, joins B.D. Fox & Friends Advertising, Santa Monica, Calif., as VP, television advertising.

Appointments at American Television & Communications Corp., Englewood, Colo.: **Allan Eisenberg**, director, advertising sales, to executive director, national advertising sales; **John Walkmeyer**, director, new business, to director-advertising sales and new business.

Appointments, The Disney Channel, Burbank, Calif.: **Peter Corl**, area marketing manager, to director, Eastern region; **Chuck**



**Station search.** King World Productions has named Paul M. Hughes president of the company's newly formed broadcast division, effective today (Feb. 22). The appointment of Hughes, former president of Viacom's broadcast group, follows by one week that of Jeff Epstein as chief financial officer (BROADCASTING, Feb. 15). Epstein and Hughes will scout investment opportunities in station ownership, according to King World. Hughes said last week that the company will examine television and radio stations on a "case by case" basis. He said the company would be predisposed to buy affiliated television stations. In the past, the company has shown an interest in a number of stations, among them the Storer stations now owned by Gillett broadcasting.

**Pumphrey**, area marketing manager, central region, to regional director there, and **Steven Rosen**, from Media Service Group, Los Angeles, to market research manager.

**Appointments, Katz Communications, New York:** **Gina Gerber**, sales purchasing manager, administrative services, to director of purchasing; **Donna Moreau-Cupp**, associate, marketing, Katz American Television, New York, to associate director, national sales development, and **Al Maxwell**, from KTLT-FM Wichita Falls, Tex., to account executive, Katz Radio, Atlanta.

**Christopher Weinman**, VP, account services, Pierce & Thibodeau, Lebanon, N.H., joins HBM-Creamer, Boston, as producer.

**Ticia Mahler**, account executive, W.B. Doner and Co., Detroit, named senior account executive.

**Cheryl Bohn**, account executive, Teleimage, Bala Cynwyd, Pa., joins NFL Films Video, Mount Laurel, N.J., in same capacity.

**Elizabeth Dahlen**, sales assistant, Seltel, Minneapolis, named account executive.

**Bob Bordonaro**, director of West Coast sales, NBC Radio Networks, Los Angeles, joins KIOI(FM) San Francisco as general sales manager, succeeding Nick Marnell (see "Media" above).

**Denis Dowdle**, account executive, WLVI-TV Cambridge, Mass., named national sales manager.

**Paul Anovick**, general sales manager, WYAY(FM) Gainesville, Ga., joins WYNY(FM) New York, in same capacity.

**Dennis Murphy**, member of sales team, WMAL(AM)-WRQX(FM) Washington, named general sales manager, WRQX.

**Richard Shepard**, VP and general sales manager, WKBW-TV Buffalo, N.Y., retires but will continue as consultant. He is succeeded by **Cliff Fisher**, local sales manager. **Paul Cunningham**, manager, business development, WKBW-TV, succeeds Fisher.

**Carol Ann Schmidt**, acting research manager, Blair Television, New York, named research manager.

**Jeff Horlick**, sales consultant, KKIX(FM) Fayetteville, Ark., named assistant sales manager.

**John McCormick**, local sales manager, WNBC-TV New York, joins KTTV(TV) Los Angeles in same capacity.

**Donald Berman**, national sales manager, WCMH-TV Columbus, Ohio, joins WWAT(TV) Chillicothe, Ohio, as local sales manager.

**Tim Williams**, account executive, KOKE(AM) Austin, Tex., named local sales manager.

**Dianne Brand**, director of research, SFM Entertainment, New York, joins KBHK-TV San Francisco as research director.

**Brian Faracy**, account executive, WJJD(AM)-WJMK(FM) Chicago, named retail sales manager.

## Programing



Gerber

**Michael Gerber**, senior VP, Viacom Enterprises, New York, named president, acquisitions and first-run programing. **James Ganley**, VP, finance and administration and chief financial officer, Hearst/ABC-Viacom Entertainment Services, New York, named senior VP and chief financial officer. **Roger Kirman**, VP, director of business affairs, entertainment group, Viacom Enterprises, Los Angeles, named to newly created position of senior VP, business affairs, Viacom Productions. **Lisa Mionie**, director of casting, ABC Television, New York, joins Viacom Productions, Los Angeles, as executive in charge of talent.

**Marci Pool**, director of development, television production, Furia/Oringer Productions, Los Angeles, joins Paramount Pictures Corp. there as director, development, network television division.

**George Reeves**, senior VP, New World Television Group, Los Angeles, named executive VP.

**Robin Stolz**, manager, casting, West Coast, ABC Entertainment, Los Angeles, named director, casting, West Coast.

**Simon Ayer**, director, talent, Stephen J. Cannell Productions Inc., Hollywood, named VP, talent.

**Appointments at Group W's *The Wil Shriner Show***, Los Angeles-based daily syndicated talk-entertainment series: **Edward Horwitz**, co-producer, HBO's *The New Homeowner's Guide to Happiness*, to supervising producer; **Robert Levitan**, producer, ABC's *Good Morning America*, New York, to coordinating producer.

**Nancy Fisher Matthews**, publisher of *Private Cable Magazine*, Wiesner Publishing Co., Littleton, Colo., joins The Playboy Channel, Los Angeles, as central region affiliate marketing manager.

**Appointments, Fox/Lorber Associates, New York:** **Olivia King Canter**, director of international sales, to VP, international distribution; **Susan Margolin**, director of home vid-



Canter



Margolin



Levine

eo sales, to VP, domestic, theatrical and video sales, and **Sheri Levine**, director of business affairs, to VP, business affairs.

**Tim Iacofano**, manager, current programing, Paramount Pictures Corp., Los Angeles, named director, current programs for network

television division.

**Laureen Ong**, Midwest sales manager, MTM Television Distribution Group, New York, named manager of sales, Northeast.

**Judith Bernat**, VP, Northeast territory, Pergrine Film Distribution, New York, joins Multimedia Entertainment there as South Central division sales manager. **Edward Monahan**, mid-Atlantic division sales manager, Multimedia, named Northeast division sales manager.

**Appointments, The Weather Channel, Atlanta:** **Patrick Clark**, business manager and director of finance, The Weather Channel, Atlanta, to VP, finance and administration; **Alan Galumbeck**, director, information systems; **Michael Lerner**, director, marketing, and **Doyle Thompson**, director, engineering, to VP's.

**Frank Piantini**, promotion writer-producer, Turner Broadcasting System, Atlanta, named video marketing manager.

**Kate Kessler**, executive assistant, licensing, Harmony Gold, Los Angeles, named manager, licensing administration.

**Mary Clunis**, general broadcast executive of central division, Associated Press, New York, joins Starstream Communications Group, Houston-based radio syndicator, as affiliate relations director.

**Lisa Kerr**, Eastern account manager, C-SPAN, Washington, joins The Discovery Channel, Landover, Md., as account manager, Northeast region.

**Bill Anderson**, production manager, KCRG-TV Cedar Rapids, Iowa, named director of programing and production.

**Michael Eaterling**, executive producer, programing department, WJZ-TV Baltimore,

named program manager.

## News and Public Affairs

Appointments, WMGC-TV Binghamton, N.Y.: **Darcy Thornton**, reporter, to news director; **Doug Lezette**, reporter, to 6 and 11 p.m. anchor; **John Kucko**, sports director, WENY-TV Elmira, N.Y., to same capacity; **Bob Maxon**, meteorologist, Cable News-center 7, Ithaca, N.Y., to 6 and 11 p.m. weather anchor.

Appointments, WCBS-TV New York: **Hilary Rosenthal**, editor of planning desk, to entertainment producer for news; **Helen Zrake-Dodson**, 5 and 5:30 p.m. co-producer, to field producer; **Aurelia Percy-Grayson**, writer-news editor, to 11 p.m. co-producer; **David Levine**, news writer, to 5 and 5:30 p.m. co-producer; **Abe Rosenberg**, writer and associate producer, WNBC-TV New York, to news writer; **Mary Ellen Cetra**, business manager, CBS News, Miami, to manager, news administration.

**Tamara Nelson**, news director, WHYT(FM) Detroit, joins WWMX(FM) Baltimore in same capacity.

Appointments at KRON-TV San Francisco: **Stephanie Frederic**, Dallas-based political news editor and reporter, United Press International, Washington, to reporter; **Austin Scott**, editorial writer and columnist, *The Tribune*, Oakland, Calif., to reporter.

**Fran Harris**, anchor-reporter, WJDM(AM) Elizabeth, N.J., joins WMHQ(AM) Dover, Del., as news director.

**Dan Tambellini**, general assignment reporter, WKEF(TV) Dayton, Ohio, joins WILX-TV Onondaga, Mich., as news director.

**Carissa Howland**, weekend news producer, KCRA-TV Sacramento, Calif., named 11 p.m. news producer. **Joe Oliver**, from WRAL-TV Raleigh, N.C., joins KCRA-TV as general assignment reporter.

Appointments at WPVI-TV Philadelphia: **Judith Gallagher**, overnight assignment editor-production assistant, to assignment editor; **Maxine Crooks**, writer-reporter, KYW(AM) Philadelphia, to assignment editor; **Gary Dowdalls**, director-switcher, KOLR(TV) Springfield, Mo., to director, weekend newscasts; **Monica Malpass**, news anchor and reporter, WXII(TV) Winston-Salem, N.C., to general assignment reporter and early morning newscast anchor; **Dann Cuelar**, reporter-anchor, KMOL-TV San Antonio, Tex., to general assignment reporter; **David Saltman**, producer-writer-reporter-director and talent, CBS/Broadcast Group, New York, to documentary producer.

**Michelle Blencoe**, morning anchor-reporter, WQOW-TV Eau Claire, Wis., named weekend anchor-reporter. **Kris Schuller**, weekend anchor-reporter, WBKB-TV Alpena, Mich., joins WQOW-TV, succeeding Blencoe.

**Estelle Parsley**, reporter, WKFF-TV Raleigh-Durham, N.C., joins WRDW-TV Augusta, Ga., as weekend anchor-reporter.

**Walt Gray**, sports director and principal sports anchor, WCIX(TV) Miami, joins KCRA-

TV Sacramento, Calif., as sports director.

**Bob Hards**, sports director, KTOL(AM) Olympia, Wash., joins KBND(AM) Bend, Ore., in same capacity.

Appointments at KSDK(TV) St. Louis: **Mike Bush**, nightly sports anchor, to sports director; **Art Holliday**, weekend sports anchor, to weekday sports anchor; **Jay Randolph**, sports personality, NBC TV, New York, to special correspondent.

**Heidi Mitchell**, anchor, reporter and assignment editor, KMIR-TV Palm Springs, Calif., joins KRDO-TV Colorado Springs as anchor and reporter for *Good Morning Colorado*.

**Steve Swienckowski**, weather anchor, KTXL-TV Sacramento, Calif., joins WHO-TV Des Moines, Iowa, as noon and 5 p.m. weather anchor.

**Joyce Wallace**, reporter and co-anchor, KFVR-TV Bismark, N.D., joins WHBF-TV Rock Island, Ill., as general assignment reporter and anchor and producer of weekend 5 and 10 pm news.

Appointments at WBRE-TV Wilkes-Barre, Pa.: **Bill Longworth**, reporter, to midday co-anchor; **Brenda Garton**, reporter and part-time anchor, WOTV(TV) Grand Rapids, Mich., to morning anchor.

**Tonya Strong**, anchor for newsbreaks and general assignment reporter, WAKC-TV Akron, Ohio, joins WKEF(TV) Dayton, Ohio, as general assignment reporter and substitute anchor.

**Gerry May**, from KFDX-TV Wichita Falls, Tex., joins WAND-TV Decatur, Ill., as report-er-weekend anchor.

**Doug McKelway**, weekend anchor and reporter, KCTV(TV) Kansas City, Mo., joins WJKS(TV) Jacksonville, Fla., as weekday co-anchor and reporter.

**Sharon Kester**, general assignment reporter, WPTF-TV Durham, N.C., named weekend anchor.

**Haley Barbour**, director of White Office of Political Affairs, Washington, joins WNEV-TV Boston as political analyst.

## Technology

**John Johnson**, executive VP, manufacturing, Anixter, Skokie, Ill., named president, manufacturing.

**Frank Accarrino**, director, network news technical services, NBC, New York, named VP, production operations/manpower scheduling, operations and technical services.

**Gerald M. Rafshoon**, media consultant for Jimmy Carter's 1976 presidential campaign and former Carter White House communications adviser, has sold his TV production company, Rafshoon Communications, to Los Angeles-based Consolidated Entertainment Inc. for undisclosed price. Rafshoon will become part owner and vice chairman of Consolidated.

Appointments, General Instrument, Hatboro, Pa.: **Harold Krisbergh**, VP, general manager, Jerrold subscriber systems, to president of Jerrold; **Anthony Aukstikainis**,



Krisbergh



Aukstikainis



Tarshis

VP, engineering, subscriber systems division, succeeds Krisbergh, and **Lemuel Tarshis**, VP, corporate technology, to VP and general manager, Jerrold's distribution systems division.

**Andrew Setos**, senior VP, engineering and operations, Viacom Networks Group, Los

Angeles, joins Fox Inc., Los Angeles, as senior VP, broadcast operations and engineering.

**Dennis Slovak**, Northeastern regional sales manager, CDA Investment Technologies, New York, named VP.

## Promotion and PR

**Ed Neuert**, director of creative services, Orbis Communications, New York, named VP, creative services.

**Kate Kelleher**, director of operations, creative services department, MCA TV, New York, named VP, creative services.

Appointments, EPG Prevue, cable program and promotion listings service of United Video, Tulsa, Okla.: **Donna Davis**, director of special markets, to manager, Eastern region; **Elaine Estes**, sales executive, to manager, central region, and **Marla Kinsaul**, sales executive, to manager, Western region.

**Patricia Potter**, manager, production services, The Disney Channel, Burbank, Calif., named director, creative development.

**Greg Coe**, from Holland America Line-Westours, Tacoma, Wash., joins KPLU-FM there as promotion coordinator.

**Brigitte McCray**, writer-producer, WABC-TV New York, named assistant director of creative services.

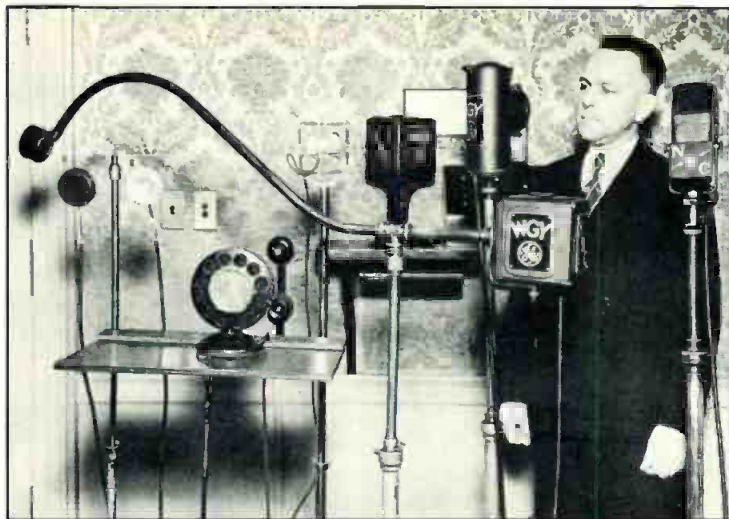
## Allied Fields

Restructuring of news and English broadcasts, Voice of America, Washington: **Philomena Jurey**, White House correspondent, to editor-in-chief, news and English broad-



**Kolin Donald Hager**, 94, radio and television pioneer, died Feb. 9 at his home in Orlando, Fla. Hager was a member of General Electric's sales department when he was tapped to help put its first radio station, WGY(AM) Schenectady, N.Y., on the air Feb. 20, 1922. In 1923, WGY originated commentary from the World Series at New York's Polo Grounds. Hager also pioneered in radio drama. Still in 1922, his WGY Players were performing weekly full-length dramas and experimenting with sound effects and with adapting writing styles to radio. In 1925, Hager created a landline network of three stations—WGY, WHAM(AM) Rochester, N.Y., and WGR(AM) Buffalo, N.Y.—with programing originated at WGR. Later, he extended the network with the addition of WRC(AM) Washington and WJZ(AM) New York. A Cleveland station had been lined up and a Chicago station set to hook up when, in 1926, GE joined with RCA and Westinghouse to set up the National Broadcasting Co. to operate the network. When experimental television station W2XB (later WRGB-TV) Schenectady, N.Y., went on the air in 1928, Hager was a newscaster and station manager. Hager also helped in the start-up of KGO(AM) Oakland, Calif., and KOA(AM) Denver. Hager was a broadcast consultant to GE and also worked for SESAC in New York before his retirement in the early 1950's. He is survived by two daughters, Norine Chader and Koline Sherwood.

At right is a picture and caption that ran in *BROADCASTING* on March 1, 1935.



**Microphone progress.** Kolin Hager, manager of WGY Schenectady, shown beside bank of mikes marking the progress of broadcasting since WGY was founded Feb. 20, [1922] just 13 years ago, when Hager was program director. The station celebrated its anniversary by broadcasting over each of these mikes with explanations by W.J. Purcell, chief engineer. Left to right are telephone transmitter, black; one button carbon mike; two button carbon mike; three types of condenser mikes, including the goose neck, and ribbon or velocity mike.

casts; **Donald Henry**, chief of news division, to senior background writer, and **Joe Chapman**, assignments desk chief, to chief of special support division of broadcast operations.

Appointments, International Broadcast Systems. Dallas-based program distribution, advertising sales and media consulting firm: **Ken Lameiras**, general sales manager, to VP, sales, Asia and Pacific; **Vincent Turco**, sales manager, Europe, to VP, sales, Europe; **Elizabeth Robinson**, video acquisition, licensing manager, to VP, programing, **June Berkhimer**, assistant to chairman, to VP, network relations.

**Warren Simmons Jr.**, member of board of directors, National Captioning Institute, Washington, named chairman, succeeding **John Koskinen**. **Edward Merrill Jr.**, member of board, elected vice chairman. NCI is nonprofit corporation that provides closed-captioned television service for hearing impaired.

**Marv Albert**, sportscaster for NBC-TV and host of radio sports features for Clayton Webster Corp., St. Louis, named Sports Broadcaster of the Year by National Sportscasters and Sportswriters Association, Salisbury, N.C.

**Wally Bruner**, former host of syndicated version of *What's My Line* game show, and former White House and Vietnam correspondent for ABC, joins Ball State University, Muncie, Ind., as telecommunications instructor.

13 at Sibley Memorial hospital, Washington. He had collapsed day earlier at Washington's Union Station and had suffered heart attack in 1987. Benton, born in Danville, Va., and newsman at North Carolina radio and television stations in 1950's, was news director at WBT(AM) and co-owned CBS affiliate WBTB(TV) Charlotte, N.C., in 1960 when he joined CBS News, New York, as news writer. As correspondent for CBS, he covered Kennedy assassination from Dallas, Vietnam war from Saigon and was network's New Orleans bureau manager. While in New Orleans, Benton was principal field reporter for network coverage of civil rights issues. After decade as Washington correspondent, Benton left CBS in 1984 to work for Mutual Broadcasting, Washington, as White House correspondent. He joined USIA in 1985, first doing freelance work, then as co-host of *America Today* when hour-long program debuted in April 1987. Benton is survived by his wife, Mildred, and son, Joseph, who is White House producer for Conus Communications, Washington.



Dempsey

district of Columbia bar year before his graduation from Georgetown University Law School in 1931. In 1933, he began career in public service at Public Works Administration in Washington. He joined Federal Power Commission as assistant general counsel in 1937, and later that year joined FCC as

**William J. Dempsey**, 82, communications lawyer and former general counsel, FCC, died Feb. 16 of heart failure at Georgetown University hospital, Washington. Son of former U.S. Representative, late John J. Dempsey (D-N.M.), Dempsey was admitted to District of Columbia bar year before his graduation from Georgetown University Law School in 1931. In 1933, he began career in public service at Public Works Administration in Washington. He joined Federal Power Commission as assistant general counsel in 1937, and later that year joined FCC as

special legal assistant to Chairman Frank R. McNinch. Dempsey served as general counsel there from 1938 through May 1940. With fellow FCC attorney William C. Koplovitz, he successfully represented commission positions in seven cases before Supreme Court and 29 cases before Court of Appeals. Among Supreme Court cases was *Sanders*, in March 1940, in which court agreed with FCC contention that station licenses should not be awarded on basis of competition with already existing stations. Dempsey and Koplovitz left FCC to form private Washington practice, which is still operating. Firm represents several media companies, including Scripps Howard and Hearst Corp. Another notable client was WWHDH Corp., owner of WHDH-TV Boston, which in late 1960's was first incumbent station to lose in comparative license renewal proceeding. Dempsey is survived by two daughters.

**James McGlinchy**, 70, veteran journalist, died Feb. 9 of lymph cancer at New York University Medical Center. McGlinchy worked as correspondent for United Press as war correspondent from 1940 to 1949. Following that he held positions with *The London Daily Express*, *The New York Mirror* and *The New York Post*. In 1954, while at *The New York Daily News*, he received George Polk Memorial Award for metropolitan reporting. McGlinchy was Chicago bureau manager for *Newsweek* from 1950 to 1951. He later served at CBS News from 1978 to 1982, where he held positions as assistant to managing editor of evening news with Walter Cronkite, and as news-writer for evening news with Cronkite and Dan Rather. McGlinchy later served as news-writer for CBS Radio. At time of his retirement two years ago, McGlinchy was working with Fairchild Publications, New York-based technical publishers. He is survived by his former wife, Phyllis, and one son.

## Deaths

**Joseph Nelson Benton Jr.**, 63, veteran CBS newsman and most recently co-anchor of United States Information Agency's satellite-delivered overseas news program, *America Today*, died of cardiac arrest Feb.

## NATPE's Deb McDermott: A sense of community

For its 25th president, NATPE has chosen a "modern woman with small-town roots" who can feel equally at home running a computer analysis for her station's bid for *The Cosby Show* or helping her station coordinate a food drive. As station manager of WKRN-TV Nashville, the 33-year-old Deb McDermott has done both.

McDermott's 25th anniversary message to programmers is straightforward: "Our industry is maturing. There have been a lot of stations bought and sold and there is a very large debt that our owners are having to take care of; therefore, we have to do the very best job both in not overbuying, and in buying the best product we can."

But for McDermott, "the basics of programming" are even more fundamental than that: "You have to be in touch with your viewers," she says, repeating the commandment given to her by her first supervisors, Jim Ebel and Paul Jensen, both of KOLN(TV) Lincoln, Neb. "They were adamant at making sure that I was in touch with the community," she says.

She also says that "one of the most important things about running a station is that you have to market your product. We have to think of ourselves as being a product. The environment is changing, and like any industry that is young and new, we have to be as competitive as we can."

McDermott recognizes that station management today must grapple with increasing competition. But she feels that for some competitive media, growth has slowed. She sees a saturation point being approached in cable.

But that is no signal for broadcast television to take it easy, she says. "You're seeing the elimination of those stations that can't survive."

For McDermott, knowing the community and working with it are keys to that survival. They came naturally to her. Growing up in Volga, S.D., a town of 6,000, with four brothers and cousins galore, McDermott got to know the community while moonlighting after school and on weekends at her father's various businesses, including stints at a car dealership and as a car hop at a Holiday Inn restaurant.

Family ties kept her in Volga for college at South Dakota State. She was relatively untouched by the television that enraptured others of her age. "When people would talk about a particular show, I would say, 'I have never even seen that.' A lot of that had to do with there being only one channel in nearby Sioux Falls, but the other thing was that I was a very active kid." When she wasn't working, "I was out playing. I spent summers at the lake with no TV."

When her uncle, Richard Kneip, ran for governor in 1970 (he was elected to two



DEBORAH MCDERMOTT—station manager, WKRN-TV Nashville, and president, NATPE International; b: June 14, 1954, Volga, South Dakota; BS, Journalism, South Dakota State, 1976; college work-study position as reporter, noncommercial KESD(FM) Brookings, S.D., 1976; director of promotion and public relations, KOLN-TV Lincoln, Neb.-KGIN(TV) Grand Island, Neb., July, 1976; program director, KOLN-TV-KGIN, January 1981; program director, KMBC-TV Kansas City, Mo., July 1983; present position since April 1986; m. Kevin P. McDermott, June 11, 1977

terms) things changed, both in terms of her exposure to the media and to her community. "I was a sophomore in high school when he first ran, and he ran against an incumbent Republican. He was a Democrat, and in South Dakota they had not elected a Democrat governor since 1939."

When she went door-to-door campaigning, she got doors slammed in her face by loyal Republicans. "It was a good experience for me. I took it all so personally." In college, McDermott majored in journalism. As part of her study, she worked as a reporter for noncommercial KESD(FM) Brookings, S.D., where she says she "fell in love with radio," and decided to be a radio reporter when she graduated. "I didn't like print journalism as well as broadcast," she says, "because they would say: 'We want to fill two columns with this story. Write it.' I'm better in a conversational medium," she says.

After graduating from college with a degree in journalism, McDermott found limited job opportunities for the radio reporting that had been her initial ambition. "I was not qualified at that point," she concedes. So she began to explore promotion and advertising as alternatives.

On a tip, she headed off to Lincoln, Nebraska, to interview with the then-Fetzer owned KOLN(TV) Lincoln, and KGIN-TV Grand Island, Neb., which simulcasts

KOLN-TV programming. She knew the stations to be looking for a public relations manager and thought she might have an outside chance at the job. A brother lived in Lincoln, and she decided that at least it was an opportunity to visit him. Much to her surprise, McDermott was offered the job. "I was in shock. I didn't know the equipment, I didn't know Lincoln. I was just there to visit my brother."

The change in career direction was not completely out of left field. Her interest in journalism had been waning while she knocked on hometown doors.

Hers was a baptism by fire in the television business at age 22. On her first day, she was sent to Chicago (on her first airplane flight) to crew for four CBS affiliates in covering a CBS star tour. It was the start of a little over four years of advancement at KOLN-TV. In the fifth year, she got an offer from ABC-affiliate KMBC-TV Kansas City, Mo., to become its program director. Her hesitation this time was for a different reason. Although Kansas City was a bigger market with bigger opportunities, the move would also mean living apart from her husband, a CPA, who could not relocate with her. Even so, "When I got the job offer to go to Kansas City, I thought, 'This is wonderful,'" she says, "but my parents had a fit. My father hung up on me three times. My brothers were all worried. I said to them, 'Kevin [her husband] and I don't see each other during the week anyway. We work all the time.'"

McDermott and her husband acclimated themselves to weekend commuting. "It made us both grow independently," she said. A commuter marriage can be "really good because you have to trust each other. Plus, you really can dedicate your weekday hours to a job."

When McDermott was later offered the station manager's job in Nashville and the opportunity to round out her knowledge of promotion, production and programming with exposure to station operations, sales and news, she and her husband had the chance to test their commuter marriage from an even greater distance, but after six months, her husband's firm, Peat Marwick Main, agreed to move him to Nashville. "We were apart for almost four years. There's a point where you say, 'it's good to be independent,' but it also takes a lot of energy."

McDermott is NATPE's president this year by virtue of the time she has put in through the years working for the organization. Priorities during her presidency have included upgrading the NATPE production seminar, which is now being held in Los Angeles, with the International Teleproduction Society—it had been held at a variety of locations in the past—as well as working on NATPE's computer database, which is expected to be on line with programming information for stations by 1990.



**WTLV(TV) Jacksonville, Fla.**, which defected from NBC eight years ago to become ABC affiliate, **will rejoin NBC** this summer. Switch is important to network because WTLV is VHF station on ch. 12, while current NBC affiliate, **WJKS(TV)**, owned by Media General, is UHF outlet on ch. 17. WTLV was recently purchased by Gannett from Harte-Hanks, which moved station to ABC eight years ago. Last week NBC Television Network President Pier Mapes confirmed he has his eye on making switches in three other markets, including two in North Carolina—Charlotte and Raleigh-Durham. Recent attempts by NBC in both those markets to make switch have failed. Other market is Hartford-New Haven, Conn. In all three cases NBC is affiliated with UHF in mixed-facilities market.

**Talks have intensified on price of Storer Cable's 1.45-million subscriber systems** between seller Kohlberg Kravis Roberts and buying consortium composed of American Television & Communications, Comcast and joint-venture between Tele-Communications Inc. and Bass Group. Parties signed letter of intent in late December for \$1.7-billion deal, industry's largest ever, but on closer examination, substantial price gap may have emerged, sources suggested. Published report also said Bass Group wanted to pull out of deal, but source said company still wanted to stay in and called leaks to press on deal's problems "posturing."

Good indication that House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) and others are determined to see **children's television legislation** (see page 79) move this year was admission by **Markey** at press briefing last week that he **would not**

**attach codification of fairness doctrine** to measure. Markey said he did not want to "jeopardize" children's bill. (President Reagan has vowed to veto any fairness legislation.) But congressman promised fairness would "rear its beautiful head."

**Viacom Enterprises received multiple bids for 10 blocks of barter units in *The Cosby Show*** by last week's Feb. 18 deadline. *The Cosby Show* debuts in syndication next fall. Bids came from advertising agencies, barter sales organizations and advertisers, according to source. There were also number of bids for all 1,820 spots running over three-and-a-half year initial portion of *Cosby* deal. Viacom set minimum bid price for spots at approximately \$50,000 each.

**Two technical radio broadcasting items will be addressed by FCC during meeting this Thursday (Feb. 25).** Commission will decide whether to begin rulemaking to allow short-spaced commercial FM stations to use directional antennas to eliminate interference. Last September, NAB filed comments opposing FM directional antenna proposal, claiming it would lead to use of directional antennas as allocations tools and "AM-ization of FM radio." But several FM broadcasters supported proposal because it could potentially allow them to increase power and reach uncovered gaps in their licensed areas. Commission is also expected to release inquiry on whether to extend AM band for domestic broadcasters by 10 khz from 1605 khz to 1705 khz. During recent meeting of FCC's Radio Advisory Committee, Mass Media Bureau's Wilson LaFollette predicted rulemaking process for AM band extension could be completed by late 1988 with implementation to begin in mid-1990 (BROADCASTING, Feb. 15). He said that radio manufacturers could use late 1990 as realistic target for release of extended band receivers.

Simultaneously reiterating NAB's support for "full federal funding for public broadcasting" and its total opposition to transfer fee legislation to fund public broadcasting, NAB President **Eddie Fritts met last week with CPB President Donald Ledwig, NPR President Doug Bennet, NABTS President David Brugger and PBS President Bruce Christensen** to discuss must carry and HDTV, as well as funding for public broadcasting. Fritts, according to one source, promised to keep those present abreast of must-carry talks with cable and to help lobby for full funding plan that doesn't rely on commercial broadcasters' money.

**NCTA says it will ask Supreme Court to review lower court decision upholding Copyright Office's interpretation of Copyright Act** that could mean doubling of \$60 million that cable systems paid in 1986 into royalty pool administered by Copyright Office. That decision, by U.S. Court of Appeals in Washington, on Jan. 5 overturned decision of U.S. district court, in August 1986 (BROADCASTING, Jan. 11). At issue is interpretation of "gross receipts," as used in 1976 Copyright Act. District court had ruled that Copyright Office's interpretation was inconsistent with congressional intent and did not have reasonable basis in law. But appeals court said Copyright Office's interpretation was entitled to same deference given any other agency in absence of clear statutory language. It also said Copyright Office's interpretation—that "gross receipts" encompasses fees-for-all services, including nonbroadcast, if they are provided on a tier with broadcast signals—was reasonable. Decision to seek Supreme Court review was made by NCTA executive committee.

**National Association of Broadcasters, in comments filed with FCC last week, said agency was correct in dropping limits on amount of advertising that could be broadcast in children's programming.** FCC opened inquiry on children's advertising limits last year after court found agency's deletion of limits was unsupported by record. NAB supported its contention with results of 267-static survey. NAB said: "The survey reveals no pattern of problems or abuses from advertising in today's deregulated television environment. There is simply no need, no need at all, for re-regulation. According to survey, amount of advertising in children's program is very low, less than nine-and-a-half minutes set forth in old FCC



**CBS's Edwards retiring after 45 years.** Broadcast journalism will soon lose one of its legends. CBS News anchor and correspondent, **Douglas Edwards**, the first anchor of a regularly scheduled CBS television newscast, will retire April 1 after more than 45 years as a broadcaster.

Douglas, 70, joined CBS in December 1942 and was part of the CBS News team of World War II correspondents serving with Edward R. Murrow in London during the closing months of the war in 1945. Douglas anchored the CBS World News Roundup over the CBS Radio Network from 1946 to 1948. (Roundup made its debut in 1938 and currently airs at 8 a.m. NYT.) In August 1948 he assumed the anchor duties on CBS News's first Monday-through-Friday evening television news broadcast, Douglas Edwards with the News, which continued through 1962. Among his other accomplishments, Douglas, who is an Oklahoma native, has been anchoring The World Tonight every weekday evening (6 p.m. NYT) over CBS Radio since 1966. "It has never been dull," said Douglas last week. "I hope my post-CBS life is as exciting."

Said Howard Stringer, president of CBS News: "Douglas' place in broadcasting history as an anchorman and a correspondent has long been secured. Doug will sorely be missed, his accomplishments long treasured." In his weekly newsletter to CBS Radio Network affiliates, Joseph Dembo, vice president, CBS News, radio, described Douglas as the "gentle man with the magnificent voice, a voice of authority and compassion and great believability."

When he retires, Douglas said, he and his wife, May, will move to Sarasota, Fla., where he will begin working on an autobiography. Douglas also plans to continue lecturing on broadcast journalism. He will remain a consultant to CBS News for another two years.





#### **This Bud's for Tribune.**

Former CBS Entertainment President B. Donald (Bud) Grant and Tribune Broadcasting Co. last week announced an agreement in principle for the formation of Grant/Tribune Productions, a joint venture that Grant described as similar in structure to the one Grant Tin-

ker has with Gannett. Under the 10-year deal, Grant will serve as chief executive officer of the new company, which will become operational in March 1988 and be housed at Tribune's KTLA-TV lot in Hollywood. Grant will appoint a head of business and creative affairs as well as a chief financial officer. GTP will begin with some production commitments from CBS, with that network getting the first look at product under the deal Grant signed before he left the network last October.

The new company will also produce programming for the six Tribune-owned stations, beginning with sitcoms and later moving into other forms. The likely air date for the first series is midseason 1988-89, according to Grant. Tribune Broadcasting President James Dowdle said at a press conference last Thursday (Feb. 18) in Los Angeles that Tribune will continue to enter joint ventures with other suppliers, which currently supply its stations with 60%-70% of their programming. Tribune made the deal with Grant to help the company control the increasing cost of syndicated product, Dowdle said.

delines. Survey found commercial stations now average eight minutes, 38 seconds of commercials per hour. It found that non-work children's programming contained an average of eight minutes, 28 seconds commercial time; network programming averaged nine minutes, 10 seconds, and syndicated or barter programming averaged eight minutes, 43 seconds. The Association of Independent Television Stations supported the NAB's conclusions, adding "there is no reason to prohibit so-called 'program-length commercials.' Not only is there no evidence that children harmed by programming based on toy themes, but no party has raised a meaningful definition of 'program-length commercials.'"

proposal by Representative Matthew Rinaldo (R-N.J.), linking cable regulation to must carry, received mixed reviews from industry ups. Two weeks ago, Rinaldo suggested conditioning deregulation of rates and services under Cable Act to compliance with must-carry obligations agreed to in 1986 industry compromise (BROADCASTING, Feb. 15). Association of Independent Television Stations President Preston Padden said in letter that INTV "enthusiastically embraced" proposal. Idea did not get strong endorsement from NCTA President Jim Mooney who registered concern.

on Television Syndication announced new **New York clearance Hollywood Squares** Friday, Feb. 19, of last week, WPIX(TV). Series: New York station when WABC-TV recently dropped it for **entertainment Tonight**.

levision Systems reported increases in both fourth-quarter and -year revenue and operating cash flow (operating profit before depreciation and amortization) over previous periods. Operating cash flow was up 28% for quarter, to \$20.9 million, on revenue of \$90 million. For full year, company operating cash flow up 48%, to \$91.8 million, on revenue of nearly \$300 million, for full year 1986. Company said increases reflected inclusions of recent acquisitions.

**Stephen Salyer**, currently senior VP, marketing and communications, WNET(TV) New York, **won job as American Public Radio president** last Friday at APR board meeting in New York. "My goal is to support the renaissance in radio," said Salyer, who had directed WNET's educational division, program development and corporate communications during eight-year stint there. He will join APR in St. Paul on April 1. APR has been without full-time president since last July.

**Ted Koppel** has asked ABC News officials for permission to create independent news programming production company while continuing as host of network's successful late-night news program Nightline. Network sources confirmed ABC newsmen wants to set up production company that would produce number of prime time news specials for ABC annually, featuring Koppel. But Koppel has also proposed that his company be allowed to produce programs for other news services, excluding CBS, NBC and CNN.

**NAB asks FCC to drop UHF-land mobile action.** The provisions of a combined inquiry and proposed rulemaking adopted by the FCC on ways to reduce interference between UHF-TV broadcasters and land mobile operators "are untenable and should be abandoned," the National Association of Broadcasters said in comments filed last week.

The FCC order proposed "that all new applicants for construction permits for channel 14 or 69, and for site changes of existing operations on either channel, satisfy certain technical criteria designed to protect existing adjacent-channel land mobile operations" (BROADCASTING, Oct. 26, 1987). TV stations would be required to be separated by between 10 and 25 miles from the nearest land mobile operation, depending on the TV station's effective radiated power.

If the TV station does not meet the technical criteria, the commission proposed that a broadcast applicant privately negotiate the level of interference with land mobile licensees on the adjacent channels. In cases where settlement cannot be reached, the FCC proposed that ch. 14 and ch. 69 spectrum be allocated for nonbroadcast purposes, such as broadcast auxiliary and cable relay service.

NAB argued that the physical separation proposal "would create a plethora of obstacles to the provision of new or improved television broadcast service that ultimately would embroil television applicants as well as the commission in extensive deliberations." It claimed that a broad protection rule is unnecessary because interference is only present for "land mobile facilities located within one-half mile of the TV transmitter, and within 1 mhz of the TV channel edge." For ch. 14 stations, filtering of "out-of-channel emissions" would eliminate interference, NAB claimed, but it conceded that filtering is not possible for ch. 69.

But the proposed negotiation of interference level between broadcasters and land mobile service is "considerably more troublesome," NAB said. It claimed that many technical and legal questions would be raised by adopting such a policy. NAB suggested a more orderly process would be to follow the precedent "whereby the 'newcomer' bears the burden of correcting the interference problems that it creates."

NAB disagreed with the proposal to use channels 14 and 69 for non-broadcast uses because "it could affect the development of an advanced television system by over-the-air broadcasters. . . . Such a system would make a major industry transition [to ATV] more difficult." In the original order, the FCC assured "we will not act on or implement any of the new broadcast or nonbroadcast uses. . . until the commission has had an opportunity to study the impact such use may have on ATV."

The filing deadline for the UHF-land mobile interference proceeding has been extended from Feb. 17 to March 21. Reply comments are due April 4.



# Editorials

## Short and sweet

Broadcasters are giving a lot of thought to must carry these days and in the process are seriously flirting with the idea of turning to Congress for assistance. Indeed, the Association of Independent Television Stations, convinced that must-carry legislation will be the savior of "free over-the-air local television," is touting a plan (to be introduced by Representative John Bryant [D-Tex.]) that would condition cable's compulsory copyright license on whether a system is carrying local broadcast signals (BROADCASTING, Jan. 25)—an approach INTV feels will withstand constitutional challenge. Others in Congress also want in on this act; two weeks ago Matthew Rinaldo (R-N.J.) suggested tying cable deregulation accorded under the Cable Communications Policy Act of 1984 to must carry (BROADCASTING, Feb. 15).

But as any Washington veteran will tell you there are no free rides. For almost four years, since before the *Quincy* decision (the first court ruling to declare the FCC's must-carry rules unconstitutional), broadcasters have beaten a path to Congress looking for a permanent set of rules. Each time, they have come back empty-handed. Yes, legislation was introduced and the FCC was forced to readdress the issue, but the heavyweights (the John Dingells and Ernest Hollingses of the world) never came to the industry's rescue. Why? Because, given their staunch advocacy of the public trustee concept, they have more than one quid pro quo to bargain over. Given that, from their point of view, the airwaves "belong to the public," no pro-industry legislation will pass their way without such issues as the fairness doctrine, EEO or children's television tagged on.

At best, and certainly for the time being, the industry may want to sit this one out. This page has suggested before that a voluntary solution might be the option of choice, and we find it still appealing. For the most part, broadcasters and cable operators want the same thing of must carry, as witness the last industry compromise. Certainly discussions under way between National Association of Broadcasters President Eddie Fritts and National Cable Television Association President Jim Mooney are promising. Said the latter to BROADCASTING: "We're talking. I think something will come of it." When that time comes, we'd settle for a handshake, not a law.

## The center for HDTV

A new partnership of broadcasting organizations that are as often at odds as in bed together has been formed to evaluate rival systems for high-definition television. The partners will supply it with funds, \$700,000 each in the first two years from ABC, CBS and NBC and the National Association of Broadcasters plus lesser contributions from the Public Broadcasting Service, the Association of Maximum Service Telecasters and the Association of Independent Television Stations. The Advanced Television Test Center will start life with an assured budget of about \$3 million for two years of work.

Going in, it cannot be said that the ATTC is erected as a front for any high-definition system. Its partners include CBS, which has energetically supported the Japanese Muse system for production, and NBC, which has developed a rival system that would use less spectrum space. If the partners are united in any private purpose it is that of keeping rival media, cable, VCR's, to name two, from getting into the high-definition business before broadcasting gets into it. The National Cable Television Association is yet to respond to invitations to join.

This enterprise can succeed only if it approaches its work with

objectivity. Joel Chaseman, president of Post Newsweek Stations, vice chairman of AMST and active organizer of the partnership, is right when he says that the ATTC must be "above reproach—not looked on as partisan or biased." That may be a hard standard to meet when the work gets down to hard choices.

Give the ATTC a chance, unless, that is, the organizational meeting is held in, say Hawaii.

## Sheep's clothing

The banners from Boston (or thereabouts), Representative Ed Markey (D-Mass.) and Action for Children's Television's Peggy Charren, are at it again, accompanied by legislators who know a bandwagon when they see one. They are out to rid network television of children's programming they don't care for, replace it with that which they find more to their liking and legislate away what evidence suggests is a nonexistent excess of advertisements in children's programming.

Their shield is, as always, the public interest, the interpretation of which they have arrogated from some 250 million others in this country. Their lance is the "Children's Television Practices Act of 1988," introduced in the House last week with companion legislation in the Senate. The legislative package would require broadcasters to carry a minimum of seven hours of "educational and informational programming" per week, although it is not clear who is to decide what does or does not qualify under that description; would reimpose restrictions on the amount of advertising time in children's programming, and would ban so-called program-length commercials, as well as what is vaguely defined as "practices that involve the use of program characters to promote products." The problem with that reasoning, as has been pointed out on this page before, is that it is based on the fallacy that programs are harmful simply by virtue of being closely associated with toys. As has also been pointed out, the offerings of Disney and Jim Henson (Muppets) would lead the parade of programs caught in the ban's overbroad net.

In reimposing the FCC's children's television guidelines, the bill would limit advertising in children's prime time—Saturday and Sunday mornings—to nine and a half minutes per hour, and to 12 minutes per hour on weekdays. The reason? To check the rampant excess that has spurred the would-be censors. The National Association of Broadcasters surveyed 267 commercial television stations (response rate 57%), covering 5,635 programs and 3,100 hours of air time. The result? "Nonnetwork children's programming contained an average of eight minutes, 28 seconds commercial time per hour; network programming averaged nine minutes, 10 seconds, and syndicated or barter programming averaged eight minutes, 43 seconds." So much for that windmill.



Drawn for BROADCASTING by Jack Schmidt

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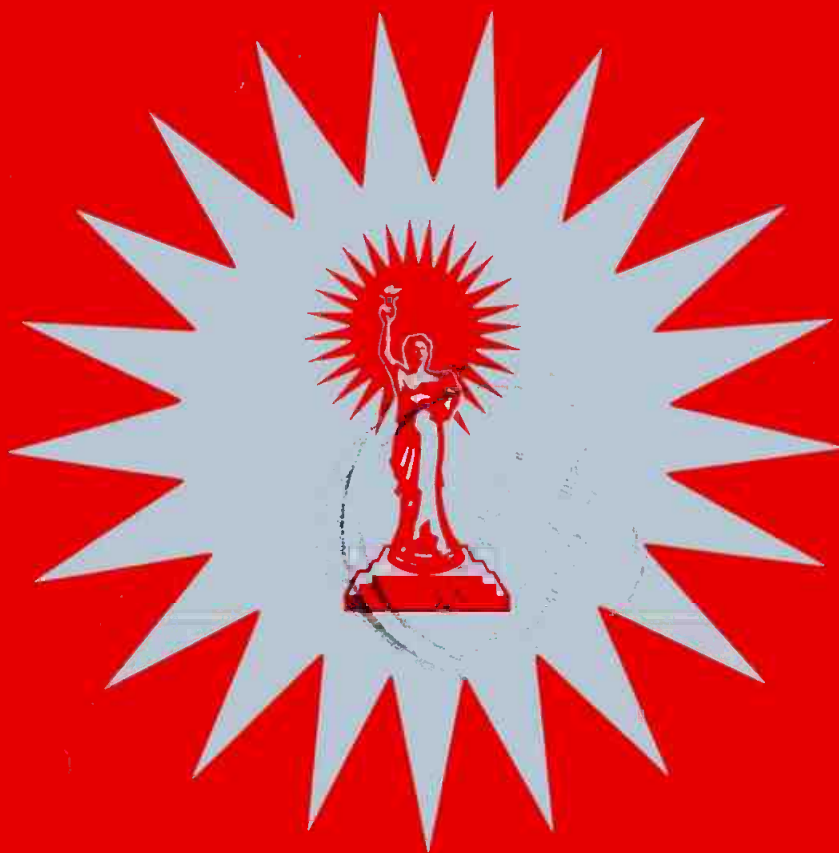
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