

Broadcasting Jan 13

*Turn on
the power
in your
market.*

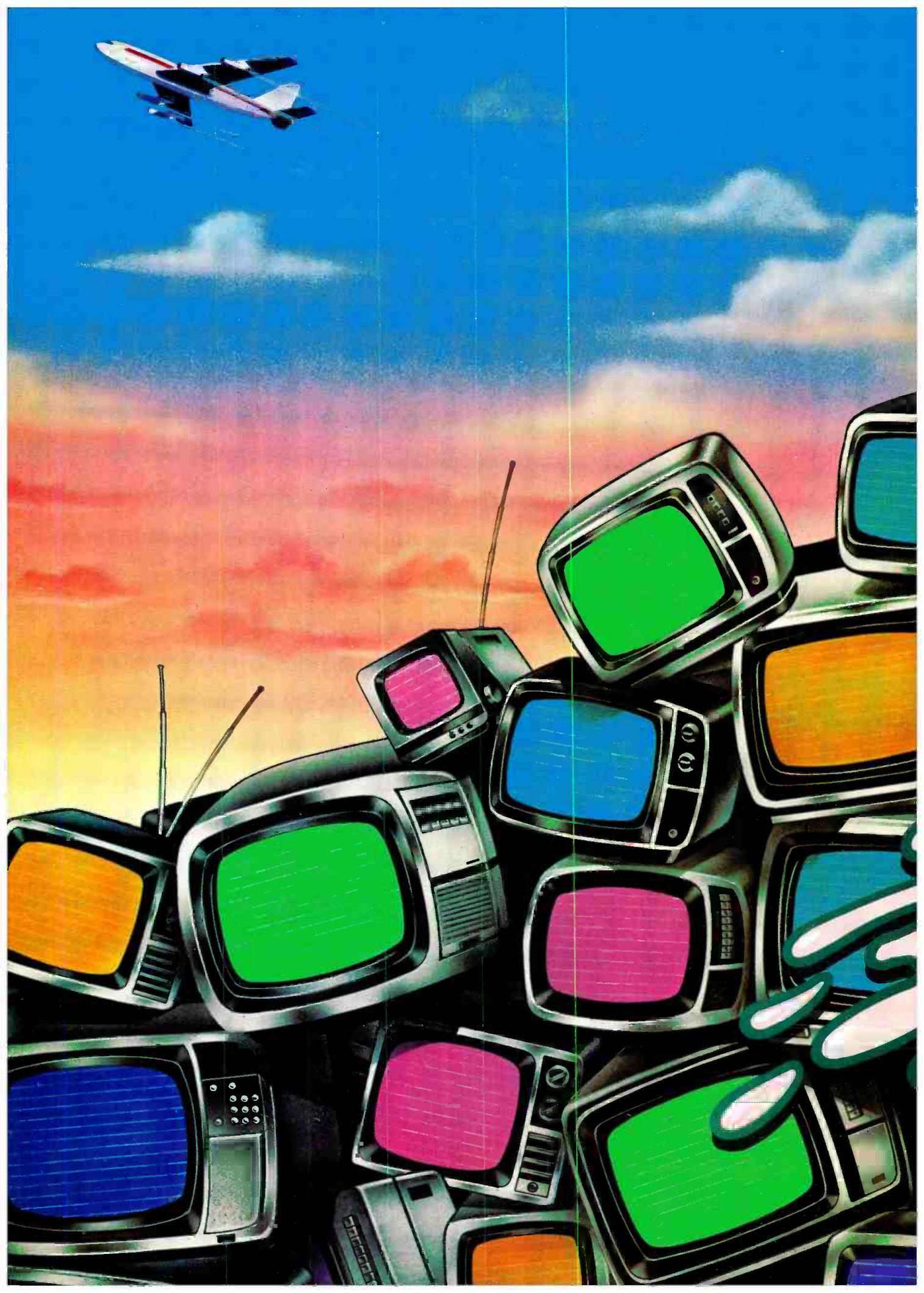
LORIMAR-Telepictures

Booths #740 and #745 at NATPE

36112
AUL-SAS
ROOM 122
BLDG 1405
MAXWELL
12364 ILK NOV/86
AL 36112

55th Year 1986

Winding down from INTV
Getting programs
for NATPE





TOP 20 VIDEO COUNTDOWN

MTV is a trademark of MTV Networks Inc.
© 1986 Viacom International Inc. All rights reserved.

The most successful program on cable is about to become the most important thing to happen to your station.

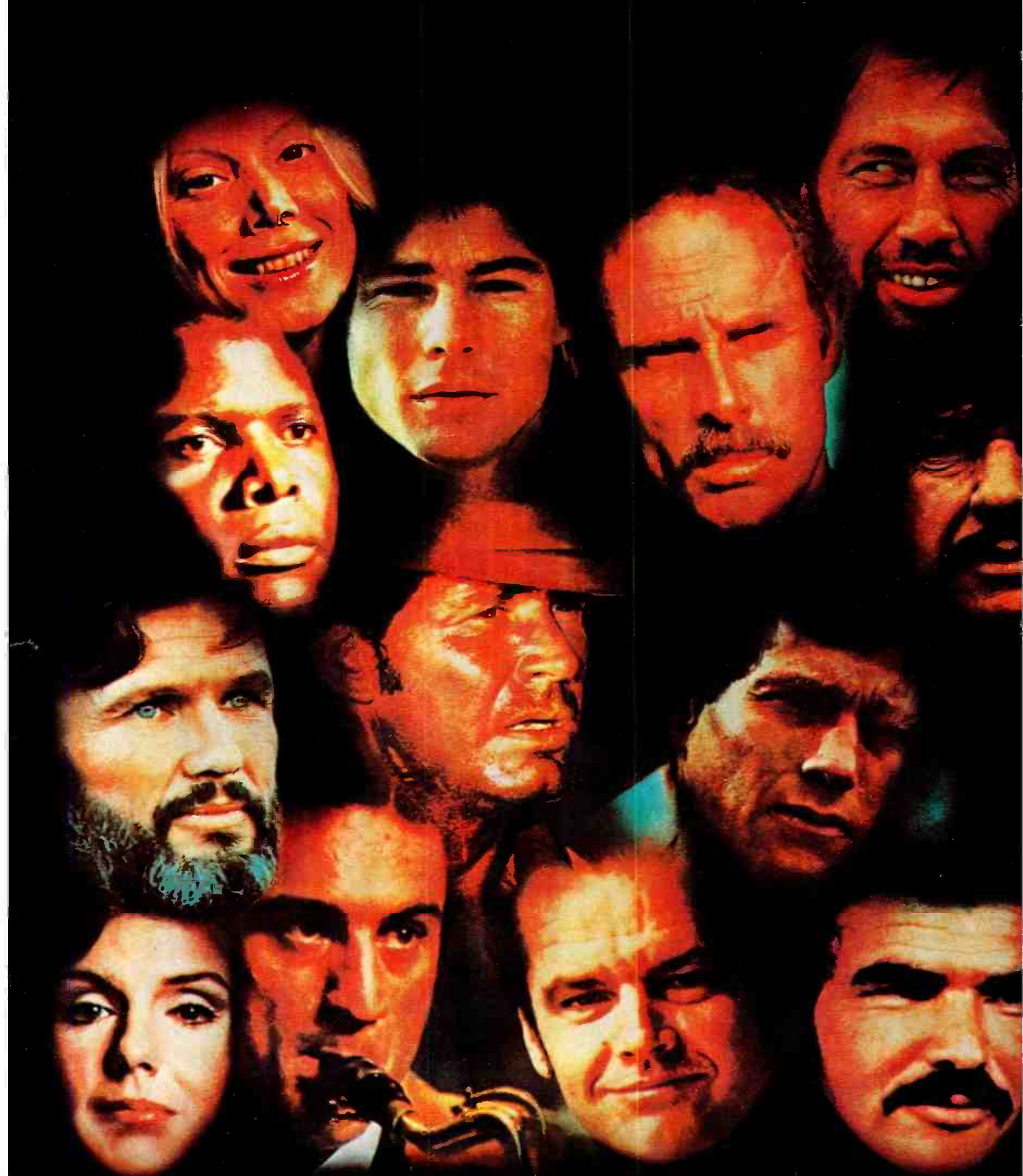
Only MTV Top 20 Video Countdown guarantees advertiser recognition. Built-in viewer awareness. And the ability to deliver the premium 12-34 demo-Mark Goodman.

It's MTV Top 20 Video Countdown, the one new syndicated show with all of the sizzle and flash that have made MTV a national phenomenon. For programming success that's music to your ears.



Viacom

**Success is written
all over their faces.**



An award winning collection of outstanding motion pictures including:

Annie Hall • Breakheart Pass • The Bridge At Remagen • Carrie •
In The Heat Of The Night • The Killer Elite • Mr. Majestyk •
The Pink Panther Strikes Again • Semi-Tough • White Lightning •

And more.

SHOWCASE II



© 1986 MGM. U.S. Entertainment Co. All Rights Reserved



TELEVISION

LORIMAR-TELE THESE FINE STATIONS



NEW YORKWPIX	CHARLESTONWCSC
LOS ANGELESKTLA	WICHITAKWCH
CHICAGOWGN	WACOKXXV
BOSTONWNEV	FARGOKVR
DALLASKXAS	SAVANNAHWTOG
ATLANTAWGNX	CORPUS CHRISTIKRI
DENVERKWGN	IDAHO FALLSKPV
HARTFORDWHCT	MERIDIANWTO
CINCINNATIWCPO	FAYETTEVILLEWKF
NEW ORLEANSWGNO		

AND MORE ARE JOINING EACH DAY!

CTURES TOASTS
HAT HAVE JOINED THE

**COM
CAST**

NE-UP.



LORIMAR-Telepictures

"...BEST WEEKLY SHOW!"

"The most consistently rewarding weekly dramatic show..."

—THE NEW YORK TIMES

Cagney & Lacey



**LOCK 'EM UP!
FOR FALL '87 STRIPPING.**



ORION

Broadcasting Jan 13

Pierce resigns from CC/ABC post Advancing on the NAB board meeting Coverage from INTV □ Preview of NATPE

NUMBER FIVE □ Female Spanish lawyer from Washington is nominated for Rivera's FCC slot. **PAGE 59.**

PIERCE STEPS DOWN □ Fred Pierce resigns from Capital Cities/ABC Inc. John Sias, president of Capital Cities publishing division, becomes president of newly formed ABC Division. **PAGE 59.**

ST. MAARTEN BOUND □ On tap for NAB board meeting in the Caribbean: the proposed merger with NRBA and must carry. **PAGE 61.**

ON THE ROAD □ FCC Mass Media Bureau Chief James McKinney tells Los Angeles what FCC is doing to help AM. **PAGE 63.**

GOOD HEALTH □ INTV convention finds independents in good health, although programming costs and must carry weigh on their minds. **PAGE 64.**

SIN CASE □ FCC administrative law judge blocks renewal of SICC stations over questions of alien ownership and extent of control. **PAGE 65.**

FALL REPORT □ Contemporary hit radio WPLJ(FM) takes over top spot in New York in fall Arbitron survey. **PAGE 66.**

NATPE '86 □ Country's largest gathering of programmers and syndicators set for New Orleans. **PAGE 78.** The agenda of events on tap begins on **PAGE 80.** An exhibitors listing begins on **PAGE 90.**

INTV 86 □ INTV President Preston Padden blasts

cable industry over must carry issue in opening session speech. **PAGE 148.** Rupert Murdoch calls for increased quality in program production. **PAGE 155.** INTV attendees get moral support from Hill on must carry issue. **PAGES 156, 158.** Case studies reveal ways to sell independent stations. **PAGE 162.** Station owners give advice on staying on cable systems in post-must carry world. **PAGE 165.** Barter advertising is taking a bigger bite of the television ad pie. **PAGE 168.** Primer on station buying. **PAGE 170.** Frazier, Gross study finds that independent stations will continue to grow. **PAGE 172.** First-run programs seen as key to ratings success. **PAGE 174.**

SPINNING WHEEL □ King World's *Wheel of Fortune* and *Jeopardy* rank numbers one and two in Nielsen's November Cassandra results. **PAGE 176.**

SLOW GOING □ Level of commitments for NBC News's cable project appears to place creation of news network in jeopardy. **PAGE 182.**

DOWN BUT NOT... □ League of Women Voters says it still has plans to sponsor debates in 1988 despite agreements by political committees to sponsor their own debates. **PAGE 184.**

SENATOR WIRTH? □ Gary Hart's decision not to run for Senate leaves door open for Timothy Wirth, and thus the chairmanship of the House Telcomsubcom. **PAGE 199.**

MAN OF MANY STANDS □ Talk show host Phil Donahue raises questions that raise the ratings of his weekday audience-participation show. **PAGE 223.**

INDEX TO DEPARTMENTS

Business Briefly	26	Editorials	226	In Sync	186	Programming	176
Cablecastings	12	Fates & Fortunes	219	Journalism	182	Riding Gain	192
Changing Hands	194	Fifth Estater	223	Law & Regulation	196	Stock Index	190
Closed Circuit	10	In for the Record	200	Monday Memo	42	Technology	188
Datebook	44	In Brief	224	Open Mike	54	Telecastings	195

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: All American Television 171 □ Alan Archer Weather 186 □ Blackburn & Co., Inc. 194 □ Blair Entertainment 103 □ Bristol-Myers Co. 137 □ Castle Hill Television 96, 102, 118, 126, 130, 134 □ Chapman Associates 193 □ Chicago, The University of 26 □ Classified Ads 207-218 □ Claster Television Productions 149, 150-151, 152-153 □ Colex Enterprises 121, 122-123 □ Columbia Pictures Television 14-15, 16-17, 51, 52-53 □ Continental Electronics 192 □ Delta Air Lines 18 □ Embassy Telecommunications 83, 84-85, 86-87 □ Essence Television Productions, Inc. 95 □ Four Star International, Inc. 155 □ Fox/Lorber 147 □ Fries Distribution Co. Fourth Cover □ Gaylord Syndicom 133 □ Genesis Entertainment 139, 140-141, 142-143 □ Samuel Goldwyn Television 104-105, 107 □ Group W Productions 125, Third Cover □ The Independent News 163, 164-165 □ M.A. Kempner, Inc. 112-113 □ KHJ-TV 45 □ King World 36-37, 81, 100-101, 111, 116-117, 160-161, 169, 175, 183 □ H.B. La Rue Media Broker 198 □ LBS Communications, Inc. 38-39, 40-41 □ Lionheart Television International, Inc. 13 □ Local Program Network 129 □ Lorimar-Telepictures Front Cover, 6-7, 27, 28-29, 30-31, 32-33, 34 □ Lutheran Television 185 □ Major League Baseball Productions 131 □ MCATV 47, 48-49, 55, 56-57, 58 □ MEI 188 □ Metromedia Producers 177, 179, 181 □ MGM-UA Entertainment Co. 4-5, 43, 75, 76-77, 79 □ Morgan Stanley & Co., Inc. 97, 135 □ New Century Telecommunications 92-93 □ Orbis Communications 157, 159 □ Orion 8, 88-89 □ Paramount Domestic Television and Video Programming 67, 68-69, 70-71, 72-73 □ Professional Cards 205 □ Republic Pictures Corp. 173 □ Cecil L. Richards, Inc. 195 □ RKO Radio 119 □ Robert W. Rounsaville & Associates 196 □ Seltel 127 □ Services Directory 204 □ D.L. Taffner 108-109, 191 □ Television Program Enterprises 144-145 □ Television Program Source 187, 189 □ TimeRite, Inc. 120 □ Tribune Broadcasting Co. 167, 197 □ 20th Century Fox Television 24-25 □ Viacom Second Cover/3, 114-115 □ Vital Industries, Inc. 201 □ Warner Bros. Television Distribution 99 □ World Communications 11 □ WW Entertainment 19, 20-21, 22-23

Murdoch's man

Person to head Rupert Murdoch's "fourth network" may have already been chosen, but is yet to be announced. Word circulating at INTV was that Murdoch and Barry Diller have found executive to run Fox Television Network, which Fox announced when it reorganized last fall. Leading candidate is said to be Jamie Kellner, 38, president of Orion Entertainment Group and president, Orion Television Syndication.

One more time

Idea of taxing television receivers to raise revenue for public broadcasting—espoused as far back as original Carnegie Commission report, and rejected for at least that long—has been resurrected and is slated for discussion at National Association of Broadcasters winter board meeting this week (Jan. 13-17) in St. Maarten, Netherlands Antilles. NAB has established special task force to study alternative funding sources for public broadcasting as federal financing continues to shrink. (Last thing commercial broadcasters want is emergence of limited advertising on public stations.) NAB favors continued federal support for noncommercial stations and fears that funding will be slashed due to passage of Gramm-Rudman-Hollings bill that requires balanced budget by fiscal 1991.

Mr. Mater goes to Washington

Gene P. Mater, who took early retirement last month from VP post with CBS/Broadcast Group (BROADCASTING, Nov. 11) has been named special assistant to director of Commission on the Bicentennial of the U.S. Constitution, effective today (Jan. 13). Twenty-three-member body was established by act of Congress in September 1984 to coordinate celebration of 200th anniversary of adoption of Constitution (1787-1789).

Sharp's system

New approach to must-carry conundrum is being developed by Washington communications attorney (and former FCC commissioner) Stephen Sharp. Intended for submission in current inquiry/rulemaking, it would limit must carry to stations under five years old, thus protecting all new facilities in town while leaving established stations to fend for themselves. Sharp believes plan meets

court's constitutional test by taking "least restrictive means" to imposition of must-carry requirements. Anticipation is that older stations would be so popular with audience that systems would keep them on anyway. Quid pro quo would be continuation of compulsory license for all systems that adopt voluntary plan, while others would have to negotiate for program rights on their own. Sharp's clients include number of new-build independents plus syndicator interested in field.

Out in cold

Despite active lobbying by Capitol Hill friends on his behalf, Rodney Joyce's chances of being named to post he says was promised him—head of Commerce's National Telecommunications and Information Administration—seemed last week to continue on decline. Missouri broadcaster and consultant, Alfred Sikes, who is personally and politically close to Senator John Danforth (R-Mo.), chairman of Senate Commerce Committee, is said to have White House blessing for job (BROADCASTING Dec. 23, 1985).

One Capitol Hill source familiar with representations being made to White House said of efforts to win backing for Joyce: "The word that comes back from a variety of sources is that it's a completed transaction." Source, friendly to Joyce, who gave up job as minority counsel on House Telecommunications Subcommittee to become acting head of NTIA in expectation of being nominated for job, said: "He's been done dirt."

Hot ticket

Preregistration for Radio Advertising Bureau's sixth annual Managing Sales Conference (Feb. 1-4 at Amfac hotel in Dallas-Fort Worth Airport) is exceeding last year's rate by more than 20%, according to association officials. Event, which has attendance cap of 1,000, has about 100 seats left. This year also marks first time conference is restricted to RAB members. Key speakers include Don Keough, president & CEO, Coca-Cola Co., Atlanta.

Piling it up

Robert M. Bennett, outgoing president of Metromedia Broadcasting, is planning to sell his 2% interest in Metromedia Inc. back to chief executive John W. Kluge, who owns 96% of parent company.

Bennett is settling annual \$700,000-plus "tenure" contract. Sources estimate 2% of Metromedia Inc.—which after sales of TV stations to Rupert Murdoch and Hearst will include cellular telephones, Foster & Kleiser advertising, radio stations, Harlem Globetrotters and Ice Capades—is worth between \$20-\$30 million. This will be second time round for Bennett, who realized more than \$10 million from his 5% interest in Boston Broadcasters Inc. when Metromedia bought WCVB-TV Boston in 1982 for \$220 million. Station went to Hearst for \$450 million.

Picking up pieces

Front-running bidder for RCA's television broadcast antenna and transmission product group is rumored to be Thomson of France. Thomson already owns TV-FM transmission division which claims 40% of worldwide market, but, despite some U.S. support and sales presence, is without domestic manufacturing plant. RCA has reportedly set low price of \$15-20 million for Gibbsboro, N.J.-based business after announced dissolution of parent RCA Broadcast Systems Division in October.

Also said to be in bidding, but only for RCA antenna line, are Canadian tower firm LeBlanc & Royle (owner of Larcant, Toronto-based antenna-transmitter business) and Dielectric Communications of Raymond, Me., which bought RCA's FM antenna line in 1983 and still makes antenna components for RCA. Varian Associates, supplier of UHF klystron tubes to RCA and buyer in 1985 of radio antenna-transmitter firm Continental Electronics, also has bid for RCA UHF line.

PBS hardware

Public Broadcasting Service has begun awarding major equipment contracts for technical center at new PBS headquarters being readied in Alexandria, Va. Heart of technical facility, scheduled for operation by midyear, will be \$1-million Robert Bosch signal router, master control switcher and machine control system. Half-million-dollar Sony edit suite will also be housed in 15,000-square-foot center.

Third major equipment buy—of new videotape recorders will be delayed until PBS reaches final settlement with insurance agency now holding VTR's damaged in October 1984 fire at former PBS headquarters in Washington.

The Wold Satellite TV Network has grown over the last five years. It now delivers 60 program series to more than 700 stations around the country for a daily average of 20 hours. We would like to thank our customers for helping us become the largest delivery system of syndicated programming in the United States.

AMBASSADOR TV PRODUCTIONS
BABE WINKLEMAN PRODUCTIONS
BLAIR ENTERTAINMENT
GROUP W NEWSFEED NETWORK
JIM OWENS ENTERTAINMENT
KING WORLD
LBS COMMUNICATIONS
MAJOR LEAGUE BASEBALL PRODUCTIONS
MERV GRIFFIN ENTERPRISES
METROMEDIA PRODUCERS CORPORATION
MGM/UA ENTERTAINMENT
MULTIMEDIA ENTERTAINMENT
ORAL ROBERTS
PARAMOUNT DOMESTIC TV
J—NEX
LORIMAR—TELEPICTURES
TOWNLEY PRODUCTIONS
TPE
TV PROGRAM SOURCE
20thCENTURY FOX TELEVISION
VIACOM ENTERPRISES
WORLD EVENTS PRODUCTIONS
VIDEO TAPE COMPANY WITH
CHUCK BARRIS PRODUCTIONS
MASCOM ADVERTISING
MICHAEL ELLISON ADVERTISING

Serving
the world over
in the
transmission
of:

- Syndicated Program Series
- News Services
- Live Sports Remotes
- ENG Feeds
- Radio and TV Networks
- Pay-TV and Cable Services
- International Feeds
- Radio-TV Simulcasts

Wold Communications,
the world leader in satellite
television and radio.



Los Angeles
10880 Wilshire Blvd.
Los Angeles, CA 90024
(213) 474-3500

New York
875 Third Avenue
New York, NY 10022
(212) 832-3666

Washington, DC
8150 Leesburg Pike
Vienna, VA 22180
(703) 442-8550

MTV questions Nielsen

According to Nielsen's measurement of the MTV household sample base for the fourth quarter 1985, the network's 24-hour rating, on which it sells its advertising, declined by about 30% from a year ago, or slightly higher than a .6. MTV's fourth quarter 1984 rating averaged a .9, which also represented a steep decline—25% from a year earlier. Last year, the network blamed mild winter weather, which drove many of its prime target audience of teen-agers and young adults away from the television set. "Viewing should return to past levels in the near future," it said at the time. This time, however, the network has challenged the accuracy of Nielsen's MTV sample base, calling it "way out of whack" and therefore invalidating the fourth-quarter numbers as they now stand. A network spokesman cited the composition of two demographics in the sample that demonstrate what the network sees as an obvious problem with Nielsen's fourth-quarter measurement. He said the 18-24 male demographic, a key MTV target, was underrepresented by 15% and that the 12-17 male demographic was off by 25%. "There were declines for women also," he said, but would not disclose specific examples. Howard Shimmel, research manager, Nielsen Home Video Index, which measures viewing of cable networks, confirmed that the composition of several of the demographic segments within the MTV sample base were off substantially. As for teen-agers, he said that demographic "is not something we control for." As to fluctuations in the other segments, he said, "I don't know why yet. We're still working on it." But at this point, he said, Nielsen is "not ready to say that [MTV's fourth-quarter numbers] are not correct." He would not say how much MTV's rating dropped for the fourth quarter, but a Nielsen source with access to the Home Video data confirmed that the drop was about 30% on a 24-hour basis and that other dayparts showed similar declines as well. MTV does not normally release daypart ratings, citing the fact that it sells advertising based on the 24-hour rating.

MTV president and chief executive officer Robert Pittman has told Nielsen officials that the network has observed significant fluctuations in the composition of its sample over the last six-month period. But so far, MTV has not challenged its average third-quarter, 24-hour rating of a .9, which was down from a 1.0 a year earlier. In a letter responding to Pittman's concerns, Nielsen executive vice president William Hammill acknowledged that there have been "major changes in the demographic composition" of the MTV sample base in the last six months, "especially in the August to September period." Hammill told Pittman that Nielsen would investigate the demographic universe of MTV homes, compare it with the current ratings sample base and make comparisons between MTV metered and diary ratings trends. "We will take every step," said Hammill, "to resolve these con-

cerns as rapidly as possible." In the meantime, MTV said it won't release fourth-quarter ratings based on the data currently available, but instead will wait for Nielsen to finish its investigation. "If the sample is out of whack, there is data but no projected rating," the network spokesman said. At this point in MTV's view, he added, "any projected rating is invalid."

But MTV is not the only network that has complained to Nielsen about the inadequacy of the sample base of the Home Video Index. According to David Bender, vice president, research, USA Network, viewing of the satellite services targeting a more upscale audience—he cited MTV, USA and ESPN—is underrepresented in the ratings because Nielsen's HVI is not weighted heavily enough with VCR households. Bender said VCR's have to be "hard wired" to a meter for measurement, which calls for a technician to solder wires to the bottom of the viewer's VCR. Nielsen, he said, has encountered stiff resistance in getting many VCR owners to cooperate, so that VCR homes are underrepresented in the HVI sample base. "Pay TV and cable subscribers are so likely to be VCR owners," he said, "that if you're not up to snuff with VCR homes, you're not up to snuff in cable homes" for measurement purposes. In USA's case, he said, "our ratings fall because our best viewers are pay cable subscribers. As to how underrepresented VCR homes are in the Nielsen index, Bender said some estimates point to a gap of 10% or more.

But he also said Nielsen executives were aware of the cable network's concerns. "Nielsen has not been uncooperative," he said, and is looking for solutions, albeit at a slower pace than the cable industry would like to see. Paul Lindstrom, who directs Nielsen's VCR research effort, acknowledged that "VCR penetration might be a little low in the national sample. There is a time lag in getting them installed." But as to the effect that has on cable ratings, he said, "It's a question mark." It is one possible answer that cable programmers point to, he said, in trying to figure out why cable ratings have flattened out in recent months.

Riding Mickey's coattails

The Disney Channel is, in its words, "the fastest growing pay channel in America," and in a new promotion piece, it undertakes to tell why. The booklet, directed to cable TV operators, says that mainly, it comes down to the Disney name: People have known and respected it since Mickey Mouse first appeared in 1928; they look to it for quality programming and it is one of the most heavily promoted and widely merchandised names in the world—in music and on records, on toys, in books and comic strips as well as in films and at Disneyland and Disney World. "Every time people are exposed to the name Disney, it's an ad for the Disney Channel," the brochure tells operators. "All of this together represents bil-

ions of dollars of free advertising for the Disney Channel. And for you."

In the first half of 1985, the booklet continues, the Disney Channel "was the main source of growth for the entire pay cable industry," with a gain of 27%, as compared to a 5% gain for Cinemax, no gain for The Music Channel and losses of 1% for Showtime and 2% for Home Box Office. The channel also claims to be "the first choice for a second service," with "the fastest growth rate of any complementary service." Moreover, it says, there is plenty of room for growth: Cable homes with children number about 18 million, of which about 10% now subscribe to the Disney Channel. Besides being "programed for success," the brochure continues, "the Disney Channel is spending millions of dollars annually on aggressive national TV, radio, direct mail and print campaigns. We're fully committed to supporting you with one subscriber acquisition push after another... We're the fastest growing pay channel. Because we're behind you all the way."

Locking in cable rates

Unfettered rate deregulation for cable operators takes effect in January 1987, but some cities are striking deals with their franchise holders to insure low and basic rates for the life of the franchise. The city of Boston is one example. In that case, Cablevision Systems Development Co. made headlines a few years ago with a winning bid that included a \$2 basic rate. The city is now offering Cablevision the opportunity to defer payment of franchise fees in exchange for a basic rate that is not to exceed \$4.99 through the life of the franchise, which runs to 1997. The compromise is tentative, however, and is tied to a resolution of the cable company's property tax bills, which were thrown into question by a recent Massachusetts Supreme Court decision that certain cable plant accessing public rights of way is tax exempt. But as proposed, the compromise would allow Cablevision to defer two-thirds of its 3% franchise fee for the next four years (additional payments would be imposed if the company is unable to start paying the full fee at that time) in exchange for maintaining a \$2 basic service through 1986, with rate hikes to no more than \$3.99 through 1988 and to no more than \$4.99 through 1997, when the franchise expires. According to Thomas P. Cohan, director of Boston's Office of Cable Communications, the company would be required to keep "the same mix" of programming on basic service through 1988.

"We are looking for [rate] protection beyond 1986," said Cohan, of the tentative proposal to lock in basic rates. The cable company recently reconfigured basic service to exclude most of the popular satellite services, such as ESPN, MTV and USA Cable Network, scaling basic back from 52 to 30 channels. The franchise contract provided that option, and many other cable systems have taken similar steps. Those services now are part of an enhanced basic tier

COMING UP FROM DOWN UNDER— ABC/AUSTRALIA

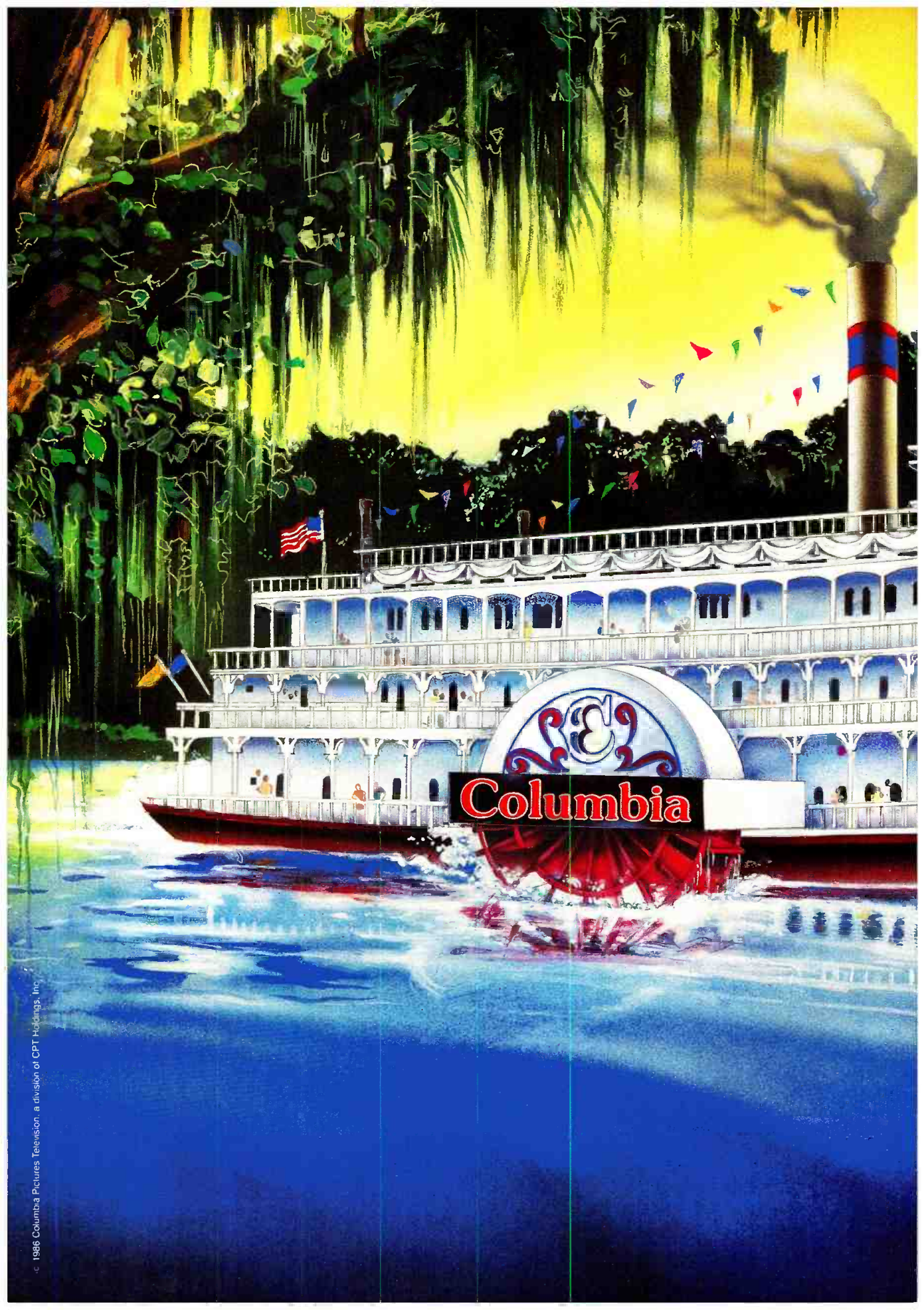
**THE NEXT GREAT SOURCE OF
AMERICAN TELEVISION ENTERTAINMENT.
FROM LIONHEART.**



AUSTRALIAN BROADCASTING CORPORATION



LIONHEART
TELEVISION INTERNATIONAL, INC.



Columbia



Lewis/Keiss

See you in New Orleans.



GUESS WHO'S CLEANING UP IN RENEWALS?



Soap—it's even funnier the second time around!

Already renewed:

LOS ANGELES	KTLA	HARTFORD	WTXX
CHICAGO	WGN-TV	SAN DIEGO	XETV
SAN FRANCISCO	KTZO	ORLANDO	WMOD-TV
BOSTON	WCVB-TV	KANSAS CITY	KSHB-TV
DETROIT	WJBK-TV	NEW ORLEANS	WNOL-TV
WASHINGTON, D.C.	WTTG	COLUMBUS, OH	WTTE
DALLAS	KDFI-TV	RALEIGH	WPTF-TV
CLEVELAND	WJKW-TV	SALT LAKE CITY	KOOG-TV
HOUSTON	KHTV	GRAND RAPIDS	WXMI
PITTSBURGH	WPTT-TV	HARRISBURG	WPMT-TV
SEATTLE	KCPQ	ALBANY, N.Y.	WUSV
MIAMI	WDZL	WEST PALM BEACH	WFLX
MINNEAPOLIS	KITN	JACKSONVILLE	WAWS
ST. LOUIS	KPLR-TV	ALBUQUERQUE	KGSW
DENVER	KWGN-TV	ROCHESTER	WUHF
SACRAMENTO	KRBK-TV	AUSTIN	KBVO
BALTIMORE	WMAR-TV	LAS VEGAS	KVVU-TV
PHOENIX	KPHO-TV	COLORADO SPRINGS ..	KRDO-TV
LAKE CHARLES	KVHP		

SOAP

A Witt-Thomas-Harris Production
distributed by



known as Metro Service. Still, Cohan believes that Cablevision of Boston's system offers a "good basic service" the city would like to see maintained. It includes all the local broadcast channels, three superstations, the SIN Cable Network, Black Entertainment Network, C-SPAN and Prime of Life, a satellite service programed for the elderly audience.

But before the city will sign off on the agreement, said Cohan, the property tax assessment for Cablevision's Boston system has to be recalculated for 1985 and beyond, in light of a state supreme court decision last year that ruled that all above-ground cable plant accessing public rights of way is tax exempt. Sheila Mahony, a Cablevision vice president, downplayed the impact of the ruling, saying it would cut Cablevision's property tax bill by only 10%. The company's pre-Supreme Court ruling property tax assessment for 1985 and 1986 was figured at \$1.7 million and \$2.2 million, respectively, by the city. Cohan said the city was in the process of calculating what the revised tax would be. In the "worst case" for the city, he said, it could be reduced by "60% or 70%." If the worst case emerges as fact, he said, the basic rate-franchise fee deal tentatively worked out would not go through as is because the franchise fee deferral, coupled with the property tax reductions, would put an unbearable strain on city revenues. "The city of Boston has been in rough financial shape" for the last several years, said Cohan. "A loss of any [anticipated] tax revenue hurts the city." He said if Cablevision realizes the substantial property tax deduction it may be entitled to, "we'd

have to get back to the table and determine what that means." It could mean, he said, the city would not want to defer any of the cable company's tax dollars. Cohan said the city hopes to see the issue resolved within the next two months.

Comet aid

To help viewers who are interested in looking for Halley's comet, the Weather Channel is offering a booklet and two new program features. The booklet, *Mr. Halley's Comet*, prepared in conjunction with *Sky and Telescope* magazine, attempts to be "everyone's complete guide to seeing the celestial event" by explaining what a comet is, why Halley's is special and by giving a timetable for viewing it, viewing charts of the skies and tips on binoculars, telescopes and photographing the comet. The program features, to start Jan. 20, are *Comet Watchers Forecast*, which will run every other hour and deal with weather conditions that may affect sightings, and *Skywatch*, which, in alternate hours, will provide general information and features on Halley's path and visibility, history and folklore. The Weather Channel, based in Atlanta, said the booklet is priced at \$2, which will be donated to For Spacious Skies, a nonprofit organization to promote sky awareness.

Work related

Financial News Network has introduced a new weekly, five-minute segment called *Managing Your Career*, in association with the *National Business Employment Weekly*, a Dow Jones & Co. publication. Segments will

be written and researched by NBEW and produced by FNN. Segments will offer advice on a range of topics including how to start a new business, performing well in job interviews and information management. Each weekly segment will be repeated daily, Monday through Friday.

Disney preview

The Disney Channel has completed its most extensive free preview on a cable MSO. Twenty-seven Storer Cable systems with a combined universe of 706,000 basic subscribers offered subscribers the Disney service free for nine days, Dec. 21-29. The systems are following with marketing campaigns aimed at signing up Disney subscribers. The preview marketing concept has worked well for Disney. In September it sponsored a national preview and added 131,000 new subscribers during a follow-up campaign. A Disney executive said the company should know the results of the current campaign by Jan. 20.

Sports scores

United Video said it has reached an agreement to carry the broadcast sports wire offered by *SportsTicker*, a Scarsdale, N.Y.-based score reporting service of 10 professional leagues, on UV's Zephyr Weather Information Service. Zephyr transmits weather information and data to broadcast outlets, educational institutions, government agencies and private forecasting companies. Both Zephyr and *SportsTicker* broadcast wires are transmitted on a sub-carrier of Galaxy 1, transponder 3.

SAME DAY DASH.[®] DELTA TAKES IT THERE.[®]

For same-day delivery of small packages, Delta DASH takes it there. Any package, under 70 lbs., shipped during the normal business hours will arrive that same day.

For packages over 70 lbs., Delta Air Express takes it there on the flight specified. Guaranteed.

Delta ships airport to airport or door to door. And we can deliver your shipment to over 100 cities, over 10,000 U.S. communities.

With Delta DASH, time is on your side.

Call 800-638-7333; in Baltimore call 269-6393.



© 1985 Delta Air Lines, Inc.

**NOW
ARRIVING...**



SKYWAYS

CHECK IN FOR 130 FIRST RUN HO



SKYWAYS

A major international airport teems with adventure. Every day thousands pass through, each with his or her own story. Add the hopes, fears, loves and ambitions of those who operate the complex, and you have a unique arena for gripping human drama.

Skyways is 130 *FIRST RUN*, color hours of exceptional entertainment.

Produced in Australia by Crawford Productions for prime time network, Skyways features a galaxy of extraordinary stars, high production values and tight, fast moving scripts, Skyways offers you a not-to-be-missed opportunity.

Skyways, which features contemporary situations, contains multiple story lines that

OF GRIPPING ADVENTURE DRAMA.



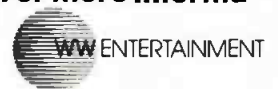
SEE US AT THE NATPE EXHIBIT HALL 426.

string these hour long segments together. This makes them ideal for weekday striping and for building audience involvement.

Revolving around the airport boss, his management team, his security people and his superior, the episodes beautifully weave their intimate lives, loves, their jealousies, and their family problems with the varied tales of people coming through Pacific International Airport. Skyways delivers a bit of everything; action, romance, suspense,

humor. Skyways is a series that has wide appeal and offers high rating potential in a variety of time periods.

Skyways is your opportunity to strip a first run, quality, action adventure series for 130 high rated hours. For more information, and a screening, call



205 East 42nd Street New York N.Y. 10017 212-661-3350
A DIVISION OF WORLD NORTHAL CORPORATION



ww PRIME
THE McGUFFIN

ww PRIME
FRANKIE AND JOHNNIE

ww PRIME
IN THE SECRET STATE

ww PRIME
DEATH IS PART OF THE PROCESS

ww PRIME
SMART MONEY

ww PRIME
THE SLIPUP



Presents 6 brand new, first run feature films each year.

Now you can offer your audiences quality feature films they've never seen before. Not in the theaters. Not on the networks. And not on cable.

All first run feature films with exciting scripts, direction, stars and production values. Starting right now.

WW Prime presents six films for 1986, three of which have just been completed. Additionally, WW Prime will deliver six new films in 1987, six new films in 1988, and six new films in 1989. Stations signing with us



now are assured a steady supply of first run, feature film entertainment.

THE MCGUFFIN, a gripping thriller, IN THE SECRET STATE, a chilling mystery and FRANKIE AND JOHNNIE, a tension filled drama, are ready for screening now.

Call WW Entertainment today, or see us at the NATPE. Then get ready for 4 years of being the WW Prime station in your market.



205 EAST 42ND STREET, NEW YORK, N.Y. 10017 212-661-3350



PRIME IS A COPRODUCTION OF THE BBC/POLYMUSE/WW ENTERTAINMENT.

SEE US AT THE NATPE EXHIBIT HALL 426

A first-run syndicated game show the



**SEE US ON THE
EXHIBITION FLOOR
AT NATPE**

a real winner - available for Fall '86!

BANKO!

It pays to watch!

Where your viewers at home compete for a share of \$250,000 each week!

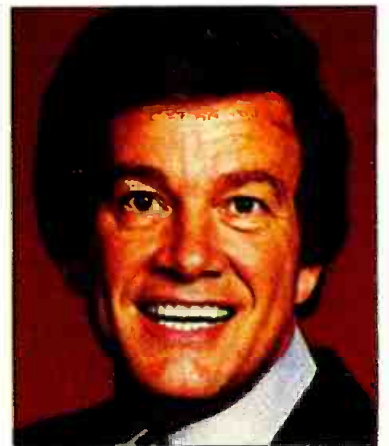
Banko is the half-hour strip game show that's ideal any time of the day or night!

It's an exciting word-association game based on Bingo. Contestants in the studio try to find the connection between a list of common words.

The prizes our studio contestants win are the keys to an exciting game your viewers can play at home. And home players compete for real big-money stakes—over a million dollars in cash each month!

Banko is fun to watch. And it's the show that pays to watch. Your viewers will find it exciting to play along at home—every day, right through the important bonus round at the end of each show.

Banko is backed by millions and millions of free playing cards distributed locally throughout the United States each week. It's from the successful game show producers Barry & Enright, in association with Twentieth Century Fox Television. And it's hosted by Wink Martindale, one of America's favorite television personalities.



Actual game cards may differ from those shown. Home playing cards may not be available in some areas.

BANKO!

**It pays to buy it
because
it pays to watch it**



Banko is a Barry & Enright and World Telemark of America Inc. Production in association with Twentieth Century Fox Television. ©1985 Twentieth Century Fox Film Corp. All rights reserved.



TV ONLY

Aaron Sells Furniture □ Furniture chain will launch four-week flight in 32 markets in mid-January. Daytime and fringe segments will be used for commercials. Target: women, 18-34. Agency: Paces East Advertising, Atlanta.

Ryder Truck Rental □ Campaign set to begin this week on network and spot TV in about 50 markets, including Cleveland, Miami, Nashville and Portland, Ore. Commercials will run in prime, fringe and sports segments. Target: adults, 18-49. Agency: Burton-Campbell Inc., Atlanta.

Sanderson Farms □ Fresh chicken will be spotlighted in three-week flight to start in late January in markets in Mississippi, Tennessee, Florida and Texas. Commercials will be placed in prime, daytime and fringe. Target: women, 18-49. Agency: Burton-Campbell Inc., Atlanta.

RADIO ONLY

Nordstrom Stores □ Fashion chain will promote its Brass Plum apparel for juniors in co-op advertising campaign set for two weeks, starting in early February in Pacific Coast markets. Commercials will be positioned in all dayparts. Target: women, 12-24. Agency: Soderberg & Associates, Seattle.

Gordon's Jewelers □ Four-week flight is planned in about 180 markets throughout country, beginning in February. Commercials will be carried in all dayparts. Target: adults, 18-34. Agency: Goodwin, Dannenbaum Littman & Wingfield, Houston.

Miller Lite Beer □ In observance of Black History Month, Miller will sponsor radio campaign during February in large number of markets throughout U.S. Commercials will present noted black vocalists, including Roberta Flack singing "We Shall Overcome." Commercials will

be placed primarily on black-oriented stations. Target: predominantly blacks. Agency: Mingo-Jones Advertising, New York.

Cumberland Farms □ Four-week radio flight for convenience stores and food products is scheduled to start in February in about 14 markets, including Miami, New York and Philadelphia. Commercials will be carried in all dayparts on weekdays and weekends. Target: adults, 18-34. Agency: Casey Media, Boston.

Us Magazine □ Circulation campaign as part of direct marketing effort will begin in early February, initially on network radio for several weeks and then spread to spot radio in top 10 markets and ultimately to about 50 markets. Spc thrust will last six to eight weeks. Commercials will run in all dayparts. Target: adults, 25-49. Agency: Independent Group of Companies, Union, N.J.

THE UNIVERSITY OF CHICAGO ANNOUNCES THE

William Benton Fellowships in Broadcast Journalism

1986-87

The William Benton Fellowship Program at The University of Chicago, now entering its fourth year, provides a unique opportunity for professionals—television and radio reporters, news executives, producers, writers—to expand their expertise on essential issues, free from deadline pressure. The Program is sponsored by the William Benton Foundation.

Each Fellow works with a faculty adviser to develop an individualized academic program of course work in such fields as law, economics, religion, and public policy. The Fellows participate in a weekly seminar dealing with such fundamentals as First Amendment issues. They also meet and exchange ideas with national and international leaders in media, government, business, education, and other fields of public policy.

Stipends are normally equivalent to full-time salary for the six-month period of the Fellowship. The Foundation covers tuition and travel costs. University personnel assist with local arrangements for Fellows and their families.

The application deadline is March 3. Fellows will be notified by June 2. The 1986-87 Program begins September 22, 1986.

To receive a brochure and application form, mail this coupon to: Director, William Benton Fellowships, The University of Chicago, 5737 University Ave., Chicago, IL 60637.

PLEASE PRINT

NAME TOTAL YEARS OF PROFESSIONAL EXPERIENCE

TITLE STATION/NETWORK

ADDRESS TELEPHONE



***Introducing
a new connection
that means
more power to you.***



LORIMAR



Telepictures

Turn on the power

Now that Lorimar and Telepictures have combined forces, you can feel the energy. With five new divisions, today there are more ways than ever to turn on the power in your market.

OFF-NETWORK

The power of "Falcon Crest" and "Knots Landing"—prime time's leading dramatic hours for syndication. Plus first-run network quality comedy half-hours and blockbuster theatrical movies.

FIRST-RUN

Syndication's most successful first-run strips—with new series like "Rocket To The Stars" and "The \$1,000,000 Chance Of Lifetime." Plus proven performers like "The People's Court" and "Love Connection."



**KNOTS
LANDING**

SHANDER CATS

**It's
Living**

**LOVE
CONNECTION**

**22K
MOVIE**

in your market...

PERENNIAL

Kids' favorites. From this year's biggest hit "ThunderCats" to next year's sure winner "SilverHawks." Add to that "The Comic Strip," "Alvin & The Chipmunks" and "Gumby." Also TV's top-rated made for TV movies and classic comedy half-hours.

LORIMAR SPORTS NETWORK

Action-packed, regional and national collegiate sports coverage featuring Big Ten, Pacific-10 and Southeastern Conference Basketball. Plus major holiday football games like The Holiday Bowl, The Blue Bonnet Bowl and The Freedom Bowl.

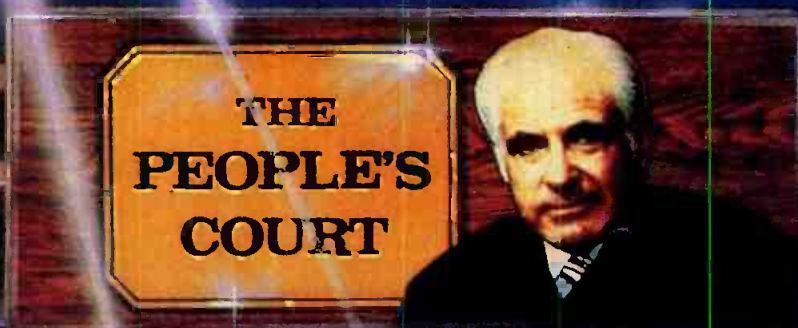
MEDIA SALES

An experienced team of media professionals selling national participations to national clients — the best way for advertisers to beat the rising cost of network CPMs.



and be the power

The shows. The hits. The winners. The perennial favorites. The best in sports. Plus a staff of programming and marketing experts to help you light up your market. That's Lorimar-Telepictures — turning on the power for you.



In your market.

Perfect
MATCH

LORIMAR
SPORTS NETWORK

Alvin
and
the
Chipmunks

YOUR
SHOW OF
SHOWS

Telepictures

LET'S
MAKE A
DEAL

*These are the people
who can help you
turn on the power:*

Dick Robertson

OFF-NETWORK

*Pat Kenney
Tom Byrnes
Dalton Danon
Bruce Genter
Bob Jacobs
Maury Lanken
Terry Palmer
Gust Theodore
Scott Weber
Ed Youngmark*

FIRST-RUN

*Jim McGillen
Jeff Hufford
Jeannine Kadow
Julie Lobdell
Vince Messina
Mike McHugh
Mark O'Brien
Damien Riordan
Mark Robbins
Tom Straszewski
Mike Von Ende
Alicia Windroth*

PERENNIAL

*Scott Carlin
Robert Barnett
Rod Cartier
Steve Knowles*

SPORTS

*Keith Samples
Dave Almstead
Marc Solomon*

MEDIA

*Karl Kuechenmeister
Jim Engleman
Mary Martin
Donald Stump*

LORIMAR Telepictures

More power to you.

Wool Bureau □ Institutional campaign will begin in late February for three weeks in about 15 markets, including Atlanta, Chicago, Philadelphia and San Francisco. Commercials will be presented in all dayparts. Target: adults, 25-49. Agency: KSL Media, New York.

Grossman's Lumber □ Building materials firm will launch spring campaign with starting date still to be determined for various weeks in about 70 markets in New England, Pennsylvania and New York. Commercials will be placed in morning, afternoon and early evening segments. Target: adults, 25-54. Agency: Emerson, Lane, Fortuna, Boston.

Toyota Motors Dealers □ Campaign of

about one week will begin in mid-February in about 13 markets, including Boston, Dallas, Washington and New York. Commercials will be scheduled in all time segments. Target: men and adults, 25-34. Agency: Dancer Fitzgerald Sample, New York.

RADIO AND TV

Philadelphia Flower Show □ Annual event will be promoted for three weeks, starting in early March in Pennsylvania markets, including Philadelphia on television and in Philadelphia, Harrisburg and Scranton on radio. Commercials will be scheduled in all time periods. Target: adults, 25-54. Agency: Lewis Gilman Kynett, Philadelphia.

AdVantage

\$5-million advisory. A.H. Robins Co. began \$5-million advertising campaign last week, heavily in television, to alert women users of company's Dalkon Shield birth control devices to deadline for filing claims against Robins. Pharmaceutical company, which has filed for reorganization under Chapter 11 of Federal Bankruptcy Act, was directed by court to run advertisements on television and in newspapers and magazines on national basis through Jan. 25. Commercial stresses that women who used intrauterine birth control device will lose their right to make claims if claims are not received by court before April 30. Women allegedly injured by product developed problems ranging from spontaneous bleeding to septic abortion. TV commercial is 30-second spot that will be shown 41 times on all three networks in daytime and prime viewing hours over period of three weeks. Agency for Robins is Mil-Mor Media, Richmond, Va., in-house facility. Robins filed for bankruptcy after litigation surrounding Dalkon Shield reached \$15 million monthly.

TV insurance blitz. Northwestern Mutual Life Insurance Co. will back its introduction of new type of life insurance with \$7-million barrage of advertising in first five months of 1986. Campaign will rely heavily on television, which was slated to start yesterday (Jan. 12) with commercials on NBC-TV's telecast of American Football Conference championship game. Commercials also will be shown four times during Super Bowl coverage on NBC-TV on Jan. 26. Northwestern Mutual also will advertise on CBS-TV's *60 Minutes* and ABC-TV's *20/20* during February, March and April and will end its campaign with spots on NBC-TV's miniseries, *On Wings of Eagles*, in April. Commercials will focus on "CompLife," insurance hybrid that blends features of whole life, universal life, term and paid-up insurance. Agency is J. Walter Thompson, Chicago.

Auto spenders. Television advertising of automobiles for first nine months of 1985 rose to \$1,427,697,000, 21% higher than comparable 1984 figures, according to Television Bureau of Advertising. Based on data supplied by Broadcast Advertisers Reports, TVB said spot TV spending for autos climbed by 29.7% in nine-month period to \$958,241,900, while network TV gained by 7.4% to reach \$469,455,400. Leading manufacturer in television advertising for first nine months was Ford Motor Co., with expenditures of \$149,134,500, up 8%.

Media buyers' helper. N Wayer Inc. has signed as first New York advertising agency client of Media Management Plus (MM+), Los Altos, Calif., computer system designed to assist media buyers in performing more sophisticated pre-buy analyses of local TV and radio markets. Marcella Rosen, Ayer senior vice president and media director, noted that MM+ can evaluate quickly historic rates and audience data and establish CPM trends for each client. She added that MM+ can produce full-color bar charts for rating analyses or display share levels in pie-chart form.

Parenting anyone? Two one-hour videocassettes using footage from *What Every Baby Knows* cable television series will be released in January by Family Home Entertainment with suggested retail price of \$14.95 each. Cassettes will be first to integrate 60-second infomercials into programming. Initial cassette releases will include two infomercials for Procter & Gamble's LUV diapers while later cassettes will incorporate infomercials for P&G's Dreft detergent for washing children's clothes. Cassettes are based on *What Every Baby Knows*, now in its second year on Lifetime cable network. Series was developed by Dancer Fitzgerald Sample and sponsored by P&G. Producer of cable series and infomercials is Tomorrow Entertainment, New York.

Broadcasting Publications Inc.

Founder and Editor
Sol Taishoff (1904-1982)

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

The Fifth Estate
Broadcastings

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

Lawrence B. Taishoff, 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, John Lippman, associate editors.

Vincent M. Ditingo, senior editor; radio.
Geoff Folsie, assistant editor.

Scott Barrett, staff writer.

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.

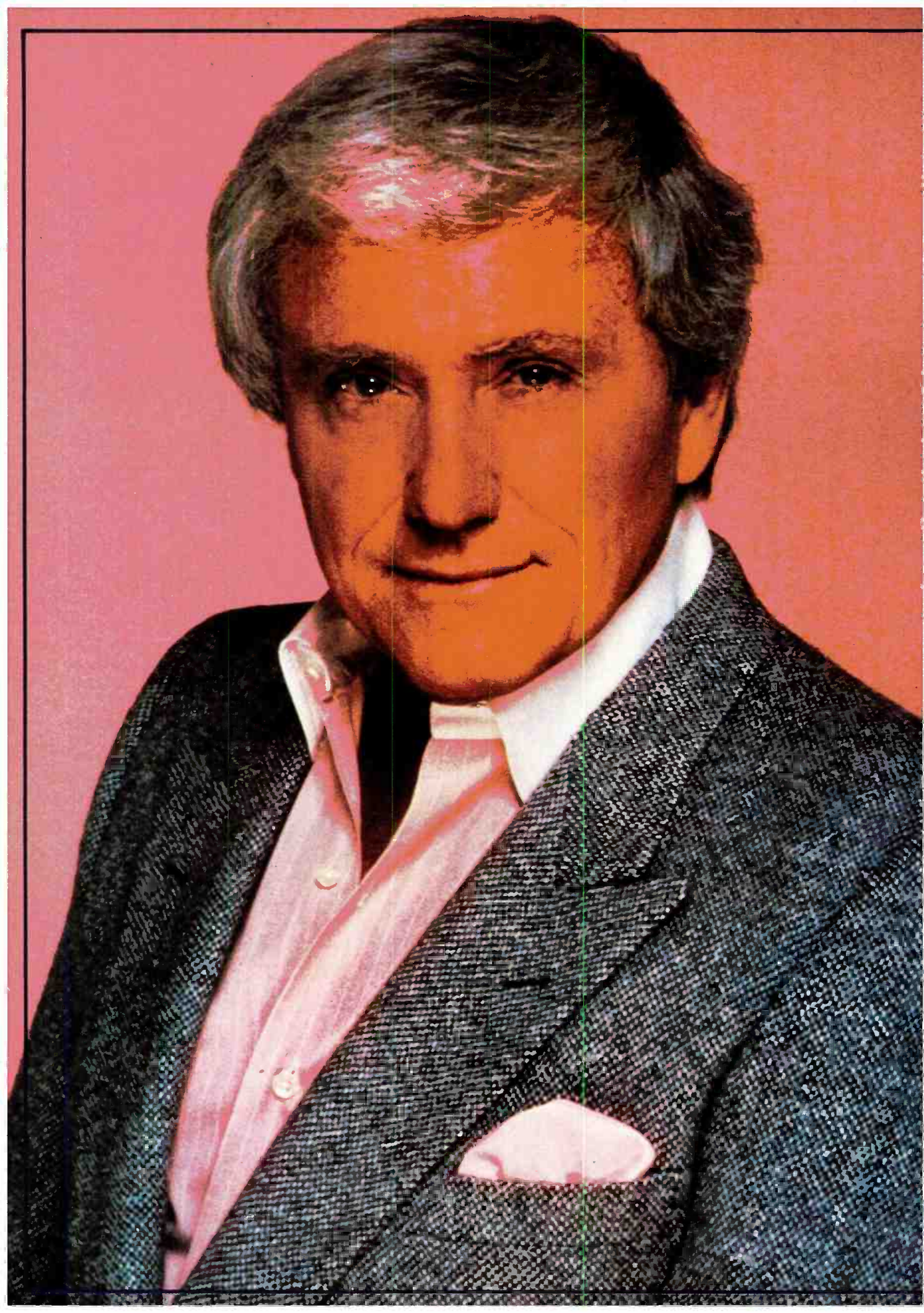
International Advertising Representatives

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 Harihari, 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 1986 by Broadcasting Publications Inc.



America Loves Merv

Some shows come and go overnight...
They make big promises but deliver little. Not Merv.
Now's the time to revive your early fringe with the master
of daytime television.
Revive your schedule with syndication's longest running
first-run show.

THE MERV GRIFFIN SHOW

Markets all across America are winning with "The Merv Griffin Show" in
daytime, including the all-important early fringe time period.

Cleveland — WEWS (4:00 pm)

Beats "Break the Bank," "Hart
to Hart" and "Divorce Court."

Seattle — KOMO (9:00 am)

Beats "Love Connection,"
"Pyramid," "Good Company,"
"Let's Make a Deal," "Sale of the
Century," and "Brady Bunch."

Orlando — WFTV (4:00 pm)

Beats "America," "Diff'rent
Strokes," "Three's Company,"
and cartoons.

Philadelphia — WPVI (4:00 pm)

#2 right behind "Wheel of
Fortune." Beats "Quincy,"
cartoons and local programming.

Source: Nov. '85 Nielsen

Revive your early fringe now.

CALL YOUR KING WORLD ENTERPRISES REPRESENTATIVE IMMEDIATELY BEFORE YOUR FEBRUARY BOOK BEGINS!



PRODUCED BY
MERV GRIFFIN
ENTERPRISES

DISTRIBUTED BY
KINGWORLD
ENTERPRISES™

NEW YORK
(212) 315-4000

LOS ANGELES
(213) 826-1108

CHICAGO
(312) 337-6765

DALLAS
(214) 960-1996

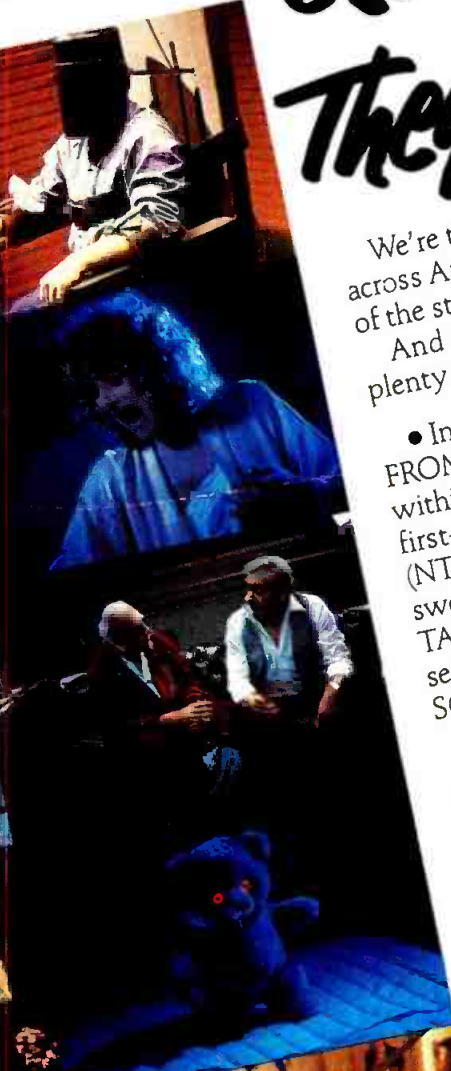
NASHVILLE
(615) 373-1500

NEW JERSEY
(201) 522-0100



VISIT US AT NATPE—Booth 433

Some of our most thrilling stories aren't on the air. They're in the rating books.



We're thrilling audiences all across America with delicious tales of the strange and unusual. And our audiences are giving us plenty of thrills in return.

- In its very first year, TALES FROM THE DARKSIDE ranked within the top five of all weekly first-run half hours in syndication. (NTI SON average, major '84-'85 sweeps) This year—our second—TALES is the *highest-rated* first-run series created for late fringe. (NTI SON, 10/27)

- Fabulous dual demographic strength: 50 Women 18-49 and 45 Men 18-49 per 100 households. (NSI ROSP. MAY '85) That's stronger than Wheel of Fortune, Entertainment Tonight, Lifestyles, Jeopardy, Three's Company, and Diff'rent Strokes.

- Dramatic gains in NSI markets this year over last year: NY's HH

rating up 25%, share up 11%. LA's HH rating up 33%, share up 22%. And Boston's CBS affiliate is up 20% in HH rating, 27% in share.

We're so thrilled, we're producing 44 more first-run episodes. Half for the '86-'87 half-hour weekly series. And the other half for '87-'88, when the series goes into five-a-week cash-plus strip—a total of 92 episodes.

Fascinating stories. Great guest stars. Top writers and directors. Produced on film, it's shot both in Hollywood and New York.

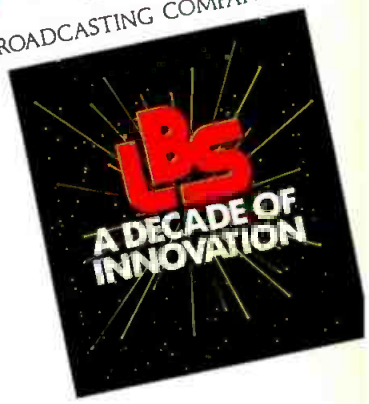
And big, loyal audiences on 127 stations, covering 86% of the nation.

It's no wonder the networks are trying to get into the act with Amazing Stories, and the new versions of Alfred Hitchcock Presents and Twilight Zone.

For the whole thrilling story, contact your LBS rep now.

Tales FROM THE Darkside

FROM LBS COMMUNICATIONS INC. AND TRIBUNE BROADCASTING COMPANY
A LAUREL Production in association with Jaygee Productions
LBS Communications Inc.
875 Third Ave., NY, NY 10022, (212) 418-3000
9220 Sunset Blvd., Suite 101-A,
Los Angeles, CA 90069, (213) 859-1055
625 N. Michigan Ave., Suite 1200,
Chicago, IL 60611, (312) 943-0707



RATING!

Showdown of the LBS STRIP SUPERHEROES



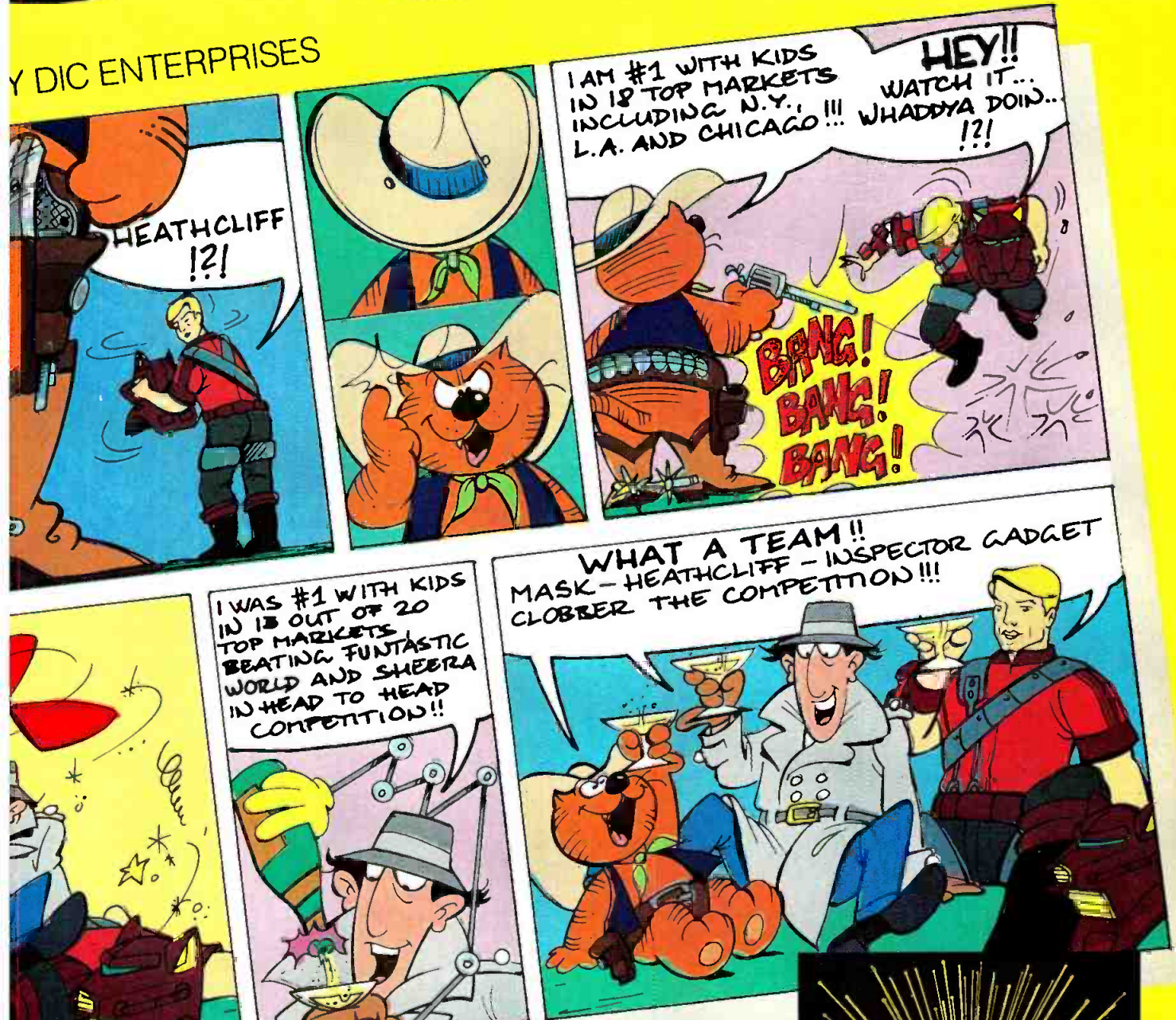
HEATHCLIFF, INSPECTOR GADGET and MASK are produced by DIC Enterprises, television's largest and most successful producer of animated programs for kids. Coming in April '86...KIDEO TV weekend network for kids! Th all-new series...RAINBOW BRITE™, POPPLES™, and ULYSSES 31™.

VISIT US AT NATPE—Booth 433

TIME PERIOD I
SOURCE: NSI OCTOBER
Heathcliff © 1985 McNaught Synd. In
Inspector Gadget © 1985 DIC Enterp
MASK © 1985 CPG Products Corp

BUSTERS

Y DIC ENTERPRISES



PLUS
SUPERFRIENDS



875 Third Ave., NY, NY 10022, (212) 418-3000
 9220 Sunset Blvd., Suite 101-A,
 Los Angeles, CA 90069 (213) 859-1055
 625 N. Michigan Ave., Suite 1200,
 Chicago, IL 60611 (312) 943-0707

A sports broadcasting/merchandising commentary from Donald Dixon, Howard/Marlboro Sports, consulting, New York

Exploring expanded opportunities for tie-ins with sports advertising/merchandising

About 10 years ago I wrote a "Monday Memo" about the use and importance of merchandising a sports media property with focus on *local* properties as opposed to a network buy. Much has happened since. My brain expanded—forcing the hair from my head. Sports TV underwent unprecedented growth with at least five professional sports leagues coming and going (the World Hockey League, World Football League, North American Soccer League, Winston Volleyball League and World Team Tennis). The emphasis on merchandising a sports media buy has become a bigger part of the buying decision than ever before. And why is that?

If anything, advertisers have become more creative in this area, and the rights of property holders have turned the need for extended impact into revenue opportunities. Witness the proliferation of companies that sponsor an editorial message or award sandwiched between their commercials: Miller Lite's NBA Player of the Game, Old Spice's Player of the Game in baseball, IBM's You Make the Call, Chevrolet's NCAA College Player of the Game, Frito Lay's Donation to Cancer Fund When the Yankees Win.

Also, many advertisers are more cleverly linking a sports broadcast buy to consumer promotion programs. These programs include the Budweiser Arlington Million Promotion or the Miller Beer NASCAR Sweepstakes. Economics and clutter are the reasons for this proliferation.

Today's high cost of media coupled with advertising budgets that are fragmented to reach tighter, more clearly defined target audiences make advertising dollars less flexible. Higher broadcast rates deliver fewer spots for the money, and it is well known that rate increases have outpaced budget increases. The sports area is cluttered. Everyone is using sports media to reach the ever-active, ever-growing sportsophiles. The only way to cut through the clutter is to extend the impact of the media buy via merchandising.

The idea is to create something that comes out of the basic buy to hold the viewer's attention or capture the consumer's interest. Some examples: McDonald's Olympic medal promotion tied to the Olympic buy, Toyota's Win the Bullpen car promotion (plus cash) to support the Yankee broadcasts. There are hundreds more.

Given the proliferation of sports media merchandising extensions, it is interesting to review—10 years later—the basic items an



Donald R. Dixon is president of Howard/Marlboro Sports Consulting, New York. He joined the company in 1980 as managing director, sales promotion. Prior to joining Howard/Marlboro, he was director of sports programming for Anheuser-Busch and an account supervisor/promotion services for the Dancer, Fitzgerald & Sample advertising agency. His sports marketing experience covers a wide range of sports activities including all of America's major spectator sports and the 1984 Olympic sponsorship packages.

agency or client needs to be aware of when negotiating a sports broadcast package. Some of the following are easy, some are improbable and some will require the gun-to-head method of negotiation, but all have been obtained at least once by an aggressive agency representative or involved client.

- **Tickets:** Try for discounts as well as free tickets, and always shoot for parking passes—often more valuable than the ticket.

- **Program ads:** Primary position and category exclusivity are goals, along with comp copies for the sales force, plus the ability to change copy often to avoid wear-out among the frequent attendees.

- **Highlighted editorial:** Attempt to find something in game action that parallels a product name, attribute or campaign slogan and have it highlighted by the announcing team buttressed by an on-air video plug.

- **Stadium/arena access:** Millions of spectators visit stadiums and arenas. Product displays using new interactive video are very popular. An enterprising company can deliver a message to the fan.

- **Team milestones:** Why not own a team's milestone for a season? Every team record broken can be a promotional focus for an advertiser while reinforcing the brand's leadership and winning attitude.

- **Fantasy days:** Everyone (not just George Plimpton) wants to suit up and shag flies or shoot baskets or catch passes from the team quarterback. Note: this can also be hazardous to one's ego. Several years ago I played a client/agency basketball game at the Forum, with Chick Hearn describing my aerobic moves and Lakers players coaching. I had visions of coming off the bench at that night's Lakers/Sonics match-up—until I showered and started to blow dry my hair, only to find that the bottom of the mirror in the Lakers' locker room was three inches above my waving strands.

- **Parking lot promotions:** People are arriving earlier and earlier for games, using the event as a total day's or evening's outing. Many teams are anxious to have someone throw a parking lot party, such as a chili contest, banner contest, crazy costume competition, all done with products as prizes.

- **Product sampling:** Simple, but effective for everyone concerned.

- **Charities—**Often the broadcast property will bend rules and provide free editorial drop-ins if the promotion benefits a charity.

- **Highlight footage:** Access to team highlight footage makes for excellent localized commercials or promotional segments. In addition, the footage is entertaining at company or client outings at the game.

From the selling side, teams or rights holders are increasing their use of the merchandising package as a key part of the overall buy. In several instances they put a "hard dollar" value on the items to increase the value of the overall media/promotional package. As for the buying, most good advertisers look at more than the cost-per-thousand and are willing to accept a little less efficiency for a direct link and reinforcement of that link with a team or property.

In the future, I see it becoming more important for advertisers to properly merchandise a sports media buy. A longer lead time is needed in which to make the buy so that a merchandising plan can be built, and so that consultants and ad agencies can provide cleverer and more effective (read measurable) promotional extension of sports media buys. Hopefully some restraint will be used by the property marketers to avoid a scene like:

Announcer: Here's Bill Madlock up to bat—our "American Airlines Player of the Week" for being "moved" to yet another team.

Color: And Madlock takes a fast ball from Ryan, the "Speedy Alka Seltzer Quick Relief Player of the Month."

Announcer: Wait, here come Madlock's manager, Tommy Lasorda—the "Ragu Recipe of the Night Winner" six weeks in a row.

Color: While there's a pause in the action let's hear from our sponsors...

Well you get the idea. ■

Flame

We're gonna live forever!



TELEVISION



CBS COMMUNICATIONS INC.

NATIONAL ADVERTISING SALES REPRESENTATIVE

© 1986 MGM/UA Entertainment Co. All Rights Reserved

Datebook

This week

■ **Jan. 13**—*Ohio Association of Broadcasters* Dayton managers' meeting. Stuffer's, Dayton, Ohio.

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

■ **Jan. 14**—"A Tribute to Edward R. Murrow" on 20th anniversary of his death, sponsored by *Academy of Television Arts and Sciences*. Preview House, Los Angeles. Information: (818) 506-7880.

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 Isacson, Young and Rubicam; David Pollack, 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. Washington Marriott, Washington.

■ **Jan. 14**—*Ohio Association of Broadcasters* copywriters' workshop. Embassy Suites, Columbus, Ohio.

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

■ **Jan. 15**—*National Academy of Television Arts and Sciences, New York chapter*, dinner, "What It Takes to Make It." Copacabana, 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.

■ Indicates new entry

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 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 programming 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**—*Northern California Broadcasters Association* luncheon. Speaker: Harry Spitzer, vice president-sales director, Southern California Broadcasters Association, on "How to Sell More Effectively in 1986." Trader Vic's, San Francisco.

■ **Jan. 16**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Topic: "An Irreverent Look Into the World of TV Sports." Copacabana, New York.

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

■ **Jan. 17**—*Ohio Association of Broadcasters* Cincinnati managers' meeting. Omni, Cincinnati.

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

Jan. 18—*Associated Press Television-Radio Association of California-Nevada* regional seminar, "Cutting Yourself a Better Deal in the Broadcast Job Market." Radisson hotel, San Diego. Information: (619) 293-1721.

Also in January

■ **Jan. 20**—*National Radio Broadcasters Association FCC "AM Town Meeting"*, featuring James McKinney, FCC Mass Media Bureau chief. Loews Anatole hotel, Dallas.

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. 22—*Caucus for Producers, Writers and Directors* general membership meeting. Speaker: Ted Turner, Turner Broadcasting System. Chasen's restaurant, Los Angeles.

■ **Jan. 22**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Topic: "Car-

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

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

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

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

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

March 15-18—*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—*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—*National Public Radio* annual convention. Town and Country hotel, San Diego.

April 24-29—22d 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 Center, New York.

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

Major Meetings

April 27-30—*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—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

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.

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

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

June 11-15—*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—*American Advertising Federation* national convention. Grand Hyatt, Chicago.

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.

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

Aug. 26-29—*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—Radio '86 Management, Programming, Sales and Engineering Convention, sponsored by *National Association of Broadcasters and National Radio Broadcasters Association*. New Orleans Convention Center, New Orleans.

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*. Metropole conference and exhibition center. Brighton, England.

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.

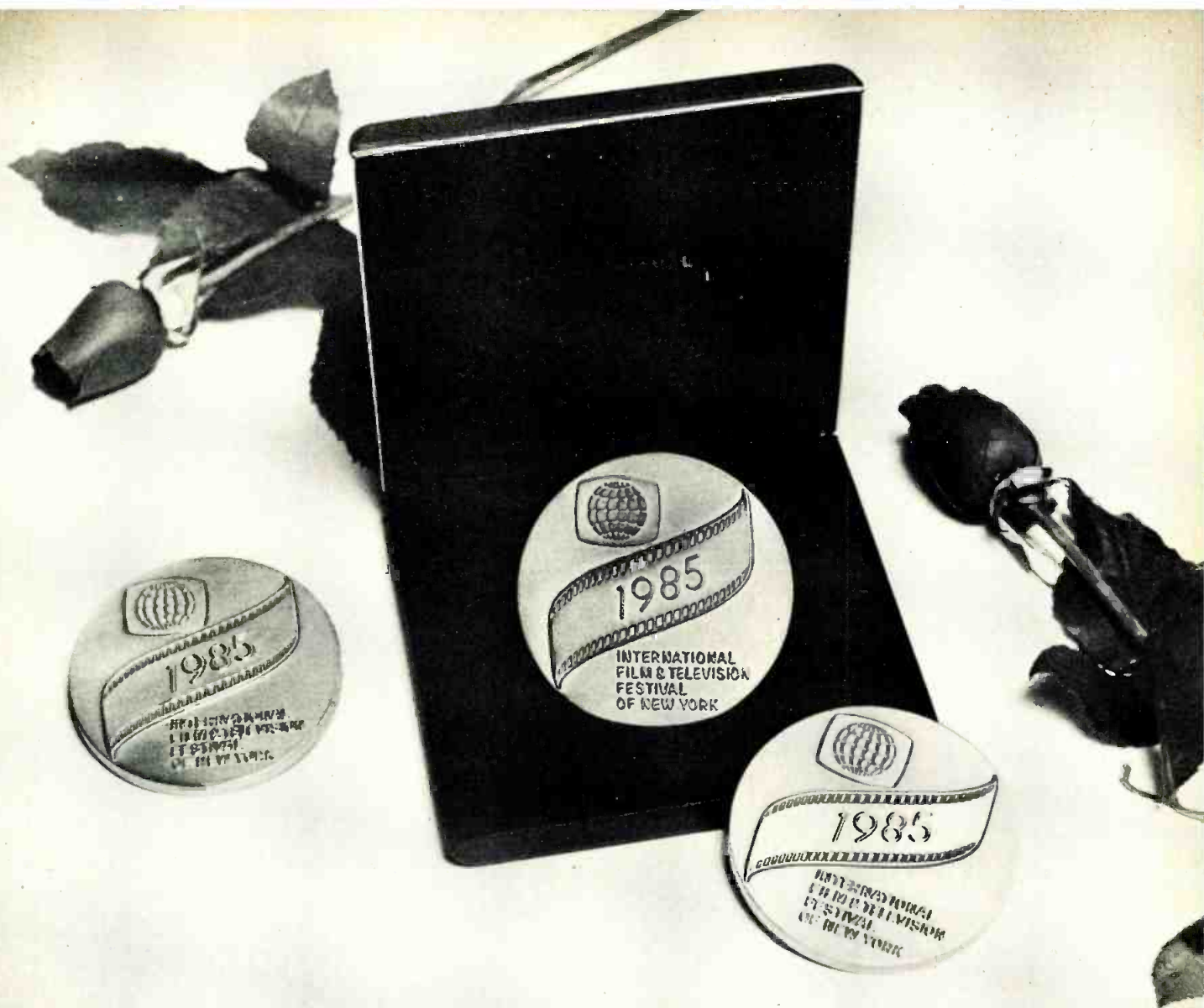
■ **Oct. 24-29**—*Society of Motion Picture and Television Engineers* 128th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York.

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

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

■ **Dec. 3-5**—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

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



EXCUSE US FOR TAKING A MOMENT TO SMELL THE ROSES.

We've worked extra long and hard at KHJ-TV to make a contribution to community affairs. We probably produce more shows that deal with community concerns and people problems than any other VHF station in Los Angeles. So, it's a pleasant feeling to be awarded with recognition by the International Film and Television Festival of New York. Every award we received was presented for work that addressed a community concern. We're always thinking of the L.A. community.

It's nice when the TV community thinks of us.

SILVER AWARD

Magazine format, "Camera Nine"
Executive Producer: Stephanie Brady
Producers: Wendy Gordon,
Dan Medina, Jim Murphy

SILVER AWARD

Promo spot, "Jump and Jive"
Producer: Gail Choice

GOLD AWARD

Public Affairs Program, "Changing Family: Child
Abuse, The Day After"
Executive Producer: Walt Baker
Producers: Lynn Montgomery, Phil Reeder

RKO TELEVISION
A Division of RKO General, Inc.

9 KHJ-TV
LOS ANGELES

ing a Niche in the New York Market." Copacabana, New York.

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. Keynote speaker: Dr. Robert Schuller, *Hour of Power* television ministry. Sheraton Plaza, Palm Springs, Calif.

■ **Jan. 27—National Academy of Television Arts and Sciences, New York chapter**, dinner. Copacabana, New York.

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. 29—National Academy of Television Arts and Sciences, New York chapter**, luncheon. Speaker: Robert Pittman, MTV Networks. Copacabana, New York.

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

Jan. 31—Deadline for entries in AM Stereo Radio promotion contest, sponsored by *National Association of Broadcasters*. Information: Radio Dept., NAB, 1771 N St., N.W., Washington, 20036; (202) 429-5417.

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

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 journal 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*. Amfac Airport hotel, Dallas.

Feb. 2-5—National Religious Broadcasters 43d 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. 5-9—International Radio and Television Society** faculty/industry seminar, "Merger Mania... The Media Explosion—Can It Be Business As Usual?" Keynote speaker: ABC's James Duffy. Rye Town Hilton, Rye, N.Y., and (Feb. 6-7) Waldorf-Astoria, New York.

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—Ohio Association of Broadcasters** Toledo managers' meeting. Sofitel hotel, Toledo, Ohio.

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 *Southern 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—National Radio Broadcasters Association-FCC** "AM Town Meeting," featuring James McKinney, FCC Mass Media Bureau chief. Marriott Downtown hotel, Chicago.

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: Shar-on 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 Political 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. 14-15—South Florida Black Media Coalition** second annual conference, "Facing the Future of Communications." Airport Marriott, Miami.

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 confer-

ence, held in conjunction with NAB convention. Information: Engineering conference committee, science and technology department, NAB, 1771 N Street, N.W., Washington, 20036.

Feb. 18—Ohio Association of Broadcasters sales workshop. Harley hotel, Columbus, Ohio.

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. 18-19—Illinois Broadcasters Association** sales caravan-Springfield. Brandywine Inn, Sterling, Ill.

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. 26—National Radio Broadcasters Association-FCC** "AM Town Meeting," featuring James McKinney, FCC Mass Media Bureau chief. Capital Hilton, Washington.

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

March

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

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 5-6—Ohio Association of Broadcasters Ohio congressional salute. Hyatt on Capitol Hill, Washington.

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—Ohio Association of Broadcasters** Cleveland managers' meeting. Hollenden House, Cleveland.

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 11—Ohio Association of Broadcasters** Akron/Canton managers' meeting. Quaker Square Hilton, Akron, Ohio.

March 12—American Women in Radio and Televi-

Errata

Purchase price for **Coca-Cola** buy of all of **Embassy Communications** was **\$485 million**, not \$130 million for Embassy TV, as reported in Dec. 30 issue. The \$130 million represented net investment Coca-Cola was expected to make in Embassy (BROADCASTING, June 24, 1985).

□

The People's Choice pay-per-view network was incorrectly listed as being based in Old Greenwich, Conn., in Dec. 30 issue. The network is based in **Westport, Conn.**




**You Don't
Have To Be
Irish To
Win This
Sweepstakes.**



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.

Before the new Fall season begins, 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 your viewers 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.
● 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



WIN AMERICA SWEEPSTAKES

**THE ONLY NATIONAL
TV SWEEPSTAKES
YOUR VIEWERS CAN WIN.**

giant following of women 25-54.

- WinAmerica Sweepstakes will be supported by a multi-million dollar consumer advertising and promotion campaign from MCA TV.

You've never seen anything like WinAmerica Sweepstakes. It's fresh. It's different. It's a winner.



*No Purchase Necessary Void where prohibited.

**NATPE The Westin Canal Place
28th Floor**

MCA TV

© 1986 Universal City Studios Inc. All rights reserved.

sion 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 14—*National Association of Telecommunications Officers and Advisors* regional conference. Greenlefe hotel, Dallas. Information: (202) 626-3250.

March 14—*Ohio Association of Broadcasters* Youngstown managers' meeting. Youngstown Club, Youngstown, Ohio.

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 18—Presentation of 26th annual International Broadcasting Awards, sponsored by *Hollywood Radio and Television Society*. Century Plaza, Los Angeles.

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 23—*Academy of Television Arts and Sciences* installation ceremony for Television Academy Hall of Fame. Santa Monica Civic Auditorium, Santa Monica, Calif.

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

March 26—*Illinois Broadcasters Association* seminar at Illinois State University. Normal, Ill.

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, (404) 523-6136.

April

April 1—*Television Bureau of Advertising* regional sales conference. Westin, Cincinnati.

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. Capitol Hill Hyatt, Washington. Information: (202) 293-1927.

April 3—*Television Bureau of Advertising* regional sales conference. Hyatt Regency, Atlanta.

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

April 8—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York.

April 8—*Television Bureau of Advertising* regional sales conference. Sheraton New Orleans, New Orleans.

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. Speakers include Eddie Fritts, president, National Association of Broadcasters, and William Banowsky, president, Gay-

lord Broadcasting Co. Sheraton Park Central hotel and towers, Dallas.

April 10—*Television Bureau of Advertising* regional sales conference. Ramada hotel, O'Hare Airport, Chicago.

April 11—*Broadcast Promotion and Marketing Executives* board meeting. Loew's 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 15—*Television Bureau of Advertising* regional sales conference. Americana Inn, Albany, N.Y.

April 16-20—*Society of Professional Journalists, Sigma Delta Chi*, region two conference for journalists and student journalists from California, Arizona, Nevada and Hawaii. Hilton Hawaiian Village hotel, Honolulu. Information: (808) 536-5510.

April 17-19—*Pratt Center for Computer Graphics in Design* seminar. Mark Hopkins, San Francisco.

April 18—*National Association of Telecommunications Officers and Advisors* regional conference. American hotel, Atlanta. Information: (202) 626-3250.

April 18—*Television Bureau of Advertising* regional sales conference. Crystal City Marriott, (Arlington, Va.) Washington.

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 21—Telecast of Academy of Television Arts & Sciences "Television Hall of Fame." NBC-TV.

April 23—Presentation of fourth annual Lowell Thomas Award for excellence in broadcast journalism, sponsored by *Marist College*, Poughkeepsie, N.Y. Helmsley Palace, New York. Information: (914) 471-3240.

April 24—*Illinois Broadcasters Association* seminar at Southern Illinois University. Carbondale, Ill.

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

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.

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

May

May 1—*Illinois Broadcasters Association* sales managers seminar. Pere Marquette, Peoria, Ill.

May 4-7—*Central Educational Network* annual conference. Presentation by FCC Commissioner James Quello. Amway Grand Plaza hotel, Grand Rapids, Mich.

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. Infor-

mation: (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 13—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York.

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

June 1-4—International summer consumer electronics show, sponsored by *Electronic Industries Association*. McCormick Place, Chicago.

June 2-3—*Pratt Center for Computer Graphics in Design* seminar. Grand Hyatt, New York.

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

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 11—*Ohio Association of Broadcasters* sales workshop. Embassy Suites, Columbus, Ohio.

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

June 19-21—*Montana Broadcasters Association* convention. Heritage Inn, Great Falls, Mont.

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

July 13-16—*New York State Broadcasters Associ-*



If ya want the real heroes,
the real villains, the real
music all based on the
real movie,
who ya gonna call?



NATPE
PRESIDENTIAL
SUITE 2918,
WESTIN CANAL
PLACE
1986

THE REAL GH



The Real Ghostbusters could end up being the hottest kids show ever, and since it is based on the original hit movie, the characters are immediately recognizable and already loved.

So get ready to booo-st your ratings. 65 episodes are already in production. And there's only one place to call to get The Real Ghostbusters: Columbia Pictures Television.

GHOSTBUSTERS

ation 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 16—Ohio Association of Broadcasters** programmers workshop. New Holiday Inn Convention Hotel, Columbus, Ohio.

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

■ **July 19-22—30th annual Television Programming Conference.** San Antonio, Tex.

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

■ **Aug. 20—Ohio Association of Broadcasters** news directors workshop. Embassy Suites, Columbus, Ohio.

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

September

■ **Sept. 10—Ohio Association of Broadcasters** small

market radio exchange. Westbrook country club, Mansfield, Ohio.

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. 17—Ohio Association of Broadcasters** small market radio exchange. Chillicothe Holiday Inn, Chillicothe, Ohio.

■ **Sept. 18—Ohio Association of Broadcasters** small market radio exchange. Holiday Inn, Wapakoneta, Ohio.

■ **Sept. 19—Ohio Association of Broadcasters** small market radio exchange. The Centrum, Cambridge, Ohio.

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. 21-24—Sixth annual conference of National Association of Telecommunications Officers and Advisors, affiliate of National League of Cities. Philadelphia. Information: (202) 626-3250.

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

“rubber band” may have already snapped.

The current efforts by some segments of the broadcast industry to “get” the cable industry by challenging the compulsory license will likewise surely result in stretching the rubber band beyond its limits. Moreover, from the broadcaster’s point of view, the worst thing that could happen is if they actually succeed. Does any broadcaster, concerned about continued carriage, believe that the way to assure the continuation of carriage is by forcing cable operators to pay more than they are already paying to carry those signals?

I have yet to see or hear any proposal from the broadcast industry designed to truly deal with the current situation as it is, rather than as they would wish it to be. My proposal, I suggest, is a step in that direction.—*Stephen R. Effros, president, Community Antenna Television Association, Washington.*

Florida follow

EDITOR: In regard to Jan Rogers’s letter in the Dec. 30, 1985, issue, I must set the record straight.

First, The Florida News Network did have the story Rogers claimed we missed.

Second, I am well informed as to how the CBS Southeast feed works. It is doing a good job of getting material to affiliates, but many news managers have told me much of the material is not “today” tape. That is because only a few CBS stations have uplinks, but that situation is changing.

The Florida News Network was designed as a breaking news system, with seven stations and four uplink trucks. Our record of performance during the recent rash of hurricanes in Florida and dozens of other breaking news stories speaks for itself. An examination of feed rundowns will show that our group pumps out more “today” material than any similar service operating in Florida, in addition to sports and feature material.

All of us in the Florida News Network applaud the efforts of all three major networks to begin delivering regional news. It’s long been a weakness in the news gathering process, and its correction can only benefit news viewers.—*Mel Martin, vice president news, WJXT(TV) Jacksonville, Fla.*

Print pointer

EDITOR: I noted over the holidays a great advertising idea done by the local newspaper that radio sales people might be interested in.

A major jewelry retailer took out separate ads that ran in different sections of the same edition. One ad featured general merchandise, the other a special in-store event. This had the effect of double impact while also learning two different ideas in the reader’s mind.

We need to stress this concept with radio advertisers. Separate ideas demand separate spots and, accordingly, a bigger schedule. All too often production people are given an endless list of selling points for the client and told to “make it into a 30.” If we can get print advertisers to adapt some of their practices to radio, stations should see vastly increased billing.—*Terry Clevenger, consultant, Kansas City, Mo.*



Position paper

EDITOR: In your Dec. 30, 1985, editorial, “Tensions,” regarding the ongoing controversy surrounding the so-called “must-carry” rules, I feel you seriously mischaracterized the position I have espoused as a possible solution to the problem. It would appear from your summary of my suggestion that you see the Community Antenna Television Association proposal of long-term, nominal-fee contracts for broadcasters as the “extreme” position of the industry. You similarly see broadcast insistence on duplicating network carriage as extreme and urge that a middle ground should be sought.

I must disagree. The “extreme” position of the cable industry—and one totally supported by current law, is to do nothing. No contracts, let alone long-term, low-fee ones! Why, ask some cable operators, should we give the broadcasters anything? We will carry them, as the court suggested, until we no longer see the editorial wisdom in carrying them, and then we will do something else. That is the position today. It is the instability and discomfiture caused by that situation to broadcasters that I was trying to address in my proposal. If a middle ground of offering long-term guarantees to broadcasters at virtually no cost is considered an extreme position, then I fear there is little if any chance of the parties getting together on any sort of an agreement.

As you acknowledge in your editorial, the “divine right” theory of signal carriage can no longer stand. The parties are far beyond that point. Indeed, duplicating signal carriage is no longer really a viable point of discussion even though some network affil-

ates wish it were not so. The courts and the cable industry will no longer accept the notion that simply because someone buys a broadcast license they have the absolute right to precedence as a First Amendment speaker. These are the current facts as I see them, and as a majority of cable operators express them. The landscape is pretty clear. The next “new” “independent” rock-video UHF to go on the air will not get automatic First Amendment preference. I seriously doubt that the FCC or the Congress will effectively change that landscape. Thus we must focus on reality.

To me, reality is that most broadcast stations will continue to be carried on most cable systems. Our relationship will not materially change. The real problem is that the mainstream broadcasters fear that it may change in the future, that cable will get a stronger market position and ultimately force the broadcaster off the system or demand high prices for carriage. That is the problem I am attempting to address by suggesting long-term, low-fee contracts.

It is true this proposal will never satisfy those who adhere to the “divine right” theory. But then again, no “negotiation” between the industries or action by the FCC or Congress would do that either. I attempted to address the real problem: the real or imagined threat seen by broadcasters in the future. And I am suggesting that the cable industry may be willing to give something that it need not give the broadcasters at all. If that, however, is considered extreme and totally unacceptable, then there is virtually nowhere else we can go. Accepting governmental imposed restrictions on our First Amendment rights is not an option. Your

The One
Place
To Be

MCA TV

INTV
Century Plaza Hotel
Suite 622-628

NATPE
The Westin Canal Place
28th Floor

The One To Be Place

MCA TV



KNIGHT RIDER David Hasselhoff stars in this high-powered adventure hour with the perfect demographics for syndication.



UNIVERSAL PICTURES DEBUT NETWORK II The only group of theatrical movies, making their broadcast debuts, that could possibly match and, even, surpass the excitement, promotability and ratings power generated by the enormously successful Debut Network I.



SIMON & SIMON The action series with the light touch. A favorite among young adult audiences—especially women 18-49.



THE A TEAM One of television's top-rated series, with all the fast-paced action and rousing humor needed to make it big in syndication.

COMING SOON

**Kate
& Allie**



Jane Curtin and Susan Saint James star in this fun-loving half-hour sitcom.

The One Place To Be

MCA TV

FIRST TIME IN SYNDICATION

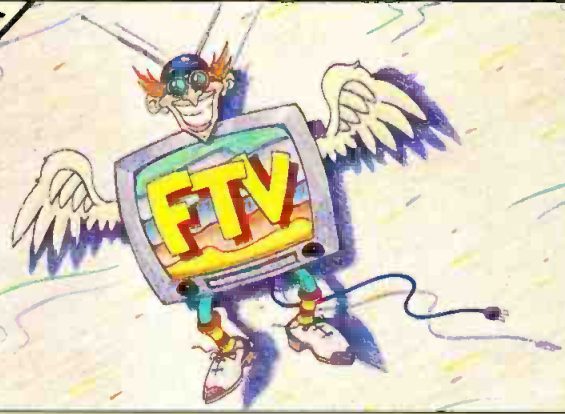


UNIVERSAL'S MARVELOUS 10 MOVIES The comedy is free-wheeling, the action is non-stop, and the fantasy is out-of-this-world in this superb group of feature films with special appeal to kids, teens and young adults. They're the perfect way to generate giant numbers in the all-important 4-8 p.m. time block.



UNIVERSAL PICTURES EXPLOITABLE 13 & PRESTIGE 13 Top box-office stars and extraordinary production values combine to deliver two highly promotable groups of theatrical motion pictures making their broadcast debuts.

2nd BIG YEAR



FTV This outrageous, first-run, weekly half-hour music-comedy series is soaring into a hilarious second year. Advertiser-Supported.

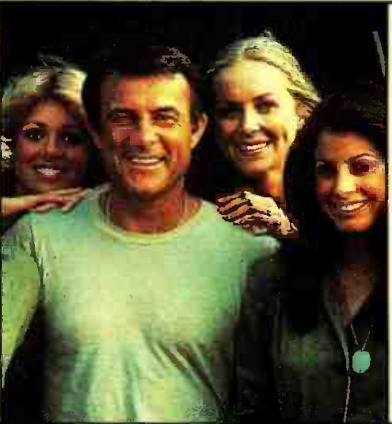
3rd BIG YEAR



PUTTIN' ON THE HITS This season's top-rated weekly, first-run half-hour is coming back for a third year. Advertiser-Supported.



THE COLUMBO, McCLOUD, McMILLAN MYSTERY MOVIES Peter Falk, Dennis Weaver, Rock Hudson and Susan Saint James star in this superb series of action-suspense movies.



BLACK SHEEP SQUADRON Robert Conrad battles, laughs and loves his way through this high-spirited WWII off-network action hour. A giant syndication hit.

The One Place To Be

MCA TV



FIRST TIME IN SYNDICATION

OPERATION PETTICOAT John Astin and Jamie Lee Curtis star in this zany half-hour, off-network sitcom about a pink submarine in Japanese waters during WWII.

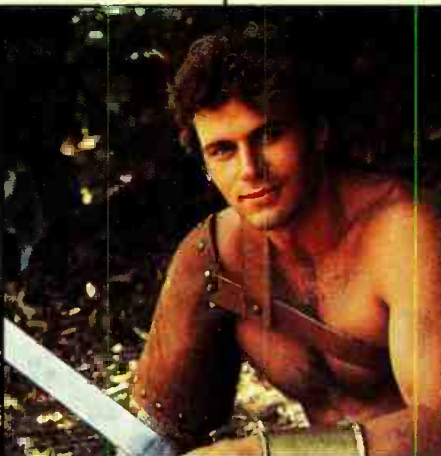


FIRST TIME IN SYNDICATION

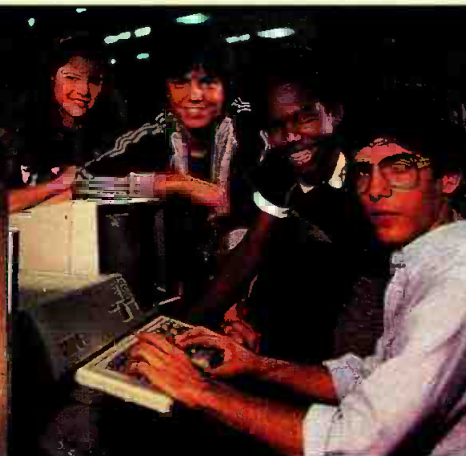
HARPER VALLEY Television superstar Barbara Eden is busy turning small town life upside-down in this engaging half-hour, off-network sitcom.



STREET HAWK Rex Smith wages a high-tech battle against crime in this action packed, off-network hour. Advertiser-Supported.



VOYAGERS!/WHIZ KIDS 52 weeks of off-network action targeted to young adults, teens and kids: Voyagers!—exciting sci-fi fantasy. Whiz Kids—follows the adventures of a group of computer-happy teenage detectives. Advertiser-Supported.



PLUS

ENCORE PROGRAMS

A catalog of some of the finest and most successful series from Universal Television, including such favorites as...



- Wagon Train
- Switch
- It Takes A Thief
- Best Sellers
- The Men From Shiloh
- Five Star Mystery
- The Bold Ones
- Ironside
- Rod Serling's Night Gallery
- Run For Your Life
- The Deputy
- The Name Of The Game
- Mickey Spillane's Mike Hammer
- Boris Karloff Presents Thriller and Dead End Kids Movies

Broadcasting Jan 13

Vol. 110 No. 2

Dennis said to be White House choice for FCC

Patricia Diaz Dennis, now a member of the National Labor Relations Board, is the White House's choice for the Democratic FCC seat vacated by Henry Rivera. Dennis, a 39-year-old Hispanic, was born in Santa Rita, N.M., and is a graduate of the University of California, Los Angeles. She received her JD from Loyola University of Los Angeles in 1973. After law school she practiced labor law with the Los Angeles law firm of Paul, Hastings, Janofsky & Walker, which represents management in labor disputes. She then worked as a labor lawyer at the Pacific Lighting Corp., the parent company of the gas utility in Los Angeles. In 1978, Dennis joined the labor relations and legal affairs department of ABC's West Coast office. She remained there until nominated by President Reagan for the NLRB post, for which she was sworn in on May 5, 1983.

Dennis was originally recommended to the White House for the NLRB post by an associate at the Paul, Hastings law firm, to which she has reportedly retained ties. In her Los Angeles days, she also was active in the Mexican-American Bar Association. Dennis, whose NLRB term expires at the end of August, is also said to be a friend of Linda Chavez, who is director of the White House's public liaison office.

Dennis declined to comment beyond conceding that she is under consideration for the FCC opening. "The President has made no final decision," she said. Dennis reportedly voted for Reagan and is identified as a Reagan supporter.

The White House had been attempting to keep its consideration of Dennis a secret. FCC Chairman Mark Fowler and Commissioner Dennis Patrick, a former White House aide, were reportedly informed of the White House's plans early in the going.



But the two commissioners also reportedly swore that they would keep the secret to themselves. Although Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) was reportedly informed before Christmas that his own candidate had been rejected and that the White House intended to nominate a "Hispanic female," it was also said that the White House did not reveal Dennis's name to the senator. Aides to House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) said the White House had not let them know what was going on, and they didn't believe the administration had informed their members either.

One Senate aide suggested that Dennis would face little trouble in receiving confirmation. "She appears to be eminently qualified," this aide said. "It would be difficult to reject her, if she is the White House's choice. I think it would be difficult for anyone to reject a woman." But one well-placed

Hill source said Dennis may face rough going over her supposed association with Chavez, who, before moving over to the White House, had served as staff director of the U.S. Commission on Civil Rights, where she was identified as a "true defender of anti-EEO forces," the source said. This source speculated that where Dennis stood on minority questions—that is, whether she's "another administration antiminority minority"—would be a major focus of concern in the days ahead. A partner in Paul, Hastings told BROADCASTING that Dennis was anything but that. "She is very much in tune with the Hispanic community and the women's community," the partner said.

Dennis and her husband, also an attorney, have three children.

Capcities/ABC: The takeover's complete

Pierce resignation, Sias appointment signal total assumption of command by new management, as well as commitment to stem earnings erosion

An executive suite drama last week at the new Capital Cities/ABC Inc. was more than a changing of the guard. It indirectly signified the extent to which top CC/ABC management is worried about the newly acquired television network's underperformance and its willingness to take immediate steps to correct the situation, despite being newcomers to the network business.

The apparently unintended outcome of their efforts was the resignation of Frederick S. Pierce, on the job four days as chairman and chief executive officer of American Broadcasting Companies, now a subsidiary

of Capital Cities/ABC Inc. Three days later, his network and programing responsibilities were taken over by a 15-year veteran executive of Capital Cities, John B. Sias, whose title will be president of the ABC division of Capital Cities/ABC Inc., the new name given to the television network, entertainment, news and sports divisions.

There will be two other divisions into which the remaining operations of Capital Cities/ABC will be divided for the time being. The ABC broadcasting division will be headed by Michael P. Mallardi, president, who will also be a senior vice president in the parent corporation. Mallardi, previously

executive vice president and chief financial officer of ABC Inc., will have responsibility for the eight TV stations, the radio operations, ABC Video Enterprises and broadcast operations and engineering. The announcement said he would also continue to have responsibility for the ABC administrative functions that previously reported to him.

Publishing operations from both predecessor companies will be overseen by Phillip J. Meek, president, who, like Mallardi, will be a senior vice president of the parent company. Meek is president and publisher of the *Fort Worth Star-Telegram*, a post he will retain.

In the following weeks other announcements concerning corporate reorganization are expected. Last week's alignment of the

Top of the Week

ABC broadcasting division (overseen by Mallardi) was described as "interim."

Last week's events also indicated that even before the merger officially closed on Jan. 3, the transfer of power from ABC to Capital Cities had already effectively taken place. Clearly something had changed the 52-year-old Pierce's mind since the merger was announced on March 18, 1985. At that time, Leonard Goldenson told BROADCASTING that the first point negotiated with Capcities was that Pierce would continue to run the ABC subsidiary.

Suggestions that Pierce was pushed out by CC/ABC Chairman and Chief Executive Officer Thomas S. Murphy and President and Chief Operating Officer Daniel B. Burke were denied by Murphy: "We did everything we could to keep Fred. . . Leonard [Goldenson, chairman of the new company's board-executive committee] did and I did." None of those associated with the events contradicted Murphy's statement, and the assertion by one ABC official that Pierce will still be introducing Murphy and Burke to the Hollywood production community and will attend the new CC/ABC's first management meeting in Phoenix at the end of this month also support the interpretation that Pierce is leaving voluntarily. Pierce will leave his office in the ABC building after Feb. 1, and move to the CC/ABC headquarters several blocks east for an undisclosed length of time.

But it is also undisputed that a reduction in the 30-year ABC veteran's responsibilities

was being contemplated and prompted him to "start seeking new activities," three years to the day after he was appointed to his previous title, president and chief operating officer of ABC.

Murphy told BROADCASTING that there were discussions with Pierce about reassigning the latter's responsibility for the owned stations, the radio division and ABC Video Enterprises. Pierce, when asked what role reduced responsibilities played in his resignation, said, "Obviously I had to give every consideration to what the circumstances would be, and that was one of the factors."

Several insiders said it was the main factor. "There is nothing devious or mysterious about what happened, although it is a traumatic experience for Pierce," said an informed observer. "Capcities had just finished spending \$3.5 billion for a company whose problems are now more acute than they had anticipated. They [Murphy and Burke] felt that immediate measures had to be taken in the number-one problem area, prime time entertainment, and that Pierce should concentrate on that. But that was what Fred's job had been 10 years ago and he just didn't feel he could go back to doing only that."

Pierce's contract is with ABC, not CC/ABC, and it is not clear if a financial settlement has yet been made. The agreement, announced Thursday, calls for him to be a consultant to the company and remain on the board of the parent company—where



Former President Pierce

he has a one-year term. Asked about the terms of his consultancy, Pierce said: "The specifics aren't important; it's for as long as I want it and as long as it works." The consultancy is "nonexclusive," unlike the board membership, from which he would probably have to resign were he to take on a competitive project. Otherwise, Murphy said, "We hope he would stay indefinitely."

Sias, who until last week was president of the Capital Cities publishing division and a corporate executive vice president, will be undertaking the more limited responsibilities that had been envisioned for Pierce.

This will be at least the second sudden career switch for the 59-year-old Silas, who in 1971 left a nine-year-old television career and a job as Metromedia's group vice president to join then Capital Cities Communications Inc. as president of Fairchild Publications.

Published reports that Sias has no experience in television programming are incorrect; his oversight responsibilities included the five TV stations Metromedia then owned. In a BROADCASTING profile (June 29, 1970) Silas talked mostly about programming, and showed a preference for shows that had an "information-entertainment mix."

"If Murphy has told me once he has told me at least 15 times over the years that John Sias is a born manager. . . It doesn't make a bit of difference what he manages," said Albert Krivin, a Los Angeles-based consultant whose regular clients have included Capcities. The quickness of Murphy's and Burke's decision to appoint Sias to the top network post—and apparently bypass a formal candidate search—is somewhat misleading since Pierce had indicated to Murphy a month ago he might leave the company.

Until last week's executive suite drama, most indications were that Capital Cities would take an extended "wait and see" period to learn about the network business. But the appointment now implies that Capital Cities will waste little time imposing its management philosophy (see box). Beginning last month, for instance, ABC department heads started drawing up budgets every month, rather than quarterly as was done before.

Preceding the Jan. 3 closing, most of the

John Sias: ABC's new man in charge

John Barnes Sias, the new president in charge of the ABC television network, entertainment, news and sports, leaves an almost uniform impression among those he has worked with. To a person, they remark on how bright Sias is and they almost all have an anecdote about Sias's free-spirited behavior.

Stories abound about him, shooting rubber bands at a business meeting; playing practical jokes in the bar-car of the commuter train that runs between Manhattan and his Westport, Conn., home, or wearing a *Captain Marvel* T-shirt underneath his office clothes.

The Capital Cities/ABC executive—who will turn 60 on Jan. 22—began in the media business after four years in the Army. His first career experience was in San Francisco where he was a newspaper representative, selling independent Sunday comic strips and Sunday supplements for four years. (Sias is currently a director of the Newspaper Advertising Bureau.)

The San Francisco native stayed in the city but switched to the broadcasting side of the rep business in 1954, spending seven years with the rep firm of Peters, Griffin, Woodward Inc., as vice president, television sales manager. He next joined Westinghouse Broadcasting in 1962 as national television sales manager but soon after moved to Metromedia as a vice president in that company's Metro TV Sales division. A year later he became director of sales and in 1965 was named the division's president. In 1968 he became group vice president, Metromedia Inc.

One of those who knew Sias said he left Metromedia three years later for then-Capital Cities Communications because of a falling out with Metromedia Chairman John Kluge. Sias joined Capcities as president of its Fairchild Publications units and by 1977 was an executive vice president and director.

He also serves as a director of Enzo Biochem Inc., a New York-based publicly held biotechnology firm that specializes in DNA research, and he is also on the board of Norwalk (Conn.) hospital.

Sias has a bachelor of arts degree from Stanford. He and his wife, Lucretia, have four children.



meetings between the two companies apparently took place among financial officers who were attempting to bring some consistency to different reporting procedures. At the accounting level, one observer noted that the books on the just-completed fiscal year have still not closed and that CC/ABC top management may assess some special charges against the 1985 ABC results: "After all, who would blame them for what happened in 1985? And it would make 1986 look all that much better."

One possible change might be that program inventory showing little ratings promise might be written off: "When Grant Tinker first took over at NBC, he did a housecleaning of their programming library and took a \$34-million charge against earnings," said a

source.

The executive-level changes seemed of secondary concern to the investment community whose eyes were instead clearly fixed on a deteriorating earnings situation. On Wednesday, the day Pierce's expected resignation became widely known, the stock closed on light volume at 214, down 1/4. It dropped another quarter-point on light volume the next day and closed Friday at 211.

There has been a decline in the price of Capital Cities stock, on light trading, every day since New Year's Eve, when it closed at 224 1/2.

Gordon Crawford, senior vice president at Capital Research Co., a major holder of Capital Cities stock (NYSE: CCB), said investors are keeping an eye on both the over-

all network environment and the ratings performance of ABC in particular: "When people came back from New Year's, the ratings were a basket case. Granted, we know it's just prime time, and there are other important day parts, but people nonetheless associate ABC's performance with prime time."

Securities analysts have steadily dropped their earnings estimates for the coming year, according to Zacks Investment Research Corp., with the consensus estimate now standing at \$11.76 per share, down from \$13.10 as of six months ago.

When the transaction officially closed, "there was no fanfare, no ticker-tape parades," said one ABC official. But by the end of last week, an "under new management" sign would have been superfluous. □

Merger, must carry to dominate NAB board agenda

Directors, meeting in St. Maarten, will hear from NCTA's Mooney and consider merger plan with NRBA

The joint board of directors of the National Association of Broadcasters convenes its annual winter meeting in St. Maarten, Netherland Antilles, this week (Jan. 13-17) to deal with a number of front burner issues. The radio board will be asked to approve an agreement uniting the NAB with the National Radio Broadcasters Association, which will result in a reorganization of NAB's board and more visibility for radio. And TV directors will meet with National Cable Television Association President James Mooney to discuss must carry.

"It's a good sign he's [Mooney] willing to visit with our board, but we don't anticipate any negotiations," said NAB President Eddie Fritts. (Mooney addresses the board on Thursday.) "He's [Mooney] doing a briefing so that we have a better understanding of his problems and so he can listen to our board's concerns," Fritts said. Fritts emphasized there would be no negotiations, but that NAB expects the discussion could be "useful in forming the backdrop for future negotiations."

The prospects for developing a compromise on must carry between broadcasters and cable have been slim until now. Earlier, NAB with the Television Operators Caucus and the Association of Independent Television Stations presented a proposal to cable, which never took off. Most of the activity on must carry has taken place at the FCC, where a notice of proposed rulemaking is pending.

But that's not all the TV and radio boards are facing. Indeed, this year's agenda promises to be one of the fullest ever. The joint board convenes Tuesday and Friday to mull over legislative strategies for the coming year and examine some of the organizational fine-tuning that has occurred over the past few weeks involving three staff promotions (BROADCASTING, Dec. 30, 1985). John Summers, executive vice president for government relations, became senior executive vice president; John Abel, senior vice presi-

dent for research and planning, was named executive vice president for operations, and Michael Harwood, secretary-treasurer, became executive vice president and chief financial officer. Reaction to the reorganization, Fritts said, has been positive.

Another internal matter likely to attract attention is the departure of NAB's Shaun Sheehan, senior vice president for public affairs and communications. Sheehan is joining Tribune Broadcasting in February (BROADCASTING, Dec. 30, 1985), and board members may voice their opinions on possible successors. The board has taken a strong interest in improving "how NAB communicates with its own members and how it communicates in terms of congressional relations." Last year they commissioned a communications audit of the association's

public affairs department and even adopted some of its recommendations.

Listed among other association business is NAB's fiscal 1987 budget. The board will be asked to approve the proposed budget of approximately \$12.5 million with total operating expenses of \$12.1 million (less a fixed asset reserve of \$216,000). In a related matter, the budget does not include any increase for the Television Information Office, nor did last year's budget. However, the directors approved an increase at last year's meeting.

Joint Board Chairman Ted Snider, KARN-AM-KKYYK(FM) Little Rock, Ark., will present a progress report on his long-range planning effort. Snider has written to more than 100 industry leaders and past board

MPAA on must carry

The Motion Picture Association of America has entered the must-carry fray. And its comments at the FCC appear to place it squarely in the broadcasters' corner.

MPAA said the lack of must-carry rules undercuts the FCC's "long-standing and statutorily imposed" localism policy. It also asserted that a "limited" rule would be justified constitutionally.

The limited rule it had in mind would exempt all cable systems with 12 or fewer channels from any carriage requirement; apply only to stations within a maximum specified mileage limit from the cable system to the community that the local TV station is authorized to serve; permit cable systems to avoid carrying the programming of duplicative network affiliates and noncommercial stations; provide a "saturation cap" setting a "reasonable" limit on must carry that would insure that a cable system's capacity to exercise its editorial judgment is not restricted by unreasonable constraints, and provide a special relief procedure so cable systems could drop any local commercial station that had been on the air for at least two years but had not achieved a specified level of "substantial viewing" in the cable system's home county. "Such a 'safety valve' would allow a cable system, upon the grant of a petition presenting an appropriate showing, to drop any local commercial station that has failed to achieve a substantial viewing audience," MPAA said.

MPAA also said, however, that it was "critical" that newly licensed stations be provided two years to establish themselves in the marketplace. "MPAA submits that the 'substantial viewing' provision here proposed (a minimum specified average daily cume) would be a reasonable standard. If a station does not attain this viewing level, a viewer choice has thus been made, and the cable operator should be permitted, if he desires, to respond to this viewer choice. Moreover, this special relief provision provides the cable operator with considerably more flexibility than under the previous must-carry rules."

chairmen to collect their thoughts on the association and suggestions for future goals.

A number of legislative issues will be attended to including a discussion on the current funding crisis facing public broadcasting. Fritts said the board will review its policy on the matter, adding that NAB feels the Gramm-Rudman-Hollings bill (which requires Congress to balance the budget by fiscal 1991) will reduce funding for public broadcasting even more. It may result, he continued, "in more impetus for advertising" which would "change the nature, heart and soul of public television."

The outlook on legislation affecting political advertising as well as product advertising will be examined by the joint board. There are several bills (S. 1806) and (S. 1310) that address negative political advertising and would expand the equal time provisions of the political broadcasting law (BROADCASTING, Jan. 6). The bills would require broadcasters and cable operators to provide candidates with free "equal time" if a candidate is the subject of negative advertising funded by PAC's.

Also, a bill is pending in the House that would ban radio and TV ads for smokeless tobacco products. The Senate version of the legislation calls for warning language and not a ban, although the bill's author, Senator Orrin Hatch (R-Utah), has said he'll agree to a ban. While efforts by citizen groups to ban beer and wine advertising have run out of steam, the NAB plans to remain vigilant on the issue. Other joint board activities include the selection of a 1986 Distinguished Service Award winner to be presented at the NAB convention in Dallas next April. Several candidates have been mentioned including FCC Chairman Mark Fowler and Television board chairman William Turner, KCAU-TV Sioux City, Iowa (BROADCASTING, Jan. 6).

In addition to the five days of meetings for the radio and TV boards and some committees, NAB is hosting a two-day legislative forum on Saturday, Jan. 11, and Sunday, Jan. 12.

Saturday morning, a panel with Representatives Dan Coats (R-Ind.), Tom Bliley (R-Va.) and Matthew Rinaldo (R-N.J.) will examine the media's role in combating alcohol and drug abuse. It will be followed by a session on must carry featuring Senator Paul Trible (R-Va.) and Congressmen Barney Frank (D-Mass.) and Tom Luken (D-Ohio). Sunday morning, Representatives Frederick (Rick) Boucher (D-Va.), House Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.), Henry Hyde (R-Ill.) and Carlos Moorhead (R-Calif.) will discuss proposed legislation that would eliminate the current source licensing scheme. Later that morning, a panel on the "Legislative Horizon for Broadcasters" with Representatives Norman Lent (R-N.Y.), Al Swift (D-Wash.) and Tom Tauke (R-Iowa) is scheduled.

On Monday, Jan. 13, the board holds a buffet breakfast with the Caribbean Broadcasting Union. Senator Ed Zorinsky (R-

Neb.) and Swift will address that gathering.

"There'll be plenty of action on the radio side," said one director. A major highlight of the Wednesday's radio board meeting is the unification agreement between NAB and NRBA, which has been ratified by their respective executive committees and is pending approval of their full boards (BROADCASTING, Jan. 6).

If adopted, it would result in the NAB radio division and NRBA becoming "a single national association serving the radio industry with an altered NAB organizational structure that will place additional emphasis upon independence for radio." (NRBA's board will act on the proposal on Feb. 21 in Fort Lauderdale, Fla.) While the discussions may run long, the agreement is expected to be adopted. "I think there will be enthusiastic support to bring NAB and NRBA together," Fritts said.

One director, however, thinks the merger's recommendation to enlarge the board could be a "sticky point." Under the agreement, 12 directors would be added—four for one year, four for two years and four for three years—with all the seats sunseting at the end of the first term. And, if the radio board is expanded, the joint board may consider an "equalization of votes with the television board."

Only last month, the radio composition task force endorsed a controversial proposal to reduce the number of NAB directors from 35 to 28. (Some NAB directors feel the board is too large and contains too much network representation.) Under the proposal, district seats would drop from 25 to 20 and network seats would be cut in half.

There is, nonetheless, strong opposition to reducing the number of district seats; consequently the task force abandoned that part of the proposal. (Some directors also objected to any cuts in network representation.) In light of the merger plans, the task force is putting its recommendations on hold. Task Force Chairman Randy Bongarten, NBC Radio, New York, said he will give an interim report to the board, but probably would not present any specific proposal. Consequently, the board may direct the task force to re-examine the issue to take into consideration the merger plan.

Among other specifics of the merger plan: NAB's radio chairman would have elevated responsibilities, becoming the chief spokesperson for the radio industry; a separate executive committee for radio would be established comprising one member from NRBA and two from NAB, with a three-year sunset on the NRBA person; NRBA-only members joining NAB will have their dues grandfathered for one year at existing levels, and an effort will be made to raise the stature and expand the role of the top NAB staff person.

Another key element of the agreement is a proposed change in NAB's bylaws to define the process for independent action by the radio board. (The radio board will have first crack at the merger plan, although TV directors, when the joint board convenes Friday, will be asked to ratify the plan.)

Under the bylaws change: "If the board of either radio or television opts to take an ac-

tion, then that action must be approved by the joint board. In the event that the action is not ratified by the joint board, then a one-hour recess will be called at the end of which the action can be called for a second time. In the event that the action again fails, it can be called for a third time at the next board meeting. If the action fails for a third time, then the board seeking the action is free to pursue the action independent of the other board with the full financial and logistical support of the organization on that action only. At that point, the action becomes that of the radio or television board only and not with the endorsement of the other board."

Additionally, radio directors will be asked to approve the incorporation of the Radio Audience Task Force into the Committee on Local Radio Audience Measurement.

AM improvement issues are another key item on the radio agenda. A lively discussion is expected to occur concerning the proposed AM band expansion plans that would make available new spectrum between 1605 and 1705 khz. NAB has yet to take a position on the matter. Next April in Geneva, the Regional Administration Radio Conference will divide the spectrum, set aside for AM broadcasting in 1979, into fresh AM allocations for some combination of local, regional and possibly super-regional stations to serve North and South America.

The FCC's AM duopoly rules, which prohibit a single broadcaster from owning two stations with overlapping signals, is another subject slated for discussion. FCC Chairman Mark Fowler and Mass Media Bureau Chief James McKinney have indicated they favor relaxing the rules under certain circumstances. Among the other issues they'll examine is the FCC's proposed rulemaking to permit AM broadcasters to fill in or extend their coverage area with low-power synchronous transmitters operating on the same frequency. And the directors' views on the FCC's proposal to eliminate the AM-FM program nonduplication rules to allow AM stations more freedom to duplicate the programming of co-owned FM stations in the same markets are likely to be aired.

Absent from the meeting will be radio director Roy Mapel, KIML(AM) Gillette, Wyo., who refused to attend because he is unhappy with the way NAB is handling its radio membership drive and because he says it's spending too much money entertaining board members (BROADCASTING, Dec. 23, 1985). Radio director Willie Davis, KACE(FM) Los Angeles, will also be absent. Davis, who was serving on one of the board's two seats reserved for women and minorities, resigned because of other commitments.

On the radio side, the directors will probably discuss how to attract more radio participation in NAB's annual financial survey. Only a small percentage of stations are responding, which is making it difficult to compile an accurate financial picture of the radio industry.

For television, there are a variety of regulatory and legislative matters slated for discus-

sion. The negotiations between the Motion Picture Association of America and the National Cable Television Association on establishing a new basis for calculating compulsory license fees is of particular interest to NAB. Indeed, the directors may ask NCTA's Mooney for an update on those talks. TV directors also will likely discuss NAB's role in joining the All-Industry Television Station Music License Committee's legislative drive to establish source licensing of music for television stations. NAB's position on the scrambling of broadcast network satellite feeds also will be addressed.

On the technical side, the board will scrutinize the commission's proposal on frequency sharing between TV and land mobile radio services in the UHF band. The FCC is considering the proposed reallocation of 28 UHF TV channels in eight top-10 markets to land-mobile radio services, as well as dropping co-channel protection ratios at UHF TV station's predicted grade B service contour from 50 db to 40 db.



As always, board politics will probably crop up. Usually, board members start actively

seeking election to chairmanships and vice chairmanships on the executive committee at the winter meeting. Although no immediate contests are shaping up (many directors are still weighing their options) some interesting races could develop. The spotlight will surely be on this year's race for radio chairman. The proposed merger agreement between NAB and NRBA would result in a major upgrading of the radio chairmanship, making the post more attractive. So far, radio vice chairman Bev Brown, KGAS(AM) Carthage, Tex., is the only director who has stated an interest in the post (BROADCASTING, Jan. 6). Radio chairman John Dille III, Federated Media, Elkhart, Ind., is ineligible for re-election to the board.

Also on the radio side, director David W. Palmer, WATH(AM)-WXTQ(FM) Athens, Ohio, says he's running for radio vice chairman, and director Ray Saadi, KHOM(AM)-KTIB(FM) Houma, La., is reportedly also interested in that seat. On the TV board, chairman William Turner, KCAU-TV Sioux City, Iowa, will be stepping down and vice chairman Peter Kizer, WTTV(TV) Indianapolis, is considering making a bid for the post. □

Cities tackle 'Preferred'

Led by Los Angeles, and supported by NAB and others, they say, in briefs before Supreme Court, that city regulation of cable systems is not in violation of First Amendment

The city of Los Angeles and its allies among the nation's municipalities and citizen groups are making a major effort to stem what has been a rising tide of legal opinion suggesting that cable television systems are entitled to the same First Amendment rights as the press. The spectrum scarcity argument used to justify regulation of broadcast content may not apply, they acknowledge. But cable is subject to physical limitation, that of available space on utility poles and in ducts below city streets. As a result, they add, cities can regulate cable systems without violating their free speech and free press rights.

"A physical limitation analogous to but different from the scarcity of broadcast frequencies exists in the public right-of-way that cable television necessarily uses," Los Angeles argues. "As a result, not all who wish to build and operate cable communications systems can be accommodated. Once that fact is acknowledged, however, regulation by the government as a trustee of the public domain becomes necessary and appropriate. And as with broadcasting, access is not a First Amendment requirement even though another applicant's cable may fit on the poles."

Those are among the arguments made in briefs filed on Friday (Jan. 10) in the Supreme Court seeking reversal of a ruling by the U.S. Court of Appeals for the Ninth Circuit in a case in which Preferred Communications Inc. is seeking a franchise to serve a portion of Los Angeles. The city had denied the franchise because Preferred had not participated in the "auction process" from which a franchisee was chosen. The appeals court, in an unprecedented ruling, said that denying a franchise when the public utility involved can accommodate additional systems on its poles or in its conduits is inconsistent with the First Amendment (BROADCASTING, March 4, 11, 1985).

Accordingly, as the cities see the case, what is at stake is their ability to control the fate of their streets—the process of installing systems, Los Angeles notes, involves digging up streets and sidewalks, eliminating parking and obstructing traffic. It also involves stringing 700 miles of hanging and buried wire, which, the city argues, creates "a permanent visual blight." Los Angeles also says it wants to make sure that service is provided to all areas of the city, not only those a cable operator would find most profitable. And that, it adds, makes some kind of a franchising system necessary.

Preferred has argued that competition among cable systems is feasible and will re-

Beating the bushes for AM resurgence

Mass Media Chief McKinney on the road again to promote plans for taking a fallen-on-hard-times medium and helping it snap back

FCC Mass Media Bureau Chief James McKinney took his campaign to upgrade the AM band to Los Angeles last week, under auspices of the National Radio Broadcasters Association. Meeting in the Beverly Wilshire hotel with some 50 broadcasters from western states, he reviewed proposals now under FCC review to revitalize that medium and invited still other ideas.

Surprisingly, the most conspicuous to emerge was a proposal to look into FM translators. After hearing a number of complaints raised from the floor, McKinney said he "had been hearing the problems of translators for years. I think it's time for a rulemaking."

On the AM issue, a litany of suggestions was examined. Among them:

- Redesigning the AM receiver (a by-product of the upcoming expansion of the band to 1700 khz).

- A marketplace decision on AM stereo. (McKinney believes that decision will come this year, probably by one of the two remaining contenders—Motorola and Kahn—buying the other out. He has urged they seek Justice Department blessing for such a finality. Had the FCC known it would take more than five years to resolve the AM stereo competition, it would not have voted for a marketplace approach, McKinney said.)

- Elimination of the AM-FM nonduplication rules to permit simultaneous programming on stations owned by the same licensee. Surprisingly, McKinney remarked, there has been a "groundswell of protest" from broad-



McKinney

casters who believe that integrity of transmissions should be retained.

- Replacement of outdated and worn-out antenna systems. McKinney said he knew of several 50 kw stations that "can't bring the pattern in" and therefore must operate on reduced power. In most cases of stations with 40-year-old equipment a complete rebuild will be required, he said.

- The use of synchronous transmitters, operating on the same frequency, to enhance reception—a technique widely used in Europe.

- Satellite AM operation on different frequencies.

- Revision of the AM duopoly rules.

- Continuous tuners for AM and FM to keep both bands on the same dial.

A summing-up comment from the floor seemed to have the agreement of most attending. "The real problem with AM is with what's on the air, not with the medium itself."

The McKinney-NRBA "AM town meetings" will continue at the Loews Anatole hotel in Dallas on Jan. 20, the Marriott Downtown hotel in Chicago Feb. 12 and the Capital Hilton hotel in Washington Feb. 26. □

sult in the kind of service the city says it wants to assure. But Los Angeles argues that such competition is "virtually nonexistent elsewhere"—99% of the 7,000 cable systems in the U.S. are *de facto* monopolies. Furthermore, it says, studies of the economies of scale and scope in cable operations support the conclusion that cable is "a natural monopoly." It adds: "This court should hold so as a matter of law in order to close the floodgates of litigation."

Los Angeles also raises the spectre of the Cable Communications Policy Act of 1984 being virtually wiped from the books. It notes that the cable act authorizes a franchising authority to award "one or more franchises within its jurisdiction," and prohibits cable operators from offering service without a franchise. And the report accompanying the bill, Los Angeles says, "made clear that the act gives the city 'the discretion to determine the number of cable operators to be authorized to provide service in a particular geographic area.'" Hence, the brief adds, affirming the appeals court ruling "would effectively eviscerate the cable act."

If the Supreme Court is concerned about judicial activism, Los Angeles suggests that the case offers an opportunity to send a signal. It notes that the high court has "repeatedly admonished" lower federal courts against administering the public domain "under the guise of enforcing First Amendment restrictions," and adds, "Federal courts should not second guess the rational judgments of thousands of local governments that have chosen competitive franchising as the means to regulate the inevitable disruption to the public domain caused by cable operators."

Preferred, the city says, has failed to state a First Amendment claim on which relief can be sought: It says utility poles and underground conduits are not—contrary to the appeals court's view—a public forum in which regulation of speech is severely restricted; rather, it says, they constitute a nonpublic forum, in which First Amendment considerations are satisfied so long as the regulation promotes "a substantial government interest" that could not be achieved in other ways. And, the city says, "the reasonableness of competitive franchising is manifest."

The National Association of Broadcasters was one of the other parties urging the Supreme Court to reject the notion that, since cable systems do not use the radio spectrum, they are entitled to the same First Amendment protection as newspapers. But, in view of the NAB's position that broadcasters and others engaged in communication are entitled to First Amendment protection, its argument is not a sweeping one. The key, it suggests, is whether editorial decisions are made, or whether cable is merely a passive conduit through which many signals pass, as they might through outdoor or indoor antennas. The brief says: "The selection and passive retransmission of broadcast signals by cable systems are not expressive activity equivalent to what newspapers, broadcasters and cable systems (with respect to originations) do. It does not involve the exercise of editorial discretion in the sense in which the diverse elements of a newspaper or the schedule of a broadcast station are selected and integrated."

and integrated."

The NAB says its interest in the case stems from concern over another appeals court decision—*Quincy Cable TV Inc.*—holding that the FCC's must-carry rules violate the First Amendment. The Supreme Court's decision in *Preferred*, NAB says, might affect both the outcome in that case—and the NAB is seeking Supreme Court review of the lower court's decision—and any new commission regulations "designed to insure that cable systems do not discriminate against or among local broadcast stations insofar as access to viewers is concerned."

Another of the briefs seeking reversal of the Ninth Circuit's decision was filed in behalf of the United Church of Christ and three other citizen groups. One of those groups' principal concerns is the consequences it says would flow from the appeals court decision regarding the public service obligations cable systems are now required to meet—particularly what it calls the diversification principles underlying the First Amendment. It says those principles are served through franchise requirements that cable make available channels for lease as well as for use by the public, educational groups and local government. The brief also says the lower court's decision "would leave the public with a monopolistic operation that could renege on franchise contractual promises of service with impunity." The brief says the Cable Act provides the necessary legislative finding for public service regulation and process, and has not been shown to be unreasonable. Accordingly, the brief adds, that act "should... control the disposition of this case." □

Must carry galvanizes INTV convention

Independent broadcasters, pleased with their industry's progress in the past year, are determined to put up a tough fight against cable

More than 1,400 participants attended the 13th annual Association of Independent Television Stations convention at the Century Plaza hotel in Los Angeles, a record number and a considerable improvement over last year's 900-plus attendance. The mood of the independents was upbeat, as evidenced by the clinking of the champagne glasses—both figuratively and literally—over their hard-fought advances in programming and market share.

There were also, to a limited but noticeable degree, warnings that a growing number of independents face balance sheet problems as rising program costs and shrinking revenue growth put a squeeze on their operating margins. It was a theme that kept popping up at panel sessions and in hotel corridors.

But if there was any one overriding concern it was the issue of cable must carry that, according to one participant, ran through the four-day convention like a "match lit to gasoline." It was on the mind, and lips of participants in every corner, from the opening overture to the closing curtain call. In be-

tween, there were a couple of foot-stomping, standing ovations whenever a speaker issued the battle cry.

INTV President Preston Padden opened the convention with a call to arms, and chastized cable for playing the role of "courtroom chameleon, posing as a video publisher in First Amendment cases and as a passive antenna in copyright cases."

Padden was not the only INTV official to lash out at cable. INTV convention chairman Charles Edwards compared cable to a "parasite" threatening to "devour the host." Must carry even crept into the convention's keynote speech by Rupert Murdoch, who warned that independents "are in danger of finding ourselves a doormat for cable."

It was a continuous cheerleading session for the independents as they heard from sympathetic congressmen and were given strong indication from FCC staffers and Mass Media Bureau Chief James McKinney that the commission plans to act quickly on must carry and that the INTV plan is still the lead proposal.

There were, however, some sobering thoughts on must carry. Representative Barney Frank (D-Mass.) told the independents he didn't think their scheme to get the FCC to modify the compulsory license would work. Frank insisted that the compulsory li-

cence is a statutory matter that only Congress can reverse. And a warning was sounded by McKinney (Diane Killory, legal assistant to FCC Commissioner Dennis Patrick, had the same advice), who reminded the independents they won't get everything they want on must carry and any proposed new rules must meet the court's constitutional concerns.

The must-carry focus carried over to the convention's final hours, when President Padden told a press conference he had not heard any official guest say the current situation was fair and ought to be continued without correction. And he denied having "stacked the deck" in inviting only those senators and congressmen whose views were harmonious with INTV's.

Later, asked by BROADCASTING for his reaction to National Cable Television Association President Jim Mooney's planned appearance before the National Association of Broadcasters board meeting in St. Maarten, Netherlands Antilles, this week, Padden said he had been assured this would not be a negotiating session but only a briefing. The NAB and INTV remained on the same team in negotiating with cable, he said. Moreover, he has been assured that "we will be present at all negotiating sessions," Padden said.

In addition to the FCC negotiation and

congressional routes to must-carry reimposition, one INTV member suggested to the board that telephone companies might be persuaded to provide carriage of broadcast signals that were dropped by cable systems. Padden said the idea will be explored.

One of the more eagerly awaited appearances at INTV was that of Rupert Murdoch, the new owner of 20th Century Fox Film Corp. and the soon-to-be-owner of Metro-media's six independent television stations. In his first address as a U.S. broadcaster, Murdoch said little concerning his much-speculated-about Fox Television Network—the "fourth network" he said he plans to launch.

Instead, Murdoch gave a general speech about the state of independent television and its healthy future which he predicted lay ahead. Not surprisingly, Murdoch criticized rising program costs and called for an all-out effort to raise the quality of syndicated programming: "It appears to me as a newcomer that our success has been due even more to diversity than to quality. Our greatest successes, on the whole, are in the area of counterprogramming—and counterprogramming with syndicated old network shows."

The consensus appeared to be that Murdoch underwhelmed the independents who packed into the standing-room-only auditorium to hear him. Although some of the criticism might be attributed to skeptical broadcasters, there was a feeling among them that Murdoch told them nothing they didn't already know or hadn't heard before. Murdoch declined to detail his fourth network plans—indeed, the term "fourth network" was not used in his speech—and said only that "other parties" (including broadcasters) would be invited to join programming partnerships. He promised future announcements.

Programming was the other big issue at INTV. Compared to last year when there was a lot of talk about first-run programming but little to show for it, this year saw a substantial increase in the number of first-run projects being offered to independents. Whether those programs would eventually be picked up by independents in their first-run phase is another story.

Charles L. Edwards, vice president and director of programming for Gaylord Broadcasting—also convention chairman—called on the industry to establish a "code of conduct" to prevent the release or leaking to the public and press of prices stations pay for programs. "A broadcaster who signs a contract with a syndicator ought to be able reasonably to expect that the terms will remain private," he said. "Competitor stations should not be telephoned 15 minutes later and told the price. Today's private contract ought not to become the immediate bargaining tool for the next round of price escalations."

Lorimar-Telepictures, not formally a merged company but operating like one, made one of the bigger splashes at INTV by announcing it was going ahead—with two major group deals in hand—to produce 22 episodes each of three first-run sitcoms. One

of the sitcoms, *Mama's Family*, ran on NBC in 1983-84 and will be brought back into first-run production with its original star, Vicki Lawrence. Another sitcom, *One Big Family*, stars Danny Thomas and is produced by Witt-Thomas Productions. And Lorimar-Telepictures will take over the second season of first-run production of *It's a Living* from LBS Communications.

"Independents are becoming more active in the first-run area," observed Jay Isabella, vice president of programming at TeleRep, "particularly in sitcoms."

There are 11 first-run sitcoms being offered in syndication for the 1986-87 season, including the four returning first-run sitcoms from the 1985-86 season. It has even gotten to the point where, because of the supply, affiliates can schedule a first-run sitcom every night of the week in a locally programed time period. "These may have a greater impact on affiliates," he said. "We may see checkerboarding in access for the first time next year." Mel Smith, director of program services for Tribune, agreed, adding: "It depends who rounds them up."

Al Jerome, president of the NBC-owned television stations, said this is being considered at KNBC-TV Los Angeles. "I don't know if it can be done," he said, but "we're looking at it." KNBC-TV has successfully been airing *It's a Living* at 7:30 p.m. on Saturdays.

Tribune and Gaylord agreed to pick up first-run episodes of *One Big Family* for their independent stations, and separately, Gaylord agreed to pick up *Mama's Family*. All six Metromedia independents will also air 20th Century Fox Telecommunications'

first-run sitcom, *9 to 5*, according to Michael Lambert, vice president of syndication. Lambert also said that Fox decided that after getting feedback from stations, the sitcom would be offered on a straight cash basis and the barter would be dropped. "The stations are so stuffed [with barter] that they are willing to pay us more [in cash] than the barter spots are worth," said Lambert. He added that by selling it on a cash basis he has the added luxury of picking the stations and time periods on which it airs since it is no longer necessary to guarantee 70% coverage.

Lambert said Fox will still have to deficit finance the first-run sitcom it's launching, but changing economics are making it positive to find new outlets for creative product. "It's the first time we have been able to as an industry come close to covering the deficit by substituting stations for the network."

Gaylord's Edwards said the trend in first-run sitcoms would be good in the long term for independents because it would supply a stream of product that is now in high demand but short supply. "That's going to give us strip potential in the future," he said, "so that's heading in the right direction."

The traffic over three floors of suites housing 67 program distributors varied from sparse to heavy, depending on the time of day and suite being inspected. Viacom Enterprises and Tribune Entertainment announced a joint deal in which Viacom would take over distribution of Tribune's cash product (principally *Dempsey & Makepeace* and occasional specials) while Tribune would pick up advertising representation for *Star Games*. Both companies explained the deal as trading in weaknesses for strengths. □

FCC ALJ strips SICC licenses

Question of foreign media ownership and extent of control are at heart of issue; Anselmo says licensees will appeal

Essentially implying that Rene Anselmo, president and 24% owner of Spanish International Communications Corp., is a puppet for Mexican media interests, FCC Administrative Law Judge John Conlin has denied the renewals of SICC's five Spanish-language television stations in the U.S.

In an initial decision released last week, Conlin also denied the renewals of Bahia de San Francisco Television Co. for KDTV(TV) (ch. 14) San Francisco and Seven Hills Television Co. for KTVW-TV (ch. 33) Phoenix, in which Anselmo has interests of 42% and 55%, respectively. In addition, the judge denied renewals for the translator stations of those companies and SICC.

Unless the licensees prevail on appeal, frequencies for those stations will be up for grabs. Also available for application will be the frequencies of SICC for its KWEX-TV (ch. 41) San Antonio, Tex.; KMEX-TV (ch. 34) Los Angeles; WXTV(TV) (ch. 41) Paterson, N.J. (New York); WLTV(TV) (ch. 23) Miami, and KFTV(TV) (ch. 21) Hanford (Fresno), Calif.

Anselmo, who is also president and 25% owner of SIN Television Network, which supplies most of the programming for the stations, told BROADCASTING the licensees will appeal.

The essential issue in the case was presented by Section 310(b) of the Communications Act, which prohibits aliens or their representatives from controlling broadcast or common carrier licenses. The same provision prohibits aliens from owning more than 20% of such a licensee.

SICC is 20% owned by the Azcarraga family, Mexican citizens who control Televisa, a Mexican TV network and media conglomerate. Televisa owns the remaining 75% of SIN, which currently has 11 full-power TV affiliates in the United States. It also has 12 low-power TV affiliates and is carried on more than 200 cable TV systems.

According to Conlin, the alien ownership of the stations was clearly within legal limits. But Conlin alleged that Anselmo, president of both SIN and SICC, was acting as a representative of Azcarraga interests in violation of the law.

Among other things, Conlin noted that SICC had been the "brainchild" of Emilio Azcarraga Vidaurieta, who had visualized a chain of Spanish-language TV stations in the

U.S. that would provide a source of revenue for Televisa, the largest producer of Spanish-language programming in the world and part of Azcarraga's media conglomerate. Azcarraga, according to Conlin, recognized that his own ownership in the enterprise couldn't exceed 20%, so he, and members of his family, financed the purchase of stock by several of his employees who were American citizens, including Anselmo. Azcarraga also, according to Conlin, had funded the operation of the stations. "Though Azcarraga Vidaurreta's outright ownership never exceeded the statutory 20% interest, an abnormal relationship had been established whereby the stations were dependent on foreign subsidiaries," Conlin said. "The groundwork had been laid for an enterprise that would be receptive to and indeed dependent on influence and direction from non U.S. citizens and the foreign corporations under their control."

That relationship, according to Conlin, was solidified over the years through the licensees' affiliations with SIN, their principal programming source.

Conlin also said Anselmo, the chief executive officer of SIN, was, in effect, an agent of Televisa, and that his position of dominance in SICC, Bahia and Seven Hills had been achieved "largely through the auspices and backing" of the Azcarragas. "Through Anselmo, the influence of the Azcarragas is pervasive, the more so because of the absence of any other center of power in the corporate structure of the licensees, several of the other major principals being long-standing associates of Anselmo who achieved their positions through him and with the financial backing of the Azcarragas," Conlin said.

Conlin also presented evidence suggesting that SIN and the television stations, through Anselmo, may be more than casually intertwined. As one example, Conlin cited how Televisa had once provided programming to the stations for which the stations were required to charge higher rates for the time they sold than Televisa was charging for the commercials it carried within the programs.

"Thus, Televisa, which was selling the U.S. carriage to its advertisers for an additional fee, was able to eliminate the possibility that the U.S. stations would offer commercials to the same advertiser for less," Conlin said. "The legality of this provision is questionable . . . but it is more significant as an illustration of Televisa's ability to coerce the licensees to follow policies that would protect its own interests even though they would appear inimicable to those of the licensees," the judge said.

Also designated for hearing was whether it would be in the public interest to renew a waiver of the FCC's rule prohibiting networks from acting as sales representatives for their affiliates for national spot advertising to permit the stations to continue using SIN in that capacity. Conlin said no.

On a peculiar note, Conlin said the appellate court has concluded that the alien prohibition had been primarily based upon the idea of preventing alien activities against the

government during war. As a result, Conlin said it could not be said that the violations in the SIN-SICC case went to "the very heart" of the statutory proscription. "Nonetheless, at this stage of the proceeding the only choice is between granting the applications and denying them; and the violation found in this decision compels denial under the terms of the statute. This decision is, of course, only the first step in the decisional process, and any party seeking a less drastic remedial solution, such as a corporate restructuring, may raise the matter in seeking review of this decision."

How or if the companies could restructure to meet the concerns addressed in the initial decision is unclear, but the restructuring suggestion is not a new one. After a two-year investigation into the relationship of SIN and SICC (spurred by a complaint from the Spanish Radio Broadcasters Association), the FCC staff, responding to Anselmo's request for guidance, privately recommended that the companies restructure, severing ties

to avoid the likelihood of SICC renewals being designated for hearing (BROADCASTING, Aug. 23, 1982). The companies declined to do so, and the FCC designated for hearing (BROADCASTING, June 6, 1983).

In an interview last week, Anselmo told BROADCASTING the companies had declined to attempt a restructuring and opted for the hearing to "clear our names." Anselmo said he felt "good" that the decision had not alleged any character issues or charged that the stations were being operated poorly.

"I don't agree with them that I'm a representative of Azcarraga," Anselmo said. "I know you can look at things and say it looks that way."

The initial decision does not affect Anselmo's Pan American Satellite Corp., which has received conditional authority from the FCC to provide noncommon carrier international satellite service. According to James Ball, chief of the FCC's international facilities division, Section 310(b) does not apply to such noncommon carriers. □

New number one in New York

WPLJ takes top ratings spot in latest Arbitron fall book

Contemporary hit radio WPLJ(FM) has emerged as the new number-one station in New York for the first time in its 15-year history—in the majority of those years airing an album-rock format—while CHR and MOR/talk continued to dominate Los Angeles and Chicago, respectively. In San Francisco, talk maintained its reign. And album rock held onto top honors in Philadelphia.

Those are just some of the latest 12-plus share results from the just-released fall 1985 Arbitron report, which surveyed listeners from Sept. 19 through Dec. 11, 1985.

New York

In the nation's top market, WPLJ overtook urban contemporary WRKS(FM) for first place, pulling a 6.0 12-plus metro share (Monday through Sunday, 6 a.m. to midnight). The station steadily climbed from 4.3 (fall 1984) to 4.8 (winter 1985) to 5.1 (spring 1985) to 5.6 (summer 1985) before its latest showing. Meanwhile, WRKS tied with contemporary hit WHTZ(FM) (licensed to Newark, N.J.) for second at 5.5. (In the summer book, WRKS had a 6.0 followed by WHTZ at 5.9 and WPLJ's 5.6 [BROADCASTING, Oct. 7, 1985]).

Making some headway in 12-plus audience share from the previous report is talk-formatted WOR(AM), which jumped from 4.0 and fourth place in the summer to third place with 5.2 in the new book. (The station will become New York's Talknet affiliate—NBC Radio's nighttime talk network—beginning Feb. 3 ["Riding Gain," Jan. 6].) Also showing an impressive gain in 12-plus ratings was urban contemporary WBLS(FM), which went from 3.3 last spring to 3.8 in the summer to its new overall share reading of 4.7, putting it in fourth place.

The biggest 12-plus share gain in the fall report was recorded by "light" contemporary

WLTW(FM). The station soared from 3.0 last summer to a tie for fifth place with all-news WINS(AM) at 4.5.

Looking at the market's other stations in the adult contemporary format, WNBC(AM), with its heavy emphasis on personalities, continues to slip, this time falling from a 2.9 in the summer report to 2.6. The station fired popular afternoon drive time anchor Howard Stern early in the survey period ("Riding Gain," Oct. 7). Stern had become one of the market's highest rated radio personalities in the 3-7 p.m. daypart. WNBC's co-owned FM outlet, WYNY, also dipped slightly from the summer standings, going from 2.1 to 2.0, while WPIX(FM) jumped from 1.6 to 2.3 over the same period.

Rocker WNEW-FM regained some of the momentum it had during the first half of 1985 while its cross-town rival, WXRK(FM), lost some of the punch it showed last summer. WNEW-FM went from a 3.5 12-plus standing in the summer report to 4.1 and sixth place in the latest book. WXRK, on the other hand, dipped from 2.5—the station switched from a contemporary hit format under the calls of WKTU to album rock some three weeks into the summer survey period—to 2.1 in the latest book. Industry observers, however, are keeping a watchful eye on whether the station's hiring of Howard Stern for afternoon drive time in mid-November ("Riding Gain," Nov. 11, 1985) will boost its overall share in the next report. As for the market's other album rocker, WAPP(FM), the station inched up from 1.6 last summer to 1.7.

On the easy listening front, WPAT(FM) won the 12-plus share battle with WRFM(FM), posting a 3.4 overall share—up from 2.6 in the summer—to WRFM's 3.1—down from 3.5.

Other 12-plus finishes in New York include: talk WABC(AM) at 2.6—down from 2.8 last summer; all-news WCBS(AM) holding at 3.6; oldies WCBS(FM), with 2.8—down from

**PARAMOUNT'S
FIRST-RUN
FRANCHISE**

**ENTERTAINMENT
TONIGHT[®]**

ACCESS SHOWS COME AND GO—
BUT FOR THE 5TH CONSECUTIVE NOVEMBER
ET PROVES IT'S THE CHOICE FOR
WOMEN 18-49 AND 25-54!

ENTERTAINMENT WEEKLY

The Only Alternative To

ET rates with the Women who rate with Advertisers!

MARKETS	Time Period Rank		MARKETS	Time Period Rank	
	W18-49	W25-54		W18-49	W25-54
NEW YORK	#2	#2	SALT LAKE CITY	#1	#1
SAN FRANCISCO	#2	#1	LOUISVILLE	#1	#1
BOSTON	#1	#2	DAYTON	#1	#1
WASHINGTON	#2	#2	LITTLE ROCK	#1	#1
DALLAS/FT. WORTH	#1	#1	SHREVEPORT	#1	#2
ATLANTA	#2	#2	MOBILE	#2	#1
TAMPA	#1	#1	JACKSONVILLE	#1	#1
MIAMI	#1	#1	ROANOKE	#1	#1
MINNEAPOLIS	#2	#2	PORTLAND, ME	#1	#2
ST. LOUIS	#2	#2	CHAMPAIGN	#1	#1
HARTFORD	#1	#1	LEXINGTON	#2	#1
PORTLAND, OR	#2	#2	SOUTH BEND	#1	#1
KANSAS CITY	#2	#2	COLUMBIA, SC	#1	#1
COLUMBUS, OH	#1	#1	FORT WAYNE	#1	#1
OKLAHOMA CITY	#1	#1	EL PASO	#1	#1

Source: NSI Apollo, Nov. '85, Top 100 Markets

**ADVERTISERS WANT THE ALL FIRST-RUN
QUALITY ENVIRONMENT!
STATIONS GET PREMIUM RATES!**

ENT TONIGHT[®] The Game Show Gamble!

**Why risk Access with another game show?
ET is your only long-term franchise!**

Head-to-head, ET beats these game shows in Women 18-49 & 25-54

NEW YORK	Newlywed Game	BUFFALO	\$100,000 Pyramid
PHILADELPHIA	Price is Right	COLUMBUS, OH	Sale of the Century
SAN FRANCISCO	Newlywed Game, Price Is Right	GRAND RAPIDS	\$100,000 Pyramid, Price Is Right
DETROIT	Price Is Right	LOUISVILLE	Wheel of Fortune, Price Is Right
WASHINGTON	Wheel of Fortune, Price Is Right	DAYTON	Price Is Right, Jeopardy
SEATTLE*	Newlywed Game	TULSA	Price Is Right
TAMPA	\$100,000 Pyramid, Sale of The Century	WEST PALM BEACH	Catch Phrase, Headline Chasers
MIAMI	Jeopardy, Price Is Right	MOBILE	Newlywed Game
MINNEAPOLIS	\$100,000 Pyramid	FRESNO	Newlywed Game
SACRAMENTO	Newlywed Game	JACKSONVILLE	\$100,000 Pyramid
INDIANAPOLIS	Price Is Right	SYRACUSE**	Wheel of Fortune
PORTLAND, OR	Price Is Right	ROANOKE	Wheel of Fortune, Price Is Right
SAN DIEGO	Headline Chasers	SOUTH BEND	Headline Chasers
ORLANDO	Price Is Right	TUCSON	\$100,000 Pyramid
KANSAS CITY	Price Is Right	EL PASO	Wheel of Fortune, Newlywed Game
CHARLOTTE	\$100,000 Pyramid		
NEW ORLEANS*	Newlywed Game		

Source: NSI Apollo, Nov. '85, Top 100 Markets

*W25-54 **W18-49

ENTERTAINMENT[®]

TONIGHT / THIS WEEK



DOMESTIC TELEVISION
AND VIDEO PROGRAMMING

**PARAMOUNT'S
PHENOMENAL**

PORTFOLIO XII

AVAILABLE JANUARY '87

**THE BLOCKBUSTERS THAT DOMINATED THE
BOX OFFICE FOR OVER A DECADE ARE SETTING
NEW STATION-SALES STANDARDS EVERYWHERE!**

**OVER 50 MARKETS SOLD
IN LESS THAN TWO MONTHS!**



**22 TREMENDOUS
HITS INCLUDING—**

FLASHDANCE,
the #1 youth-musical
of the 80s*..

**ESCAPE FROM
ALCATRAZ,**
the most powerful of all
Clint Eastwood adventures...

HEAVEN CAN WAIT,
Warren Beatty's all-time
biggest box-office hit*..

**AN OFFICER
AND A GENTLEMAN,**
the highest-grossing love story
since "Gone With The Wind"*..

48 HRS.,
the action-comedy that made
Eddie Murphy a superstar...

TEEN WOLF,
with one of today's hottest
new stars, Michael J. Fox...

and 16 more first-class
features!

PLUS—

Preview II

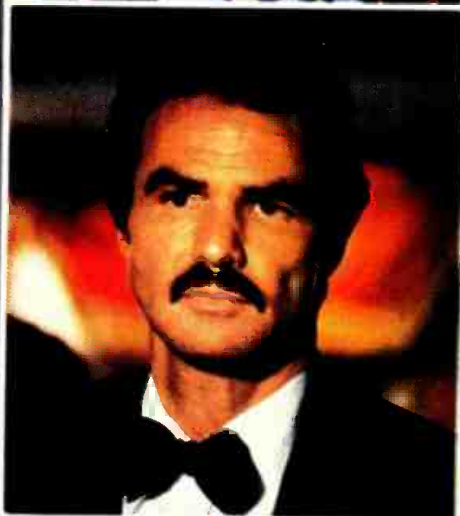
Friday the 13th.
Part 1 & 2 and 14 more
promotable thrillers.
Sold in over 45 markets.
Available Sept. '86.

*Portfolio
Special Edition I*

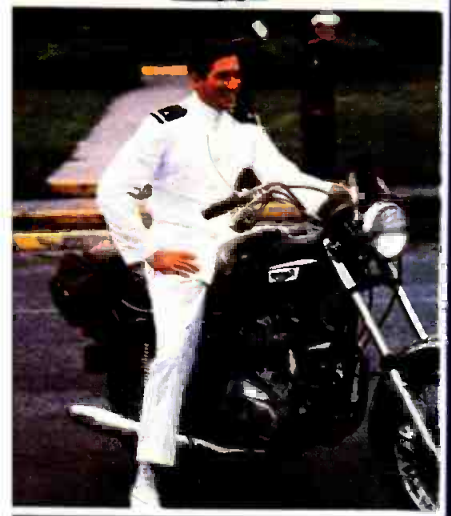
50 top features
starring every big name in
Hollywood. An essential
component of every station's
feature library.
Sold in over 42 markets.
Available Dec. '87.



PARAMOUNT TELEVISION
AND VIDEO PROGRAMMING



*Variety "All-Time Rental Champs"



**PARAMOUNT'S
INCOMPARABLE**

OFF-NET COMEDIES

**THIS YEAR, THEY'RE DESTROYING
ALL NETWORK COMPETITION.
THINK WHAT THEY'LL DO TO YOURS!**

**SOMETHING FUNNY'S GOING ON AT PARAMOUNT
NOW AND FOR YEARS TO COME!**

Everyone's joining our Family!



FAMILY TIES

- #1 in its time period every week this season!*
- #2 of all network shows, season to date!*
- 126 markets already sold!

AVAILABLE FALL '87

Everyone's joining our Gang!



Cheers

- #1 in its time period every week vs. regular programming!*
- #3 of all network half-hours, season-to-date!*
- 122 markets already sold!

AVAILABLE FALL '87

Everyone's adopting our Big Winner!



WEBSTER

- #1 in its time period, season to date!*
- Now leading Knight Rider and Twilight Zone in every key Woman demo plus Teens & Kids!***
- 110 markets already sold!

AVAILABLE FALL '88

Paramount Pictures Corporation: All rights reserved.

*NTI: 9/22-12/15/85 **NTI 2nd NOV. '85 pocketpiece



DOMESTIC TELEVISION
AND VIDEO PROGRAMMING

3.3; country WHN(AM) at 2.2—down from 2.8; talk WMCA(AM) holding at 1.0, and big band/MOR WNEW(AM), 3.0—up from 2.9.

Los Angeles

Continuing its strong pace in Southern California was contemporary hit radio KIIS-FM, which again topped the rest of the stations in the Los Angeles market, this time with an 8.2 overall metro share. However, the CHR station had been leveling off all year, going from a 9.7 in the winter to 9.0 in the spring to 8.8 last summer.

Finishing second but also dropping in 12-plus audience share was talk KABC(AM). The station landed with 6.0 in the new report—down substantially from the summer when it posted an 8.3. That summer figure, however, can be attributed, in part, to the station's play-by-play carriage of the Los Angeles Dodgers, which had a winning season in 1985.

And in a move to strengthen its weekday afternoon lineup, KABC underwent some personality changes toward the end of the survey period. On Nov. 18, psychologist Dr. Toni Grant, a mainstay at KABC for the past 10 years, had her on-air time cut back, while Dr. David Viscott, a psychiatrist and author, had his time expanded. Simultaneously, the station began airing Talkradio's Dr. Dean Edell's medical information show each afternoon. (Edell originates his program from ABC's KGO(AM) San Francisco.) At the time, a KABC spokeswoman said the program moves were made based on the "phenomenal" ratings growth of both Viscott and Edell ("Riding Gain," Nov. 11, 1985). As of Dec. 31, Grant left the station to become a media consultant and was replaced by Dr. Sonya Friedman's Talkradio program out of New York ("Riding Gain," Dec. 9, 1985). These latest programing shifts by KABC should be more reflected in Arbitron's 1986 winter report.

Third place in the Los Angeles ratings race went to KJOI(FM), which was sold by Noble Broadcast Group to former Malrite executive Carl Hirsch, who eventually merged his company with the Sillerman Communications Group (BROADCASTING, Nov. 18, 1985). The station, which programs Churchill's easy listening format, jumped from a 3.6 in the summer report to 4.9 in the new book.

Following KJOI was album rocker KLOS(FM) with a 4.8 overall metro share—up from 3.6 last spring and 4.4 in the summer. Rounding out the top five positions in Los Angeles was easy listening KBIG(FM)—programed by Bonneville—with 4.7.

Picking up steam in the 12-plus share category this past fall was adult contemporary KIQQ-FM. The station, which switched from CHR to Transtar's "Format 41" service last August ("Riding Gain," Aug. 12, 1985), climbed from 1.4 in the summer sweeps to 2.5 in the fall. CHR-formatted KKHR(FM) fell slightly from 2.6 to 2.4.

In the battle of the two all-news stations, KFVB(AM) was the 12-plus share winner at 3.9—up from 2.7 in the summer—while KNX(AM) remained somewhat steady at 3.0—down from 3.1.

Some other stations showing a decline in overall metro share from the summer report are: album-rocker KMET(FM), down from 3.3 to 2.5; adult CHR KMGG(FM), down from 2.4 to 1.8; soft contemporary KOST(FM), down from 4.0 to 3.4, and nostalgia KMPC(AM), down from 4.2 to 3.4.

Among the stations posting gains in 12-plus share since the previous report are: adult contemporary KBZT(FM) (formerly KHTZ), up from 1.5 to 2.0; black contemporary KDAY(AM), up from 1.5 to 2.2; album rock KROQ-FM, up from 3.1 to 3.9; oldies/-adult contemporary KRTH(FM), up from 2.5 to 3.3, and country KZLA(FM), up from 2.1 to 2.6.

Chicago

MOR/talk WGN(AM) maintained its commanding lead over Chicago's radio stations, but at the same time registered a nearly two-point drop in overall metro share. The station fell from 9.9 in the summer book to 8.0. The drop comes as a surprise to some industry observers who note that the station aired Chicago Bears football, which captured the imagination of Chicago sports fans with the best record in the NFL this past fall.

Urban contemporary stations held the second and third spots in the standings. WBMX-FM landed with a 6.4 12-plus metro share—down from 7.0 last summer—followed by WGCI(FM) at 5.3—up from 4.8 in the last report. Next are easy listening WLOO(FM) at 5.2 and all-news WBBM(AM) with 4.5.

It was WLS(AM) dominating the contemporary hit category with a sixth-place finish of 4.1. WBBM(FM) registered 3.7 and WLS(FM) pulled 2.0.

The race among most of Chicago's adult contemporary outlets remained extremely tight. The new fall book showed WLAK(FM) at 3.4, followed by WCLR(AM) at 3.3; WKQX at 3.2, and WFYR(FM) at 3.1. Finishing well behind the others with a 1.6 overall metro share was WMET(FM).

In the country format, WUSN(FM) topped WMAQ(AM) for the first time in a year. WUSN pulled a 3.3 12-plus share—up from 2.7 in the summer—while WMAQ finished with 2.6—down from 2.8.

The market's two AOR stations gained in 12-plus share from the last report: WLUP(FM) went from 3.5 to 4.0, with WXRT(FM) inching up from 2.5 to 2.6.

Some other 12-plus finishes: nostalgia WAIT(AM) at 2.2, and news/talk WIND(AM)—the station recently changed ownership and switched to Spanish-language—nostalgia WJJD(AM) and oldies WJMK-FM, all with 3.2.

San Francisco

News and information radio stations attracting more adult-oriented demographics dominated the San Francisco airwaves.

Increasing its stronghold over the market was talk-formatted KGO(AM), which jumped from a 7.8 12-plus metro share last summer to 9.0 in the latest report. Claiming second place was news/talk KCBS(AM), climbing from a 4.8 in the previous report to 6.2.

Also showing a healthy rise in overall share was urban contemporary KSOL(FM) (li-

censed to San Mateo). The station finished third at 4.5—up from 3.8 in the summer book. Meanwhile, registering one of the biggest 12-plus gains over the past year was country station KSAN(AM). It soared from 1.9 in fall 1984 to 4.1 and fourth place this past fall. Finishing in the fifth slot was easy listening KABL(FM), programed by TM Communications.

There was some ratings slippage among two of the market's principal adult contemporary stations. KIOI(FM) fell from 4.0 last summer to 3.5 in the new book, while KNBR(AM) dropped in 12-plus share over the same period, going from 3.7 to 2.4. KNBR's sister station, KYUU(FM), which programs more of an adult CHR sound, was also hurt from the summer sweeps: it went from 3.9 to 3.4. Meanwhile, adult contemporary KLOO-FM increased its 12-plus audience share from 1.9 last summer to 2.2.

Album-oriented-rock's (AOR) appeal in Northern California appears to be leveling off. KFOG(FM) fell from a 3.0 12-plus share in the summer report to 2.3 and KSJO(FM) (licensed to San Jose) dipped from 1.3 to 1.1. KRQR(FM) rose from 2.2 to 2.5.

Another youth-oriented format experienced some audience decline from the summer report was contemporary hit radio. KMXP went from 3.4 to 3.0 and KITS(FM) fell from 2.7 to 2.2. CHR KFRC(AM), however, inched up from 1.5 to 1.7. (The station dropped its weekday "game zone" format just after the midway point of the fall survey period.)

Some other 12-plus finishes: easy listening KBAY(FM) (licensed to San Jose) at 2.0, MOR KSFO(AM) with 1.8, down from 2.2, and country KNEW(AM) at 2.3.

Philadelphia

For the third consecutive rating period, album rocker WMMR(FM) pulled the top spot in 12-plus share, this time nearing almost double-digit figures (9.8), up from 8.8 in the spring and 9.4 in the summer.

All-news KYW(AM) was second, holding steady at 7.0, while urban contemporary WUSL(FM) fell from second to third at 6.5—down from 7.9. Easy listening WEAZ(FM) was next at 6.5—up from 6.2 last summer—followed by nostalgia-formatted WPEN(AM) with a 5.3 overall metro share—up from 4.7.

The broad programing category of adult contemporary fared well in Philadelphia this rating period, evidenced by the following station performances: WIOQ(FM), up from 3.1 to 3.7; WIP(AM), up from 2.5 to 3.0; WKSZ, up from 2.7 to 4.0; WMGK(FM), from 5.1 to 5.2, and WSNI(AM), up from 4.6 to 5.2.

Contemporary hit radio was off in overall audience share, however, with WCAU(AM) dropping from 4.7 last summer to 4.2, and WZGO(FM) falling from 3.0 to 2.0.

Other stations showing a decline in 12-plus share from the summer book include news/talk WCAU(AM), off substantially from 5.5 to 3.7; black contemporary WDAS-FM down from 5.0 to 4.2, and album rock WYSP(FM), off slightly from 3.1 to 3.0.

Country-formatted WXTU(FM) inched from 3.2 in the last report to 3.3.

NATPE '86

Preparing to explore the world of television programming

THE ALLURING, AMUSING, AND HIGHLY REVEALING
GAME OF ROMANTIC PURSUIT.

**LOVE ME
LOVE ME
NOT**

YOU'LL LOVE IT AT FIRST SIGHT!



ROSS SHAFER
IS YOUR HOST FOR TV'S
MOST PROVOCATIVE
NEW HALF-HOUR
GAME SHOW STRIP.*



TELEVISION

*MGM-UA TELEVISION WILL RETAIN ONE MINUTE FOR NATIONAL SALE.

© 1986 MGM-UA Entertainment Co. All Rights Reserved.

LBS
LBS COMMUNICATIONS INC.
NATIONAL ADVERTISING SALES REPRESENTATIVE

THE TOUGH



THEY'LL BLOW YOUR

GUYS



COMPETITION AWAY!

BEACH RED
BRING ME THE HEAD OF ALFREDO GARCIA
ELECTRA GLIDE IN BLUE
A FISTFUL OF DYNAMITE
THE FIVE MAN ARMY
HANNIBAL BROOKS
HICKEY AND BOGGS
LAST EMBRACE
NED KELLY, OUTLAW
ON THE RUN
THE OUTFIT
ROSEBUD
SHAFT IN AFRICA
SUBMARINE X-1
VON RICHTHOFEN AND BROWN

**15 POWERFUL
MOTION PICTURES FROM**



TELEVISION



NATPE
INTERNATIONAL

**BUILDING
ON BASICS**

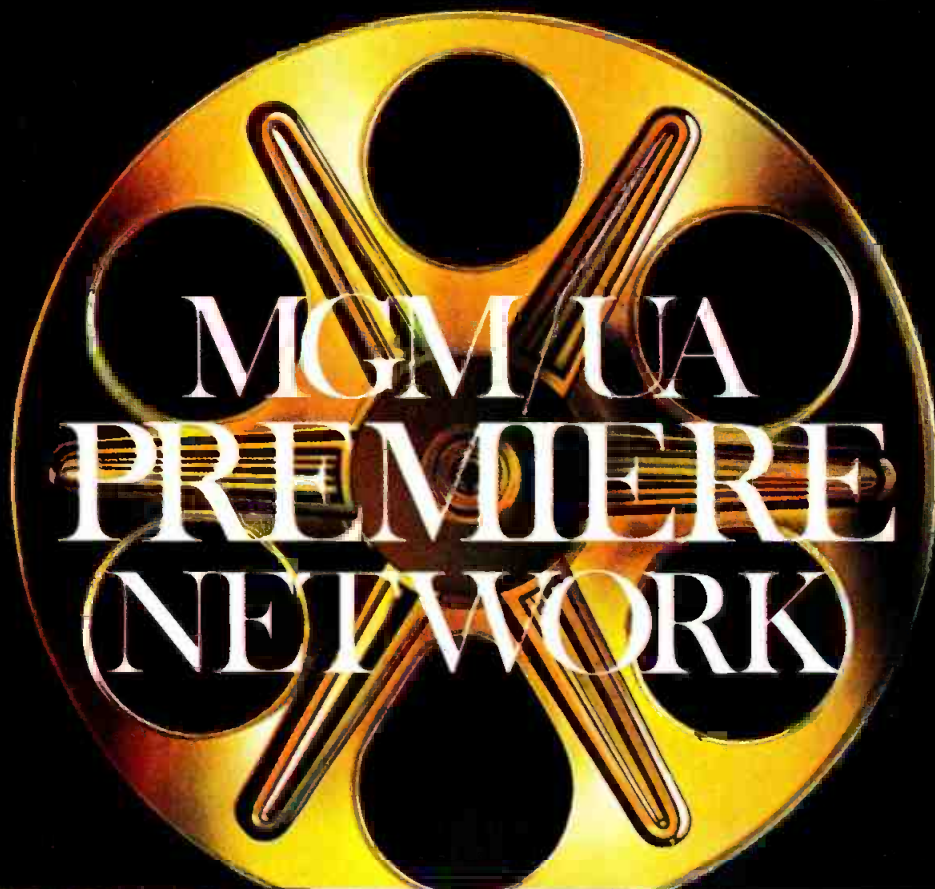
NEW ORLEANS '86

Some 8,000 are expected later this week in New Orleans for NATPE's 23d annual convention, which sports the theme "Building on Basics." Barter advertising, music licensing, feature film editing and must carry are among the topics that will top the agenda.

A rundown of events on tap begins on page 80. A list of the 231 exhibitors plus companies showing product at the Westin Canal Place begins on page 90.

COMING ATTRACTIONS

FROM THE



*It's not too late to contact your
MGM/UA sales representative for more information
on the MGM/UA Premiere Network (and MGM/UA # 2).*



CBS COMMUNICATIONS INC.



TELEVISION

© 1986 MGM/UA Entertainment Co. All Rights Reserved

8,000 strong expected for NATPE

Barter syndication, must carry among issues on tap for 23d annual 'Building on Basics' convention

A crowd of 8,000 is expected to converge on New Orleans Convention Center for the 23d annual NATPE International convention this week under the banner of "Building on Basics." In that vein, workshops and speeches will explore station concerns ranging from success stories in local sports, specials and stereo, to regulatory, music-licensing and must-carry topics. As usual, representatives of related organizations will be present, including two FCC commissioners, INTV President Preston Padden, NAB President Edward O. Fritts and a host of station general managers.

Along with a record of 4,000 pre-registrations, 4,000 other attendees are expected from the on-site registration, most of them involved with the 231 exhibiting companies or the station and rep communities. But this year's convention will also include a large contingent of advertising agencies, whose presence NATPE executive director Phil Corvo noted as novel. Corvo attributed the agency attendance at the convention to the continued growth of barter in syndication.

Corvo said the convention's emphasis on basics stemmed from the need for new insights on the merits of local programming, for example. With that in mind, Dr. Roger Van Oeck, president of "Creative Think," a Menlo Park, Calif.-based consulting firm, will open the convention on Saturday, Jan. 18, with an address entitled, "A Kick in the Seat of the Pants," which also is the name of his forthcoming book. Van Oeck told BROADCASTING that through his multiimage presentation, he will try to show how new creative opportunities can be explored. "People become prisoners of familiarity,"

said Van Oeck, who as a "consumer of television" noted that "a lot of programming gets to be kind of staid." Van Oeck, who has consulted for NBC and for Group W radio, will emphasize a return to "an element of service" in broadcasting that he says was more prevalent in years past.

Two of the convention's discussions will feature well-known personalities. On Monday, Jan. 19, ABC *20/20* co-host Hugh Downs will moderate a panel entitled, "Old Time TV: How Good Was it Really?" It will feature Sid Caesar and Sylvester (Pat) Weaver. On Sunday, Jan. 19, directors Warren Beatty, Milos Forman and Mark Rydell will share their thoughts on the editing of their theatrical releases for television audiences in a discussion moderated by MCA-TV President Don Menchel. Paramount sold ABC the broadcast rights to Beatty's film, "Reds," for showing last year. Beatty won a contract dispute over the proposed cutting of several minutes of the film so that it would better fit into the network schedule. In his agreement with Paramount, Beatty has a final say in the editing of the film, which has not appeared on television.

Four concurrent workshops presented on Sunday morning will include "A Report from Washington," with FCC Mass Media Bureau chief James C. McKinney, and FCC Commissioners James Quello and Dennis R. Patrick; a discussion of "Barter—The Program Tool," moderated by All American Television President George Back, and featuring Henry Siegel, chairman of LBS Communications, and Dennis Gillespie, senior vice president, Viacom; "Flash and Trash, Smoke and Mirrors," about promoting "exploitable" properties, and "Local Program Success Stories—Stereo."

On Sunday afternoon, five concurrent workshops will be held with participants

coming mostly from the station ranks: "How to Be a General Manager and Do You Really Want To?"; "Music Licensing: What Does the Future Hold?"; "Local Program Success Stories—Sports," "The Prize Inside the Syndication Box" and "Successful Community Projects—Broadcast or Not?"

The local programming theme will continue on Monday with session titled "News: Is It a Program?"; "Local Programming Success Stories—Specials" and "New Technologies." NATPE President Bob Jones will also moderate a session of "Local Programming: How Important Is It?" with Joel Chaseman, president of Post-Newsweek Stations; Phil Arone, program director of KGMB(TV) Honolulu, and Irwin P. Starr, vice president and general manager of KGW-TV Portland, Ore. Both KGMB and KGW-TV carry locally-produced game shows (BROADCASTING, Dec. 9). In the case of KGMB, its *All American Bingo* is being syndicated nationally by All American Television.

The final NATPE event will be a general session on "Must-Carry: The Final Countdown," moderated by industry consultant Richard C. Block, formerly with Metromedia. Along with Fritts and Padden, the session will include USA Network President Kay Koplovitz and Community Antenna Television Association President Stephen R. Effros.

This year the move to the convention floor, as opposed to hotel suites, will continue, with several noteworthy exceptions. Holding to the tradition of keeping hospitality suites (in this case at the Westin Cana Place) will be Columbia Pictures Television MCA-TV, Dan Robinson Broadcasting, Victory Television, Warner Bros. Television Distribution and Worldvision Enterprises. The full agenda appears on pages 80-82. A list of exhibitors begins on page 90.

NATPE's New Orleans agenda

All events at the New Orleans Convention Center unless otherwise noted.

Thursday, Jan. 16

Board of directors meeting. 9 a.m. to 5 p.m.

Friday, Jan. 17

Station group and rep meetings, NBC Network affiliates. 8 a.m.-8 p.m. Various hotels.

In New Orleans. BROADCASTING's editorial and advertising staffs will be headquartered at the New Orleans Hilton & Tower at NATPE. Both the Jan. 13th and Jan. 20th issues will be available at the convention. In attendance will be Scott Barrett, Dave Berlyn, Sue Dillon, Doug Halonen, John Lippman, Kim McAvoy, Charles Mohr, Larry Taishoff, Skip Tash, Tim Thometz, Don West, Dave Whitcombe and Ruth Windsor.

Broadcast Education Association/NATPE Educational Foundation Seminar. 9 a.m.-4:15 p.m.

Saturday, Jan. 18

Session. 8:45-10:15 a.m. *International: Cable, Satellite and New Private Stations.* Moderator: Jay Solomon, Lorimar-Telepictures. Panelists: Vittorio Boni, RAI; Bill Cotton, BBC; Larry Gershman, MGM/UA Television; Bruce Gordon, Paramount; Sam Nilsson, Swedish Television; Gunnar Rugheimer, The Home Video Channel.

Affiliate meetings. 9-10:15 a.m. *ABC* Moderator: Gary Stark, WEWS-TV Cleveland. Panelists: Richard Kozak, Mark Mandala, George Newi. *CBS* Moderator: Dick A'Hearn, WTVT(TV) Tampa, Fla. Panelists: Tom Leahy, Tony Malara, Scott Michels, David Poltrack. *PBS* Moderator: Mike LaBonia, WYES-TV New Orleans. Panelists: Stewart Cheifet, WITF(TV) Harrisburg, Pa. Jay Rayvid, WOED(TV) Pittsburgh; Vincent Saele, WYES-TV New Orleans; Don ald Schein, WMHT(TV) Schenectady, N.Y. *Independents* Moderator: David L. Simon, KTLA(TV) Los Angeles. Panelists: Al Masini, Telerep; Greg Miller, Taf



WE DELIVER MORE THAN SHOWS... WE DELIVER FRANCHISES!

A NEW KIND OF TELEVISION
FOR '86-'87

- * *The Oprah Winfrey Show*
- * *Night Life with David Brenner*
- * *Rock 'n Roll Evening News*
- * *True Confessions with host Bill Bixby*
- * *Women of the World*

PLUS TV'S POWERHOUSE
LINE-UP RETURNS

- * *Wheel of Fortune*
- * *Jeopardy!*
- * *The Merv Griffin Show*
- * *Dick Clark's Nitetime*
- * *Headline Chasers*

AWARD WINNING
PRODUCERS

- * *Merv Griffin Enterprises*
- * *The Dick Clark Company*
- * *The Landsburg Company*
- * *Motown Productions*
- * *Andy Friendly Productions*
- * *WLS-TV Chicago*
- * *Sandra Carter Productions*

**FRANCHISE
POWER!**



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

Broadcasting; Preston Padden, INTV; Diane Sass, Metromedia; Mel Smith, Tribune Broadcasting.

Opening general session. 10:30 a.m. to noon. Host: Bob Jones, NATPE president. Welcome: Ernest Morial, mayor of New Orleans. Multi-image presentation: "A Whack on the Side of the Head," by Dr. Roger von Oeck. Entertainment: Up With People. NATPE Educational Foundation report by Lew Klein, Gateway Communications.

Exhibit hall. Open noon to 6 p.m.

Sunday, Jan. 19

Four concurrent workshops. 8:30-9:30 a.m. *Flash and Trash, Smoke and Mirrors.* Moderator: Linda DesMarais, WDLZ(TV) Miami. Panelists: Dan O'Brien, KONG(TV) Seattle; Jim Paratore, WTVJ(TV) Miami; David L. Simon, KTLA(TV) Los Angeles; Donita Welsh, WFLX(TV) West Palm Beach, Fla.

A Report from Washington. Moderator: Richard Barovick, Hess Segall Guterman Pelz Steiner and Barovick. Panelists: John Lane, Wilkes Artis Hedrick & Lane; James C. McKinney, FCC Mass Media Bureau; James Quello and Dennis R. Patrick, FCC commissioners.

Local Program Success Stories—Stereo. Moderator: Tom LaMarche, WLWT(TV) Cincinnati. Panelists: Bob Klein, KRON-TV San Francisco; Jim Lut-ton, WFSB(TV) Hartford, Conn.; Linda Triplett, WDBB-TV Tuscaloosa, Ala.; William Wheless, WYFF-TV Greenville, S.C.

Barter—The Program Tool. Moderator: George Back, All American Television. Panelists: David Braun, General Foods; Joe Dimino, Storer Communications; Dennis Gillespie, Viacom; Gary Scollard, MMT Sales; Henry Siegel, LBS Communications.

Five concurrent workshops. 9:45-10:45 a.m. *How To Be A General Manager and Do You Really Want To?* Moderator: Jim Lynagh, Multimedia Broadcasting. Panelists: Barry Barth, WFSB(TV) Hartford, Conn.; Bill Castleman, KTXA(TV) Dallas-Fort Worth; Amy McCombs, WDIV(TV) Detroit; Alan Perris, WTVJ(TV), Miami; Irwin Starr, KGW-TV Portland, Ore.

Music Licensing: What Does the Future Hold? Moderator: Jack Zwaska, All-Industry Television Station Music License Committee. Panelists: Abiah Church, Storer Communications; R. Bruce Rich, Weil Gotshal and Manges.

Local Program Success Stories—Sports. Moderator: A.R. Van Cantfort, WSB-TV Atlanta. Screenings and discussions of locally-produced program excerpts.

The Prize Inside The Syndication Box. Moderator: Deb McDermott, KMBC-TV Kansas City. Panelists: Jim Moloshok, Lorimar-Telepictures; Ann Pace, WJXT(TV) Jacksonville, Fla.; Sandy Pastoor, WTTG(TV) Washington; David Sams, King World; Rick Weidner, Paramount.

Successful Community Projects—Broadcasts or Not. Moderator: Paul LaCamera, WCVB-TV Boston. Panelists: Marv Danielski, KCNC-TV Denver; Mike Sullivan, WCCO-TV Minneapolis; Jerry Wishnow, Wishnow Group.

General session. 11 a.m.-noon. *Who's Editing My Movies and Why? They Doing That?* Moderator: Don Menchel, MCATV. Panelists: Direct Warren Beatty, Milos Forman and Mark Rydell; John Haldi, WBNB-TV Colu bus, Ohio; Chuck Swilling, WGN-TV Chicago.

Exhibit hall open. Noon to 6 p.m.

Alumni/past presidents reception. 6-7 p.m. New Orleans Hilton.

Monday, Jan. 20

Breakfast general session. 8-9 a.m. *Old Time TV: How Good Was Really.* Moderator: Hugh Downs, 20/20. Panelists: Sid Caesar, J.P. Mil George Schaefer, Sylvester (Pat) Weaver.

Four concurrent workshops. 9:45-10:45 a.m. *News: Is It a Progra* Moderator: James Keelor, WVE-TV Louisville, Ky. Panelists: Darla Ellis, KJ TV Denver; Larry Gants, KHQ-TV Spokane, Wash.; Bob Warfield, WDIV Detroit; Debra Zeyen, KDKA-TV Pittsburgh.

Local Programing: How Important Is It? Moderator: Bob Jones, NAT president. Panelists: Phil Arnone, KGMB-TV Honolulu; Joel Chaseman, Pt Newsweek Stations; Irwin Starr, KGW-TV Portland, Ore.

Local Program Success Stories—Specials. Moderator: Ann Miller, KPX San Francisco. Panelists: Steve Currie, KOIN-TV Portland, Ore.; Marion Finnes, WBT(TV) Charlotte, N.C.; George Moynihan, Group W Televis Stations Group; John Pela, WWL-TV New Orleans.

New Technologies. Moderator: Chuck Larsen, D.L. Taffner/Ltd. Panelists: Chuck Dutcher, Conus Communications; Ryo Mochizuki, NHK-Japan Broadcasting; Richard M. Wolf, Lasercast Co.

Exhibit hall. Open from 11 a.m. to 5 p.m.

Iris awards. 7 to 9 p.m. New Orleans Theater of the Performing Arts Celebration of Creativity." 19th Annual Iris Awards. Entertainment by Fitzgerald and Pete Fountain.

International supper party. 9-11 p.m. Memorial Auditorium, adjacent the theater.

Tuesday, Jan. 21

Exhibit hall. Open 9 a.m.-1 p.m.

General session/dell lunch. 1-2:30 p.m. *Must-Carry: The Final Co down.* Moderator: Richard C. Block, industry consultant. Panelists: phen R. Effros, Community Antenna Television Association; Edward Fritts, NAB; Kay Koplovitz, USA Network; Preston Padden, INTV.

Business meeting and elections. 2:30-3 p.m.

Associate members meeting. 3-3:30 p.m.



Effros



Padden



Fritts

Now,
after 10
years...



Diff'rent Strokes



Mary Hartman, Mary Hartman



The Jeffersons



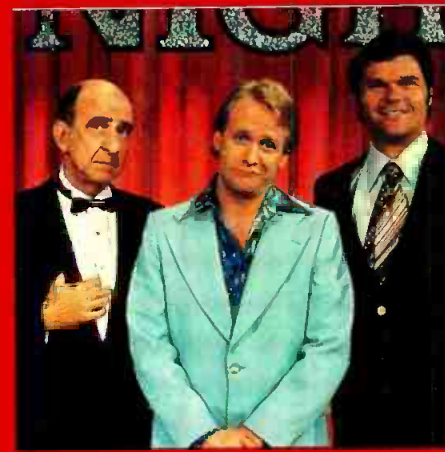
Archie Bunker's Place



Embassy II



One Day At A Time



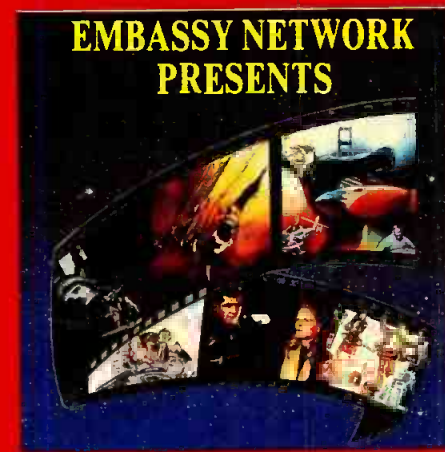
Fernwood 2night



Sanford & Son



Maude



Embassy Night

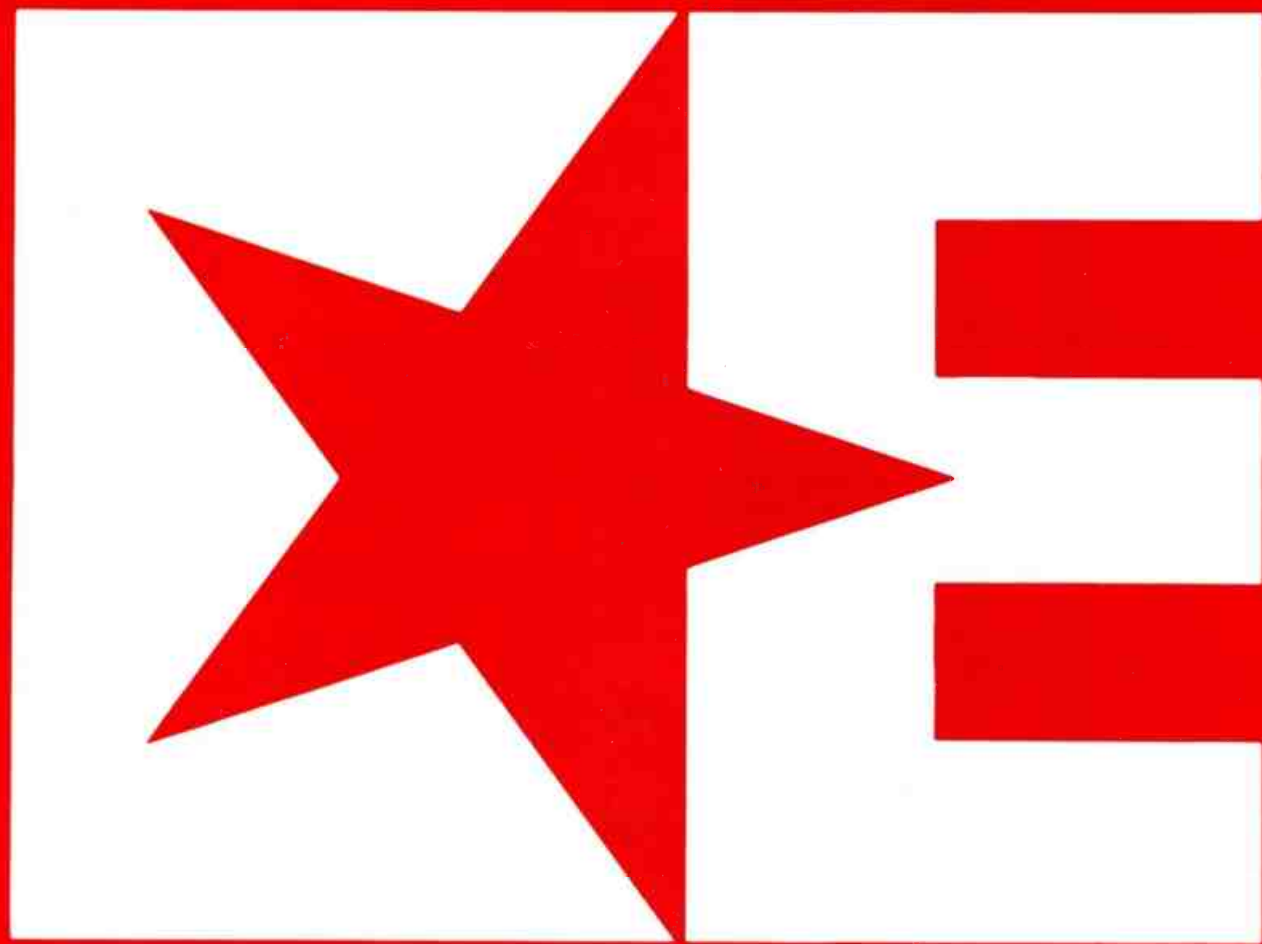


Square Pegs



Good Times

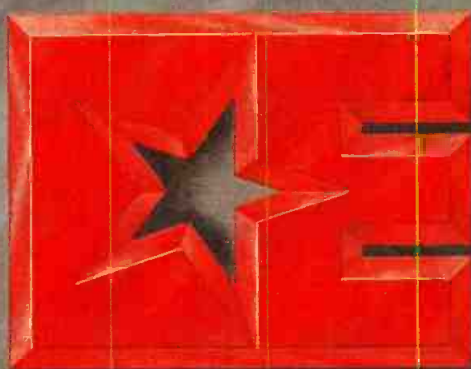
The
Leader.



And
For
Tomorrow...



THE FACTS OF LIFE



20 FEATURE FILMS

EMBASSY III





WHO'S THE BOSS?



SILVER SPOONS

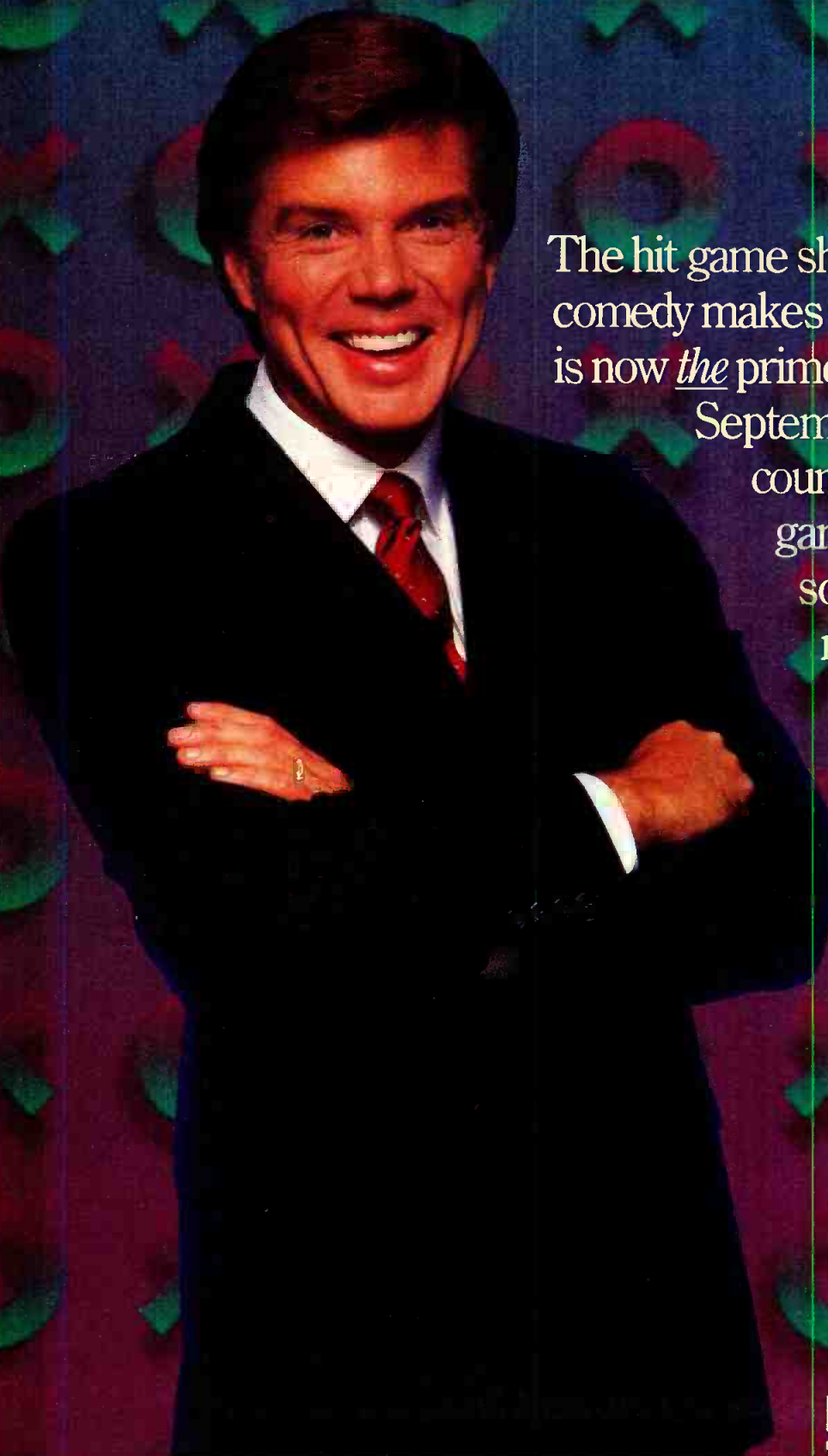
A Proud History

An Exciting Future

EMBASSY

EMBASSY TELECOMMUNICATIONS - A UNIT OF *The Coca-Cola Company*

THE PRIME ACCESS CHOICE... WITH A FUTURE!



The hit game show where celebrity comedy makes the difference is now *the* prime access choice for September '86. Whether counter-programming pure game, a magazine format, soft entertainment, or news, HOLLYWOOD SQUARES has the perfect formula for big ratings and long term success.

**DON'T SETTLE FOR LESS
THAN THE REST!**

HOLLYWOOD SQUARES



LONI ANDERSON



STEVE LANDESBURG



MARLA GIBBS



TONY DANZA



DOM DeLUISE



JACKIE COLLINS



DICK BUTKUS / BUBBA SMITH



APOLLONIA

**A FIRM GO FOR SEPTEMBER '86
SOLD IN THE FIRST FIVE DAYS!**

WABC-TV New York / WLS-TV Chicago / KGO-TV San Francisco
 WCVB-TV Boston / WTAE-TV Pittsburgh / KSTP-TV Minneapolis
 WBAL-TV Baltimore / KMBZ-TV Kansas City
 WLWT-TV Cincinnati / WISN-TV Milwaukee
 WDTN-TV Dayton / KREM-TV Spokane
 KOB-TV Albuquerque
 ...and many more
 to come!

ORION

TELEVISION SYNDICATION

IN ASSOCIATION WITH

HEARST BROADCASTING

SEE US
 AT NATPE
 Garden District

On the exhibit floor at the convention center

The following is a list of exhibitors for the NATPE convention, with the Westin Canal Place exhibitors following the convention center list. An asterisk denotés a product new to the market.

ABR Entertainment 975
32123 W. Lindero Canyon Rd., Suite 200, Westlake Village, Calif. 91361

Headlines on Trial*, Sports Chronicle*, Roller Derby Gold*, Alaska Outdoors*, The New Crosswits*, The Christmas Songs, Lusty Land, Gospel Music I, Gospel Music II, Cross Country, Raquel, The Ann-Margret Show (2), All-Star Swing Festival, The Darin Invasion, The Fifth Dimension Traveling Sunshine Show, The Lou Rawls Show, The Sonny and Cher Nitty Gritty Comedy Hour, Saga of Sonora, Old Faithful, Dr. Jekyll and Mr. Hyde, Once Upon a Wheel, The London Bridge Special, Yes Virginia There is a Santa Claus. **Staff:** Burt Rosen, Barbara Rosen, Ed Hawkins, Ted Baker, Jim Delaney, Lon Fishback, Gene Wilkin, Celinda Van Orsdale, Marsha Foster, Darnell Wade.

Access Syndication 491
12345 Ventura Blvd., Studio City, Calif. 91604

Lorne Greene's New Wilderness, The Exciting World of Speed & Beauty, Hollywood Close-Up, Heroes: Made in the USA* (26), The 4 Seasons. **Staff:** Dennis Miller, Jeffrey Kazmark, Gary Benz, Nancy Dixon, Bill Trotter, Rick Pack, Fran Harman, Melissa Schiavo, Steve Kirk.

Airborne Express 1512

Alan Enterprises 427
32234 Pacific Coast Hwy., Malibu, Calif. 90265

The Classics* (28), The Promotables (15), Vietnam: The Ten Thousand Day War (13), Speed Racer (52), Abbott and Costello Show (52), Felix the Cat (260), Mighty Hercules (130). **Staff:** Alan Gleitsman, Cheri Rosche, Milt Strasser, Bob Mitchell, Christine Buchanan.

All American Television 633
304 E. 45th St., New York 10017

All American Bingo*, Fridays*, The Best of You*, The Boy King*, Elvis The Echo Will Never Die*, America's Top 10, An America's Top 10 Christmas, Deja View, The Chisholms (6), New York Hot Tracks, Omni: Visions of Tomorrow, 1985 Miss World Beauty Pageant, Fabian's Good Time Rock 'n Roll Revival, Magical Mystery Tour. **Staff:** George Back, Joseph Kovacs, Larry Feinstein, Joan Marcus, Conrad Roth, Debbie Back, Gail Spolan, Rhonda Schulik, Nancy Gottdenker, Lori Koch, Bill Finkeldey, JoAnn Giacalone, Helen Schansinger, Pat Contino, Nina Melby.

AMI Television 627
414 N. Camden Dr., Beverly Hills, Calif. 90210

Health Sense*. **Staff:** Beverly Strong, Mick Taylor, Doug Streff.

Anglia TV
Brook House, 113 Park Ln., London W1

Antenne 2 232

Arbitron 1257
1350 Avenue of the Americas, Suite 1914, New York 10019

Staff: Pete Megroz, Jon Nottingham, Bill Shafer, Andy Fessel, Jim Mocarski, Dennis Spragg, Marjorie Johnson, Susan Howard, Eric Schindler, Mark Stephan, Virginia Tierney, Kit Smith, Lynn Hendy, Barbara McFarland, Ken Wollenberg, Anna Fountas, Randy Briggs, Bob Bourquard, Sharon Rickel, Bob Decker, Howard Rosenblum, Dan Casey, Mary Ellen Nortier.

ARP Films 670
342 Madison Ave., New York 10173

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

ASI Market Research 932
7655 Sunset Blvd., Los Angeles 90046

Associated TV International 272

Atlantis Television 1172

Avery Productions 1426
810 Emerald St., Suite 101, San Diego 92109

Bavaria Atelier GmbH 1506

Behrens Co. 756
51 SW 9th St., Miami 33130

Kidsworld, Young Universe. **Staff:** Betsy Behrens, Bill Behrens, Bob Behrens, Paul Rich.

Bel-Air Program Sales 1425
1200 W. Broadway, Hewlett, N.Y. 11557

The New Newlywed Game, We Love the Dating Game*, The Richard Pryor Specials*, The Gong Show, Treasure Hunt, \$1.98 Beauty Show, Kung Fu Theater* (13). **Staff:** Brian Firestone, Bob Cohen, Rick Bompane, Buddy Brooks, Jack Firestone, Ginny Wood.

Belokapi 241

BizNet 857
1615 H St., NW, Washington 20062

It's Your Business, Nation's Business Today, Ask Washington. **Staff:** Richard Leshner, Robert Adams, Andrea Kosek, Milton Miller, Frank Allen Philpot, Meryl Comer, Carl Grant.

Blair Entertainment 757
1290 Avenue of the Americas, New York 10104

RRP Productions
511 Old Lancaster Pike, Berwyn, Pa. 19312

Strike It Rich* (52), Divorce Court (52), Break the Bank* (52), SCTV (156), Death Valley Days (130), Cisco Kid (156), Revenge Movie Package (15), Wake Up the



Strike It Rich host Joe Garagiola

Echoes, NFL Great Moments, Great Plays of the Glory Days, Legends of College Basketball, College Football Scrapbook, You Make the Call, NFL Classics, Fantastic Finishes, NFL Most Valuable Player, Be All That You Can Be, Beachcombers (130), Keystone Komedies (79), Road to the Super Bowl '87, NFL Update '87, The Lollipop Dragon, telephone interactive programs. **Staff:** Richard Coveny, Guy Mazzeo, Phil Kent, Tim Harrington, Linda Prozeller, Leslie Lillien, Tony Brown, Joe Middelburg, Jim Weathers, Monte Lounsbury, Al Lanken, Tony Fasola, Steve Hackett, Joe Mirabella, Paul Franklin, Ken Kagen, Anne Foran, Dorothy Hamilton, Alan Berkowitz, Norman Lesser, Catherine Morrow, Marlene Rochman. **RRP Productions:** Pete Retzlaff, Andy Rogin, Walter Rolph.

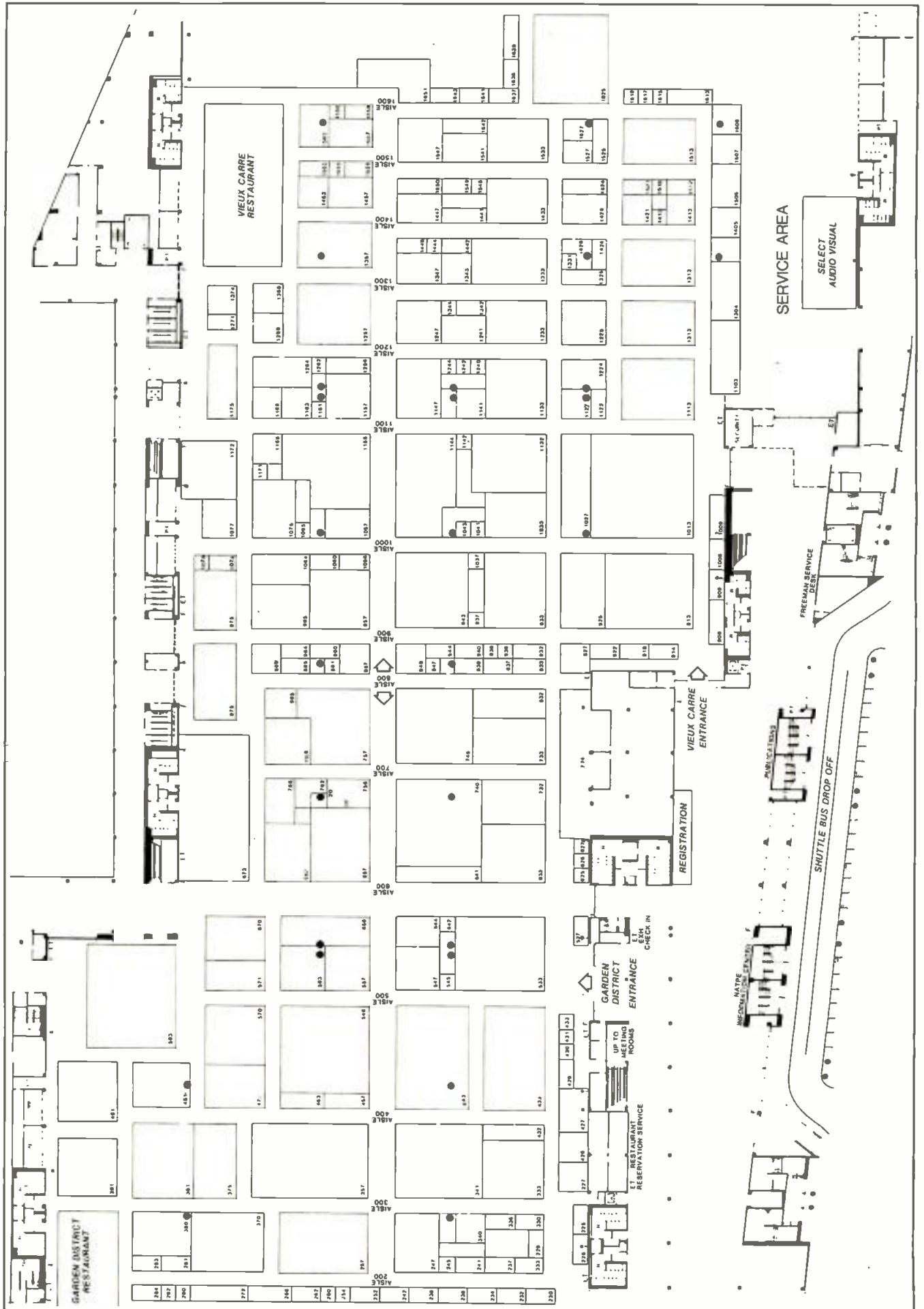
Bocass Communications 1077
10 E. 53rd St., New York 10022

The Terror of Mechagodzilla, Frankenstein Conquers the World, Godzilla's Monster Zero, Godzilla's Revenge, Mr. Magoo in the King's Service, Mr. Magoo in Sherwood Forest, Mr. Magoo's Favorite Heroes, Mr. Magoo—Man of Mystery, Mr. Magoo's Storybook Snow White, Uncle Sam Magoo, Mr. Magoo's Treasure Island, Mr. Magoo's Christmas Carol, The Mr. Magoo Show (65), Dick Tracy (32), Roy Rogers (100), All Star Golf (142), 12 Sweep Classics, Bread and Butter 18. **Staff:** Richard Goldfarb.

Bonneville Media Communications 1550

130 Social Hall Ave., Salt Lake City 84111
Mr. Kruger's Christmas, Christmas World, The Last Leaf, Music and the Spoken Word, other programming specials and

NATPE exhibit floor map

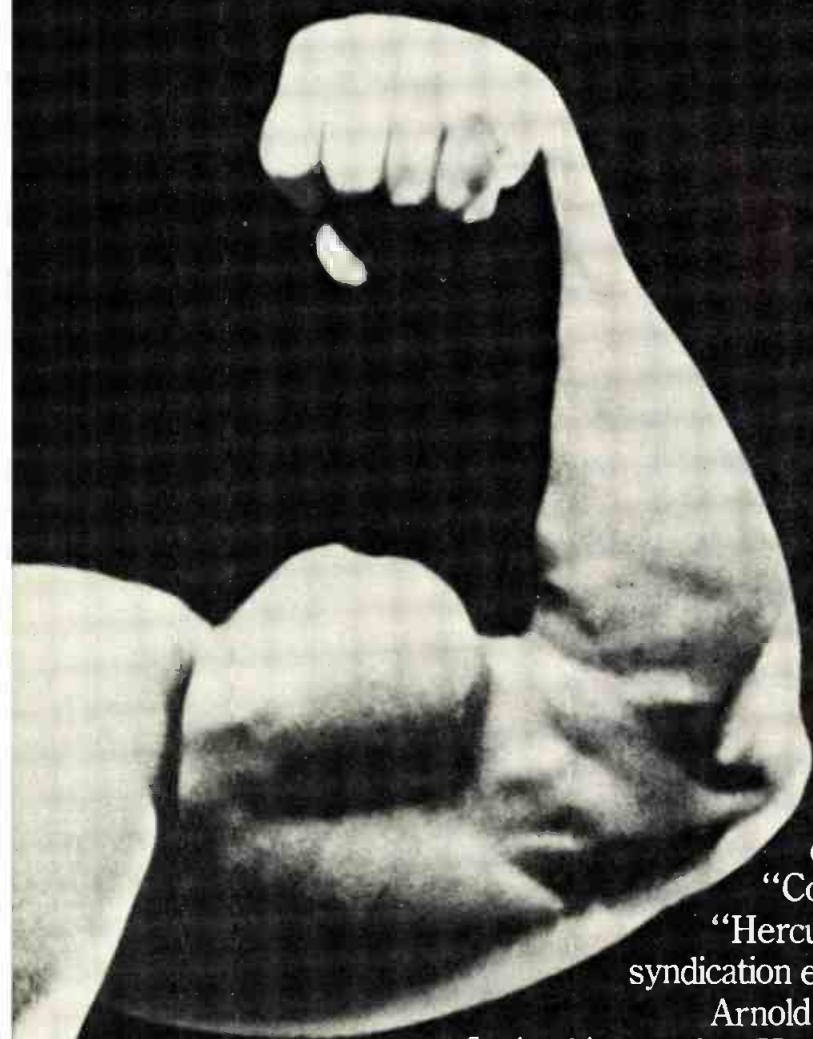


IF YOU THINK THE JANUS LIBRARY SCHWARZENE



At NATPE, see us at booth #1103

S POWERFUL, WAIT TILL YOU SEE ER AS HERCULES!



Who's tougher than "The Terminator," craftier than "Commando" and cuter than "Conan?" It's Arnold Schwarzenegger in "Hercules in New York!" And it's available for syndication exclusively from New Century.

Arnold doesn't just hang around Mount Olympus flexing his muscles. He heads straight for New York City, only to get involved with a crooked wrestling promoter, some angry gamblers, the crew of a freighter...and a few goddesses, too.

And New Century is still your only source for the the 233 films of the Janus Library, the most exciting collection of films available for television. Each of these classic motion pictures has the power to attract the audience you like—and advertisers love!

From Schwarzenegger and Hercules to The Janus Library, you can be the first in your market to get them. If you're the first to call New Century at (212) 371-9750 in New York City or (213) 274-0200 in Beverly Hills.



New Century Telecommunications
A Division of New Century Productions N.Y., Ltd.

public service announcements. **Staff:** Merrill Dimick, Ian McKay, Doug Borba, Delores Peterson.

Border Television

Bozell & Jacobs 1405
10250 Regency Cr., Omaha, Neb. 68114

Mutual of Omaha's Wild Kingdom. **Staff:** Hal Davis, Bob Aaron, Jim Fowler, Peter Gros.

Bri-Ter Television Sales 1524
28-08 Bayside Ln., Flushing, N.Y. 11358

Hit City (52), Videofashion Lifestyle (4), Holiday Hints (24), Stillman Grissmer Thriller Package 1 (20), Stillman-Grissmer Action 7 (7), Stillman-Grissmer Sidekicks (6). **Staff:** Brian Davidson, Terry Lynch.

British Group 1433

Broadcast Information Bureau 1041
100 Lafayette Dr., Syosset, N.Y. 11791

Research source books and magazine. **Staff:** Arthur Fliegelman, Margaret Batsford.

Broadcast Management Plus 833
Box 5708, Auburn, Calif. 95604

Converts Arbitron and Nielsen computer tapes to floppy diskettes and provides software to allow stations to perform sales and program research on a micro-computer, color bar charts to show trends, rankers, comparisons, audience composition reports. **Staff:** Roger Cooper, Dave Ludwig, John Morris, Peg DeSchepper.

Broadcast Promotion and Marketing Executives 1244
402 E. Orange St., Lancaster, Pa. 17602

Staff: Beryl Spector, Judy Horan, Joseph Logsdon, Linda Nix, Patricia Evans, Lance Webster.

BROADCASTING

1735 DeSales St., NW, Washington 20036

The news magazine of the Fifth Estate The Jan. 13 issue will be available at the publications area. The Jan. 20 issue will be available for distribution Jan. 18.

Cable Films 431

Camelot Entertainment 341
1700 Broadway, New York 10019

Staff: Richard Levy, Steven Hirsch, Dick Moran, Marsha Diamond, Regina Crayhon, Vivian Hunt.

Carden & Cherry 1041
1220 McGavock St., Nashville 37203

Brother Bobby*, Ernest 'n Vern, Hey Vern! It's My Family Album. **Staff:** Beverlie Brewer, Julie Anderson.

Carrousel Productions 463
116 Mason St., Greenwich, Conn. 06830

Castle Hill Television 832
1414 Avenue of the Americas, New York 10019

Castle Hill Volume I (15), Made in Hollywood USA (27), Fright Night (16), Castle Hill Volume II* (12). **Staff:** Julian Schloss-

berg, Beverly Schlossberg, Murray Oken, Mel Maron, Barbara Karmel, Milly Sherman, Herb Graff, Loretta Woodruff, Anne Rogers.

C.B. Distribution 1057
141 El Camino, Suite 110, Beverly Hills, Calif. 90212

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

CBS Broadcast International 1009
51 W. 52d St., New York 10019

The Twilight Zone*, 60 Minutes, West 57th*, North Beach and Rawhide, Picking Up the Pieces, Love Mary, Ben Franklin, Storybreak, Featurefile, CBS Spotlight on Sports, NBC on CBS, Foley Square*. **Staff:** Larry Sugar, Rainer Siek, Gregg Cooke, Maria Komodikis, Gregg Phillips, Sonja Mendes.

Celebrity Service International 1161
1780 Broadway, New York 10019

Information clearinghouse and data base, telephone service, daily bulletin, theatrical calendar, international social calendar*, celebrity register, contact book. **Staff:** Vicki Bagley, Angela Wendkos.

Central Independent TV
35-38 Portman Sq., London W1A 2HZ

Channel Four Television
60 Charlotte St., London W1P 2AX

Christophers 914
12 E. 48th St., New York 10017

Christopher Closeup (26). **Staff:** Mary Jane Hopkins, Rev. John Catoir, Delcina Thomas.

Cinecitta Sacis 1304

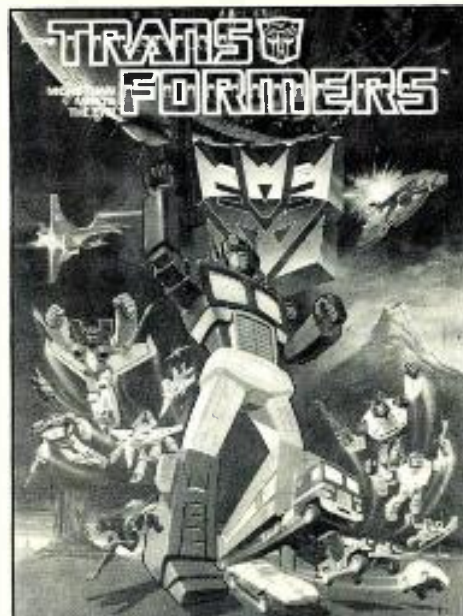
Cinema Shares International 1213
450 Park Ave., New York 10022

Adventures in Action 6* (5), Devilfish, Shock Around the Clock 7 (5), Shock Around the Clock 8 (5), Adventure in Action Goes West 3 (2), Adventure in Action 1 (7), 2 (6), 3 (7), 4 (6), 5 (3), 6 (5), Family Favorites (9), Shock Around the Clock 1 (7), 2 (7), 3 (7), 4 (5), 5 (4), 6 (7), King Fu Justice (8), Adventure in Action Goes West 1 (3), 2 (3), Adventure in Action Goes to the High Seas (5), Adventure in Love 1 (3), My Champion, American Woman: Portraits of Courage, The Hazing, Slavers. **Staff:** Beverly Partridge, Deborah Dave, Regina Popp, Delanie Abney, Dick Ostrander, Marvin Gray, E. Melvin Pinsel, Rita Balsam, Jerry Balsam.

Cinevisa International Media 1172

Claster Television Productions 481
9630 Deereco Rd., Timonium, Md. 21093

My Little Pony and Friends* (65), The Transformers* (65), G.I. Joe—A Real American Hero* (90), Super Saturday/Super Sunday* (15), JEM* (26), Great Space Coaster (140), Romper Room and Friends (100), Miss Manners (100), Bowling for Dollars. **Staff:** John Claster, Sally



Claster's Transformers

Bell, Janice Carter, Terri Akman, John Russel, Peggy Powell, JoAnn Heller.

Coe Film Associates 252
65 E. 96th St., New York 10128

It Figures*, musical specials.

Joel Cohen Productions 909
10043 Hillgrove Dr., Beverly Hills, Calif. 90210

Second Annual MTV Music Video Awards*, American Video Awards Show*, Kapalua International Golf Tournament*, Skate America*, Third Annual MTV Music Video Awards*, Laura Branigan, Stroh's Circle of Sports, Outdoor Life, Hollywood Theater of Magic, Magic. **Staff:** Joel Cohen, Joan Cohen.

Colbert Television Sales 733
1888 Century Park East, Suite 1106, Los Angeles 90067

Sale of the Century, Purely Personal*, Joker's Wild, Tic Tac Dough, The Magic of Lassie*, Lassie the New Beginning*, Lassie, The Lone Ranger, Adventures of the Lone Ranger, Jeff's Collie (103), Timmy and Lassie (156), Sgt. Preston of the Yukon, Skippy & the Bush Kangaroo. **Staff:** Dick Colbert, Ritch Colbert, Don Springer, Ron Harrison, Meri Brantley, Jill Siegel, Annie Ross, Colleen McGrath, Cheryl Anderson, Diane Galella, Adele Dempsey.

Colex Enterprises 433
(see LBS Communications)

Colorization (see Hal Roach) 1008

Columbia Pictures Television
(see Westin listing)

Comtel Productions 1343

Consolidated Productions 1433, 1533
9000 Sunset Blvd., Los Angeles 90069

56 Ennismore Gardens, London SW7 1AJ
Circuit*, Animated Classics (12), To Win at All Costs, Q.E.D. **Staff:** Steve Walsh, Rosemary Krupa, Susan Reiner.

ESSENCE WORKS IN THE MOST IMPORTANT TIME PERIOD OF ALL.

Contemporary. Relevant. Essential.
That's Essence. Programming at its best,
Essence brings entertainment and infor-
mation to millions of viewers
every week.

Essence is lively—deliver-
ing one of the most impres-
sive line-ups of celebrities
anywhere.

Essence is vital—with
award winning segments on
lifestyle, current trends and
today's issues.

Essence is advertiser-
friendly—with strong local
opportunities and a whole

list of major national accounts, too.

Best of all, Essence is working—in New
York, Memphis, Philadelphia and more
than 50 other cities, deliv-
ering more than 70% of all
Black viewers nationwide*.

So consider Essence. If
it works in a time period
like the 80's, imagine how
it will work in time periods
like early fringe, weekends,
or even prime access.

For more information,
stop by our Booth #866 at
NATPE or call Raymond
Horn at (212) 315-4208.



*Host Susan L. Taylor talks with Miami Vice
star Philip Michael Thomas.*

THE 80's.

ESSENCE
THE TELEVISION PROGRAM™
OUR THIRD YEAR

ESSENCE TELEVISION PRODUCTIONS, INC.
1500 BROADWAY
NEW YORK, NEW YORK 10036
(212) 730-4260

Contel-Con Hartsock 918
 1100 Glendon Ave., Suite 941, Los Angeles 90024

Elvira's Movie Macabre (39), Jerry Lewis Movies, The Jerry Lewis Show (52).
Staff: Con Hartsock, Hank Profenius.

Contempo TV 1256

Williams Cooke TV Programs 1172
 696 Yonge St., Suite 700, Toronto M4Y2A7

Coral International TV 1357
 6850 Coral Way, Suite 404, Miami 33155

Quo Vadis?, Echoes of the Heart, Be Good If You Can, Leonardo da Vinci, Cindy, Mysteries of the Ancient World, Hooray for the Three Wisemen, Man and His World (13), Pimpa (13), Concert Hall (13).
Staff: Jorge Valera, Kenneth Campbell, Cesar Diaz, Kevin Doyle, Angie Santiago.

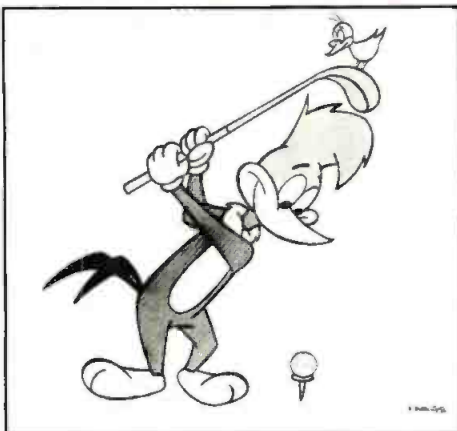
Crawleys International 1172

Crown International 667
 292 S. La Cienega Blvd., Beverly Hills, Calif. 90211

Crown Jewels I, Crown Classics. **Staff:** Sy Shapiro, Cathy Polk.

Crystal Pictures 1556
 1560 Broadway, Suite 414, New York 10036
 Buster Crabbe Western Theater. **Staff:** Joshua Tager, Sidney Tager, Jeanne Wechsler.

Daily Variety 642



DFS's Woody Woodpecker

DFS Program Exchange 1233

405 Lexington Ave., New York 10174

Dennis the Menace* (65), Woody Woodpecker and Friends* (360), Scooby Doo (155), The Flintstones (166), Bullwinkle (98), Rocky and His Friends (156), Bill Cosby's Picture Pages (430), Underdog (62), Uncle Waldo's Cartoon Show (52), Tennessee Tuxedo and His Tales (140), Dudley Do-Right and Friends (38), Young Samson (20), Space Kidettes (20), Sealab 2020 (16), Inch High Private Eye (13), Wheelie and the Chopper Bunch (13), Roman Holidays (13), Devlin (16), Valley of the Dinosaurs (16), King Leonardo (38), That Teen Show (26), Bewitched

(180), I Dream of Jeannie (109), The Partridge Family (96), The Greats of the Game (33). **Staff:** Allen Banks, Jack Irving, Chris Hallowell, Susan Radden, Tim Strosahl, Beth Feldman, Diane Casse, Holly Hanlon, Esther Pashkin.

Walt Disney Pictures 583
 500 S. Buena Vista St., Burbank, Calif. 91521

Magic I* (25), Wonderful World of Disney* (178). **Staff:** Richard Frank, Robert Jacquemin, Rich Goldman, Jamie Bennett, Jay Finkelman, Dave Morris, Janice Marinelli, Pete Affe, Tony Faske, Larry Frankenhach, Matthew Jacobson, Peter Newgard, John Attebery, Mike Mellon, Pat Pattison, Lloyd Wendkos, John Huncke.

DynoComm 1424
 27402 Camino Capistrano, Suite 206, Laguna Niguel, Calif. 92677

"Out of the mainstream" sporting events.

Eagle Media 1613

Electronic Media 1447

Ralph Ellis Enterprises 1172
 1231 Yonge St., Suite 300, Toronto M4T 2T8

Embassy Telecommunications 443
 1901 Avenue of the Stars, Los Angeles 90067

Silver Spoons (116), Facts of Life (153), Diff'rent Strokes (170), The Jeffersons (253), One Day at a Time (209), Sanford & Son (136), Good Times (133), Maude (141), Archie Bunker's Place (97), Square Pegs (20), Professionals (52), Pete 'n' Gladys (72), Embassy Night at the Movies (6), Embassy II (20), Entertainer of the Year (31), Mary Hartman, Mary Hartman, Fernwood 2night, Who's the Boss, 227, Embassy III. **Staff:** Gary Lieberthal, Barry Thurston, Ron Brown, Michael Zucker, Christopher Egolf, Deborah Willard, Bob Moore, Francie Beougher, Meade Camp, Gary Lico, Dennis Boyle, Debbie Grant, David Bergmann, Alan Daniels, Martha Chavira, Jerry Leifer, Steve Badeau.

New!
CASTLE HILL
VOLUME TWO!

ANDROID

"First-Rate & Jim-Dandy Sci-Fi"
 —Judith Crist

"Don't Miss It!"
 —Us Magazine

Color

CASTLE HILL TELEVISION
 1414 Avenue of the Americas
 New York, New York 10019
 (212) 888-0080

Murray Oken
 Senior Vice President
 Sales & Marketing



Embassy's Silver Spoons

*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.*

\$50,000,000

Falcon Cable Systems Company

14³/₈% Senior Subordinated Debentures Due 2000

Interest payable June 15 and December 15

Price 100% and Accrued Interest

*Copies of the Prospectus may be obtained in any State from the undersigned
in compliance with the securities laws of such State.*

MORGAN STANLEY & CO.
Incorporated

December 18, 1985

Empire Television 381
 1551 N. LaBrea Ave., Los Angeles 90028
 Heroes, Pirates and Warriors (14), Wick-
 ed Women (6), Empire I (10). **Staff:**
 Charles Band, Bob Lange, Ed O'Brien
 Keith Walley, Beth Rice.

Encyclopaedia Britannica 847
The Entertainment Network 732
 11111 Santa Monica Blvd., Suite 1210, Los
 Angeles 90025

Animated Classics (3), Animated Space/
 Sci/Fi (5), Dan Cougar, Alaska Outdoors
 (13), No Guts, No Glory (6), Hollywood
 Television Theater (12), Shakespeare
 Theater, 1986 Montreux Golden Rose
 Rock Festival, 1986 International British
 Record Industry Awards, B.B. King—Live
 at Nick's, Swan Lake Ballet, Cosmos—In
 the Year of the Comet (3). **Staff:** Drew
 Levin, Bill Doyle, Eve Joffe, Steve Finch,
 Mark Rafalowski.

Entertainment Properties 1660
 575 W. Madison, Suite 3104, Chicago 60606
 Great Fish Stories (4). **Staff:** King Lauter.

Essence Communications 866
 1500 Broadway, New York 10036

Essence* (26), music special*. **Staff:**
 Clarence O. Smith, Susan Taylor, Gene
 Davis, Raymond Horn, Deborah Adrine-
 Wofford, Maggie Cowlan, Terri Williams.

Euramco International 762
 Box 5434, Beverly Hills, Calif. 90210

Excel Telemedia 849
 745 Fifth Ave., Suite 1516, New York 10151

Terrorvision (52), Pathfinders (13), The
 Louve*, Scotland Yard*, The Forbidden
 City*, The Kremlin*, The Incas Remem-
 bered*, Barry Mason—The Songwriter,
 Lifespan—A Rock Biography, Guys 'n'
 Dolls in Concert, New Seekers in Con-
 cert, Kenny Ball and His Jazzmen, Roller-
 mania, The Truth About Communism,
 Amateur Night*, Last Feeling*, Terrorvis-
 ion: Anthology of the Macabre*, feature
 films (33), American Campus Tour hosted
 by Jayne Kennedy. **Staff:** Ken Israel,
 Allen Hart, Joan Israel, Jeff Alan, Tom Thu-
 man, Robert Estes.

FilmLife/American Film Repair 626
 141 Moonachie Rd., Moonachie, N.J. 07074

Rejuvenation, restoration, protection and
 preservation of damaged film, television
 film storage, shipping and distribution
 worldwide, inspection and repair of syn-
 dicated shows and features. **Staff:** Mar-
 vin Bernard, John Natall, Sheila Bernard,
 Milton Miller, Paul Delplace, Larry Ber-
 nard, Russell Dupree, Angela Abrams,
 Mattie Mobley, Nelly Morales, Fatima Mor-
 den, Peter Settimeill, Ben Harris.

Filmopton International 1172

Fishing The West 922
 15170 S. Thayer Rd., Oregon City, Ore.
 97045

Four Star International 1225
 931 N. Cole Ave., Hollywood, Calif. 90038

Star Cluster (195+65), Matchmaker
 (195+65), Mad Movies with the L.A. Con-
 nection (26+26), The Achievers (13),
 Big Valley (112), Wanted Dead or Alive
 (94), Burke's Law (64), Thrillseekers (52),
 Star I (15), No Restrictions (13), Awards
 Theater (50), The Late Show (30), Main
 Events I and II (30), Galaxy I and II (30),
 Odyssey (14), Rainbow Outdoor Adventu-
 res (45), Scream Theater I & II (32),
 Cisco Kid (13), Dr. Snuggles, The Magic
 of Dr. Snuggles, Ninja the Wonder Boy,
 Robbie the Robot, Timefighters, Time-
 fighters in the Land of Fantasy. **Staff:** Jo-
 seph Fischer, Richard Cignarelli, Kristie
 Smith, Bill Armstrong, Bob Neece, Tom
 O'Leary, Keith Lewis, David Reinbach,
 Andrew Bolt, Robert Bosen.

Fox/Lorber Associates 641
 432 Park Ave. South, Suite 705, New York
 10016

The Best of You* (130), The Best of David
 Susskind* (130), Curtis Signature Collec-
 tion* (12), Grundy Premiere Films (12),
 Bruce Lee Martial Arts Theater* (15),
 Trailblazers (26), Trailblazers II* (18),
 Young Duke (15), Plastic Man (130),
 Broadway Video Specials (7), King-
 ... Montgomery to Memphis, Legacy of a
 Dream, Magical Mystery Tour, The Inva-
 sion of Carol Enders, Nightmare at 43
 Hillcrest, Shadow of Fear, feature films
 (9), New Candid Camera (130). **Staff:**
 David Fox, Richard Ruben, Jackie Judd,
 Richard Lorber, Susan Margolin.

FR 3 232

France Media Intl. 237

Sandy Frank Film Syndication 429
 645 Madison Ave., New York 10022

Fremantle 1033
 660 Madison Ave., New York 10021

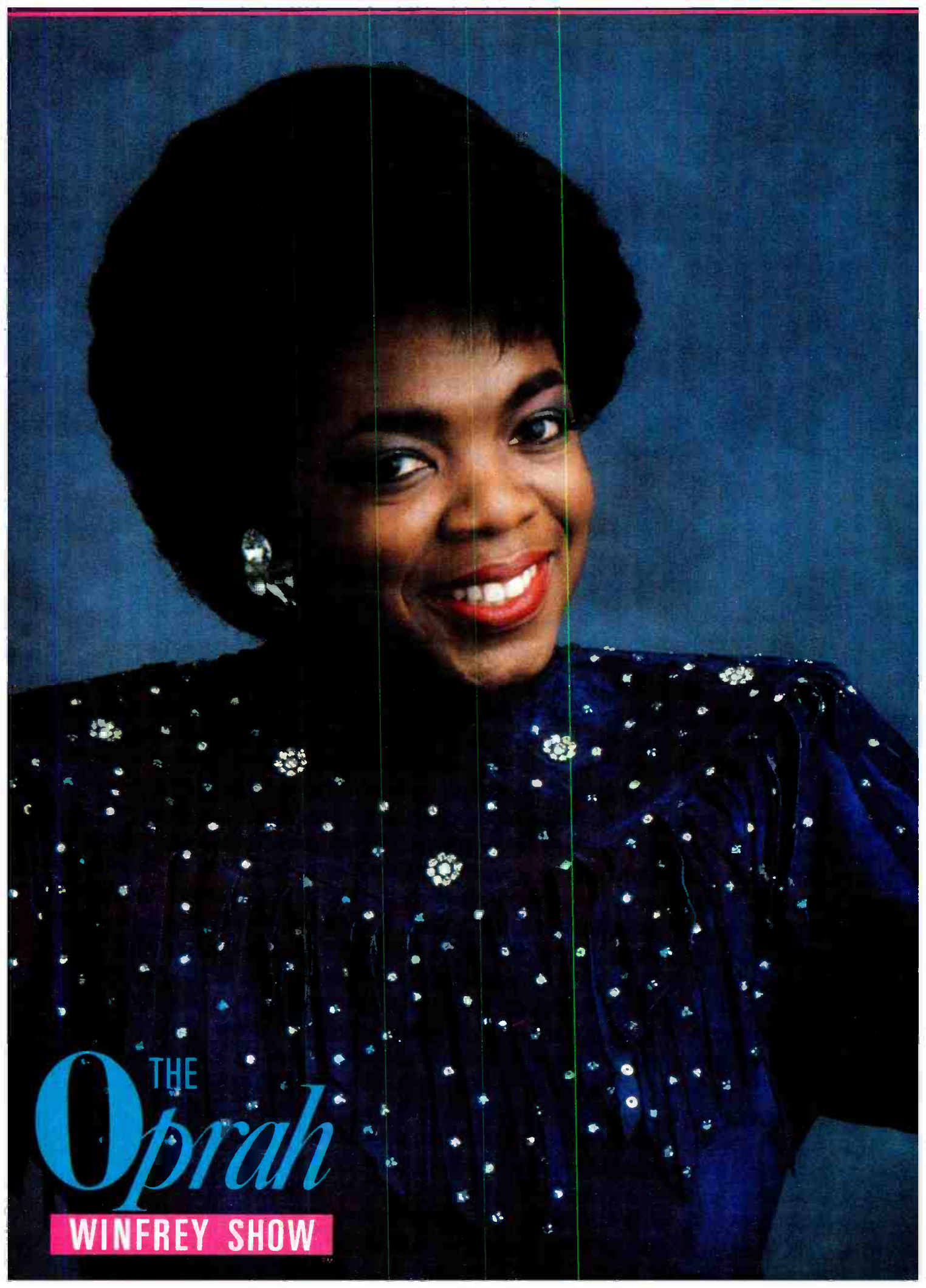
The Campbells*, The Tripods*, Dean
 Martin Celebrity Roasts* (26), Burning
 Rage, Reckless Disregard, The Baron,
 Half Slave Half Free, The Cradle Will Fall,
 Special People, Loving, Kid from No-
 where, Sophisticated Gents, One Last
 Ride, Say Amen Somebody, Joey and
 Redhawk, Fugitive Samurai, The Tripods,
 Paul Killiam Collection of Film Classics
 (76), Silents Please (40), A Supernight of
 Rock 'n' Roll, Night of 100 Stars II, Christ-
 mas in Washington, Diana Ross Special,
 1980-85 Tony Awards, 1984 Kennedy
 Center Honors, 1982 Rhythm and Blues
 Awards, 1983 Salute to Rhythm and
 Blues, Jazz in America, Evening with...
 (4), Country Comes Home I, II and III, 50
 Years of Country Music, Roy Acuff: 50
 Years the King of Country Music, Johnny
 Cash Specials (16), Barbara Mandrell
 and the Mandrell Sisters (32), Magic of
 David Copperfield, World's Greatest Es-
 cape Artist, Magic with the Stars, Parade
 of Stars, Ellington: The Music Lives On,
 Jukebox Saturday Night, Command Per-
 formance, All Kinds of Country, New Can-
 did Camera (130), Groucho Marx You Bet

Your Life (130), Candid Camera's 35th
 Birthday Party, Candid Camera Now and
 Then, Candid Camera Looks at the Differ-
 ence Between Men and Women, TV's
 Funniest Game Show Moments, National
 Geographic Specials (52), El Matador,
 The Titans (13), Three in the Wild (3), Ani-
 mal World (100), Ryan's Hope, Loving,
 Greatest Sports Legends (99), Greatest
 Sports Legends Tenth Anniversary Spe-
 cial, 1981-83 Masters' Waterski Tourna-
 ment, American Challenge, Scholastic
 Sports Academy (39), Kidsworld (250),
 Romper Room, Pavarotti At Julliard (6),
 Live from Lincoln Center, Who's Afraid of
 Opera? (8), Nureyev: In Tribute to Nijin-
 sky, Nutcracker with Mikhail Baryshnikov,
 Curious George (104), Snowman, Really
 Rosie, Tiny Tree, Little Brown Burro, Spe-
 cial Valentine with the Family Circus,
 Christmas with the Family Circus, Family
 Circus Easter, Berenstain Bear's Spe-
 cials (5), New Misadventures of Ichabod
 Crane, Clangers (26), Noggin (6), Bag-
 puss (13), Ivor the Engine (20), Herself
 the Elf, The Get Along Gang, The Price Is
 Right, Card Sharks, I've Got A Secret,
 Password Plus, Family Feud, Blockbust-
 ers, Beat The Clock, To Tell The Truth,
 Match Game, Now You See It, Child's
 Play, Jeopardy, Concentration, Better
 Sex, Tattletales, What's My Line?, What's
 Your Sign?, Wheel of Fortune, Babble,
 Go, Everything's Relative, Star Con-
 nection, Dating Game, Newlywed Game, Ev-
 ery Second Counts, Hot Potato, \$25,000
 Pyramid, Tic Tac Dough, Joker's Wild,
 Bull's Eye, Press Your Luck, Trivia Trap,
 Tripods (6), Family Theater (64), Swiss
 Family Robinson (26), Adventures of
 Black Beauty (52), Fugitive Samurai (79),
 Woobinda Animal Doctor (39), Sophisti-
 cated Gents (4), Baker Street Boys (4),
 Nana (6), One Last Ride (5), Niko (6),
 Joey and Redhawk (5), Standby...Lights!
 Camera!Action!, Take Kerr (260), Against
 the Odds (26), Reggie Jackson's World of
 Sports (18), Pinwheel (26), Livewire (74),
 Wild Rides, Arcade (40), Working (77),
 Tip Top (25), Mr. Wizard's World (52),
 Kids' Write (17), What Will They Think of
 Next? (130), You Can't Do That on Televi-
 sion (52), Belle and Sebastien (52), Out
 of Control (26), Killer, Off Season, House
 on the Hill, Two Percent, Northern Lights,
 Something's Got To Give, Between the
 Covers, Out in the Open, Old Master, Cin-
 derella, Susanna's Secret, Mozart Requie-
 m, Jazz at the Gateway (6), Mahler's
 Resurrection Symphony, Scotland's Story
 (24). **International:** Happy Birthday Dr.
 Martin Luther King, Mafia Princess, The
 Last Days of Frank and Jesse James, The
 1986 Tony Awards Show, The Patti La-
 Belle Show, The 1985 Kennedy Center
 Honors, Christmas in Washington, Ryan's
 Hope, Loving, The Price is Right, Block-
 busters, Family Feud, Card Sharks,
 Child's Play, Password. **Staff:** Paul Talbot,
 Harriette Schwartz, Craig Macdonald,
 Julie Zulueta, Anthony Gruner, Jim Willis,
 Skip Braun, Randy Zalken, Richard
 Becker,

VOLUME 26

WARNER BROS. TELEVISION DISTRIBUTION
A Warner Communications Company





THE
Oprah

WINFREY SHOW

OPRAH BEATS DONAHUE... AGAIN!

**In every major sweep since February of 1984,
Oprah Winfrey
has topped the once unbeatable Phil Donahue.
Now, Oprah more than doubles
Donahue's audience in Chicago!**

Oprah vs. Donahue November '85

<u>Show</u>	<u>NSI</u>	<u>ARB</u>
Oprah	10/37	9/33
Donahue	4/15	4/15

*Source: NSI/ARB

**ASI market research conducts
major focus groups and discovers that
Oprah's appeal is universal!**

ASI reports...

"The response to 'The Oprah Winfrey Show' was very positive with both regular viewers and people who had never seen the

show before. We feel that Oprah has extremely strong potential to dominate the daytime market in all areas of the country."

Based on Focus Groups conducted by ASI Market Research, Los Angeles.

It's a new kind of television produced by WLS-TV Chicago

DISTRIBUTED BY



**Starts
Sept. '86**

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.

Fries Distribution Co. 370
9200 Sunser Blvd., Suite 700, Los Angeles 90069

Fries Frame 2* (20), Fries Frame I (27), Fries Late Night Theater* (6), Cover Story* (26). **Staff:** Charles Fries, Robert Lloyd, Larry Friedrichs, Dick Askin, Lou Wexner, Don Golden, Bette Alofsin, Wendy Levin, Bruce Johnson, Sandi Ezell, Christopher Fries, Ferris Kaplan, Rift Fournier.

Gaylord Syndicom 1313
2806 Opryland Dr., Nashville 37214

Happy Trails Theater* (26), It's a Funny Life*, Hee Haw, The Lady is a Champ with Barbara Mandrell*, specials (4), Super Sports America. **Staff:** Jane Dowden Grams, Martin Clayton, Bill Madden, Lou Meux, Hal Buckley, Pam Buckley, Joyce Sonn.

Gemini Media 1446

Genesis Entertainment 375
5743 Corsa Ave., Suite 210, Westlake Village, Calif. 91362

The Judge*, Sale of the Century, National Geographic, Wild Wild World of Animals, Classic Country, G.I. Diary, Wilderness Alive, A Third Testament, Life Around Us, The Africans, Music World, America Sings. **Staff:** Gary Gannaway, Betsy Green, Stanley Sherman, Larry Black, Jerry Weaver, Marcia Boyd.



The Burning Bed from the Fries movie collection

Globo TV Network of Brazil 457

Rua Lopes Quintas, 303, Rio de Janeiro
Anarchists Thank God (9), Time and the Wind (10), Cuerpo a Cuerpo (179), The Slave Isaura (30), Champagne (167), Brillante (155). **Staff:** Luiz Borgerth, Roberto Filippelli, Marina Galliez, Felipe Rodriguez.

Samuel Goldwyn 471
10203 Santa Monica Blvd., Los Angeles 90067

On the Record*, Makeover*, Explosives II* (17), Goldwin Gold I, Goldwyn Gold II, Explosives, Treasure Chest, Terrorpix, Family 6 Pack, Dan August, Power Pack, Mothers-In-Law, Flipper*, Gentle Ben*. **Staff:** Jack Masters, Gary Marenzi, Douglas McCormick, Charles Schreger, Meyer Gottlieb, Cliff Hauser, Lisa Thompson.

Gralan Distributors 433

Granada Television 1224
1221 Avenue of the Americas, Suite 3468, New York 10020

Bulman* (13), Shades of Darkness* (9), Time for Murder* (6), The Death of the Heart*, Twenty Eight Up*, Casino—A Bitter Victory* (60), In Search of Cool Ground*, Ten Days in May*, World in Action: The First 21 Years*, Man and Music: Composer and Court* (4), Affairs of the Heart* (6), The Brothers McGregor* (7), The Comedians* (10), The Grumbleweeds Radio Show* (17), Busman's Holiday*, The Return of the Antelope* (13), Time... To Time* (7), Television (130), At Work, The Outrageous Millie Jackson, Three's Something Wrong in Paradise, Brass (26), Let's Go Maths (20), Tickle on the Tum (39), Alphabet Zoo (51), Young Sherlock (9), History in Action (10), The Micro at Work (10), Your Living Body (10), The Jewel in the Crown (13), Brideshead Revisited (9), Coronation Street (2,000), The Adventures of Sherlock Holmes (13), December Flower, The Ebony Tower, King Lear, Invasion, The Road to 1984, Strike, End of Empire. **Staff:** Barrie Heads, Leila Maw, Sara de St. Hubert, Wendy Stebbings, Alison Brantley.

Sherry Grant Enterprises 837
17915 Ventura Blvd., Suite 208, Encino, Calif. 91316

Halley Returns, Quality of Life (52), We the People (21), 21 Days of America, Patches Peelsticker and the Puppy Loves, Holiday Sales Boosters. **Staff:** Sherry Grant.

Group W Productions 913
3801 Barham Blvd., Los Angeles 90068

Ghostbusters* (65), Fun for the Money*, The Beauty Affair with Jose Eber*, Let the Good Times Rock*, The Entertainment Report*, PM Magazine, Hour Magazine, Newsfeed Network, He-Man and the Masters of the Universe (130), She-Ra: Princess of Power (65), Fat Albert and the Cosby Kids (90). **Staff:** Edwin Vane, George Resing Jr., R. Kevin Tannehill, J. Michael Hudson, Christine Foster, Owen Simon, Nancy Hamilton, Gerard Farrell, Frederick Kuperberg, Linda McMann, Donald Spagnolia, Mary Fisher, Daniel Cosgrove, Judith Bernat, Glen Burnside, Diana Vargas, Anthony Dwyer, Daniel Garzes, Cindy Mahmoud, Gregg Johnson, Jack Foley, Jack Swindell, Peter Gimber, Martin Berman, Steve Clements,

New!
CASTLE HILL
VOLUME TWO!



"Julie Hagerty is a honey and a completely kookie charmer."

—Judith Crist, WOR-TV

Color

Julie Hagerty
in
Goodbye, New York

CASTLE HILL TELEVISION

1414 Avenue of the Americas
New York, New York 10019
(212) 888-0080

Murray Oken
Senior Vice President
Sales & Marketing



DIVORCE[®] COURT

OVERRULE THE COMPETITION

**Outperforms November '84 time period
programming in every single category there is—
including rating and share!!!***

From November 1984 to November 1985 the case for
Divorce Court has grown even stronger.

- ★ Divorce Court is in 152 markets representing 93% of all U.S. Homes.
- ★ In DMA Homes, Divorce Court's rating is up 40% with a 6 NTI rating.** It's share +28%
- ★ Total Homes +32%
- ★ Women 18 to 49 +38%
- ★ Men 18 to 49 +33%
- ★ Total Women +36%
- ★ Total Men +33%

This powerful performer may still be available in your market. So call your Blair Entertainment Representative today. And find out how to overrule the competition.

*Source: NSI Cassandra Summary, 11/85.

**NTI NSS w/o 11/24/85

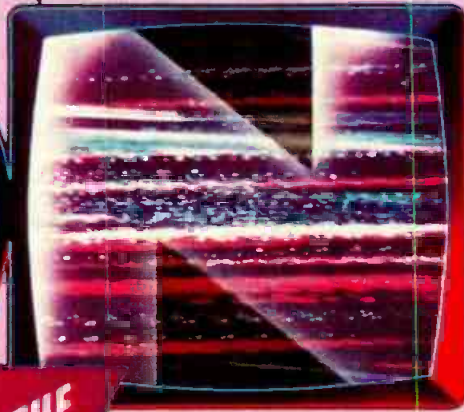
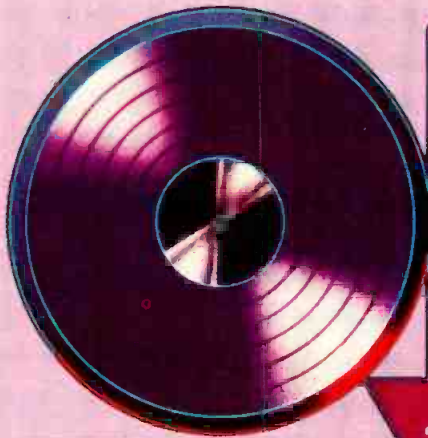
A Blair Entertainment Production in association with Storer Communications.
National Sales Representative: Orbis Communications (212) 685-6699.



BLAIR ENTERTAINMENT

1290 Avenue of the Americas • New York, NY 10104 • (212) 603-5990

\$4 BILLION IN SALES SA



ON THE RECORD

That's right.
4 billion dollars was
spent last year on
retail sales of records
and tapes.

That's why **ON THE RECORD** is on the
money.

It's a one-of-a-kind
music review show
featuring today's hot-
test albums and new-
est recording artists.



The hosts are 2 of
America's most influ-
ential music critics:

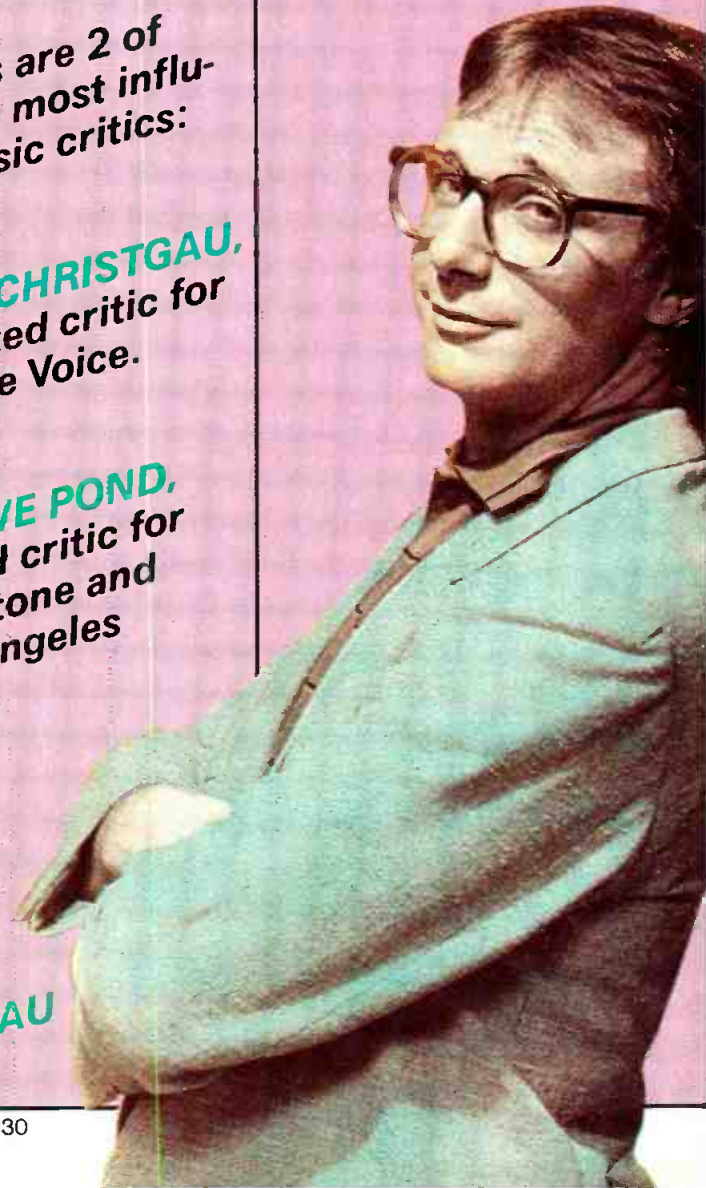
ROBERT CHRISTGAU,
opinionated critic for
the Village Voice.

And **STEVE POND**,
respected critic for
Rolling Stone and
the Los Angeles
Times.

**ROBERT
CHRISTGAU**



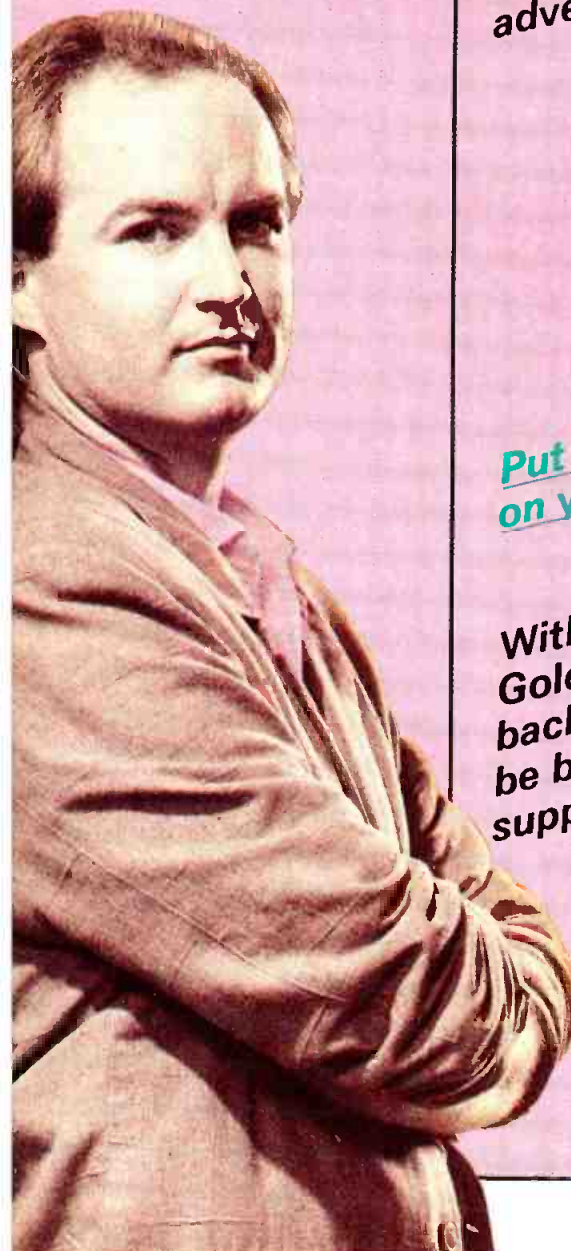
They don't always
agree, but they
always entertain.



'S WE'RE ON THE MONEY.

ON THE RECORD is
a direct hit.

It's aimed at today's
affluent and diverse
TV audience.



ON THE RECORD is
music programming
on target to teens
and the premium
18-34 demographic.

It's a proven format
that will make you
a big hit with
advertisers.



Put ON THE RECORD
on your schedule.

With The Samuel
Goldwyn Company
backing it, there'll
be big promotional
support behind it.

**STEVE
POND**

ON THE RECORD will
give you a record-
breaking deal.



ON THE RECORD.
It's on the money.

Stop by our booth
at the New Orleans
Convention Center.

Samuel Goldwyn
SAMUEL GOLDWYN TELEVISION

Paul Nichols, Bob George, Debby Mes-sana, Richard Newton, George Sperry Jr., Jack Mauck, Jim Tuverson Jr., Lou Scheimer, Alice Donenfeld, Gary Allen, Sharon Browne, Richard Sabreen, Terry O'Reilly, Gregg Risch.

Group W TV Sales 1607
90 Park Ave., New York 10016
For Kid's Sake*.

Leo Gutman

Alfred Haber 925
321 Commercial Ave., Palisades Park, N.J. 07650

Shirley MacLaine—Every Little Move-ment*, Shirley MacLaine—Where Do We Go From Here*, Tom Jones (24), Missis-sippi Days and Southern Nights, Las Vegas Jubilee, New Country from the Old Country, Bing Crosby: His Life and Leg-ent, Barbara Mandrell and the Mandrell Sisters (35), The Forum Presents (18). **International:** A Special Anne Murray Christmas, A Special Sesame Street Christmas, All-Star Party for, All-Star Tri-bute to, All Star Salute. . . Pearl Bailey, An Evening at the Moulin Rouge, Ann-Mar-gret, Baryshnikov, Bing Crosby (2), Cheryl Ladd, Perry Como, Country Gold: The First 50 Years, Dottie West: Special Delivery, Goldie Hawn and Kids, Kenny Rogers, Las Vegas Jubilee, The Forum Presents (19), Tom Jones (24), Olivia Newton-John, Paul Simon, Pavarotti & Friends, Rockette, Anne Murray's Carib-bean Cruise, Shirley MacLaine, Sinatra and Friends, Sheena Easton, Castle and Concerts, Billy Joel, Mississippi and Southern Nights, New Country from Old Country, Uptown Apollo Theater, Waylon, Here's Television Entertainment, The Bud-dy Holly Story, Kimberly Jim. **Staff:** Alfred Haber, Martha Strauss.

Larry Harmon 1325
650 N. Bronson Ave., Los Angeles 90004
The Bozo News.

Harmony Gold 1027, 1127
8831 Sunset Blvd., Los Angeles 90069

Ghosts and Gold*, Shaka Zulu*, Showbiz Game*, Robotech II: The Sentinels*, Sandokan*, William the Conqueror*, Count of Monte Cristo*, Captain Harlock and the Queen of a Thousand Years*, Robotech, Bonzai Theater, Family Animation Show-case, Raggedy Ann and Andy. **Staff:** Frank Agrama, Jehan Agrama, Lionel Schaen, Carla Hammerstein, Kathy Zei-sel, Bill Smither, David Brangan, John Rocknowski, Gabriela Aranda, David La-Follette, Aideen Leonard, Richard Firth, Olga Chacon, Christine Palinkas, Nor-man Siderow, Alan Letz, Ivonne Legrade, Dawn Honnaka, Tina Glatt.

Harrington, Righter & Parsons 340
805 Third Ave., New York 10022

National TV rep offering information, eval-uation and program purchase recom-mendations, consultation and assistance in local news programing. **Staff:** John Walter, Peter Ryan, Dean McCarthy, Jona-

than Murray.

Hollywood Pacific Studio 1368
6290 Sunset Blvd., Suite 900, Hollywood, Calif. 90028

Alive, Fit for Life, You Can Do It*, Musical Reunion*. **Staff:** Paul Webb, Budd Wie-ner.

Hollywood Reporter 1043

Hollywood Road Show 1342

Thomas Howe Associates 1172

IDC Services/ASI Market 932

IMC Marketing Group 944
65 W. 55th St., New York 10019

Independent Network 1557

Independent Network News 257
11 WPIX Pl., New York 10017

INN Nighttime Edition, Inday News, Edi-tor's Desk, Christian Science Monitor Re-ports, Index News Service. **Staff:** John Corporon, Barbara Mortimer, Dennis Gil-lespe, Christine Gebhardt.

Independent Producers Ltd.

Institute of Outdoor Advertising 1123

International Entertainment 281

International Media Assoc. 380
31 W. 21st St., New York 10010

National Geographic Specials* (78), Knights of God* (13). **Staff:** David Men-air, Nina Berry, Ruth Loomis.

International Television 1347
809 S. Orlando Ave., Suite P, Winter Park, Fla. 32789

Alexander Goodbuddy's Good News Magazine. **Staff:** Suzanne Curry, Terri Vin-cent.

Ironstar Communications 1172

Isme Bennie Intl. 1172

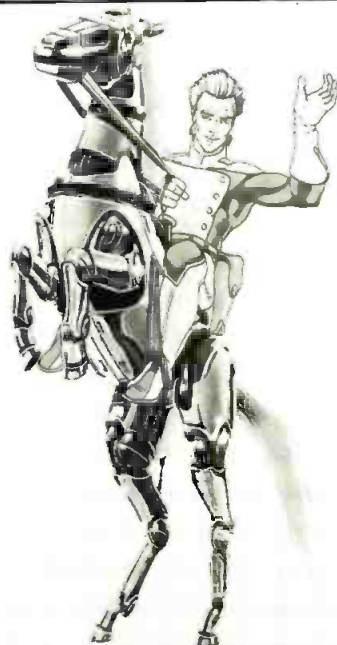
ITC Entertainment 563
115 E. 57th St., New York 10022

Entertainment Volume 1 (14), 2 (16), 3 (16), 4 (16), 5 (16), Cinema 12 (12), Su-per Space Theater (13), Hammer House of Horror (6), Thrillers (43), Thunderbirds: 2086 (24), The Prisoner (17), Secret Agent (45), Return of the Saint (22), The Saint (114), Muppet Show (120), Edward the King (13), When Havoc Struck (12), Let's Rock (24), Protectors (52), My Part-ner the Ghost (26), Department S (28), Persuaders (22), Adventurer (26), Baron (26), Man in a Suitcase (28), Fury (114), Tycoon: The Story of a Woman, Julie Andrews Christmas Special, Julie & Dick in Covent Garden, Julie My Favorite Things, Our Love Is Here To Stay, James Paul McCartney, Tony and Lena, Sammy, Julie & Sammy, Beatles Forever, Entertainers, Merry Christmas with Love Julie, Come Hear the Music Play, Heart and Soul. **International:** Lovejoy (10), Slavs (10), Winners Down Under, Diamonds (13), Foundation (26), Nature Watch (13), Shill-ingbury Tales (20), Sapphire and Steel (34), Thunderbirds: 2086 (24), Sympho-

ny on Ice, Romeo and Juliet on Ice, Gi-selle, Romeo & Juliet with Nureyev, fea-tures/packages, made-for-TV films. **Staff:** Arthur Kananack, Elliott Abrams, Edward Gilbert, Joseph Ceslik, S. Allen Ash, Jim Stern, Charlie Keys, John Her-rin, Armando Nunez, Doralea Rosen-berg, Murray Horowitz.

ITF/Gaylord Production Co. 231
9255 Sunset Blvd., Los Angeles 90069

The Adventures of the Galaxy Rangers*, Dancin' to the Hits*, Off the Wall*, Scary Tales*, Entertainment Showcase*, To-day's Movers and Shakers*. **Staff:** Tony Ford, Alan Courtney, Peter Alex.



ITF/Gaylord's Galaxy Rangers

JEF Films Inc./Film House 1262

Jefferson Pilot Data Systems 282
501 Archdale Dr., Charlotte, N.C. 28210

Sally (TV sales assistant productivity sys-tem for local TV sales), providing local TV avails and packages using IBM PC, full service radio and TV computer service, including sales, traffic and accounting products, program management system for feature films, syndicated programing inventory and financial amortization, scheduling system. **Staff:** Louis Pfeiffer, John McDonald, Steve Jones, Holly Holmes.

JM Entertainment 872
133 E. 58th St., New York 10022

Movie Connection* (52), The Place*, The Monster Band Takes a Stand*, This Day in Hollywood (365), Overthere*, JME World Premiere I (22), Reel Classics (21), Power Pac (42), Action Plus (20), Exploit I (19), At the Gate, Hansel & Gretel, Sher-lock & Me, Casebook of Charlotte Holmes, Rumples Last Stand. **Staff:** Jer-ry Molfese, Brian Molfese, Lydia De-torres.

Johnson Publishing Co. 1075

THE ACTION IS BACK!



EXPLOSIVES II

17 action-packed feature films from The Samuel Goldwyn Company

SEE US AT OUR NATPE BOOTH.

10203 Santa Monica Boulevard
Los Angeles, Ca. 90067
(213) 552-2255

Samuel Goldwyn
SAMUEL GOLDWYN TELEVISION

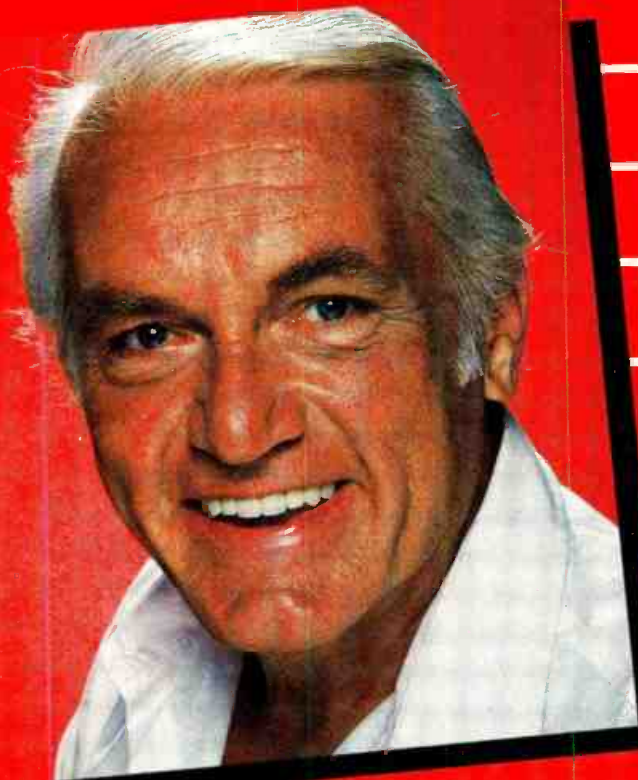
200 West 57th Street, Suite 706
New York, NY 10019
(212) 315-3030

© 1986 THE SAMUEL GOLDWYN COMPANY

THE HIT COME FRO

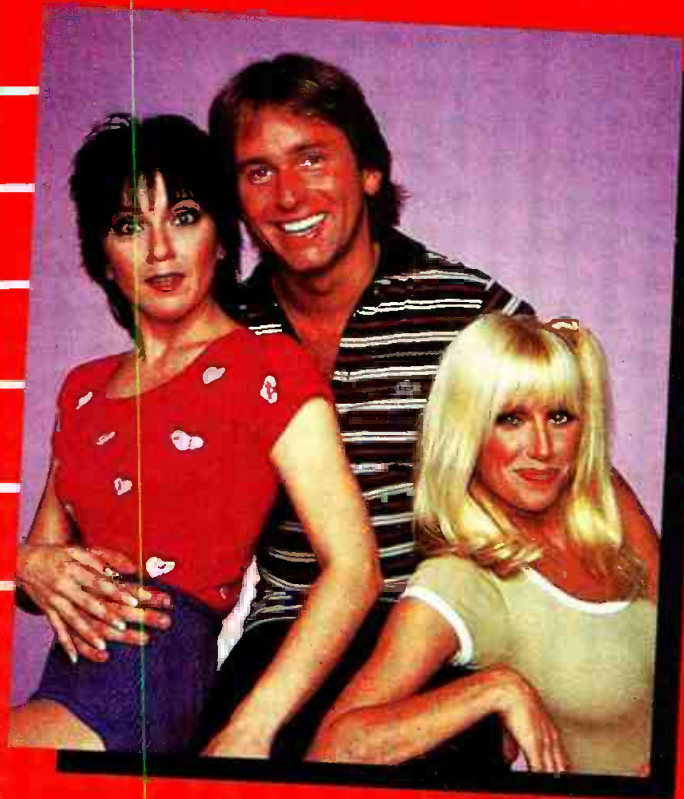
TOO CLOSE FOR COMFORT FIRST-RUN

THREE'S COMPANY



**Highest-rated first-run syndicated
sitcom in the nation!**

	NTI Nov. '85
TOO CLOSE FOR COMFORT	6.3
SITCOM X	5.7
SITCOM Y	5.6
SITCOM Z	4.8



**Time period winner in 54 markets
all across America!**

Including New York, Los Angeles, Pittsburgh, Miami, Washington, Kansas City, Nashville, Buffalo, Harrisburg, Little Rock, Flint, Knoxville, Traverse City, Omaha, El Paso, Jackson TN, Macon, Lansing, Chattanooga, Albuquerque, Laredo, Green Bay, Minot, Paducah, Sioux City, Tucson . . . and many more!

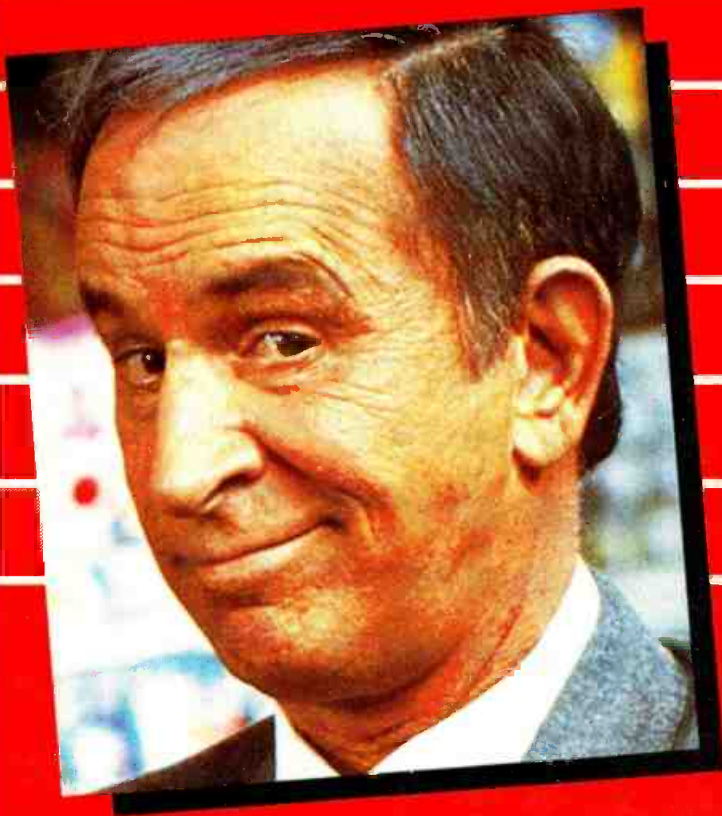
(ARB Nov. '85)

SEE US AT NATPE BOOTH 557

SITCOMS M TAFFNER!

CHECK IT OUT!

TOO CLOSE FOR COMFORT STRIP



A three-time winner coming into U.S. TV syndication in April '86!

British version delivered a 58% Share, defeating all its competition combined!

(BARB: 9/24-10/15/84)

On Canada's CTV Network, increased Total Viewers 41% over last year.

On USA Network, increased Rating 33% over last year.



Time period winner in both of America's biggest markets—NY & LA!

And fast becoming the big winner in market after market:

Number One with Young Women in Boston.

Number One in Washington with Adults 18-34, 18-49 and 25-54.

Increased the time period virtually across the board over last year's programming in Baltimore.

(ARB Nov. '84, Nov. '85)

D.L. TAFFNER

New York
(212) 245-4680

Atlanta
(404) 393-2491

Chicago
(312) 529-0074

Los Angeles
(213) 937-1144

JRD Productions 1157

Katz Television 570
One Dag Hammar skjold Pl., New York 10017

Staff: James Greenwald, Richard Mendelson, Peter Goulazian, Paul Arnzen, John von Soosten, J. Philip Oldham, Serge Valle, Mitchell Praver, Bill Carroll, Ruth Lee, Jim Curtain, James Beloyianis, Thomas Olson, Martin Ozer, Peter Chislett, Barry Lewis, Richard Goldstein, Lucille Luongo, Mike Hugger, Jack Higgins, Robert Reed.

M.A. Kempner 527
4699 N. Federal Hwy., Suite 102, Pompano Beach, Fla. 33064

Escape/600, TV Powww!, Telephone Poll, documentaries. **Staff:** Marvin Kempner, Glenn Seger, Richard Walker, Robert Grossman.

Kidsnet 1548
1201 16th St., Suite 607E, NW, Washington 20036

Computerized clearinghouse for children's radio and television programming, and prime time programming suitable for children. **Staff:** Patrice Andrews.

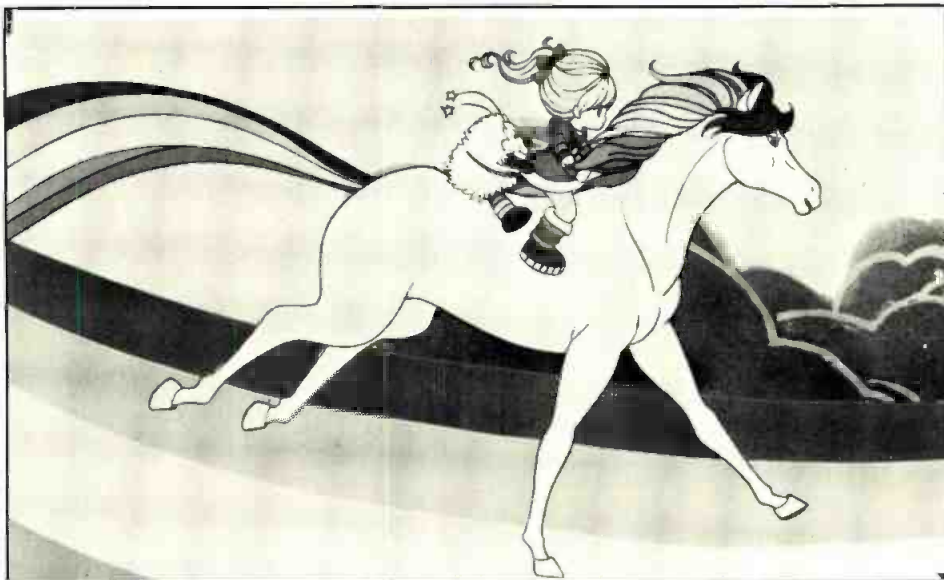
King Features Entertainment 957
235 E. 45th St., New York 10017

The Performers: Marquee Edition* (12), Good Housekeeping: A Better Way* (65), All New Popeye (192), Original Popeye (220), Animated Flash Gordon (24), Animated Flash Gordon, Cool McCool (20), Beetle Bailey (50), Beatles (39), Barney Google & Snuffy Smith (50), Crazy Kat (50), Perspective on Greatness (26), Hearst Reports (64), The Performers (15), The Performers II (12), Blondie (28), Flash Gordon (4), TV Time Capsules (2,000), Hints from Heloise (130), The Butcher (195), Blondie (26), Flash Gordon (40), The Romance of Betty Boop.

International: Defenders of the Earth* (65), The Performers (31), The Performers* II (7), Television Playhouse (14), Bonaventure Travel Series (25), Great Adventures (4), How About... (104), Pick Up Your Feet: Double Dutch Show. **Staff:** Bruce Paisner, William Miller, Leonard Soglio, Chips Barrabee, Steven Weiser, Michael Doury, Samuel Gang, Maureen Smith.

King World Productions 357
1700 Broadway, New York 10019

The Oprah Winfrey Show* (230+30), Night Life Starring David Brenner* (195), True Confessions* (165), Rock n' Roll Evening News* (52), Women of the World* (6), Wheel of Fortune (195+117), Jeopardy (195+65), Headline Chasers (195+65) Merv Griffin Show (260), Trivia Break (130), Dick Clark's Nitetime (29+13), Mr. Food (260), Little Rascals (71), Topper (78), Guns of Will Sonnett (98) Branded (39), Classic Detectives (34), The Epics (5), Spotlight Ten (10), Popcorn Theater (38). **Staff:** Roger King, Michael King, Stuart Hersch, Stephen Palley, David Sifford, Roger Adams, Ron



LBS's Kideo TV

Johnson, Wendy Phillips, Joe Weinfeld, Peter Yaman, Diana King, Moira Dunlevy, Jim Farah, Karen O'Connor, Sid Cohen, David Sams, Marianne Catalano, Lisa Gamboa, Stu Stringfellow, Gary Grandolph, Annelle Johnson, Katherine Haffner, D. Demirjian.

LBS Communications 432-33
875 Third Ave., New York 10022

Inday News, Inday: What's Hot! What's Not?, It's a Living, Tales from the Darkside, M.A.S.K., Inspector Gadget, Strictly Business*, Heathcliff, Care Bears, Superfriends, Kideo TV*, The Botts*, Popple Time*, Greatest American Hero, 1986 LBS Movie of the Month, Test Series, The Teller and the Tale*, Dancing in the Wings, Time Man of the Year*, Marco Polo, Peter and Paul, Annual MTV Video Music Awards, Crystal Light National Aerobic Championship*, Fame, Too Close for Comfort, Ted Knight Show*, What's Happening Now!*, Hee Haw, MGM/UA Premiere Network, America's Top 10 Christmas Special. **Colex Enterprises:**

Miracle of the Heart, Gidget's Summer Reunion, It Came Upon a Midnight Clear, Reunion at Fairborough*, The Canterville Ghost*, New Gidget Series*, Hardcastle & McCormick*, The Hollywood Reporter*, Family, Father Murphy*, The Flying Nun, Gidget, Colex 3 Pack, Joe Forrester, Route 66, Hawk*, Eschied, The Monkees, The Burns & Allen Show, Dennis the Menace, Father Knows Best, The Donna Reed Show, Wild Bill Hickok, Jungle Jim, Ghost Story/Circle of Fear, Bob & Carol & Ted & Alice, Bridget Loves Bernie. **Staff:** Henry Siegel, Dan Greenblatt, Phil Howort, Roger Lefkon, Paul Siegel, Tony Intelisano, Fred Petrosino, Mike Weiden, Mary Herne, Andrew Holtzman, Rand Stoll, Caroline Vanderlip, Donna Barrie, Jerry Frank, Stephen Parker, Loulse Perillo, John Reisenbach, Beth Mulnick, Debbie Hirschinger, Marian Lockett-Egan, Patrick Grotto, Joan Ahlheim, Donald Barnett, Tara Carroll, Scott Gaulocher, Tony Valla, Marcey Abelow, Ira Bernstein,

Liza Parker, Monica Powers, Cindy Rosenberg. **Colex:** Mort Marcus, Jack Allen, John Mansfield, Donna Barrie, Bethany Gorfine, Gary Perchick, Cynthia Wilson, Susan Transeth.

Lionheart Television 1113
10490 Santa Monica Blvd., Los Angeles 90025

What's in a Name*, Butterflies (27), Dad's Army (26), Dave Allen at Large (51), The Dick Emery Show (40), The Fall & Rise of Reginald Perrin (21), Fawty Towers (12), Good Neighbors (29), Goodies (26), Hitch-hiker's Guide to the Galaxy (6), The Last Song (13), To The Manor Born (20), Wodehouse Playhouse (20), Not the Nine O'Clock News (16), Ripping Yarns (9), Sweet Sixteen (6), Sorry (18), The Two Ronnies (32), Yes Minister (21), Connections (10), Elizabeth R (6), Fight Against Slavery (6), Madame Bovary (4), Marie Curie (5), Microbes and Men (6), Murder Most English, 1915 (7), Search for the Nile (6), Shock of the New (8), Six Wives of Henry VIII (6), Voyage of Charles Dar-



Lionheart's Fawty Towers

A NEW KIND OF TELEVISION IS COMING FROM KING WORLD!



STARRING

DAVID BRENNER

with Billy Preston and the NIGHT LIFE Band



- 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

© 1986 King World

**FRANCHISE
POWER!**

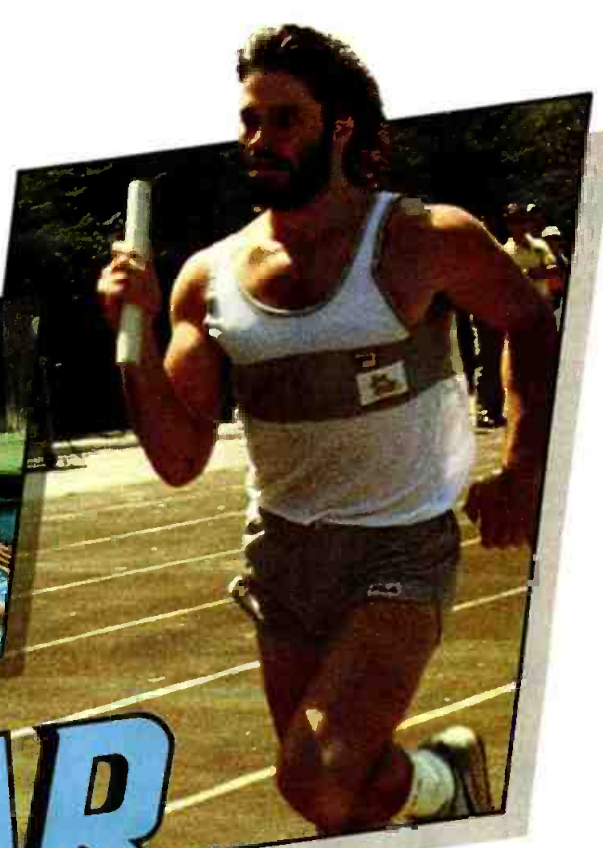
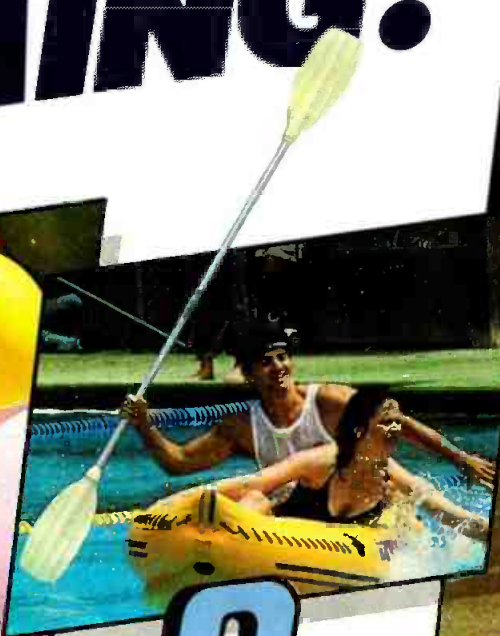
**IS A
COMPETITIVE
EDGE
WORTH
9 MINUTES
OF
YOUR TIME
?**

ESCAPE/600™
will give your news,
sales, research and
programming departments
raw material
for decision making
weekly, daily and
even hourly!

ESCAPE/600™
was designed in the
laboratories of
M.A. KEMPNER, INC.,
a company respected for
integrity, innovation and
creative services to the
industry for over 40 years.

**Westinghouse
NBC
Pulitzer
Meredith
Storer
Scripps-Howard
KNOW IT IS!**

PUTS MUSCLE SWIMMING!



STAR GAMES



All new teams. All new celebrities. All new shows.
And exciting new host Morgan Brittany joins
Bruce Jenner in hosting the 13 new action-packed
episodes.
Star Games—the wildest, wettest, most unusual celebrity
sports competition ever. Running in 108 markets covering 87%
of U.S. TV households, Star Games has a proven track record
that makes it one of the strongest first-run shows available for
your station.



**Nobody
Can
Beat
Wheel
At Its
Own
Game.
Nobody.**



**FRANCHISE
POWER!**



“WHEEL OF FORTUNE,” the highest-rated syndicated series in television history! Now six nights of spinning, winning and big ratings!

Produced By
MERV GRIFFIN
ENTERPRISES

Distributed By
KINGWORLD

NEW YORK (212) 315-4000 LOS ANGELES (213) 826-1108 CHICAGO (312) 337-8765 DALLAS (214) 960-1996 NASHVILLE (615) 373-1500 NEW JERSEY (201) 512-0100

"WHEEL" CONTINUES TO SPEED UP AND ROLL OVER THE COMPETITION!

#1 by an incredible margin in over 8 out of 10 local markets!!!

TIME PERIOD LEADER IN:

- | | | | |
|-------------------------|-------------------------|---------------------------|---------------------------|
| #1 New York WCBS | #1 Memphis WMC | #1 Tucson KGUN | #1 Boise KBCI |
| #1 Los Angeles KCOP | #1 San Antonio KENS | #1 Springfield, MO KYTV | #1 Chico-Redding KHSL |
| #1 Chicago WLS | #1 Wilkes-Barre WNEP | #1 Tri-Cities WCYB | #1 Lubbock KAMC |
| #1 Philadelphia WPVI | #1 Norfolk WVEC | #1 Lincoln Hastings KOLN | #1 Columbus-Tupelo WTVA |
| #1 San Francisco KRON | #1 Charleston-Hunt.WCHS | #1 Baton Rouge WAFB | #1 Mason City KTTC |
| #1 Boston WNEV | #1 Albany WNYT | #1 Columbia, SC WIS | #1 Bakersfield KGET |
| #1 Detroit WDIV | #1 Greensboro WXII | #1 Evansville WFIE | #1 Minot KFYP |
| #1 Washington WDVM | #1 Tulsa KTUL | #1 Youngstown WYTV | #1 Columbia-Jeff. KOMU |
| #1 Dallas KXAS | #1 Little Rock KATV | #1 Springfield, MA. W/WLP | #1 Odessa KMID |
| #1 Cleveland WEWS | #1 Flint WJRT | #1 Ft. Wayne WANE | #1 Beckley-Bluefield WOAY |
| #1 Houston KPRC | #1 Richmond WXEX | #1 Las Vegas KVBC | #1 Ft. Smith KF5M |
| #1 Pittsburgh KDKA | #1 Shreveport KTBS | #1 Colorado Springs KKTV | #1 Topeka KSNT |
| #1 Atlanta WXIA | #1 West Palm WPEC | #1 Peoria WHOI | #1 Quincy WGEM |
| #1 Seattle KOMO | #1 Mobile WKRQ | #1 Lansing WILX | #1 Bangor WLBZ |
| #1 Tampa WTSP | #1 Wichita-Hutch KWCH | #1 Fargo KXJB | #1 Albany, GA WALB |
| #1 Minneapolis WCCO | #1 Knoxville WBIR | #1 Madison WKOW | #1 Abilene KTAB |
| #1 St. Louis KSDK | #1 Toledo W/TOL | #1 Augusta WJBF | #1 Medford KDRV |
| #1 Denver KUSA | #1 Fresno KFSN | #1 Charleston, SC WCBD | #1 Florence WBTW |
| #1 Sacramento KXTV | #1 Jacksonville WJXT | #1 Ft. Myers WBBH | #1 Dothan WTVY |
| #1 Indianapolis WTHR | #1 Albuquerque KOB | #1 Savannah WSAV | #1 Idaho Falls KIDK |
| #1 Phoenix KTSP | #1 Syracuse WIXT | #1 Monterey-Salinas KMST | #1 Alexandria KALB |
| #1 Hartford WTNH | #1 Green Bay WFRV | #1 Lafayette, LA KATC | #1 Hattiesburg WDAM |
| #1 Portland KOIN | #1 Des Moines KCCI | #1 Rockford WTVO | #1 Palm Springs KESQ |
| #1 Orlando WFTV | #1 Omaha KMTV | #1 Santa Barbara KCOY | #1 Rapid City KOTA |
| #1 Cincinnati WCPO | #1 Rochester WHEC | #1 Amarillo KVII | #1 Clarksburg WDTV |
| #1 Kansas City KMBC | #1 Roanoke WSLS | #1 Columbus, GA WTVM | #1 Ada-Ardmore K TEN |
| #1 Milwaukee WTMJ | #1 Portland, ME WGME | #1 Terre Haute WTWO | #1 Panama City WJHG |
| #1 Nashville WSMV | #1 Davenport WOC | #1 Beaumont KJAC | #1 Yuma KYEL |
| #1 Charlotte WBTW | #1 Cedar Rapids KW/WL | #1 Wilmington W/WAY | #1 Great Falls KRTV |
| #1 New Orleans WWL | #1 Honolulu KHON | #1 Duluth KBJR | #1 Watertown W/WNY |
| #1 Buffalo WKBW | #1 Champaign-Spr. WICS | #1 Yakima KNDO | #1 Parkersburg W/TAP |
| #1 Greenville-SPAS WLOS | #1 Paducah KFVS | #1 Wausau WAOW | #1 St. Joseph KQTV |
| #1 Columbus WBNS | #1 Spokane KHQ | #1 Tallahassee WCTV | #1 Eureka KVIO |
| #1 Oklahoma City KW/TV | #1 Lexington WTVQ | #1 Reno KTVN | #1 Marquette W/LUC |
| #1 Birmingham WBRC | #1 Johnstown W/JAC | #1 Wichita Falls KFDX | #1 Alexandria, MN KCMT |
| #1 Raleigh WTVD | #1 Chattanooga WRCB | #1 Eugene KVAL | #1 Butte KXLF |
| #1 Grand Rapids WZZM | #1 Jackson, MS W/JTV | #1 La Crosse WXOW | #1 Ottumwa KTVO |
| #1 Providence W/PRI | #1 South Bend WSJV | #1 Macon WMAZ | #1 San Angelo KLST |
| | | | #1 Lima WLIO |

Renew your WHEEL OF FORTUNE franchise now!
Call your King World Representative!

win (7), Europe the Mighty Continent (13), Fall of Eagles (13), Threads, Tenko, America (13), The Americans (12), Ascent of Man (13), Civilisation (14), The Commanders (7), The First Churchills (12), Great Little Railway Journeys (7), Great Railway Journeys (7), The Long Search (13), Risking It All (13), Ten Who Dared (10), Touring Great Cities (4), Ireland: A Television History (13), The Beatles Special, Rock Goes to College, Shirley Bassey Show (12), Sight and Sound in Concert (16), Michel Legrand in Concert, Auschwitz and the Allies, The Gathering, Window on the World (9), On the Eighth Day, Miscellaneous, All Creatures Great and Small (41), Barbara's Problem Dogs, Barbara's World of Horses and Ponies (7), Billy Smart's Circus, Training Dogs the Woodhouse Way (10), Great Zoos of the World (8), Great Parks of the World (6), Wilderness (8), Wildside (52), Anna Karenina (10), Great Detectives (52), Casanova (6), Duchess of Duke Street (31), Glittering Prizes (6), A Horseman Riding By (13), I Can Jump Puddles (9), Jane Eyre (5), Nanny (30), Pallisers (22), Poldark (29), Rush (13), War and Peace (19), De Bono's Thinking Course (10), Vision On (74), Madhur Jaffrey's Indian Cooking Course (8), Thunder Sub (27), Ballet Shows (6), Black Tulip (6), Ivanhoe (10), The Last of the Mohicans (13), The Legend of King Arthur (8), Little Women (9), The Prince and the Pauper

(6), Rebecca of Sunnybrook Farm (4), Tom Brown's Schooldays (8), Robin Hood (12), Blake's 7 (52), Doctor Who. **Staff:** Frank Miller, Tay Voyer, David Friedman, Lisa Ericsson, Michael Radivoy, Paul Vane, Bob Greenstein, Ray Krafft, Julius Cain, Richard Golden, Nelsa Gidney.

Local Program Network 1163
90 S. 11th St., Minneapolis 55403

Consortium of local stations which distributes news and magazine features—Weekly Story Service, One-on-One Exclusive and Cover Story. **Staff:** Jim Hayden, Linda Peinovich, Russ Stanton, Caryn Schall.

London Weekend TV 766
444 Madison Ave., New York 10022

Drummonds (20), To Have and to Hold (8), Dutch Girls, Jesus the Evidence (3), Mapp and Lucia (5), The Secret Adversary, A Fine Romance (26), Me and My Girl (39), Upstairs Downstairs (68). **Staff:** Robert Shay, Gloria Gallo, Michael Clark.

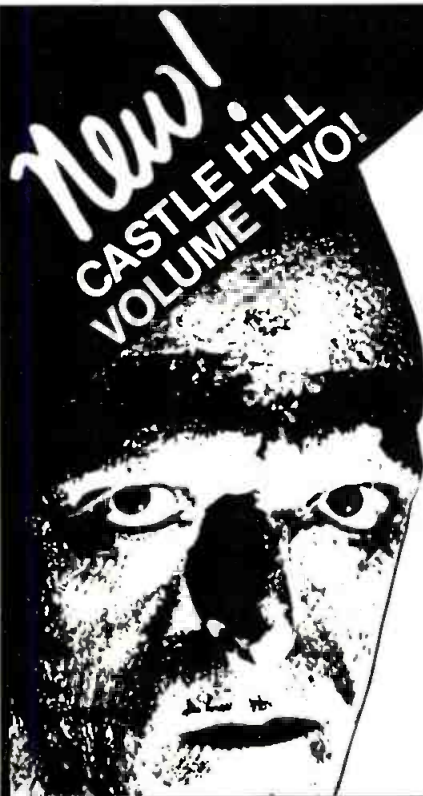
Lorimar-Telepictures 745
475 Park Ave. South, New York 10016
15303 Ventura Blvd., Sherman Oaks, Calif. 91403

Mama's Family* (22), One Big Family* (22), Falcon Crest* (127), Knots Landing (128), Dallas (191), The Blue Knight (23), Flamingo Road (37), Ten Speed and Brown Shoe (12), 22 Karat (22), Lorimar I (25), Lorimar II (25), Sci-Fi Horror (55),



Lorimar-Telepictures's \$1,000,000 Chance

Cowboys and Indians (32), Bomba the Jungle Boy (13), Deja-Views (55), Rocket to the Stars*, The \$1,000,000 Chance of a Lifetime*, Perfect Match, The People's Court, Love Connection, The All New Let's Make a Deal, Catch Phrase, N.I.W.S., Silverhawks (65), The Comic Strip (65), Thundercats (65), Alvin and the Chipmunks (65), Gummy (32), Your Show of Shows (65), Eight Is Enough (112), The Greatest American Hero (42), The New Dick Van Dyke Show/Mayberry RFD (150), More Real People (195), My Favorite Martian (107), Here's Lucy (144), The Animated Off-Network Prime Time All Family Specials (19), Telepictures 3 (28), Telepictures 2 (27), Telepictures 1 (16), Masters of Fury (15), Big 10 Basketball (23), Pac 10 Basketball (25), Southeastern Conference Basketball (23), Holiday Bowl, Blue Bonnet Bowl, Freedom Bowl. **International:** All New Let's Make a Deal (340), American Bandstand (200), Berengers (12½), The Best Times (6), Big Shamus Little Shamus (10), Boone (13), Bridges to Cross (6), Buffalo Bill (26), Catch Phrase (170), The Challengers (9), Detective in the House (6), Detective School (13), Down to Earth (130), Dreams (13), Falcon Crest (127), First and Ten (7), Games People Play (20), Hail to the Chief (7), Here's Lucy (144), The Hitchiker (26), Hunter (33), It's A Living II (22), Just Our Luck (13), Kings Crossing (10½), Knots Landing (160), Last Frontier (23), Lorne Greene's New Wilderness (78), Love Connection (510), Loving Friends & Perfect Couples (130), Mayberry R.F.D. (78), My Favorite Martian (170), The New Dick Van Dyke (72), Not Necessarily the News (34), Our Family Honor (22), The People's Court (975), Real People (130), Redd Foxx (9), Rituals (260), Rowan & Martin's Laugh-In (130), Secrets of Midland Heights (13), Stars on Ice (26), Super Country Superstars (3), Suzanne Pleshette is Maggie Briggs (6), Television Parts (8), Two Marriages (10½), 24 Days of Christmas (96), Valerie (7), theatrical features (88), made-for-TV features (96), mini-series (24), award specials (6), music specials (29), spe-



Directed by
WES CRAVEN
("The Hills Have Eyes" &
"Nightmare on Elm Street")

Color

THE HILLS HAVE EYES II

A Classic Continues

CASTLE HILL TELEVISION

1414 Avenue of the Americas
New York, New York 10019
(212) 888-0080

Murray Oken
Senior Vice President
Sales & Marketing



OUR STRENGTH IN YOUR PROGR



SEE

ESCAPE/600™

**a unique system
for conducting scientific,
in-depth, public opinion
polls, in your own office!**

**ELECTRONIC,
SYNTHESIZED,
COMPUTERIZED,
AUTOMATIC
POLLING
EQUIPMENT**

TELEPHONE POLL™
is another MAK automated
product designed to survey
public opinion.
See the demo tape
also available at
NATPE BOOTH 527.

For information, contact
M.A. KEMPNER, INC.
4699 No. Federal Highway
Suite 102
Pompano Beach, FL 33064
Toll Free: 800-327-4994
In Florida: 305-946-7660
TWX: 510-956-9661

Truly interactive, with branching capability and excellent voice quality, ESCAPE/600 dials pre-selected numbers, or random-digit dials, during pre-set hours till a desired sample is achieved. It is totally and completely automated and operates unattended □ The public responds by pressing or DIALING numbers on their home telephones □ ESCAPE/600 furnishes results by computer print-out, showing responses to each question, frequency of that response and percentage of calls with each response □ 9 minutes with our demo tape will show you how quickly, effectively and profitably ESCAPE/600 can serve your whole station. See it at NATPE

BOOTH 527

cial (28), documentaries (5), animated series, specials and films (24), children's series (7), N.I.W.S. **Staff:** Merv Adelson, Lee Rich, Alan Bell, Barbara Brogliatti, Jerry Gottlieb, Robert Crutchfield, Dick Robertson, David Salzman, Steve Ross, Joe Goldfarb, Jim Moloshok, Scott Stone, Jay Feldman, Joan Harrison, Michael Garin, Michael Jay Solomon, Art Loomis, Peter Temple, Pat Kenney, Dalton Danon, Ed Youngmark, Garrett Hart, Victoria Laughlin, Adam Gold, Christine Hawks, Bob Jacobs, Tom Byrnes, Ralene Levy, Maury Lanken, Bruce Genter, Gust Theodore, Scott Weber, Jim McGillen, Tom Straszewski, Mike Von Ende, Mike McHugh, Damien Riordan, Bruce Rosenblum, Leonard Bart, Vince Messina, Brenda Geffner, Yelena Lazovich, Cynthia Stanley, Kathleen Bracken, Jeannine Kadow, Alicia Windroth, Julie Lobdel, Mark Robbins, Jeff Hufford, Mark O'Brien, Scott Carlin, Robert Barnett, Steve Knowles, Keith Samples, Dave Almstead, Marc Solomon, Karl Kuechenmeister, Donald Stump, Mary Martin, Jim Engleman, Stuart Graber, Jeff Schlesinger, Michelle Kearney, Josh Elbaum, Frances Reynolds, Rosemary Mazzo, Bonnie Adamson, Joan Robbins.

Lutheran Television 839
2185 Hampton Ave., St. Louis 63139

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

M&M Syndication 1060
1000 Laurel Oak Corp. Center, Suite 108, Voorhees, N.J. 08043

The Record Guide, Melba Moore's Collection of Love Songs, City Sounds, Top 40 Video, Rattlesnake Annie's Country Music*, Popcorn Pix*, Movies, Movies*, Shooting for the Stars*, Nite School*, Second Opinion* (13), edit master services. **Staff:** Herb Rassback, Gary Robbins, Jane Russo, Michelle Pruyn, Andy Kienzle.

Major League Baseball 1147
1212 Avenue of the Americas, New York 10036

This Week in Baseball (29), Sports Newsatellite, Baseball Bunch (20), Sports Deadline, Baseball 1986: A Look Ahead, All-Star and World Series Special. **Staff:** Joe Podesta, Geoff Belinfante, Terry Kassel, Peggy White, Maureen Rooney, Mel Allen.

Marketing Comm. Group 1142
Program inserts—Family Doctor (40), Backyard Chef (26), Great Moments in Georgia Football with Vince Dooley (27), Great Moments in Florida Gator Football (17), Great Moments in Auburn Football with Pat Dye (17), Great Moments in Georgia Tech Football with Bill Curry, Great Homes of Georgia (20), Sunbelt

Expo '86 Network. **Staff:** Randall Peltier, James Clayton, Charles Rawlinson.

MCA TV
(see Westin listing)

McCann International 1433, 1533
66-67 Newman St., London W1P 3LA

The World Challenge (6), Palace of Dreams (10), Sweet and Sour (20), Sweat of the Sun Tears of the Moon (8), Mother and Son (14), The Fast Lane (9), Run from the Morning (6). **Staff:** Joe McCann, Andrew Luff.

Medallion TV Enterprises 908
8831 Sunset Blvd., W. Hollywood, Calif. 90069

Staff: John Ettlinger, Greta Ettlinger, B.A. Krajewski, Barry Barnholtz, Dennis Livson.

Mediacast Television Entertainment 1064, 74
300 W. Washington, Suite 711, Chicago 60606

The Super Chargers* (13), National Championship Truck & Tractor Pulls, Battle of the Monster Trucks, Return of the Monster Trucks, Monster Trucks: The Final Battle, Kup's Show* (52), Stooze Snapshots: Fifty Years with the Funniest Guys in the World, Lugosi: The Forgotten King, Great American Mystery Cars, A Gift for Granny, Billy Joe Bigbeak and the All Bird Band, Hollywood Dreams (150), Yan Can Wok (130), The Gigglesnort Hotel (78), Trend Studio's Volume I (75), Trend Studio's Horror Collection (20), Karate Connection I (13), The War Time Years (13), Trouble with Father (80). **Staff:** Tom Edinger, Barry Wolf, Mari Itaya, Keith Grandolph, Joe Sperry, Patty Kelly.

Medstar Communications 1269
1305 S. 12th St., Allentown, Pa. 18103

Health Matters*. **Staff:** William Ferretti, Paul Dowling, Terrie Ferretti, Paul Keller, James Trumbo, Linda Spadoni.

Metromedia Producers Corp. 533
5746 Sunset Blvd., Los Angeles 90028

Small Wonder, Miller's Court (65), Expedition Danger (26), Dynasty (148), Vega\$ (68), Ann Sothern Show (190), Movin' On (44), The Untamed World (106), New Avengers (26), Squaring the Circle, Blind Alleys, Summer Solstice, Vault of Horror, Tales from the Crypt, Boy in the Plastic Bubble, Premium I (7), Premium II (9), Premium Plus (28), Premium III (14), Premium IV (11), MPC (20), Carry On (11), Sara Dane (8), I Claudius (13), Wild Times, Roughnecks, The Far Pavilions, Empire, Jamaica Inn, Salute to Lady Liberty, Presidential Command Performance, Crystal Light National Aerobic Championship, Inside Russia, Future Shock, Time of Man, Assassins Among Us, Cancer Confrontation, Sex Teenage Style, Divorce: Kids in the Middle, Undersea World of Jacques Cousteau (36), Jane Goodall and the World of Animal Behavior (4), Groovy Ghoulies and



Metromedia's Small Wonder

Friends (104), Crusader Rabbit (13). **International:** Small Wonder (24), Dynasty (148), Fantasy Island (155), Vega\$ (68), Miller's Court (26), Expedition: Danger (26), Charlie's Angels (115), Starsky & Hutch (92), Strike Force (19), Family (86), S.W.A.T. (37), Movin' On (44), Dusty's Trail (26), Chopper One (13), Firehouse (13), Here We Go Again (13), Primus (26), theatrical features (20), mini-series (7), international specials (5). **Staff:** Leonard Grossi, Bruce Marson, Grant Norlin, Jack Duffield, Regina Dantas, Susan Bender, Julie Ambrosino, Gary Carlson, Lark Zonka, Steve Lebiang, Ben Glazer, Bob Freedman, Alan Winters, Karen Marino, Jim Ricks, Tom Noonan, William Robertson, Ron Geagan, Mark Lieber.

MG Perin/ARP Films 670
124 E. 40th St., New York 10016

Loving Couples, The Best of Your Show of Shows (65), Gateway to Liberty (50), The Winning Moment (30), B.C. The First Thanksgiving, B.C. A Special Christmas, Gathering Storm, The Finest Hours, Churchill and the Generals, A King's Story, Action I* (40), Action II* (19), Cicero The Queen's Drum Horse, Gumby* (32), The Man from Buttonwillow*, Les Miserales*, Magic Adventures*, Spirit of Independence (208), Coral Jungle (12), Crystal Gayle in Concert. **Staff:** Marvin Grieve, Richard Perin, Holly Grieve.

MGM/UA Television 546
1350 Avenue of the Americas, New York 10019

Frame Game*, Love Me, Love Me Not*, Kids Inc., Fame, Gilligan's Island (98), CHiPs (138), Courtship of Eddie's Father (73), How the West Was Won (6), Man/Girl from U.N.C.L.E. (132), Medical Center (170), Please Don't Eat the Daisies (58), Then Came Bronson (26), Thin Man (72), Conquest (6), Daktari (89), The World of Mother Teresa, Outer Limits (49), My Mother the Car (30), Patty Duke Show

(104), Rat Patrol (58), Tough Guys*, MGM/UA Premiere Network, MGM/UA Vintage I, MGM/UA #1, MGM Family Fair, Showcase 11, MGM's That's Entertainment, MGM Lion I & II, UA/17, MGM/ 10 & 11, MGM/Pre-48, Warner Bros./Pre-48, RKO/Pre-48, Extra Extra Movies, 13 Tailor Mades, James Stewart as "Hawkins", Theater 15, UA Showcase 1, 2, 3, 5, 6, 7, 8, 9, 10, UA Prime Time I & II, Pink Panther (226), Tom and Jerry (308), MGM/ 105 (105), Bugs Bunny & Warner Bros. Cartoons (327), Popeye (234), Our Gang (52), Circus Parade (140). **International:** The Fifth Missile*, Garbo*, Lady Blue*, Motown 25*, Gabriela (130), George Washington (8), Goodbye Mr. Chips, Paper Dolls, Jessie, Pink Panther & Sons, We Got It Made (22), Empire (6), For Love and Honor (12), New Adventures of Gilligan (24), The Yearling (52), Barretts of Wimpole Street, Thank Heavens for Maurice Chevalier, Tom Sawyer, Bette Davis: The Benevolent Volcano, Making of Rocky III, Separate Tables, The Citadel, Gavilan, Seven Brides for Seven Brothers (22), Cutter to Houston (9), McClain's Law (16), Flamingo Road (37), Chicago Story (14), Banjo the Woodpile Cat, Pandamonium (13), Meatballs & Spaghetti (13), Gilligan's Planet (13), Sean (13), Studs Lonigan (6), French Atlantic Affair, Kids from Fame Special, Magic of the Stars, James Cagney: That Yankee Doodle Dandy, The World of Entertainment,



MGM/UA's Kids Inc.

Logan's Run (14), Lucan (11), G. E. Monograms (9), The Defiant Ones*, Children of the Night*, The Dirty Dozen: Next Mission, Braker*, Something About Amelia, Paper Dolls, Casey Stengel, Cowboy Cry for the Strangers, Deadly Lessons, Death of a Centerfold, Dear Liar, Fantasies, Farrell for the People, For Lovers Only, Happy Endings, Hear No Evil, Incident at Crestridge, I Take These Men, I Was A Mail Order Bride, I Want To Live, Johnny Belinda, Journey's End, Love Tapes, Marian Rose White, Sins of the Past, This House Possessed, Witness for the Prosecution, Women of San Quentin. **Staff:** Lawrence Gershman, Joseph Tirin-

ato, Rob Corona, Susan Swimer, Jean Goldberg, Phil Smith, Chuck Atkins, Peter Preis, Ken DuBow, Robert Horen, Tom Dwyer, Michael Caponi, Stacey Valenza, Donna Landau, David Gerber, Ann Seydor, Lynn Loring, Anita Van Petten, Sheryl Hardy, Leslie Friends, George Paris, Terri Ooghe, Keith Miller, Colleen Malone, Edna Kaye.

Mizlou Television 644
535 Fifth Ave., New York 10017

Muller Media 547
23 E. 39th St., New York 10016

Reels of Fortune* (16), The Chisholms*, The Making of...*, Warriors (12), Heroes & Heroines (15), Family Rainbow Theater (12), Super Action 10 (10), Premier Showcase (10), Cinema Greats (15), Scattergood Brains (5), The American Diary, The Turkey Caper*, Which Witch is Which, Christmas Tree Train, Masters of the Martial Arts (26), Fabulous Follies (36), Mr. & Mrs. North. **Staff:** Robert Muller, Daniel Mulholland.

Multimedia Entertainment 333
75 Rockefeller Pl., New York 10019

Sally Jessy Raphael, Donahue, Young Peoples' Specials, America Comes Alive 3, The New Music City U.S.A. **Staff:** Mike Weinblatt, Donald Dahlman, Lee Jackoway, Joe Cifarelli, Norman Hayes, Richard Thrall, Richard Mincer, Bruce Johansen, Valerie DeSanti, Janet Baser, Jim Berk, Tobe Becker, Joe Charles, Burt Dubrow, Marsha Greenberg, Jake Jacobson, Lyle Lavidge, Sally Jessy Raphael, Ami Hope Witt.

Museum of Broadcasting 1175
1 E. 53d St., New York

Narcissexu 236

National Captioning Institute 960

New Century Telecom. 1103
654 Madison Ave., New York 10021

Classic feature films. **Staff:** Robert Morin, Jackson Dube, Michael Presbrey, David Skillman, Steven Orr, Jan Berk.

NHK Enterprises 1333
1 Rockefeller Pl., New York 10020

2-2-1 Jinnan, Shibuya-ku, Tokyo
Program sales, distribution, purchase production and co-production for NHK Japan Broadcasting Networks. **Staff:** Keiji Shima, Toshi Iwasaki, Tsuneaki Ishi, Chiaki Ueda, Koichi Murakami, Shizuo Kimura, Ichiro Tsujimoto, Koko Ito, Kinya Inoue, Sadaharu Inoue, Elke Titus, Shizuko Amano, Mari Hoashi.

A.C. Nielsen Co. 1513
Nielsen Pl., Northbrook, Ill. 60062

Nutrition World 936

Odyssey Film Sales
11 Grape St., London WC2H 8DR

Breakfast in Paris, Detroit 9000, Angels in Hell, Summer City, Decadence, My Childhood, Jane Asher's Party Cakes, Best-seller, musical specials. **Staff:** Adrian Monsey, William Campbell.

OPT(see TPE) 391

* FOR YOUR SOLUTION TO THIS EQUATION, SEE *timeRite, inc.* IN ROOM 1549 AT NATPE.

timeRite, inc. **TR**

PRODUCTION AND SYNDICATION

Off-Network Hits. First-Run. Movies. Classics.

Colex today is a full spectrum of television entertainment programming for syndication.

Spotlighting recent off-network hits. Premiere movies. Important, first-run programs and classic network winners.

From Colex Enterprises, a joint venture of Columbia Pictures Television and LBS Communications Inc.

For a close-up of today's important new programming opportunities from Colex, turn the page.

This is Colex Now!

Off-Net Hits

WINNERS WITH PROVEN APPEAL



HARDCASTLE AND McCORMICK

65+ hours.

Available Sept. '86 on an advertiser-supported basis and subsequent cash basis April '89.

This high-voltage, high-performance adventure series starring Brian Keith and Daniel Hugh-Kelly is a proven powerhouse with Young Adults.



FATHER MURPHY

35 hours.

Available Jan. '87 on an advertiser-supported basis. Strong all-family favorite in the tradition of *Little House On The Prairie*. Merlin Olsen and Moses Gunn star.

FAMILY

85 hours.

Available Jan. '87 on a cash basis.

Award-winning series with proven appeal for Young Women in morning and early fringe time slots. Starring Meredith Baxter-Birney, Kristy McNichol, John Rubinstein, Sada Thompson and James Broderick.

First-Run

FRESH, NEW ENTERTAINMENT.



GIDGET

22 all-new half hours.

Available Sept. '86 on an advertiser-supported basis. The girl next door is all grown up and coping with the 80's. The hit two-hour movie is now a captivating new series. Starring Caryn Richman, Dean Butler, and Allison Barron.



THE HOLLYWOOD REPORTER

Half-hour strip and weekend recap.

Available Sept. '86 on an advertiser-supported basis. Inside the world of entertainment, with revealing feature stories about today's most important celebrities. Host: Peter Tomarken with special correspondent Meredith MacRae.

A full selection of quality programs,
from Colex Enterprises.

This is

Movies

COLEX PREMIERE MOVIES

Four 2-hour advertiser-supported features:

IT CAME UPON THE MIDNIGHT CLEAR

Available December '86.

Mickey Rooney stars in the highest-rated first-run syndicated TV movie ever!

MIRACLE OF THE HEART—A BOYS TOWN STORY

Available March/April '86.

Art Carney stars.

REUNION AT FAIRBOROUGH

Available June '86.

Robert Mitchum and Deborah Kerr reunite.

THE CANTERVILLE GHOST

Available October '86.

Sir John Gielgud stars.



PLUS TWO MORE ADVERTISER-SUPPORTED PACKAGES!

HOPE DIAMONDS

ELEVEN BOB HOPE MOVIE GEMS

Available Sept. '86 on an advertiser-supported basis and subsequent cash basis. Including *The Road to Rio*, *The Seven Little Foys*, *My Favorite Brunette*, and *The Road to Bali*.

THE PERFORMANCE PACKAGE

THREE 4-HOUR MOVIES

"Family Reunion" Available Nov. '86. Bette Davis stars.

"The Best Place To Be" Available Feb. '87

Donna Reed and Ephrem Zimbalist, Jr. star.

"The Star Maker" Available May '87. Rock Hudson and Suzanne Pleshette star.

Classics

NETWORK WINNERS FOR SYNDICATION

THE FLYING NUN

82 half hours.

Available now on an advertiser-supported basis; Sept. '87 on a cash basis.

ROUTE 66

52 hours.

Available Jan. '86 on an advertiser-supported basis.

GIDGET

32 half hours.

Available 3rd quarter '86 on an advertiser-supported basis.

THE MONKEES

58 half hours.

Available Summer '86 on an advertiser-supported basis.

BURNS AND ALLEN

239 half hours.

Available now on a cash basis.

FATHER KNOWS BEST

191 half hours

Available now on a cash basis.

THE DONNA REED SHOW

175 half hours

Available now on a cash basis.

DENNIS THE MENACE

146 half hours.

Available now on a cash basis.

JUNGLE JIM

26 half hours.

Available now on a cash basis.

WILD BILL HICKOK

113 half hours.

Available now on a cash basis.

GHOST STORY/CIRCLE OF FEAR

22 hours.

HAWK

17 hours.

JOE FORRESTER

22 hours.

EISCHIED

13 hours.

VISIT US AT NATPE—Booth 43

Colex
ENTERPRISES

A JOINT VENTURE OF COLUMBIA PICTURES TELEVISION AND LBS COMMUNICATIONS INC.

875 Third Ave., NY, NY 10022 (212) 418-3000

9220 Sunset Blvd., Suite 101-A, Los Angeles, CA 90069 (213) 859-1055

625 N. Michigan Ave., Suite 1200, Chicago, IL 60611 (312) 943-0707

© 1985 Columbia Pictures Television, a division of CPT Holdings Inc.

All rights reserved.

Colex Now!



Orbis's Hangin' In



Paramount's Webster

Orbis Communications 943

432 Park Ave. South, New York 10016

Platinum 193, Orbis Premiere Movies (5) Hangin' In (94), Tales of the Unexpected (90), MetroPrime Mini-series, Macron I (65), Defenders of the Earth, Birds of a Feather, War Chronicles (13), Wang Laboratories Specials, Bob Uecker's Wacky World of Sports (6), Rainbow Music Specials (24), Liberty Minutes, Comedy Tonight. **Staff:** Robert Turner, John Ranck, Brian Byrne, Ethan Podell, Neil Russell, Peter Schmid, Fran Reiter, David Spiegelman, David Goodman, Lorraine Joseph, Bob Chenoff, Barbara Fultz, Rae Schatz, Betty McGuire, Ronni Faust.

Orion Television 657

1875 Century Park East, Los Angeles 90067

The New Hollywood Squares, Cagney & Lacey. **Staff:** Alex Horwitz, Scott Towle, Tom Cerio, Arthur Hasson, Richard Rosenblum, Jamie Kellner, Richard Zimmer, James Ricks Jr., Ed Cooper, Fred Whitehead, Rick Jacobson, Larry Hutchings, Don Frehe, Charlotte Ermoian, Gary Randall, Kathy Haynsworth, Duffie McIntire, Michael Hirsch, Sharon Gless, Tyne Daly, John Davidson, Ray Myles, Eric Conrad, John O'Brien.

Paramount Television 714

1 Gulf & Western Pl., New York 10023

Webster* (100), Cheers (94), Family Ties (98), Taxi (114), Happy Days (255), Mork & Mindy (95), Laverne & Shirley (178), Odd Couple (114), Brady Bunch (117), Star Trek (79), Star Trek Animated (22), Love American Style (224), Brady Kids Animated (22), Lucy Show (156), Mission Impossible (171), The Untouchables (114), Mannix (130), Entertainment Tonight, Entertainment This Week, Solid Gold, Star Trek Memories, Jesse Owens Story, Portfolio XI (22), X (20), IX (30), VIII (37), VII (30), VI (30), V (33), IV (40), III (60), II (38), I (44), Special Edition (50), Preview II (16), Preview I (14), Marquee III (18), II (17), Paramount Action Theater (33), The Untouchables (3), Shogun. **Staff:** Mel Harris, Lucie Salhany, Frank

Kelly, Rick Weidner, Helen Ricketts, Tom Mazza, Phil Murphy, Steve Goldman, Greg Meidel, James Martz, Robert Dahill, Joel Berman, Marc Hirsch, Ken Solomon, Mike Kerans, Dick Montgomery, Gerry Noonan, Stan Justice, Ed Wilson, John Morrow, Don Salem, Bruce Gordon, Joseph Lucas, Mal Orme, Kevin Keely, Ramon Perez.

Parrot Communications 865

Deans Corner Rd., Brewster, N.Y. 10509

Publisher of sourcebooks for TV Syndicator's Dreambook, TV Programmer's Dreambook, TV Advertising Dreambook, Barter TV Program Guide, TWX and mailing services to syndicators, stations, agencies, group owners, reps. **Staff:** Robert Mertz, Rae Ann Assorgi, Gloria Shannon Brunson.

Petry TV 656

3 E. 54th St., New York 10022

Staff: Jack Fentress, Dick Kurlander, Harry Stecker, Bobbee Gabelmann, David Allen, Ted Van Erk, Michael Membrado, George Blinn, William Fagan, Steve Eisenberg, Jerry Linehan.

Picture Music International

Pioneer Games of America 1415

Richard Price TV Associates 766

444 Madison Ave., New York 10022

A Country Practice (350), Viktoria Mullova and Maxim Shostakovich in Performance, Rafferty's Rules (14), Telechat (234). **Staff:** Robert Shay, Gloria Gallo, Michael Clark.

Prijatel Productions 1141

1612 Prosser Ave., Dayton, Ohio 45409

Memories of Martin* (45), The New Strassels Report* (82), The Missing Children Network. **Staff:** Donald Prijatel, Frank Di Graci, Sherry Sorrell, Lynn Goldenberg, Julie Prijatel.

Primetime Entertainment 766

444 Madison Ave., New York 10022

Primetime 90's (10), Primetime I (17), Trident I (15), Terrahawks (39), Doctor in the

House (137), Raccoons, The Life and Adventures of Nicholas Nickleby (9), Paul Hogan Show (26), Agony (20), A Fine Romance (26). **Staff:** Robert Shay, Harvey Reinstein, Michael Clark, Louis Gonzalez.

Pro Celebrity Productions 280

Program Syndication Services 1457

405 Lexington Ave., New York 10174

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

Prolusion Group 1172

Promark 331

11645 Montana Ave., Suite 319, Los Angeles 90043

It's a Wonderful Life, American Trail, The Gold Eagle Awards, Ricky Nelson/Fats Domino Live, From Hawaii with Love. **Staff:** David Levine, Judy Parker, Richard Parker, Igo Kantor, Karl Borchert, Jack Wismer, Bill Darby, Ron Rice, Enid Kuntor, Richard Holiday.

Purolator Courier Corp. 283

131 Morristown Rd., Basking Ridge, N.J. 07920

RAF/Global Video 242

17310 Sunset Blvd., Pacific Palisades, Calif. 90272

Staff: Robert Finkelstein, Thomas Headley, Michael Wex.

Raycom Sports 330

801 E. Trade St., Box 33367, Charlotte, N.C. 28233

Southwestern Conference Football, Big Eight Football, Atlantic Coast Conference Basketball, Metro Conference Basketball, Big Eight Basketball, Pacific Coast Athletic Association Basketball, Kickoff Classic, Liberty Bowl. **Staff:** Rick Ray, Dee Ray, Ken Haines, Ellen Bedell, Jim Duncan.

Republic Pictures 1133

12636 Bearice St., Los Angeles 90066

Storybook Theater (5), Betty Boop (100), George Pal Puppetoons (42), Little Lulu (26), Max Fleischer Color Classics (32), Noveltoons (43), Christie Comedies (108), Funny Mann (130), Twenty Documentaries (20), The Champions (152), Favorite Holiday Features (5), Horror (35), John Wayne Classic Westerns (29), Kung Fu Gold (13), Mystery/Suspense (246), Nostalgic Musicals (47), Nostalgic Westerns (396), Roy Rogers' The Great Movie Cowboys (21), Science Fiction (28), Republic Serials (71), Paramount Short Subjects (500), Republic Cowboys (162), Young People's Favorites (8), African Patrol (39), Animal Secrets (24), Blue Angels (39), Boots and Saddles (39), Byline: Steve Wilson (39), Californians (69), Cameo Theater (26), Captain Nice (15), Captured (26), Car 54 Where Are You? (60), Commando Cody (12), Continental Classroom (160), Dean Martin (26), Fal-

THE SECOND DECADE

Begins



SAN FRANCISCO
KPIX

#1

	RATING	SHARE	PM SHARE ADVANTAGE
EVENING MAGAZINE	11	18%	---
Entertainment Tonight	10	17%	+ 6%
Price Is Right	8	13%	+ 38%
Carson Comedy	7	12%	+ 50%
Newlywed Game	4	6%	+200%
Dynasty	3	5%	+260%

- No. 1 10 Straight Years
- No. 1 in Total Women
- No. 1 in Total Men
- Increases Over Lead-in in Rating, Share and All Demographics

SAN DIEGO
KFMB-TV

#1

	RATING	SHARE	PM SHARE ADVANTAGE
PM MAGAZINE	12	23%	---
Entertainment Tonight	7	14%	+ 64%
Headline Chasers	5	8%	+188%
Jeffersons	4	7%	+229%

- No. 1 in All Women Demographics
- No. 1 in Total Men, Men 18 - 49, Men 25 - 54
- Up 10% in Share Over Nov. '84 Despite 11% Decline in Lead-in

SPOKANE
KNQ-TV

#1

	RATING	SHARE	PM SHARE ADVANTAGE
PM MAGAZINE	16	26%	---
Newlywed Game	15	25%	+ 4%
Taxi	14	23%	+ 13%
Odd Couple	2	3%	+767%

- No. 1 Against Game Show and Situation Comedies
- Up 14% in Rating Over Nov. '84
- Up 8% in Share Over Nov. '84

COLUMBIA
WIS-TV

#1

	RATING	SHARE	PM SHARE ADVANTAGE
PM MAGAZINE	26	43%	---
Jeffersons	13	21%	+105%
Newlywed Game	12	19%	+126%

- No. 1 in Total Women and Total Men
- No. 1 in Women 18 - 49 and Men 18 - 49
- No. 1 in Women 25 - 54 and Men 25 - 54

DAVENPORT
WOC-TV

#1

	RATING	SHARE	PM SHARE ADVANTAGE
PM MAGAZINE	10	25%	---
WKRP	9	23%	+ 9%
People's Court	8	21%	+ 19%
My Favorite Martian	4	9%	+177%

- No. 1 in Total Women
- No. 1 in Total Men
- Increases 13% in Women and 58% in Men Over Lead-in
- Increases 25% in Rating and 10% in Share Over Lead-in



WESTINGHOUSE BROADCASTING AND CABLE, INC.

Source: NSI Cassandra Nov. 1985

Continued

con (39), Fibber McGee and Molly (26), Fireside Theater (100), Flip Wilson (26), Frontier Doctor (39), Get Smart (138), Glencannon (39), Golddiggers (22), Grand Jury (39), Great Gildersleeve (39), High Chaparral (98), How to Marry a Millionaire (52), International Playhouse (26), Jim Backus Show (39), Kentucky Jones (26), Klondike (18), Laramie (124), Laredo (56), Lilli Palmer Quality Theater (36), Loretta Young (187), Man Without a Gun (52), My World and Welcome To It (26), Not For Hire (39), Official Detective (39), Outlaws (50), Panic (31), People Are Funny (150), Pony Express (39), Richard Boone Show (25), Sheriff of Cochise (78), Silent Service (78), Steve Donovan (39), Stories of the Century (39), Stryker of Scotland Yard (13), Temple Houston (26), Theater of Stars (17), T.H.E. Cat (26), Third Man (77), This Is Alice (39), Union Pacific (39), U.S. Marshal (78), Victory at Sea (26), Walter Winchell File (39), Children's Letters to God, New Lion of Sonora, Ride the Wind, Seven Greatest, Billy Jean King's Tennis for Everyone, Mantovani, TV Acts. **International:** Gumby (22), Hot Dog (46), Fabulous Funnies, Acapulco (8), Accidental Family (16), Americans (17), Bill Cosby (52), Bill Dana (26), Bonanza (260), Dr. Kildare (200), Get Smart (112), Hero (16), H. R. Pufnstuf (17), Huck Finn (20), I Spy (82), Michael Shayne (32), Mr. Wizard (300), My Friend Tony (16), National Velvet (58), Red Skel-

ton (24), Shirley Temple Theater (9), Tab Hunter (32), Theater of Stars (53), Get Smart, Alice Through the Looking Glass, All About Me, America and the Americas, specials (11). **Staff:** Aubrey Groskopf, Arthur Gross, Dick Jolliffe, Barry Bernard, Terez Kiely, Diane Foster, Dick Giltner, Lisa Ann Woodcock, Mickey Georgianna, Joe Termott, Patricia Fleming.

Research Technology 1617
4700 Chase Ave., Lincolnwood, Ill. 60646
Revcom Television 238
Rhodes Productions 227
124 11th St., Manhattan Beach, Calif. 90266
RKO Pictures 571
1440 Broadway, New York 10018

John Forsythe's World of Survival (200+21*), Harry's Game, The Secret Servant, Dick Turpin, Hollywood Tribute Series (8), Soldiers (13)*, I Do! I Do!, The Gin Game, Hughie, Cold Storage, Table Settings, Twigs, Scrambled Feet, Cheaters, Cyrano de Bergerac, Moliere, Tartuffe, Bullshot Crummond, Footlight Frenzy, Sganarelle, The Day the Universe Changes (10), Blackstone's Magic Show, An Evening with Helen Schneider, Neil Sedaka in Concert, Bobby Vinton, David Steinberg in Concert, An Evening with Helen Schneider. **Staff:** C. Robert Manby, Mark Seiler, Wynn Nathan, Bruce Casino, Joseph Ondrick, Stephen Robeck, Deborah Strauss, Clare Alter, Bill Gilbert, Jim Francis, Tom Seehof.

Hal Roach Studios Inc./
Colorization 1008
1600 N. Fairfax Ave., Los Angeles 90049
Laurel and Hardy films (26). **Staff:** Jody Shapiro, Rob Word, Andy Kaplan, Robin French, Hal Gaba, David Evans, Stephen Morley-Mower.

Sacis/Cinecitta 1304
Sandoval Productions 1169
3142 Dona Sofia Dr., Studio City, Calif. 91604
Staff: Rik Sandoval, Jackie English.

Satori Televison 965
330 W. 42d St., Penthouse Suite, New York 10036

Alligator Package* (10), Dimension (15), Dimension II* (15), Shock Theater (8), Family Entertainment (13), Family Entertainment II* (18), The Wombles (13). **Staff:** Ernie Sauer, Gary Conner, Cindy Stern, Hank Gusik, Judith Jones, Joe Martino.

Scott Entertainment 1331
Select Media 1247
123 E. 54th St., New York 10022

SFM Entertainment 933
1180 Avenue of the Americas, New York 10036

The George Steinbrenner Show* (26), The Texas 150th Birthday Celebration*, Directions*, Stamp of Greatness*, Zoobilee Zoo*, SFM Holiday Network (11), SFM I (6), Jayce & the Wheeled Warriors (65), Rose-Petal Place, Faces of Love (8), March of Time (205), Crusade in the Pacific (26), Crusade in Europe (26), Indomitable Teddy Roosevelt, Dayan's Israel, The Golden Twenties, The Vatican, We Are the Marines, The Made-for-TV Election, The Dione Lucas Cooking Show, The World of Tomorrow, Hugga Bunch. **Staff:** Stanley Moger, Jordan Ringel, Joe Gerard, John Doscher, Jim Hergen, Amy Sauertieg, Maria Carayas, Dianne Brand, Mike James, Dave Grimm, Virginia Jucius, Allan Infeld, Joel Zaremby, Bob Perlstein, Gary Montanus.

SFP 233
Silverbach-Lazarus Group 247
9911 W. Pico Blvd., Los Angeles 90035

For the Term of His Natural Life*, The Last Days of Marilyn Monroe*, No Earthly Reason*, The First Annual 16 Magazine Readers' Awards*, Post Newsweek Specials*, Las Vegas This Month*, The Littlest Hobo (114), Cimarron Strip (23), Explore (13), Phenomenal World (11), Best Christmas Pageant Ever, Quincy Jones special, Faerie Tale Theatre (26), Terror!. **Staff:** Alan Silverbach, Herb Lazarus, Toby Rogers, Steve Syatt, Gerald Feifer, Nicole Wonica, Betty Jane Metz.

Simcom 1172
Special Events Television 1241
2709 B Pinedale Rd., Greensboro, N.C. 27408
NASCAR Championships (11), Snow Job


New!
CASTLE HILL
VOLUME TWO!

GEORGE STEVENS:
A FILMMAKERS
JOURNEY

“★★★★☆”
—NY Daily News

“Two Thumbs Up!”
—Siskel & Ebert

Color



CASTLE HILL TELEVISION
1414 Avenue of the Americas
New York, New York 10019
(212) 888-0080

Murray Oken
Senior Vice President
Sales & Marketing

CASTLE HILL TELEVISION

SELTEL

IS PROUD TO ANNOUNCE

THE REPRESENTATION OF



KXTX

Dallas • Ft. Worth

SELTEL
THE PERFORMANCE REP

ATLANTA • BOSTON • CHARLOTTE • CHICAGO • DALLAS •
DETROIT • HOUSTON • LOS ANGELES • MINNEAPOLIS • NEW YORK • PHILADELPHIA
PORTLAND • ST. LOUIS • SAN FRANCISCO • SEATTLE

(54), This Week in Motor Sports. **Staff:** Jim Wigglesworth, Richard Ozan, Jack Markham, Paula Sevigny.

Sports Legends/Bert Rotfeld 1132

27 City Line Ave., Bala Cynwyd, Pa. 19004

Bob Uecker's Wacky World of Sports* (12), I've Heard that Song Before* (52), Breakfast with the Stars* (52), Best of War of the Stars*, Greatest Sports Legends: Class of 85*, Greatest Sports Legends Third Annual Reunion*, Greatest Sports Legends (52), War of the Stars (12), Steve Landesberg/Sports Fan. **Staff:** Bert Rotfeld, Steve Rotfeld, Krista Clark, Lisa Jacobs, Lori Busch.

Studio Hamburg Atelier GmbH

1506

Sullivan Films

1172

Sunbow Productions

481

380 Lexington Ave., New York 10168

My Little Pony and Friends* (65), The Transformers (65), G.I. Joe—A Real American Hero (90), JEM*, Super Saturday/Super Sunday (15), The Great Space Coaster (140). **Staff:** Tom Griffin, Art Heller, Michael Brochstein, Heidi Kahme, Lisa Klasner, Mary Tricoli, Cindy Markus, Carole Weitzman, Ellen Kroner, Debbie Heineman, Elise Goyette, Gary Wald, Jan Cooper.

Survival/Button

Syndicast Services

925

2 W. 45th St., New York 10036

Terrahawks* (39), Wall Street Journal Report, Kidsworld, Pro Wrestling USA, College Football Previews, College Basketball's Top 10, Sports Challenge, The Woman Who Willed a Miracle, Barbara Mandrell & The Mandrell Sisters Thanksgiving and Christmas Specials, The Second Annual Mrs. Woman of the World Pageant, The Christmas Raccoons, The Man in the Santa Claus Suit, 1985 R&B Countdown, The 1986 Golden Globe Awards, Aloha from Hawaii, The Raccoons on Ice, Gameplan to the Super Bowl, Where Do We Go From Here?, A Look at Grammy, Lou Rawls Presents the Third Annual Black Gold Awards, Perry Como's Easter Special, A Look at the Academy Awards, Return to Iwo Jima, The Unknown Soldier, 1986 Mrs. America Pageant, The Demon Murder Case, One Night With You. **Staff:** Leonard Koch, Gerry Lepkanich, Terry Paolillo, Bernie Schulman, Cyndy Wynne, Jay Whalen, Vicki Jo Hoffman, Mari Kimura.

Taffner/Ltd.

557

31 W. 56th St., New York 10019

Benny Hill (85), After Benny (40), The Thames Comedy Originals (156), Man About the House (39), George & Mildred (38), Keep It in the Family (31), Robin's Nest (48), Best of Benny, Blood & Honor (5), Too Close For Comfort (104), Check It Out (52), Ted Knight Show (52), Hollywood (13), World at War (36), Destination America (9), Three's Company (222), Too Close for Comfort (107), The Ropers (26),



D.L. Taffner's Ted Knight Show

Three's A Crowd (22), Benny Hill Specials I and II, Danger Mouse (50), Crime Inc. (7). **Staff:** Donald Taffner, John Fitzgerald, Chuck Larsen, Mike Fahn, Merritt Sticker, Ed Nugent, Denny Moore, Mary Lou Bradley, Chris Gordon, Don Taffner Jr., Rosemary Berry, Annette Bergh, Rick Karo, Bob Gillespie, Martha Strauss.

Telefilm Canada

1172

Telepictures (see Lorimar)

740

Telepool GmbH

1506

Teleproductions

1615

Television Program Enterprises/

Operation Prime Time

391

875 Third Ave., New York 10022

You Write the Songs* (260), The Start of Something Big (52), Star Search (52), Lifestyles of the Rich and Famous (52), Solid Gold (52), Entertainment Tonight/This Week (52), Challenge of the Gobots (260), Smurfs* (260), Strong Medicine*, Hold the Dream*, Key to Rebecca, A Woman of Substance, Sadat, Blood Feud, Helen Keller: The Miracle Continues, Supermodel of the World*, Solid Gold Countdown, Lifestyles: Picks the World's Best, Star Search Junior (2), Solid Gold Summer, Lifestyles of the Rich and Famous, Solid Gold Christmas, Hanna-Barbera Presents. **Staff:** Al Masini, Phil Flanagan, Mary Jane Hastings, Rick Meril, Rich Levy, Ted Rudolph, Cathy Forbes, Ed Monahan, Mike Portney, Howard Levy, Harvey Gamm, Mike Shaw, Rich Grove, Jeff Kinney, Bill Andrews, Len Giarraputo, Ollie Treyz, Noreen Donovan.

Television Program Source

1144

1155 Avenue of the Americas, 30th floor, New York 10036

The Nighttime Price Is Right, Card Sharks*, And Now You See It*. **Staff:** Robert King, Alan Bennett, Robert Peyton, Peter Lenz.

Television/Radio Age

625

Teleworld

765

245 W. 55th St., New York 10019

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

TF 1

226

Thames Television

557

149 Tottenham Court Rd., London W1P 9LL

Danger Mouse* (50), Crime Inc.* (7), Benny Hill Show (85), Benny Hill Specials (5), Thames Comedy Originals (156), The World At War (26), Hollywood (13), World at War specials (10). **Staff:** Mike Phillips, Roger Miron, Tricia Friswell, Peter Davies, John Hambley.

The Telephone Auction

Shopping

1413

Thomas-Gillum Productions

1344

Time Buying Services

940

TimeRite Inc.

1549

2500 Ridgmar Pl., Fort Worth, Tex. 76116

The Sunshine Factory, Country Crossroads, Cope, The Plant Groom, The Sloppy Cook. **Staff:** Bob Thornton, Claude Cox, Bonita Sparrow, Patrick Moody, Jerry Pillow, Jill York.

Titan Sports (see

World Wrestling Federation)

1625

Toei Animation

1441

Trans World Teleproductions

861

Tribune Entertainment

257

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

The Smurfs and the Magic Flute, GI Joe, Ghostbusters (65), Dempsey & Makepeace, At The Movies (52), A Married Man (2), U.S. Farm Report (52), Cornelia Connelly, Monte Carlo, Nadia, TV Net (12), Soul Train, Comedy Break, Rocker '85, Free at Last, The Making of Black

Sometimes it's okay to wait and see.

When a new product or service is first made available, sometimes there are good reasons to wait and see how well it works and what kind of value it delivers for your money.

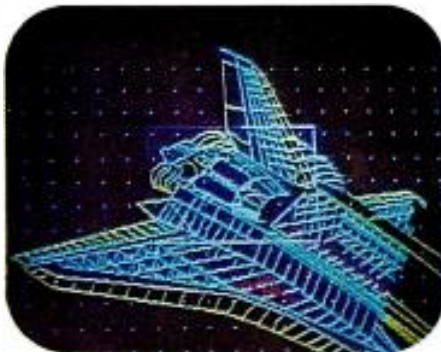
But with the Local Program Network's Story Source,

there's no longer any reason to wait. In two years it's proven to be a genuine success. It's now providing leading stations around the country with timely newsfeatures, promotable cover stories, and special continuing features on high technology, medicine, and more.

But if you waited, here's what your viewers didn't see.



In-depth news when it's hot LPN stations were fed an unforgettable series on the growing tragedy of AIDS produced by San Francisco's award winning KRON—the day stricken actor Rock Hudson came home from a Paris hospital. (And LPN is now introducing an even more timely Story Source which you can localize!)



Highly promotable high tech LPN's hi-tech series provides three glossy 90-second stories every week, bringing viewers fascinating news from the frontiers of science and technology. From computer assisted design to nuclear fusion research, this series keeps viewers on top of new developments.



Features on medicine and health Story Source is expanding its formidable menu of health and medical coverage with the introduction of a unique ongoing series. These medical reports, timely as the morning headlines, will give viewers information they can use every day.

COVERAGE THAT COMPLEMENTS. Story Source isn't out to replace the networks. And it can't be a substitute for your local excellence in news. But it can provide an important added dimension that complements them both,

and puts you one more step ahead of the competition. Story Source. It's coverage that complements.

For information about Story Source and other services of the Local Program Network, call (612) 330-2557.



Coverage that complements





Tribune's At the Movies



Turner's Goodwill Games



20th Century Fox's The Comancheros

Mayors, Chicago Cubs Baseball. **Staff:** Sheldon Cooper, Joseph Antelo, Jack Devlin, Allan Grafman, Dale Laackman, Peter Marino, Nancy Trainor, John Barrett, Jim Smith, William Kunkel, Clark Morehouse, Carol Forace, Reggie Jester, Jack Donahue.

Turner Program Services 1156
1050 Techwood Dr., Atlanta 30318

CNN Television and Headline News, Goodwill Games*, SEC Football*, Big 10 Football*, Super Football Saturday Night*, World of Cousteau (28), Centen-

nial (26), Chart Busters*, Women in White, The Last Convertible, Black Beauty, American Caesar, Cousteau/Riders of the Wind*, Cousteau/Haiti Expedition*, World of Audubon*, Battle of the Planets (85), Behind the Veil, Our Finite World, Okefenokee Swamp. **Staff:** Henry Gillespie, Sidney Pike, Robert Schuessler, Robert Rierson, Tom Todd, Lee Turner, Ken Christensen, Carol Bomberger, Charles Bonan, Colin Chisholm, Richard Hylen, Arthur O'Connor, Paul Wischmeyer.

TV Executive 1037

Twentieth Century Fox 673
10201 W. Pico Blvd., Los Angeles 90035

Circus (52), That's Hollywood (74), Banko*, Dance Fever (26), Dream Girl USA* (25), 9 to 5* (52), \$100,000 Pyramid*, Movers and Shakers*, Animal Express (130), Batman (120), Daniel Boone (120), Fall Guy (112), Ghost and Mrs. Muir (50), Jackie Gleason Show (100), Julia (86), Lancer (51), Land of the Giants (51), Lost in Space (83), M*A*S*H (255), Nanny and the Professor (54), Room 222 (113), Trapper John (154), Voyage to the Bottom of the Sea (110), 12 O'Clock High (78), Big 36 (36), Century 5, 6, 7, 8, 9, 10, 11, 12, 13 (220), Charlie Chan (20), Fox I, II, III, IV, V and VI (204), Fox Hollywood Theater '85*, Fox Mystery Theater (13), Laurel & Hardy (6), Planet of the Apes (5), Premiere 1 (20), Time Tunnel (5), Fox Movietone News (520), Charles Dickens Animated Classics (8), Hollywood: The Gift of Laughter, The Making of M*A*S*H. **International:** Charlie and Co. (22), A Letter to Three Wives, The Long Hot Summer, Love Thy Neighbor, Mr. Belvedere (28), Peyton Place: The Next Generation, Sentimental Journey, The Sun Also Rises. **Staff:** Barry Diller, Alan Horn, Jonathan Dolgen, Michael Lambert, Joseph Greene, Tony Bauer, Dennis Juravic, Gary Butterfield, Harry Mulford, Michael Newsom, James Puffer, Al Shore, Victor Zimmerman, John Walden, Charles Gersch, Benson Begun, Michael Doodan, Stanley DeCovnick, Jerry Greenberg, John Garofolo, Barbara Van Buskirk, Harold Potter, William Saunders, Peter Broome, Elie Wahba, Gustavo Montaudon, David Jackson, George Krieger.

Tyne Tees Television
Television Center, City Road, Newcastle-upon-Tyne, NE1 2AL

U.S. Chamber of Commerce 857
(see BizNet)
Up With People 254
VariCom 262
Variety 642

New!
CASTLE HILL
VOLUME TWO!

TICKET TO HEAVEN

“★★★★☆”

— Steven Scheuer,
Movies on TV

“Thrilling!”

— NY Times

Color



CASTLE HILL TELEVISION


1414 Avenue of the Americas
New York, New York 10019
(212) 888-0080

Murray Oken
Senior Vice President
Sales & Marketing





**MAJOR LEAGUE BASEBALL[®]
PRODUCTIONS**



**Your ticket to big league
entertainment in 1986!
Touch base with us
at NATPE, booth 1147**

Viacom Enterprises 1013
1211 Avenue of the Americas, New York 10036

Exclusive* (39+13), MTV Video Countdown* (52), The Honeymooners* (107), Star Games* (26+26), Comedy Break* (260), Bizarre (125), All in the Family (207), Mary Tyler Moore (168), Bob Newhart (142), Life and Times of Grizzly Adams (37), Cannon (124), Beverly Hillbillies (168), Hawaii Five-O (200), Clint Eastwood/Rawhide (217), Gunsmoke (226), Gomer Pyle (150), Hogan's Heroes (168), Andy Griffith Show (249), Twilight Zone (168), I Love Lucy (179), Honeymooners (67*+39), Petticoat Junction (148), Circus (25), December Bride (154), Dick Van Dyke (158), Family Affair (138), Family Feud (260), Have Gun Will Travel (156), Marshall Dillon (233), Millionaire (188), My Three Sons (160), Our Miss Brooks (127), Perry Mason (245), Rookies (90), Spy (6), Trackdown (71), Wild Wild West (104), You Are There (65), Terrytoons (689), Harlem Globetrotters (22), The Alvin Show (26), Peter the Great, Mistral's Daughter, Master of the Game, The Gambler Trilogy, Viacom Features I through X, Viacom Movie Greats, The Legend Group, GASP, The Exploitable, The Explodables, Thematics, Young and Reckless. **Staff:** Ralph Baruch, Terrence Elkes, Kenneth Gorman, Bud Getzler, Ron Lightstone, Bud Getzler, Jules Haimovitz, Tom Tannenbaum, John Brady, Joseph Zaleski, Dennis Gillespie, Michael Gerber, Paul Kalvin, Toby Martin, Eric Veale, Elissa Lebeck, Richard Dorfman, Kenneth Werner, Gerald Pinks, Paul Calame, Lisa Merians, Betsy Vorce, Katherine Hogan, Willard Block, Raul Lefcovich, James Marrinan, Noreen Brittenham, Joseph DiSalvo, Sean Deneny, Brooks Carroll, Al Miller, Frank Flanagan, Mary Crescas, James McCormick, Gloria Martin, Dennis Emerson, David Campbell, Mike Kasanoff, Martha Burke-Hennessy.

Victory Television
(see Westin listing)

Video Age International 1242

Video Era 1240

Video Tape Co. 1056
10545 Burbank Blvd., N. Hollywood, Calif. 91601

Videotape duplication, tape/satellite program distribution services, standards conversion, film-to-tape transfer. **Staff:** Keith Austin, Frances Van Paemel, Dick Millais, Marilyn Davis, Catherine Malatesta, Sharon Beverly.

Visual Productions 1172

Vitt Media 1421
1114 Avenue of the Americas, New York 10036

The Polka Dot Door (185), The How-to Package (78), All Being Well* (13), Front Runners* (10), Fish On* (13), International Ballet Festival. **International:** New Zoo



Viacom's Honeymooners

Review (195), Dick Dead Eye, Outcry, Echoes, Children of Rage, Wall Street Journal Report (52). **Staff:** Richard Olsen, Bill Morton, Sheldon Senzon, Suzan Couch, Christine Barros.

Brent Walker Film & Theater

Warner Bros. Television
(see Westin listing)

WDR International 1506

Wednesday's Child Adoptions 938
5350 Leetsdale Dr., Suite 10, Denver 80222
Wednesday's Child features. **Staff:** Dr. Dixie Davis, John Wolf, Victor Kirk, Marvele Gayle, Barbara Holmes.

Weiss Global Enterprises 827
2055 Saviers Rd., Suite 12, Oxnard, Calif. 93033

Kids Say the Darndest Things*, For Adults Only, Galaxy 15 (15), Golden Showmanship 9 (9), Impact (120), Parade 4 (4), Vintage Flicks (24), Westerns (60), The Brave Rifles, Our Time in Hell, Those Crazy Americans, The Black Coin (15), The Clutching Hand (15), Custer's Last Stand (15), Glitter, Glamour & Gags—That Beauty Contest, America Confidential (5), The Stan Kann Show (52), The Adventures of Jim Bowie (76), Bill Dana Show (42), Canine Comments (13), Craig Kennedy Criminologist (26), Good Morning World (26), I Married Joan (98), Make Room for Daddy (161), My Little Margie (126), Rocky Jones Space Ranger (39), Thrill of Your Life (13), Waterfront (78), The Chuckle Heads (150), Alice (10), Krazy Kid Kartunes, Nursery Rhymes. **Staff:** Adrian Weiss, Steven Weiss, Ethel Weiss, Laurie Weiss.

William Winckler Prods. 545
4383 Winnetka Ave., Woodland Hills, Calif. 91364

Tekkaman the Space Knight (13), Tekka-

man the Space Knight Special, Tekkaman the Space Knight II. **Staff:** William Winckler, Robert Winckler.

Wold Communications 869
10880 Wilshire Blvd., Suite 2204, Los Angeles 90024

Station Connection—national short segment transmission service, weather and information network exchange, satellite transmission network for television syndicated series, movie packages and specials. **Staff:** William Hynes, Maxine Jordan, Ian Joseph, Robert E. Wold, Dorothy Marsh, Gary Luhman, Agnes Havas Rampino.

World Events Productions 1264
4935 Lindell Blvd., St Louis 63108

Voltron...Defender of the Universe (125), Voltron special. **Staff:** Ted Kopljar, Peter Keefe, John Teichmann, Brett Cervantes, Lee Mann, Tom Burton.

World Wrestling Federation/ Titan Sports 1625
5 Edgewood Ave., Box 4520, Greenwich, Conn. 06830

WWF Championship Wrestling, All-Star Wrestling, Superstars of Wrestling, TNT*. **Staff:** Vincent McMahon, Linda McMahon, James Barnett, Frank Tomeo, Joseph Perkins, James Troy, Basil DeVito, Hulk Hogan.

Worldvision
(see Westin listing)

WW Entertainment 426
205 E. 42d St., New York 10017

Skyways* (130), Best of Groucho (130), Black Belt Theater I (13), 2 (26), 3 (13), 4* (27), WW Entertainment I (16). **Staff:** George Hankoff, Louis Israel.

Yorkshire TV
32 Bedford Row, London WC1

Zweites Deutsches Fernsehen 1506

Westin Canal Place exhibitors

Columbia Pictures TV 29th floor
Columbia Pl., Burbank, Calif. 91505

Carson's Comedy Classics (130), The Real Ghostbusters* (65), Naked City (99), Riptide*, T.J. Hooker* (93), What's Happening Now (22), Barney Miller (170), Benson (90), Carter Country (44), Charlie's Angels (115), Fantasy Island (130), Fish (35), Here Come the Brides (52), Limited Engagement* (260), Mr. Magoo (90), Hart to Hart (112), Police Story (84), Police Woman (91), The Real McCoys (224), Soap (93), Starsky & Hutch (92), SWAT (37), That's My Mama



Carson's Comedy Classics from Columbia

(39), What's Happening (65), Wyatt Earp (226), TV 20 (20), Volume IV (23), Volume V (26), Volume VI (21), Columbia Gems, Prime Four. **Staff:** Herman Rush, Joseph Indelli, Dick Woollen, Steve Astor, David Mumford, Larry Lynch, Bill Clark, Tom Holland, Valerie Rohrer, Doug Roth, June Burakoff-Smith, Herb Weiss, David Jacquemin, Steve Mulderrig, Dick Campbell, Mitch Sallitt, Marlynda Salas, Don Bryan, Tim Overmyer, Jay Silha, Noranne Frisby, Ken Doyle, Don Toye, Dain Fritz.

Columbia Pictures Intl. Television
Presidential suite
Columbia Pl., Burbank, Calif. 91505

Benson (158), Carson's Comedy Classics (130), Crazy Like a Fox (26), Hell Town, T.J. Hooker (88), It's a Great Life (120), Last Precinct (8), Lime Street (13), Ripley's Believe It or Not (82), Sisters (6), Stir Crazy (10), Tough Cookies (6), What's Happening Now (22), Alice in Wonderland, Badge of the Assassin, Boys Town, Deceptions, Eagle and the Bear, Gidget's Summer Reunion, A Winner Never Quits—The Pete Gray Story, I Dream of Jeannie—15 Years Later, Jenny's War, The Other Lover, Outrage, Out of the Darkness, Passion Flower, Stingray,

A CLASS ACT FOR 18 YEARS.

Through the years, nothing in the world of television syndication compares with Hee Haw.

- *Consistently aired by more than 200 television stations each year.*
- *Consistently covering over 90% of all U.S. television households each year.*
- *Consistently ranks in the top 10 syndicated programs each year.*

The reason for this success? Quality. Gaylord Syndicom has kept Hee Haw as fresh and alive as it was on its very first airing. And that's the kind of quality we're building into our new programming. Come and see us at NATPE booth 1313 and discuss how Gaylord Syndicom programming can be the class act in your market.

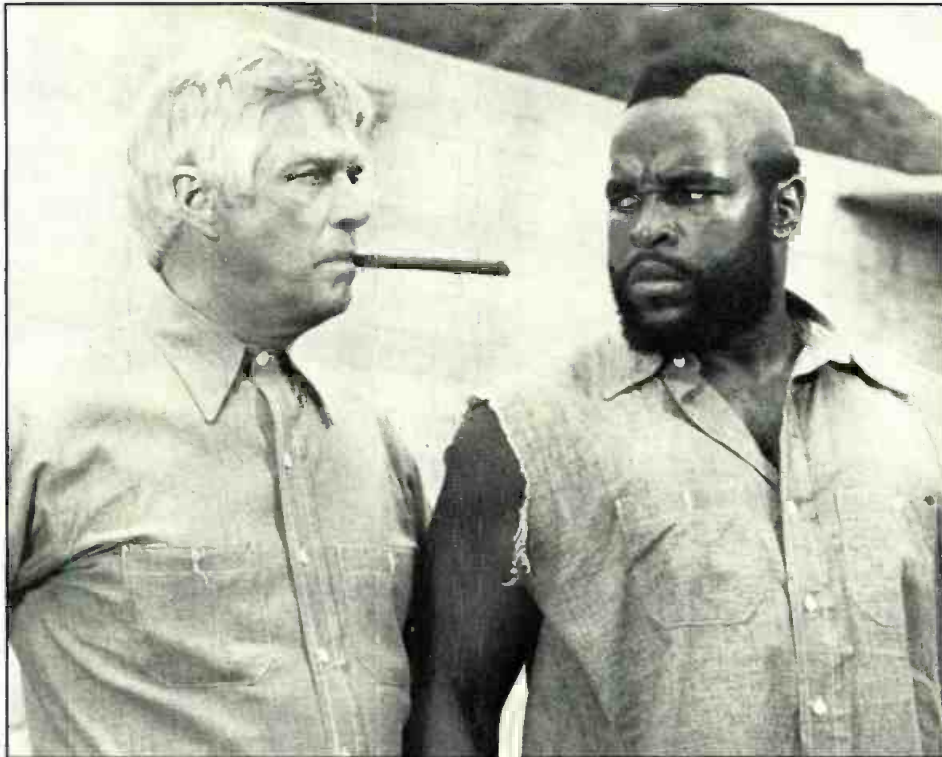
GAYLORD
SYNDICOM

2806 Opryland Drive, Nashville,
Tennessee 37214, 615-883-6240

Stranded. **Staff:** Brian McGrath, Strauss Zelnick, Susan West, Helios Alvarez, Nelson Duarte, Alvaro Mutis, John Migicovsky.

MCA TV 28th floor
445 Park Ave., New York 10022

Knight Rider* (90), Universal Pictures Prestige 13*, Universal Pictures Exploitable 13*, The A Team* (128), Harper Valley* (29), Operation Petticoat* (32), The Blinkins*, Universal's Marvelous Twelve*, Puttin' on the Hits Year 3* (36), FTV Year 2* (26), Win America Sweepstakes*, Whiz Kids/Voyagers (52), Street Hawk* (52), Simon & Simon (125), Gimme A Break (110), Black Sheep Squadron (50), Magnum (129), Banacek (16), The Columbo McCloud McMillan Mystery Movies (124), That's Incredible (165), Quincy (148), Buck Rogers (37), Kojak (118), Rockford Files (125), House Calls (57), BJ/Lobo Show (86), Incredible Hulk (85), Baretta (82), Alias Smith & Jones (43), Six Million Dollar Man (108), Bionic Woman (58), Emergency (136), Jack Benny Show (104), Leave It To Beaver (234), McHale's Navy (138), Munsters (70), Woody Woodpecker & Friends (360), Olivia Newton-John, Let's Get Physical, Universal Pictures Debut Network (33), Universal's Most Wanted List (23), Hit List (36), Universal Network Movies 85 (85), Battlestar Galactica (12), Champagne Movies 34 (34), Ninety Minute Movies



MCA's A Team

(49), Universal Grand 50 (48), Universal Star Spangled 33, Universal World Premiere (35), Comedy Festival I (26) and II (26), Universal 40 (39), Universal 49 (49),

Universal 52 (52), Universal 50 (45), Paramount Pre 48 (496), Paramount 100 Select (100), Universal 53 (52), Universal 123 (116), Universal 260 Select List (260), Universal Color 100 (99), Universal 36 Black and White Elite (36), 77 Horror Greats (77), Western Roundup (26), Reserve (169), Diabolic Dozen (12), Switch (70), Five Star Mystery (87), The Bold Ones (98), Ironside (198), It Takes a Thief (65), The Name of the Game (76), Rod Serling's Night Gallery (97), Run For Your Life (85), Rich Man, Poor Man, Book 1 (12), Rich Man, Poor Man, Book 2 (22), Best Sellers 1 (30), Best Sellers II (33), The Deputy (76), Mickey Spillane's Mike Hammer (78), Thriller (67), Men from Shiloh (23), Wagon Train (32), Dead End Kids Movies (7). **Staff:** Al Rush, Lou Friedland, Don Menchel, Shelly Schwab, Carl Russell, Chuck Gerber, Marc Grayson, Phil Conway, Mort Slakoff, Bert Herbert, Paul Hoffman, Jeff McElheney, Tom Maples, Bill Smith, Jim Kraus, Richard Nailling, David Brenner, Bobbi Fisher, Stephanie Beatty, Lori Shecter, Karen Volkman, Don Micallef, Kate Kelleher, Geri Pare, John Carson, Charlotte Sweet, Ernie Goodman, Sara Rutenberg, Lin Oliver, Inger Jensen, Steve Teamkin, Bill Urbanic.

MCA TV International 28th floor
100 Universal City Pl., Universal City, Calif. 91608

Book Adventures (13), Donkey Kong (13), Woody Woodpecker and Friends (113), World Premieres (175+), Movies for TV (100+), Best of the Series I and II (26), Super Cine I, II, III and IV (54), Premier Mundial (156), Vaquero (60), Musi-comedia (24), Adventurama (26), Lo Mejor de las Series (23), Best Sellers (91),

New!
CASTLE HILL
VOLUME TWO!

Oscar Winner
Robert Duvall in
TOMORROW

“★★★★☆”
—Leonard Maltin,
TV Movies
\$\$\$ BIB



CASTLE HILL TELEVISION
1414 Avenue of the Americas
New York, New York 10019
(212) 888-0080

Murray Oken
Senior Vice President
Sales & Marketing



Price Communications Corporation

has acquired

WKBW-AM
(Buffalo, NY)

from

Capital Cities Communications, Inc.


*The undersigned acted as financial advisor to
Price Communications Corporation in this transaction.*


MORGAN STANLEY & CO.
Incorporated


January 2, 1986


Added Attractions


BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

Jan 20  **NATPE.** The Fifth Estate's largest programming marketplace in New Orleans with an early report on the convention's opening activities. To include a complete listing of exhibitors plus a rundown of the events highlighting NATPE's 23d convention.

Jan 27  **Station trading/NATPE wrapup.** BROADCASTING's annual compilation of broadcast station and cable system trading in 1985, an unprecedented year in communications history. Plus a complete recap of the news at NATPE.

Feb 3  **RAB/NRB/SMPTE.** A busy week for the Fifth Estate with previews of the Radio Advertising Bureau's Managing Sales Conference in Dallas, the National Religious Broadcasters convention in Washington and the Society of Motion Picture and Television Engineers television conference in Chicago.

Feb 10  **Top 50 Advertising Agencies.** BROADCASTING's annual review of the chart toppers from Madison Avenue—the top 50 advertising agencies in broadcast and cable billings.

March 3  **Baseball.** BROADCASTING's annual lineup of the Fifth Estate players and numbers in the baseball rights arena.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in Broadcasting Every Week

** Publication dates are subject to change, depending on the progress of research and the pressures of and pre-emptions by other breaking news developments.*

A black and white photograph of Leonard Nimoy smiling broadly, wearing a dark scarf, with a dense background of evergreen trees.

*Leonard Nimoy
is surrounded by evergreens!*

The 52 episodes of IN SEARCH OF... offered for the '86-'87 Season will be "evergreen" - timeless classics containing the latest information on THE BERMUDA TRIANGLE, MARILYN MONROE and the ever-popular ABOMINABLE SNOWMAN. Available on 2", 1" and 3/4" cassette.

See Dan Robinson at the Westin Canal Place Hotel for all 52 titles.

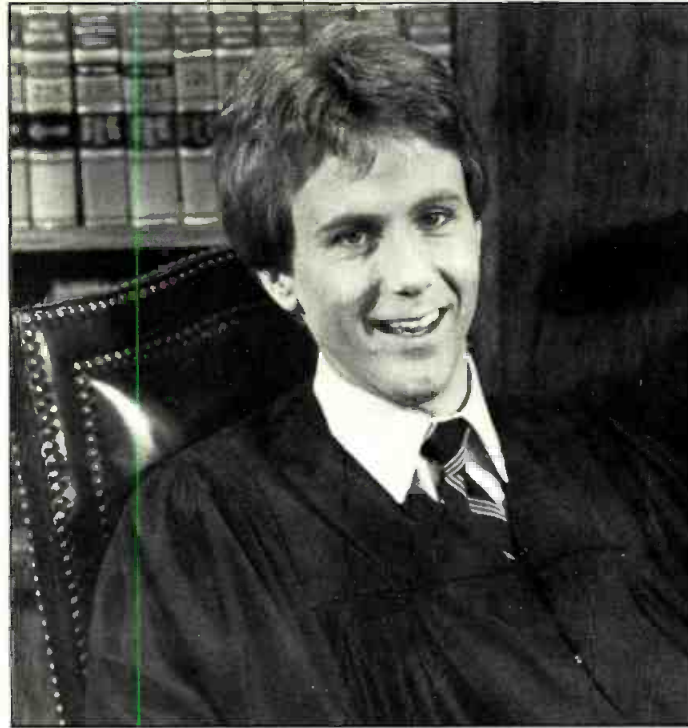
IN SEARCH OF...

Produced by
REEVES ENTERTAINMENT GROUP
in association with the
BRISTOL-MYERS COMPANY

Distributed by
DAN ROBINSON BROADCASTING
New York (212) 772-6074
Los Angeles (213) 859-6149



Victory's St. Elsewhere



Warner Bros.'s Night Court

Centennial (26), Acts of Peter & Paul, Masada, Alfred Hitchcock* (13), George Burns Comedy Week* (13), The Equalizer* (13), The Insiders* (13), Misfits of Science* (12), Blacke's Magic* (12), He's the Mayor* (13), Dalton* (9), Airwolf (49), A-Team (81), Battlestar Galactia (58), BJ and the Bear (47), Buck Rogers in the 25th Century (37), Charles in Charge (22), Codename: Foxfire (7), Foul-ups Bleeps and Blunders (28), Gangster Chronicles (13), Gimme A Break (87), Harper Valley (29), Hawaiian Heat (12), House Calls (57), Incredible Hulk (85), Knight Rider (68), Magnum (106), Miami Vice (46), Murder She Wrote (46), Otherworld (8), Quincy (150), Rockford Files (124), Scene of the Crime (5), Simon & Simon (107), Still the Beaver (26), Street Hawk (13), Tales of the Gold Monkey (22), Voyagers (20), Charley's Aunt, Compleat Beatles, Coming Soon, Crosby Stills Nash & Young in Concert, E.T. and Friends: Magical Movie Visitors, Rick Springfield Live'n Kickin', Utopia, World's Greatest Circus, Sugar Ray Leonard's Golden Gloves (26), Salute (12), Puttin' On the Hits (38). **Staff:** Robert Bramson, Colin Davis, Peter Hughes, Ron Suter, B. Bartee, Myriam Ormos, Paco Padilla, Wanderley Fucciolo.

Dan Robinson Broadcasting 2126, 27
127 E. 59th St., New York 10022

Victory Television 2426, 28
275 Madison Ave., New York 10016

Newhart (90), St. Elsewhere (90), Hill Street Blues (124), WKRP in Cincinnati (90), Lou Grant (114), Rhoda (110), White Shadow (54), Streets of San Francisco (119), MTM Group (9), Concentration. **Staff:** Jim Victory, Chuck Wolfertz, Ben

Okulski, John Rohrs Sr., John Rohrs Jr., Tom Sedarski.

Warner Bros. Television 2226-27
4000 Warner Blvd., Burbank, Calif. 91522

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

Worldvision Enterprises 27th floor
660 Madison Ave., New York 10021

Rambo* (65), Centurions* (65), Fantastic World of Hanna-Barbera*, The Jetsons* (65), Sectaurs*, Chuck Norris*, Yogi's First Christmas*, For the People*, Throb*,

Starring the Actors*, A Shark's Paradise*, Love Boat II*, That Girl* (136), Douglas Fairbanks Jr. Presents* (115), Dark Shadows* (260), Barnaby Jones (177), Little House on the Prairie (216), Love Boat (249), The Invaders (43), The Fugitive (120), Dark Shadows (780), Man from Atlantis (20), Doris Day Show (128), The Rebel (76), Mod Squad (124), Ben Casey (153), Combat (152), One Step Beyond (94), Next Step Beyond (24), Wonders of the Wild (26), N.Y.P.D. (49), F.D.R. (27), One Man Show (26), People's Choice (104), Wendy and Me (34), Don Lane Show (130), Range Rider (78), Annie Oakley (80), Buffalo Bill Jr. (42), Adventures of Champion (26), Take My Word for It (130), Return to Eden (22+6), Holocaust (10), Against the Wind (13), Prime I (10), Prime II (16), Prime III (16), Prime IV



Worldvision's For the Money with host Monty Ha



DICK COLBERT



SANDY FRANK

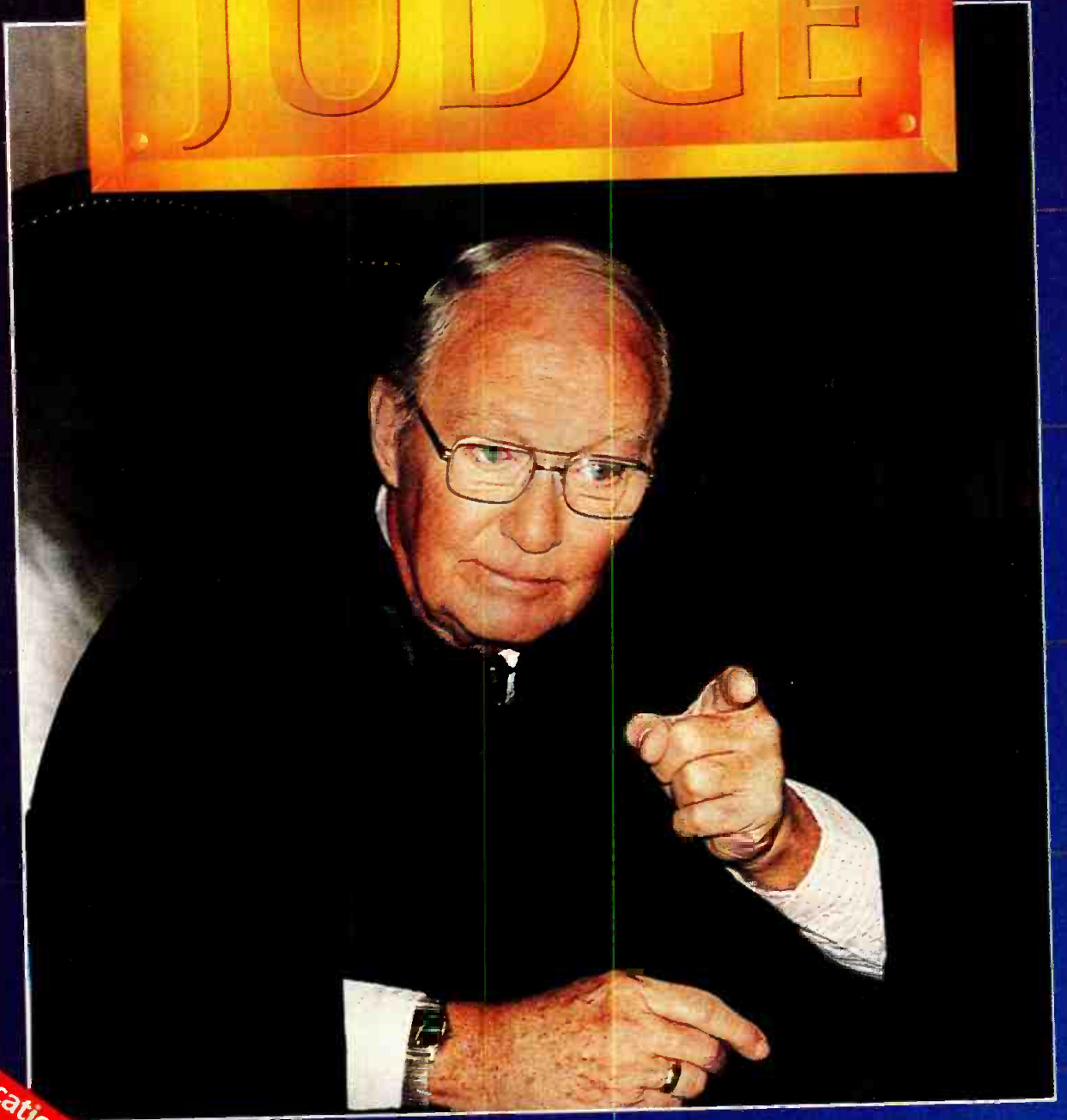


GARY GANNAWAY

P R E S E N T

You Will Find The Answer to

**THE
JUDGE**



**Syndications hottest new team!
Colbert • Frank • Gannaway
Join us for the action!
Booth 733**

Your Ratings Problems In Court

"THE JUDGE" — One of the country's first courtroom series is now also the **only new syndicated courtroom strip available for fall 1986**. It's a proven 12-year ratings winner that gives you a great opportunity to take full advantage of the phenomenal success of courtroom drama programs in this November's sweeps.

The November ratings generated by both "People's Court" and "Divorce Court" this season *prove* that there is unquestionably new and dramatic interest in courtroom type programming nationwide. "The Judge" will follow that lead as proven by its incredible twelve year access success story in Columbus, Ohio averaging a 21 rating and a 35 share. It's a proven standout hit and **the only new courtroom show available for fall.**

Divorce Court posts time period increases for affiliates in November

Market	Station	Time Period	Nov '84 HH Shr	Nov '85 HH Shr	Percent Increase
Detroit	WJBK	4:00pm	14	24	+60
Pittsburgh	WTAE	10:00am	18	22	+22
Dayton	WDTN	4:30pm	13	21	+61
Miami	WSVN	12:30pm	14	20	+42
St. Louis	KTVI	3:00pm	18	28	+55
Columbus	WBNS	4:00pm	19	30	+57
Harrisburg	WHTM	4:30pm	10	20	+100
Norfolk	WVEC	5:00pm	18	26	+44

Nov. 1985 NSI

People's Court is alive and well and growing for TV stations

Market	Station	Time Period	Nov '84 HH Shr	Nov '85 HH Shr	Percent Increase
New York	WNBC	4:30pm	19	22	+16
Philadelphia	KYW	5:00pm	11	16	+45
Detroit	WJBK	4:30pm	13	25	+92
St. Louis	KSDK	4:00pm	27	34	+25
Hartford/ New Haven	WTNH	4:30pm	9	17	+88
Grand Rapids	WZZM	4:00pm	22	28	+27
Harrisburg	WHP	4:00pm	5	13	+160
Louisville	WAVE	5:30pm	22	27	+22

Nov. 1985 NSI



213-277-7751



A DIVISION OF GANNWAY ENTERPRISES, INCORPORATED.

818-706-6341

SALE IS A WINNER

In the top 50 markets, *Sale of the Century* and *The New Newlywed Game* were the only new *access* shows on affiliate stations to improve over their lead-in. *Sale of the Century* shows in *early fringe* on network affiliates to outperform their time period averages in all three (Feb., May, Oct.) prior sweep reports. Source: NSI, Nov., 1985

"Sales" early fringe performance beats time period a year ago and gains female viewers.

MARKET	TIME PERIOD	STATION	RATINGS/SHARE NOV. 85	RATINGS/SHARE NOV. 84	% OF INCREASE (SHARE)
NEW YORK	4:30	WABC	8/19	5/13	+60%
DETROIT	3:30	WDIV	6/13	4/9	+44%
HARTFORD/ NEW HAVEN	4:00	WTNH	4/15	2/7	+114%
ST. LOUIS	2:30	KFDK	5/20	2/7	+186%

WOMEN 18-49

MARKET	NOV. 85 <small>(in thousands)</small>	NOV. 84 <small>(in thousands)</small>	% INCREASE
NEW YORK	196	158	+24%
DETROIT	25	19	+32%
HARTFORD/ NEW HAVEN	18	15	+47%
ST. LOUIS	21	7	+200%

WOMEN 25-54

MARKET	NOV. 85 <small>(in thousands)</small>	NOV. 84 <small>(in thousands)</small>	% INCREASE
NEW YORK	210	136	+54%
DETROIT	28	19	+47%
HARTFORD/ NEW HAVEN	16	10	+60%
ST. LOUIS	17	7	+143%

NEW YORK SOURCE: NSI NOV., 1985. ALL REMAINING—ARBITRON NOV., 1985.

Syndications hottest new team!
Colbert • Frank • Gannaway
Join us for the action!
Booth 733

\$ALE of the CENTURY



213-277-7751



A DIVISION OF GANNAWAY ENTERPRISES, INCORPORATED.

818-706-6341



Celebrity host **ROBIN LEACH**

Lifestyles of **The RICH and FAMOUS**

UNBELIEVABLE ACCESS AND FRINGE STRIP POTENTIAL!

- **The Only Program That Out-Rated Wheel of Fortune in Every Top 100 Market Where They Ran Head-To-Head in November '85 Nielsen Sweep**
- **Fourth Season For Top-Rated "LIFESTYLES" Hour Begins SEPTEMBER 26, 1986 on Advertiser Supported Basis**
- **130 Reformatted Half Hours Answer Station Demand to Maximize "LIFESTYLES" ' Strong Rating Potential**
- **New Half-Hours Sold As Strip on Strictly Cash Basis, With Two Runs over One Year**

A RATING WINNER FROM ITS FIRST RATING BOOK (MAY '84) TO THE NOVEMBER '85 SWEEP

- In May '84, **LIFESTYLES** exploded with huge rating and W18-49 increases.
- In access time periods on weekends, its shares have grown with every sweep report from May '84 through May '85. It is the only access program that has consistently out-rated "Wheel of Fortune", running head-to-head!!!
- **LIFESTYLES** increased its rating and/or W18-49 audience in 17 out of 22 OCTOBER Nielsen-rated markets from 1984 to 1985.
- **LIFESTYLES' NOVEMBER NTI RATINGS** have climbed higher each week through four ultra-competitive weeks of the sweep. Its latest November NTI rating for week of November 24 ranks **LIFESTYLES** number 5 among all shows now offered as strips in Fall, 1986!
- The NTI for the last week of November recorded an 8.5 rating for **LIFESTYLES**—the fifth consecutive weekly sweep increase!
- **LIFESTYLES** has a broad-based demographic appeal that matches the national access profile perfectly and suits it for either access or early fringe! Its younger profile is much closer to access than older-skewing "Wheel of Fortune!!"
- **LIFESTYLES** can be promoted generically and episodically due to its highly promotable features and people.

UNPRECEDENTED MAIL PULL—LARGER THAN ALL OF NETWORK TV—AN AVERAGE OF 12,500 LETTERS PER WEEK FROM ITS VIEWERS.

Latest in the extraordinary string of successes from AL MASINI,
creator of Entertainment Tonight, Solid Gold, Star Search,
Lifestyles of the Rich and Famous and OPT!



You Write The Songs

THE WORLD'S GREATEST
SONG COMPETITION

IN STEREO

For September 1986


**THE BEST NEW
FIRST-RUN
PROGRAM
FOR 1986-87**


**BY
OVERWHELMING
STATION
REQUEST,
NOW A WEEKLY
ADVERTISER-
SUPPORTED
HALF HOUR**


**A TOTALLY
UNIQUE
CONCEPT**

**PERFECT
COUNTER-
PROGRAMMING**


A SHOW WITH EMOTION, SUSPENSE, EXCITEMENT AND INSPIRATION

 A fast-paced first-run half hour showcasing a competition among today's newest and most talented songwriters who will compete for over a half million dollars in prizes and the title "Best New Song of the Year".


 **YOU WRITE THE SONGS** will capitalize on the 4.7 billion dollar music industry and the half million songs written each year.

 **YOU WRITE THE SONGS** will introduce a very special company of "New Song" singers and dancers who will present the songs to be judged by our blue ribbon panel of industry experts.

GUARANTEED MARQUEE VALUE WITH HIGHLY PROMOTABLE, BIG-NAME GUEST STARS

 Each show will feature two well-known guest performers and two major guest songwriters.

A WINNING FORMULA FOR SUCCESS: MUSIC PLUS COMPETITION

 Music plus competition appeals to the broadest possible range of demographics, witness TPE's other blockbuster first-run show—**STAR SEARCH**.

SAME PRODUCTION CO. THAT LAUNCHED SOLID GOLD AND STAR SEARCH— BOB BANNER ASSOC.

STATIONS CARRYING WEEKLY SHOW GUARANTEED FIRST OPTION ON POSSIBLE FUTURE STRIP

TELEVISION PROGRAM ENTERPRISES

TPE

A DIVISION OF TELEREP, INC.



Hosted by
mega-talented
Ben Vereen,
star of award-winning
"Pippin," "Roots,"
and "Webster."
TVQ—50% higher
than the average
TV host!



Worldvision's Centurions

(26), Prime V (26), Prime VI (19), Prime VII (25), Jackson Five (23), Banana Splits & Friends (125), H-B's World of Super Adventure (129), Fun World of Hanna-Barbera (84), Saturday A.M. at the Movies (6), George of the Jungle (17), Casper the Friendly Ghost and His Friends (244), Jerry Lewis Show (17), Josie & the Pussycats (16), King Kong (26), Lancelot Link (17), Milton the Monster (26), Wonderful World of Professor Kitzel (104), Reluctant Dragon & Mr. Toad (17), Top Cat (30), Wait Till Your Father Gets Home (48), Discovery (103), Smokey the Bear (17), Come Along (13), The Bobby Vinton Show, An Evening with Irish Television, Ron Luciano's Lighter Side of Sports, A Christmas Carol, Amahl and the Night Visitors, Jack Nicklaus at the Home of Golf, Fabulous Sixties (10), The Bay City Rollers, Echo I (17), Herbie Mann/Rahsaan Roland Kirk, Is it Christ?, The Last Nazi, Raphael, Roberta Flack/Donny Hathaway, A Little Bit of Irish, The World of Miss World, The Newfangled Wandering Minstrel Show, The Musical Ambassadors, Russian Festival of Music and Dance. **Staff:** Kevin O'Sullivan, John Ryan, Bert Cohen, Tom Devlin, Jerry Rettig, Jim Thomson, Bill Baffi, Randy Hanson, Paul Danylik, Burt Rosenburgh, Kaki Holt, Jesse Weatherby, Marty Weisman, Tim Davis, Gene Ferry, Victoria Quoss, Tim Newman, Jerry Kaufer, Ben De Augusta, Mel Watson, Paul Crouch, Dan Willis, Harrington Silva, Rita Scarfone, John Riggio, Diane von Gal, Margaret Molloy.

Also on hand

Acama Films **Saint Anne**
14724 Ventura Blvd., Suite 610. Sherman Oaks, Calif. 91403

Acama Star I (24), II (26), Martial Arts Theater (43), Bill Burrud's Wonderful World of Travel (26), Bill Burrud's World of Adventure (26), The Explorers (13), Boxing (51), Wrestling (51), Body Buddies (65), film classics. **Staff:** William Morrison, James Sowards, John Cosgrove, Bill Seymour.

Almi Television **Prince Conti**
1585 Broadway, New York 10036

Almi Film Festival I* (10), Children's Cinema Classics* (33), The Ninja Connection* (13), Thriller (18), She's A Lady (19), Hot Rocks (10), Kitten's Christmas, Great Comedy Volume I (32) and II (15), Passport to Adventure (33). **Staff:** Dan Harrison, Mary Voll, Debbie von Ahrens.

Cannon Distributors
6464 Sunset Blvd., Suite 1150, Hollywood, Calif. 90028

Dayan, The Sea Hawk, The Flirtation Package (13), The Heartwarmer Package, Challenge I and II, The Premium Package, Johnny Mack Brown (27). **Staff:** Stanford Blum, Ellen Cantor.

R.T. Donnelly Ent. **Royal Orleans**
21588 Rambla Vista Dr., Malibu, Calif. 90265

Tony Randall, Phyllis, Three Stooges Cartoons. **Staff:** Bud Donnelly.

Eastman Kodak **Hilton**
343 State St., Rochester, N.Y. 14650

Staff: William Koch, Leonard Coleman, Richard Schafer, Jim Parker, W. Hunter Low Jr., Edward Howell, Robert Woolman, John McDonough.

Fusco Entertainment **Marriott**
850-Seventh Ave., New York 10019

Peter Gunn (114), Robin Hood (143), Sir Lancelot (30), The Invisible Man (26), The

Buccaneers (39), Sword of Freedom (39), Yancy Derringer (34), Foreign Intrigue (156), Star Performance (153), Star & Story (26), Mr. Lucky (34), Colonel March (26), My Hero (33), Lively Country (78), 50's Connection (24), Just Jazz (39), The Music Store (26), Backstage (26), Music Circle (26), Behind the Scene (47), Friends of Man (45), Biography (65), Disaster (26), Battle Line (39), Almanac (377), John Fitzgerald Kennedy, Marilyn Monroe, Jonathan Winters Salute to Baseball, Elements on the Unknown, Flip Wilson's Salute to Football, Invisible Influences, Riders of the Silver Screen. **Staff:** Jeffrey Smith.

Klein &
1111 S. Robertson Blvd., Los Angeles 90035

Castles & Concerts (16), History's Mysteries (26). **Staff:** Bob Klein, Jim Jackson.

Netcom **Hilton**
1702 Union St., San Francisco 94123

Worldwide satellite transmission television network offering transmission, distribution and closed circuit teleconferencing services, film to tape conversion, standards conversion services, ad hoc networking, large-screen video projection sales and rentals, Canadian program channel*. **Staff:** Gene Bormann, Paula Nunes.

Pro Sports Entertainment **Marriott**
Box 100, Bronxville, N.Y. 10708

Celebrity Chefs. **Staff:** Mike Vaughan, George Fritzing, Richard Sagehorn, Karyen Petrone.

T.A.P.E. Ltd.
425 E. 63rd St., New York 10021
111 Regent's Park Rd., London NW1 8UR

Program evaluation, promotion and marketing services for producers, distributors and television programmers. **Staff:** Michael Firman, John Peek, Tom McManus, Susan Tirsch, Harold Mitchell.

Television Enterprise Network **Merldien**

780 Third Ave., Suite 3003, New York 10017
Notre Dame Football and Basketball, Eastern College Football, NABC All Star Game. **Staff:** Fred Botwinik, Greg Gush, Dick Brescia, Barry Wallach, Terry Reed, Mark Packer.

Western-World Television
10490 Santa Monica Blvd., Los Angeles 90025

The Scarlet Letter, Enterprise (35), Magnox* (6), Amy, The Ghost Writer, Pavarotti, Nova (61), 1915 (7), Risking It All (26), Frankenstein, Dead Wrong, Thunder Sub (27), Threads, Survive (6), Music of Your Life, War and Man (7), Search for Alexander the Great, Thunder Sub*, Seeing Stars* (65), Hollywood Insider* (40), White Man's Legend*, Man of Letters*, Kindred Spirits*, Crime of the Decade*, Every Move She Makes*, Mail Order Bride*, Sweat of the Sun—Tears of the Moon*, Paiaice of Dreams*, Wild South*. **Staff:** Robert Springer, Julio Gonzalez-Reyes, Belinda Menendez.

THE CURTIS SIGNATURE COLLECTION

*An outstanding
entertainment package of
made for television movies
from Dan Curtis,
producer / director of
Winds Of War.*

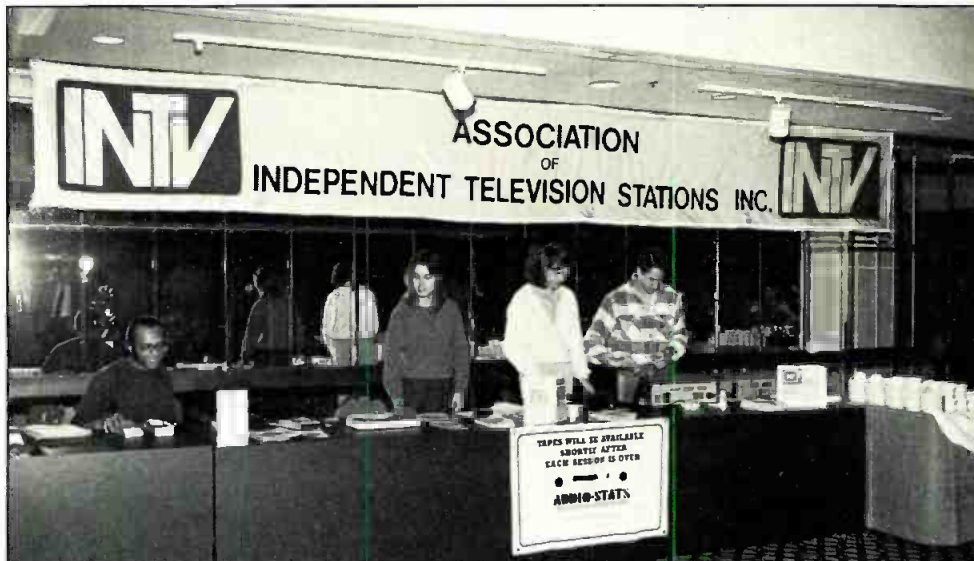
*Twelve films available
immediately on a cash basis
from your Fox / Lorber
representative at
212-686-6777.*

JACK PALANCE AS "DRACULA"



 **F O X / L O R B E R**

432 Park Ave. S., New York, N.Y. 10016 Telex 425 730 Telephone 212 686 6777



Padden blasts cable industry

INTV president talks tough on must-carry dispute, says independents, more than new technologies, are taking bite out of networks' audiences; McCurdy, Edwards also address convention in opening session

INTV President Preston Padden lashed out at the cable industry and the current must-carry situation in an opening speech at the INTV convention last week, saying: "Before our cable brethren get carried away on the wings of rhetoric, with their talk about 'holding all the cards' and inflicting 'pain' on broadcasters, they should stop and consider one fundamental question—what in the hell would they do without us?"

He accused the cable industry of "using its fantastic First Amendment fog machine to obscure [the must-carry] issue," and asserted: "Whatever free speech rights cable operators may have, they do not have a First Amendment right to a free ride on our signals." Padden attacked cable operators for claiming "all the rights of a video competitor while insisting on protection from the forces of the competitive marketplace. They cannot forever play the role of the courtroom chameleon," he said, "posing as a video publisher in First Amendment cases and as a passive antenna in copyright cases. I, for one, have never met an antenna with First Amendment rights."

The question independents must pose to regulators and legislators, said Padden, is "whether the public's interest is served when our free television broadcasts are blocked

out of American homes by a governmentally subsidized monopoly that is in the business of selling pay TV." Public policy "should not favor a pay medium, such as cable, to the detriment of a free medium, such as independent television," he said, to much applause.

Elsewhere in his speech, Padden touted the growth of independents, claiming: "The numbers in our ranks, the numbers in our ratings books and the numbers in most of our financial ledgers are on the rise." He called 1985 "a watershed year for independent television," and said: "All the necessary elements in station ownership and program production appear to be coalescing to usher in a second Golden Age of television, an age that will be characterized by innovative, made-for-

independent-television programming." The growth of independent television, according to Padden, is due in large part to its "absolutely unique contribution to the public interest."

While the new technologies—cable, MDS, satellites—were expected to challenge the three television networks, said Padden, in fact it is the independent stations that have succeeded in providing significant competition. "Depending upon the daypart and the demographic selected," he said, "between 82% and 100% of the erosion in network affiliate TSA shares have gone to independent stations," and independents are "the only component of the commercial television industry that provides the public with nonnetwork viewing alternatives free of charge and on a nondiscriminatory basis."

Padden cited as significant the increasing availability of local programming—including local news—from both established and new independents. "By emphasizing our free entertainment and information services—universally available to rich and poor, cabled and uncabled," he said, "we can rightly claim the public policy high ground on issues such as must carry."

INTV Chairman Eugene McCurdy, president and general manager of WPHL-TV Philadelphia, said the 1986 INTV convention was expected to be the largest thus far. (More than 1,400 people registered for this year's convention, compared to 950 in 1985.)

McCurdy said the 1985 convention followed a "relative period of calm," whereas the 1986 convention followed a year of "unparalleled change." Factors he cited included a record number of stations changing hands, including the not yet completed pur-



President Padden

**THE #1 TEAM IN
KIDS SYNDICATION**

CLUSTER AND SUNBOW

**WITH THE #1 AND #2 RATED
BLOCKBUSTERS
IN KIDS PROGRAMMING**

**AND THE
WINNERS
ARE...**



THE **TRANSFORMERS**

**MORE THAN
MEETS
THE EYE!**

**REACHES AN UNBEATABLE 3,800,000 KIDS
EVERY DAY MONDAY THROUGH FRIDAY
IN OVER 90% OF THE U.S.**

Cluster
TELEVISION PRODUCTIONS

MP
MAYHEM PRODUCTIONS LTD



G.I. JOE®

A REAL AMERICAN HERO

DELIVERS AN HEROIC 12 KID RATING AVERAGE
IN 120 MARKETS—A FULL 15%
AHEAD OF THE NEAREST KID COMPETITION

AND NOW
INTRODUCING
2 MORE
KIDS RATING
POWER HOUSES...



© 1986 Sunbow Productions, Inc.
© 1986 Hasbro, Inc. All rights reserved.



© 1986 A subsidiary of Tribune Broadcasting Co.

FOR
1986



My Little Pony 'n Friends



**FEATURES THE
HIGHLY POPULAR
WORLD OF MY LITTLE PONY,
THE FUN FILLED ANTICS OF THE ALL NEW
POTATO HEAD KIDS AND THE
WARM AND WONDERFUL HIJINX
OF THE GLO FRIENDS**



**ALREADY
CLEARED
IN OVER
75% OF
THE U.S.**

Claster
TELEVISION PRODUCTIONS

MP
MARVEL PRODUCTIONS LTD

FOR
1986
AND 1987

TRULY OUTRAGEOUS,
THE WORLD OF ROCK VIDEO
MEETS THE WORLD OF
ANIMATION IN THE MOST
COMPELLING NEW
SERIES AVAILABLE
BEGINNING MAY '86

JEMTM
WE'LL HELP MAKE YOUR STATION
THE MOST POPULAR KID IN TOWN

DON'T
MISS US
AT NATPE

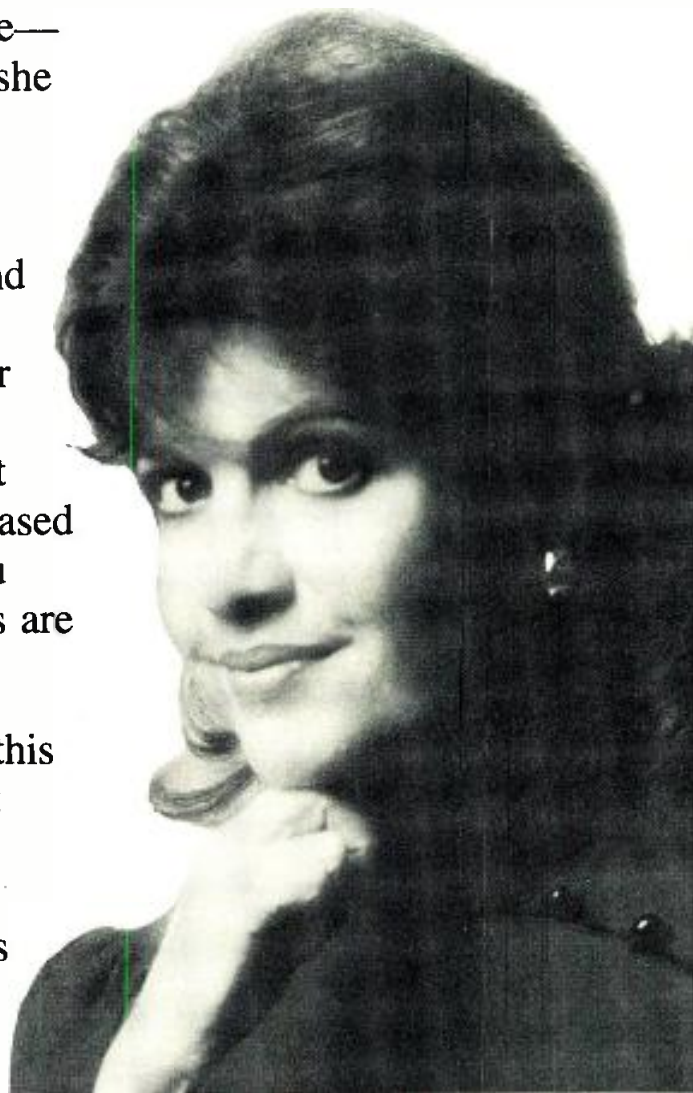


© 1986 Sunbow Productions, Inc.
© 1986 Hasbro, Inc. All rights reserved.

To: Sales Executives and Salesmen of Broadcast Time
Subject: "Tune In To Success In Broadcast Sales"
By Pam Lontos

You've probably heard Pam Lontos speak at broadcast industry events. Now, via audio cassettes, you can enlist her talent as an inspirational, inspired, confidence-building teacher of sales techniques. Her enthusiasm for selling broadcast time—her energy and knowledge—her ability to motivate—the sales success she has achieved—are related and captured in 12 cassettes which constitute a 24-lesson seminar. You can schedule your own sales clinics at times convenient to your staff and yourself. Listen to the cassettes during otherwise wasted commuting time (in your car, via Walkman-like set-ups, in groups during or after business hours, or singly at individual convenience.) Apart from increased sales and reduced staff turnover, when you need to break in a newcomer, the cassettes are always ready.

Broadcasting's Book Division offers this complete educational opportunity (without clinic fees, travel expense, hotel costs, extended time away from work), professionally produced for professionals, at less than half the cost of sending one person to one sales clinic.



Broadcasting  **BOOK DIVISION**

1735 DeSales Street, N.W.
Washington, DC 20036

Send me "Tune In To Success in Broadcast Sales", the complete 12-cassette copyrighted seminar. I enclose \$250.00. (Payment must accompany order.)

Name _____

Company Name _____

Address _____ Home? yes no

City _____ State _____ Zip _____

PAM LONTOS, author and featured speaker for three consecutive years at NAB conventions, participated in an 18-city tour for the RAB; school teacher, station sales manager, featured theatrical cast-member, she has also appeared on national TV with performers who are household names.

Among the subjects covered by her course:

- * Positive Thinking
- * Goal Setting
- * Organization and Steps in the Sale
- * Telephone Technique
- * Elements of Persuasion
- * Benefit Selling
- * Eliminating Objections
- * Types of Buyers
- * Sales Closings

fight battles that are critical to our well-being." Edwards described INTV as an organization "willing to take risks because we're convinced we cannot survive merely on educated guesses about the state of our industry in the fall of 1986." Like Padden, he at-

tacked the cable industry. "Television broadcasters early on spawned a parasite called cable, never expecting that by 1986, that parasite would be threatening to devour its host. We collectively must see that this does not happen," he said.

Murdoch's call for quality

He offers few details of new Fox Network other than to encourage partnerships; rising spiral of program costs decried

Rupert Murdoch, the about-to-be possessor of Metromedia's six television stations, and already the proprietor of 20th Century Fox, seized the occasion of his first speech as a major U.S. broadcaster to declare himself four-square for quality in TV programming. Remarking on the growth of independent television to a 21% share of the audience, he told last week's convention of the Association of Independent Television Stations:

"I would like to add a word of caution. It appears to me as a newcomer that our success has been due even more to diversity than to quality. Our greatest successes, on the whole, are in the area of counterprogramming—and counterprogramming with syndicated old network shows."

That theme recurred repeatedly in the Murdoch text—more often, to the audi-

ence's disappointment, than did details of what he and his associates actually plan to do with the so-called "Fox Network" once they take delivery of the Metromedia television group early in March. Murdoch was high in praise of what he called the "enlightened policy" of deregulation followed by both Congress and the FCC and said it has created opportunities "that carry with them the even greater obligation of delivering to the American people the utmost diversity and choice—and, may I say it, quality of entertainment, news and public affairs broadcasting."

While offering no specifics of what the Fox Network has in mind, Murdoch said there could be regular announcements "of additional appointments and programming initiatives which we trust will excite and embolden those of you who wish to join us in this great and timely venture." That number would include, he said, broadcasters and "interested parties" that would be invited to join program partnerships. The kind of prod-



McCurdy

chase of Metromedia's stations by Rupert Murdoch; the purchase of two of the three networks by other interests; the increase in the amount of barter programming; moves in the production industry that may bring the networks back into the syndication business, and the July 19 Court of Appeals decision declaring the must-carry rule unconstitutional on First Amendment grounds.

According to McCurdy, INTV has adapted to "the ever-changing scene," and its dues increase—the first in five years—helped prevent "financial or regulatory disasters." The first ARB diary re-interview project "proved undeniably that all viewers of independent stations do not have third-grade educations, two heads and hairy arms," but are in fact a cross-section of viewers in general, he said, and the financial syndication issue was won "clearly because of INTV's role." McCurdy pledged that INTV will continue to exert pressure on the issue of must carry, and said that "INTV is well, never stronger, ready to innovate and take on new challenges as they come."

INTV convention chairman Charles Edwards, vice president and director of programming for Gaylord Broadcasting Co., stressed the importance of belonging to INTV. Through the association, independent broadcasters "can do important things together that we cannot do or afford individually," he said. "This includes the gathering and dissemination of critical information, and it includes our sharing of legal costs to



STAR CLUSTER

In the last five years, the prices of sitcoms have tripled. Even marginal programs demand high rates. Why go into program debt when you can attract the same audiences with **STAR CLUSTER**?

This fast-moving comedy game show will give you the results you need at an affordable price. It's professionally crafted and features an ever-changing array of today's celebrities. And it's perfect for *any* time period!

Call your Four Star representative for a screening today. This bright new show *is* your best alternative!



FOUR STAR
INTERNATIONAL, INC.
931 North Cole Avenue
Hollywood, CA 90038-2675
(213) 469-2102



Edwards

uct in mind: programs with "no fences, no outer perimeters. The only rule we will enforce is that the program must have taste, must be engaging, must be entertaining, must be original, whether it is a situation comedy, an hour-long drama, a television movie or some new form not yet born."

Murdoch's expressed ardor for quality was accompanied by an equally passionate criticism of soaring program expense. "One of the highest hurdles we have to overcome is the ever-rising spiral of program costs. . . . It is a simple fact that program costs simply cannot continue to soar. Indeed, they cannot be sustained. It is ridiculous for a program supplier to charge five or six times the original cost of an old program, long written off, for playing some time in the future when tastes may have changed. But that is where we are today. I trust this will alter as market forces assert themselves." Noting that he, too, was in the syndication business, Murdoch said that he is a realist as well, "and I know that it is only the foolish who assume the ability of broadcasters to continue the escalation of program prices."

Murdoch reserved equal scorn for the loss of must carry, which he ascribed to "individuals who do not understand the tenuous nature of independent television stations." The result, he said, finds independents "in danger of finding ourselves a doormat for cable, as these monopolies with their toll bridges impose the outcome of the *Quincy* case by inflicting financial conditions on us for the privilege of fulfilling the requirements of our federally granted licenses to serve all the viewers in our service areas. Rest assured, our company will support every action possible to reverse this position."

Speaking of the three major networks, Murdoch declared them to be "leaner, fitter and tougher" competitors because of recent changes, with programing "vastly improved" in production values, writing and overall quality. "In short, they are not dinosaurs," he declared. And on top of that, with the introduction of the 15-second commercial, their inventory has been doubled "at a stroke"—a situation that will pressure independents in the next year or two, and "certainly" will pressure the barter business, he said.

Murdoch took a sanguine view of U.S.



Murdoch

telecommunications policies, saying "our legislative and executive leaders have put to shame the broadcasting policies of the rest of the world, which are so often dictated by either a narrow elitism or political favoritism. In every case the public is the loser and the particular society poorer in comparison to the one we enjoy."

Pointing to the plethora of program sources now available to the viewer, as well

as those coming on stream, Murdoch concluded that "one does not have to be a seer to predict a ferocity of competition for the viewer's eye and ear that is timid today compared to what it will be in the years ahead. The only conclusion that can be reached is that we must be ready to rise to this challenge, else we are doomed to an exhausting, persistent, slowly forming but ever so visible decline." □



Bryant, Frank, Gorton, Ritter and Swindall

Moral support from Hill on must carry

INTV hears views of panel of congressmen on issue and on FCC's role in compulsory license

The campaign by independents to regain some form of must-carry protection received a rousing endorsement from a majority of congressmen on an INTV panel last week. For the most part, the congressmen were sympathetic to the broadcasters' argument that an imbalance had been created when a federal appeals court declared the FCC's must-carry rules unconstitutional, but Representative Barney Frank (D-Mass.) held another view.

He favors elimination of the must-carry rules and the compulsory license, and although INTV is advocating repeal of the compulsory license, the congressman disagreed with its approach on the issue. He felt the INTV proposal that calls on the FCC to interpret the compulsory license through an agency rulemaking was flawed.

INTV contends the FCC has authority to determine which signals may be carried under cable's compulsory copyright license (BROADCASTING, Oct. 7, 1985). But Frank, a member of the House Copyright Subcommittee, argued that the FCC does not have that authority. "I think legislative action is necessary. The compulsory license is statutory and I don't think the FCC would have the legal authority to enact the INTV proposal because those cable operators have a statutory right to the compulsory license," Frank said.

Others disagreed. Representative John Bryant (D-Tex.), a member of the House Telecommunications Subcommittee, maintained that it's the "FCC's job to deal with the issue." Or at least the FCC, Bryant said, "can come to Congress and say, 'Make this statutory change.'" And Senator Slade Gorton (R-Wash.), a member of the Senate

Commerce Committee, said that the FCC was created to develop the expertise to deal with such issues. (Bryant and Gorton have introduced legislation that would condition a cable operator's compulsory license on the system's carriage of local signals.)

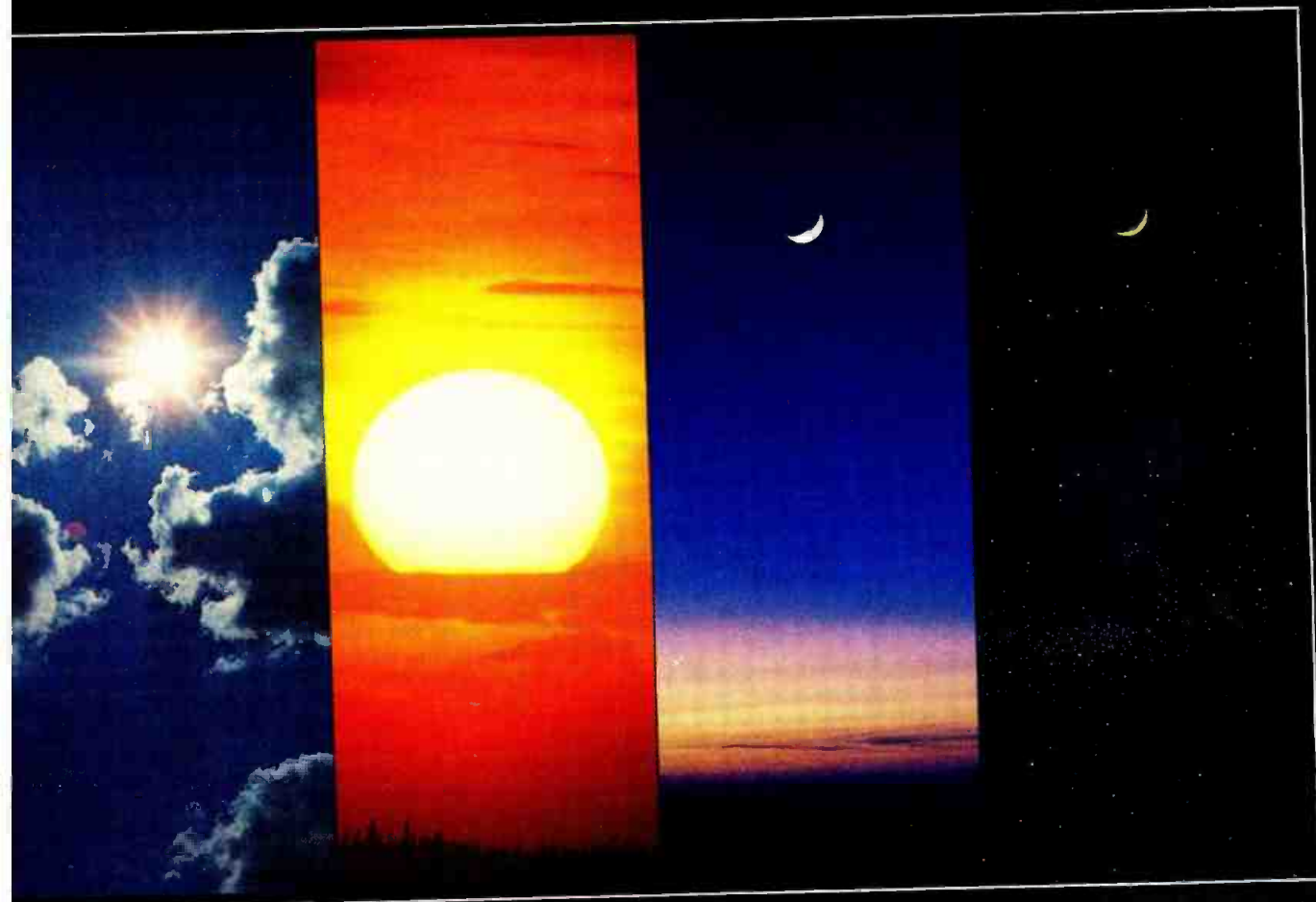
Despite Frank's view on INTV's approach at the FCC, he favors elimination of the compulsory license. But, unlike the other panelists, Frank does not support the concept of must carry. He feels both matters should be settled by the marketplace. "Who sees what and who pays what is not a government issue," Frank said. The answer he said is to "deregulate," although Frank expressed strong reservations about other deregulation that has already occurred within the cable industry. He said since its liberation from local and federal rules, cable has "replaced the airline industry as the biggest liars to the public."

Frank has offered legislation that would eliminate the compulsory license for all but the smallest cable systems. The bill also included incentives for local carriage. Frank told the broadcasters, however, that he later introduced another bill because he objected to the characterization by broadcasters of his earlier legislation as a must-carry bill. His new measure contains no incentives for local carriage (BROADCASTING, Dec. 9).

Bryant and Gorton, joined by Representatives Don Ritter (R-Pa.), a member of the House Telecommunications Subcommittee, and Pat Swindall (R-Ga.), who sits on the House Judiciary Committee, agreed that an imbalance has been created by the loss of must carry. Ritter described his view of what has happened. "It seems there is a hungry tiger out there. Cable was denied under must carry what it considered its own right. It looked upon broadcasters as holding back this red meat. Now it's [cable] who's got this red meat and it's holding on tenaciously. I suspect that after they feel they've gotten even, people will sit down and negotiate fairly and there will be some fairness and balance," Ritter said.

Swindall, who said he joined Congress with no fixed opinion on the issue, had come to the conclusion that there is an imbalance.

MORNING TO NIGHT. ORBIS.



Kids

Defenders of the Earth
Macron I

Fringe/Access

Bob Oecker's Wacky
World of Sports
Hangin' In

Prime-Time

Platinum 193
Metroprime '86
Wang Specials
Liberty Minutes
Orbis Premiere Movies
War Chronicles
GEO... A Ticket to
the World

Late Night

Comedy Tonight
Tales of the Unexpected



432 Park Avenue South, New York, NY 10016 (212) 685-6699

See us at NATPE Booth # 943

Exclusive National Advertiser Sales for: Break the Bank, Buchanan H.S., Cross Wits, Divorce Court, Embassy Night at the Movies, Joker's Wild, Kids Inc., Sale of the Century, Small Wonder, and Tic Tac Dough.

And now he favors eliminating the compulsory license. He said the compulsory license is a "disincentive" to the creation of alternative programming. The consumers, he said, "are shortchanged."

Gorton agreed there is an imbalance, but he told the broadcasters that it's best to reimpose some kind of must carry rather than to seek complete elimination of the compulsory license. "The maximum amount of people ought to have the maximum amount of

choice," Gorton said.

"Must carry is good policy," Bryant added. Moreover, he thinks his must-carry bill will meet the constitutional concerns expressed by the court.

Among the other legislative matters discussed by the panelists was legislation that would require commercial television stations to carry at least seven hours per week of educational programming for children. Calling the legislation a "modest require-

ment," Bryant said the bill was a question what's "healthy and right" for children. I Swindall said he thought the bill opened can of worms." Nor did Ritter favor such mandate. "One hour of bureaucratic mandated children's television is not going to negate social problems," Ritter said. Gorton opposed the concept as well. And Fra was equally skeptical of governmental involvement in the programming decisions of broadcasters.

Taking the congressional pulse on must carry

INTV panelists feel there will be no legislation until FCC decides how it will proceed; other topics of Hill interest are backyard dishes and negative political spots

Key FCC and congressional aides gathered at an INTV breakfast session last week to discuss a host of regulatory and legislative issues, but what seemed to interest broadcasters most was must carry.

The general consensus among the panelists was that Congress wants the FCC to solve the problem of must carry. But there was also an acknowledgement that Congress might intervene. "As long as the FCC doesn't do anything outrageous, I think Congress won't do anything," said John Kamp, FCC Chairman Mark Fowler's assistant for legislative affairs. That view was shared by Thomas Rogers, senior counsel to the House Telecommunications Subcommittee, and Kathy Meier, chief counsel for the Senate Communications Subcommittee.

"There could be involvement by our committee on this issue, but it depends on what the FCC does," Rogers said. "It would be premature for Congress to act until the FCC moves," Meier said. Legislation is pending in the Senate Commerce Committee, intro-

duced by committee members Slade Gorton (R-Wash.) and Paul Trible (R-Va.), that would condition a cable operator's compulsory license on the system's carriage of local signals. Meier said, however, that the staff would not recommend holding hearings on the bill until the FCC acts on must carry.

And Paul Smith, minority counsel to the House Telecommunications Subcommittee, said that Republican members of the subcommittee were unlikely to take a position on any must-carry legislation until they see what the FCC does.

Whether new must-carry rules can be crafted to meet the constitutional concerns raised by the court was also discussed by the panelists. Rogers thought it possible. "I think a rule can be written that is constitutional under the court's standards. At the same time, I think a rule can be devised by Congress that is politically palatable. However, I am not so sure that a rule that is politically palatable is necessarily a rule that the court will find constitutionally valid," Rogers said. He said he felt a conflict could develop between "what might be constitutionally OK and what might be politically OK." And, he continued, when Congress faces conflicts like that, "it's always good to have an FCC around to ask to solve the issue

for us."

The importance of meeting the court constitutional concerns was underscored by Diane Killory, legal assistant to FCC Commissioner Dennis Patrick. She noted that the commission must work within the parameters set by the court. Any industry compromise, she explained, must also stay within those parameters.

Because of the First Amendment implications of the must-carry rules, Killory noted the court said "there were certain things that an agency rule would have to do in order to be constitutional. Any new rule would have to be shown to be necessary to preserve local broadcast interests." If that were shown, she continued, "the rule would have to be wider than absolutely necessary to further that purpose."

Another aspect of the must-carry debate concerns the scope of the FCC's authority under the Copyright Act to identify stations qualifying for the compulsory license. The FCC is proposing to examine the communicative policy implications of cable's compulsory license in relation to its consideration of new must-carry rules. INTV contends that the FCC has the authority to interpret the while cable and Representative Barn Frank (D-Mass.), who spoke on another INTV panel, argue the commission does not.

Tom Herwitz, legal assistant to FCC Chairman Mark Fowler, said it is unclear whether the FCC has that authority, but that it is "one question that will be central in the examination of the matter."

Herwitz said the FCC plans to move quickly as it can on must carry. He commended INTV for its "creative thinking" searching for a must-carry answer and urged broadcasters to continue to come up with creative solutions.

Among the other panelists focusing on must carry was Anita Wallgren, a telecommunications policy analyst with the National Telecommunications and Information Administration, who discussed that agency's position on the issue. She cited a report released in November that called for elimination of the compulsory license because of the imbalance created by the termination of the FCC's must-carry rules (BROADCASTING Nov. 11). NTIA prefers not to reinstate the must-carry rules but to turn the issue over to the marketplace. Wallgren also emphasized the report's concern that the compulsory license puts copyright holders through



Perspective. Independent Network News, which broadcasts its own prime time newscast to affiliated stations across the U.S., injected a serious note into INTV's convention activities in Los Angeles by inviting former President Gerald Ford to appear with INN anchorman Morton Dean in a discussion of domestic and international events. The off-the-record briefing took place in the tower of the Century Plaza hotel before an audience of executives of stations that carry the INN newscast.

"The writing is crisp and ironic...the three main characters mesh beautifully...a successful blend of the usual sit-com one-liners and a fair-minded attempt to present adolescents' problems in a sympathetic and subtly serious manner!"

Toronto Star

"Funny...blessed with a capable cast!"

Ottawa Citizen

"Deals with problems every viewer can recognize."

TV Guide

Hangin' In

It's Outstandin'!

It's an out-n'-out good time!

Hangin' In is 94 hilarious half-hour episodes with an appealing story line. At their inner-city youth center, counselors Kate (Lally Cadeau of *Kane & Abel*) and Michael (David Eisner) are forever faced with the full range of teenage crises. Together with their meddling receptionist Webster (Ruth Springford) they manage to deliver an entertaining and meaningful message...with humor and a lot of laughs!

Hangin' In at the top for years!

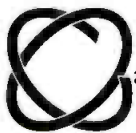
This critically acclaimed sit-com has already made its mark in Canada against some of the best the U.S. has to offer. Having never aired domestically, and with demographics similar to many of today's biggest network sit-coms, *Hangin' In* is the perfect fringe/access vehicle.

Hang on! It's also a great deal!

Hangin' In will be sold in barter for the first 16 weeks. Then, once your viewers are hangin' on, you can hang on to *Hangin' In* for the fall at an attractive price.



See us at NATPE Booth # 943



ORBIS COMMUNICATIONS™

432 Park Avenue South, New York, NY 10016 (212) 685-6699

Jeopardy! Is Moving To Access!!

All across America, from Philadelphia to Seattle, Jeopardy! has become an access franchise... a solid #2 behind its sister show, Wheel of Fortune.

Move up your access ratings by moving Jeopardy! to access.

Now playing in access in these markets:

Philadelphia	Johnstown	Medford
Detroit	Chattanooga	Florence
Cleveland	Tucson	Anchorage
Seattle	Tri-Cities	Utica
Miami	Greenville	Salisbury
Sacramento	Youngstown	Palm Springs
Baltimore	Springfield	Clarksburg
Dianapolis	Burlington	Gainesville
Portland	Las Vegas	Parkersburg
San Diego	Colorado Springs	Eureka
Cincinnati	Lansing	Lima
Orlando	Augusta	Harrisonburg
Buffalo	Charleston	Bend
Greenville	Ft. Myers	Hagerstown
Leigh	Savannah	
St. Lake City	Monterey	
Grand Rapids	Santa Barbara	
Columbus	Columbus	
Wilmington	Wilmington	
Yakima	Yakima	
Reno	Reno	
Sioux City	Sioux City	
Eugene	Eugene	
Macon	Macon	
Traverse City	Traverse City	
Erie	Erie	
Chico	Chico	
Bakersfield	Bakersfield	
Beckley	Beckley	
Bangor	Bangor	

**FRANCHISE
POWER!**

Produced By
MERV GRIFFIN
ENTERPRISES

Distributed By
KINGWORLD



“JEOPARDY!” BECOMES A MEGA-HIT!!

- **#2 first-run strip nationally (right behind “Wheel”)!**
- **Incredible growth registered since last season!**
- **A news director’s lead-in dream!**
- **An access Monster!**

“JEOPARDY!” is a smashing success story and #1 in these markets:

TIME PERIOD LEADER IN:

- | | | |
|------------------------|-----------------------------|-------------------------------|
| #1 New York WABC | #1 Shreveport KTBS | #1 Santa Barbara KCOY |
| #1 Chicago WLS | #1 West Palm Beach WPTV | #1 Amarillo KVII |
| #1 Philadelphia WPVI | #1 Mobile WKRG | #1 Wheeling-Steubenville WTRF |
| #1 Detroit WDIV | #1 Knoxville WBIR | #1 Terre Haute WTWQ |
| #1 Cleveland WEWS | #1 Toledo WTOL | #1 Wilmington WWAY |
| #1 Pittsburgh KDKA | #1 Jacksonville WJXT | #1 Yakima KNDO |
| #1 Seattle KOMO | #1 Syracuse WIXT | #1 Tallahassee WCTV |
| #1 Minneapolis WCCO | #1 Green Bay WFRV | #1 Eugene KVAL |
| #1 St. Louis KSDK | #1 Des Moines KCCI | #1 Macon WMAZ |
| #1 Denver KCNC | #1 Rochester WROC | #1 Erie WICV |
| #1 Sacramento KXTV | #1 Roanoke WSLS | #1 Minot-Bismark KFYR |
| #1 Indianapolis WTHR | #1 Portland WGME | #1 Bangor WLBZ |
| #1 Phoenix KTSP | #1 Davenport WOC | #1 Florence, SC WBTW |
| #1 Hartford WTNH | #1 Cedar Rapids KWWL | #1 Idaho Falls KIDK |
| #1 Portland KOIN | #1 Spokane KHQ | #1 Billings KTVO |
| #1 Orlando WFTV | #1 Johnstown-Altoona WJAC | #1 Alexandria KALB |
| #1 Cincinnati WCPO | #1 Chattanooga WRCB | #1 Palm Springs KESQ |
| #1 Nashville WSMV | #1 South Bend WSJV | #1 Clarksburg-Weston WDTV |
| #1 Charlotte WBTV | #1 Tucson KGUN | #1 Yuma-EI Centro KYEL |
| #1 New Orleans WWL | #1 Tri-Cities WCYB | #1 Biloxi WLOX |
| #1 Buffalo WKBW | #1 Huntsville WAFF | #1 Parkersburg WTAP |
| #1 Columbus, OH WBNS | #1 Lincoln-Hastings KOLN | #1 St. Joseph KQTV |
| #1 Oklahoma City KWTW | #1 Columbia, SC WIS | #1 Ottumwa KTVO |
| #1 Birmingham WBRC | #1 Youngstown WYTV | #1 Lima WLIO |
| #1 Raleigh-Durham WTVD | #1 Springfield-Holyoke WWLP | #1 Harrisonburg WHSV |
| #1 Salt Lake City KTVX | #1 Las Vegas KVBC | #1 Bend, OR KTVZ |
| #1 Grand Rapids WZZM | #1 Colorado Springs KKTU | #1 Bowling Green WBKO |
| #1 Providence WPRI | #1 Peoria WHOI | #1 Zanesville WHIZ |
| #1 Memphis WMC | #1 Lansing WILX | #1 Presque Isle WAGM |
| #1 Norfolk WVEC | #1 Augusta WJBF | #1 North Platte KNOP |
| #1 Greensboro WXII | #1 Ft. Myers WBBH | |
| #1 Tulsa KTUL | #1 Monterey-Salinas KMST | |

Renew your Jeopardy! franchise now! Call your King World representative!

"cumbersome process" and that the method of payment can be "pretty unpredictable."

Presenting another view was Dr. Craig Smith, president of the Freedom of Expression Foundation. Smith told broadcasters to look at the *Quincy* must-carry decision as part of a complex matrix, and not as a final decision. "Until the Supreme Court rules, I don't think you should treat this as hard and fast," Smith said. He also said he thinks there is a possibility the Supreme Court will consider *Quincy* with the *Preferred* case. Moreover, Smith believes that must carry can be used to make an argument against scarcity as the rationale for imposing the fairness doctrine. "If cable systems start dropping signals irresponsibly, then scarcity is a harder argument to make. You need to make the argument of diversity to strengthen the argument against scarcity," Smith said.

There was more to the panel discussion than must carry. A preview of some of the issues Congress is likely to grapple with this year was also offered. Scrambling satellite signals to prevent their unauthorized reception by backyard dish owners is of particular concern to Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.), explained Dale Brown, the subcommittee's counsel. Goldwater, Brown said, would like to see consortiums established to deliver programming services to backyard dish owners at reasonable rates. The senator, he said, doesn't favor legislation permitting the FCC to set rates, which he believes should be left to the marketplace.

As for developments in the broadcasting marketplace since the FCC loosened its multiple ownership rules, Bob Pettit, legal assistant to FCC Commissioner Mimi Dawson, felt it was too early to tell "how everything will fall out." He hoped, he said, "there will be more independent production... and distribution will become cheaper."

The use of negative political campaign ads is likely to dominate the congressional agenda this year, according to Dan Phythyon, counsel to the Senate Communications Subcommittee. Phythyon said the ads will be the focus of further Commerce Commit-

tee hearings, adding that Commerce Committee Chairman John Danforth (R-Mo.) introduced legislation that would require broadcasters to provide equal time to any candidate "if a political action committee or outside party attacked him or endorsed his opponent." The senator, he explained, of-

ferred the measure to generate debate on the subject and that it was a "back burner" issue. However, introduction of similar legislation in the Senate late last year as part of a campaign reform package has elevated the issue, he said, adding that it will also be reviewed by the Senate Rules Committee.

Test of creativity in sales

Case studies show how low-rated independents can use imagination and little money to generate increased advertising revenue

Just how does an independent station go about selling advertising time if it doesn't have high ratings? That good question was answered several ways at an INTV show-and-tell session, "Selling Your Station Beyond Numbers." Moderated by Ron Inman, general sales manager at WTOG-TV Tampa-St. Petersburg, Fla., and chairman of the INTV Marketing Advisory Committee, the session featured clips from promotional campaigns used by four independent stations—KXTX-TV Dallas-Fort Worth, Tex.; KMPH(TV) Fresno, Calif.; KCPQ-TV Tacoma, Wash., and KAUT(TV) Oklahoma City.

"One of the problems we have with the buying community nationally and also with the reps is that selling beyond numbers is something that they have a hard time embracing," Inman said. "If it doesn't go with a come, they don't want to hear about it." Locally, however, that is not the problem, Inman said. "Our job is to sell television that effectively communicates and in turn sells a product. They don't care at all about whether we do a 2 or a 22 rating. All they care about is that we are able to do our job of communicating efficiently."

The first campaign was described by Inman as "a programming idea which evolved into revenue." Dick Bove, general manager of KXTX-TV Dallas-Fort Worth, introduced his station's "Good-Time Gang," a promotion developed in 1977 to lure the child audience away from the other independent in the market which had, "for all intents and pur-

poses, about 100% of the kid audience." The Good-Time Gang was a television club promoted by two brothers who did comedy skits on the air. Child viewers who joined the club received membership cards and were eligible for on-air drawings for prizes. The Good-Time Gang soon had such a following that children flocked to shopping centers for personal appearances, according to the club and a local amusement park logged its second highest attendance on the day of the show. The result, according to Bove: The promotion "stole [the children's market] away from the top independent" within a year.

The second campaign Inman described a combination of "vendor support and live remote." Introduced by Mike Granados, station manager and director of marketing for KMPH(TV), the campaign featured a series of three-day events designed to attract "vendors of dollars," which Granados described as "dollars above and beyond co-op allocations." The KMPH(TV) clips showed three-day continuous sales run by clients such as shoe and appliance stores. The advertisements used live remotes from the retail locations to stimulate store traffic. According to Granados, the station's sales campaign benefitted three parties involved: the station, the client and the "manufacturer or the lender or the seller." The station generated revenue, spent within three days; the client participated in a "major thematic event over a three day period generating hundreds of thousands of dollars" at no extra cost for the remote time, and the vendor's product was associated with a major thematic event.

The third campaign was a summertime "moviefest" run by KCPQ-TV. Lloyd Low, KCPQ-TV general sales manager, said his station identified "an obvious void in the marketplace, which was a lack of movies in prime time." The station began by putting together a film festival each July-September, "drawing viewers to the movies by offering prizes and contests." The station ran ads in the local TV listings asking viewers to return a questionnaire listing their favorite movie or movies they wanted the station to air. ("We would receive the questionnaires and totally disregard them," Low said.) The station then created a presentation for major advertisers and clients, using clips from the movies in its library and describing the attractions of the moviefest, including a call-contest that daily awarded Trivial Pursuit games and a weekly grand prize trip to Hawaii. Television promos featured sponsor names and announced that membership application cards could be picked up at in-store displays, Low said.

The final campaign was described by In-

Unanimous on split 30's. Whether television broadcasters like it or not, the 15-second commercial is going to be a way of life in the business. That was the consensus of a panel of agency media directors who were asked by INTV marketing director Bob Jones if the 15-second commercial would become the future "unit of sale." Approximately 8% of all network availabilities are 15-second commercials, said Dick Kostyra, senior vice president and media director at J. Walter Thompson, and, he said, "I see that moving up rather quickly." The increasing price of standard 30-second units, pointed out Kostyra, in addition to "maintaining frequency levels at efficient cost," will combine to drive up the use of 15's. The trend—disturbing as broadcasters may consider it—"is a necessity." Will 15's spread to spot? According to Kostyra, the only thing holding that back has been the "horrendous" pricing of 15's in spot availabilities. Ira Carlin, senior vice president and media director at McCann-Erickson, worried that 15's will accelerate the flight of audience from commercial television to pay television. "But I don't know how to stop it," Carlin said. "We can't tell our clients it doesn't make sense because in some cases it does." On whether there exists an advertising marketplace to support a fourth network, Kostyra replied half in jest: "I think a lot of people might be asking if the market is ready for a third network." Replied Carlin: "There are many fourth network situations—all program specific." The media directors agreed that the ad-hoc networks would increase and continue to thrive. But a marketplace for a fourth network? "I don't know if it's there," said Gary Franzo, senior vice president and director of local broadcast at Young & Rubicam.

**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—INDEX.

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.

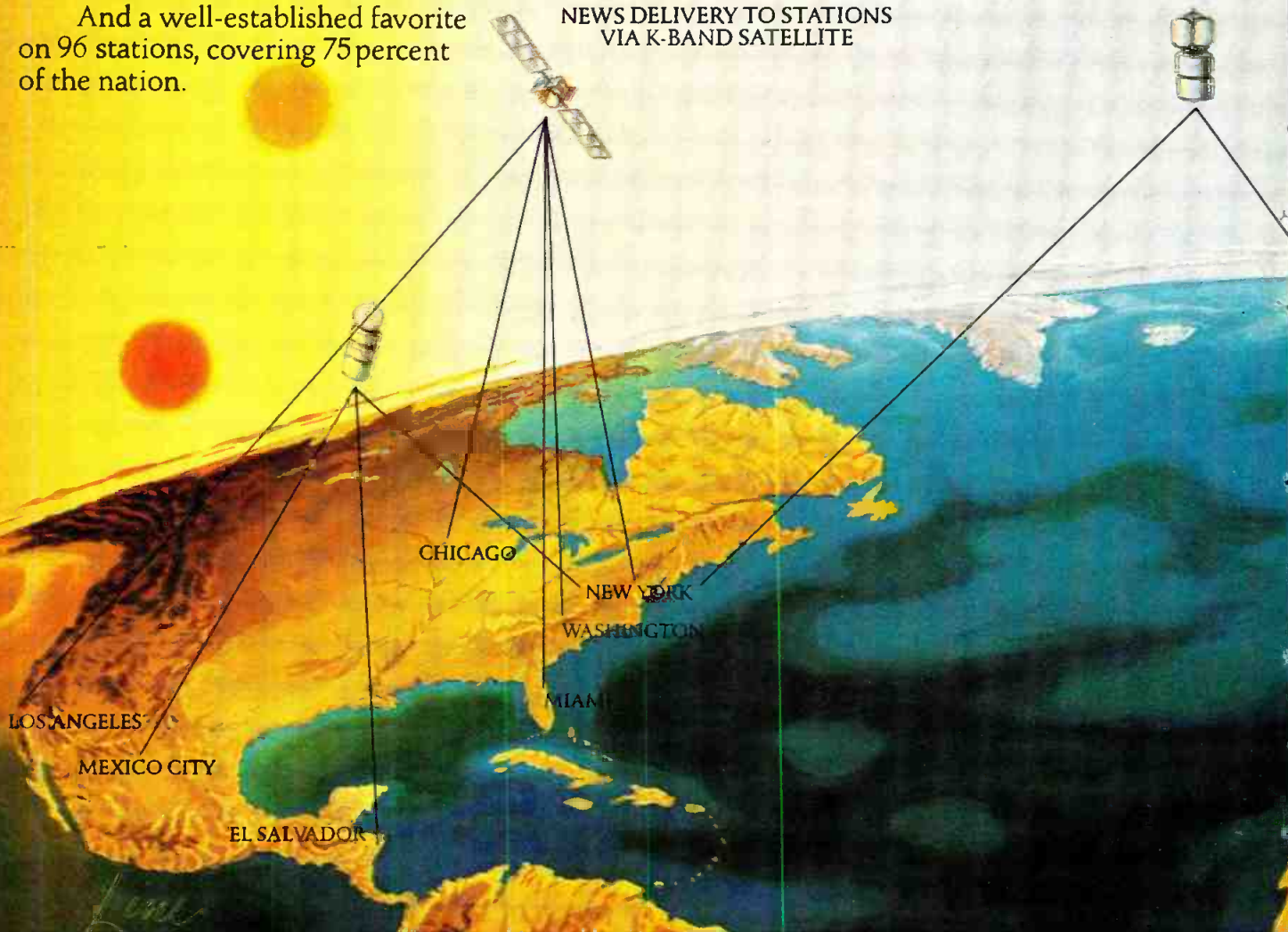
The resources: The crack team of INN news specialists. INN bureaus in New York, Washington, Los Angeles, Chicago, Miami, London. VISNEWS, the world's largest television news organization, for overseas reports. WTN (formerly UPITN), too. Plus AP and UPI. And reports from INN partner stations across the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



VIEW 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.

INN
THE INDEPENDENT NEWS
11 WPIX PLAZA, NY, NY 10017



VISIT US AT NATPE—BOOTH 257
OR CALL (212) 210-2589

TRIBUNE
BROADCASTING
Company

man as a public service campaign that would eventually generate sales. Don Richards, general manager of KAUT, introduced his station's "We Believe in Oklahoma" campaign, which featured testimonials to Oklahoma's ability to get its economy back on its feet—or, as Richards described it, "business and political leaders holding hands with my station" (each spot ended with the words: "TV 43 and I believe in Oklahoma"). The campaign, a new one, will run for approximately eight weeks, said Richards, after which 10 local retailers will be given the opportunity to be featured in similar spots—if they buy a schedule of ads. Richards saw great potential in the station's new campaign, but also described his station as the one in the market "having the most potential for growth. Most of the selling I do is beyond numbers. It's beyond anything." □

Independents say carriage is must

Panel tells broadcasters they must speak persuasively or wield big stick in battle with cable

The war over must carry can still be won by broadcasters, judging from comments at an INTV panel session last week. But the panelists agreed that broadcasters must move to seize power from cable, or at least attempt to show cable operators that there is an attractive side to every television station carriage deal.

Cable carriage is essential to independent broadcasters, said moderator James Johnson, executive vice president and general manager, KFTY-TV Santa Rosa (San Francisco), Calif. "For a new UHF independent station, in any market, cable carriage is an absolute necessity if you're going to survive in the 1980's," he said.

But Johnson stressed that cable systems have had the upper hand since last July's Quincy Cable decision (BROADCASTING, July 22, 1985). For cable TV, "the first rule is that there are no rules," he said. Panelist Jim McKinney, chief of the FCC's Mass Media Bureau, said: "No one expected a dramatic decision in the matter of the Quincy case—no one at the FCC and I don't think anyone outside the FCC. But after that argument," he continued, "it was apparent that the FCC rules and certainly must carry were in grave jeopardy." And panelist Paul McCarthy, general managing partner of Broadcast Cable Associates, Danvers, Mass., claimed that cable is completely in control. Broadcasters are "now held hostage," he said. Cable operators "now pass judgment on your programming, your promotion and your positioning in the marketplace, and then adjust it to their own agenda; they have become the gatekeeper, jealously protecting their subscribers from competitive intrusion."

McCarthy urged new television station owners to retaliate by "building bridges" linking them with their communities—for instance, getting to know community lead-



Johnson, Padden, McKinney, Ferrall and McCarthy

ers and local celebrities. Then, when they are turned down for carriage by a cable operator, he said, they can tell local leaders: "Look what they're [cable operators] doing to your community. We're trying to put more sources of entertainment in people's hands; we'd like to do public service, but we can't."

Panelist Victor Ferrall, a partner in the Washington law firm of Crowell & Moring, likened cable operators to encyclopedia salesmen, who "go to sell an encyclopedia [and] don't care whether the person's reading it or not." The basic problem dividing cable operators and television stations, he said, "is that cable and broadcasting don't sell the same thing; they don't compete. They interfere with each other, they create problems for each other. They're not in the same business—one sells audience, and the other sells subscribers. The cable operator truly doesn't care about viewing. It doesn't really matter to him how much your station is watched if you're carried on his cable system."

Are there alternatives to the Quincy must-carry decision? According to McKinney, the FCC at first was not willing to defend its overturned must-carry rules. "The court had hit a home run in regards to the First Amendment," he said, "and the commission was not willing to take the points off the board." In addition, said McKinney, the FCC didn't think it could draft new rules that would "pass the Quincy test." But it "left the door open for a rulemaking to be filed by outside parties, who would come forward and tell us how we might [write new rules] and pass court muster."

McKinney said, however, that few broadcast organizations have moved to pick up the ball. "The NAB [National Association of Broadcasters] has expressed concerns; it has moaned and groaned; it's asked us to open a rulemaking," he said, and the National Cable Television Association "recently joined the discussion, prodded, no doubt, by the group owners," but INTV is the only organization, he said, that has actually presented a plan. "So now we're in the middle of a rulemaking," said McKinney, "and it seems to be dragging a bit. The commission wanted to decide the issue very rapidly," but "almost no one else wants us to do it very quickly, except, again, INTV."

INTV President Preston Padden urged the session's attendees to file individual comments with the FCC by Jan. 29, the last day they will be accepted. "It is important that the FCC have an active record of what is actually happening out in the marketplace,"

he said. McKinney agreed that broadcast can play an important role in the FCC's decision making process. "You do not understand how very powerful you are, and how very powerful your individual voices are in Washington," he said. "A letter from a television broadcaster who is being severely harmed by a current policy at the FCC can have that policy changed when three lobbying organizations in Washington cannot manage it."

Even if broadcasters are not able to overturn the must-carry decision, however, it can work to make carriage of television stations more attractive to cable. "If you want to be carried on cable systems, it is of utmost importance to you to be a local signal," Ferrall said. Cable systems can carry any local broadcast signal without paying fee to the Copyright Royalty Tribunal, said, so they will avoid carrying distant signals and thus avoid paying copyright fees. In addition, said Ferrall, a station that invests in strong programming, a good signal and full-time operation is more likely to be carried.

McCarthy added his own formulas for success. "Do not take 'no' for an answer," he said. "Your new station will enhance the value of that cable system's service by delivering more entertainment choices for every household member." Broadcasters, said Ferrall, must convince cable systems to "adopt an attitude that there's an opportunity to improve the size of the basic cable package."

Capital ideas on independent outloo

FCC, Hill perspectives on must carry, public TV, among topics of roundtable

The FCC may act on must carry as early next spring, according to FCC Mass Media Bureau Chief James McKinney. McKinney, who participated in a "Washington Roundtable" last week at INTV, also urged independent operators to do more than file comments documenting "horror stories" on must carry. "That's not enough," McKinney said. "We have to have information on both sides of the question. Whatever the proposal that is finally submitted by INTV, it's got to meet the court's First Amendment test," said McKinney also advised broadcasters to avoid a compromise that is "laden with goodies for both sides."

McKinney was joined by Representat



TV Net is rolling out another first-run movie season.

"Tonight Only" is your ticket to exciting, first-run features every month.

Last year, clearing over 160 stations, "Tonight Only" reached more than 90% of the country. Don't miss out on this year's exceptional barter opportunity.

For advertiser sales, contact Clark Morehouse/
Tribune Entertainment at (212) 557-7800.

For station clearance, contact your
Viacom Representative.

A Co-venture of
Tribune Broadcasting Company
and Viacom Enterprises.



Billy Tauzin (D-La.). Part of the debate on must carry has focused on whether Congress should get involved or let the FCC act first. Tauzin, like other congressional representatives attending the convention, felt the FCC should make the first move.

(FCC Commissioners Mimi Dawson and Dennis Patrick were scheduled to join McKinney on the dais. Patrick fell ill. Dawson stayed away to celebrate her daughter's first birthday. Rodney Joyce, acting director of the National Telecommunications and Information Administration, was also slated to appear on the panel but, was kept in Washington by other business.)

"If the FCC can't do it," Tauzin said, and "if cable and broadcasters can't come together, then I am ready to fashion a compromise at the committee level." Tauzin noted that must-carry legislation such as the Bryant bill has been introduced to stir the pot, and that Congress should concentrate on keeping the "pot stirred." Additionally, he noted, that when it's all over, "we may need a legislative stamp...being that the compulsory license is statutory language."

McKinney and Tauzin discussed other legislative and regulatory issues including the scrambling of satellite signals to prevent unauthorized use by backyard earth station owners. Tauzin has introduced legislation that would require scrambled signals be made available to dish owners at fair and reasonable prices. Tauzin said scrambling poses "difficult policy decisions." It "locks some consumers out," but, he said, "scrambling is necessary protection. If I were a network I'd want to scramble."

Tauzin said scrambling must give consumers a choice of how to pay for programming. "Do they want to buy it from cable or do they want to receive and pay for it from their home?" he said.

Tauzin also said that commercial independents faced fall-out from the funding crisis facing noncommercial television. Public stations are already competing with independents for advertising through their use of enhanced underwriting, Tauzin said. Beyond that, they are competing with independents for films and syndicated product.

"Commercial broadcasting is telling me: 'Isn't that the reverse of what public broadcasting is supposed to be? And the answer is 'Yes it is,'" Tauzin said. "Maybe," he said, "it's time for Congress to permit limited advertising on public stations but restrict the ability of public broadcasting to enter that field of feature films and syndicated product that still have commercial viability in the marketplace."

On a political note, Tauzin explored the possibilities of who might chair the House Telecommunications Subcommittee next year if the subcommittee's chairman, Tim Wirth (D-Colo.), runs for the Senate (see page 199). Tauzin predicted that a "good active fight" might occur for the chairmanship could develop among senior Commerce Committee figures including Phil Sharp (D-Ind.), Edward Markey (D-Mass.), Thomas Luken (D-Ohio) and Al Swift (D-Wash.). "I suggest it's a fight you may want to get involved in," he said.

Bright future for barter, new kid on the block

Controversial method called a success—and here to stay

Barter syndication has carved a niche in the world of television advertising, and while it appears that the rate of growth of the medium will level off—at 18-20%—in 1986 and 1987, growth will continue. According to a study prepared for INTV and the Station Representatives Association by Cambridge, Mass.-based Butterfield Communications Group, barter now takes in \$530 million a year in advertiser revenue, up from \$50 million in 1980. The average independent station carries 28 hours of barter each week, while the average affiliate carries eight hours, and 17 of the top 25 network advertisers are significant barter advertisers, the study found. According to Butterfield's president, David Butterfield, who presented the results of his study at the INTV convention, "the effect of barter's growth has been to move a portion of television's commercial inventory from a market where supply exceeded demand (the local/spot market, with its average 75% sell-out level) to a market where demand exceeded supply (the national/network market, with its nearly 100% sell-out level)." But future growth of barter "will depend on the success with which stations and their representatives create stronger demand for the local station's inventory," he said.

The Butterfield study was based on interviews with media directors at most of the top 25 television advertisers, media directors and planners at two dozen major agencies, major program distributors, network officials and station representatives. In addition, 25% of 500 questionnaires mailed to TV station general managers were returned.

Barter syndication grew out of the demand among national television advertisers for network advertising time, according to the study. Television was early recognized as "an unexcelled method of building brand awareness, loyalty and motivation to purchase." Network television was easy to buy and easy to track, "offered volume discounts, was prestigious and low-risk, and was sold well by the networks," the study said. Advertiser expenditures for network television rose from \$2.15 billion in 1974 to roughly \$8.5 billion in 1984, according to the study, but "the growth of dollars spent was far faster than the growth of national exposures." With unit rates and costs per thousand rising quickly for many manufacturers, "the growth of advertising costs outpaced the growth of their own sales." That situation led to a demand for new, lower priced national inventory—and barter was born, according to the study.

Barter ad expenditures rose from \$50 million to \$530 million in just five years. In 1985, the percentage of independent inventory committed to barter ranged from a low of 1.8% in access time to a high of 18.5% in daytime, while affiliate inventory committed ranged from a low of 0.1% in prime time to a high of 10% in weekend.

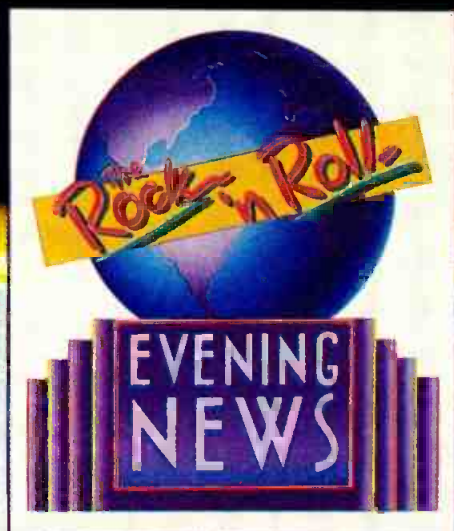
The impact of barter, according to Butter-

field, "depends on who you are." An advertiser using barter will buy at least some national television time at a 20-30% discount from network costs, he said, and barter enables producers and distributors to finance first-run production, "getting paid for product that might not have been salable on cash basis." Independent stations can barter their "most plentiful resource, inventory, for access to product that previously "wasn't there or that ate up your scarcest resource, cash." But for network-affiliated stations the situation is not as pleasant, said the study. Not only do affiliates have less time to sell, but they have greater competition for the bartering independents. Barter "has meant that the new indie down the block has better movies, a stronger kids' lineup, more late night and daytime product...and he can save his cash to hit you harder during your early news and access." (Nearly 80% of independent station general managers claim barter was good for their station, while 70% of affiliate station general managers said barter was *not* good for theirs.) Barter's effect on the networks—combined with that of cable—has been to take away "upwards of a billion dollars of 'national' budgets," the study said.

As for barter's effect on spot, the Butterfield report found industry members divided: advertisers, agencies and syndicators feel only network sales had been influenced by barter, while networks, station reps and stations felt barter had influenced both network and spot sales—and 60% of station general managers felt spot was hurt more than network. According to the study, in most cases "the decision to use ad dollars for barter made after those dollars are earmarked for national television," and in a typical planning/buying cycle, according to the study spot buys are the last to be made. But the study also pointed out that since national budgets are usually decided in time for the NATPE convention (held in the first few months of the year), barter has an "upfront season in March, 60 days before upfront network buys can be made.

Barter, seen as "a way of solving an oversupply problem in local and undersupply problem in national by moving supply," had three effects, the study said: growth in national television rates has slowed; the gap between national television supply and demand has narrowed, and the difference between national and spot C-P-M's has grown. But a better solution to the imbalance—one that would benefit the entire industry—the study found, would be to work harder on sales and development, making demand for local equal to that for national. "When both sides of the business experience strong demand, rates will levitate like Houdini's elephant," Butterfield said.

And what does the crystal ball show for barter's future? According to the study, "the three industry segments necessary for sustained growth—advertisers, syndicators and stations—all have appetites for more barter. However, growth in the number of independent stations is leveling, the study said, and



“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* in association with A&M Records exclusively for

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

CAMPLOT

FRANCHISE
POWER!

independents and affiliates expect no increase in 1986 and a slight decrease by 1988 in the number of barter hours they clear each week. In addition, the advertisers most attracted to syndication—described as the “large mainline packaged good companies”—have already committed 10-15% of their national budgets to barter, according to the report.

And there are problems for advertisers and agencies, said the study: demographics of Nielsen numbers may not be obtained for months; there is no widely accepted method for confirming the airing of programs and commercials; barter spots “tend to run in a more heavily commercialized environment,” and makegoods are difficult to schedule.

The report offered a number of projections for the industry. Syndicators are expected to hold back increasing numbers of spots, a process it said has become “the barter business’s equivalent to the syndication market for network producers.” There will be innovations in financing—“more back-end participations, more conversions of barter to cash, more ancillary licensing deals.” There will be more syndicator and independent interest in late fringe and afternoon time periods, with “the real appetite for first-run.”

The Butterfield report offered two scenarios for the future. On the one hand, interest in local and spot sales development could flag, “resulting in weak demand and low sell-out levels,” it said. Or—a better alternative for broadcasters, reps, syndicators and networks, according to the study—spot sales will continue, with increases in sales forces, research and market development. Demand for local advertising will meet demand for national, and barter’s growth will occur through rate increases, with “strong demand and high rates spread across the industry.”

Whatever the eventual outcome, “we imagine that the pros and cons of barter will be bitterly argued at trade shows and conventions,” Butterfield said.

Following presentation of the report, a panel discussing the barter situation determined that “barter is here to stay.” Moderator Ed Aiken, senior vice president-television and general manager of WHNS-TV Asheville, N.C., said: “Programming to a very large extent today is being driven by barter. And barter is the fastest growing piece of the television advertising pie.”

Martin Brantley, president and general manager of independent KPTV(TV) Portland, Ore., represented the station side of the controversy. Calling barter a “two-edged sword,” he said “there are successes with barter programs and there are failures with barter programs; each show has to be evaluated differently.” Brantley saw a definite link between network and spot: “The effect of barter in my opinion on network budgets is that it opens up network inventory, and therefore pulls money from the spot market,” he said. But there is “no question that [barter] is stimulating new programs,” he said. “The bottom line is probably affected adversely because of barter programming, but if programming is stronger, in the long run I think it’s a good.”

Dennis Gillespie, senior vice president, marketing, Viacom Enterprises in New York, represented the syndicators. He said a key point the study did not develop was that barter has “created a fiercely competitive market among syndicators,” to the benefit of TV stations. Approximately 160 hours of new shows are available for each week, he said, and with that expansion “comes choice.”

Joel Segal, executive vice president, director of network TV, cable and syndicated TV, Ted Bates Advertising, New York, represented advertising agencies. “In the kid arena, barter has created the equivalent of a fourth network,” he said. But from an advertiser’s point of view, barter has significant weaknesses: half again as much clutter as the networks, 15-20% deviation from syndication assurances, and legal battles when some

small syndicators find themselves in “no inventory/no cash situations.”

Harry Stecker, senior vice president a director of marketing, Petry Inc., New York represented station reps. He said it is not true that “barter does not impact spot television because it does.” If barter hurts network sales, it also hurts spot, he said. “For many of us in this business during robust times, we have seen what we call the second wave. Over the last couple of years we haven’t seen a second splash.” But in spite of barter’s negative affect on networks, he said, “we have an obligation to protect this medium that pays all of our salaries. It’s in all our best interests to keep stations healthy, and to keep the advertising environment healthy so that the next five decades will be as great and profitable as the last five decades. . . . I believe that barter has its place.”

So you want to own a TV station?

A banker, a broker, a lawyer and an owner all agreed that the first thing managers who are itching to own a television station must do is to “forget their dreams.” The banker said lenders have more money to lend these days, the broker said that credibility was the most important asset for a prospective first-time owner, the lawyer said the FCC processes transfer applications quicker than it used to and the owner advised to know the market before going in.

Commenting on the wave of mergers and acquisitions in the broadcast area over the past year, Carmel, Calif.-based consultant Paul Kagan said it was “not the work of senseless people,” but that the market activity was the result of bringing “private values in line with public values.”

The big questions, Kagan said, are: Has all the activity peaked and “where do we go from here?” Kagan said it wasn’t likely the bottom would fall out. “The independent television business is hardly rolling over and playing dead after a good decade.”

Station broker Ted Hepburn said he gets at least 10-15 calls a month from eager buyers. “Most are calling with a dream and not much planning,” he said.

The three most important factors prospective owners must possess, said Hepburn, are “credibility, credibility, credibility.” Credibility is important, Hepburn contended, because it signals the prospective buyers’ “ability to consummate the sale. You need the money before you can go out and buy the station.”

Although sellers don’t require as much equity down as they used to, Hepburn

stressed it is still very important. “Don’t fool yourself you can do it without any equity.” Since independent stations by nature are a bigger risk, Hepburn suggested the first-time buyer acquire an affiliate in a strong market. And master all the technical terms of financing, Hepburn advised, “so when you structure a deal it won’t be foreign to you.”

Bob Beizer, an attorney with the Washington law firm of Harrison, Schneider, See & Lewis, credited the FCC with speeding the transfer process. But that doesn’t mean it will happen overnight: “Even in the simplest transaction you’re talking three to five months between the time the application is filed until closing.”

It is important that the seller and buyer file their application for transfer shortly after contract is signed, Beizer said, preferably more than two weeks.

Craig Dougherty, vice president and manager of the communications lending group at Union Bank in Los Angeles, said that “availability of capital is at an all-time high.” The major factor in that situation is that the “industry has enjoyed enormous success over the past 10 years,” and for loan officers at banks “broadcasting is at the top of the list.”

But Dougherty warned that may change slightly in the future. “There was a time when lenders saw only increasing cash flow at television stations, he said, but that “looking forward,” the “growth in the softness of advertising dollars” may alter the picture. “That’s the case,” he said, “what we’ll see is restructuring of the aggressive senior



McDonald, Hepburn, Dougherty, Beizer and Kagan

SEE US AT NATPE
BOOTH 633



Some Days Are Better Than Others.

They're all Fridays! High ratings. High shares. High style. Comedy and music that keeps audiences up cheering for more. Now here's the more: the program that was made for late night is off-network and on the syndication circuit. Schedule it where your viewers want it. Where it will do you the most good.

**We're bringing back the best days of the week.
FRIDAYS.**



**ALL AMERICAN
TELEVISION**

(212) 818-1200 (213) 937-1250

A Moffitt-Lee Production

loans... This could be a healthy development."

Dougherty said that bankers look at four things before giving a loan to a broadcaster: the technical state of the plant; a "thorough discussion of the marketplace"; the past performance of the stations (i.e. ratings), and financial projections—"hopefully well validated by the past."

Tim McDonald, president of the Virginia Beach, Va.-based TVX Broadcast Group, said the most important first step a potential station owner should take is getting to know the market. Even before that, he said, a potential owner has to know if "the market can support another station."

Mastering the fundamentals of engineering is also important. "Just because you're in an ADI market doesn't mean you'll cover

the ADI," he said.

McDonald said that building or acquiring a television station was not an undertaking for the faint-of-heart. "Forget your dreams and get down to reality."

And facing reality, McDonald said, can sometimes be a shocker. A broadcaster for 22 years before he got into ownership, McDonald related that he "had to put aside some of my views about television and think of it as business."

McDonald said it might not be as easy to launch a group of stations as it was a few years ago. Despite the growing availability of capital, the financial world is not as keen on high leverage as it used to be. "Our company started off highly leveraged," he said. "I don't know if that's possible today. It's a more conservative era." □

could be affected.

"If the cash flow line is—or becomes—positive, you could be in the position of having to make a cash payment to the IRS (20%-25%—regardless of below-the-lir offsets," said Maltz. "In my opinion, there are too many thinly capitalized properties out there. We had better become better businessmen along with being better programmers and salesmen."

Jim Dowdle, president of Tribune Broadcasting, said that if a year ago someone had predicted the events that took place in broadcasting in 1985, that person would have been "locked up and declared insane."

Dowdle also described the past year as time when "junk bonds and debt-to-equity ratios became as familiar as ratings point and post-buy analyses" to broadcasters. Because of the deflationary economy, Dowdle said that the double-digit revenue increases independent broadcasters have enjoyed for the past few years are "not to let us for the next couple of years. This something we're going to have to get used to."

Dowdle then cited a book published several years ago, "Future Shock." The essence of that book, Dowdle said, is that the world is in a constant state of change. Dowdle said independent broadcasters should become accustomed to living in that kind of world. He said that many of the contracts that independent broadcasters negotiated for programs not yet available were made when revenues were increasing annually at double-digit levels. Since that is no longer the case, Dowdle said "there will have to be adjustments" and some broadcasters will have to renegotiate their program contracts.

John Abel, senior vice president of the National Association of Broadcasters, said that "as independents gain more experience their bottom lines will improve." He said that a 1985 NAB survey, based on 1984 data showed that local advertising sales at all stations accounted for 49% of all revenues compared to 45% in 1975 and 30% in 1971.

The ratio for independents is even higher. For independents, said Abel, local advertising accounted for 54.1% of a station's revenues; 62% for VHF independents. "That pretty much holds true across all markets," he said. "This is a positive change. Local advertising is the heart of serving the local community."

Not surprisingly, Abel reported, programing costs are higher among independents which spend an average of 54% of their budgets on programming compared to the all-station average of 47%. But independents al

Positive prognosis for indies

The industry will continue to grow, but not as dramatically as in past few years, according to Frazer, Gross and others

Words of optimism were mixed with words of caution during an "overview" panel composed of independent station operators and an industry consultant. Their analysis was that the independent television business is basically sound—having made unparalleled gains in recent history—but the future may not hold that same kind of growth.

Charles Kadlec, president of the Washington-based consulting firm of Frazer, Gross & Kadlec—which conducted an INTV study released at the convention (BROADCASTING, Jan. 6)—suggested that the convention's theme, "Independents—Coming of Age," was a "gross understatement" since the industry has passed "through adolescence to maturity."

Kadlec unleashed a flow of statistics to illustrate his point. He said that total television industry revenues have jumped from \$1.5 billion in 1960 to \$18.4 billion in 1985 and will hit \$31.6 billion in 1990. "Spot and local advertising are growing more rapidly than network" advertising revenue, Kadlec said, so that in 1985 network advertising sales represented less than 45% of the total.

He said the average television station annually bills \$10 million compared to \$3 million five years ago.

The fastest growing markets, Kadlec said, are mostly in the sunbelt. "Growth rates will be a bit slower in the future than in the explosive past," he predicted.

Kadlec listed three reasons why independent growth has exploded over the past five years. First, he said, there are more markets with more than \$30 million in local and spot advertising—the threshold at which most operators consider that a fourth, independent station can be supported. Second, Kadlec said, was the "discovery of television by Wall Street and the public" that previously undervalued or ignored the industry. And the third reason was financing. "Banks are more willing and understanding to lend to the in-

dustry."

The growth in the number of stations has been accompanied by a parallel growth in viewers. Kadlec said that all through the 1960's and 1970's independents averaged about a 10% share of the local audience. In 1985 that figure was about 21%, and he estimated it would rise to 25% by the end of the decade. "Independents will continue to grow at affiliates' expense over the next five years."

The rising worth of independents is reflected in their trading values. Kadlec said that in 1980 the average independent station sold for \$8.7 million. In 1985, the average went to \$35.7 million.

Milton Maltz, president of Malrite Communications, sounded a note of caution. "We've had a great ride in independent broadcasting," Maltz said, "whether [we were] good or bad businessmen often was glossed over." That had better change, Maltz stressed.

"We have been discovered," he explained. "There are more people looking at the industry on a pure transactional basis. More money is being made buying and selling stations than operating stations."

Maltz praised the Frazer, Gross & Kadlec study, but said the unstated conclusion was "there will be fallen angels." He said the "engine that has driven this business is cash flow," but that a risk is posed to cash flow because of pending legislation in Congress that would require a "corporate alternative minimum tax." Many start-up independents and leveraged acquisitions, Maltz warned,



Maltz, Dowdle, Abel and Moran

BREAD & BUTTER.



A sound schedule needs good, basic ingredients. Staples. Like *Bonanza*, *High Chaparral*, *Get Smart*. Healthy programs audiences hunger for, and around which the rest of your schedule can be built.

In fact, at Republic we have a cupboard overflowing with substantial programs — series, serials, and at least a thousand features for growing audiences. And for profit-conscious management. When you come to think of it, it's *our* bread and butter.



experienced greater growth. On average, he said, all television stations saw a 14.7% growth in revenues last year compared to 16.2% for independents.

The downside is that independents also saw their programming costs increase at above-industry levels. The typical television station paid \$230,000 more for programming last year than it did the year before, but independents paid \$500,000 more, said Abel.

But Abel predicted a slowdown in both independents' costs and revenue growth. He said INTV estimates that an additional 55 stations would go on the air by 1990, compared to the 163 (includes noncommercial stations) that signed on between 1980 and 1985. In addition, "stations will realize the futility of paying higher prices."

Brad Moran, vice president and station manager of KJTV(TV) Lubbock, Tex., suggested that a change of thinking might be in order. "The future of independents is bright but the future is toward smaller markets."

For example, Moran said the traditional \$25 million-\$30 million threshold that operators usually use as the measure of whether a market will support an independent station could be scaled down to \$12 million-\$15 million if the independent shoots for a 20%-25% share of the local ad sales compared to the 10%-15% most new independents aim for. □

First-run programs called keys to independent success

Affiliates likely to counter by placing first-run sitcoms in access; panel takes look at future of independent TV

Independents continue to make advances in first-run programming every year, but if they don't watch out, they may find affiliates copying their success.

That was one of the warnings expressed by a panel of program producers and distributors who were asked by WXIX(TV) Newport, Ky., general manager Bill Jenkins to do a little "crystal ball gazing" into the future of independent programming.

"Historically, independents have been dependent on off-network programming," said Lucie Salhany, president of Paramount Domestic Television Distribution and Video Programming. But in the past two years, independents have become increasingly involved in first-run programming, which has had a positive impact on independent stations. Salhany warned that affiliates will not take these gains—most of them made at affiliate expense—lying down. Salhany said independents should expect a "change in the way affiliates and O&O's program" by perhaps starting to schedule first-run sitcoms in access. "At that point, first-run becomes more important to this group."

Gary Lieberthal, president of Embassy Telecommunications, said, "I see affiliates going back into a business they used to be

in—kids." Lieberthal said several UHF independents are tackling VHF affiliates in fringe time periods. "Affiliates may try to move back into that programming strategy you have." Lieberthal speculated it would begin with medium-market affiliates before spreading to major-market affiliates. "I wouldn't be surprised to find major affiliate groups back in off-network business in early fringe time periods."

But where will tomorrow's strip product come from? Jay Isabella, vice president of programming at TeleRep, said one source will be first-run programs of the present. He said that already *Too Close for Comfort* and *Fame*, two shows that had a second life in first-run syndication, are now being stripped by certain stations. "That, in itself, will continue to balance things out."

The panelists were divided on whether independents would go head-to-head in programming decisions with affiliates. Although two of the panelists flat out said independents would not, Alan Courtney, president of Gaylord Productions, said there are "examples all over the country" of independent stations doing just that. "There isn't anything on the air so good that it can't be challenged."

Courtney also lamented the practice of announcing the death of a program genre after one or two shows fail—as was the case last year with sitcoms before *The Cosby Show* came along. "Any failure cancels the future of that category for the immediate present." But, Courtney insisted that, "independents are not going to achieve equal status with affiliates until they realize they can go toe-to-toe."

The panelists also observed there are other ways to program independents today, espe-

cially in prime time, than traditional movies. It was pointed out that, for example, Metro media's KTTV(TV) Los Angeles will soon schedule an 11 p.m. local news against the local news of the three affiliates. "Six years ago, it was unheard of not to run movies six nights a week," said Salhany. "Now you're seeing five nights a week."

Another question was asked about spiraling program costs. "The price of being number one is 50% of your budget," said Me Smith, director of program services for Tribune Broadcasting.

Somebody else wanted to know what happened to first-run programs such as *Mar Hartman*, *Mary Hartman*, which opened new daypart (late night) for independent several years ago but led to no other successes of its kind.

Lieberthal said *Mary Hartman*, *Mar Hartman* was a show from "an era when we were prepared to take bigger risks," and—difficult as it might seem to some people—independents might have grown accustomed to a new definition of success and are not quite willing to take the programming risk they once did.

Gaylord's Courtney expressed frustration at all the attention given to some first-run shows when they fail. "I don't know why the world stopped for a moment when *America* failed," he said, because network shows fail all the time and don't get a fraction of the attention.

Courtney also objected to the opinion of some who called this season's crop of first-run shows "a disaster"—an objection also voiced by other panel members. "I don't believe anybody could call first-run a disaster," Courtney said. "This is just the beginning."



Jenkins



Courtney



Isabella



Lieberthal



Salhany



Smith

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

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

FRANCHISE
POWER!

It's a new kind of television from

KINGWORLD
ENTERPRISES™

Produced by



NEW YORK
(212) 315-4000

LOS ANGELES
(213) 826-1108

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

'Wheel of Fortune' still king of the hill

With 'Jeopardy' in second, King World comes away with the top two spots in the Cassandra ratings report

Nielsen's November 1985 Cassandra results are in, and once again the winner is *Wheel of Fortune*. The win marks the second consecutive November sweeps victory for the show since it knocked *Family Feud* from the top perch in syndicated ratings in May 1984.

The King World-distributed access game beat its closest competitor, *Jeopardy* (another King World program), by more than seven rating points. *M*A*S*H* continued to show its durability in syndication by moving up from fourth in the November 1984 Cassandra report to third. The season's highest-

rated newcomer to syndication, *The New Newlywed Game*, produced by Barris Industries and distributed by that company's Bel-Air Program Sales, was fourth. *The New Newlywed Game*, sold in 156 markets covering 90.7% of the country, had an 8.9/19.

Jeopardy's ascendancy to second place, with an 11.2/24 household rating in 169 markets covering 94.5% of the country, jumped from 15th in the November 1984 report when it was seen in 116 markets and had a 7.2/21. A year ago at this time, *Wheel of Fortune* appeared in 179 markets covering 98% of the country and had a 16.4/29. This time it scored an 18.5/32 markets covering 99% of the country.

Wheel of Fortune not only topped the



Number one Wheel of Fortune

Cassandra syndicated programing scoreboard

Show	rating	share	coverage	num. of mkt's
Wheel of Fortune	18.5	32	99.1	192
Jeopardy	11.2	24	94.5	169
M*A*S*H	9.2	20	91.6	165
New Newlywed Game	8.9	19	90.7	156
PM Magazine	8.8	15	56.0	53
Southwest Conference Football	8.7	28	7.5	20
Three's Company	8.6	19	85.9	154
Entertainment Tonight	8.4	17	89.9	141
Fight Back	8.0	17	34.3	27
People's Court	7.8	20	94.1	162
Price is Right	7.8	15	67.0	112
Honeymooners Season	7.5	14	25.2	36
Small Wonder	7.4	15	67.6	60
Different Strokes	7.3	16	84.0	126
Hee Haw	7.2	18	79.8	170
Barbara Mandrell	7.1	19	1.4	6
Benson	7.0	15	71.6	108
Serendipity Singers	7.0	27	1.4	5
Too Close for Comfort	6.9	14	74.0	85
Country Comes Alive	6.8	12	2.0	5
Gimme a Break	6.6	13	48.4	55
Jeffersons	6.5	15	76.1	118
Fame	6.3	13	89.7	141
ACC Football	6.2	24	10.3	17
Phil Donahue Show	6.2	28	97.5	178
Sale of the Century	6.2	16	20.9	13
\$100,000 Pyramid	6.2	11	34.5	42
Forrest Gregg	6.0	18	2.0	6
Archie Bunker's Place	5.7	11	19.9	13
What's Happening	5.6	13	44.1	37
WKRP in Cincinnati	5.6	14	66.2	119
Barney Miller	5.4	14	66.8	99
Big Ten Football	5.2	18	18.1	25
Smurf-Magic Flute	5.2	8	5.3	6
Taxi	5.2	12	56.8	83
What's Happening Now	5.1	11	74.1	82
Agronski and Company	5.0	14	6.6	6
Dance Fever	5.0	12	79.7	104
Hour Magazine	4.9	21	78.4	114
SFM Holiday Entertainment	4.9	13	17.9	28
Star Search	4.9	12	90.7	159
Happy Days	4.8	14	51.4	94

charts in households, but also in demographic ratings for men and women, and for adults overall. *Jeopardy* was second among all women, and tied for second among women, 18-49, with *M*A*S*H*. Among men, *Jeopardy* was fifth overall, and 11th among men, 18-49. *M*A*S*H*, appearing in 16 markets covering 91.6% of the country, had a 9.2/20 household rating, and was third overall among men and seventh overall among women. Among men, 18-49, it was second.

Elsewhere in the top 10, Group W Productions' *P.M. Magazine* and Paramount's *Entertainment Tonight* were ranked fifth and eighth, respectively, compared to last year's report when they ranked eighth and sixth, respectively. This year *P.M. Magazine* was seen in 53 markets covering 56% of the country and had an 8.8/15; last year in 6 markets it scored an 8.2/15. *Entertainment Tonight*, seen in 141 markets covering 89.9% of the country this year, had an 8.4/17, compared to last year when it was in the same number of markets and scored an 8.7/17.

Among the increasing number of weekly first-run sitcoms designed to eventually become strips, *Small Wonder*, sold by Metromedia Producers Corp. in 60 markets covering 67.6% of the country, rated highest, with a 7.4/15, to finish 13th overall. It was followed by 19th-ranked *Too Close for Comfort*, sold by Taffner in 85 markets covering 74% of the country, which had a 6.9/14; *What's Happening Now*, sold by Columbia in 8 markets covering 74.1% of the country, which had a 5.1/11 to finish 36th, and *It's Living*, sold by LBS in 103 markets covering 79.1% of the country, which had a 3.8/9 and finished 70th.

In daytime programming, *Donahue*, syndicated by Multimedia in 178 markets covering 97.5% of the country, had a 6.2/28. The early fringe first-run talk show, *Hour Magazine*, sold by Group W Productions in 11

One Wonderful Legend...



DYNASTY

markets covering 78.4% of the country, had a 4.9/21. Paramount's canceled *America* had a posthumous 4.4/15. Inday, whose four parts sold by LBS Communications in 68 to 83 markets, according to Cassandra, had a 0.5 average rating. In two first-run debuts in late night programming, *Comedy Break with Mack and Jamie*, sold by Viacom in 40 mar-

kets covering 48.1% of the country, edged *Comedy Tonight*, sold by Metromedia Producers Corp. in 71 markets covering 59.7% of the country. *Comedy Break* had a 1.7/6 and *Comedy Tonight* a 1/6. Viacom's other late night entry, *Bizarre*, had a 1.6/6. *Bizarre* originated and continues on Showtime. And among other weekly late night

offerings that were new in 1985, King World's *Dick Clark's Nitetime*, sold in 81 markets covering 72.8% of the country a competition for NBC's *Saturday Night Live* had a 2.3/10.

In off-network nighttime soap operas which some stations paid dearly for, high prime time ratings did not spell success in

Syndication Marketplace

■ **Television Program Enterprises** has changed *You Write the Songs* from a strip to a weekly show. At the same time, sales of the show will be changed from cash to barter. TPE said the move was made in response to station demand. The show is a song competition among contestants and is scheduled for a fall debut. It is hosted by Ben Vereen. Stations taking the weekly version of the show will have the first option if it becomes a strip. ■ Carl Menk, former director of sales for Metromedia Producers Corp., and Glen Hagen, former general sales manager with Colex, have created **Hagan-Menk**, a sales and marketing company that will specialize in helping distributors clear product in the top 50 markets. Properties that Hagan-Menk is currently helping to clear are *Sale of the Century* and *The Judge* for Genesis Entertainment, *Purely Personal* for Colbert Television Sales, *What's in a Name* for Lionheart Television, as well as films packages and specials for Bri-Ter Television Sales. The company has also acquired 32 episodes of *Seeing Things* from the Canadian Broadcasting Corp. If the show is not picked up by the networks, it will be sold for cash in syndication. The "mystery/comedy" series involves a reporter for the *Toronto Gazette* who possess clairvoyant powers that allow him to solve mysterious crimes he encounters in his work. The show has received strong "entertainment index" numbers (a Canadian form of ratings) in its five years on the CBC (the small number of episodes is a result of small season orders by the state-owned network). Menk said that the show could work in any part of a schedule. ■ In an effort to expand its program offerings, **Multimedia** will enter NATPE with two new weekly shows. *Breakthrough*, hosted by Squire Fridell, will look at the latest in high-tech developments in a number of areas. For example, in the show's pilot, the purchase of tickets for outer-space trips (at \$50,000 each) is described. Another segment will look at surgery on pre-natal infants. Sales of the info-tainment show will be on a cash plus barter basis, with Multimedia holding back one minute. It is produced by Kelly Entertainment. *Video Voyage* is the working title of half-hour weekly international video show. Production of the show will be in Amsterdam at BePOP, the largest dance club in Europe, where people will dance to videos chosen from the European Hot 100. The videos will be projected onto 50 television monitors on the club's VideoWall. Rather than adhering rigidly to what's at the top of the charts in the 11 countries that comprise the European Hot 100, the show will contain an American slant. Live performance will also be included. Cass Collins will host the show which will be sold on a barter basis with stations getting three-and-a-half minutes and Multimedia keeping two-and-a-half. Multimedia has U.S. and Canadian rights to the video show. ■ **Warner Brothers Television Distribution** says that for the 12 months ending Dec. 31, 1985 it had worldwide sales of \$365,255,459, a new company record for yearly sales. Additionally, it said it set a new monthly sales record in January 1985, with sales of \$70.5 million. ■ As an outgrowth of the Capital Cities-ABC merger, **Orbis Communications** has acquired 31 dramas previously syndicated by Capital Cities Productions. Among the properties is the four-part series of 30-minute *Buchanan H.S.* programs, 24 half-hour *Family Specials* and three one-hour programs, including *The Juggler of Notre Dame*, a Christmas special. With the exception of the Christmas special, all of the programs deal with controversial issues for teen-agers, such as prejudice, divorce, vandalism, the elderly, narcotics and suicide, to name a few. Orbis is making the show available to cable or for broadcast syndication immediately. ■ **The Behrens Co.** has cleared *KIDSWORLD* as a strip in 20% of the country. Some 3,000 of the best stories from the weekly series, which formerly ran in 75% of the country, are being reformatted into 130 half-hours for the strip. It will be sold on a barter basis for two runs, with three-and-a-half minutes for stations and two-and-a-half minutes for Behrens. Among clearances are WHCT-TV Hartford, Conn.; WGPB-TV Detroit; WLTV-TV Miami; WROG-TV Tampa-St. Petersburg, and WHI-TV Cincinnati. Replacing *KIDSWORLD* will be the weekly *Young Universe*, which will draw material from the world, as

opposed to only the U.S. Sales are on a cash plus one 30-second spot basis. Among clearances are the CBS O&O's, as well as KGO-TV San Francisco; KATU-TV Portland, Ore.; KCTV-TV Kansas City; WFSB-TV Hartford, Conn., and WXYZ-TV Detroit. ■ **Prijatel Productions** will co-produce and syndicate *Bingomania* with Griffin Television on a franchise basis. Griffin debuted the bingo show on its KWTU-TV Oklahoma City under the title *TV 9 \$25,000 Jackpot Bingo* in late September and has been looking for a syndicator for the franchise version (BROADCASTING, Dec. 9). The bingo game keys on viewers ability to win through playing the game at home with locally distributed cards. Stations will get a "turnkey operation," including format, customized animation and music, a visiting producer, and materials including delivery of weekly game cards, promotional support and local advertiser assistance. ■ **Sherry Grant Enterprises** says that it has cleared *Halley Returns*, a package inserts and a half-hour special, in 70 markets covering 65% of the country. The package is produced by the Lee Service Group in association with Sherry Grant Enterprises and includes a half-hour documentary, with a two-minute window for local personality inclusion; 20 30-second advertiser-supported feature segments with opening and closing billboards, and 20 90-second features for news and local programming. Sales are on a cash basis. Recent clearances include WOTV-TV Boston; WISN-TV Milwaukee; KGGM-TV Albuquerque, N.M.; WWBT-TV Richmond, Va., and WLOX-TV Biloxi, Miss. ■ **Acama Films** is selling 65 episodes of *King of Kensington*, an off-network series from Canada's CBC. The series, which aired in Canada over four years, stars Al Waxman, who is currently seen in *Cagney and Lacey* on CBS. Sales will be on a cash basis for availability beginning in September. Acama is also offering seven made-for-CBC films for five runs over six years. Among the films are "Love and Larceny," "The Suicide Murders" and "The July Group." Among those appearing in the films is Nicholas Campbell, who appeared in ABC's *The Insiders*. ■ **Hal Roach Studios** says it has already cleared *The Laurel and Hardy Show* in 15 markets



Laurel & Hardy

while at INTV. Previously available in shorter lengths, the classic comedy team are now formatted into 26 90-minute episodes. Some of the episodes have been converted to color. The show will be available beginning in May on a cash basis. ■ **RKO Pictures** is offering the 13-part *Soldiers—A History of Men in Battle*, narrated by author Frederick Forsyth, on cash basis. Each one-hour segment looks at war through the eyes of those on the battlefield. The RKO Pictures/BBC-TV co-production previously aired on the BBC and is being offered for the first time in this country. ■ Along with WCBS-TV New York and KMOX-TV St. Louis has purchased *Strike it Rich* from **Blair Entertainment** for its fall debut. The two stations, along with KCBS-TV Los Angeles, have also purchased Blair's *Divorce Court*. In the nation's first and second markets, the two will switch from WNEW-TV and KHJ-TV, respectively.

Deserves Another.



Small
WONDER

syndication. In its second season, *Dallas*, sold by Lorimar in 92 markets covering 51.7% of the country, and *Dynasty*, in its first season, sold by Metromedia Producers Corp. in 47 markets covering 48.7% of the country, came out tied with five other shows for 93d, with a 3.4/10. Lorimar's *Knot's Landing*, seen in 20 markets covering 12.5% of the country, had a 3.3/10.

In animated children's strips *G.I. Joe*, sold by Tribune Entertainment in 115 markets covering 84.9% of the country, and *Thundercats*, sold by Telepictures in 109 markets covering 85.2% of the country, both had

household ratings of 4/12. *Transformers*, sold by Claster Television in 131 markets covering 89.4% of the country, had a 4/13. Group W Productions' *He-Man and Masters of the Universe*, cleared in 111 markets covering 81.5% of the country, had a 3.5/12 rating. But for the 2-11 demographic category, the leader was *Thundercats*, with an 11.4. It was followed by *Transformers*, with an 11.1, and *G.I. Joe*, with a 10.4. *My Little Pony*, a mini-series sold by Claster in seven markets, had a 4/11 in households and an 11.9 in children, 2-11. It becomes a strip next fall.

Sitcom bonanza

Lorimar-Telepictures merger is producing six new comedy programs as trend continues toward nonnetwork first-run shows

Showing what can happen when two major independent program suppliers merge their companies, Lorimar-Telepictures announce that it will have six half-hour sitcoms on the air in 1986. A year ago neither company was

Return of Stacey Keach helps CBS to third ratings victory

The week of Dec. 30-Jan. 5 gave CBS its third win in the 15 weeks of the prime time season, and its first win since the ninth week. CBS did it with an 18.7 average rating and a 29 average share according to Nielsen's National Television Index. NBC followed with a 17.9/28, while ABC had a 12/19.

The CBS win was due in no small part to an uncharacteristically strong performance on Wednesday, a night that has given the network trouble throughout the season. While NBC and ABC were showing college football games, a CBS Special Movie Presentation, *Intimate Strangers*, featuring actor Stacey Keach's return to television after serving time in a British jail for drug possession, ranked third for the week. It scored a 26.4/38 from 9 to 11 p.m. Appearing with Keach in the story of a couple reunited after separation at the end of the Vietnam war were Teri Garr and Cathy Lee Crosby.

Complementing the movie's performance on Wednesday was the week's 16th-ranked show (with its season-to-date high), *Mary* (21/29), and a strong performance from an original Charlie Brown special, *Happy New Year Charlie Brown* (19.7/27), following it. The CBS Wednesday performance, 24.4/35, was its highest for any night this year.

CBS had another reason to cheer—its highest-rated Monday of the year with a 21.9/35. All four CBS shows that evening posted season-to-date records. At 8-9, *Scarecrow and Mrs. King* ranked 18th with a 20.5/32; at 9, *Kate and Allie* (23.3/35) ranked sixth; at 9:30, *Newhart* (23/35) ranked seventh, and at 10-11, *Cagney and Lacey* (21.9/38) ranked 12th. All four were repeats.

Ratings statistics continued their slow winter slide. HUT levels (homes using television) for the week were 64.5, down 1% from 65.3 during the same week last year. Combined network ratings were also down 1%, from 49 last year to 48.6 this year. The three-network share was roughly the same at 75.3.

■ Opposite CBS's Monday winners, the Gator Bowl on ABC had an 11.6/19, and ran third except from 10 to 11 when it beat NBC's *American Almanac* (8.8/15) which moves to Tuesday beginning March 4.

Tribute, the NBC Monday Night Movie, did a 14.2/22.

■ ABC won Tuesday night with repeats of its normal lineup. On NBC, the Orange Bowl Parade was second in its 8-9 time period with a 13.6/24. An *A Team* episode moved to 9-10 came in second in that slot. From 9-11, the CBS Tuesday Night Movie, "Night Shift," won its second hour. A repeat of *Remington Steele* was third at 10-11, while ABC's *Spenser: For Hire* (11/22) was second.

■ While CBS did not face strong competition on Wednesday from ABC's broadcast of the Sugar Bowl (6.8/10), NBC was a little more than two points behind CBS for the night with an overrun of the Rose Bowl which ranked ninth, and the 14th-ranked Orange Bowl. The Rose Bowl overrun beat *Mary* in its time period. NBC had a 22.1/32 on the night.

■ NBC took another Thursday with its four-show, 8-10 p.m. comedy block, of which only *Cheers* (23/33) and *Night Court* (19.8/29) were repeats. The night's other repeats were ABC's *Shadow Chasers* (4.7/7) and NBC's *Hill Street Blues* (13/21).

■ CBS won Friday as *Twilight Zone* (14.9/23) and *Falcon Crest* (18.8/31) were each second in their respective 8-9 and 10-11 time periods, and the 12th-ranked *Dallas* (21.9/33) won 9-10 easily. In the first week of exchanged time slots, NBC's *Misfits of Science*, at 8 p.m., got a 13.5/21, while *Knight Rider*, at 9 p.m., got a 14.7/22. *Miami Vice* (22.7/37) was the 10th-ranked show of the week.

■ NBC's Saturday comedy block featured two repeats—*Facts of Life* (19.6/30) and the 11th-ranked *Golden Girls* (22.6/35). NBC won every hour of the night. On CBS, a three-hour CBS Saturday Night Movie, "Superman," did a 14.6/23.

■ While CBS's Sunday was not the highest-ranking night of the week for that network as it usually is, it included the fifth-ranked *60 Minutes* (25.2/37), the fourth-ranked *Murder, She Wrote* (26.1/35), and a season-to-date high for *Trapper John, M.D.* (17.8/27) in its final performance in that time period before moving to Wednesday. *Blacke's Magic*, the NBC Sunday Night Movie, ranked 14th for the week with a 21.8/32, prior to its move to Wednesday as a replacement for *Helltown*.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	34.9/50	23.	Facts of Life	NBC	19.6/30	45.	Orange Bowl Parade	NBC	13.6/24
2.	Family Ties	NBC	31.2/44	24.	Alfred Hitchcock Presents	NBC	19.3/28	46.	Misfits of Science	NBC	13.5/21
3.	Intimate Strangers	CBS	26.4/38	25.	Gimme a Break	NBC	19.0/30	47.	Punky Brewster	NBC	13.1/19
4.	Murder, She Wrote	CBS	26.1/35	26.	Crazy Like a Fox	CBS	19.0/27	48.	Hill Street Blues	NBC	13.0/21
5.	60 Minutes	CBS	25.2/37	27.	The Defiant Ones	ABC	18.9/28	49.	MacGyver	CBS	12.9/18
6.	Kate & Allie	CBS	23.3/35	28.	Falcon Crest	CBS	18.8/31	50.	Different Strokes	ABC	12.5/19
7.	Newhart	CBS	23.0/35	29.	Simon & Simon	CBS	18.3/28	51.	Love Boat	ABC	12.0/19
8.	Cheers	NBC	23.0/33	30.	Who's the Boss	ABC	18.0/31	52.	Football, Gator Bowl	ABC	11.6/19
9.	Football, Rose Bowl	NBC	22.8/33	31.	Trapper John, M.D.	CBS	17.8/27	53.	Night Shift	CBS	11.5/22
10.	Miami Vice	NBC	22.7/37	32.	Hunter	NBC	17.1/28	54.	Benson	ABC	11.4/17
11.	Golden Girls	NBC	22.6/35	33.	20/20	ABC	17.0/28	55.	A Team	NBC	11.3/21
12.	Cagney & Lacey	CBS	21.9/38	34.	Magnum P.I.	CBS	16.3/23	56.	Spenser: For Hire	ABC	11.0/22
13.	Dallas	CBS	21.9/33	35.	Webster	ABC	16.2/25	57.	Fall Guy	ABC	10.8/17
14.	Blacke's Magic	NBC	21.8/32	36.	Mr. Belvedere	ABC	16.1/25	58.	Ripley's Believe It or Not	ABC	10.6/15
15.	Football, Orange Bowl	NBC	21.3/33	37.	Growing Pains	ABC	15.6/28	59.	Remington Steele	NBC	10.1/21
16.	Mary	CBS	21.0/29	38.	Twilight Zone	CBS	14.9/23	60.	Star Crazy	CBS	8.8/15
17.	Amazing Stories	NBC	20.9/29	39.	Knight Rider	NBC	14.7/22	61.	American Almanac	NBC	8.8/15
18.	Scarecrow & Mrs. King	CBS	20.6/32	40.	Superman	CBS	14.6/23	62.	Football, Sugar Bowl	ABC	6.8/10
19.	227	NBC	19.8/31	41.	Silver Spoons	NBC	14.6/21	63.	Our Family Honor	ABC	6.4/9
20.	Night Court	NBC	19.8/29	42.	Dynasty II: The Colbys	ABC	14.6/21	64.	Shadow Chasers	ABC	4.7/7
21.	Charlie Brown Special	CBS	19.7/27	43.	Tribute	NBC	14.2/22				
22.	Knots Landing	CBS	19.6/32	44.	Moonlighting	ABC	13.6/25				

*Indicates premiere episode

Our Legendary Programming



is
the
Toast
of
NATPE.

DISTRIBUTED BY



LOS ANGELES
(213) 462-7111

LOS ANGELES • NEW YORK • LONDON • PARIS • ROME • VIENNA • ATHENS • MADRID
TOKYO • SYDNEY • TORONTO • CARACAS • BUENOS AIRES • RIO DE JANEIRO

BOOTH #533

considered a force in the comedy area. Lorimar was a major supplier of prime time soaps, and Telepictures was a leading supplier of syndicated game shows, off-network TV movies and first-run animated series.

The announcement further solidified the growing notion that syndication, and not just the networks, can support the development of first-run programming that will some day be of value to independents when those series build up enough episodes to be stripped in early fringe, access and late-night periods.

"The backbone of syndication has historically been comedies," said Merv Adelson, chairman of Lorimar-Telepictures, "which was one of the primary reasons for our commitment to the development and creation of comedies for network television."

Three of the comedies are destined for network television and three will be launched in first-run syndication. All of the shows were in various stages of development at Lorimar before the proposed merger with Telepictures, but company executives said that it was Telepictures' marketing organization that enabled the first-run projects to go forward.

In first-run syndication, Lorimar-Telepictures will guarantee a second season of *It's a Living*, bring back into production new episodes of *Mama's Family* and premiere first-run episodes of *One Big Family*.

It's a Living and *One Big Family* are produced by Witt-Thomas Productions. *Mama's Family* is a Joe Hamilton Production. Lorimar-Telepictures will produce 25 episodes of each of the first-run sitcoms for the 1986-87 season at a budget of \$350,000-\$400,000 per episode.

Dick Robertson, head of syndication at Lorimar-Telepictures, said that stations could program the first-run sitcoms either by checkerboarding them horizontally in access or stacking them vertically on the weekends.

Lorimar-Telepictures executives also said they hit upon a way to "lock up" the costs for the back-end repeat cycle of the first-run sitcoms. According to David Salzman, a member of the Lorimar-Telepictures office of the president, stations will be given an option guaranteeing future access to the first-run sitcoms in exchange for an obligation to buy on a cash basis the repeat cycles after each of the shows accumulates 100 episodes.

In addition, Salzman said, the cash license fee for the repeat cycle will be negotiated upfront when the deal for the first-run episodes is made. Also, he added, the cash license fee that a station will be paying in future years when the series become available for stripping—assuming they continue in first-run—will be based on an average of the previous five sitcoms sold in that individual market, plus a discount.

Gaylord Broadcasting has agreed to pick up *Mama's Family* and *One Big Family* for its independent stations in Seattle, Milwaukee, Dallas, Houston and Cleveland. Charlie Edwards, Gaylord vice president and director of programming, said he would schedule the two first-run sitcoms in blocks on the weekends between 4 and 8 p.m.

Tribune Broadcasting has agreed to broadcast first-run episodes of *One Big Family* on its independents in New York, Los Angeles, Chicago, Atlanta, Denver and New Orleans. Pat Kenney, vice president of syndication, Lorimar-Telepictures, said that the Tribune

and Gaylord groups combined give *One Big Family* 30% coverage of U.S. household. *One Big Family* stars Danny Thomas (father of co-producer Tony Thomas).

The three first-run sitcoms will be distributed on a straight barter basis with Lorimar-Telepictures withholding three minutes of national barter and leaving four minutes for the stations for local availabilities. *It's a Living*, which was previously distributed by LBS Communications, will be changed from three and a half minutes each for barter and local to a three-four split for the 1986-87 season.

Kenney said that 100 episodes of *It's a Living* will be available for stripping by the fall of 1987 (at the end of the 1986-87 season, 74 episodes will be in the can), while 110 episodes of *Mama's Family* will be available for fall 1989 (35 episodes already exist from its 18-month run on NBC), and 100 episodes of *One Big Family* will be available for fall 1990. It would take four first-run seasons at 25 episodes per season for *One Big Family* to build the catalogue of 100 episodes for stripping.

The other sitcoms that Lorimar-Telepictures will have on network television in 1987 include two series already announced: *The Redd Foxx Show* for ABC and *Valerie* for NBC. The first of eight episodes of *The Redd Foxx Show* premieres on ABC on Jan. 18, and NBC has ordered eight episodes of *Valerie* as a potential midseason or later replacement. The latest comedy from Lorimar-Telepictures is a pilot commitment from ABC for a sitcom, *Perfect Strangers*. *Perfect Strangers*, *The Redd Foxx Show*, and *Valerie* are all Lorimar Productions shows.

Journalism

NBC's cable news project in jeopardy

As self-imposed deadline nears, network seems to be far from 13.5-million goal; Grossman says, however, that network will get into cable news business, one way or another, by next year

With a little less than three weeks to go before the network's self-imposed deadline for decision, NBC's cable news project appears to be faltering. Odds are slim that the necessary 13.5-million basic subscriber commitment from the cable industry that NBC has sought will be delivered by Jan. 31. Just about everyone with an opinion believes that NBC would need strong support from the top-10 MSO's to make a go of it. But so far, four MSO's in the top 10, representing more than half, or 9.2 million of the 16.5-million subscriber base accounted for in the group, have rejected NBC Cable News. They include TCI and ATC, both of which have reportedly cut special sweetheart discount deals with CNN (calling for discounts of

20% or more), Group W and Newhouse.

Other top-50 MSO's declining to commit subscribers to the NBC cable project include Sammons, Rogers, Century, Daniels, Falcon, Adelphia and Western, which have a combined subscriber count of about 2.6 million. With 16 of the top-50 MSO's responding so far, companies accounting for almost 12 million basic subscribers, or 30% of total U.S. cable homes, have said they won't participate. So far, no one in the top 10 has made a definite commitment to NBC. Continental told BROADCASTING it would not go with NBC, although it has been reported elsewhere that it would make some commitment. Storer said it might give NBC support, while Cox, Warner Amex, United and Times Mirror aren't saying which way they will go.

Five smaller MSO's in the top 50 accounting for 1.6 million subscribers said they would make some commitment to NBC, including Comcast, American Cablesystems, Centel, Colony and Multimedia. All said

they would retain CNN as a program service. However, at last week's press tour in Los Angeles, NBC News President Lawrence K. Grossman said he had "way above the two-million subscriber commitment" announced at the Western Cable Show in Anaheim, Calif., last month (BROADCASTING Dec. 9). Still, he downplayed the network's chances of getting the necessary commitments in time to go ahead. "We're asking for a major investment, maybe too major an investment by the cable industry in order to enable us to get into it," said Grossman "because it's going to take an enormous investment by NBC to carry it out."

"I still think it's a long shot as to whether we'll be able to get our threshold number... by the end of this month, for a while most of reasons," he said. And if the current proposal doesn't pan out, he said, that would not deter NBC News from its stated goal of entering the cable business, "one way or another," by 1987 at the latest. He refused to discuss the specific alternatives open

KING WORLD PRESENTS

CHUCK CONNORS - WALTER BRENNAN

in

THE GUNS OF WILL SONNET

AND

BRANDED



**98 STAR-PACKED
HALF HOURS NOW AVAILABLE**

Two Proven Network Winners!

Guest stars: Burt Reynolds, Cloris Leachman, Beau Bridges, Jim Davis,
Bruce Dern, Dick Clark, Peter Graves, Greg Morris, Jack Nicholson!!

KINGWORLD

NBC to achieve that goal, but he said it was essential that the network do so because of the high cost of running the network news operation. "We are now covering today's news and the costs of that are escalating enormously. And rather than have to start cutting back on our coverage because of the increasing costs, we are looking for opportunities to expand our access and we think that cable news provides just such an opportunity."

However, a lot of cable operators think he is wasting his time, the reasoning being that while cable may need more innovative programming it does not need a news channel that would largely duplicate what CNN, an established cable player, already provides. "I can't understand why we need another news service," said Marc Nathanson, president, Falcon Communications. "No research we've done indicates a desire for more [cable] news programming. There appears to be satisfaction with CNN." He described NBC's proposed offering as a "copycat news service."

Ed Allen, president of Western Communications, said his company had long-term commitments to CNN, and "no capacity to carry a duplicating service," which seems to be the situation for a number of smaller MSOs. "I welcome it as a competitive factor," he said of the NBC project, "but I'm not certain there is room for two news services and CNN has an outstanding product." Jerry Maglio, executive vice president, marketing, Daniels & Associates, said he was not convinced of NBC's commitment to the cable industry. "Color me skeptical," he said. "They say if they get 13.5 million they'll move forward, but we would like to see them more committed than that. It has something to do with buying distribution or shelf space and I believe they might be able to convince more operators to come forward if they would make one-time bonus moneys available or something. Then they could say, 'Mr. cable operator, you know that we are very serious.'"

Nevertheless, some operators believe NBC is offering the kind of innovative programming that the cable industry needs. One executive at a smaller MSO expressed exasperation at the fact that the top two or three MSOs seem to dictate what the rest of the industry will carry. With their million-plus subscriber counts, he said, they have leverage to pry huge discounts out of programmers, who in turn balance things out by refusing to negotiate price with smaller operators.

"It bothers me when Ted Turner makes these deals with the big guys and the little guys end up paying for it," the executive said. "We have a tendency to allow the Turners and the TCIs of the world to more or less guide us in all things." Turner has recently claimed that discounts will be available beginning in 1987 for all operators with 100,000 subscribers or more. Still, the executive said, the top three operators account for eight million subscribers and the rest of the industry should stop automatically falling in line "because that prevents other services from getting started. We must encourage programmers to develop good product for the cable industry." □

New place for 'Almanac.' NBC News confirmed at its press tour in Los Angeles last week that the news magazine program, *American Almanac*, would debut in a weekly time period beginning March 4 on Tuesdays from 10 p.m. to 11 p.m. There was no immediate word on where *Remington Steele* would end up in NBC's schedule. NBC News President Larry Grossman also said that eight or nine one-hour documentaries would air under the *Almanac* banner during 1986. (NBC's first documentary of the year will air on Jan. 21 in the proposed *Almanac* time period. The subject will be AIDS, and it will be anchored by Tom Brokaw.) Documentaries airing under the *Almanac* umbrella will include one on education, by Brokaw, one on divorce, by Jane Pauley, and another on Japan, by Reuven Frank.

Grossman all but confirmed that *NBC News at Sunrise* anchor Connie Chung, who has contributed stories to all five *Almanac* programs that have run on a monthly basis, will move to *Almanac* full time beginning in March. Officially, said Grossman, "We haven't sorted that out yet. But I would expect that the primary emphasis that Connie will be giving will be to *Almanac* and I'm not uncomfortable with that because *Sunrise* is very well established."

Grossman also said the news and entertainment divisions were collaborating on a special that will air Sunday, March 16, at 7 p.m., titled *Talk Back to NBC*. The show is designed to allow viewers around the country to express comments and criticisms to top NBC brass, producers and celebrities, who will in turn respond to the viewers. He said that NBC Chairman Grant Tinker, NBC Entertainment President Brandon Tartikoff and he would participate on air in the program.

League of Women Voters still in '88 debate race

Although major political parties sign accord to jointly sponsored debates in 1988, LWV president Dorothy Ridings says that does not mean the league is out in the cold

The Republican and Democratic chairman may have decided that their respective parties will sponsor the televised debates between their presidential nominees in 1988. But the League of Women Voters did not take that as a signal it should abandon plans for its own, more inclusive, program of debates in the next presidential election year. "There is no debate franchise—for us or anybody," league President Dorothy Ridings said last week.

The league—whose state and local groups have sponsored debates among state and local candidates for years—has staged televised presidential debates in every election year since 1976, and does not intend to skip 1988, regardless of the plans the two major political parties announced in November. The agreement, signed by Republican chairman Frank J. Fahrenkopf Jr. and Democratic chairman Paul G. Kirk Jr., was prompted by a recommendation of the bipartisan Commission on National Elections, which had conducted a study of election issues (BROADCASTING, Dec. 2).

But Ridings said, "No law says who will sponsor debates. So we will proceed on the same track we have traveled since 1975." In that year, the FCC amended its equal time rule to enable broadcasters to cover political debates without incurring equal time obligations, provided the debates were sponsored by third parties, such as the league.

The commission changed its rule again, in advance of the 1984 election, to permit broadcasters to sponsor as well as cover debates. And it was widely assumed that the networks would sponsor the presidential de-

bates of 1984. Ridings recalled those assumptions last week in warning against writing off the league's chances of serving as sponsor of the 1988 presidential debates. "I wish I had a nickel for everyone who said 'I wouldn't do the 1984 debates,'" she said. "We'd have enough to sponsor the debates in 1988." She expects the sponsorship to cost at least \$2 million.

That is larger than the budgets established in the past, because in addition to a series of debates between the nominees, the league will sponsor debates among primary candidates. And for the first time since 1968, both parties are expected to field a number of candidates to compete in the primaries.

The league won the sponsorship of the presidential debates in 1984 in part at least because it acted early. "We established a proposal early on, but did not make a presentation until the nominees were chosen," Ridings said. (In addition to three debates between President Reagan and Democratic challenger Walter Mondale, the league sponsored four debates among Democratic primary candidates.) She also said the league already involved in work looking to 1988. "We always have a four-year program of presidential debates, conferencing, responding to questions, getting up advisory committees."

Ridings, who was a member of the Commission, dissented from the recommendation that the major parties sponsor the presidential debates in 1988. The league objected, she said, because it thought the parties would be more concerned about the nominees' interests than the public's. She said the debate should be viewed as being presented under "fair and impartial" sponsorship. She also said there is a need for "an honest broker" to resolve disputes between the candidates.

So it could well be there will be two series of presidential debates in 1988. Whether either will include other than major party candidates remains to be seen. The league invited independent candidate John Anderson to appear in one of the 1980 debates. He accepted, but faced only Republican candidate Ronald Reagan. President Jimmy Carter refused to participate.



3 DAYS

I'VE SEEN HIM
HE IS ALIVE!

A drama from the producers you trust for quality inspirational programming.

Like all Lutheran Television productions, this newest offering continues our tradition of excellence in script, photography, acting, direction and production. The result is first-rate viewing.

Starring Elayne Heilveil as Mary Magdalene and Anthony DeLongis as Jesus. "Three Days" captures the immediacy, in dramatically human terms, of the events from the first Good Friday through the first Easter morning.

For your viewers who welcome truly fine programming, "Three Days" will highlight the season.

Order this half-hour special free of charge on any videotape format for public service placement. Write or call Janet R. Meyer or Linda Hirschbuehler at 314/647-4900.

Lutheran Television

A Service of The International
Lutheran Laymen's League
2185 Hampton Ave., St. Louis, MO 63139-2983
In Canada, Box 481, Kitchener, Ontario N2G4A2.

Lutheran Television: Prime Viewing – Any Time!

Stereo O&O

NBC owned-and-operated WKYC-TV Cleveland has become the fifth and last of the network's TV stations to begin transmitting stereo sound. The station is the first stereo VHF outlet in Cleveland and joins four UHF stereo stations in the 11th market: WCLQ-TV, WOIO, WVIZ-TV and WAKR-TV (Akron), all of which made the conversions in the past 9 months.

WKYC-TV began stereo transmissions on Jan. 1 and will air NBC's 15 prime time stereo series and three late-night programs, totaling more than 20 hours of stereo material each week. In addition to the NBC O&O's with the service in New York, Los Angeles, Chicago, Washington and Cleveland, there are now an estimated 45 network affiliates in stereo. More than 150 stations are known to be broadcasting stereo sound and at least 60 others are completing conversions to the service.

AM technical rules revised

The FCC, in a Dec. 30, 1985, action, deleted its technical signal quality requirements for AM stereo transmission systems, revised the requirements for the measurement of AM antenna resistance, deleted the trans-

mission system safety requirements, revised certain requirements on indicating instruments and deleted rules that only provided engineering advice or background information. Details of the rule revisions and deletions, which were not widely opposed by technical organization in the industry, were scheduled to be available this week.

Group W's truckin'

Group W is currently negotiating the purchase of a Ku-band satellite newsgathering truck from an undisclosed manufacturer, and despite misgivings expressed anonymously by a top news executive that the technology was still too expensive and its benefits unproved, the organization appears close to joining the more than three dozen other broadcasters who now use or have ordered SNG trucks.

According to a second Group W executive, Joseph Gianquinto, vice president, broadcast operations and technical services at Group W's TV Group, the organization has "been looking at the concept," and although no definitive agreement has yet been reached, he expects one during the first quarter of this year.

Gianquinto also said that Group W is considering an arrangement under which a single truck would be shared by several Group W-owned stations. One "possible" arrangement, he confirmed, called for KYW-TV Philadelphia, KDKA-TV Pittsburgh and WJZ-TV Baltimore to share a vehicle based in Harrisburg, Pa.

Florida teleport

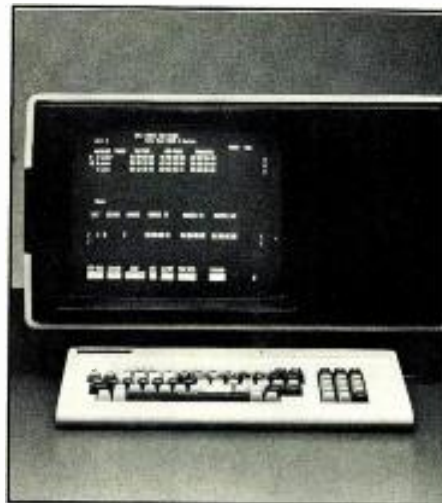
Construction of a radio antenna tower believed to be the largest in the southeastern U.S. is nearing completion at a 200-acre Orange City, Fla., teleport. The 1,749-foot tower will carry signals for three Florida FM's and two TV's, and, according to site owner Lodestar Tower of Orlando, will provide the farthest reaching signals of any broadcasting facility in the state.

The \$5-million tower, which is being constructed by LeBlanc & Royle Communications Co. of Toronto, is scheduled to be operational in February. A single directional antenna will carry WELF-FM Deland, WJYO(FM) Mount Dora and WCFI(FM) Daytona Beach and a second antenna will transmit WYF(TV) Leesburg and a second TV station to be determined by the completion of license applications pending before the FCC for Clermont, Fla. WYF is expected to be the first of the stations on the air.

Construction began in November on the tower, which is part of a five-year plan to build a telecommunications port with satellite, microwave and telephone line transmission capabilities. Construction was also scheduled to begin soon on a 6,000-square-foot building housing the transmission equipment of the broadcast and other future users of the site. The tower facility is to be run by International Communications Management of North Palm Beach, Fla.

Gearing up

CMX Corp. of Santa Clara, Calif., has available a new time code-based audio editing and audio console automation system called CASS 1 (computer-aided sou sweetener), the \$40,000 system is designed for use in post-production for audio-follo



video or audio sweetening application. CASS can control up to six audio tape recorders simultaneously along with 15 other sources and stores more than 100 different mix patterns on a hard disk system. Field deliveries of the product began in December, with units going to Editel in New York. One Pass Productions in San Francisco and Studio Tempo in Montreal.

□

A new unit for double-system audio-video editing has been developed by Adarr Smith of Hudson, Mass. The 2600 editing unit priced at \$24,000 for an editing computer, keyboard, monitor and storyboard printer, similar in concept to double-system video editing, according to the company, will picture and sound edited simultaneously but on separate tapes. In addition to its offline video, on-line audio editing configuration, the 2600 can also be used as a conventional single-system video editor, or single-system audio editor using the manufacturer's line of System 2600 audio synchronizing and time code equipment.

□

For monitoring AM stereo signals, Leac Instruments of Happaug, N.Y. has introduced an AM stereo synthesized signal generator. The LSG-245 is designed to test Motorola's C-Quam system stereo receiver and is priced at \$3,850.

For AM broadcasters using Kahn Communication's stereo system, that Westbury, N.Y. firm will manufacture generators for testing multisystem receivers operating the Kahn/Hazeltine AM stereo mode. The generator has been developed in cooperation with Boonton Electronics, using, part of the package, a modified Boonton FM-AM signal generator.

Alan Archer Weather

Alan Archer will provide your station a quality weather service that is highly accurate, dependable, affordable and marketable.

Localize your forecasts, and make your station the weather authority.

Call 813/962-1134

for more information and ask about our trial offer.



GOODSON-TODMAN'S

CARD SHARKS

The First New Morning Game Show
on the CBS Network in 3 YEARS!



Distributed by The Television Program Source
1155 Avenue of Americas, 30th Floor, New York, New York 10036 (212) 302-4400
4000 W. Alameda Avenue, 6th Floor, Burbank, California 91505 (818) 954-7800



DON'T MISS THE CARD SHARKS SWEEPSTAKES
BOOTH 1144 NATPE

Slower, but steady growth seen for VCR's, stereo TV's

EIA predicts sales of consumer electronics products will rise, but not at feverish pace of 1980-84

The consumer electronics business will continue to register increased factory sales to dealers in 1985 and 1986, says an industry trade group, but the expansion will not match the rapid increases of 1980-1984, when product sales nearly doubled.

According to the Electronic Industries Association, 1985 total factory sales of consumer electronics products ranging from television sets to telephones will total \$24.4 billion, 6% over 1984 figures. Projected 1986 factory sales are \$25.7 billion, a 5.3% increment over last year. The sales figures, compiled each year by the Washington-based EIA, were released at the organization's semiannual consumer electronics show which opened last week in Las Vegas.

Videocassette recorders, TV receivers with built-in stereo sound capability, color TV's, projection TV's, compact disk players and home satellite earth stations were among the most successful product lines in 1985, the 22-page report showed.

William E. Boss, vice president of RCA's Consumer Electronics Division, former EIA chairman and now industry vice president of EIA's consumer electronics group, reviewed 1985 sales estimates and 1986 forecasts at a Jan. 9, opening day session of the meeting, which is expected to draw more than 100,000 visitors and 1,400 exhibitors.

"We don't expect the kind of growth rates the industry enjoyed during the early 1980's," Boss said, adding the maturing consumer electronics industry has reached what he called a "golden plateau." "This doesn't mean there won't be continued growth," he said, but rather that while product categories such as VCR's and compact disk players increase sales, other categories

may show some decline.

Video product factory sales of \$11.7 billion, spurred largely by the expanding VCR business, represented a 13% increase over 1984. VCR's were, by far, the fastest growing segment, with a 36% jump in sales from 1984's \$3.6 billion total to an estimated \$4.9 billion for 1985. While predicted 1986 VCR sales will remain steady at \$4.9 billion, the total number of unit sales to dealers will continue to climb to 12.5 million (nearly two-thirds more than 1984's 7.6 million units sold), bringing projected household penetration for VCR's to approximately 40% by the end of this year.

Color TV sales of 16.9 million sets in 1985, according to EIA, were at the highest level ever and accounted for nearly \$5.6 billion in factory sales during the year. A slight decline was expected this year for the category in both number of units and dollar sales. Black-and-white TV receivers also continued their long-term slide, with dealers last year buying 3.3 million units valued at \$250 million.

Stereo TV receivers (color sets with built-in stereo capability) were a new, and highly anticipated, product category for 1985, and the first sales results were considered respectable: 1.5 million units sold to dealers in 1985 with \$1.1 billion in factory sales (240,000 had been sold at the end of 1984 after the product was first made widely available). Projections for 1986 stereo set sales are 2.8 million units with dollar value exceeding \$1.9 billion.

Boss, whose company is one of many TV receiver manufacturers selling the stereo sets, told BROADCASTING last week he was "delighted" with the sales figures for stereo TV's.

Another good indication of stereo sound's growing impact, he said, is that this year half of all color TV receivers sold will either have

built-in stereo or will be "stereo-available" (accommodating an additional, external adaptor to receive stereo broadcasts). Several million stereo-available sets, it is estimated, have already been sold.

According to another industry source, one reason manufacturers are upbeat about stereo receiver sales is the high percentage of dollar sales the stereo sets represent relative to the actual number of unit sales—1986 estimates show stereo TV factory sales will be 35% of all color TV sales dollars, even though the category represents only 17% of the total number of color TV units sold. Sales makers, the source added, increasingly see stereo TV as enhancing the mix of higher end and more profitable receivers ("Close Circuit," Dec. 30, 1985), even as the average cost per unit for stereo sets was expected to drop from \$765 in 1985 to \$685 this year.

■ Satellite earth station systems, tabulated for the first time this year by EIA using information provided by home dish owners' trade associations, showed an estimated 600,000 units sold in 1985, with 1986 forecasts predicting 700,000 units sold for \$1 billion.

■ Compact disk players were showing the greatest growth among audio systems, although CD players, registering an estimated 850,000 units sold for \$187 million, are still only a small fraction of the \$6.6 billion total sales for home, car and portable audio products. CD player sales were projected to climb as high as 1.5 million units in 1986. In other audio categories, portable radio/tape combinations sold 21 million units in 1985, up from 16.7 million in 1984, while total portable audio tape equipment rose to \$1.4 billion in unit sales worth \$1.4 billion in 1985.

■ Among other 1985 estimates and 1986 forecasts: pre-recorded videocassettes doubled in both dollar amount (\$1.8 billion) and unit sales (53 million) in 1985 and will rise again in 1986 to 75 million units worth \$2 billion; blank videocassettes, after climbing 20% to \$925 million in sales last year, will pass \$1 billion in sales this year with 22 million units sent to dealers; camcorder sales will rise nearly 90% to 750,000 units this year, while color video cameras (separate from camcorders) fell 18% to 405,000 units last year and will fall again to 350,000 units in 1986.

■ In audio and other categories: Car audio equipment rose 13% to \$3 billion in sales in 1985 and most other categories of audio hardware will equal or surpass their 1984 performance this year; home computers are expected to sell 4.5 million units in 1986, recovering from a dip in 1985 unit sales of 4.1 million, and telephone sales will increase slightly to 26.5 million units in 1986.



The Best Little Satellite Programmer on Earth

SATMASTER

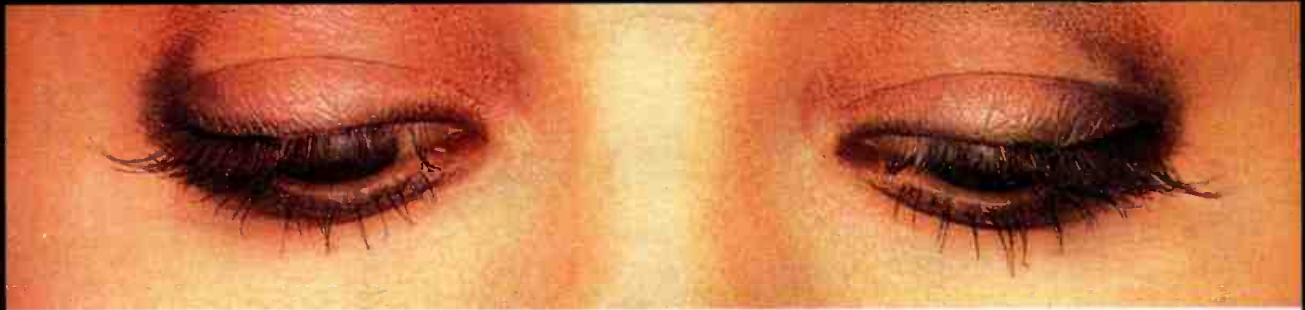
Program the Satmaster to intermix a satellite signal with your local announcements and walk away!

The Satmaster will guard against silence, resync to satellite if something goes wrong and print a list of aired events . . . all at an astounding low cost!

MEI MICROPROBE ELECTRONICS INC

910 Sherwood Drive, #19
Lake Bluff, Illinois 60044
(312) 295-2606

GOODSON-TODMAN'S NOW YOU SEE IT



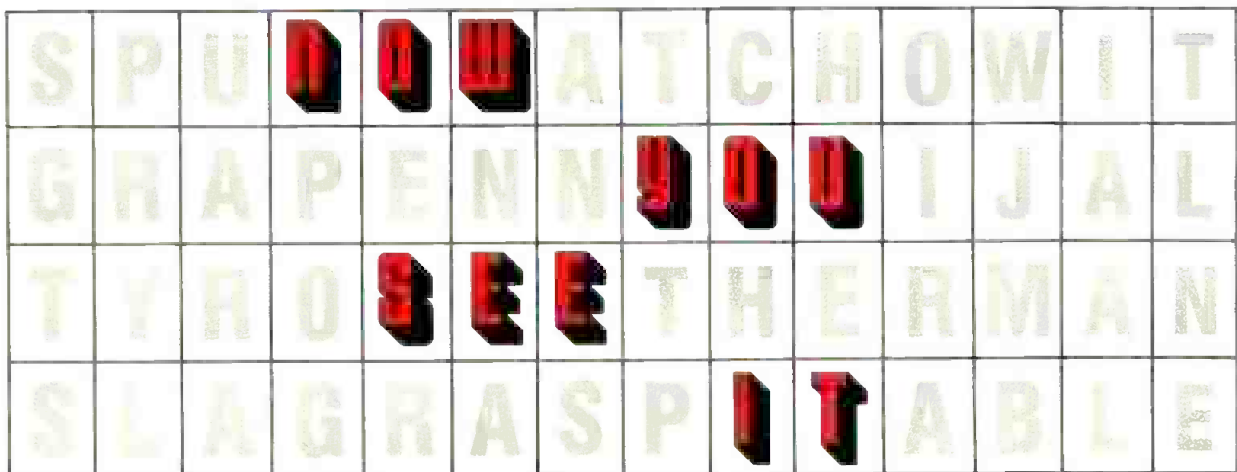
New First-Run Production
Off CBS Network



#1 in Women 18-49
and 25-54*



Available for all Day-Parts



Distributed by The Television Program Source
1155 Avenue of Americas, 30th Floor, New York, New York 10036 (212) 302-4400
4000 W. Alameda Avenue, 6th Floor, Burbank, California 91505 (818) 954-7800



Source: AC Nielsen-NI-Season to Date, 1974-1975

JOIN US AT NATPE BOOTH 1144

Stock Index

	Closing		Net	Percent	P/E	Market	Capitalization	Closing		Net	Percent	P/E	Market	Capitalization
	Wed	Wed						Wed	Wed					
BROADCASTING														
N Capital Cities	214	224	1/2	- 10	1/2	- 4.67	19	2,779						
N CBS	113	3/4	115	7/8	- 2	1/8	- 1.83	25	2,662					
O Clear Channel	16	3/4	16	7/8	-	1/8	- 0.74	25	49					
O Gulf Broadcasting		1/4		1/4				11						
O Jacor Commun.	5	1/8	4	7/8		1/4	5.12	29						
O LIN	37		37	1/8	-	1/8	- 0.33	25	976					
O Mairite	12	1/4	12			1/4	2.08	14	102					
O Mairite 'A'	12		11	3/4		1/4	2.12	14	50					
O Price Commun.	8	3/4	9	1/2	-	3/4	- 7.89	51						
O Scripps Howard	50	1/2	48	1/2	2		4.12	29	521					
O SunGroup Inc.	4		3	7/8		1/8	3.22	5						
N Taft	85		86	1/4	-	1/4	- 1.44	16	768					
O TVX Broadcast Group	12		11	1/4		3/4	6.66	50	70					
O United Television	24	7/8	24	1/4		5/8	2.57	75	272					
BROADCASTING WITH OTHER MAJOR INTERESTS														
N A.H. Belo	53	1/4	52	1/4	1		1.91	26	615					
A Adams Russell	29	1/4	28	3/8		7/8	3.08	19	180					
A Affiliated Pubs	54	1/4	53	3/4		1/2	93	22	664					
N American Family	30	1/4	27	5/8		2	5/8	9.50	14	906				
O Assoc. Commun.	30	1/2	31		-	1/2	- 1.61	145						
N Chris-Craft	55		51	3/4		3	1/4	6.28	39	350				
N Gannett Co.	60	1/4	61	1/4	-	1	- 1.63	19	4,833					
N GenCorp	70	1/4	69	1/8		1	1/8	1.62	40	1,537				
O Gray Commun.	116		116					20	57					
N Jefferson-Pilot	48		49	3/4	-	1	3/4	- 3.51	7	1,412				
N John Blair	23	1/8	22	7/8		1/4	1.09	185						
O Josephson Intl.	8	1/8	8	1/8				38						
N Knight-Ridder	38	3/4	39	7/8	-	1	1/8	- 2.82	66	359				
N Lee Enterprises	45	1/8	44	3/4		3/8	83	19	580					
N Liberty	34	3/4	34	1/8		5/8	1.83	15	352					
N McGraw-Hill	48		48					16	2,419					
A Media General	80	1/2	79	1/2	1		1.25	16	566					
N Meredith Corp.	68		67	1/2		1/2	.74	13	643					
O Multimedia	27	3/4	30	1/8	-	2	3/8	- 7.88	305					
A New York Times	51		49		2		4.08	17	2,042					
O Park Commun.	22		23	1/4	-	1	1/4	- 5.37	20	303				
N Rollins Commun.	27	5/8	28	7/8	-	1	1/4	- 4.32	32	403				
T Selkirk	24		24					52	194					
O Stauffer Commun.	120		120					19	120					
A Tech/Ops Inc.	21	5/8	21	5/8				15	50					
N Times Mirror	53	1/2	57	5/8	-	4	1/8	- 7.15	14	3,454				
N Tribune	53	3/8	55	3/4	-	2	3/8	- 4.26	18	2,163				
A Turner Bcstg.	15		14	1/8		7/8	6.19	34	326					
A Washington Post	118	1/2	118	3/4	-	1/4	- 0.21	13	1,519					
CABLE														
A Acton Corp.	1	5/8	1	3/8		1/4	18.18	9						
O AM Cable TV	2	1/8	2			1/8	6.25	7						
N American Express	52	1/4	53		-	3/4	- 1.41	16	11,581					
N Anixter Brothers	19	3/4	19	7/8	-	1/8	- 0.62	20	359					
O Burnup & Sims	7	1/4	6	7/8		3/8	5.45	4	64					
O Cardiff Commun.	1	1/16	1	1/16				2	2					
N Centel Corp.	46	7/8	47	1/4	-	3/8	- 0.79	10	1,295					
O Comcast	22	1/4	22	3/8	-	1/8	- 0.55	38	441					
N Gen. Instrument	16	3/4	17	5/8	-	7/8	- 4.96	540						
N Heritage Commun.	21		21					41	305					
O Jones Intercable	8	5/8	7	3/4		7/8	11.29	35	89					
T Maclean Hunter 'X'	15	1/4	14	7/8		3/8	2.52	21	561					
A Pico Products	3		2	7/8		1/8	4.34	10						
O Rogers Cable	11	1/4	11	1/2	-	1/4	- 2.17	256						
O TCA Cable TV	27	1/4	28		-	3/4	- 2.67	34	182					
O Tele-Commun.	37	1/4	36	5/8		5/8	1.70	413	1,751					
N Time Inc.	62	1/2	62	1/8		3/8	.60	18	3,914					
O United Artists Commun.	27		26	7/8		1/8	.46	36	553					
N United Cable TV	35	1/4	34		1	1/4	3.67	55	532					
N Viacom	55	1/2	54	1/2	1		1.83	21	985					
SERVICE														
O BBDO Inc.	50		47	3/4		2	1/4	4.71	17					
O Compact Video	7	3/8	7	1/8		1/4	3.50							
N Comsat	35	1/2	35	1/2				10						
O Doyle Dane B.	19	3/4	20	1/2	-	3/4	- 3.65	13						
N Foote Cone & B.	47	5/8	48	1/2	-	7/8	- 1.80	11						
O Grey Advertising	194		190			4		2.10	12					
N Interpublic Group	43		42	7/8		1/8	.29	14						
N JWT Group	30	7/8	30	1/2		3/8	1.22	17						
A MovieLab	7	1/8	6	7/8		1/4	3.63							
O Ogilvy Group	44	1/4	43	1/4	1		2.31	15						
O Sat. Syn. Syst.	7		6	1/2		1/2	7.69	26						
O Telemation	5	1/4	5	1/2	-	1/4	- 4.54	5						
O TPC Commun.			1/4	1/4										
A Unitel Video	6	1/8	5	1/2		5/8	11.36	18						
N Western Union	12	1/2	12	3/8		1/8	1.01							
PROGRAMING														
O American Nat. Ent.	2	3/16	2	1/4	-	1/16	- 2.77	10						
O Barris Indus	20		21	1/8	-	1	1/8	- 5.32	52					
N Coca-Cola	82	1/4	84	1/2	-	2	1/4	- 2.66	16	10				
N Disney	118		112	7/8		5	1/8	4.54	22	3				
N Dow Jones & Co.	43	3/8	47	1/4	-	3	7/8	- 8.20	21	2				
O Financial News	7	11/16	7	3/8		5/16	4.23							
O Four Star	5	1/2	5	1/4		1/4	4.76	5						
A Fries Entertain.	12		11	7/8		1/8	1.05	20						
N Gulf + Western	51	3/8	49	3/4	1	5/8	3.26	15	3					
O King World	34	1/4	30	3/4		3	1/2	11.38	33					
A Lorimar	47		44	1/4		2	3/4	6.21	11					
N MCA	47	7/8	49	1/4	-	1	3/8	- 2.79	30	3				
N MGM/UA	20	7/8	23	7/8	-	3	- 12.56	1						
N Orion Pictures	10	1/2	10	1/4		1/4	2.43							
N Playboy Ent.	9	3/8	9	1/4		1/8	1.35							
O Reeves Commun.	11	7/8	12	1/8	-	1/4	- 2.06							
O Republic Pictures 'A'	8	5/8	8	3/8		1/4	2.98	61						
O Republic Pictures 'B'	8	1/4	8			1/4	3.12	58						
O Robert Halmi	2	1/2	2	1/2				27						
O Sat. Music Net.	19	1/2	20	3/4	-	1	1/4	- 6.02						
O Telepictures	22	1/2	21	7/8		5/8	2.85	24						
N Warner Communications	36	1/2	37	3/8	-	7/8	- 2.34	2						
O Westwood One	45	1/4	43	1/2	1	3/4	4.02	42						
ELECTRONICS MANUFACTURING														
N 3M	88	1/2	89	3/4	-	1	1/4	- 1.39	14	10				
N Allied-Signal	46	1/2	46	3/4	-	1/4	- 0.53	9	7					
N Arvin Industries	20	1/4	21	7/8	-	1	5/8	- 7.42	9					
O C-Cor Electronics	6	1/2	6	3/8		1/8	1.96	19						
O Cable TV Indus.	3	1/8	3			1/8	4.16	31						
A Cetec	7	1/4	7			1/4	3.57	1						



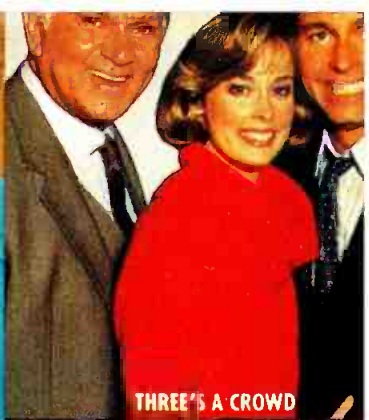
THREE'S COMPANY



BENNY HILL



THE ROPERS



THREE'S A CROWD



CRIME, INC.

THREE'S COMPANY
The audience powerhouse. Half-hour strip.

TOO CLOSE FOR COMFORT
America's funniest family, starring Ted Knight. Half-hour strip.

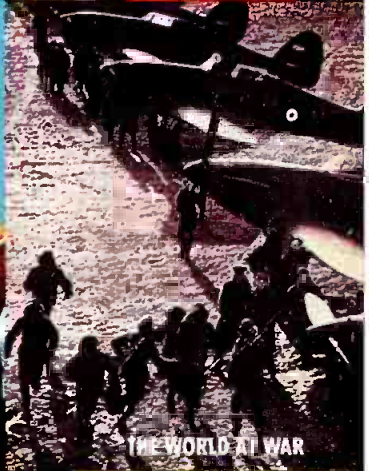
THREE'S A CROWD
John Ritter carries on the THREE'S COMPANY comedy. Half-hour strip.

THE ROPERS
More of the THREE'S COMPANY sitcom family. Half-hour strip.

THE TED KNIGHT SHOW
FIRST-RUN weekly, premiering April. Picks up where TOO CLOSE leaves off. Half hours.



TOO CLOSE FOR COMFORT



THE WORLD AT WAR



DESTINATION AMERICA

CHECK IT OUT!
FIRST-RUN weekly, premiering April. Fresh, new supermarket comedy starring Don Adams. Half hour.

BENNY HILL
He's comedy's cult hero. 95 half hours for stripping, plus 5 brand new hour specials.

DANGER MOUSE
Make way for the world's greatest secret agent! Half hours.

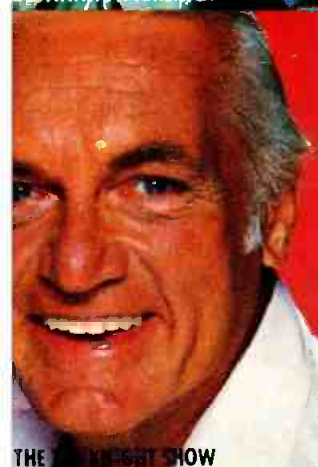
THE THAMES COMEDY ORIGINALS
The original British sitcom hits that became THREE'S COMPANY, THE ROPERS, THREE'S A CROWD, and TOO CLOSE FOR COMFORT. Half hours.



CHECK IT OUT!



THE THAMES COMEDY ORIGINALS



THE TED KNIGHT SHOW

CRIME, INC.
The true story of organized crime in America. 7 hours.

DESTINATION AMERICA
The search for liberty. 9 hours.

HOLLYWOOD
A celebration of American silent movies. 13 hours.

THE WORLD AT WAR
The award-winning TV history of WWII. 36 compelling hours.



DANGER MOUSE



HOLLYWOOD

VISIT US AT NATPE, BOOTH 557 IN THE GARDEN DISTRICT

NOW MORE THAN EVER.
D.L. TAFFNER.

MORE PROGRAMMING OPPORTUNITIES. MORE AUDIENCE APPEAL. MORE FIRST RUN.

CHICAGO (312) 600-8871 LOS ANGELES (213) 927-1141

RIDING GAIN

O N R A D I O

Signed and sealed

Lorimar, Inc., Culver City, Calif., last Monday (Jan. 6) closed its acquisition of DIR Broadcasting, the New York-based radio program supplier ("In Brief," Dec. 2, 1985). The purchase price includes some variable terms that could place it in the \$13-million-to-\$15-million range.

DIR Broadcasting currently produces and distributes several regularly scheduled long-form programs, concerts and specials including its long-running *King Biscuit Flower Hour*. (According to Peter Kauff, DIR's executive vice president, the company's production department produces over 500 hours of programming each year.) The company's newest program entry, *The Sassy Stars of Rock 'n' Roll*, is slated to debut this Thursday (Jan. 16) with singer Pat Benatar. It is a one-hour, live, music and interview show sponsored exclusively by Tab.

DIR also produces television specials for HBO and Cinemax. Last year, the company did five such programs and is looking to

exceed that number in 1986.

The acquisition of DIR Broadcasting marks the first radio venture for Lorimar, a large advertising and entertainment company heavily involved in the production and distribution of television programs. (Last fall Lorimar announced a merger agreement with Telepictures Corp. [BROADCASTING, Oct. 14, 1985]). "Radio is often overlooked by major entertainment software suppliers as an important outlet. However, it is anything but ignored by advertisers," said Merv Adelson, chairman and chief executive officer of Lorimar, who cited Radio Advertising Bureau data that shows the aural medium garnering some \$6.5 billion in advertising dollars in 1985. "DIR Broadcasting is a perfect addition to our company, broadening our base while keeping us in a related field and providing a new horizon with great growth potential," Adelson said.

DIR Broadcasting President Bob Meyrowitz said Lorimar is making a financial commitment to the radio produc-

tion firm, allowing it to substantially increase its affiliate relations and sale staffs and to launch more regularly scheduled programs.

DIR, which was founded in 1973 by both Meyrowitz and Kauff, will continue to operate in New York. Meyrowitz and Kauff will maintain their present positions.

Fire cooperation

Four Boston radio stations found themselves working side-by-side when a fire in Boston's Prudential Tower on Jan. 2 forced two of its residents, Helen Broadcasting's news/information WEEI(AM), a CBS Radio Network affiliate, and CBS's contemporary hit radio (CHR)-formatted WHTT(FM), to evacuate the studios of Blair-owned adult contemporary WHDH(AM) and CHR WZOU(FM).

With preparations being made at the Blair stations, WEEI staffers moved into the facilities of WHDH, located three blocks from the Prudential Tower, while a 15-minute network newscast from CBS Radio aired over the news and information station at 6 p.m. WEEI, which was set up in an extra WHD studio, then resumed broadcasting at 6:1 p.m. The two stations shared the WHD newsroom.

Meanwhile, WHTT(FM) stayed on the air from the Prudential Tower with a backup tape until just after 7 p.m. Some 40 minutes later, WHTT returned to the air from the studios of WZOU, one of its primary competitors, after a spare WZOU studio transmitter line (STL) was hooked up to the WHTT transmitter.

According to WHDH-WZOU Vice President and General Manager Al Brady Law, WHTT was set up in a studio adjacent to the regular WZOU on-air studio booth, while a music carousel was placed in the hallway between the two studios. The latter move was facilitated by the fact that both FM stations are hit music. Disk jockeys from the two stations took turns playing the hits, said Law. WEEI and WHTT returned to their respective studios around 11 p.m. that evening.

"We believe in competing vigorously on the air, but when a competitor is in a jam like this, it seems right to lend a helping hand," Law said.

Setting the record straight

Westwood One, Culver City, Calif., and Wells Rich Greene, the New York-based advertising agency, have released a joint statement addressing recent reports of program and/or commercial clearance discrepancies involving Westwood's 12-hour Labor Day weekend special, the *Isle of Dream Festival*. The agency had purchased time o-

Continental's top performing 25 kW FM Transmitter speaks for a station you know*



Reliability and proven performance make Continental's 816R-3 compact FM transmitter a winner. Crisp clear signal, high fidelity, good stereo separation, very low noise and distortion, excellent frequency stability, simple installation, low power consumption make it a great

KJNE	KOUL	KUER
KNIN	CITE	KRMD
KMPS	WXLK	KKMY
WINZ	WYCO	WEZI
WLVE	WTMI	KCIX
WBHM	KWFM	KTXB
KESI	KVKI	KERG
KTUX	*Partial list	

investment. Combine with duplicate 816R-3 to get 50 kW output. For brochure, call (214) 381-7161 Continental Electronics Division, Varian Associates, Inc. PO Box 270879 Dallas, Texas 75227. © 1985 Continental Electronics/6007



Continental Electronics
A Division of Varian Associates, Inc.

Continental Electronics



varian



Deal closing. Partners in Supernet nonwired rep network—Torbet Radio, Selcom Radio (now Selcom/RAR), Eastman Radio and Masla Radio—have formally announced that partnership will continue ("Riding Gain," Dec. 16) in wake of John Blair & Co.'s purchase of Torbet Radio and Selcom Radio from Selkirk Communications Ltd. Toronto (BROADCASTING, Dec. 9). Blair operates its own nonwired network. Two networks, however, will operate with two different sales staffs. Making Supernet announcement collectively were (seated, l-r): Jack Masla, president, Masla Radio; Barbara Crooks, executive vice president/radio representation division, John Blair & Co., and Jerry Schubert, president/chief executive officer, Eastman Radio. (Standing, l-r): Tony Fasolino, president, Torbet Radio; Charlie Colombo, president, Blair Radio, and Frank Oxarart, president, Selcom/RAR.

a special for Procter & Gamble. The joint statement said that "false rumors have been circulated concerning discrepancies in proof of performance of the estwood One special event program, *Isle Dreams Festival*. Westwood One and Ellis Rich Greene confirm that any such rumors are false. This is to advise that the parties are in amicable discussion concerning what appears, if at all, to be only minor routine discrepancies in reports received by Westwood One from certain radio stations." The statement further noted that the parties "have resolved this business problem to their mutual satisfaction." The *Isle of Dreams Festival* aired on some 230 stations nationwide.

In a separate development, Westwood One said it has struck a deal with Selkirk Broadcasting Ltd., Toronto, to form a new unit that will market as well as distribute all Westwood One Radio Networks' programming in Canada. Also included in the agreement will be programs and specials acquired by the Mutual Radio Network, Westwood's recent acquisition. The new unit, which will be an adjunct of Westwood One's international division called Westwood One/Canada, will be based in Toronto. Heading the operation as vice president and general manager will be long-time Canadian broadcast executive A. John Burke.

Third birthday

Minnesota News Network celebrated its 50th birthday by announcing the signing of a 50th affiliate, changing its name and opting a new logo. The new affiliate is WMIN(AM) Maplewood, Minn., just outside Minneapolis-St. Paul, which the network says is also its first 50-kw affiliate. The new name is The Minnesota Radio Networks,

which will embrace four operating units. These are the Minnesota News Network and MNN Farm Radio, consisting of the statewide daily service of newscasts,

sportscasts and farm reports sent to the 50 affiliates; MNN Radio Sports, for special sports programming such as the Canterbury Downs network, and MNN Satellite Distribution, the unit that provides technical or affiliate services to the radio networks for the Minnesota Twins, Vikings and North Stars professional sports teams. The new logo is a stylized representation, in blue, of the letters MNN. Officials said the signing of WMIN was part of its commitment to increase service in Minneapolis-St. Paul. MNN began satellite network service Jan. 3, 1983, with just three affiliates.

On board

The NBC Radio Network has picked up its second affiliated station in Los Angeles: Golden West Broadcasters' nostalgia-formatted KMPC(AM). (Group W's all-news KFWB(AM) Los Angeles is also affiliated with NBC Radio.) KMPC has been airing NBC Radio's NFL Football package this past season and will soon carry many of the network's hourly newscasts.

Freberg's radio spot

Radio and TV advertising specialist, humorist and satirist Stan Freberg is scheduled to speak at the April 15 radio luncheon during the National Association of Broadcasters 64th annual convention in Dallas. According to NAB, Freberg will give a special presentation using humor to promote radio that will include new spots available to broadcasters at the convention.



CHAPMAN TELEVISION®

div. of Chapman Associates, Inc.

See us at NATPE

at the Marriott Hotel

Corky Cartwright
President/TV
47-190 El Agadir Cr.
Palm Desert, CA 92260
(619) 346-0742

Brian Cobb
Vice-President/TV
1255 23rd St. NW, Suite 890
Washington, D.C. 20037
(202) 822-8913

We welcome your call prior to the convention to arrange an appointment to discuss buying, selling, appraisals, and financing. See you in New Orleans!

Indie entity. A new Atlanta-based group owner/operator of television stations, called Broadcast Development Corp., has been formed to purchase, refinance and upgrade independent television stations. U. Bertram Ellis Jr., president of Broadcast Equities Corp., will be chairman and chief executive officer of the new venture, with Roy A. Smith, consultant with Davida Productions (specializing in the development of TV stations) and past president of NATPE (1966), as president and chief operating officer. Eugene H. Bohi, president and general manager of WDAU-TV Scranton, Pa., will be BDC's executive vice president.

Private investors have initially funded the company, and Wheat, First Securities of Richmond, Va., intends to raise \$25 million in "equity and senior debt" to capitalize the company, a press release said. BDC has negotiated to buy five independent stations in "northeast markets 25-70," according to Blair Schmidt-Fellner, BDC director of marketing. It expects to purchase more stations within the next year.



Ellis

Smith

Bohi

Changing Hands

PROPOSED

KLMR(AM)-KSEC(FM) Lamar, Colo. □ Sold by Behan Broadcasting to A.B. Broadcasting for \$1,650,000. **Seller** is Seattle-based station group of three AM's and two FM's owned by Dennis Behan. **Buyer** is owned by F.B. Becquet (80%) and William Arnold (20%). Arnold is stations' general manager. Becquet owns local chain of grocery stores. KLMR is on 920 khz with 5 kw day and 500 w night. KSEC is on 93.3 mhz with 100 kw and antenna 229 feet above average terrain.

KAYC(AM)-KAYD(FM) Beaumont-Port Arthur, Tex. □ Sold by Long-Pride Broadcasting Co. to Communication Investment Corp. for \$1.5 million, comprising \$109,584 cash and remainder assumption of liabilities. **Seller** is owned by Jim Long and country music singer Charlie Pride. It also owns KQAM(AM)-

KEYN(FM) Wichita, Kan. **Buyer** is principally owned by Ian N. (Sandy) Wheeler, who recently purchased WKWF(AM)-WAIL(FM) Key West, Fla. (BROADCASTING, Dec. 30, 1985). and has interest in six TV's. KAYC is on 1450 khz with 1 kw day and 250 w night. KAYD is on 97.5 mhz with 100 kw and antenna 320 feet above average terrain. **Broker:** Chapman Associates.

KABS(AM)-KADL(FM) Pine Bluff, Ark. □ Sold by Jefferson County Broadcasting Co. to Southern Starr of Arkansas Inc. for \$1.2 million. **Seller** is owned by Louis Alford, Phillip D. Brady and Albert M. Smith. It also owns WAPF(AM)-WCCA(FM) McComb and WMDC-AM-FM Hazelhurst, both Mississippi. **Buyer** is Altamonte Springs, Fla.-based station group of one AM and three FM's, principally owned by Peter Starr.

KABS is daytimer on 1270 khz with 5 kw. KADL is on 94.9 mhz with 28 kw and antenna 145 feet above average terrain.

WGNV-AM-FM Newburgh, N.Y. □ Sold Hudson Horizons Inc. and Stereo Newburgh Inc., respectively, to Advance Broadcast Corp. for \$1,100,000, including \$300,000 noncompete agreement. **Sellers** are owned by Phillip A. Newman, who has no other broadcast interests. **Buyer** is owned by Ke Guglielmi, who owns low-power television station in Ventnor, N.J. WGNV(AM) is daytimer on 1220 khz with 5 kw. WGNV-FM is 103.1 mhz with 3 kw and antenna 275 feet above average terrain.

WLZR(FM) Monticello, Ind. □ Sold by Tipp canoe Broadcasting Inc. to WLZR Inc. for \$530,000, comprising \$400,000 cash and remainder note. **Seller** is owned by Ni Nussbaum, who has interest in WRQN(A Bowling Green, Ohio). **Buyer** is owned seller's sons, Marvin and Kent Nussbaum. WLZR is on 95.3 mhz with 3 kw and antenna 135 feet above average terrain.

WKEN(AM) Dover, Del. □ Sold by Capi Broadcasting Co. to First State Broadcast Inc. for \$475,000, comprising \$200,000 cash and remainder note. **Seller** is owned Drew O'Keefe, who has no other broadcast interests. **Buyer** is principally owned by Joseph P. Farley, who owns Farley Printers Wilmington, Del.-based printing firm. WKEN is on 1600 khz with 5 kw day and 3 kw night.

KCAJ(FM) El Dorado, Ark. □ Sold by Sun B Communications Inc. to Charles Shinn for \$415,000. **Seller** is owned by Charles Herson, who has no other broadcast interests. **Buyer** is tobacco wholesaler in Magrha, Ark. He has no other broadcast interests. KCAJ is on 95.9 mhz with 3 kw and antenna 341 feet above average terrain. **Broker:** Chapman Associates.

KIMP(AM)-KPXI(FM) Mount Pleasant, Tex. 64% of Mt. Pleasant Broadcasting Co. sold to David H. Ward for \$363,845. **Sellers:** Waylon O. Ward and Glenda W. Hays (32 each), brother and sister of buyer, who own remainder of stock. Wards and Hays also own KBEL(AM)-KWDG(FM) Idabel, Ok. KIMP is daytimer on 960 khz with 1 kw. KPXI is on 100.7 mhz with 100 kw and antenna 155 feet above average terrain.

Sale of WFON(FM) Fond du Lac, Wis., reported last week, (Changing Hands, Jan. 6) has fallen through and application has been withdrawn at applicants request.

For other proposed and approved sales see "For the Record," page 200.

MISSOURI AM/FM EXCLUSIVES

Class C and fulltimer. Attractive medium, metro market. Stations are underdeveloped - perfect opportunity for quick appreciation and dramatic return on investment. Terms available.

\$1,300,000

Highly rated Class A FM and daytimer in growing metro area available at less than twice gross sales. Stations are profitable under absentee ownership but are nowhere near their potential. Real estate is included and excellent terms are available. Owner must sell quickly!!

\$ 650,000

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS/NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.
20036

1100 Connecticut Ave. NW
(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

1/13/86



TELECASTINGS



Green lights

CBS-TV has ordered four additional episodes of the prime time comedy-adventure series, *Misfits of Science*, from Universal Television, increasing the total season order to 15 segments. The network has shifted the show to 8 p.m. Fridays, effective Jan. 10. Los Angeles-based Reg Grundy Productions has completed production of *Matchmates*, a daytime game show pilot, for NBC-TV. The independent producer, which recently sold *Streak* to ABC-TV, also has a daytime drama and two prime time comedies in development for various networks.

□

CBS-TV has started production of a one-hour mid-season drama, *Fortune Dane*, from the Rosenzweig Co. for an unspecified debut date. The previously-announced series stars Carl Weathers as an "incorruptible, resourceful troubleshooter for a tough woman mayor of a major metropolis."

Coming back

Public television's much-praised *Heritage: Civilization and the Jews*, a nine-part series chronicling 3,000 years of interaction between Jewish people and western civilization, will be repeated, with two programs added. With the permission of CBS News, his employer, Bill Moyers will moderate a series of interviews exploring questions that surfaced during the original presentation of the series in 1984. These Moyers "conversations" will be presented as two programs, one between the original fourth and fifth episodes and the other after the ninth episode. The repeats will be presented on Thursdays at 9 p.m. NYT, starting Jan. 23. The first of the Moyers programs will be shown Saturday, Feb. 15, at 9 p.m. *Heritage: Civilization and the Jew* was a production of commercial WNET(TV) New York.

Making deals

Chuck Barris Productions, a subsidiary of Barris Industries, has entered agreements to produce three new daytime television game shows for each of the three networks. The new strips could potentially begin as early as July, according to Chuck Barris, chairman and chief executive officer of Barris Industries. In development, he said, are *The Comedy Courtroom* for NBC-TV, *The Family Game* for CBS-TV and *The Guessing Game* (in association with Woody Fraser) for ABC-TV.

□

Actress Linda Lavin, who starred for nine seasons in the Warner Bros. Television series *Alice*, has signed an exclusive contract with the Burbank-based studio as a producer for project development, including pilots and series. Lavin has a non-exclusive arrangement with Warner Bros. as a producer

'Masterpiece' memories. Beginning Jan. 24 through April 4, the Museum of Broadcasting in New York will pay tribute to the Public Broadcasting Service's 15-year-old series, *Masterpiece Theatre*. The exhibit—the museum's first of 1986—will feature more than 200 hours from 36 productions of novels, mystery, comedy and drama aired since the program's inception in 1971 (it has been funded for all that time by grants from the Mobil Corp.).

Most of the shows will be screened in their entirety, scheduled during the week in two-hour packages, with Saturdays featuring "marathon screenings" of some of the programs. The exhibition, "Mobil & Masterpiece Theatre: 15 Years of Excellence," has also been funded by the oil company.

Contributing to the celebration will be stars from the various programs, including Diana Rigg of *Bleak House*; Jean Marsh, *Upstairs, Downstairs*; Nicol Williamson, *Lord Mountbatten: the Last Viceroy*; Tim Pigott-Smith, *The Jewel in the Crown*, and Frank Middlemass, *To Serve Them All My Days*.

Three seminars will be held on Jan. 21 and Jan. 22. The first is on how the series is produced and will include a panel with the series's host, Alistair Cooke. The second concerns the making of *The Last Viceroy* and the third is a critical assessment of the program moderated by Dick Cavett.

The museum is located at 1 East 53rd Street, New York, and is open from noon to 5 p.m. Wednesday through Saturday, and noon to 8 p.m. Tuesday.

and actress for feature films, motion-pictures-for-television, miniseries and as a director. She already has a commitment to

produce four made-for-TV-movies for CBS-TV, two of which will be made under her Warner Bros. arrangement.

THINKING OF SELLING?

CALL US!

Our confidential handling
and
screening techniques
can effect a sale with a minimum
of exposure and risk.

**CECIL L.
RICHARDS INC.**

A Confidential Service to Owners & Qualified Buyers

NEGOTIATIONS FINANCING APPRAISALS
TV CATV RADIO NEWSPAPERS

7700 LEESBURG PIKE
FALLS CHURCH, VA 22043
(703) 821-2552

4320 DUNDEE ROAD
NORTHBROOK, IL 60062
(312) 291-0188

U.S. looking to strengthen hand in Intelsat

Different priorities among government agencies, concern over Comsat's degree of enthusiasm for U.S. policies are cited as U.S. tries to adjust to changed conditions in international telecommunications

For those who believe the crucible of debate will produce the white glow of truth, the process the U.S. follows in developing the positions it takes at meetings of the International Telecommunications Satellite Organization's board of governors and signatory should be reassuring. Three agencies with different priorities—although not, presumably, different goals—hammer out the positions to be taken, and provide appropriate instructions to the Communications Satellite Corp., the U.S. signatory. And to ease concerns that Comsat's enthusiasm for pressing a particular position might be diluted by the belief that it would be inconsistent with shareholders' best interests, the government sends along a couple of observers to take notes on the Comsat spokesperson's performance.

Then why was the U.S. left virtually isolated at the last board of governors meeting, in December, on the proposal that Intelsat sell or lease transponders for a new planned

domestic service? The isolation was particularly embarrassing in view of the U.S.'s voting strength, under the weighted voting employed at board of governors meetings: 24%. And what was one to make of the apparently conflicting statements the FCC and Comsat issued regarding the results of that meeting—the FCC criticizing and Comsat seemingly defending them?

Such questions are occupying the minds of government officials involved as they ponder ways to strengthen the U.S. position in Intelsat. And some answers, or at least approaches to answers, are beginning to emerge, as those officials face the reality that the methods the U.S. has used to deal with Intelsat in its 20-plus-year history are becoming obsolete. Intelsat is losing its role as the world's single international communications satellite system, and that fact is causing readjustment problems not only for the global system but for its members as well. The issues are more complex and controversial.

Although regional satellite systems have been emerging in various areas of the world for several years, the new era probably can be dated from the day in March 1983, when lawyers for something called Orion Satellite Corp. filed an application with the FCC for authority to establish a satellite system that

would compete with Intelsat for business the lucrative North Atlantic route. Today Orion is one of four companies that have received conditional authority from the FCC to provide international satellite service, and are seeking foreign correspondents with whom to go into business, subject to the parties' seeking coordination with Intelsat. Not surprisingly, the U.S. policy on separate systems has created tensions between Washington and the Intelsat staff and a number of Intelsat members, tensions that have strained relations among those parties.

Tensions are also evident in the relationship among the U.S. government agencies charged with making policy for dealing with Intelsat. The State Department, Commerce, National Telecommunications and Information Administration and the FCC all subscribe to official U.S. policy of assuring a viable Intelsat (after all, it was U.S. policy in the early 1960's that led to the creation of the global system) as well as the opportunity for U.S. companies to compete with Intelsat on what officials like to call "a level playing field." But there are those differences of priority, as seen by a number of the participants. The State Department, with its concern for U.S. relations with foreign countries, and Intelsat; NTL, with its concern with the balance of trade and the welfare of U.S. businesses, and the FCC, with what is seen as its ideological pursuit of deregulation. (An indication of the depth of the feelings of some of the players is the comment of one State Department official that the commission "could not call it a success" if the U.S. abandoned Intelsat; that concern is the emergence of the separate systems.)

The three agencies have never failed to reach a consensus. But sometimes, as Frank Urbany, who heads NTIA's office of international affairs, puts it, the consensus is reached only "after healthy discussion." The difficulty in reaching consensus on tough issues sometimes prevents the U.S. from responding quickly. And the U.S.'s problems are compounded by the presence of Intelsat Director General Richard Colino, whose view of U.S. officials, is tough and effective in generating opposition to U.S. positions. The U.S. also faces a problem in that few Intelsat members share the U.S. belief in deregulation and free enterprise; some countries, indeed, see nothing wrong in using revenues from Intelsat's monopoly services to subsidize competitive services. Such cross-subsidization is anathema to Americans; to some foreign countries, it is a sensible way to reduce the costs of services they need.

Not all of the U.S.'s problems in dealing with Intelsat are external; some are internal. The U.S. goal at the board of governors meeting in December was to seek deferral of action on the proposed domestic services

Obscenity question. On its own motion, the FCC has decided to review the propriety of the agency's attempting to determine whether so-called "adult" movies are obscene. The issue arose in the case pitting group owner Harriscopie Broadcasting Corp.'s Video 44, licensee of WNSN-TV Chicago, against the competing application of Monroe Communications. In that case, the Review Board asked an administrative law judge to address whether WNSN, formerly a subscription TV station, transmitted obscene programming in its STV service, and what effect that should have on its qualifications to be an FCC licensee (BROADCASTING, Sept. 16, 1985). In an order last week, however, the FCC directed the ALJ to suspend hearings on that question, which the commission said raised "an extremely sensitive" First Amendment question. "We have serious reservations about any suggestion that this agency should examine allegations of obscenity in the first instance," the FCC said. "We believe that the public interest would be best served by postponing further evidentiary proceedings pending commission action on the questions raised concerning the board's addition of this issue."

We anticipate that 1986 will be our best year ever. Let us make it your best year too.

Robert W. Rounsaville & Associates

MEDIA BROKERS AND CONSULTANTS

ATLANTA, GA 30355 P.O. Box 11898 (404) 261-3000/1-800-531-1500
ORLANDO, FL 32802 P.O. Box 2991 (305) 423-9426/1-800-328-3500

Mack & Jamie are up to their eyeballs in production.

Because their "Comedy Break" is late-night TV's only successful, first-run daily strip.

- Over 100 hilarious new episodes now in production.
- Featuring an exciting new look.
- A co-venture of Tribune Entertainment and Viacom Enterprises.
- For more information, call Viacom (212) 575-5175.

Comedy Break

with Mack & Jamie



© 1985 A subsidiary of Tribune Broadcasting Company



VOA candidate. Robert H. Christensen II, owner and president of KHBT(FM) Humboldt, Iowa, is the latest broadcaster to surface as a candidate for director of the Voice of America. Christensen, who has been endorsed for the job by Republican members of the Iowa delegation—Senator Charles Grassley and Representative Jim Ross Lightfoot—and by Iowa's Republican governor, Terry Branstad, said the administration had asked him to seek the post, and that he is doing so "aggressively." Christensen has been active in state and national Republican politics; he was a member of the Iowa delegation to the Republican national convention in 1980. Christensen has also been active in National Association of Broadcasters matters, currently serving as a member of the Small Market Committee.

permit consideration of the U.S.'s concern that the prices were not cost-based. The U.S. complained that it had not received the documents it needed from Intelsat in sufficient time to develop an alternative schedule. However, the United Kingdom, which had access to no more information than was available to the U.S., managed to develop an alternative schedule—whose charges were higher than those originally proposed by the Intelsat executive—and it was that schedule that was ultimately adopted. The U.S. can still submit an alternative schedule, at the board meeting in March. But the commission's Common Carrier Bureau, which is charged with responsibility for developing the alternative schedule, still does not have the Intelsat documents it says it needs. As of early last week—a month after the board meeting—the staff had not yet decided which ones it needs. The issue, more than one official said, "is very complex."

As the U.S. casts about for ways to increase its influence within Intelsat, the separate statements that Comsat and the government, through the FCC, issued on the outcome of the board of governors meeting, indicates one of the government's problems. Comsat, which had followed instructions to seek deferral of board action on the planned domestic services item, appeared in its statement to defend the board's action. It said the approved prices are at least equal to those needed to recover various costs; it also said the program had been "widely and strongly supported" at the meeting. The FCC statement, which restated U.S. concern that the prices do not cover "relevant costs," found little positive in the results of the meeting.

The government statement was in preparation before Comsat's was issued. So, Joel Pearlman, a member of the commission's international staff who drafted the statement, indicated it should not be considered a rebuttal. Indeed, Comsat officials, in

responding to expressions of concern about the statement, said it was intended simply as a factual report, not an expression of opinion. But government officials last week were still indicating they felt Comsat was laboring under divided loyalties.

NTIA's Carol Emory, who has served as a U.S. observer at board of governors meetings, said that Comsat has followed instructions at those meetings—although not always with the kind of spirit the government would like. She says that when Comsat agrees with U.S. policy, it will go beyond reading statements and "lobby" other board members. "But when Comsat thinks a proposal is not in the best interest of Intelsat, it won't, because it is tied to the [Intelsat] system's future." Pearlman said "it's an open question" as to how hard Comsat will attempt to persuade members of the board of governors to the U.S. view. A Comsat vice president, Richard McGraw, took exception to such statements, which he termed "value judgments": "I never heard anyone suggest we do anything but execute the government's instructions to the best of our ability, with vigor."

But even those sympathetic to Comsat appear to see difficulties in its split role. Ambassador Diana Lady Dougan, the State Department coordinator for international communications and information policy, said "a good faith effort is being made by all parties" to the Comsat instructional process. "But she also said, "Comsat is in a tough situation, representing interests contrary to its goals." As a result, she said, "we have to be realistic about what represents broader interests that go beyond Comsat, and work them through."

Other than representatives of some of the separate systems who feel Comsat is too supportive of Intelsat's position on the issue of competition, no one has seriously suggested replacing Comsat as U.S. signatory.

Such a move would require action by Congress—and the surfacing of a successor to Comsat prepared to reimburse it for an investment of \$350 million in the Intelsat space segment. But the government is looking into the question of how U.S. influence in Intelsat could be strengthened.

Halprin said the Common Carrier Bureau staff is examining the method under which the government presently instructs Comsat as its representative at Intelsat meetings, to determine if it is the best way to proceed. He said the study grows out of a realization that Comsat's role is changing—it is a competitor in some fields, monopolist in others. And involves a review of the reports that government observers prepared on the five board of governors and signatory meetings they attended since last March. The reports provide accounts of Comsat performance—is Comsat pursuing corporate or national interests?—and describe the tone of the meetings.

NTIA's Urbany feels the U.S. could strengthen its hand by making its argument not only at Intelsat meetings but on "a government-to-government" level. Considering that Comsat has about 24% of the voting strength of the board of governors, he said "How do we maximize an ability to influence an outcome on issues of importance?" His answer: "Through better preparation and more effective advanced coordination with other like-minded countries. I see room for improvement in that regard." So does Emory, who thinks Comsat could use its voting strength as powerful leverage in blocking actions of which the U.S. disapproves. Four countries with a total of one third of the voting strength can prevent the board from acting. And she said the U.S. "could work with" governments like Australia, the United Kingdom, Canada and Japan. Those four countries have a total voting strength

Prop problem. Senator Paula Hawkins (R-Fla.) has filed suit against Cowles Broadcasting Co.'s WESH-TV Daytona Beach, Fla., for injuries she says she suffered when a backdrop fell on her while she was doing an interview at the station. The suit, filed in state court, says Hawkins, 58, was knocked unconscious when a 28-pound, six-foot-high wood and canvas prop fell on her neck and shoulders on Jan. 4, 1982. She was hospitalized for eight days, and, according to the suit, still feels pain.

The suit also alleges that her husband has lost his wife's "services," and will in the future "suffer a loss of the consortium and society of his wife." The suit is not specific on the amount being sought, only that Hawkins is claiming damages of more than \$5,000.

Station vice president and general manager, John E. Evans, said he was not surprised by the suit, which was filed as the four-year statute of limitations was about to foreclose action. "This is the way you pursue these things," he said. "I don't think it shows any hostile feelings toward us on her part. It certainly doesn't on our part."

"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.

out 22%—46% when added to the U.S.'s. 'certainly," she said, "it seems you can build coalitions."

Some observers note, however, that the problems with which the U.S. is now struggling should not be taken to mean it can never count on Comsat to help it play the kind of political game necessary to win in international matters. Last year, a critical issue confronting members was Director General Colino's proposal for modifying guidelines for determining whether separate international communications satellite systems would cause Intelsat "significant economic harm." The U.S. was bitterly opposed, contending the Colino proposal would make successful coordination of the systems with Intelsat virtually impossible. The matter was discussed but not acted on at several of the board's quarterly meetings. Finally, at the meeting in October, a revision based on contributions of Australia and the United Kingdom was adopted. U.S. officials said the new proposal eliminated most of its concerns. Last week, officials said that Comsat did come to share the U.S. view of the Colino guidelines, and had helped lobby against them.

Comsat was also said to have worked to modify even the board of governors' decision on the sale or lease of transponders in ways satisfactory to the U.S. The board made clear in its order that Intelsat's primary function remains the supply of international and domestic service. The board also said each contract for a sale or lease must be submitted to it for approval. And that decision, officials noted, was taken over Colino's objections. But the failure to persuade the board to delay action on the pricing issue still ranks the government.

Whatever device the U.S. develops for increasing its influence in board meetings are in line with its voting strength, some officials see Intelsat policies for the long range shaped by a kind of economic determinism, one that will persuade Intelsat members to take up the cause of competition in telecommunications, as has the U.S. Urny said if foreign countries find separate satellites useful, "they will not want to deny them to their businesses; they may see them as having a general impact on the economy." When he said, "Not so long ago, the notion of competition in some areas was unthinkable. That's changed here. It will change in other countries."

Until then, however, Urbany and his colleagues will have to make do with procedures they can only hope to improve for increasing Intelsat.

Whither Wirth?

House Telcomsubcom chairman will resign to run for Senate

Senator Gary Hart (D-Colo.) performing as expected, announced his intention not to seek reelection to the Senate this year. Now, broadcasters and others in telecommunications—not to mention the voters of Colorado—are waiting for word from Representative Tim Wirth that he will give up his House

seat, and with it the chairmanship of the Telecommunications Subcommittee, in an effort to succeed Hart in the Senate.

Wirth's aides say the congressman will announce his decision on his political future this week, probably on Thursday, in Denver. There is not a political observer in Colorado who does not think Wirth—who was on hand when Hart made his announcement in a Rocky Mountain cabin on Jan. 4—will run for the Senate. What are his chances of winning? A recently conducted poll for the *Denver Post* and KCNC-TV Denver pitting Wirth against Representative Ken Kramer (R-Colo.), the leading candidate for the Republican nomination, showed them in a dead heat, each supported by 41% of those polled, with the remainder undecided. And that was before Hart formally bowed out for what is regarded as his certain run for the Presidency. Although Colorado voters tend to support Republican candidates more often than Democratic, particularly in contests for lower level posts, Wirth is one of several Democrats who enjoy considerable popularity there.

Wirth, who arrived in the House in January 1975 as one of the "Watergate babies" elected in the wake of President Nixon's resignation, has been chairman of the Telecommunications Subcommittee since 1980. In that role, he has won more praise from members of the cable television industry than from broadcasters. He played key roles in House passage of the Cable Communications Policy Act of 1984, to the cheers of the National Cable Television Association, and in blocking action on legislation to deregulate broadcasting. However, Wirth attempted to improve relations with broadcasters in the past year.

But one issue likely to be used against him as a result of his chairmanship of the Telecommunications Subcommittee is the breakup of AT&T. Carl Miller, political columnist for the *Denver Post*, said Republicans will try to pin the label of "father of the AT&T breakup" on Wirth, and blame him for the rise in local telephone rates. Those charges were raised during Wirth's 1984 reelection campaign, despite the fact the breakup was

executed in a U.S. district court, not in Congress. (Wirth won reelection in 1984 by 53% of the vote, the other 47% going to his Republican opponent, Attorney Mike Norton.) Wirth tried to write a comprehensive common carrier bill several years ago—a bill that, among other things, would have required AT&T to create a separate subsidiary for its long-lines division. It failed to emerge from the parent Commerce Committee in the face of fierce AT&T opposition.

In view of Wirth's likely departure, the interest of broadcasters and others directly affected by the work of the subcommittee—whose full title is Telecommunications, Consumer Protection and Finance—is in who will succeed him as chairman. Edward Markey (D-Mass.), now chairman of the Energy Conservation and Power Subcommittee, has indicated an interest in the Telecommunications Subcommittee spot. Representative Thomas A. Luken (D-Ohio), who supported the broadcast deregulation legislation in 1983, has also been mentioned as a possible candidate, as has former broadcast newsmen Al Swift (D-Wash.), who authored a deregulation bill of his own. But another possible candidate with more seniority than any of those three is Representative Philip R. Sharp (D-Ind.), chairman of the Subcommittee on Fossil and Synthetic Fuels.

They are all relatively senior members of the full committee but seniority is no longer the determining factor it once was in such matters. Internal politics among Democratic House members plays a major role. What's more, there have been persistent reports over the past several years that subcommittee jurisdiction will be reorganized. That could result in more subcommittees—which would provide for more chairmanship assignments—or fewer, which would heighten competition for those spots. In any case, such imponderables make speculation as to Wirth's successor largely guesswork at this point.

A more immediate question is the effect Wirth's expected run for the Senate would have on the subcommittee agenda. Aides say it will have no effect, that the agenda will be a full one. However, the subcommittee is not

Washington Watch

World is his beat. FCC Review Board Member Norman Blumenthal has been designated agency's senior policy adviser on international communications matters. In press release, FCC said Blumenthal, who will continue his duties with review board, will be working with commission's bureau chiefs to "develop and coordinate medium and long-range policies relating to international services and facilities."

□

OMB rejected. FCC has notified White House Office of Management and Budget that commission intends to use equal employment opportunity forms for cable industry, despite OMB's disapproval. OMB had faulted information collection on grounds that it imposed unreasonable burdens on industry or lacked practical utility.

□

AM grant. In initial decision, FCC administrative law judge has granted application of Beacon Broadcasting for new AM daytimer on 760 khz in Morganton, N.C., denying mutually exclusive application of New South Broadcasting to change its WASC(AM) Spartanburg, S.C., to that frequency, increase power and move to Fairforest, S.C. Judge found Beacon to be preferred on diversification and integration grounds. Beacon is 52%-owned by Ernest Penley Jr., operations manager of WPTL(AM) Canton, N.C. Remaining 48% is owned by Sherrill Greene, Morganton merchant. Neither has other media interests.

expected to be heavily involved in telecommunications legislation, certainly not in legislation involving broadcasting. Broadcasters have been unable to move Wirth on deregulation, and Wirth is unlikely to be able to muster the support he would need to secure passage of legislation he favors to require broadcasters to provide a minimum amount of programming for children. But the subcommittee will examine the manner in which the cable television industry is performing under the new cable act, and that will include a review of how successfully the use of backyard antennas to pick up satellite delivered television signals is being legitimized. Wirth has promised hearings on the scrambling of satellite-delivered cable and network programming, an issue on which the cable industry is confronting the home satellite dish industry.

The Wirth campaign for the Senate appears to be in operation already, even in advance of a formal announcement. Wirth has raised more than \$500,000 for his campaign since May, and spent about half of that. He has also hired a campaign manager, John Frew, who managed Democrat Tom Harkin's successful effort last year to unseat Republican Senator Roger W. Jepsen of Iowa. And while the early speculation has it that Wirth will compete with Kramer for the senate seat being vacated by Hart, two other Republicans are seeking the nomination, either of whom, according to political observers, might give Wirth a tougher race than the more conservative Kramer—State Senator Martha Ezzard and businessman Terry Considine, a close supporter of Colorado's Republican senator, Robert Armstrong. The *Post's* Miller says both are more moderate

and would be attractive candidates in a general election. But both lack the name recognition that Kramer enjoys. □

Two Intelsat competitors sharing slot

PanAmSat and Cygnus will jointly use Ku-band assignment at 45° west

Pan American Satellite Corp. and Cygnus Corp., two of four applicants conditionally approved by the FCC to provide international telecommunications satellite service in competition with the International Telecommunications Satellite Corp., are joining forces under an agreement involving the use of the orbital slot at 45 degrees west longitude they have both been assigned. Fred Landman, president of PanAmSat, describes the agreement as providing for "a shared platform," which would provide for service between the U.S. and Latin America, PanAmSat's goal, and the U.S. and Europe, Cygnus's aim.

PanAmSat has already contracted for an RCA hybrid satellite, to be launched aboard an Ariane rocket in the third quarter of this year, that will have 18 C-band transponders for service to and within Latin America and six 72 mhz Ku-band transponders for the U.S.-Europe route. As a result, PanAmSat had conferred with several of the applicants for separate service on a possible agreement for use of the Ku-band transponders.

The PanAmSat-Cygnus agreement has

not yet been filed with the FCC, which must approve it. But as described by Landman and Cygnus President James Cuddihy, it provides for a merging of interests, although not for Cygnus's access to the Ku-band transponders. PanAmSat will pay Cygnus \$150,000 for the option to acquire 25% interest in Cygnus. And Cygnus will become general partner with what the two sides would describe only as "a minority interest" in PanAmSat. But as for the six Ku-band transponders, Landman said, "They would have to buy the capacity, like anybody else."

While FCC approval of the agreement is not expected to pose a problem, PanAmSat along with Cygnus and the other applicants whose plans have been conditionally cleared by the commission, must still secure foreign correspondents before the U.S. can obtain technical and economic coordination of the respective proposals with Intelsat. Landman and Cuddihy appear confident on that point. "We wouldn't be proceeding if I didn't think our chances were excellent," Landman said. "We have been approached by some people and have approached some people about buying correspondents." Cuddihy said: "We haven't been turned down flatly by anyone yet. We feel we will get a correspondent."

Landman said Intelsat provides an obstacle to securing a correspondent. He said foreign country must make an economic decision. And he said that Intelsat is in a position to apply competitive pressure on potential correspondents—"to lower prices where you are close to making a deal." But he also feels that securing the first correspondent "will be the most difficult." Once PanAmSat secures a correspondent, he feels, other applicants will find the task easier.

For the Record

As compiled by BROADCASTING, Jan. 1 through Jan. 8, 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

■ KABS(AM)-KADL(FM) Pine Bluff, Ark. (AM: 1270 khz; 5 kw-D; FM: 94.9 mhz; 28 kw; HAAT: 145 ft.)—Seeks assignment of license from Jefferson County Broadcasting Co. to Southern Starr of Arkansas Inc. for \$1.2 million. Seller is owned by Louis Alford, Phillip D. Brady and Albert M. Smith. It also owns WAPF(AM)-WCCA(FM) McComb, Miss., and WMDC-AM-FM Hazelhurst, Miss. Buyer is Altamonte Springs, Fla.-based station group of one AM and three FM's, principally owned by Peter Starr. Filed Dec. 23.

■ KWUN(AM) Concord, Calif. (1480 khz; 500 w-D)—Seeks assignment of license from Burgundy Broadcasting Corp. to Concord Area Broadcasting Corp. for \$714,000, comprising \$130,000 cash and remainder note. Seller is owned by Richard Helzberg, who has no other broadcast interests. Buyer is owned by Joseph Buerry and Chester Coleman. Buerry is former general manager of KHS-TV Ontario, Calif. Coleman is San Francisco-based media broker, who also has interest in KZTR(FM) Camarillo, Calif. Filed Dec. 23.

■ KDTA(AM) Delta, Colo. (1400 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Columbine Broadcasting to Seeber Pacific Broadcasting Co. for \$225,000. Seller is owned by David J. Watts and his wife, Kathleen. It has no other broadcast interests. Buyer is owned by Michael D. Seeber. It has no other broadcast interests. Filed Dec. 26.

■ WKEN(AM) Dover, Del. (1600 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from Capital Broadcasting Co. to First State Broadcasting Inc. for \$475,000, comprising \$200,000 cash and remainder note. Seller is principally owned by Drew O'Keefe and Stu Wayne, who have no other broadcast interests. Buyer is owned by Joseph P. Farley and Paul Teeven. It has no other broadcast interests. Farley owns Farley Printing, Wilmington, Del.-based printing firm. Filed Dec. 20.

■ WLZR(FM) Monticello, Ind. (95.3 mhz; 3 kw; HAAT: 135 ft.)—Seeks assignment of license from Tippecanoe Broadcasting Inc. to WLZR Inc. for \$530,000, comprising \$400,000 cash and remainder note. Seller is owned by Neal Nussbaum, who has interest in WRQN(AM) Bowling Green, Ohio. Buyer is owned by seller's sons, Marvin and Kent Nussbaum. Filed Dec. 24.

■ WSNE(FM) Providence, R.I. (93.3 mhz; 50 kw; HAAT: 620 ft.)—Seeks assignment of license from Providence FM Inc. to Beck-Ross Communications Inc. for \$7.5 million. Seller is East Longmeadow, Mass.-based group of two AM's

and five FM's, principally owned by Michael Schwartz and Donald Wilkes. Buyer is Rockville Centre, N.Y.-based group of two AM's and four FM's principally owned by Martin F. Beck and George Ross. Filed Dec. 23.

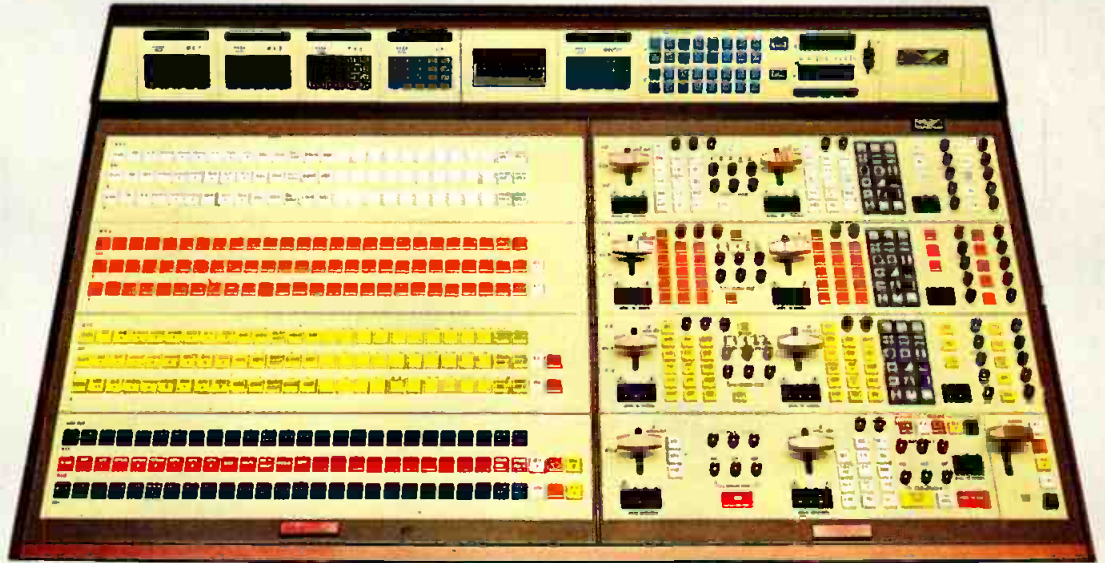
■ KMOX-TV St. Louis (ch. 4; CBS; ERP vis. 100, aur. kw; HAAT: 1,097 ft.; ant. height above ground: 1,210 ft.)—Seeks assignment of license from CBS Inc. to Viacom International Inc. for \$122,500,000. Seller is New York-based Television Network and station group, headed by Thom Wyman, chairman. Buyer is New York-based station group and cable MSO. Broadcast division is headed by Bri Bieler. Filed Dec. 27.

■ WXMC(AM) Parsippany-Troy Hills, N.J. (1310 khz kw-D)—Seeks assignment of license from Parsippany Broadcasting Associates to Lakeland Broadcasting Corp. for \$172,000. Seller is owned by Erik Payne, who has no other broadcast interests. Buyer is owned by Robert V. Copping Jack Dadaian, Louise M. Tonning and Tom Fourounjia who have no other broadcast interests. Filed Dec. 30.

■ WGNY-AM-FM Newburgh, N.Y. (AM: 1220 khz; 5 kw-D; FM: 103.1 mhz; 3 kw; HAAT: 275 ft.)—Seeks assignment of license from Hudson Horizons Inc./Stereo Newburgh Inc. to Advance Broadcasting Corp. for \$1,100,000 including \$300,000 noncompete agreement. Seller is owned by Phillip A. Newman, who has no other broadcast interests. Buyer is owned by Kelly Guglielmi, who also owns LPTY Ventnor, N.J. Filed Dec. 26.

■ WCDO-AM-FM Sidney, N.Y. (AM: 1490 khz; 1 kw-250 w-N; FM: 100.9 mhz; 640 w; HAAT: 577 ft.)—Seeks assignment of license from Broadcast Facilities Co. to CI Broadcasting Inc. for \$180,000. Seller is owned by Rob Raide, who is also app. for new FM in Frankfort, N.Y. Buyer is owned by David Mance, John Clancy and Craig Hari Mance owns WDNV(AM) Danville, N.Y. Clancy has int

KEYING POWER. SIMPLE OPERATION. STATE-OF-THE-ART TECHNOLOGY.



That's Vital's **NEW** 3000 Series Production Switcher.

Need more keying power? Try 4 Video Keys, or a Chroma plus 4 Video Keys, in each M/E. Plus, all M/E's have separate inputs with discrete filling signals, permitting 16 self-keyed keys in our largest 3000 model. That's our new 3000 Series Production Switcher.

Want simple operation? How about Dual Handlebars, two Transition Units, Simul-Key System for multiple key entries and exits, plus automatic key set-ups in memory for instant

access. That's Vital's new 3000 Series Production Switcher.

And state-of-the-art technology? Compare our 3000 Series with any other production switcher in the market. If you can find a better one for less, buy it! Currently the 3 Mix/Effect switcher sells for only \$175,000. This is VITAL's top of the line production switcher—one so fully-loaded that the only option is the stereo audio-follow-video package.



Magic WHEN YOUR WORK HAS TO BE PICTURE PERFECT

Vital's MAGIC. A new approach to Digital Video Manipulation that combines operating ease and high video quality.

The secret? Human engineering. With MAGIC, simple, logical operations produce perfect picture quality and easy effects generation.

And state-of-the-art technology gives you a built-in hard disk for rapid recall of pre-programmed effects. Plus a micro-floppy disk for "walk-away" storage and future software updates.

MAGIC. It will change the way you view video production. And only Vital has it.



*Creating Modern Tools
For Creative Minds.*

VITAL INDUSTRIES, INC.

For more information call toll free 800-84-VITAL (U.S. only)

MAIN OFFICE: 3700 N.E. 53rd Ave., Gainesville, FL 32601 (USA) • Tel.: (904) 378-1581 • TWX 810-825-2370 • TLX 80-8572 Vital-A-Gain

est in WFLR-AM-FM Dundee, WSPQ(AM) Springville and WSCM(AM)-WITU(FM) Cableskill, all New York. Filed Dec. 24.

■ WENC(AM) Whiteville, N.C. (1220 khz; 5 kw-D)—Seeks assignment of license from Whiteville Broadcasting Co. to Robert Leder for \$175,000 cash. Seller is owned by Herman Leder, who also owns WLDS(AM)-WYMG(FM) Jacksonville, Ill., and WQTR(FM) Whiteville, N.C. Buyer has no other broadcast interests. Filed Dec. 20.

■ KELI(AM) Tulsa and KQZZ(FM) Broken Arrow, both Oklahoma (AM: 1430 khz; 5 kw-U; FM: 92.1 mhz; 3 kw; HAAT: 245 ft.)—Seek assignment of license from N5587J Inc. to Pathfinder Communications Corp. Seller is owned by Alan B. Ross. It has no other broadcast interests. Buyer is Elkhart, Ind.-based station group of four AM's and four FM's, owned by John F. Dille and family. Filed Dec. 24.

■ KIMP(AM)-KPXI(FM) Mt. Pleasant, Tex. (960 khz; 1 kw-D; FM: 100.7 mhz; 100 kw; HAAT: 155 ft.)—Seeks transfer of control of Mt. Pleasant Broadcasting Co. from Waylon O. Ward and Glenda W. Hays (32% each) to David H. Ward for \$363,845. Sellers are brother and sister of buyer. They also own KBEL(AM)-KWDDG(FM) Idabel, Okla. Buyer has no other broadcast interests. Filed Dec. 26.

■ WRHX(AM) Herndon, Va. (1440 khz; 1 kw-D)—Seeks assignment of license from United Communications Corp to David W. Eltzroth for \$55,000. Seller and buyer have no other broadcast interests. Filed Dec. 23.

■ WTJZ(AM) Newport News, Va. (1270 khz; 1 kw-U)—Seeks assignment of license from S&F Communications Corp. to Broadcasting Corp. of Virginia for \$350,000 cash. Seller is owned by Stephen Seymour and Stuart Frankel, who also own co-located WNVZ(FM), WCTI(FM) Daytona Beach, Fla., and WMKR-FM Baltimore. Buyer is owned by Eric Reynolds and Carol Harris. It has no other broadcast interests. Filed Dec. 20.

■ WRJQ(AM) Appleton, Wis., and WROE(FM) Neenah-Menasha, Wis. (AM: 1570 khz; 1 kw-D; FM: 94.9 mhz; 2.9 kw; HAAT: 340 ft.)—Seeks assignment of license from Fox Valley Communications Inc. to Fox Valley Broadcasting Inc. for \$1,800,000. Seller is owned by Harry S. Jacobs and William Hansen. It also owns WROE(FM) Neenah-Menasha, Wis. Hansen has interest in KBUR(AM)-KGRS(FM) Burlington, Iowa. Jacobs also has interest in WKTTFM Cleveland, Wis. Buyer is owned by Thomas L. Bookey. It has no other broadcast interests. Filed Dec. 24.

New Stations

Applications

■ Winslow, Ariz.—Q Prime Inc. seeks 105.1 mhz; 100 kw; HAAT: 1,174.25 ft. Address: 212 11th St., Hoboken, N.J. 07030. Principal is equally owned by Cliff Burstein and Peter Mensch, who have no other broadcast interests. Filed Dec. 19.

■ Lady Lake, Fla.—Lady Lake Wireless Educational Foundation seeks 91.1 mhz; 25 kw; 100 ft. Address: 2005 Marion Co. Rd., 32659. Principal is owned by Charles B. Washington and Darrell Carr. It has no other broadcast interests. Filed Dec. 16.

■ Duluth, Minn.—Peoria Satellite Radio Group seeks 101.7 mhz; 1 kw; HAAT: 525 ft. Address: T104 N. Second St., P.O. Box 299, Chillicothe, Ill. 61523. Principal is owned by William P. Bro and family. It owns WTXR(FM) Chillicothe and WZRO(FM) Farmer City, Ill. Filed Dec. 24.

■ Vicksburg, Miss.—Clearwater Co. seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: 1535 Highway 1 South, Greenville, Miss. 38701. Principal is owned by Robbie G. Manuel. Her husband, Don, owns WDDT(AM) Greenville, Miss. Filed Dec. 16.

■ Vicksburg, Miss.—Bobby F. Bishop seeks 101.1 mhz; 3 kw; HAAT: 294 ft. Address: Route 1, Box 159-A, 39180. Principal is salesman for KBUO(FM) Tallulah, La. Filed Dec. 16.

■ Vicksburg, Miss.—Radio Vicksburg Ltd. seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: 4315 Oak Hill Dr., Jackson, Miss. 39206. Principal is owned by Judy K. Jefferson (10%), James Y. Becker (45%) and Wilbur O. Colom (45%). Colom has interest in WZIX(FM) Artesia, Miss.; WOCT(TV) Albany, Ga., and new TV's in Lubbock, Tex., and Mobile, Ala. Filed Dec. 16.

■ Vicksburg, Miss.—Leonard J. Giacone seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: 554 Woodland Hills Pl., Jackson, Miss. 39216. Principal is sales manager of WAPT-TV Jackson, Miss. Filed Dec. 11.

■ Vicksburg, Miss.—H&I Broadcasting Ltd. seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: 2419 Drummond St.,

39180. Principal is owned by William F. Holifield and J. Boyd Ingram. It has no other broadcast interests. Filed Dec. 12.

■ Vicksburg, Miss.—Yoton Communications Inc. seeks 101.1 mhz; 1.346 kw; HAAT: 487 ft. Address: 10847 South Prospect Ave., Chicago 60643. Principal is owned by Henry Cheatham, who has no other broadcast interests. Dec. 13.

■ Vicksburg, Miss.—Vicksburg FM Group Ltd. Partnership seeks 101.1 mhz; 3 kw; HAAT: 327 ft. Address: 315 Second North, 39180. Principal is principally owned by Reuben C. Hughes and Dr. Aaron Shirley. It has no other broadcast interests. Filed Dec. 16.

■ Vicksburg, Miss.—Julie N. Frew seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: Route 4, Cartersville, Ga. 30120. Principal, with family, owns WXYC(AM) Cartersville, Ga., and WXYI(AM) Athens, Tenn. Filed Dec. 16.

■ Vicksburg, Miss.—Vicksburg Broadcasting Foundation seeks 101.1 mhz; 3 kw; HAAT: 325 ft. Address: Route 7, Box 251, 39180. Principal is equally owned by Mildred Edmond, Connie Thompson, Alma Taylor, Willie Ethel Johnson and Frances Pearline Williams. It has no other broadcast interests. Filed Dec. 16.

■ Richmond, Va.—seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: 688 S. 42nd St., Louisville, Ky. 40211. Principal is principally owned by Argie L. Dale, who also owns WDGs(AM) New Albany, Ind. Filed Dec. 16.

■ Richmond, Va.—Richmond Media Co. seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: 8 Tulip St., Greenville, S.C. 29609. Principal is owned by J. Stephen McClure (75%) and James L. Oyster (25%), who have no other broadcast interests. Filed Dec. 16.

■ Richmond, Va.—James River Communications Corp. seeks 101.1 mhz; 2 kw; HAAT: 402 ft. Address: 105 E. 15th St., 23224. Principal is owned by Claudette B. McDaniel (100% voting stock, 20% ownership) and Dr.'s Renard and Cynthia Charity (40% ownership each). McDaniel is vice mayor of Richmond and public affairs director at WANT (AM) Richmond, Va. Filed Dec. 16.

■ Richmond, Va.—Barbara B. Bennis seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: 168 Business Park Dr., Virginia Beach, Va. 23462. Principal owns WZAM(AM) Norfolk, Va. Filed Dec. 16.

■ Richmond, Va.—Guernica Radio Inc. seeks 101.1 mhz; 2.57 kw; HAAT: 344 ft. Address: 2135 Dominion Way, Falls Church, Va. 22043. Principal is owned by Antonio Guernica, who has interest in licensee of new TV on channel 14, Arlington, Va. Filed Dec. 16.

■ Richmond, Va.—Nicholas Broadcasting seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: 3207 Dupuy Rd., Ettrick, Va. 23803. Principal is owned by Dr. F.W. Nicholas (20%) and PrimeMedia Inc. (80%), trust voted by John Metelski. It has no other broadcast interests. Filed Dec. 16.

■ Richmond, Va.—Bertram Broadcasting Group seeks 101.1 mhz; 3 kw; HAAT: 201 ft. Address: 2202 E. Marshall St., 23222. Principal is owned by Shiela Pickett, and Bertram "Mike" Weiner, who have no other broadcast interests. Filed Dec. 16.

■ Richmond, Va.—Seaboard Broadcasting Co. seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: 3311 W. Broad St., 22320. Principal is equally owned by brothers, Stuart and Eric Cantor, who have no other broadcast interests. Filed Nov. 15.

■ Richmond, Va.—Richmond Broadcasting Inc. seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: 4825 Perrier St., New Orleans, La. 70115. Principal is owned by Tracy Lewis (100% voting stock) and Inter-Urban Broadcasting (100% ownership), which is principally owned by her husband, Thomas. It also owns WYLD-AM-FM New Orleans. Filed Dec. 16.

■ Richmond, Va.—Commonwealth Communications Ltd. Partnership seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: 510 Meadowspring Rd., 23223. Principal is owned by Howard E. Fitts (20% general partner), Eric Reynolds (10% general partner), Spurgeon Webber and his wife, Loretta (25% each, limited partners) and William T. Milligan (20% limited partner). Webbers also have interest in CP for new TV in Belmont, Md. Filed Dec. 16.

■ Richmond, Va.—Witjo Broadcasting Co. Inc. seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: 2407 Carriage Creek Rd., Midlothian, Va. 23113. Principal is owned by Hardy Lang, and five others. It has no other broadcast interests. Filed Dec. 16.

■ Richmond, Va.—HV Partners seeks 101.1 mhz; 3 kw; HAAT: 201 ft. Address: 9808 Conestoga Way, Potomac, Md. 20854. Principal is owned by Gisela B. Huberman (76%) and Abe Voron (24%). It also owns WMNX(AM) Tallahassee, Fla., and WKYZ(AM) Salisbury, Md. Filed Dec. 13.

■ Richmond, Va.—Future Broadcast Limited Partnership seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: 3306 Mary-

land Ave., 22322. Principal is owned by Sheila Spur (10% general partner), Vincent T. Ridikas (45% limited partner) and Leo Denslow (45% limited partner). Ridikas interest in cable system serving Edenton, N.C. Filed 16.

■ Richmond, Va.—Eighty-Ninety Broadcast Group seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: 1003 DeBeck Rockville, Md. 20850. Principal is owned by Kenneth Strawberry (95%) and Lawrence P. Kessel (5%). It has other broadcast interests. Filed Dec. 16.

■ Richmond, Va.—Richmond Christian Radio Inc. seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: 1010 Park A Norfolk, Va. 23504. Principal is owned by Willis Broadcasting, Norfolk-based station group of nine AM's and two FM's owned by L.E. Willis. Filed Dec. 16.

■ Richmond, Va.—Honeycomb Broadcasting Inc. seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: 4924 N. 34th F Arlington, Va. 22207. Principal is owned by John Brown, who has no other broadcast interests. Dec. 16

■ Richmond, Va.—Richmond Hispanic Radio Inc. seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: 4700 Park Ct., Annandale, Va. 22003. Principal is owned by A. Velez, who has no other broadcast interests. Dec. 16.

■ Richmond, Va.—Robert Fish seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: 50 Royalston Rd., Wellesley, MA 02181. Principal is owned by WHJJ(AM)-WHJY(FM) Providence, R.I., and WAKY(AM)-WVEZ(FM) Louisville Ky. Filed Dec. 16.

■ Richmond, Va.—Richmond Radio Group Ltd. seeks 101.1 mhz; 3 kw; HAAT: 201 ft. Address: 1525-F Split (Lane, 23229. Principal is owned by Thaddeus E. Hill (1 gen. part.) and Don H. Barden (90% lim. part.). Hill employed at WANT(AM) Richmond, Va. Barden owns cable systems in Michigan and is app. for three new FM Filed Dec. 16.

■ Richmond, Va.—WKIE-FM Inc. seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: 6001 Wilkinson Rd., 23222. Principal is owned by Charles E. Cummings, Robert Martin and Walton Belle (30% each) and Ernestine Moore (10%). Cummings and Belle are stockholders, Martin president and Moore is general manager of licensee WKIE(AM) Richmond. Filed Dec. 16.

■ Richmond, Va.—Richmond FM Group Ltd. Partners seeks 101.1 mhz; 3 kw; HAAT: 327 ft. Address: 3211 C St., 23223. Principal is owned by Niona Communication which is principally owned by Lance Drummond and F Littlejohn. It also owns WENZ(AM) Holland Springs, Va and WSES(AM) Raleigh, N.C. Filed Dec. 16.

■ Richmond, Va.—Richmond Radio Limited Partners seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: 3026 M side Ave., 23222. Principal is owned by Norma J. Blak (25% gen. part.) and Peter A. Frank (75% lim. part.). It has no other broadcast interests. Filed Dec. 16.

■ Richmond, Va.—Sally R. Eldred seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: 119 Meyers Lane, Liverpx N.Y. 13088. Principal has no other broadcast interests. Filed Dec. 16.

■ Richmond, Va.—Weyburn Broadcasting Limited Partnership seeks 101.1 mhz; 1.897 kw; HAAT: 415 ft. Address: 2805 E. Weyburn Rd., 23235. Principal is owned by Eur Wilder (30% gen. part.) and 70% limited partner, Sheri Broadcasting Corp., which is principally owned by Roy R. Davenport. It owns WAMO-AM-FM Pittsburgh; WUFO(AM) Amherst, N.Y. Filed Dec. 13.

■ Richmond, Va.—FM Richmond Ltd. Partnership seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: 561 N. Laburn Ave. #3, 23223. Principal is principally owned by Rich Lindemann. It is also app. for 10 new FM's. Filed Dec. 16.

■ Richmond, Va.—Radio Richmond Ltd. seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: 414 Birchwood I Charlotte, N.C. 28215. Principal is principally owned State Alexander (10% gen. part.), and limited partners William R. Rollins (15%), Robert R. Hilker (15%), William Brown (15%), Clifton G. Moore (15%) and Gary Smith (30%). Alexander has interest in new TV in Belmont, Va. Hilker and Rollins own WCGC(AM) Belmont, N.C., have interest in WEGO(AM)-WPEG(FM) Concord WSVN(AM) Valdese, both North Carolina; WJJI(A) Christiansburg and WVVV(FM) Blacksburg, both Virginia; WYNR(AM)-WPIQ(FM) Brunswick, Ga.; WDIX(A) WORG(FM) Orangeburg, S.C., and new TV in Belmont, Va. Moore and Brown own WTIF(AM) Tifton, Ga. Smith is Washington communications attorney. Filed Dec. 16.

■ Richmond, Va.—Greater Richmond Radio Ltd. seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: 2956 Hathaway Rd. #506, 23225. Principal is owned by Alfred Smith (1 general partner) and limited partners, Alan Burns (45

David H. Williams (22.5%) and John J. Boyle (22.5%). It has no other broadcast interests. Filed Dec. 16.

Richmond, Va.—Kasbah Communications Corp. seeks 01.1 mhz; 3 kw; HAAT: 249 ft. Address: 3455 E. 31st Ave., Denver 80205. Principal is equally owned by Chester C. Berry, Shelton A. Bouknight, Steven A. Kiper and Sylvester Freeman. It has no other broadcast interests. Filed Dec. 16.

Richmond, Va.—Radio Richmond seeks 101.1 mhz; 3 w; HAAT: 302.6 ft. Address: P.O. Box 699, Charleston, V.Va., 25414. Principal is owned by Thomas C. Gullett, general manager of WXVA-AM-FM Charlestown, W.Va., and WGMD(AM) Rehoboth Beach, Del. Filed Dec. 16.

Lady Lake, Fla.—Lady Lake Wireless Educational Foundation seeks 91.1 mhz; 25 kw; 100 ft. Address: 2005 Arion Co. Rd., 32659. Principal is owned by Charles B. Washington and Darrell Carr. It has no other broadcast interests. Filed Dec. 16.

TV's

Denver—Don Thomas Moore seeks ch. 59, ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,156.4 ft.; ant. height above ground: 75 ft. Address: 24658 Foothills Dr. N., Golden, Colo. 80401. Principal has no other broadcast interests. Filed Dec. 31.

Denver—Gali Communications Inc. seeks ch. 50, ERP vis. 5,000 kw; aur. 500 kw; HAAT: 967 ft.; ant. height above ground: 190 ft. Address: 539 S. Clarkson St., 80209. Principal is owned by Carmen Gali and Carmen Lapp, who have no other broadcast interests. Filed Dec. 30.

Facilities Changes

Applications

AM's

redered

WRCP (1290 khz) Providence, R.I.—Seeks CP to increase night power to 5 kw. App. Dec. 31.

cepted

KKJB (1000 khz) Marion, Tex.—Seeks MP to change TL. App. Dec. 31.

WRIG (1390 khz) Schofield, Wis.—Seeks CP to change nighttime radiation. App. Dec. 31.

FM's

redered

*WNHS (88.7 mhz) Portsmouth, Va.—Seeks CP to change TL; change ERP to 20 kw; change HAAT to 185.69 ft., and make changes in ant. sys. App. Jan. 6.

cepted

WEIZ-FM (100.1 mhz) Phoenix City, Ala.—Seeks CP to change SL to Phenix, Ala. App. Jan. 2.

*WPCS (89.3 mhz) Pensacola, Fla.—Seeks CP to change L; change HAAT to 1,564.56 ft., and make changes in ant. sys. App. Jan. 6.

*WICN (90.5 mhz) Worcester, Mass.—Seeks CP to install aux. sys. App. Dec. 31.

*KMSU-FM (89.7 mhz) Mankato, Minn.—Seeks mod. of P to construct new tower; install new ant., and install new transmission line. App. Dec. 31.

WPST (97.5 mhz) Trenton, N.J.—Seeks CP to change RP to 50 kw and change HAAT to 429.68 ft. App. Jan. 6.

KEBQ (92.1 mhz) Ardmore, Okla.—Seeks CP to change L; change ERP to .3 kw, and change HAAT to 328 ft. App. Dec. 31.

*KNGX-FM (91.3 mhz) Claremore, Okla.—Seeks CP to change ERP to 3 kw. App. Jan. 6.

*KRSD (88.1 mhz) Sioux Falls, S.D.—Seeks CP to change ERP to 2 kw. App. Jan. 6.

WALV (95.3 mhz) Cleveland, Tenn.—Seeks CP to change L; change ERP to 1.48 kw, and change HAAT to 435 ft. App. Dec. 31.

TV's

cepted

KOVR (ch. 13) Stockton, Calif.—Seeks CP to change HAAT to 1,950 ft. and change TL. App. Dec. 31.

*WYMT-TV (ch. 57) Hazard, Ky.—Seeks MP to change ERP to vis. 2,630 kw, aur. 263 kw. App. Jan. 6.

*WBNA (ch. 21) Louisville, Ky.—Seeks MP to move SL outside Louisville city limits. App. Dec. 31.

*WPXT (ch. 51) Portland, Me.—Seeks MP to change ERP to vis. 3,011 kw, aur. 301.1 kw; change HAAT to 916.6 ft., and make changes in ant. sys. App. Jan. 6.

*KOCV-TV (ch. 36) Odessa, Tex.—Seeks CP to change HAAT to 502 ft. and change TL. App. Dec. 31.

Actions

FM's

*WQSB (105.1 mhz) Albertville, Ala.—Granted app. to change TL; change HAAT to 1,000 ft., and change ERP to 100 ft. Action Dec. 23.

*KKOL (107.1 mhz) Hampton, Ark.—Granted app. to change TL and change HAAT to 314 ft. Action Dec. 23.

*KJMB-FM (100.3 mhz) Blythe, Calif.—Granted app. to change TL; change HAAT to 57 ft., and change ERP to 36.4 kw. Action Dec. 20.

*KPRN (89.5 mhz) Grand Junction, Colo.—Granted app. to change TL. Action Dec. 24.

*WQLM-FM (92.7 mhz) Punta Gorda, Fla.—Dismissed app. to change HAAT to 328 ft. Action Dec. 19.

*WZWZ (92.7 mhz) Kokomo, Ind.—Granted app. to change freq. to 92.7 mhz. Action Dec. 16.

*WXUS (92.7 mhz) Lafayette, Ind.—Granted app. to change freq. to 93.5 mhz. Action Dec. 16.

*WOKZ (104.9 mhz) Muncie, Ind.—Granted app. to change HAAT to 328 ft. and change TL. Action Dec. 16.

*KQLA (103.9 mhz) Ogden, Kan.—Granted app. to change TL and change HAAT to 315 ft. Action Dec. 24.

*WAMX (93.7 mhz) Ashland, Ky.—Granted app. to change ERP to 100 kw and 741.28 ft. Action Dec. 19.

*KQID-FM (93.1 mhz) Alexandria, La.—Granted app. to operate formerly authorized facilities as aux. Action Dec. 20.

*WBYU (95.7 mhz) New Orleans—Dismissed app. to change TL and change HAAT to 1,001 ft. Action Dec. 19.

*KOGM (107.1 mhz) Opelousas, La.—Granted app. to install new transmission sys. Action Dec. 20.

*WROG (102.9 mhz) Cumberland, Md.—Granted app. to change ERP to 3.5 kw and change HAAT to 1,438 ft. Action Dec. 19.

Summary of broadcasting as of October 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,805	170	4,975
Commercial FM	3,846	418	4,264
Educational FM	1,220	173	1,393
Total Radio	9,871	761	10,632
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	381	222	603
Educational VHF TV	113	3	116
Educational UHF TV	185	25	210
Total TV	1,220	273	1,493
VHF LPTV	230	74	304
UHF LPTV	134	136	270
Total LPTV	364	210	574
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

*WFXM (88.1 mhz) Frederick, Md.—Dismissed app. to change TL; change ERP to 3.2 kw, and change HAAT to 849.52 ft. Action Dec. 27.

*WBFH (88.1 mhz) Bloomfield Hills, Mich.—Dismissed app. to change freq. to 91.3 mhz; change ERP to .057 kw, and install new nonDA. Action Dec. 13.

*WBJB-FM (90.5 mhz) Lincroft, N.J.—Dismissed app. to change ERP to 22 kw; change HAAT to 110 ft., and make changes in ant. sys. Action Dec. 20.

*KHBN (92.7 mhz) Socorro, N.M.—Granted app. to change TL; change ERP to 3 kw and change HAAT to minus 234 ft. Action Dec. 24.

*WBF0 (88.7 mhz) Buffalo, N.Y.—Granted app. to correct coordinates and tower height. Action Dec. 24.

*WYNT (95.9 mhz) Upper Sandusky, Ohio—Dismissed app. to change TL and change HAAT to 328 ft. Action Dec. 19.

*WHOT-FM (101.1 mhz) Youngstown, Ohio—Granted app. to move SL to 4040 Simon Road, Youngstown. Action Dec. 4.

*WGSX (94.7 mhz) Bayamon, P.R.—Granted app. to change ERP to 31.9 kw and change HAAT to 1,777.43 ft. Action Dec. 20.

*WBAW (101.7 mhz) Barnwell, S.C.—Granted app. to change HAAT to 328 ft. Action Dec. 20.

*WKZQ-FM (101.7 mhz) Myrtle Beach, S.C.—Granted app. to install new transmission sys. Action Dec. 11.

*KRLB-FM (99.5 mhz) Lubbock, Tex.—Granted app. to change ERP to 100 kw; change HAAT to 817.05 ft., and change TL. Action Dec. 24.

*KRGT (92.1 mhz) Taylor, Tex.—Granted app. to change community of lic. to Hutto, Tex.; change TL. and make changes in ant. sys. Action Dec. 20.

*WJVL-FM (99.9 mhz) Janesville, Wis.—Dismissed app. to change TL; change ERP to 19 kw; change HAAT to 500 ft., and make changes in ant. sys. Action Dec. 27.

*WVCY (107.7 mhz) Milwaukee—Granted app. to change TL; change ERP to 24 kw; change HAAT to 539 ft., and make changes in ant. sys. Action Dec. 23.

TV's

*KCRA-TV (ch. 3) Sacramento, Calif.—Granted app. to install aux. ant. Action Dec. 18.

*KXTV (ch. 10) Sacramento, Calif.—Granted app. to change HAAT to 1,953 ft.; change ant., and change TL. Action Dec. 20.

*KCNC-TV (ch. 4) Denver—Granted app. to install new transmission line. Action Dec. 20.

*KSHO-TV (ch. 26) Honolulu—Granted app. to reduce mechanical beam tilt in ant. from minus 2 degrees to minus 1 degrees. Action Dec. 20.

*WWTO-TV (ch. 35) La Salle, Ill.—Granted app. to change ERP to vis. 5,000 kw, aur. 510 kw; change HAAT to 1,987 ft., and change TL. Action Dec. 20.

*KTJ (ch. 16) St. Joseph, Mo.—Granted app. to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 506.76 ft., and change TL. Action Dec. 20.

*KSBI (ch. 52) Oklahoma City—Granted app. to change ERP to vis. 1,355 kw, aur. 135.5 kw and change HAAT to 601 ft. Action Dec. 20.

*WAPA-TV (ch. 4) San Juan, P.R.—Granted app. to install new aux. ant. sys. Action Dec. 18.

*WCSC-TV (ch. 5) Charleston, S.C.—Granted app. to change HAAT to 1,960 ft.; change ant., and change TL. Action Dec. 20.

In Contest

Review board made following decision:

* Old Saybrook, Conn., and Farmingville, N.Y. (MATS and Edward Mullarkey) PCS proceeding. Scheduled oral argument for Jan. 17 on exceptions to initial decision of ALJ Walter C. Miller granting app. of MATS for new public coast station at Old Saybrook, Conn., and denying competing app. of Edward Mullarkey for same service at Farmingville, N.Y. Each party has 20 minutes for argument. Mullarkey may reserve part of his time for rebuttal. By letter, Dec. 19.

ALJ John M. Frysiaak made following decisions:

* Cleremont, Fla. (South Lake Communications, et al) TV proceeding. By separate orders: granted motion by Big Chief

Broadcasting and dismissed its app.; granted motion by South Lake and dismissed app. of Non-Profit Television Concepts. By orders, Dec. 27.

■ Orlando, Fla. (Marlin Broadcasting of Central Florida Inc., et al) TV proceeding. Denied motion by Orlando Television Partners for summary decision regarding cross-interest issue specified against it. Dec. 27.

■ Bethesda, Md./Washington (RKO General Inc., et al) AM-FM proceeding. Granted petition by Potomac Broadcasting Corp. for leave to amend to report consummation of transfer of control to Auburn Cablevision Inc., license of WAUB(AM) Auburn, N.Y. By separate order, granted petition by Ming Broadcasting for leave to amend report that Warren Broadcasting Ltd., requested that its app. for new FM station at San Diego be dismissed. By orders, Dec. 27.

■ New York (Digital Paging Systems Inc., et al) MDS proceeding. Granted joint petition of approval of settlement agreement; dismissed with prejudice app. of Digital, Private Networks Inc., MCCA Service Corp., Multipoint Information Systems Inc. and Chicago Communication Service Inc.; retained app. of substitute joint applicant New York MDS

Inc. in hearing pending receipt of confirmation that corporation has been established. By MO&O, Dec. 26.

ALJ Edward Luton made following decision:

■ Lawton, Okla. (Ronie Deann Gardner, et al) FM proceeding. Granted motion filed by Romi DeAnn Gardner and dismissed with prejudice apps. of Delbert Francis Ault and Lawton Communications Co. for failure to prosecute. By MO&O, Dec. 23.

ALJ Joseph Stirmer made following decision:

■ Bonita Springs, Fla. (Southeast Broadcasting Ltd., et al) FM proceeding. Granted motion by Gold Coast Broadcasting Corp. and dismissed with prejudice app. of Mathieson/Fitts/Schimke/Murphy. By order, Dec. 23.

ALJ James F. Tierney made following decision:

■ Clarksville, Tenn. (Broadcast Data Corp. and Telecommunications Systems Inc.) MDS proceeding. Granted motion filed by Broadcast Data and dismissed its app.; other applicant remains in hearing status. By order, Dec. 19.

Call Letters

Applications

Call	Sought by
New FM's	
WRXC	Monroe Board of Education, Shelton, Conn.
*KCEV-FM	Wichita Educational Broadcasting Foundation, Wichita, Kan.
New TV	
*KDTN	North Texas Public Broadcasting Inc., Denton, Tex.
Existing AM	
WCLS	WWKQ WCLS Inc., Battle Creek, Mich.
Existing FM's	
WMKG	WDFP WCLS Inc., Battle Creek, Mich.
KBER	KBHV KBER Inc., Spanish Fort, Utah

Grants

Call	Assigned to
New AM's	
WPJC	Tanama Communications Inc., Adjuntas, P.R.
WNOW	County Seat Radio, Blountville, Tenn.
New FM's	
WYBZ	Clay E. Holladay, Mary Esther, Fla.
*WESM	University of Maryland, Eastern Shore, Princess Anne, Md.
WVGN	Virgin Islands Wireless Co., Charlotte Amalie, VI.
Existing AM's	
WDKT	WABT Excelsior Broadcasting Corp., Madison, Ala.
KMOA	KMCW Harvey Fritts, Augusta, Ark.
WEKS	WJYA Trans World Broadcasting Corp., Marietta, Ga.
WMKJ	WQUE Broad Street Communications Corp., New Orleans
WKTQ	WOXO Pensessewausee Broadcasting Co., South Paris, Me.
KWPR	KOKN Warren Broadcasting Inc., Claremont, Okla.
WKHQ	WCLS New Broadcasting Corp., Charlevoix, Mich.
WLSC	WVSL Loris Broadcasting Inc., Loris, S.C.
KAKS	KHBJ Canyon Broadcasting Co., Canyon, Tex.
Existing FM's	
KHTZ	KHTX Americom, Carnelian Bay, Calif.
WEKS-FM	WJYA-FM Trans World Broadcasting Corp., La Grange, Ga.
*KMRT	KWPR Hawaii Public Radio, Wailuku, Hawaii
KKJR	KDUZ-FM North American Broadcasting Co., Hutchinson, Minn.
KTDO-FM	KCEL Charles A. Farmer, Toledo, Ohio
*KWPR	KOKN Warren Broadcasting Inc., Claremore, Okla.
WUSJ	WJSO-FM Eaton P. Govan III and Berton B. Cagle Jr., Elizabethton, Tenn.
KAKS-FM	KHBQ Auldridge Broadcasting Inc., Canyon, Tex.

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.
7515 Annapolis Road Suite 411
Marltonville, Maryland 20708

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.
(818) 351-5521
Professional Services to the
Broadcasting &
Production
Industries
in
Architecture
Interior Design
Technical Design
Construction Mgt.

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 Jeffrey 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 Activity. Free sample:
Box 540381 Houston, TX 77254
(713) 660-5260

Community TV
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 AFCCCE

SAIC Carl T. Jones Corporation
 A Subsidiary of Science Applications International Corporation
CONSULTING ENGINEERS
 7901 YARNWOOD COURT
 SPRINGFIELD, VA. 22153
 (703) 589-7704
MEMBER AFCCCE


LOHNES & CULVER
 Consulting Engineers
 1156 15th St. N.W., Suite 606
 Washington, D.C. 20005
 (202) 296-2722
 Member AFCCCE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
 1015 15th St., N.W., Suite 703
 (202) 783-0111
 Washington, D.C. 20005
 Member AFCCCE

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 AFCCCE

Moffet, Larson & Johnson, Inc.
 Consulting Telecommunications Engineers
1925 North Lynn Street
Arlington, VA 22209
(703) 841-0500
 Member AFCCCE

DAVID STEEL & ASSOCIATES, INC.
 P O Box 230
 Main St. & Melvin Ave
 Queenstown, MD 21658
 (301) 827-8725
 Member AFCCCE

ANDRUS AND ASSOCIATES, INC.
ALVIN H. ANDRUS, P.E.
 351 SCOTT DRIVE
 SILVER SPRING, MD. 20904
 301 384-5374

 Member AFCCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
 Box 68, International Airport
 San Francisco, California 94128
 (415) 342-5208
 Member AFCCCE

JOHN B. HEFFELFINGER
 9233 Ward Parkway, Suite 285
 816-444-7010
 Kansas City, Missouri 64114
 Member AFCCCE

JULES COHEN & ASSOCIATES, P.C.
 Suite 400
 1730 M St. N.W.
 Washington DC 20036
 (202) 659-3707
 Member AFCCCE

CARL E. SMITH
CONSULTING ENGINEERS
 AM-FM-TV Engineering Consultants
 Complete Tower and Rigging Services
 "Serving the Broadcast Industry
 for over 30 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 AFCCCE & 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 AFCCCE

HATFIELD & DAWSON
 Consulting Engineers
 Broadcast and Communications
 4226 6th Ave., N.W.,
 Seattle, Washington, 98107
 (206) 783-9151
 Member AFCCCE

ENTERPRISE ENGINEERING P.C.
 Consulting Engineers
 FW HANNEL PE
 PO Box 9001 Peoria, IL 61614
 (309) 691-4155
 Member AFCCCE

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 AFCCCE

C. P. CROSSNO & ASSOCIATES
 Consulting Engineers
 P.O. Box 18312
 Dallas, Texas 75218
 (214) 669-0294
 Member AFCCCE

JOHN F.X. BROWNE & ASSOCIATES, INC.
CONSULTING ENGINEERS
 525 Woodward Avenue
 Bloomfield Hills, MI 48013
 Tel (313) 642-6226
 Member AFCCCE

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 AFCCCE

SHERMAN & BEVERAGE ASSOCIATES INCORPORATED
CONSULTING & FIELD SERVICES
 P.O. Box 770
WILLIAMSTOWN, NEW JERSEY 08094
 (609) 728-2300

CLARENCE M. BEVERAGE
COMMUNICATIONS TECHNOLOGIES, INC
BROADCAST ENGINEERING CONSULTANTS
 SUITE 45 CREEK ROAD
 MOUNT HOLLY NJ 08060
 (609) 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) 839-6013

SELLMEYER & KRAMER, INC.
CONSULTING ENGINEERS
J.S. Sellmeyer, PE., S.M. Kramer, PE.
APPLICATIONS • FIELD ENGINEERING
 P.O. Box B41 McKinney, TX 75069
 214-542-2056 214-548-8244
 Member AFCCCE

CONSEARCH™
 A CORPORATION
 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 Marr, Texas 214/236-3156

PAUL DEAN FORD
BROADCAST ENGINEERING CONSULTANT
 R.R. 12, Box 379
WEST TERRE HAUTE, INDIANA 47885
 812-535-3831

Teletech, Inc.
TELECOMMUNICATIONS ENGINEERS
 FM-TV-MDS-LPTV-Land Mobile
 Applications—Frequency Searches
 P.O. Box 924
 Dearborn, MI 48121
 (313) 562-6873

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. Bauguess

John Aalto, P.E.
 Consulting Engineer
 TELEVISION PRODUCTION AND POST PRODUCTION
 SYSTEMS DESIGN AND PROJECT MANAGEMENT
 (818) 784 2208 45.44 Van Noord Avenue
 Studio City, CA 91604

RICHARD L. BIBY, P.E.
COMMUNICATIONS ENGINEERING SERVICES, P.C.
CONSULTING ENGINEERS
 1600 Wilson Blvd., Suite 1003
 Arlington, Virginia 22209
 (703) 522-5722
 Member AFCCCE

R.J. GRANDMAISON, P.E.
ENGINEERING CONSULTANT
BROADCAST AND COMMUNICATIONS
 10224 WENDOVER DRIVE
 VIENNA, VIRGINIA 22180
 (703) 281-1081
 Member AFCCCE

JOHN J. DAVIS & ASSOCIATES
CONSULTING ENGINEERS
 P.O. BOX 128
 SIERRA MADRE, CA 91024-0128
 (818) 355-6909
 Member AFCCCE

DON'T BE A STRANGER
 To Broadcasting's 191,761 readers. Display your Professional or Service Card here. It will be seen by station and cable TV system owners and decision makers. * 1982 Readership Survey showing 5.2 readers per copy.

EDM & ASSOCIATES, INC.
 B/cast-AM-FM-TV-LPTV-ITFS-Translator
 Frequency Searches & Rule Makings
 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 AFCCCE

contact
BROADCASTING MAGAZINE
 1735 DeSales St. N.W.
 Washington, D. C. 20036
 for availabilities
 Phone: (202) 638-1022

LECHMAN & JOHNSON
 Telecommunications Consultants
 Applications • Field Engineering
 2033 M Street N.W. Suite 702
 Washington DC 20036
 (202) 775-0057

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

I for WJMT Merrill, WI. Grp owner. Must be self strong, strong on sales and community involvement. I Don Roberts 813-966-2287.

neral manager: American Media, Inc. has excellent opportunity to run Baltimore's #1 station—WLIF-FM. 're looking for a strong performer to be part of our wing radio group. Resumes to American Media, Inc., P.O. Box 230, Patchogue, NY 11772—Attn: Linda aly. An equal opportunity employer.

15 market GSM with future GM possibilities. Our up's newest station (a consulted A/C class B FM in e of the country's top 15 markets) is looking for a ability GSM who can be groomed for GM position. The ididate must be well-groomed, aggressive, an excellent salesperson, a motivator and teacher, and an energetic leader. Good compensation package and an aly lifestyle for the "right" person. Male or female lcome. EOE. Box Z-30.

neral manager. A Denver FM - \$100,000 compen- sion package plus excellent benefits for a super pro h solid management track record. Send detailed ume and history of earnings to Box Z-31.

ief operating officer of noncommercial, education- public radio network. Duties: Develop, direct and nister programming, program development, man- ement and administration, fund raising, and public ations; directly supervise Network Manager, Prom Director and Development Director; and control annual budget over \$1 million. Requirements: BA ree in liberal arts; eight years' experience in non- mercial, public radio broadcasting production; e of the eight years' experience must be in director, nager, or administrator (VP level or equivalent) posi- s at a national public radio network, involving tech- al, programming, marketing and administration; st have had substantial participation in international tribution of public radio programming, active partici- on in international public radio organizations, and rking relationships with senior management at do- stic and foreign public radio networks. Terms: 5,000 to \$80,000 per year, depending on qualifica- s. Send resume, no later than February 13, to Bob betts, No. 86-2, Minnesota Department of Jobs and ining, 150 East Kellogg, 690 American Center Build- , St. Paul, MN 55101.

30 Midwest market seeks general sales manager. 're looking for an individual with a strong radio sales nagement background who is familiar with today's es tools and can build and manage an aggressive es team. If you are ready to advance your career h an aggressive new group owner, send resume. x Z-18. EOE.

neral manager: community public radio station, B qualified, NPR & APR. Must have professional erience in broadcasting including successful sta- r management record or potential for success in ad- cast management position. BA required, MA pre- red. Salary competitive. Send letter of application, ume, and three letters of recommendation to: arch Committee, WBNI, 2000 North Wells St., Fort ype, IN 46808. Deadline January 31. EOE/AA.

nager-key executive for very successful dynamic ltipie operation east coast to back up top man near ment. Excellent benefits, bright future. Strong, onal sales critical. Write Box Z-67.

ast growing suburban Connecticut group-owned io station seeks GSM. Must have strong track re- d, leadership and sales training ability. Manage- nt experience preferred. Sophisticated area, asant lifestyle. If you are committed to a career with expanding group, send resume to Box Z-45.

me Grow with us in 1986. Group owned Fulltime u/Class C FM, upper midwest snowbelt, seeks sales nted as General Manager. You will be hands-on, et-fighting, and community-involved. Under 20,000 llege Town, with outdoor Recreation. Box Z-62.

HELP WANTED SALES

Florida Gulf Coast 300,000 metro. Radio street sale- s- person. 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 competi- tive 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.

New Florida Coastal AM stereo powerhouse seeks en- tire sales force. Get in on the ground floor. Air date is Febuary. Send complete information now to Jerry Collins, c/o WDCQ, 1227 Del Prado Blvd., Cape Coral, FL 33904.

Need experienced, aggressive sales person who likes to make money. Established account list, 75,000 watt FM with AM combo in southwestern Oklahoma. Lots of potential! Call Carolyn Riffel, 405-247-6682.

KURM Radio, Rogers, Arkansas wants to hire quality people to work sales. 5000 watt station. News-talk for- mat. Experience necessary, will consider combination sales programming. 501-636-7979.

We are promoting our sales manager and need a strong self starter to replace him in Ironwood, Michigan. WJMS-WIMI. Live and work in the beautiful Upper Penin- sula. Call Don Roberts 813-966-2287.

Account executive. Major Northeast radio station has a position available for a fulltime experienced account ex- ecutive. Commissions & excellent benefits. Resume to: Box Z-34.

San Antonio's hottest new AC, KSMG is holding open an exceptional list for highly motivated sales people with proven track record. Great opportunity for self-starter who can take advantage of outstanding local accep- tance. Substantial starting income and benefits for top professional who can help us reach our financial goals. Call Joyce Scheer, General Sales Manager, Magic 105FM, 512-646-0105. EOE.

Alabama. New owner seeks dynamic experienced orga- nized radio sales person with proven track record for growth opportunity. Send tape, resume, references to Doc. Leighton, WBYE, Box E, Calera, AL 35040.

20% commission. Guarantee. AM/FM, great numbers. 195,000 person metro, affluent Gulf Resort area. Expe- rienced sales pro needed. Dan Carney, 601-863-3522. EOE.

Excellent opportunity at Nabaska's largest FM. If you can sell regional radio and have a proven track record, call Gene McCoy after 6 PM at 308-946-5250.

Rapidly growing radio chain in Southeast is looking for managers and account executives. Call Gary Steel today at 304-722-3308.

Southwest Texas. Immediate opening for sales and community oriented professional. Organizational and motivational skills a must. Duties include sales and pro- duction. Opportunity to grow into management position. KLXQ-FM 512-278-1102, Drawer 231, Uvalde, TX 78802.

Sales/marketing oriented GM. Boost sales, install fi- nancial controls for new owners. AM talkradio in sub- urban Boston. Base + % + buy equity. Unique corporate plan. Further career opportunities. Send resume to Home Office: Pacific Broadcasting Corporation, 8333 Douglas, Suite 160, Dallas, TX 75225.

Sales position for experienced individual. Active ac- count list at top rated Anchorage area station. Chance to move up quickly. Contact Steve Brooks, KNBZ, P.O. Box 87-1890, Wasilla, AK 99687.

Sales manager. Eastern North Carolina AC FM looking for a leader and producer. This is not a desk job. Great rewards for the right individual. Resume in confidence to WRQR, Gene Gray, P.O. Box 229, Farmville, NC 27828. Equal opportunity employer.

Wanted: experienced sales manager: Must believe in AM. Growing station where GM's Saturn plant's being built. Carl Swafford 615-379-5817

Tired of selling in a small market. We have openings for two good sales people in Eastern markets f 500,000 and 1 million. Call Rodger Scott at 203-637-5448.

HELP WANTED ANNOUNCERS

New Florida Coastal AM stereo powerhouse seeks entire air staff for February air date. Seeking top an- nouncers. Paying top wages for top station. Send com- plete information to Jerry Collins, c/o WDCQ, 1227 Del Prado Blvd., Cape Coral, FL 33904.

Telephone talk. Major market station wants personality with provocative, humorous, imaginative telephone fin- nesse. Send resume. EOE Box X-96.

Production director needed to breathe excitement into commercials, contests and promotions. Base pay \$250 to \$300 per week. 5-day week. Send T&R to Roger Utneher, P.o. Box 309, Eagle River, WI 54521. EOE.

Immediate opening for week-ends and some nights for top adult contemporary AM/FM in central Illinois. Must be able to handle all facets of broadcasting. Good salary and benefits, excellent equipment. Send air check and resume to Joe Hogan, WLPO/WAJK, Box 215, LaSalle, IL 61301.

AC information station seeks exceptional individual morning personality, captain the morning team, work- ing with news, sports, weather staff. Play 4-6 records per hour, relate to 30-55 audience. T&R to Joe Corco- ran, OM, WCAP, 243 Central St., Lowell, MA 01852. EOE.

Entry level position: Needed for small market AM/FM combo in northwest Indiana. Position will involve air work, production, news, could involve sports play-by- play. Send tape/resume to Chuck Van Cure, WLOI/WCOE, 902 1/2 Licolnway, LaPorte, IN 46350-3412; 219-362-5290. Equal opportunity employer.

Announcer/sales. Experience required. Play-by-play helpful. Tape & resume to Joe Jindra, KRZ/KQAZ, Box 1069, Springerville, AZ 85938. No phone calls.

Need sports director/announcer with high school football/basketball PBP experience. Send cassette/re- sume to: John King, Box 2308, Roswell, NM 88201. EOE.

Need bright, happy morning person to build adult contemporary FM in resort area. No time and temp. Contact Ken Birdsong 314-348-2772. EOE.

Wanted Announcer Must be dependable & some expe- rience. Start \$170.00 per week. Call 9 am to 4 pm C.S.T. only Mgr. 314-586-8577.

PM drive announcer needed at Connecticut's leading AOR. Strong voice and production a must. Tape & Re- sume (no calls) to Neal Mirsky, WPLR, 1191 Dixwell Avenue, Hamden, CT 06514. EOE.

Top-rated Florida A/C with full-service news depart- ment looking for morning anchor. Strong authoritative delivery. T&R Nancy Frost, Box 189, Cape Coral, Flor- ida 33910. EOE.

Spanish language radio announcers/program su- pervisor for Dallas/Fort Worth station. Call Alberto Soto 817-336-1540.

Need bright, happy morning man to build adult con- temporary FM in resort area. No time and temp. Con- tact Ken Birdsong 314-348-2772. EOE.

Wanted! A real live strong personality with good con- versation and outgoing attitude to wake up a market of 500,000. Must be mature voice. No beginners or time and temp. 203-637-5448.

HELP WANTED TECHNICAL

WQEN-FM/WAAX. Chief engineer, experienced, AM directional, full-power FM. Resume to Rish Wood, Box 570, Gadsden, AL 35999. EOE.

Chief engineer needed for AM/FM in the Land of En- chantment. Life is too short to fight ice and snow in the winter, and the hell of humidity in the summer. EOE, Send particulars to Box Z-7.

Wanted: engineer. Knowledgeable in AM directional; automation systems; microwave; studio maintenance and Class C-FM operations. Send resume to: Truman Conley, GM, WWSA/WCHY, P.O. Box 1247, Savannah, GA 31402.

NY metro AM/FM looking for chief engineer. Challenging opportunity with fast growing group. Three to five years' experience with directional antennas, automation and construction. Send resume and salary requirements to GM Phil Stumbo, 384 Clinton St., Hempstead, NY 11550. EOE, M/F.

Chief engineer - stereo FM. New equipment. Excellent salary, benefits. Contact Steve Brooks, KNBZ, P.O. Box 87-1890, Wasilla, AK 99687.

Chief engineer at Lake of the Ozarks. AM/FM combo, must have experience with automation. Contact Ken Birdsong 314-348-2772.

Chief engineer for major West Coast market. First class R.T. Salary commensurate with experience. Send resume to Box Z-24. EOE.

HELP WANTED NEWS

News-Sports director needed to join existing staff and share responsibilities. Experience required. Base pay: \$250 to \$300 per week. 5-day week. Send T&R to Roger Utneher, P.O. Box 509, Antigo, WI 54409. EOE.

Are you ready to move up to news director? Top 100 market Midwest AM/FM combo seeks experienced newperson for position of news director. Excellent career opportunity. Send resume in confidence to Box Z-26. EOE.

Experienced newperson ready for news directors position at Illinois AM/FM. Must be well-organized, able to manage two fulltime staff and train and utilize interns. Position will be open in first quarter of 1986. Reply to Box Z-28.

News people needed for many New England markets. All levels, including entry experience considered. Call Tartan Consultants, Inc. 603-431-1481.

Anchor/reporter needed immediately for medium market, high visibility information station. Must have two years' radio news experience, dynamic voice and excellent writing skills. Fulltime, pressure job. Send resume and tape to: News Director, P.O. Box 150, Roanoke, VA 24002.

100,000 watt FM needs news reporter. Tapes and resumes to KGRC, Box 1017, Hannibal, Mo. 63401.

Reporter/anchor for New Jersey AM/FM Combo seriously committed to news. Minimum 1 year commercial experience. Tape/Resume News Director WNNJ/WIXL-FM P.O. Box 40 Newton, NJ 07860. EOE, M/F.

News director needed for two top-rated 24 hour stations with strong news commitment: WCMR 5,000 watt country; WFRN 50,000 watt contemporary Christian music. Broad news experience and strong personable delivery. Stations run on biblical principles. Send resume or call Ed Moore, WCMR/WFRN. P.O. BOX 307, Elkhart, In. 46515. 219-875-5166.

News/P.A. director for adult class C FM in Nashville. Quality voice, good writing and interview skills a must. If you want to be a part of a hardworking team dedicated to excellence, send a tape and resume immediately to Bud Thomas, Program Director, WTMG Radio, 50 Music Square West, Suite 309 Nashville, TN 37203. EOE.

Reporter-anchor for 6 man news department in middle Atlantic area. Must be authoritative or network quality. 203-637-5448.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Production director needed to breathe excitement into commercials, contests and promotions. Base pay \$250 to \$300 per week. 5-day week. Send T&R to Roger Utneher, P.O. Box 309, Eagle River, WI 54521. EOE.

Copywriter/Japanese language. Writes ad copy in Japanese. Consults with sales media. Obtains info on product/service. Bachelor's degree in journalism, marketing, advertising or business administration. Must speak, read, and write Japanese and English. No experience required. \$2,200/mo. 40 hrs/wk. Job and interview in Hollywood, CA. Send this ad and your resume to Job #FHC1832, P.O. Box 9560, Sacramento, CA 95823-0560. Not later than January 28, 1986.

Producer. Experience preferred or news background. Job entails finding and booking guests for a 2 hour mid-day radio show. Send resume to Terry Pilon, Personnel Assistant, 2100 Fisher Building, Detroit, MI 48202. No phone calls will be accepted.

Promotion/ad director wanted for aggressive promotional minded AC in San Antonio. Must have proven track record as promotion director and also be able to take charge of ambitious in-house advertising program. EOE. Send resume to: Jack Collins, KSMG-FM, 8930 Four Winds Dr., Suite 500, San Antonio, TX 78239.

SITUATIONS WANTED MANAGEMENT

General manager. Currently employed sales-oriented general manager available. Now managing full-time country AM and a daytime urban contemporary AM NBC affiliate. Both in multi-station top 100 markets in the South. Both stations were in distressed financial condition prior to my tenure as manager. Need guaranteed salary, commission and progress over-ride on improvements. Call Don. 813-627-3547.

33 years old with 19 years ground-up radio experience, on-air, programming, sales, sales management and general manager. Seeking GM / SM position for stations that need help. I hire, train, organize, motivate and manage. Too much more to list, including the best references in the Midwest. If you need a hitter, call 701-237-5469.

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 managership in "deep south". 18 of my 25 years includes major market. 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.

One of the best religious format GM's in the country is looking for a major market station to bring experienced management that combines top sales skills in both spot and programming with cost conscious administration and professional programming. If you want your station to be the best and the most profitable, it can be, write Box Z-32.

Total commitment to excellence. Young manager with great track record. References, employed. Christian, family. Seeking long term opportunity. Midwest, Mid-Atlantic. Box Z-46.

We have availabilities nationwide for producers, writers, announcers, disc jockeys, talk-show hosts, promotion specialists, and commercial talent. Contact Media Marketing, P.O. Box 1476, Palm Harbor, Florida 34273-1476, or call 813-786-3603.

SITUATIONS WANTED SALES

Hard working gsm with high energy and ten year track record just delivered two biggest billing years in company history. Motivator. Good references. Turnaround success. Well organized and thoroughly knowledgeable of industry. Seeks move up! Box Z-48.

Hire manager who really knows small markets. Over 20 year career includes 10 selling successfully; 7 in present job. Nebraskan. Will relocate. Box Z-51

General manager: Strong sales, programming and administrative skills. Experienced in major and medium markets. Seeks knowledgeable aggressive owner. Midwest transplant to Calif. five years ago where my family and I plan to remain. Box Z-50.

Small/Medium market consultancy/management. On-street sales plus 33-years management. Sun Belt preferred. Box 33, Hastings, NE 68901.

SITUATIONS WANTED ANNOUNCERS

Medium/major market pro looking for next big challenge. Are you the one? Good pipes and production. Call Dale, 317-787-5871.

Some experience as part-timer in major market. Ready for fulltime. Work anywhere (especially in south-eastern Wisconsin and northern Illinois). Eric 414-781-8470.

Funny, innovative, communicator Seeks medium or major market. 8 years experience. Prefer southwest. Jeff Demas, 6545 Simpson Ave. Apt. 7, North Hollywood, CA 91606 (818) 509-9326

Air personality with good voice and 14 months experience seeks stable small or medium-market station. Professional attitude. Available immediately. Brian Davis 414-962-3469.

SITUATIONS WANTED TECHNICAL

Chief engineer, experienced in all phases AM/FM maintenance and construction seeks change any time next three months. Box Z-22.

First phone seeks Sunbelt AM/FM. Hands-on. Chu 312-352-2677.

Happy New Year. Chief engineer looking for new challenge. Experienced in all phases high power directional too. Prefer Florida...but all considered. Write Box 40.

10 years as chief engineer. Experienced in maintenance, construction, directionals, automation, etc. Currently chief of AM directional and Class C FM. Seeking new challenge in major market. Box Z-61

SITUATIONS WANTED NEWS

Play-by-play sports announcer. Ohio U. grad with years professional experience currently TV sports porter for major market affiliate in medium market. Misses 1st love: play-by-play reporting. Equally adept in all major sports. Exciting up-beat delivery with in-depth sports knowledge. Attractive, well-groomed appearance. Pleasant personality. Video and audiotapes available. Write Box Z-23.

Veteran news director, with business sense, still believes broadcasting is fun. Understands programming as well as journalism. Especially enjoys molding you broadcasters. Interested in all-news, news-talk, information-oriented formats, top 75 markets. Quality of important, however. If you want to win, we could be good for each other. 901-794-4695, evenings, weekends.

Radio newsmen with 7 years experience, the last 2 newspapers, looking for a good radio news spot. Call Greg, 717-828-7187.

News-caster. Young, dynamic, experienced writer, attractive, energetic, have produced own newscast pleasant voice, college degree in radio/TV. Box Z-21

Play-by-play sports announcer. Ohio U. grad with years' professional experience. Currently TV sports porter for major network affiliate in medium size market misses 1st love: play-by-play reporting. Equally adept in all major sports. Exciting up-beat delivery with in-depth sports knowledge. Attractive, well groomed appearance. Pleasant personality. Video and audiotapes available. Write Box Z-23.

Looking for fresh start! Experienced news/sports seeking news/sports position. Energetic, enthusiastic and versatile. Call Bill anytime 409-245-4067.

You need: Art Lynch, 30, decade in radio; Chicago, Wyoming, California, Las Vegas; news/talk/sports awards. 702-454-1067.

Talk host. News, entertainment, sports. Former Washington Post. Presently management. Desires turn air. Radio or television. 916-483-9481.

Informed and creative newscaster. Energetic speaker and concise writer with good production skills. air check tape and resume. Contact Roger at 312-477-5427 after 3 P.M.

You need: Art Lynch, 30, decade in radio; Chicago, Wyoming, California, Las Vegas; news/talk/sports awards (702) 454-1067.

Black female TV reporter. Intelligent, attractive, good writer. Any market. Steffany. Before 11 am. (301) 574-19. Last worked in 79th market. Morning cut-ins a hard news.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Producer/director with 12 years of major market experience seeks challenging position. Please call 415-763-0529.

PD/MD: 6 years announcing. Want opportunity move up. Highly motivated. A/C, light rock, MOR. E V-74.

Experienced professional country programmer. Exceptional knowledge of music, contests and people oriented team management. Took last AM from third first and kept it there. Management, sales and automated experience. Let's talk! Don Rhea 303-243-561

Operations manager/program director...presently in the 20 metro market. Experienced in AC, MOR, country, pop bands, talk, plus chief engineer too. Prefer Florida. Write Box Z-41.

TELEVISION

HELP WANTED MANAGEMENT

no new stations. Western and Northern New York general manager/sales manager/chief engineer needed for June sign on. Reply to Craig Fox, P.O. Box 95, Syracuse, NY 13250-0095.

anager. Small market VHF start-up in attractive Arima community; seeking hands-on manager with good technical and organizational skills. EOE. Please reply to Box Z-8 or 301-656-2146.

eneral sales manager. Mid 50's market network affiliate needs motivated, organized and aggressive sales manager. Technical and people skills prerequisite, and complete resume to Ray J. Chumley, WEYI-TV, Box 250, Clio, MI 48420. EOE.

romotion manager. Mid 50's affiliate. Experienced in all phases of broadcast promotion including on-air, print, radio and community involvement. Must have strong writing skills. Resume to Box Z-3. EOE.

romotion director. Top four major market station seeking creative, hard-working and aggressive individual with minimum five years' experience at independent TV station. Individual must have experience in writing on-air and print materials, video production and lighting plus experience in coordinating and supervising on-air promotion, print, media buying, advertising and publicity, with thorough knowledge of broadcast operations and budgeting. Qualified candidate should send cover letter and resume, complete with salary history Box X-73. EOE, M/F.

neral manager: Strong sunbelt network affiliate. Approximate 110th market. Must presently be employed as General Manager. Excellent opportunity. All replies confidential. Box Z-23.

usiness Manager for growing group to manage financial operations of Midwestern UHF independent. Experience required. Opportunity for future growth. EOE, M/F. Box Z-25.

CRG-TV, Cedar Rapids, Iowa, needs experienced, creative, aggressive individual to lead sales team of medium market VHF net affiliate. Applicants should have local and national experience and be results-driven. Send resume and successful history to Phil Siz, Vice President/General Manager, KCRG-TV, P.O. Box 816, Cedar Rapids, IA 52406. EOE.

HELP WANTED SALES

sales. Top 50 market. Group owned Southeast affiliate seeking local/regional account executive. Emphasis on regional. Minimum 3 years' TV sales. Excellent opportunity for knowledgeable team player with strong people skills. Send resumes to: P.O. Box TV-8, Greensboro, NC 27420-0688.

cal sales manager. Strong Sunbelt Indy Looking for aggressive, creative, innovative leader to develop, in, and direct sales team. Experience with TVB, IV, and Co-op a must. Prefer at least one year management experience but will consider top notch AE ready to move up. Send resume and cover letter to Box 19. EOE.

B-Territory Sales Executive. Sell to local and regional advertisers; work with TvB member station management and sales staffs; represent the TV industry on forms. Must have station and/or rep sales experience and knowledge of competitive media. Detroit office location. Send resume to: Bob Lefko, TvB, 477 Madison Ave., New York, NY 10022, or Dick O'Donnell, 35 West Big Beaver Rd., Detroit, MI 48084. No phone calls.

count Executive: Top 50 independent, seeking aggressive, hard-working individual with independent TV sales experience. Ability to work with local-direct business and to develop new business a must. Salary \$K+ excellent group benefits. EOE/MF. Send resume to: GSM, WVAH-TV, 23 Broadcast Plz, Charles, WV 25526.

HELP WANTED TECHNICAL

Maintenance engineer: Experience a must—background to include 2" Quad, TCR 100, 3/4"—Xmtr experience a plus—Digital Video experience a plus—Excellent salary and benefits—EOE—Call Ken Swisher, KODE-TV, 417-623-7260, a Gilmore Group Broadcast Facility.

Uplink engineer with experience in satellite/microwave is needed to maintain and operate transportable Ku-band uplink. ENG and maintenance background helpful. Send resume and salary requirements to Box X-92.

Maintenance engineer for VHF NBC affiliate. No beginners. Must be experienced and now working as a television broadcast maintenance engineer. Contact Ken Renfrow, Chief Engineer, KOAA-TV, 2200 7th Ave., Pueblo, CO 81003, 303-544-5781.

Maintenance engineer. Thorough knowledge of Sony tape, Ikegami cameras, digital equipment. Studio maintenance and live remotes also required. Send resume and salary requirements to Terry Ostlund, KSWO-TV, Box 708, Lawton, OK 73502. No phone calls, please.

TV maintenance engineer. WPDE-TV, a well-equipped ABC affiliate, is seeking a studio maintenance engineer. A minimum of two years' experience and a two-year degree in electronics or equivalent preferred. UHF transmitter experience is helpful, but not required. Send resume to Jimmy Gamble, WPDE-TV, P.O. Box F-15, Florence, SC 29501. EOE, M/F.

Broadcast engineer II. 3 years of maintenance experience with a variety of ENG and studio equipment, knowledge of broadcast rules and guidelines. Associates degree in radio and TV or related field or equivalent experience. Position is in a medical environment. Starting salary \$23,130 - \$24,056. Equal opportunity/affirmative action employer. Resume must be received no later than January 26, 1986. Send to: Staff Employment, University of Arizona, 1717 E. Speedway, Tucson, AZ 85719.

Master control operator entry level, at \$4.00 per hour. If your career goal is to be the best, mail resume to: Ed Huddleston, K TEN, Ada, OK 74820.

Videotape editor. Premier video production and post-production facility in Texas seeking editor with extensive experience in CMX, ADO, Grass Valley. Salary negotiable. Send resume in confidence to Box V-59.

Maintenance supervisor sought by San Diego's KPBS-TV for its studio facilities. Duties: Training, organizing and scheduling maintenance personnel; performing sophisticated analysis and diagnosis of complex technical equipment maintenance problems. At least three years of directly related experience required, incl. one year in a supervisory capacity. Associate's degree in electrical engineering or electronic engineering technology required. Salary range \$27,672-\$33,336. Excellent benefits. Application should be made to San Diego State University Employment Office, 3rd Floor-Admin Bldg, San Diego, CA 92182 no later than January 31, 1986. EEO/AA/Title IX Employer.

Transmitter engineer for VHF; 3 years experience in maintenance. Any other television experience helpful like microwave, satellite, studio. Equal opportunity employer, call or write KIMT-TV, Dale Byre, Chief Engineer, 112 N. Pennsylvania Ave. Mason City, IA 50401. Ph. 1-515-423-2540.

Master control/videotape operators, and film editors/dubbers needed for new independent TV station. Knowledge of TV station operations & ability to read waveform monitors/vectorscopes desirable. Send resume to Tom Aroney, Operations Mgr. WPXT, 2320 Congress, Portland, Me. 04102.

Assistant chief engineer: Supervises day to day technical operation. Must have two years technical school or equivalent—five years engineering supervisory experience in a commercial television station—must have excellent skills in theory and maintenance of broadcast studio and transmitter equipment. Send resume to Bob King, Engineering Manager, WFMV-TV, P.O. Box TV-2, Greensboro, NC 27420.

Chief Engineer: UHF sunbelt network affiliate seeking Chief Engineer with proven leadership skills and ability for hands-on maintenance of state-of-the-art equipment. Experience with budgeting, personnel administration and long-range capital planning preferred. EOE, M/F. Box Z-36.

Portland, Maine independent UHF start up needs maintenance engineer with XMTR, tape, camera experience. Write or call Neil Portnoy, WPXT, 2320 Congress, Portland, ME. 04102. 207-774-0051.

Assistant Chief Engineer: Planned growth to chief for right person at expanding Sunbelt UHF in growing Florida capital. Hands-on leadership role. New Townsend transmitter, AMPEX 1", Sony 3/4" Ikegami Cameras, DVE, excellent facility. Resume to Ed Shaper, Chief Engineer, WTXL-TV, Box 13899, Tallahassee, FL 32317. EOE.

Chief Engineer. UHF Sunbelt network affiliate seeking Chief Engineer with proven leadership skills and ability for hands-on maintenance of state-of-the-art equipment. Experience with budgeting, personnel administration and long-range capital planning preferred. EOE, M/F. Box Z-36.

Assistant Chief Engineer. Planned growth to chief for right person at expanding Sunbelt UHF in growing Florida capital. hands-on leadership role. New Townsend transmitter, AMPEX 1; Sony 3/4", Ikegami cameras, DVE, excellent facility. Resume to Ed Shaper, Chief Engineer, WTXL-TV, Box 13899, Tallahassee, FL 32317. EOE.

Studio and microwave maintenance. Immediate opening, experience required in U-matic and solid state equipment repair and installation. Send resume and references to Box. Z-42. EOE.

Maintenance engineer for Chicago's fastest growing independent. Must have experience in maintaining studio and control room equipment including Sony 3/4" and 1" UHF transmitter experience helpful. Send resume to: Operations Manager, WPWR-TV, 4255 Westbrook Dr., Aurora, IL 60505. EOE.

ENG maintenance engineer WDIV/Post Newsweek in Detroit, has an opening for an ENG maintenance engineer. Prefer applicants having at least five years experience in maintenance of electronic news gathering equipment, cameras, recorders, editing systems, two-way radio, microwave, and miscellaneous equipment. A minimum of two years technical schooling is preferred. Submit resume to Personnel Department, WDIV-TV, 550 W. Lafayette, Detroit, MI 48231. EOE.

Television maintenance engineer WDIV/Post Newsweek in Detroit, has an opening for a Television maintenance engineer. Prefer applicants having at least six years experience in maintenance of television equipment, ENG, studio, video tape; and a working knowledge of digital equipment, still store, frame sync, and video effects. A minimum of two years technical schooling is preferred. Submit resume to Personnel Department, WDIV-TV, 550 W. Lafayette, Detroit, MI 48231.

Chief engineer, UHF independent. Strong technical/supervisory skills in transmitter, microwave and studio. Salary DOE, working conditions and benefits excellent. Mail resume to Steve Glickman, KSCI-TV, 1954 Cotner Ave., Los Angeles, CA 90025.

Studio maintenance engineer. Self-starter with 3 to 5 years real-time experience with television broadcast equipment. Leading southwest indy. FCC general class or SBE certification required. Salary commensurate with experience. KMSB-TV, 2445 N. Tucson Blvd., Tucson, AZ 85716. 602-705-0311.

News Director promoted. News leader seeks successor for #1 team. Must be people oriented, have solid news judgement and have the desire to be a winner. If you can direct an extremely talented news team, apply immediately. If any doubts, apply elsewhere! Send resume to Mr. William D. Webb, General Manager, WCTI-TV, P.O. box 2325, New Bern, NC 28560. No phone calls please. EOE.

Reporter/anchor. Must possess strong journalism skills. Send tape/resume to Dave Tillery, KQTV-TV, P.O. box 247, St. Joseph, MO 64506. EOE.

WPBT, Public Television in South Florida, has an opening for a News Editor to work on the national program "The Nightly Business Report." The news editor is responsible for reviewing and copy editing stories, acting as back-up producer, coordinating series and special event coverage and writing scripts, proposals and promo copy as needed. Minimum of two years experience as a producer, associate producer or copy editor in broadcast journalism, excellent writing and copy editing skills and a background educationally or professionally in business news required. We offer a competitive starting salary and excellent benefits. Send resume to: Personnel, WPBT, P.O. box 2, Miami, FL 33261-0002. An Equal opportunity employer, M/F/H.

Number 1 affiliate with strong news commitment needs experienced co-anchor. New York Times station with excellent pay and benefits. If you are a dedicated pro, send your tape and resume today. News Director, KFSM-TV, Box 369, Forth Smith, AR 72902. EOE.

Reporter needed for Spanish-language TV news magazine. Two years experience in a major market required. Bi-lingual. Send resume and tape to J. Kassem, P.O. Box 5224, Glendale, CA 91201. EOE.

Immediate availabilities nationwide for news anchors, sportscasters (including play-by-play), reporters, weathercasters, and photographers. Contact Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476 or call 813-786-3603.

News director. Southwest network affiliate in highly competitive market seeking News Director with proven leadership and producing skills. EEO, M/F. Box Z-37.

Co-anchor for our Live at Five and 10:00 newscasts, experience preferred, tape and resume to News Director, WISC-TV, 7025 Raymond Rd., Madison, WI 53711. EOE.

TV News Anchor. Network affiliate. Write, produce, gather and deliver local news on programs at six and eleven p.m. Journalism degree or equivalent and 3 years experience on-air. Resumes only to News Director, WROC, 201 Humbolt St., Rochester, NY 14610. EOE.

HELP WANTED NEWS

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.

Evening anchor sought for an aggressive small market news department to complement established male anchor. No phone calls. No beginners. Tape, resume and salary requirements to ND, WVIR-TV, Box 769, Charlottesville, VA 22902. EOE.

WSAV Television in Savannah, Georgia is looking for a news director. We want to make a good news department even better by hiring someone with a track record of working well with others. We want someone with strong journalistic and administrative skills who believes in community involvement. Send resume and cover letter to Dave DeArmond, General Manager, Box 2429, Savannah, GA 31402. EOE.

Combination weekday news reporter/weekend sports anchor. Must be experienced news reporter with strong sports interests. EOE. Resumes only to John Baumgartner, WTVO-TV, P.O. Box 470, Rockford, IL 61105.

Reporter. Dynamic, experienced journalist needed to cover Southwest Missouri for strong CBS affiliate. Excellent writing and editing skills a must. Send tape resume to Bob Totten, KOLR-TV, Box 1716 SSS, Springfield, MO 65805. EOE.

Are you a creative story-teller? Come be the roving feature reporter for our No. 1, award-winning news operation in the Sunbelt. No beginners. Send tape and resume to Scott Parks, WIS-TV, P.O. Box 367, Columbia, S.C. 29202. No phone calls please. EOE

Producer. Need creative show-planner who uses TV medium with originality and flair, writes with imagination and wit. Must have solid journalistic skills, proven leadership ability, at least two years experience. Send resume and references, brief summary of your producing philosophy. S.E. Net Affiliate. Box Z-54

Field producer. Primary job: help weather forecaster produce weather features, graphics. Reporting and weather background essential, training in videography helpful. Send resume, references. S.E. Net. Affiliate. Box Z-55.

Sports anchor. If your idea of a sportscast is scorecards and highlights, please don't apply. We want an experienced nontraditional anchor who can make sports fun, interesting for 100% of audience. Emphasis on participatory sports, community involvement, feature reporting. For mid size sunshine market where golf, tennis, fishing and water sports are very big. No tapes, please. Just send your resume and tell us what you think should go into a great sportscast. Box Z-56.

Reporters, anchors. News openings nationwide. All sized markets. Entry, experienced. Details, write Box 3654, Bon Air Va, 23235.

TV news reporter. General assignment. Two years on air experience required. Need person who can generate story ideas. Must be excellent writer and journalist. Send tape with resume to: Tony Marino, News Director, KJRH-TV, 3701 S. Peoria, P.O. BX 2, Tulsa, OK 74105. No phone calls. EOE.

Co-anchor, strong & professional, to complement our male anchor. Must be able to produce, write, and work with People. Send tape and resume to News Director, KCOY, 1503 No. McClelland St., Santa Maria, CA 93454. EOE.

Videographer: At least two years experience working at a local TV station or production company. Editing skills necessary. Routine maintenance of equipment. Only self-starters and those able to be creative while moving quickly should apply to this Washington News Bureau. Send tape and resume to Newscom, 555 N.J. Avenue, NW, Suite 860, Washington, DC 20001.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Field producer. Good company needs that special field producer who can work with our reporter. Reporter has great sense of humor and loves to try the unusual. Field producer must also be skilled with logistics of live remotes. Ideal candidate has at least a year's field producing experience, some shooting and editing skills. Please send letter, resume and tape to: Ellen Rakieten, Dept. FP, 3415 University Avenue, St. Paul, MN 55114. Equal Opportunity employer, M/F.

On-air producer/ director. Minimum of two years major market experience that includes writing, producing and directing. Prefer strong background in promotion. Job responsibilities include writing, producing and directing on-air promos, and will include some special projects. Must be detail oriented, have a good knowledge of graphic design, and have the ability to plan a project. Send tape and resume: Bob Lovelady, KRLD-TV, 1033 Metromedia Place, Dallas, Tx 75247. EOE.

Videographer/editor experienced in shooting features and specials. Individual's demo tape and resume to Production Department, P.O.Box 5068, Phoenix, AZ 85010.

Promotion/artist. looking for hands-on promotion editor with TV and print experience. Resumes: PD, WPML, P.O. Box 2766 Mobile, Al. 36652 (205) 433-1500. EOE.

Expanding television distribution company seeks traffic coordinator. Responsibilities include the coordination of product distribution both domestically and internationally. TV trafficking experience preferable. Send resume and salary requirements to: Box Z-47.

News leader in this booming sunbelt seeks an assistant director who will direct weekend newscasts. Candidate should already be familiar with the AMPLEX A/C-33 switcher and be eager to demonstrate a wide collection of production skills. Starting salary range \$14,750-\$15,550. If you want to move up, write today. Box Z-57. E.E.O. employer.

WBZ-TV, producer/director. 3 years minimum major market TV directing, including news, entertainment & public affairs programming. Will be responsible for the direction of at least one news program and will perform other producer/director duties as assigned by the Production Manager. Resumes only to: Mr. Robert Glover, Production Manager, Program Department, WBZ-TV, 1170 Soldiers Field Rd., Boston, MA 02134.

Television producer/director, Responsibility for production of television presentation for Wright State University. BA in Television, Broadcasting or related field is desired. Specialized training in television, film and/or audio visual techniques is desired. Minimum of 3 years of current experience with a quality production facility. EFP experience necessary. Must interact well with talent, studio crew and clients. Candidate will be responsible for weekly Public Affairs Program. Salary competitive, excellent benefits. EEO/AA. Send resume by Jan. 31, 1986 to William Lewis, Wright State University, 104 TV Center, Dayton, OH 45435.

Program director. Southeast top 30 group-owned independent needs PD with strong negotiating skills who can develop and maintain operating budget for program/production/film. Production knowledge important. Also responsible for news/public affairs, EEO, and FCC. Send resume in confidence to Box Z-44, Equal Opportunity Employer.

Producer/writer. National Association of Broadcasters seeks individual to generate both written and video materials for television members. The successful candidate will have the ability to identify prominent broadcast issues, conduct necessary research, and generate materials with minimum supervision. Minimum requirements: BA degree in communications area strong interpersonal and professional communication skills, video production and editing experience with variety of formats, and broad knowledge of the broadcast industry. Send cover letter and resume, including list of references, by Jan. 24, 1986 to Robert Yador Vice President-Television Operations, NAB, 1771 I Street, NW, Washington, DC 20036. NAB is an EEO/AA employer.

Promotion-wanted! First-rate writer/producer for booming top 30 market. If you're a top-notch television writer who can also handle print and radio copy... you're a talented/creative/energetic producer... If you have at least 2 years experience in television news as a program promotion... If you want to move up/make name for yourself... If you want to join a dynamite team with an aggressive affiliate... We want to hear from you Now! Send resume, references, and salary requirements to Box Z-29. EOE.

Creative services manager. WGAL-TV, a Pulitzer Broadcasting station, is looking for a real leader! manage a department of 15 people including directors, copywriters, artists and videographers. Person must work closely with other departments, work with clients to develop production business, and be responsible for developing and implementing department budget. Previous management experience required. Send resume with references to David Dodds, General Manager, WGAL-TV, P.O. Box 7127, Lancaster, PA 17604. EOE.

Commercial producer/announcer/writer. Immediate opening for senior director with experience, talent, enthusiasm, skills in location and studio tape production. Send 3/4" cassette showing best spots to Lew Koc Operations Manager, WAAV-TV, P.O. Box 2555, Huntville, AL 35804. EOE.

Program marketing manager. Responsible for marketing television programs. Markets include cable, home video, educational institutions and commercial program distributors. Undertake market research. Requires strong background in marketing. Must have strong communication and organizational skills. Ability to negotiate and administer program distribution contracts. Salary \$25,277. Send resume to Craig Brus Director of Development, Maryland Public Television Owings Mills, MD 21117 by Jan. 17, 1986. EOE.

Promotion director. Creative professional with experience in on-air, print and radio to fill key position. Excellent opportunity. Work closely with promotion minded station manager. WIFR-TV, Box 123, Rockford, IL 61108 815-987-5300. EOE.

Production supervisor. Coordinate all phases of studio and remote productions; serve as a technical director; supervise production staff. Three years hands-on production experience minimum. Salary: \$17,500 minimum with good benefits. Resume to: WNPB, P.O. Box TV-24, Morgantown, WV 26507-0897. Deadline Jan-30. EOE.

SITUATIONS WANTED MANAGEMENT

Have pro will go. Got to grow. 21 years experience. Excellent motivator/trainer/team player. Take charge hands-on/get with it attitude. Proven leader/track record. Management and supervisory experience in operations, programming, production, news, promotion, engineering, AAAS, BS, general. Numerous awards. Want television station or operation management. Box Z-60

GM/GSM twelve successful & impressive years of sales management experience. Dedicated, people & bottom line oriented. Bob 919-756-8022.

SITUATIONS WANTED TECHNICAL

Experienced radio engineer desires television maintenance. Solid knowledge of XMTRS, microwave, VCR. Digital and micro computers. Prefer mounts: states. H. Roedel, 8163 Avery, Indpls, IN. 46268

20 years broadcast engineering. 10 years as television chief engineer & director of engineering. Start-up & upgrade construction, studios & transmitters, unions, people management and departmental budgeting from scratch. Please reply to Box Z-13.

oston: New challenge sought in home town. 20 years production experience with PBS Los Angeles. Video, videotape, camera, maintenance and ENG background. First Phone, type 60 WPM. Motivated. Impressive credits/references. Emmy nominations., Richard 1st, 1 Great Woods Road, Saugus, MA 01906 617-3-5316.

SITUATIONS WANTED NEWS

ambitious talent relinquishes sales "job" for broadcasting "career". Wants shot at small market anchor/reporter slot, preferably sports. Will relocate. Call Tony at 5-357-0984 after 4 PM.

art 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.

news director: small/medium overseas market seeking long-term position in small/medium state-side market. Excellent references, easy relocation. Box X-93.

finished professional Black female. Seeking reporting position in small-medium market. Experience in number one market as volunteer Reporter/Show Hostess. Roz 718-625-0365.

weekend Meteorologist in medium market seeking to move up in the Midwest. Call Ted, 715-836-7960, eve.

cent college grad with network experience and low-wards seeks entry level position in television newsroom. Researching, writing and typing skills. Stuart 1-254-7420.

assess a Ph.D. In sports knowledge. Play-by-play, or interview, talk-shows. Enthusiastic, reliable, mature young man can do it all and has record to prove it. Excellent references. Former college basketball coach. Contact Steve Karr, 4201 Massachusetts Ave., V. Apt 6030C, Washington, DC 20016.

fect for TV: Broadcaster/Actor/PR, decade of radio and TV talk awards; Las Vegas, Illinois, Wyoming, California. 702-454-1067

ws-sports-management-sales. Began broadcasting in 1972, BS Broadcasting. Seeking position with advancement potential. Trained with the best sports anchor in America. My news departments focus on "3", creative, NOW news. Dan 1-800-251-9042.

geographer seeking good career position not a 2nd stop over. Very adaptable. Call 612-295-2876 or Box 301 Monticello, MN 55362.

rtscaster: ambitious, young journalist looking for radio opportunity. One year radio experience plus degree. Currently working at number one station in market. Top 80, call after 5, 717-838-6076.

SITUATIONS WANTED PROGRAMMING

nd an art director? The Broadcast Designers' Association employment service can send you, at no charge, members' resumes—some of the most experienced, talented designers in the business. If you need Art Director, Graphic Designer and/or Video Designer, call the BDA office at 415-788-2324.

erperienced voice-over/booth announcer and experienced producer background. Seeking position in radio or both areas. Highly creative. Experienced in all programing. Willing to relocate. Please call me at 201-825-4350 or write P.O. Box 468, Allenwood, New Jersey 07401.

MISCELLANEOUS

no People needs experienced sportscasters. Videotape and resume to: Steve Porricelli or Jacki Roe, 116, Old Greenwich, CT 06870. 302-637-3653.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Northwestern University Dept. of Radio/TV/Film seeks up to three faculty members for 1986-7. Media theory and criticism. Media economics, media history analysis. Telecommunications policy, new technology, management. Video film production and editing for media. Assistant or associate based on qualifications/experience. Scholarship of the highest order excellence required. Inquiry of apply (by 1/31/86): Lawrence Lichty, School of Speech, Northwestern University, Evanston, IL 60201. AAE/EOE.

Faculty position in telecommunications. The department of Telecommunications seeks applicants for a tenure-track faculty position at the rank of Assistant Professor beginning August 15, 1986. Salary is highly competitive and dependent on qualifications. Qualifications are: 1. earned terminal degree or equivalent professional achievement, 2. university-level teaching experience, 3. demonstrated commitment to scholarly and/or creative achievement. Areas of particular interest include, but are not limited to: Telecommunications management, economics, advertising; Audio production, studio television production, EFP, video editing, production management, writing for the electronic media. Located 50 miles south of Indianapolis, the Bloomington campus of Indiana University enrolls 32,000 students. There are 21 Telecommunications faculty serving 700 undergraduate majors and approximately 55 MS, MA and PhD students. The program enjoys high national recognition. Programs and faculty in the related areas of Journalism, speech communication, Theatre, Music and Business are also outstanding. Applicants should submit 1. transcripts of graduate course work, 2. a vita describing previous teaching, research and professional experience. 3. copies of research and creative work, and 4. three letters of recommendation submitted directly by references or from placement services. Applications received by January 31, 1986 are assured full consideration. Please address questions and application materials to: Don Agostino, Chair, Department of Telecommunications, Radio-TV Center, Room 101, Indiana University, Bloomington, IN 47405. Indiana University is an Equal Opportunity/ Affirmative Action Employer.

Video/film production position beginning Aug. 25, 1986. Instructor or Assistant Professor. Masters required, Ph.D preferred, in production or related field. Appropriate terminal degree, teaching excellence, creative activity required for tenure. Must be able to teach film, EFP, and ENG production; supervise student activities. Deadline February 17, 1986. Send letter of application, current resume, names and addresses of three references to Dr. Dwight Wilhelm, Broadcast & Cinematic Arts Department, Central Michigan University, Mt. Pleasant, MI 48859. AA/EOO institution.

Radio-Television: Assistant or Associate Professor of Audio Services; rank dependent upon qualifications. Master's degree preferred, Bachelor's degree and two years experience as an audio engineer required. Responsible to teach audio production courses; revise courses and develop new courses. Supervise all phases of audio production, including music and music video production. Serve as a consultant on planning, design, purchasing and installation of equipment. Functional supervision of faculty, staff and students using audio production facilities. Salary \$1800-\$2200 per month depending upon qualification. A ten-month appointment with the possibility of extension to 12 months. Start January 1986. Send letter of application, current vita, salary history and three current references to: Marvin Smith, Chairman, Department of Radio-Television, Eastern Washington University, Cheney, WA 99004. EOE.

Goucher College invites applications for a faculty member in its interdisciplinary Communication Department at the Assistant Professor level. The applicants should have backgrounds and experience as generalists with a specialization in media theory, and expertise in one or more of the following area: social, cultural, and institutional aspects of the communication media; television, video, or audio production and aesthetics of production; the mass communication process and effects; or popular cultural and mass media. The successful candidate will be expected to assume developmental responsibilities in areas of expertise, as well as supervision of student interns. The Ph.D. (or near completion) and a commitment to both teaching and research is required. Goucher College is located in the suburbs of Baltimore, offers an excellent working environment and fringe benefits package, and is an equal opportunity employer. Please send curriculum vitae, three letters of recommendation, and a letter of application to: Dr. Gary Edgerton, Chair, Communication Department, Goucher College, Townson, MD 21204. The application deadline is February 17, 1986.

For fast
Action Use
BROADCASTING'S
Classified Advertising

SUNY College at Cortland has a tenure track Radio/TV position, beginning fall, 1986. Ph.D in communication, with radio/TV writing specialty, and skills in media production, theory, and history required. Contributions to other department offerings and internship program expected. College teaching and professional experience highly desirable. Communication research and/or creative work in video expected. Newly organized department offers concentrations in radio/TV, speech communication, and journalism. Rank/salary negotiable, highly competitive. Send cover letter, resume, three current letters of recommendation by February 15 to Dr. Samuel Kelley, Search Committee, Communication Studies, SUNY Cortland, Cortland, New York, 13405. SUNY Cortland is an affirmative action/equal opportunity employer.

Chair: Dept. of Mass. Comm. At the University of South Dakota, rank of Associate of Full Professor effective 8-15-86. Doctorate in communications or related field or equivalent professional accomplishment required in addition to significant broadcasting background. Salary competitive. Send resume with names and addresses of three references to: John Day, Dean; College of Fine Arts; USD; 414 E. Clark St.; Vermillion, SD 57069 by March 1, 1986. Equal opportunity, affirmative action employer.

HELP WANTED TECHNICAL

Open position for a maintenance engineer at a top post production facility. M/F equal opportunity employer. Send personal data. Box Z-12.

Video Professionals needed. Progressive broadcast production house seeks skilled professionals for immediate key positions. Excellent benefits and advancement potential. Salaries dependent on qualification. **Writer/producer/director.** Experience in all aspects of production. Emphasis on commercial script writing and producing long and short form direct response programs for nationwide broadcast. Send demo, resume, references. **Editor** Creative editor with solid experience in all aspects of editing. Send demo, resume, references. **Chyron operator** Minimum 6 months experience on character generator. Must be proficient and able to work under pressure. Eye for composition and color. Send references, resume to: Fairfield TV Enterprises, Inc. P.O. Box 1342, Fairfield, IA 52556; 1-515-472-3993.

Video Editor. Experienced videotape editor with 3-5 years solid background in computerized editing needed by post-production facility. Send resume to General Manager, Fax Production, 4924 Hampden Lane, Bethesda, MD 20914.

HELP WANTED SALES

Engineer sales representatives for A/ signal handling equipment. We design and manufacture routing switchers and distribution amplifiers incorporating state of the art technologies. We are looking for knowledgeable, responsible professionals who can break new ground while maintaining established contacts. If you understand facility engineering requirements and prefer profits over promises, send resume, company background data, and area of operations to Box Z-27.

CONSULTANTS

Former network producer, big market news director. I critique your newscasts and your competition's. Daily, weekly, or monthly evaluation. Box Z-49.

Immediate availabilities nationwide in television and radio for news anchors, sportscasters (including play-by-play), reporters, weathercasters, and photographers. Contact Media Marketing, P.O. Box 1476, Palm Harbor, Florida 34273-1476, or call 813-786-3603.

PROGRAMMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

Fill Black History Month's Programming needs with Black Heroes. 28 two minute reports on famous black Americans. Call 202-429-0678, or write NAN, 2025 Penna Ave., NW, Suite 826, Washington, DC 20006.

MISCELLANEOUS

Anchor, reporters, meteorologists. Send for directory of News Directors in every US market. Includes names, addresses, phone numbers. Indispensable for job hunting. \$10.00 to JD Associates, Box 3654, Richmond, VA 23235.

Do you sound right? Write right? Want to do both better? Learn how, from voice and copy experts. \$15 for three-minute aircheck, with copy. Ira Dreyfuss, 2328 Horseferry Ct., Reston, VA 22091; 703-860-4584.

Job hunters: "How to find that first Broadcast News Job." Handbook praised by TV-Radio Age and top broadcasters. Write: Dr. Richard Labunski, P.O. Box 85224, Seattle, WA 98145.

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, Sudbrook 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.

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 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.

Videomedia 1" VTR editor model Z-6000. New. Half price. Bill Kitchen, Quality Media, 404-324-1271.

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, KLYF-TV, P.O. Box 90665, Lafayette, LA 70509. Telephone 318-981-4823.

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.

Automation system: ESP-1 includes programmer, time announcer, logging package, reel to reels, carts, carousels. Available separately. WMMQ, 517-372-3333.

Telecine; all refurbished. Eastman CT 500 \$5,500.00. Eastman 285 \$4,495.00 Phillips FP16TV \$4,995.00. Eastman Pneumatic multiplexer, good used \$2,995.00. RCA TP-7B slide projector, \$4,995.00. RCA TK-27 camera, as is \$2,500.00. GE 240 camera, as is \$1,500.00. RCA FR-35B like new \$15,000.00. RCA FP-35 studio telecine \$11,000. B&H 561 opt/mag 16mm portable telecine, new \$2,500.00 JAN telecine 16mm opt/mag, new \$5,330.00. We take trades. International Cinema Equipment Co. 6750 NE 4th Couyt, Miami, FL 33138, 305-756-0699.

New and used radio broadcast and microwave towers. Complete nationwide sales and service, erection specialist. Bonded with 25yrs experience (Turnkey Operations), TMCI; 402-467-3629.

Free 1986 broadcasting equipment and supply catalog. Lauderdale Electronic Labs, 16 SW 13th St., Dept. B-2, Fort Lauderdale, FL 33315.

Ampex VPR-5, 1" portable, stereo, time code, one hour cover, complete accessories, transport cases, one year old, 60% of new cost. Contact Lloyd at 405-478-4499.

Portable Sony BVH-500 1" VTR with batteries, charger and dc power supply. 817-468-0084.

2kw UHF Transmitter. Brand new, Thomson-LGT. Suitable for low and full power. Never installed. 512-480-0084.

Over 80 AM & FM Transmitters in stock. 50kw, 10kw, 5kw & 1kw. AMS—25kw, 20kw, 10kw, 5kw & 1kw FMs. now in our 27th year. BESCO International, 5946 Club Oaks Dr., Dallas, TX 75248.

For Sale: TEK-650 Monitors, 528s, and 620 vectors, RCA TP-7s, TP-66s, TK-28s, TP-55s, TP-15s, Sony 1100s, VR-1200Bs, JVC 3/4" editing, Microtime 2020s, IKE HL-79As. Call Media Concepts, 919-977-3600.

Used broadcast TV equipment. Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listings 213-641-2042.

For sale; Harris BT-18-H State of the art transmitter on Channel 7. Out of service end of September. Good condition. Was operating at full broadband power. Contact Don Powers at 406-443-5050.

Sony BVU-820 2-BVU-800s, 1 BVE 800 editor. All with low hours. Call Video Brokers, 305-851-4595.

Sony 1" type C, 1100s with TBC-2000, full tektronix monitoring, console DT heads, very low hours, (500-800). Video Brokers, 305-851-4595.

CMX-340 XT Editor with 6 1/2" square units, 1-GPI. Less than 1 year old. Call Video Brokers, James Ivey, 305-851-4595.

Studio Cameras TK-46 new, with Vinton Pneumatic pedestals, new tubes, complete with CCU remote controls, cable. Save 50%. 10 available. Call Video Brokers, James Ivey, 305-851-4595.

BTX Cypher shadow system, new with time code unit model #6000, shadow command control model #4730, shadow II video/audio edit system model #4700, complete \$7000.00. Video Brokers, 305-851-4595.

Video Brokers New Years goodies: 2-Ikegami, Hi-rez 14" monitors (TM-14-2RH) half price; TBCs microtime 120Ds—save 40%; ADDA dual TBC and effects unit; save 40%. Sony 500 1" save. RTS intercom system. 6-belt packs 6 rack mt. stations, 1-power supply headsets. Call Video Brokers, James Ivey, 305-851-4595.

Chyron III A At Chyron for checkout. Buyer receives repair warranty of Chyron all for \$4,900.00 Diehl, 201-444-2911.

Correct phone number for Surplus Broadcast Equipment. Ikegami, Grass Valley, Lenco, Orban and more. Call for list—DYMA 800-222-3962.

RADIO

Help Wanted Management

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 96, NY, NY 10185.

Employed Pres./Gen Manager

Seeks new challenge at AM/FM or group position. Excellent credentials, references and track record. People-oriented profit producer. Equity available. Box Z-63.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms International

300 Zeeb Road, Dept. P.R., Ann Arbor, MI 48106

Help Wanted Management Continued

RADIO/TV

BROADCAST ADMINISTRATOR

Develops long-term and facilitates daily operations of WRSU-FM. Provides liaison between the Board of Governors and the student general manager to guide the activities of the station. Serves as a non-voting member of the Radio Council; coordinates agendas, meetings, and execution of Council decisions. Works with student general manager to insure operations, comply with the WRSU-FM constitution and FCC regulations. Administers and allocates the station budget. Coordinates and teaches, for credit, broadcast news writing courses. In cooperation with the Department of Public Affairs and Development, implements programs in support of the outreach goals of the University.

Requires a bachelor's degree in English, Journalism or related fields and approximately three years related experience with professional news and editorial administration. Also requires knowledge of FCC rules and regulations and libel laws. A related master's degree and experience working with students desirable.

Salary: \$25,062—\$33,830. Excellent fringe benefits—Interested applicants send resume stating salary requirements and indicating Reference Number 135, to:

THE STATE UNIVERSITY OF NEW JERSEY
RUTGERS

Division of Personnel Services
New Brunswick, NJ 08903

An Affirmative Action/
Equal Opportunity Employer

STATION MANAGER

If you're a real broadcast management pro who's ready to build a progressive future with a recognized industry innovator, this is the opportunity you've been waiting for. WHO BROADCASTING now seeks a resourceful individual to join its dynamic management staff.

The high-energy professional we seek will assume management responsibility for both WHO-AM and KLYF-FM. WHO is a 50,000 watt full-service news, sports, farm and talk station. KLYF is adult contemporary with strong market standing. This premier opportunity reports directly to the General Manager and requires a proven record of accomplishment in broadcast management and strong interpersonal skills. Please direct your resume and salary history in confidence to:

Dan McCarthy
General Manager
WHO BROADCASTING
1801 Grand Avenue
Des Moines, IA 50308

An equal opportunity employer

**VOICE OF AMERICA
INTERNATIONAL RADIO BROADCASTER**

The Voice of America, the international broadcast service of the United States is accepting applications for a position as International Radio Broadcaster (English), salary ranging from \$37,599 to \$48,876 per annum (based on experience and prior earnings). Serving as the managing editor, the incumbent actively supervises the selection and editorial content of news and current affairs material for broadcast to a Western European audience. In addition to having a minimum of three years' experience in writing and/or editing, candidates must possess a professional knowledge of news and news journalism; including sound news judgment and knowledge of management principles and practices and skill in applying these to assign-

ing and evaluating work done by professional staff members.

The Voice of America, part of the United States Information Agency, offers excellent salary/benefits including life and health insurance. Interested candidates must submit a resume or Standard Form 171, Application for Federal Employment, by close of business on January 27, 1986 to Voice of America, Office of Personnel, Room 1192, 330 Independence Avenue, SW, Washington, DC 20547 ATTN: CC. (Please note all candidates will be requested to complete an SF-171 which may be obtained from any US Office of Personnel Management regional office or by calling us at 202-485-8119.) An equal opportunity employer.

**When DAVE BAUM talks ...
CHICAGO listens**

Nation's most versatile talk-show/journalist looking for new home since Group W sold WIND. For 15 years, Baum has been a proven audience-getter. The Chicago Tribune calls him "the city's best issue-oriented talk host". This dynamic performer is an outstanding interviewer--combining brainpower, warmth and compassion. If you are a major market manager looking for a top professional with civic involvement for a long-term commitment, please TALK--he'll LISTEN! Dave Baum, 312-676-2156, 7848 Kildare, Skokie, IL 60076.

TELEVISION

Help Wanted Management

GENERAL MANAGER

SouthWest MultiMedia Corporation is looking for a General manager for ABC network affiliate in 150plus market.

Position will become available in February, 1986.

Applicant must have successful track record as a General Manager with credentials in sales, administration and programming.

Salary starts at \$50,000 with liberal bonuses based on performance.

Send resume, including detailed references.

Please do not apply unless qualified in areas outlined.

Full information should be sent to SouthWest MultiMedia Corporation, 6100 Corporate Drive, Suite 130, Houston, Texas 77036. Attention: Lester Kamin.

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.

**Help Wanted News
Continued**

**WPOP, HARTFORD, CT
NEWS DIRECTOR**

WPOP, Hartford, Connecticut's All News station has an immediate opening for a hands-on, people oriented news director who can aggressively lead a team of 25 journalists. A creative approach to news gathering, as well as a solid journalism background, are essential. Resumes, with full references, tapes, and a salary history should be sent to: Jon Wilkes, Operations Director, WPOP, Box 11-1410, Hartford, CT 06111. WPOP is an equal opportunity employer.

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**

Help Wanted News

**PROGRESSIVE
ADULT-ORIENTED STATION**

with a strong commitment to news seeking for news anchor/reporter. If you're a good writer, energetic street reporter, and have a smooth, unique delivery style, send T&R to Deana Junley, WBHP Radio, P.O. Box 1230, Huntsville, AL 35807.

**This space could be
working for you for a
very low cost . . . and it
reaches a most
responsive audience.**

**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.

MANAGER NETWORK SALES RESEARCH

The National Broadcasting Company, a leader in entertainment and communications, has an exciting position available in Network Sales Research.

As Manager, Network Sales Research, you will be responsible for analyzing and presenting NTI, Simmons, and BAR data used by sales and sales management.

Qualified candidates should have 3+ years of experience in media sales market research as well as having a thorough knowledge of national or local research methodology. You must have strong interpersonal skills and have a working knowledge of research applications on computers.

NBC offers a highly competitive salary and comprehensive benefits package. For immediate consideration, please forward your resume with salary history to: Debra Tausendfreund, Suite 1631.



NBC

30 Rockefeller Plaza
New York, N.Y. 10020

NBC is an Equal Opportunity Employer

REGIONAL SALES MANAGER WESTERN U.S.

ADM Technology, Inc., a leading supplier of professional audio consoles to the television and radio industry, is looking for a Regional Sales Manager who is experienced in calling on television and radio facilities plus selected distributors. Overall broadcast equipment knowledge is essential since we interface with video switchers, editors and other equipment. Considerable travel is required.

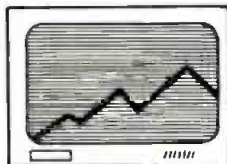
We are especially strong in the television broadcast and post-production markets and several newly introduced products have assured us continued growth in those areas.

If you are currently working for an audio video equipment manufacturer or distributor and are interested in advancing your career, we offer a good compensation plan which includes a base salary, commission, bonus, and expenses.

For further details send your resume with a cover letter to:

ADM Technology, Inc.,
Vice President - Sales
1626 E. Big Beaver Road
Troy, Michigan 48084
(313) 524-2100

Managers, Affiliate Relations Central & Western Regions



OUR GROWTH IS WORTH WATCHING!

We're USA Network, one of the most watched cable networks in the USA, and are seeking two sales and marketing professionals to manage affiliate sales activities within a 14-state Western Region, headquartered in Los Angeles and a 19-state Central Region, headquartered in Chicago.

You will handle affiliate relations, marketing and local ad sales programs, and negotiate contracts between USA Network and regional MSO's. A college degree plus two to three years' sales experience in cable television, broadcasting or related fields is required. Travel approximately 60-70%.

Forward your resume, with salary history, indicating region of preference, to: USA Network, Human Resources Department, Dept. B, 1230 Avenue of the Americas, New York, NY 10020. We are an equal opportunity employer.

USA[®] NETWORK

**You'll Be An
Important Part
Of The Picture**

Help Wanted Sales

Help Wanted News

REPORTER

Award winning nightly newscast needs a reporter with minimum of 1 year on-air television news experience. Send tapes to:

GLADYS HYATT
28 Cross Street
Norwalk, CT 06851

We are an equal opportunity employer

One of the nation's largest privately-owned broadcasting (television-radio) corporations seeking highly-qualified, innovative Promotion Manager with excellent skills and hands-on knowledge of all phases of promotion. Send detailed resume, together with samples of work and personal data, to Sr. Vice President, Bahakel Communications, P.O. Box 32488, Charlotte, NC 28232. EOE.

TV SALES

Experienced local account executive for medium market NBC affiliate in northern California. Must be aggressive, resourceful, and knowledgeable of ARB, NSI, and TvB. Write GM, Box X-98. EOE, M/F.

ASSIGNMENT EDITOR

For number 1 news station in major East Coast market. Salary negotiable. Send resume to:

BOX Z-59

Equal opportunity employer. M/F

Help Wanted News Continued

NEWS DIRECTOR RALEIGH/DURHAM ADI

State-of-the-art maximum power indy set to start in April 1986 seeks top performer to put together superior prime time daily newscast in America's hottest growth market. New equipment, live eye, excellent staff. Writing, producing, budgeting, coaching skills and demonstrated performance mandatory. Resume and tape of product you have responsible for managing to Tom Scanlan, P/GM, WKFT, 230 Donaldson St., Fayetteville, NC 28301, or see me at NATPE, Sheraton Hotel. EOE, M/F. No beginners

Help Wanted Technical



TELEVISION ENGINEERS

Cable News Network, the leading news system in satellite communications has career opportunities for engineers with broadcast maintenance experience. These positions demand an extensive background in television engineering. Turner Broadcasting System offers an excellent benefit and compensation program. Send resumes to:

Jim Brown, Engineering
Turner Broadcasting System
1050 Techwood Drive
Atlanta, GA 30048-5264

TBS is an equal opportunity employer

TECHNICIANS Maintenance

Major market, East Coast, network affiliate has maintenance technicians. 3-5 years' previous experience required. Send resume to:

BOX Z-58

Equal opportunity employer

Help Wanted Programing, Production, Others

COORDINATOR AUDIO VISUAL COMMUNICATIONS

Northeastern pipeline transmission and storage company is seeking a coordinator, audio visual communications.

To qualify an applicant must:

- Be able to perform in front of camera and direct other company personnel for on-camera appearances.
- Have a job-related, four year college degree.
- Have three to five years of experience covering all aspects of television production.
- Have a thorough knowledge of all television and audio visual equipment plus associated test equipment.

Excellent benefit package. Salary commensurate with experience. Send resume to: Box Z-35. EOE, M/F/H.

Help Wanted Programing, Production, Others Continued

THERE'S MORE TO THIS JOB THAN MEETS THE EYE

Local television station is seeking the right person for this Publicists position who knows how to read between the lines. There's more to this job than meets the eye. We are looking for a publicist who has excellent communications and public relations skills, as well as an enthusiasm for community involvement.

Interested? Be prepared to write/edit internal and external publications, develop publicity plans, manage special projects/events, work under deadline pressure, and use a word processor. The requirements are a B.S./B.A. or equivalent and 2 years' public relations experience. Qualified applicants should send resume to: Box Z-43.

An equal opportunity employer. Minorities and females are encouraged to apply.



Producers and cohorts needed for major markets. We are looking for talented individuals with 3-5 years' television experience; magazine or feature work strongly preferred. Send tape and resume to:

Debby Messana
PM MAGAZINE
National Office
825 Battery Street
San Francisco, CA 94111

TV OPERATIONS/PROGRAM MANAGER RALEIGH/DURHAM NC

New state-of-the-art indy on air April 1986 seeks experienced pro familiar with all phases of programming and station operations, including moves, kids, news and local live specials. Operations, programming, budgeting and people skills a must. Promotion knowledge and experience helpful. Best equipment—unparalleled lifestyle—great market—solid benefits. Resume now to Tom Scanlan, P/GM, WKFT, 230 Donaldson St., Fayetteville, NC 28301, or see me at NATPE, Sheraton Hotel. EOE, M/F. No beginners.

Situations Wanted Management

EXPERIENCED GOOD TV GM

BOX Z-52

GROUP VP, GM READY TO MOVE UP!

BOX Z-53

Situations Wanted News

NEWS ANCHOR

Los Angeles anchor ready to relocate. Market size not top priority but integrity of news operation is. All replies confidential. Box Z-65.



WVJV-TV Boston's newest full power independent, originating local rock video programming 24 hours a day from pristine, state-of-the-art facility. For experienced professionals with high standards who love the business, we have two exceptional career opportunities:

CREATIVE SERVICES DIRECTOR

To supervise total look of station, including supervision of commercial production and station promotion departments. Person must understand urbane "rock look", have authentic "street feel", and be able to provide creative spark for programming, promotion and production.

OPERATIONS/PRODUCTION MANAGER

To coordinate and supervise all production and operating personnel. Must have hands-on equipment operating experience and solid background in television production. Responsibilities include quality control, training, and scheduling personnel and facilities.

Both positions report directly to GM. Be part of an exciting Boston TV station!

Resume in confidence to:

General Manager
WVJV-TV
111 Speen Street
Framingham, MA 01701
EOE

For Sale Stations Continued

Location	Size	Type	Price	Terms	Contact	Phone
TX	Met	AM/FM	\$1800K	\$100K	Bill Whitley	(214) 680-2807
MS	Met	AM/FM	\$1500K	Terms	Mitt Younts	(202) 822-8913
WY	Med	AM/FM	\$1200K	\$175K	David LaFrance	(303) 234-0405
CA	Met	FM	\$1125K	terms	Jim Mergen	(816) 366-2554
HI	Med	AM/FM	\$1100K	\$300K	Elliot Evers	(415) 495-3516
MT	Med	AM/FM	\$1000K	\$300K	Greg Merrill	(801) 753-8090
FL	Sm	AM/FM	\$980	\$250K	Randy Jeffery	(305) 295-2572
NY	Sm	FM	\$750K	Terms	Ron Hickman	(401) 423-1271
KY	Sm	AM/FM	\$535K	\$165K	Ernie Pearce	(404) 458-9226
IA	Sm	FM	\$385K	\$65K	Bill Lytle	(816) 941-3733

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.



- Class C plus powerful fulltimer. Southern city. \$2.8 million.
- Powerful daytimer covering large east Tennessee city, \$290,000. Terms.
- Several UHF TVs and TV CPs plus 2 LP TVs

Business Broker Associates
615-756-7635, 24 hours

FORECLOSURE AUCTION SALE: Florida 1kw AM daytimer plus automated 3kw FM Class A full timer, plus land, building, tower and full equipment, to be auctioned in default foreclosure on January 24, 1986, at Blountstown, FL halfway between Tallahassee and Panama City. Only station in county. Both stations now operating. Mortgage amount is approximately \$185,000. Open bidding, no minimum bid required. For information, call mortgage holder, Jack Henry, 803-671-2194, 5 to 6 PM, EST.

WEST TEXAS

Solid small single market 1KWAM at less than half the price of an FM. Sunny climate near New Mexico. Long-time owner wants to retire. \$25,000 down. Financial qualifications in first letter. Box Z-39.

SOUTHWEST

Class C near major market. Much upside potential. \$2.5 million. Contact: George Otwell 404-892-4655.

BILL - DAVID ASSOCIATES BROKERS-CONSULTANTS

303-636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

MAJOR MARKET OPPORTUNITY

Docket 80-90 creates 700+ allocations nationwide. Turn-key FCC licensing services for new FMs incl. site acquisitions and financial requirements. Over 200 professional engineers, consultants, staff. Flat fee pricing and application work. Call for details: 301-925-9400, ATTN: Carl Hurlbaas. Sachs/Freeman Associates, Inc., 1401 McCormick Drive, Landover, MD 20785, Member AFCCE.

FLORIDA AM STATION

News Talk; Prime Market; \$500,000 Sales; Great Image; Principals Only; Address Inquiries to KGN, Suite 900, 111 E. Wacker, Chicago, IL 60601.

TOP 100 MARKET

Southeast AM/FM combination with good facilities and exclusive formats on both stations. The stations have not been run aggressively and are breaking even. Need to sell. Principals only. Box Z-21.



R.A. Marshall & Co.

Media Investment Analysts & Brokers
Bob Marshall, President

The owner of this AM spinoff in a small Southeastern market is anxious to sell and will grant reasonable terms to a qualified buyer. Price of \$250,000 includes all brick building and 8 acres of land.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

STATION OWNERS

The 1985 box score in
in New England!

Changing Hands in BROADCASTING shows
New England Brokered sales in 1985 this way:

New England Media, Inc	35.7%
#2 Broker	14.3%
total of 8 other Brokers	50%

If you're thinking of selling - shouldn't
you at least talk with the leader first?

8 Driscoll Dr., St. Albans, VT 05478
802-524-5963
GEORGE WILDLEY 207-947-6083 (ME)
MIKE RICE 203-423-1767 (CT)
BILL MOCKBEE 506-529-3847 (TV)

"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.

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.

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.

901/767-7980

MILTON Q. FORD & ASSOCIATES

MEDIA BROKERS—APPRAISERS

"Specializing in Sunbelt Broadcast Properties"

5050 Poplar - Suite 1135 - Memphis, Tn. 38157

DeHart
Broadcast Brokers

AM/FM COMBO

Central New York
Good Growth Potential
Good Cash Flow
\$850,000

Telephone 315-287-0061

RD #1, Box 44 Richville, New York 13681

AM/FM ALASKA

Rapidly growing area - 5000 w/3000w/both 24 hrs. 1985 Gross \$690M - Asking \$1,300M - \$250M Down/Terms - Incl. Offices/ studio/land-loaded with equipment & two full-automation systems. Call Archie Taft 206-451-2800.

FOR SALE

Three radio properties - 1. South Central Wisconsin fulltime AM with pending power increase, assets only \$500,000. 2. Florida fulltime AM CF major market. Costs +. 3. South Carolina fulltime AM CP major market, costs +. Qualified cash buyers only, please. Box Z-64.

Fates & Fortunes

Media

Peter Storer, 56, chairman and chief executive officer, Storer Communications, Miami, Fla., will retire after 40 years with companies



Lee



Storer

headed by his father, George Storer. **Terry Lee**, president and chief operating officer of Storer, succeeds Storer. No new president has been named. Peter Storer's posts have included manager of WSPD-TV Toledo, Ohio; president, Storer Television Sales, and executive vice president, vice chairman and chairman of Storer. Storer said of his retirement: "The merger [Kohlberg Kravis Roberts's purchase of Storer Communications for \$2.5 billion] has been successfully concluded and our former stockholders have been well rewarded. A proven management team is in place. It is the appropriate time for me to post the 'Gone with the Wind' sign." Lee is 28-year veteran of Storer whose posts have included station management, president of television division, executive VP and president.



Ferrara

Peter Ferrara Jr., executive vice president of National Radio Broadcasters Association, will become vice president and general manager of WBMW(FM) Manassas, Va. (Washington metro area), member of EZ Communications group. His departure from NRBA is coincident with plans to merge that organization with National Association of Broadcasters (NAB). **ROADCASTING**, Jan. 6). Although not yet approved, proposal is expected to be approved by both associations this month and next. Ferrara will continue as consultant during transition, either to effect merger or look for new NRBA executive director.

George Turlock, from NBC Radio, New York, joins ABC Talkradio Network there as VP and executive.

John Major, VP, director of programming, Petry Television, New York, joins WFTS(TV) Tampa-Petersburg, Fla., as general manager.

Bert M. Hosfeldt, executive VP and general manager, Gillcable, San Jose, Calif., named president and chief executive officer of parent, Gill Industries. **Allen Gilliland**, former

president, becomes chairman of board. Heritage Communications has purchased 50% of San Jose system (see "In Brief," Jan. 6).

R. Geoffrey Vargo, general manager, WAJL-FM Fort Wayne, Ind., named president of station and VP of parent, Sarkes Tarzian Inc.

Kenneth Taishoff, station manager, KWTW(TV) Oklahoma City, joins KPOM-TV Fort Smith, Ark., as VP and general manager.

Richard Doucette, manager of own radio representative firm, Boston, joins WCIB(FM) Falmouth, Mass., as executive VP and general manager.

James Baum, news director, KOTV(TV) Tulsa, Okla., joins KXON-TV Claremore, Okla., as general manager.

Gene Hobicorn, New York sales manager, WPAT-AM-FM Paterson, N.J., named general manager.

Ron Schmitt, Western division vice president, Jones Intercable, Englewood, Colo., named VP, acquisitions analysis. **Ruth Baulwin**, manager, Jones Intercable's Castro Valley, Calif., cable system, named manager of Lancaster, N.Y., cable systems.

Ron Klayman, assistant general manager, programming, WMC-TV Memphis, named station manager, succeeding **Mori Greiner**, retired.

Charles Alvey, program manager, KPHO-TV Phoenix, named station manager.

William Elsner, VP, finance, United Cable Television Corp., Denver, named senior VP.

Marketing

Norman Brown, president and chief executive officer, Foote, Cone & Belding, Chicago, assumes additional post of chairman, succeeding **John O'Toole**, who retired to open advertising consultancy. Brown joined FC&B in 1958 as research analyst, Los Angeles. He became president in 1981 and CEO following year. **Peter Angelos**, VP, creative director, Foote, Cone & Belding, Los Angeles, named senior VP and member of executive committee.

Marshall Barrett, senior VP, account group head, Muir Cornelius Moore, New York, joins BBDO Direct there as senior VP, group account manager.

Lucian Chimene, VP, director of research, Lord, Geller, Federico, Einstein, New York, joins McCann-Erickson there as director of media research.

David Adams, senior VP, Western divisional manager, Selcom, Los Angeles, joins Blair Radio there as VP, manager. **Randy Freer**, account executive, Selcom Radio, New York, joins Blair Radio there as New York account executive. **Donald Oylear**, account executive, Northwest Television, Seattle, joins Blair-Northwest there as Seattle manager.

Alec Griffith, from Chelsea Productions, New

York, joins Abramson Associates, Washington, as broadcast producer.

Gordon Hastings, executive VP, Seltel, New York, and former Katz Television Group president before departing that company in early 1985 (BROADCASTING, Feb. 4, 1985), has left Seltel. According to statement from Seltel President Jack Mulderrig, Hastings "will no longer be associated with Seltel effective immediately."

David Copp, VP and regional manager, Turner Broadcasting Sales, Atlanta, named VP, marketing and administration.

Donald Gorski, general sales manager, CBS-owned WCBS(AM) New York, named director of sales, CBS Radio Representatives, New York. **Kei Takahashi**, Eastern regional manager, station relations, CBS Radio Representatives, named director, sports sales.

Patty Chism, media planner-buyer, Ensslin & Hall, Tampa, Fla., named senior media planner-buyer. **Anne Deakin**, media buyer, W.B. Doner & Co., St. Petersburg, Fla., joins Ensslin & Hall as media planner-buyer.

Debbie Trink, advertiser sales planner, LBS Communications, New York, named manager, advertiser sales planning operations. **Janet Ecksel**, assistant manager, advertiser sales planning, LBS, named manager, program sales operations.

Ray Johns, senior VP, Western regional manager, Seltel, Los Angeles, named executive VP, operations, New York. **Dave Schwartz**, member of Atlanta office, Seltel, named VP, East Coast regional manager, responsible for Atlanta, Boston, Charlotte and Philadelphia.

Kaki Holt, director of advertiser sales, Worldvision Enterprises, New York, named VP, advertiser sales.

Appointments, Katz Continental Television: **Dan Lucci**, New York manager, gold team, New York, to divisional VP; **Michael Spiesman**, account executive, gold team, to manager, succeeding Lucci; **Tom Barrett**, Atlanta sales manager, to divisional VP there; **Katherine Scharf**, account executive, Madison Square Garden Network, New York, to account executive, Olympic sales team there.

Appointments, M&N Advertising, Houston: **Stan Stark**, from VuPoint Information Services, Houston, to marketing manager, new business; **Jami Payne**, from Bower, Dorsey, O'Neill, Houston, to media planner, and **Jane Jacob**, recent graduate, Texas A&M, to traffic coordinator.

Jon Hibblen, graphic designer, Butler Graphics, Tulsa, Okla., joins Hood, Hope & Associates there as art director. **Clay Norris**, from Brothers & Co., Tulsa, joins Hood, Hope & Associates as media planner.

Appointments in newly opened Plano, Tex., office, TeleCable Targeting, cable advertising company; **Doug Fugate**, account executive, Arlington, Tex., to advertising sales manager; **Cathy Hornbogen**, account executive,

Arlington, **Ruthann Yonkovic**, from Warner Amex Communications, Dallas, and **Kevin Smith**, account executive, Cable Advertising Networks, Denton, Tex., to account executives.

Sarah Nastasi, member of eagles sales research team, Katz American Television, New York, named sales research analyst. **Susan Stakser**, member of white sales research team, Katz American Television, New York, named sales research analyst.

Craig Zurek, general sales manager, KXZL(FM) San Antonio, Tex., joins CBS Radio Networks as account executive, Midwest sales office.

Brian Simons, media adviser, Sony Corp., Park Ridge, N.J., joins Richenstein Advertising, Mountainside, N.J., as media planner.

Gerald Heilman, general sales manager, WTMJ-TV Milwaukee, joins WWMT-TV Kalamazoo, Mich., in same capacity.

Harold Hall, director of sales, WSAZ-TV Huntington, W. Va., retires.

Thomas Fee, member of sales staff, KSTP-TV Minneapolis, named general sales manager.

Jerry Arndt, owner and partner, Advertising and Promotion Emporium, Milwaukee, joins WOKY(AM)-WMIL(FM) there as marketing director. **Brian Ongaro**, local sales manager, WMIL, assumes additional responsibilities as general sales manager, WOKY-WMIL.

Bob Frisch, general manager, WGIR-AM-FM Manchester, N.H., joins KMEZ-AM-FM Dallas as general sales manager.

Divide and... Lionheart Television International, Los Angeles, has restructured its national sales efforts, creating two new divisions, one concentrating on commercial television syndication and the other on the Public Broadcasting Service. As part of the restructuring, David Friedman, VP, programming, Colex Enterprises, a syndication joint venture of Columbia Pictures Television and LBS Communications, named VP, Eastern U.S. sales and marketing, of commercial syndication division. He succeeds Richard Golden, who becomes VP, Western U.S. sales, for commercial division. Paul Vane is Southwest account executive, specializing in syndication.

For new PBS division, Candace Carlisle, from noncommercial WPBT-TV Miami, joins Lionheart as Eastern U.S. sales account executive. Julius Cain, Southeast account executive, named division's Western U.S. sales account executive.

George Harvey, local-regional sales manager, WFTS(TV) Tampa-St. Petersburg, Fla., joins Family Group Broadcasting, Tampa, Fla., as regional sales manager.

Rosemary Roach, assistant director of research, KGO-TV San Francisco, named research director.

Pam Masters, local sales manager, WBZ-TV Boston, named sales manager. **Scott Brady**, account executive, WBZ-TV Boston, named local sales manager, succeeding Masters.

J.P. Mondeau, from New England Cable Rep, Boston, joins WNEB(AM) Worcester, Mass., and WKBK(AM) Keene, N.H., as regional sales manager. Both stations are owned by Segal Broadcasting Corp.

Michael Predmest, director of retail sales, WINS(AM) New York, joins WMXJ(FM) Pompano Beach, Fla., as sales manager.

Jeri Janssen, account executive, KFRC(AM) San Francisco, named retail sales manager.

Tim Cadigan, account executive, KKTU Colorado Springs, named local sales manager.

Hank Poth, general sales manager, WRTH Wood River, Ill.-KEZK(FM) St. Louis, joins KLTH(FM) (formerly KCFM) Florissant, Mo. as local sales manager.

Howard Nolte, local sales manager, KGW Portland Ore., named national sales manager. **Rob Rector**, account manager, KGW-TV, succeeds Nolte.

Fred Reffsin, account executive, Foote, Cone & Belding, New York, named account director.

Denise Norman, account executive, KING Seattle, named retail account executive.

Programing

Citing health problems, **Lawrence Gord** president and chief operating officer of Entertainment Group, Los Angeles, has signed. He will reactivate Lawrence Gordon Productions under arrangement with 20th Century Fox. Gordon had been with company since September 1984. No successor will be named, with most of Gordon's duties being assumed by 20th Century Fox Film Company President **Alan Horn**.

Jeffrey Hatcher, marketing director, Char Syndication, joins USA Network, New York, as regional manager, affiliate relations. **Do las Hamilton**, from W.R. Grace & Co., New York, joins USA Network there as director of finance and information systems.



Schwab

Shelly Schwab, VP, marketing, MCA TV, New York, named executive VP. **David Darley**, manager, syndication services, MCA TV and MCA International, Los Angeles, named VP, syndication services. **Richard Nailling**, sales executive, MCA Atlanta, named

Southeast area. **Don Micallef**, director of search and sales development, MCA TV, New York, named VP, research and sales development.

John Mansfield, VP, domestic television, ZIV/Lorimar, Los Angeles, joins Colex Enterprises, joint venture of Columbia Pictures Television and LBS, as VP, Western regional Los Angeles.

Sam Fuller, VP, marketing, JRD Products

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
(required) No

For renewal or address change
place most recent label here

The one to read when there's time to read only one.

Wider field. United Press International has increased from five to eight the number of categories in its regional and national broadcast awards contests. The new categories are Outstanding Individual Achievement/Reporting, Outstanding Spot News Videography and Outstanding Sports Videography. The contest is open to the nearly 5,000 radio and television stations subscribing to UPI's broadcast services

ashville, joins King World Enterprises there as manager, Southern division. **Renee Kinsky**, research manager, MCA TV, Los Angeles, joins King World Productions as research manager.

appointments, CBS RadioRadio, New York: **Ary Dillon**, manager, affiliate administration, to manager, affiliate clearance; **Peter Ipi**, marketing analyst, Columbia House, to manager, affiliate clearance, and **Jamie Curtis**, coordinator, university relations development-resource development, to manager, affiliate administration.

Aren Pressman Fox, from Embassy Home Entertainment, Los Angeles, joins Mirisch Video Co. there as manager of business affairs and administration.

Iul Bronstein, director of research, United Nations Radio Network, New York, joins Tellite Music Network there as director of research.

Il Josey, VP, business affairs and acquisitions, Lorimar, Los Angeles, joins Disney Channel there as VP, business affairs and sales.

Charles Schreger, VP, special projects, and special assistant to president, Samuel Goldwyn Co., Los Angeles, named VP, programming and acquisitions.

Annis Gresham, from Lorimar, Los Angeles, joins WW Entertainment there as VP, eastern sales manager.

Clark Fentress, director of programming, Petry National Television, New York, named VP. **Clark Kurlander**, director of broadcast operations, WDIV-TV Detroit, joins Petry Television, New York, as director of programming. Kurlander succeeds Jim Major, who joined WTS(TV) Tampa-St. Petersburg, Fla., as general manager (see "Media," above). Petry Television represents top 50 markets while Petry National Television handles stations below top 50 markets.



Jones

Robert W. Jones, program director, KING-TV Seattle, and current NATPE president, joins KYW-TV Philadelphia as program director.

Michael Newton, corporate account supervisor, WEEI(AM) Boston, joins Chedd-Angier Production Company there as director of marketing.

John Palmisano, marketing/sales consultant, *week* magazine, joins Sunwest Productions, New York, as sales manager.

Bob Eoff, assistant director of programming and promotion manager, WREG-TV Memphis, named program director.

Deborah Musiker, assistant editor, Oxford University Press, New York, joins Camelot Entertainment Sales there as assistant traffic manager.

Gary Bruce, program director, WMBD(AM) Peoria, Ill., joins WHAS(AM) Louisville, Ky., in same capacity.

Tom Owens, member of programming department, noncommercial WETA-TV Washington, named program director.

Kevin Murphy, afternoon drive air personality, WSUN(AM) St. Petersburg, Fla., named program director. **Sharon Foster**, weekend air personality, succeeds Murphy.

News and Public Affairs

Gloria Jahn, anchor-producer, KLMG-TV Longview, Tex., named news director.

Jeff Bartlett, news director, KGUN-TV Tucson, Ariz., joins KTUL-TV Tulsa, Okla., as news director.

Jim Krasula, news editor, WBIG(AM) Greensboro, N.C., named news director. **Chris Rode**, from WQMG(FM) Greensboro, N.C., joins WBIG as member of news staff.

Phil Sturholm, from *P.M. Magazine*, San Francisco, joins KIRO-TV Seattle as executive news editor.

Larry Shoop, producer-anchor and reporter, KMTR-TV Eugene, Ore., named assistant news director.

Nancy Cozean, anchor, WNYT-TV Albany, N.Y., joins WTZA(TV) Kingston, N.Y., as member of news department.

Barry Nemcoff, VP, production, TeleJapan USA, joins *The Nightly Business Report*, produced by noncommercial WPBT(TV) Miami, as managing editor.

Appointments, ABC News, Washington: **Kenneth Walker**, Justice Department correspondent, to White House correspondent; **Steve Shepard**, White House correspondent, to Pentagon correspondent; **Dennis Trout**, Pentagon correspondent, to Justice Department correspondent; **Dean Reynolds**, Pentagon correspondent, to London bureau as correspondent.

Roger Field, health and science editor, WBBM-TV Chicago, joins NBC Radio, New York, as health and science editor.

Lee McCarthy, reporter, NBC News, Washington, joins WTAJ-TV Philadelphia as primary anchor, 10 p.m. news.

Andy Gannon, sports reporter, WIFR-TV Rockford, Ill., named sports director.

Emery King, White House correspondent, NBC News, Washington, joins WDIV(TV) Detroit as reporter-anchor.

Abby Goldman, news director and anchor, KMEL-FM San Francisco, joins KFRC(AM) there as reporter.

Bill Smith, midday anchor, KTTV(TV) Los Angeles, named weather anchor, 8 and 11 p.m. news.

from Communications Press—

INTERNATIONAL TELECOMMUNICATIONS AND INFORMATION POLICY

Edited by Christopher H. Sterling

Part One: Presentations by—

Veronica Ahern	Donald Jansky
Joel Alper	J. Randolph MacPherson
Walter Bolter	Elliot Maxwell
Jon Boyes	Alan Pearce
Wilson Dizard	Robert Petty
Hugh Donaghue	Joseph Rawley
Richard Foster	Anthony Rutkowski
Henry Geller	Stephen Thompson
Phillip Grub	Fred Weingarten
Roland Homet	Richard Wiley

Part Two: The seminal government document, **Long Range Goals in International Telecommunications and Information: An Outline for United States Policy** (NTIA's 1983 report to the Senate).

In Part One of **International Telecommunications and Information Policy**, experts from both the private sector and government describe recent developments and define the issues in an area of growing national importance. They help predict the trends and offer recommendations for significant policy changes concerning crucial telecommunications matters such as satellite communications, free flow of information, and avoiding a trade war. Part Two—the NTIA Report—provides the framework for their comments, and contains a wealth of detailed information on the current status of American business and government in the international telecommunications arena.

Order this valuable professional reference tool today. Only **\$41.00** (\$39.50 + \$1.50 postage & handling).

BROADCASTING BOOK DIVISION

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

Please send me _____ copies of:

INTERNATIONAL TELECOMMUNICATIONS AND INFORMATION POLICY.

My payment in the amount of _____ is enclosed. (Payment must accompany order.)

Name _____

Firm _____

Address _____

City _____

State _____ Zip _____

Lee Leonard, New York entertainment correspondent, *Entertainment Tonight*, joins CNN there as co-anchor, *Showbiz Today*.

John Emm, morning anchor, KFYI(AM) Oakland, Calif., joins KGO(AM) San Francisco as reporter.

Technology

Roger Heidenrich, Midwest regional manager, Video Systems, named general manager. Video Systems is national marketing organization for Channelmatic, Alpine, Calif.-based manufacturer of television automation and commercial insertion equipment. **Wes Hanemayer**, from Cox Cable, Atlanta, joins Video Systems there as Southeast regional sales manager.

Shri Dodani, international project manager, Intecom, Dallas, joins ADC Telecommunications, broadcast product manufacturer, Minneapolis, as product manager, transmission product group.

Promotion and PR

Candace Farrell, VP, marketing, ABC Motion Pictures, Los Angeles, named VP, marketing, ABC Entertainment.

Alison Harris, manager of production services, Jacobs & Gerber, Los Angeles-based firm specializing in broadcast promotion, named VP, account services. **Dylan Gerber**, senior copywriter, named associate creative director.

Dan Gelfand, creative advertising manager, Samuel Goldwyn Co., Los Angeles, named director, creative advertising.

Elizabeth Tobin, international coordinator, BBDO Direct, New York, named VP, agency promotion director.

Virgle Smith, director of sales administration-affiliate services, United Video, Tulsa, Okla., named corporate relations manager.

Demetrios Hadjis, assistant director of promotion and community relations, Guy Gannett Broadcasting's KGAN-TV Cedar Rapids, Iowa, joins co-owned WICS-TV Springfield, Ill., as director of promotion and marketing.

Allied Fields



Laurent

Lawrence B. Laurent, long-time Washington media figure (for many years editor-writer with *Washington Post*), has been named director of communication for Association of Independent Television Stations Inc., which he has served as consultant. Laurent also is editor in residence at

Broadcast Pioneers Library and is preparing biography of former FCC Commissioner Robert E. Lee.



In the running. The three television networks were well represented among more than 1,000 entrants in the Manufacturers Hanover Corporate Challenge National Championship in New York. The ninth 3.5-mile foot race along New York's Park Avenue is designed as a competition for employees of businesses and financial institutions. The competition among the network runners bears no relation to prime time standings—the co-ed CBS team placed 19th with an average time of 1:24:35, followed by a 22d-place finish by NBC's runners in the women's category (1:12:12) and 58th place in the men's category for ABC (1:46:04). Among the network runners were: CBS (top left, l-r, kneeling): Gloria Kostyrka, account executive, national sales, CBS Radio; Jeff Saigo, production assistant, *CBS Morning News*; Sally Nutt, manager of competitive analysis, CBS Television Network; (standing) Bob Arnot, reporter, *CBS Morning News*; Maryellen Cetra, senior financial analyst, CBS News; Susan Markel, manager, CBG financial reporting; David Kurman, director of programs, CBS Radio Network; Fred Gropper, manager, royalties, CBS Songs; Norm Ogilvie, research analyst, CBS Sports. NBC (top right): Ellen Armour, computer systems; Julie Chrisco, NBC News; Lisa Saurwein, facilities engineering. ABC (at right): Dennis Allen, telecommunications coordinator.



Walter Roberts has retired as executive director Board for International Broadcasting after 43 years of government service in broadcasting. Roberts began with Voice of America in 1942, shortly after it was established, and rose to position of senior career officer in VOA's parent, U.S. Information Agency, serving as public affairs officer in number of foreign posts. He joined BIB, which funds and oversees Radio Free Europe and Radio Liberty, in 1976. He moves on to George Washington University, where he has been named Diplomat in Residence, teaching courses in media's role in public diplomacy.

Edwin Hall, attorney, private practice, Salmon, Idaho, and former general counsel, Senate Committee on Commerce, Science and Transportation, joins MCI, Washington, as VP, government relations.

Eugene Secunda, visiting professor of marketing and advertising, graduate school of business administration, New York University, has formed Secunda Marketing Communications, New York.

George Brown, retired RCA engineer and executive, will receive National Association of Broadcasters 1986 Engineering Achievement Award at broadcast engineering conference April 15 at NAB convention in Dallas.

Elected officers, Advertising Research Foundation, New York: **John Kofron**, International Thomson Business Press, chairman; **George Fabian**, Backer & Spielvogel, vice chairman; **John Webber**, General Foods Corp., secretary, and **Robert Lyman**, D'Arcy Masius Benton & Bowles, treasurer.

Charlie Quinn, program director, WHTT-FM

Boston, joins Drake-Chenault, Canoga Pa Calif., as consultant.

Deaths

Donald N. Pettibone, 42, VP and general manager, WIOQ(FM) Philadelphia, died of cancer Jan. 4 at Lankenau hospital, Philadelphia. Pettibone first joined Outlet Communications, owner of WIOQ, in 1980 as VP and general manager of WSNE(FM) Taunton, Mass. Before that he had been general sales manager for WPRO(AM) Providence, R.I.

Edwin V. Huggins, 77, retired executive vice president, Westinghouse Electric Co., New York, and one-time president of its broadcast division, died of cancer Sept. 13 at Overlook hospital, Summit, N.J. Huggins was with Westinghouse from about 1943 until 1970 when he left to become independent financial consultant. In 1970, he joined Landmark Land Co., Carmel, Calif., and was chairman of that firm at time of his death. He is survived by his wife, Leonora, two sons and two daughters.

Art Rogers, 62, chief engineer and news director, KWYN-AM-FM Wynne, Ark., and host, *Yaawn Patrol* talk show there since 1970, died of cancer Dec. 25 at Cross County hospital, Wynne. He is survived by his wife, two sons, one of whom, Dennis, is sales executive, KAIT-TV Jonesboro, Ark.

Robert Ziegler, 24, account executive, WBAAZ(FM) Southold, N.Y., died Dec. 22 at Southside hospital, Bayshore, N.Y., of injuries suffered in auto accident Dec. 20 in Southold.

Phil Donahue: asking the right questions

Phil Donahue doesn't have a title. He is the face. As *Donahue*, one of those single names—Garbo, Olivier, Letterman—that stands by itself, he is host of the syndicated, hour-long, audience-participation talk show that has become one of Multimedia Entertainment's most bankable assets. The show periodically produces an audience of seven million people, five days a week, 52 weeks a year. It would be hard not to sell advertising that kind of medium. At least one-fifth of Multimedia's earnings are derived from a show the company bought in 1976 for only \$25,000.

Donahue's autobiography, when first published in 1979, was on the *New York Times* best-seller list for seven months. His face has been on the covers of *Newsweek* and *Esquire*, among other magazines. His distinctive interview style and his cultivated image as a concerned and liberated male sensitive to women's issues are subjects to which satirists automatically repair if other targets fail.

Donahue's television presence extends beyond the morning hours. He was co-moderator of a 1984 television debate between presidential candidates, and he co-hosted an audience exchange between U.S. and Soviet leaders that is still airing in some markets. A part of *Donahue's* studio audience section is used by middle-America females as a shrine in a national shrine.

But what of the *Donahue* apart from *Donahue*?

First of all there is the husband of actress Marlo Thomas and father of five children (from his first marriage) who has moved to New York, where the show is now taped, for the first seven years in Dayton, Ohio, followed by 11 years in Chicago.

In addition to being the show's star and leading hand, *Donahue* is also boss of the 18 men and one woman—not including camera people and technicians—who produce the show. Donald Dahlman, vice president of Multimedia, who as general manager of WJXD(TV) Dayton first hired Phil *Donahue* in 1967, notes an example of *Donahue's* involvement with his team: To reward staff and the show's 15th anniversary it is not the company that picked up the tab for 30 others on a 10-day, expenses-plus-travel day in France, but *Donahue*—out of his own pocket.

That introduces *Donahue* the millionaire, whose 3.6% percent of Multimedia's stake—plus options—is worth \$12.7 million. Multimedia has gotten its fair share of *Donahue*. During the recent battle for control of Multimedia, company management used *Donahue's* allegiance as an effective weapon in turning back the takeover attempt.

Donahue said he was not personally con-



PHILLIP JOHN DONAHUE—host of *Donahue*, Multimedia Entertainment, New York; b. Dec. 21, 1935, Cleveland; BBA, Notre Dame University, South Bend, Ind., 1957; booth announcer, KYW-AM-FM-TV Cleveland, 1957; program and news director, WABJ(AM) Adrian, Mich., 1959; reporter, WHIO-AM-FM-TV Dayton, Ohio., 1960; host, *The Phil Donahue Show*, WLWD(TV) Dayton, 1967; host, *Donahue*, WGN-TV Chicago, 1974; Multimedia Entertainment, 1976; WBBM-TV Chicago, 1982; WNBC-TV New York, 1985. m. Margaret Cooney, Feb. 1, 1958; children, Mike, 26; Kevin, 25; Dan, 24; Jim, 22; Mary Rose, 20. m. Marlo Thomas, May 21, 1980.

tacted by any of the "sharks" who were trying to buy the company, but his comments indicated they would not have had much luck. Multimedia gives him his head. "I feel very fortunate that I have been insulated from the agony of management responsibilities," he said. "They have never interfered with the production of my show."

He also says the show is given editorial freedom by its syndicated status: "The choice to air a program is made individually by stations. I don't have to worry about one vice president canceling the show while he is shaving on Tuesday morning." For instance, a show on male strippers was banned in, of all places, Las Vegas, and censored in New York and Los Angeles, although it ran almost everywhere else.

The freedom to be controversial is important to *Donahue*, who is by training a journalist. He entered broadcasting 26 years ago as a \$500-a-month reporter at WABJ(AM) Adrian, Mich., followed by six years at WHIO-AM-FM-TV Dayton.

Stanley G. Mouse, president of the Dayton properties now, was commercial manager in 1960 when *Donahue* was hired: "He asked penetrating questions," Mouse recalls of *Donahue's* early work as a news interviewer. "I wouldn't want to compare him exactly to anyone else but he asked penetrating kinds of questions...like an early Gerardo Rivera."

Donahue said his penchant to probe is owed in part to other journalists, and credits especially Mike Royko, the syndicated columnist for the *Chicago Tribune*: "Of all the cities it has been my experience that Chicago has the hardest-hitting local journalism. The fact that I knew Royko was pushing so hard made it possible for me to push a little harder."

As anchor and reporter at WHIO-AM-FM-TV, *Donahue* covered the Ohio statehouse, and he is still politically oriented. He is "absorbed by C-SPAN and what happens in the well of the House [of Representatives]. There are not a few boring speeches, but many of them have important information in them."

Although not a speed reader—"I wish I were"—he pores over at least three newspapers—*The Washington Post*, *The New York Times* and *The Wall Street Journal*—beginning at 7 each morning after arriving to prepare for the show that begins taping two hours later. "I am a news junkie, but a lot of that has to do with self-preservation," he says. "On live television there is a lot of opportunity to look like a jerk, and by knowing what is happening in the world there are fewer trap doors out there in the studio."

Being informed is more important than ever for the show's host. The move to New York also meant live satellite delivery to most time zones, and the show now can have an immediacy that sometimes means taking yesterday's events as the topic for that day's show. The FCC two years ago defined *Donahue* as a news presentation entitled to exemption from the equal-opportunities requirement of Section 315 of the Communications Act.

Where did *Donahue* start asking questions? "I was raised in a very Catholic environment that was not very promoting of inquiry," he explains. "Most of the questions were offered along with the answers. When I went to Notre Dame I had a curriculum that had books on the index—a list of materials condemned by the Catholic church—such as Kant and Descartes. Here was stuff like, 'I think, therefore I am,' and I was totally smitten with the experience. I think that was the beginning of a personality that went on to ask a lot of questions, not only about the Catholic church, but about other institutions as well."

One question that the just-turned-50 celebrity ponders is: Will *Donahue* still be *Donahue* 10 years from now? "That would be 28 years. I think we have several years left but I don't think they amount to 10. I would like to commit myself to projects that don't require daily execution." Such projects, he said, might include working for a political candidate. He is also full of praise for several series on public television, citing *War*, *a Commentary* and *Vietnam* as examples, and said that he wouldn't mind having his name attached to a similar series. Considering the drawing power of that name, the series wouldn't mind either.

CBS and NBC announced prime time schedule changes last week. Starting Jan. 28, CBS will air *Melba* (Columbia) at 8 and *Charlie and Company* at 8:30 on Tuesday. Latter was formerly seen from 9-9:30 on Wednesday. Replacement has been needed for Tuesday 8-9 since cancellation of *Hometown* at beginning of season (BROADCASTING, Sept. 30). CBS still has yet to re-schedule *Trapper John, M.D.*, which was displaced from 10-11 spot on Sunday by *CBS Sunday Night Movie*. NBC will carry new family comedy series, *Fathers and Sons*, starring Merlin Olsen in March. Production of show by 20th Century Fox will begin on Jan. 27 following Super Bowl, which Olsen will broadcast. In its premiere on NBC on Wednesday, Jan. 8, *Blacke's Magic* had 19.1/28, second to ABC's *Dynasty* (21.1/31). NBC won Wednesday with 19.4/30, compared to ABC's 16.8/26 and CBS's 14.4/22.

After four-year, \$15-million effort, **Home Box Office will begin full-time scrambling of satellite feeds of HBO and Cinemax this Wednesday** (Jan. 15), using M/A-Com's Videocipher II scrambling system. HBO and its affiliates have been equipped to scramble since last spring, but HBO had put off full-time scrambling until M/A-Com produced enough descramblers to accommodate owners of home earth stations wishing to procure them and subscribe to services. M/A-Com officials said last week they were in process of shipping "fewer than 10,000" home descramblers to cable operators and distributors of home satellite equipment. Per-month subscription prices for HBO and Cinemax: \$12.95 each or \$19.95 for pair.

Time Inc. is talking with its two partners in USA Network—Paramount and Universal—about selling its one-third interest to them, sources at two of companies involved said last week. Time spokesman said company had no comment, but source there said company believes its interest in network to be worth about \$40 million. Source also said deal was not imminent, but "we do expect [a deal with our partners] will be successfully concluded." Speculation by some involved was that company wants to dispose of USA Network interest so that it could move quickly in event talks resume with Turner Broadcasting System and deal is struck to buy into CNN.

Radio industry is launching major joint effort in commemorating birthday of Dr. Martin Luther King Jr., on first observance of national holiday next Monday, Jan. 20. Groups and networks asked to participate in campaign were still being assembled late last week, but should include: **Group W Radio, ABC, CBS, NBC, Mutual, United Stations, National Black Network (Unity Broadcasting) and Sheridan**

Broadcasting. Focus will be on playing five-minute excerpt of King's "I Have A Dream" speech simultaneously on stations nationwide at 12:15 p.m. NYT, on Jan. 20.



Some 300 friends of Reporters Committee for Freedom of P turned out last week for fund-raiser whose principal draw **screening of HBO Premiere Films' Murrow.** Shown above (l-r) Hayes Gorey, of Time Inc. and chair of RCFP executive committee; Michael Fuchs, HBO chairman; Jack Nelson, *Los Angeles Times*, and Barbara Matusow, author of "Evening Stars," a network anchors. Docudrama on career of Edward R. Murrow, was credited with establishing CBS as leading network in '60s had become controversial weeks before its first public show. Those associated with CBS in days *Murrow* covers felt it unfair depiction of William S. Paley, founder and long-time chairman of CBS, and Frank Stanton, former president and vice chairman. Some said docudrama was inherently inaccurate and should not be shown at RCFP event. Feeling reflected in discussion followed screening. Ed Fouhy, executive producer of *Night American Almanac* who for 13 years had been with CBS said *Murrow* was guilty of what he said typical sins of docudrama—"oversimplification" and "distortion." He singled out characterization of Salant as bookish and bloodless executive obnoxious with bottom line. But beyond such complaints, *Murrow*, PBS's Hodding Carter, who moderated discussion, raises question of conflict between management and its journalists in face of conflicting pressures and values. Gorey, who had recommended film for screening at fundraiser, said in closing remarks, "A reporters committee shouldn't duck controversy, and I'm glad it didn't."

White House photo



Presidential presence. Washington Bureau chiefs representing five major broadcast groups were invited to the White House last Wednesday (Jan. 8) to interview President Reagan. The session was a follow-up to the President's nationally televised press conference on Tuesday, and clips from it were picked up by the networks for use on their evening news shows. The stations involved, however, were assured of presenting it before the networks' newscasts: Use of the 28-minute interview was embargoed until 6:30 p.m. The interviewers (left photo) with the President (l-r) are Norman Wagdy, Storer Communications; Jack Hurley, Gannett Television; Andy Cassells, Cox Communications; John Dimsdale, Post-Newsweek Stations, and Gregg Risch, Westinghouse/Newstead Network. Sue Mathis, who heads the White House Office of Media Liaison, which deals with the press outside Washington, said a factor in the decision to invite the five—each of whom had a long-



standing request for an interview with the President—was that few reporters other than the White House "regulars" are called on the formal press conferences.

In response to a request from the White House Office of Private Sector Initiatives, Westinghouse Broadcasting & Cable has produced public service television announcements featuring President Reagan "encouraging companies to help solve community problems." The 30- and 60-second spots, produced by Group W wjz-TV Baltimore, will be fed Jan. 17 by the National Association Broadcasters to its television member stations. Shown above right with the President following taping of the announcements at the White House is Jerry Udwin, Group W's Washington vice president.

fourth quarter ratings, NBC's Today and ABC's Good Morning, America tied in ratings with 5/23. During quarter, *Today* was up from 4.5/21 during fourth quarter 1984, *GMA* was same, and *CBS Morning News* was down from 3.4/16, at 3.1/14. *Today* ended quarter with three consecutive weekly wins in December. During week of Dec. 23-27, *Today* had its largest margin of victory with 7/24, versus 4.2/20 for *GMA*.

Louisiana state court of appeals has overturned lower court decision and ruled that **Louisiana Public Service Commission does not have authority to regulate pole attachment agreements and rates** in state. SC had claimed jurisdiction in 1978, preempting regulation by PSC, and, two years later, it adopted formula for calculating pole attachment rates that resulted in "substantially higher" rates than PSC formula did. PSC has power only to regulate "services" of utilities—"electricity, telephone service, etc., whatever the case may be," appeals court said.

Smith Burke & Azzam, Baltimore, has created what it calls **"interrupted" 30-second television commercial for Playboy magazine** for airing in late January and in February on stations in New York, Chicago and Los Angeles. Barry Smith, president of agency, told news conference in New York last Friday (Jan. 10) that commercial one 30-second spot of two different 15-second parts interrupted unrelated advertiser whose message will be no longer than 30 seconds. He said stations have approved concept but are now reviewing two commercials for content. He explained that first part of commercial is "teaser," building up suspense for second part. Smith said stations believe approach is new.

FCC has granted **Financial Satellite Corp.** conditional authorization to **launch private international satellite system**. According to FCC, Financial may begin construction when it satisfies commission's financial requirements.

NATAS took a step toward **possible reunification of New York-based National Academy of Television Arts and Sciences and Los Angeles-based Academy of Television Arts and Sciences** took place last Wednesday (Jan. 8) with meeting of NATAS Chairman Richard Rector and NATAS President Rich Frank at latter organization's headquarters in North Hollywood. They issued joint statement terming session "productive" and promising more negotiations in future, probably within month.

Chase has named **Robert Chastain** as **confidential assistant to NAB President Eddie Fritts, in a new position**, effective Feb. 28. Chastain joined NAB in 1970 and moved to Fritts' office in 1981.

NAB has announced **winners of first round of elections to its radio and television boards**. Second round of balloting begins in February with results to be announced in March. Incumbents re-elected to radio board were: William Shaughnessy, WVOX(AM)-WRTN(FM) New Rochelle, N.Y., district 2 (New York and New Jersey); William Rollins, WEGO(AM)-WPEG-FM Concord, N.C., district 6 (North Carolina and South Carolina); John Vid, KFBS(AM)-KXIO-FM Joplin, Mo., district 12 (Missouri and Kansas); Ray Lockhart, KOGA-AM-FM Ogallala, Neb., district 16 (Colorado and Nebraska), and Robert Fox, KVEN(AM)-KHAY-FM Ventura, Calif., district 24 (southern California, Hawaii, Guam and American Samoa). Newly elected radio directors: William Sanders, KICD-FM Spencer, Iowa, district 14 (Iowa and Wisconsin) and James Fox, KWIK(AM) KPKY-FM Pocatello, Idaho, district 20 (Montana, Idaho and Wyoming). Participating in radio runoff: district 4 (Delaware, D.C., Maryland and Virginia): John Cole III, WHLF(AM)-CFM South Boston, Va., and incumbent J. William Poole, WFLS-FM Fredericksburg, Va.; district 8 (Louisiana and Mississippi): Guy Karst, KDBS(AM)-KRRV(FM) Alexandria, La., and incumbent Ray Idi, KTIB(AM)-KHOM-FM; district 10 (Indiana): Charles A. Blake, WJZ(AM) WIKY-FM Evansville, Ind., and Jeffrey H. Smulyan, WENS-FM Indianapolis; district 18 (southern Texas): Lowry Mays, WIA(AM)-KAJA-FM San Antonio, and Dick Osburn KYKS-FM Luskin, Tex.; district 22 (Arizona, Nevada, Utah and New Mexico): Joe

Crystall, KGVY(AM) Greenvalley, Ariz., and Ronald Sack, KNMQ Santa Fe, N.M. There are 12 nominees for TV board, of which top six will be declared winners: Steven Beard Jr., KBVO-TV Austin, Tex.; Carolyn S. Chambers, KEZI-TV Eugene, Ore.; Gary R. Chapman, Freedom Newspapers, East Providence, R.I.; Jerry P. Colvin, WUHQ-TV Battle Creek, Mich.; William Duhamel, KOTA-TV Rapid City, S.D.; Milton D. Friedland, WICS-TV Springfield, Ill.; Tom Goodgame, WBZ-TV Boston; Benjamin D. McKeel, Nationwide Communications, Columbus, Ohio; incumbent Harold Protter, WNOL-TV New Orleans; Ellis Shook, KOLR-TV Springfield, Mo.; Patricia Smullin, KOB-TV Medford, Ore., and incumbent Greg Stone, WSOC-TV Charlotte, N.C.

Family affair. *The Louisville, Ky., media holdings of the Bingham family, including Louisville stations WHAS-AM-TV and WAMZ(FM), and the Louisville Courier-Journal and Louisville Times, are for sale. The properties have been placed with Goldman Sachs, and are valued at between \$450 million and \$500 million. Television market analysts estimate that WHAS-TV is worth a minimum of \$60 million and could go for as much as \$75 million or \$80 million in a heated bidding contest. It is estimated by one sales executive with knowledge of the market that the station commands about one-third of the \$45-million Louisville TV market, but may be "a little bit of an underachiever on the profit-margin side," doing perhaps 38%, compared to 40% or 45% it might do in other hands. According to an estimate by Henry Ansbacher Inc., representing Sallie Bingham, daughter of Barry Bingham Sr., family patriarch and controlling shareholder of the properties, the estimated operating revenue of the TV and radio stations combined in 1985 was \$24.4 million with operating income of \$7.9 million. Also, observers noted, with the likelihood that the properties will go to separate buyers, rates will probably increase, expanding the dollar volume of the market somewhat. A CBS affiliate, WHAS-TV was tied for first in the market last November with NBC affiliate WAVE-TV, both catching an overall 29 share, according to Nielsen. WHAS-TV, however, was the dominant news station commanding a minimum eight point share lead at 6 p.m. and 11 p.m. As for the radio properties, station broker Ted Hepburn said they should command a minimum \$10 million but probably not more than \$15 million. Others agreed, suggesting a \$15-million range was close. The two stations dominate the Louisville radio market, being the only two with double-digit 12-plus metro shares in the fall 1985 ratings period, according to Arbitron. Number-one ranked WHAS(AM), a 50,000-watt clear channel, averaged a 15.3 share, and WAMZ, the only Class C station in the market, averaged an 11.4. The decision by Barry Bingham Sr. to sell was apparently his final solution to squabbling among his children, Barry Jr., Sallie and Eleanor, as to the future direction of the company. It was at the direction of Barry Jr., editor and publisher of the Courier-Journal and Times newspapers and vice chairman of WHAS Inc., that his two sisters, mother, Mary, and sister-in-law, Joan, were removed from the parent company's board a year ago, citing the need for more "professional" corporate guidance. Sallie responded by deciding to sell her interest, but over the past year, has been unable to come to an agreement with the rest of the family as to the value of her interest. The decision by Barry Sr. to sell the family's entire holdings came last Wednesday (Jan. 8). In a statement, he called it his "unwelcome duty" to announce the sale, citing "divergent interests" of his children. In response, Barry Jr. resigned, characterizing the decision to sell as a "betrayal" by his family. "Had I thought, in the early 1960's, that my career would be abbreviated by my parents in this summary way, I would have dedicated my life's work to other enterprises," said the 52-year-old son. Goldman Sachs executives handling the Bingham properties declined to say who potential buyers might be, although New York Times Co. Vice Chairman Sydney Gruson was quoted in the Times last week saying that Goldman had approached the company and that "we are interested in taking a look at the figures."*

Editorials

Statesmanship break

Two issues will dominate an exceptionally heavy agenda facing the National Association of Broadcasters joint board of directors, meeting this week in St. Maarten. First in priority for radio: the proposal to merge NAB with the National Radio Broadcasters Association. Most on the minds of TV directors: concern over the loss of must carry and development of a strategy to recapture the initiative on that front.

The downfield blocking on both these issues has been good to first rate. Into the latter category fall the exemplary negotiations carried out by NAB Chairman Ted Snider and Radio Board Chairman John Dille with NRBA Chairman Bill Clark and President Bernie Mann—not to the exclusion of any others, mind you, but to mention those who appeared closest to this played-close-to-the-vest enterprise. It is little short of a miracle that men and women who only months ago were exchanging the harshest kind of epithets about one another can now find no discouraging words to describe the other side. More important, they've struck a good deal.

Not that we wouldn't have done it another way, as the world knows full and perhaps too well. Federation, eventually if not now, is in our view the best way to serve the independent needs of the various media constituencies as well as the overall needs of the Fifth Estate. But that appears to be too much to buy at this juncture, and it is evident that the architects of the instant agreement feel it is capable of generating a quantum leap upward in the fortunes not only of the NAB (and its assimilated NRBA kinsmen) but of radio itself. It surely can't hurt, and all who care about the medium should rally to this good cause.

No consideration of must carry can lead to such a sanguine conclusion. Broadcasters and cable operators have both been obdurate in fashioning some way out of the quandary posed by the *Quincy* decision—a posture perhaps more understandable on the part of those who won that decision, and who are now being asked, for however good the reasons, to yield up some or all of the ground they've gained. The NAB, with many concerns of its own in this area, has tried to be the honest broker for the concerns of other broadcast elements as well, and its bold invitation to National Cable Television Association President Jim Mooney to address the St. Maarten meeting is heartening to those who hope for an even-handed resolution of an issue close to all in the Fifth Estate.

□

There is not the space nor is this necessarily the time to score all of NAB's performances in the last few years, but it must be remarked that a number of things have gone exceptionally well since Eddie Fritts became president, and fewer and fewer seem to go sour. The track record is far better than can be accounted for by random probability, and encourages the hope that similar good news will attend NAB's progress in the future.

Wrong reasons

With a few exceptions, broadcasters have applauded the FCC's proposal to do away with restrictions on the duplication of programming by co-owned and co-located AM-FM combinations. As a matter of principle, the applause will be echoed here: The less FCC intrusion in programming decisions the better, if the First Amendment is ever to be read to mean what it says.

This example of deregulation is, however, advanced as one of many parts of a worrisome, if well-meant, FCC campaign to

rescue AM radio. Nobody denies that AM can use help these days, as FM continues to dominate the delivery of audience. Nor is the FCC out of line in offering assistance in the form of adjustments of technical rules to improve the quality of AM signals. The worry sets in when the FCC begins talking of economic tinkering—one of the main reasons given for its proposal to drop its antiduplication rules. For "many AM-FM combinations," said the FCC in its notice of rulemaking (or rule dropping, as is in prospect), "it is now the case that the viability of the AM station depends on its association with a stronger FM facility." To permit duplication of an FM's programming could lead to a reduction of AM operating expense, said the FCC, and that "could mean the difference between success or failure for marginal AM stations and whether such stations continue to provide service to the population in their local communities."

The same economic reasoning was behind the commission's proposal to waive its duopoly rules, permitting ownership of more than one AM station in a given locality if a faltering AM could be saved by multiple ownership.

So far the FCC has forborne discussion of the criteria it might invoke to decide when an AM was doing badly enough to justify its owner's acquisition of another AM in the same place. Perhaps the agency has recognized that it cannot put itself in the position of saying how sick a station must be to become entitled to relief without also assuming the authority to say how much profit a healthy station may make in the public interest. But clearly it has all but decided that AM generally is sick enough to justify the elimination of program duplication restrictions.

Once that decision has been made, the FCC knowingly or not has reneged on its vow to let market forces govern the broadcast marketplace. It is an easy step from there to the establishment of economic criteria for waiver of the antiduopoly rule and beyond that to more and more governmental adjustment of radio economics. Not only that, the steps are made easier if AM broadcasters themselves are on the sidelines cheering the FCC on. Back in 1962, some will remember, radio broadcasters asked the FCC to impose economic and engineering standards that would reduce the number of AM stations on the air. They were saved from that folly by improvements in their economy.

There are probably good reasons for reconsideration of both the duopoly rules (for AM, FM and TV, it should be noted) and the program duplication restrictions for AM's-FM's—not the least being the proliferation of stations in all services. But when rule changes are proposed to "correct" economic conditions, the marketplace is headed for a planned economy. Is this really what the incumbent FCC has in mind?

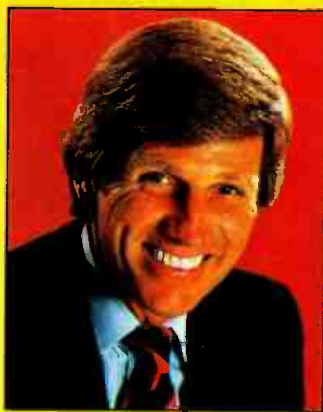


Drawn for BROADCASTING by Jack Schmidt
"I've just been notified that we had an unexpected change in the weather."

Imitators Come. Imitators Go.
The Original Continues.

HOUR MAGAZINE

Giving viewers information
they need.
Entertainingly.
Delivering to stations
and advertisers the numbers
they want.
Dependably.



Host Gary Collins

And doing it
so well that
HOUR MAGAZINE
RATINGS ARE UP
25%
over a year ago.

The Franchise. Year Seven.



Source: NTI for four weeks ending Nov. 24, 1985 and Nov. 25, 1984.

COVER STORY

From Fries Distribution Company

26 half-hours of intimate, provocative celebrity profiles featuring the biggest names in entertainment.

All episodes ready to air!

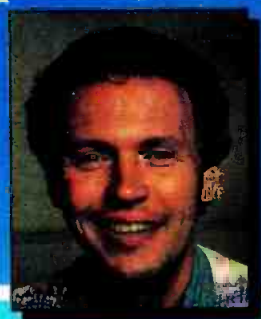


Photo by Steve Shapiro

At NATPE: Booth 370
New Orleans Convention Center

FRIES DISTRIBUTION COMPANY
a subsidiary of Fries Entertainment Inc.

Corporate Headquarters: 9200 Sunset Blvd., Suite 700, Los Angeles, CA 90069 (213) 859-9957 Telex: 3781675 FDC
East Coast Office: 420 Madison Ave., Suite 1500, New York, NY 10017 (212) 593-2220