

Broadcasting ⚡ Dec 23

Paramount
Holiday Greetings
from our entire family!

FAMILY TIES *Cheers* WEBSTER

America **SOLID GOLD** **ENTERTAINMENT**
TONIGHT / THIS WEEK

PORTFOLIO XI

Preview II



DOMESTIC TELEVISION
AND VIDEO PROGRAMMING

© 1985 Paramount Pictures Corporation. All rights reserved.

36112LIBRAB5 184 DIK DEC/85
A U LIBRARY
US AIR FORCE
SERIAL ACQ SECTION
MONTGOMERY AL 36112

55th Year 1985

"At Large"
with Mark Fowler
Staying the course
on deregulation



"The on-camera Winfrey may be the most spontaneous force in all of videoland."

Newsweek
December 31, 1984

EVERYBODY
IS
TALKING ABOUT

THE
Oprah
WINFREY SHOW
TM

Already sold in over 80 markets to stations representing these prestigious groups:

ABC
Cap Cities
CBS
Taft
Group W
Cox
Post-Newsweek
John Blair & Co.

Belo
Nationwide
Gannett
Scripps Howard
Viacom
Hubbard
McGraw Hill
Evening News Assoc.

Knight-Ridder
Allbritton
Cosmos
Pulitzer
Journal Co.
Gillette

**Starts
Sept. '86**

KINGWORLD
ENTERTAINMENT
ENTERTAINMENT WEEKLY
TM

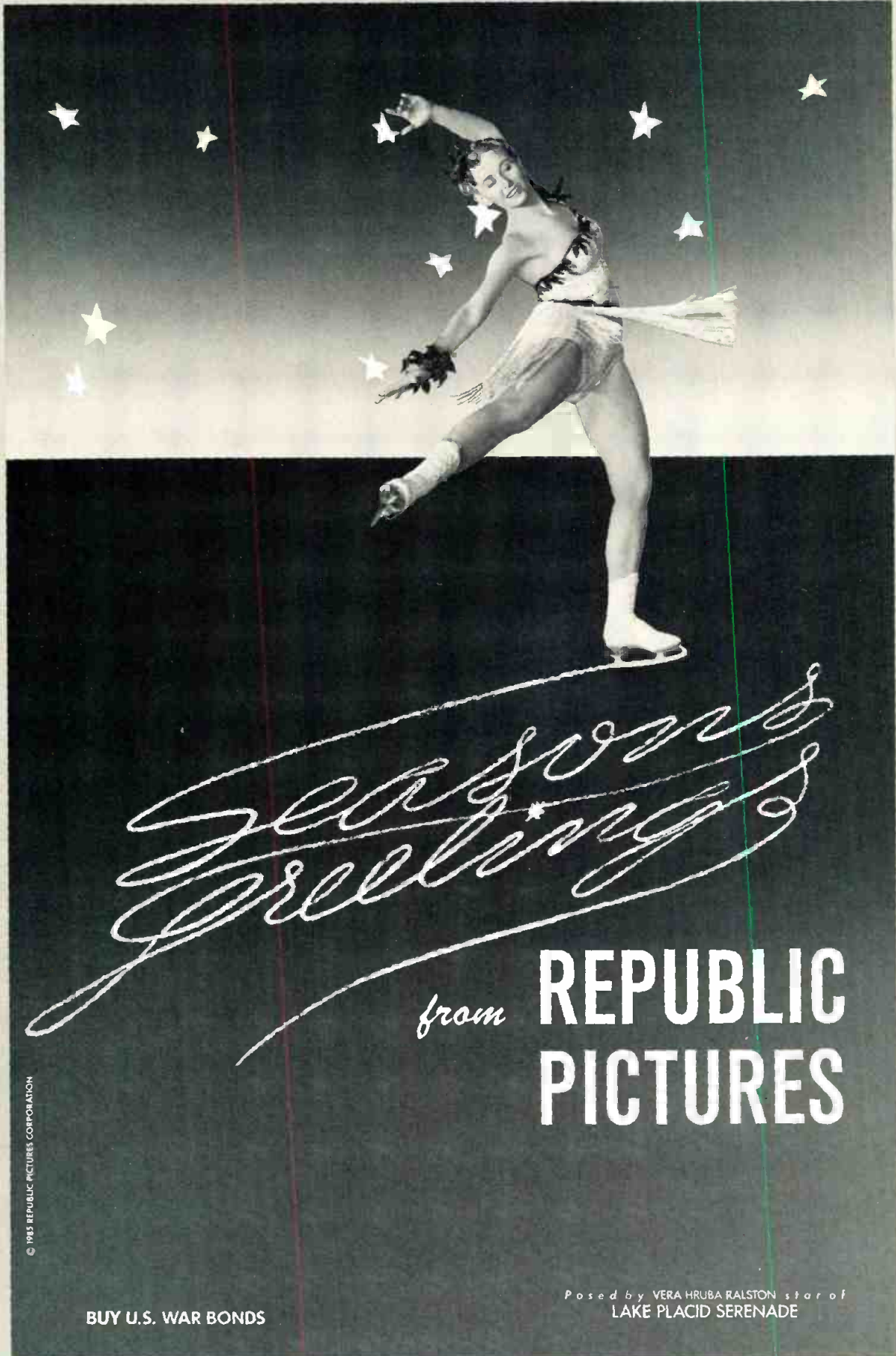
NEW YORK (212) 315-4000 LOS ANGELES (213) 826-1108 CHICAGO (312) 337-6765 DALLAS (214) 960-1996 NASHVILLE (615) 373-1500 NEW JERSEY (201) 522-0100

National Advertising by



A King World Company

©1985 KWP, INC.



*Sea songs
Serenade*

from **REPUBLIC
PICTURES**

© 1945 REPUBLIC PICTURES CORPORATION

BUY U.S. WAR BONDS

Posed by VERA HRUBA RALSTON *star of*
LAKE PLACID SERENADE

Broadcasting **Dec 23**

Journalists win exit polling case At Large with Mark Fowler Turner-Viacom talks over MGM fall apart

INTERVIEW OK □ Broadcast organizations win exit polling case in Washington state. **PAGE 35.**

NO DEAL □ Contract talks break off on Turner sale of certain MGM assets to Viacom. **PAGE 36.**

INDEPENDENTLY WEALTHY □ Frazier, Gross & Kadlec study finds that overall, most independent television stations are in "excellent" shape. **PAGE 37.**

CANCELED SHOW □ Decision by CBS O&O's to drop *America* forces joint venturers Paramount and Post-Newsweek to fold its tents. **PAGE 38.**

BEST PRICE □ Some observers feel RCA could have gotten better price in GE deal. **PAGE 38.**

INDEPENDENT FEED □ Independent Network News announces international news feed service using K-2 band satellite. **PAGE 39.**

MTV MOVES □ Robert Pittman replaces David Horowitz, MTV Networks Inc. president and chief executive officer. **PAGE 40.**

ANOTHER CANDIDATE □ Missouri broadcaster and media consultant Alfred Sikes is in running for National Telecommunications and Information Administration post. **PAGE 41.**

FWOWER AT LARGE □ As FCC chairman moves toward what may be close of his administration, he talks about the commission's policy on takeovers and looks to the future direction of the Fifth Estate. **PAGE 44.**

TELEPORT SALE □ Communications Technology

Management sells nine-dish teleport in Washington to Carley Teleport Communications. **PAGE 54.**

FUNDING DISAGREEMENT □ Administration and Congress do battle once again over public broadcasting's budget. **PAGE 57.**

COUNTERATTACK □ Democratic National Committee and Representative John Dingell ask appeals court to dismiss RTNDA appeal of FCC report on fairness doctrine. **PAGE 57.**

SENATE STAMP □ Senate approves 1982 ITU agreement made in Nairobi. **PAGE 58.**

PIGSKIN BOTTOM LINE □ Although ratings were up for professional football games, sales are off, leading to losses by the networks. On the college side, overall ratings were flat, and although sales were also lower, the lower rights payments helped the networks' bottom line. **PAGE 60.**

NBC VICTORY □ NBC wins week 12 of prime time season, its eighth victory this year. **PAGE 61.**

PEOPLE METER TALK □ People meter discussion dominates Advertising Research Foundation workshop. **PAGE 63.**

CLEARED UP □ Arbitron official says recent adjustments will make Tulsa, Okla., fall radio ratings book reliable. **PAGE 64.**

UNCOMMON SERVANT □ A career in public service has brought Albert Halprin to the FCC as Common Carrier Bureau chief. **PAGE 87.**

INDEX TO DEPARTMENTS

Advertising & Marketing	63	Editorials	90	Journalism	69	Programming	60
Business Briefly	16	Fates & Fortunes	83	Law & Regulation	57	Riding Gain	68
Cablecastings	10	Fifth Estater	87	The Media	64	Stock Index	56
Changing Hands	65	For the Record	70	Monday Memo	26	Technology	54
Closed Circuit	7	In Brief	88	Open Mike	25	Telecastings	66
Datebook	20	In Sync	67				

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special Issues \$3.50 (50th Anniversary issue \$10). Subscriptions, U.S. and possessions: one year \$65, two years \$125, three years \$175. Canadian and other international subscribers add \$20 per year. U.S. and possessions \$170 yearly for special delivery, \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* \$85. *Across the Dial* \$6.95. Call toll-free for new orders: 800-638-SUBS. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (\$37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

INDEX TO ADVERTISERS: American Movie Classics 30-31, 32-33 □ American Speech-Language-Hearing Assn. 18 □ Associated Press Broadcast Services 16 □ Blackburn & Co., Inc. 64 □ Blair Television 11 □ BMI 6 □ Classified Ads 75-82 □ Columbia Pictures Television 8-9 □ Drexel Burnham Lambert, Inc. 17 □ Norman Fischer & Associates, Inc. 17 □ Gammon & Ninowski Media Investments, Inc. 70 □ Frank Gari Productions, Inc. 19 □ Genesis Entertainment 27 □ Grandy & Berkson Media Brokers 67 □ Independent Television Sales 22 □ The Independent News 45, 46-47 □ King World Second Cover/3, 49, 51, 53, 55 □ KYW-TV 15 □ The Mahlan Co. 65 □ MCATV 12-13 □ Morgan Stanley & Co., Inc. 43 □ NBC-TV 34 □ Paramount Domestic Television and Video Programming Front Cover □ Professional Cards 73 □ Republic Pictures Corp. 4 □ RKO General Fourth Cover □ Services Directory 72 □ South Star Communications, Inc. 14 □ TV Extra 21 □ Warner Bros. Television Distribution 28-29



Changing your station's format? BMI makes any move easier.

Without BMI's tremendous variety of music, any format change would be a lot more difficult.

That's because BMI has always licensed and encouraged all forms of music. Even when others didn't.



And no matter how many times a format changes, one thing will never change. You'll always have plenty of BMI music to play.

Wherever there's music, there's BMI.

Perils and principles

National Association of Broadcasters, as part of its must-carry strategy, may file amicus brief with Supreme Court in *Preferred* case, which, if upheld, will expand First Amendment rights of cable. If NAB proceeds, it will assert that cable's constitutional protection falls short of immunizing it from must-carry regulation. NAB attorney Michael Berg said NAB, as matter of policy, is not in favor of "full" First Amendment rights for cable if that means cable does not have to adhere to some kind of must-carry rules.

Inserting must-carry argument in *Preferred* case, which basically involves cable franchising, not must carry, may require legal nimbleness and could produce detrimental side effects, according to cable interests. Steve Effros, president of Community Antenna Television Association, said it could squelch broadcasters' hopes for expansion of their own First Amendment rights. "They would be cutting off their nose to spite their face," said Effros. And National Cable Television Association President Jim Mooney said: "A broad attack on cable's First Amendment status would destroy any possibility for a compromise on must-carry."

Dropped

Word last week had it that FCC's VHF drop-in proceeding has been put on indefinite hold by Chairman Mark Fowler. More than year ago, Fowler directed commission staff to issue further notice of proposed rulemaking on drop-ins looking toward additional protection of existing television service ("Closed Circuit," June 18, 1984). That further notice was supposed to have been issued before this year's end. Last week, Mass Media Bureau official said item, at Fowler's direction, has been put on back burner, and there is no date set to move it toward front. Staff had completed work in 1983 on original proposal, which was introduced more than five years ago (BROADCASTING, Sept. 22, 1980).

Stretching stereo

New FM stereo technology enabling radio broadcasters to extend stereo reception by as much as four times will take first step into consumer marketplace next January at Winter Consumer Electronics Show in Las Vegas. Radio manufacturer NAD Inc. plans to

introduce new receiver product there with special FM-compatible "FMX" technology, developed in recent years by CBS Technology Center and National Association of Broadcasters. FMX system uses noise reduction techniques to extend area of stereo reception to current monophonic reception boundaries. To provide service, FM broadcasters need only to install inexpensive FMX stereo generator. At least one broadcast equipment manufacturer, Circuit Research Labs. plans to introduce FMX generator at National Association of Broadcasters annual equipment exhibition next April.

Interruption

United States and Mexico reached agreement in principle on new AM broadcasting pact months ago (BROADCASTING, Aug. 26, 1985), and at time FCC official expressed hope that agreement would be signed and put into provisional effect shortly thereafter. Mexicans are said to be working on agreement, after disruption by Mexico's earthquake, but FCC official last week said it isn't expected that agreement will be signed and put into provisional effect before March. Agreement will permit AM daytimers to operate up to two hours past local sunset. It will allow full-time operations on Mexican clears. In addition, it will permit Mexicans to operate on U.S. clear channels, as long as full protection is provided.

All the way out

In conversation with BROADCASTING last week, departing Metromedia station president, Robert M. Bennett, said that before he settles on future plans, he will sell his 2% share in parent company, Metromedia Inc., some time after Jan. 1. Parent company, of which John Kluge is 94% shareholder, operates radio division, Harlem Globetrotters, Ice Capades, long distance phone services and cellular radio and paging services. Kluge plans to make cellular principal business of company.

Radiation in Oregon

Portland, Ore., is next likely subject for joint FCC-Environmental Protection Agency survey of human exposure to potentially hazardous radio frequency radiation from broadcast antennas. City contains number of centralized transmission facilities used by FM, TV and AM broadcasters, as well as

microwave and two-way radio communications, and some residents and local officials have raised concern about proximity of residential areas to towers. According to FCC source, 25th market has "fairly good" chance of being selected before next spring as site of extensive study, similar to one conducted earlier this year in Seattle which required minor facility changes by eight FM's (see "In Sync," page 67).

Singularity

With consolidation of rep ownership in radio expanding at major firms (latest being John Blair Co. purchase of Torbet Radio and Selcom Radio from Selkirk Communications, Ltd., Toronto [BROADCASTING, Dec. 9]), privately held Eastman Radio has hired New York-based advertising firm of Trout & Ries to develop campaign promoting theme that industry has room for "strong, independent rep." Campaign is expected to kick off early next year.

Runner

Latest candidate to surface as USIA Director Charles Z. Wick continues hunt for head of Voice of America is Lee Shoblom. He is president/general manager of London Bridge Broadcasting Inc., second term member of National Association of Broadcasters radio board, and president of Community Broadcasters Association (low-power TV). Shoblom has been campaigning for post, with calls on members of his congressional delegation. Senator Barry Goldwater (R-Ariz.) and Representative Bob Stump (R-Ariz.) have endorsed him in letters to Wick.

Shoblom's stations are KFWJ(AM)-KBBC(FM) and low-power TV45, all Lake Havasu City, Ariz.

30-minute business

LBS Communications, New York, has obtained television syndication rights to weekly 15-minute *Strictly Business*, now carried on NBC-owned TV stations. Program will be expanded to half-hour weekly for syndication. Longer version of business analysis, review and interview show will begin on NBC-owned stations in early February and in syndication in early April. LBS will keep two and a half minutes for national sales; stations will get three and a half minutes.

**ALREADY SOLD IN
OVER 45 MARKETS**

TV'S MOST PRECIOUS COMMODITIES.

"Columbia Gems." A powerful selection of motion pictures.
The most valuable way to increase your share.



Columbia Gems



VCR position

Home Box Office believes the proliferation of videocassette recorders in American homes could be a blessing, rather than a curse, to pay-per-channel services like HBO and Cinemax—if cable operators take the proper marketing tack.

To help them, HBO began sending out marketing materials to its affiliates designed to help them sell pay services to VCR owners. "HBO views VCR as a time-shifting device which is highly compatible with pay-TV," said Peter Frame, HBO executive vice president, affiliate sales and operations. "Despite the rapid growth of VCR's, we have seen basic and pay penetration remain steady."

HBO's attitude toward VCR's is backed up by some HBO research. According to

John Billock, HBO senior vice president, marketing, "nonsubscribers who own VCR's or intend to buy them are more inclined to subscribe to cable than other non-subscribing homes."

What's more, he said, 65% of pay subscribers feel their VCR's enhance the value of their pay services.

The HBO VCR-cable marketing package includes a booklet for operators, a brochure for subscribers and a set of ad slicks for placement in local newspapers. The booklet, published by American Television & Communications, "Making Cable VCR-friendly," contains advice on how to market pay services to VCR owners. The brochure tells consumers "It's Time You Got the Most From Your VCR, HBO and Cable TV." The ad slicks describe the compatibility of cable and VCR's.

All together now

Los Angeles cable operators, 12 strong in that multi-franchised city, have formed their own trade association to represent themselves in dealings with the local government, which itself has grown more bureaucratic with the formation of the Department of Telecommunications and the Board of Telecommunications Commissioners. The group will be called the City of Los Angeles Cable Operators Association, with Michael Isaacs of Copley/Colony Cablevision as its first president. The intent is not to create a new association with an ongoing structure but to set up a forum, with antitrust protection, for the discussion of emerging cable issues. Among them: increasing city activity on the cable front aggravated by a number of upcoming franchise renewals, a city proposal to raise franchise fees from 3% to 5%, theft of service problems that cut revenue to the city and plans for citywide public access and government access channels interconnecting across franchise lines.

Other officers: first vice president, William J. Rosendahl, Group W Cable; second vice president, Perry C. Parks III, Communicom; secretary, Morris G. Prizer, King Videocable; treasurer, Cathy Haight, Jack Berry Cable.

A better idea

The National Cable Television Association, in comments filed with the FCC, proposed new rules governing signal leakage for cable converters as an alternative to rules proposed earlier by the FCC, which, it said, would benefit neither cable operators nor the public.

The rules proposed by the FCC, the subject of the rulemaking in which the NCTA comments were filed, would, on first glance, seem to be beneficial to cable. Today, terminals owned by consumers are governed by signal-leakage standards in Part 15 of the FCC rules, while those owned by cable systems are subject to the more stringent signal leakage standard set down in Part 76. Under the FCC proposal, all terminals, regardless of ownership, would have to adhere only to the lesser Part 15 standard.

But the adoption of the FCC scheme, the NCTA said, would not address the "wide discrepancy" in standards that has become a "growing matter of concern to the cable industry." Indeed, it said, it "would worsen, rather than improve, the present situation."

Under Part 76, cable operators are obliged to limit the cumulative signal leakage of their entire systems. The proliferation of leaky terminals that comply with Part 15, but not Part 76, NCTA said, "will only serve to make it more difficult for operators to comply with their Part 76 obligations."

Although the rule would make consumers responsible for making sure their terminals meet the leakage standard, the NCTA said, "as a practical matter the enforcement burden will fall on the cable system operator, who will have to disconnect service to the customer until the offending device is re-



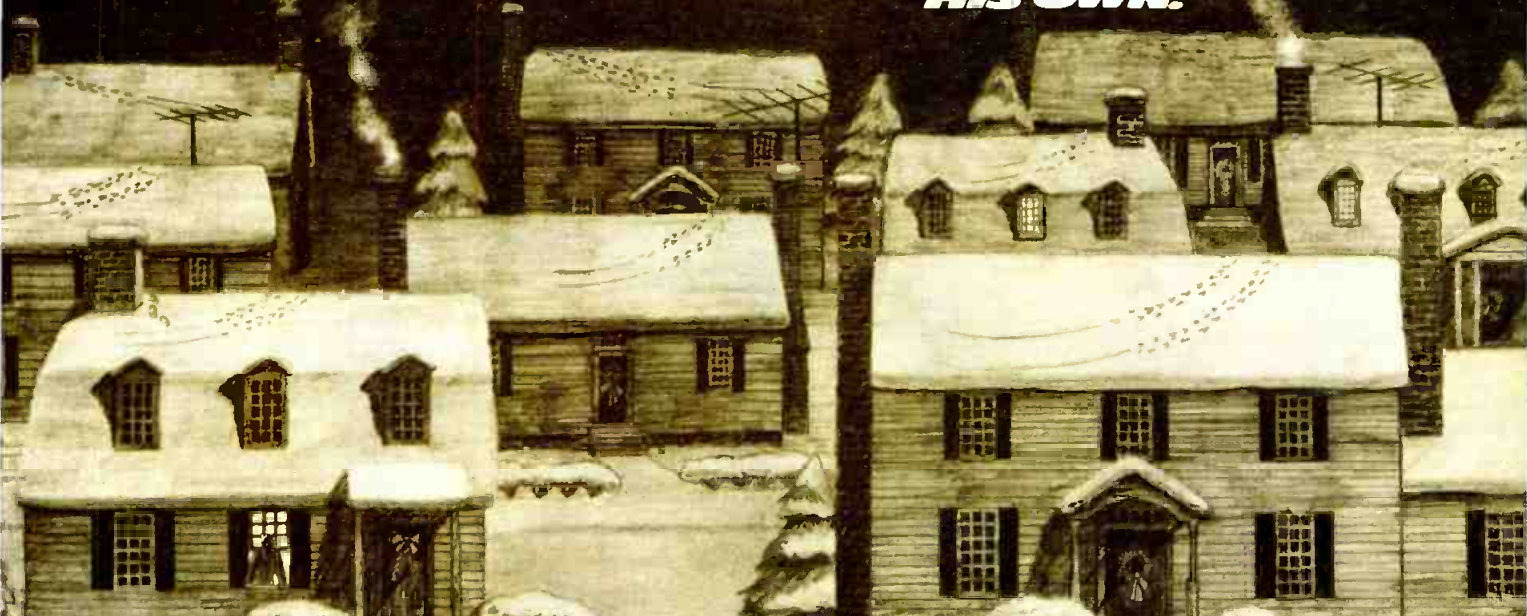
You're the greatest. Showtime/The Movie Channel and the National Captioning Institute hosted a reception in Washington last Monday (Dec. 16) to celebrate a commendation they and others received for the closed-captioning for the hearing impaired of the so-called lost episodes of *The Honeymooners*. During a brief ceremony, NCI President John Ball (left) presented a copy of the commendation to Neil R. Austrian, chairman and chief executive officer, Showtime/TMC. "Your work is an outstanding example of how personal compassion can lead to constructive action, and make itself felt across the nation," said Reagan in the commendation. "It represents the cooperation I have long encouraged between the public and private sectors."

The closed-captioning of the lost episodes, which are currently being cablecast on Showtime, was funded by Showtime/TMC and 26 others, including Viacom Enterprises, Miller Brewing Co., Maljack Productions Inc., NCI Caption Club (closed-captioning watchers), American Cablesystems Corp., Cablevision Industries Inc., Colony Communications, Comcast Cable Communications, Continental Cablevision Inc., Cox Cable Communications, Dowden Communications, Group W Cable, Heritage Communications, Lenfest Group, Newchannels Corp., Sammons Communications, Selkirk Communications, Sutton Capital Associates, Telecable Corp., Televents Group Inc., Tribune Cable Communications, United Cable Television Corp., United Artists Cablesystems Corp., U.S. Cable Corp., Viacom Cable and Warner Amex Cable Communications.

HE HAS ONLY ONE RECORD TO BEAT.

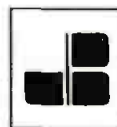


HIS OWN.



Warmest wishes for the holiday season.
Health and happiness in the new year.
From your friends at Blair.

BLAIR TELEVISION



TELEVISION'S FIRST NATIONAL SWEEPSTAKE IT'S WORTH 12 MILLION



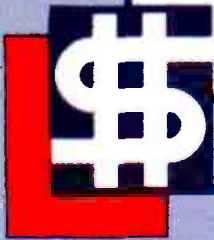
TELEVISION SWEEPSTAKES

**INSTANT
WINNER**

LFM 3684
CXO 2599
YOG 6017
NOR 5193

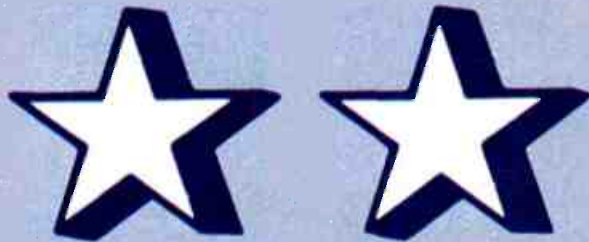
FOR HOME VIEWERS

**WENDY WINNER
ANYWHERE, USA**



**SUPER
SWEEPSTAKES**
9866517892

AND ONLY KES... IN DOLLARS.



SWEEPSTAKES

8437611520

6972195315

Void Where Prohibited By Law.



WinAmerica Sweepstakes
—the new, first-run, half-hour strip where home viewers will win **6 million dollars...and studio contestants** can win prizes and cash totaling as much as another **6 million dollars.**

Beginning July 1, 1986, 20 million WinAmerica Sweepstakes cards will flood the country by mail. Additionally, millions more will be made available through major publications, and national retail and fast food outlets to give everyone in America the chance to share in the WinAmerica Sweepstakes.*

- WinAmerica Sweepstakes is fascinating and fast-paced. It's fun to watch and fun to play. And winning is a snap. It's as easy as not having to be there.
- The host, M.G. Kelly is a fresh talent. He's M.C. of America's #1 adult contemporary radio show heard on over 300 stations with a giant following of women 25-54.
- WinAmerica Sweepstakes will be supported by a multi-million dollar consumer advertising and promotion campaign from MCA TV.

See for yourself how simple it is—and how well it works.

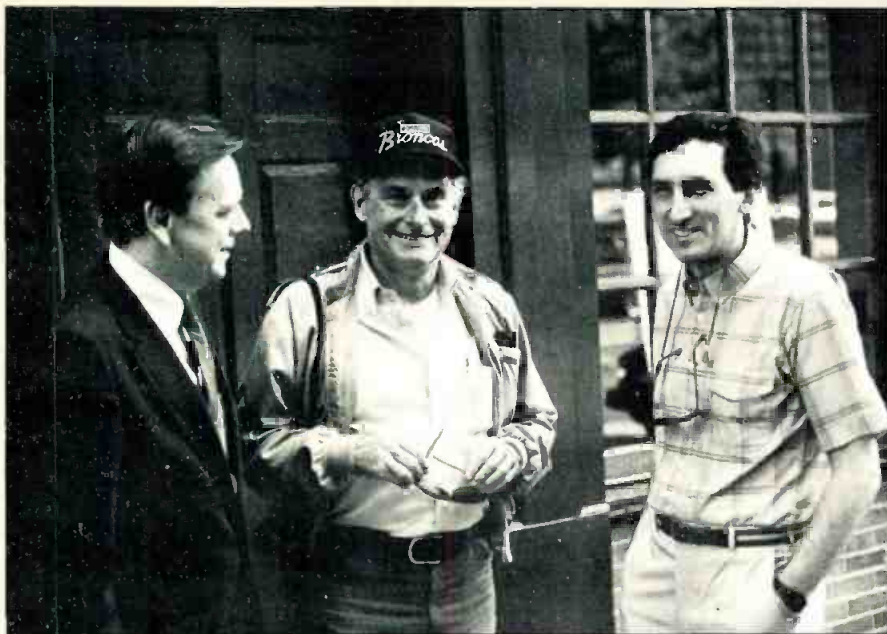


INTV Century Plaza Hotel
Suite 622-628
NATPE The Westin Canal Place
28th Floor

MCA TV

*No Purchase Necessary.

© 1985 Universal City Studios Inc. All rights reserved.



On the set. American Television & Communications, which has become one of the strongest advocates of First Amendments rights of cable operators, has produced 12 one-minute commentaries and a 14-minute "essay" that explore the historical roots of the First Amendment and repeated efforts to limit rights that flow from it. *American Viewpoints* (the commentaries) and *The First Freedom* (the essay) were shot on location in New York, Washington and London. On the Boston set (l-r): Jim Hartz, the former NBC newsman who acts as spokesman; Jim Duffy, director of corporate public relations, ATC, and writer of the programs, and Milton Hoffman, vice president, production, Pacific Mountain Network, the producer. The short features will be shown on ATC systems and made available to other MSO's for a "nominal" fee.

paired or replaced."

As an alternative, the NCTA urged the FCC to adopt a dual standard. The Part 15 standard would apply to signals generated from within the terminals (such as those produced by local oscillators), it said, but Part 76 would govern signal leakage at the terminal input caused by the cable system.

The NCTA proposal "more clearly and rationally allocates responsibility for controlling radiation" than either the current rules or the FCC proposal, the NCTA said.

The Association of Maximum Service Telecasters and the National Association of Broadcasters have asked the FCC to rethink the proposal. The associations said the proposal "would permit significant new interference sources to proliferate that would inhibit and degrade" reception of TV signals in many situations. "MST and NAB agree with the notice that the current 'discrepancy' in treatment of cable interface devices based upon their ownership is probably not warranted," they said. "The solution, however, is not to adopt uniform but useless radiation limits which would result in substantially greater interference to over-the-air broadcasting. Accordingly, MST and NAB respectfully urge the commission to make all cable interface devices, regardless of ownership, subject to Part 76 radiation limits."

Money coming in

Continental Cablevision Inc., Boston, announced last week that it had raised \$300 million through new debt to repurchase approximately six million shares of company stock. With the closing of the stock repurchase in January, Continental management will own 43% of the privately held company.

To finance the stock buy-back, Continental raised \$200 million through a public offering of subordinated notes and debentures, underwritten by Morgan Stanley and Goldman Sachs, and \$100 million through a loan from seven banks arranged by the First National Bank of Boston.

Amos Hostetter, president and chief executive officer, Continental, said the stock repurchase "will provide liquidity for many of our long-term shareholders while at the same time preserving the private and independent structure of our company."

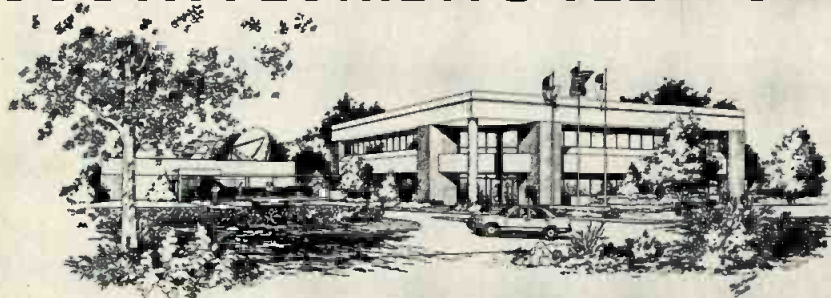
Continental is the nation's seventh largest MSO with 1.1 million subscribers in 13 states.

Award deadline

Members of the National Cable Television Association have until Jan. 7 to submit nominations for the association's National Awards. The eight awards, NCTA said, go to the "men and women who have made significant contributions to the cable industry and to the advancement of cable communications." They'll be presented March 18 at the conclusion of the NCTA convention in Dallas.

The most prestigious of the lot are the Vanguard Awards, which are given to persons who "have placed cable in the forefront of new communications technologies." Last year's winners: John Saeman, vice chairman and chief executive officer, Daniels & Associates, and Susan C. Greene, senior vice president, corporate affairs, Home Box Office. (Greene subsequently resigned from HBO.)

SOUTH STAR. SOUTH FLORIDA'S TELEPORT



South Star Communications Administrative and Operations Center.

South Star's International Teleport services include:

- ★ Full Domestic Arc uplink/downlink
- ★ Encryption
- ★ Full VAX 11/780 Data Base Service
- ★ Telco Interconnect
- ★ International Gateway Service
- ★ Communications Consulting
- ★ Total Teleconferencing Services
- ★ E-Mail/Store and Forward
- ★ Networking
- ★ Private Microwave Service
- ★ Ad Hoc Network Consulting

Dedicated 300 Baud "E-MAIL" Line 305/472-8401

Contact: BARRY PASTERNAK - (305) 472-8111 Telex 3728008 South Star Ft.L

Member of the ATA.



SOUTH STAR COMMUNICATIONS, INC.

AT NOVA UNIVERSITY • 3303 College Ave. • Davie, Florida 33314

(minutes from Miami or Ft. Lauderdale International Airports)

UP

And up. And up.
And up. And up.

Wherever you look
on KYW-TV Philadelphia,
the audience is up.
Up for our programs.
Up for our ideas.
Up for our news.
Mornings. Daytime.
Afternoon.
Early news. Prime time.
Late news. Late fringe.
Not to mention weekends.
Oops, we just did.
Oh well, all you really
have to remember when
it comes to KYW-TV, NBC's
largest affiliate, is
one word. You guessed it.

KYW-TV 3 GROUP **W**

Represented nationally by Group W
Television Sales. They're up, too!

TV ONLY

Dixon Industries □ Lawn mowers will be featured in 12-week campaign starting in early March in 69 markets, including Cleveland, Dallas, Oklahoma City and Miami. Target: men, 25-54. Agency: Sullivan Higdon Sink, Wichita, Kan.

Wilkinson Sword □ Wilkinson twin razor will be advertised in six-week flight to begin on Jan. 20 in approximately 20 markets, including Cleveland, Pittsburgh and St. Louis. Commercials will be scheduled in fringe and prime periods. Target: adults, 25-54. Agency: Burton-Campbell, Atlanta.

United Parcel Service □ Flight set to start in mid-January and will run for five weeks in about 11 markets, including Dallas, San Francisco and Cleveland. Commercials will be placed in all dayparts. Target: men, 25-54. Agency: Ammirati & Puris, New York.

Carnation Co. □ New commercial for Mighty Dog Beef for dogs is slated to

break on network television and spot television in major markets on Dec. 30 and continue until end of first quarter of 1986. Commercials will run in prime and in daytime and on spot TV in daytime. Target: women 25-59. Agency: SSC&B:Lintas USA, New York.

RADIO ONLY

S.B. Thomas Inc. □ Pita bread will be underscored in three-week flight beginning in early February in New York, Philadelphia and Boston. Commercials will be slotted in all dayparts. Target: adults, 18-49. Agency: Responsive Marketing Communications, Des Plaines, Ill.

National Steel Corp. □ Image-building campaign will be launched for 10 weeks in Detroit in late January to reach automobile industry executives. Commercials will be placed in drive time and on business programs. Target: men, 35 and older. Agency: HCM/Pittsburgh.

RADIO AND TV

George A. Hormel & Co. □ Advertiser has allotted \$3.7 million for advertising campaign in major markets throughout country, starting in early January and



continuing through March. Campaign will resume in fall. Heavy spot radio and TV will be in support of Hormel's canned chili. Commercials on television will run in daytime and prime time and on radio in all dayparts. Target: women, 25-54. Agency: BBDO/Minneapolis.

ShopKO Stores □ Retail chain will launch one-week flight in early February in 11 television markets and as many as 42 radio markets. Commercials will be presented in morning, afternoon and early evening segments. Target: women, 25-54. Agency: D'Arcy Masius Benton & Bowles, Chicago.

On-Cor Frozen Foods □ Six-week flight is planned for early January start in eight radio markets and seven television markets, including Boston, Cleveland and Philadelphia. Commercials will be carried in all dayparts. Target: women, 18-49. Agency: Grant/Jacoby, Chicago.

21 Years in Sound

Since 1965, the Associated Press has produced annual recordings, highlighting the year's top stories. They feature the voices of the past's most powerful, prophetic and profound newsmakers, including draft resisters, presidents, and men on the moon.

They'll take you back to places that will live forever in American history with on-the-spot reports from Vietnam, to the Democratic National Convention in Chicago, to the Congress that deliberated the

impeachment of a president.

And now you can have it all — all 21 years — in a single collection of cassette tapes, and all for one specially reduced price. Purchased separately, the cassettes would cost \$500. But now, you can have them for your production archives for just \$295.

To order yours, send a check or money order to: The Associated Press, 21 Years in Sound, 1825 K St., N.W., Washington, D.C. 20006. Attention: Mark Huffman.

AP Associated Press Broadcast Services. Without a doubt.

This announcement is neither an offer to sell nor a solicitation of an offer to buy these securities.
The offer is made only by the Prospectuses.

\$114,000,000

Cook Inlet Communications Corp.

\$84,000,000

\$24,000,000 Series 1 Zero Coupon Senior Notes due 1992
Price 41.468%

\$28,000,000 Series 2 Zero Coupon Senior Notes due 1993
Price 35.882%

\$32,000,000 Series 3 Zero Coupon Senior Notes due 1994
Price 30.904%

\$30,000,000

13 $\frac{7}{8}$ % Subordinated Debentures due 1997
(Interest payable June 15 and December 15)

Price 99.50%
plus accrued interest from December 15, 1985

Copies of the Prospectuses are obtainable in any State from the undersigned and such other dealers as may lawfully offer these securities in such State.

Drexel Burnham Lambert
INCORPORATED

Advantage

After two months. Status report by Young & Rubicam USA shows that prime time television usage has grown substantially among households and key demographic targets during first two months of TV season. Y&R said increases in usage have helped boost average network ratings above comparable 1984 and 1983 levels. Household usage in prime rose to 64.6%, from 62.5% in 1984. Network figures for 1985 averaged 50.9%, as against 48.8% in 1984. NBC climbed into first position with a 17.9 Nielsen, as compared with 16.9 for CBS and 16.1 for ABC. Y&R reports that NBC's regular series are performing extremely well with demographic ratings sharply higher than year-ago figures, with comfortable advances in women, 18-49; women, 25-54, and adults, 25-54. CBS was in second place in demographics derby, exhibiting some gains from last year, while ABC was third with 14% decline from two years ago. Y&R observed that while ABC's regular series are off from last year, its special programs have been outstanding contributors. Paul Isaccson, executive vice president and director of programming and purchasing for Y&R USA, said agency has identified 15 programs as "premium" (those appealing to more upscale homes with concentration of adults, 25-54). He said 10 were on NBC, four on ABC and one on CBS. Making "premium" list were *Alfred Hitchcock*, *Amazing Stories*, *Cheers*, *Family Ties*, *Hill Street Blues*, *Cosby*, *Miami Vice*, *Sunday Night Movie*, *Night Court* and *St. Elsewhere* on NBC; *Dynasty*, *Moonlighting*, *NFL Monday Night Football* and *Who's The Boss?* on ABC, and *Twilight Zone* on CBS.

Long and short of it. BBDO Inc. has issued special report on shorter-length television commercials in which it disputes conventional wisdom that split 30's are for smaller brands; for those that could not previously afford television and for brands that require only name registration. BBDO suggests that commercial lengths should be determined by difficulty of selling task. Agency recommends that for advertisers with superiority that is immediately recognizable, messages should be repeated often in short length. For other products or services, BBDO urges effort to build conviction and make people believe messages.

Consolidating. New York office of Interep, consisting of five individual representative firms, is consolidating and moving to 100 Park Avenue. Telephone is (212)916-0700. Effective dates of moves of individual companies to new address are Durpetti & Associates, Weiss & Powell and Hillier, Newmark, Wechsler & Howard, Dec. 20, and Major Market Radio and McGavren Guild Radio, Dec. 30.

The American Speech-Language-Hearing Association Proudly Announces the Winners of the

1985 ASHA NATIONAL MEDIA AWARDS

Newspaper Category:

Connie Lauerman
Chicago Tribune

Radio Category:

Robert Brody
Glamour/The Saturday Evening Post

Magazine Category:

Margery Manning
KMOX, St. Louis

Television Category:

Lew Pinsker
WABC-TV, New York

The ASHA National Media Awards are made annually to recognize individuals who have made outstanding contributions to the public's knowledge and understanding of speech-language pathology and audiology. Awards of \$1,000 each are made to the first place winners in each category and are presented at a special ceremony at the ASHA National Convention.

The 1986 COMPETITION

Nominations must refer specifically to speech-language pathology and/or audiology and focus on the work or ideas of speech-language pathologists or audiologists. Material published in scientific journals is not eligible. Entries must be published or broadcast between June 1, 1985 and May 31, 1986.

Nominations must be received by June 30, 1986. For rules and entry forms, contact:

ASHA Media Awards, Public Information Office
American Speech-Language-Hearing Association
10801 Rockville Pike
Rockville, Maryland 20852
(301) 897-5700

Broadcasting Publications Inc.

Founder and Editor
Sol Tishoff (1904-1982)

Lawrence B. Tishoff, president.
Donald V. West, vice president.
David N. Whitcombe, vice president.
Jerome H. Heckman, secretary.
Philippe E. Boucher, assistant treasurer.

The Fifth Estate Broadcasting

1735 DeSales Street, N.W., Washington 20036
Phone: 202-638-1022
New orders: 800-638-SUBS (toll free)

Lawrence B. Tishoff, publisher.

Editorial

Donald V. West, managing editor.
Leonard Zeidenberg, chief correspondent.
Mark K. Miller, senior news editor.
Kira Greene, assistant to the managing editor.
Harry Jessell, associate editor.
Doug Halonen, Matt Stump, Kim McAvoy,
John Eggerton, assistant editors.
Susan Dillon, A. Adam Glenn (technology),
Scott Fitzpatrick, Jeanne Omohundro,
staff writers.
Anthony Sanders, systems manager.
Randall M. Sukow, research assistant.
Todd F. Bowie, Cheryl L. Miller, production.

Senior Editorial Consultants
Edwin H. James (Washington)
Rufus Crater (New York)

Editorial Consultant
Rocco Famighetti (New York)

Broadcasting ■ Cablecasting

Yearbook
David Seyler, manager.
Joseph A. Esser, associate editor.

Advertising

Washington
John Andre, sales manager (equipment and engineering).
Robert (Skip) Tash, Southern sales manager.
Doris Kelly, sales service manager.
Meg Robertie, classified advertising.

New York
David Berlyn, senior sales manager.
Charles Mohr, Ruth Windsor,
sales managers.

Hollywood
Tim Thometz, sales manager.

Circulation

Kwentin K. Keenan, circulation manager.
Patricia Waldron, Sandra Jenkins,
Debra De Zarn, Joseph Kolthoff,
Chris McGirr.

Production

Harry Stevens, production manager.
Don Gallo, production assistant.

Administration

David N. Whitcombe, vice president/operations.
Philippe E. Boucher, controller.
Albert Anderson.
Irving C. Miller, financial consultant.
Wendy J. Liebmann.

Corporate Relations

Patricia A. Vance, director.

Bureaus

New York: 630 Third Avenue, 10017
Phone: 212-599-2830

Stephen McClellan, associate editor.
Vincent M. Dittingo, senior editor: radio.

John Lippman, assistant editor.
Geoff Folsie, staff writer.

Scott Barrett, editorial assistant.
June Chauhan, advertising assistant.

Hollywood: 1680 North Vine Street, 90028
Phone: 213-463-3148

Richard Mahler, correspondent.
Tim Thometz, Western sales manager.

Sandra Klausner, editorial-advertising assistant.

International Advertising Representatives

Continental Europe: John J. Lucassen, John Ashcraft & Co., Akerdijk 150 A, 1171 PV Badhoevedorp, Holland. Phone: 02968-6226. Telex: 18406 harke nl.
■ United Kingdom: John Ashcraft & Co., 12 Bear St., Leicester Square, WC2H 7AS London, England. Phone: 01-930 0525. Telex: 895 2387 answer g ashcraft.
■ Japan: Masayuki Haninari, Yukari Media Inc., Hus Building, 4-21-1-602, Nakanoshima, Kita-Ku, Osaka, Japan. Phone: 06-448-5011. Telex: J64400 OH-BINBTH.

Founded 1931. Broadcasting-Telecasting * introduced in 1946. Television * acquired in 1961. Cablecasting * introduced in 1972 □ * Reg. U.S. Patent Office. □ Copyright 1985 by Broadcasting Publications Inc.

*Season's
Greetings*

*"this minute, somewhere in America,
a Gari tune is playing"* ADVERTISING AGE



ABC-TV Network Campaigns 1981-86
HBO—Make The Magic Shine
Hello Campaign—75 Markets Worldwide
Good Morning America
Turn To Campaign
Eyewitness News
News Channel
PM/Evening Magazine
You're In Touch Campaign
ABC 0&0's—News/Series 2000
On Your Side Campaign
Tell 'Em You're From Campaign
On The Move Campaign
That Special Feeling
News Center
News Watch
Comin' Home Campaign

**We're proud
to perform
for America's
leading broadcasters.
Thanks to you,
we defined the sound
of excellence in 1985.
Together, we'll shape
the sounds of the future.**

Frank Gari
PRODUCTIONS, INC.

34 East Putnam Avenue
Greenwich, CT 06830
203•661 3970

OFFICES:
Boston
Cleveland
Greenwich
Hollywood

**We're changing the way
people listen to television.**

© 1985, Frank Gari Productions, Inc.

January 1986

Jan. 5-8—*Association of Independent Television Stations* 13th annual convention. Century Plaza, Los Angeles.

Jan. 8—"New Technologies and Opportunities," panel in series sponsored by *American Women in Radio and Television, Washington chapter*, "Women at the Top." NAB, Washington.

Jan. 9—Deadline for entries in Pro Awards, professional video competition sponsored by *JVC*. Information: JVC, c/o Shaw & Todd, 6215 Empire State Building, New York, N.Y., 10018.

Jan. 9-10—*Virginia Association of Broadcasters* winter meeting and legislative reception. Marriott hotel, Richmond, Va.

Jan. 9-12—International winter consumer electronics show, sponsored by *Electronics Industries Association/Consumer Electronics Group*. Las Vegas Convention Center and Hilton and Sahara hotels.

Jan. 10—Deadline for entries in Distinguished Service Awards, presented by *Sigma Delta Chi, Society of Professional Journalists*. Information: Sigma Delta Chi, suite 731, 53 West Jackson Boulevard, Chicago, 60604.

Jan. 10—Deadline for reply comments on *FCC* docket 85-108, FM/aviation interference. FCC, Washington.

Jan. 13-17—*National Association of Broadcasters* winter board meeting. Sheraton Mullet Bay Resort, St. Martin, Netherland Antilles.

Jan. 14—*International Radio and Television Society* "Second Tuesday" seminar. Topic: "Television Advertising Market Dynamics, 1986-1990." Speakers: Melvin Goldberg, Electronic Media Rating Council; Paul Isaacson, Young and Rubicam; David Poltrack, CBS/Broadcast Group. Viacom Conference Center, New York. Information: (212) 867-6650.

Jan. 14—*Federal Communications Bar Association* monthly luncheon meeting. Speaker: Rev. Jesse Jackson.

■ Indicates new entry

son. Washington Marriott, Washington.

Jan. 15—*International Radio and Television Society* newsmaker luncheon. Speaker: Gene Jankowski, president, CBS/Broadcast Group. Waldorf-Astoria, New York.

Jan. 15—Deadline for entries in fourth annual JC Penney-University of Missouri Television Awards for Community Leadership, sponsored by *University of Missouri-Columbia, school of journalism, and JC Penney Co.* Information: (314) 882-7771.

Jan. 15—Deadline for submissions to 36th annual Sidney Hillman Awards for outstanding achievements in media communications, sponsored by *Amalgamated Clothing and Textile Workers Union, AFL-CIO*, "to recognize contributions by the media which explore and advance the human condition." Information: Sidney Hillman Foundation, 15 Union Square, New York, 10003.

Jan. 15—Deadline for entries in Champion-Tuck Awards, recognizing outstanding reporting that improves the public's understanding of business and economic issues. Awards are sponsored by *Dartmouth College, Amos Tuck School of Business Administration*. Information: (603) 643-5596.

Jan. 15—Deadline for entries in 11th annual national Commendation Awards, sponsored by *American Women in Radio and Television*, to recognize "excellence in programing and advertising that portrays women in a positive and realistic manner." Information: AWRT, 1101 Connecticut Avenue, N.W., suite 700, Washington, D.C., 20036; (202) 429-5102.

Jan. 15—Deadline for entries in Chicago Community Access Network Community Television Competition and Festival, presented by *Chicago Access Corp.* and sponsored by *Eastman Kodak Co.* Information: CAC, 220 South State Street, #312, Chicago, 60604.

Jan. 15—Deadline for entries in *National Educational Film & Video Festival*. Information: 314 East 10th Street, Oakland, Calif., 94606.

Jan. 16-17—"Current Developments in Copyright Law," program sponsored by *Practising Law Institute*. Helmsley hotel, New York.

Jan. 17-21—*NATPE International* 23d annual convention. New Orleans Convention Center, New Orleans.

Jan. 20—Deadline for entries in national student production awards competition, sponsored by *Alpha Epsilon Rho, National Broadcasting Society*. Information: David Smith, Ball State University, Muncie, Ind., (317) 285-1492.

■ **Jan. 20-21**—Leveraged acquisitions and buyouts, program sponsored by *Practising Law Institute*. Westbury hotel, New York.

■ **Jan. 21-23**—*Georgia Association of Broadcasters* 41st annual Radio-Television Institute. Georgia Center for Continuing Education, University of Georgia, Athens.

Jan. 23-24—*Broadcast Promotion and Marketing Executives* board meeting. MGM Grand, Las Vegas.

Jan. 24—Deadline for entries in *Broadcast Designers' Association* international design competition. Information: BDA, 251 Kearney Street, suite 602, San Francisco, 94108; (415) 788-2324.

Jan. 26-28—*California Broadcasters Association* winter convention. Sheraton Plaza, Palm Springs, Calif.

■ **Jan. 27-28**—*American Teleport Association* annual meeting and conference. Capitol Hilton hotel, Washington. Information: (703) 734-7011.

Jan. 27-31—*Midem*, second international radio program market. Palais des Festivals, Cannes, France. Information: (516) 364-3686.

Jan. 29—*National Association of Broadcasters'* seminar on how to reduce business costs related to telephone service. NAB, Washington. Information: (202) 429-5380.

Jan. 30—Presentation of Sunny Awards for radio commercials produced in southern California, presented by *Southern California Broadcasters Association*. Sheraton Premiere hotel, Universal City, Calif.

Jan. 31—Deadline for entries in 18th annual Robert F. Kennedy journalism awards for outstanding coverage of the problems of the disadvantaged, sponsored by

Jan. 5-9, 1986—*Association of Independent Television Stations* 13th annual convention. Century Plaza, Los Angeles.

Jan. 17-21, 1986—*NATPE International* 23d annual convention. New Orleans Convention Center, New Orleans. Future convention: Jan. 24-27, 1987, New Orleans.

Feb. 1-4, 1986—Sixth annual Managing Sales Conference, sponsored by *Radio Advertising Bureau*. Amfac Airport hotel, Dallas.

Feb. 2-5, 1986—*National Religious Broadcasters* 43d annual convention. Sheraton Washington.

Feb. 7-8, 1986—*Society of Motion Picture and Television Engineers* 20th annual television conference. Chicago Marriott, Chicago.

March 6-8, 1986—17th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4488.

March 15-18, 1986—*National Cable Television Association* and *Texas Cable Television Association* combined annual convention. Dallas Convention Center. Future convention: May 17-20, 1987, Las Vegas.

April 12-16, 1986—*National Association of Broadcasters* 64th annual convention. Dallas Convention Center. Future conventions: Dallas, March 29-April 1, 1987; Las Vegas, April 10-13, 1988; Las Vegas, April 30-May 3, 1989; Dallas, March 25-28, 1990, and Dallas, April 14-17, 1991.

April 13-17, 1986—*National Public Radio* annual convention. Town and Country hotel, San Diego.

April 24-29, 1986—22d annual MIP-TV, international television program market. Palais des Festivals, Cannes, France. Information: David Jacobs, (516) 364-3686.

Major Meetings

April 27-29, 1986—*Cabletelevision Advertising Bureau* fifth annual conference. Sheraton Center, New York.

April 27-30, 1986—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. Loew's L'Entant Plaza hotel, Washington.

April 27-30, 1986—*Broadcast Financial Management Association/Broadcast Credit Association* 26th annual conference. Century Plaza, Los Angeles. Future conference: April 26-29, 1987, Marriott Copley Place, Boston.

May 14-17, 1986—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 18-21, 1986—*CBS-TV* annual affiliates meeting. Century Plaza hotel, Los Angeles.

May 21-25, 1986—*American Women in Radio and Television* 35th annual convention. Westin Hotel Galleria, Dallas.

June 2-5, 1986—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 8-11, 1986—*NBC-TV* annual affiliates meeting. Hyatt Regency, Maui, Hawaii.

June 11-15, 1986—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* annual seminar. Loew's Anatole, Dallas. Future conventions: June 10-14, 1987, Peachtree Plaza, Atlanta; June 8-12, 1988, Bonaventure, Los Angeles, and June 21-25, 1989, Renaissance Center, Detroit.

June 14-18, 1986—*American Advertising Feder-*

ation national convention. Grand Hyatt, Chicago.

June 19-22, 1986—*NATPE International* second annual production conference. Adam's Mark hotel, St. Louis. Information: (212) 757-7232.

June 22-25, 1986—*Cable Television Administration and Marketing Society* annual convention. Westin Copley Plaza, Boston.

July 20-22, 1986—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Atlanta Market Center, Atlanta.

Aug. 26-29, 1986—*Radio-Television News Directors Association* international conference. Salt Palace Convention Center, Salt Lake City. Future convention: Sept. 1-4, 1987, Orange County Convention Center, Orlando, Fla.

Sept. 10-13, 1986—Radio '86 Management and Programing Convention, sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. New Orleans Convention Center, New Orleans.

Oct. 2-5, 1986—*Association of National Advertisers* annual convention. Homestead, Hot Springs, Va.

Oct. 14-16, 1986—*Society of Broadcast Engineers* national convention. St. Louis Convention Center, St. Louis.

Oct. 28-30, 1986—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Nov. 17-19, 1986—*Television Bureau of Advertising* 32nd annual meeting. Century Plaza, Los Angeles. Future meeting: Nov. 11-13, 1987, Atlanta Marriott, Atlanta.

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

Robert F. Kennedy Memorial. Information: Sue Vogel-singer, 1031 31st Street, N.W., Washington, 20007; (202) 628-1300.

Jan. 31-Feb. 1—"Technology in Orbit," seminar sponsored by *Smithsonian's Resident Associate Program* with assistance from *Public Service Satellite Consortium*. Smithsonian, Washington. Information: (202) 357-3030.

February 1986

Feb. 1—Deadline for entries in Gavel Awards, sponsored by *American Bar Association*, recognizing media contributions toward increasing public understanding and awareness of legal system. Information: ABA, 750 North Lake Shore Drive, Chicago, 60611; (312) 988-6137.

Feb. 1—Deadline for entries in fifth annual advertising journalism awards competition, sponsored by *Saatchi & Saatchi Compton Inc.*, New York advertising agency. Information: (212) 350-7870.

Feb. 1—Deadline for entries in Achievement in Children's Television Awards, sponsored by *Action for Children's Television*, presented for programs and public service announcements that make "significant contributions toward improving service to children on broadcast and cable television and on radio." Information: (617) 527-7870; ACT, 46 Austin Street, Newtonville, Mass., 02160.

Feb. 1-4—Sixth annual Managing Sales Conference, sponsored by *Radio Advertising Bureau*. Amlac Airport hotel, Dallas.

Feb. 2-5—*National Religious Broadcasters* 43rd annual convention and exposition. Sheraton Washington, Washington.

Feb. 4—*Broadcast Pioneers* Mike Award dinner. Pierre hotel, New York.

Feb. 4-5—*Arizona Cable Television Association* annual meeting. Phoenix Hilton. Information: (602) 257-9338.

Feb. 6—*International Radio and Television Society* newsmaker luncheon. Speaker: Brandon Tartikoff, NBC; Brandon Stoddard, ABC, and Bud Grant, CBS. Waldorf-Astoria, New York.

Feb. 6-7—*International Radio and Television Society* seminar, "Merger Mania... The Media Explosion—Can It Be Business As Usual?" Waldorf-Astoria, New York.

Feb. 7-8—*Society of Motion Picture and Television Engineers* 20th annual television conference. Theme: "Tools and Technologies for Tomorrow's Television." Chicago Marriott. Information: (914) 472-6606.

Feb. 8—Video dramatization workshop (15 sessions), sponsored by *Global Village*, nonprofit video production group and media center. Global Village, New York. Information: (212) 966-7526.

Feb. 9-12—*American Association of Advertising Agencies* winter annual meeting, sponsored by *South-ern region*. Marriott's Camelback Inn, Scottsdale, Ariz.

Feb. 9-14—21st annual engineering management development seminar, sponsored by *National Association of Broadcasters* in conjunction with *Center for Management Institutes*. Purdue University, Stewart Center, West Lafayette, Ind.

Feb. 11—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

Feb. 12—"The Politics of Office Survival," panel sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington.

Feb. 12—*Women in Cable, San Francisco Bay Area chapter*, second governmental relations seminar. California Cable Television Association Office and State Capitol building, Sacramento, Calif. Information: Sharon Reneau, (415) 428-2225.

Feb. 12-14—18th annual *Georgia Cable Television Association* convention. Omni International hotel, Atlanta.

Feb. 13-14—Leveraged acquisitions and buyouts, program sponsored by *Practising Law Institute*. Century Plaza hotel, Los Angeles.

Feb. 13-16—*Howard University, School of Communications*, 15th annual communications conference. Theme: "Communications: A Key to Economic and Po-

BE BOLD

TV EXTRA

Your boldface message in hundreds of newspapers' TV listings!

- Cost effective
- Reliable
- Point-of-decision reach
- Editorial environment

Complete your buy in the ADI with TV EXTRA!

For details, call Jim Nagle at (212) 692-3952.



200 PARK AVENUE
NEW YORK, NEW YORK 10166

AN AFFILIATE OF UNITED MEDIA
A SCRIPPS HOWARD COMPANY

IC
FOR
ry the
n Mok-
bring a
ERS AND
MRS. KING
ork Mets at
"Foolin' Around"
sey. Annette
country boy tries
ated college coed
obbish fiance and
y family.
IE "Suddenly, Last
Elizabeth Taylor,
urn. After watching
rntal murder, a beau-
irl is institutionalized
um.
OES
ROPERTIES WITH RICH-
ER
JERUSALEM
ery. Terror And
ance Arrive At
JAMAICA INN"
ONIGHTI
WSPR Adv.
JAMAICA INN In 19th-centu
gland, Mary Yellan
mid a clientele of thieves and
murderers her truest friend is her
uncle's roguish, but charming
brother. Costars: Patrick
McGoohan, Billie Whitelaw. (Part 1
of 2)
USA MOVIE "Targets" (1968) Boris
Karloff, Tim O'Kelly. An aging hor-
ror-movie star tries to reason with
a murderous sniper at a drive-in
movie theater.
CBN 700 CLUB
LIFE AMERICA TALKS BACK
CNN LARRY
SPR NASHVILLE NOW
SPN LOOKING EAST
IBM PRESENTS
★ CHRISTOPHER
COLUMBUS
THE UNTOLD STORY wxyZ Adv.
CHRISTOPHER COLUMBUS
the 15th century. Genoese
repeated
failures to win support from the
Queen and King of Spain (Faye
Williamson) for a
voyage west to
Indies; finally,
us em-

litical Change." Howard University campus, Washington. Information: (202) 636-7491.

■ **Feb. 14**—Deadline for entries in Edward R. Murrow Award, recognizing outstanding contributions to public radio, sponsored by *Corporation for Public Broadcasting*. Information: (202) 955-5211.

■ **Feb. 15**—Deadline for entries in The Vanguard award for portrayal of women, and deadline for entries in 14th annual Clarion competition, for excellence in all areas of communication. Both contests sponsored by *Women in Communications*. Information: WICI, P.O. Box 9561, Austin, Tex. 78766.

Feb. 16-18—*Louisiana Association of Broadcasters* annual convention. Embassy Suites hotel, Baton Rouge, La.

Feb. 17—Deadline for papers for *National Association of Broadcasters'* broadcast engineering conference, held in conjunction with NAB convention. Information: Engineering conference committee, science and technology department, NAB, 1771 N Street, N.W., Washington, 20036.

Feb. 17—Deadline for entries in William Harvey Awards, for writing on hypertension, sponsored by *American Medical Writers Association*, *National High Blood Pressure Education Program* and *Squibb Corp.* Information: Harvey Award, Squibb public affairs, P.O. Box 4000, Princeton, N.J., 08540.

Feb. 18-19—*Institute of Electrical and Electronics Engineers* annual meeting. Theme: "The Impact of Cultural Values on Engineering Excellence." Red Lion Inn, San Jose, Calif. Information: (212) 705-7647.

Feb. 18-19—*Wisconsin Broadcasters Association* annual winter convention. Concourse hotel, Madison, Wis.

Feb. 20—Presentation of Angel Awards, for excellence in the media and for "outstanding productions of moral and/or social impact." Ambassador hotel, Los Angeles. Information: (213) 387-7011.

Feb. 21-23—*Oklahoma Association of Broadcasters* annual winter meeting. Marriott hotel, Oklahoma City.

Feb. 25—*National Press Foundation's* annual awards dinner, including presentations of annual Sol Taishoff Award for Excellence in Broadcast Journalism and 1986 Editor of the Year Award. Washington. Information: (202) 662-7350.

Feb. 25—*Association of National Advertisers* television workshop. Luncheon speaker: Grant Tinker, NBC. Plaza hotel, New York.

Feb. 25—*Association of National Advertisers* media workshop. Luncheon speaker: Ted Turner, chairman, Turner Broadcasting System. Plaza hotel, New York.

Feb. 26—*Television Bureau of Advertising* regional sales conference. Hilton Airport, Tampa, Fla.

Feb. 28—Deadline for entries in 1986 *Broadcast Promotion & Marketing Executives* Gold Medallion Awards competition. Information: San Diego State University, c/o department of telecommunications and film, San Diego, 92182.

March 1986

March 1—Deadline for entries in fourth annual Alcoholism and Communications Marketing Achievement Awards, sponsored by *National Foundation for Alcoholism Communications*. Information: NFAC, 352 Haladay, Seattle, 98109; (206) 282-1234.

March 4-5—*Ohio Association of Broadcasters* Ohio congressional salute. Hyatt on Capitol Hill, Washington.

March 4-7—*Audio Engineering Society* 80th convention. Congress Center, Montreux, Switzerland. Information: (021) 53-34-44.

March 5—*International Radio and Television Society* anniversary dinner. Gold medal recipient: Grant Tinker, NBC. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 6—*National Association of Black Owned Broadcasters* second annual communications awards dinner. Hyatt Regency hotel, Washington. Information: (202) 463-8970.

March 6-7—Advanced cable television seminar for senior professionals, sponsored by *Washington Program of Annenberg School of Communications*; American Society of Association Executives conference center, Washington. Information: (202) 484-2663.

March 6-8—17th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4488.

■ **March 6-8**—*New Mexico Broadcasters Association* 35th annual convention. Regent hotel and convention center, Albuquerque, N.M.

March 7-9—*Women in the Director's Chair*, women's film and video festival. Chicago. Information: (312) 477-1178.

March 9-11—*West Virginia Broadcasters Association* spring meeting. Holiday Inn, Parkersburg, W. Va.

March 11—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York.

March 12—*American Women in Radio and Television* Commendation Awards luncheon. Waldorf Astoria, New York.

March 12—"Lobbying," panel sponsored by *American Women in Radio and Television*, Washington chapter. National Association of Broadcasters, Washington.

March 15—*Texas Cable TV Association* annual meeting. Convention Center, Dallas.

March 15-18—*National Cable Television Association* and *Texas Cable Television Association* combined convention. Dallas Convention Center, Dallas. Information: (202) 775-3606.

March 17—Deadline for entries in Samuel G. Engel International Television Drama Awards competition, sponsored by *Michigan State University*. Information: Kay Ingram, WKAR-TV, Michigan State University, East Lansing, Mich., 48824-1212; (517) 355-2300.

March 18—*Television Bureau of Advertising* regional sales conference. Red Lion Sea Tac, Seattle.

■ **March 19**—Seminar (eight sessions) on setting up and managing video department, with or without in-house studio, sponsored by *Global Village*, nonprofit video production group and media center. Global Village, New York. Information: (212) 966-7526.

March 20—*Television Bureau of Advertising* regional sales conference. Sheraton Palace, San Francisco.

March 25—*Television Bureau of Advertising* regional sales conference. Amfac East-Airport, Dallas.

March 27—*Television Bureau of Advertising* regional sales conference. Denver Marriott City Center, Denver.

March 27—*National Association of Black Owned Broadcasters* second annual communications awards dinner. Sheraton Washington hotel, Washington.

March 28-29—8th annual Black College Radio convention, sponsored by *Collegiate Broadcasting Group Inc.* Paschal's hotel, Atlanta. Information: Lo Jelks,

Errata

In *Worldvision* item in Dec. 16 "Programming with NATPE in Mind" box, barter split on *Rambo* should be four minutes for stations, two minutes for *Worldvision*; *We the People* should be *For the People*, consisting of 32 weeks of original strip programming; sales of *Love Boat* will include either 160-170 half-hours or 109 hours (years 6-9).

■ **Buyer of WTMR(AM) Camden, N.J.**, reported in Oct. 21 "Changing Hands," is **Sandra M. Shenfeld** not Shenfield.

■ **James Burns**, producer-director, KING-TV Seattle, **joins komo-TV there as producer-director**, not other way around, as incorrectly reported in "Fates & Fortunes," Dec. 2.

**INDEPENDENT
TELEVISION
SALES**

ITS

**DEDICATED EXCLUSIVELY
TO THE BUSINESS OF
INDEPENDENT
TELEVISION**

ITS

Independent Television Sales

**New York, Chicago, Atlanta, Dallas, Detroit,
Los Angeles, Portland, San Francisco, Seattle, St. Louis**

Books for Broadcasters/Cablecasters

TUNE IN TO SUCCESS IN BROADCAST SALES. A twelve cassette-twenty-four lesson seminar that shows you how to be more productive ... increase sales ... multiply your income. Prepared and produced by Pam Lontos, nationally-known sales wizard, you'll learn how to organize yourself... prospect by telephone ... sell persuasively... research your clients ... sell benefits ... eliminate/overcome objections ... sell to "non-believers" ... close the sale fast ... and much, much more. Equal—at least—to a \$500 per person sales clinic, this seminar-at-home (or in your car), is a tremendous aid for all those involved in broadcast sales.

PL100 \$250.00

THE FUTURE OF VIDEOTEK.

Worldwide investment in videotext technology has passed the \$100 million mark and shows no sign of slackening, as broadcasters, telephone companies, publishers and computer companies rush to adopt this new way of using the TV set for information display. Videotext, involving text, graphics, and even still photos on an adapted video screen, is in full swing in the U.S., Britain, France, Germany, Japan and a score of other countries. Yet despite the investment, research and attention, no videotext service is a commercial success, and some skeptics doubt it can ever succeed. Analytical and well documented, *The Future of Videotext* explores the problems and explains: the evolution and present status of videotext, in major countries around the world; the technology of videotext including broadcast systems (teletext), telephone line systems (viewdata), and hybrid systems using phone lines and cable or broadcast; the advantages and disadvantages of videotext compared to print on the one hand and TV on the other; just what kinds of services are viable—and which are not—using this medium; how consumer and business applications differ; where the industry is going and more. 197 pages.

O-86729-025-0 \$34.95

101 WAYS TO CUT LEGAL FEES AND MANAGE YOUR LAWYER

By Erwin Krasnow, Esq. and Jill MacNeice. A practical guide for broadcasters and cable operators. Let one of the nation's top communications lawyers show you how to: Select the right lawyer for you. Enter into the best fee arrangement. Get the most out of your lawyer. Control legal costs. Monitor and evaluate your lawyers performance. Remedy problems with your lawyer. The book that opens up the "secrets" of getting and using legal services. Communications "superlawyer" Erwin G. Krasnow is former General Counsel for the National Association of Broadcasters (and now a partner in Lipfert, Bernhard, McPherson and Hand). In his new book, Mr. Krasnow strips away the mystique surrounding the legal profession to show broadcasters and cable operators 101 ways to cut costs and boost the performance of in-house and outside counsel. 103 pages; softbound.

CP-101 \$29.95

CREATING ORIGINAL PROGRAMMING FOR CABLE TV.

Cable television now reaches over 30% of Americas' households—and the ever growing number of stations available on new cable TV systems has created a huge need as well as a viable market for original programming. This basic, "how-to" manual edited for the NFLCP, will take you step-by-step through the fascinating world of cable TV programming. Representatives of cable companies, programing services, producers and a communications attorney explain the ins and outs of how to create programing for cable TV. They discuss who the participants are in this new enterprise; the role of advertising on cable TV programing; suggest program sources; provide an overview of copyright and royalty issues; and show the way from producing to distributing original programing. The role of access and independent producers is examined and a glossary of terms has been provided. 175 pages, index, glossary.

O-86729-043-9 \$29.95

MAKING IT IN RADIO, by Dan Blume. A wealth of information for anyone who wants to know more about careers in radio broadcasting either as a professional or for personal knowledge. **MAKING IT IN RADIO** tells the inside story about the industry, explains the rewarding jobs and careers it offers, and shows how stations and networks operate. The rich traditions of radio, its unlimited future, the wonders of satellite transmission, and much more are covered. And 19 top professionals, including morning man Don Imus of WNBC, ABC-TV sportscaster Don Chevrier, and CNN anchorman Bob Cain, provide firsthand advice about careers in radio announcing, programming, sales, engineering, and management. They also discuss how one determines if a career in radio is for him or her, and, if so, how to prepare for the field, break into the business, and advance in the industry. 178 pages, comprehensive glossary, bibliography, index.

CM100 \$9.95

VIDEO USER'S HANDBOOK, 2nd Edition.

A thorough hands-on manual for all levels of TV production to help you get more effective use out of your video equipment. Peter Utz outlines many new and creative ideas for getting truly professional results with even the most basic video set-up. It not only teaches you how to solve the simple problems that can arise, but also enables you to avoid the large ones. You get complete descriptions, and instruction in the use of all kinds of studio machinery, not to mention information on audio, lighting, editing and graphics. This book is packed with diagrams, photographs, TV screen reproductions, even cartoons, all designed to sort out and simplify the huge variety of situations that can arise in a television studio. 500 pages, index, illus., appendices, bibliography.

O-86729-036 \$17.95

BROADCASTING AROUND THE WORLD, by William E. McCavitt. A unique guide to broadcasting techniques, regulations and practices the world over! In one volume, this exhaustively-researched sourcebook gives you full info on the broadcasting done in Britain, the USSR, Poland, India, Italy, Canada, Brazil, Germany, Guyana, Japan and lots more ... including the U.S. Broadcast codes and FCC rules and regulations. And, our regs are compared to the methods used in almost every foreign country that has extensive broadcasting activity. FM transmitting towers, network management, government control ... they're all completely described from information provided by people who work with the broadcasting industry of the country involved. This book is a great opportunity to learn about world-wide radio and television broadcasting and to find out the effects of different political systems and many different philosophies of communication. 336 pps., 104 illus.

TS1193 \$22.95

VIDEO EDITING AND POST-PRODUCTION: A PROFESSIONAL GUIDE,

by Gary H. Anderson. A complete "real world" guide to both the technical and nontechnical factors of video tape post-production by well-known, four-time Emmy Award winner, Gary H. Anderson.

The book includes: basics; art and technique; overview of common videotape edit bay; preparation; online and offline editing; digital video effects; trends and future directions.

Complete with a glossary, a bibliography and suggested reading materials, *Video Editing and Post-Production* is comprehensive in scope and incisive in explanation. It is the one-volume pragmatic reference for both the student and practicing professional.

K521-A \$34.95

BROADCASTING BOOK DIVISION

1735 DeSales Street, N.W., Washington, D.C. 20036

Send the books whose numbers are indicated at right. Payment must accompany your order.

Name _____

Address _____

City _____ State _____ Zip _____

Book No.	Price
Total \$ _____	

April 1986

April 2-3—*Illinois Broadcasters Association* spring convention and awards banquet. Ramada Renaissance hotel, Springfield, Ill.

■ **April 2-3**—*National Alliance for Women in Communications Industries* first conference. Capital Hill Hyatt, Washington. Information: (202) 293-1927.

April 7-10—Infocom '86, sponsored by *Institute of Electrical and Electronics Engineers*. Sheraton Bal Harbour hotel, Miami.

April 9—"Radio: In Search of Excellence," session in "Women at the Top" series sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 347-5412.

April 9-13—*Alpha Epsilon Rho, National Broadcasting Society*, 44th annual convention. Sheraton Park Central hotel and towers, Dallas.

April 11—*Broadcast Promotion and Marketing Executives* board meeting. Loews Anatole, Dallas.

April 12-16—*National Association of Broadcasters* 64th annual convention. Dallas Convention Center.

April 13-17—*National Public Radio* annual convention. Town and Country hotel, San Diego. Information: Carolyn Glover, (202) 822-2090.

April 15—*Broadcast Pioneers* annual breakfast, during National Association of Broadcasters convention. Dallas.

April 18-21—Presentation of fourth annual Alcoholism and Communications Marketing Achievement Awards, sponsored by *National Foundation for Alcoholism Communications*. Awards ceremony to be held during

National Council on Alcoholism convention. St. Francis hotel, San Francisco. Information: (206) 282-1234.

April 18-20, 22-27—*Global Village* 12th annual documentary festival. Grants are made by *New York State Council on the Arts* and *National Endowment for the Arts*. Global Village is nonprofit video resource center. Public Theater, New York. Information: (212) 966-7526.

April 24-29—22nd annual *MIP-TV*, international television program market, Palais des Festivals, Cannes, France. Information: David Jacobs, (516) 364-3686.

April 27-29—*Cabletelevision Advertising Bureau* fifth annual conference. Sheraton Centre, New York.

April 27-30—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. Loew's L'Enfant Plaza hotel, Washington.

April 27-30—*Broadcast Financial Management Association/Broadcast Credit Association* 26th annual conference. Century Plaza, Los Angeles.

Stay Tuned

A professional's guide to the intermedia week (Dec. 23-29)

Network television □ **ABC:** *New Love American Style** (weekday comedy vignette series), Monday 11:30 a.m.-noon.; *Walt Disney World's Very Merry Christmas Parade*, Wednesday 10-11:30 a.m.; *Growing Old in America* (documentary), Saturday 8-11 p.m. **CBS:** *The Kennedy Center Honors: A Celebration of the Performing Arts* (lifetime achievement awards), Friday 9-11 p.m. **NBC:** *Christmas Rome—1985* (midnight mass), Tuesday midnight-1:30 a.m.; *Christmas in Hawaii* (church service), Wednesday 10-11 a.m. **PBS** (check local times): *A Festival of Nine Lessons and Carols* (English holiday service), Tuesday 10 p.m.-11 p.m.

Network radio □ **American Public Radio:** *A Festival of Nine Lessons and Carols* (live English holiday service), Tuesday 10 a.m.-11:20 a.m. **CBS Radio Network:** *The World in 1985—Where We Stand* (16-part news review), Saturday and Sunday (check local times). **CBS RadioRadio** (check local times): *Entertainment Coast to Coast* (year-end review), Friday-Sunday; *Top 40 Satellite Survey* (80-record countdown), Saturday and Sunday; *Top 30 USA* (60-record countdown), Saturday and Sunday.



"A Soldier's Story" on HBO

Cable □ **Arts & Entertainment:** "The Little Princess" (drama), Saturday 8-9:30 p.m.; "Little Lord Fauntleroy" (drama), 10-11:40 p.m. **The Disney Channel:** *Christmas at the Circus* (animated special), Wednesday 8:30-9 a.m. **HBO:** "A Soldier's Story" (drama), Sunday 8-10 p.m. **WTBS(TV) Atlanta:** *Trumpet of Conscience* (Martin Luther King Jr. tribute), Tuesday 10:05-11:05 p.m.; *United Negro College Fund Telethon*, Saturday 10:05 p.m.-12:05 a.m.

Play It Again □ **CBS:** "The Black Stallion" (drama), Tuesday 9-11 p.m.; "Garfield on the Town" (animated special), Saturday 8-8:30 p.m. **HBO:** *The Bells of Fraggle Rock* (children's special), Monday 7:30-8 p.m.

Museum of Broadcasting (1 East 53d Street, New York) □ *Discovery: I Remember Mama*, 18 episodes of popular domestic comedy *Mama*, airing in 90-minute segments three times daily, continuing with "Mama and Papa," Tuesday at 12:05 and 1:45 p.m., Thursday through Saturday at 12:05, 1:45 and 3:30 p.m. *Jazz on Television*, 50 programs giving historical perspective on relationship between jazz and television and highlighting jazz artists, including local, network and international specials, Tuesday through Saturday at 12:15 and 2:30 and Tuesday at 5:30, through Jan. 30.

Note: all times are NYT. Asterisk denotes series premiere.

May 1986

May 6-7—*Ohio Association of Broadcasters* spring convention. Stouffer Inn on the Square, Cleveland.

May 7—George Foster Peabody Awards luncheon, sponsored by *Broadcast Pioneers*. Plaza hotel, New York.

May 7-14—26th *Golden Rose of Montreux Festival*, competition "open to light entertainment programs (music, comedy, variety)," which may be submitted by independent producers and national broadcasting organizations. Organized by *Swiss Broadcasting Corp.* and *City of Montreux*. Palais des Congress, Montreux, Switzerland. Information: (212) 223-0044.

May 11-14—*Advertising Checking Bureau* meeting. Scottsdale Conference Resort, Scottsdale, Ariz. Information: (212) 685-7300.

May 11-15—*National Computer Graphics Association* seventh annual conference and exposition. Anaheim Convention and Exposition Center, Anaheim, Calif. Information: (703) 698-9600.

May 14—Session on engineering, sponsored by *American Women in Radio and Television, Washington chapter*, as part of "Women at the Top" series. National Association of Broadcasters, Washington.

May 14-17—*American Association of Advertising Agencies* 68th annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 16-18—*NBC* promotion executives conference. Sheraton Premiere hotel, Los Angeles.

May 17-21—*Fifth International Conference on Television Drama*, featuring presentations on drama, advertising, children's programming and international television, and presentation of Frederick I. Kaplan Prize. Michigan State University, East Lansing, Mich. Information: (517) 355-4666.

May 18-21—*CBS-TV* annual affiliates meeting. Century Plaza hotel, Los Angeles.

May 21-25—*American Women in Radio and Television* 35th annual convention. Westin Hotel Galleria, Dallas.

May 25-27—High-definition TV conference, sponsored by *Institute for Graphic Communication*. Holiday Inn, Monterey, Calif.

May 25-31—Seventh *Banff Television Festival*. Banff Springs hotel, Banff, Alberta, Canada. Information: (403) 762-3060.

June 1986

June 2-5—*ABC-TV* annual affiliates meeting. Century Plaza hotel, Los Angeles.

June 4-12—*Prix Jeunesse International*, children's and youth programming competition. Radio house of Bayerischer Rundfunk, Munich. For information, Munich telephone: 59-00-20-58.

June 8-11—*NBC-TV* annual affiliates meeting. Hyatt Regency, Maui, Hawaii.

June 11—Session on sales and marketing, sponsored by *American Women in Radio and Television, Washington chapter*, as part of "Women at the Top" series. National Association of Broadcasters, Washington. Information: (202) 347-5412.

June 14-18—*American Advertising Federation* annual meeting. Grand Hyatt, Chicago.

June 19-21—*Maryland/District of Columbia/Dela-*

ware Broadcasters Association annual convention. Sheraton Fontainebleau Inn. Ocean City, Md.

June 19-22—*NATPE International* second annual production conference. Adam's Mark hotel. St. Louis. Information: (212) 757-7232.

June 22-25—*Cable Television Administration and Marketing Society* annual convention. Westin Copley Plaza. Boston.

June 26-28—*Iowa Broadcasters Association* annual convention. New Inn. Okoboji. Iowa.

June 29-July 2—*Virginia Association of Broadcasters* annual meeting and summer convention. Cavalier, Virginia Beach, Va.

July 1986

July 13-16—*New York State Broadcasters Association* 25th executive conference. Sagamore Resort hotel, Lake George, New York.

July 15-17—*Community Antenna Television Association* annual convention. MGM Grand hotel, Reno. Information: (703) 691-8875.

July 18-20—*Oklahoma Association of Broadcasters* annual summer meeting. Shangri la, Afton, Okla.

July 20-22—Eastern Cable Show, sponsored by

Southern Cable Television Association. Atlanta Market Center, Atlanta.

July 23-25—*Wisconsin Broadcasters Association* annual summer convention. Fox Hills Resort. Mishicot, Wis.

August 1986

Aug. 26-29—*Radio-Television News Directors Association* international conference. Salt Palace Convention Center, Salt Lake City.

September 1986

Sept. 10-13—Radio '86 Management and Programming Convention, sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. New Orleans Convention Center.

Sept. 19-23—11th International Broadcasting Convention, sponsored by *Electronic Engineering Association*, *Institution of Electrical Engineers*, *Institute of Electrical and Electronics Engineers*, *Society of Motion Picture Engineers*, *Institution of Electronic and Radio Engineers* and *Royal Television Society*. Metro-pole conference and exhibition center, Brighton, England.

Sept. 23-28—*Women in Communications* national professional conference. Sheraton Center, New York.

October 1986

Oct. 2-5—*Association of National Advertisers* annual convention. Homestead, Hot Springs, Va.

Oct. 14-16—*Society of Broadcast Engineers* national convention. St. Louis Convention Center, St. Louis. Information: Sam Caputa, (314) 727-2160.

Oct. 28-30—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

November 1986

Nov. 17-19—*Television Bureau of Advertising* 32d annual meeting. Century Plaza, Los Angeles.

June 1987

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

Open Mike

Credits

EDITOR: As you know, the merger with KKR Associates for Storer Communications was consummated on Dec. 5.

Setting aside the legal and tax complexities, the bottom line is that essentially all of the company will be owned and controlled by KKR, and although existing management from Peter Storer and Terry Lee on down will remain in operating control, those of us who have most recently served in the capacity of public directors will not be connected with the new company. This is not a recent development, but was fully known to all of us at the time we voted for the merger, so there is no surprise or chagrin involved—just a way of life in today's real world. We voted for the merger because we thought it was in the best interest of the stockholders and the company and were well aware that there would be no personal continuity of association.

Some of the previous public directors were chosen by the stockholders while I was chief executive officer, some while Peter Storer was CEO, and I would like to offer my personal thanks for the many years of service they have rendered the company as well as the personal pleasure of association, in a period when serving as a public director entailed many problems and relatively little compensation. Leslie Barnes, retired chairman of Ryder, and Jack Borsting, school of business administration, University of Miami, have served right to the date of transfer. Others served for many years up to that time, such as Jim McLamore, founder of Burger King Corp.; John McCoy, retired Storer vice president and general counsel; Lionel Baxter, retired head of Storer radio division; Irma Baker Lyons, director of Barnett Banks and widow of the founder of National Air-

lines; Francis Sullivan, prominent Philadelphia attorney; Jim Riddell, retired vice president of ABC; William Weldon, former president of John Blair Television; Merrill B. Johns of Santa Fe, N.M., rancher and investor; the late Stuart Patton, Miami attorney and civic leader, and the late Leo Schoenhofen, former chairman of Marcol and public director of many nationally known companies.

Looking all the way back to Sept. 1, 1953, it has been a gratifying 32 years with a wonderful organization and people.—*Bill Michaels, former chairman, executive committee, Storer Communications Inc., Miami.*

FM to the rescue

EDITOR: As a radio guy, it seems to me that stereo TV is in the same boat with AM stereo...no sets in use. We have a local TV station promoting itself as "in stereo," but no one can hear it yet.

Maybe some large-market TV stations can get a jump on the competition by making a long-term deal with a local FM to provide the stereo sound until enough sets make TV stereo practical.

I'm not talking about the occasional simulcast. I mean a 100% (or, at least, all of prime time) arrangement with ample video promotion of the stereo sound being found at a certain FM dial location.

Consider: With docket 80-90 plus all the other numerous FM stations coming on board, this may be one way for some FM's to make money. Obviously, not highly rated stations, but surely *some* FM's would consider it.

A TV station would simply buy all of the FM's available time over several years. The

radio station would need no program staff, no sales staff, no traffic or billing department. The TV station could read the FM's meters. No FM studio would be needed, since the TV audio could be passed directly to the FM transmitter. Part of the arrangement might be a small office in the TV station for the FM's "office" to comply with FCC rules.

One check would be written each month to cover the FM's expenses plus whatever "profit" it required.

Those who argue this is not in the public interest might consider that an FM station offering stereo TV audio is not much different from one taking a satellite service or being the fourth or fifth "CHR" in a given market. The news, sports, and other entertainment offered by the TV audio might even be more interesting than much of what is on FM today.

Even those concerned with a challenge to their license by someone offering a unique FM service could do it for the first few years of a seven-year license period before returning to original programming.

Is this really any different than the commission's latest proposal to allow 100% AM-FM simulcasting? It's just FM-TV instead.—*Bill Sims, chairman/CEO, Classic Media Inc., KLSK(FM) Santa Fe, N.M.*

All Greek to him

EDITOR: The cartoon in the Dec. 16 issue showing a Roman disk jockey identifying his station as MIVMV leaves me puzzled. That frequency is 10041005 which, unless the station is operating in the Etruscan Radiolocation Service, is not in the broadcast band.—*William S. Green, Washington.*

A national rep spot radio network sales commentary from Marc Guild, Interep, New York

Keys to selling spot network radio

National rep spot radio networks have been a hot topic lately. Some believe these ad hoc spot networks will be the demise of traditional spot, while others believe they will be the salvation.

Actually, they co-exist with normal spot radio, growing slightly faster and being bought very much in the same way.

The difference begins *after* the buy is placed. In traditional spot, the agency takes on the paperwork and process of issuing contracts, collecting affidavits, compiling a post analysis and issuing checks to the stations. But in spot networks, the radio rep does this for the agency. During the buying process the same sales techniques are in effect both in traditional spot and in spot networks. There are basic ingredients that an exceptional salesperson uses and understands when selling spot, and those same ingredients apply to spot rep networks:

- Communicating with the client stations throughout the buy, from the avail request to the negotiations and disposition, when adequate time is available.

- Understanding and using all the qualitative data for every client radio station and its markets.

- Having his or her performance on each buy measured regularly by management and available for review by all clients.

Let's examine these three basic ingredients. Communication is key. As soon as an avail—an opportunity to sell radio time—appears, the salesperson becomes aware of the market list, the demographics, the desired scheduling, depth of the buy and an approximate budget.

The exceptional salesperson gathers further information, not posted to all sellers. He or she finds the needs of the advertisers: Is this a new product introduction, a special sale or part of an ongoing campaign? Will radio be used exclusively? Have wired networks been purchased upfront? Who is the heavy product/service user? The demographics might be women, 25-54, but that's only the tip of the iceberg. Are there format preferences? Should daypart selection vary by format? Does the purchase cycle vary in different regions of the country? This is the type of information necessary for the salesperson to put together a radio plan that not only meets all the advertisers' needs but also takes advantage of all client stations' abilities and attributes so a maximum share can be obtained.

Ongoing communications between the salesperson and station keep the salesperson aware of the pricing and inventory currently available.

This is extremely important because buys



Marc Guild is vice president/sales and operations manager of Interep Marketing systems, New York. Guild began his radio career working in syndication/sales for London Wavelength, a radio syndicator. In 1976, he joined McGavren-Guild Radio, New York. Internet, the network division of Interep was formed in 1982. At this time Guild was promoted to manager/marketing and research for McGavren Guild/Internet. In 1984, Guild was appointed vice president/research and operations for Internet. The department reorganized in February 1985 and he was named to his present position. He is son of Ralph Guild, president of McGavren-Guild.

are placed quickly, and inventory status is rarely stable. Pricing should be based on the station's positioning and the advertiser's reliance on reaching the station's target audience to be an effective campaign, not on spot inventory availability. Advertisers are willing and expect to pay premium price for targetability.

As the buy progresses, the station is kept informed as much as possible, but on occasion the salesperson will have to make decisions in the field. Radio buying for both spot and network does not have the lead time enjoyed years ago.

Each station negotiates its preferred rate for each buy—again depending upon demographics, scheduling, inventory, duration of the order and, most important, the station's ability to deliver the targeted heavy product user for the advertiser. Pricing consideration may sometimes be given to get a new account in radio or a new prestigious account for an individual station. This is true of both spot and spot network, just as it is true for stations' local sales.

Because timing is so limited at the point of buying, the presentation of the qualitative story of each station must be an ongoing process. It is too late to bring a buyer up to date on your market and your station at the buying stage. As events in the marketplace

unfold, the exceptional spot salesperson notifies all the key people at his buying centers, including the planner and sometimes the head media director right through to the buyers. In very small shops the buying center may include the president and the secretaries. A salesperson must be aware of all the decision-makers and make sure they are all covered. The qualitative information can include anything from new personalities, new industries in the market, station promotions and community involvement or new research done for the marketplace.

The only way to get this kind of meaningful qualitative market and station data is through a program of regular visits to the client stations. Attending local sales meetings and accompanying local salespeople on calls give the national salesperson first-hand information. Being in the market enables the salesperson to understand the differences that make each market special. Is the drive time pattern influenced by industry? Do demographics differ—a vacation area, a college town, military bases? Is it blue-collar, farm or white-collar? There is nothing more beneficial and effective for your station than to send a salesperson home very excited about your station's perception in the marketplace. That feeling spreads throughout the entire national sales organization.

The final ingredient is performance evaluation, and this is important to the exceptional salesperson. The tools we have today make it possible to evaluate sales based on real data. In years past, because data was not collected for the universe of national spot, it was up to the salesperson to gather information such as a total market list and budget. The salesperson's relationship at the agency—(is he or she considered the preferred supplier?)—would affect the quality of post-buy information given. Today, Radio Expenditure Reports collects and compiles information from all the national radio representatives. Salespeople can compare their own data and get the actual shares. Unfortunately, not all reps allow their data to be segmented by the traditional spot vs. spot networks. But as stations demand more objective performance information, all reps will be forced to be candid about spot network performance. Only then can each salesperson be evaluated and performance tracked with some degree of objectivity which will lead to improved performance. The exceptional salesperson wants to be evaluated to obtain proof of excellence.

There is no mystery regarding spot network radio. It is sold, communicated and evaluated like spot—the only difference is that with spot networks the rep relieves the agency of its spot-related paperwork. The exceptional salesperson can sell one market or more than 100 markets... the basics remain the same. ■

WE HAVE GOOD REASON TO CELEBRATE . . .

"SALE" is one of the industry's rare winners.

92% of all 1st run strips launched in the last 6 years have failed
in syndication and this year is no different.

Don't risk the profitability of your early fringe . . . news . . . or
access by **not** replacing that weak performing strip. Buy "Sale" now.

SALE of the CENTURY



CTV COLBERT
TELEVISION
SALES, INC.

213-277-7751



818-706-6341

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

Volume 26 continues
the tradition and the new
era of commitment to
supply you with the best.

Warner Bros. Television Distribution



A Warner Communications Company

When we say America We mean America

These are just some of the quality pictures

REBECCA—LAURENCE OLIVIER, JOAN FONTAINE ★ THE SPIRAL STAIRCASE—YUL BRYNNER ★ CAROUSEL—GORDON MACRAE, SHIRLEY JONES ★ DAVID
TERRACE—PAUL NEWMAN, JOANNE WOODWARD ★ I WAKE UP SCREAMING
FONDA ★ BYE BYE BIRDIE—JANET LEIGH, DICK VAN DYKE ★ FUN
WATERFRONT—MARLON BRANDO, EVA MARIE SAINT ★ SUMMERTIME—
BALL OF FIRE—GARY COOPER, BARBARA STANWYCK ★ THE BEST
HEIGHTS—LAURENCE OLIVIER, MERLE OBERON, DAVID NIVEN ★ BACK TO
HEPBURN, CARY GRANT ★ CITIZEN KANE—ORSON WELLES, JOSEPH CO
JOAN FONTAINE ★ NOTORIOUS—CARY GRANT, INGRID BERGMAN ★ SPE
JONES, GREGORY PECK ★ RUBY GENTRY—JENNIFER JONES, CHARLTON
OF ST. LOUIS—JAMES STEWART ★ FIVE FINGERS—JAMES MASON ★ THE
GEORGE SANDERS ★ NO HIGHWAY IN THE SKY—JAMES STEWART, MAI
BERNADETTE—JENNIFER JONES ★ THE THREE MUSKETEERS—DON AM
ANIMAL CRACKERS—THE MARX BROS. ★ SCARFACE—PAUL MUNI, G
STANWYCK ★ DETECTIVE—ALEC GUINNESS ★ LOST HORIZON—RONALD
MAN—ORSON WELLES ★ THESE THREE—JOEL MCCREA, MERLE OBI
SNATCHER—BORIS KARLOFF, BELA LUGOSI ★ FIVE CAME BACK—LUCI
DIN—CARY GRANT, DOUGLAS FAIRBANKS, JR. ★ KING KONG—FAY WRAY, I
THE LOST PATROL—VICTOR McLAGLEN, BORIS KARLOFF ★ STAGE DOOR
PECK, CHARLES LAUGHTON ★ INTERMEZZO—LESLIE HOWARD, INGRID
ALLAH—MARLENE DIETRICH, CHARLES BOYER ★ SINCE YOU WENT AW
ROGERS, SHIRLEY TEMPLE ★ PORTRAIT OF JENNIE—JENNIFER JONES
STEWART ★ LITTLE LORD FAUNTLEROY—MICKEY ROONEY, FREDDI
BARRYMORE ★ THE WILD HEART—JENNIFER JONES ★ BILL OF DIVORCE
AMERICAN WIFE—JENNIFER JONES, MONTGOMERY CLIFT ★ NEVER TO
HANGING TREE—GARY COOPER, GEORGE C. SCOTT ★ RIO BRAVO—JOE
AFRAID OF VIRGINIA WOOLF?—ELIZABETH TAYLOR, RICHARD BURTON
McCABE AND MRS. MILLER—WARREN BEATTY, JULIE CHRISTIE ★ SCARE
REDGRAVE ★ THERE WAS A CROOKED MAN—KIRK DOUGLAS, HENRY FON
THE GROOM—BING CROSBY, JANE WYMAN ★ FOREVER FEMALE—GINGER
TURNING POINT—WILLIAM HOLDEN, ALEXIS SMITH ★ CAN CAN—FRANK
JONES ★ DREAMBOAT—GINGER ROGERS, CLIFTON WEBB ★ ESCAPE—RE
MEN AND A PRAYER—LORETTA YOUNG ★ HOLLYWOOD CAVALCADE—ALI
HIGHEST MOUNTAIN—SUSAN HAYWARD, WILLIAM LUNDIGAN ★ INN OF
COLMAN ★ MAGNIFICENT DOPE—HENRY FONDA ★ MARGIE—JEANNE
VACATION—JAMES STEWART, MAUREEN O'HARA ★ MR. SCOUTMASTER

ean Movie Classics...

n Movie Classics.

e've played in 1985 or will play in 1986:

DOROTHY MCGUIRE, RHONDA FLEMING ★ ANASTASIA—INGRID BERGMAN,
E EARTH STOOD STILL—MICHAEL RENNIE, PATRICIA NEAL ★ FROM THE
ETTY GRABLE, VICTOR MATURE ★ JESSE JAMES—TYRONE POWER, HENRY
ADY—BARBRA STREISAND, JAMES CAAN, OMAR SHARIFF ★ ON THE
MARINE HEPBURN ★ OKLAHOMA!—GORDON MacRAE, SHIRLEY JONES ★
ARS OF OUR LIVES—FREDRIC MARCH, MYRNA LOY ★ WUTHERING
IAN—JOHN WAYNE, ANTHONY QUINN ★ BRINGING UP BABY—KATHARINE
★ CORNERED—DICK POWELL ★ HITCHCOCK'S SUSPICION—CARY GRANT,
IND—INGRID BERGMAN, GREGORY PECK ★ DUEL IN THE SUN—JENNIFER
ON ★ THE MUSIC MAN—ROBERT PRESTON, SHIRLEY JONES ★ THE SPIRIT
ER—PAUL NEWMAN, JACKIE GLEASON ★ THE LODGER—MERLE OBERON,
DIETRICH ★ RAWHIDE—TYRONE POWER, SUSAN HAYWARD ★ SONG OF
, RITZ BROS. ★ YOUNG LIONS—MARLON BRANDO, MONTGOMERY CLIFT ★
E RAFT, BORIS KARLOFF ★ BITTER TEA OF GENERAL YEN—BARBARA
MAN, JANE WYATT ★ THE LADY KILLERS—PETER SELLERS ★ THE THIRD
★ ALICE ADAMS—KATHARINE HEPBURN, FRED MacMURRAY ★ BODY
ALL ★ FLYING DOWN TO RIO—FRED ASTAIRE, GINGER ROGERS ★ GUNGA
CABOT ★ LAST DAYS OF POMPEII—PRESTON FOSTER, BASIL RATHBONE ★
KATHARINE HEPBURN, GINGER ROGERS ★ THE PARADINE CASE—GREGORY
MAN ★ ADVENTURES OF TOM SAWYER—WALTER BRENNAN ★ GARDEN OF
LAUDETTE COLBERT, JOSEPH COTTEN ★ I'LL BE SEEING YOU—GINGER
EL BARRYMORE ★ MADE FOR EACH OTHER—CAROLE LOMBARD, JAMES
ITHOLOMEW ★ THE FARMER'S DAUGHTER—LORETTA YOUNG, ETHEL
VT—JOHN BARRYMORE, KATHARINE HEPBURN ★ INDISCRETION OF AN
—MAUREEN O'HARA ★ TOPAZE—JOHN BARRYMORE, MYRNA LOY ★ THE
YNE, DEAN MARTIN ★ RACHEL, RACHEL—JOANNE WOODWARD ★ WHO'S
LONELINESS OF THE LONG DISTANCE RUNNER—MICHAEL REDGRAVE ★
—GENE HACKMAN, AL PACINO ★ CAMELOT—RICHARD HARRIS, VANESSA
HE BAD NEWS BEARS—WALTER MATTHAU, TATUM O'NEAL ★ HERE COMES
GERS, WILLIAM HOLDEN ★ HAROLD AND MAUDE—RUTH GORDON ★ THE
TRA, SHIRLEY MacLAINE ★ CLUNY BROWN—CHARLES BOYER, JENNIFER
RISON ★ FARMER TAKES A WIFE—HENRY FONDA, JANET GAYNOR ★ FOUR
E, DON AMECHE ★ HOLY MATRIMONY—MONTY WOOLLEY ★ I'D CLIMB THE
IXTH HAPPINESS—INGRID BERGMAN ★ LATE GEORGE APLEY—RONALD
★ MEANEST MAN IN THE WORLD—JACK BENNY ★ MR. HOBBS TAKES A
FTON WEBB ★ MY COUSIN RACHEL—OLIVIA DE HAVILLAND, RICHARD

(over...)

ictures, Universal, Samuel Goldwyn, David O. Selznick and Columbia.

American Movie Classics continued...

BURTON ★ NIGHT AND THE CITY—RICHARD WIDMARK, GENE TIERN
MILLION—SONJA HENIE ★ PEOPLE WILL TALK—CARY GRANT ★ PR
JAMES—HENRY FONDA, GENETIERNEY ★ SEVENTHIEVES—EDWARD G.
SWEET ROSIE O'GRADY—BETTY GRABLE, ROBERT YOUNG ★ TAMPICO
ROBARDS, JR. ★ THIEVES HIGHWAY—RICHARD CONTE ★ THE THREE FACE
SONG—JAMES CAAN, BILLY DEE WILLIAMS ★ BRIDGE ON THE I
MADNESS—WALTER HUSTON, PAT O'BRIEN ★ FROM HERE TO ETERNITY
DONNA REED ★ THE FRONT—WOODY ALLEN, ZERO MOSTEL ★ OLIVER-
CAN'T TAKE IT WITH YOU—JEAN ARTHUR, LIONEL BARRYMORE ★ GREEK
TREVOR HOWARD ★ I WAS MONTY'S DOUBLE—JOHN MILLS ★ LEAGUE OF
MASON, CLAIRE BLOOM ★ THE NIGHT MY NUMBER CAME UP—MICHAEL
WINNER—VALERIE HOBSON, JOHN MILLS ★ SO LONG AT THE FAIR—JEAN
MILLS, HALEY MILLS ★ THE WOMEN IN QUESTION—DIRK BOGARDE ★
HOBSON'S CHOICE—CHARLES LAUGHTON ★ DOCTOR AT SEA—BRIGET
KERR ★ SOUTH PACIFIC—ROSSANO BRAZZI, MITZI GAYNOR ★ STELLA D
KAYE, VIRGINIA MAYO ★ A SONG IS BORN—DANNY KAYE, VIRGINIA M
WIFE—CARY GRANT, LORETTA YOUNG ★ HANS CHRISTIAN ANDERSON—
& THE LADY—GARY COOPER, MERLE OBERON ★ DODSWORTH—WALTER
BAKER ★ ABE LINCOLN IN ILLINOIS—RAYMOND MASSEY ★ ADVENTURE
MATURE, JEAN SIMMONS ★ ALLEGHENY UPRISING—JOHN WAYNE, CLAUDE
OAKLEY—BARBARA STANWYCK ★ BACHELOR AND THE BOBBYSOXER
NIVEN ★ BADMAN'S TERRITORY—RANDOLPH SCOTT ★ BERLIN EXPLORES
STEAL—ROBERT MITCHUM, WILLIAM BENDIX ★ BLACKBEARD, THE PIRATE
MITCHUM ★ CAREFREE—FRED ASTAIRE, GINGER ROGERS ★ CHRISTMAS
TREVOR ★ CROSSFIRE—ROBERT YOUNG, ROBERT MITCHUM ★ DEADLY
SINATRA, JANE RUSSELL, GROUCHO MARX ★ ENCHANTED COTTAGE—RICHARD
GRANT ★ EX-MRS. BRADFORD—WILLIAM POWELL, JEAN ARTHUR ★ EX-
TOM CONWAY ★ FALLEN SPARROW—JOHN GARFIELD, MAUREEN O'HARA
ASTAIRE, GINGER ROGERS ★ FORT APACHE—JOHN WAYNE, HENRY FONDA
ROGERS ★ GREAT MAN VOTES—JOHN BARRYMORE ★ HOLIDAY AFFAIR—
LAUGHTON, MAUREEN O'HARA ★ THE INFORMER—VICTOR McLAGLEN ★
DUNNE, BARBARA BEL GEDDES ★ IRENE—RAY MILLAND ★ ISLE OF THE
FEAR—ORSON WELLES ★ JUDGE STEPS OUT—ANN SOTHERN ★ KITTY F
LOCKET—ROBERT MITCHUM ★ LUCKY PARTNERS—GINGER ROGERS,
MANTON—BARBARA STANWYCK, HENRY FONDA ★ MAGNIFICENT AMBER
MOORE ★ MR. & MRS. SMITH—CAROLE LOMBARD, ROBERT MONTGOMERY
MR. LUCKY—CARY GRANT ★ MURDER MY SWEET—DICK POWELL ★ MY
NONE BUT THE LONELY HEART—CARY GRANT ★ ONCE UPON A HONEYMOON
KIRK DOUGLAS ★ QUALITY STREET—KATHARINE HEPBURN ★ RACHEL
ROOM SERVICE—THE MARX BROS. ★ SET-UP—ROBERT RYAN ★ SHIRLEY
RIBBON—JOHN WAYNE ★ SINBAD THE SAILOR—DOUGLAS FAIRBANKS
WEST—DICK POWELL ★ STORY OF VERNON AND IRENE CASTLE—FRED

**NORTH TO ALASKA—JOHN WAYNE, STEWART GRANGER ★ ONE IN A
 ER OF SHARK ISLAND—WARNER BAXTER ★ THE RETURN OF FRANK
 ISON, ROD STEIGER ★ SLAVE SHIP—WARNER BAXTER, WALLACE BEERY ★
 VARD G. ROBINSON ★ TENDER IS THE NIGHT—JENNIFER JONES, JASON
 EVE—JOANNE WOODWARD ★ LIFE OF REILLY—WILLIAM BENDIX ★ BRIAN'S
 KWAI—WILLIAM HOLDEN, ALEC GUINNESS ★ CAPRA'S AMERICAN
 ANK SINATRA, BURT LANCASTER, MONTGOMERY CLIFT, DEBORAH KERR,
 ER REED ★ PLATINUM BLONDE—JEAN HARLOW, LORETTA YOUNG ★ YOU
 3 DANGER—ALASTAIR SIM ★ I SEE A DARK STRANGER—DEBORAH KERR,
 FLEMEN—JACK HAWKINS, NIGEL PATRICK ★ THE MAN BETWEEN—JAMES
 EDGRAVE ★ THE OCTOBER MAN—JOHN MILLS ★ THE ROCKING HORSE
 MONS ★ THE STRANGER'S HAND—TREVOR HOWARD ★ TIGER BAY—JOHN
 NDER HILL MOB—ALEC GUINNESS ★ ODD MAN OUT—JAMES MASON ★
 RDOT ★ HAMLET—LAURENCE OLIVIER ★ BLACK NARCISSUS—DEBORAH
 5—BARBARA STANWYCK ★ THE SECRET LIFE OF WALTER MITTY—DANNY
 THE ADVENTURES OF MARCO POLO—GARY COOPER ★ THE BISHOP'S
 Y KAYE, FARLEY GRANGER ★ THE LITTLE FOXES—BETTE DAVIS ★ COWBOY
 STON, DAVID NIVEN ★ KAZAN'S BABY DOLL—KARL MALDEN, CARROLL
 BALTIMORE—SHIRLEY TEMPLE ★ AFFAIR WITH A STRANGER—VICTOR
 TREVOR ★ ANGEL FACE—ROBERT MITCHUM, JEAN SIMMONS ★ ANNIE
 / GRANT, MYRNA LOY ★ BACHELOR MOTHER—GINGER ROGERS, DAVID
 —MERLE OBERON, ROBERT RYAN ★ BIG SKY—KIRK DOUGLAS ★ BIG
 MAUREEN O'HARA, WILLIAM BENDIX ★ BLOOD ON THE MOON—ROBERT
 STRONG—KATHARINE HEPBURN ★ CRACK-UP—PAT O'BRIEN, CLAIRE
 DAWN—SUSAN HAYWARD, PAUL LUKAS ★ DOUBLE DYNAMITE—FRANK
 YOUNG, DOROTHY McGUIRE ★ EVERY GIRL SHOULD BE MARRIED—CARY
 ENT PERILOUS—HEDY LAMARR ★ FALCON SERIES—GEORGE SANDERS,
 FLYING LEATHERNECKS—JOHN WAYNE ★ FOLLOW THE FLEET—FRED
 HE FUGITIVE—HENRY FONDA ★ GAY DIVORCEE—FRED ASTAIRE, GINGER
 RT MITCHUM, JANET LEIGH ★ HUNCHBACK OF NOTRE DAME—CHARLES
 E ONLY—CAROLE LOMBARD, CARY GRANT ★ I REMEMBER MAMA—IRENE
 —BORIS KARLOFF ★ JOHNNY ANGEL—GEORGE RAFT ★ JOURNEY INTO
 GINGER ROGERS ★ THE LITTLE MINISTER—KATHARINE HEPBURN ★ THE
 D COLMAN ★ MACAO—ROBERT MITCHUM, JANE RUSSELL ★ MAD MISS
 —JOSEPH COTTEN ★ MIGHTY JOE YOUNG—ROBERT ARMSTRONG, TERRY
 R. BLANDINGS BUILDS HIS DREAM HOUSE—CARY GRANT, MYRNA LOY ★
 ITE WIFE—CARY GRANT, IRENE DUNNE ★ NOCTURNE—GEORGE RAFT ★
 CARY GRANT, GINGER ROGERS ★ OUT OF THE PAST—ROBERT MITCHUM,
 E STRANGER—WILLIAM HOLDEN, ROBERT MITCHUM, LORETTA YOUNG ★
 DANCE—FRED ASTAIRE, GINGER ROGERS ★ SHE WORE A YELLOW
 MAUREEN O'HARA ★ SISTER KENNY—ROSALIND RUSSELL ★ STATION
 IE, GINGER ROGERS ★ SWING TIME—FRED ASTAIRE, GINGER ROGERS ★**

to be continued

ar on American Movie Classics.

AMERICAN
 MOVIE
 CLASSICS

NBC-TV IS BREAKING THE SOUND BARRIER.

A new dimension in television has arrived. Stereo TV. The latest technological innovation in broadcasting. And NBC, the first network to broadcast entirely in color and entirely by satellite, is now the first network to spearhead this breakthrough, and broadcast in stereo.

What does this mean? It means that our TV programs can now be heard the way they were meant to be heard... with full, complete sound, currently offered in more than 20 hours of programming each week.

The music on **FRIDAY NIGHT VIDEOS**—can now be heard the way it was performed and recorded.

THE TONIGHT SHOW STARRING JOHNNY CARSON—can now be heard the way the live studio audience hears it.



The soundtrack on **MIAMI VICE**—can now be heard in a way that adds musical punctuation to the story with an intensity previously found only in stereo theatrical movies.

What color did for the television picture, stereo will do for television sound. The experience becomes enhanced. The moment becomes enriched. It'll make us wonder how we ever did without it.

More and more, people are finding they don't have to do without it. Currently, almost half of our viewers across the country are able to enjoy our stereo programming.

We are proud to be one of the pioneers in this technological revolution. We think it's going to set broadcasting on its ear. And change forever the way television is heard.

NBC-TV

National Broadcasting Company, Inc.

Broadcasting Dec 23

Vol. 109 No. 26

Fowler satisfied with results of his takeover policy

CBS, still bandaging the wounds it received in fighting off Ted Turner's takeover effort, isn't likely to see it quite the same way. But FCC Chairman Mark Fowler believes there may be a silver lining to that network's marketplace ordeal. "It may be that as a result of that, CBS's management is operating better, more efficiently," said Fowler.

In an "At Large" interview with BROADCASTING, beginning on page 44, Fowler also said he was personally satisfied with the FCC's policy on takeovers which made the hostile bids of Turner and others possible. Fowler did not say whether those FCC policies encouraged takeovers. But he said that some of the FCC's earlier policies may have discouraged parties from thinking a hostile takeover would be possible. "I think the commission properly tried to devise procedures that would be as neutral as we could make them, that would neither favor nor disfavor one party or the other—that is, the incumbents and the challengers," Fowler said. "And that is what we attempted to do. I think that's consistent with our philosophy. It's consistent with recognizing the interests of the shareholders. And I think it's consistent with the public interest."

On another topic, Fowler appeared to offer a ray of hope for General Electric, assuming that, in its \$6.3-billion proposed acquisition of RCA, GE opts to seek permanent waivers to retain NBC's radio-television combinations in New York, Chicago and Washington. Fowler told BROADCASTING he believed it was "possible, depending upon circumstances where a compelling case could be made," for an entity to get a permanent waiver of the one-to-a-market rule.

Fowler said it was too early to say where the FCC's combined notice of inquiry/notice of proposed rulemaking on must carry would wind up. But he also indicated he would prefer to look toward eliminating cable's compulsory copyright license over

resurrecting must-carry rules on a wholesale basis. "The commission has made that basic position clear," Fowler said. "But we want to look at everything that is filed [in the proceeding], and so we do have open minds."

On an optimistic note, Fowler predicted that the courts will be allies on the First Amendment front. Congress, according to the chairman, will not be. "Not on the merits, but because [congressional] incumbents, I think, honestly believe that these laws [permitting broadcast content regulation] are beneficial," Fowler said. "I think they see them also as beneficial to their own campaigns. I happen to believe that these laws squelch the coverage of challengers. And I think that therein lies the tale. I don't say that the congressmen view these laws in a mean-spirited way, but I think that's the way they look at it. So, I don't think we'll get help from the Congress. But I do think that the courts increasingly, with the age of plenty in broadcasting and a relatively scarcer newspaper medium, will have to revisit *Red Lion* in light of their 1974 decision in *Tornillo*. The two cases must be an embarrassment, one to the other, as far as the court is concerned."

Fowler, whose term expires in June 1986, said he had not decided whether he will seek reappointment. "I've neither ruled anything in or out," Fowler said.

Among his priorities for the year ahead is the must-carry proceeding. He also wants to explore the prospects for AM radio and look at curbing possible abuses of the commission's processes by parties before the agency. "I'm concerned when people stare down or shake down broadcast applicants before this agency through citizens agreements where they ask for program additions and withdraw for dollars, or where people bring complaints and then withdraw for dollars, or where people file a series of applications but never build and then settle, always for dollars," Fowler said. "That's another one I'm very interested in looking at."



Journalists win First Amendment victory on exit polls

Federal judge finds Washington state law banning questioning within 300 feet of polling places to be unconstitutional

One technique tested by some states to frustrate the media's projection of election results before polls close was declared unconstitutional by a U.S. judge in Tacoma, Wash., last week. Judge Jack E. Tanner held that a section of a state statute that bans exit polling within 300 feet of polling places violates the First Amendment.

Tanner said the law was intended to prevent projection of election results—and, despite the protestations of the state to the contrary, he pointed to a "smoking gun" as proof. He also said simply banning polling outside a polling place interfered with con-

stitutionally protected speech. The law that the state said was needed to assure order at the polling places was, in the judge's view, "overbroad."

The lead counsel for the media groups opposing the law, Floyd Abrams, declared the decision "a substantial First Amendment victory." Abrams said: "It allows the public to continue to get information about how and why it is voting on election night in a prompt and accurate manner." He said the decision "vindicated the well-established First Amendment proposition that it is not for the state to decide what people say or don't say

on elections."

The state last week was considering its options. Ralph Munro, the secretary of state, who had drafted the law and lobbied it through the Washington legislature, said he would consult with the state's attorney general regarding an appeal. He also said: "We have to assess whether to ask for federal legislation." In that connection, he would confer with Representative Al Swift (D-Wash.) on the status of the latter's uniform poll closing bill (H.R. 3525). The bill has been cleared by the House Administration Committee but will not reach the floor of the House until the next session.

The holding that exit-polling bans that are aimed at preventing projections of election results are unconstitutional could give addi-

Top of the Week

tional impetus to passage of the bill, which has emerged as part of an agreement with the networks. Network news chiefs have said they would refrain from projecting results of presidential elections before polls close in return for the enactment of a uniform polling law.

Tanner's decision, delivered from the bench on Wednesday, immediately following closing arguments at the end of a two-and-a-half-day trial without a jury, reversed a decision that the same judge had issued in June 1984 upholding the constitutionality of the disputed law. The case was before him again on the order of a three-judge panel of the U.S. Court of Appeals for the Ninth Circuit. In November 1984, the appellate court had directed Tanner to obtain answers to some specific questions on the background of the law—among them, whether the state's "true motivation" in enacting the ban was to protect order at the polling places or to prevent "the projection and prediction of election results" before the polls closed (BROADCASTING, Nov. 12, 1984).

The law had been enacted in 1983 as an amendment to a statute banning electioneering, circulation of cards or handbills, solicitation of signatures for petitions, or "any disruptive behavior" within 100 feet of polling places. The amendment had been challenged by ABC, CBS, NBC, *The New York Times* and *The Everett (Wash.) Herald* as a

violation of the First Amendment. The challengers maintained that banning exit polling within 300 feet of a polling place had the effect of preventing polling—and the analyses based on it. Enactment of the law was seen as a response to the concern, particularly of western states, over presidential elections being "called" by the network news operations long before the polls there had closed.

The state argued that the law was an attempt to assure peace and order at the polling places. But Judge Tanner said the state had presented no direct evidence that exit polling interfered with any person's effort to vote. He barred the testimony of some state witnesses such as the Kansas secretary of state, Jack Brier, on the issue, as irrelevant. Washington's secretary of state Munro, who was the only state witness allowed to testify, said Washington was prepared to await congressional action on the question of early projections of election results. But Judge Tanner said there was a "smoking gun" to establish that the purpose of the legislation was to enable the state to foreclose projections of election results.

The "gun" was a letter Munro had written to then-Governor John Spellman, urging him to sign the exit-polling ban after it passed the legislature. The letter, dated May 9, 1983, expressed concern about what Munro said was the likelihood of "polling

place chaos" and "voter frustration and anger" in future elections, if exit polling were to continue outside voting precincts. "An even more serious problem, however," he said, "is the use which the national media makes of the results of exit polls. As polling techniques improve, and as computer technology advances, we are going to see elections called earlier and earlier. One day, unless we act, our elections will be decided for us by the national media and by those persons voting in the first few minutes of the election day."

Thus, Judge Tanner said, the purpose of the law was frustration of network projections of election results, and that, he said, was an impermissible purpose. And although he said the state had a legitimate interest in barring exit polling within buildings housing voting booths, he could not define a constitutionally defensible area outside the polling places where exit polling would not be permitted. The state law, he said, was "overbroad."

Nor was the intent to frustrate the networks the only violation of the First Amendment involved in the law, in Tanner's view. He said a pollster's interview with exiting voters was constitutionally protected speech. If carried on in a nondisruptive manner, he said, it could not be prohibited.

In all, the media had managed an unusual feat: persuading a judge to reverse himself. □

TBS-Viacom deal falls through

Companies can't agree on terms of proposed sale of some MGM assets; Turner looking for new buyer to supply funds needed to finance buy of film library

Turner Broadcasting System last week said that its talks with Viacom concerning the possible sale of 50% of "certain assets" of MGM broke off last Wednesday (Dec. 18) because the two companies couldn't agree on terms. Wall Street analysts and other observers took the announcement as a signal from TBS to interested parties that all of the MGM assets, excluding the film library which Turner views as a fresh supply of programming for superstation WTBS(TV) Atlanta, are up for sale.

TBS said for the first time last week that it "intends to pursue the possible sale of all or part of MGM's motion picture and television production, distribution and laboratory businesses, including real estate and the home video operation." Until last week, talks had been confined to selling a portion of the MGM assets to Viacom to help finance the merger.

In a filing with the Securities and Exchange Commission last week, TBS said the Viacom talks had broken off and that the SEC should proceed with its investigation of the proposed merger, which if approved is scheduled to close on or about Jan. 21. That is also the scheduled day of MGM's annual stockholders meeting. Originally, TBS had hoped to close the deal before the end of the

year but pushed back the date several weeks ago. TBS told the SEC last week that it intended to finance the merger as originally planned, with a series of highly leveraged, low-investment-grade debt securities (known as "junk bonds" in financial circles) to be placed by Drexel Burnham Lambert.

According to information provided by several sources, Turner broke off talks with Viacom (while leaving the door open for a future deal), because, as one put it, "Viacom kept asking for more after they'd already been given the key to the store." The deal itself called for Viacom to receive a half interest in the MGM film studio and theatrical and home video distribution operations, for a price of about \$225 million. In the course of negotiations, the issue of control of the venture emerged and TBS agreed to make Viacom the managing partner of the 50-50 venture. Viacom asked for and received library rights (the most treasured of MGM's assets, in Turner's view) going back to 1981. The demand that broke off the talks was that TBS put up assets to "collateralize" the venture, which he could not do, and also proceed with the larger deal. It was at that point, said a source, that "Turner said 'Go to hell,' but not 'Go to hell' in a permanent sense."

While Viacom was refusing comment last week, sources said there was a good chance the two companies might resume talks, but only after TBS completes the MGM merger. "My sense is [that] Viacom is sorry they blew the deal," said one source close to the

talks.

At this point there seem to be more questions than answers concerning the TBS-MGM merger proposal. Among them are whether Drexel will succeed in selling the more than \$1-billion-worth of debt securities it will offer to major institutional investors. A source involved in placing those securities said Drexel will begin making formal presentations to those institutions in the first week of January and it is hoped they can be sold in two weeks so that Turner would have the funds to pay off current MGM stockholders by the Jan. 21 MGM shareholders meeting. The current offer, valued at about \$1.5 billion, will pay stockholders \$25 cash per share, raised by the securities, plus an additional \$3 per share of newly issued preferred stock.

Confidence on the part of the investment community that the deal will go through seemed shaken in some circles last week. Skeptics pointed to the difference between the TBS offer, \$28, and the current price of MGM's stock, \$24.25 at press time, a difference of almost \$4. Observers suggested that the value of the MGM stock should have been gaining over the last several months to a price approaching the TBS offer, a sign of investor attraction to the deal. Instead, MGM rose to a high of \$27, but then dropped back to the \$24-range.

Another question is whether TBS will be able to attract buyers for MGM assets at a reasonable price. Analysts suggest that would-be MGM asset buyers have the upper

hand because TBS has said it needs to sell off or refinance some MGM assets to service the debt taken on to make the acquisition. As one analyst concluded last week: "All he really wants is the film library." If Turner has to sell off the rest of the company to get it, the source said, potential buyers will no doubt do their best to acquire the unloaded assets at fire sale prices.

Then there is the Turner persona and the affect it may be having in efforts to do a joint venture. More than one observer speculated last week that perhaps, as one put it, his "upstart personality" was a factor in the collapse of the Viacom talks. Viacom may have concluded, offered another, that "Ted wouldn't function too well in a joint venture."

Another question raised last week was whether Turner might reconsider selling all or part of CNN, which he recently considered doing as a way of preventing NBC from starting a new and competing cable news channel. Talks with NBC broke off a month ago, however. But would he consider selling some part of it to improve the liquidity of the MGM acquisition? Or, perhaps more importantly, if Turner cannot come to terms on the sale of certain MGM assets, might a sale of some portion of CNN or other TBS assets be necessary to keep the merger alive? According to one executive helping TBS find a way of successfully completing the merger, "it's an open field" as to the MGM or TBS assets that might be sold to pave the way. And he insisted that the company was indeed talking with other outside parties interested in some MGM assets but declined to name any of them. He said that selling off all the MGM assets except the film library "is a big consideration." And selling off all or part of CNN? "It's one of the possibilities," the executive acknowledged.

Perhaps the most important question of all is whether the TBS-MGM deal will be completed. There is confidence from many in various sectors of the financial community that it will still go through. □

Frazier, Gross study paints rosy picture for independents

Industry in "excellent" condition, report states, with major-market stations showing impressive ratings and sales figures; only downsides cited are escalating program costs, slowing of advertising growth and loss of FCC's must-carry rules

The overall health of the independent broadcasting community is "excellent," but some individual stations face "formidable near-term challenges." Those are the conclusions of a study conducted by Frazier, Gross & Kadlec, Washington financial and marketing consultants, and commissioned by the Association of Independent Television Stations. The results of the study were summarized

Reagan nominates new FTC head

President Reagan has nominated Daniel Oliver, general counsel at the Department of Agriculture, as a member of the Federal Trade Commission and will designate him FTC chairman once the Senate has confirmed his appointment, the White House said last week. Oliver, 46, has been Agriculture general counsel since 1983, a position he also held at the Department of Education from 1981 to 1983. Prior to that he practiced law in New York City with the firms of Alexander & Green and Hawkins, Delafield & Wood.

He was executive editor of *National Review* from 1973 to 1976. Oliver, who graduated from Harvard College in 1964 and Fordham Law School in 1967, succeeds James C. Miller III, who became Reagan's budget director in October. FTC commissioner Terry Calvani has been acting agency chairman in the interim (BROADCASTING, Oct. 14), and will remain a commissioner until his term expires Sept. 25, 1990, the FTC said.



last week in Washington and will be presented in more detail at INTV's annual convention Jan 5-9 in Los Angeles. (The complete study will be available at no charge to INTV members attending the convention.)

According to the study, which examined the growth of independents, the number of independents has grown from 120 in 1980 to 283 in 1985. The independents' share of audience is also growing, from "slightly better than 10% of total television viewing" in 1975 to 21% now. "The audience share obtained by independents in the top 10 markets is much more dramatic," said the report. "Independent viewing, on average, constitutes almost 35% of total viewing in those large markets. The top 20 markets, where independent stations are concentrated, have consistently accounted for upward of half the total television station industry advertising revenues."

Revenue has also increased. "Today independent television stations are a \$2.5-billion business—a quarter of the total television station national and local sales," the study said. By 1990, it was predicted, annual billings will be \$5 billion—"nearly 30% of the television industry total." Among other findings:

- In 1984 VHF independents had average revenue of \$35 million and a 35% operating profit margin. UHF independents averaged revenue of \$7 million with a 25% margin.

- The "total day audience for a single VHF independent competing against three VHF affiliates in 1985 was 16%. The average independent UHF audience share in the same market configuration was 8%."

- In a market with three VHF affiliates and two UHF independents, the leading independent's share approaches 11% and the second independent station averages almost a 5.5% audience share. In markets with three UHF independents, total independent viewing averages 17.5%.

- New stations can expect to break even, on average, in their second year of operation and to reach operating maturity by the fourth year.

- Three-quarters of the UHF television stations sold over the past two years were

owned by the sellers for three years or less. In 1980 the average UHF independent was held for eight years before being sold, the average VHF independent for 15 years.

- The average annual appreciation for UHF and VHF independents (traded more than once) exceeds 30%.

On the downside, however, the study found that programing costs have increased at an average annual rate of 25%. "These skyrocketing expenses, stimulated by growing competition and the strategy of some start-up operators to achieve overnight audience success, have more than doubled the cost of programing since 1980," the study said, observing that new sources of programing may develop and "stabilize prices."

The study predicted a possible reduction in the growth rate of advertising expenditures. "Historic double-digit growth of television advertising revenues is likely to lessen in response to a continued inflation rate of 5% or less," said the study. "Such a structural change in economic growth could result in significant revenue shortfalls for these stations that anticipate long-term revenue growth rates of 10% to 12%.

Repeal of the FCC's must-carry rules is another concern facing the industry. The study concluded that "since some start-up operations are thinly capitalized, the loss of the 'must-carry' rule, a lower than anticipated rate of increase in advertising expenditures, and/or a continued escalating cost of programing will erode start-up cash flow."

Another part of the report presents a consensus of opinions solicited in interviews with leaders in the industry. Those interviewed said that the key to success is "the best technical facility, outstanding management, strong programing and targeted promotion." They also advised new operators to "understand your market and plan your market niche; don't shortchange the technical facility; hire experienced independent operators; have adequate contingency capital, and have realistic expectations for revenue growth and profitability."

The study found that large-market managers "focus on market positioning and the availability and cost of programing in a

multi-independent environment." Smaller-market managers, it said, "are more concerned with maximizing revenue shares and managing operating costs." And managers

in all the markets, it continued, "are concerned about the future of the leveraged, undercapitalized start-up in 1986 and 1987. Given the large number of new start-up inde-

pendent stations (44 over the last two years), many industry observers feel that certain marginal broadcast properties will be unable to meet their commitments to their investors." □

'America' canceled by Paramount, Post-Newsweek

Dumping by CBS O&O's proved to be show's death blow

Paramount Television and Post-Newsweek Stations canceled their syndicated co-venture, *America*, last Thursday, the direct result of the cancellation of the show by four of the CBS owned and operated television stations (representing 16% of the nation's households) on Friday, Dec. 13.

The announcement by CBS triggered cancellations by other stations last week. Paramount President Mel Harris said that "dropping clearances were going to have an influence on advertisers" that could not be ignored. National advertising has been sold on the promise of 80% coverage of television households. The \$22-million show's cancellation goes into effect Jan. 3.

Previous early-fringe talk shows have built up to major-market clearances after initial runs on smaller stations. *America* tried to reverse that dynamic and it was too large an obstacle to overcome, Harris said. First-run in early fringe "is one of the foremost challenges," and "this was the most ambitious of them all," Harris said. He suggested that first-run daytime comedies, such as *Love, American Style*, which currently plays on the ABC morning schedule, might be successful in that time period.

Among some of the cancellations prior to the announcement were Storer Broadcasting's WJW-TV Cleveland, Cox's WSB-TV Atlanta and Media General's WXFL(TV) Tampa, Fla.

America was the brainchild of Joel Chaseman, president of Post-Newsweek Stations, who approached Paramount with the idea for an early-fringe franchise that would be an alternative to the current stock of game shows and off-network programs. Chaseman said the "need still exists for this kind of show" but working within a volatile time period, such as early fringe, "you don't get more than one sweeps book."

The Dec. 19 decision culminated weeks of activity among Paramount, Post-Newsweek and CBS. The move on CBS's part was stimulated by general managers at the four O&O's—WCBS-TV New York, KCBS-TV Los Angeles, WBBM-TV Chicago and KMOX-TV St. Louis—which cleared the show in early fringe. Neil E. Derrough, CBS station division president, said the decision boiled down to the show's inability to achieve sufficient ratings. Those ratings were also hurting local newscasts. In New York, for example, where *America* scored a 3.7/10 in Nielsen in the November sweeps and ranked third in its time period, *News at Five* on WCBS-TV fell two share points from a year ago and also ranked third. Although exact estimates were unavailable, station sources put the CBS advertising loss due to ratings underperform-



America's original cast

mance by the show and the newscasts following it at well into the millions.

CBS did not reach its decision without reservations. A CBS spokesman had previously said during the early weeks of the show's run, which began Sept. 16, that WCBS-TV would be especially unlikely to cancel the show, because the CBS flagship station wanted to hold the franchise opportunity. According to sources, the possibility of keeping the show on the air, or putting it "on hiatus" on two of the CBS stations, surfaced during the discussions at Paramount but that option never materialized.

Chaseman said the cancellation was a "result of financial pressures" at CBS, a charge Derrough denied.

According to one source, a large reason for the defection was the lingering feeling that the show did not have a purpose or direction. In particular, the source said, the Paramount sales pitch promised a show that would include regular names such as Erma Bombeck, Dr. Ruth Westheimer and Rona Barrett in an entertainment format, but they never materialized.

Sources said that the terms of the contracts with the CBS stations made the show an attractive risk to take, with license fees at a third of the cost of the off-network product that the stations will now be carrying. Paramount sold the show for cash plus two and a half minutes in the first and third quarters of the year, and cash plus three minutes in the second and fourth quarters.

Three of the CBS stations—KCBS-TV Los Angeles, WBBM-TV Chicago and KMOX-TV St. Louis—moved the show back from its news lead-in position before the November

sweeps. CBS's WCAU-TV Philadelphia never carried the show as a lead-in, choosing instead to continue *Quincy*, a rating leader in early fringe. *Quincy* will replace *America* on WCBS-TV New York and on KMOX-TV St. Louis, where *America* was switched to an hour before the news on Nov. 4 (BROADCASTING, Nov. 4). *Knots Landing* will replace *America* in Los Angeles, where it runs from 3 to 4, followed by news lead-in *People's Court* (BROADCASTING, Oct. 7). On WBBM-TV Chicago, *America* will be replaced by *The Price is Right*, which will be followed by the new news lead-in, *Hart to Hart*.

Members of the station representative community refused to write the epitaph for such shows as *America* as news lead-ins, saying *America* had flaws of its own. "They didn't come out of the box with a good show" at the time of *America*'s debut, said Dean McCarthy, vice president of Harrington, Righter & Parsons. He said that such ambitious undertakings must attract heavy audience sampling at their introduction if they are to have a chance of ratings success.

Paramount's focus at the upcoming INTV and NATPE conventions will be clearing three movie packages and improving clearances of its three off-network shows, *Cheers*, *Family Ties* and *Webster*. □

Getting the best price for RCA

Some institutional investors think RCA could have gotten more for the company, others satisfied with deal

General Electric's \$6.3-billion buyout of RCA, at \$66.50 per share, has come under criticism by some of RCA's institutional investors and has also attracted protests from public interest groups. While neither of the dissenting interests appears of size and force strong enough to threaten the proposed merger, analysts and observers say, they hold the potential for stretching the final closing if they elect to aggressively petition government agencies for review or try to get GE to increase its bid.

At this point analysts—including those who are unhappy with the \$66.50 per share price—say there is little likelihood that a major obstacle will develop. But several institutional investors are clearly unhappy with the deal RCA Chairman Thornton Bradshaw negotiated on behalf of RCA, saying the deal was undervalued.

"We always thought if a buyer like GE came along it could pay at least \$80 per share," said Joel Silverman, a money man-

ager at Herzfeld & Stern, whose firm on behalf of clients owns 5.3% of RCA's outstanding common shares. "If GE were a white knight there is no question they would have" paid above \$66.50 per share, he said. "They just didn't have to. Bradshaw did not serve the shareholders well by negotiating what we thought was a lowball deal."

Analysts have given RCA a breakup value of anywhere between \$70 to \$85 per share, although that does not mean \$70 to \$85 would be the price if the company were sold whole.

Other RCA institutional investor's assessments were not as harsh as Silverman's, but their enthusiasm was also contained. The consensus among investors is that GE's bid was a good offer but not a great one. "Beauty is in the eye of the beholder," said Alan Strassman, a trustee with Batterymarch Financial Management, Boston, "and so is value. Since the deal has created additional profits in RCA, we're pleased." Batterymarch manages investments for tax-free institutions and owns about 1.3 million shares of RCA stock. Another investor who holds about one million shares of RCA said: "We think it's a fair price. We're not going to take them to court." However, the investor also described the \$66.50 per share price as "barely adequate" and noted that "GE got the better part of the deal."

Analysts also say there is a slim possibility that another company may make a counteroffer for RCA. Mark Reilly, an analyst with Eberstadt Flemming, termed GE's offer a "preemptive, all-cash bid" and said it would be unlikely another company would top it. "Had someone made an initial bid of \$66.50 that had a junk bond component, then you might have someone else come in a few dollars higher," Reilly said. "But that's not the question here." Instead, he said, the list of potential candidates that could buy RCA is short. "Who wants to go against GE?"

Jay Perlstein of Loomis Sayles & Co., a Boston-based investment counseling firm that owns about 439,000 shares of RCA, agreed with Reilly that the merger is a "done deal"—Wall Street parlance meaning both parties are committed to the agreement and are supported by the market. "The odds of somebody coming in are very low," he said, "unless the posturing becomes nosier and antagonistic. But I wouldn't give it a high likelihood."

In its filing at the Securities and Exchange Commission, GE said that in its agreement with RCA there was a provision to divest RCA's \$2-billion consumer electronics business if it were necessary to win government approval of the merger. Since the merger announcement, there has been much speculation as to which GE or RCA businesses would be spun off because of antitrust problems. Both companies are major defense contractors RCA manufacturers television and radio receivers, and the latter faces stiff competition from Japanese imports. Earlier this year, GE pulled out of the television manufacturing business and instead decided to buy Matsushita sets and market them in



Washington courtesies calls. John F. Welch Jr., General Electric chairman, Robert Frederick, RCA president and chief executive officer, and Grant Tinker, NBC chairman and chief executive officer, made the rounds of FCC commissioners' offices last week to brief them on GE's \$6.3-billion proposed acquisition of RCA. The only commissioner who missed out was James Quello, who was recuperating from minor surgery. Welch also called on House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.). Above, l-r: Tinker; Commissioner Mimi Dawson, and Welch.

the U.S. under the GE label.

But a GE spokesman underplayed the provision in the agreement, suggesting that GE would spin off RCA's consumer electronic unit. "The merger in no way requires sale of RCA's consumer electronics operations," the spokesman said. "If a government ruling called for a separation," the spokesman said, "we would not necessarily have to sell it." For example, the spokesman explained, GE could comply with a government ruling by putting the consumer electronics business in a "separate legal organ" that could satisfy any antitrust obstacles. But, the spokesman added, "we do not anticipate any problems like these."

Some problems GE might face, however, could come from the public interest sector. But one veteran Washington public interest attorney who has experience in petitioning the FCC said it is "unlikely" the proposed

merger "is going to generate the kind of opposition some of the other deals have received. And I certainly have the impression as far as the FCC is concerned it's going to sail right through."

Consumer advocate Ralph Nader told *The Washington Post* that having a network news organization owned by a major defense contractor and nuclear power contractor was a conflict of interest. Although NBC executives repeatedly have said they have been assured that GE executives will follow the same hands-off policy RCA has practiced, Nader countered that there probably wouldn't be any need to worry since "self-censorship is alive and well in the U.S. media."

Nader claimed a network owned by a major corporation would on its own volition not report any stories that reached a negative conclusion about its parent. □

Affiliates offered international news

INN feed via new Satcom K-2 bird is designed to give stations material that networks currently keep for themselves

In this age of satellite communications, network-affiliated television stations no longer have to rely on their networks for news coverage of breaking stories outside their markets. They can join SNG news exchanges to cover the national scene and, beginning early next year, they can sign up to receive national and international reports via RCA Americom's new Ku-band satellite from Independent Network News's expanded Independent Exchange (INDX) service.

In addition to producing two daily newscasts and two weekend public affairs pro-

grams for independent stations, INN has been offering INDX—a package of national and international reports gathered from INN affiliates, Visnews and Worldwide TV News (formerly UPITN)—to independent stations once a day via a C-band satellite (Telstar 301, transponder 7H). Starting early next year, it plans to introduce an expanded version on RCA Americom's Satcom K-2 satellite, offering four one-hour feeds daily (4 p.m., 7 p.m., 9 p.m. and midnight, all NYT) not only to independent stations but also to network affiliates.

INN feels its expanded services will be attractive to affiliates. The networks now feed their affiliates national and international news late each afternoon, said INN Presi-

dent John Corporon, but they withhold from the feeds "the best stuff"—material they plan to use on their evening newscasts. And that's understandable, he said. "I don't think Dan Rather wants to be scooped... with his own stuff," he said.

The new INDX service will give the network affiliates the national and international coverage they want and need to strengthen their newscasts prior to the network shows, Corporon said.

Corporon doesn't expect the networks to change their ways in the face of the competition from the new and improved INDX. "The networks have known for the last 15 years at least that the affiliates are not happy with their electronic feeds and they haven't done anything yet," he said. "The networks are offering more regional feeds, which is positive, but they still... don't supply their affiliates with very much international news and they still keep the cream of the national news for themselves until it's aired on the seven o'clock.

"If you are a network, your job is to make your show the best it can be and beat the competition," Corporon said. "Your job is

not to build up your affiliates. We are going to come up with a service we think is going to build up your affiliates."

INN hasn't priced the new service yet, but, Corporon said, because of the larger market, prices will be less than those currently charged for the independents-only service. Prices for that, he said, range from \$33,600 to \$380,000 a year depending on market size. A full rate card will be ready in time for the service's formal debut at the Association of Independent Television Stations convention in Los Angeles, Jan. 5-9.

Satcom K-2, which was launched aboard the space shuttle Atlantis last month and which is now safely ensconced in its geostationary orbit at 81 degrees west longitude, has already established itself as an important source of broadcast programming (BROADCASTING, Nov. 25). All of the NBC network programming will be distributed over the satellite, and Hubbard Broadcasting plans to use it for its Conus Communications' SNG news exchange as well as for the distribution of first-run syndicated programming. INN and others are leasing satellite time directly from RCA on two transponders set aside by RCA

for occasional users and ad hoc networks.

Within months, Satcom K-2 will become a direct link with most commercial television stations. That's because RCA is offering stations free Ku-band earth stations on the condition that the stations keep the dishes pointed at Satcom K-2. So far, 646 stations have signed up for the give-away and around 700 are expected to be in place and operational by the end of the first quarter of 1986.

Leavitt Pope, president of WPIX Inc., INN's parent company, said the RCA giveaway provided some of the impetus behind INN's decision to expand the INDX service. "This is a major step in the communications revolution which started in 1975," he said in a prepared statement. "All U.S. stations, independent and affiliate, can now be interconnected instantly and inexpensively."

According to Corporon, INN will continue to supply its C-band feed for at least a year and will offer additional Ku-band feeds, possibly a morning feed in time for noon newscast, if it senses any demand for them.

The press release announcing the new service also noted that INN is considering offering news briefs throughout the evening to independent stations, also via Satcom K-2. □

Anxious affiliates

The ABC Television Affiliates Association, in a letter last week to National Association of Broadcasters President Eddie Fritts, asked NAB in its discussions with the cable industry not to accept any must-carry proposal that would exempt duplicative network signals from mandatory carriage. The letter, signed by Joe Jerkins, chairman of the affiliates' board of governors, and vice president and general manager of KVUE-TV Austin, Tex., explained that the affiliates recognize the "necessity for compromise in the continuing search for a positive resolution of this important issue." However, Jerkins noted, "we are deeply troubled by that aspect of the INTV [Association of Independent Television Stations] and the TOC [Television Operators Caucus] compromise proposals that would exempt duplicating network signals."

Under the exemption, he continued, affiliates in overlapping markets would "not only be deprived of carriage rights for local commercial adjacencies in network programming, they would also be deprived of carriage rights for all local and syndicated programming. Network affiliates in some markets would not even receive carriage rights in their cities of license." Jerkins saw the compromise as tilted toward unaffiliated stations. "It is apparent that this exemption would benefit independent stations at the expense of network affiliates and in the long run penalize stations for affiliating with a national network." There is no indication that NBC and CBS affiliates share the same view.

Fritts told BROADCASTING that NAB would "factor" the ABC affiliates' concerns "into the mix." He said that whatever deal is struck on must carry, "it's not going to please everybody."

Also responding to the affiliates letter was INTV President Preston Padden. Padden was pleased upon learning of the affiliates' interest in the must-carry issue. "Joe, we are delighted that the ABC Television Affiliates Association is active on the must-carry issue," he wrote. "We believe that all broadcasters must become more confident of our position and more assertive of our rights and the rights of our viewers. We strongly urge all broadcasters to make their voices heard by the leadership of all of our industry's fine trade associations."

Padden's letter also addressed the issue at hand. "INTV has never advocated and does not now advocate the deletion by cable systems of duplicating network signals. We have not thought that it was our right or role to dictate what should happen to other parties' signals," Padden said. "The INTV proposal on file with the FCC does not contemplate the deletion of any network stations. On the contrary, our proposed rule covers all local stations."

Padden also noted that INTV has produced PSAs "advocating the cable carriage of all local stations and made those PSAs available to affiliates." Moreover, he added, the INTV board voted "reluctantly to go along with a TOC compromise proposal to NCTA which did address duplicating network signals. However, we were not the architects of that proposal."

Horowitz out as head of MTV

Bob Pittman replaces him as president/CEO; restructuring of Viacom's cable programming services is seen likely

David Horowitz, president and chief executive officer of MTV Networks Inc., resigned last week and was replaced by the company's number-two executive, Robert Pittman. Sources said the move precedes a planned restructuring by Viacom of all its cable program services into one group. Currently, Showtime/The Movie Channel Inc., which it owns outright, and its interest in Lifetime are part of Viacom's Entertainment Group, which also includes Viacom Enterprises, the company's syndication arm. MTVN, which includes MTV, VH-1 and Nickelodeon, operates independently, with its chief executive reporting directly to Viacom President Terrence Elkes. It was unclear last week whether MTVN would be folded into the Entertainment Group or whether a new group containing only the program channels would be formed. Viacom had no comment on the planned restructuring.

Both Pittman and Horowitz were members of the Warner Inc. committee that drew up plans for the launch of MTV: Music Television in August 1981.

Observers suggested last week that Horowitz's departure was foreshadowed last summer when he failed in his bid, financed by Forstmann Little Inc., to take the company private. Viacom came up with a bid that gave Warner \$33.50 per share, or \$500 million, for its two-thirds of MTVN and,

unlike Forstmann, also put up another \$200 million for the half of Showtime/The Movie Channel Inc. it did not already own. The extra \$200 million helped Warner buy out its cable partner, American Express, which wanted out of the cable business.

Viacom closed its deal with Warner Inc. for the cable channels on Nov. 12. Last week it announced that the MTVN board had approved a plan to merge the outstanding 5.2 million shares of the company with Viacom, a move seen largely as a formality, since Viacom already owns two-thirds of MTVN. Viacom will pay about \$174.2 million for the outstanding shares, or about \$33.50 a share, and will probably make the purchase in the first week or two of January, a spokesman said. The total value of the MTVN deal is put at \$690 million, which includes the



Horowitz



Pittman

purchase of both public and private shares and about \$15 million in warrants, giving Warner Inc. a right to buy a limited number of Viacom shares in the future.

Horowitz has a contract with MTVN that runs to 1989, and he is currently negotiating

a settlement with Viacom. As for future plans, Horowitz said last week he will probably remain in the cable industry, perhaps starting his own company. "This company has been my baby for five years at Warner and 18 months as chief executive of MTVN," he told BROADCASTING. "Nothing I've done in my life has been more rewarding or exciting." He said that he has viewed MTV "as a company that provides a base for a number of new businesses in the entertainment field." Although he was not specific, he said that "there are many other vehicles for doing that sort of thing" besides MTV. "My juices are up for doing something" entrepreneurial, he said. As for his successor, he said, "Bob is truly a brilliant executive and a very good friend. I wish him continued success." □

Missouri broadcaster in running for NTIA post

Nomination of Rodney Joyce to head Commerce Department post becoming unglued as Danforth candidate surfaces

The appointment of a successor to David Markey as head of the Commerce Department's National Telecommunications and Information Administration had once seemed automatic. Rodney Joyce, Republican counsel to the House Telecommunications Subcommittee, was said to be the anointed (BROADCASTING, Oct. 28). Markey had recommended him. FCC Chairman Mark Fowler praised him as a true Reaganite. And Joyce said Commerce Secretary Malcolm Baldrige was supporting him. But the White House was slow to send his nomination to the Senate. And last week it appeared that the nomination issue could develop into a cause of embarrassment for a number of important parties, including the White House and Commerce Secretary Baldrige.

For a new contender had emerged for the post—a Missouri broadcaster with close personal and political ties to Senator John Danforth (R-Mo.), chairman of the Senate Commerce Committee. He is Alfred Sikes, 46, of Springfield, Mo., who serves as a media consultant, owns Sikes & Associates, a broadcast management company, and is a part owner and principal operator of five radio stations in Missouri—KGBX(AM) Springfield, KRMS(AM)-KYLC(FM) Osage Beach, KJAS(AM) Jackson and KJAO(FM) Gordonsville. But he has been in broadcasting only since 1977, when he became part owner of Radio Ozark Enterprises, which then owned radio stations in the southwest. His association with Danforth goes back to 1969, when Sikes, a lawyer, was named assistant attorney general of Missouri, serving with Danforth who had been elected attorney general in 1968. And as the White House considers its options for the post, Sikes is known as Danforth's man.

The White House has not yet made a final decision. But Capitol Hill sources who are sympathetic to Joyce say it is all but inevitable that the offer will be made to Sikes—assuming the White House does not come up

with another spot in the administration for him. The White House, the sources said, would not simply turn its back on someone recommended by Danforth, who despite his importance as Senate Commerce Committee chairman rarely seeks patronage favors.

The odd part of the story is that if Joyce, now serving as acting head of NTIA, is passed over, it will not be a deliberate act—more a case of White House indifference. Sikes's name was submitted to the White House by Danforth—but not in connection with the NTIA job. Danforth, as a one-time state attorney general with a strong interest in consumer affairs, had recommended him as chairman of the Federal Trade Commission.

The White House personnel chief, Robert Tuttle, interviewed Sikes for the job and, reportedly, was impressed. But the White House apparently already had someone else in mind as a successor to James Miller III, now head of the Office of Management and Budget—it announced the nomination of Daniel Oliver, general counsel of the Agriculture Department, last week (see page 37)—so it looked around for something else for Sikes. It asked if the NTIA job interested him—and he said it did, and things started moving. He is understood to have talked to Baldrige about the post. And Danforth recommended him for the NTIA as well as the FTC post. A Danforth aide said the senator

"didn't set out to undermine Rodney. But," the aide said, "once Sikes said he was interested" in the NTIA job, "Danforth had no choice but to recommend him."

But if Joyce was down last week, he was not yet out. He too has friends. And last week, one of the more important ones on Capitol Hill, Representative James Broyhill (R-N.C.), ranking minority member of the House Energy and Commerce Committee and a member of its Telecommunications Subcommittee, was preparing to look into the matter.

Whether Joyce had been "promised" the job seems to be in dispute. Joyce told not only Broyhill but others, early in November, that Baldrige was supporting him for the NTIA post. Last week, a source in a position to know said that had been his understanding. But a spokesman for Baldrige said, "Baldrige hasn't supported anyone for the job. There are a couple of individuals interested, and no decision has been made, to my knowledge."

It isn't only Baldrige's word that has been called into question. The White House is being criticized for, as one observer put it, "screwing things up." Tuttle's office said the personnel chief would not discuss the matter, which is in line with policy, but it appeared that the White House was simply concerned with meeting a patronage request from an important senator who rarely makes requests and, whatever the commitment or expressions of support made by others, had made none regarding the NTIA job itself. "If there's a villain," one Hill staffer put it, "it's the White House."

Although his principal occupation now is broadcasting, Sikes has had experience in Missouri state government and has never been far removed from the political scene. After serving as assistant attorney general for two tours, in 1969-1970 and 1971-1972, he served in Governor Ted Bond's cabinet for three years in the early 1970's, first as director of the department of community affairs and then, after a reorganization of the government, as director of the department of consumer affairs, regulation and licensing. □



Sikes

RCA and HBO jointly marketing Ku transponders

New venture will offer slots on Satcom K-3; it hopes to make bird roosting place for programmers

At some point, it probably makes sense for major cable programmers to begin distributing their services via high-power Ku-band fixed satellites or direct broadcast satellites. Because of their greater power and freedom from terrestrial interference, such satellites can deliver the programmers' services to virtually any customer anywhere—be it a cable system in a small town in South Dakota, a SMATV system serving an apartment complex in the suburbs of Dallas or a brownstone equipped with a small, inexpensive dish in the heart of Manhattan.

If the programmers' move off the C-band satellites is inevitable, RCA Americom and Home Box Office Inc. hope that it will be to Satcom K-3, a Ku-band fixed satellite slated for launch in late 1988. Their parent companies—Time Inc. and RCA Corp., respectively—last week announced an agreement in principle that calls for HBO and RCA Americom to form a joint venture to acquire Satcom K-3 from RCA Americom and market its transponders. HBO has set aside four of the bird's 16 45-watt transponders for itself, and RCA Service Co., another RCA subsidiary, has reserved two to distribute a pay-per-view service to hotels and motels.

While Satcom K-3 is being built and readied for launch, RCA Americom's soon-to-be-launched Satcom K-1 will act as a surrogate. Programmers that sign up for transponders on Satcom K-3 will be able to lease capacity on Satcom K-1 and begin Ku-band transmissions within the next few months. HBO has already leased four transponders on K-1, while RCA Service has secured one to get its PPV venture off the ground. K-1 was supposed to have been launched last week, but problems with the space shuttle Columbia caused a postponement until Jan. 4. If all goes well with the launch, Satcom K-1 should be operational by the end of the first quarter of 1986.

Programmers who lease slots on Satcom K-1 will be able to migrate to K-3 with no disruption of service. Satcom K-1 will be placed into orbit at 85 degrees west longitude, according to RCA Americom spokesman John Williamson. When K-3 is launched, he said, it will replace K-1 at 85 degrees, eliminating the need to repaint earth stations, and K-1 will be moved east to 67 degrees.

Andrew T. Hospodor, RCA Americom president and chief executive officer, would not reveal the details of RCA's financial arrangement with HBO. He said, however, that the two parties would be sharing, not necessarily equally, the cost of building and launching K-3, at least \$75 million.

The pricing of the K-3 transponders has not been set, he said, but that of leasing transponders on K-1 has: \$3.8 million per year for one fully protected transponder; \$3.6 million per year for each of two or more fully protected transponders, and \$1.8 mil-

lion per year for each preemptible transponder, regardless of the number.

Both K-1 and K-3 are suitable for medium-power satellite broadcasting—that is, transmitting signals so strong that they can be received on home earth stations with dishes as small as one meter in diameter. However, an HBO spokeswoman said HBO has no intentions—at least initially—to make its Ku-band signals available to individual homes. The signals, she said, are intended for cable and SMATV operators who have difficulty receiving HBO's C-band signals from Galaxy 1. HBO plans to scramble its Ku-band signals from the outset, she added.

HBO apparently hopes it can lead its fellow cable programmers to K-1 and eventually K-3 in the same way it led them to RCA Americom's Satcom I in 1976 and to Hughes Communications' Galaxy 1 satellite in 1981. In terms of satellite distribution, other programmers have always felt it important to stick close to HBO, whose programing is critical to most cable systems.

Nonetheless, it's far from certain that other programmers will follow HBO to K-1 and

K-3. HBO is not the dominant figure it once was and some programmers feel that other satellites may better serve their purposes.

One alternative to the Ku-band Satcoms is Hughes Communications' direct broadcast satellites, which Hughes is designing with hopes of putting in orbit in 1989-90. The satellites, each of which would comprise 16 100-watt transponders, would be co-located in the same orbital slot, 101 degrees west longitude. Because of the co-location, a single dish would be able to receive signals from both satellites, up to 32 television channels.

Jim Ramo, Hughes director of advanced programs, said Hughes has been talking to all its customers on Galaxy 1, including HBO, in hopes of selling or leasing them slots on the DBS satellites.

Ramo said Hughes will not move forward with its DBS project if it doesn't land some cable customers in 1986 or, maybe, 1987. But, he said, he doesn't believe that success for the RCA-HBO venture means failure for Hughes. "I am not all convinced yet that fixed service and DBS are mutually exclusive," he said. "They may be." □

Second strike against FCC's logging substitute

The FCC's efforts to ease radio broadcasters' responsibilities regarding their programing failed a second time to pass judicial muster. A three-judge panel of the U.S. Court of Appeals in Washington vacated and remanded to the commission for further consideration the substitute the FCC had developed for the logging requirements it had repealed, calling the order "arbitrary and capricious." It "undercut its own purported goals" of securing public participation in its processes.

At issue, in the appeal brought by the United Church of Christ, was the order the commission said would enable the public—in the absence of the repealed program logging requirement—to monitor the service of radio stations and to develop the information on which to base petitions to deny. It would require AM and FM broadcasters to place in their public file "at least five to 10 community issues" on a quarterly basis and how they were addressed by the stations' programing.

That was the commission's response, following a rulemaking proceeding, to the court's decision reversing the commission's original order.

The panel last week, in an opinion written by Judge J. Skelly Wright and joined in by Judges Abner Mikva and Rugh Ginsburg, said the new requirement of an illustrative issues/programs list "provides only cosmetic improvements on its previous design"—it "does not further the commission's stated regulatory goal of relying on effective public participation in the license renewal process." The panel sees the public's problem as compounded by the commission's decision, upheld by the court, to replace its lengthy renewal application forms with "postcard" applications. The panel held that the new list, no more than the original, affords the public access to the information it would need to make the prima facie case the commission requires before it considers setting a renewal application for hearing.

The panel, however, sent what seemed a strong signal to the commission as to how to deal with the problem on remand. Wright said a suggestion offered in the rulemaking following the remand appeared to merit consideration—but had been rejected by the commission. The suggestion, offered by ABC, called for a requirement that broadcasters list programs that had provided "significant treatment" of community issues during the relevant time period.

Donna Lampert, who was associated with Henry Geller as counsel for UCC, said she was "thrilled and happy" with the opinion. The panel, she said, recognized the revision of the issues/programs-list requirement as "a fig leaf." She also said the decision was important because of the possible impact on television—the commission's deregulation of television tracks closely its deregulation of radio, including the substitution of an issues/programs list for its program log requirement.

A petition for reconsideration of the television deregulation order that UCC filed last year is still pending before the commission.

*This announcement is neither an offer to sell nor a solicitation of an offer to buy any of these Securities.
The offer is made only by the Prospectus.*

\$200,000,000

Continental Cablevision, Inc.

\$100,000,000 13 $\frac{1}{8}$ % Senior Subordinated Notes Due December 1, 1995

\$100,000,000 13 $\frac{5}{8}$ % Subordinated Debentures Due December 1, 2005

*Interest on the Notes will be payable
June 1 and December 1, commencing June 1, 1986.*

*Interest on the Debentures will be payable
June 1 and December 1, commencing June 1, 1986.*

Prices

***Notes 100% and Accrued Interest
Debentures 100% and Accrued Interest***

*Copies of the Prospectus may be obtained in any State from only such of the
undersigned as may legally offer these Securities in compliance
with the securities laws of such State.*

MORGAN STANLEY & CO.
Incorporated

GOLDMAN, SACHS & CO.

December 9, 1985

A CONVERSATION WITH MARK FOWLER

Deregulation's architect finds the structure sturdy

When FCC Chairman Mark Fowler took over the reins of the commission nearly five years ago and announced his intention to deregulate the broadcasting industry, broadcasters generally believed he could do no wrong, that Fowler was a messiah who would lead them into the promised land. Now that Fowler may well be heading into the homestretch of his chairmanship, CBS, Storer, Multimedia and the Evening News Association—all of whom found themselves the targets of hostile takeover efforts for which Fowler's deregulatory regime paved the way—have, at the very least, discovered that deregulation can be a double-edged sword. Fowler, however, is as confident as ever that he has been leading the industry down the proper path. And in the following interview with BROADCASTING, he explains why and indicates where he believes that path may lead in the days ahead.

Looking back on it, which of the Fowler FCC's mass media decisions have had the most impact on the world?

I think it's hard to place value on one action versus another. I think I would prefer to look at the aggregate impact. It has basically been the policy of maximizing the freedom of action of broadcasters in the marketplace. And each of those changes in rules has been designed to promote those forces. I don't think you can say that any one necessarily has had the greatest impact. There are some that are the larger stars in the constellation. Certainly the relaxation of the ownership rules, the rule of 12's, has been very beneficial.

In what sense?

In the sense that it provides more freedom to form combinations that I think will better serve the public interest. The nice thing about that, of course, is it doesn't mean that single television stations, unaffiliated with any group, can't continue to do very well in the market, depending upon the skills, the dedication and the effort that they apply every day. But there are more possibilities, it seems to me, for broadcasters—more opportunities, as a result of our efforts to free



things from heavy-handed regulation. So we have seen a lot of benefits, therefore, to the viewers as well. Of course, that has to be the touchstone. And to the listeners, as well. So it's possible for both the industry people and the viewers and listeners to be better off. And I believe that's the case.

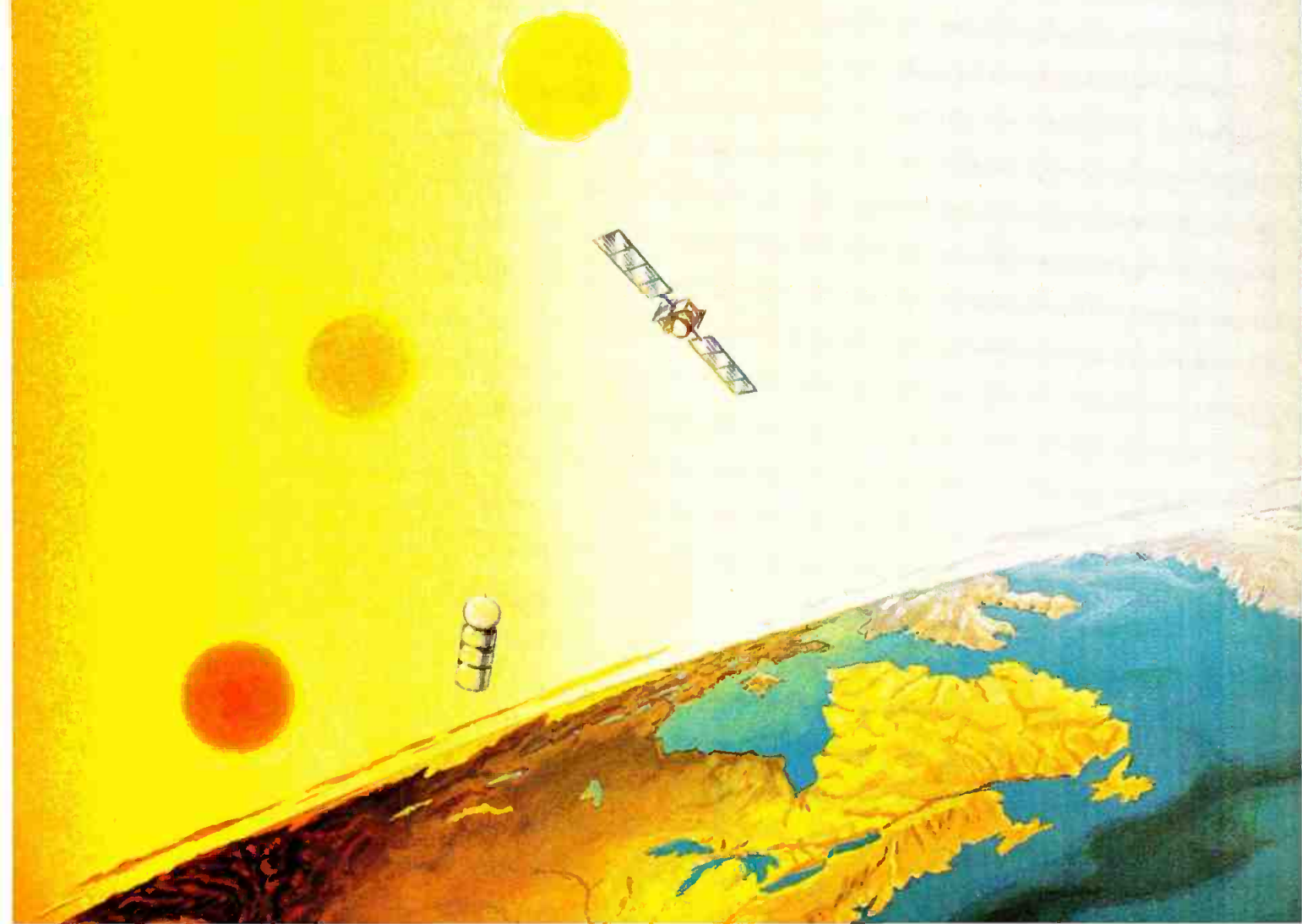
In what sense do you think relaxing the ownership rule has benefited the viewer? It's hard to say what caused what, but it appears that the relaxation of the ownership rules led to an escalation of station prices. And therefore the people who buy stations have to try to get that much more out of them. And I'm wondering whether they might not have to cut back a bit on service as a result.

Well, I think buyers can get more out of the stations. I think what the market is telling people now is that broadcasting, particularly television stations, has been significantly undervalued, and the market is now beginning to realign, with a better understanding of what the true market values of these stations are. There are some who hold that the rates charged for television advertising have been underpriced, and they are now beginning to reach a proper economic value. So, it is possible that even with the higher prices, television in the future can be even more profitable than it has been. At the same time, this permits better talent and better programming to be displayed to the American people. We have seen, for example, with some of the group formations, recognitions by the networks that they have some potential competitors there, even if they're not there yet. I think we're beginning to see their competitive responses in terms of the programming that is beginning to appear. I think we've seen more innovative programming beginning to appear. That's the sense I have.

Can you give us any examples?

It's just a sense I have. I can't point to any particular programs. You

**LEAVE
YOUR NEWS
COMPETITION
22,300 MILES
BEHIND.**



TWO WAYS TO WIN IN TV NEWS

Now there are two ways to put the global power of INN to work building your reputation—and your audience.

Air our complete newscast—INN Nighttime Edition.

Or strengthen your own news using our comprehensive news service—INDX.

Either way, you have television's premier independent news organization helping you make the difference in your market.

INN NIGHTTIME EDITION

It's a fast-paced half hour of national and international news, seven nights a week.

The anchor: Morton Dean, one of television's most respected news professionals.

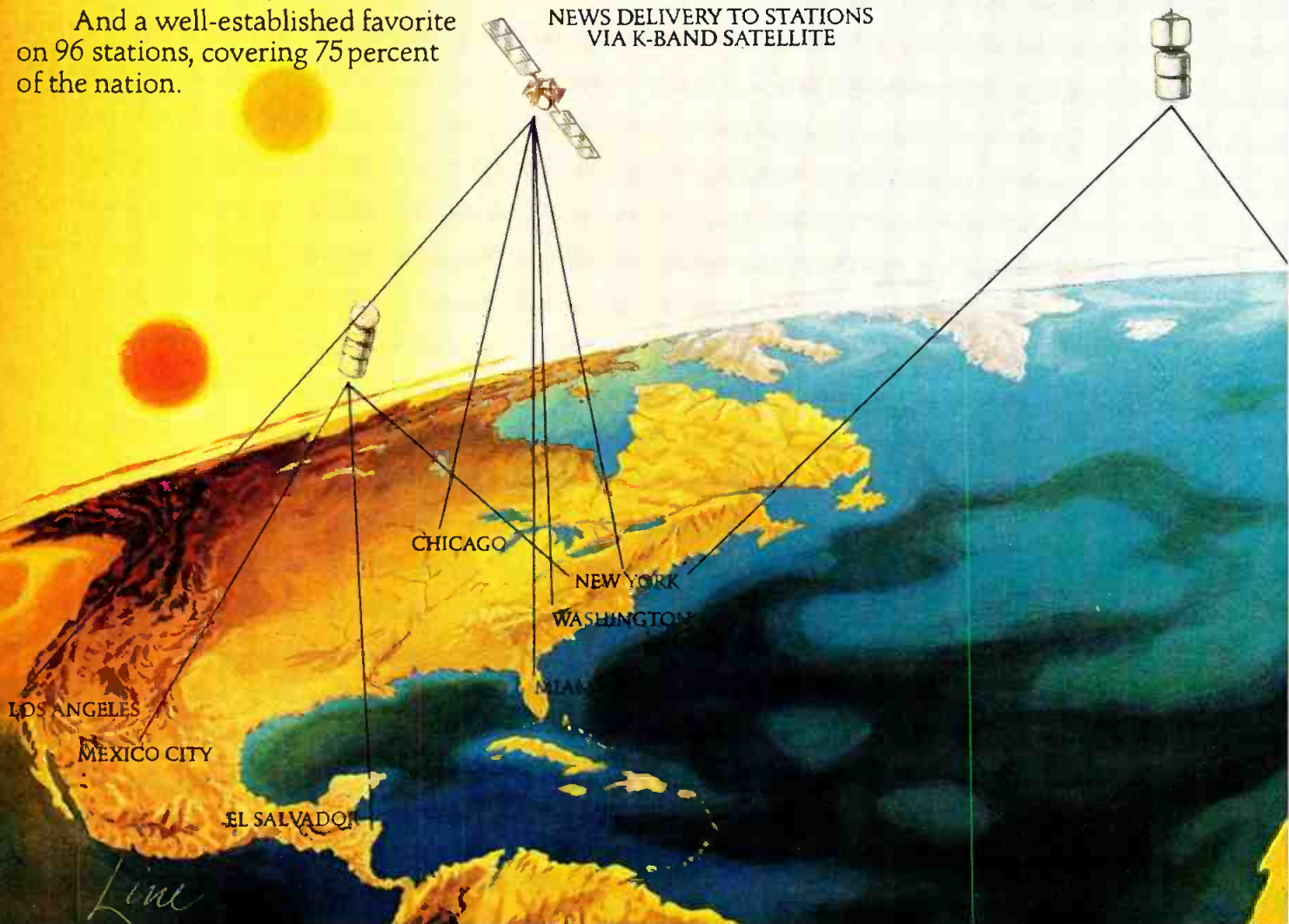
The resources: The crack team of INN news specialists. INN bureaus in New York, Washington, Los Angeles, Chicago, Miami, London. VISNEWS, the world's largest television news organization, for overseas reports. WTN (formerly UPITN), too. Plus AP and UPI. And reports from INN partner stations across the nation.

INN Nighttime Edition is a complete network newscast for stations—and viewers—who are serious about the news.

And a well-established favorite on 96 stations, covering 75 percent of the nation.

NEWS DELIVERY TO STATIONS
VIA K-BAND SATELLITE

SATELLITE NEWS
FEEDS FROM
VISNEWS AND WTN



NEW K TECHNOLOGY AND INN.

INDX NEWS SERVICE

INDX is the daily news service with the national and global resources of INN.

And your station's only source for the entire daily feeds of both VISNEWS and WTN.

INDX is now distributed via C-band satellite. And starting in the second quarter of 1986, the service will also come to you via the new K-band satellite, Satcom K-2. So, increasingly, we'll be able to beam fast-breaking stories to you *live—directly from the scene.*

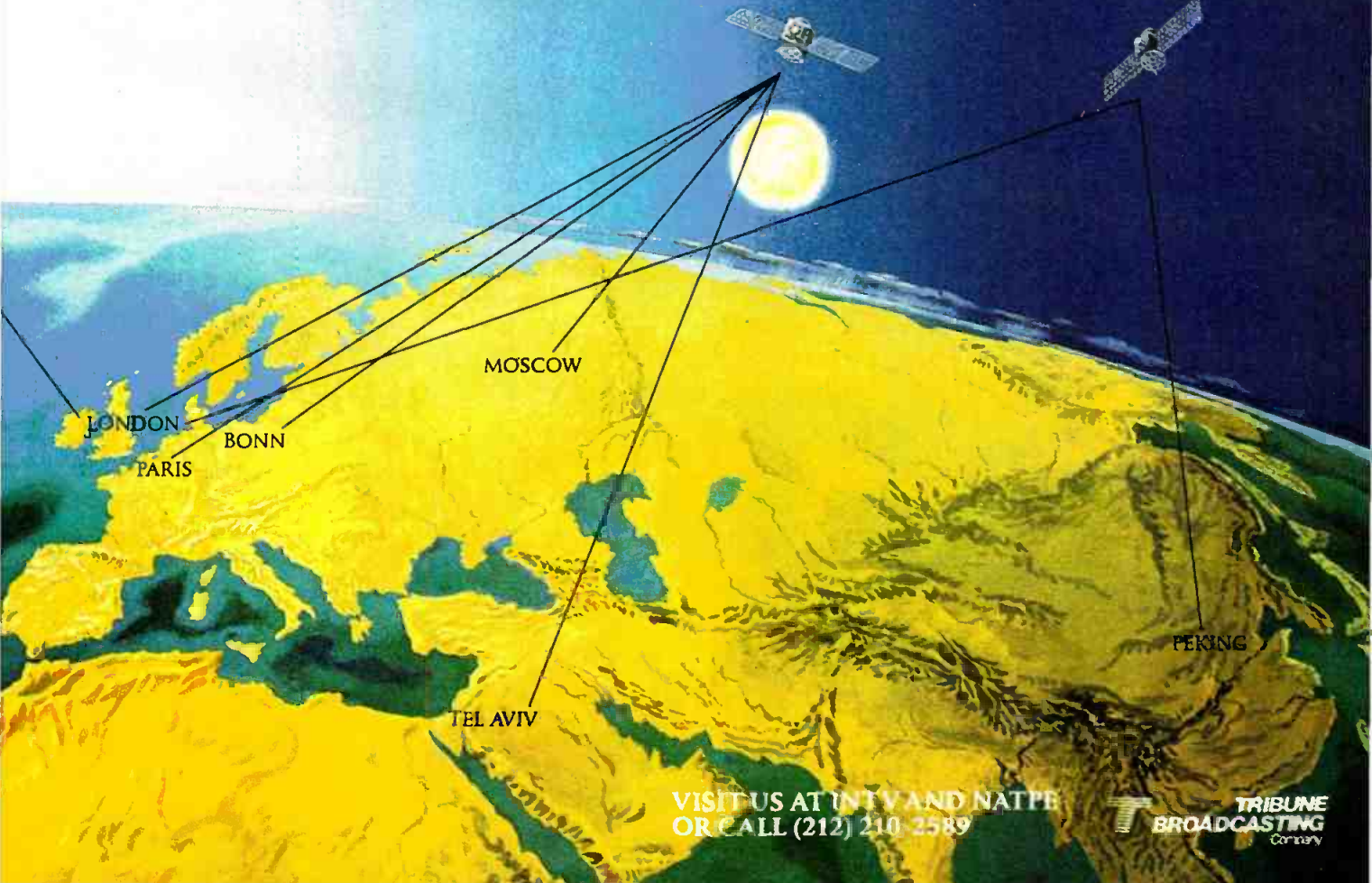
We're planning 4 PM (ET) and late-night feeds to supplement our current evening feed. You'll be able to use INDX reports on your 5 PM, 6 PM, 10 PM or 11 PM newscasts, regardless of your time zone.

For an affiliate, that means no more waiting for the network to break with the best footage.

INDX gives you the stories you need to add a valuable new dimension to your newscasts. *INN Nighttime Edition and INDX news service. We'll help you make the difference.*



THE INDEPENDENT NEWS
11 WPIX PLAZA, NY, NY 10017



VISIT US AT INTV AND NATPE
OR CALL (212) 210-2589



see, for example, NBC doing some innovative programming forms. You see all the networks trying new things, trying to break away from the old format molds. More attention is being paid to the quality of the scripts. They have better writing, they're better produced, they're using different subjects, not the same old thing. More money is being poured into public affairs programming, just on Sunday morning, over the past several years. After deregulation of television, I might add. That seems to me to speak volumes on the efficacy of deregulating.

Over the past year, we've seen enormous takeover activity, both friendly and hostile. What do you suppose spurred all of that?

I think the answer is that there was a recognition that these properties were pretty valuable, that these entities we call broadcasters are valuable enterprises, and that there were publicly held companies that were undervalued, and that therefore an effort to acquire them was desirable. If you had management at these companies that didn't like that idea, then you had the classic confrontation which set up a takeover or hostile tender situation. Of course, we had some friendly mergers, some friendly acquisitions. They weren't all hostile. But I think again there were some marketplace forces working, and in the end there were some examples of management feeling that the takeover was not in the interest of the corporation or themselves, and then you had the battles. I think that would be the main element.

Are we past all of that?

Who can tell? One of the hallmarks of relying on marketplace forces is that regulators are the worst predictors of what will happen in the future, and they should be. So, we'll see what happens in 1986. I thought that 1985 would be a nice quiet year for the mass media and that I could concentrate on telephone issues. I told Jim McKinney [Mass Media Bureau chief] that at the beginning of 1985. And it seems to me that my prediction was wrong. And that just goes to show you that it's risky at best to engage in those kinds of exercises.

Do you think any of the FCC's actions encouraged the takeovers?

Let me put it this way. I think that some of the past policies of the commission might have discouraged anyone from thinking that a hostile takeover would be possible. I think the commission properly tried to devise procedures that would be as neutral as we could make them, that would neither favor nor disfavor one party or the other—that is, the incumbents and the challengers. And that is what we attempted to do. I think that's consistent with our philosophy. It's consistent with recognizing the interests of the shareholders. And I think it's consistent with the public interest.

The FCC obviously took a lot of pains to permit Jack Kent Cooke to make a tender offer for Multimedia Inc., and the primary rationale for the fast turnaround on Cooke's application was that the commission wanted to give Multimedia shareholders an opportunity to choose between a Cooke offer and Multimedia's own recapitalization plan, which you had already approved at that point. (The FCC granted a Cooke trustee a special temporary authorization to solicit and acquire Multimedia stock while the commission considered Cooke's qualifications to be a licensee [BROADCASTING, July 15]. But Cooke agreed not to pursue any offer in exchange for the greenmail settlement [BROADCASTING, July 22].) And I just wondered if you felt used when Cooke accepted that \$25-million greenmail settlement, and never made an offer to the shareholders.

I disagree with that characterization. He made an offer; he made several offers.

He made offers to the board of directors, and he said he was going to make an offer to the shareholders, but technically he never made an offer to the shareholders themselves.

But in any event, the information was before the board as to what kind of recommendations it would make to the shareholders based on Cooke's representations.

But did you feel used when the FCC had created this whole new policy for this fellow and then he never made an offer to the shareholders?

There was one case back in the 1970's where the commission had

employed a trust in a hostile situation, I believe involving some telephone companies. So it was not, in the sense of the law, new and unique. It was certainly new in the application to broadcasting. But, no, I don't think we felt used. You're referring to the \$25 million Cooke ultimately retained. I was persuaded that he was acting in good faith and moving forward, and that it was not his goal to extort or obtain a payment to go away. I think I was fully persuaded that he was acting as a suitor, attempting to gain control. If, however, there is a greenmail problem, then, in any case, it seems to me that should be solved by the Congress. There are some economists who argue that it's not necessarily detrimental to the public interest that those kinds of payments are made. There is a respectable intellectual argument. I take no position on the merits of it.

It just seems that if there's that way [greenmail] out in any case like this, it's difficult to see how the public can benefit in that situation.

The public may not have benefited there, but it may not have suffered any detriment. That was a decision that the board of directors of Multimedia made, the incumbent board, to offer that sum to Mr. Cooke, and it was eventually approved by the shareholders. So, we have shareholder democracy in action once again, for better or worse.

Are you personally satisfied with, for lack of a better term, what I describe as the "hands-off approach" that the FCC has adopted in its various decisions on tender offers and proxy battles?

We, of course, have a proceeding [on tender offers and proxy contests] that we'll bring in early next year, that is looking at whether guidelines are advisable. But, yes, generally I am satisfied that we devised the correct procedures. It's not hands off; it still requires that a short-form application be filed, and it also requires that the ultimate purchaser be able to pass muster on a long-form application. It's not as if commission scrutiny is not visited upon the ultimate purchaser of control of a publicly held company. I am amused by those who say: 'Well, if the stock goes to the trustee and the commission doesn't approve it, how can you put the egg back together?' The point here, which people overlook, is that the shareholders who tender their stock for money to the trustee don't care what happens. They have tendered their stock and they want the money. There's no reason why, therefore, they have any interest in having the stock come back. In fact, they tendered it, presumably, because they wanted to convert the stock to cash. So, then, the trustee—if we were to say the ultimate purchaser was not qualified—would sell the stock on the open market, or he could arrange a sale to a small number of people. He has options. There's no such thing in a publicly held corporation as putting the egg back together in the sense of having the very same shareholders put back into place. In fact, in publicly held corporations not subject to hostile takeovers, the ownership changes every day of the week.

Do you wish you would have had more time to design those processes you have out there for takeovers?

I think we had sufficient time.

I did notice that President Reagan said you are fond of saying that you want to let marketplace forces work so the public's interest can determine the public interest (BROADCASTING, Dec. 16). How do you think the Capital Cities Communications takeover of ABC is going to benefit the public interest?

It depends, period. That's always the case when a buyer takes over a television or radio property. It depends on what they do, how they market, how they program. So, who can tell? If Tom Murphy's [Capcities chairman] track record is any indication, I would suggest that they'll do quite well and the public will be very well served. But that's not our business to make those evaluations.

How would General Electric's takeover of RCA benefit the public?

[Fowler declined to comment because GE's proposed acquisition of RCA is subject to FCC action.]

In view of some of the friction on the waiver situation, is it even within the realm of possibility for GE to get permanent waivers of the one-to-a-market rule to retain RCA's crossownerships in New York, Chicago

COMING TO TV IN SEPTEMBER 1986

True Confessions

INSIDE:

New
Half-Hour
Story
Every Day!

TC will
Bridge your
Network Soaps with
your Local Programming!

BONUS:

Produced on film
by Emmy Award Winning
Producers of The Landsburg Co.

Plus...

BUILT-IN AUDIENCE:

TC readers watch
46% more daytime TV
than the average viewer

FRANCHISE
POWER!

20 MILLION PEOPLE read Macfadden Magazines, 75% are women 18-49!

Produced by



THE
LANDSBERG
COMPANY

NEW YORK
(212) 315-4000

LOS ANGELES
(213) 826-1108

It's a new kind of television from
KINGWORLD
ENTERTAINMENT SALES™

CHICAGO
(312) 337-6765

DALLAS
(214) 960-1996

NEW JERSEY
(201) 522-0100

NASHVILLE
(615) 373-1500

National Advertising by



A King World Company



HOST BILL BIXBY

and Washington?

Until we have the specifics before us, it's not possible for me to have any conclusion, and even then, when pending before us, it would not be proper to be commenting publicly until the commission takes a specific action.

It's not before you yet.

Even the more the reason not to comment on that which we do not know anything about.

NBC has grandfathered radio-TV combos in those three markets. Let me rephrase the question in such a way that we're not prejudging anything. Do you think that it would be possible at this point for any entity to get a permanent waiver of the one-to-a-market rule to retain radio-TV combinations in a market?

It's possible, depending on circumstances where a compelling case could be made.

What kind of case could be made?

It would depend. That's why it is very difficult to draw general guidelines which people then must comply with. It depends on the facts and circumstances of each case. A case could be unique. The Capital Cities case is a case in point, where Section 331 [of the Communications Act], in the mind of the majority of the commis-



sion, made that case unique in granting the permanent waiver of the duopoly between New York and Philadelphia. So you never can say never. On the other hand, the presumption ought to be that you have to comply with our rules, and that a waiver can only be granted if you can make a proper showing. As to grandfathered combinations, as a general proposition, they would have to divest, absent a compelling showing justifying a waiver.

And whatever that compelling showing is would be determined on a case-by-case basis?

I think that's the only way we can do justice, as far as I can see.

Back to the public interest idea. How did Ted Turner's attempted takeover of CBS benefit the public?

It is again difficult to quantify that question. It may be that as a result of that, CBS's management is operating better, more efficiently. It may be more conscious of how it handles its cash flow, what properties should be kept; what properties should be disposed of, because they're not net contributors of revenues to CBS. Let me turn the question around, because there seems to be a thread in these questions: How did all of these things benefit the public? And I would ask how did the very rigid application of the equal time law benefit the public when we were able to relax the rule to permit broadcasters to sponsor debates? We saw more debates in the last campaign among the presidential contenders than we've seen in quite some time. How

did the three-year rule benefit the public when operators hung on by the skin of their teeth operating properties that they really didn't want to operate, waiting for the three years to toll so they could then sell it at a profit. That could not have been in the public interest. I think we could go down a whole list. I think it's important to point out that a lot of the rules have had specific detriments. And you may not always be able in the first instance, early on, to quantify benefits, but there may be benefits and there are no detriments.

I think the look from inside CBS, for example, is that it had to fight off this takeover effort, and it had to assume all of this debt burden, and now it's dismembering itself to service that debt, and it is having to cut back on funds for programing and news and all that. It strikes me in that one in particular, it's pretty obvious that there's not a huge benefit coming out to the public.

I think it's very important to note two things. One, that CBS management voluntarily decided to take on additional debt for this restructuring. And it voluntarily determined the level of that debt. I mean, some argue that maybe that was too high in the plan they opted for. The second thing, they have got to make a determination based upon a marketplace appraisal, upon how much debt they can safely assume consistent with not materially or adversely affecting those cash flows that continue to make the corporation profitable. That is to say, they may be able to cut costs in order to enable them to pay off this debt. But they may not, in their calculations, cut costs that would result in a net decrease in cash flow. That would be the worst kind of cost cutting. That's the kind of calculation that management has to make, and I'm assuming they did make, in determining what the level of debt would be in that restructuring plan. So there are calculations not within the domain of regulators, fortunately so, that are made by the management. If they guess wrong, then they have to suffer the detriments. I have not seen any indication that that has been the case. I'm sure that there are some at CBS that are very unhappy with Mark Fowler, and see the FCC taking sides. I noticed one of their top officers made essentially that allegation—that the commission has been very adverse to CBS's interests in the recent past. That's just nonsense; we've been scrupulously neutral.

When you were relaxing the multiple ownership rules and thinking about this hostile takeover policy, did you think it would go this far? That all three TV networks would at least have a play made for them, and that we would see as much restructuring in the industry as we have? Did that surprise you?

Since you can't predict the future, nothing is really a surprise in that sense. But all of these events are the result of marketplace forces operating. And I see no evidence that the public interest is disserved, and I think we are beginning to see some very positive results.

Such as?

Such as the formation of groups that are now beginning to engage in the origination of more of their original programing. Such as the negotiations between CBS and Hollywood looking toward partially taking down the syndication and financial interest rule, which seems to me to suggest that the commission was correct that the rule really doesn't make any sense, which suggests there is room for a more vertically integrated company that could own both production and network facilities. The MCA-RCA merger [discussions] suggests that the marketplace really requires more of that kind of vertical integration. These negotiations to partially ameliorate the strictures of the financial interest and syndication rule are along the same parallel. All of these events are because the world is changing. It's changing because of consumers' needs. And that's the touchstone. The public interest. So, when I have said that the public's interest determines the public interest, that goes for the rule of 12's, that goes for all of the other deregulatory steps we've taken. They were designed to provide more choice for the consumer. At the same time, I think the broadcast industry is still dynamic, and there are many more opportunities, I would argue, than there were four years ago for broadcasters.

I guess there's another way to go after this. I think an assumption is that a lot of the takeovers, whether friendly or hostile, are burdened



STARRING

DAVID BRENNER

with Billy Preston and the NIGHT LIFE Band



**FRANCHISE
POWER!**

- Half-hour daily strip designed for late fringe!
- Featuring the biggest names in music, comedy and variety!
- Satellite delivered in stereo!
- 10 million-plus dollar production budget!
- Unprecedented promotional support!
- Coming September 1986!

It's a new kind of television produced by Motown Productions in association with

KINGWORLD

NEW YORK (212) 315-4000 LOS ANGELES (213) 826-1108 CHICAGO (312) 337-6765 NASHVILLE (615) 373-1500 NEW JERSEY (201) 522-0100

National Advertising by **CAMELOT** A King World Company

with debt. The new management that comes in has got to perform better than the past one to try to meet the debt. Therefore, [the fear is that] money will be taken out of programing—especially marginal programing that in the past didn't have a big return, or didn't bring in more than it put out—because of servicing the debt. Is this going to lead to a whole new broadcasting industry where we are going to see [people feeling] you have to make money on everything you do?

Having higher debt placed on a station because of an acquisition is not new simply because we have hostile takeovers. For decades, when people purchased radio and television stations, there are multitudinous examples of a higher debt being placed on the property by the buyer that was necessary to be able to effect a purchase. That's not new. And it has provided opportunities for people—young men and women—to start with a radio station or go to that first television station, and take ownership for the first time. So, it has provided for a lot of opportunity there. The trick is to determine what the proper level of debt is. You have got to have business skills and acumen or you shouldn't be in the business.

In other words, there may have been protection for incompetence in the past that doesn't exist anymore?

There are some management teams, frankly, that have not operated broadcast properties very efficiently, and they have been targets, if they have been publicly held companies. When I was a practicing lawyer, involved in negotiations, some of the sellers I dealt with were absolute dunces. One wondered how they made even the first penny. They probably should not have been in broadcasting. The buyer comes in, he assumes a great debt, effecting the purchase. But what happened is that property was being put to a far better and higher use with the acquisition, even though there was a lot of debt involved there. It really depends on the kind of people who operate.

So those will probably continue to be targets?

The other point, which I made before, is that television may have been undervalued. So that it's possible to take on higher debt and over the near term and medium term raise rates in recognition that advertising rates are undervalued and need to be raised. That's part of what the marketplace is saying. It's also saying that a lot of these properties have not been properly managed. And people see opportunities to come in and do better. That's all part of the American free enterprise system. Anyone who has problems with that has certainly got problems with this commission.

In recent acquisitions before the FCC, the commission has granted parties temporary waivers to divest of properties that create conflicts with commission ownership rules. Is that now an accepted way of doing business?

It's not accepted. It's done on a case-by-case basis. But certainly these decisions each stand as precedent for others that may be similarly situated.

Rupert Murdoch received two years to divest his daily newspapers in New York and Chicago. Will the time permitted to divest get much beyond that and still be considered within the bounds of reasonableness?

It would really depend on each case. If somebody said five years, obviously that's not reasonable. Is three years reasonable? Perhaps, perhaps not. We'd have to reach that question when it came to us. But two years, on its face, seemed to be reasonable. But there was more to it than simply the request for two years; there was a justification in the Murdoch case.

Have you decided upon whom you would like to see fill former Commissioner Henry Rivera's seat?

That's a decision the White House makes.

I'm just asking you if you have someone in mind. McElroy [B. Roland McElroy, administrative assistant to Senator Sam Nunn (D-Ga.) ("Closed Circuit," Dec. 9)] comes to mind. I had heard he was on top of the list.

He's certainly one of the people being considered. I had interviewed him. I would say he's a good man.

Do you know when we might anticipate an announcement from the White House on this?

No.

What do you think will be the practical impact of your decision to restrict your examinations of licensee character (BROADCASTING, Dec. 16)?

I think the practical impact will be to draw the relevant nexus between traits that we desire in licensees and the purposes of regulating broadcasters. And we have identified two: that they be truthful to the commission and that they be reliable in adhering to the Communications Act and our rules and policies.

After character, is there anything else left to deregulate in broadcasting?

Of course, the local rules are something that some people are looking at, but not me.

The local ownership rules?

The local ownership rules. There are discussions. People, from time to time, talk about the newspaper [newspaper/broadcast cross-ownership] prohibition. Or the cable [cable/broadcast crossownership] prohibitions.

Are you interested in those?

I am not. I have said that I'm perfectly comfortable with the local ownership rules the way they are. But commissions come and commissions go, and maybe another commission at some point will want to look at some or all of those rules.

Are you saying you won't look at those?

I'm saying that other than the intriguing idea of AM and the duopoly rule, I personally don't think there's any reason to be changing those rules.

Must carry: where do you think that proceeding will wind up?

It's too early to say. We are awaiting the comments. We have, I think, indicated that we have an interest in looking more closely at the compulsory license, which is grossly unfair to broadcasters. I personally am suspicious of resurrecting must-carry rules on a wholesale basis and would prefer to look toward the elimination of the compulsory license. The commission has made that basic position clear. But we want to look at everything that is filed, and so we have open minds.

You would prefer to get rid of the compulsory license over resurrecting some form of must carry because you believe that would be the marketplace solution to the disequilibrium. Is that correct?

I testified to that effect in 1982, and my view hasn't changed. I did, however, call for a transition period of perhaps three to five years. But, as to the proceeding before us, we'll see what the comments bring.

Your current term expires this June. Are you still contemplating seeking reappointment?

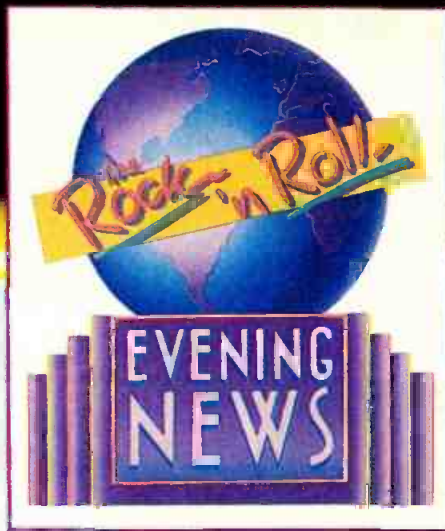
I haven't decided.

But you haven't ruled it out?

I've neither ruled anything in or out.

If you did get another term, what would you hope to accomplish?

I'd want to see the First Amendment firmly in the saddle in broadcasting. That means no government content control, period. We are moving toward that. The courts are going to be powerful allies. The Congress will not. Not on the merits, but because incumbents, I think, honestly believe that these laws are beneficial. I think they see them also as beneficial to their own campaigns. I happen to believe that these laws squelch the coverage of challengers. And I think that therein lies the tale. I don't say that the congressmen view these laws in a mean-spirited way, but I think that's the way they look at it. So, I don't think we'll get help from the Congress. But I do think that the courts increasingly, with the age of plenty in broadcasting and a



“The Rock’n Roll Evening News is brilliantly innovative in concept . . . a breakthrough for the ’80s—entertaining, informative, more diversified than the stodgy and superficial nightly newscasts. A winner in every way for rockers of all ages, the concept is a first for our times, exploring rock as more than music and as a form of culture around the world today.”

GEORGE CHRISTY
“THE HOLLYWOOD REPORTER”
October 9, 1985

- A weekly one-hour show available Sept. 1986!
- Timely and topical; satellite delivered!
- Full promotional support!

CALL NOW FOR SCREENING!

Produced by *Andy Friendly* PRODUCER in association with A&M Records exclusively for

KINGWORLD™

NEW YORK
(212) 315-4000

LOS ANGELES
(213) 826-1108

CHICAGO
(312) 337-6765

DALLAS
(214) 960-1996

NASHVILLE
(615) 373-1500

NEW JERSEY
(201) 522-0100

National Advertising by **CAMELOT**™ A King World Company

**FRANCHISE
POWER!**

relatively scarcer newspaper medium, will have to revisit *Red Lion* in light of their 1974 decision in *Tornillo*. The two cases must be an embarrassment, one to the other, as far as the court is concerned. So I'm hopeful it will be sooner rather than later that we will strike down the ability of Washington to control program content. The sooner the better.

What are your highest specific priorities in the mass media area in the year ahead?

I want to bring in must carry. I want to explore Jim McKinney's excellent suggestions on how we could improve the prospects for

AM radio. We want to look at possible abuse of process by parties before the agency. I'm concerned when people stare down or shake down broadcast applicants before this agency through citizen agreements where they ask for program additions and withdraw for dollars, or where people bring complaints and then withdraw for dollars, or where people file a series of applications but never build and they settle, always for dollars. That's another one I'm very interested in looking at. Also, there's the AM-FM nonduplication rulemaking, and we'll continue our technical deregulation—Jim McKinney is due a great deal of credit for that initiative. We've reviewed all of the rules in the Mass Media Bureau—every single one now—since my tenure began, and we'll start the cycle again.

Technology

Washington teleport sold

CTM, started by former NCTA head Bob Schmidt, bought by Carley Teleport, which wants to build similar operations across the country

Communications Technology Management, operator of a nine-dish satellite teleport in the Virginia suburbs of Washington that uplinks cable and broadcast programming out of the nation's capital, has been sold to Carley Teleport Communications for an undisclosed amount. The deal is subject to FCC approval.

From its teleport in Bren Mar, Va., CTM uplinks C-SPAN, Black Entertainment Television, Home Team Sports, the U.S. Chamber of Commerce's BizNet, the Senate Republican Conference and broadcast programming on an ad hoc or occasional-use basis. The teleport maintains microwave links into and out of Washington.

Carley Teleport, of Washington, is a subsidiary of the Wisconsin-based Carley Capital Corp., a real estate development and venture capital concern headed by two brothers, David and Jim Carley. (David was the first president [April 1980-Jan. 1982] of the Association of Public Broadcasting [now known as the National Association of Public Television Stations].)

CTM was founded by former National Cable Television Association President Robert Schmidt in 1979. At that time, it had plans to develop and market videotex and other interactive services for cable systems (BROADCASTING, Dec. 3, 1979). That never panned out, but an ancillary business, the uplinking of video to the satellites, did. Starting with the transmission of C-SPAN in 1980, the business grew and became the company's only real success story. In addition to the Washington operation, it has been the managing general partner in the Dallas-Fort Worth Teleport since August 1984.

Schmidt, CTM president and chief executive officer, was evasive in discussing the reason why CTM's shareholders were selling out to Carley. Although the teleport business is sound, he said, it has been burdened by the "baggage" of CTM's failure in other businesses. "We've grown the [teleport] business through the first phase," he said.

"We've paid the price. Now it's time to sell."

Schmidt, who is founder and president of the American Teleport Association, intends to remain in the teleport business, possibly in some role with Carley. He's optimistic about the future of the business. "There are going to be teleports in every major city of the country within the next decade," he predicted.

CTM shareholders include cable entrepreneurs Bob Hughes, Jack Crosby and Dick Loftus and two Maine businessmen, Harold Alford and Larry Mahaney. Hughes and Crosby were principals in Cable Properties Inc., a large MSO that was sold to Times-Mirror in 1979 for \$86 million. Today, they are principals of Prime Cable Corp., the 22d-largest MSO. Loftus is the head of Trident Communications, a private cable (SMATV) operator.

According to Carley Teleport President Bruce Kirschenbaum, the purchase of CTM is the first step in his company's plan to establish teleports in "key cities" throughout the country. Its deal with CTM does not include CTM's interest in the Dallas-Fort Worth Teleport, he said, but Carley is interested in it.

The teleports would be operated in tandem with "high-tech office parks," for which Carley Teleport would plan and, in some cases, build and operate integrated telecommunications systems, Kirschenbaum said. Carley Capital would be the developer of some, but not all, of the office parks, he said.

One such office park, the University of Maryland Science and Technology Center in the Washington suburb of Bowie, Md., on which Carley hopes to begin work next year, would be linked to the Bren Mar teleport, Kirschenbaum said.

With some extra land included in the CTM purchase, Kirschenbaum said, Carley Teleport plans to build a 13-meter earth station for international video transmission via the Intelsat system. Construction of the new earth station, he said, is expected to begin during the first quarter of 1986 and to be in service by the end of the second.

CTM has had some management prob-

lems at the Dallas-Fort Worth Teleport, which, according to Schmidt, has just moved into new state-of-the-art facilities. Last August, it fired Joel Goldblatt, general manager, and his wife, Carolyn Connerat, director of marketing, upon their return from a vacation in New Mexico, and locked them out of their offices. Goldblatt and Connerat, who are minority partners in the operation with about a 5% interest, sued CTM in October, alleging breach of contract and fraud.

Connerat said last week that she and Goldblatt have yet to receive an explanation from CTM for their dismissal or the lock-out, which was enforced by armed security guards. It all came as a surprise, she said. She and Goldblatt had a two-year contract to manage the operation through August 1986, she said, and, during their first year under the contract, they had generated revenues 80% over projections without spending more than projected.

Because of the litigation, Schmidt's only comment was: "We reached the level where the needs [of the operation] outstripped their abilities."

The Dallas-Fort Worth teleport may soon be embroiled in another court battle. Home Satellite Entertainment, a regional cable sports network, is preparing a suit against the partnership, charging it with breach of a contract by which the teleport was supposed to handle the transmission of HSN's telecasts of Dallas Mavericks (National Basketball Association) games from Dallas's Reunion Arena. According to John McIntyre, HSN director of operations and engineering, the partnership just walked away from the contract, saying that steep increases in the local telephone company's video links between the arena and its uplink made their arrangement "financially infeasible."

In answer to HSN's charge, Dean Popps, CTM chief operating officer, said that the telco charges did, indeed, "go through the roof," but that the contract allowed CTM to pass any increases in telco charges along to HSN. CTM wouldn't carry HSN, he said, because HSN wouldn't absorb the additional costs. "They wanted us to swallow them," he said. □

Jeopardy! is Moving To Access!!

across America, from Philadelphia to
attle, Jeopardy! has become an
cess franchise... a solid #2 behind
sister show, Wheel of Fortune.

ove up your access ratings by
oving Jeopardy! to access.

ow playing in access in these markets:

Philadelphia	Johnstown	Medford
Portland	Chattanooga	Florence
Portland	Tucson	Anchorage
Portland	Tri-Cities	Utica
Portland	Greenville	Salisbury
Portland	Youngstown	Palm Springs
Portland	Springfield	Clarksburg
Portland	Burlington	Gainesville
Portland	Las Vegas	Parkersburg
Portland	Colorado Springs	Eureka
Portland	Lansing	Lima
Portland	Augusta	Harrisonburg
Portland	Charleston	Bend
Portland	Ft. Myers	Hagerstown
Portland	Savannah	
Portland	Monterey	
Portland	Santa Barbara	
Portland	Columbus	
Portland	Wilmington	
Portland	Yakima	
Portland	Reno	
Portland	Sioux City	
Portland	Eugene	
Portland	Macon	
Portland	Traverse City	
Portland	Erie	
Portland	Chico	
Portland	Bakersfield	
Portland	Beckley	
Portland	Bangor	

**FRANCHISE
POWER!**

Produced By
MERV GRIFFIN
ENTERPRISES

Distributed By
KINGWORLD
TM

NEW YORK (212) 315-4000 LOS ANGELES (213) 826-1108 CHICAGO (312) 337-6765 DALLAS (214) 960-1996 NASHVILLE (615) 373-1500 NEW JERSEY (201) 522-0100

White House, Congress at odds over public broadcasting funding

New Reagan budget geared toward phase-out of federal funds; conference committee OK's bill pledging continued support and federal dollars

Congress and the administration appear headed for another fight over proposed funding for public broadcasting. President Reagan is expected to recommend major cuts for the Corporation for Public Broadcasting in his proposed fiscal 1987 budget, and to seek the eventual elimination altogether of federal support for public broadcasting by FY 1992. A Senate-House conference committee, on the other hand, has approved a budget reconciliation bill (BROADCASTING, Dec. 16) that increases future funding levels for public broadcasting and contains report language stating "strong support for our nation's public broadcasting system, recognizing that this system still needs adequate federal funding." (Congress was slated to approve the conference report and send it to the President late last week.)

According to a letter from CPB to Office of Management and Budget Director James C. Miller, the corporation was informed by Miller's staff that "OMB intends to recommend an appropriation of \$130 million versus the \$264.1 million requested by the corporation for fiscal 1989." (CPB's FY 1989 appropriation would be included in the FY 1987 budget as part of its advanced funding mechanism.) Additionally, CPB noted that OMB plans to seek a \$44-million rescission of CPB's \$214 appropriation for FY 1988, signed into law by the President two weeks ago on Dec. 12, the same day OMB advised CPB of its plans.

The administration, which submits a budget to Congress every January, is also expected to recommend \$90 million for FY 1990 and \$60 million by FY 1991. The proposed cuts are drastically lower than those the President suggested in his FY 1986 budget: \$246 million for FY 1989 and \$283 million for 1990. As in the past, the White House is likely to propose complete elimination of funding for the National Telecommunications and Information Administration's public telecommunications facilities program (PTFP).

But Congress has a different idea. Under the reconciliation bill, which authorized funding levels for CPB for FY 1987 through 1990: 1987—\$200 million, 1988—\$214

Puerto Rican problem. Four broadcast entities are seeking to enter a case in which a hotel in Puerto Rico has asked the Supreme Court to hold that a Puerto Rican law banning casino advertising violates the Constitution. ABC, CBS, the National Association of Broadcasters and Post-Newsweek Stations Inc., in a motion filed with the court, say that the broadcast of truthful advertising for lawful products is protected by the First Amendment. And they say their interests would be directly affected by any decision that Puerto Rico could constitutionally suppress commercials within Puerto Rico, "or require, as the trial court did in this case, that advertising outside Puerto Rico be submitted to government regulatory authorities for prior approval of its content." The Condado Holiday Inn, which has brought the appeal, has consented to the filing of the friend-of-the-court brief. But the government of Puerto Rico and the Tourism Co. of Puerto Rico, which are defending the lower court order, are opposing the broadcasters' entry into the case. The broadcast groups say they expect the hotel to discuss the issues involved from the point of view of an advertiser. They, on the other hand, they say, "can bring... the perspective of media entities involved in the publication of commercial advertising." And they make clear their concern extends beyond advertising of lawful casino gambling. They say they are concerned about "state or federal restrictions on the broadcast of advertisements for lawful activities, including lotteries."

million, 1989—\$238 million and 1990—\$254 million. And it established funds for PTFP of: 1986—\$24 million, 1987—\$28 million and 1988—\$32 million. In the last Congress, Reagan vetoed two CPB authorization bills because of excessive funding.

The conference report states that the legislators "believe these levels provide the minimum amount that will allow CPB and PTFP to fulfill adequately their important functions." Moreover, it said, "the funding levels contained in this measure are below the administration's own 1985 recommendations for CPB," and "the conferees expressly reject the administration proposal to abolish the PTFP program, which is a program critically necessary to meeting the goal that public broadcasting service is available to all Americans."

If the White House goes ahead with its budget proposal, Congress won't be the only body registering its objections. CPB, in its letter to Miller, called on the administration to reject "these dangerous new OMB proposals." The National Association of Public Television Stations also sent a letter stating its objections to the budget figures. "We do not understand the basis for these proposals because they are inconsistent with recent actions by the administration and the Congress and appear to be disproportional even to the reported requirements of the Gramm-Rudman-Hollings law," CPB wrote.

Furthermore, the corporation noted that the director of OMB in a formal written notice on Feb. 13, 1985, announced its plans for "increased federal funding for public broadcasting through FY 1990." (At that time David Stockman was director, not Miller, who was sworn in Oct. 8.) Moreover, CPB warned that if the funding proposals are not revised, "they will reopen the national debate which was just concluded so decisively in favor of increased federal funding for public broadcasting. Accordingly, we have no alternative but to revisit some of the consequences that would flow from phasing out federal funding."

NAPIS argued that the study commissioned by the Temporary Commission on Al-

ternative Financing established by Congress in 1981 "determined after exhaustive study, that there are no foreseeable alternatives to continued federal support. This will assure private contributors that their own commitments are secure and that together we will continue to build toward a system of ever increased private matching support. It will insure that commitments and plans already made for future programs will not be scrapped altogether." □

DNC, Dingell want dismissal of RTNDA appeal of FCC fairness doctrine report

Saying report does not constitute final action, they join others in asking court to decline review

The Democratic National Committee and Representative John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, have joined a growing list of intervenors asking the U.S. Court of Appeals in Washington to dismiss the Radio-Television News Directors Association's appeal of the FCC report on its fairness doctrine. The RTNDA appeal, supported by more than a dozen broadcast groups, seeks a court ruling that the doctrine violates the First Amendment. But like two motions filed earlier in behalf of 15 individuals and groups, the DNC and Dingell contend that the report, issued last August, is not ripe for review, since it does not constitute final action (BROADCASTING, Dec. 9).

The commission made it clear it felt that the doctrine inhibits rather than promotes robust speech, but referred the matter of its

possible repeal to Congress. Accordingly, the DNC and Dingell said, the report does not alter the "legal obligations imposed by the fairness doctrine" or give rise to a "justiciable dispute." The motion also said the court should decline review because the commission has referred the matter to Congress; it said that "due respect for coequal branches of government demands that the court not interdict this process." As a recipient of the commission's report, the motion says, "Intervenor Dingell has a particularly strong interest in blunting petitioners' attempts to circumvent this process." The motion was filed in behalf of the DNC and Dingell by former FCC Chairman Charles D. Ferris, who usually represents the DNC in broadcast matters.

The case is attracting considerable attention. Ten parties have entered the case in support of the broadcasters' appeal. Eleven motions have been filed by parties either seeking dismissal or who will oppose the petition on the merits if the court accepts the case.

Some broadcasters, like NBC, have refrained from entering the case on the ground that the report does not offer a solid basis on which to challenge the constitutionality of the doctrine. But a case that seems to offer a more visible ground has been filed by Meredith Broadcasting Corp. Meredith is seeking review of a commission ruling that Meredith's WTVH(TV) Syracuse, N.Y., violated the doctrine when it broadcast spots favoring the construction of a nuclear power plant without airing spots opposing construction (BROADCASTING, Nov. 4). Meredith has retained additional counsel to argue its case—Floyd Abrams, of New York, one of the nation's leading First Amendment lawyers. □

House tax reform viewed with mixed emotions

The House approved tax reform legislation last week that would have some impact on the Fifth Estate. The bill, H.R. 3838, which at one point appeared doomed, passed after House Republicans accepted it on the promise that President Reagan would push for specific changes in the Senate version and veto the measure if it came to him in its present form.

The legislation, which calls for a major overhaul of the current tax system, has been under attack by business and other interest groups. It contains provisions that will affect all facets of the communications industry, with cable perhaps feeling the greatest impact. It also contains a provision added by Representative Guy Vander Jagt (R-Mich.) that would levy a 10% excise tax on the sale of the rights to broadcast Olympic events in the U.S. (BROADCASTING, Dec. 2).

To broadcasters, the bill appears to be a "mixed bag," according to National Association of Broadcasters President Eddie Fritts. He expressed concern about the proposed elimination of investment tax credits. ITC's allow companies to subtract from their tax bills 6%-10% of what they have spent during the year on certain types of assets. "The bill

affects broadcasters much as it would any other business, which is not expected to fair well under it," Fritts said. (Program producers are among those whose net income has been increased substantially through the use of ITC's.)

Also of interest to broadcasters, Fritts noted, is the bill's proposal to replace accelerated write-offs and lengthen the depreciation period from three to 30 years compared with the current three to 19 years. "It's a deterrent to buying equipment and upgrading facilities. The accelerated depreciation was helpful," he said.

The loss of the ITC's and the depreciation changes also affect cable. (For some cable operators the loss of ITC's comes at a time when the greatest part of their building program and asset purchases has just been made.) The depreciation changes, however, will have an even greater impact on cable. Because cable is a capital-intensive industry, the rate at which it can depreciate assets is important since depreciation is treated as a business expense and thereby reduces taxable income. National Cable Television Association Executive Vice President Bert Carp said that presently most cable equipment receives a five-year depreciation period, while under the bill that would be lengthened to 10 years.

Like Fritts, Carp thinks that "very few businesses will come out ahead" in the legislation. "I don't anticipate an enormous impact on the industry, but it clearly will increase the tax burden on cable," he said. Nevertheless, Carp pointed out that "the fate of the bill is very uncertain... it could improve in the Senate."

Also of interest to cable is the 25% minimum tax included in the bill. "By toughening up the minimum tax it reduces the benefits on limited partnerships," Carp said.

Limited partnerships have been a popular means of financing cable systems.

One area that might help broadcasters is a proposal to reduce the maximum corporate tax rate from 46% to 36%. In general, broadcasters cannot avail themselves of as many tax breaks as other industries. For cable, the proposed reduction would come at a time many many companies are beginning to show income. □

Senate approves ITU agreement

U.S. adopts convention developed at 1982 conference in Nairobi

Three years after the International Telecommunication Union's plenipotentiary conference in Nairobi, Kenya, concluded amid considerable controversy, the U.S. Senate last week approved the convention that was drafted. The U.S. was not entirely happy with the convention, its annexes and a final protocol (BROADCASTING, Nov. 16, 1982), but the Senate Foreign Relations Committee, acting in response to State Department urging, recommended approval. The price for not signing the convention, the committee said, would be high.

Much of the agreement—which becomes the ITU basic instrument—is carried forward from the 1973 Convention of Malaga-Torremolinos. But new provisions were added, some over U.S. objections—specifically, provisions calling on the ITU to aid developing countries in telecommunications. The U.S., concerned over ITU budget matters, contended that function was being served by the United Nations Development Program and the private sector. On the other

Washington Watch

Reconciliation. Report on budget reconciliation package, containing FCC authorizer, that establishes cost-of-regulation fees for FCC licensees and applicants, includes language requested by National Association of Broadcasters to insure that once fees are enacted by Congress, FCC will lose its authority to adopt fees authorized by 1952 Independent Office Appropriations Act (BROADCASTING, Nov. 25). Report was expected to be adopted by Congress late last week. Also included in report is tough language on FCC's authority to grant waivers of its ownership rules ("Closed Circuit," Dec. 16). "The commission's purpose in granting any waiver to the crossownership rules should be to further the public interest; furtherance of the private interest of any applicant or licensee must be subservient to this purpose," the report said. "The conferees expect the commission to review such requests with great scrutiny and not grant a waiver unless the applicant meets the burden of clearly demonstrating why such a waiver should be granted. Any temporary waiver granted should be limited in duration to the minimum amount of time necessary." □

Product warnings. Legislation that would require warning language in television and radio ads for smokeless tobacco products was adopted by Senate last week. It would require broadcast of one of three warnings: "Warning: This product may cause mouth cancer"; "Warning: This product may cause gum disease and tooth loss," and "Warning: This product is not a safe alternative to cigarettes." Although broadcasters wanted no legislation, they were able to get language in report specifying that warning requirement does not extend to other product categories. Report says: "The committee wants to stress that it does not impose these requirements lightly. Tobacco products are unique in that, unlike other products which may be only hazardous when misused, these products pose a health hazard when used as intended." House version of bill calls for outright advertising ban on smokeless tobacco products. In other action, efforts by Congress to

require warning language in aspirin advertisements, regarding dangers of Reye's syndrome, were dropped last week after Food and Drug Administration announced proposed rule that would require uniform warnings on aspirin product labels satisfying concerns of Congress.

□

TV tax. Senator Max Baucus (D-Mont.) last week introduced legislation (S. 1932) that would impose 2% excise tax on television sets. Revenue from tax would be used to fund scholarship program for math and science teachers and for summer fellowships. "Teachers are competing with *He-Man, A-Team* and *Monday Night Football* for their students' time. No wonder homework doesn't get done and students learn less," Baucus said. Baucus maintained that report by College Entrance Examination Board found that TV viewing has been cause of decline in Scholastic Aptitude Test scores.

□

Honored. FCC has given Gold Medal, its highest award for distinguished service, to Daniel Armstrong, associate general counsel/litigation, and Albert Halprin, Common Carrier Bureau chief. Silver medals for meritorious service were presented to Claudia Pabo, deputy chief, Common Carrier Bureau policy and planning division; Ronald Lepkowski, chief, Common Carrier Bureau satellite radio branch, and Clyde Whitlock, chief, Office of Managing Director services and supply branch.

□

Renewed. FCC Administrative Law Judge Joseph Stirmer has granted Metroplex Communications one-year renewal for WHY(FM) Fort Lauderdale, Fla., subject to equal employment opportunity reporting conditions. FCC had designated renewal for hearing to determine whether licensee's representations on EEO portion of 1981 renewal application had been truthful. Linda Silverstein, former station employe, had sought to block renewal, alleging that station had misclassified several females by listing them under "official and managers" section of EEO report. She also alleged she was victim of intentional discrimination because she was paid less than male. Stirmer ruled that there was no evidence of intentional discrimination; he also said deficiencies in station's EEO program were not of sufficient magnitude to deny renewal. However, judge said licensee's deficient formal EEO program, its failure to insure accuracy of information submitted to FCC, and "puffing" about another female employe's responsibilities warranted short-term renewal and reporting conditions. In statement, Norman Wain, Metroplex president, said he was "gratified" by renewal.

□

No to handicapped. FCC has rejected request for rulemaking by Paralyzed Veterans of America, California Association of Physically Handicapped and Westside Community for Independent Living seeking same status for physically handicapped as for minorities under distress sales and tax certificate policies. FCC explained that neither Rehabilitation Act nor Communications Act required it to promote ownership and management of broadcasting facilities by handicapped. It also said adoption of ownership rules favoring handicapped "would be inadvisable as a matter of policy because such action would not promote diversity of programming by encouraging diversity of ownership."

□

Case studies. "Today's enemies of freedom are those who would impose upon us their own political, moral, ethical, social and religious values and convictions. . . I learned that both the far left and the far right want federal control of the content of the electronic media," said Senator Bob Packwood (R-Ore.) in preface to "The Fight for Freedom of Expression," book examining suppression of free speech in America. Book was written by Dr. Craig R. Smith, president of Freedom of Expression Foundation, nonprofit organization created by Packwood to spearhead electronic media's drive for full First Amendment rights. It explores political movements that led to passage of Alien and Sedition Acts in 1798, Reconstruction Acts following Civil War and passage of Subversive Activities Control Act of 1950. "Without the freedoms that flow from the First Amendment, Jefferson would have been unable to overturn the suppression of liberty that occurred with the passage of the Alien and Sedition Acts of 1798," wrote Smith in introduction. "Responsible members of the political system would have been unable to check the irresponsible actions of the Radical Republicans in 1868. And surely Edward R. Murrow and those responsible for unmasking Senator Joseph McCarthy in 1954 would have failed without freedom of the press and speech we enjoy today," he continued. Book, written for FEF's Institute for Freedom of Communication, was funded by grant from New York Times Co.

□

Kasten arrested. Senator Robert W. Kasten Jr. (R-Wis.), member of Senate Commerce Committee and chairman of Consumer Subcommittee, which has jurisdiction over Federal Trade Commission and advertising matters, was arrested in Washington Dec. 12 and charged with driving while intoxicated. Kasten was stopped by police for allegedly running red light and driving on wrong side of road. In statement following incident, Kasten said: "There are no excuses. I made a serious mistake and I feel terrible about this. I am sorry and I can assure you it won't happen again." He is slated to appear in D.C. Superior Court on Feb. 4.

hand, a group of changes proposed by the U.S. "to promote greater fiscal responsibility" within the ITU, as the committee put it, was also adopted.

The U.S.'s greatest concern was what the committee said was the conference's "politicization." That concern was rooted principally in the effort of Arab and other Third World countries to expel Israel from the conference, an effort that failed, narrowly, only after a major campaign by the U.S. in which Secretary of State George Shultz was personally involved.

But the committee said there have been several "positive developments" since Nairobi, including the holding of several technical conferences that carried out their work "free from extraneous political issues" (a statement that does not seem to reflect the feeling of delegates from the U.S. and other developed countries to the most recent World Administrative Radio Conference, on space services, last summer [BROADCASTING, Sept. 23]).

Furthermore, the committee noted several things that "did not happen"—among them, that the conference retained the voluntary choice of contributory level, despite strong pressure to adopt a fixed assessment based on the UN scale (which would have required the U.S. to pay about 25% of the ITU budget) and avoided including language in the agreement that would have given preferential treatment for particular countries or groups of countries in the use of the frequency spectrum and orbit.

The committee said the need for ratification before Jan. 1, 1986, was urgent. If U.S. ratification of the treaty were not completed by then, it would lose its right to vote, if not its right to participate in ITU conferences and meetings.

And the committee noted that several "voting situations" are expected to arise in the first half of 1986, including the Regional AM Conference in April to plan for 10 new channels in the western hemisphere (the U.S. is concerned that "contentious voting situations may arise over issues dealing with United States-Cuba relations and our Central American policy," the committee said) and the International Radio Consultative Committee's plenary assembly in May to adopt results of its four-year work program (which include establishing basic technical standards for high-definition television) and electing the committee's director (a major U.S. objective is the reelection of Richard Kirby, a U.S. citizen, to another term in that office.)

The committee sought to explain the tight schedule under which the Senate was asked to operate in considering and ratifying the convention as a function of U.S. concern with events in Nairobi. The committee said the State Department had spent two years considering the convention in consultation with the FCC, the National Telecommunication and Information Administration, the National Aeronautics and Space Administration and the Departments of Defense and Transportation. All concurred in the recommendation that the convention be approved. Representatives of the private sector that participate in ITU matters also endorsed ratification, the committee said. It added that "there is no known opposition." □

Pigskin ratings up, but sales don't follow

Although nearly all professional and college football audiences have increased in 1985, net sales are off

Tonight (Dec. 23) marks the end of a regular National Football League season in which the three broadcast networks showed increased ratings over last year, stemming a downward trend that began in 1981. But despite the gains, advertising sales in NFL games by the television networks this year are off by at least 25% and maybe as much as 34%, resulting in an estimated \$50 million loss for the three networks combined. This season's three-network NFL net sales marketplace is estimated to be between \$400 million and \$450 million. According to Broadcast Advertiser Reports, the networks grossed about \$708.7 million in NFL sales last year, or about \$602.3 million in net sales.

With that sharp a drop in NFL sales, all three networks lost money. The combined rights payment scheduled for 1985 was \$450

million, which equals the highest estimate for net sales this year. Factoring in the costs of game production and promotion that each network bears, it is estimated by executives that the three-network loss on NFL telecasts for 1985 is around \$50 million. Last year, sources said, the three networks broke even with the NFL.

Network college football ratings are, on balance, flat for 1985, with ABC losing ground and CBS gaining ground. But there, too, net sales for the two networks are off considerably, almost 32% for CBS and ABC combined. This year's two-network college football marketplace (net sales) is estimated to be about \$40 million. Last year, according to BAR, gross college football sales by CBS and ABC totalled almost \$69 million, or a net of about \$58.5 million. As a rule, improved ratings don't have an impact on sales until the following season, but network executives suspect that this year's softness in sports sales will carry into next year, minimizing whatever leverage may be gained by

this year's improved ratings.

Although sales were down in college football, network rights payments for college football have also declined substantially since the Supreme Court struck down the National Collegiate Athletic Association's exclusive college football TV plan two years ago. Under the old system for example, CBS and ABC would have paid \$36 million for NCAA rights in 1985. But as it turned out, ABC paid only \$15.5 million for its College Football Association package and CBS paid about \$12.5 million for its Big 10, Pac 10 and ACC games. With lower rights fees but a soft sales market, the bottom line was not as bleak for network college football telecasts. An ABC source said the network at least broke even and may have made a small profit this year but was unsure how small. A CBS source said the network came in "a shade under breakeven" this year.

For the first 15 weeks of the 16-week regular-season schedule, ABC's *Monday Night Football* averaged a 19.7 rating and a 32

Syndication Marketplace

■ **20th Century Fox** has renewed *The \$100,000 Pyramid* for another 26 weeks of production. The decision is a result of the company's satisfaction with the show's performance in the October and November ratings books. ■ *Break the Bank*, sold by Blair and appearing in more than 60 markets, will have a new host beginning Dec. 23. Joe Farago, a singer and stand-up comedian who has appeared in commercials and episodes of prime time series, will replace Gene Rayburn. *Break the Bank* is produced by Kline & Friends in association with Blair. ■ **LBS** reports clearing the half-hour *The How to Live Longer Test* on 115 stations representing 70% of the country. The latest of its quarterly "test" specials, hosted by Dr. Frank Field, senior science editor for WCBS-TV New York, includes medical experts, along with show business personalities, such as Judd Hirsch and Cleavon Little, who participate in the program. Clearances are on a barter basis, with stations getting four minutes and LBS getting two. LBS's time has already been purchased by the pharmaceutical company Hoffman-La Roche. Among clearances are the CBS O&O's, KRON-TV San Francisco, WSBK-TV Boston, KXAS-TV Dallas and KRIV-TV Houston. ■ **Greenstripe Media** is selling the half-hour *Rock and Roll 250*, an off-track race narrated by Wolfman Jack. It is available beginning in January on a barter basis, with stations getting four minutes and Greenstripe getting two. Nissan is buying Greenstripe's two minutes. Music by Fee Waybill, former lead singer of the rock group The Tubes, and Steve Lukather, guitarist with Toto, provide a background for the race among Baja beetles, modified jalopies and racing trucks. Competitors include Chuck Norris. ■ **Lionheart** has added 14 markets to its clearance list for *Threads*, bringing its total clearances to 56 stations covering 60% of the country. The television movie, co-produced by Western-World Television (Lionheart's parent company), the BBC, and Nine Network of Australia, follows two British families dealing with the effects of a nuclear war through 13 years. The movie was filmed on location in Sheffield England and is being sold for cash. Clearances include WUEW-TV Cleveland, WFLD-TV Chicago, WTBS-TV Atlanta, WHYY-TV Wilmington, Del., and WCVB-TV Boston. Lionheart has also cleared *Blake's 7* in 35 markets on a cash basis. Clearances include WNEB-TV Buffalo, N.Y.; KRMA-TV Denver; KPBS-TV San Diego, and KNME-TV Albuquerque, N.M. ■ **ITC Entertainment** has acquired the rights to seven made-for-television movies

and one HBO film. The made-for-television films are *Amos*, which got a 24.5/37 on CBS this year; *Into Thin Air*, starring Ellen Burstyn, and five properties acquired from Peregrine Film Distribution—*Aurora*, starring Sophia Loren and Daniel Travanti (NBC); *Sessions*, starring Veronica Hamel and Jill Eikenberry (NBC); *Deadly Encounter*, starring Larry Hagman and Susan Anspach (CBS); *Packing' It In*, starring Richard Benjamin, Paula Prentiss and Tony Roberts (CBS), and *Mansions of America*, a mini-series starring Pierce Brosnan and Kate Mulgrew. The HBO film is "Blackout," starring Richard Widmark and Keith Carradine. ITC will sell the films as part of a group that will be released in May. ■ **The Jeff Alan Organization** reports clearing *Inside Soaps*, a weekly half-hour that keeps track of afternoon and evening soap operas, on 50 stations covering 70% of the country, including WNBC-TV New York, KABC-TV Los Angeles and WLS-TV Chicago. The show debuts the weekend of Jan. 11-12, and will include a segment on Dack Rambo, of *Dallas*, on the 20th anniversary of *Days of Our Lives*; a segment with Kristen Meadows of *One Life to Live*, and one of the show's first regular segments. According to Jeff Alan, five episodes of the show have already been completed. In all, stations will get 13 original episodes that will be updated to play for another 13 weeks. Sales are on a barter basis, with two-and-a-half minutes for Jeff Alan, and three-and-a-half for stations. The show is hosted by Joseph Mascolo, formerly of *Days of Our Lives*. ■ **GGP Sports** says it has cleared *The John Madden Super Bowl Special* in 160 markets covering 90% of the country. The one-hour special was first presented to the CBS O&O's before being made available to other stations in a trade-off for the use of the CBS sportscaster and former Los Angeles Raider coach on the program. According to Rob Horowitz, vice president and general manager of GGP, the CBS stations in Philadelphia and St. Louis did not take the program, leaving KYW-TV Philadelphia and KSDK-TV St. Louis, both NBC affiliates, to pick up the show. The other CBS stations—WCBS-TV New York, KCBS-TV Los Angeles and WBBM-TV Chicago will carry the show during the Super Bowl weekend window (Jan. 24-26). Sales of the show are on a barter basis, with stations and GGP each getting six minutes. Jimmy the Greek will appear as Madden's guest. Promos for the show will attempt to capture some of the flavor of the Lite beer commercials in which Madden participates.

share, a 20% higher rating than last season, when it averaged a 16.4/28. That will make *MNF* the biggest gainer this season of the three network NFL telecasts, although that program's ratings declined more over the previous four seasons (37.3%) than NFL telecasts at CBS or NBC. For the first 14 weeks of National Football Conference play on Sunday on CBS (the latest ratings available at press time), the network averaged a 15.3/35, up 11% from a year ago. For the same period, NBC's Sunday afternoon telecasts of the American Football Conference averaged a 12.6/28, up 7%.

College football's regular season ended two weeks ago and for the first time CBS came out on top, with an average 7.2 rating (up 18% from last season), compared to

ABC's 6.9 (off almost 17%). Last season, CBS carried most of its games in the early Saturday afternoon time period (1-4 p.m.), while ABC carried its games in the late-afternoon time period (4-7 p.m.). This season, the networks often carried games head to head in the late afternoon, and both cited that as a primary factor in ABC's ratings decline. That, coupled with a number of unexpected down-to-the-wire games and the resurgence of the Big Ten which is carried by CBS, put that network on top. But Neal Pilson, executive vice president, CBS/Broadcast Group, also noted that the addition of Atlantic Coast Conference games to the CBS schedule substantially improved clearances of the network's college telecasts in the Southern region of the country. Pilson said

CBS's college clearances were up to an average 97% this season.

ABC's Donn Bernstein said the network was disappointed with its college schedule's 6.9 finish for the year. "We were expecting a drop," he said, "but we were projecting mid-sevens." He said that CBS was helped by some "incredible Cinderella games." Meanwhile, both ABC and CBS have their college football programming locked up for next season, essentially an encore of the lineups this season. ABC will again televise games of the College Football Association. CBS will televise a package of Big 10-Pacific 10 games, and selected ACC and University of Miami contests and the Army-Navy game.

While the ratings gains are greeted with open arms by the networks, it's a buyers

NBC takes another Wednesday as it posts eighth weekly win

NBC scored another prime time victory in the Nielsen ratings during the week of Dec. 9-15 with an 18.2 average rating and a 28 average share. CBS had a 17.2/27 and ABC a 14.5/22. NBC had seven of the week's top 10 rated programs.

NBC's eighth win in 12 weeks this season was attributable to regular series performances on two nights—Thursday and Saturday—plus a Wednesday-night win. The Thursday and Saturday schedules accounted for four of the week's top 10 shows, including the second record-breaking performance by *Family Ties* this season (32.6/48).

The arrival of *Mary*, marking Mary Tyler Moore's return to prime time, produced better ratings than CBS had been getting with *Stir Crazy* on Wednesday night, but the show ranked 31st for the week, losing to the first half hour of NBC's *Highway to Heaven* (23.1/35). *Foley Square*, which followed *Mary* at 8:30, ranked 49th, with a 14.9/22. NBC took Wednesday on the strength of *Heaven*, which ranked eighth.

ABC's third-place finish during the week came despite strong performances on Monday and Tuesday, when its regular schedules overcame two-and-a-half hours of CBS's two-part, four-hour *Special Movie Presentation* "Alice in Wonderland," which averaged a 19/28. ABC's Monday win came on the strength of the 11th-ranked *NFL Monday Night Football*.

HUT levels for the week were up 2%, from a 63 last year to 64.5; combined network ratings were up 3%, from last year's 48.3 at 49.9, and combined network shares were up 1%, from 76.8 to 77.3.

■ On Monday, CBS's "Alice in Wonderland" won easily from 8 to 9 opposite *Hardcastle and McCormick* on ABC, and *TV's Bloopers and Practical Jokes* on NBC. From 9 to 9:30, "Alice" was 0.6 rating points ahead of 11th-ranked *NFL Monday Night Football* (21.7/34). The football game won the rest of the night.

■ ABC took all of Tuesday night with the exception of 8:30 to 9, when

Growing Pains lost to the second half of *The A Team. Who's the Boss*, at 8, ranked 19th, and *Moonlighting* (19.1/28), at 9, ranked 17th. From 8 to 9, the second part of "Alice" ranked third; from 9-10, it ranked second, placing it ahead of *Riptide* on NBC.

■ *Mary* and *Foley Square* could not pull CBS out of third place on Wednesday, and with *Dynasty's* fall to 12th place, ABC did not attain its usual Wednesday win. NBC has now won Wednesday for two consecutive weeks of regularly-scheduled network programs.

■ NBC won Thursday on the strength of its 8 to 10 comedy block. *Hill Street Blues* (17.6/28) ran second in its time period behind CBS's 15th-ranked *Knots Landing* (20.4/33) at 10. From 9 to 10 on ABC, *Dynasty II: The Colbys* scored a 15/23, a slight increase from its 13/22 premiere (Nov. 29), and the 14.8/22 in its second outing.

■ NBC walked away with the ratings from 10 to 11 on Friday with the seventh-ranked *Miami Vice* (23.9/39), opposite CBS's 16th-ranked *Falcon Crest* (19.7/32). From 9 to 10, CBS won easily with the ninth-ranked *Dallas* (22.6/35); *Misfits of Science* (13.1/20) finished second in the time period. *Webster* clinched 8-8:30 with a 16.7/27, and the second half of *Twilight Zone* (14.9/24) won from 8:30 to 9.

■ NBC won every time period on Saturday with its 8 to 10 comedy block, plus *Hunter* (15.7/27). Anchoring the schedule was the 10th-ranked *Golden Girls* (21.9/36), from 9 to 9:30. The *CBS Saturday Night Movie*, "Stroker Ace," from 9 to 11, scored a 11.9/20.

■ CBS won Sunday with the fifth-ranked *60 Minutes* (24.6/38) and the third-ranked *Murder, She Wrote* (26.5/38). From 8 to 8:30, Steven Spielberg's *Amazing Stories* (18.3/27) on NBC had its best regularly-scheduled performance since Oct. 6. From 9 to 10, NBC won with a *Bob Hope Christmas Special* (24.8/36), and the momentum carried over to the first half hour of *Christmas in Washington* (16.7/27). CBS won from 10:30 to 11 with *Trapper John, M.D.* (17.4/28).

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	35.4/52	25.	Hill Street Blues	NBC	17.6/28	49.	*Foley Square	CBS	14.9/22
2.	Family Ties	NBC	32.6/48	26.	Simon & Simon	CBS	17.5/28	50.	Hardcastle & McCormick	ABC	14.9/22
3.	Murder, She Wrote	CBS	26.5/38	27.	Trapper John, M.D.	CBS	17.4/28	51.	Cabbage Patch Special	ABC	14.3/23
4.	Bob Hope Special	NBC	24.8/36	28.	A Team	NBC	17.4/28	52.	Knight Rider	NBC	14.1/22
5.	60 Minutes	CBS	24.6/38	29.	Gimme a Break	NBC	17.3/30	53.	Johnny Cash Special	CBS	13.4/22
6.	Cheers	NBC	24.0/36	30.	Love is Never Silent	NBC	17.3/28	54.	Equalizer	CBS	13.2/22
7.	Miami Vice	NBC	23.9/39	31.	*Mary	CBS	17.1/28	55.	Misfits of Science	NBC	13.1/20
8.	Highway to Heaven	NBC	23.1/35	32.	Growing Pains	ABC	17.0/25	56.	TV Bloopers & Prac. Jokes	NBC	12.5/18
9.	Dallas	CBS	22.6/35	33.	Christmas in Washington	NBC	16.9/27	57.	Stroker Ace	CBS	11.9/20
10.	Golden Girls	NBC	21.9/36	34.	Alfred Hitchcock Presents	NBC	16.9/24	58.	Charlie & Company	CBS	11.8/18
11.	Football, L.A. Rams-S.F.	ABC	21.7/34	35.	Alice in Wonderland, pt. 2	CBS	16.8/25	59.	Silver Spoons	NBC	11.6/18
12.	Dynasty	ABC	21.4/33	36.	Webster	ABC	16.7/27	60.	The Insiders	ABC	11.4/17
13.	Alice in Wonderland, pt. 1	CBS	21.2/31	37.	Cagney & Lacey	CBS	16.3/26	61.	Different Strokes	ABC	11.3/18
14.	Night Court	NBC	20.9/32	38.	Magnum P.I.	CBS	16.2/24	62.	Airwolf	CBS	10.7/18
15.	Knots Landing	CBS	20.4/33	39.	Hell Town	NBC	16.1/25	63.	MacGyver	ABC	10.6/15
16.	Falcon Crest	CBS	19.7/32	40.	Remington Steele	NBC	16.0/26	64.	Lady Blue	ABC	10.5/17
17.	Moonlighting	ABC	19.1/28	41.	Hunter	NBC	15.7/27	65.	Benson	ABC	10.5/16
18.	Hotel	ABC	18.9/32	42.	20/20	ABC	15.4/25	66.	George Burns Comedy	CBS	10.3/16
19.	Who's the Boss	ABC	18.7/29	43.	St. Elsewhere	NBC	15.3/26	67.	Punky Brewster	NBC	10.3/16
20.	Facts of Life	NBC	18.6/31	44.	Perry Como Special	ABC	15.3/26	68.	Fall Guy	ABC	9.8/16
21.	227	NBC	18.5/31	45.	Riptide	NBC	15.2/22	69.	Ripley's Believe It Or Not	ABC	8.3/13
22.	Amazing Stories	NBC	18.3/27	46.	The Gauntlet	ABC	15.0/23	70.	Our Family Honor	ABC	5.5/9
23.	Barbara Walters Special	ABC	18.1/29	47.	Dynasty II: The Colbys	ABC	15.0/23	71.	Shadow Chasers	ABC	5.5/8
24.	Crazy Like a Fox	CBS	17.9/26	48.	Twilight Zone	CBS	14.9/24				*Indicates premiere episode

market for those looking for strong male demographic availabilities.

"Ratings aren't driving the market or setting prices," said Pilson. And if current conditions persist, and indications are they will, he said, "we may be flat or just slightly better" next year in both college and professional football. "There just isn't that line outside the door to purchase commercials in network sports events and if that line doesn't develop, then we have to sell it at what we can get," Pilson said. As for next year's ratings, he said, "I think we'll be hoping for a modest increase."

Part of the softness, explained Robert Blackmore, senior vice president, sales, NBC Television Network, is that advertisers targeting male demos not only have an abundance of football and other sports programming availabilities to chose from, but also a new crop of prime time programs that deliver a "dual audience." Those advertisers, he said, "are almost getting men as a bonus." Blackmore also cited the softness of certain categories that spent less in sports television this year because their own busin-

esses were less than brisk, such as computers, financial services.

Jerome Dominus, vice president, sales, CBS Television Network, acknowledged that sales for college football and the NFL "were certainly not up to expectations." He declined to quantify that, but did offer that there are signals that next year's sales will improve, with this year's ratings gains one key category. And the computer advertising category should be stronger next year. "From

what we hear," he said, players in that category will be spending more in 1986.

Meanwhile, NBC's Blackmore reports that the 1986 Super Bowl, which his network will telecast on Jan. 26 in New Orleans, sold out at \$550,000 per 30-second spot, up from last year's rate of between \$500,000 and \$525,000 per 30 when ABC broadcast its first Super Bowl. He said that at this point, 90% or more of the pre- and post-game shows had also been sold. □

Katz study finds FM stations skewing older

Adult contemporary (AC) stations on the FM band are targeting a slightly older audience today, registering a substantial rise in listening among the 35-to-44-year-old age group since 1979. That's one of the findings in a new, comprehensive radio format trend study conducted by the Katz Radio Group.

The study is based on audience measurement data for 2,449 individual radio stations in 190 Arbitron-rated markets. (Current data was taken from the spring 1985 Arbitron

survey results). "We find some major differences in age skew and weekly listening time within particular format classifications, depending on whether a station is on the AM or the FM band," said Gerry Boehme, vice president and director of research for Katz Radio, who compiled the study.

Some of the survey's other results:

- Album-oriented-rock stations on FM are now skewing toward an older audience, with a heavier concentration on the 25-34 age

Programing with NATPE in mind

The supply of syndicated television programing is growing as producers prepare new offerings in anticipation of the annual NATPE International convention, Jan. 17-21, in New Orleans. The following are some of the most recent announcements:

- **Orbis Communications** will be selling 65 episodes of *Macron I*, a futuristic animated adventure strip produced by Saban Productions, on a cash basis. The show will be set to a Top 40 score with the original artists perform their songs. Saban already produces another show, *Kidd Video* on NBC, which features pop music. According to Saban, the move to cash sales of the cartoon stems from the belief that stations are tired of barter. Stations will have "liberal use of the material for an extended period." The show formally debuts at NATPE.

- **Fries Distribution** has three new programing entries for 1986—a movie package and two first run weeklies. Bob Lloyd, executive vice president of worldwide syndication, said that the company's move into first-run series production is a "natural extension" of its past work in movie production and syndication. He said the cash plus barter arrangement often insures that properties will be properly promoted because stations share the risk. Following its success with *Fries Frame 1*, a package of 27 made-for-television films that has been cleared in 85 markets, the company is set to release the 20-title *Fries Frame 2* at INTV, because of the appeal of movie packages to independents. Among titles in the package are "Do You Remember Love," "Tough Love," "Bridge Across Time," "Bitter Harvest" and the two-part "The Martian Chronicles." Among stars featured in the movie package are Rock Hudson, Ron Howard, William Devane, Bruce Dern and Lee Remick. Cash sales will be for five runs over five years, with telecasts beginning in May. Fries will also offer *Cover Story*, 26 half-hours featuring personality profiles of such stars as Michael Landon, Suzanne Somers and Morgan Brittany. Procter and Gamble underwrote the series which will be sold on a cash plus barter basis with Fries keeping one minute. The show is aimed at access and early fringe. Third, the weekly *Legacies and Legends* catches up with stars no longer in the public eye. The list of stars that will appear in the show has yet to be announced. A pilot is being shot this month, but the show will not be ready for sales until after INTV. A total of 24 shows, aimed at weekends, will be sold on a cash plus barter basis with Fries keeping one minute.

- Along with the previously announced *Super Pay Cards*, Mizlou is offering *The Wombles*, an weekly live action children's show produced by Satori Entertainment for 1986. The show features a cast of furry creatures. Each episode will include a musical guest and guest star, such as Frank Gorshin, Abe Vigoda, Paul Williams, LaToya Jackson and Henny Youngman. The show's 26 episodes will be available on a barter basis with stations getting three-and-a-half minutes and Mizlou

getting two-and-a-half. Mizlou will also be selling *The Living Magazine*, 13 half-hours on interior design, taped in a variety of locations in association with magazines, such as *House & Garden*, *Country Liv-*



ing and *Cosmopolitan*, as well as a number of barter specials.

- **Colex** has announced distribution of 11 Bob Hope movies, including "My Favorite Brunette" and the "Road" movies with Bing Crosby, for September 1986. The movies will be available two ways: on a "movie of the month" barter basis, with 10 minutes going for national and 14 minutes for local, and for cash for showings between October 1986 and July 1990.

- Making its first NATPE appearance this year will be the **Consolidated Productions**, based in London and Los Angeles. Steve Walsh, director of television, said the company previously only had foreign distribution rights to co-productions, such as *Deceptions*, a mini-series made with Columbia that aired in May, and "Finnegan Begin Again," an HBO movie made with Zenith. The company will have four program offerings this year: *To Win at All Costs* is the story of the U.S.'s 132-year domination of the America's Cup which ended with Australia's win in 1983. The one-hour special will be hosted by Christopher Reeve and will be sold on a barter with an as yet undetermined split. Two broadcast windows will be available: during the elimination races, and during the finals in 1987, if the U.S. makes it. The company has three other offerings whose marketing plans have yet to be determined. *Q.E.D.*, a six-hour mini-series about an American science professor in turn-of-the-century England, starring Sam Waterson. The mini-series ran on CBS in 1982. *Circuit* is a 90-minute motor racing special that follows the crews of seven drivers, including Paul Newman, during the 1981 Can-Am series. Consolidated will also be offering a series of 12 animated hours that will be sold on a barter basis. Four of the 12 will be presented at NATPE.

group. The typical FM rock station currently shows just over 35% of its 12-plus audience to be aged 25-34, a 46% increase since 1979 when the typical level was 24%. Meanwhile, teen-age composition for AOR listening has declined from 23% in 1979 to 15% in 1985.

■ Big band-formatted stations on AM now gather 42% of their audience from the 65-plus age bracket. In 1981, that percentage was 26%.

■ FM stations tend to concentrate on younger age cells than AM stations with the same formats. For example, the core age cell for AM contemporary hit radio (CHR) stations is 25-34; for FM, it's 18-24. The biggest age group for AM country listening is 55 and

Counting down. NATPE reports that registration for its 23d annual convention, Jan. 17-21 in New Orleans, has hit a new high of 3,100, as of the Dec. 10 pre-registration date. The number of exhibitors has also hit an all-time, 231 (including 40 new exhibitors), as of the pre-registration date.

older while FM country outlets attract more audience from the 35-44 age cell than any other demographic.

■ Weekly listening times to individual radio stations are generally longer on FM stations than AM. The typical FM adult contemporary listener 18 and older listens for an aver-

age of eight hours and 33 minutes per week, while an AM AC listener spends seven hours and 19 minutes of weekly time listening (TSL).

For country-formatted stations, listeners tune in for an average of 10 hours and 22 minutes on FM versus nine hours and 10 minutes on AM.

"This type of research produces a series of sophisticated audience format norms by which individual stations can judge their performance, even pinpointing danger signs before they become crucial," noted Bill Schrank, vice president and director of research for the Katz Radio Group, which is composed of the Katz Radio, Christal Radio and Republic Radio rep firms. □

Advertising & Marketing

ARF seminar examines media research tools

Trends in people meters chief topic of discussion

The electronic media and research technologies, with an emphasis on the people meter, dominated discussions during a two-day workshop of the Advertising Research Foundation.

Approximately 400 research specialists gathered at the New York Marriott Marquis to hear a group of speakers and panelists from agencies, advertisers and universities assess the role of research in the changing media climate.

An overview of recent developments in the media environment was provided by Ronald B. Kaatz, senior vice president and director of media concepts at J. Walter Thompson USA. He cited the growing strength of independent television stations, the resurgence in syndicated programming and barter advertising, the emergence of cable television and videocassettes and the trend toward leveraged buyouts of broadcast organizations. He spoke briefly on the movement toward shorter TV commercials.

To help cope with the changes in the media universe, Kaatz said, advertisers and agencies must be prepared to invest more heavily in better information. He said electronic media research will be responsible for providing many of the vitally needed tools to help understand what will and won't work in the changing media environment.

Looking toward the future, Kaatz offered these conclusions: "Although network ratings decline, the medium continues to be the most effective means of reaching the most customers in the least amount of time; the growing syndication market provides many opportunities for an advertiser...to strengthen his advertising dollars." With cable, he added, "we are finding new ways of securing efficient audience delivery and eco-

Northern metering. The BBM Bureau of Canada has awarded a contract to the A.C. Nielsen Co. of Canada for the design, installation and operation of a system of electronic people meters, starting next year.

Also bidding on the contract, in addition to Nielsen of Canada, were Audits of Great Britain, Scan Canada and Secodip of France. The system will be introduced during 1986. Peter Swain, chairman of the BBM Meter Committee, said discussions are proceeding for a network service and local meter services in Toronto, Montreal and Vancouver.

"We hope to be able to sign a formal contract early in the new year and complete installation of the first 260 meters in Toronto in the fall of 1986," Swain said. "Following a successful introduction, this technology will be expanded nationally by 1988."

nomical sponsorships and as home video grows this same marketer can look forward to developing additional, targeted programs."

Jack Hill, vice president, research, Cable-television Advertising Bureau, called the people meter the most positive development in cable research. He noted that the Cable Audience Measurement Study (CAMS) did not find a solution to local cable audience measurement and expressed the hope that the sharp competition among companies will not result in a lowering of standards in order to introduce a meter speedily.

"In retrospect," Hill continued, "the CAMS study, even though it failed in its immediate purpose to find a satisfactory measurement of local cable audiences confirmed the difficulty of accurately measuring viewing in a multichannel environment. It's a lesson in humility that we might well remember today as we evaluate the people meter experiments," he said.

Representatives of three companies that have devised people meters for the U.S. all said they were pleased with initial testing of their systems. They all reported plans to expand their samples during validation testing in 1986 and 1987. Speakers were John Dimling, group director of planning and media research group, A.C. Nielsen Co.; Joseph J. Philport, vice president, sales and marketing, AGB Television Research Inc., and Robert L. McCann Jr., senior vice president, marketing ScanAmerica Inc.

Rolf M. Wulfsberg, president, Television Audience Assessment Inc., described the company's diary method of estimating the

size of the audience during a commercial break. Wulfsberg said the loss from zapping is no more than 0.2 rating points for prime time programs. He said TAA has found that 25% to 50% of a program's audience is out of the room during a typical commercial break during a prime time telecast.

He said that TAA is not designed to replace traditional measurements of audience size, but is intended to supplement people ratings with estimates of audience size during a commercial break. He said the company's agenda for 1985 will cover zapping, daytime television viewing, qualitative ratings and commercial exposure and effectiveness, and audience behavior during sports and news programs.

Jerry Grady, president of Broadcast Advertisers Reports, traced the history of BAR as a monitoring service for TV commercials over the past 32 years and told the audience BAR's plans for expansion. In 1986, he said, BAR will move from full-time, 52 weeks of monitoring in three markets—New York, Chicago and Los Angeles—to six markets. That number will be enlarged to 16 by 1987.

"This expansion will increase BAR's spot television data base by 75%," Grady remarked. "We will be monitoring full-time markets representing 40% of the U.S. (by 1987)."

In addition, he said, BAR plans to create a new service called the National Barter/Syndication Reports, starting on Jan. 1. These reports will include information of national advertising in syndicated programming and other nontraditional network situations. □

NAB spending causing concern to radio director

Roy Mapel says he won't run for re-election; cites what he terms big splurge by board

National Association of Broadcasters radio director Roy Mapel, KIML(AM) Gillette, Wyo., is taking a hard line when it comes to what he feels is the association's extravagant treatment of its board. Mapel, who is eligible for another term, says he isn't seeking re-election because he is unhappy with the way NAB is handling its radio membership drive and because it is "spending too much money entertaining board members." He also is refusing to attend the NAB's annual winter meeting in St. Martin, Netherland Antilles, Jan 13-17.

"I don't think we ought to meet in exotic places with the situation some of our members are in," Mapel told BROADCASTING. "It's a disgrace," he continued. "How does spending that money help broadcasters?" Mapel cited one dinner at the board's June 1985 meeting in Washington. The dinner, held at the State Department, cost in excess of \$20,000, he estimated. (More than 50 radio and TV directors and their wives usu-

ally attend the meetings.) "It was very entertaining, but it didn't do anything for broadcasters," he said. Moreover, Mapel believes that NAB is going overboard in the number of lavish dinners held at the meetings. "We used to have just one dinner at the board meetings; now we have three or more."

Additionally, Mapel disapproves of offering radio stations lower rates for the first six months as an incentive to join NAB. "They're allowing new members to come in at a lower rate. I don't agree with that," he said. "They're doing the rest of the members an injustice by letting new members come in at a lower rate." Mapel acknowledged that his views are "in the minority."

While the dinner at the State Department was elegant, said NAB President Eddie Fritts, "we spent \$5,000 less on that dinner than last year." He noted that there was no charge for the State Department room, unlike previous dinners. He maintained NAB is operating in a "fiscally responsible manner." Fritts also asserted that NAB has been able to hold down dues for its radio and TV members. And he noted that NAB has been able to increase its budget to provide more

services for its members. (According to NAB's fiscal 1986 budget, which ends March 31, 1986, it has projected \$268,000 for board expenses. That represents 2.3% of its proposed \$11.3-million budget.)

Fritts also pointed out that the board instructed NAB to find a place in the Caribbean for its winter meeting. Only Mapel and radio board member Robert Fox, KVEN(AM)-KHAY(FM) Ventura, Calif., objected to the St. Martin meeting, Fritts said. Fox circulated a letter last summer stating his opposition to St. Martin. Nonetheless, he is expected to attend the meeting.

"Different people have a different perspective," said NAB Joint Board Chairman Ted Snider, KARN(AM)-KKYK(FM) Little Rock, Ark. "Some people feel the dinners are extravagant; some people feel it's necessary to maintain the stature of the industry. We're dealing with people that need to have a respect for us," Snider said, referring to the members of Congress and other government officials who are invited to attend the dinners.

The chairman also explained that holding meetings in places like St. Martin is "just a small perk" NAB can give its board members who "give a lot of their own time and spend a lot of their own money" serving as directors. Snider said directors are given a per diem of \$100. □

Best Wishes For a
Joyous Holiday Season
And a Healthy And
Prosperous New Year.

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.
20036
1111 19th Street, N.W.
(202) 331-9270

CHICAGO, IL
60601
333 N. Michigan Ave.
(312) 346-6460

ATLANTA, GA
30361
400 Colony Square
(404) 892-4655

BEVERLY HILLS, CA
90212
9465 Wilshire Blvd.
(213) 274-8151

Arbitron assures Tulsa broadcasters report will be OK

"It took extraordinary effort, but the fall radio audience survey for Tulsa will be reliable," said Claire Kummer, radio product manager for Arbitron Ratings, at a company-sponsored meeting of subscribing Tulsa, Okla., radio broadcasters, ad agencies and advertisers held in that city last Tuesday (Dec. 17).

The meeting recounted the efforts Arbitron employed in response to KELI(AM)'s ad campaign at the beginning of the fall survey period. That campaign blasted Arbitron's ratings methodology and, as a form of protest, offered \$14.30 (station is on 1430 khz) to diary recipients who would log KELI(AM) listenership throughout the book, even if they did not listen to the station ("Closed Circuit," Sept. 23). The offer ran in advertisements in the *Tulsa World* and was promoted by the station over the air.

According to Rhody Bosley, vice president of radio sales and marketing for Arbitron, who was also present at the Tulsa meeting, Arbitron deleted all 27 radio diaries purchased by KELI. "We also nearly doubled

the size of the sample in phases two and three of the survey period (the last eight weeks of the period)," he said. (The fall survey period extended from Sept. 19 to Dec. 11). "And to ascertain the validity of all responses, we carried out a comprehensive validation campaign."

The last measure, said Bosley, included a special review of every diary returned from Tulsa as well as a telephone survey of 379 households. (The telephone survey utilized a questionnaire devised to determine whether Arbitron diary keepers knew of, or cooperated with, the KELI offer). "We found that nearly half of the respondents (46%) were aware of the controversy," said Bosley. "Of these, 57% could name KELI as the radio station involved. Toward the end of the first phase [first four weeks of the survey period], awareness of the situation declined consider-

ably," he said.

Kummer told the group that "overall consent"—the percentage of people who agreed to take diaries—and the return rate—those people to whom diaries were sent and who are returning them—"trend favorably" with prior surveys of the market. She added that the number of diaries used to make up the fall Tulsa survey report is "substantially" over the metro target figure (970).

Bosley said Arbitron will delist both KELI(AM), and the co-owned KQZZ(FM) Tulsa, from the Tulsa radio market report for the fall survey. (KQZZ changed its call letters from KELI(FM) in August).

He said that during the first four weeks of the survey period, there were several diaries with entries for KELI(FM). (Under Arbitron procedures for dealing with recent call letter changes in a market, the KELI(FM) listing

would be credited to KQZZ). "We can't tell if the old FM call letters were listed because of the campaign by the AM counterpart... Since both stations are under a common ownership, we've decided to delete any audience estimates for both KELI(AM) and KQZZ," said Bosley.

Arbitron Ratings and Kravis Co.'s KGTO(AM)-KRAV(FM) Tulsa had filed separate lawsuits against KELI to discontinue the campaign (BROADCASTING, Oct. 7 and Oct. 14). As a result, a court injunction was issued to stop the promotion and KELI was forced to surrender the diaries it had received. An Arbitron spokeswoman last week said the ratings company plans to pursue its multimillion-dollar suit against KELI, but no court date has been set. The fall survey of the Tulsa radio market is scheduled to be mailed to subscribers on Jan. 13. □

Changing Hands

PROPOSED

KMJM(FM) St. Louis, KMJQ(FM) Houston and WLTI(FM) Detroit □ Sold by The Amaturio Group to Keymarket Communications for \$60.1 million, comprising \$50 million cash, \$4 million note, \$3.1 million consulting agreement and \$3 million covenant not to compete. **Seller** is principally owned by Joseph Amaturio, who also has interest in WJQY(FM) Fort Lauderdale, Fla. **Buyer** is subsidiary of North Augusta, S.C.-based station group owned by Paul Rothfuss and Kerby Confer. They own WGSL(AM) Greenville, WSSL-FM Grey Court and WTCB-FM Orangeburg, all South Carolina; WJDX(AM)-WMSI-FM Jackson, Miss.; WSKR(AM)-WIZD(FM) Atmore and WRLX(AM)-WFFX(FM) Tuscaloosa, both Alabama; WRUS(AM)-WBVR(FM) Russellville, Ky.; WKJN(FM) Hammond, La., and WNNK(FM) Harrisburg, Pa. (WRLX(AM)-WFFX(FM) and WRUS(AM)-WBVR(FM) have been sold to North Hill Ltd. Partners ["For the Record," Dec. 9] and WGSL(AM), WJDX(AM)-WMSI-FM and WKJN(FM) have been sold to Sterling Communications ["For the Record," Nov. 4].) Rothfuss and Confer are non-voting stockholders of WIGL(AM)-WZNY(FM) Augusta, Ga. They are principal limited partners in KOFO(AM)-KKKX(FM) Ottawa, Kan., KIPR-AM-FM Diboll, Tex., and WZXC(FM) Wapakoneta, Ohio. They are also limited partners in applications for new FM's in Stevens Point, Wis., and Van Buren, Ind. KMJM is on 107.7 mhz with 100 kw and antenna 320 feet above average terrain. KMJQ is on 102.1 mhz with 100 kw and antenna 1,720 feet above average terrain. WLTI is on 93.1 mhz with 50 kw and antenna 500 feet above average terrain.

KGBT(TV) Harlingen, Tex. □ Sold by Tichenor Media Systems Inc. to Draper Communications Inc. for \$25 million. **Seller** is owned by McHenry Tichenor. It is Harlingen, Tex.-based station group of five AM's and two FM's. **Buyer** is owned by Thomas H. Draper, who also owns WBOC(TV) Salisbury, Md., and KOAM(TV) Joplin, Mo. KGBT is CBS affiliate on channel 4 with 100 kw visual, 18.7 kw aural and antenna 990 feet above average terrain. **Broker:** Cecil L. Richards, Inc.

WRBD(AM) Pompano Beach, Fla. □ Sold by

Rose Broadcasting Co. to Sunao Broadcasting Co. for \$1.8 million cash. **Seller** is subsidiary of Sconnix Broadcasting Co., Gilford, N.H.-based station group of five AM's and six FM's, owned by Scott McQueen, Randy Odeneal and Ted Nixon. **Buyer** is owned by John Ruffin, Coral Springs, Fla.-based entrepreneur with no other broadcast interests. WRBD is on 1470 khz with 5 kw day and 2.5 kw night. **Broker:** Stan Raymond Associates.

KNUJ(AM)-KXLP(FM) New Ulm, Minn. □ Sold by KNUJ Inc. to James Ingstad Broadcasting

Inc. for \$1,325,000, comprising \$500,000 cash and remainder note at 11% over 10 years, with interest-only payments for first three years. **Seller** is principally owned by Hazel Mickelson and family. It has no other broadcast interests. **Buyer** is owned by James D. Ingstaad, who owns KBMW(AM)-KLTA(FM) Breckenridge, Minn., with a brother, Thomas, and KOVC(AM)-KKVC(FM) Valley City, N.D., and KWAD(AM)-KKWS(FM) Wadena, Minn., with another brother, Jack. Another brother, Robert, owns Valley City, N.D.-based station group of four AM's and five FM's. Brother Thomas, owns Grand

Merry Christmas and Happy New Year

Thanks for making 1985 our best year ever.

Bob Biernacki Bob Mahlman
Josh Mayberry Nancy Mahlman
Arie Tomaselli Lucille Ferrara



When confidentiality, experience and integrity are important.
THE MAHLMAN COMPANY ONE STONE PLACE BRONXVILLE NY 10708
914-779-7003

Forks, N.D.-based station group of two AM's and two FM's. KNUJ is daytimer on 860 khz with 1 kw. KXLP is on 93.1 mhz with 100 kw and antenna 400 feet above average terrain.

WQWQ-FM Muskegon, Mich. Sold by TSPS Broadcasting Co. to Goodrich Theaters Inc. for \$1.1 million, comprising \$200,000 cash, \$900,000 note at 10% for one year. Seller is equally owned by Frederick Tascone, William Schroeder and Ronald Piasecki, who also own WTRU(AM) Muskegon, Mich. Buyer is owned by Robert E. Goodrich who also owns WVIC-AM-FM East Lansing, Mich. WQWQ-FM is on 104.5 mhz with 50 kw and antenna 360 feet above average terrain.

KGU(AM) Honolulu Sold by Communications Hawaii Inc., debtor in possession, to

United Network Inc. for \$750,000 cash. Seller is headed by Roger D. Larson, president, and has no other broadcast interests. Buyer is subsidiary of Charles J. Givens Foundation, nonprofit educational institution based in Altamonte Springs, Fla., owned by Charles J. Givens. It has no other broadcast interests. KGU is on 760 khz full time with 10 kw.

KRAL(AM) Rawlins, Wyo. Sold by Carbon County Broadcasting to Elk Mountain Broadcasting for \$245,000, comprising \$42,500 cash and remainder note at 10% over 10 years. Seller is owned by Dorothy J. Sterling and her husband, Bruce. It has no other broadcast interests. Buyer is equally owned by Richard L. Moore, Roy Davenport and John A. Bortowski. Moore is ac-

count executive with WIAI(FM) Danville, Ill. Bortowski is president of BEAM Inc., Chicago-based broadcast consulting firm. It is also purchasing co-located KIQZ(FM) from separate company, Energy Enterprises (see below). KRAL is on 1240 khz with 1 kw day and 250 w night.

KIQZ(FM) Rawlins, Wyo. Sold by Energy Enterprises Inc. to Elk Mountain Broadcasting for \$250,000. Seller is principally owned by Clara Petersen and her husband, James. It has interest in KPNY-FM Alliance, Neb., and KOLT(AM) Scottsbluff, Neb. Buyer is purchasing co-located KRAL(AM) (see above). KIQZ is on 92.7 mhz with 3 kw and antenna 700 feet above average terrain.

For other proposed and approved sales see "For the Record," page 70.

TELECASTINGS

Miami gripe

Spanish-language WLV(TV) Miami has filed a complaint at the Federal Trade Commission against A.C. Nielsen Co. requesting an investigation of "unfair and deceptive" trade practices in the design and operation of Nielsen's Miami meter service. Based on an analysis by an independent firm, the station (ch. 23) said Nielsen's Miami meter service "is seriously flawed and grossly biased." According to the complaint, "for any station whose viewer demographics are skewed young and old, there is substantial likelihood that the Nielsen data would not accurately represent actual market viewing conditions." As an example, WLV said Nielsen's reported viewing of Spanish stations under the newly installed meters was about half of what Nielsen's own diaries show as well as half of what Arbitron's ratings show. WLV said in the complaint that the Nielsen sample was biased in favor of younger viewers, which discriminated against WLV's older skew.

IN STEREO



Stereo symbol. NBC TV has begun airing a new stereo logo to open each of the network's 18 stereo programs. The logo (shown above) first aired Dec. 15 and is accompanied by an advisory message that the program is "in stereo where available." More than 40 NBC affiliates and owned stations currently broadcast NBC's 17 hours per week of multichannel-sound shows, which include 15 prime time programs, one late-night weekly program and two late-night, five-day-per-week telecasts.

Picked up

ABC-TV has ordered nine additional one-hour episodes of *Spenser: For Hire* from Warner Brothers Television. The studio's other new prime time entry of this season, *Growing Pains*, has already received a full-season pickup from the network.

CBS-TV has ordered production of *Outlaws*, a two-hour, made-for-TV movie and potential series, from Universal Television. Described by the studio as "a contemporary Western in a romantic style," the program stars Richard Roundtree, William Lucking and Charles Napier. Nicholas Corea is creator, writer and executive producer.

New Jersey news flap

Hendrix F.C. Niemann, executive director of the New Jersey Network, announced his resignation (effective Jan. 17, 1986), amid press reports that the New Jersey governor's office was unhappy with NJN's news coverage and had applied pressure to have Niemann removed. (Governor Thomas H. Kean's deputy press secretary, Paul Wolcott, denied that anyone in the governor's office "from the governor on down," ever put any pressure on the New Jersey authority because of the network's news reporting or had anything to do with Niemann's resignation.)

Niemann, who assumed the post in August 1983, said in a resignation letter to the network's directors, that his "ability to function effectively has been seriously impaired." It had "become obvious" that a number of directors felt his departure would be in NJN's "best interest," Niemann said, adding: "The precise reasons behind these board members' dissatisfaction with my performance have not been made clear to me and may never be known. . . . As long as politicians control or appear to control the network, there will be problems."

NFA

Norman Fischer and Associates

The Effective Link Between Buyer and Seller

Confidential, ethical, professional, experienced . . . the effective link between buyer and seller for successful broadcast and cable facility transactions.

NFA

Norman Fischer and Associates, Inc.
Media Brokerage • Appraisal Services • Management Consultation
P.O. Box 5308, Austin, TX 78763, 512/476-9457; 202/775-0317 (Washington, D.C.)

Seattle hot spots

The FCC has asked eight Seattle FM stations to make adjustments at their broadcast antenna facilities to protect against excessive human exposure to radio frequency radiation (RFR), following publication of an Environmental Protection Agency report on the shared transmission site.

Three separate locations at the Cougar Mountain site, located 12 miles outside Seattle, were found to have RFR levels exceeding FCC guidelines going into effect next month. But, according to William Hassinger of the FCC's Mass Media Bureau, who contacted eight of the 10 local FM's responsible for the excessive levels, the three areas require only additional fencing and warning signs for protection against public exposure.

The eight FM's would also need to prevent excess occupational exposure, Hassinger added. The affected stations on the site are KIXI-FM, KISW, KLSY-FM, KEZX, KPLZ, KMGI (formerly KRAB), KZOK and KMPS-FM.

The vast majority of RFR levels at the site were well below FCC limits, according to the three-person EPA survey team that conducted the study last May (BROADCASTING, May 6). In addition, measurements found no publicly accessible sites where "spatially averaged" values (those resulting in a person's whole-body exposure) exceeded 700 microwatts per square centimeters—300 microwatts below the FCC's 1,000 microwatt limit. Most people in the nation experience an upper exposure range of 1 microwatt per square centimeter, EPA noted.

A series of measurements made at three residences near the site, however, turned up one area where "localized" values (those where partial-body exposure could occur) exceeded the FCC-approved levels by more than two times. The electromagnetic field, on a residential lot east of the site, was increased in intensity, in part, because of the presence of a child's conductant-metal exercise set. Hassinger said the owners of the home, whose children were grown, would be informed by the EPA of the problem.

All spatially averaged values near the homes were below 100 microwatts per square centimeter, the report noted.

EPA officials recommended in the 38-page report that the siting of any new multi-story homes near the facility be "approached with care," since it was likely that the strength of RFR fields would increase at higher levels, closer to antennas on the towers. EPA reported, as well, that although the Cougar Mountain facility had 22 towers housing FM, microwave point-to-point and other low-power communications antennas, the FM facilities contributed the overwhelming majority of the high-level RFR fields.

UHF sharing tests proposed

Broadcast members of an FCC advisory committee on UHF TV-land mobile radio

spectrum sharing have requested subjective viewing tests be conducted on potential interference effects that may result from spectrum sharing. A 60-day extension of the committee's March 7, 1986, reporting deadline is also being sought.

The FCC's William Torak, advisory committee chairman, told the group at its Wednesday, Dec. 18, meeting in Washington the commission tentatively agreed the work should be conducted and believes the information from the tests, which would apparently focus on co-channel interference at UHF stations' grade B contour, "may be beneficial" to the proceeding.

A final decision to grant the tests and deadline extension would be made following the Dec. 27 deadline the committee set for receiving detailed information on the test procedures and methodology, according to Torak. He told BROADCASTING there was currently no clear agreement from land mobile interests that extra time should be allowed to conduct the tests.

Committee member Tom Keller of the National Association of Broadcasters said the subjective viewing tests, if approved, would be conducted by CBS Technology Center, which has extensive experience in psychovisual experimentation. A CBS representative was scheduled to review the proposed test procedures at a meeting of the committee's working group on technical analysis in Washington last Friday, Dec. 20.

The technical analysis working group, co-chaired by engineering consultant Jules Cohen and Jay Kitchen of the National Association of Business and Education Radio, had already developed some interference test data for the committee. According to Cohen, results for those tests, conducted using NAB facilities and completed this month, raised questions about assumptions being used by the FCC in proposing sharing criteria, particularly in co-channel interference and the effect of multiple sources of interference.

The advisory committee has tentatively scheduled its next meeting during the week of Jan. 20. The group, which first met last September, was authorized last May by the

FCC to investigate technical aspects of its proposal to extend UHF TV-land mobile radio sharing in eight top-10 markets.

DBS delay

The FCC has approved an extension in proceedings to develop technical standards for direct broadcast satellite services, according to Bernard Gordon, FCC engineer. Comments deadlines were extended from December to February 14, with reply comments due March 15.

The request for a delay had been made by the Direct Broadcast Satellite Association, which has completed extensive testing of two competing delivery methods from General Instrument and Scientific-Atlanta, and is now proceeding with a review of its findings and a selection of one recommended standard. The FCC is not widely expected to back a single standard, but has encouraged the development of an industrywide consensus on the issue.

Watch the birdies

CBS has signed a multimillion-dollar deal with Hitachi Denshi America for 47 of the manufacturer's SK-970 family of cameras. The sale, one of the largest in the 22-year history of the Japanese manufacturer's U.S. subsidiary, will provide CBS with 30 of Hitachi's SK-970 broadcast field cameras and 17 of its hand-held SK-97 units.

Neither company revealed the total value of the agreement, but regular suggested list price for the two-third-inch tube cameras is in the \$40,000-\$50,000 range.

CBS, which expects to use the new cameras in five of its mobile production units for covering sporting and major news events, already has 60 of Hitachi's SK-110 cameras in place at studios in New York, Washington and Los Angeles. Delivery of the new cameras is expected before the end of the year, spokesmen for both companies said.

Grandy & Berkson

W. John Grandy
1029 Pacific Street
San Luis Obispo, CA 93401
(805) 541-1900

Media Brokers

Jay Q Berkson
24 Blueberry Lane
Concord, MA 01742
(617) 369-1776

RIDING GAIN

O N R A D I O

Football figures

NBC Radio's package of the National Football League's post-season games, which comprises conference playoffs and title championships, Super Bowl and Pro Bowl contests, is, as of last week, about 75% sold, according to Steve Soule, vice president/sales of the NBC Radio Networks. The play-offs begin Sunday (Dec. 29).

Soule noted that sales for NBC's regular season coverage of NFL games, most of which were Monday night contests, fell "a little below" what was originally budgeted, while post-season activity is running "a little ahead."

Major advertisers on NBC for all the post-season games include: Big A Auto Parts, Anheuser-Busch (Budweiser), Sears, Alfa Romeo, AT&T, Delco, State Farm Insurance, Oki Data, Miles Laboratories, *The Wall Street Journal* and Richardson-Vicks.

NBC has cleared a lineup of 274 stations for its NFL regular and post-season games, including outlets in all of the top 25 markets and 96 of the top 100 markets. The network is concluding its first year of a two-year deal with the NFL for radio broadcast rights. The agreement was signed last March for a reported \$11 million ("Riding Gain," March 11.)

Market message

Some 250 New York market area broadcasters and managers are expected to attend the third annual sales/management seminar, sponsored by the New York Market Radio Broadcasters Association, on Jan. 9. Scheduled to conduct workshops are Don Beveridge, international marketing and management consultant and motivational speaker; Dr. Tony Alessandra, author/lecturer on communications, who will examine "effective relationship strategies between buyer and seller"; F. Stewart Debruicker, associate professor of marketing, Wharton School of Business, University of Pennsylvania, on "understanding the role of the buyers' experiences", and Dr. Don Clifton, chairman, Selection Research Inc., on "identifying and hiring talented people." CBS News Correspondent Charles Osgood is slated to be the luncheon speaker for the day-long event, which will take place at New York's Grand Hyatt hotel.

Top tunes

MJI Broadcasting, a New York-based radio program supplier, will distribute a series of specials on the 28th annual Grammy Awards, sponsored by the National Acad-

emy of Recording Artists and Sciences (NARAS). The ceremony is scheduled for Feb. 25. MJI Broadcasting and Los Angeles-based Goodphone Communications will serve as co-producers of the specials, in cooperation with NARAS.

The program package will consist of nine, two-hour shows in nine different formats. Additionally, a one-hour show will air live via satellite from backstage at the awards ceremony. The special will be targeted to contemporary hit- and adult contemporary-formatted stations. In the past, only a single, two-hour radio special on the Grammys had been produced.

The nine formats for the specials are: contemporary hit/adult contemporary; Spanish, black, album-oriented rock, country, jazz, classical, nostalgia and talk—the last consisting of interviews with recording industry executives and critics. The programs are being offered on a market-exclusive basis.

FM King

Mutual has signed RKO's adult contemporary WFYR(FM) Chicago to carry *The Larry King Show*. The station will be the only FM outlet for the King program in the top 20 markets. King was formerly heard in Chicago on talk-formatted WIND(AM), but when that station's ownership changed hands last week from Group W to Tichenor Media System the format was changed to Spanish.

All that jazz

Noncommercial jazz-formatted WBGO(FM) Newark, N.J., will, for the third consecutive year, coordinate the production of a nationwide jazz program, scheduled to air from 10 p.m. to 5 a.m. NYT on New Year's Eve and sponsored by Remy Martin. The program, will be broadcast live via satellite from four cities to a lineup of 177 stations. It will feature various jazz artists from Charlie's Tap in Boston (produced by WGBH(FM)); the Village Gate, New York (produced by WBGO); the studios of Denver national public radio station, KCFR(FM); and the Jazz Safari club in Long Beach, Calif. (produced by KLON(FM)).

"This broadcast is one of the major performance events in public broadcasting," said Al Pryor, director of special projects, WBGO, and executive producer of the show. "Each year, artists representing a variety of styles come together with public radio stations and listeners across the country for one of the most successful parties since the national jazz performances of the great jazz orchestras of the 1930's, during the golden age of radio." The special is the New Year's Eve version of WBGO's nationally syndicated *American Jazz Radio Festival*.



Coming back. Nick Verbitsky, president of the United Stations Radio Networks, New York (left), and Dick Brescia, senior vice president, CBS Radio Networks, New York, were re-elected to the posts of chairman and vice chairman, respectively, of the Radio Network Association. In addition, Art Kriemelman, office of the president, Mutual Broadcasting (not pictured), was elected secretary-treasurer. Kriemelman at one time was executive director of the association. All three executives serve one-year terms, commencing in January, and are eligible for re-election.

Tug-of-war for UPI

FNN will appeal judge's refusal to reopen bidding for wire service after deadline; it says its offer is better than winning one of Rana-Russo

The struggle for control of UPI continues as a Financial News Network-led consortium refused to say "uncle" last week, after Washington Bankruptcy Court Judge George F. Bason ruled that he would not reopen the bidding process for interested buyers. That process appeared to culminate last month when UPI management, the Wire Service Guild and a committee representing the company's unsecured creditors all agreed upon a buyer for the news organization—New UPI Inc., owned by Mexican publisher Mario Vazquez Rana (90%) and Houston real estate developer Joe E. Russo (BROADCASTING, Nov. 18).

But the FNN-led group persisted with an offer it claimed was far better in payment to unsecured creditors (a revised offer would pay 60 cents on the dollar compared to the 40 cents offered by New UPI). After initially committing itself to New UPI, the creditors committee two weeks ago asked Judge Bason to reopen the bidding so it could reconsider the higher offer by the FNN-led group. After a hearing that lasted several days, Bason last week ruled that the bidding would not be reopened. "The court upholds that the creditors committee is bound by its resolution to support New UPI Inc. only. It cannot ignore its contractual obligation." He said



Chronicles of a lifetime. The family of the late ABC News correspondent and anchor, Frank Reynolds, donated his papers, tapes and correspondence to Georgetown University, Washington, at a luncheon ceremony. Shown above are Reynolds's wife, Harriet, with GU Dean Peter Krogh (examining Reynolds's Medal of Freedom Citation awarded posthumously by President Reagan on May 23, 1985), and three of Reynolds's five sons, Robert (l), Dean and John. Reynolds died of hepatitis in 1983.

that the process that had led to the selection of New UPI had been "extraordinarily careful and thorough." While the FNN consortium may be just as qualified to run the wire service as New UPI, said Bason, UPI management was entitled to draw and adhere to a deadline for the submission of bids. FNN missed that deadline and the consortium's belief that the deadline had been extended

was, at worst, a misunderstanding and not a broken agreement on the part of UPI management. "Based on what I know," said Bason, "I have no hesitation in saying that I would make exactly the same decision management made."

Bason also ruled that the FNN group had no standing in the UPI chapter 11 proceeding and enjoined the company from participating in the reorganization process or from contacting UPI creditors. The ruling came several days after it appeared that UPI "co-owners" Douglas Ruhe and William Geissler threw in their lot with the FNN group by granting it irrevocable control of Media News Corp., the umbrella company that holds all UPI stock. Bason had ruled several months ago that Ruhe and Geissler did not have standing to participate in the reorganization of UPI. They appealed to the District Court in Washington where they were turned down.

Neil Jackson, an attorney for FNN based in Washington, said FNN would appeal to the District Court within 10 days of Bason's ruling on Dec. 16. He declined to state on what grounds FNN would base its appeal. Meanwhile, Media News Corp., now controlled by FNN, has filed an emergency request with Bason to be considered eligible to file its own plan of reorganization. Bason, who denied such a request by MNC when it was controlled by Ruhe and Geissler, asked all parties to the proceeding to file responses to the request by last Friday, Dec. 20.

One of those testifying at the hearing last week was Paul Davis, news director at WGN-TV Chicago and chairman of the UPI Broadcast Advisory Board. The board has not taken a position on the merits of individual

Craft case continues. Christine Craft, the former KMBCTV Kansas City, Mo., anchor who sued Metromedia, charging sex discrimination, unequal pay and fraud, has taken her case to the Supreme Court. Last week she asked that court to reinstate a \$325,000 jury verdict against her former employer, based on the right to a trial by jury.

Craft sued Metromedia for \$1.2 million, claiming she was demoted after being told she was "too old, too unattractive, and not deferential enough to men." She was awarded \$500,000 in August 1983 by a six-person jury, but that decision was overturned by the trial judge who ruled there had been no sex discrimination but who ordered another trial on the charge of fraud. In the second trial, in January 1984, she was awarded \$325,000. In June 1985 that jury award was overturned by the Eighth Circuit Court of Appeals in St. Louis, following Metromedia's appeal. Last August, Craft's petition for a rehearing en banc with the Eighth Circuit Court was denied.

In her petition to the high court, Craft said the case "represents the highwater mark of a tide of appellate overreaching that has, in many circuits, largely usurped the historic and sacred fact finding authority conferred solely on civil juries by the Seventh Amendment." It added that the appeal should be granted "to restate the established line of demarcation between judge and jury's function."

Said Craft last week: "I've always thought a right to a trial by jury was guaranteed by the Constitution. You've got to think a jury verdict means something."

At a press conference in Washington announcing her petition to the high court, Craft was joined by her attorney, Dennis Egan of Popham, Conway, Sweeny, Fremont & Bundschu, and representatives of the National Organization for Women Legal Defense and Education Fund, Kathy Bonk and Marsha Levick. The LDEF joined Craft and others in forming a fund to help fight sexual harassment earlier in the year (BROADCASTING, May 27) and filed a friend of the court brief on Craft's behalf last week.

Craft, who turned 41 on Dec. 18, has been on the college lecture circuit and recently joined KRBK-TV Sacramento, Calif., as anchor of its 10 p.m. news program, *News Tonight*, which is scheduled to debut in January. Craft, who had considered running for Congress in California, said she will not run in 1986, but has not ruled it out for the future.

bidder, but Davis testified last week that the board was satisfied with the procedures followed to select a buyer for UPI. He said that he urged the court to "expedite" the chapter 11 proceeding, "or the more puzzled the client base will be." As for Vazquez Rana, Davis said, "I'm not troubled by his bid." He said he was somewhat "troubled" by the FNN group's apparent willingness to consort with Ruhe and Geissler. Their failure as co-owners to infuse the company with capital, he said "was a disaster" for UPI.

Commenting on the ruling last week in a prepared statement, Vazquez Rana said "the real winners in this ruling are the UPI subscribers and employees whose loyalties have sustained it." If his bid is ultimately approved, he pledged to "not just maintain the UPI tradition but to enhance it." At one point during the hearing last week Vazquez's lawyers said that if Bason re-opened the process, he would have to consider withdrawing his bid. "It's like getting married," one lawyer offered, "and then asking your wife.

'would you mind if I had an affair with someone?' " UPI chairman and chief executive officer, Luis Nogales, said of the ruling last week, "The way has now been cleared for the strengthening of UPI and its emergence from chapter 11." Barring a successful appeal by FNN, Bason's ruling clears the way for Vazquez Rana to give UPI a \$2.5-million operating cash infusion for use over the next six months and also provide it with a \$25-million line of credit in the face of a cash shortage. □

For the Record

As compiled by BROADCASTING, Dec. 11 through Dec. 18, and based on filings, authorizations and other FCC actions.

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

Ownership Changes

Applications

- WSFU(AM) Tallahassee, Ala. (CP)—Seeks assignment of license from Buck Helms Broadcasting to Fred R. Hughey for \$8,000. Seller is owned by A.B. Helms, who owns WSFU(FM) Union Springs, Ala. Buyer has no other broadcast interests. Filed Dec. 4.
- KHAM(AM) Horseshoe Bend, Ark. (1000 khz; 250 w-D)—Seeks assignment of license from William C. Adair to W&W Broadcasting Inc. for \$51,000. Seller is trustee in bankruptcy for Harold G. Williams. It has no other broadcast interests. Buyer is owned by Bette Wolfe and her husband. Russel. Filed Dec. 10.

- KORV(AM)-KEWE(FM) Oroville, Calif. (AM: 1340 khz; 1 kw-D; 250 w-N; FM: 97.7 mhz; 3 kw; HAAT: 950 ft.)—Seeks transfer of control of Oroville Radio Inc. from James J. McGiffin and family (60% before; none after) to Vernon Uecker (40% before; 100% after) for \$205,000 cash, plus payments of \$32,500 to McGiffin and \$12,450 to Media Management Inc. Sellers have no other broadcast interests. Buyer is stations' general manager. Filed Dec. 10.

- WKSD(AM) Panama City, Fla. (CP)—Seeks assignment of license from Culpepper Communications Inc. to Clarence Gay and Jane Lamonica for \$155,000. Seller is owned by John C. Culpepper and Barry Turner. It owns College Station, Tex.-based station group of five AM's and five FM's. Buyer, Gay, is sales manager and Lamonica is salesman at WKSD(AM)-WPFM-FM Panama City, Fla. Filed Dec. 4.

- WRBD(AM) Pompano Beach, Fla. (1470 khz; 5 kw-D; 2.5 kw-N)—Seeks assignment of license from Rose Broadcasting Co. to Sunao Broadcasting Co. for \$1.8 million cash. Seller is subsidiary of Scornix Broadcasting Co., Gilford, N.H.-based station group of five AM's and six FM's, owned by Scott McQueen. Randy Odeneal and Theodore Nixon. Buyer is owned by John Ruffin, Coral Springs, Fla.-based entrepreneur with no other broadcast interests. Filed Dec. 10.

- WEBS(AM) Calhoun, Ga. (1110 khz; 250 w-D)—Seeks transfer of control of Radio WEBS Inc. from Morgan Q. Payne to his brother, Kenyon D. Payne. for \$60,000. Seller has no other broadcast interests. Buyer is stations' general manager and has no other broadcast interests. Filed Dec. 10.

- KGU(AM) Honolulu (760 khz; 10 kw-U)—Seeks assignment of license from Communications Hawaii Inc., debtor in possession, to United Networks Inc. for \$750,000 cash. Seller is headed by Roger D. Larson, president and has no other broadcast interests. Buyer is subsidiary of Charles J. Givens Foundation, nonprofit educational institution based in Altamonte Springs, Fla., and owned by Charles J. Givens. It has no other broadcast interests. Filed Dec. 9.

- WQWQ-FM Muskegon, Mich. (104.5 mhz; 50 kw; HAAT: 360 ft.)—Seeks assignment of license from TSPS Broadcasting Co. to Goodrich Theatres Inc. for \$1.1 million, comprising \$200,000 cash and \$900,000 note at 10% for one year. Seller is equally owned by Frederick Tascone, William Schroeder and Ronald Piasecki, who also own WTRU(AM) Muskegon, Mich. Buyer is owned by Robert E. Goodrich, who also owns WVIC-AM-FM East Lansing, Mich. Filed Dec. 6.

- KNUJ(AM)-KXLP(FM) New Ulm, Minn. (AM: 860 khz; 1 kw-D; FM: 93.1 mhz; 100 kw; HAAT: 400 ft.)—Seeks assignment of license from KNUJ Inc. to James Ingstad Broadcasting Inc. for \$1,325,000, comprising \$500,000 cash and remainder note at 11% over 10 years, with interest-only payments for first three years. Seller is principally owned by Hazel Mickelson and family. It has no other broadcast interests. Buyer is owned by James D. Ingstad, who owns KBMW(AM)-KLTA(FM) Breckenridge, Minn., with his brother Thomas and KOVC(AM)-KKVC(FM) Valley City, N.D., and KWAD(AM)-KKWS(FM) Wadena, Minn., with his brother Jack. Other brother, Robert, owns four AM's and five FM's. Brother Thomas owns another two AM's and two FM's. Filed Dec. 4.

- WOAD(AM) Jackson, Miss. (1400 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from John H. Pembroke to

During the year, in the rush of events, we tend to overlook the important friendships that are the true basis of business relationships. One of the great pleasures of the Holiday Season is the opportunity to exchange cordial greetings with those whose friendship and goodwill we value so highly.

In this spirit it is our pleasure to say "Thank You" and extend our sincere appreciation for the very pleasant association we enjoy with you.

May a bright and prosperous New Year bring happiness to you and to yours.

Ron Dineen

Jim Gammon

Don Bussell

Cheryl Festen



Michelle Lind

GAMMON & NINOWSKI

Media Investments, Inc.

CP to change TL; change ERP to 10 kw; change HAAT to 1,407 ft., and make changes in ant. sys. App. Dec. 12.

Accepted

- WBLX (92.9 mhz) Mobile, Ala.—Seeks CP to install aux. sys. App. Dec. 11.
- WKSJ-FM (94.9 mhz) Mobile, Ala.—Seeks CP to change TL and change HAAT to 153.24 ft. App. Dec. 13.
- WLAY-FM (105.5 mhz) Muscle Shoals, Ala.—Seeks CP to change ERP to .53 kw; change HAAT to 743 ft., and change TL. App. Dec. 12.
- *KGOD (90.3 mhz) Wasilla, Alaska—Seeks mod. of CP to change ERP to 58 kw, and change HAAT to 318 ft. App. Dec. 10.
- KOOL-FM (94.5 mhz) Phoenix—Seeks CP to change TL and change HAAT to 1,655.1 ft. App. Dec. 13.
- KIHX-FM (106.3 mhz) Prescott, Ariz.—Seeks CP to change TL and change HAAT to 471 ft. App. Dec. 13.
- WOWW (107.3 mhz) Pensacola, Fla.—Seeks CP to change TL and change HAAT to 1,421.22 ft. App. Dec. 11.

- *WHGW (91.3 mhz) Fort Valley, Ga.—Seeks CP to change TL and change HAAT to 459.2 ft. App. Dec. 11.
- WOVR-FM (103.1 mhz) Versailles, Ind.—Seeks CP to change HAAT to 328 ft. App. Dec. 12.
- WSIP-FM (98.9 mhz) Paintsville, Ky.—Seeks CP to change ERP to 59 kw. App. Dec. 13.
- WQRS-FM (105.1 mhz) Detroit—Seeks CP to change ERP to 20 kw. App. Dec. 12.
- *KVSC (88.1 mhz) St. Cloud, Minn.—Seeks CP to change TL. App. Dec. 16.
- WZKX (107.1 mhz) Gulfport, Miss.—Seeks CP to change ERP to 1.862 kw and change HAAT to 393 ft. App. Dec. 11.
- KLUC (98.5 mhz) Las Vegas—Seeks mod. of CP to change SL to 3510 West Haienda St., Las Vegas. App. Dec. 10.
- WYNY (97.1 mhz) New York—Seeks CP to install aux. sys. App. Dec. 11.
- WMYK (93.7 mhz) Elizabeth City, N.C.—Seeks mod. of CP to change TL; change HAAT to 1,470 ft., and make

- changes in ant. sys. App. Dec. 12.
- WWJM (106.3 mhz) New Lexington, Ohio—Seeks CP to change HAAT to 328 ft. App. Dec. 11.
- WKOV-FM (96.7 mhz) Wellston, Ohio—Seeks CP to change TL; change ERP to 1.75 kw, and change HAAT to 430 ft. App. Dec. 12.
- KYFM (100.1 mhz) Bartlesville, Okla.—Seeks CP to install aux. sys. App. Dec. 11.
- KOOI-FM (106.5 mhz) Jacksonville, Tex.—Seeks CP to change TL and change HAAT to 1,165.7 ft. App. Dec. 13.
- KRLB-FM (99.5 mhz) Lubbock, Tex.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 817.05 ft. App. Dec. 12.
- WBMW (106.7 mhz) Manassas, Va.—Seeks CP to move main SL to Oak and Main Streets, Fairfax, Va. App. Dec. 16.

TV's

Accepted

- WIIB (ch. 63) Bloomington, Ind.—Seeks MP to change change TL and change HAAT to 1,039.76 ft. App. Dec. 11.
- KHCA (ch. 41) Alexandria, La.—Seeks MP to change ERP to vis. 205 kw, aur. 20.5 kw; change HAAT to 297.2 ft.; change ant., and change TL. App. Dec. 10.
- KCTS-TV (ch. 9) Seattle—Seeks CP to change ERP to vis. 316 kw, aur. 50 kw and change transmitter. App. Dec. 11.

Actions

AM's

- KCFA (1020 khz) Eagle River, Alaska—Granted app. to increase night power to 10 kw. Action Dec. 9.
- KMBD (760 khz) Thornton, Colo.—Granted app. to change TL and make changes in ant. sys. Action Dec. 9.
- WWLD (1190 khz) Pine Castle, Fla.—Granted app. to move SL to 5205 South Orange Ave., Edge Wood, Fla. Action Dec. 6.
- KVEG (1400 khz) North Las Vegas, Nev.—Granted app. to make changes in ant. sys. Action Dec. 4.
- WFNC (640 khz) Fayetteville, N.C.—Granted app. to make changes in ant. sys. Action Nov. 27.

FM's

- WABB-FM (97.5 mhz) Mobile, Ala.—Granted app. to change TL; change HAAT to 1,643.94 ft., and make changes in ant. sys. Action Dec. 9.
- *KLLN (90.9 mhz) Newark, Ark.—Granted app. to change ERP to 4 kw; change HAAT to 455.92 ft., and make changes in ant. sys. Action Dec. 5.
- KJJJ (95.3 mhz) Clifton, Ariz.—Returned app. to change TL; change ERP to .038 kw, and change HAAT to 2,388 ft. Action Dec. 10.
- KROQ-FM (106.7 mhz) Pasadena, Calif.—Granted app. to change TL; change ERP to 5.2 kw; change HAAT to 1,378.44 ft., and make changes in ant. sys. Action Nov. 27.
- WWUS (104.7 mhz) Big Pine Key, Fla.—Dismissed app. to change TL and change HAAT to 432.96 ft. Action Dec. 4.
- WXCR (92.1 mhz) Safety Harbor, Fla.—Granted app. to change ERP to 1.95 kw. Action Dec. 9.
- KKIC-FM (101.9 mhz) Emmett, Idaho—Granted app. to change TL; change ERP to 1.26 kw, and change HAAT to 507 ft. Action Dec. 6.
- *KUOI-FM (89.3 mhz) Moscow, Idaho—Dismissed app. to change HAAT to minus 77.6 ft.; change ERP to 1.339 kw; change transmitter, and make changes in ant. sys. Action Dec. 10.
- WBIF (105.5 mhz) Bedford, Ind.—Granted app. to change TL; change to ERP 2 kw, and change HAAT to 399.18 ft. Action Dec. 10.
- WTIB (104.9 mhz) Iuka, Miss.—Granted app. to change TL; change ERP to 1.79 kw, and change HAAT to 410 ft. Action Dec. 9.
- WMFM (106.3 mhz) Petal, Miss.—Granted app. to change ERP to 1.8 kw and change HAAT to 400 ft. Action Dec. 4.
- KRZK (106.3 mhz) Branson, Mo.—Dismissed app. to change TL; change ERP to 2.4 kw, and change HAAT to 396 ft. Action Dec. 4.
- KLMS (1480 khz) Lincoln, Neb.—Dismissed app. to aug-

Services

AERONAUTICAL CONSULTANTS
TOWER LOCATION/HEIGHT STUDIES
FAA NEGOTIATIONS
JOHN CHEVALIER, JR.
AVIATION SYSTEMS, INC.
28441 HIGHRIDGE RD STE 201
ROLLING HILLS ESTATES CA 90274
(213) 377-3449

301-731-5677 Complete
Broadcast Facility
Design & Installation
harrison
systems Ltd.
7315 Annapolis Road Suite 211
Havattsville, Maryland 20784

BROADCAST DATA SERVICES
Computerized Broadcast Service
Including
Data Base/Allocation Studies
Terrain Profiles
A Div. of *Moffet, Larson & Johnson, Inc.*
(703) 841-0282

The Most Complete, Current List With Kit.
AVAILABLE
CALL LETTERS
Plus all calls with 2-letter combinations you select.
Kit includes full application information.
(List eliminates all AM, FM, TV, Maritime calls)
RADIO INFORMATION CENTER
575 Lexington Avenue, New York, N.Y. 10022
(212) 371-4828

Corwall Associates Inc.
Professional Services to the
Broadcasting & Production
Industries in
Architecture
Interior Design
Technical Design
Construction Mgt.
(818) 351-5521

Stephen Raleigh Broadcast Services
Full Service Technical Consulting
Specialists in Audio & RF Systems
Facility Design & Installation
P.O. Box 3403, Princeton, N.J. 08540
(609) 799-4357

FCC ON-LINE DATABASE
dataworld[®]
Allocation/Terrain Studies
AM • FM • TV • LPTV • ITFS
4827 Rugby Ave., Suite 200
Bethesda, MD 20814
(301) 652-8822 1-800-368-5754

Complete Listing Of:
UNUSED CALL LETTERS
Call Letter Systems
P. O. Box 13789
Jackson, MS 39236-3789
(601) 981-3222

HORIZON INTERNATIONAL
Broadcast Implementation Engineering
Best & Video Facility Design & Installation
Systems Evaluations & Critiques
Emergency Service & Support
3837 E. Wier Ave., Suite 1, Phx., AZ 85040
602-437-3800

RAMTRONIX, INC.
Connector Supplier
to the Broadcast Industry
Kings/ITT Cannon
67 Jefryn Blvd. E.
Deer Park, N.Y. 11729
(516) 242-4700

THE M STREET JOURNAL
An authoritative weekly newsletter
for radio. Format News/FCC/CRTC
Files *CP Actvity. Free sample:
Box 540381 Houston, TX 77254
(713) 660-5260

CommunityTV Journal
LPTV News, Views & Hard Data
every other wednesday \$175/yr
PO Box 33964
Washington, DC 20033-0964
202-234-8694

Professional Cards

A.D. RING & ASSOCIATES, P.C.
CONSULTING RADIO ENGINEERS
 Suite 500
 1140 Nineteenth St., N.W.
 Washington, D.C. 20036
 (202) 223-6700
Member AFCEE

SAC Carl T. Jones
 Corporation
A Subsidiary of Science Applications International Corporation
CONSULTING ENGINEERS
 7901 YARNWOOD COURT
 SPRINGFIELD, VA. 22153
 (703) 589-7704
MEMBER AFCEE

LOHNES & CULVER
 Consulting Engineers
 1156 15th St., N.W. Suite 606
 Washington, D.C. 20005
 (202) 296-2722
Member AFCEE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
 1015 15th St., N.W. Suite 703
 (202) 783-0111
 Washington, D.C. 20005
Member AFCEE

SILLIMAN AND SILLIMAN
 8701 Georgia Ave. #805
 Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
 (301) 589-8288
THOMAS B. SILLIMAN, P.E.
 (812) 853-9754
Member AFCEE

Moffet, Larson & Johnson, Inc.
Consulting Telecommunications Engineers
 1925 North Lynn Street
 Arlington, VA 22209
 (703) 841-0500
Member AFCEE

DAVID STEEL
& ASSOCIATES, INC.
 P.O. Box 230
 Main St. & Melvin Ave
 Queenstown, MD 21658
 (301) 827-8725
Member AFCEE

ANDRUS AND ASSOCIATES, INC.
ALVIN H. ANDRUS, P.E.
 351 SCOTT DRIVE
 SILVER SPRING, MD. 20904
 301 384-5374

Member AFCEE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
 Box 68, International Airport
 San Francisco, California 94128
 (415) 342-5208
Member AFCEE

JOHN B. HEFFELFINGER
 9233 Ward Parkway, Suite 285
 816-444-7010
 Kansas City, Missouri 64114
Member AFCEE

JULES COHEN
& ASSOCIATES, P.C.
 Suite 400
 1730 M St. N.W.
 Washington DC 20036
 (202) 659-3707
Member AFCEE

CARL E. SMITH
CONSULTING ENGINEERS
 AM-FM-TV Engineering Consultants
 Complete Tower and Rigging Services
 "Serving the Broadcast Industry
 for over 50 Years"
 Box 2727 Bath, Ohio 44210
 (216) 659-4440

VIR JAMES
CONSULTING ENGINEERS
 Applications and Field Engineering
 Computerized Frequency Surveys
 3137 W. Kentucky Ave. #80219
 (303) 937-1900
DENVER, COLORADO
Member AFCEE & NAB

E. Harold Munn, Jr.,
& Associates, Inc.
 Broadcast Engineering Consultants
 Box 220
 Coldwater, Michigan 49036
 Phone: 517-278-7339

ROSNER TELEVISION
SYSTEMS
CONSULTING & ENGINEERING
 250 West 57 Street
 New York, N.Y. 10107
 (212) 246-2850

Mullaney Engineering, Inc.
 Consulting Telecommunications Engineers
 9049 Shady Grove Court
 Gaithersburg, MD 20877
 301-921-0115
Member AFCEE

HATFIELD & DAWSON
 Consulting Engineers
 Broadcast and Communications
 4226 6th Ave., N.W.,
 Seattle, Washington, 98107
 (206) 783-9151
Member AFCEE

ENTERPRISE ENGINEERING P.C.
 Consulting Engineers
 F.W. HANNEL, PE.
 P.O. Box 9001 Peoria, IL 61614
 (309) 691-4155
Member AFCEE

MATTHEW J. VLISSIDES &
ASSOCIATES, LTD.
STRUCTURAL CONSULTANT
TOWERS, ANTENNAS, STRUCTURES
 Studies, Analysis, Design Modifications,
 Inspections, Supervision of Erection
 6867 Elm St., McLean, VA 22101
 Tel (703) 356-9765
Member AFCEE

C. P. CROSSNO & ASSOCIATES
Consulting Engineers
 P.O. Box 18312
 Dallas, Texas 75218
 (214) 669-0294
Member AFCEE

JOHN F.X. BROWNE
& ASSOCIATES, INC.
CONSULTING ENGINEERS
 525 Woodward Avenue
 Bloomfield Hills, MI 48013
 Tel (313) 642-6226
Member AFCEE

D.C. WILLIAMS
& ASSOCIATES, INC.
 Consulting Engineers
 AM-FM-TV-LPTV-CATV
 POST OFFICE BOX 700
FOLSOM, CALIFORNIA 95630
 (916) 933-5000

R.L. HOOVER
 Consulting Telecommunications Engineer
 11704 Seven Locks Road
 Potomac, Maryland 20854
 301-983-0054
Member AFCEE

SHERMAN & BEVERAGE
ASSOCIATES INCORPORATED
CONSULTING &
FIELD SERVICES
 P.O. Box 770
WILLIAMSTOWN, NEW JERSEY
 (609) 728-2300 08094

CLARENCE M BEVERAGE
COMMUNICATIONS TECHNOLOGIES, INC
BROADCAST ENGINEERING CONSULTANTS
 SUITE 85 123 CREEK ROAD
 MOUNT HOLLY N.J. 08060
 16091 722 0007

LAWRENCE L. MORTON, E.E.
AND ASSOCIATES
 Consulting Telecommunications Engineers
 AM, FM, TV, LPTV, CATV, MDS, STL,
 Cellular, Field Engineering, Computerized
 Channel Searches
 21671 SUPERIOR LANE
 LAKE FOREST, CALIFORNIA 92630
 (714) 839-6015

EVANS ASSOCIATES
 Consulting Communications Engineers
 AM-FM-TV-CATV-ITFS-Satellite
 Broadcast Engineering Software
 216 N. Green Bay Rd.
THIENSVILLE, WISCONSIN 53092
 Phone (414) 242-6000
Member AFCEE

SELLMEYER & KRAMER, INC.
CONSULTING ENGINEERS
 J.S. Sellmeyer, P.E., S.M. Kramer, P.E.
APPLICATIONS • FIELD ENGINEERING
 P.O. Box 841 McKinney, TX 75069
 214-542-2056 214-548-8244
Member AFCEE

COMSEARCH™
 11503 Sunrise Valley Dr./Reston, Virginia 22091
 1701 North Greenville Avenue, Suite 814
 Richardson, Texas 75081
 Communications Engineering Services
 Harry L. Stemple, Virginia 703/620-6300
 G Pat Mart, Texas 214/236-3158

PAUL DEAN FORD
BROADCAST ENGINEERING CONSULTANT
 R.R. 12, Box 379
WEST TERRE HAUTE, INDIANA 47885
 812-535-3831

JOHN J. DAVIS
& ASSOCIATES
CONSULTING ENGINEERS
 P.O. BOX 128
 SIERRA MADRE, CA 91024-0128
 (818) 355-6909
Member AFCEE

Telatech, Inc.
TELECOMMUNICATIONS ENGINEERS
 FM-TV-MDS-LPTV-Land Mobile
 Applications—Frequency Searches
 P.O. Box 924
 Dearborn, MI 48121
 (313) 562-6873

EDM & ASSOCIATES, INC.
 B/cast-AM-FM-TV-LPTV-ITFS-Translator
 Frequency Searches & Rule Makers
 C/Carrier-Cellular, Satellites
 MMDS, P/P Microwave
 FCC 1st Class & PE Licensed staff
 1110 Vermont Ave., N.W., Suite 1130
 Washington, D.C. 20005 Phone (202) 296-0354
Member AFCEE

D.B. COMMUNICATIONS, INC.
 Broadcast/RCC/cellular/satellite
 Telecommunications Consultants
 4401 East West Highway, Suite 404
 Bethesda, Maryland 20814
 (Located in Washington, D.C. Area)
 (301) 654-0777
 contact: Darrell E. Baugess

John Aalto, P.E.
 Consulting Engineer
 TELEVISION PRODUCTION AND POST PRODUCTION
 SYSTEMS DESIGN AND PROJECT MANAGEMENT
 4534 Van Noord Avenue
 Studio City, CA 91604
 (818) 784-2208

LECHMAN & JOHNSON
 Telecommunications Consultants
 Applications - Field Engineering
 2033 M Street, N.W. Suite 702
 Washington DC 20036
 (202) 775-0057

ment daytime and nighttime radiation patterns. Action Dec. 9.

■ **KJUS** (95.3 mhz) Lincoln, Neb.—Granted app. to change HAAT to 90 ft. and change TL. Action Dec. 6.

■ **WNBK** (100.7 mhz) Wildwood, N.J.—Dismissed app. to change ERP to 25 kw. Action Dec. 4.

■ **KDDR-FM** (92.3 mhz) Oakes, N.D.—Granted app. to change ERP to 4 kw and change HAAT to 150.88 ft. Action Dec. 10.

■ **KTIL-FM** (104.1 mhz) Tillamook, Ore.—Granted app. to change TL; change ERP to 6.5 kw; change HAAT to minus 196 ft., and make changes in ant. sys. Action Dec. 10.

■ **WFID** (95.7 mhz) Rio Piedras, P.R.—Granted app. to change HAAT to 940 ft. Action Dec. 10.

■ **WNMB** (105.5 mhz) North Myrtle Beach, S.C.—Granted app. to change HAAT to 328 ft. Action Dec. 11.

■ **KORA-FM** (98.3 mhz) Bryan, Tex.—Granted app. to change ERP to .9 kw and change HAAT to 528.08 ft. Action Dec. 4.

■ **KIXS-FM** (93.3 mhz) Killeen, Tex.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 1,968 ft. Action Dec. 10.

■ **KLLL-FM** (96.3 mhz) Lubbock, Tex.—Granted app. to change TL; change HAAT to 817.05 ft., and make changes in ant. sys. Action Dec. 6.

■ **WB DY-FM** (106.3 mhz) Bluefield, Va.—Granted app. to increase height of ant. supporting structure by 28 ft. Action Dec. 10.

■ **WAPL-FM** (105.7 mhz) Appleton, Wis.—Dismissed app. to change TL. Action Dec. 4.

■ **WVCX** (98.9 mhz) Tomah, Wis.—Dismissed app. to change TL; change ERP to 100 kw; change HAAT to 1,193 ft., and make changes in ant. sys. Action Dec. 4.

In Contest

ALJ Joseph Chachkin made following decisions:

■ **San Diego** (Catherine Juanita Henry, et al) FM proceeding. By separate orders: granted motion by Doris S.M. Yee and dismissed her app. with prejudice; granted motion filed by Tri-Com Productions Inc. and dismissed its app. with prejudice. By orders, Dec. 3 and Dec. 6, respectively.

■ **Reno** (Washoe Shoshone Broadcasting, et al) TV proceeding. Granted motion filed by Reno Telecommunications Co. and dismissed its app. with prejudice. By order, Dec. 3.

■ **Burlington, N.J.** (Signal Ministries Inc., et al) TV proceeding. Granted joint petition for settlement agreement filed by Burlington TV Inc. and Adlephi Broadcasting Corp. and dismissed app. of Burlington TV with prejudice. By MO&O, Dec. 3.

ALJ John M. Frysiak made following decisions:

■ **Washington** (Private Networks Inc., et al) MDS proceeding. Granted joint petition for settlement agreements and dismissed as individual applicants Private Networks, Digital Pagings Systems, KC Corp., Greater Media Inc., Vidicom Inc. and Multipoint Information Systems Inc.; granted combined aforementioned apps. to form joint venture known as Washington MDS Co. for new MDS service at Washington, and terminated proceeding. By MO&O, Dec. 6.

■ **Rock Hill, S.C.** (Beverly Hills Hotel Corp., et al) TV proceeding. Granted petition filed by Moore Broadcast Industries Inc. against Susan S. Mulkey to determine whether transmitter site proposed by Mulkey is available to her. By MO&O, Dec. 4.

ALJ Joseph P. Gonzalez made following decision:

■ **Arlington, Tex.** (Charisma Broadcasting Corp., et al) TV proceeding. Granted motion for partial summary decision filed by Sammy A. Thornton and resolved air hazard issue in his favor. By MO&O, Dec. 4.

ALJ Byron E. Harrison made following decisions:

■ **Charleston, S.C.** (First Equimedia, et al) TV proceeding. Granted motion for summary decision filed by Caro Broadcasting Ltd. and resolved air hazard issue in its favor. By order, Dec. 3.

■ **Hendersonville, Tenn.** (Nelson Media Inc., et al) TV proceeding. By separate orders: granted motion for summary decision filed by Caro Broadcasting Ltd. and resolved air hazard issue in its favor; granted motion for summary decision filed by Channel 50 Tennessee Broadcasting and resolved air hazard issue in its favor; granted motion by Nelson Media for summary decision and resolved air cross-interest policy issue in its favor. By orders, Dec. 3 and Dec. 5.

ALJ Edward Luton made following decision:

■ **Roanoke, Va.** (Roanoke TV 60 Broadcasting and Southwest Virginia Television) TV proceeding. Granted joint petition for settlement agreement and dismissed app. of Roanoke TV 60 with prejudice; granted app. of Southwest Virginia for new TV station at Roanoke, and terminated proceeding. By MO&O, Dec. 3.

ALJ Joseph Stimer made following decision:

■ **Memphis** (Burwood Broadcasting of Memphis Ltd., et al) TV proceeding. Granted motion for limited summary decision filed by EAM Broadcasting Co. of Memphis and resolved air hazard issue in its favor. By MO&O, Dec. 3.

ALJ James F. Tierney made following decisions:

■ **Omaha** (Omaha Channel 54 Broadcasting Group, et al) TV proceeding. Granted, in part, petition filed by Omaha Telecasters Inc. to enlarge issues against Maryland Williams to determine whether Williams violated Rule 1.65 by failing to timely advise FCC of FAA's notification that further study would be required to determine whether Williams' proposed facility would be hazardous to air navigation, and, if so, effect of that failure on comparative qualifications. By MO&O, Dec. 4.

■ **Corpus Christi, Tex.** (Christian Childrens Network Inc.) TV proceeding. Granted Mass Media Bureau's recommendation and added issue against Christian to determine whether it is financially qualified to construct and operate its proposed station, and, if not, whether Christian is qualified to be commission licensee. By MO&O, Dec. 9.

Call Letters

Applications

Call	Sought by
New FM	
WVGN	Virgin Islands Wireless Co., Charlotte Amalie, VI.
Existing AM's	
WEKS	WJYA Trans World Broadcasting Corp., Marietta, Ga.

Summary of broadcasting as of September 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,799	170	4,969
Commercial FM	3,839	418	4,257
Educational FM	1,211	173	1,384
Total Radio	9,849	761	10,610
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	379	222	601
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,219	273	1,492
VHF LPTV	224	74	298
UHF LPTV	130	136	266
Total LPTV	354	210	564
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	12,336	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* includes off-air licenses.

WLSC WWSL Loris Broadcasting Inc., Loris, S.C.

Existing FM's

WEKS-FM WJYA-FM Transworld Broadcasting Corp., La Grange, Ga.

KLTO KCMA Pathfinder Communications Corp., Owasso, Okla.

Existing TV's

WGBO-TV WFBN Grant Broadcasting of Chicago, Joliet, Ill.

KDAF KRDL-TV News America Television Inc., Dallas

Grants

Call	Assigned to
New AM's	
WPMA	GDR Inc., Wildwood, Fla.
KOFK	Fred E. Rodarte, Danny A. Almanza, Milan, N.M.
New FM's	
WRQT	Andrew L. Banas, Bear Lake, Mich.
*KPPR	Prairie Public Broadcasting Inc., Williston, N.D.
KFXI	Sherry Lynn Austin, Marlow, Okla.
KQMB	Walter P. Faber Jr., Midvale, Utah
New TV's	
KOCR	Metro Program Network Inc., Cedar Rapids, Iowa
WLXV	Gary D. Terrell, Cumberland, Md.
*WUCX-TV	Delta College, Bad Axe, Mich.
Existing AM's	
KASH	KTNX Community Anchorage Broadcasting Corp., Anchorage
KNNN	KFRM Compass Communications, Salina, Kan.
WQFX	WAIZ Caravelle Broadcast Group of Mississippi, Gulfport, Miss.
Existing FM's	
KASH-FM	KASH Community Anchorage Corp., Anchorage
KEZL	KEZL-FM Par Broadcasting Co., Oceanside, Calif.
KRAK-FM	KSKK Affiliated Broadcasting Inc., Sacramento, Calif.
WJTW	WAJP New Horizons Communications Inc., Joliet, Ill.
KJJG	KRGS Garamella Broadcasting Co., Spencer, Iowa
WQFX-FM	WQFX Caravelle Broadcast Group of Mississippi, Gulfport, Miss.
WTMX	WIMJ Ebony Broadcasting, New Albany, Miss.
KLGT	KHAT J-P Enterprises Inc., Lincoln, Neb.
KKLZ	KITT Southern Nevada Radio Inc., Las Vegas
WRJX	WJHRWJHR Inc., Jackson, Tenn.
KEYG-FM	KEYF Wheeler Broadcasting Inc., Grand Coulee, Wash.
Existing TV's	
KDSM-TV	KCBR KCBR-TV Inc., Des Moines, Iowa
WLIT	WKBM-TV American Colonial Broadcasting Corp., Caguas, P.R.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details

RADIO

HELP WANTED MANAGEMENT

General sales manager. Strong AM/FM combo on California's Central Coast seeks experienced, "on-the-street" sales manager. Individual should be self-starter, leader, goal-oriented. Excellent salary and incentives; outstanding growth potential. Send resume and reference to John Bayliss, Jr., P.O. Box 1240, Santa Maria, CA 93456. EOE, M/F. 805-925-2582.

Sales manager wanted: No bright lights/big city here...just solid, hard-working radio crew that need a sales leader. The person who'll become our SALES BOSS needs to help motivate us, design our sales promotions, track collections, and earn our respect. We love selling radio. Contact our General Manager, Steve Benedict, at KGRZ Radio, P.O. Box 4106, Missoula, MT 59806 and come be our new boss.

General manager. Strong sales and people skills with previous GM experience. AM/FM in Shenandoah Valley, Virginia. No calls. Complete resume, track record to Louis E. Farraye, Gilmore Broadcasting Corporation, 162 E. Michigan Ave., Kalamazoo, MI 49007. EOE.

HELP WANTED SALES

Experienced sales people for KOOI, leading East Texas Class C FM, including proven sales leader capable of managing large staff. Excellent earnings. Great growth opportunity. We enjoy top ratings in Tyler, Longview, and all the cities of Central East Texas. Contact Joe McNamara at 214-586-2527. EOE.

Urban contemporary-Knoxville. Radio street salesperson. Previous radio sales experience is a must. Tremendous growth potential. Contact Fred Jacob, 2900 Sutherland Ave., Knoxville, TN 37919. Phone 615-521-6220. EOE.

Young, aggressive salesperson needed by January. Fast growing space coast of Florida. Minimum two years experience. AM/FM. Resume to Pat, 2221 Front St., Melbourne, FL 32901. EOE.

You don't have to spend the winter putting chains on your car. You don't have to spend a lifetime in markets going nowhere. You can come to the hottest station in one of the hottest and fastest-growing markets in the South and step instantly into a senior account executive position with the potential of making \$50,000. Minimum 3-5 years successful radio experience required. Send resume to sales manager, WROQ, 400 Radio Rd., Charlotte, NC 28216. EOE.

Florida Gulf Coast 300,000 metro. Radio street salesperson. Long established AM and FM radio facility has a unique proposition for you. Street sales only. Minimum of 3 years sales experience needed for tough competitive market, which only an experienced pro can handle. The rewards are much more than you would expect. Nothing ventured nothing gained. Resume in confidence to P.O. Box 278, Fort Myers, FL 33902. Equal opportunity employer.

Live on the best South Carolina beaches, work in one of the Southeast's fastest growing top 100 markets, and, enhance your earnings. WKQB - Q-107; the 100kw CHR needs a sales killer. If you've got a good education, a good businesslike appearance and are committed to working hard, rush resume and photo along with employment references to Steve Judy, VP & GM, WKQB, 4995 LaCross Rd., Suite 1600, North Charleston, SC 29418. EOE.

Sales manager wanted for AM/FM combination. FM is 100,000 watts. Both stations dominant in market. Market is retail trade center for large area. Good salespeople presently employed. Station is successful but still not to potential. Great working conditions, T&E, guarantee, personal commissions, slice of the action, and good benefits. Call Ron Adams, General Manager, WNAT/WQNZ, Natchez, MS 601-442-4895.

New Florida Coastal AM stereo powerhouse seeks entire sales force. Get in on the ground floor. Air date is Feb. Send complete information now to Jerry Collins, c/o WDCQ, 1227 Del Prado Blvd., Cape Coral, FL 33904.

College town AM/FM in central NY looking for super salesperson. You'll be hired as SM, with probable advancement into GM within 6 months or sooner. Reply Box X-89.

Sales manager needed for top rated combo in the South. If you're a leader, strong motivator, goal oriented and strong on personal sales, we have a great opportunity for you. Resume and references to Box X-82.

General sales manager/account representative. San Diego County AM/FM, fastest growing market in the West. Outstanding opportunity/many incentives. Send resume, track record, references. EOE, M/F. Box X-83.

HELP WANTED ANNOUNCERS

Major market announcer wanted for morning on KOOI, leading East Texas Class C FM area station. Only top talent need apply. If qualified and interested, could also be PD. Serving growing Tyler, Longview markets. Contact Dudley Waller at 214-586-2527. EOE.

Major East Coast station seeking PM drive host. Must be real communicator and high profile personality. Adult format. Send resume to Box X-78. EOE, M/F.

New Florida Coastal AM stereo powerhouse seeks entire air staff for February air date. Seeking top announcers. Paying top wages for top station. Send complete information to Jerry Collins, c/o WDCQ, 1227 Del Prado Blvd., Cape Coral, FL 33904.

HELP WANTED TECHNICAL

Technical producer for adult education audio projects for WHA Radio. Primarily responsible for recording and mixing audio programs, working with producers, to determine technical requirements for audio programs, recording sound beds of music, voice and ambience as required. Qualifications: Bachelor's degree preferred. Three years' experience in 16/24-track production and dialogue recording required. Two years' experience recording and mixing music, both multi-track and direct-to-stereo required. Salary: \$23,000 annual rate. Application deadline: January 22, 1986. For required application information, write: Sylvia Potempa, WHA Radio, 821 University Ave., Madison, WI 53706. An equal opportunity employer.

HELP WANTED NEWS

News anchor/reporter. Minimum one year experience. Good writing and production skills. Join three person staff. T&R: Darrel Clark, GM, Box 1400, Lebanon, NH 03766.

Radio TV specialist-Morning Edition host. News, WFSU-FM, Tallahassee, FL hosts local Morning Edition. Develops, plans, prepares, and presents major news programs. Strong writing and on-air skills needed as well as good reporting skills. One year of experience in radio broadcasting; and completion of Mass Communications bachelors degree. Salary \$15,000. Application deadline January 9, 1986. Must contact FSU Personnel Relations for application instructions (904-644-6034), and send audition tape and resume to Rob McNeely, WFSU-FM, 2561 Pottsdamer St., Tallahassee, FL 32304. 904-487-3086.

News director. Central California's leading full-service A/C needs experienced news director. Three hour morning news show. Send tape and resume to Jeff Harris, P.O. Box 1240, Santa Maria, CA 93456. EOE, M/F. 805-925-2582.

News/sports director. Small market news leader. Three person staff. Good organization and leadership skills a must. T&R: Darrel Clark, GM, Box 1400, Lebanon, NH 03766.

WDIA, the oldest Black formatted station in America, is looking to expand its news dept. Interested persons should have at least 3 years' professional experience. Job responsibilities will include anchoring, street reporting and writing. Send resumes and audition tapes to John Lawson, News & Public Affairs Director, 112 Union Ave., Memphis, TN 38103. Minority candidates encouraged.

Western Massachusetts' number one news operation needs experienced anchor/reporter. Tapes and resumes to Doug Cope, WHYN, P.O. Box 9013, Springfield, MA 01101.

RM college town AM/FM. Want journalist with some experience and tape demonstrating reporting and reading abilities. JMR, P.O. Box 818, Laramie, WY 82070.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

#1 country station in Anderson/Muncie, Indiana, seeks program director. Strong voice, production, and morning air shift. Good income, personal appearance fee. Strong in people management. Send tape and resume to: Jim Mougeotte, WAXT, Box "D", Alexandria, IA 46001.

SITUATIONS WANTED MANAGEMENT

Result oriented general manager aggressive, highly organized and disciplined to achieve profits. 19 years in management all markets. Effective management skills with creative strategies for developing maximum sales. Top credentials. Box X-44.

Eighteen year management pro: strong on administration, budgeting, programming and sales. Looking for stable operation. Currently employed. Write Box X-48.

Radio professional with 25 excellent years of major and medium market; on-air, programming, sales and upper level management experience, seeks new challenge as medium market group programmer or general manager in "deep south". 18 of my 25 years includes major markets. A perfect situation awaits! Perhaps you have it for me? Am gainfully employed at present. Look forward to responding to all who inquire. Just "testing the waters". Box X-59.

Extensive management experience. Small market radio/television. Solid references, presently employed. Young, family, Midwest/Mid-Atlantic. Box X-74.

SITUATIONS WANTED ANNOUNCERS

Country program director/air personality. 17 years experience. Knows and loves country music. Creative productions, promotions, events. Everything extremely well organized. Carl Drake; P.O. Box 1227, Anadarko, OK 73005. 405-247-9750.

Helicopter pilot, 3 years' ENG and on-air radio experience. Resume and references on request. Preston Ewen, P.O. Box 285, Rochester, IN 46975. 219-223-5759.

SITUATIONS WANTED TECHNICAL

AM-FM chief engineer. Experienced in all phases maintenance and construction. Seeks stable operation. Box X-60.

Chief engineer: 10 years' major corporation. Fully experienced SCPC and digital satellite delivery, 100kw stereo FM, directional AM. Remote and sports engineering including college, NFL, and Super Bowl broadcasts. Box X-86.

SITUATIONS WANTED NEWS

They'll want to hear it! Experienced minority news-caster. Authoritative delivery. Seeks position with news oriented station. Call Scott 214-935-9378.

PD/MD: 6 years announcing. Want opportunity to move up. Highly motivated, A/C, light rock, MOR. Box V-74.

News pro with 5 years' experience wants to work in the Raleigh/Durham/Chapel Hill NC area. Excellent delivery, superb writing skills. Don Cohen 215-626-6102.

Small market station in Pacific Northwest starting up a news operation. Seeking news, weather, sports anchors. Reporters. Videographers. Talent & desire most important. Send non-returnable tapes/resumes to: KECH-TV, Indian School Rd., NE, Salem, OR 97305.

Managing editor: Midwest top 30 affiliate with #1 rated newscasts looking for strong journalist to oversee all day to day operations. Strong commitment to hard news essential. As number two person in department, managing editor will edit writing, supervise assignment desk and oversee all special projects. If you're an aggressive team player with good communications skills who has a sound background in television news and is looking for an opportunity to lead a group of professionals, send resume and references to Box X-18. EOE.

TV news anchor. Experienced, mature person to anchor 6 & 11 weekdays at CBS Sunbelt station. Resume-tape to WNCT-TV, Attention Roy Hardee, News Director, Box 898, Greenville, NC 27834. All applications confidential. EOE.

Bureau chief Salpan. Need experienced reporter ready to take over operation in developing island commonwealth. Responsible for producing/anchoring nightly newscast plus daily feed to main studio. John Morvant, News Director, Guam Cable TV, 671-477-9484.

Personality oriented 11PM weeknight sports anchor. Must be willing to shoot, edit and report. Minimum 1 year TV experience. Immediate opening (EOE). Rush tape and resume to Bob Haywood, Sports Director, WKPT-TV, 222 Commerce St., Kingsport, TN 37660.

News Director. Totally experienced, now directing successful department, for medium market affiliate. Resume to Box X-77. EOE.

News producer. Two years experience and strong writing background required. Send tape and resume to News Director, WJRT, 2302 Lapeer Rd., Flint, MI 48502.

Primo People. Executive producer and producer opening in all markets, send tape and resume to: Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870. 203-637-3653.

News director. Dominant #1 TV station in sunny South Texas has immediate opening for top notch news director. Minimum previous experience of three years as news director is required. Escape the cold—come to the sparkling city by the sea. Send resume to Billy Brotherton, KIII-TV, P.O. box 6669, Corpus Christi, TX 78411, or call 512-854-4733. EOE.

Assignment editor. Dominant medium market group owned affiliate needs aggressive, imaginative assignment editor. Must work well with staff, yet maintain control desk. Need someone who can think ahead, develop unique story ideas, and have ideas on even the driest news days. Great pay and benefits, in a fun place to work. Box X-87.

Meteorologist needed: Top ranked CBS affiliate in top 60, southeast market, wants weather professional to compliment winning team. Colorgraphics, radar, and all the tools available. Minorities encouraged to apply. Send tape and reply to Box X-81. MF, EOE.

Assignment editor. Solid news judgement, good people manager and motivator. Minimum two years experience. Resume and references to Steve O'Brien, Assistant ND, WEVU-TV, P.O. box 06260, Ft. Myers, FL 33906. EOE.

Producer. WFSB, a Post-Newsweek station, seeking experienced and creative news producer. Candidates should be experienced in news journalism, have a thorough knowledge of state-of-the-art equipment and have the ability to apply it to the production of our news cast. Resumes to: Mark Effron, News Director, WFSB, 3 Constitution Plaza, Hartford, CT 06115. EOE.

Anchor: need strong, aggressive news personality for the weekend. No beginners. Minimum three years anchoring. Tapes and resumes only to: Newscenter, KSEE-TV, P.O. Box 24000, Fresno, CA 93721. EOE/MF.

Aggressive ABC affiliate in beautiful Pacific Northwest seeks 5 PM producer. Strong writing, production and organization skills required, as well as common sense news judgment. We produce a top 50 looking show in a news facility with state-of-the-art equipment. Experience required. Send tape and resume to Renard Maiuri, News Manager, KDRV-TV, 1090 Knutson Ave., Medford, OR 97504. EOE.

Immediate need for entry level weather talent. Knowledge of computer graphics a plus. State salary requirements. Box X-85.

Evening anchor sought for an aggressive small market news department to compliment established male anchor. No phone calls. No beginners. Tape, resume and salary requirements to ND, WVIR-TV, Box 769, Charlottesville, VA 22902. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Associate producer. Strong writer/packager with local newscast producing experience to work in Top 15 affiliate. Send short copy and package writing samples and resume to: Box X-5.

Head a film/video production unit. Small and growing independent production house in northeast Florida seeking an experienced executive producer to run a profit center. Ideal candidate will seek responsibility, be able to supervise creative people, work well, satisfying clients, and be able to plan and execute projects within budget. To be successful in this position, you have probably had experience in management of creative teams, prepared and met budgets, worked successfully with other unit managers in a team environment, and won acknowledgement for the quality of your productions. Send 3/4" tape (or sample reel), resume, and salary requirements to: John B. Ritzhammer, Images, Inc., 1662 Stockton St., Jacksonville, FL 32204.

Traffic manager. Small market Southern network affiliate seeks traffic manager. Minimum two years' traffic experience and knowledge of Columbine required. Good opportunity for number two person to move up. Excellent pay and benefits. Send resume and salary history to Box X-50. EOE.

KOAM-TV, Pittsburg/Joplin, seeks self-motivated commercial producer. Candidates must demonstrate hands-on experience in all areas of production: field shooting, editing, and continuity. A minimum of four years' experience, degree, and/or related experience preferred. Send resume and tape to Chris Justus, KOAM-TV, P.O. Box 659, US 69 and Lawton Rd., Pittsburg, KS 66762. EOE.

Editor. Quality Chicago production company seeks creative, diplomatic editor for our ISC (CMX type) edit system. Three years' experience in computer editing, knowledge of list management procedures, and college degree necessary; film cutting experience desirable. Send resume and salary requirements. Box X-32.

Top rated, non-union, group-owned station in Sunbelt is seeking experienced production manager to develop and challenge crack staff. Priorities are news and station operations. Must have directing background. Box X-55.

Videographer, special projects—Dynamic, comprehensive private university seeks creative producer for admissions, development, other PR videos and PSAs. BA/BS, 3 yrs exp. Send resume, 3/4 tape w/3 productions w/2-page description of each production's purpose, budget, effectiveness and your role to: Director, Public Affairs, University of Miami, P.O. Box A248105, Coral Gables, Florida 33124. Samples will be returned.

Director to director local newscasts. Applicants should be experienced in directing news; Grass Valley 300 experience preferred. Station is ABC affiliate; offers good salary and benefits. Send resume and salary history to: Steve Headrick, WTVC-TV, Box 1150, Chattanooga, TN 37401.

Video Coordinator/AM Philadelphia Aggressive and creative person needed who must be able to edit, field produce live and video tape features for morning talk show; as well as supervise graphics and all other support video. Writing and booking skills very important. Forward a video tape of previous work along with a complete resume and salary requirements to Charles R. Bradley, c/o WPVI-TV, 4100 City Line Ave., Philadelphia, PA 19131. An equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Opns. Mgr. and CE/problem solver seeks new challenge in rebuild. No rush jobs. Bill Barber 817-696-3217.

GM indy turn around specialist, if your station can be fixed, I can do it, if not I'll tell you. Just completed very successful turn around, looking for new challenge. Not cheap, but very effective. Let's meet at INTV. Box X-68.

GM/GSM available immediately; eleven impressive years of sales and management experience. Hard working, dedicated and people oriented. Bob 919-756-8022.

SITUATIONS WANTED NEWS

Sports reporter. From football to recreation. I get to the heart of the story with style! 205-342-2367.

Ambitious talent relinquishes sales "job" for broadcasting "career". Wants shot at small market anchor/reporter slot, preferably sports. Will relocate. Call Tony at 215-357-0984 after 4 PM.

Network producer/off-air reporter w/7yrs network news experience w/prime time show looking to make switch to on-air reporter. Tape/resume and references upon request. Box V-95.

Entry level position in television news department wanted by newswire journalist experienced in TV production. Call Jim at 914-472-2024.

Top network EJ & EFP crews available. BETA CAM, 1", & 3/4" equipment packages. Best equipment. Excellent rates. 312-442-5719.

Start 1986 off right. Hire a seasoned professional to manage your news department. Award winning news director seeks new challenge. Small, medium and large market experience. Strong management skills. Outstanding news judgement. 901-377-8676.

Meteorologist. Seen nationally for three years wants local. Degree, AMS, artist. Wizard with graphix. Available immediately. Call 612-473-0161.

I-team dreams? Put a proven pro in charge. Outstanding work, national awards. Box X-41.

Major market TV newswriter with documentary experience seeks position. Box X-80.

SITUATIONS WANTED PROGRAMMING

Need a marketing director? Plan promotions, write copy/PR, back up sales force, produce and present to local advertisers. Experience with MTV, Disney. Ad agency and marketing experience. Creative, innovative, results oriented. Over 10 years experience. Call Neal at 312-372-6582.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Los Angeles University seeks Department Chair, Radio-TV-Film, Associate or Full Professor. \$30,432-46,392, nine months appointment starting August 1986. Teach one course in area of expertise. 650 majors, 16 full-time, 18 part-time faculty, offering BA and MA. Department operates NPR-affiliated KCSN, is involved with grant projects and interdisciplinary programs. Position requires earned doctorate in broadcasting, film, or related area, minimum five years university teaching, scholarly achievement, evidence of creative contributions/research, expertise in administration with leadership experience in planning, personnel administration, resource improvement and management. Experience in grants and contract development desirable. Tenure achieved as faculty member, not as Chair. Application, resume, at least three references by February 15, 1986 to Search and Screen Committee, RTVF, California State University, Northridge, CA 91330. Women and minorities specifically encouraged. Equal opportunity/affirmative action employer.

Telecommunications: Assistant Professor, full-time, tenure track position. Masters required. Ph.D preferred, 3 years college teaching required. Teach graduate and undergraduate courses in an established, production oriented program. Applicant should be able to teach TV production and any of the following: Introduction to Telecommunications, Writing for TV, Telecommunications Law, Telecommunications Management, and supervise internship. Competitive salary/benefits. Available September, 1986. Deadline for application is March 1, 1986. Send resume, transcripts and three letters of recommendation to: Search Committee, Department of Telecommunications, Kutztown University, Kutztown, PA 19530. Kutztown University is an affirmative action/equal opportunity employer and actively solicits applications from qualified minority candidates.

The American University School of Communication in Washington, DC seeks graduate assistants with full-time journalistic experience to assist in teaching and professional duties while earning a Master's degree in Journalism and Public Affairs. This one-year, full-time program begins in September. Includes internship. For more information write to the Graduate Admissions Committee, School of Communication, The American University, 4400 Massachusetts Ave., NW, Washington, DC 20016. An equal opportunity and affirmative action employer.

Potential position available in the Dept. of Speech & Theater Arts to teach Radio/television courses leading to a BA of BS degree. Advise RTV students. Available Aug. 1986. PhD degree and professional experience required for tenure track appointment. Rank/salary competitive. Expertise in RTV sales, promotion and management, radio or television production and writing required. Application deadline/ January 31, 1986. Send resume and 3 recommendations: Head, Dept. of Speech and Theater Arts, Western Carolina University, Cullowhee, NC 28723. AA/EEO.

FCC license preparation seminars in January Washington, Philadelphia, Detroit, Boston. Bob Johnson Telecommunications 1201 North, Manhattan Beach, CA 90266. 213-379-4461.

The Pennsylvania State University School of Communications seeks faculty members for the 1986-7 academic year. Appointments may be either tenure-track or fixed-term, depending upon qualifications. The newly formed school, which has 30 faculty lines and approximately 850 students, combines a tradition of rigorous and demanding teaching in professional skills with an emphasis on high-quality research. It seeks either those with impressive professional credentials who will continue to be active professionals, or those with doctorates (or ABD) who show promise of becoming strong researchers. Either kind of applicant should have the strong intellectual interests expected of all Penn State faculty. One tenure-track opening is in broadcast journalism for a person to teach broadcast news plus other courses in journalism or mass communications. A research interest in cable television preferred. Another tenure-track opening is in the news-editorial/mass communications sequence to teach news reporting or editing courses plus courses from one or more specialties, such as ethics, history of mass communications, or international communications. Two temporary (with possibility of conversion to tenure track) openings are in telecommunications to teach production courses and possibly other courses in mass communications. All faculty members are expected to conduct research or comparable creative activity. Appointments effective Aug. 21, 1986. For full consideration, send resume and names of three references by January 15, 1986, to Dr. Daniel W. Pfaff, School of Communications, 218 Carnegie Bldg., Box 9, The Pennsylvania State University, University Park, PA 16802. An equal opportunity/affirmative action employer.

Communication: Television Broadcast Production. Instructor/Asst/Assoc. Prof. with strong interest in field and television studio production to provide leadership for growing studio facility at the University of Southwestern Louisiana. Teach broadcast production, history, management, and other mass communication courses at graduate and undergraduate levels. Advise majors. Tejure track at asst/assoc. level. Ph.D. preferred, ABD or MA may apply. Teaching, professional experience, and some publications preferred. Salary competitive. For initial screening, send resume and three letters of recommendation by February 1, 1986 to Dr. Richard Kneller, Department of Communication, USL, Lafayette, LA 70504. An EEO, affirmative action employer.

HELP WANTED SALES

Broadcast research. Sales opportunity for aggressive closer with National Research and consultancy firm. Similar experience helpful. Considerable travel. Sell us first. Send resume, references and income requirements. M/F. EOE Box X-88.

PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

Comedy based on historical daily events calendar. Improve your ratings. Approx 90 items monthly. Send \$5.00 to Charles Garauagia, 2129 Macklin Ave., St. Louis, MO 63110.

For sale—MDS transmission time. Single channel MDS stations in San Antonio, Killeen, Victoria, Texas. Any time slot available for video and/or data programs. For info call Judi at 512-223-6383.

New radio formats for sale: ROOTS OF ROCK and PURE COUNTRY. American music formats, 15205 W. Lynwood, New Berlin, WI 53151.

MISCELLANEOUS

West Coast TV Newsletter, California, Washington, Oregon job listings, articles. \$35 annually. Write the West Coast Edition, 1044 Portola, Monterey, CA 93940.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash— highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 404-324-1271.

Wanted: Used 50kw AM transmitters that have been well maintained, with good maintenance records and documentations. Must also use current tube type-no junk. Call/write Watt Hairston, Sudbrink Broadcasting, 14 Music Circle East, Nashville, TN 37203. Tel. 615-748-8150.

Wanted: used VHS 1" and 2" videotapes. Cash paid for all lengths. No defectives. Also buying 2" Quad and 1" C-type. Call Andy Carpel, 301-845-8888.

FOR SALE EQUIPMENT

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 404-324-1271.

RCA 30kw UHF transmitter. Immediate delivery, good condition. Quality Media 404-324-1271.

RCA TCR-100 2' video cart. Pinzone diagnostics, carts, spare parts, excellent condition. \$25,000. Quality Media 404-324-1271.

Transmission line, 6 1/8" EIA. Rebuilt line. New inner conductors. \$750 per section. Quality Media 404-324-1271.

Videomekia 1" VTR editor model Z-6000. New. Half price. Bill Kitchen, Quality Media, 404-324-1271.

20kw-10kw-2.5kw FM's: 1982 CSI T20-F w/exciter and stereo, on-air; RCA BTF 10E-1 w/BTE 15A, exc. cond.; Collins 831-D1 w/310-Z1, stereo, on air, exc. cond. Call Transcom Corp. 215-379-6585.

5kw & 1kw AM's: Gates BC5-P2, mint cond., on air; Collins 820-D1 & 20V2, RCA BTA-1L. All in excellent condition. Call Transcom Corp. 215-379-6585.

30KW FM BE FM-30 exciter, on-air, avail. early 1986, mint cond. Also CSI T-20-F (1982) on air avail. 60 days, exc. cond. Call Transcom Corp., 215-379-6585.

FM transmitters: 25, 20, 15, 10, 5, 2.5, 1 and .25kw. Continental Communications, Box 78219, St. Louis, MO 63104. 314-664-4497.

AM transmitters: 50, 20, 5, 2.5, and .25kw. Continental Communications, Box 78219, St. Louis, MO 63104. 314-664-4497.

For sale: Orban Optimod 8100, dual chassis, in mint condition. \$3000 cash, contact Jeff Cunningham, 512-696-4252.

RCA TCR-100, approximately \$5,000 in spare parts, 1,500 RCA 2" carts. Price \$20,000. FOB Lafayette, LA. Contact Thomas G. Pears or Dave Herbert, KLFY-TV, P.O. Box 90665, Lafayette, LA 70509. Telephone 318-981-4823.

For sale: RCA TK27 telecine w/2 TP66 projectors and one TR7 slide carousel; RCA TR600; Grass Valley Group 1600 2B switcher and other miscellaneous equipment. Call Doug Lung at 818-502-1000.

Surplus broadcast equipment: Ikegami, Grass Valley, Lenco, Orban and much more. Call for list—DYMA 800-222-2962.

3/4" Evaluated Videotape! Guaranteed to look and work as new. Prices: Mini-20s, \$7.49, Large 20s or shorter \$6.99, 30 minutes \$9.49, 60 minutes \$12.49. ELCCON evaluated, shrink wrapped and delivered free! Master broadcast quality at half the price. Hundreds of thousands sold to professional users. To order call Carpel Video, Inc., 301-845-8888, or toll free, 800 238-4300.

New and used radio broadcast and microwave towers. Complete nationwide sales and service, erection specialists. Bonded with 35 yrs. experience (Turnkey Operations), TMCI 402-467-3629.

Sony BVE 500/800 editors and interface boards to Sony BVU 200s and 1100s in any condition. Call 303-629-5347 collect anytime.

For sale: automation system (now live format). Includes: SMC ESP-1 digital switcher, 4 carousels, 3 reel to reels, 6 Kartel 2400s, 4 SMC duel cart decks. Call Charlie Marlow, WJLS Radio 304-253-7311.

Refurbished 8 3/16", 75 ohm transmission line, 19 1/2 foot sections, call 1-800-874-5449 outside Florida, or 1-800-282-6214 inside Florida.

RADIO

Help Wanted Management

Los Angeles General Sales Manager

Can you build a local/regional sales staff capable of winning in LA? Can you do it for a competitive AM/FM in LA? Are you ready to live and kill in LA? EEOC M/F. Send resume, salary history and references to: Box X-70.

FLORIDA TEAM SOUGHT

Growing Broadcast Group seeks GM, GSM, and PD for positive cash flow Florida radio properties in a highly attractive market. Our employees know of this ad. EEO-M/F. Send resume to P.O. box 98, NY, NY 10185.

CLASSIFIED ADVERTISING IS YOUR BEST BUY...

This space could be working for you for a very low cost . . . and it reaches a most responsive audience.

Help Wanted Sales

REGIONAL AFFILIATE MANAGER

Due to rapid growth and expansion, Satellite Music Network is seeking additional sales personnel to call on America's top station owners and managers. If you have first hand experience at the station level, want to be a part of the exciting future of radio, and are willing to travel—this is an outstanding career opportunity for you. We pay a good draw against commission, giving you unlimited financial opportunities. Call 800—527-4892 for details from Charlie Strickland or Bob Bruton.

GENERAL SALES MANAGER

Self-starter to carry list and manage sales staff of four in 300,000+ market. Groom for GM. Equity possible. Bill Bro, (309) 274-2162. Box 120194, Peoria, IL 61614.

Situations Wanted Sales

Executive Sales Rep Available

No Draw Commission Only
Former Broadcast Owner. Will sell time, services, properties etc. Will travel-based in New Orleans.

P.O. Box 24651
New Orleans, LA 70184

TELEVISION Help Wanted Management

GENERAL SALES MANAGER KSCH-TV SCHUYLER COMMUNICATIONS, INC.

Must have successful track record in major market independent Television Station sales management. If you have this background or can prove that you have the ability to move up to this outstanding opportunity with a new station in the Stockton-Sacramento market, contact:

Bill Schuyler, President
1111 Howe Ave., Suite 450
Sacramento, CA

Equal Opportunity Employer
M/F

KSCH-TV, CHANNEL 58
STOCKTON-SACRAMENTO

MANAGER OF PRESS RELATIONS

Dominant CBS affiliate in top ten market seeks strong professional to join our winning team. Far more than press releases and contacts, we're looking for someone to sell our top-rated station's many success stories to the local and national press. Experience and writing ability essential. Resume to Hank Price, WDVM-TV, 4001 Brandywine St., NW, Washington, DC 20016. EOE

Busy TV post-production company

seeks experienced Operations Manager. Responsibilities include scheduling, coordinating and supervising editing suites and production personnel. Additional duties include day-to-day office management and client liaison. Thorough knowledge of all aspects of video post production required. Send resume and salary requirements to: Colin Moor, General Manager, Video One, 100 Massachusetts Ave., Boston, MA 02115.

Help Wanted Technical

TELEVISION ENGINEER

AIR PRODUCTS AND CHEMICALS INC., a high technology Fortune 250 company, located in Allentown, PA, has an immediate opportunity for an experienced Television Engineer. This individual will have primary responsibility for the maintenance and operation of equipment for a state of the art video production facility. Knowledge of computer assisted editing, 1" video tape equipment, state of the art cameras, and electronic graphics is required. Production skills with both studio and field experience are required. Some travel involved. Applicants should possess an associate or bachelor's degree in Television Engineering or the equivalent in experience.

Excellent salary and benefits. Qualified applicants should forward resume and salary history to:

Attn: R. J. Ely
Air Products & Chemicals Inc.
P.O. Box 538
Allentown, PA 18105

AIR PRODUCTS & CHEMICALS

Equal Opportunity Employer M/F

SATELLITE OPERATIONS

Private Satellite Network, Inc has an immediate opportunity in its Network Control Center for a SENIOR OPERATOR. Must have significant hands-on experience in satellite video uplink operations, test & measurement (including spectrum analyzer, Tektronix Answer system, waveform, vectorscope, etc.), signal encryption (Oak Orion & S/A B-MAC), signal processing & switching. FCC General-class license & SBE certification desirable. Master control operation, systems construction & documentation, terrestrial MW, and IBM-PC background a plus. Resume & salary history to:

Director of Network Operations
PRIVATE SATELLITE NETWORK, INC.
215 Lexington Avenue, 9th floor
New York, NY 10016
NO PHONE CALLS, PLEASE

Help Wanted News

INVESTIGATIVE REPORTER FOR MAJOR NEWS ORGANIZATION

One of America's top news organizations is looking for an experienced investigative reporter. The right person will have an aggressive attitude along with the on-air presence and production skills needed to produce first rate television investigative reports on a frequent basis. This job offers the opportunity of being located in a major market and to work with a team of top investigators and producers, plus an opportunity for national exposure. Send resume and video tape of your work. All tapes will be returned. Send to: Barbara Davis, CNN Special Assignments, 2133 Wisconsin Ave., NW, Washington DC 20007. EOE.

NEWS DIRECTOR

Searching for a seasoned professional or a number two person in a large market to manage the number one, most aggressive and most honored news department in South Carolina. This 50 share plus CBS affiliate in the sunbelt and on the ocean has it all, including CONUS, ADO, ART-STAR and WEATHER RADAR. ALSO LOOKING FOR EXECUTIVE NEWS PRODUCER. Work with a winner...work with the future. Send resume to Executive Vice President and General Manager, Mark H. Pierce, P.O. Box 186, Charleston, SC 29402. EOE, M/F. (No telephone calls, please)

LIVE 5 NEWS
WCSC-TV

NEWS WRITER/PRODUCER

We need a mature individual with excellent writing skills, sound production judgement and good management skills to write and/or produce a daily newscast for our award-winning news department. Responsibilities include overseeing tape editing, writing scripts, researching news stories, ordering news graphics, timing programs/segments. Must have minimum 2 years' experience in a major market TV newsroom as a writer and/or producer. Send resume to:

Human Resources, KP1X
855 Battery Street
San Francisco, CA 94111
NO PHONE CALLS, PLEASE
KP1X IS AN EQUAL OPPORTUNITY EMPLOYER

KPIX 5
WESTINGHOUSE BROADCASTING AND CABLE INC

Help Wanted Programing, Production, Others

FILM DIRECTOR TOP 25 MARKET INDEPENDENT

seeks a top notch, experienced Film Director. This person should know and love feature films and have the ability to maintain the highest possible quality standards in prints and editing. Will manage department eager to learn from a pro. Need individual who is willing to work closely with station management to help set policy direction for a department and state-of-the-art station second to none. Send resume to: Box X-30.

TALK SHOW HOST

Late night

TV station in top 25 market searching for Host for new late night variety show. Send resume only—no tapes to: P.O. Box 4861, Baltimore, MD 21211.

Equal Opportunity Employer

Situations Wanted Management

EXPERIENCED, SUCCESSFUL STATION MGR/GROUP OP'S MGR.

Aggressive. Young. Good track record. Leader. Looking for growth opportunity in Texas or Southwest. If you're an owner/operator who appreciates hard work, good people and results; and if you're looking at a change, I would appreciate hearing from you! (Ready for interviews now; looking for 1st quarter move.) Box V-107

ALLIED FIELDS

Radio Programming



Lum and Abner Are Back

... piling up profits for sponsors and stations. 15-minute programs from the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737 Jonesboro, Arkansas 72403 ■ 501/972-5884

Employment Service

10,000 RADIO-TV JOBS

The most complete & current radio, TV publication published in America. Beware of imitators! Year after year thousands of broadcasters find employment through us. Up to 98% of nationwide openings published every week, over 10,000 yearly. All market sizes, all formats. Openings for DJs, salespeople, news, production. 1 week computer list: \$6. Special bonus: 6 consecutive wks. only \$14.95—you save \$21! **AMERICAN RADIO JOB MARKET, 1553 N. Eastern, Las Vegas NV 89101.** Money back guarantee!

Public Notice

WKNO-TV Memphis, TN

will accept bids for two equipment packages: one for video tape machines; one for studio cameras. Deadline for submission is 2:00 p.m. January 17, 1986. For bid specifications call Pat Lane, Chief Engineer, 901-458-2521.

Miscellaneous

VENTURE CAPITAL DEBT FINANCING

For broadcasters
Sanders & Co.
1900 Emery St., Ste. 206
Atlanta, GA 30318
404-355-6800

ATTN GMS, NEWS DIRECTORS!

Especially small, medium markets. O.T.O. Consultants look at your news, operations, sales, or total station. Complete evaluations, recommendations. Written, oral reports, plus workshops available by experienced pros! And, no long-term contracts! Very reasonable rates!

O.T.O. CONSULTANTS
P.O. BOX 720257
HOUSTON, TX 77272-0257

Wanted to Buy Stations

Investors want

to purchase FMs or AM-FM combos in VA, NC, SC, or MD. Ready to purchase immediately. Medium to small markets preferred. Box X-53.

For Sale Stations

FULL CLASS "C" FM

and daytime AM in growing mid south sunbelt market of 178,000 (MET) & 395,000 (TSA). New studios & new equipment. 600k down, 1900k total. **FOR SALE BY OWNER/BOX X-26**

Happy Holidays

Hogan - Feldmann, Inc.

MEDIA BROKERS • CONSULTANTS
P.O. Box 116
Encino, California 91428
Area Code (818) 980-3201

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

HAPPY HOLIDAYS

8 Driscoll Dr., St. Albans, VT 05478
802-524-5963
GEORGE WILDEY 207-947-6083 (ME)
MIKE RICE 203-423-1767 (CT)

CLASS "A" FM

in midwest market of only 5 radio stations. Metro population 143,000. 150K Down; 750K total price. **FOR SALE BY OWNER/BOX X-79**

Location	Size	Type	Price	Terms	Contact	Phone
AZ	Sm	AM/FM	\$2100K		David LaFrance	(303) 234-0405
HI	Met	AM/FM	\$1100K	\$300K	Elliot Evers	(415) 495-3516
NB	Med	AM/FM	\$1100K	\$300K	Bill Lytle	(816) 941-3733
ME	Sm	AM/FM	\$900K		Ron Hickman	(401) 423-1271
Rky. Mtn.	Met	AM	\$795K	\$100K	Greg Merrill	(801) 753-8090
OK	Med	AM/FM	\$650K	\$150K	Bill Whitley	(214) 680-2807
UT	Sm	AM	\$595K	\$120K	Greg Merrill	(801) 753-8090
KA	Sub	FM	\$450K	\$150K	Bill Lochman	(816) 941-3733
MS	Met	AM	\$435K	\$125K	Ernie Pearce	(404) 458-9226
FL	Sm	AM	\$270K	\$20K	Randy Jeffery	(305) 295-2572

For information on these properties, please contact the Associate shown. For information on other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.



CHAPMAN ASSOCIATES
nationwide media brokers



R.A. Marshall & Co.

Media Investment Analysts & Brokers
Bob Marshall, President

Fulltime AM with excellent dial position located in rapidly growing southeastern coastal market. \$750,000.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252

"TWENTY YEARS OF EXPERIENCE GOES INTO EVERY SALE"

H.B. La Rue, Media Broker

Radio TV CATV Appraisals

West Coast

44 Montgomery St. #500
San Francisco, CA 94104
415 434-1750

East Coast

500 East 77th St. #1909
New York, N.Y. 10021
212 288-0737

Atlanta

6201 Powers Ferry Rd., #455
Atlanta, GA 30339
404 956-0673 Hal Gore, V.P.



CLASS A FM
Small City East Texas
Bankruptcy Court Sale
Includes Real Estate

MIDWEST SUBURBAN CLASS A
2 1/2 X gross
\$750,000 cash

GREAT COMBO
Top 10 Growth Market
8.5 X cash flow

RURAL MIDWEST
Class A FM
\$325,000 cash

FULLTIME AM
Rock Solid Community
\$650,000, terms

CENTRAL TEXAS
Class C 100,000 Watt FM
Fulltime AM—Valuable Real Estate
2 1/2 X Gross—\$1.2 million

JAMAR RICE CO.

950 West Lake High Dr. Suite #203 • Austin, TX 78746 • (512) 327-9570

To all our clients,
Season's Greetings!
and *thank you!*

Keith Horton Dick Kozacko
Mel Stone

KOZACKO • HORTON COMPANY
P.O. Box 948 • Elmira, New York 14902 • (607)733-7138

AM-FM in Southern Arizona Sacrifice

Ideal Mom & Pop or big money maker with employees. Owner-operator's death forces sale of station. All new or rebuilt eqpt., automation-dishes, studios, tower, remote sending-receiving unit, furnished residence on 5 acres, cars, truck, van, entire estate. Need \$125,000 down. Make offer—Executor M.Hermann, 602-364-4495, call anytime.

901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
"Specializing in Sunbelt Broadcast Properties"
5050 Poplar • Suite 1135 • Memphis, Tn. 38157

Maine Super Station

Class C FM/AM Combo with state-of-the-art equipment and valuable real estate. Good terms. Contact Ron Hickman, 401-423-1271.



- Class C plus powerful fulltimer. Southern city. \$2.8 million.
- SC coastal FM. \$500,000 terms.
- Several UHF TVs and TV CPs plus 2 LP TVs

Business Broker Associates
615-756-7635, 24 hours

The breakthrough new book!

101 WAYS TO CUT LEGAL FEES & MANAGE YOUR LAWYER:

A practical guide for
broadcasters and cable operators

In his new book, former General Counsel for the National Association of Broadcasters (and now a partner in the Washington firm of Verner, Liipfert, Bernhard, McPher-son and Hand), communications "superlawyer" Erwin G. Krasnow strips away the mystique surround- ing the legal profession to show broadcasters and cable operators how to:

- Select the right lawyer for you
- Enter into the best fee arrange- ment
- Get the most out of your lawyer
- Control legal costs
- Monitor and evaluate your law- yer's performance
- Remedy problems with your lawyer

SPECIAL INTRODUCTORY PRICE!

Order your copy of this valuable book today for just \$29.95, the special intro- ductory price! You'll have 10 days to examine the book. In that time, if you're not completely satisfied return it with the mailing label for a 100% refund!

MAIL THIS COUPON TODAY!

YES! I want to benefit from the cost-cutting, performance-boosting ideas in "101 Ways to Cut Legal Fees & Manage Your Lawyer"...

Send me _____ copies at \$29.95 each

My check or money order paya- ble to Broadcasting is enclosed.

Name _____

Organization _____

Street _____

City _____ State _____ Zip _____

Phone _____

Mail to:

BROADCASTING PUBLICATIONS INC.
1735 DeSales Street, NW
Washington, D.C. 20036

For Sale Stations Continued

For sale by owner

UPPER MIDWEST
FULLTIME
HIGH POWER AM,
FULLTIME
TALL TOWER CLASS C FM \$1.8M

Approximately 2X gross. Development potential. Principals only. Terms available. Box X-47.

Ralph E. Meador

MEDIA BROKER
AM-FM-TV-Appraisals
P.O. Box 36
Lexington, MO 64067
816-259-2544

**FULL POWER UHF CP
GREENSBORO/HIGH POINT,
NORTH CAROLINA
CALL 404-873-5509
OR WRITE**

**CONSOLIDATED
BROADCASTERS
440 BEVERLY RD., NE
ATLANTA, GA 30309**

**ATTENTION:
EARLY DEADLINE NOTICE**

Due to holiday, Wednesday, January 1, the deadline for classified advertising for the January 6 issue will be Noon, EST, Tuesday, December 24.

**ATTENTION:
EARLY DEADLINE NOTICE**

Due to holiday, Monday, January 20, the deadline for classified advertising for the January 27 issue will be Noon, EST, Friday, January 17.

SUNBELT TV

CP in 84th ADI market. Strong growth area. Asking \$280,000. Phone 202-861-0960.

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Cash, check, or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be ad-

ressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All others classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80.00 per inch. Situations Wanted (personal ads): \$50.00 per inch. All other classifications: \$100.00 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space, Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media

CBS/Broadcast group has reassigned responsibilities following move of David Fuchs, formerly senior VP, broadcast affairs, to news side as senior VP and assistant to new CBS News president. Van Gordon Sauter (BROADCASTING, Dec. 9, 1985). In realignment, Fuchs will not be replaced, and his duties will be divided among three executives reporting to CBS/Broadcast Group president Gene Janowski: **Jack Blessington**, VP, broadcast relations, continues to oversee personnel and audience services, and will add religious and cultural broadcast unit and office of social policy research to his responsibilities; **George Schweitzer**, VP, communications and information, continues responsibility for internal and external communications, and adds educational and community services department and responsibility for group's public service activities; **Donald Wear Jr.**, VP, policy, adds responsibility for new ventures, including Extravision teletext service and CBS Cable Interconnects, while continuing to oversee research and program practices departments.



Kaye

Appointments at Charles River Broadcasting, parent of WCRB(FM) Waltham, Mass., and its production subsidiaries: **Ted Jones**, president, to vice chairman; **Richard Kaye**, executive vice president, succeeds Jones, and **John Donofrio**, senior VP, succeeds Kaye.



Donofrio



Jones

Clyde Engle, chairman and chief executive officer, GSC Enterprises, one-bank holding company, and chairman of subsidiary, Bank of Lincolnwood, Ill., and chairman and president of Telco Capital Corp., diversified Chicago-based company, joins Acton Corp., Acton, Mass.-based cable television company, as president and chairman, succeeding late Sam Phillips (see "Deaths," below). Acton owns four cable systems with 53,000 basic subscribers.

R. Max Mills, division manager, customer ser-

vices, central area, Bell Telephone Co., Harrisburg, Pa., joins WHP-AM-FM-TV there as president and chief executive officer, succeeding **Joseph Higgins**, named VP for broadcast division of parent. Commonwealth Communications Services.

Bruce Johnson, broadcast acquisition consultant, joins Fries Entertainment, Los Angeles, as head of new broadcast division, formed to explore purchase of broadcasting stations.

Giles Champagne, VP, cable television and communications, Scripps Howard, Cincinnati, named VP, corporate development. **Michael Callaghan**, president, Scripps Howard Cable, Cleveland, named VP, cable, based in Cincinnati.

Larry Maloney, president, independent division, Seltel, New York, joins WFTY-TV Washington as president and general manager.

James Carter, general manager, KEDS(AM)-KEZO(FM) Omaha, named VP and general manager.

Bob Burton, program director, WBCB(AM) Levittown, Pa., named general manager, succeeding **William Garry**, retiring.

James Major, VP, director of programming, Petry Television, joins WFTS(TV) Tampa-St. Petersburg, Fla., as general manager.

John Fellet Jr., general manager, United Cable Television of Scottsdale (Ariz.), named general manager, United Cable Television of Los Angeles county.

Appointments, noncommercial KAET(TV) Phoenix: **Charles Allen**, program manager, to station manager; **Lee Frischknecht**, director of telecommunications and instructional services, to assistant manager; **Mary Pruess**, program manager, operations, to operations manager.

Steve Stewart, operations manager, WSPD(AM)-WLQR(FM) Toledo, Ohio, named station manager.

Roberta Lahr-Porter, member of legal department, Metromedia Television, will join station group after transfer of license to Rupert Murdoch, as contracts administrator.

Brad Gordon, controller, Communications Equity Associates, Tampa, Fla., named VP, controller.

Gregory Vandervort, director of local programming and advertising sales, Suburban Cablevision, East Orange, N.J., named director of marketing.

John Beam, partner, Tatham, Laird & Kudner, Chicago, joins Beam Communications Corp., Key Biscayne, Fla., as marketing and development specialist. Beam Communications owns WCFT-TV Tuscaloosa, Ala.; WDAM-TV Laurel, Miss., and KYEL-TV Yuma, Ariz., and is in process of purchasing WPBN-

TV Traverse City, and WTOM-TV Cheboygan, both Michigan, from United States Tobacco Co. John Beam is brother of Frank Beam, president and majority owner of Beam Communications.

William Hart, president and general manager, noncommercial WYES-TV New Orleans, joins noncommercial WRET-TV Spartanburg, S.C., as manager, succeeding **Robert Frierson**, who has been named senior VP and assistant general manager of South Carolina Educational Television Network, Columbia, S.C.

Larry Miller, assistant director, Oklahoma Educational Television Authority and station manager of noncommercial KOED-TV Tulsa, Okla., joins South Dakota Public Broadcasting, Vermillion, S.D., as deputy executive director. South Dakota Educational Television Board.

James Freundt, director of finance, WFMT(FM) Chicago, named VP and chief financial officer.

John Genette, director of development, noncommercial KYVE-TV Yakima, Wash., joins noncommercial WNED-TV Buffalo, N.Y., as assistant director of development.

Marketing

Peter Falcone, vice chairman and director of corporate development, Doyle Dane Bernbach, New York, named president of



Bowler



Falcone

DDB/NY. **Brian Bowler**, executive VP, DDB/Detroit, named president.

Account supervisors named VP's, Young & Rubicam, New York: **Terrence Pranses**, **Katherine Schneider** and **Paul Lorant**.

Anthony Fasollno, executive vice president and chief operating officer, Torbet Radio, New York, named president, and **Michael Bellantoni**, executive vice president, Selcom, Inc., New York (unit which oversaw both Selcom Radio and Torbet Radio before John Blair & Co. purchased firms from Selkirk Communications, Ltd. [BROADCASTING, Dec. 9]), named executive vice president, Torbet Radio. Fate of Selcom Inc. President Peter Moore with John Blair & Co. has not yet been announced.

Jim Hansen, partner and president, Earmark, Indianapolis-based commercial music company, joins CRE Inc., marketing communications firm there, as senior VP. **Larry Anderson**, copywriter, Tatham, Laird & Kudner, Chicago, joins CRE in same capacity.

Bob Dahill, director, advertiser program sales, Paramount Domestic Television, Los Angeles, named VP, advertiser program sales.

Named VP's, D'Arcy Masius Benton & Bowles, New York: **Andrew Salzman**, **Thomas Carey**, **Michael Dabrowski**, **Lance Smith**, account supervisors, and **Steven Marlow**, associate research director.

Appointments, SSC&B:Lintas USA, New York: **Jonathan Arm**, from William Esty, New York, to network supervisor; **Susan Axlerod**, network administrator, to network buyer; **Thomas Bair**, assistant media planner, to media planner; **Kevin Brown**, network administrator, to network buyer; **Brian Loftus**, assistant planner, to media planner.

Appointments, Katz Radio: **Bob McCurdy**, New York sales manager, to VP, general sales manager, Katz Radio there; **Greg Noack**, manager, Los Angeles office, to VP, manager; **Judy Houston**, manager, Minneapolis sales office, to VP and manager; **Mike Chires**, manager, Detroit office, to VP and manager; **Mitch Kline**, manager, Dallas office, to VP and manager.

Peter Chislett, manager of programing research, Katz Television, New York, named director of programing research. **Richard Zlotowitz**, research analyst, ABC-TV, New York, joins Katz Independent Television there as research analyst. **F. Thomas Motta**, from John Blair & Co., New York, joins Katz American Television there as account executive. **Lindsay Bloomfield**, from WVTI-TV West Hartford, Conn., joins Katz American Television, New York, as member of sales staff.

Marty Miller, VP, Midwest manager, Metro TV Sales, Chicago, joins Seltel there as senior VP, central regional manager.

Phyllis Taormina, national sales manager, raiders independent team, Seltel, New York, named VP, general manager, independent division. **Shareen Colombo**, manager, Troy, Mich., office, Avery-Knodel Television, joins Seltel, Detroit, as account executive.

Larry Miller, regional director, affiliate relations, The Source, NBC Radio, New York, named director, sales, NBC Radio Entertainment.

Joseph Canty, group manager, mercury team, Independent Television Sales, New York, named VP, sales manager, New York.

Bruce Johnson, account executive, WKKE(FM) Fort Wayne, Ind., joins WIXI-AM-FM Jupiter, Fla., as general sales manager.

Kevin Hale, general sales manager, Gaylord Broadcasting's KSTW(TV) Seattle, joins co-owned KTVT(TV) Fort Worth in same capacity. **Sue Raybon**, account executive, KTVT, named Dallas sales manager.

Bill Dallmann, retired general manager, WIP-AM(AM) Philadelphia, joins WBCB(AM) Levittown, Pa., as general sales manager.

Lynn Stull, from KKAT(FM) Ogden, Utah, joins

KTVX(TV) there as marketing manager.

Brian Holmes, local sales manager, KOIN-TV Portland, Ore., named general sales manager.

Greg Bendin, sales manager, WKYC-TV Cleveland, named sales director.

Thomas Bloniarz, senior account executive, WKQX(FM) Chicago, joins WCKG(FM) Elmwood Park, Ill., as sales manager.

JoAnne Shiple, account executive, WAXY(FM) Fort Lauderdale, Fla., named retail sales manager.

Carroll Watkins, manager, Blair Radio, Seattle, joins KTZZ(TV) there as national sales manager.

Charles Boush, manager of sales and market development, WDBJ(TV) Roanoke, Va., named national sales manager. **George Bassett Jr.**, director, operations, and account executive, WDBJ, named local sales manager.

Jim Goodlad, from WGNO-TV New Orleans, joins WVUE(TV) there as local sales manager.

Robert Leslie, account executive, WHNS-TV Greenville, S.C., named local sales manager.

Al Blake Jr., member of sales staff, WMUR-TV Manchester, N.H., named local sales manager.

Christine Kovanda, account executive, WTAE-TV Pittsburgh, joins KDKA-TV there in same capacity.

Ronald Barbarita, regional sales manager, Metro Traffic Control, Houston, joins KXTV(TV) Sacramento, Calif., as local account executive.

Jerry Adams, operations manager and air personality, KFDI(AM) Wichita, Kan., named account executive.

Dan Smythe, account executive, WCAU(AM) Philadelphia, joins WPHL-TV there in same capacity.

Jane Casarsa, from KSFO(AM)-KYA(FM) San Francisco, joins WRQX(FM) Washington as account executive.

Terry Rowe, freelance media consultant, Seattle, joins KING(AM) there as account executive.

Sheldon Cohen, head of sports sales, KVI(AM) Seattle, joins KCPQ(TV) there as account executive.

George Kenyon Jr., from WLLZ(FM) Detroit, joins WLNS-TV Lansing, Mich., as account executive.

Programing

Jeffrey Cokin, director, sports contract negotiations, New York, named VP, negotiations, NBC Sports.

Richard Albarino, VP, development, drama, Showtime/The Movie Channel, Los Angeles, joins Viacom Productions there as VP, comedy.

Peter Palmer, VP, executive in charge of production, Carson Productions, Los Angeles, joins Reeves Entertainment Group, Los Angeles, as VP, production. **Jim Landis**, VP, international sales, CBS Productions, Los Angeles, joins Reeves as VP, international.

Robert Edward Hart, marketing manager, Cornell Dubilier Electronics, Santa Monica, Calif., joins The Disney Channel, Burbank, Calif., as director, business development. **Charles Nooney**, national accounts manager, Southeastern region, Disney Channel, Atlanta, named regional director, Southeastern region. **Lin Matthews** and **Sharon McNally-Mobley**, production artists, *The Disney Channel Magazine*, named supervisor of production and supervisor of design, respectively. **Mike Welch**, VP, general manager, HBO, Chicago, joins The Disney Channel as national accounts director, Western division. **Drew Hallman**, research manager, Group W Productions, Los Angeles, joins Walt Disney Pictures there as manager of research, domestic television. **Donald De Line**, from ABC Entertainment, New York, joins Walt Disney Pictures there as director of production, *Disney Sunday Movie*, ABC anthology series.

Robert McCullough, staff producer, Aaron Spelling Productions, Los Angeles, joins NBC Productions there as executive producer.



McCullough



Garland

Les Garland, senior VP, programing, MTV: Music Television and VH-1/Video Hits One, New York, named senior VP, music programing.

Nadine Tekula, from Seltel, New York, joins MCA TV there as research manager, advertiser supported sales. **Tom Russo**, from MMT Sales, New York, joins MCA TV as research manager, off-network sales.

Cynthia Barrett, from Lorimar TV Distribution, Los Angeles, joins The Entertainment Network there as director of syndication services.

John J. McMahon, former president, Carson Production Group, Los Angeles, joins United Artists Television in same capacity.

Joseph Abrams, executive assistant to the president, Columbia Pictures Television Group, named director of first-run syndication and pay cable development.

J. Michael Hudson, controller, Southeast region, Group W Cable, Clearwater, Fla., named VP and controller, Group W Productions, Los Angeles.

Dain Fritz, sports clearance representative, television, NBC, joins Screen Gems division of Columbia Pictures Television there as sales executive, Northeast, based in New York.

Sharon Rehme, manager, product acquisition, distribution, ABC Video Enterprises, New York, named director, sales administration and operations.

Prudence Eddy, production manager, Turner Program Services, Atlanta, named director of production.

James Waltz, director, WW Entertainment, New York, named VP, finance and administration.

Peter Newman, member of announcing staff, KING-FM Seattle, named program director.

Tom Watson, program director, KJR(AM) Seattle, joins WASH-FM Washington as program director.

Keith Isley, from WINZ-FM Miami Beach, Fla., joins KLRZ(FM) Provo, Utah, as program director.

Carey Curelop, program director, WLLZ(FM) Detroit, joins WYNF(FM) St. Petersburg, Fla., in same capacity.

Dan Flenniken, adult learning, telecommunications coordinator, noncommercial KRMA-TV Denver, named assistant director of programming.

Gray Basnight, production assistant, WOR(AM) New York, named producer, *Ask Dr. Blaker*.

Christie Justus, technical director, KOAM-TV Pittsburg, Kan., named production director. **Timothy Cox**, commercial producer-director, KOAM-TV, named assistant production director.

Mike Ray, from KDON-FM Salinas, Calif., joins KYUU(FM) San Francisco as production administrator.

Gary Bruce, program director, WMBD(AM) Peoria, Ill., joins WHAS(AM) Louisville, Ky., in same capacity. **Robb Westaby**, assistant program director and music director, WMBD, succeeds Bruce.

David Laurell, writer-producer, WBBH-TV Fort Myers, Fla., joins Arkansas Educational Television Network, Conway, Ark., as senior producer, *Natural, Wild & Free*.

Connie Terwilliger, staff announcer, KFMB-TV San Diego, joins KXYX(FM) there as on-air personality.

Perry Andrews, morning personality, KOOI(FM) Jacksonville, Tex., joins WSV(AM) Harrisonburg, Va., as morning air personality and host of weekly nostalgia program, *Radio, the Way it Was*.

News and Public Affairs

Kirk Varner, senior producer, WNEV-TV Boston, joins ESPN, Bristol, Conn., as managing editor, *Sportscenter*.

Ray Bredemann, news producer, special projects, WRTV(TV) Indianapolis, named managing editor.

Rick D'Amico, from WILX-TV Lansing, Mich., joins WLNS-TV there as weekday weather anchor, 6 and 11 p.m. news.

Mary Kate Wells, bureau chief, KHGI-TV Kearney, Neb., joins KTIV-TV Sioux City, Iowa, as general assignment reporter.

Appointments, Associated Press: **Dean Fossdick**, correspondent, Juneau, Alaska, to chief, Alaska bureau; **Mark Fritz**, newsman, Detroit, to correspondent, Grand Rapids, Mich.; **Doralisa Pilarte**, newswoman, Miami, to correspondent, El Paso, and **Joyce Venezia**, newswoman, Hartford, Conn., to correspondent, Evansville, Ind.

Deborah Gardner, commercial producer-director, KOAM-TV Pittsburgh, Kan., named public affairs director.

Margaret Smoot, anchor-reporter, KSL-AM-FM-TV Salt Lake City, named public affairs director.

Lisa Fantino, weekend anchor-editor, WFAS-AM-FM White Plains, N.Y., joins WRKI(FM) Danbury, Conn., as morning news anchor-editor.

Bob Sirkin, correspondent, ABC News, Atlanta, joins WSB-TV there as reporter.

Robin Cole, noon anchor, WTVJ(TV) Miami, joins WJW-TV Cleveland as co-anchor, 6 and 11 p.m. news.

Andy Leopold, sports director, WCIX-TV Miami, joins WLKY-TV Louisville, Ky., as sports director and weekday sports anchor.

Technology

Oscar Wilson, from Shoreline Ltd., Los Angeles, joins Ikegami, Torrance, Calif., as regional VP.

D. Drew Davis, division VP, 3M Data Recording Products, named division VP of new 3M Magnetic Media Division, formed Dec. 9 with merger of 3M audio, video and data recording product groups. Also named in reorganization was **Ennio E. Fatuzzo**, now group research and development vice president of division's research organization.

Pete Barlow, sales representative, Northeast

Tokyo tribute. Joseph Flaherty, VP and general manager, engineering and development, CBS Operations and Engineering, was made honorary member of Institute of Television Engineers of Japan during International Broadcasting Symposium in Tokyo. Flaherty was cited for "outstanding contributions to the establishment of electronic news gathering and the development of digital television technologies."

region, Augat, Attleboro, Mass., named regional applications manager, interconnection components division, Southern region, based in Atlanta.

Bob Gleason, senior editor, Modern Telecommunications Inc., New York, joins Caesar Video Graphics there as senior editor.

Debra Grobman, from The Video Tape Co., North Hollywood, Calif., joins Reeves Teletape, Burbank, Calif., as VP, distribution, sales and services.

Ed Fraticelli, senior editor, Gateway Productions, Pittsburgh, joins Production Masters, video and audio production facility there, as director of engineering and senior editor.

Bill Hoard, national software marketing manager, Pioneer Video, New York, joins Mirisch Video, Los Angeles, as national sales manager.

Joseph Szarmach, manager of syndication services, Encore Entertainment, joins Television Videotape Satellite Communications as

Broadcasting

The Newsweekly of the Fifth Estate

1735 DeSales Street, N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

Broadcasting  Magazine

3 years \$175

2 years \$125

1 year \$65

(International subscribers add \$20 per year)

Broadcasting  Cablecasting Yearbook 1985

The complete guide to radio, TV, cable and satellite facts and figures—\$85 (if payment with order \$75) **Billable orders** must be accompanied by company business card or company purchase order. Off press Spring 1985.

Name _____ Payment enclosed

Company _____ Bill me

Address _____ Home? Yes No

City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations Yes No

For renewal or address change
place most recent label here

The one to read when there's time to read only one.

sales service manager, remaining based in Pittsburgh.

Dave Walton, national product manager, JVC, Elmwood, Park, Calif., named marketing manager, new products. **Juan Martinez**, field sales engineer, JVC, West Coast, named product engineering manager, based in Elmwood Park.

Mark Pallock, from engineering department, noncommercial KCET(TV) Los Angeles, joins KKLA(FM) there as chief engineer. He also assumes additional duties as director of engineering, Salem Engineering, Camarillo, Calif.

Leroy Dietrich, chief engineer, KIKK-AM-FM Houston, joins K TSA(AM)-KTFM(FM) San Antonio, Tex., as chief corporate engineer.

Christopher Thomas, maintenance engineer and acting chief engineer, WHAG-TV Hagerstown, Md., named chief engineer.

Rich Purdy, chief engineer, WCTI-TV New Bern, N.C., joins WDRB-TV Louisville, Ky., as chief engineer.

Robert Olson, engineer, KNBC(TV) Los Angeles, joins KSCH-TV Stockton, Calif., as chief engineer.

Promotion and PR

Pam Tourangeau, director of publicity, Media Home Entertainment, Los Angeles, joins Embassy Publicity there as manager, public relations-publicity.

Richard Elliot Hammer, from Group W Productions, Los Angeles, joins The Entertainment Network there as director of creative services.

Lois Koteen, creative services director, WFSB-TV Hartford, Conn., named VP, creative services and projects.

Elizabeth Kelly, afternoon drive news anchor, WDOV(AM)-WDSB(FM) Dover, Del., named promotion director.

Bernard (Buddy) McAtee, local account executive, WRV(TV) Indianapolis, named advertising and promotion manager.

Laurie Thiess, promotion coordinator, KPLR-TV St. Louis, joins KSDK(TV) there as entertainment producer.

Sue O'Neal, creative services director, WTXX-TV Waterbury, Conn., joins WTIC-TV Hartford, Conn., as sales creative services director.

Jeffrey Jarrett, advertising promotion manager, CBN Cable Network, Virginia Beach, Va., named director of marketing.

Deborah McCollum, director of public relations, Genesee-Lapeer, Mich., joins WNEM-TV Saginaw, Mich., as community relations director.

Patricia Stiphout, assistant promotion director, KTXA-TV Dallas, named promotion director.

John Chase, broadcast creative director, Dini Advertising, San Francisco, joins WTVD(TV) Raleigh-Durham, N.C., as creative services manager.



Pioneer spirits. Harry Smart, president and chief executive officer of Blair Television, Chicago, has been elected president of Broadcasters Educational Fund, foundation that endows Broadcast Pioneers Library. He succeeds former FCC Chairman Robert E. Lee, who remains trustee of foundation.

Newly elected to board of directors: Edward O. Fritts, National Association of Broadcasters; Lawrence Laurent, consultant, Association of Independent Television Stations; Robert McAuliffe, Broadcast Financial Management Association, and S.J. Paul, *Television/Radio Age*.

New trustees are Jack Harvey, Blackburn & Co.; BPL Director Catharine Heinz; Richard Schmidt Jr., Cohn & Marks, and Lawrence Taishoff, *BROADCASTING Magazine*.

Pictured above (l-r) are re-elected officers Harold Niven, Broadcast Education Association, vice president; Smart; Heinz, vice president-secretary, and Lee.

Allied Fields

Everett Erlick, executive VP and general counsel, ABC, has joined Washington-based law firm of Arnold & Porter as of counsel, concentrating on communications matters. He will be based in New York, with offices there and in Washington.

Roger Wimmer, VP, Surrey Consulting & Research, Denver, named president.

Judy Ward, broadcast journalist, U.S. Marine Corps, Beaufort, S.C., joins Southern Educational Communications Association, Columbia, S.C., as director, radio division.

Anna Fountas, director, television marketing development, advertiser-agency television sales, Arbitron, New York, named VP, advertiser-agency television sales.

Alfred Newman, VP, advertising, publicity and promotion, 20th Century Fox Television, Los Angeles, joins Rogers & Cowan as senior VP, corporate entertainment.

Al Schottelkotte, senior VP, Scripps Howard Broadcasting, and station director, WCPO-TV Cincinnati, named to additional post of president, Scripps Howard Foundation, "independent nonprofit corporation for promotion of excellence in journalism through education."

Katy Rothacker, agent, casting, William Morris Agency, New York, named supervisor, motion picture casting.

Tony Trujillo Jr., from Doremus & Co., Washington, joins International Telecommunications Satellite Organization there as director of public and media relations.

Elizabeth Flanigan, from John Blair & Co., Chicago, joins Radio Advertising Bureau, New York, as national account representa-

tive.

Elected officers, Tennessee Association of Broadcasters, Nashville: **Stacey Mott**, WHUB-AM-FM Cookeville, president; **Don Newberg**, WGOW(AM)-WSKZ(FM) Chattanooga, president-elect; **Jack Mayer**, WDXN(AM) Clarksville, secretary-treasurer; **Mike Kittingring**, WSM(TV) Nashville, VP, TV; **Tom Cassetty**, WSM-AM-FM Nashville, VP, radio.

Deaths

Samuel J. Phillips, 54, chairman and president, Acton Corp., Acton, Mass.-based cable television operating company, died of cancer Nov. 17, at Brigham and Women's hospital, Boston. He was elected chairman in 1975, when company was called Vikoa Inc., was based in New York and was close to bankruptcy, with revenue of \$10 million. In 1976, he moved company to Acton, Mass., assembled new management team, and diversified company, purchasing snack food manufacturing brands. By 1980, company had revenue of about \$325 million. Today Acton owns four cable television properties in Maryland, South Carolina, Utah and Michigan, reaching 53,000 basic and 47,000 pay subscribers. Phillips is survived by his wife, Matina, two sons and three daughters.

Anne Baxter, 62, television and film actress who had played Victoria Cabot on ABC television series, *Hotel*, following departure of Bette Davis from series due to illness, died Dec. 12 at Lenox Hill hospital, New York. She had suffered cerebral hemorrhage Dec. 4.

Stephen McCoy, 43, VP, art director, Avrett, Free & Ginsberg, New York, died of heart attack Dec. 11 at New York hospital. He is survived by son.

Carrying influence at the FCC

Albert Philip Halprin, FCC Common Carrier Bureau chief, is not on the front line of mass media issues. But he casts a long shadow, and the word at the commission is that his influence on FCC Chairman Mark Fowler may be hard to surpass.

Indeed, Halprin, whose wife, Janice Obuchowski, is Fowler's legal assistant for common carrier matters, is said in some quarters to be Fowler's "closest adviser." That's not surprising since so much of what the commission must confront these days involves trying to make sense of the tangled issues pending in the telephone arena. But Halprin's influence is not limited to common carrier matters. He and Fowler, who play chess together regularly, are personal friends. And Fowler is said to have sought out Halprin's counsel on such matters as the commission's policy on hostile takeovers of broadcast companies. "It shows how much Mark trusts his judgment," said one well-placed FCC source.

Halprin, 38, can come off as a bit eccentric. His desk, strewn with papers and cigarette ash, may be one of the messiest in town. The Styrofoam cup he drinks from is coated with the syrupy residue of the thick Kona coffee he fancies. He has a disorienting habit of ending declarative sentences on an upward inflection. That can turn statements into questions in a listener's mind. But if imitation is the sincerest form of flattery, Halprin should blush. In the recent past, Fowler and other high FCC officials have been heard to end declaratory sentences the same way Halprin does.

The disarray does not carry over into Halprin's work. FCC officials use words like "brilliant" to describe him, and earlier this month, they gave him the commission's highest award for distinguished service. "He continues to amaze me in terms of the breadth and the depth of his knowledge of the matters he is responsible for," said Commissioner Dennis Patrick.

Broadcasters might have reason—although perhaps not a just one—to gripe about Halprin. He was, after all, the bearer of the bad news that telephone transmission rates, particularly for audio services, were rising dramatically in the aftermath of FCC action directing the telephone companies to base their rates on the costs of providing transmission services (BROADCASTING, Sept. 9). But if the National Association of Broadcasters is holding a grudge, it's not making it personal. "Halprin is an impressive person," said Jeff Baumann, NAB senior vice president and general counsel.

Halprin got a start in public service in the mid-sixties, when he took a detour from his undergraduate studies to register voters in Mississippi. It took him seven and a half years and three colleges to earn a degree, but he did so with distinction and was admitted



ALBERT PHILIP HALPRIN—chief, FCC Common Carrier Bureau; b. Oct. 18, 1947, New York City; BA, political science, Western Washington State College, Bellingham, Wash., 1971; JD, Harvard Law School, 1974; community action technician, Commonwealth of Massachusetts Economic Opportunity Office, 1974-1975; counsel to Massachusetts Security and Privacy Council and special assistant attorney general, Commonwealth of Massachusetts Civil Rights Division, 1975-1978; assistant solicitor, office of special counsel, Department of Energy, 1978; senior attorney-adviser, fares, rates and tariffs division, and attorney-adviser, pricing and entry division, Civil Aeronautics Board, 1978-1980; senior attorney-adviser, policy and program planning division, FCC Common Carrier Bureau, 1980-July 1981; chief, policy and program planning division, FCC Common Carrier Bureau, July 1981-April 1983; partner, Kestenbaum & Halprin, April 1983-June 1984; president, Albert P. Halprin Associates Inc., June 1984-October 1984; present position since then; m. Janice Obuchowski, Jan. 8, 1983.

to Harvard Law School.

After he was graduated from law school in 1974, Halprin, interested in a public service career, took a job with the Massachusetts Economic Opportunity Office. There he got a brief taste of how government shouldn't work. "The people there described it as a professional welfare place," Halprin said. "What they said was that they were paid as if they were professionals, but essentially it was the same as being on welfare. It was probably the extreme example of how a variety of social programs that are designed for very, very good purposes result in phenomenal waste of money... and produce nothing of any benefit to anybody, least of all the people they are designed to help."

In 1978 Halprin went to Washington as an assistant solicitor for the Department of Energy. That same year he moved over to the Civil Aeronautics Board, which was then deregulating the airline industry. Two years after that, when, according to Halprin,

CAB's big dockets had been completed, he moved again, this time to the FCC's Common Carrier Bureau, where he became a senior attorney-adviser in the policy and program planning branch. In July 1981, Halprin became chief of that same division, which had responsibility over many of the major common carrier issues of the day, including the commission's position on the proposed AT&T consent decree and access charge issues.

In April 1983, Halprin left the agency to start a telecommunications consulting business, providing "strategic planning" services to an array of heavyweights in the common carrier business, including AT&T and Northern Telecom Inc. He did that for the next 18 months, until Fowler asked him to return as chief of the Common Carrier Bureau. "I said no a couple of times," said Halprin, noting that his pay was longer and the hours shorter in the private sector. "But Mark pointed out to me that I had told him a number of times that public service was a calling and was much more important than going out and being privately successful," Halprin said. "It was a tough choice, but I decided to come back."

For his trouble, Halprin was rewarded with a smattering of negative press relaying allegations that his consulting work might present him with conflicts in his new capacity. But Halprin pointed out that he hadn't been acting as a lobbyist or a lawyer, hadn't been representing any clients before the FCC and had consulted for an array of competitors in the telecommunications business. The press stories had all the impact of an Alka-Seltzer in the North Atlantic.

Halprin didn't know Fowler before the chairman took office in 1981. But when the two talked, they discovered that they shared a marketplace philosophy, "and we just hit it off," Halprin said. The two also found that they shared an interpretation of the First Amendment. Halprin, in fact, said he is probably the one person at the FCC who is more of an absolutist on the First Amendment than Fowler. "I'm very antithetical to the notion of government messing around with freedom of press or speech," said Halprin. "The prospect horrifies me."

He said he didn't make any commitments to Fowler on how long he'd stay as Common Carrier Bureau chief. But he's "unlikely" to leave before Fowler does. "I'm having a great time," said Halprin. "I love the field; I love having opportunities to contribute; I'm crazy about the people I work with; it's just a real fun place."

When he does move along, Halprin said he's not sure what he'll do. But he may end up in broadcasting, he said. "I actually sincerely think it's an absolutely fascinating business," Halprin said. "One of the reasons that I like being here and having this access is to get a small chance to learn something about it."

Senate Majority Leader **Bob Dole** (R-Kan.) announced last week that he will **bring up legislation permitting live television and radio coverage of Senate chamber, at "the earliest possible time," next year.** Dole said he would bring up S. Res. 28 before Lincoln Day recess. Resolution calls for immediate gavel-to-gavel radio coverage and would permit in-house television coverage on test basis. During markup of legislation, Dole indicated resolution would not be on Senate's "must list." However, prior to Senate's adjournment last week, Dole told Senate Minority Leader Robert Byrd (D-W. Va.) that he wanted to get to issue soon after Congress returns Jan. 20. Issue of televising Senate is also tied into debate concerning proposals to change Senate rules. Senator Bill Armstrong (R-Colo.) is chairing special committee that will look at rules changes that may be needed to incorporate broadcast coverage. According to resolution, TV test period would run from about three to six months and at end of period, committee and full Senate would vote again on whether to make TV signal available to public. Moreover, committee can reconsider its decision on radio coverage at any time during test period. Cameras would be authorized to focus only on presiding officer and speakers, with Senate staff in control of cameras.

Attempt was made in House late last week (Thursday) to **pass legislation (H.R. 3510) that would call for ban on radio and TV ads for smokeless tobacco products.** Representative Henry Waxman (D-Calif.) brought measure up for vote as amendment to Senate bill passed last week that would require warning language and not ban. However, Representative Thomas Bliley (R-Va.), who was unhappy with another aspect of bill, raised objections and blocked measure's passage. Chances for passage of measure with ban, however, remain good. Senator Orrin Hatch (R-Utah), author of Senate bill, has said he will accept ban in House version of legislation. Although broadcasters wanted no legislation, they were able to get language in report on Senate measure specifying that warning requirement does not extend to other product categories (see page 58). Since precedent has already been set with ban on cigarette ads, NAB feels it might be "better off with ban." Indeed, broadcasters feel that legislation containing warning requirements is of greater threat and an idea that "could spread more easily."

Sale of Group W Cable with its 2.1 million subscribers to consortium of MSO's led by Tele-Communications Inc. and American Television & Communications is **expected to be announced today** (Dec. 23) or tomorrow following approval of agreement by board of Westinghouse Electric. Others in the buying consortium: Comcast Cable, Daniels & Associates and Century Communications.

After marathon bargaining session that ended at 6:17 a.m. Friday, **Hauser Communications** concluded deal for purchase of **Montgomery county, Md.,** cable TV franchise now held by Tribune United. Present subscriber total is 24,000, with market projected at 100,000. Franchise itself—reflecting inflated promises common to industry several years ago—will be renegotiated with county officials. Purchase price: **\$40 million.**

George H. Brown, former RCA Corp. engineering head, will be awarded **1986 Engineering Achievement Award by NAB** at its annual convention in Dallas next April 15. Brown, 77, joined RCA in 1933 and served as member of board of directors, executive vice president of research and engineering and executive vice president of patents and licensing, before retiring from company in 1972. Brown is holder of 80 U.S. patents, Ph.D. of electrical engineering and numerous engineering honors. He will accept award at NAB broadcast engineering luncheon held during convention.



CBS signed new four-year rights agreement with National Basketball Association last week. New deal averages out to about **\$43 million annually**, compared to \$22 million annually under current agreement, which expires at end of 1985-86 season. New deal will take CBS through 17th year of NBA coverage. It provides for minimum coverage of 12 network-exclusive regular-season games each year, with option to do two additional games; network-exclusive coverage of playoffs and exclusive coverage of NBA All-Star game and championship series. NBA is still talking with Turner Broadcasting System about extension of its current cable rights contract, which expires at end of season. ESPN and USA Network are also said to be interested in games.

Howard Cosell has resigned from ABC Sports, network said last week. Cosell, network spokesman said, asked to be relieved of 1986 announcing duties for which he was under contract, including Kentucky Derby, Preakness and Tournament of Championship Tennis. Network complied with request. Cosell will continue to work for ABC Radio, spokesman confirmed last week, including daily commentary, *Speaking of Sports*, and weekly, *Speaking of Everything*. Commenting on departure of Cosell, who had been with ABC Sports for 20 years, ABC News and Sports President Roone Arledge said he played "important role" at sports division over two decades. "We wish him nothing but success in the future," said Arledge.

Former U.S. Senator **James L. Buckley** (Con/R-N.Y.) was **sworn in on Thursday as member of U.S. Court of Appeals in Washington.** Buckley, who most recently had served as president of Radio-Free Europe/Radio Liberty, is fifth member of D.C. circuit, which hears most cases originating at FCC and other independent agencies, to have been appointed by President Reagan. Others are Robert H. Bork, Antonin Scalia, Kenneth W. Starr and Laurence H. Silberman. Circuit has authorized membership of 12 judges; with Buckley, it is still one shy of that number. Buckley's nomination was confirmed by Senate on Monday, on 84-11 vote, after two senators from Buckley's home state of Connecticut, Democrat Christopher Dodd and Republican Lowell Weicker, spoke against his nomination. Reagan administration had originally considered Buckley for appointment to U.S. Court of Appeals in New York City, but found it was strongly opposed by New York Bar Association.

Vatican said last week that **television viewers and radio listeners** of Pope's "Urbi et Orbi" Christmas message and Apostolic blessing in St. Peter's square **will now partake in plenary indulgence** previously reserved only for those who attend ceremony in person. For Catholics, indulgences represent release from sin. Vatican cited advances in broadcast technology as reason for change in policy.

In separate filings, **National Association of Broadcasters and National Radio Broadcasters Association** have asked **FCC to reject petition by Moody Bible Institute of Chicago seeking rulemaking aimed at permitting noncommercial FM broadcasters to transmit feeds to non-commercial FM translators via satellite or microwave.** NAB, among other things, said Moody proposal would impede growth of full-service noncommercial FM radio. NRBA said proposal would enable primary stations to extend coverage into areas they are not licensed to serve and for which they have no legal responsibility to meet local community needs and interests. "If permitted, the expanded coverage of translator facilities could eventually destroy the concept of localism and the present responsibility of licensees under the Communications Act to meet the needs of their communities and to be responsive to the people they serve," NRBA said.

According to FCC, broadcast employment of women and minorities was up in 1985, with 37% of broadcast employes women and 15.9% minorities. In 1984, 36.4% of broadcast employes were women and 15.4% were minorities.

House Oversight and Investigations Subcommittee Chairman **John Dingell** (D-Mich.), who also chairs House Energy and Commerce Committee, has **asked FCC for all files and documentation**

related to **Office of Management and Budget reviews** of information-collection requirements **under commission's equal employment opportunity, personal attack and political editorializing rules.**

□

All-Industry Television Station Music License Committee's drive to gain passage of **legislation that would establish source licensing of music for television stations is making headway.** Last week, bill (S. 1980) was introduced in Senate prior to its adjournment for Christmas recess, that is identical to House measure that calls for source licensing. Senate Judiciary Committee Chairman Strom Thurmond (R-S.C.) offered bill along with co-sponsors Edward Zorinsky (D-Neb.), John Kerry (D-Mass.), John East (R-N.C.) and Alan Simpson (R-Wyo.). Measure in House now has 52 co-sponsors.

□

Senator **Daniel Inouye** (D-Hawaii) and **Warren Rudman** (R-N.H.) are **planning to introduce legislation** when Congress returns from its Christmas recess that **would mandate uniform format for political advertising on cable and broadcast television.** Bill would require sponsor of political ads that are 10 minutes or less to appear in commercial and "speak to camera for duration of ad." It would also require two forms of written material in each ad: "the identification of speaker and identification of purchaser."

□

CBS, Group W and Taft stations have become **partners in development of Purely Personal**, half-hour magazine strip designed as soap opera lead-out or news lead-in (BROADCASTING, Nov. 11). For sharing in development costs of show, three groups' stations will have right of first refusal to carry show in their markets (Taft independent stations will not have right of first refusal). Decision to pick up show will be made by Jan. 6. Show, produced by Barry & Enright, is hosted by Jim Stafford and draws its material from personal advertisements from papers around country.

□

WABC-TV New York will carry **The New Hollywood Squares** hosted by John Davidson, in place of **Entertainment Tonight** beginning next September. Compared to performance in November 1984 sweeps, when it had 10.2/17, show had fallen to third place (9.4/16) in November 1985 sweep ratings at 7:30-8 p.m. Spokesman said ratings trend was cause of show's cancellation. Cancellation of New York **ET** clearance, adds to week's woes of show's producer, Paramount, which cancelled production of syndicated news lead-in **America** last week (see page 38).

□

Ruth Presslaff, formerly director of midwest sales for United Stations Programming Network, has been appointed vice president/affiliate relations. She will move from Chicago office to Washington area office in McLean, Va., and will report directly to United Stations President Nick Verbitsky. **Frank Murphy**, McLean-based executive vice president/marketing whose duties include station relations, will be more involved in "special projects," said Verbitsky, turning aside reports that Murphy either would leave company or become consultant. Murphy, along with Verbitsky and Ed Salamon, executive vice president/programming—all three were former Mutual Broadcasting executives—and entertainer Dick Clark formed New York-based United Stations in 1981.

□

John C. Severino, senior vice president of ABC's owned-television station group and former president of ABC Television, **will become vice president and general manager** of ABC-owned **KABC-TV Los Angeles**, effective Jan. 17. Severino is returning to station where he was vice president and general manager in 1974-81 before becoming president of ABC Television. Severino succeeds Tom Van Amburg, who has not announced plans. Speculation, however, has it that Van Amburg will enter program-supply business.

□

McCann-Erickson has signed **five-year agreement with Birch Radio**, Coral Springs, Fla., to use Birch ratings as "primary buying service" for spot radio in some 150 markets which company measures more frequently than Arbitron. "We feel Birch's method of data collection, the telephone, is an excellent technique to reach all cross segments of the population, especially youth and ethnic,"

said Karen McKenzie, assistant director of media information and systems for McCann-Erickson. (Arbitron uses diary methodology).

□

Quarter-inch video standards committee has been officially disbanded by Society of Motion Picture and Television Engineers after two-year effort to establish single standard for small format camera-recorder system. Dissolution of working group, which had been inactive since final efforts to reach agreement on modified Hitachi system failed in meetings last February, came at gathering earlier this month of parent committee on video recording and reproduction technology in San Jose, Calif. Both Hitachi and Robert Bosch, which had developed rival incompatible quarter-inch system, have so far declined to bring quarter-inch video camera-recorder products to market, although Bosch promises to make its system available next spring. Broadcast users—in particular ABC, which had expressed great interest in format—have indicated hesitancy to purchase any nonstandardized quarter-inch systems.

□

National Black Media Coalition last week asked **FCC to approve settlement agreement that would end challenges to renewals of Independence Broadcasting's** WHAT(AM)-WWDB(FM) Philadelphia and result in transfer of those stations to firms controlled by minorities—minus provision that would have resulted in NBMC's getting \$250,000 for consulting and referral services and in coalition's counsel getting another \$125,000 for legal fees (BROADCASTING, Dec. 16). In filing at FCC, NBMC said effect of its recommendation would be to permit commission, "if it deems it otherwise appropriate, [to] approve the remainder of the settlement terms and the underlying settlement, leaving the handling of any reimbursements or consulting agreements to be worked out privately by the litigants, parties and others following consummation of the closings on the sales of the stations." Mass Media Bureau had objected to parts of proposed agreement requiring payments to NBMC and its counsel (BROADCASTING, Dec. 16).

□

Metromedia-owned **WTTG-TV Washington** says it was **highest rated independent** television station in country for **fifth consecutive sweeps** period, scoring average 16 share in Nielsen ratings for period 7 a.m.-1 a.m. in November sweeps. According to Metromedia press representative Susan O'Malley, WTTG was also number one sign-on to sign-off in Arbitron. Closest competitors, based on Nielsen figures, were **WNEW-TV New York** (13 share), **KMSP-TV Minneapolis** (13), **KWGN-TV Denver** (13), **WGN-TV Chicago** (12) and **WKBD-TV Detroit** (12). There are 59 independent stations in top 20 markets.

And the MMDS winners are... *Using lotteries, the FCC last week tentatively awarded another batch of multichannel multipoint distribution service grants. The winners and their markets follow.*

Austin, Tex.: *The Grand MMDS Alliance Austin*; Columbia Communications. Baton Rouge, La.: *Maxcell Telecom Plus Inc.*; MWTV Inc. Birmingham, Ala.: *Cellphone Inc.*; *Red Birmingham F Partnership*. Corpus Christi, Tex.: *Fortuna Systems Corp.*; *Starchannels Associates*. Dayton, Ohio: *Stephen Communications Inc.*; *Progressive MDS & Associates*. Fresno, Calif.: *T/V Communications Associates*; *George Fritzingler*. Honolulu: *MDS Systems*; *Red Honolulu F Partnership*. Knoxville, Tenn.: *Belwen, Inc.*; *Capital Cities Entertainment Systems Inc.* Las Vegas: *Line of Site Inc.*; *MDS Signal Group*. Little Rock, Ark.: *Stephen Communications Inc.*; *John Rutter*. Louisville, Ky.: *T/V Communications Associates*; *B.F. Investments Inc.* Memphis: *Tel-Radio Comm. Properties Inc.*; *Red Memphis F Partnership*. Norfolk, Va.: *Jody Barnes*; *East West Communications Inc.* Orlando, Fla.: *Line of Site Inc.*; *Orlando BDC-MMDS Co.* Raleigh-Durham, N.C.: *American Box Office Inc.*; *Mester's TV*. Richmond, Va.: *The Grand MMDS Alliance Richmond*; *Video/Multipoint*. San Diego: *National Wireless Cable*; *Pacific Tel. & Tel. Co.*; Syracuse, N.Y.: *Line of Site Inc.*; *Video/Multipoint*. Toledo, Ohio: *Jody Barnes*; *B.F. Investments Inc.* Wichita, Kan.: *Paging Systems Inc.*; *Omega Radiotelephone*.

Editorials

Winner

The First Amendment was on prominent display in a federal courtroom in Tacoma, Wash., last Wednesday, thanks to ABC, CBS, NBC, the *New York Times* and the *Everett (Wash.) Herald*. The networks and two papers are owed the thanks of the Fourth and Fifth Estates for asserting their right to interview voters near election polling places. The federal judge, Jack E. Tanner, shares the credit for manfully reversing his own earlier decision that exit polling may be prohibited by state law without constitutional offense.

As noted in a story appearing elsewhere in this issue, the ruling in Tacoma refocuses attention on legislation now pending in the House to establish common closing hours for polls across the nation. If the judge's ruling withstands or escapes review by higher courts, it deprives legislatures of more direct action like that taken by the Washington legislature and now declared unconstitutional. To his credit, Al Swift, the Washington Democrat (and former television journalist), recognized the First Amendment vulnerability of measures aimed specifically at reining journalism in. His measure to establish simultaneous poll closings was his cure for the early projection of returns that he sees as a deterrent or influence in western voting.

The Swift bill, co-sponsored by Representative Bill Thomas (R-Calif.), came up for House action two weeks ago but was put over for action next year after some members threatened to amend it to death (BROADCASTING, Dec. 16). It deserves a kinder fate and prompt action after the holiday recess.

Swift introduced his legislation after the news departments of the television networks agreed to withhold presidential election projections until all polls are closed, provided Congress decrees a simultaneous closing time. That kind of agreement is itself at question under the First Amendment, but it has been swallowed here as the least offensive way to settle a confrontation between electronic journalism and a Congress that was getting ugly. If Congress fails its part of the bargain, the networks are free to go on projecting results state by state as polls close. Either way, they retain the right to obtain valuable information on voter behavior.

Some of the amendments offered two weeks ago were clearly out of line with last week's finding by the federal court. One would require networks and presidential candidates to forswear any projection of returns. That kind of First Amendment violation can't be taken seriously since the court acted.

Broadcasters who value their journalistic rights will do what they can in support of action on an uncluttered Swift bill.

'Tis the season

Holidays encourage reflections on tradition. One tradition—uncharacteristic of the Christmas season—that comes to mind is that of blaming radio and television for persistent social ills—excessive drinking, violence, lewdness, sloth—that antedate the electronic media by several millenia. (Cancer is no longer on the list, having been eradicated, as everyone knows, in 1971 when broadcast advertising for cigarettes was discontinued by Act of Congress.)

But there was a switch last week. The Vatican announced that Catholics who tune to the Pope's Christmas benediction via radio or television may attain a religious indulgence equal to that formerly confined to those physically present in St. Peter's Square. The decree applies also to bishops of the church who are authorized to impart the apostolic blessing to their congregations. In its

way, this is something of an indulgence for the electronic media which, at times, have been reviled by those same bishops as inventions of the devil.

The guess here is that redemption will be transitory. In the enormous flow of entertainment and information, news and public service that the Fifth Estate provides 24 hours a day, seven-days a week, there will always be something to offend some churchly body or some unchurchly one. But that is the burden that broadcasters willingly assume. It is the service that broadcasting is all about, all year long, providing something for everyone, including the recipients of papal benedictions at Christmas time.

Crack in the door

To judge by an exchange on the floor of the Senate last week, Senator Robert Dole (R.-Kan.), the majority leader, is at least moderating the dim view he used to take of admitting radio and television to the Senate chamber. Questioned—badgered might be a more accurate word—by Senator Robert Byrd (D-W. Va.), the minority leader and champion of the admission of radio and TV, Dole promised to let the Senate vote on the subject early next year. His previous word was that action "wasn't on our must list" (BROADCASTING, Nov. 4).

In the exchange between Byrd and Dole, the latter revealed that Senator William L. Armstrong (R-Colo.), who happens to be a broadcaster, has been doing missionary work among colleagues in the Senate, with some success. Armstrong has been an advocate of gavel-to-gavel coverage by the Senate's own radio and television system. A resolution passed last November by the Senate Rules Committee would empower majority and minority leaders to select the procedures to be put on radio and television, would make the radio coverage available to outside use, but would confine television to internal use during an experimental period.

None of the proposals so far advanced fit the broadcast journalists' model for coverage of the Senate by members of their craft. But any kind of radio and television is certainly better than no presence at all, and prospects of some kind brightened last week.

"I want to get it before the Senate at the earliest possible time," said Dole last week. "There are not many objections left on our side of the aisle. Senator Armstrong has done an outstanding job visiting with each senator." Make a note to remind him of that promise after the holiday recess.



Drawn for BROADCASTING by Jack Schmidt
"He just bought a fire sale commercial to run next Tuesday."



holiday greetings from all of us to all of you



Earl Abrams (ret.)	A. Adam Glenn	Irv Miller (ret.)
Albert Anderson	Kira Greene	Mark Miller
John Andre	Doug Halonen	Charles Mohr
Scott Barrett	Jerome H. Heckman	Jeanne Omohundro
David Berlyn	Ed James (ret.)	Meg Robertle
Therain Bethea	Sandra Jenkins	Bruce Robertson (ret.)
Wendy Bikowski	Harry Jessell	Anthony Sanders
Philippe Boucher	Kwentin Keenan	David Seyler
Todd Bowie	Doris Kelly	Harry Stevens
June Chauhan	Art King (ret.)	Matt Stump
Rufe Crater (ret.)	Sandy Klausner	Randall Sukow
Debra DeZarn	Claude Kolthoff	Larry Taishoff
Susan Dillon	Winfield Levi (ret.)	Hy Tash
Vincent Ditingo	John Lippman	Robert "Skip" Tash
Kevin Edison	Maury Long (ret.)	Tim Thometz
John Eggerton	Eleanor Manning (ret.)	Patricia Vance
Joe Esser	Karen Maynard	Patricia Waldron
Rocco Famighetti (ret.)	Kim McAvoy	Don West
Scott Fitzpatrick	Steve McClellan	David Whitcombe
Geoffrey Foisie	Chris McGirr	Ruth Windsor
Don Gallo	Cheryl Miller	Len Zeidenberg

Broadcasting Publications INC.



MAY YOUR HOLIDAY SEASON
BE PROGRAMMED WITH JOY AND SUCCESS

RKO V GENERAL
A GENCORP COMPANY

RKO V RADIO

RKO V TELEVISION