The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jan 5

56th Year 1987

Upcoming: INTV in L.A.
Industry in Progress

Upcoming: 1987
Year in Prospect

MOTOR CITY RATINGS POWERHOUSE ROLLS ACROSS AMERICA!

Produced by Post-Newsweek Stations, Inc. /WDIV, in association with LBS Communications Inc.

Turn on *The Music Machine*. Detroit's turbocharged prime access performer is making its national debut.

Tomorrow's hitmakers compete for a shot at stardom with new videos and explosive live performances in stereo. All judged by superstar celebrities.

The Music Machine. Dominating Detroit's weekend access for three years straight. Number One in ratings, shares and Young Adult demos.

Sound hot? Wait till you see the demo tape!

INTV Suites 558-560 **NATPE** Booth 233

26 WEEKLY HALF HOURS STARTING APRIL '87

When you're in it for the long run!

LBS

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FUNNY MAN!

"YOU CAN'T TAKE IT WITH YOU"

NEW SERIES!

WEEKLY HALF HOURS FOR FALL '87. ACCESS SERIES ON THE NBC TELEVISION STATIONS!

When you have a block-buster show, you get a block-buster talent to star in it.

The show is the brand-new, first-run series "You Can't Take It With You," based on the legendary Kaufman and Hart comedy.

The play won a Pulitzer Prize. The Frank Capra film took the Oscar for Best Picture.

The series star: One of America's most popular favorites, Emmy-winner Harry Morgan.

Confirmed by his TVQ Scores, Harry out-ranks the likes of Patrick Duffy, Ted Danson, Johnny Carson,

FUNNY SHOW!

STARRING HARRY MORGAN

om Selleck, Don Johnson, ob Hope—and many other op television personalities—gainst key Young Women emographics.

Now he holds center stage s Grandpa Vanderhof, who ads the nutty Sycamore family through week after week of outrageously funny situations.

It's a great American comedy, with a great American star.

UNIQUE FLEXIBILITY PLAN FOR STATIONS! AVAILABLE ON AN ADVERTISER-SUPPORTED *OR* CASH-PLUS BASIS. From LBS in association with Procter & Gamble Productions and Harps Productions.

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When you're in it for the long run!

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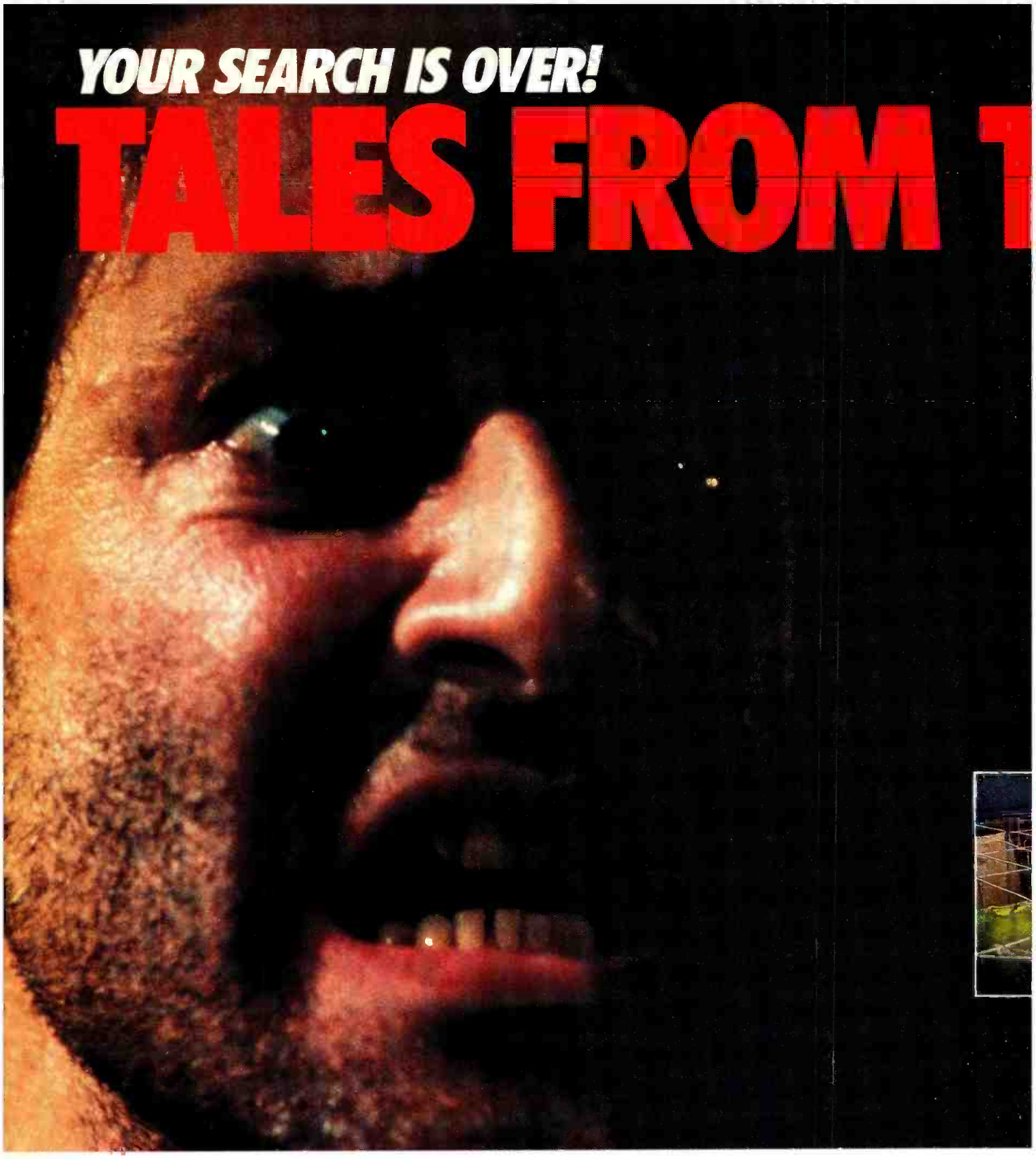

AVAILABLE NOW FOR FALL '87 START

- Syndication's highest-rated first-run series ever in Late Fringe.
- Fresh, innovative thrillers spotlighting major guest stars such as William Hickey, E.G. Marshall, Margaret O'Brien, Jerry Stiller, Michael Warren and Susan Strasberg.
- Superb demographics: 49 percent Adults 18-34 *—and a remarkable 75 percent Adults 18-49!*
- The only strip of its kind: potent Late Fringe programming.
- Firmly established as a powerhouse weekly series in Late Fringe—plus Access, Prime and Early Fringe, too.
- A proven success on

HE DARKSIDE:
THE STRIP








A presentation of LBS Communications Inc. and Tribune Broadcasting Company. A LAUREL Production in association with Jaygee Productions.

independents and affiliates in markets of every size.

- 92 half hours for stripping, including 22 brand new episodes for 1987-88.
- Masterful stories by such writers as Stephen King, George A. Romero and Robert Bloch. Produced on film in New York and Hollywood.
- Appealing cash-barter options provide maximum flexibility for stations.

SOURCE: NSI ROSP MAY 86

When you're in it for the long run!

LBS

TRIBUNE BROADCASTING Company

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MOVING TO THE B

NOW...FIRST RUN SYNDICATION

Dick Clark—America's Hitmaker—premieres an all-new version of television's most successful music and entertainment series.

The New American Bandstand. Thirty years of America's music. The pace-setter. The tastemaker. The classic music hour—often imitated, never duplicated.

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

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

EAT OF AMERICA!

The New American Bandstand

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

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

Now—more audience power than ever.

WEEKLY HOURS ON AN ADVERTISER-SUPPORTED BASIS STARTING FALL '87

From dick clark productions, inc. and LBS Communications Inc.

When you're in it for the long run!

LBS dc

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INTV Suites 558-560 **NATPE** Booth 233

CAPTURE YOU

IT'S A RUNAWAY HIT!

THE NEW Gidget™

THE HOT HALF HOUR WITH YOUNG VIEWERS EVERYWHERE.

- 66% of all telecasts rank #1 or #2 in their time periods in W 12-17. 59% #1 or #2 in W 12-24. 55% #1 or #2 in W 12-34.
- Among *all* the new first-run sitcoms, *The New Gidget* ranks #1 in premium Young Female demographics from coast to coast—NY, LA, Chicago, San Francisco, Philadelphia, Houston, Atlanta, Pittsburgh, Miami, St. Louis, Denver.
- All across the nation, *The New Gidget* outperforms the time period last year. 81% of all telecasts equal or improve W 12-24 demos. W 12-34—81% W 18-49—81%. W 18-34—85% Teens—74%.

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

SOURCE: NSI OCT '86, OCT '85

22 BRAND NEW HALF HOURS FOR FALL '87!

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

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

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

America loves to Monkee around. And here's your opportunity to get your share of Monkee business!

Colex ENTERPRISES
A JOINT VENTURE OF COLUMBIA PICTURES TELEVISION AND LBS COMMUNICATIONS INC

875 Third Ave., NY, NY 10022 (212) 418-3000
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625 N. Michigan Ave., Chicago, IL 60611 (312) 943-0707
INTV Suites 558-560 **NATPE** Booth 233

THE COURT (

New York 4:30 PM — WCBS

SWEEP	PROGRAM	SHARE HH	SHARE W25-54
Nov 86	Superior Court	18	22
Nov 85	America	10	13
	INCREASE.....	+80%	+69%

Los Angeles* 4:00 PM — KHJ

SWEEP	PROGRAM	SHARE HH	SHARE W25-54
Nov 86	Superior Court	15	19
Nov 85	Dating Game	8	9
	INCREASE.....	+88%	+111%

San Francisco* 5:30 PM — KPIX

SWEEP	PROGRAM	SHARE HH	SHARE W25-54
Nov 86	Superior Court	19	21
Nov 85	People's Court	16	17
	INCREASE.....	+19%	+24%

Houston* 4:00 PM — KPRC

SWEEP	PROGRAM	SHARE HH	SHARE W25-54
Nov 86	Superior Court	23	35
Nov 85	Jeopardy	15	21
	INCREASE.....	+53%	+67%

Milwaukee 4:30 PM — WITI

SWEEP	PROGRAM	SHARE HH	SHARE W25-54
Nov 86	Superior Court	23	21
Nov 85	One Day At A Time	15	20
	INCREASE.....	+53%	+5%

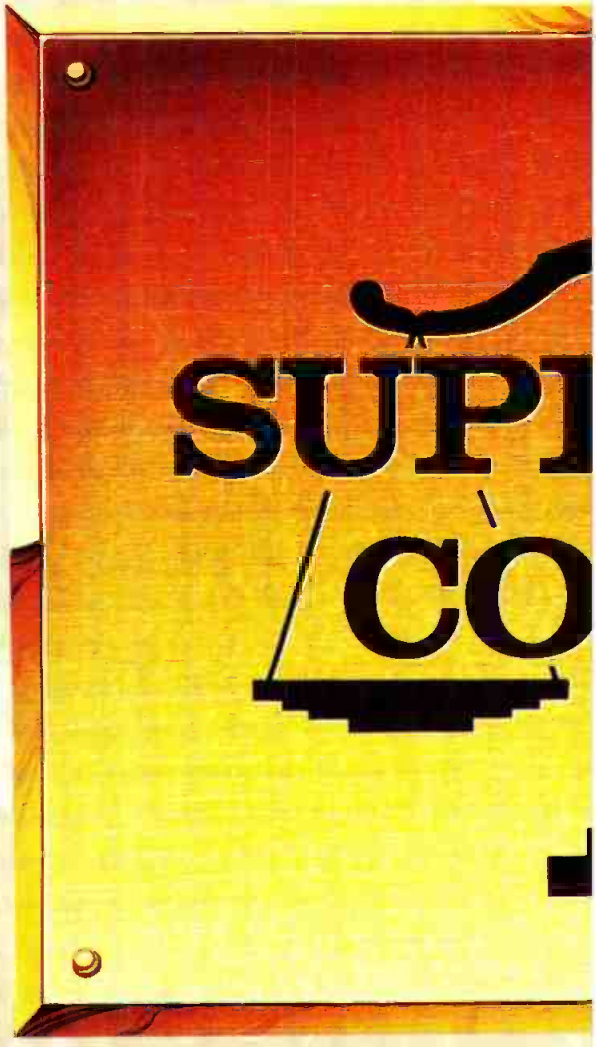
Nashville 4:30 PM — WTVF

SWEEP	PROGRAM	SHARE HH	SHARE W25-54
Nov 86	Superior Court	18	24
Nov 85	America	11	16
	INCREASE.....	+64%	+50%

Raleigh* 5:00 PM — WTVD

SWEEP	PROGRAM	SHARE HH	SHARE W25-54
Nov 86	Superior Court	24	32
Nov 85	Headline Chasers	15	28
	INCREASE.....	+60%	+14%

In a season filled with court shows, "Superior Court" stands victorious as th court of appeal. In key early fringe time periods, "Superior" presented a strong defense against the competition, boostir household shares and important demos



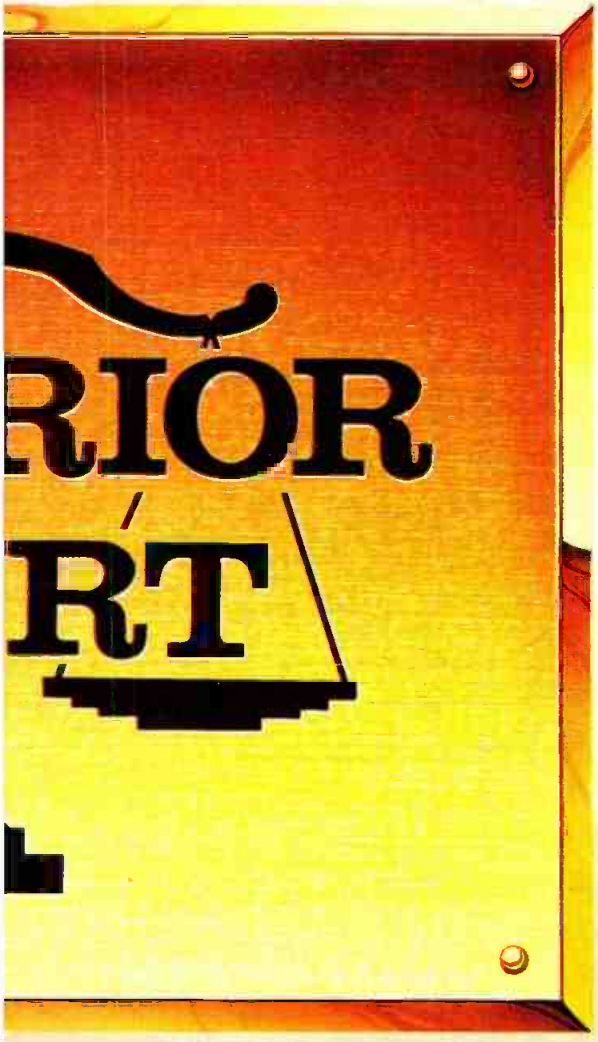
A Proven Genre!

From the producers of "The Pec

F APPEAL.

Already renewed for early fringe in New York, Los Angeles, Chicago, Philadelphia and more!

So while the others are pleading their case with circumstantial evidence, check out these facts that the ratings services have entered into the "Court's" official records. They're the truth, the whole truth and nothing but the truth!



SOURCE: NSI/Cassandra NOV 86, *ARB/Apollo NOV 86

Harrisburg* 5:30 PM — WHP

SWEEP	PROGRAM	SHARE HH	SHARE W25-54
Nov 86	Superior Court	15	22
Nov 85	News	10	11
	INCREASE.....	+50%	+100%

Greensboro 5:00 PM — WXII

SWEEP	PROGRAM	SHARE HH	SHARE W25-54
Nov 86	Superior Court	20	33
Nov 85	People's Court	19	16
	INCREASE.....	+5%	+106%

Lexington 4:30 PM — WLEX

SWEEP	PROGRAM	SHARE HH	SHARE W25-54
Nov 86	Superior Court	19	39
Nov 85	Dallas	14	38
	INCREASE.....	+36%	+3%

Chattanooga 5:00 PM — WDEF

SWEEP	PROGRAM	SHARE HH	SHARE W25-54
Nov 86	Superior Court	23	42
Nov 85	Bonanza	19	28
	INCREASE.....	+21%	+50%

Johnstown 5:00 PM — WTAJ

SWEEP	PROGRAM	SHARE HH	SHARE W25-54
Nov 86	Superior Court	22	56
Nov 85	Three's Company	19	47
	INCREASE.....	+16%	+19%

Waco* 3:30 PM — KXXV

SWEEP	PROGRAM	SHARE HH	SHARE W25-54
Nov 86	Superior Court	24	50
Nov 85	Dallas	6	14
	INCREASE.....	+300%	+257%

Columbus, GA* 5:00 PM — WLTZ

SWEEP	PROGRAM	SHARE HH	SHARE W25-54
Nov 86	Superior Court	15	21
Nov 85	Tic Tac Dough	8	9
	INCREASE.....	+88%	+133%

A Proven Winner!

rt," Ralph Edwards and Stu Billett, in association with LORIMAR-Telepictures™

Wil Power.

Wil Shriner's got it.

Now you can have it.

It's the power to brighten your day with warmth and wit, stars and surprises.

The happy new alternative for daytime television premiering September 1987.

THE WIL SHRINER SHOW

See the talk-entertainment pilot that's creating a sensation.

Featuring guests

Michael J. Fox
Debbie Allen
John Larroquette
Markie Post
Dr. Peter Shulman Pediatrician
Dr. Ed Abraham Back Specialist
and more.

A FIRM GO FOR FALL '87

The Case

"The Judge" Went To
In Early

GENESIS ENTERTAINMENT

A DIVISION OF GAMEWAY ENTERPRISES, INCORPORATED

(212) 687-4840 (818) 706-6341

OUR VISION IS YOUR SUCCESS

Is Closed

Court and Won Big
Fringe!

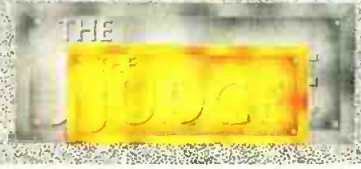
"The Judge" is an early fringe power . . . in the metered markets and beyond! The early November numbers disclose new evidence:

MARKET		JUDGE NOVEMBER '86 RATING	JUDGE NOVEMBER '86 SHARE	TIME PERIOD NOV. 85 SHARE	JUDGE IMPROVED TIME PERIOD
WPCQ	Charlotte M-F 4:30 p.m.	4	12	5	+140%
KUSA	Denver M-F 3:00 p.m.	7	26	15	+73%
KHJ	Los Angeles M-F 4:30 p.m.	7	17	11	+55%
WAVY	Norfolk M-F 4:30 p.m.	9	26	14	+86%
KMOV	St. Louis M-F 3:30 p.m.	8	28	13	+115%
KTAL	Shreveport M-F 3:30 p.m.	10	27	11	+145%
WSAW	Wausau M-F 4:30 p.m.	11	29	21	+38%
KSWO	Wichita Falls M-F 4:30 p.m.	8	23	16	+44%

Source: NSI Nov. 86 vs. Nov. 85, LA-ARB.

More November stories
to follow!

The evidence is in the numbers. "The Judge" will win for you like it does for others. It's your best defense for today and tomorrow. Act now. The case will close in your market soon. Call us before your competition does.



NATIONAL ADVERTISING SALES REPRESENTATIVE

Vol. 112 No. 1

Broadcasting Jan 5

Battle lines being drawn over people meters
Heading west for INTV
A look ahead to 1987 in the Fifth Estate

BATTLE RAGING □ BROADCASTING examines the ongoing controversy over institution of the people meter and its effect on the networks, ratings services and advertising agencies. **PAGE 59.**

DISH OFFERING □ HBO, RCA offering free Ku-band earth stations to cable operators in efforts to make Satcom transponders more attractive. **PAGE 62.**

INTV 87 □ Association of Independent Television Stations President Preston Padden has must carry at the top of his 1987 agenda. **PAGE 94.** The independent television station business hit a few bumps in 1986: soft advertising marketplace, rising programing costs and heavy debt, and a slow economy in some areas of the country. **PAGE 98.** Producers and syndicators head to INTV to begin, in earnest, program selling season. **PAGE 104.** INTV convention theme is "Tomorrow's Marketplace." **PAGE 110.** The agenda appears on **PAGE 112.** A list of exhibitors in the screening suites appears on **PAGE 116.**

A LOOK AHEAD TO **1987** IN THE FIFTH ESTATE

1987 FORECAST □ BROADCASTING takes a look at what's expected in the year ahead in the Fifth Estate in these areas: court cases **(PAGE 156)**, the three broadcast networks **(PAGE 160)**, the FCC **(PAGE 162)**, Congress **(PAGE 164)**, technology **(PAGE 170)**, cable **(PAGE 172)**, electronic journalism **(PAGE 176)**, radio **(PAGE 178)**, public broadcasting **(PAGE 180)**, television advertising **(PAGE 186)**.

DIAL FOR DOLLARS □ Los Angeles area radio station to launch new financial and information format in February. **PAGE 188.**

FORMAT SELECTION □ Appeals court backs FCC decision on format cases. **PAGE 212.**

HDTV SHOW □ NAB, MST present first over-the-air broadcasts of high definition TV technology in Washington tests. **PAGE 214.**

BRITISH SPECTRUM □ Study concludes that radio spectrum in Britain should be allocated using marketplace mechanisms. **PAGE 224.**

STAYING ON □ CBS News's Diane Sawyer agrees to continue with network. **PAGE 227.**

INDEPENDENT SPIRIT □ Independent broadcasters have found their voice in association president, Preston Padden. **PAGE 247.**

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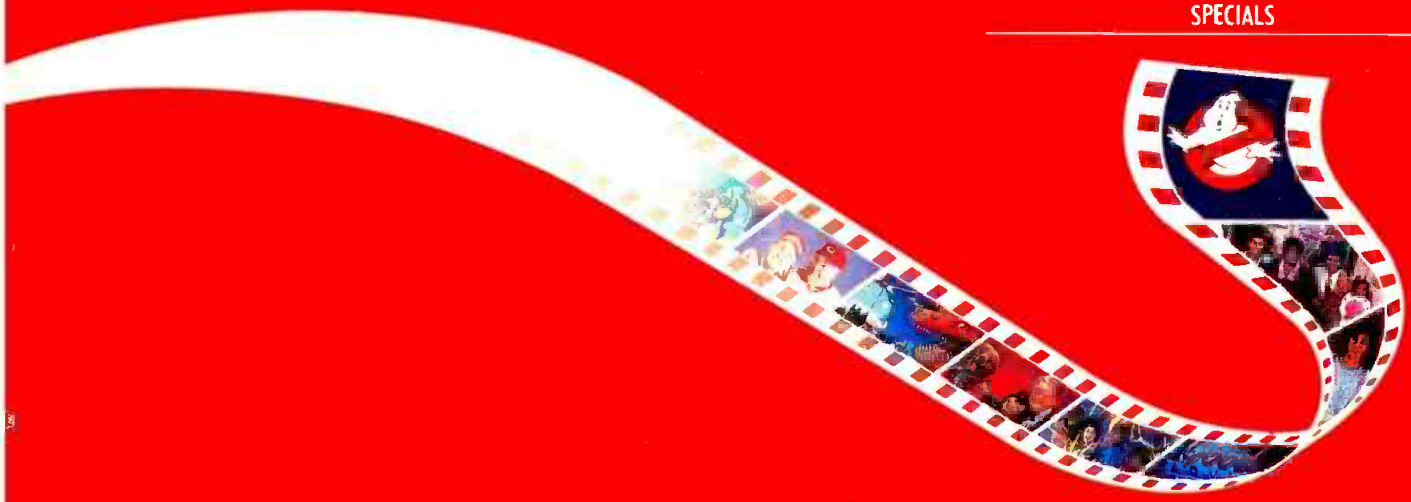
A REFRESHING NEW TASTE IN ENTERTAINMENT

Introducing Coca-Cola Telecommunications.
First-run entertainment with a refreshing new taste.
For syndication. Home Video. Pay-TV. Cable.
Catch the wave of things to come at INTV '87.
And be refreshed.

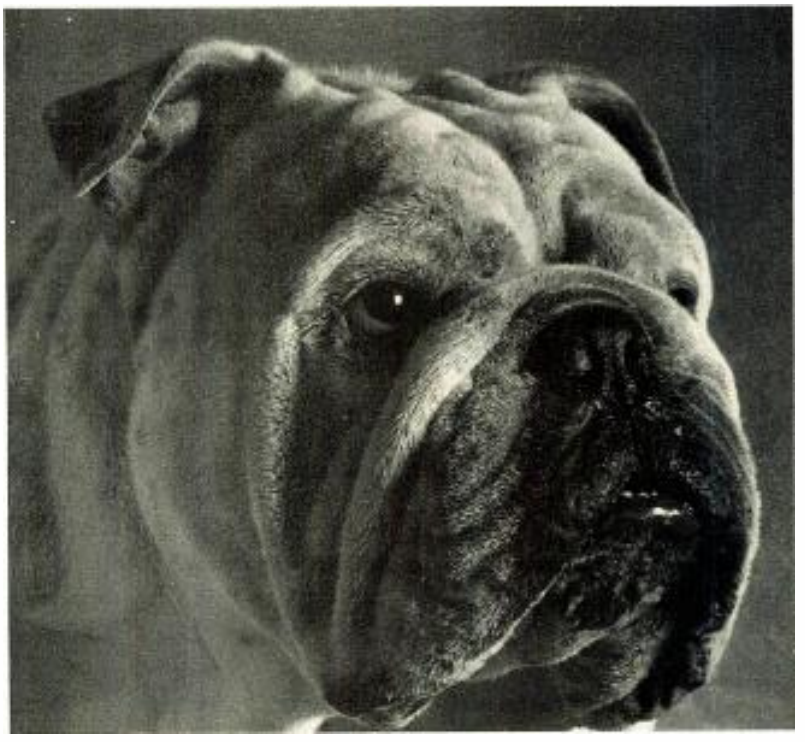
NOW AVAILABLE:

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



Coca-Cola
TELECOMMUNICATIONS

KODE-TV PITTSBURG, KANSAS, JOPLIN, MISSOURI HAS CHOSEN THE MOST AGGRESSIVE ALLY IN TELEVISION.



BLAIR. ONLY BLAIR.
Television

KODE-TV. It's a Gilmore station...
that makes the difference.

More erosion

Three-network prime time rating for fourth quarter 1986 was off almost 4% to average 48.5. Network research executives cite lower levels of homes using television in 1986 (season to date, off 2.4%) and fewer "big draw" specials during November sweeps, especially on ABC, which had no mini-series this time around and scored average 14.2 rating during November, lowest for any network in sweep period.

Three-network audience share in sweeps was off full point to average 76, and competing media may have had some impact, although not pay cable, which lost 13% in November. Independent stations fared well in same period, with combined 11% share of audience, up about 6%. Cable-originated services accounted for little more than 4% of viewing in sweeps, gain of about 11%, and viewing of public broadcast stations was up, about 8%.

Empty seats

FCC Chairman Mark Fowler appears to be giving cold shoulder to broadcasters showing first over-air applications of HDTV (see story, page 214). Fowler has no plans to attend special HDTV display beginning this Wednesday, Jan.7, at FCC headquarters, according to chief of staff Jerald Fritz. Fritz cited schedule conflicts as reason. Chairman Fowler will, however, greet delegation of high-level Japanese government and industry leaders arriving in town to view HDTV tests and their extensive use of Japanese technology.

Attendance of other commissioners at demonstration, which also shows feasibility of using UHF-TV band for advanced TV, is up in air as well. At least three will be out of town by week's end at convention of independent TV broadcasters.

Endless auctions

Still no deals to report in settlement negotiations for 13 RKO General Inc. troubled stations, and some parties are contending that part of problem may be that James McKinney, FCC Mass Media Bureau chief and RKO mediator, hasn't been tough enough. They think McKinney should set deadlines for final bids from outsiders to be submitted and for each proceeding to reach settlement or be sent back to hearing. Parties have reportedly been close to deals in several markets, but one holdout has been able to throw deals off track.

Without deadline for outsiders to file final bids, it may be in interests of parties to hold out. For example, on Dec. 30, U.S. Coal Corp. submitted new bid of $57.5 million for KRTH-AM-FM Los Angeles, and that's now highest bid in market. Word also had it that Wesray and Kravis-Christian, existing bidders for that market, were considering upping their own bids (BROADCASTING, Dec. 15).

Turning little noses up

November ratings for animated television strips in syndication for children are leading to some dreary assessments of that genre, used primarily by independent stations to counterprogram affiliate soap operas. As Dick Robertson, office of president, Lorimar-Telepictures, puts it, children's market is now "kaput." According to MMT Sales analysis of 1986 November sweeps, child viewing of animated strips that dominate afternoons on independents is down 12.9% compared to November 1985. Drop in average market was 7%, with larger drop-offs in larger markets.

Added attraction

Crowded supply of toy-inspired childrens' television shows has upped inducements syndicators are offering stations, especially in markets where TV outlets are limited. Toy manufacturers have always promised advertising support for toys on which shows are based, but recent twist finds program distributors guaranteeing that manufacturer will buy advertising, perhaps for variety of products, on stations that pick up show. Said one independent operator: "This complicates our commitment to select the best quality programing for children. We'd hate to see that advertising money go to a competitor."

Upped budget

Office of Management and Budget is expected to recommend $107.2-million budget for FCC for fiscal 1988, which begins next October. FCC had asked for $104.5 million, but commission's request had not included $6.7 million for federal retirement benefits and pay raises included in OMB recommendation. FCC is currently operating with budget of $95 million.

Money hunts

Two major searches for investors in independent television groups are currently under way. Grant Broadcasting issued financial document to potential equity investors several weeks ago, just after company filed for Chapter 11 bankruptcy, said one financial source. Other search finds Salomon Brothers, which has committed $250 million of firm's capital to help finance TVX Group purchase of five Taft Broadcasting independent TV stations, looking to turn over its roughly $50-million equity position in TVX to third party. As of last week, lead candidate to make TVX investment was said to be Boston Venture Management, headed by William F. Thompson.

No fans

Public television's foray into limited advertising in form of "enhanced underwriting" announcements may be wrong direction, at least among those watchers who are also listeners to public radio. According to Doug Bennet, president of National Public Radio, word from listeners is that "they don't like what they're seeing; they're glad that public radio isn't doing what public television is doing." Public Broadcasting Service doesn't have quantitative research from which to draw conclusions, but refers to 1983 report of Temporary Commission on Alternative Financing for Public Television, which found no significant changes in viewer attitudes during 15-month advertising experiment (BROADCASTING, Sept. 15). Bennet, however, said radio listeners are "drawing a distinction between the two [services], which causes me to think that public television is on the wrong track."

Doubling up

NBC-TV has discovered new way of selling some sports events: in combination with mini-series to advertisers seeking dual audience. Network says some special sports programing, such as Super Bowl and World Series, is adding women to audience. Last year women accounted for about 40% of viewership for both events. Mini-series draw opposite ratio, 60%-40% women to men, so that when sold in combination two programs deliver dual audience more frequently sought these days by such advertisers as automobile manufacturers and providers of financial services.

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

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

Warner Bros. Television Distribution  A Warner Communications Company

Cablecastings

No more 'Value'

Due to the glowing reports and proliferation of cable home shopping services over the past several months, some may have gotten the idea that such services are inexhaustable gold mines. They're not. In fact, as the demise of the Value Club of America in Rochester, N.Y., during Christmas week makes clear, they're not always even viable businesses.

VCA, which has been a 24-hour-a-day fixture on Greater Rochester Cablevision for nearly two years, announced it was going out of business Dec. 26, 1986. Officials of the local home shopping service could not be reached for comment last week, but, according to system spokesperson, Stephanie Gradinger, and local newspaper stories, VCA's reason for calling it quits was basic: sales were insufficient to cover costs.

According to Gradinger, CVA officials told system officials that one of their big problems was people ordering goods, but not bothering to pick them up (at one of two distribution centers) and paying for them. CVA reported that in recent months people were not following through on 30% of their orders.

Greater Rochester is an American Television & Communications system serning 141,000 subscribers, Gradinger said. Of them, about 37,000 signed on as members of VCA so that they would be eligible to order merchandise.

Gradinger said that the system leased VCA a channel and, as part of the lease arrangement, shared in the service's revenues, which she was not at liberty to disclose.

Gradinger said the service will be missed by many subscribers. "There were a lot of faithful viewers who enjoyed that channel very much," she said. She had heard of one subscriber who had set up a separate television set to monitor the bargains being offered on VCA around the clock.

Gradinger said VCA would be replaced by Cable Value Network, a national home shopping service owned by ATC and nearly two dozen other cable operators.

In announcing that the service was going dark, VCA said that its inventory would be sold at the distribution centers at half price. A UPI reporter went to the center in Greece, N.Y., and found VCA members excited by the close-out prices, but saddened by the loss of the service. "I feel as though I lost a member of the family," UPI quoted Nancy Smith, a Rochester resident, as saying. "I feel [like] I'm here for a wake."

On the grow

Bresnan Communications Co., a partnership formed by former Group W Cable Chairman Bill Bresnan and Tele-Communications Inc. to acquire and operate cable systems, expects to go over the 100,000-subscriber mark next year when, following the breakup of Group W Cable, it acquires systems serving 25,000 subscribers in Brainerd, Minn., and Duluth, Minn.-Superior, Wis.

Bresnan's subscriber count jumped nearly 75%—from 45,000 to around 78,000—two weeks ago when it closed on the purchase of a system serving Bay City and Midland, both Michigan, and 10 smaller communities between them. The system passes 52,308 homes and serves 33,206 of them (63.5% penetration). Bresnan would not disclose the price, but industry sources put the value of the systems at between $30 million and $35 million.

According to Bresnan, not all of the MSO's growth will be coming from acquisitions. Even though the Midland-Bay City penetration is higher than the industry average, Bresnan believes it can be pushed higher. The former owner, Gerrity Broadcasting, did not market the system's services "real aggressively," he said. It relied on commercials on its local radio station, he added, and never used any direct marketing. Considering the communities' "pretty healthy economy" and dearth of off-air channels, he said, the right marketing could drive penetration as high as 80%.

Best foot

One indication of the National Cable Television Association's concern about the industry's public image was the decision to revamp and find a new head for the association's public affairs department (BROADCASTING, Dec. 15, 1986). Another is the fact that NCTA has had the Fratelli Group, a Washington public relations firm, on retainer for the past several months. Headed by Francis O'Brien, who knows NCTA Executive Vice President Bert Carp from the days when both worked for Walter Mondale, the firm was called in to help cable cope with any negative repercussions from Attorney General Edwin Meese's pornography commission's look at cable. Not all of the firm's duties for NCTA are so weighty. It recently had the task of alerting reporters to a speech of NCTA President Jim Mooney on Jan. 12, 1987, at the National Press Building in Washington. The subject of the speech: effect of deregulation on cable.

Just the ticket

Turner Broadcasting System announced last week that it had purchased three Atlanta-based companies from Thomas G. Cousins: SEATS Inc., a computerized ticket sales company; Atlanta Coliseum Inc., which manages the Omni Coliseum (the home of TBS's Atlanta Hawks) for the Atlanta/Fulton County Stadium Authority, and Omni Promotion Co., which books major events into the Omni.

In a prepared statement, TBS Chairman and President Ted Turner called the purchase a "logical investment." "SEATS already provides ticket sales support for the Braves and the Hawks," he said. "Furthermore, the purchase of these companies will provide us with support for our real estate interests in [the adjacent] CNN Center."

Happy 3 for A&E

On Feb. 1, 1987, the Arts & Entertainment Network will mark its third anniversary, claiming 22 million subscribers on 2,300 cable systems and a bottom line in the black.

According to A&E president and chief executive officer, Nickolas Davatzes, the cable network's newest subscriber count represents "an increase of over five million viewers and an increase of 100 cable systems from January 1986. Thirteen million viewers now receive the full 20-hour schedule—an increase of five million since January," Davatzes said.

To highlight the network's anniversary, A&E will air a special weekend of its "most popular programs and surprise premieres" on Feb. 7 and Feb. 8. Among the latter will be the North American premiere of *Tenko Reunion*, a special two-and-a-half hour culmination of the A&E series, *Tenko*. A&E will also show *An Englishman Abroad*, with Alan Bates as exiled British spy Guy Burgess, on Feb. 7 at noon (NYT); *The Mozart Miracle*, on Feb. 7 at 11 a.m., about the discovery of a lost Mozart symphony, and *The Architecture of Frank Lloyd Wright*, on Feb. 7 at 8 a.m.

Sports growth

Home Team Sports, the regional sports network serving the Washington-Baltimore area, credits basic cable rate deregulation with helping it add at least 20 new affilites serving 150,000 subscribers in December 1986. The new subscribers will push the network's total past the 500,000 mark.

With the advent of rate deregulation this year, cable operators are raising rates and looking to give subscribers "more value" for their money, said Jim Bates, HTS director of affiliate sales. "As a result, many systems are adding our service to their basic or expanded basic channel lineups."

According to HTS, several other systems are expected to launch HTS in the first quarter of 1987 and the network's subscriber count is expected to pass 600,000 when the Baltimore Orioles take the field for their first game in April and HTS celebrates its third anniversary. Orioles games constitute the backbone of HTS's summer schedule.

Shop around the clock

QVC Network Inc. said last week that the QVC Home Shopping Program will expand its broadcasting schedule to 24 hours daily, seven days a week, beginning Jan. 1. According to QVC Chairman Joseph M. Segel, QVC has "received additional commitments" from 23 cable system operators to increase its initial five-million-home sub-

McQUEEN

HE'S COOL
...like Newman.

HE'S TOUGH
...like Eastwood.

HE WORKS ALONE
...like Bronson.

WANTED DEAD OR ALIVE

THE LEGEND LIVES ON IN COLOR

The McQueen legend started with "Wanted: Dead or Alive"–the story of a bounty hunter. Audiences instantly loved it, propelling the show into a "top 10" position where it resided for three years until McQueen's desire for a motion picture career brought an end to the series.

McQueen–a major movie star whose broad appeal and popularity continue to grow.

"Wanted: Dead or Alive"–a classic action-filled Western. It's a sound investment in counterprogramming and a profit center for both fringe and prime use. For the first time, all 94 half-hours are available in color for strip/weekly.

McQueen–a superstar with timeless appeal!

PLEASE SEE US AT NATPE – BOOTH #1214

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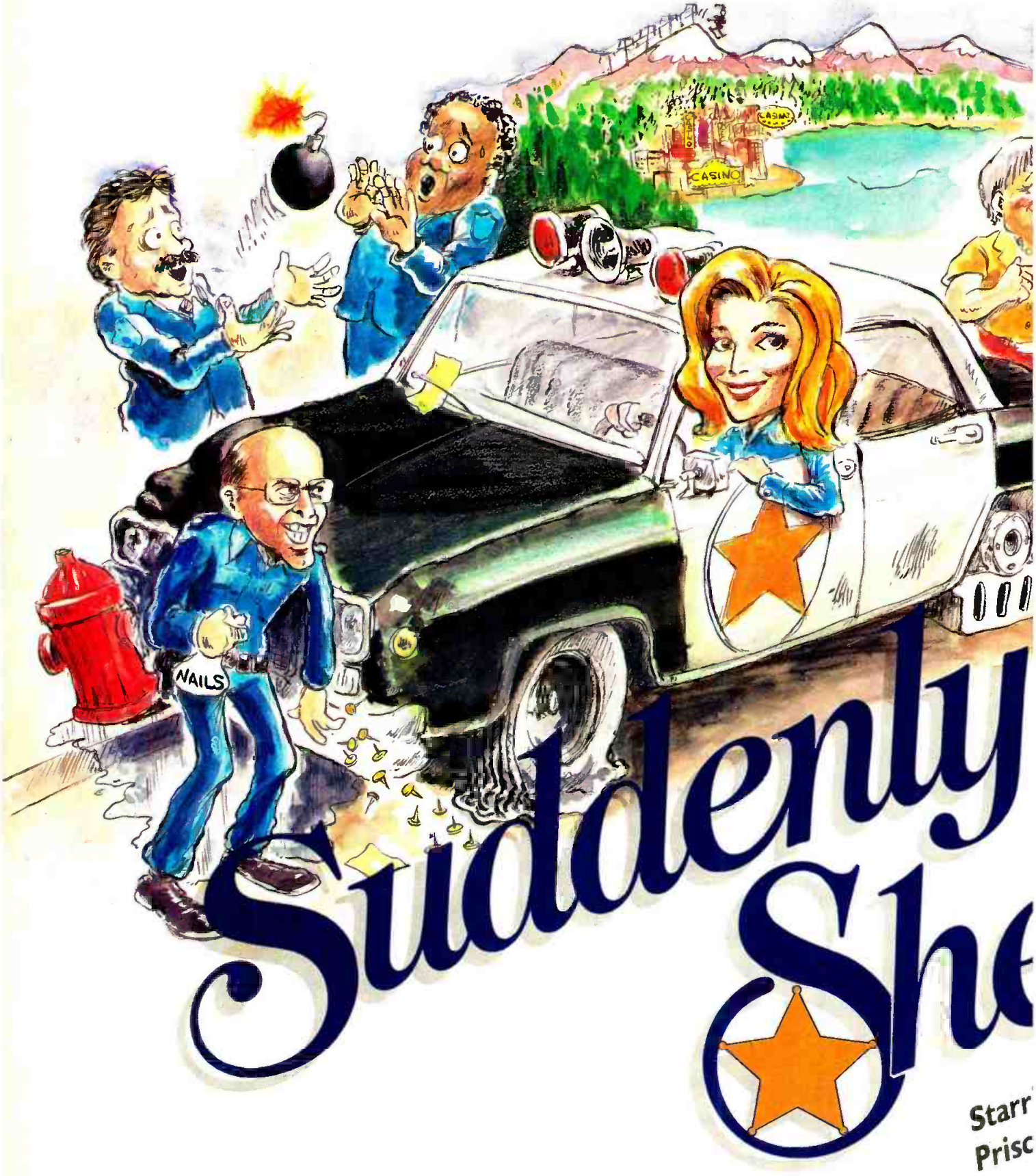
(818) 842-9016

Color conversion by COLOR SYSTEMS TECHNOLOGY

These Stations Already Have



'he Law On Their Side!

FIRM "GO"
FALL '87

riff

rnes and George Wyner

WNBC-TV New York	**KNBC** Los Angeles
WMAQ-TV Chicago	**WCAU-TV** Philadelphia
WCVB-TV Boston	**WRC-TV** Washington
WFAA-TV Dallas	**WKYC-TV** Cleveland
KPRC-TV Houston	**WDZL** Miami
WXFL Tampa	**KCRA** Sacramento
KPHO-TV Phoenix	**WFSB** Hartford
KGW-TV Portland, OR	**KGTV** San Diego
WESH Orlando	**WVUE** New Orleans
KVOA Tucson	**KVVU** Las Vegas
KTRV Boise	**WXXA** Albany

And more stations are joining every day!

Lock It Up Now For Fall '87!

LORIMAR-Telepictures™

The New King of Comedy

Fine arts for hearing-impaired. Silent Network, a cable service for the hearing impaired seen each Saturday (9:30-11:30 a.m. NYT) on 242 cable systems serving 7.2 million homes, has added a half-hour musical-variety series. *Musign* features a deaf mime and dance troupe of the same name (shown above). Also scheduled to begin this month are weekly reports from the National Association of the Deaf and special programs from the National Technical Institute for the Deaf and Gallaudet University in Washington. Returning for the network's fifth season: *Festival!*, a children's program; *Hear Dog!*, instruction on how to train hearing ear dogs; *It's A Dog's Life*, which covers dog obedience training; *Off-Hand*, a talk show, and *Say It With Sign*, instruction in sign language.

scriber base to more than 10 million homes by May 1. About four million homes will receive the home shopping program on a shared channel "at various times of the day, replacing other programs," and six million homes will receive the QVC program nonstop on a dedicated channel, the company said. The added commitments were "acquired in conjunction with" a registered offering of purchase rights to one million common shares of stock by cable system operators, QVC said. The rights "will be exercisable at the closing price on the trading date immediately prior to each grant date, in three annual installments in October 1987, 1988 and 1989, provided that the cable system carries the QVC Home Shopping Program to the agreed-upon number of subscribers over the three-year period," QVC said, adding that it now has 10.1 million shares of common stock outstanding.

Basketball commentators

Mike Patrick and Dick Vitale will team together as commentators for ESPN's first season of Monday night Big Ten basketball, said Steven M. Bornstein, ESPN senior vice president of programing and production. Joining them will be Bill Raftery, who returns for his sixth season as Big East analyst, and Mike Gorman, former sports anchor for WPRI-TV Providence, R.I.

In other news, ESPN said last week that Nielsen estimates put ESPN in 39.3 million cable households. The cable network is now seen in 45% of all U.S. homes, ESPN said, and has maintained "the same level" of ratings in the first half of 1986 and increased its ratings in the third quarter.

Handy help

The Do-It-Yourself Show, a half-hour program on how to do things around the house, has made the move from noncommercial TV to cable television.

According to Robert Roskind, president of DIY Video Corp., Charlotte, N.C., the producer of the show, *Do-It-Yourself* debuted on the USA Network on Jan. 3 at 10 a.m. NYT and will be part of USA's Saturday morning lineup for at least the next 26 weeks.

Do-It-Yourself is an "ad-sale" show. As such, DIY has to pay not only for the production of the series, but also for the network time. According to Roskind, DIY has raised more than $500,000 for five sponsors to cover the cost of producing 13 shows on woodworking and cablecasting the series twice on USA over 26 weeks. Roskind would not reveal the cost of time on USA. The sponsors provide products and services for the do-it-yourselfer: duPont, U-Haul, Makita Tools, Shopsmith Inc. and Ingersol Rand.

Do-It-Yourself got its start on noncommerical TV stations in 1985, Roskind said, and the 13 programs of the original series will continue to be seen on the stations into 1987. DIY decided to move the series to cable, Roskind said, primarily because it gave sponsors a chance to air full-length commercials. On public television, they were restricted to the brief underwriting credits.

DIY has a dual source of revenues. It offers its programs on half-inch videocassettes for a retail price of $19.95 each.

STRONG STORIES, TIMELESS CHARACTERS

PREMIERING FALL '87

That's the secret of every Disney success, from the first animated short, through the feature-length classics to the sixty-five brand new episodes of DUCKTALES.

HIGH ADVENTURE WITH A DASH OF COMEDY AND A TOUCH OF WHIMSY.

DUCKTALES begins with long-time favorite Disney characters, Scrooge McDuck—the original billion dollar bird—and the nephews, Huey, Dewey and Louie, all pitted against their traditional arch-rivals, the Beagle Boys. Added to this long-time appeal is a brand-new character—Launchpad McQuack—a "retired" test pilot designed to give the Disney tradition some very up-to-the-minute company.

Story lines take DUCKTALES around the world in truly international escapades. From earthquakes in subterranean caverns to temple ruins in steaming jungles, from supersonic airborne pursuits to romance in an Alaskan goldrush, DUCKTALES is an all-family adventure.

QUALITY: THE DISNEY PASSION.

In a day of slap-dash animation, when it's difficult to tell whether you're watching robots that move like people or people who move like robots, Disney's lifelike motion and brilliant coloration shine above all others. The reason is really quite basic—and expensive. We use 40% more cels per minute—and with more multiple action frames—than the usual simply animated show. All story concepts, and scripts are done in Burbank, as is all post production. Only the cel painting is done overseas, under the watchful eyes of our own on-site inspectors. This unique combination of at-home and off-shore production ensures maximum production value.

PROMOTION AND MERCHANDISING: THE DISNEY ADVANTAGE.

Already DUCKTALES has the full attention of Disney's Licensing and Merchandising divisions. Larger-than-life Launchpad McQuack characters are being designed for Disneyland and DisneyWorld, as are new lines of DUCKTALES promotional garments for sale by our licensees.

RATINGS AS SPECTACULAR AS THE PRODUCTION.

DUCKTALES has the clearances that build major audiences. On more than 130 stations covering over 90% of the country, DUCKTALES is already cleared in 10 of the top 10 markets, 48 of the top 50 and 90 of the top 100. No other syndicated series has, or ever had, clearances so strong.

Buena Vista Television

DUCKTALES: YOU MADE THE BEST CHOICE. GIVE IT YOUR BEST AFTERNOON POSITION.

DO YOU REMEMBER THE FIRST TIME?

THE FIRST TIME

Disney MAGIC I

THE WONDERFUL WORLD OF Disney

A PROGRAMMER'S DREAM COME TRUE.

DISNEY MAGIC I. THE WONDERFUL WORLD OF DISNEY. A library of 25 films. 178 syndicated hours. Each carrying the inimitable values that make Disney part of America's culture. Each carrying the incomparable ability to command an audience wherever it is played.

TRON: a contemporary dream.

KBHK, San Francisco scores a dramatic increase over its previous four-week average rating (+150% for each of its two runs), to earn a 12.5 "cume" rating. KBHK is also up 79% from a year ago. All of this in the face of such tough network competitors as PERFECT STRANGERS, DYNASTY, MIKE HAMMER, MAGNUM PI, DALLAS and MIAMI VICE![1]

THE ABSENT MINDED PROFESSOR: the drawing power of a Disney classic.

WDIV, Detroit scores a Sunday evening triumph, earning an 18 rating, 27 share against 60 MINUTES, MURDER SHE WROTE and a National League baseball playoff game.[2]

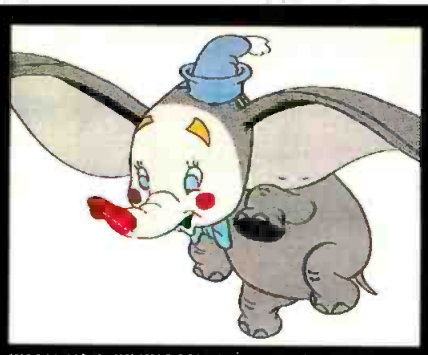
WNYW dominates Sunday morning.

Against all competitors, WONDERFUL WORLD comes in #1 in time period rating, share, homes, teens, kids, men and women 18+, 18–49, 25–54 and women 18–54. WNYW also increases total viewers by 27% (compared to Oct. '85) and increases this year's lead-in audience by 60%![3]

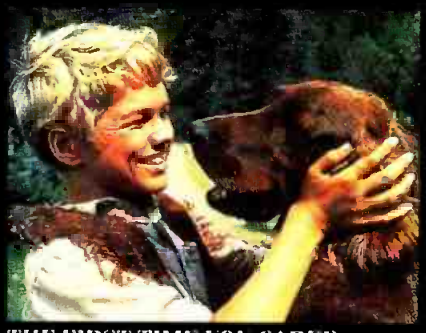
KGO, San Francisco: An access winner.

Using WONDERFUL WORLD as a lead-in for the

YOU DREAMED.



THE FIRST TIME YOU CHEERED.



THE FIRST TIME YOU CARED.

THE FIRST TIME
YOU LAUGHED YOURSELF SILLY.

THE FIRST TIME YOU DARED.

SNEY SUNDAY MOVIE. KGO boosts its time riod rating by 60%, compared to its regular pro-ams introduced last November.[4]

RIV, Houston: pair of prime-time winners.

:IV takes a double win running WONDERFUL ORLD Saturday and Sunday evenings. the average, WONDERFUL WORLD increases lead-ins by 83%, while outperforming last vember's Saturday night by 25%. Sunday is up 0%![5]

ONDERFUL WORLD: e bankable strip.

the most difficult kind of competition, the me-from-behind hard scramble for success, a NDERFUL WORLD strip works every time. In the October measured markets, all WONDERFUL WORLD strips are either the highest rated show on their station, improve on their time period, or dramatically increase lead-in. KRBK, Sacramento proves the point: WONDERFUL WORLD improves *every* lead-in demo by at least 50%, and all of last year's demos, by at least 25%. WONDERFUL WORLD is up 33% in overall rating from last October, and improves its lead-in by an incredible 100%![6]

THE DISNEY MAGIC IS BACK FOR THE ENTIRE FAMILY.

DISNEY MAGIC I. THE WONDERFUL WORLD OF DISNEY. Predictably bankable performers. Programs people look for and find.

1. Source: NSI 11/12–14/86
2. Source: NSI 10/12/86
3. Source: Nielsen Cassandra 10/86
4. Source: NSI 9/14/86–11/23/86
5. Source: NSI 9/21/86–11/23/86
6. Source: Arbitron Apollo 10/86

Buena Vista Television

Business Briefly

TELEVISION

Southeast Banks □ Image campaign will start in late January in nine Florida markets for nine weeks. Commercials will be placed in daytime, fringe, prime and sports periods. Target: adults, 25-54. Agency: Hutcheson Schutze, Atlanta.

Weyerhauser Co. □ Test-marketing campaign will begin in January in four markets—Little Rock, Memphis, New Orleans and Spokane, Wash.—for First Choice disposable diaper. Commercials will be shown in daytime, fringe and prime segments. Target: women, 21-35. Agency: Cole & Weber, San Francisco.

Luden's □ Cough drops will be accented in first quarter to run for about 10 weeks in about eight markets. Commercials will be slotted in daytime and fringe periods. Target: adults, 25-54. Agency: Mediaforce, New York.

Franklin Mint □ Collectibles will be promoted in flight to run in first quarter in about 100 markets. Commercial positions will be sought in daytime and fringe periods. Target: adults, 21-54. Agency: Media Basics, New York.

TransOhio □ Banking group launches six-week campaign in January in Cleveland and Columbus, Ohio, to promote various financial services. Commercials will run in prime, fringe and news periods. Target: adults, 25-54. Agency: Wyse Advertising, Cleveland. (Shown in photo are executives from TransOhio and Wyse Advertising with Origami figures made of money and bonds.)

Tom Thumb Supermarkets □ First-quarter campaign will be launched in January in Dallas and Austin, Tex. Commercials will be slotted in all day periods. Target: adults, 25-54. Agency: Richards Group, Dallas.

Dodge Trucks □ Thirteen-week campaign will kick off next week in 20 markets in upper Midwest, using spots in syndicated program, *Outdoors With Tony Dean*. Markets include Omaha; Des Moines, Iowa; Minneapolis; Milwaukee, and Green Bay, Wis. Commercials will appear in fringe periods. Target: adults, 21-54. Agency: BBDO Minneapolis.

RADIO & TV

Heilig Meyers Co. □ Two-week flight is set to begin in early January in 23 television markets and three to five radio markets. Commercials for post-holiday sale of furniture items will be scheduled in all dayparts. Target: adults and women, 25-34. Agency: Earl Palmer Brown, Richmond, Va.

Ace Hardware Stores □ Extensive campaign is scheduled to start in mid-January on network radio and TV, with overlay of spot radio and television in major markets. Campaign will continue through year with price and product information updated each month. Commercials will run in all dayparts. Target: men and women, 25-54. Agency: Pierson & Co., Chicago.

Friendly talk. New consumer service created by NYNEX Development Co. will be supported by radio campaign that will be introduced in January in Boston area and roll out to other markets in region later in year. Service, called "Phone-A-Friend," and enables NYNEX subscribers to call one of three numbers and be plugged into different group conversations. According to NYNEX, service was successfully test-marketed in Northeast region. It is targeted to teen-agers, adults and senior citizens. Agency for NYNEX Development is Rielly O'Brien/clow/RSCG, New York, which started operations only six weeks ago. Its chief executive officer is Walter J. O'Brien, who previously was president and chief operating officer, J. Walter Thompson USA.

Tyson Foods Inc. □ Network television campaign broke last week, supplemented by spot radio in selected key markets as part of ongoing campaign for Tyson chicken entrees.

British actor Robert Morley will serve as spokesperson for Tyson advertising which focuses on 12 entrees with international themes. Commercials will be placed in all dayparts. Target: adults and women, 25-54. Agency: Noble & Associates, Springfield, Mo.

Rep Report

KPLC-TV Lake Charles, La.: To MMT Marketing Division from Katz Continental.

□

KEGL(FM) Fort Worth: To Torbet Radio from Select Radio.

□

WDTX(FM) Detroit: To Torbet Radio from Dupretti & Associates.

HOME SHOPPING NETWORK AND MCA TV ARE CHANGING THE FACE OF SYNDICATION FOREVER.

SEE IT AT INTV
CENTURY PLAZA HOTEL
SUITE 622

MCA TV

The #1 Court

		NOV 86 vs NOV 85 HH SHARE
#1 IN CHICAGO**	WMAQ M-F 4:00PM	+23%
#1 IN HOUSTON*	KPRC M-F 4:30PM	+41%
#1 IN MIAMI*	WSVN M-F 4:30PM	+53%
#1 IN ST. LOUIS	KSDK M-F 4:00PM	+6%
#1 IN KANSAS CITY	KMBC M-F 4:30PM	+4%
#1 IN CINCINNATI	WCPO M-F 5:00PM	+11%
#1 IN NORFOLK*	WAVY M-F 4:00PM	+117%
#1 IN LOUISVILLE	WAVE M-F 5:30PM	+26%
#1 IN TULSA	KTUL M-F 3:00PM	+59%
#1 IN MOBILE*	WALA M-F 3:30PM	+21%
#1 IN SYRACUSE	WIXT M-F 5:00PM	+15%
#1 IN PADUCAH	WPSD M-F 4:30PM	+18%
#1 IN SOUTH BEND	WSBT M-F 5:00PM	+19%
#1 IN WACO*	KXXV M-F 4:00PM	+229%
#1 IN FT. MYERS*	WBBH M-F 5:00PM	+43%
#1 IN MADISON*	WISC M-F 4:30PM	+6%
#1 IN DULUTH	KDLH M-F 5:00PM	+15%
#1 IN TALLAHASSEE*	WCTV M-F 4:30PM	+11%
#1 IN WICHITA FALLS	KSWO M-F 5:00PM	+38%
#1 IN BECKLEY*	WVVA M-F 5:30PM	+80%

In The Land!

		NOV 86 vs NOV 85 HH SHARE
#1 IN BOSTON*	WBZ M-F 5:00PM	+25%
#1 IN ATLANTA	WSB M-F 4:00PM	+11%
#1 IN MINNEAPOLIS	KSTP M-F 4:30PM	+56%
#1 IN HARTFORD*	WTNH M-F 4:30PM	+71%
#1 IN MILWAUKEE	WTMJ M-F 4:30PM	+24%
#1 IN BUFFALO*	WGRZ M-F 5:30PM	+68%
#1 IN WILKES BARRE*	WYOU M-F 5:30PM	+44%
#1 IN GREEENSBORO	WXII M-F 5:30PM	+80%
#1 IN RICHMOND*	WTVR M-F 5:30PM	+9%
#1 IN TOLEDO	WTVG M-F 4:30PM	+164%
#1 IN ROCHESTER*	WOKR M-F 5:30PM	+55%
#1 IN JOHNSTOWN	WTAJ M-F 5:30PM	+32%
#1 IN GREENVILLE	WITN M-F 5:30PM	+238%
#1 IN COLO. SPRINGS	KKTV M-F 4:30PM	+23%
#1 IN FARGO	KTHI M-F 4:30PM	+33%
#1 IN WILMINGTON	WECT M-F 5:30PM	+17%
#1 IN BINGHAMTON	WBNG M-F 5:30PM	+6%
#1 IN SIOUX CITY	KTIV M-F 5:00PM	+14%
#1 IN LA CROSSE	WEAU M-F 4:30PM	+25%
#1 IN COLUMBIA	KOMU M-F 5:00PM	+25%

SOURCE: NSI/Cassandra NOV 86
* ARB/Apollo NOV 86
** NSI Overnights 10/30-11/26 86

THE PEOPLE'S COURT

From the producers of
"Superior Court,"
Ralph Edwards and Stu Billett,
in association with

LORIMAR-Telepictures™

Ad Vantage

High scoring. Advertising sales for NBC Radio's play-by-play coverage of National Football League conference playoffs, title championships, Super Bowl and Pro Bowl are about 18% ahead of same time year ago, according to Steve Soule, vice president, sales, for NBC Radio Networks. Among accounts that have purchased time for this year's post-season play (including Super Bowl) are: General Motors Parts, Ryder trucks, Navistar (formerly International Harvester), Ever Ready batteries, Continental Baking and Radio Shack. NBC executive said he expects as many as six Super Bowl-only clients to be signed by mid-January. There are also nine "full-season" NFL advertisers, including Budweiser, that advertise on all regular and post-season games, said Soule. NBC is concluding second year of $11-million, two-year pact for exclusive network radio broadcast rights for NFL football. Deal for each of two seasons involved 37 games—27 regular season contests including 16 on Monday nights and 10-post season games. This year's Super Bowl, Sunday, Jan. 25, in Pasadena, Calif., will be carried by 314 stations—up from 290 stations that NBC Radio Network cleared for previous Super Bowl. All major radio networks are expected to participate in next round of NFL contract bids, which should take place in February or early March.

□

Hands off. American Bar Association, following recommendation of Federal Trade Commission, has decided not to issue guidelines governing "dignity in advertising" by its 320,000 member attorneys. U.S. Supreme Court ruled in 1977 that attorneys may advertise, and advertising has been permitted by ABA since August 1978. According to story in April 1986 issue of *ABA Journal*, 24% of lawyers reported they had used some form of advertising—Yellow Pages, print media, billboards, radio or TV—in 1985. (Statistics were based on survey of 600 lawyers, conducted in October 1985 by Kane Parsons & Associates, New York.) Study found that 7% had used television and 5% had used radio in 1985. According to Television Bureau of Advertising, television advertising by legal services increased 36% between 1984 and 1985, from $28.2 million to $38.3 million, and by 25% for first six months of 1985 and 1986, from $17.4 million to $21.8 million.

□

War on drugs. National radio and television public service campaign against drug use is scheduled to start in early February on networks and stations. Three-year campaign is being conducted by Media-Advertising Partnership for Drug-Free America under sponsorship of American Association of Advertising Agencies and Association of National Advertisers in cooperation with media throughout country. Recent volunteer in project is Donovan Data Systems, which will provide data processing to campaign, including coordination of detailed buys of spot and network advertising. Twelve advertising agencies are providing creative elements. Seven major radio networks, three television networks and Fox Broadcasting Co. and stations throughout country have indicated their willingness to carry anti-drug abuse commercials.

Five more years. Gannett Radio and Interep have renewed their radio representative agreement for another five years. Interep represents Gannett's 18 radio stations. On hand for signing were (front row, l-r): Les Goldberg, president, Interep; Joseph Dorton, president, Gannett Radio; Ellen Hulleberg, president, McGavren Guild Radio. Back row (l-r): Jay Cook, vice president, Southern region, Gannett; Merrell Hasen, vice president, central region, Gannett; William Shriftman, vice president, finance and business affairs, Gannett; Tony Durpetti, president, Durpetti & Associates.

The Fifth Estate
Broadcasting

Founder and Editor
Sol Taishoff *(1904-1982)*

1735 DeSales Street, N.W., Washington 20036
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□

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□

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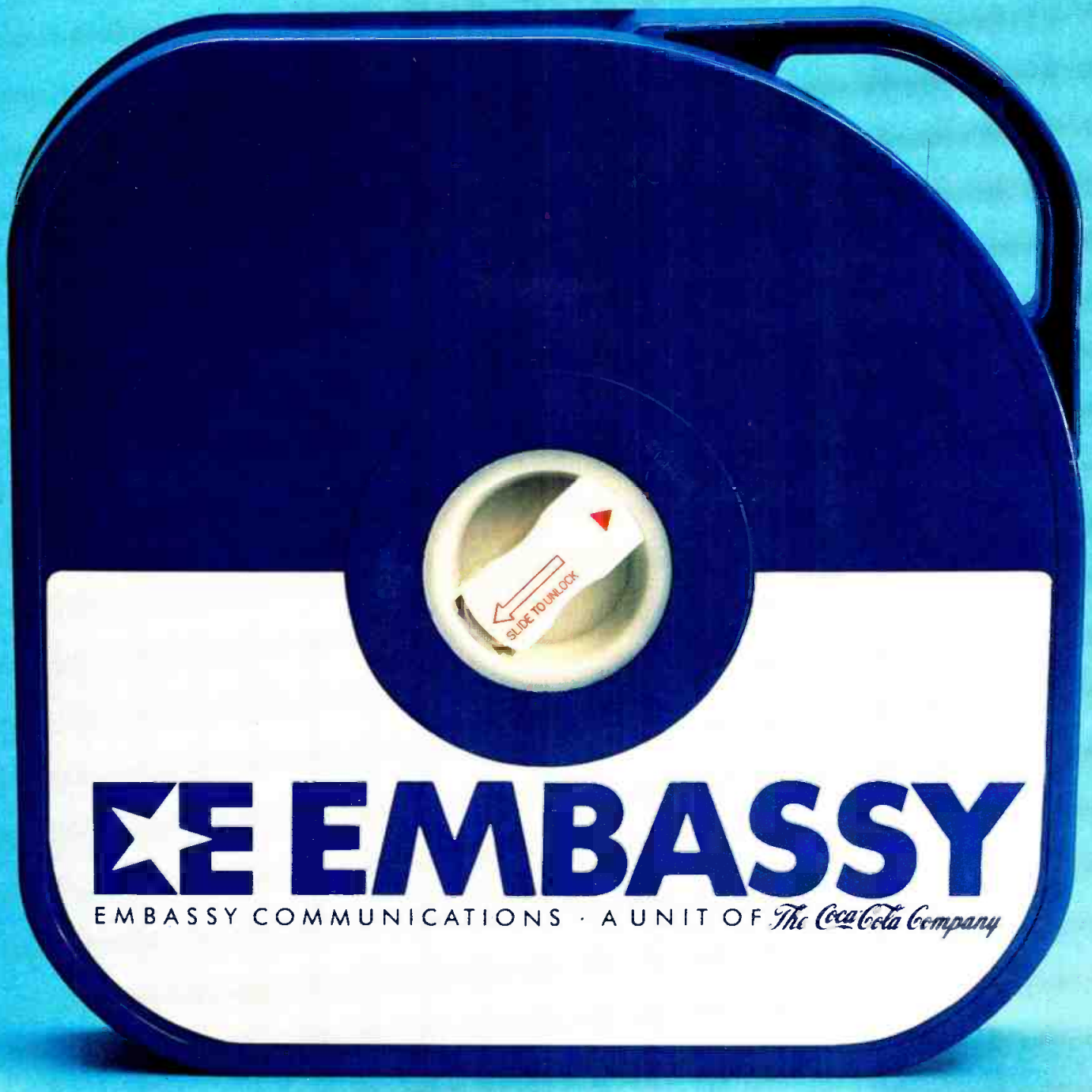
Founded 1931. *Broadcasting-Telecasting* * introduced in 1946. *Television* * acquired in 1961. *Cablecasting* * introduced in 1972. □ * Reg. U.S. Patent Office. □

Think soft drink.

Think comedy.



WHO'S THE BOSS? • SILVER SPOONS • 227 • THE FACTS OF LIFE
DIFF'RENT STROKES • THE JEFFERSONS • GOOD TIMES • MAUDE • SQUARE PEGS
SANFORD & SON • ONE DAY AT A TIME • ARCHIE BUNKER'S PLACE

We make America laugh.

Datebook

■ Indicates new entry

This week

Jan. 4-6—*NBC* press tour, in conjunction with Television Critics Association. Century Plaza, Los Angeles.

Jan. 6-7—*National Association of Broadcasters* executive committee meeting. NAB headquarters, Washington.

■ **Jan. 6-8**—*Satellite Broadcasting & Communications Association of America* group and steering committee meetings. Bally Grand, Las Vegas. Information: (703) 549-7640.

Jan. 7—*Ohio Association of Broadcasters* copy workshop. Radisson hotel, Columbus, Ohio.

Jan. 7-9—*ABC* press tour, in conjunction with Television Critics Association. Century Plaza, Los Angeles.

Jan. 7-11—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles.

Jan. 8-10—First International Music & Video Competition, sponsored by *International Music & Video Competition Committee and Fuji Television Network*. Fuji Television Network building, Yoyogi National Stadium and Seibu department store exhibition hall, Tokyo. Information: (03) 358-8264.

Jan. 8-11—Winter Consumer Electronics Show, sponsored by *Electronic Industries Association/Consumer Electronics Group*. Las Vegas Convention Center, Las Vegas Hilton, Riviera and Sahara hotels. Las Vegas. Information: (202) 457-8700.

Jan. 9-11—*Illinois Broadcasters Association* Operation Adapt anti-drug training seminar. Allerton House, Monticello, Ill.

Jan. 10—*Television Critics Association* Day, during network press tours. Century Plaza, Los Angeles.

■ **Jan. 10**—Seminar on radio and television reporting, sponsored by *Associated Press Television-Radio Association of California-Nevada*. Speaker: Bob Furnad, vice president-executive producer, CNN. Clarion hotel, San Francisco. Information: (213) 746-1200.

■ **Jan. 10**—*Academy of Television Arts & Sciences* panel, "What's Right and What's Wrong with Television?" Directors Guild of America theater, Los Angeles. Information: (818) 953-7575.

Also in January

Jan. 11-13—Public Broadcasting Service press tour, in conjunction with *Television Critics Association*. Century Plaza hotel, Los Angeles. Information: (703) 739-5000.

Jan. 11-13—"Marketing Your Station for Success," seminar sponsored by *Television Bureau of Advertising*. TVB headquarters, New York.

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

Jan. 13—*International Radio and Television Society* "Second Tuesday" seminar on talk shows, featuring Ralph Baruch, Viacom; Robert Blackmore, NBC; Jim Dauphinee, King World; Steve Friedman, NBC's *Today*; John Lazarus, Fox Broadcasting Co., and Peter Spengler, Bristol-Myers. Viacom conference center, New York. Information: (212) 867-6650.

Jan. 13—*International Radio and Television Society* newsmaker luncheon, "Super Bowl Edition of the NFL Today," featuring Ted Shaker Jr., CBS Sports, and CBS sports personalities Brent Musburger, John Madden, Pat Summerall, Ivy Cross and Jimmy the Greek. Waldorf-Astoria, New York.

Jan. 13—*Ohio Association of Broadcasters* Columbus managers' luncheon. Great Southern hotel, Columbus, Ohio.

Jan. 13-15—Georgia Radio-Television Institute, sponsored by *Georgia Association of Broadcasters*. Georgia Center for Continuing Education, University of Georgia, Athens, Ga.

Jan. 14—*American Women in Radio and Television, Washington chapter*, meeting, "An Evening with FCC Commissioner Patricia Diaz Dennis." National Association of Broadcasters, Washington. Information: Lisa Tate, (202) 628-3544.

Jan. 14—Presentation of ACE awards for "cablecasting excellence," sponsored by *National Cable Television Association*. Century Plaza, Los Angeles.

Jan. 14—*Association of Independent Television Stations* and *NATPE International* first-run syndication promotion event, Synditel '87, to be held during annual Television Critics Association press tour. Twenty-five TV syndication companies scheduled to participate. Theme: "First Run: The Time Has Come." The Palace, Los Angeles. Information: INTV, (202) 887-1970.

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

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

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

Jan. 14-16—*CBS* press tour, in conjunction with *Television Critics Association*. Sheraton Redondo Beach, Redondo Beach, Calif.

Jan. 15—Deadline for entries in Charles E. Scripps Award, for "newspaper or broadcast station which best promotes literacy in its community," sponsored by *Scripps Howard Foundation*. No network may compete. Award is part of Scripps Howard Foundation National Journalism Awards. Information: Scripps Howard Foundation, 1100 Central Trust Tower, Cincinnati, 45202.

Jan. 15—Deadline for entries in 37th annual Sidney Hillman Awards for outstanding achievements in social issue journalism, sponsored by *Amalgamated Clothing and Textile Workers Union*. Information: Sidney Hillman Foundation, 15 Union Square, New York, N.Y., 10003.

Jan. 15—*Federal Communications Bar Association* luncheon. Speaker: Congressman John Dingell, chairman, House Energy and Commerce Committee. Washington Marriott, Washington.

Jan. 15—Deadline for entries in American Film & Video Festival, program of *Educational Film Library Association*. Festival is dedicated to "promoting awareness of the wide range of film and video product available for sale of rental to nontheatrical media community." Information: Sandy Mandelberger, (212) 227-5599.

Jan. 15—Deadline for applications for Paul Miller Washington Reporting Fellowships, sponsored by *Gannett Foundation of Rochester, N.Y.*, and *National Press Foundation*. Information: Paul Miller Washington Reporting Fellowships, P.O. Box 12310, Arlington, Va., 22209; (703) 284-6727.

■ **Jan. 15**—Deadline for entries in 35th annual *Associated Press Television-Radio Association of California-Nevada* news competition. Information: Rachel Ambrose, AP, (213) 746-1200.

Jan. 15—*Ohio Association of Broadcasters* Dayton managers' meeting. Stouffer, Dayton, Ohio.

Jan. 16—Deadline for entries in Jack R. Howard Broadcast Awards for public service reporting, sponsored by *Scripps Howard Foundation*. Information: SHF, 1100 Central Trust Tower, Cincinnati, 45202.

Errata

Karen Peterson will represent San Francisco office of new **Radio West** rep firm, but is **not partner** in company as indicated in Dec. 8 issue.

Jan. 16—Deadline for entries in sixth annual *Northern California Radio-Television News Directors Association* awards. Information: Darryl Compton, KRON-TV San Francisco, (415) 561-8760.

Jan. 16—Deadline for entries in Athens International Video Festival, sponsored by *Athens Center for Film and Video, Ohio University, Athens, Ohio*. Information: (614) 594-6007.

Jan. 16—Deadline for entries in *Broadcast Designers' Association's* ninth annual International Design Competition. Information: Russell Smith, executive director, Broadcast Designers' Association, 251 Kearny Street, Suite 602, San Francisco 94108; (415) 788-2324.

■ **Jan. 16**—*Pacific Pioneer Broadcasters* lunch honoring actor Ernest Borgnine. Sportsmen's Lodge, Los Angeles.

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

Jan. 19—ACE Awards ceremony luncheon, co-sponsored by *National Academy of Cable Programing* and *Southern California Cable Association*. Beverly Hills hotel, Los Angeles. Information: Mel Matthews, (213) 684-7024.

Jan. 20—Presentation of eighth annual network ACE Awards, sponsored by *National Academy of Cable Programing*. Ceremony to be aired live by WTBS(TV) Atlanta. Wiltern theater, Los Angeles. Information: (202) 775-3611.

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

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

Jan. 21-25—*NATPE International* 24th annual convention. New Orleans Convention Center, New Orleans. Information: (212) 949-9890.

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

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

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

Jan. 25—Deadline for entries in Vanguard Competition, "honoring a firm or institution for positive portrayal of women in the media," sponsored by *Women in Communications*. Information: WIC, (512) 346-9875.

Jan. 27—"Organ Transplants: Who Is to Pay?" conference for journalists, sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

■ **Jan. 27**—*Texas Cable TV Association* legislative meeting and reception. Caswell House, Austin, Tex. Information: (512) 474-2082.

Jan. 27-28—New York World Television Festival, sponsored by *Museum of Broadcasting*. MOB, New York. Information: (212) 752-4690.

Jan. 27-29—*South Carolina Broadcasters Association* winter convention. Radisson hotel, Columbia, S.C.

■ **Jan. 28**—*Satellite Broadcasting & Communications Association of America* information and education committee meeting. Hyatt Regency, Dallas.

■ **Jan. 28**—*Ohio Association of Broadcasters* Cincin-

Datebook continues on page 228.

EVERYTHING ABOUT MIAMI VICE IS NEW.

NOTHING ABOUT IT IS TEMPORARY.

Miami Vice is the most innovative series on television.

But viewers watch it, not only for what's new, but for what's permanent.

Viewers keep tuning in because it's got the staying power of classic entertainment.

Our research shows conclusively that what holds viewers are the enduring qualities of superb action, suspenseful plots, the ingenuity of the heroes, and the irresistible chemistry between them.

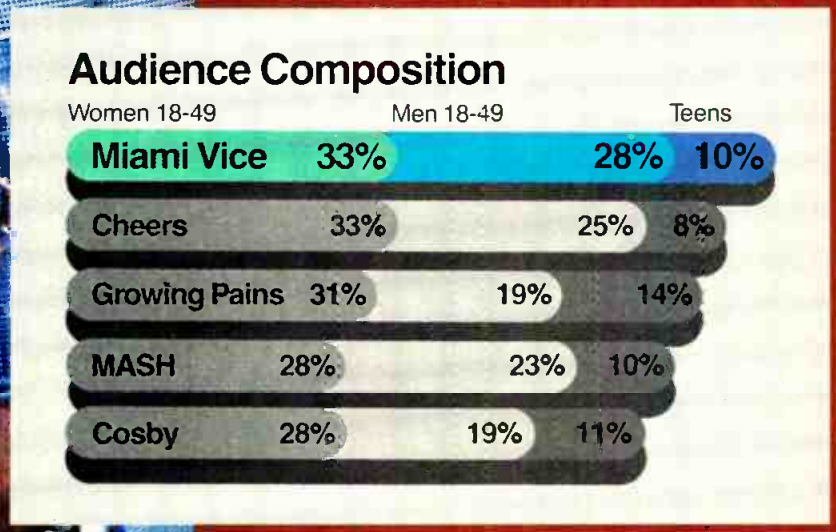
Someday, in the future, Miami Vice may not be innovative. But what it will always be, is watched.

Source: Research Frontiers Corp.

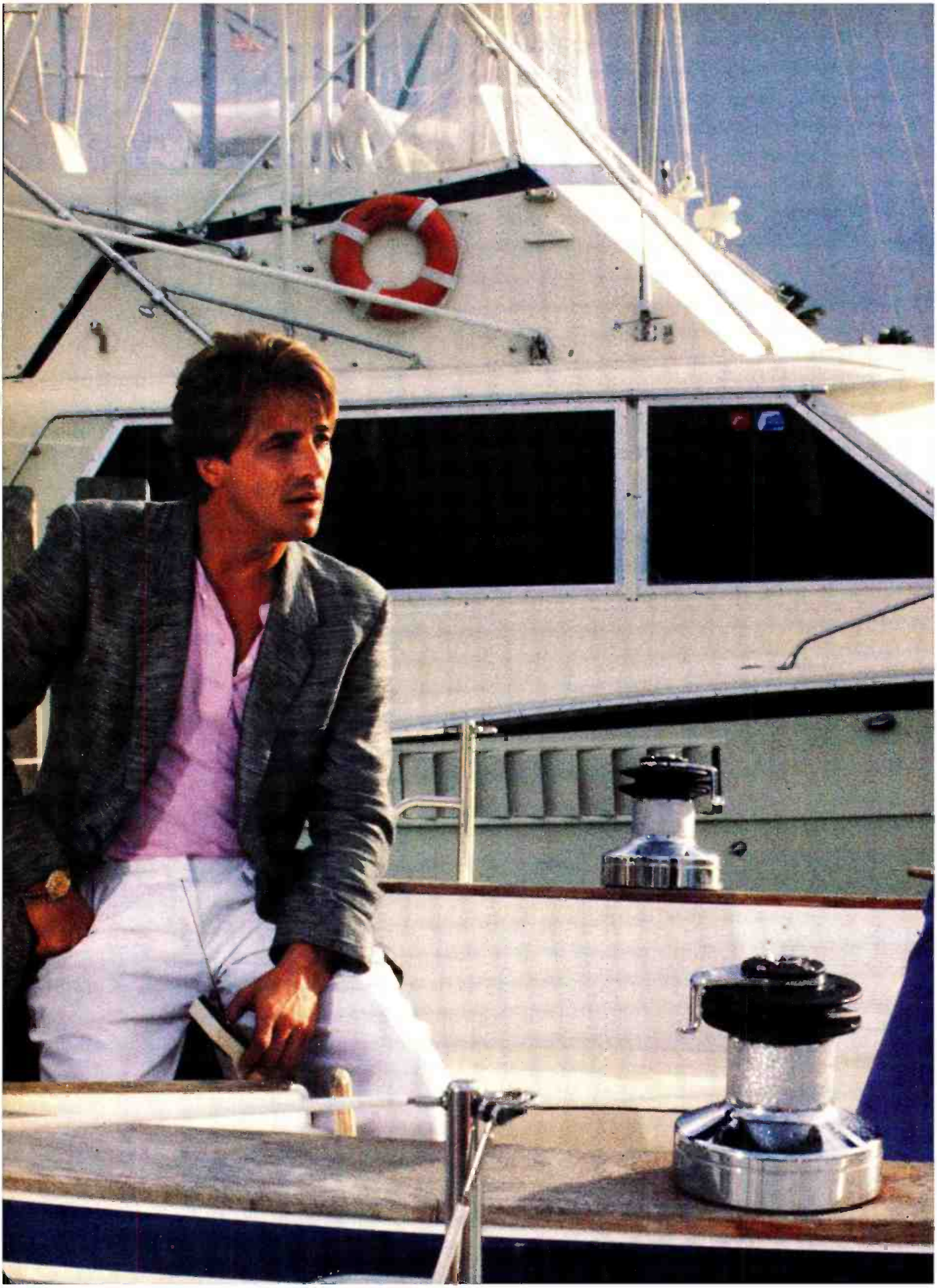
WE GIVE YOU A BETTER SITCOM AUDIENCE THAN SITCOMS.

Miami Vice and the hottest sitcoms could almost be demographic look-alikes.

Except Miami Vice looks even better—drawing more women, and a better balance of men and teens.



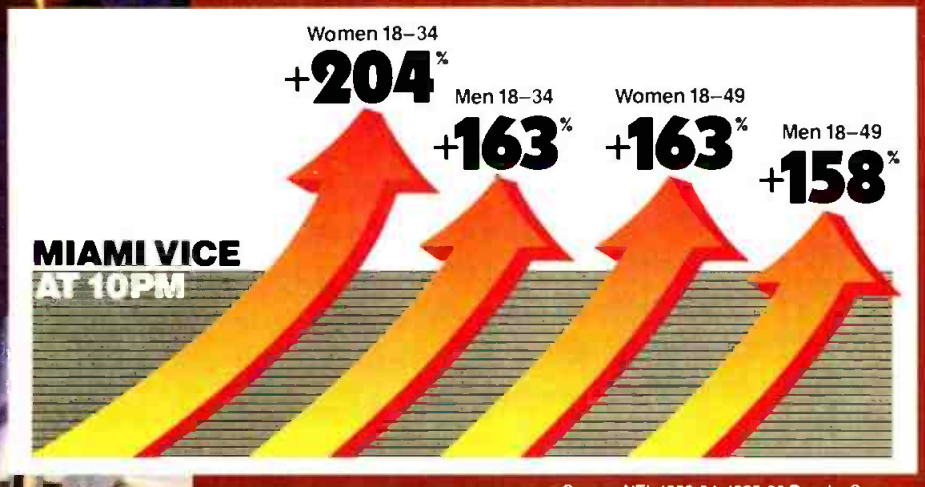
Source: NTI, 1985-86 Regular Season, NTI, Final Network Season.



MIAMI VICE TURNS GET UP AND GO INTO SIT DOWN AND WATCH

On Friday night, young men and women, who usually had better things to do, suddenly discovered the best thing was Miami Vice.

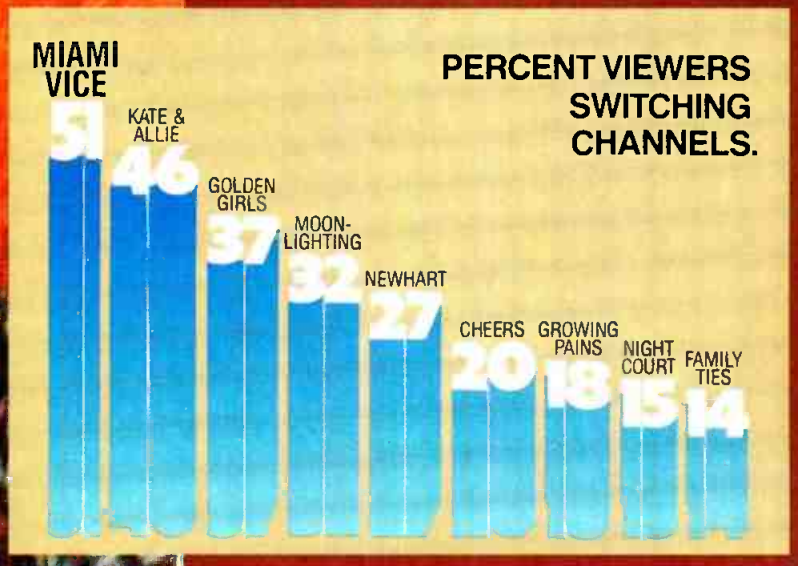
And now for the first time in years, even Dallas is sweating in the Miami heat.



Source: NTI, 1983-84, 1985-86 Regular Seasons.

MIAMI VICE VIEWERS SET ALL-TIME RECORDS FOR CHANNEL CROSSINGS.

It doesn't matter what channel they start out from. The highest concentration of viewers will cross any channel they have to as long as they wind up in Miami.



Source: NSI, May 1986. Excludes 8 PM programs which have no network lead-in.

MIAMI VICE
FOR ALL TIME, PERIOD.

MCA TV

Major Meetings

Jan. 7-11—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles. Future conventions: Jan. 6-10, 1988, Century Plaza, Los Angeles, and Jan. 4-8, 1989, Century Plaza, Los Angeles.

Jan. 21-25—*NATPE International* 24th annual convention. New Orleans Convention Center, New Orleans. Future meeting: Feb. 26-29, 1988, George Brown Convention Center, Houston.

Jan. 31-Feb. 4—*National Religious Broadcasters* 44th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington. Future meetings: Jan. 30-Feb. 3, 1988; Jan. 28-Feb. 1, 1989, and Jan. 27-31, 1990, all Sheraton Washington and Omni Shoreham, Washington.

Feb. 6-7—*Society of Motion Picture and Television Engineers* 21st annual television conference. St. Francis hotel, San Francisco. Future conferences: Jan. 29-30, 1988, Opryland hotel, Nashville, and Feb. 3-4, 1989, St. Francis hotel, San Francisco.

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

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

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

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

March 28-31—*National Association of Broadcasters* 65th annual convention. Dallas Convention Center. Future conventions: Las Vegas, April 9-12, 1988; Las Vegas, April 29-May 2, 1989; Dallas, March 24-27, 1990, and Dallas, April 13-16, 1991.

March 29-31—*Cabletelevision Advertising Bureau* sixth annual conference. Waldorf-Astoria, New York.

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

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

April 26-29—*Broadcast Financial Management Association* annual meeting. Marriott Copley Place, Boston. Future meeting: April 17-20, 1988, Hyatt Regency, New Orleans, and April 9-12, 1989, Loews Anatole, Dallas.

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

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

May 17-20—*National Cable Television Association* annual convention. Las Vegas Convention Center, Las Vegas. Future meeting: April 30-May 3, 1988, Los Angeles Convention Center.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Open Mike

Angry AM

EDITOR: I have tried to contain myself since reading FCC spokesman John Camp's comments on the status of AM radio in my local paper. [Camp said: "AM stations have become a dog on the market, the stepchild of the industry."]

But after calming my staff, soothing a few advertisers and generally regaining my composure, another blow was struck when one of my salespeople presented me a photocopy of the story—appropriately highlighted—and being circulated by a competing station as part of its sales presentation!

WOCA is an AM station that Ocala is proud of, one that has and will continue to effectively and profitably provide a service to the community, despite stupid public interventions from typically uninformed third-level bureaucrats.—*Robert M. Hauck, president/general manager, WOCA(AM)-WMFQ(FM) Ocala, Fla.*

Radio angle

EDITOR: Your Dec. 15 article "TV goes gavel to gavel on Iran hearings" was incomplete. After all, the very first word in your magazine's masthead was nowhere in the article: "radio."

Here's the rest of the story. You didn't have to be near TV to hear what Shultz, McFarlane, Poindexter and North said (or invoked their right not to say).

According to our straw poll of radio networks, audio of hearings wasn't hard to find. Multichannel satellite technology allowed wall-to-wall coverage for affiliates that would air it, without interrupting normal network fare for stations that wouldn't. ABC, CBS, NBC, Mutual and United Stations all went that route.

Network special reports offered affiliates plenty to pick off without any in-house cutting. CBS served up 26 specials (some live, some recaps). Executive Editor Larry McCoy promising, "We have covered this extensively, and will continue to do so." Three of ABC's other satellite channels offered three different configurations: pre-set hourly reports, breaking news reports (once or twice a day), and a live Hill reporter available for drop-ins. "The biggest percentage of affiliates took portions live, and then used the hourly updates to further their coverage," according to ABC Bureau Chief Robin Sproul. Many full-service stations took an a la carte approach.

Assistant Managing Editor Jan Thomas says AP Radio offered "live special reports on key testimony" adaptable to all news outlets and music-format stations which only air on-hour newscasts.

Like AP's lineup, few of USRN's stations

THE PRIMARY SOURCE

Viacom.

Viacom has proven it time and time again. There's only one place to be for great entertainment.

We are the leading source of incomparable, outstanding programming. First-run series with the power to perform. Off-network classics that truly shine. Explosive motion pictures. And much, much more.

We're the source of strength. Innovation. And spectacular performance. We're market-wise. Imaginative. Ready to deliver what others just promise.

Let our successes become your successes. Come to Viacom. And come to the source of programming success.

THE PRIMARY SOURCE FOR FIRST-RUN

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

MTV is a trademark of MTV Networks

Viacom consistently delivers first-run success. With daring action-adventures like Dempsey & Makepeace. Split Second, the unbeatable, lightning-fast game show. What A Country!, the hilarious comedy hit. And the record-breaking MTV Top 20 Video Countdown. Insight. Commitment. Quality programming that has made us the last word in first-run.

Viacom is the source for off-network series that always hit right on target. Timeless comedies. Daring adventures. Compelling courtroom dramas. And unforgettable mysteries. All the series that make television great.

Tandem Productions

All in the Family
The Andy Griffith Show
The Beverly Hillbillies
The Bob Newhart Show
Cannon
Clint Eastwood in Rawhide
The Cosby Show
The Dick Van Dyke Show
Family Affair
Gomer Pyle U.S.M.C.
The Life & Times of Grizzly Adams
Gunsmoke
Have Gun, Will Travel
Hawaii Five-O
Hogan's Heroes
The Honeymooners
I Love Lucy
Marshal Dillon
The Mary Tyler Moore Show
My Three Sons
Perry Mason
Petticoat Junction
The Phil Silvers Show
The Rookies
The Twilight Zone
The Wild Wild West

THE PRIMARY SOURCE FOR LAUGHS, DRAMA, MYSTERY, ACTION & ADVENTURE

Viacom is the number one source for powerful motion picture programming. From thematic features to exploitable films to premium blockbusters and more, we've got over 1,000 star-studded features. Each one ready to make your station a star.

Features I
Features II
Features III
Features IV
Features V
Features VI
Features VII
Features VIII
Features Nine
Features 10
Features XI
GASP
The Exploitables
Exploitables III
Exploitables 4
Thematics
The Legend Group
Movie Greats
Young and Reckless

THE PRIMARY SOURCE FOR TODAY'S HOTTEST FEATURE FILMS












THE PRIMARY SOURCE FOR ANIMATED ADVENTURES

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Viacom's timeless, colorful animated adventures continue to bring out the kid in all of us. Diverse. Extensive. With plenty of laughs and irresistible fun.

The Alvin Show
Mighty Mouse
Heckle and Jeckle
Cantinflas
The New Adventures of Pinocchio
Tales of the Wizard of Oz
The Most Important Person
The Harlem Globetrotters
Kid Power
20,000 Leagues Under the Sea
Around the World in 80 Days
Alice in Wonderland
Sleeping Beauty
Cinderella
Family Classics
Nelvana Specials
The Little Drummer Boy
Willie Mays and the Say-Hey Kid
Return to Oz
That Girl
The Ballad of Smokey the Bear
The Red Baron
The Mad, Mad Monsters
The Emperor's New Clothes
Here Comes Peter Cottontail

Viacom®

are all-news, but United Stations' Managing Editor Joe Connolly promises "the same type of coverage in January" when the Special Select Committees convene.—*Holland Cooke, operations manager, WTOP(AM) Washington.*

Long Island lament

EDITOR: I read with great amusement your piece in the Dec. 22 issue: "Cable fills Long Island local news gap."

The way Cablevision founder Charles Dolan is quoted and from the story, one would get the distinct impression that there is no other local TV news on Long Island except the new 24-hour cable channel, News 12.

Allow me to point out some brief facts, however.

WLIG(TV) (ch. 55) Riverhead, N.Y., Long Island's only commercial UHF station, has been presenting an award-winning nightly local TV news program on Long Island for nearly two years. (A program and channel Mr. Dolan continues to refuse to carry on his cable TV system while he says "there is a cry in this county [Nassau] for news of its own.")

Additionally, WLIW-TV (ch. 21), Long Island's only PBS station, has presented a fine quality nightly news program for several years now, and *LI News Tonight*, a cable TV news service of New York Institute of Technology, has been carried on most Long Island cable systems since 1983.

If Mr. Dolan feels, as he states in his press release, that there is an urgent need for more local news here, one way we feel he could solve that need immediately is to carry channel 55 in addition to his own news program to serve his cable customers better.—*Drew Scott, news director, WLIG(TV) Riverhead, N.Y.*

Reunion notice

EDITOR: Grahm Junior College in Boston once provided a superior two-year education for mass communications students. It educated such people as the late Andy Kaufman and Paul Fusco, producer of NBC's *ALF*. Unfortunately, the school closed several years ago, and those of us who want to organize a reunion of the early 1970's classes are finding it difficult to contact a large number of our former classmates.

We would like to reach as many students from the 1971-1974 time period as possible.

Information about the planned reunion, which is tentatively scheduled for May 1987 in Boston, may be obtained by writing to: *Joanne E. Peterson ('73), president, Avatar Info Services, 1601 Penn Avenue, Suite 3100, Pittsburgh 15221.*

Another round

EDITOR: Has Bryce McCrirrick, director of engineering for the BBC, nothing better to do than attempt further defenses of his organization's spurious claim to the first public television service?

Distinguished engineer though he be, his forensic skills leave something to be desired. In his last letter ("Open Mike," Dec. 21, 1986), he concedes that the Selsdon committee did not state that high definition was limited to 240 lines or above. Now it's not a question of "high definition" but "satisfactory high definition," a rather different thing. He also concedes that the Germans were using iconoscopes first and celebrated that fact this past summer. All he need do is admit the Germans had a schedule from 1935 on, and the argument is over.

Noting that the Nazis preferred public viewing halls to individual sets (McCrirrick's only new point) won't work to destroy this truth. The Nazis preferred public media and far more Germans saw television via the viewing halls than did Britons on home receivers.

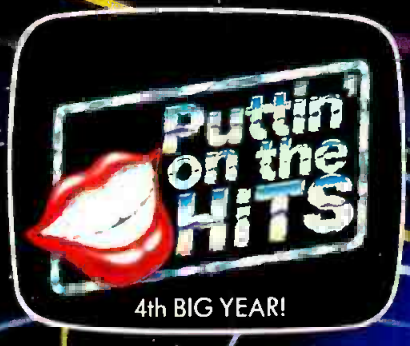
Then he says that I and my colleague, William Uricchio, offer a "strange interpretation" of his statements about the RCA/EMI patent relationship. All we said was that his remarks were in code, which indeed they were. It is disingenuous to suggest that the British freely admit the relationship to have existed. I refer Mr. McCrirrick to the BBC's own history of early television, "Here's Looking at You" (BBC Publications, London, 1984, especially pages 105 and 107), wherein a number of the EMI pioneers, including Sir Frank McGee, deny any RCA influence. (It's also no good suggesting we misquoted Sir Frank when we quoted him quite accurately from a different place—*Proceedings of the Institute of Radio Engineers*, New York, volume 38, June, 1950, page 598).—*Brian Winston, dean, school of communications, The Pennsylvania State University, University Park, Pa.*


BUSTIN' LOOSE


OUT OF THIS WORLD


CHARLES IN CHARGE


MIAMI VICE



4th BIG YEAR!


BIONIC SIX

MCA TV
The One Place To Be


KATE & ALLIE

FILMFEST I


KNIGHT RIDER


SIMON & SIMON

OFF-NETWORK

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

FEATURE FILMS

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

FIRST RUN

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

ENCORE PROGRAMS

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

MCA TV

INTV
Century Plaza Hotel
Suite 622.

NATPE
Westin Canal Place Hotel
29th Floor.

A radio advertising case history from Joy Craft and Sharon Dreeman, Cole Henderson Drake Inc., Atlanta

Radio: miracle medium for real estate

With competition stiff in apartment-saturated Atlanta, you'd think real estate developers would know all the tricks in cornering the market. Ironically, most focus on newspaper advertising and few realize the practicality of radio.

Two years ago, we decided to change that trend by proving that radio really works.

At the height of the 1985 spring leasing season, The Metro Companies, a 26-year-old commercial and real estate development firm, came to Cole Henderson Drake with a problem. Although Metro communities (comprising approximately 25,000 apartment homes) were doing very well, the company had hit a snag with a project called Belcourt.

Located off a busy thoroughfare in north Atlanta, Belcourt competes with 23 other apartment communities within a seven-mile radius. To further complicate matters, county regulations restrict directional signage. Metro needed an aggressive plan to pull Belcourt away from the pack.

Metro, which boasts a 50% average in converting visits to leases (compared to a 35% industry average), felt a traffic increase was all it needed to increase the occupancy rate. The challenge was to figure out how.

Our first step was to investigate the competition and determine what it would take to set Metro communities apart from the rest. An "intelligence" team was formed to interview apartment dwellers and potential tenants in that area. From that research, a market profile was constructed: 50-50 male/female ratio, ages 24-34, primarily single, predominantly in sales and very mobile. That market has the lowest readership for the print media; radio was the obvious alternative.

Most apartment complexes rely on sales incentive programs and newspaper advertisements to lure tenants. Potential customers are "sold" on such bonuses as free or reduced month's rent, no security deposit, cash for referrals, free health club memberships and free amenities such as TVs or radios. The flip-side is that what lures tenants doesn't necessarily keep them.

Metro didn't want to rely on such tactics. Instead, it wanted to become established as the provider of quality apartment homes, attracting a clientele that would outlast the sales incentives.

Out of 2,000 radio spots a month that the average listener is exposed to, he may remember only two or three. During our research we found out why: most advertisements are too crowded with product amenities. The listener is confused by the many extras: it is amazing that he can remember the laundry list of goodies, much less the product name. Our solution was simple—we focused on a major benefit, and because humor tends to best reach this particular market, we expanded that point as the basis for a funny dialogue.

Joy Craft is an account supervisor at Cole Henderson Drake Inc., Atlanta, where she manages the Metro account. Previously she worked at Austin Kelley Advertising Inc., Atlanta, supervising such accounts as The Atlanta Newspapers, Arvida Corp. and Hilton Hotels. Craft has also been associated with Johnson & Johnson, Montreal, and McDonald & Little, Atlanta.

Sharon Dreeman is a senior media buyer at Cole Henderson Drake, where she works with Home Lines Cruises, Liberty Savings Bank and the Georgia Dental Association. Dreeman has been with Cole Henderson Drake for three years. Prior to CHD, she worked for McDonald's as a personnel coordinator.

For Belcourt, we concentrated on the complex floor plans. "Look at all the angles," was our hook. Our "star" was Dr. Hubba Bubba Digger, who discovers ruins of "the ancient archaeological site know as Belcourt." Fellow scientists are amazed at the oak cabinets and angled walls. Their conclusion is that Belcourters lived in this community and outsiders were simply called "squares." This concept was backed by a newspaper advertisement showing an angled floor plan, with the headline: "Look At All the Angles."

The most important objective is finding the right station for the selected market. Sometimes it's more than statistics and ratings, it's a gut feeling. For example, we recommended an album-oriented rock station for our Belcourt campaign. The client was reluctant; it didn't want its product to be associated with "rock music." However, the selection proved successful; that particular station was perfect for the market.

We discovered that one of the main reasons real estate developers hadn't considered radio before was that they had not been professionally counseled to do so. Most developers put money toward rent incentives, rate cuts and special "move-in" programs. The few complexes using the medium were constructing their own media strategy, relying on radio stations' staffs to produce the spots. That option isn't necessarily wrong, but it can backfire when those in charge aren't familiar with their market. Ultimately, the radio station gets blamed for any mistakes, without anyone understanding why.

Using an agency educated the client to the importance of using radio for this project. And the proper mix of creative talent and media buys made both CHD and the radio station heroes.

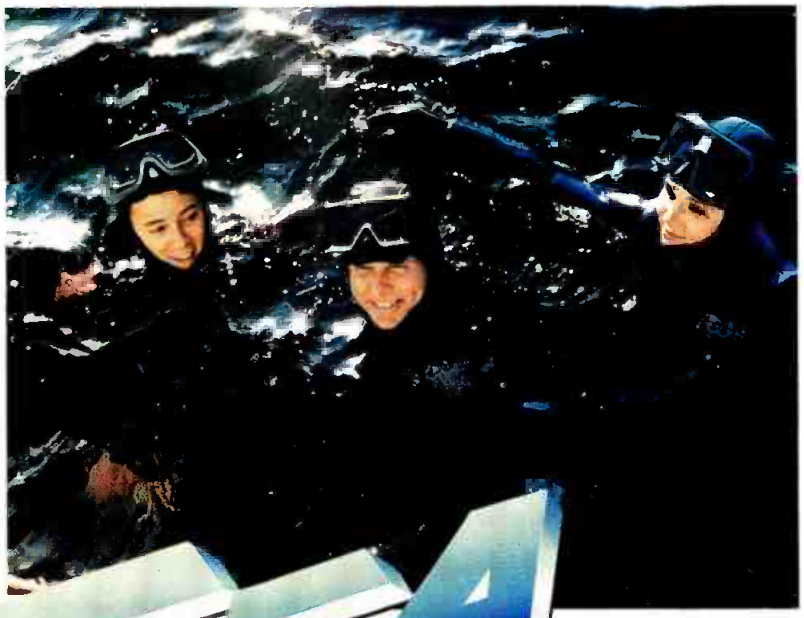
The positive conclusion to this case history is that Belcourt's traffic increased 200% within the first few weeks of broadcast ads. In nine weeks, occupancy increased from 49% to 67%, with 167 people visiting and 82 of them signing leases.

This success developed into another, when Metro decided to let radio sell nine other complexes. In fact, at one point, using radio was considered the secret weapon bringing in Metro's high traffic, and real estate agents were instructed not to reveal any advertising information. The company had a goal of high occupancy and radio got it there faster, more efficiently and more effectively. Through radio, we earned Metro top-of-mind awareness as a high-quality company.

Of course, it didn't take the competition long to figure it out. There is a growing trend toward using radio, not only with humor, but jingles and straight talk. Whatever the method, imitation is the sincerest form of flattery and the best indication that radio really works.

WHEN ARE YOU DANGEROUS TO YOUR COMPETITION?

DANGEROUS WHEN WET.



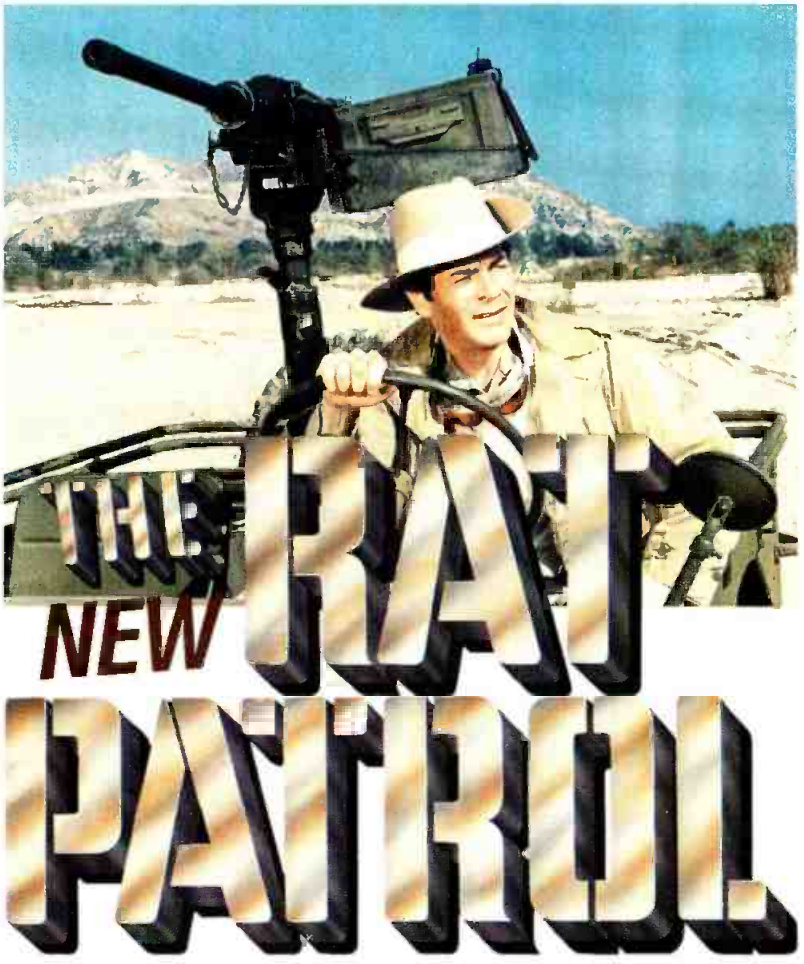
THE NEW SEA HUNT

Starring
Ron Ely, Melissa Anderson
and Brandon Douglas

22 All-new episodes of this proven syndication classic will blow your competition out of the water.

AVAILABLE FALL 1987

DANGEROUS WHEN DRY.



Robert Forster starring as the legendary Sergeant Sam Troy.

Put the heat on with 22 blazing new adventures of THE RAT PATROL.

AVAILABLE FALL 1987 FROM MGM/UA

MGM/UA Television Syndication

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

VISIT US AT INTV ROOMS 540 AND 542

DANGEROUS WHEN FUNNY.

We Got it Made

Starring Teri Copley and Tom Villard.

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

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

VISIT US AT INTV ROOMS 540 AND 542

AVAILABLE FALL 1987 FROM MGM/UA™

MGM/UA Television Syndication

A Farr/Silverman production
in association with MGM/UA Television Syndication

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jan 5

Vol. 112 No. 1

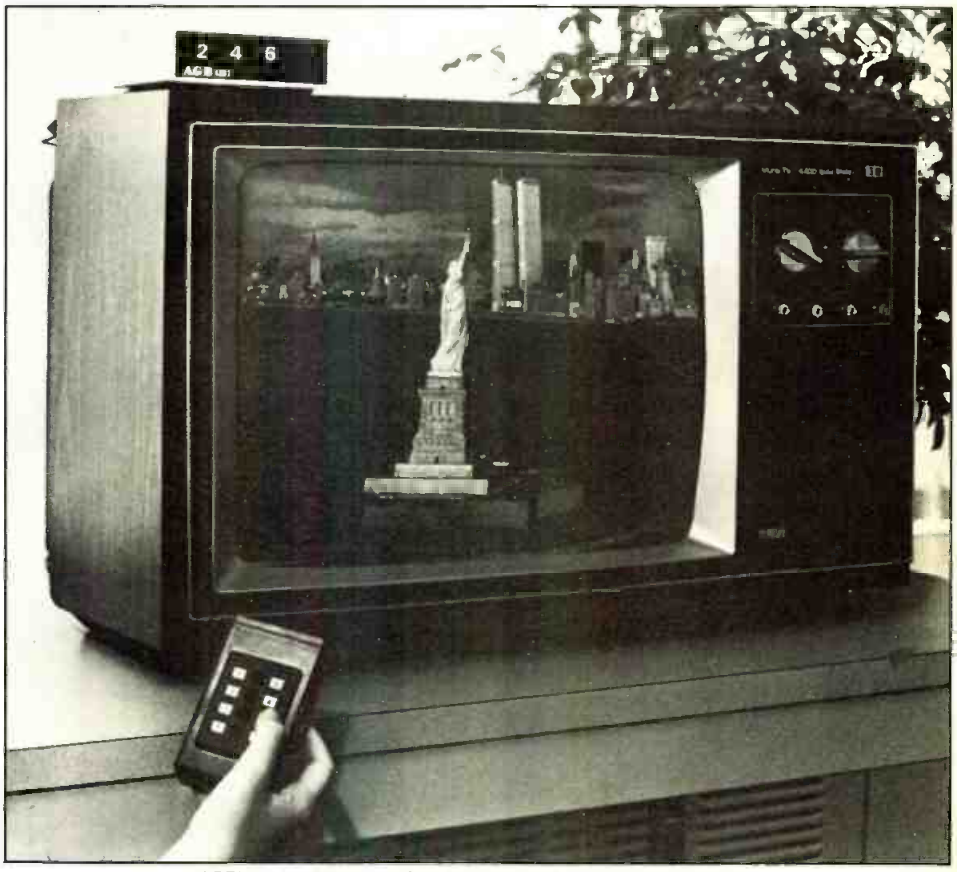
TOP OF THE WEEK

1987 ushers in the people meter era

Networks, advertisers disagree over how switch to new measurement system will affect business

The television industry is about to adopt a new standard for audience measurement—the people meter. But there is a good deal of anxiety as to just how the new technology will affect the buying and selling of commercial time. At this point, the people meter has raised more questions than it has answered, and the 1987-88 season—the first in which the new device will be used as the official standard to measure national audiences—will find media executives trying to determine how best to use the new tool to their advantage. Most agree next season's advertising market will be subject to disruption beyond the normal tumult as the system is refined and as all sides learn how to use it.

It is widely believed that the technology is being embraced domestically by both Nielsen and Arbitron considerably earlier than it otherwise might have been because of a British-based company that is aggressively trying to corner the U.S. people meter market—Audits of Great Britain Inc. The company's U.S. subsidiary, AGB Television Research, has just completed a test in Boston and has signed 11 clients (including CBS, eight major advertising agencies that account for 40% of annual television billings, MTV Networks Inc., and Orbis Communications, a program syndicator) for its national service, scheduled to begin next September.



AGB's PeopleMeter handset and PeopleMonitor on top of the set

In response to AGB's ambitious plans, announced two years ago, Nielsen has scrambled to implement its own people meter service. Arbitron, in a venture with Sami/Burke, recently finished in Denver a test of its version of the people meter, ScanAmerica. The partners recently signed their first ScanAmerica client, KDVR-TV Denver. But the service, which will link product purchase information with viewing data, is not going national until the 1988-89 season, and many see the principal battle for the people meter market as one between Nielsen and AGB, which go head to head next season.

However, a chorus in the television business is pleading with Nielsen to go slow. That chorus, featuring NBC, and growing louder, asserts that Nielsen is rushing to embrace people meters before adequately appraising the validity and reliability of the new service. Too many questions about people meters remain unanswered, they claim, and they accuse Nielsen of rushing to judgment because of the competitive pressure it feels from AGB. There is also the pressure on Nielsen that counterbalances those preaching a go-slow approach. Advertising agencies are, in essence, asking: 'Why delay the inevitable?' The current system, they say, is providing inadequate demographic information, derived from diaries, which even Nielsen admits are obsolete.

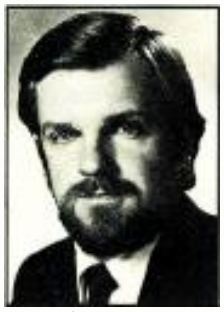
Also at stake are interests of some smaller constituencies, such as cable and syndicators. The increased viewing choices and resulting audience fragmentation sparked the need for a more precise measurement service with larger sample bases and the technology to gather data electronically. Cable has yet to see any demographic data generated by Nielsen's people meter sample, currently being tested nationally. The broadcast networks and advertising agencies have been receiving such data for more than a year. That fact has reinforced in the minds of the cable networks the opinion that Nielsen sees cable as a constituency that is less important than the broadcast networks or agencies, where the biggest slice of the advertising pie is represented. Still, some cable executives want Nielsen to proceed with the people meter so that all the principal players in the national television universe—network television, network cable and syndication—will be measured by the same standard. As it stands now, Nielsen uses three different services to rate the three—NTI for the networks, Home Video Index for cable and Cassandra for syndication. Many in the industry feel that accurate comparisons cannot be made among the three.

Others in the cable industry are so concerned with the lack of cable viewing data from Nielsen's people meter service that they want the measurement company to delay for at least another year the elimination of the current NTI meter sample base. That position was taken two weeks ago by the Cabletelevision Advertising Bureau and effectively put the CAB in the same camp with NBC. The latter from the outset has been

openly critical of Nielsen's decision last year, later postponed, to go with the pure people meter methodology in the fall of 1986. Nielsen had hoped to launch the service this season but yielded to pressure from the networks for a one-year delay.

The current system Nielsen uses to measure network programs is known as the Nielsen Television Index, which has been in place for some 30 years. It is composed of two samples, one to measure household ratings, shares and homes using television and the other to measure demographics, the breakdown by broad age groups of men and women who are watching the shows. The household sample consists of 1,700 homes designed to reflect the U.S. TV household universe. The 1,700 are wired with an "Audimeter" that automatically monitors sets in use in the homes as well as channels that are tuned in. The demographic sample is made up of a different set of 3,600 homes. The group is divided into three panels of 1,200 homes each in which each family member is supposed to record individual viewing in a family "diary." Each panel keeps a diary of its television viewing every fourth week.


NBC's Rubens


CBS's Poltrack


AGB's Philport


Nielsen's Dimling

The diary has come under increasing criticism in recent years as audiences have been offered more and more channels and have, by most accounts, failed to accurately record much of the viewing, particularly of cable channels and independent stations. The problem is exacerbated by the custom in many homes of one family member (usually the mother) filling out the diary for all. In the 1950's and 1960's the diary was acceptable, industry executives say, because there were only three main sources of viewing, ABC, CBS and NBC. But now, with many more viewing sources, the consensus is that the diary is an obsolete tool for measuring demographics. To make matters worse, the usable diary sample (known as the in-tab sample) has been shrinking in recent years as viewing choices have increased.

Compounding the problems with Nielsen's current system is the company's effort to install the new people meters. Nielsen's pool of meter technicians has been stretched to the point that the maintenance of the Audimeter base has been adversely affected. Network researchers report that the total number of NTI homes has dipped to almost 50 fewer than the 1,700 homes it is supposed to contain. According to Marvin Mord, ABC Television vice president, marketing and research services, the main concern with the dwindling meter sample is that multiset homes appear to be more underrepresented than single set homes, a condition that would artificially suppress the three-network viewing totals.

In the next week or two, Nielsen says it will decide whether in the 1987-88 season it will go to the pure people meter system, an "integrated" service deriving set tuning and usage data and demographic data from a single people meter sample base of 2,000 homes the first year, expanding to 5,000 homes by the second. The alternative would be what has been dubbed the "conformed" compromise, where household set tuning and usage data would continue to come from the in-place Audimeter sample base, while diaries would be discarded in favor of people meters that would gather the demographic data. The conformed alternative would have two separate samples, a 2,000-Audimeter sample base and a 2,000-people meter base.

While most agree that the science of measuring television audiences is undergoing profound change, a number of obstacles have emerged in the transition period from the current meter/diary technology to pure, electronically gathered ratings. The biggest rub is that until now, Nielsen's people meter sample has shown smaller ratings for network shows than Nielsen's NTI sample base. On average, the difference is between 5% and 10%, with the more popular programs taking the biggest hit in the people meter measurements. *The Cosby Show*, for example, has been consistently rated a full point or more lower by the people meter than by NTI in terms of household delivery. Consistently, that is, until the last available Nielsen "Pocket Piece" (Nov. 1, 1986), which indicated a 36.1 rating for the program, according to both measurements. But more important, the people meter is reporting less viewing in key demographics. That same Pocket Piece had the people meter showing 15% fewer women, 18-49, watching *Cosby* than the NTI diary sample.

One factor to be considered is that Nielsen's people meter base is only half the size—1,000 homes—that it will be by next September and only one-fifth what it will be in the 1988-89 season. Nevertheless, the people meter numbers so far have put the networks in the defensive posture of justifying today's rates for potentially lower ratings based on tomorrow's standards. And many see NBC crying foul the loudest for two reasons: The more popular prime time programs, of which NBC has the most, could suffer the most under the new people meter standard. Also, the last thing NBC needs now is a major rewrite of the ratings rule book while it is on top of the network heap after years in the cellar.

Still, even Nielsen officials acknowledge that NBC, the staunchest advocate of maintaining the NTI audimeter sample for at least one more season, makes some valid points in its argument. At a recent conference exploring the changes in the way television audiences will be measured, sponsored by the Advertising Research Foundation, NBC research vice president, William S. Rubens, outlined the network's position: "The fact that NBC is nearly alone in its position and that everyone else is of a different mind doesn't mean that we are wrong and they right," Rubens said. "We haven't heard one cogent research argument to support the single-sample position."

Rubens said that Nielsen was persuaded to postpone elimination of the diary system until the 1987-88 season, despite heavy pressure from advertisers and agencies to knock out the diaries this season. "Diaries are no longer the issue," he said, acknowledging that the time has come to measure demographics electronically. "The issue now: 'How should household ratings be measured?' Just as we felt the industry needed time to absorb the people meters for audience composition, we believe that it would be just as chaotic in the 1987-88 season to replace the NTI with a single-sample people meter operation."

Rubens and other network research executives, including CBS's David Poltrack, cite lower levels of cooperation with Nielsen when it comes to having people meters installed, compared to Audimeters, and a higher attrition rate within the people meter sample base. The result, they suggest, is a people meter base that less accurately reflects the viewing universe than the NTI audimeter base. The "bias" appears to be in favor of households with higher income and education levels, larger families and people who are generally more receptive to such "high tech" items as personal computers and VCR's. Rubens said that according to some people meter testing, teen-agers and children represent the biggest accuracy problem. "No one has devised a meter that will get children, 2-5, to push the buttons accurately," he said. "How will advertisers buy Saturday morning? What about the impact on syndicators?"

He also questioned whether viewers in the people meter base would grow weary of pushing buttons. There have been some reports that button pushing drops substantially once a people meter has been in the home six months or more. Executives at both Nielsen and AGB counter that a demographically balanced base with viewers that push all the right buttons is simply a matter of proper maintenance of the sample. Joseph Philport, president of AGB Television Research, reported that in the company's Boston test, less than 1% of the homes per month were weeded out of the sample because viewers failed to keep pushing buttons. He also said that between November 1985 and November 1986 button pushing accuracy did not drop by a measurable degree. "That has to do with panel maintenance, quality control," he said.

As for the other two networks, they are waiting for the results of a telephone coincidental study comparing Nielsen's people

meter and Audimeter measurements for prime time program shares and HUT levels before deciding whether they want to see an integrated or conformed sample for next season's Nielsen ratings. The coincidental survey was taken by Statistical Research Inc., Westfield, N.J., and is sponsored by the Committee on Nationwide Television Audience Measurement (Contam) and Nielsen. Contam is made up of the National Association of Broadcasters and the three networks. Representatives of several other groups are evaluating the survey with Contam, including the American Association of Advertising Agencies, the Advertising Research Foundation, Association of National Advertisers and the Cabletelevision Advertising Bureau. The prime time survey covered a six-week period that began the last week of October. The results are due in mid-January. It was an earlier Contam study covering daytime that showed generally lower household ratings for network programing than the NTI sample.

CBS's Poltrack suggests that while the integrated alternative is the way to go ideally, "the burden of proof" is on Nielsen to show that the people meter household numbers are at least as accurate as those produced by the NTI Audimeter. "We are accepting the fact that we are going to get better demographic data out of the people meter," he said. "All we are saying is that Nielsen's current people meter sample is not in line with the universe estimates and has a lower cooperation rate than NTI.... The burden of proof is on Nielsen to explain, to the extent that those two differ, why the people meter is more accurate on a household basis." In Poltrack's view, the best yardstick for comparing the two is the coincidental.

John Dimling, the Nielsen senior vice president in charge of the company's people meter project, counters that the coincidental is not necessarily the "gold standard" by which all other methodologies should be compared for accuracy. "I'm not saying [the coincidental] isn't worth doing, but there has been substantially less experience" with such surveys to validate ratings and shares for individual programs. Dimling said a major factor in determining which way Nielsen would go is "how useful" the selected method would be to most clients. The integrated approach, he said, would lend itself more readily to special analyses because of the single sample involved.

Advertising agencies generally agree with Poltrack that the pure people meter alternative is the preferred methodology. But they also argue that it may take several years to get the new system running exactly the way every player involved would like, but that there is no flaw or kink left that is harmful enough to delay implementation now. At a recent marketing seminar in New York, Larry Roslow, vice president and director of research for SSC&B, admonished the networks for their "candy store mentality. You can't have everything," he said, stressing what most agree is the need for a larger sample base to measure television viewing. "What you have now is the ability to measure 5,000 homes and 13,000 people [in the integrated scenario] versus 2,000 homes and 7,000 people [in the NTI sample]."

Roslow said the larger sample will narrow the margin of error by perhaps 40%. He also noted that the people meter will provide rapid access to demographic data, as opposed to the current system which has a lag time of several weeks. The people meter methodology will also provide demographic data 52 weeks a year, compared to about 39 weeks now, allowing advertisers to track true cumulative audience viewing for the first time. "I'm still excited about it," said Roslow of the improved accuracy and precision that people meters will bring. "I wish we'd get on with it."

Betsy Frank, senior vice president, associate media research director, DFS-Dorland, echoed those sentiments. "My feeling is the more we compare [the new system] with the past, the longer we are going to delay the inevitable. Any time you conform two samples you lose accuracy and reliability."


DFS's Frank


CBS's Dominus


MTV's Cohen


USA's Bender

Frank said the 1987-88 season will be pivotal since the people meter, in some form, will be implemented and become "the new standard of truth." But, she added, no one really knows how different the numbers will be. "I think we will see a lot of coming to terms with what we will be able to do" with the new system, she said.

Others believe that no matter what happens next year, people meters and the larger sample bases included in the switch will revolutionize the way television is bought and sold. "There will be a much more segmented approach to buying television," suggested Poltrack. With the expanded sample bases (both Nielsen and AGB say they will have national samples of 5,000 homes in place by the start of the 1988-89 season), advertisers will be able to key in on target age and income groups too small to be measured under the current system. The example Poltrack uses is a computer company that might want to focus on adults 18-49 with an income of $50,000 or more. That group represents less than 10% of the viewing population. Segments smaller than that cannot be accurately measured with the current Nielsen system, said Poltrack, because the sample is too small and thus "statistically unstable." Once the people meter bases are expanded to 5,000, viewing segments as small as 3% may be measured accurately.

Advertisers will, in effect, have the ability to create their own demographic targets. The so-called key demographics such as women 18-49, or adults 25-54, will be joined, depending on the strategy of the advertiser in each case, by demos such as adults, 22-43, or any other group, as long as it represents at least 3% of the sample. In addition, the people meters will provide a continuous stream of on-line data, daily, all year long, enabling advertisers and television executives to get a quicker fix on which programs are attracting which viewers. That is hailed as one of the most significant changes the new system will bring about. Under the NTI system, there are only 39 weeks of data annually, and no real cumulative demographic data is available, because diary keepers are only recording their viewing every fourth week.

As to next season's upfront market, questions abound as to how it will be bought and sold. For example, television and agency executives have yet to figure out how guarantees will work. "Guarantees are based on the prior season," said Jerome Dominus, CBS-TV vice president, network sales. "But now we will be asked to calculate guarantees on a new system that is only half developed and doesn't cover the full period of the guarantee." Adds Ron Katz, senior vice president, J. Walter Thompson, and an associate professor of advertising at Northwestern University's Medill School of Journalism: "With every advertiser buying on different demographics, the networks will have quite a large array of guarantees. Will advertisers be guaranteed on each [demographic] or some broader basis?"

What about unit pricing? If the people meter continues to show lower network ratings, will the cost of a 30-second spot come down? Katz suggested that the networks would "run into a lot of roadblocks" if they tried to establish some sort of parity calculation between the old and new methodologies, and then tried to boost cost-per-thousand rates from there. "They have to consider not just the new base, but how the market reacts," said Katz. CBS's Poltrack countered that market reaction, or "demand," as he put it, has been and will continue to be the primary factor in setting rates. "The differentials we are talking about are around 5%.... If you tell me that television audiences are really 5% lower than we thought, that isn't going to affect at all the efficiency of the medium relative to other media. This will have no impact whatsoever on the primary demand for television time."

The cable industry is almost completely in the dark about how the new method of counting viewers will affect it. Cable networks have yet to see any people meter demographic data from Nielsen and therefore have no idea how it will compare, once

available, to the numbers generated by the current system. For years the industry has sold advertising on the quality of its demographics, because cable household ratings are almost always dwarfed by the broadcast networks' numbers. And for years cable networks have complained about the inadequacies of Nielsen's national diary sample. The sample, most agree, is too small to accurately measure cable's smaller audiences, and consistently underreports cable viewing. "The diary has long been obsolete" for measuring viewing levels, said Marshall Cohen, senior vice president, research and corporate services, MTV Networks Inc. "It has been underestimating our viewership by huge amounts." Cohen said MTVN, which operates MTV, Nickelodeon, Nick-at-Nite and VH-1, has ordered costly telephone coincidental surveys that indicate that Nielsen's diary system has been underreporting viewership for its networks by 25% or more. Those surveys were taken by Nielsen.

Cohen said he does not have enough information to decide whether Nielsen should use an integrated or conformed people meter sample next season. But he does see the people meter as a technological breakthrough that Nielsen should aggressively exploit. His company is also the first, and so far only, cable client to sign with AGB. But a number of others are considering AGB, including the USA Network. USA's research vice president, David Bender, said diaries "consistently underreport" viewing for cable. USA has urged Nielsen to go with the pure people meter methodology next season. "That is the right research position," he said. "One larger sample provides greater efficiency and reliability." Bender said that if the sample is increased to 5,000, the possibility of error in the cable ratings due to the sample makeup will be reduced by about a third.

But there are those in the cable industry concerned enough about the lack, so far, of people meter cable data from Nielsen, to want the company to retain the NTI meter base measure of household ratings for at least another year. The CAB took that position in a letter to Nielsen. CAB President Bob Alter explained the letter this way: "We aren't saying which way is better. All we are saying is: 'Let's take time to look at all the data, because we are going to be living with this system for a long time and it will be hard to change or uproot.' Now we have an opportunity to meet the needs of measuring the fragmented audience. Why the rush before all the evidence is in?" Alter said the industry, and particularly Nielsen, should examine the data still being tabulated from the most recent Contam coincidental to get a better feel for people meter measurements in prime time. "We are convinced that the people meter is inevitable but that doesn't mean just blind acceptance."

Some in the syndication business feel they have much to gain from the new methodology as well. Orbis Communications has signed with AGB. Brian Byrne, Orbis executive vice president, media sales, said that in addition to the larger household sample base and elimination of diaries, AGB is offering a cost-efficient station lineup verification system, capable of monitoring the program clearances of up to 14 stations per market. However, syndicators opting for that service would have to have their programs encoded separately, and Orbis is still exploring the costs of doing that. So far, Nielsen monitors program clearances for network affiliates only. Byrne and some of his counterparts in the cable field suggest that Nielsen has been so preoccupied with the needs of the broadcast networks and agencies (which account for most of its billings) that the needs of smaller constituencies have suffered.

And AGB has apparently picked up on that. "AGB has been a lot more consistent in responding to our questions and concerns than anyone else," said Byrne. MTVN's Cohen also talked of the "inequity" with which Nielsen addressed broadcast and agency needs compared to those of cable. Others suggest that Nielsen has little choice but to serve the needs of its biggest clients first. Whether AGB or Nielsen comes up with the service that satisfies the demands of most customers remains to be seen. But at least one syndicator's view is that Nielsen "doesn't have all their ducks in a row yet. And we want to talk coherently about the people meter with our clients now."

It is too early to tell how many people meter services can survive. If ScanAmerica lives up to its backers' claims, and is cost effective, said Frank of DFS-Dorland, it would have the potential to "knock the other two off the map." If the Nielsen and AGB versions come up with different numbers, there could be a stand-off between the two services similar to the one that exists on the local level now between Arbitron and Nielsen.

For years stations have complained about the variances between the ratings calculated by the two services for the same broadcasts.

'Dish night' from HBO and RCA

Their joint venture, Crimson Satellite Associates, will give cable operators free Ku-band earth stations to help Satcom K-1 and K-3 transponder sales

Home Box Office and RCA Americom, in an effort to make the transponders on the Satcom K-1 and Satcom K-3 satellites more attractive to cable programers and to give operators "hands-on experience" with the satellites' Ku-band technology, last week offered cable operators throughout the country free 3.1-meter or 3.7-meter Ku-band earth stations.

HBO and RCA last summer formed Crimson Satellite Associates to build and launch Satcom K-3 in 1989 and to sell its 16 Ku-band transponders to cable programers. Between now and 1989, RCA is trying to lease programers transponders on Satcom K-1, a satellite technically similar to Satcom K-3 and already up and running.

HBO is using four transponders on Satcom K-1 to transmit Festival, its experimental family-oriented pay service; the eastern and western feeds of HBO, and the western feed of Cinemax. HBO also transmits the HBO and Cinemax services over its C-band transponders.

According to Ed Horowitz, HBO's senior vice president, technology and operations, the two partners will give away 3,000 earth stations worth between $5 million and $7 million. In letters sent to cable operators last week, he said, HBO offered 1,500 dishes to HBO and Cinemax affiliates in the Pacific and mountain time zones, while RCA offered 1,500 to selected cable systems in the Eastern and central time zones. RCA's dishes will be going to large cable systems and to systems tapped by programers that are talking to Crimson or RCA about acquiring capacity on Satcom K-1 or Satcom K-3, he said.

According to an HBO spokesman, cable operators who take RCA and HBO up on their offer are obliged to keep the dishes pointed at Satcom K-1 or Satcom K-3 and a prospective Satcom K-4. If demand warrants, Crimson is prepared to build and launch Satcom K-4, another 16-transponder Ku-band satellite, in the early 1990's. K-4 would be placed in the same orbital slot as K-3, allowing cable systems to receive signals from both birds through one dish.

The giveaway program, Horowitz said, is primarily intended to give cable operators a chance to see for themselves what Ku-band satellite communications can do. Crimson can talk about the ability to put Ku-band dishes virtually anywhere because of the Ku band's freedom from terrestrial microwave interference, he said, but operators aren't going to believe it until they try it.

"The program is beginning at a time when cable construction and rebuild plans are often calling for multiple headends and service

Satellite Sony. Sony has formed a new satellite communications group and its first two products will be used by Home Box Office to supply cable operators Ku-band receive equipment (see story above).

The new satellite group, a part of Sony Information Systems Co., is based at Sony Corp. of America headquarters in Park Ridge, N.J. Sony's Thomas M. Stanback will be national sales manager for the group.

According to Sony, initial sales and marketing efforts will be aimed at the cable TV and satellite master antenna TV markets, as well as corporate video network markets. The first two satellite products to be made by the group will be a Ku-band satellite receiver and a low-noise block downconverter.

The group will also focus on developing "enhanced satellite transmission applications for existing and emerging video, audio and data technologies," Sony said.

Why the differences? Researchers say the problem is that the samples at the local level, usually no more than 500 homes, are statistically too small to avoid variance in the two sets of numbers. According to Poltrack, the variance would drop "dramatically if the local samples were increased to 1,000 or more." Cost is the problem, however. The obvious solution would be to have one local service providing measurements with a 1,000-home sample instead of two services using 500-home samples.

The question then becomes: Which company should provide the service? In most markets the trend is that some stations seem to do consistently better in Arbitron while others do better in Nielsen, probably due to biases in the samples that are too small to correct. Getting a consensus favoring one over the other is improbable at best.

There may be alternatives on the horizon. R.D. Percy & Co., based in Seattle, plans to launch a local people meter service in New York this year. The company claims it will passively verify that people are pushing all the right buttons and that viewing of commercials, not programs, will be measured.

That could be the biggest breakthrough because the bottom line is that advertisers want to know who is watching their commercials. For almost 40 years advertisers have had to settle for knowing who's been watching the programing inserted between product pitches.

Some have concerns with the Percy approach, particularly the infrared device that will detect when individuals leave or enter a room. "My concern is more from the big-brother standpoint," said Byrne of Orbis. "If somehow, somewhere a computer knows this massive weight is a 53-year-old male, that scares me. What else does it know about me?"

But measuring the television commercial audience strikes others as the more significant development. Katz of JWT said: "In the end, that is all the advertiser cares about." And, Katz submits, audiences for commercials may be 40% to 50% smaller than program audiences, if people leaving the set at the commercial breaks, as well as people who read or talk or who are otherwise distracted from the tube, are taken into consideration.

The size of audiences actually paying attention to programs or commercials may never be known, unless a true "Big Brother" approach is applied, which seems unlikely. But what is known is that a good deal more precision in measuring television audiences is achievable. Just how precise, and at what cost, will become clear only after the industry understands the full potential of people meter technology and decides how much it is willing to pay to exploit it. □

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to hotels, motels and multiple-dwelling units," said Horowitz. "We believe that by providing cable operators with hands-on experience...they will quickly realize how the lower costs, improved reliability and installation flexibility associated with Ku-band technology can help meet these objectives."

Although Crimson doesn't like to talk about it publicly because it threatens cable operators, the Ku-band satellites are a superior medium for satellite broadcasting. As they scramble their C-band satellite signals, many programers, including HBO, are creating the satellite broadcasting business by selling subscriptions to their services to owners of home C-band earth stations. C-band or low-power satellite broadcasting is limited, however, by the relatively large size of the antennas required. Only a small percentage of homes are willing or able to accommodate the eight-foot-to-12-foot antennas.

Because of their greater power and more directional transmission beams, the Ku-band satellites can deliver signals to smaller antennas and, potentially, a greater number of homes. One working assumption of satellite broadcasting is that the smaller the antenna required, the greater the potential market. According to RCA, dishes as small as one meter can pick up signals from Satcom K-1 and Satcom K-3.

Horowitz also acknowledged that the giveaway is expected to help the marketing of the Satcom K-1 and Satcom K-3 transponders. It guarantees programers interested in acquiring slots on the birds that "somebody will be looking" at them, he said. The cable systems that have been offered the dishes serve 75% of the nation's cable homes, he said.

So far, Crimson and HBO have met stiff resistance in the marketing of their transponders. One major reason, which the giveaway is attempting to correct, is the dearth of Ku-band earth stations at cable systems. Today, only a handful of systems have Ku-band equipment and most that do have it only because they are participating in the Festival marketing trials.

Another big reason is price. By C-band standards, the Ku-band transponders are expensive, regardless of whether they are leased or purchased. RCA is offering leases for protected Satcom K-1 transponders for $300,000 a month, more than twice what a transponder on RCA's Satcom III-R C-band goes for. Crimson is asking nearly $30 million, payable in advance, for just one Satcom K-3 transponder.

Crimson and RCA have also run up against some stiff competition—Viacom International. Late last year, Viacom agreed to lease 21 C-band transponders on Telstar 303 from AT&T with the intention of using half for its own cable services and leasing the other half to other popular programers. Telstar 303 is capable of providing service through 1995, an expected lifetime that overlaps completely that of Satcom K-1 and partly that of K-3. So far, Viacom has not announced the signing of any subleases, but C-SPAN has said it has tentatively agreed to take two.

HBO's affiliates accepting dishes will be given some hardware options, Horowitz said. They'll all receive Vertex antennas, but they'll be able to choose either a Sony, Scientific-Atlanta or General Instrument receiver, he said. Systems getting their dishes from RCA will have no choices, he said. They'll receive Channel Master units with RCA's logo on them.

Around 2,700 systems will receive 3.1-meter antennas, Horowitz said, but, because

On the dotted lines. The purchase of Broadcasting Publications Inc. by Times Mirror Co., announced as an agreement in principle on Nov. 28, 1986 (BROADCASTING, Dec. 1, 1986), became official last Monday with simultaneous signings in Los Angeles and Washington. Acting for BPI (at left): Lawrence B. Taishoff, who continues as publisher of BROADCASTING magazine and associated publications. Acting for Times Mirror (at right): Robert F. Erburu (seated), chairman and chief executive officer, and Dow W. Carpenter Jr., senior vice president. Times Mirror, which paid approximately $75 million for the Broadcasting properties, said BPI would form the nucleus of a new trade publication cluster.

Ku-band signals are attenuated by moisture in the atmosphere, around 300 systems in areas subject to heavy rain will be given 3.7-meter dishes instead. □

Utility ownership of cable systems unresolved at SEC

Personnel turnover cited as one reason there has been no commission decision on issue

The investigation into utility ownership of cable systems has stalled at the Securities and Exchange Commission, where it awaits a ruling from the general counsel's office on interpretation of existing law. That was the word last week from a source close to the six-month-old inquiry. Although the commission has gathered information on several intrastate utilities and their recent purchases, including Florida Power & Light Co.'s (FPL) acquisition of Telesat Cablevision Inc., personnel turnover has apparently delayed a resolution of the inquiry.

Kathryn McGrath, director of the division of investment management, which is charged with overseeing utilities, said there are several possible outcomes if violations are found to exist under current law, which prevents the roughly 200 intrastate utilities from becoming involved in businesses that endanger their service to the public or the interests of their shareholders. One outcome would be for the SEC to bring administrative proceedings against FPL, asking the utility to rescind or modify its purchase. Such a proceeding would be subject to administrative and judicial appeal. The SEC could also decide, McGrath said, to make the utilities matter the subject of a commission rulemaking proceeding, or a more vague "request of opinion from the public." Finally, the commission could simply issue a policy statement.

In the past the SEC has asked Congress to change the law, and such a policy statement might suggest that regulation of the intrastate utilities be handled at the state level. Another possible statement would set limitations on the utilities by restricting their investment in extraneous businesses to a certain percentage of their assets (25% was suggested by one official).

Florida Power & Light is one of a number of utilities that have recently set up holding companies to facilitate investment in other businesses. One reason for the diversification move has been that the utilities generate more cash than they need to reinvest in power producing facilities. In addition to Telesat Cablevision, FPL has also bid on other large cable sytems. Some MSO's have expressed concern over ownership by utilities because, it is said, the utilities already control access to poles and therefore have an unfair advantage. □

FCC leaning toward must carry

Commission will probably unanimously reaffirm new rule, including A/B switch; broadcasters set to lobby Congress for permanent rule

With the FCC's stay of its must-carry rules (BROADCASTING, Dec. 29, 1986), the cable industry won a reprieve from having to give customers free A/B switches. Yet that relief looks to be only temporary.

Meanwhile, the broadcast industry is already mobilizing to get Congress to pressure the FCC into rewriting the rule more to its liking.

As of last week, it appeared that, on reconsideration, the FCC's reaffirmation of its must-carry requirements, including the A/B switch obligations, may be unanimous, even though Commissioner James Quello has expressed doubts about A/B switches, and Commissioner Mimi Dawson has asserted that the switch requirements were an "anachronistic throwback to the days of regulatory micromanagement [that] casts much too large a shadow for me to accept" (BROADCASTING, Dec. 8, 1986).

The fact remains that the commissioners voted unanimously to implement their rules. Chairman Mark Fowler and Commissioners Dennis Patrick and Patricia Dennis made a point of their continuing belief in the rules in a joint statement that was issued in tandem with the stay (BROADCASTING, Dec. 29, 1986). Commissioner James Quello, who would clearly prefer more permanent carriage obligations, told BROADCASTING last week that if the majority were to reaffirm its order on reconsideration, he would concur. "I'll go along, with some reservations," said Quello. One well-placed FCC source said it would be "difficult" for Dawson to change her vote on reconsideration if the Fowler-Patrick-Dennis bloc continues embracing the A/B switch requirement.

FCC sources also did not appear to be contemplating making substantial changes in the rules last week. Instead, they were using expressions like "fine tuning" and "tweaking" to describe the manipulation they conceded the order may require.

Sources implied that one "tweak" might correct what is said to be a commission oversight. The rules as issued would require cable operators to install A/B switches in areas where no over-the-air TV signals are available or where the only over-the-air signals are UHF. An A/B switch, which is designed to let cable subscribers choose off-air or off-cable reception, would be useless in areas

Pornography point of view at FCC

The jury is still out on how the FCC will resolve the three obscenity/indecency proceedings currently outstanding against licensees. But it appears that Diane Killory, the agency's new general counsel, may have a mitigating effect on agency activism in the area. She appears less militant about agency porn enforcement than her predecessor, Jack Smith, and she told BROADCASTING last week that she won't approve more indecency/obscenity actions against licensees before she has reviewed the subject.

Without Smith's blessing, James McKinney, FCC Mass Media Bureau chief, would not have formally asked the three licensees—Pacifica Foundation, licensee of noncommercial KPFK(FM) Los Angeles; the University of California, licensee of noncommercial KCSB-FM Santa Barbara, and group owner Infinity Broadcasting, licensee of WYSP(FM) Philadelphia—to respond to allegations that they had aired "obscene or indecent" programing.

In a Dec. 23, 1986, memo to the commissioners, Smith made it clear where he stood on broadcasts of what he apparently believes is smutty material. "Children continually exposed to the sexual banter of a Howard Stern [Infinity's morning-drive personality], with his questions as to your penis size and constant hammering that you're not normal unless you are having casual sex on a daily basis, begin to change their attitudes about life, relationships and themselves," Smith said. "Society has to bear the costs of a warped attitude toward sex and human relationships, including increased sexual violence, social diseases, teen-age pregnancy, broken homes and parentless children."

Smith also said the descriptions of "homosexual anal sex" at issue in the Pacifica complaint "may not be allowable" at any time during the broadcast day. "Broadcasters are watching these proceedings to see how far they can go," Smith said. "If we walk away now, the floodgates will be open, and much of broadcasting may begin to look like George Bailey's nightmare town in the movie classic, 'It's a Wonderful Life.' "

In an interview last week, Killory said she wasn't "rabid" about having the FCC "go out of its way" on obscenity and indecency enforcement. She recognized that there is a federal obscenity statute and that the courts have held that obscenity is not protected by the First Amendment. "The question is: 'Should the FCC determine what's obscene or indecent in the first instance?' " she said. "Any time we get into the First Amendment area, we ought to proceed cautiously." She added: "I don't think we should cast our net too wide."

that aren't served by any broadcast TV stations, and since cable operators generally connect their cables to the VHF terminals on a TV set, it has also been argued that A/B switches would be useless in areas served solely by UHF stations. (Continental Cablevision, which asked the FCC to stay the A/B switch aspects of its rules pending reconsideration, alleged it would cost it $500,000 to install the switches at its Fresno, Calif., system, where it contended no local VHF signals are available off the air.)

FCC sources confirmed that among the reasons the commissioners issued the stay was the belief that such unanswered allegations could contribute to the case for the appellate court staying the rules. Also motivating the stay, sources said, was the commission's desire to be able to tell the court that it had considered and responded to the criticisms of its rules.

The FCC is likely to run into some opposition from Capitol Hill. Last week, broadcasters were soliciting support in Congress for a permanent must-carry rule. Broadcasters feel strongly that the A/B switch regulations should not be a substitute for must carry. (The National Association of Broadcasters, and the National Cable Television Association and the Community Antenna Television Association [with the endorsement of the Television Operators Caucus], have recommended that the FCC give cable operators an option of either complying with permanent broadcast signal carriage requirements or complying with the A/B switch information and installation regulation.)

"We're counting on Congress playing an important role in this," said John Summers, the NAB senior executive vice president for government relations. Congress, he stressed, has made it clear it wants a rule. That's a key factor he thinks the FCC is overlooking. Summers and Preston Padden, president of the Association of Independent Television Stations, met last week with Thomas Ryan, chief counsel for the House Energy and Commerce Committee; Representative Edward Markey (D-Mass.), who is expected to chair the House Telecommunications Subcommittee, and Paul Smith, minority counsel for the subcommittee. Once the 100th Congress convenes this week, the broadcasters are expected to step up their lobbying activities.

What direction Congress will take—whether it goes beyond the letter-writing stage to hearings and legislation—is unclear. One source predicted it would only amount to letters to the FCC: "We'll again witness the epistolary wars."

One Hill source who heard from the broadcasters noted: "You may see a lot of interest in doing something on must carry." According to that source, until the FCC "junks the A/B switch," Congress will continue to be troubled by the new rules. The rules' sunset provision also is said to lack support.

At least 28 members of the House Energy and Commerce Committee wrote the commission last year urging it to come up with a must-carry rule. "It looks like the FCC is not doing what it's suppose to do," said one House aide. □

Fowler criticizes Dougan

FCC chairman thinks she erred in sending deputy to Intelsat board of governor's meeting

The U.S. machinery for dealing with the International Telecommunications Satellite Organization is showing signs of severe strain. FCC Chairman Mark Fowler twice last month fired off letters to Ambassador Diana Lady Dougan, complaining bitterly of what he regarded as her unilateral conduct of relations with the international organization. The immediate cause of the strain is Intelsat's internal investigation into the apparent financial irregularities that led the board of governors to dismiss Director General Richard Colino and the deputy director general, Jose L. Alegrett.

In a letter dated Dec. 15, 1986, Fowler protested Dougan's action in sending her deputy, Rush Taylor, to an executive session of the board of governors meeting on Dec. 4. The session set the guidelines for the investigation that is now being conducted by outside counsel and auditors under the control of a special committee of former chairmen of the board. And in a letter dated Dec. 24, Fowler protested Dougan's action in writing to the chairman of the Communications Satellite Corp., the U.S. signatory to Intelsat, demanding to be fully apprised of the results of the investigation. The information Intelsat shares with U.S. authorities, she told Chairman Irving Goldstein, "should not be limited" (BROADCASTING, Dec. 22, 1986).

In both cases, Fowler said, Dougan, who is the U.S. coordinator and director of State's Bureau of International Communications and Information Policy, had failed to coordinate her actions with the commission and Commerce's National Telecommunications and Information Administration, as he said was required by law and executive order. Indeed, he said Dougan's letter to Goldstein, by failing to reflect the commission's role, "gives the clear and unacceptable impression that the commission is to be excluded from access to information provided to the State Department and participation in any briefings by or discussions with Comsat" regarding the investigation.

Fowler's letters were clearly a reflection of a determination to protect the commission's turf in dealings with Comsat and Intelsat. Interestingly, NTIA, which had engaged in vigorous turf battles with Dougan on the same issues early in the Reagan administration, had nothing to say about the matters raised by Fowler. One NTIA official said the agency had not had an opportunity to review Fowler's letters; he said NTIA had not seen the Dec. 24 message. Another official, told that State considered NTIA to be "neutral" in the controversy, said that was "not an inaccurate statement."

Dougan has not responded to Fowler's letters. However, a spokesman said a memorandum containing a legal justification for the actions that concerned the commission chairman has been prepared and was awaiting Dougan's signature. She had been out of Washington on year-end leave. The spokesman said the department is convinced Dougan's actions were "necessary and proper."

Dougan's decision to send Taylor to the executive session of the board of governors—an action not publicly revealed until last week—was said to have been made in the face of objections from Comsat officials, including Joel Alper, president of Comsat's Space Communications Division and a past chairman of the Intelsat board of governors. They are said to have warned that the decision would adversely affect U.S. efforts to secure board approval of the PanAmerican Satellite Corp. proposal to establish a sepa-

Sillerman, Telstar to purchase SelecTV

Telstar Corp. has reached an agreement with Clarion Corp., owner of Los Angeles-based SelecTV, to purchase the 200,000-subscriber pay programing service that has been the subject of takeover rumors for months. A spokeswoman for the new parent company said the deal is in the "multimillion-dollar" range.

Robert Sillerman, chairman of Sillerman-Magee Communications Management Corp., a New York-based investment banking firm and the majority shareholder of Telstar, will head SelecTV in his role as chairman and chief executive officer of the newly formed Telstar Entertainment Group.

Under the terms of the deal, which is subject to approval by regulatory agencies, some of the pay service's top executives will eventually move into Telstar's Los Angeles offices. The Telstar spokeswoman said the merger would not result in the layoffs of any of SelecTV's 200 employes.

SelecTV airs about 100 hours of programing per week over UHF station KWHY-TV Los Angeles. The fare includes 12 to 15 movies, and sporting events from Prime Ticket, such as Los Angeles Lakers and University of Southern California basketball and Los Angeles Kings hockey. The service has 100,000 satellite master antenna television subscribers in Los Angeles, and another 100,000 SMATV, LPTV, subscription and TVRO home dish subscribers in New York, Dallas, Houston and Sacramento, Calif. SelecTV expects to enhance its market under a previous agreement with Amway Corp., which will exclusively market its TVRO programing, according to the spokeswoman. "Amway projects it will double the current viewer base in the near term," she said.

rate satellite system. Fowler even telephoned Dougan at her home the night before the executive session, and according to some sources, not only objected to the decision she had made but vigorously criticized her handling of her job.

Dougan's actions are said to have wide support within the department. They are also said to have been driven at least in part by a determination to demonstrate to Congress the control she is exercising over the U.S. role in Intelsat's investigation of the Colino matter. Last summer, two subcommittees of the House Foreign Affairs Committee in a joint hearing severely criticized her for a U.S. defeat on a PanAmSat issue at a board of governors meeting (BROADCASTING, June 30, 1986). Members of the panels said the U.S. had not been adequately prepared.

Two meetings on the issues Fowler has raised have been held. One involved the principals—Fowler, Dougan and Alfred Sikes, head of NTIA—and was held in Fowler's office on Dec. 16. It was described last week as a "post mortem" on the board of governors meeting. But, as Fowler noted in his letter of Dec. 24, the matters were discussed "after the fact," since Dougan had sent her letter to Goldstein on the 15th. A second meeting, involving staff, was held at the State Department several days later, according to one official. Its purpose was said to be to "implement" Dougan's letter to Goldstein. □

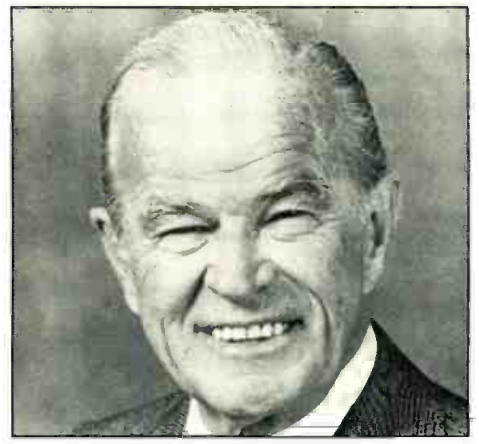
Jack Kent Cooke buys McCaw cable

He pays $775 million-$800 million for MSO with 42 systems, 433,000 subs

McCaw Communications Companies Inc., the nation's 22d largest cable multiple system operator with 433,000 subscribers on 42 systems, has been sold to Jack Kent Cooke, the business and sports entrepreneur, for a price estimated between $775 million and $800 million (from $1,789 to $1,847 per connection). The cable group had been on the market since November (BROADCASTING, Nov. 24, 1986) when McCaw announced its intention to concentrate its investments in cellular radio.

The acquisition marks a dramatic return to cable for Cooke, who founded American Cablevision in 1964 and later joined B&B American with Teleprompter Corp. to create the country's then largest MSO, of which he was the chief executive officer. When that company was sold to Westinghouse, Cooke became chairman of Group W Cable. "I look to this transaction to become the cornerstone of an ever-expanding cable TV enterprise," Cooke said upon announcement of the McCaw deal last week.

Cooke, whose wide interests include real estate (Chrysler and Kent buildings in New York) and sports (Washington Redskins, Elmendorf Farm racing stables), also owns the *Los Angeles Daily News*. Craig McCaw, chairman and chief executive officer of the selling company, is a son of the late J. Elroy McCaw, a prominent group broadcaster. McCaw Communications is 45% owned by Affiliated Publications.



Cooke

Cooke, who would not discuss the financial aspects of the deal, has been trying to buy his way back into the cable business for the past two years. "I've never lost my appetite for cable television," he said. "I've just been waiting for the opportunity to get back in a proper and important way. This one just suits me perfectly because of the high caliber of operation of these systems by McCaw." □

VOA brings word to Chinese protesters

The demonstrations of university students in Shanghai complaining about living conditions and demanding a greater degree of democracy have produced fall-out highly pleasing to the Voice of America. The students have demonstrated their respect for and dependence on the service in a highly visible manner: For a time, they made a 24-year-old American, who is a VOA stringer, a symbol of their desire for a more open society. To VOA officials in Washington, the demonstrators were giving voice to the high regard they say Chinese generally have for the Voice.

The focus of the student demonstrators' feelings was Maxwell Ruston of Santa Barbara, Calif. He is a 1984 graduate of Colby College, Waterville, Me., who does pieces for the VOA while taking graduate courses in Mandarin at the China Peoples' University. When he told members of a crowd in People's Square in downtown Shanghai on Saturday (Dec. 27) that he worked for the Voice, a crowd of well wishers began assembling that, as he said on ABC's *Nightline*, on Tuesday, grew to some 5,000. Although the students were cheering and applauding, their sheer numbers became so oppressive, Ruston said, he felt compelled to break free. He finally was whisked away by police in a car with tinted windows.

VOA officials say the Voice is the dominant international radio service in China. And Ruston said the students feel it provides information that is not available from the government-controlled press—accurate reporting, if any, of the demonstrations. A *Washington Post* reporter in Shanghai quoted one of the students as saying: "We can trust the VOA. We can also listen to the radio broadcasts from Taiwan, but they do not tell the truth."

The Voice, which broadcasts nine hours a day in Mandarin to China—it intends, in the spring, to replace one of those hours that is a repeat with an hour of original programing in Cantonese—says its audience in China is conservatively estimated at 13 million. Officials say the actual audience is probably much more; Chinese contacts have placed the total at close to 60 million. Of course, even that would be only a small percentage of the country's one billion population.

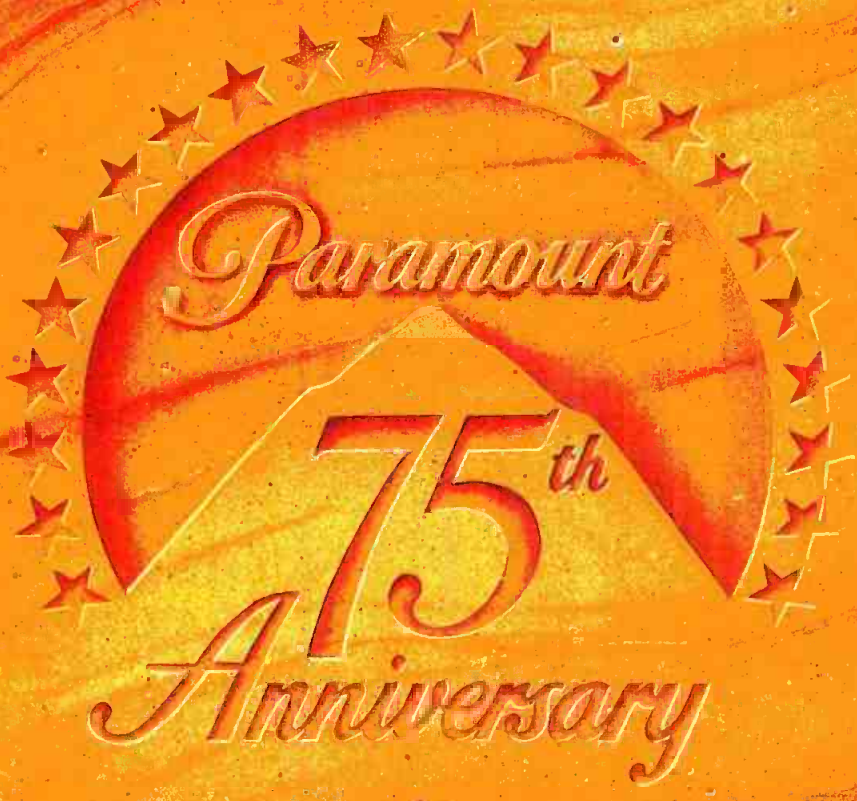
VOA Director Richard Carlson said the demonstration of affection for Ruston, as a representative of the Voice, is an indication of the manner in which the Chinese rely on the service in a crisis. He and three other VOA officials—Ed DeFontaine, director for news and English Broadcasting; Edward Warner, chief of current affairs, and W. Anthony Sarita, chief of the Chinese branch—spent two weeks in Beijing, Shanghai and Canton in November to discuss an exchange of U.S. and Chinese broadcasters, and said he heard praise for the Voice from government officials and found respect for it from ordinary citizens.

There was the airplane trip from Beijing to Shanghai, for instance. The pilot announced the presence of the four VOA officials on board and, Carlson said, started a mass movement of friendly passengers who wanted to speak to the Americans. "More than 50% of the passengers" indicated they listen to the Voice, Carlson said. What's more, Carlson said the VOA bureau chief in Shanghai, Mark Hopkins, "gets lots of congratulations from the Chinese impressed with the thoroughness of the VOA coverage."

The student demonstrations are reported to have caused some Chinese officials to complain about the VOA, however. One is said to have accused it of attempting "to ignite sparks for demonstrations." But Carlson said the Voice is exercising particular care in its reporting of the demonstrations. "We are doing no editorials or analyses," he said, "and we are even weighing our adjectives very carefully."

Carlson is looking ahead to even greater listenership in China. He said he had reached "an agreement in principle" with Shanghai Radio (which claims some 50 million listeners) and Shanghai Television to advertise VOA programing.

THE PEAK PERFORMERS



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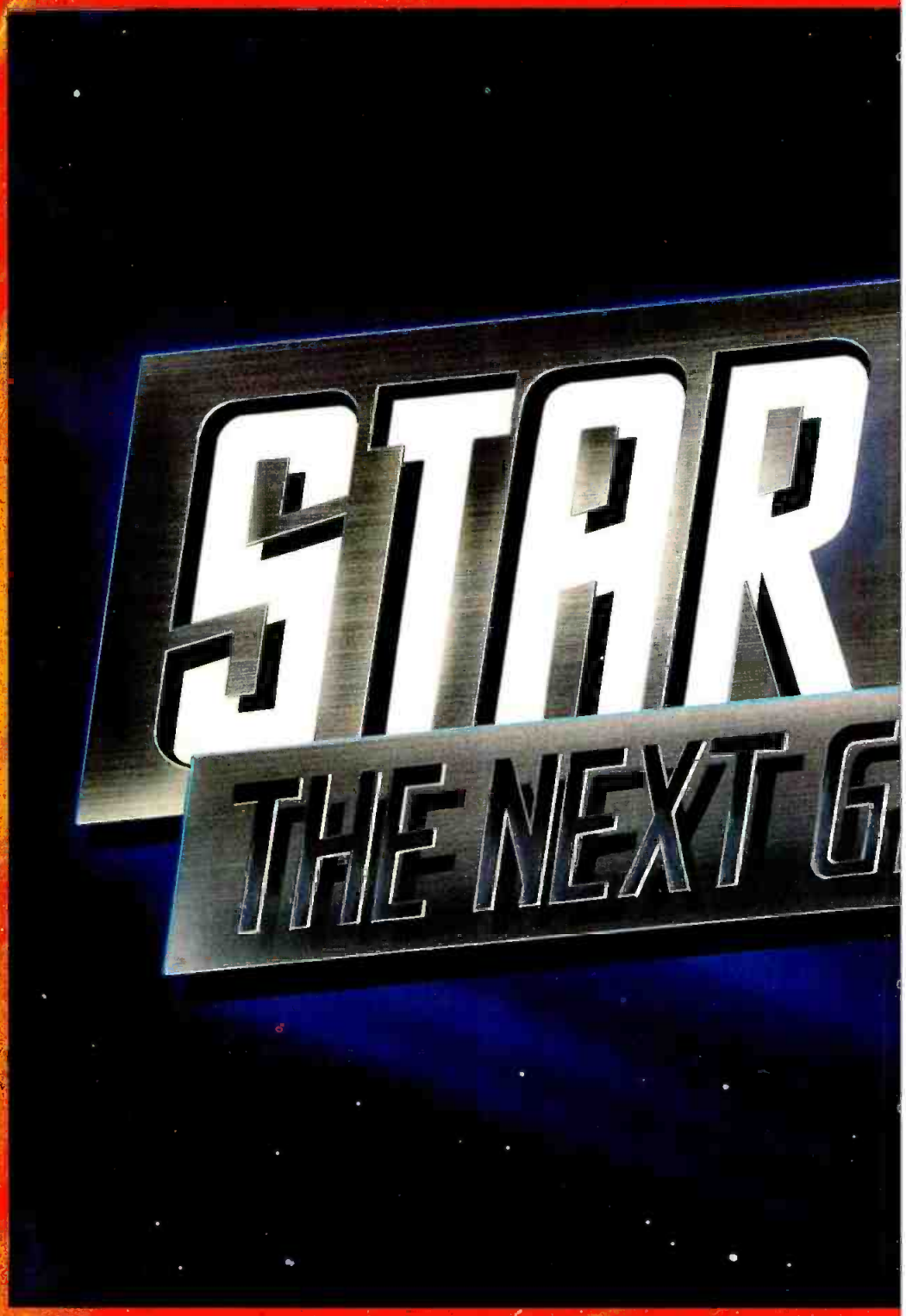

The show that's boldly taking TV syndication where no show has gone before.

Accelerate your ratings, demos and sales to warp speed as the legend continues. With 26 first-run hours, including a two-hour world premiere movie, "Star Trek: The Next Generation" is the greatest programming opportunity in the history of the universe.

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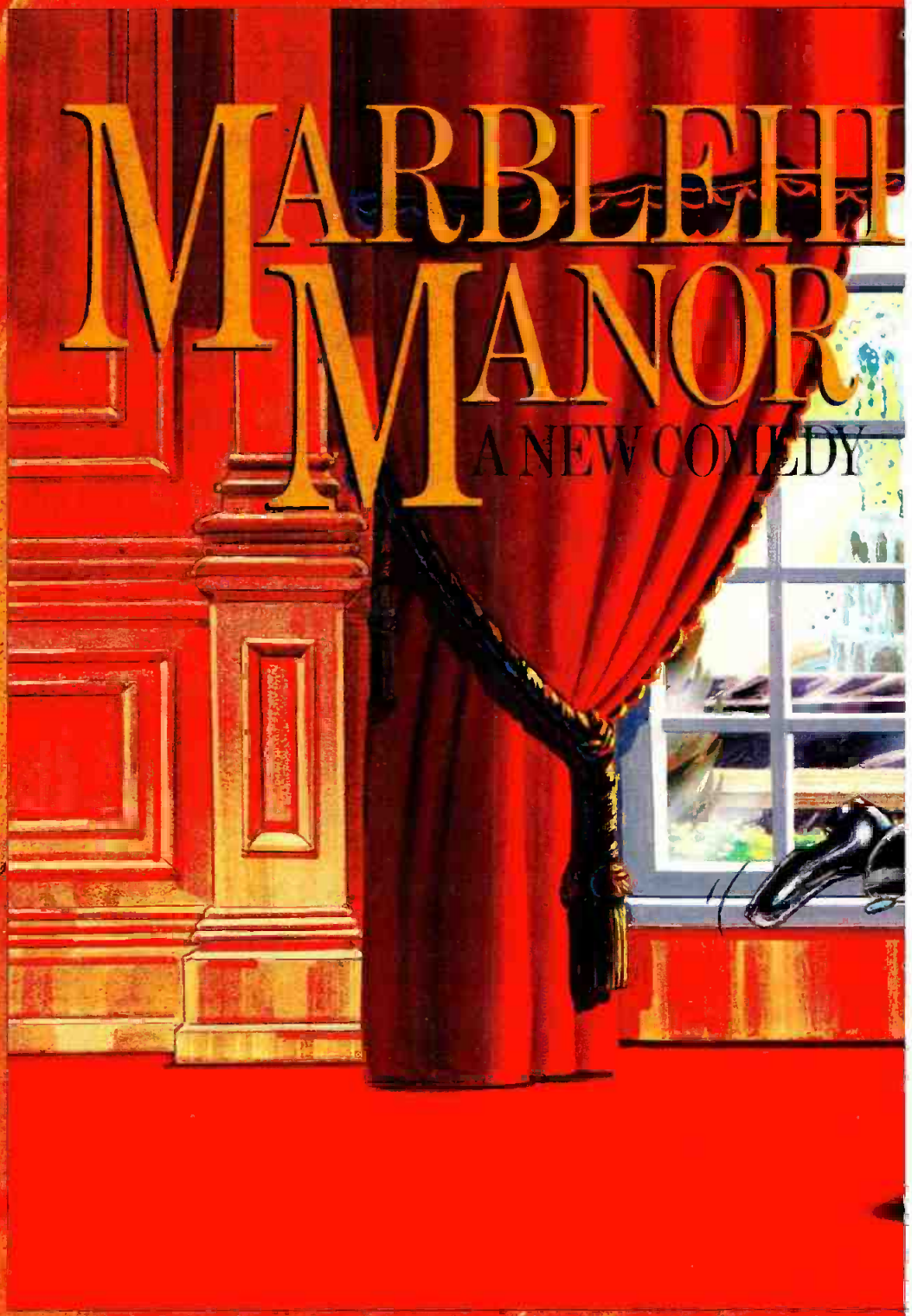
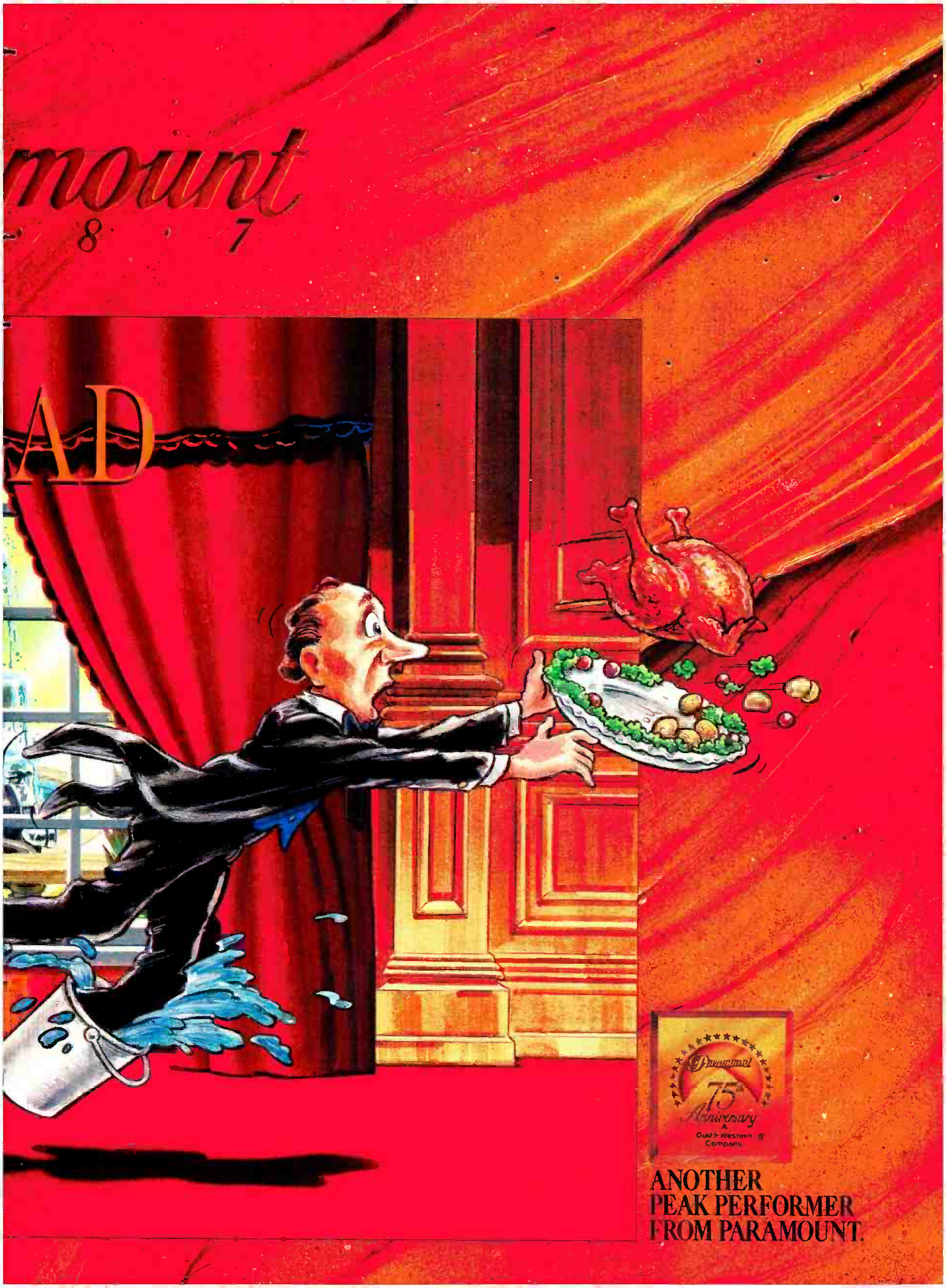
TREK
ENERATION

ANOTHER
PEAK PERFORMER
FROM PARAMOUNT.



The hottest new property in syndication is right in your own backyard.

Welcome to "Marblehead Manor"—a place where even the help needs help. Already purchased by 85 stations and the NBC owned stations for access, this original first-run comedy is ready to bring the house down in your market. So hurry, while there's still time to make your move.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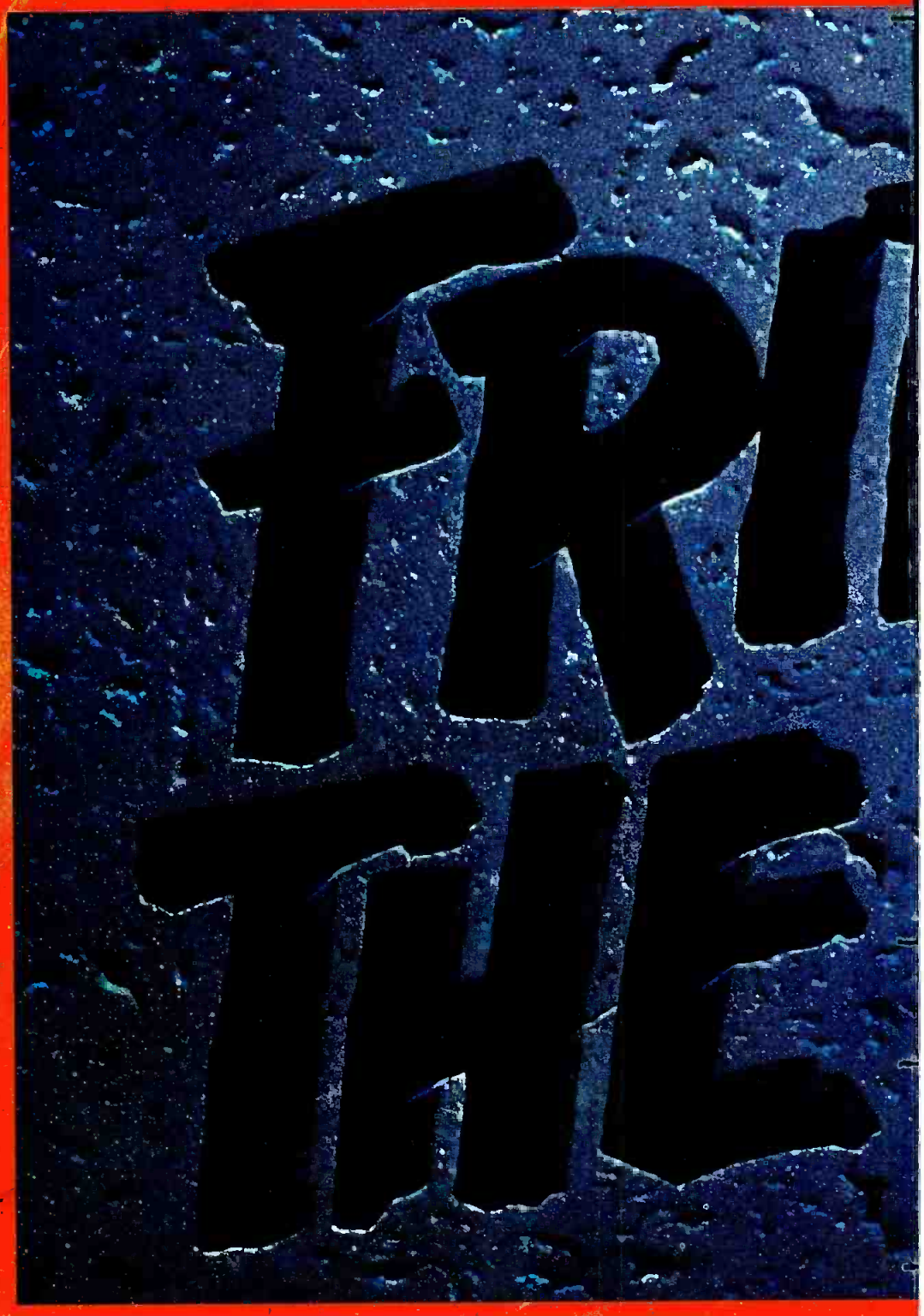

Finally a late night show where people don't talk. They scream.

Don't panic. "Friday The 13th" may still be available in your market. But if you want to create fear in the hearts of your rivals, you'd better be quick. "Friday The 13th" has sold so fast, it's scary.

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DAY 13TH

THE TV SERIES

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PEAK PERFORMER
FROM PARAMOUNT.

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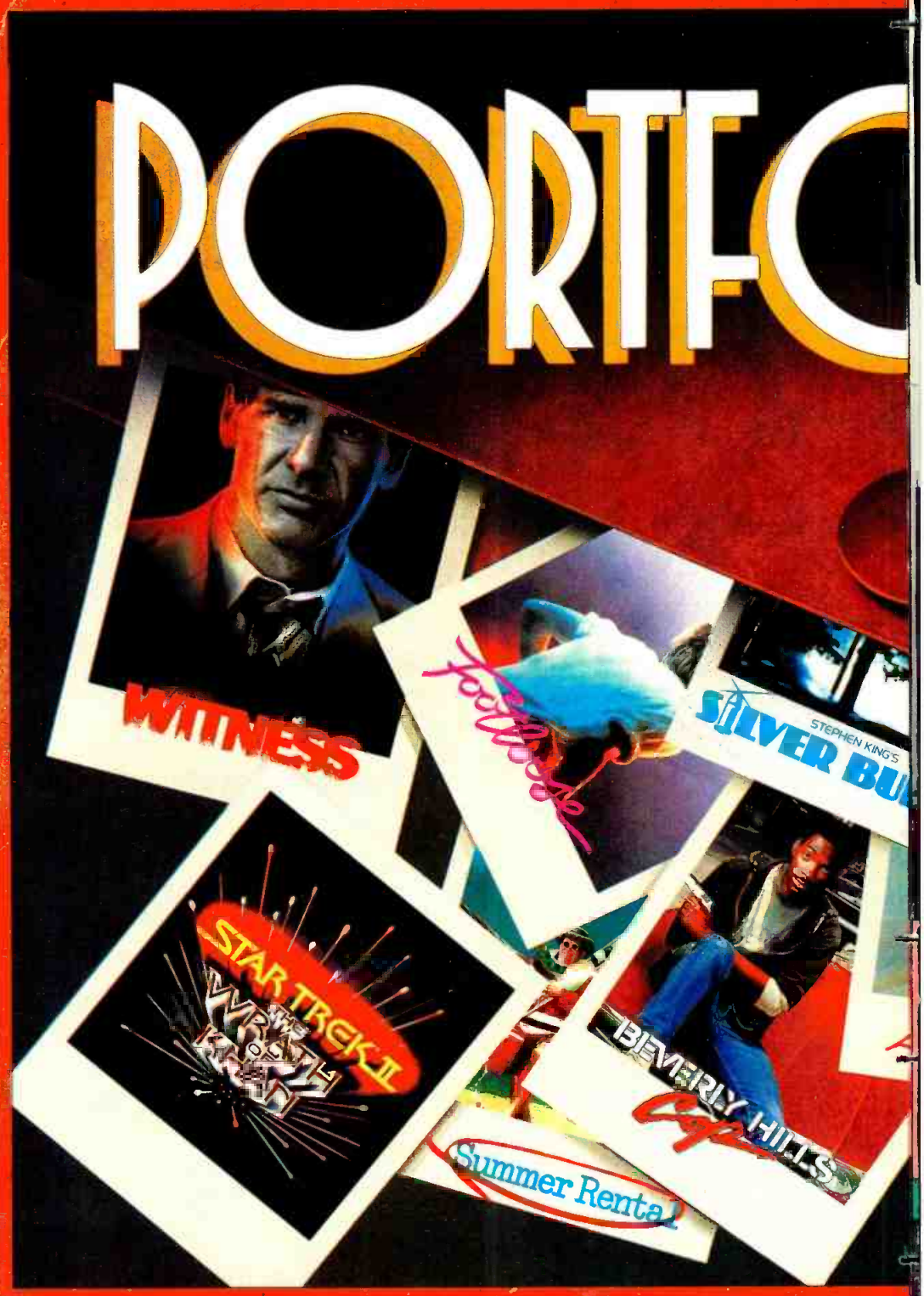

We made our movie package sound like an investment. Because that's what it is.

Paramount Portfolios have always generated high interest. Some stations said Portfolio X was better than Portfolio IX. Some said Portfolio XI was better than Portfolio X. And some are saying Portfolio XII is better yet. Of course, at Paramount we like to think the best is yet to come. With blockbusters such as Top Gun, Crocodile Dundee, Star Trek III, Star Trek IV and Ferris Bueller's Day Off in current release, your future investment is already guaranteed.

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OLIO XII

ANOTHER
PEAK PERFORMER
FROM PARAMOUNT.

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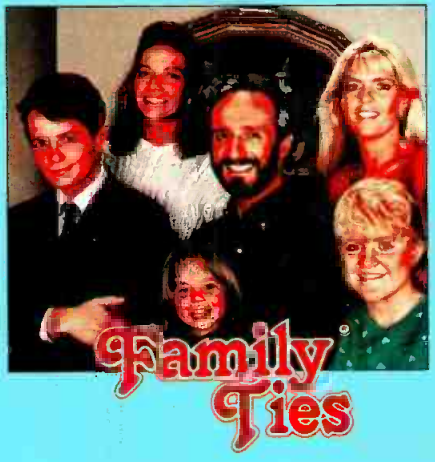

And now, a word about something we take very seriously.

Continuing our tradition of great comedy, Paramount is proud to offer three of the most watched, most loved programs in television history, "Family Ties," "Cheers" and "Webster." And in the same spirit, we are equally proud to announce that the newest member of our comedy family will be available soon. "Brothers."

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MORE
PEAK PERFORMERS
FROM PARAMOUNT.

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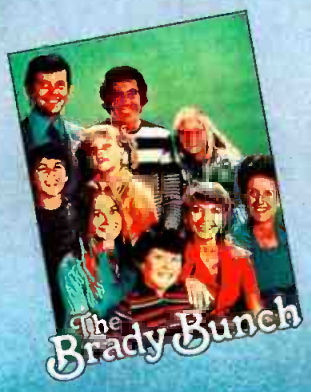

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Where Things Stand

A quarterly status report on the unfinished business of electronic communications

Advanced television systems. National Association of Broadcasters and Association of Maximum Service Telecasters will begin demonstrations of high-definition TV transmission in Washington this week (Jan. 7). Groups will transmit two-channel HDTV signal in UHF-TV band using Japanese-developed 1,125-line, 60 hz HDTV technology and Muse bandwidth compression system. Month-long tests will also include HDTV terrestrial transmissions in 13 ghz direct broadcast satellite band (BROADCASTING, Oct. 27, 1986).

Efforts to establish world studio HDTV standard based on same 1,125-line system had failed at May plenary meeting of International Radio Consultative Committee (CCIR). To disappointment of supporters including U.S., Canada and Japan, determination of HDTV standards will now be tabled until end of next CCIR study cycle in 1990, with special technical meeting on topic in late 1988 (BROADCASTING, May 19, 1986).

Downfall of proposal was strong opposition of Western European governments. France, Great Britain, West Germany and others argued for more "evolutionary" approach to advanced television to fit with European direct broadcast satellite systems now in planning. European nations have begun four-year, $180-million study of alternative, 50-hz HDTV technologies under European Communities-sanctioned Eureka project (BROADCASTING, Sept. 29, 1986).

Despite standards delay, number of HDTV productions for television and theatrical release using 1,125-line systems are already under way at Canadian Broadcasting Corp., Italian state broadcaster RAI and by producers David Niles in Paris and Barry Rebo in New York (BROADCASTING, June 2 and Dec. 22, 1986).

Enhanced-definition television (EDTV), which can use wider bandwidths with satellite or terrestrial broadcasting for improved 525-line systems, has also been subject of protracted debate. Scientific-Atlanta's B-MAC (multiplexed analog component) satellite delivery system is candidate for applications involving enhanced video.

Advanced Television Systems Committee (ATSC) technology group reached tentative agreement in March 1986 to use B-MAC for satellite services planning to transmit component video. But unresolved patent issues have since hampered effort to reach final consensus on technology, with impasse still apparent at group meeting last month (BROADCASTING, Dec. 15, 1986). B-MAC was also chosen for direct broadcast satellite applications in controversial decision of DBS industry group in February 1986.

ATSC has also revived nearly abandoned technology group on improved NTSC systems. Currently topping committee agenda is whether to recommend elimination of NTSC "setup," easing future implemention of component video technology.

□

AM-FM allocations. United States and Mexico finally signed AM agreement enabling more than 320 U.S. daytimers operating on Mexican clear channels to operate full time and permitting more than 2,000 daytimers to operate up to two hours after local sunset (BROADCASTING, Sept. 1, 1986).

FCC has announced opening of first processing window for more than 1,000 new commercial FM stations that could result from its Docket 80-90 FM allotments (BROADCASTING, Sept. 30, 1985). Mass Media Bureau is hoping to open two 80-90 windows each month for about three years and is staggering acceptance of 80-90 applications during each window, taking one channel number at time. Order in which applications will be accepted was determined by randomly ranking 80 FM channels (BROADCASTING, May 13, 1985).

FCC will give AM daytimers opportunity to get substantial preferences for all new FM stations (BROADCASTING, March 18, 1985). Commission also discarded traditional cut-off procedures for new or modified commercial FM facilities, opting instead to use filing windows. First window, for 167 vacant allotments and minor modifications, drew 1,181 applications (BROADCASTING, Aug. 26, 1985). That window closed July 12, 1985. Any new allotments resulting from additional FCC orders—responding to rulemakings to amend table under new Docket 80-90 separations criteria, which can be initiated now—also will be processed with windows. Commission will use comparative hearings, not lotteries, to award grants.

U.S. and other western hemisphere countries in May 1986 concluded first session of conference that will establish plan for use of 100 khz of spectrum that 1979 General World Administrative Radio Conference added to top of AM band, at 1605 khz. Session laid technical basis for plan to be concluded at second session, in 1988. James McKinney, FCC Mass Media Bureau chief, who headed U.S. delegation, said U.S. came away with what it wanted from conference (BROADCASTING, May 12, 1986).

FCC also has voted to stop accepting applications for new AM daytimers, and it intends to propose, in rulemaking, that ban be permanent (BROADCASTING, Dec. 22, 1986). Theory is that freeze helps improve AM service since new daytimers, according to FCC official, can stand in way of efforts to improve lots of daytimers already in place on adjacent channels. FCC official also said it's unlikely that it will ever be able to help new daytimers broadcast at night.

□

AM stereo. With interest in AM stereo waning because of ongoing marketplace standards battle between Motorola and Kahn Communications, Texar Inc., Pittsburgh manufacturer of audio processors, has asked FCC to reverse its 1982 decision and adopt one system as national standard. Texar believes quick decision on standards question and proliferation of stereo service is critical to future of declining AM medium (BROADCASTING, Sept. 29, 1986).

But before FCC acts on petition, it wants to see results of National Telecommunications and Information Administration's study on how effective marketplace has been in establishing de facto standard. Study is expected to be completed by end of January.

FCC instigated marketplace standards battle in 1982 when it decided not to decide which of five proposed systems should be standard for AM stereo broadcasting (BROADCASTING, March 8, 1982). Instead, FCC said broadcasters could begin broadcasting stereo programing using any system they desired. Marketplace forces—interplay of receiver manufacturers, broadcasters and consumers—FCC reasoned, would soon determine which system would be de facto standard. FCC's action was contrary to wishes of most broadcasters and receiver manufacturers who feared marketplace approach would kill AM stereo or at least delay its introduction.

Over past four-and-a-half years, marketplace has winnowed number of competing systems to two—Motorola's C-Quam system and Kahn's single-sideband system. But neither Motorola nor Kahn wants to drop out and, despite their best efforts, neither has been able to knock off other. Motorola is currently in stronger position, boasting long lists of stations using C-Quam system and manufacturers making C-Quam-only radios. But Kahn has loyal group of broadcasters with major stations in major markets committed to staying on air with Kahn system.

Motorola believes key to its victory is proliferation of C-Quam-only radios, which are being marketed by dozens of manufacturers. But Kahn believes consumers will resist buying such radios because they will be unable to tune in stereo signals of Kahn stations. Kahn is encouraging manufacturers to build multisystem radio receivers capable of picking up all stereo systems. So far, only Sony, Sanyo and Sansui have introduced multisystem radios. It's still too early to judge consumer acceptance of C-Quam-only radios, most of which are built for cars.

Kahn system, whose equipment was first to win type-acceptance, was first on air, in July 1982, at KDKA Pittsburgh and KTSA San Antonio, Tex. (BROADCASTING, Aug. 2, 1982). Today, some 85 U.S. stations are on air in stereo using Kahn system and more than 340 using C-Quam.

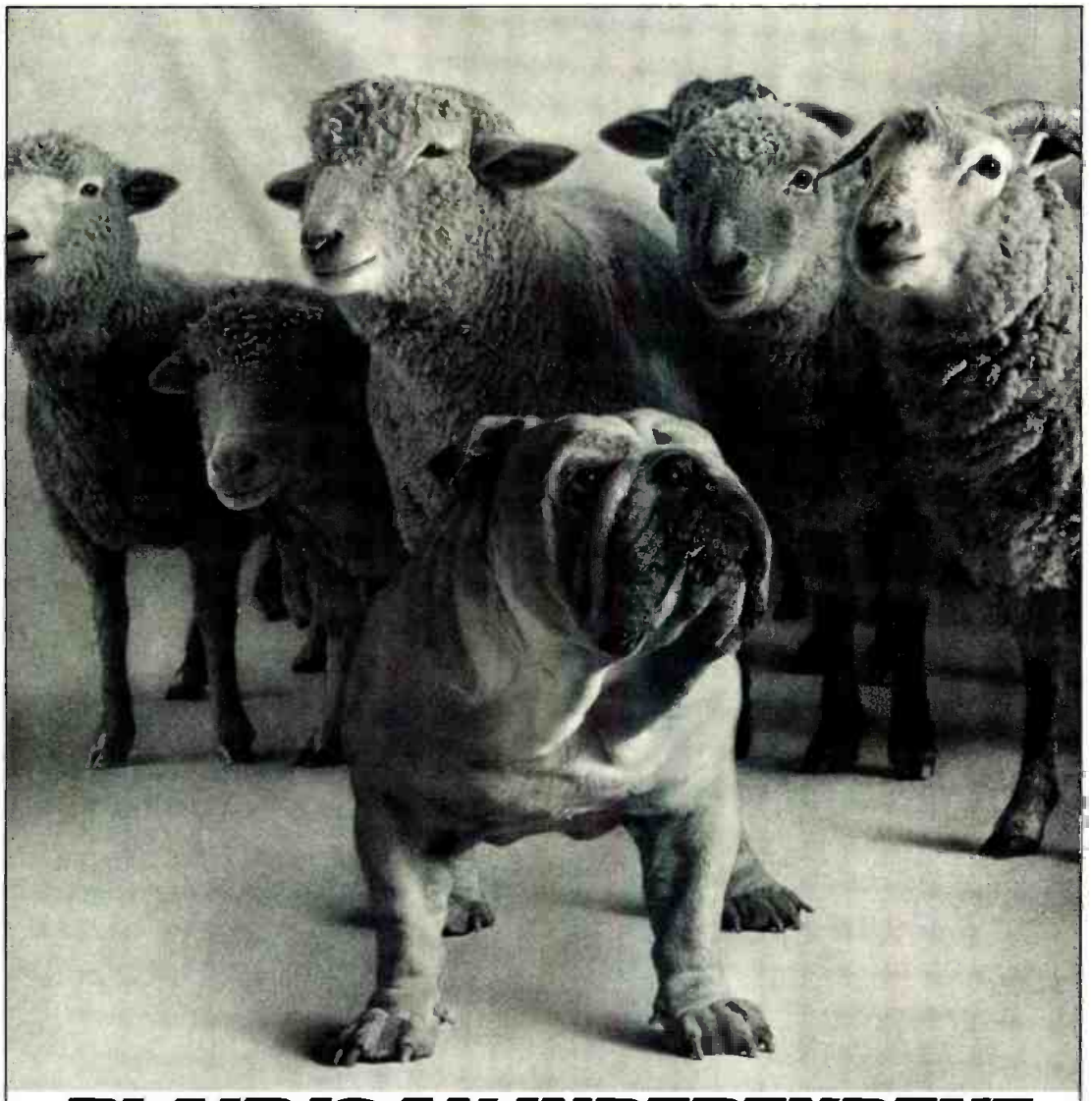
□

Broadcasting in Senate. Senate entered television age on July 29, 1986, when it voted 78-21 to continue gavel-to-gavel television and radio coverage of its proceedings on permanent basis after experimenting with coverage since March (BROADCASTING, March 17, 1986). Senate passed S. Res. 28 by 67-21 vote on Feb. 27, 1986, admitting cameras and microphones on test basis. Radio broadcasts began on March 12, followed by closed-circuit TV test starting May 1. Month later, on June 2, public gained access to coverage, which continued until July 15. At that point chamber was scheduled to go dark for two weeks while Senate reviewed experiment before taking final vote. Senate Major-

Continues on page 140.

INTV 1987

Must carry and spot sales on the minds of independents



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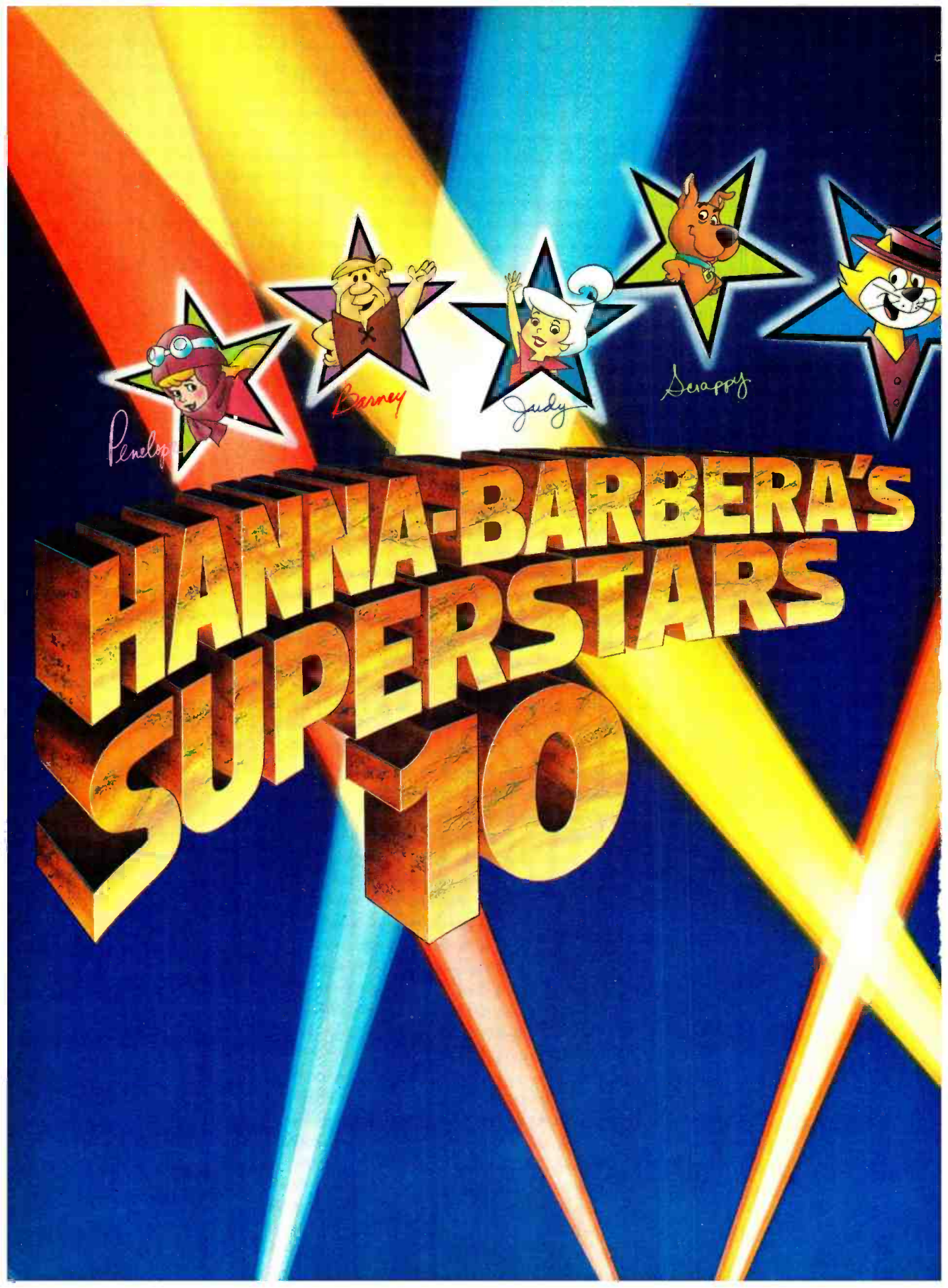
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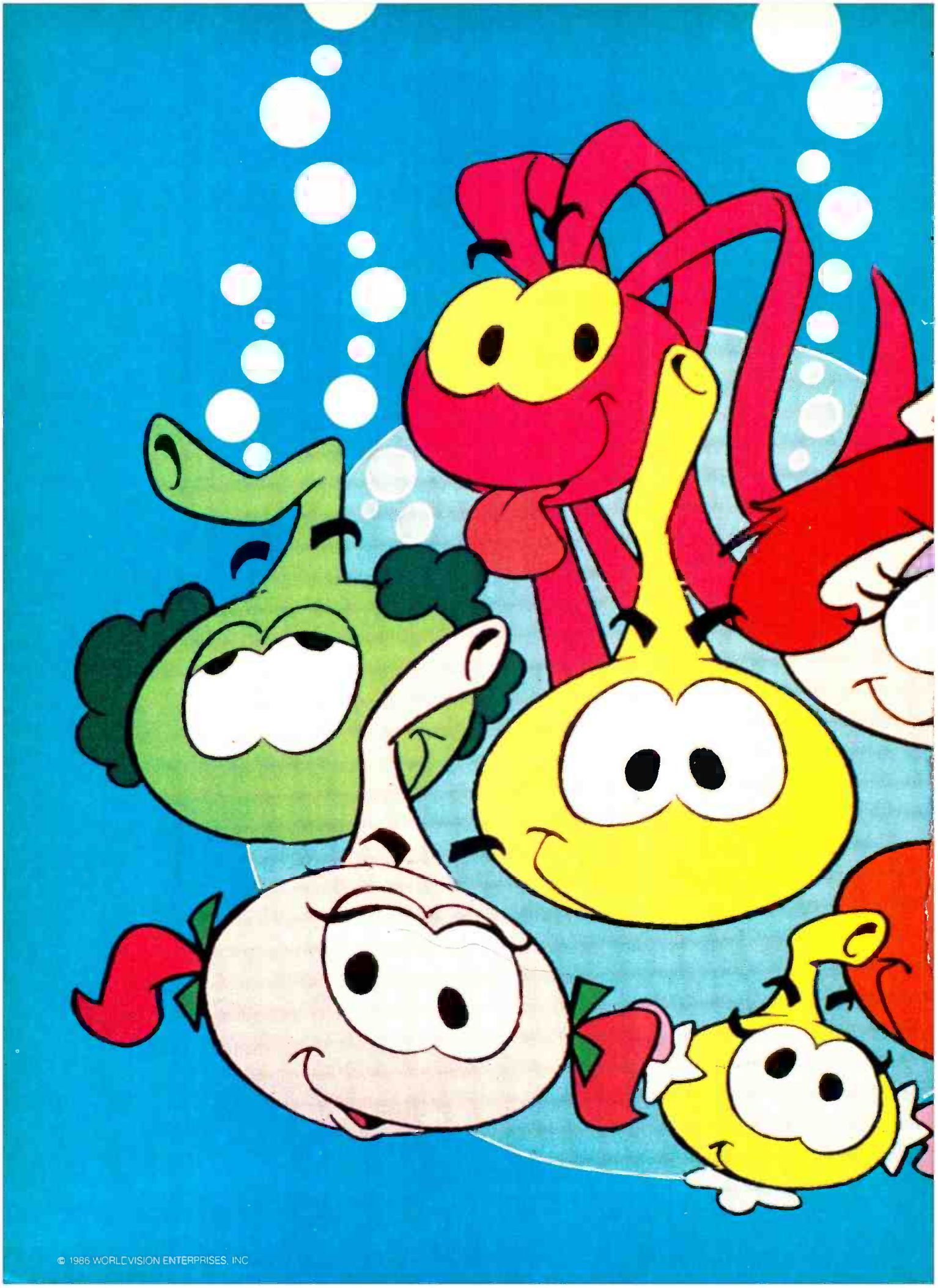

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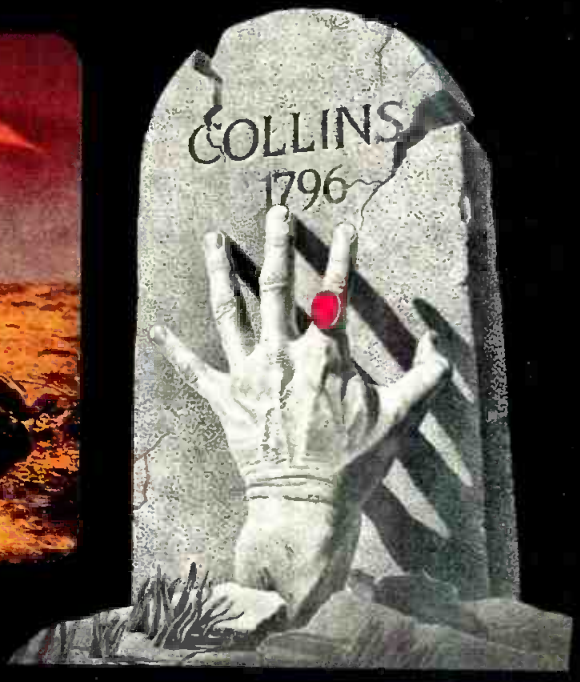

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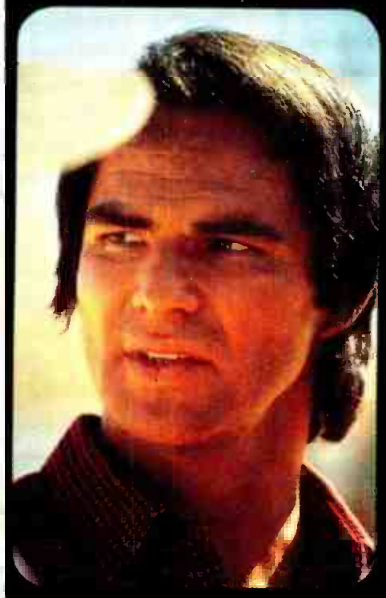

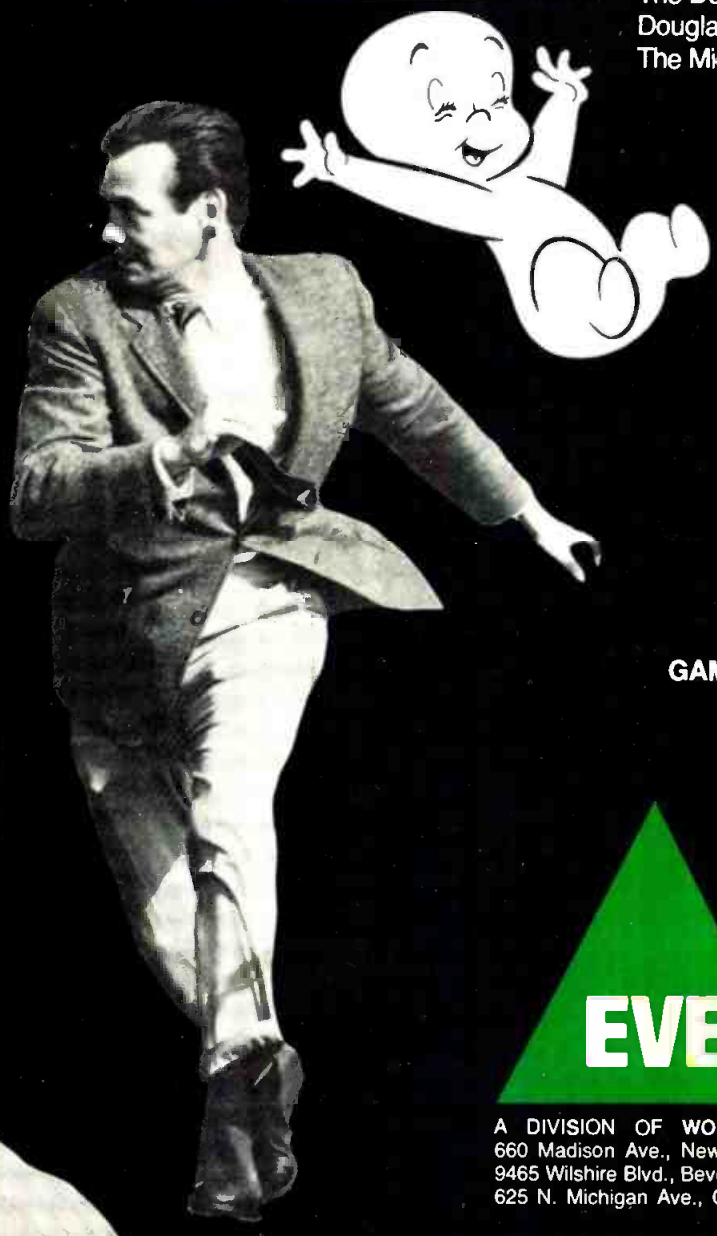

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INTV '87

Independent television, one of the Fifth Estate's healthier segments throughout the 1980's, has been undergoing some growing pains of late. As independent operators gather in Los Angeles this week for their 14th annual convention, there are signs that the gangbuster days of growth have crested, coinciding with a persistent uncertainty over cable carriage and positioning, and changing marketplace economics.

For the first time in this decade, the number of new independents going on the air has dropped—growth reached a high of 35 new stations in 1985, but receded to 28 in 1986. The FCC's stay of its must-carry rules has left many new and potential start-up independents in a state of limbo, without guaranteed cable carriage.

Although independent stations won a number of skirmishes with cable operators over channel repositioning in late 1986, the possibility exists for the controversy to return. And the continued escalation of programing costs, coupled with a soft advertising marketplace in some areas, and heavy debt from station purchases in others, threaten industry stability.

Yet the general health of the industry remains vibrant. Independents continue to be cited as a cause of network viewing erosion. A study of spot television concludes that the worst is over, with upturns expected in 1987 and 1988. The program payment problem notwithstanding, the symbiotic bond between program suppliers and independent stations remains strong—as a look through the pages of this issue makes clear.

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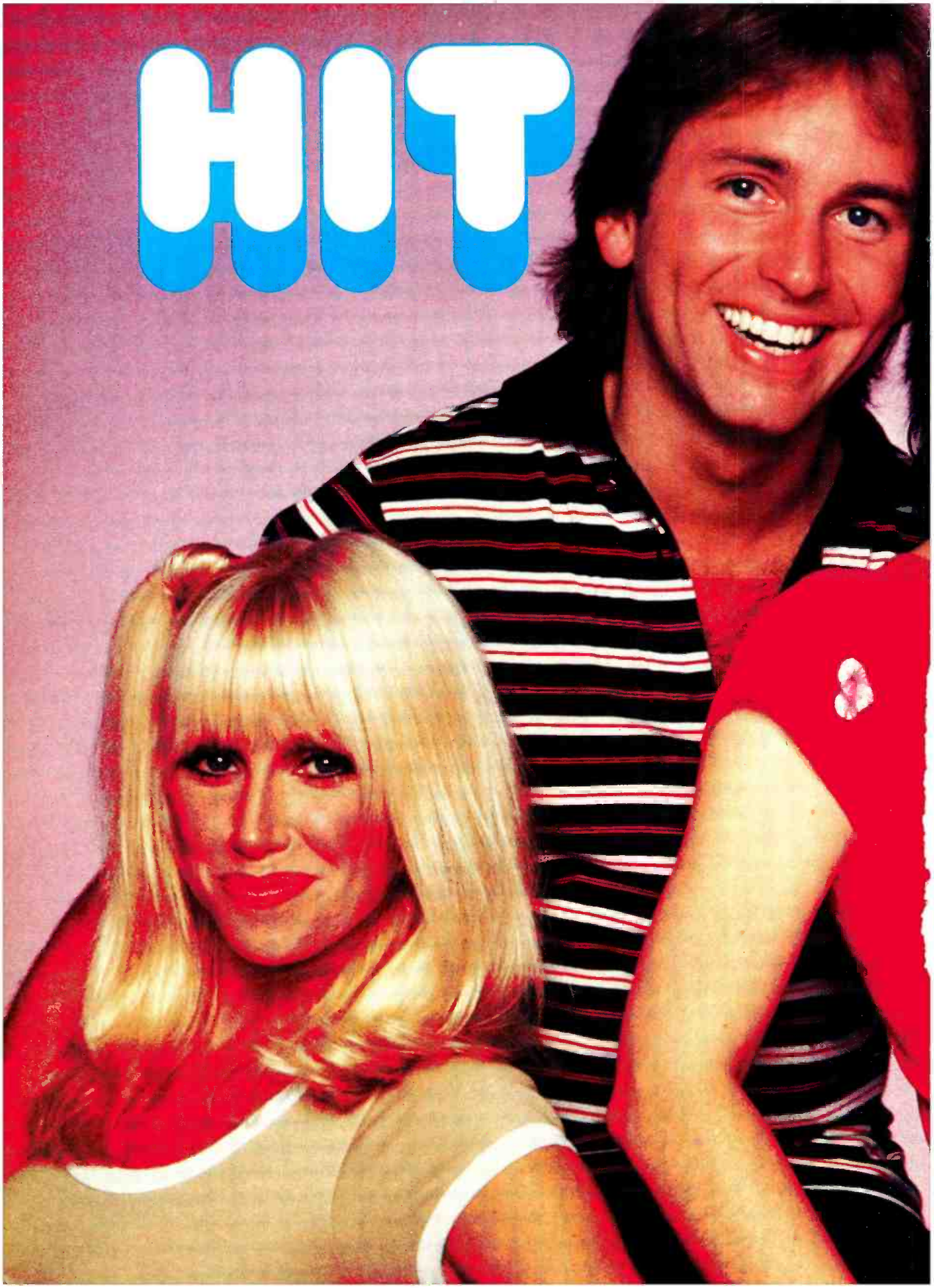

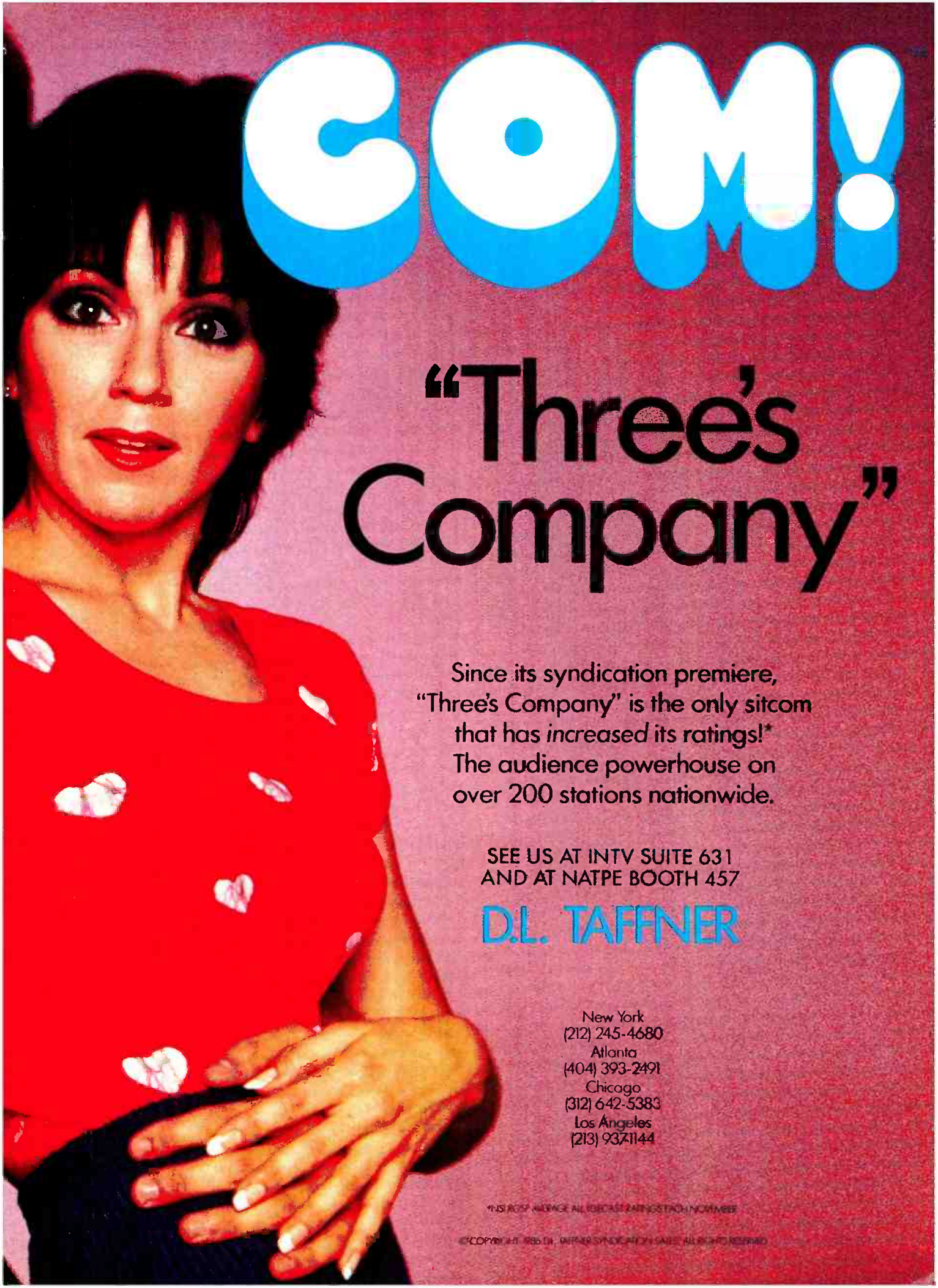
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Padden's and INTV's agenda for 1987

Must carry tops the association's list of concerns; along with channel repositioning and compulsory license

Ask Association of Independent Television Stations President Preston Padden what his chief legislative and regulatory priorities are for 1987 and his reply is: "Number one, must carry; number two, must carry, and number three, must carry." For independent television, the implementation of a new set of FCC must-carry rules is considered imperative to its well-being.

For over a year, Padden has been waging a battle to gain adoption of mandatory cable television carriage rules acceptable to his constituency. INTV is a party to the joint industry compromise on must carry. However, after the FCC issued its must-carry order last November (BROADCASTING, Dec. 1, 1986), INTV refrained from joining the other parties to the agreement, the National Association of Broadcasters, the National Cable Television Association and the Community Antenna Television Association (with the endorsement of the Television Operators Caucus) in asking the FCC to stay, pending reconsideration, the A/B switch requirements of the rules and the provision that would sunset the carriage aspects of the rules on Jan. 15, 1992. As an alternative, the others are suggesting that cable operators have an option: They may comply with a permanent set of broadcast signal carriage requirements or comply with A/B switch information and installation regulations (BROADCASTING, Dec. 22, 1986).

INTV, on the other hand, will file its own petition for reconsideration, the details of which Padden is expected to reveal this week during the association's annual convention in Los Angeles. INTV has never been a proponent of the A/B switch and is even more troubled by the sunset provision; nevertheless, it felt compelled to issue its own document. It is particularly disturbed by the FCC's decision two weeks ago to stay the effectiveness of the rules in their entirety. The rules were slated to take effect on Jan. 15 and independents were counting on the ommission to reject the stay.

Last week, INTV's president, along with John Summers, NAB senior executive vice president for government relations, made the rounds on Capitol Hill. They were seeking congressional support for an effort to insure that the FCC acts expeditiously (see "Top of the Week"). Once Congress convenes this week more visits are planned.

Padden summarized the initial response from the Hill as positive. "It's clear from the three visits we made that there is very strong continuing support for a rule like the interim must-carry rule but on a permanent basis," he said. He also noted that there wasn't a groundswell of support for the A/B switch.

In addition to concentrating on must carry, the association, Padden said, is "determined to throw every resource we've got at helping the all-industry music committee move source licensing legislation."

INTV is also "very encouraged and interested in FCC Commissioner [Dennis] Patrick's initiative on syndicated exclusivity." Patrick has gone on record advocating that the FCC give serious reconsideration to reinstating syndicated exclusivity rules in all cable markets (BROADCASTING, Dec. 15, 1986). Patrick has also stated his objections to cable's compulsory license, and has suggested that a system of full copyright liability would be more appropriate.

"At the moment we have not made any move to seek legislative repeal of the com-

pulsory copyright license," Padden said. (As long as INTV remains a party to the joint industry agreement on must carry, it is inhibited from seeking legislative repeal of cable's compulsory copyright license.) However, he continued, "we keep pointing out that it simply makes no sense to have a compulsory license if you don't have must carry; any more than it would make sense to have must carry with no compulsory copyright license. You can't have one without the other."

The problem, he said, has been amplified by the so-called channel positioning controversy, in which some cable systems proposed moving independent stations from lower channel assignments to a less desirable position on what independents call the "upper stratosphere" of a cable system's channels. INTV raised strong objections to the practice and has been pressuring cable to stop. So far, its efforts have produced some results. The practice appears in remission. For example, the largest cable MSO, Tele-Communications Inc., issued a new policy on channel realignment, and the National Cable Television Association sent a letter to its members urging them to use restraint when rearranging their channel lineups (BROADCASTING, Dec. 22, 1986).

Padden says cable has softened its stand on channel realignment. "We're encouraged by that. But, we've got a lot of ground to make up because broadcasters have taken it on the chin on issue after issue over the last 10 years. All the broadcasters, myself included, were dead asleep when the Cable Communications Policy Act of 1984 was passed, and they packed a lot of stuff into that piece of legislation."

Independent stations, he said, are at the mercy of cable. Channel repositioning, he argued, points that out in a dramatic way. "If there was a fair and competitive marketplace, then there's no way that a very popular independent station could get shoved off a channel by a very unpopular cable program service, but that's what's happening."

It's a frustrating situation for independents, the INTV president continued, because some cable program services are offering cable operators a discount in order to get broadcasters' low-numbered channel positions. "We can't" offer a discount, Padden said, "because the compulsory license prevents us from making any charge." But Padden contended that it's in cable's best interest to refrain from channel repositioning: "Everybody's watching them [cable operators], every time they raise their rates in a gouging manner or throw a channel five off a channel five in Los Angeles."

He said there are other factors that may prove disadvantageous to the cable industry. "I think it was big mistake for the cable industry to win that distant signal fee case." The reference was to a ruling by U.S. District Judge June L. Green that cable operators had been overpaying copyright royalty fees due to an erroneous interpretation by the Copyright Office of "gross receipts" (BROADCASTING, Aug. 4, 1986).

"It seems to me that all they've done is completely strip away any arguments that their friends on Capitol Hill had for keeping the compulsory license by reducing the pot of dollars by more than half," he argued. "If you have a compulsory license that's producing a fair amount of money and it looks like a reasonably workable solution, a lot of guys on Capitol Hill are going to stick with it. But to bring a lawsuit and to cut the pool of money it produces by more than half, when there were already questions about whether it was unfair, it can't help the equitable appearance of the thing."

The whole copyright system, he feels, "is so horribly screwed up that at times it is difficult to imagine how it is going to get straightened out." But that remains INTV's aim. One approach, Padden said, may be to bring some competition to the cable television business by taking a look at "just why it is telephone companies can't get into that business."

As for a specific strategy, INTV is still working on that. "We start from the premise that we believe in the value of our product on independent television stations. We know that it's got value to consumers and it's got value to cable operators," Padden said. In a fair and competitive environment, he continued, "we'd get paid by the cable operators for the privilege of letting them include our program service as a part of the offering they make to consumers."

The goal, INTV's president explained, would be to have two wires into every home with each individual station having the right to negotiate the terms and conditions on which its signal would or would not be offered by each of those wires. "If we had an opportunity to ply our wares in a competitive marketplace, we'd do just fine. The only problem that we've got is that we're dependent on a monopolist who has a vested interest in our failure. A lot of people have cautioned us that maybe we don't want the phone company in this business, but we look at what we've got now and it's hard to imagine how it could get any worse." □

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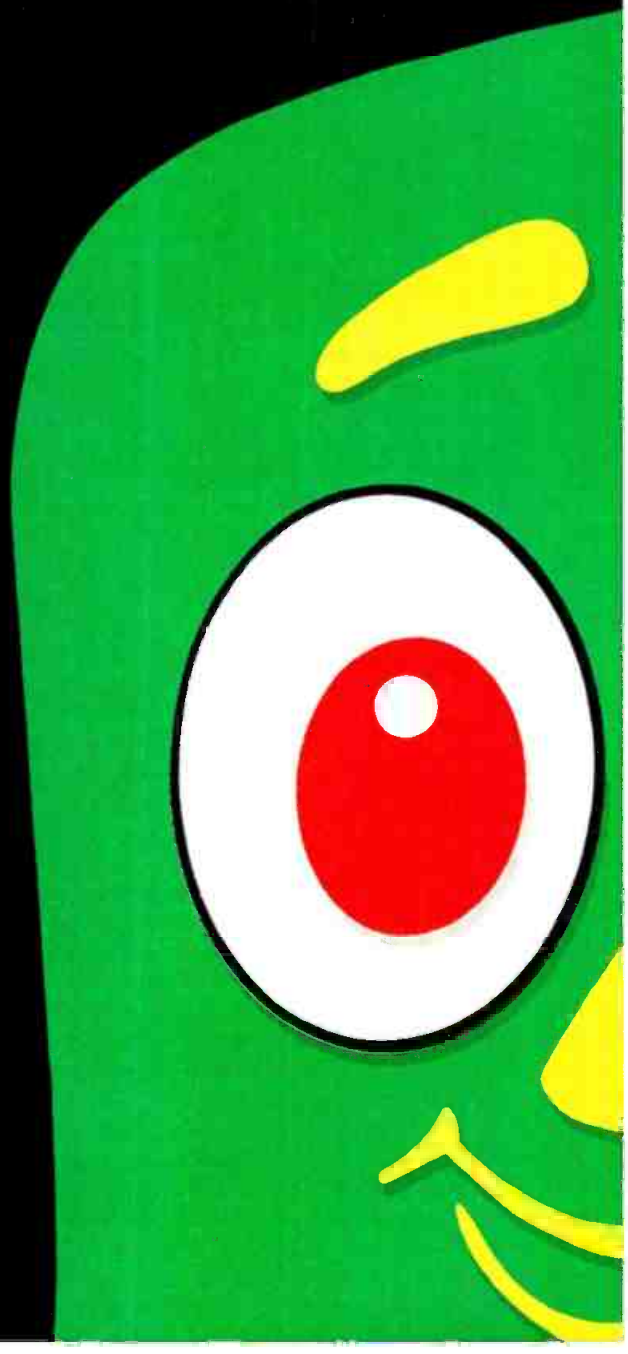

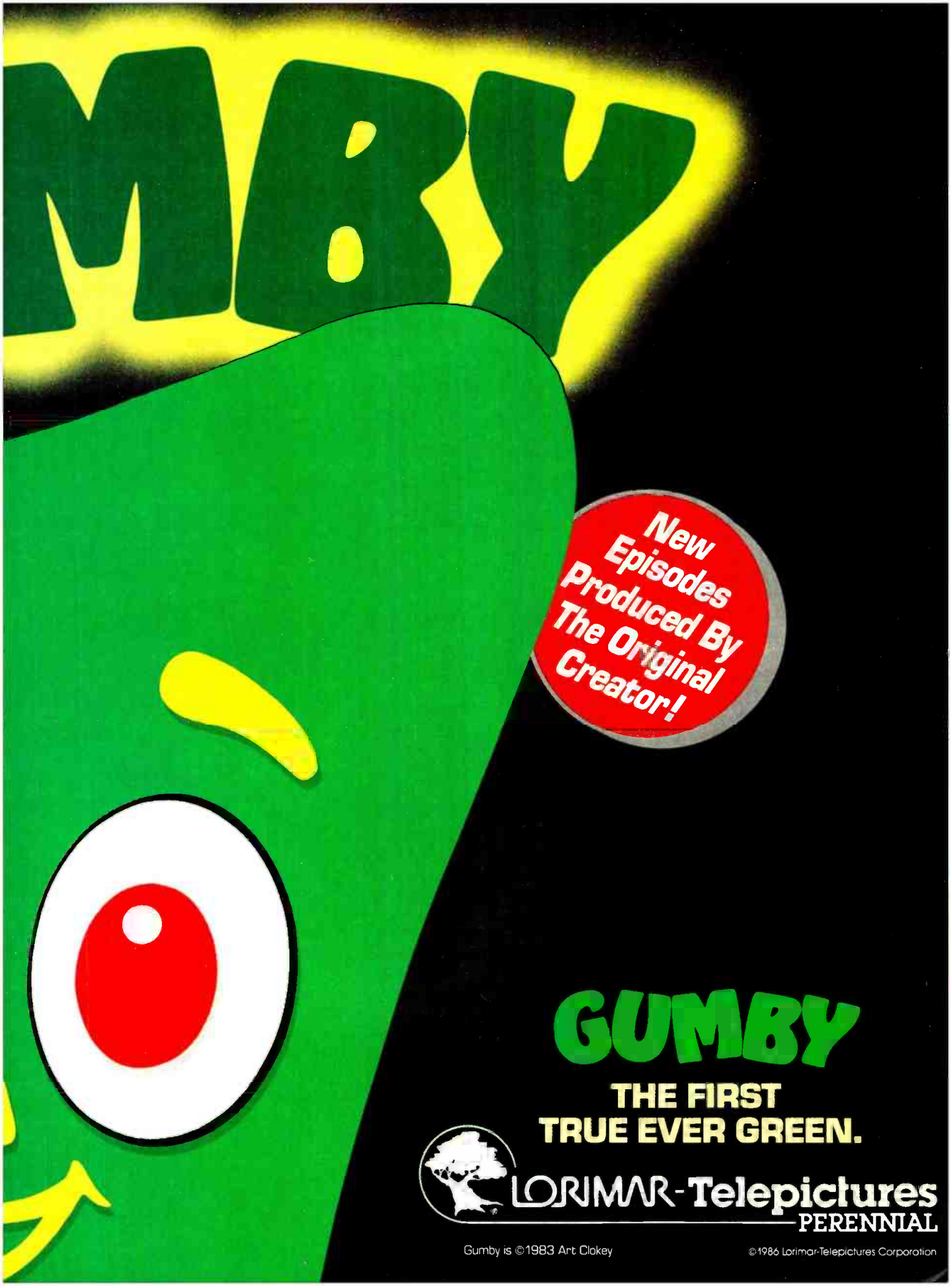
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Independents weather a rough year

Industry problems affect old as well as new operators, but solutions exist to counter higher costs and lower revenue

Nineteen-eighty six was as bad a year for independent television as there has been recently. The past 12 months will probably be remembered as the legacy of improperly structured financing, overly optimistic projections and overly generous purchasing. It is also a legacy of energy-belt economics, which is where a greater proportion of new independents have signed on in recent years. But there is evidence that some operators are adapting in the new marketplace.

Clearly the stand-alone stations, the backed by limited partnerships and those with poor market coverage have been the independents most at risk. But 1986 was surprising to many because some of those with problems were well-financed groups run by veteran independent operators. Highest on the list of those admitting a problem was Taft Broadcasting, whose five major-market independent stations (since sold to TVX Corp.) might actually drain the parent company on a cash-in, cash-out basis for the current fiscal year, it was said.

There were other indications that well-heeled stations were suffering. Outlet Communications, which recently had WATL(TV) Atlanta and WXIN(TV) Indianapolis appraised at $30 million, bought the two stations less than two years ago for $52 million. Meredith Broadcasting has announced that its net take from the sale of WPGH-TV Pittsburgh to Lorimar-Telepictures would probably be adjusted downward by at least $4 million because of deteriorating operating results. And Businessmen's Assurance Co. recently took a $25.1-million write-down to reflect the reduced value of programing for its two independent stations, KTXL(TV) Sacramento, Calif., and KDVR(TV) Denver. Even Tribune Broadcasting, the second largest all-independent operator which has developed a variety of first-run programing for its stations, said that on a comparable basis the financial results of the first nine months for its television stations would be down "due to increased television programing costs."

Behind the industry's woes are some oft-discussed and well-defined problems: lackluster revenue growth, escalating program costs and unremitting competition.

For the vast majority of stations that will survive these problems, there are some near-term solutions that fall into two categories, revenue-raising and cost-saving.

On the revenue side, local sports events have been used to push sales. Art Lanham, general manager of WKCH-TV Knoxville, Tenn., said one high school football game WKCH-TV carried recorded a 17 rating/26 share. Other sales efforts include that used by KITN(TV) Minneapolis, which has encouraged sales people to bring in new advertisers by adopting a new commission structure. Robert C. Francen, the station's general manager, called the program "pretty successful."

With programing commitments averaging between one-third and one-half of total costs, and with other costs such as insurance and interest payments fixed, there is not always much room to cut expenses further, said Roger C. Ottenbach, general manager of KCPQ(TV) Seattle-Tacoma, Wash. News therefore became vulnerable: "We walked away from that in the summer as a cost cutting situation." The general manager of another station said the decision to add a half-hour newscast had been postponed because of current business conditions.

Equipment is another area where dollars can be stretched, said WKCH-TV's Lanham: "We may push equipment a little longer. So we don't necessarily go out and buy new paint boxes for the station. And we find it lasts longer than we thought."

The big question of whether programing costs will decline and if so, by how much, is in the process of being answered. There was not as much marketplace activity in 1986, especially for off-network sitcoms, so some general managers cannot yet tell whether a decline of program prices is mostly a wish or a reality.

What the marketing of movie packages indicates is that the direction of program prices will vary considerably by market. KITN's Francen said prices for movie packages have escalated recently: "I would say in some cases close to double."

The opposite appears to be the case in Seattle according to Kevin Hale, general manager of KSTW(TV) Seattle-Tacoma: "We've seen a dramatic turn in the price of movies in the market. . . Theatrical packages are coming back to the level where they were two to three years ago. . . almost 50% less. There is also quite a glut of made-for (TV movie) packages in the market."

Clearly there are certain analytical signs

CRI report tracks indie growth, commercial units

Much of the bad news for the independent television industry is behind it, concludes a report by Communications Resources Inc. that was commissioned by the Association of Independent Television Stations and will be unveiled at this week's INTV convention. The 22-page study, titled "Back to the Future," compares the growth of revenue against the growth of commercial inventory, the latter showing an increase largely as a result of more independent television stations on the air.

CRI President Ellen Berland Gibbs said that while the number of independent stations has increased since 1976, most of the growth came in the years from 1982 to 1985, when 116 of the current 283 independents signed on. Currently, only one market in the top 75, Cedar Rapids, Iowa, has no independent, whereas 70% of those markets have two or more independent television stations.

The increase in stations has led to an increase in commercial units available for sale. The CRI report cited Broadcast Advertisers Reports data showing that in Dallas-Fort Worth, commercial units (all converted to 30-second spots) more than doubled from May 1976 (5,778) to May 1986 (12,488). In Miami, the increase was from 6,329 to 10,266, and in Atlanta from 7,582 to 11,489. Not all of the increase was from new independents; the report said that in many markets, network affiliates increased their inventory available for sale by several percentage points, due to network cutbacks in the daytime schedule, the abandonment of the NAB code prescribing commercial limits and purchase of the stations by more competitive owners.

In the same four-year period when inventory was rapidly increasing, double-digit percentage increases in the consumer price index came to a halt. That television ad spending, the CRI report said, continued to increase strongly was "no doubt" due to a "lag-effect phenomenon," which has recently been played out.

The television business is a "capacity-constrained, demand-driven business," and with inventory increasing more rapidly than revenue, that capacity/demand "balance has been disturbed" in recent years. Gibbs said that while revenue in some of these markets has increased substantially, it has now begun to slow down, "just as the new stations are beginning to hit their stride and their spot avails are becoming a factor in the marketplace. . . In many of the generally perceived high-growth markets there may well exist what I will call an inventory glut for the moment."

The correction will take "time, patience and a revenue upturn," the report concluded. An increase in revenue may come, as some expect, with the quadrennial cycle peaking in the Olympic and election year of 1988. "Even without such a windfall, though, the 'normalized' levels of growth expected in many markets between now and 1990 should accomplish the same end," Gibbs said. "The prognosis, in other words, is far from bleak," Gibbs added, however, that the recovery might take longer than some operators or investors would have hoped.

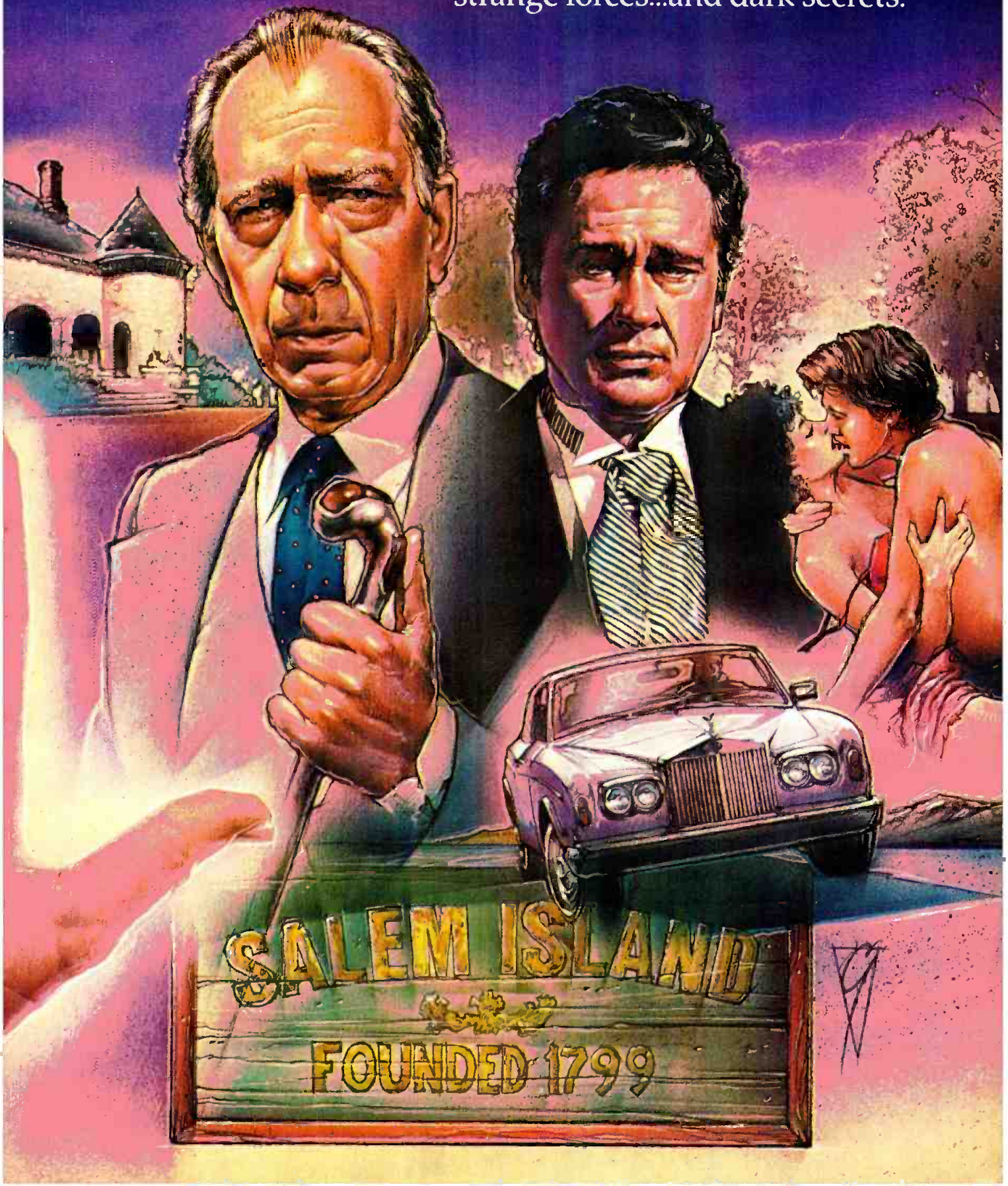
Centuries ago, the King of England banished the dreaded Cromley family from the British Isles...confiscated their wealth... and burned Cromley Castle to the ground. With the help of his servant Goodman, Sir Hubert Cromley and his wife and son fled to Colonial America. They settled on Salem Island, off the coast of Massachusetts, and began practicing their sinister powers. The Cromley adversaries, since their arrival in America, have been the Deeds, one of New England's wealthiest and most respected families.

Now the modern-day struggle between Deeds and Cromleys... the conflict between good and evil... is about to unfold.

Salem's Children

Salem's children

A story that unleashes passions and intrigues...
strange forces...and dark secrets.



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Innovative. Intriguing. Irresistible.

"Salem's Children" is the programming innovation for September 1987.

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

Its setting is the mysterious Salem Island. There, amid a succession of strange, unexplained happenings, the centuries-old struggle between two colorful and complex families, the Deeds and the Cromleys, has been renewed.

Unusual objects and occurrences are woven into a continuous storyline. The Book of Shadows with its secrets of power. The heritage of the pulsating "blue mark." Travel through time. Shape shifting. The human tapestry.

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

"Salem's Children" is peopled by a diversity of characters. Sybil Cromley, beautiful and manipulative. Jonathan Deed, handsome and honorable. Mr. Goodman, who has served the Cromleys for centuries. Becca, inheritor of the awesome Cromley powers. And many more.

They are involved in compelling rivalries and romances. Personal conflicts and business machinations. Fights for fame and fortune. The enduring conflict of good vs. evil raised to imaginative new heights.

"Salem's Children" is one-of-a-kind programming designed for an explosive takeoff.

Highly promotable, it's certain to be sampled early and heavily. Sure to grab audiences and to hold them, to be talked about and to be watched avidly.

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

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

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★ *The Best Brand Name Merchandise!* ★ *The Absolute Lowest Prices Anywhere!*
★ *The Nations # 1 TV Spokesperson!* ★ *Crazy Eddie's Own Fulfillment Center!*
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CRAZY EDDIE GUARANTEES HIS CUSTOMERS!

★ *The Absolute Lowest Prices Anywhere!* ★ *Extended Warranties* ★ *Customer Satisfaction!*
★ *The Largest Selection Of Brand Name Merchandise Anywhere!* ★ *All With USA Warranty!*
★ *Live Operators To Receive Your Calls!* ★ *Toll Free 800 Customer Service Line!*
★ *Fast And Efficient Order Processing!* ★ *30 Day Price Protection Policy!*
★ *Games, Prizes, Free Gifts And Fun!*

CRAZY EDDIE

pointing toward a decrease in prices: an increase in available product, both first-run and off-network; the shrinkage of available time slots because of the Fox Television Network and home shopping services, and the troubles some stations are facing in making program payments.

TVX President Tim McDonald suggested that the outcome of program pricing will be up to the station operators themselves to a certain extent: "All these things put together a classic case of saying film prices have got to go down. The only thing that would keep them up is the inability of traditional broadcasters to perceive that prices should go down."

McDonald himself thinks that film payments for most independent operators are not going to be reduced in 1987: "It allows you to change '88." By then, McDonald said, the marketplace should have "skyed down...What you then do is buy for a cheaper '89, '90 and '91. That will be a smart time for broadcasters to invest in the future."

Despite the present problems there are some independent operators who are determined to start up more stations in markets some would deem already overcrowded. Seattle, for instance, is the only other market, in addition to Los Angeles and New York, where there are two VHF independents. It also has a third independent, UHF, which in a recent ratings book has garnered but a three share.

Despite the competition, and despite all the bad news of 1986, the management and owners of KONG-TV there currently plan to restructure the station's financing—it has gone through some extensive legal challenges—and put yet another Seattle independent on the air sometime in the first quarter. Asked why the bad news of 1986 hasn't cancelled their plans, KONG-TV's general manager, Dan O'Brien, said that providing programing and advertising alternatives, combined with cost controls, is still an effective business plan. And, the independent television veteran added, things today aren't really that bad: "There were days back at WDCA-TV [Washington] in the late 60's when not everyone got paid on time. There were days when nobody knew what UHF was, or how to put the loop antenna on the back of the set...this is not the worst of times. A lot of people think it's the worst of times because they have been sold a bill of goods and because the problems now are affecting a broader group of stations...so we are seeing it in the press." □

Competitive program sales shaping up for INTV

A number of factors have converged to make a tighter marketplace; sitcoms, home shopping services among the hottest programing tickets

The unofficial kickoff for another program sales season begins this week at the Association of Independent Television Stations convention, and all indications are that the business will be as competitive as ever. Syndicator worries of a tougher marketplace this year have been fueled mainly by a downturn in broadcast advertising in 1986, projections of slow growth in 1987 and a dearth of time periods for which to program, because a number of independents and network affiliates have locked in a handful of programs in critical time periods.

According to David Simon, vice president, programs, Fox television stations, the new year will force distributors and stations to understand the financial side of their business better than ever.

There's agreement on the selling side. "It will be an extremely competitive year, if not the most competitive of all time," said Joe Zaleski, president of domestic distribution for Viacom. He said that going into the single-digit economy of 1987, he is concerned about the health of independent stations, which account for the lion's share of Viacom's sales of its off-network product.

Zaleski and other distributors said the problems that have plagued independent stations in the past year will not alter the relationship between stations and programers, although prices for cash shows, with the notable exception of *Cosby*, will be down.

Syndicators are also taking the long view, believing that there will be a turnaround in 1988, as expected increases in advertising will make for a healthier market. Some syndicators are hesitant to make certain deals, fearful of a station's ability to pay on its commitments. As one executive at a rep firm put it, the current economic situation means syndicators are more careful when checking a customer's credit, and stations are more careful not to overextend themselves for programing. But, he pointed out, the current problems affect only a small portion of what is otherwise a healthy industry.

There are a number of areas of programing that are expected to loom big at INTV and at NATPE down the road, including first-run sitcoms, home shopping services and off-network programing.

Sitcoms continue to remain a staple in the syndication marketplace. Thus far, roughly 20 new projects have been announced, and more are prepared for unveiling just prior to the convention, or at the convention itself. They join the 11 first-run sitcoms now on the air.

Based on their performance in November, the sitcoms have done well in vertical blocks on both affiliates and independents. But their performance in first-run checkerboards that premiered on four independents and three affiliates three months ago during early evening hours (6-8 p.m.) has not been conclusive. An analysis of the checkerboard ratings by Petry, a national advertising representive, shows the programing has improved ratings and shares in both Arbitron and Nielsen in only one market compared to November 1985 among the four independents—Los Angeles on KTLA(TV). In two markets (WOIO[TV] Cleveland and KVVU-TV Las Vegas) they have fallen, and they stayed the same in one (XETV-TV San Diego). And ratings have fallen on each of the three affiliates compared to November 1985—KCRA-TV Sacramento, Calif., KOCO-TV Oklahoma City and WTVK(TV) Knoxville, Tenn.

Jack Fentress, vice president of programing at Petry, said the ratings to date have given no clear indication whether checkerboards are recommendable to stations. He added, however, that by next fall, there will be a number of other half-hour weekly shows, such as *The Laugh Machine* and *'Scue Me*, to be experimented with in checkerboards.

For distributors, the future of first-run weekly sitcoms rests in the ratings. Shows


Zaleski


Fentress

And these aren't the only evergreens in Woody's future...

The loveable Scooby-Doo and the funny Flintstones. Each has been a consistent top-10 performer for the last five seasons. Over 150 top-rated half hours each.

Mischievous Dennis The Menace® premiered in September '86 and is already one of America's strongest new kid shows, with 65 first-run episodes. Produced by DIC Enterprises, Inc.

Source: Arbitron

Evergreen and ever growing. Woody and his pals.

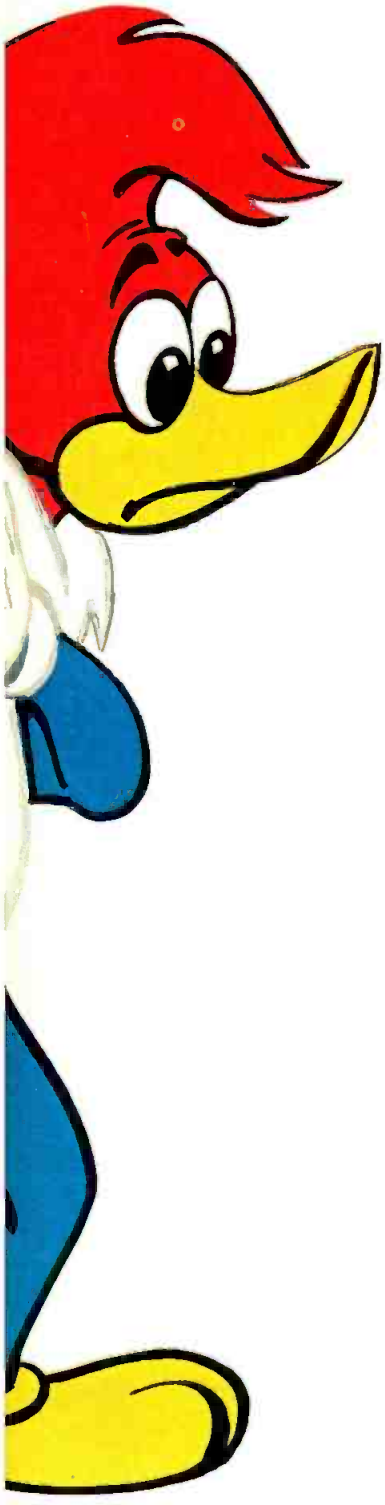
Watch your ratings grow with all these evergreen classics, many of which are strippable: *Bullwinkle • Rocky And His Friends • Underdog • Tennessee Tuxedo • Roman Holidays • Dudley Do Right • Devlin • Bill Cosby's Picture Pages • Wheelie And The Chopper Bunch • Valley Of The Dinosaurs • Inch High Private Eye • Uncle Waldo • Space Kidettes • Young Samson • Sealab 2020 • King Leonardo*

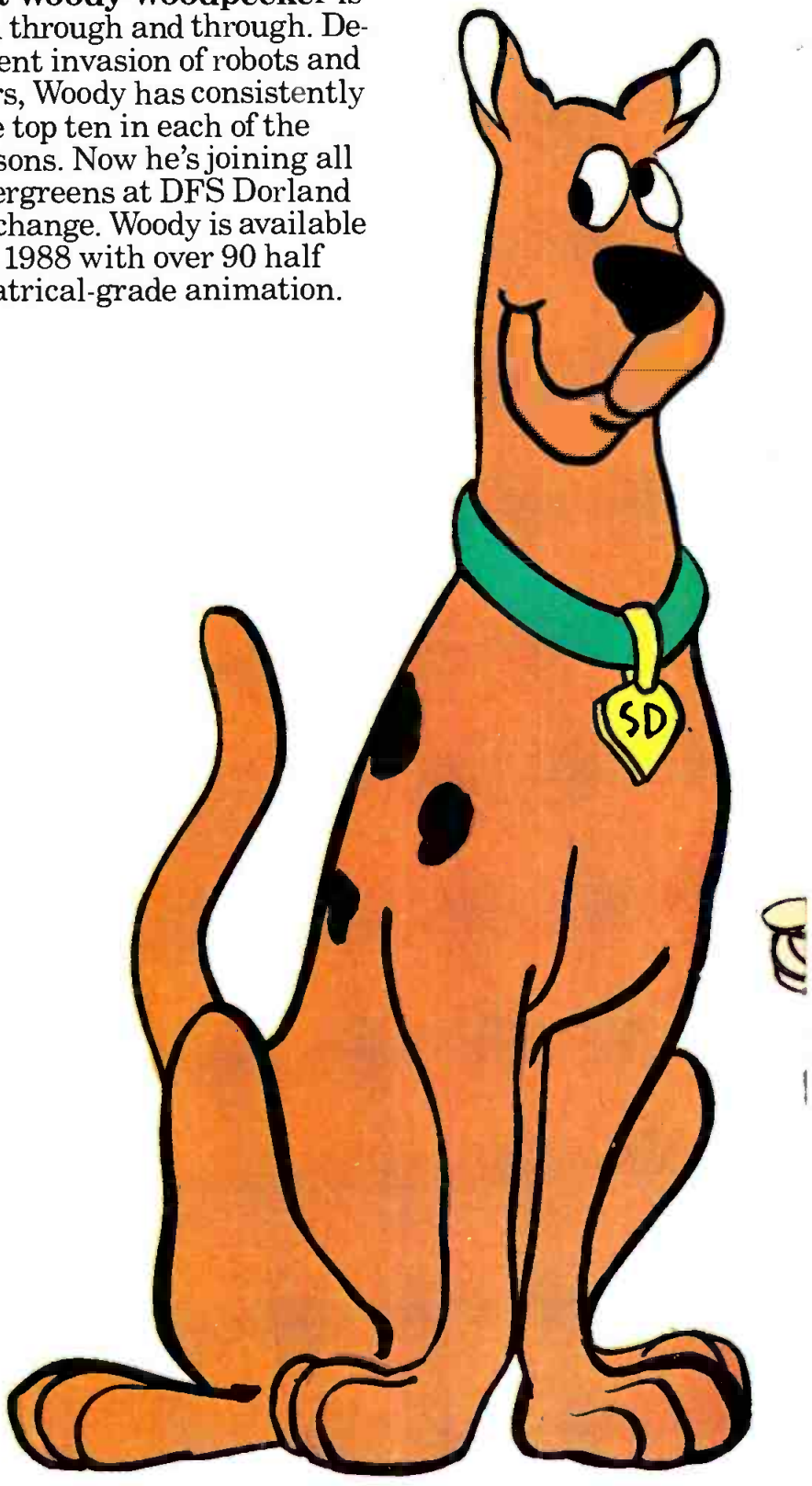
Plus evergreen favorites for the whole family: perennial rate-makers *Bewitched, I Dream of*

This season Woody's getting a new outfit...

...and he's in good company.

Any smart Program Director will tell you that Woody Woodpecker is an evergreen through and through. Despite the recent invasion of robots and space rangers, Woody has consistently placed in the top ten in each of the last five seasons. Now he's joining all the other evergreens at DFS Dorland Program Exchange. Woody is available for January, 1988 with over 90 half hours of theatrical-grade animation.





At DFS Dorland Program Exchange.

Jeannie, The Partridge Family and *Abbott and Costello,* all strippable.

Get your evergreens now. With no cash outlay, you can start your ratings on a graph of steady growth. All these classic, ever-popular programs can add up to a mounting ratings success. **Ask now how you can get our evergreen programs into your lineup.**

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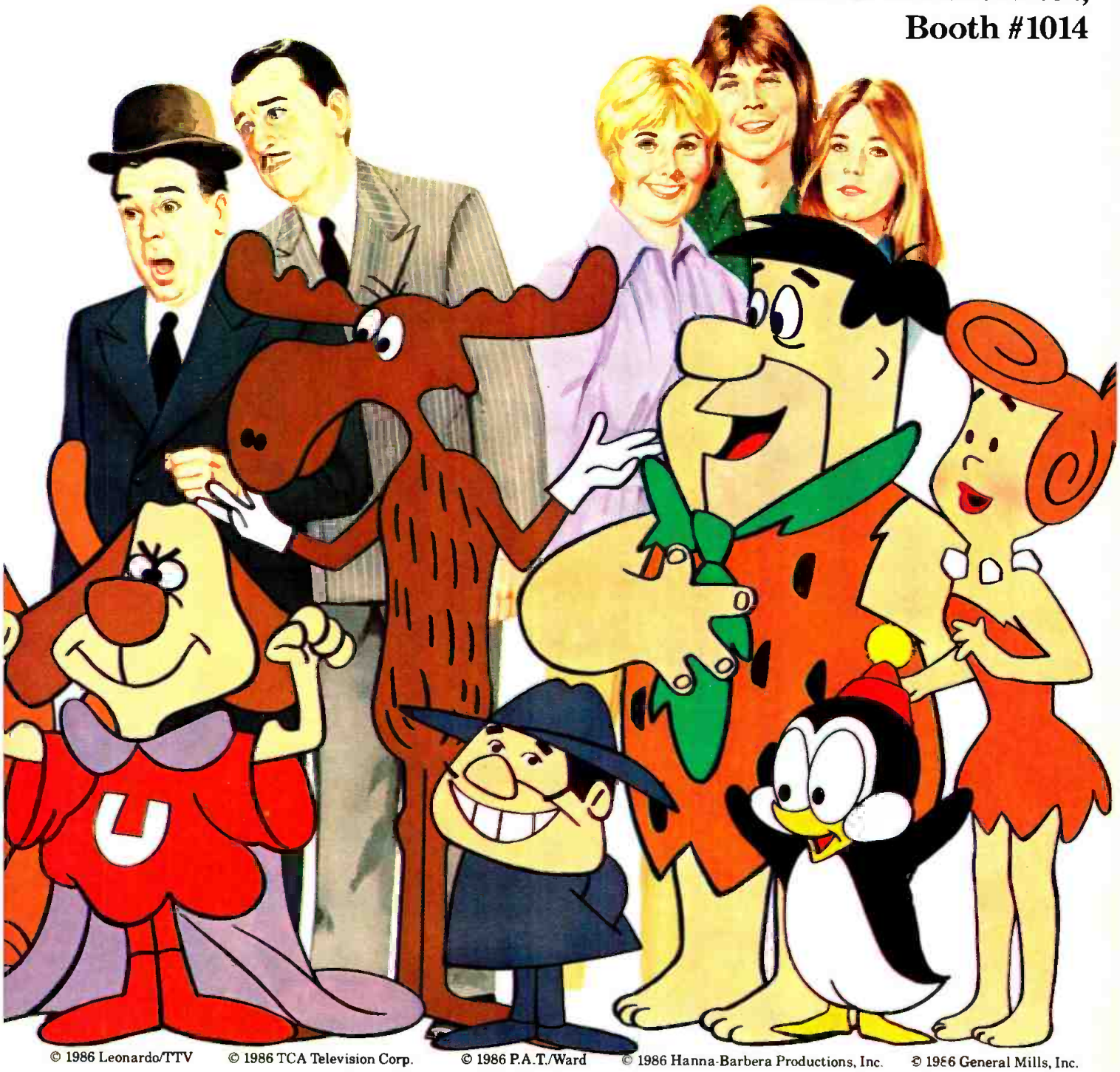
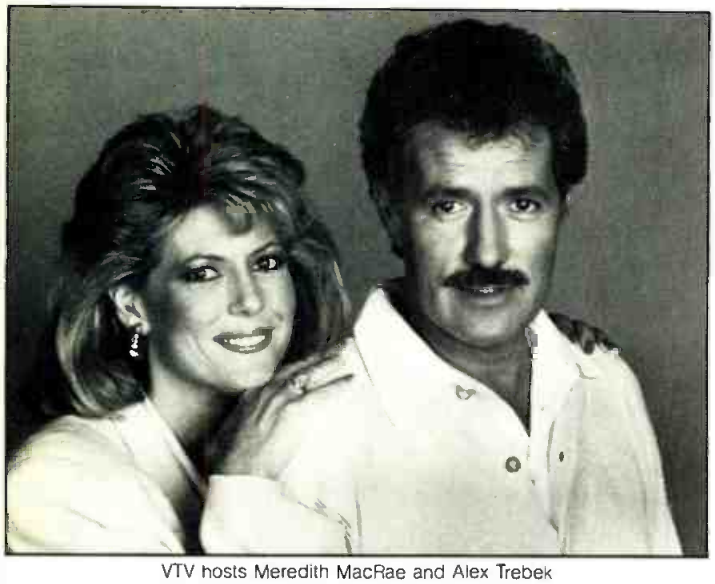
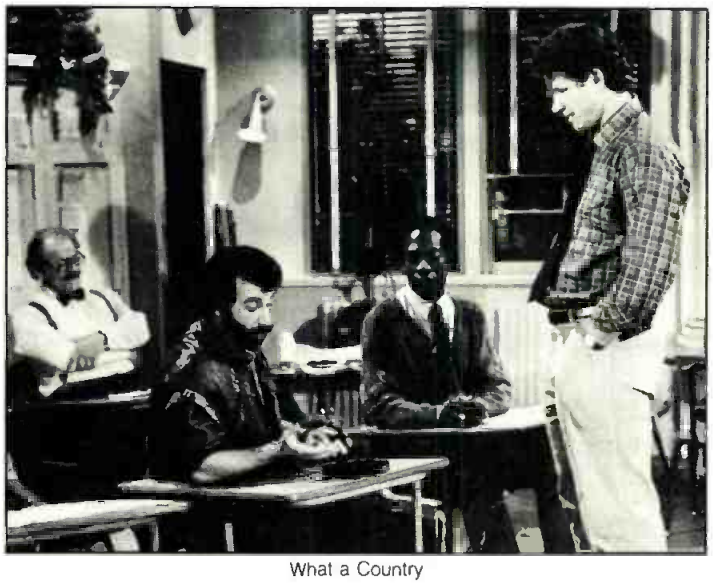




VTV hosts Meredith MacRae and Alex Trebek



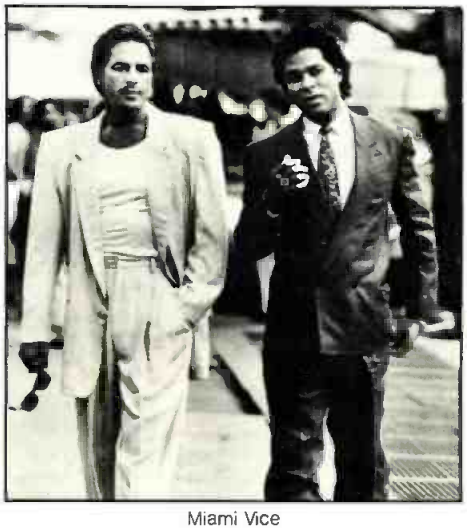
What a Country

getting 6's and 7's in the ratings, currently, are being produced at substantial deficits. To get around the problem, Viacom sold the back-end strip rights and the first-run rights together to *What a Country!*, which debuted last fall. Paramount has also been clearing *Marblehead Manor* in cash-plus-barter deals that include sales of the back-end rights. (Clauses protect Paramount if the series is canceled and the back-end deficits cannot be made up.). As one distributor said, first-run sitcom producers cannot continue to shoulder the deficits that currently exist.

So far only two home shopping shows for fall 1987 have been announced—*ValueTelevision* from Lorimar-Telepictures and *The Home Shopping Game Show* from MCA-TV—but more are on the way. L-T's one-hour *VTV* has been cleared on the Fox stations. MCA-TV will have a pilot in time for INTV. Lorimar-Telepictures is slated to announce two other home shopping offerings, and LBS is also expected to announce a home shopping show. Henry Siegel, chairman of LBS, said shopping shows can make money for both the distributor and the station, making the genre an attractive buy for some independents, he said.

In addition to those shows, *The Crazy Eddie World of Home Entertainment Shopping* is now being carried by a number of independents. Russ Albert, manager of network operations for the New Jersey-based chain of discount electronics stores, said a station carriage lineup will be announced soon. He also said that the current two-hour service will be expanded to three. Stations carrying the Crazy Eddie show get a 6% commission on the sales they bring in.

Despite what is widely regarded as a currently bearish market for off-network hours, MCA-TV will be offering stations 88 episodes of *Miami Vice* for fall 1988, and New World Television will offer 115 episodes of *Highway to Heaven* for fall 1989. Although hours are still not performing as well as some stations would like, especially given the program prices some stations paid, distributors are hoping that the market may be headed for a turnaround.



Miami Vice

Among first-run hours, next fall will see the debut of two shows from Paramount that may help what remains a troubled time period for independents, late night. *Star Trek* and *Friday the 13th* have both received major financial commitments from Paramount for 26-episode orders. Gaylord Broadcasting's Charles Edwards, executive VP, director of programing, said those two shows could be the programing option that stations need for the troubled time period.

There is no dearth of shows for independents when it comes to daytime and early afternoon programing. By most accounts, the market for animated strips skewed to children, used by independents to counterprogram soap operas on affiliates, is not crowded any more. As a result, some of the shows seeking clearances are facing the prospect of being placed in time periods where animated half-hours are not normally seen. And the animated shows being produced have a softer touch, with less action, and are designed to attract both boys and girls. □

Independents to focus on tomorrow's marketplace

Some 1,600 attendees and 85 exhibitors expected for Los Angeles convention; must-carry stay, programing costs, advertising sales picture to top agenda

When an estimated 1,500 to 1,600 independent broadcasters gather at the 14th annual Association of Independent Television Stations convention Wednesday through Sunday (Jan. 7-11) in Los Angeles, they will have an opportunity to provide suggestions and determine how the organization handles major cost and regulatory issues confronting the industry in 1987. The theme of this year's convention is, "Meeting Tomorrow's Marketplace."

With the five-day meeting coming after a major victory for the cable industry—the FCC's decision to stay the effectiveness of its new must-carry rules (BROADCASTING, Dec. 29)—INTV President Preston Padden said independent broadcasters will be especially concerned with the "continuing struggle to reverse the onslaught of the cable monopolists." INTV, which strongly favors the imposition of strong rules requiring cable carriage of television stations, plans to file a petition for reconsideration with the FCC.

Padden said he also expects to get suggestions during the convention on how to deal with two other major issues: declining revenues at the local market level, brought about by large retail inventories, and higher wages and programing costs, which typically account for more than half of the average independent's budget and have been a constant source of concern for independent broadcasters in recent years. Programing costs have figured heavily in the bankruptcy

1st in a series of seven Knight-Ridder 1986 Pulitzer Prize-winning stories.

Some people think the American press is too powerful.

Ferdinand Marcos, for one.

For 20 years, rumors circulated that the Marcoses and their friends were stashing away a fortune overseas.

But the public had no proof.

Reporter Lewis Simons of the San Jose Mercury News had made several trips to the country dominated by Ferdinand and Imelda Marcos. Conversations, he recalled, "often led to comments like – you know she owns such-and-such. And he owns so-and-so."

Simons wanted to find out how much of this was fact, and how much was fiction.

He plugged into every rumor pipeline in the Philippines. Weeks turned into months. Eventually, he sent back a massive file.

San Jose Mercury News reporters Pete Carey and Katherine Ellison took over. They sifted through thousands of pages of legal documents from California to New York.

On June 23, 1985, they broke the story. It documented how the Marcoses and eight associates were "systematically draining vast amounts of wealth from their nation and hiding it overseas."

They owned banks, condominiums, office buildings, mansions and other properties in the U.S. and Europe. They had spent $10 billion since 1979.

The stories created a political tidal wave. There were calls for impeachment. Marcos promised early elections.

The rest, really, is history.

Corazon Aquino is the new Philippine president.

Pete Carey, Katherine Ellison and Lewis Simons won the 1986 Pulitzer Prize for International Reporting.

The whole project was a gigantic effort. A year of research, reporting and writing. Of probing elusive offshore holding companies and dummy corporations. Then, staying with the follow-up.

Most papers, regardless of size, wouldn't have invested that kind of effort on a story 7,200 miles away.

But the San Jose Mercury News is a Knight-Ridder newspaper.

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We never underestimate the American people.

Knight-Ridder, winner of an unprecedented seven Pulitzer Prizes in 1986, is a nationwide communications company with eight television stations, cable systems, business information services and 34 daily newspapers.

Century Plaza

proceedings surrounding Grant Broadcasting System, and also played a partial role in Taft Broadcasting's acceptance of $240 million from TVX Corp. for five independents that were previously valued at $450 million.

Despite the problems, Padden expressed confidence the industry will rebound. "I do think we will come up with a strategy," he said. "We have a lot of plans in the works." As soon as the convention ends and the suggestions are incorporated with existing proposals, Padden said, INTV will "go into action."

The convention, which will be held at the Century Plaza hotel, will focus on other factors besides economic uncertainties. There will be sales and management workshops and opportunities to meet and hear congressional and FCC commissioners and staffers who formulate communications policies and legislation.

Eighty-five program producers and exhibitors have signed up to screen programs, an increase of 20 over last year, and they will occupy the fifth, sixth and seventh floors of the Century Plaza. Organizers have set aside Friday and Saturday afternoons for distributors to open their suites for previews and program selling without the scheduling conflicts of panel sessions. Until the late 1970's, a spokesman said, INTV had the exhibitors appear on the floor. But that changed, he said, when all the program sellers "were yanking the station people off to see their programs while panel sessions were underway." □

Day by Day at INTV

Wednesday, Jan. 7

Independent station workshop. (Reservation only). 9 a.m.-noon. Beverly Hills room. Moderators: Tim McDonald, John Trinder and F. Gray Kiger, TVX Broadcast Group. Panelists: Steven Engles, WRLH-TV Richmond, Va.; Ronald Cochran, MMT Inc.

Board of directors meeting. (Closed) 9:30-noon. Senators' board room.

Marketing advisory committee meeting. (Closed) 9:30 a.m.-11:30 a.m. Senators' dining room.

INTV general managers' meeting. (Closed) 12:30-5:30 p.m. Century room. Moderator: L. Martin Brantley, KPTV(TV) Portland, Ore. INTV Government Relations and Marketing Update. 1:30-2 p.m. Cable Strategies. 2-3 p.m.

INTV sales managers' meeting. 1-5:15 p.m. Westside room. *Rules of the Game.* 1-1:50 p.m. Panelists: Heather Farnsworth and Leslie Glenn, KBHK-TV San Francisco; Jane Perlman, WPIX(TV) New York; Jim Dennison, Arbitron; Tricia Dignam, A.C. Nielsen. *Straight from the Buyer's Mouth.* 2-3:30 p.m. Panelists: Christopher Jackson, Christopher Jackson Inc.; Terry Breese, Miller's Outpost. *The Changing Role of the National Sales Manager.* 3:40-4:30 p.m. Panelists: Murray Berkowitz, Blair Television; Robert Bee, ITS; Cathy Egan, Katz Independent; Mark Altschuler, WGN-TV Chicago; Penny Haft, WTTG(TV) Washington; Pat McNamara, Family Broadcasting Group. *INTV Marketing Report.* Panelists: Ron Inman, INTV; Heather Farnsworth, KBHK(TV) San Francisco.

General session. 3-4 p.m. *Uncorking the Cable Bottleneck.* Century room. Moderator: Dean Burch, Pierson, Ball & Dowd. Panelists: Gray Collins, Bell Atlantic; Ward White, U.S. Telephone Association; Robert Perry, New York Law School; Spencer Kaitz, California Cable Television Association.

Thursday, Jan. 8

Continental breakfast. 7:30-8:30 a.m. California lounge. Hosted by Direct Response Marketing.

Official welcome. 8:30-9:15 a.m. Los Angeles room. Convention chairman: L. Martin Brantley, KPTV(TV) Portland, Ore. Chairman's report: Charles Edwards, KTVT(TV) Dallas. INTV president's report: Preston Padden.

General session. 9:15-10:15 a.m. *Independent Television—Back to the Future.* Los Angeles room. Special presentation by Ellen Berland Gibbs, Communications Resources. Moderator: L. Martin Brantley, KPTV(TV) Portland, Ore. Panelists: John Serrao, WATL(TV) Atlanta; Al Masini, TeleRep.

General session. 9:15-10:15 a.m. *Independent Television—Back to the Future.* Los Angeles room. Special presentation by Ellen Berland Gibbs, Communications Resources. Moderator: L. Martin Brantley, KPTV(TV) Portland, Ore. Panelists: John Serrao, WATL(TV) Atlanta; Al Masini, TeleRep.

INTV owners' congressional reception. (Closed) 11:30 a.m.-12:30 p.m. Brentwood room. Host: Milton Maltz, Malrite Communications.

Keynote luncheon. 12:30-2:30 p.m. Los Angeles ballroom. Awards presentation: Preston Padden, INTV president. Address: Jack Valenti, Motion Picture Association of America president.

General session. 3-3:30 p.m. *Unraveling the Mystery of the Meter/Diary*

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NEW YORK WPIX
#1 in Kids 2–11 with 44% share, beats Silverhawks.
Increases Smurfs lead-in by 43%.

LOS ANGELES KTLA*
#1 in Kids 2–11 with 42% share, beats Mask.
Up 34% over Oct. 85.

CHICAGO WGN
#1 in Kids 2–11 with 51% share, beats Inspector Gadget.
Up 74% over Oct. 85.

PHILADELPHIA WPHL
Up 77% over Oct. 85.
Increases lead-in by 206% with Kids 2–11.

SAN FRANCISCO KTVU
#1 in Kids 2–11 with 40% share, beats My Little Pony.
Up 21% over Oct. 85.

BOSTON WSBK
Up 50% over Oct. 85.
Increases lead-in by 181% with Kids 2–11.

DETROIT WKBD
#1 in Kids 2–11 with 56% share, beats Jetsons.
Increases lead-in by 164%.

WASHINGTON, D.C. WDCA
Increases lead-in by 262% with Kids 2–11.
Up 71% over Oct. 85.

CLEVELAND WOIO
#1 in Kids 2–11 with 51% share.
Increases lead-in by 116%.

HOUSTON KTXH
#1 in Kids 2–11 with 30% share, beats Smurfs.
Increases lead-in by 24%.

ATLANTA WGNX
#1 in Kids 2–11 with 50% share, beats Dennis the Menace.
Increases lead-in by 80%.

TAMPA WTOG*
#1 in Kids 2–11 with 68% share, beats Defenders of the Earth.
Up 55% over Oct. 85.

MINNEAPOLIS KITN
Increases lead-in by 200% with Kids 2–11.
Up 77% over Oct. 85.

ST. LOUIS KDNL*
Up 266% over Oct. 85 with Kids 2–11.
Increases lead-in by 10%.

DENVER KWGN
#1 in Kids 2–11 with 70% share, beats Centurions.
Increases lead-in by 42%.

BALTIMORE WBFF
#1 in Kids 2–11 with 54% share, beats Heathcliff.
Increases lead-in by 525%.

HARTFORD WTXX*
#1 in Kids 2–11 with 33% share, beats Defenders of the Earth.
Increases lead-in by 43%.

KANSAS CITY KZKC
#1 in Kids 6–11 with 35% share, beats Scooby Doo.
Increases lead-in by 33% with Kids 2–11.

MILWAUKEE WCGV
#1 in Kids 2–11 with 49% share, beats Galaxy Rangers.
Up 44% over Oct. 85.

CINCINNATI WIII
Up 100% over Oct. 85 with Kids 2–11.
Increases lead-in by 500%.

NASHVILLE WZTV*
#1 in Kids 2–11 with 44% share, beats Mask.
Up 26% over Oct. 85.

NEW ORLEANS WGNO
#1 in Kids 2–11 with 51% share.
Increases lead-in by 66%.

COLUMBUS, OH WTTE*
#1 in Kids 2–11 with 90% share.
Up 15% over Oct. 85.

MEMPHIS WPTY*
#1 in Kids 2–11 with 47% share, beats Thundercats.
Increases lead-in by 67%.

Source: Oct. 86 NSI
*Oct. 86 ARB

Produced in the USA and International Distribution by
FILMATION
A DIVISION OF GROUP W PRODUCTIONS / A WESTINGHOUSE BROADCASTING COMPANY

USA Distribution by
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Advertising Sales by
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A subsidiary of Tribune Broadcasting Company

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Presenting 20th Century Woman, an unprecedented series of 52 advertiser-supported 30 second mini-programs saluting the most extraordinary women of our century.

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SFM entertainment

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Yes, this is a grisly picture.

But in a glance, readers understood the enormity of what happened to the White City. No amount of words could equal this image and those that came with it.

It began on November 14, 1985.

Colombia's long-dormant Nevada del Ruiz volcano erupted. Photographers Carol Guzy and Michel duCille of Knight-Ridder's Miami Herald were dispatched to the Colombian town of Armero.

It was known as the White City because of its extensive cotton and rice crops. Now a brown tidal wave of mud, ash, melted snow and rocks had cascaded down the slopes.

Armero was no more.

To get to the scene, Guzy and duCille, along with two Miami Herald reporters, rode for five hours over twisting, fog-covered roads. Then, when the roads ended, they faced a five-mile walk. As they approached Armero, the mud was hip-deep.

Carnage and corpses surrounded them. Throughout the area, the roar of the eruption had been replaced by the quiet of dying.

Only 20 percent of the town's 28,000 inhabitants had survived.

Guzy and duCille sent back gut-wrenching pictures. They knew they'd be painful to print. But from a human perspective, they'd captured the truest pictures of the trauma and the tragedy of Armero. DuCille recalls, "I was shooting close-up shots of a dead baby, and all the time thinking, 'My God, this could be my son.' They were about the same age."

The Herald's pictures and stories about the devastation in Armero created an immediate, compassionate reaction in South Florida. Thousands of Herald readers brought food, clothing and medical supplies to local fire stations. Eventually, twelve truckloads of relief supplies were sent to Colombia.

Carol Guzy and Michel duCille won the 1986 Pulitzer Prize for Spot News Photography.

The Miami Herald had sent two reporters and two photographers 1,500 miles to get the story. A chartered jet had to be used to get the pictures back to Miami before deadline. In all, it was a herculean feat.

By comparison, no other news organization's coverage came close to the Herald's.

But The Miami Herald is a Knight-Ridder newspaper.

KR

KNIGHT-RIDDER

We never underestimate the American people.

Knight-Ridder, winner of an unprecedented seven Pulitzer Prizes in 1986, is a nationwide communications company with eight television stations, cable systems, business information services and 34 daily newspapers.

microcomputer.

Buena Vista Television 656-60
500 S. Buena Vista, Burbank, Calif. 91521
Ducktales*, Win, Lose or Draw*, Today's Business*, Siskel & Ebert & the Movies. **Staff:** Robert Jacquemin, Peter Affe, Jamie Bennett, Jay Finkelman, Larry Frankenbach, Rich Goldman, John Huncke, Michael Mellon, David Morris, Peter Newgard, Rick North, Michael Tanner.

Claster Television Productions 555-59
9630 Deereco Rd., Timonium, Md. 21093
G.I. Joe (95), Transformers (95), My Little Pony 'n Friends* (65), JEM* (75), Inhumanoids* (15), Romper Room (100), The Glo Friends Save Christmas, Air Raiders* (13). **Staff:** John Claster, Sally Claster Bell, Janice Carter, Terri Akman, John Russel, Peggy Powell.

Coca-Cola Telecommunications 371
Columbia Pl. N, Burbank, Calif. 91505
Card Sharks, Child Specials, Coconut Ballroom, Dinosaucers, Good Advice, It's Your Money, Karate Kid, The Match Game, Parole Board, Premiere Movies, Punky Brewster, Real Ghostbusters, Screen Gems, That's My Mama Now, Tim Conway Show, What's Happening Now!, Willard Scott Show, specials. **Staff:** Joe Abrams, Alan Bennett, June Burakoff-Smith, John Carson, Susan Cridland, John Donahue, Michael Grossman, Steve Hackett, Robert King, Claire Lee, Peter Lenz, Cynthia Lieberman, David Mumford, Mitch Oscar, Tim Overmyer, Bob Peyton, Phil Press, Rick Rosen, Doug Roth, Herman Rush, Mitch Sallitt, Jay Silha, Milt Strasser, Tom Tardio, Donna Barrie, Jack Ellison, Tom Holland, Charlie Lore.

Columbia/Embassy Television 601-05
1901 Avenue of the Stars, Suite 1600, Los Angeles 90067
Archie Bunker's Place (97), Diff'rent Strokes (189), The Facts of Life (181), Good Times (133), The Jeffersons (253), Maude (141), One Day at a Time (209), Sanford & Son (136), Silver Spoons (116), Square Pegs (20), Barney Miller (170), Benson (134), Carson's Comedy Classics (130), Carter Country (44), Charlie's Angels (115), Fantasy Island (220/130), Hart to Hart (112), Police Story (105), Police Woman (91), Ripley's Believe it or Not (79/120), Riptide (58), Soap (93), Starsky & Hutch (92), SWAT (37), The Three Stooges (190), T.J. Hooker (71), Embassy Night at the Movies Continues, Embassy III, Embassy II, Entertainer of the Year, TV 20, Volume IV, V, VI, Columbia Gems. **Staff:** Gary Lieberthal, Barry Thurston, Leslie Tobin, Alan Daniels, Dain Fritz, Gary Lico, Steve Mulderrig, Herb Weiss, Dick Campbell, Bill Clark, Debbie Grant, Marlynda Salas, Mitch Sallitt, Ken Doyle, Noranne Frisby, John Rohrs Jr., Jay Silha, Steve Hackett, Don Bryan, Meade Camp, Susan Grant, Terry Mackin, Tim Overmyer, Tom Holland.

Continental Syndication 737

Coral Pictures Corp. 714-16
6850 Coral Way, Suite 404, Miami 33155
Quo Vadis?, Echoes of the Heart, Be Good If You Can, Mother Again, The Boss, Your Show of Shows (65), Coral Prime Package (13-15), Coral Westerns (13-15), Coral Action Adventures (13-15), Coral Science Fantasy I (17), Coral Martial Arts I (17), Leonardo Da Vinci, Mysteries of the Ancient World, Hey Abbot, Man and His World (11), Pimpa (13), Candy Candy (65), Captain Future (52), Space Angel (52), The Man From Button Willow, Les Miserables, Young King Arthur, Hans Christian Andersen's a Magic Adventure, Silent Night, Hooray for the Three Wiseman, The Intruder, Package I (14), Package II (10), movies, entertainment/variety specials, plus Spanish animation children's shows (8), Spanish dramas (48), Spanish mini-series (27), Spanish music/variety (7), Spanish series (12) and specials (10). **Staff:** Sy Shapiro, Leland Jackoway, Ken Campbell, Manuel Vidal, Senen Loche, Mike Portney.

Crazy Eddie 758-60
Home shopping programing.

Jim Crockett Promotions 722-24

CST Entertainment 611
4553 Glencoe Ave., Marina del Rey, Calif. 90292
The Classics (28), The Promotables (15), American Caesar, Vietnam: The Ten Thousand Day War, The Abbott and Costello Show, The Wizard of Oz, Speed Racer, Felix the Cat (260), The Mighty Hercules (130), unreleased features (58). **Staff:** Colin Chisholm III, Joseph Adelman, Linda Palmor, Len Ziegel, Richard Harper, Francis Gyermek.

Curran-Victor Co. 623
1100 Larkspur Landing Cr., Suite 315, Larkspur, Calif. 94939
Hemingway. **Staff:** Don Curran, Herb Victor, Daniel Wilson.

DFS Dorland Program Exchange 708
405 Lexington Ave., New York 10174
Dennis the Menace (65), Woody Woodpecker and Friends (360), Scooby Doo (155), The Flintstones (166), Bullwinkle (98), Rocky and His Friends (156), Bill Cosby's Picture Pages (430), Underdog (62), Uncle Waldo's Cartoon Show (52), Tennessee Tuxedo and His Tales (140), Dudley Do-Right and Friends (38), Young Samson (20), Space Kidettes (20), Sealab 2020 (16), Inch High Private Eye (13), Wheelie and the Chopper Bunch (13), Roman Holidays (13), Devlin (16), Valley of the Dinosaurs (16), King Leonardo (38), That Teen Show (26), Bewitched (180), I Dream of Jeannie (109), Abbott & Costello (52) The Partridge Family (96), The Greats of the Game (33). **Staff:** Allen Banks, Susan Radden, Beth Feldman.

Direct Response Marketing 522

Embassy Communications
(see Columbia/Embassy Television)

Enterprise Systems Group 757-59

Entervision Syndication 727
6525 Sunset Blvd., G-6, Hollywood, Calif. 90028

Family Entertainment 734

Four Star International 743
2813 W. Alameda Ave., Burbank, Calif. 91505
Wanted: Dead or Alive* (94), Star Two* (15), Liars Club* (90), The Big Valley, (112), Zane Grey Theater (145), Dick Powell Theater (59), The Rogues (30), Richard Diamond (26), Burke's Law (81), Star One (15), No Restrictions and Good Vibrations (30), Main Events (28). **Staff:** Alfred Markim, Robert Neece, Thomas Fortuin, Tom O'Leary, Bill Rhodes, Keith Lewis, Scott Lanken, Robert Bosen, Kurt Gardner, Pamela Selman, Michelle Okulski.

Fox/Lorber Associates 749
432 Park Ave. South, New York 10016
Dynaman* (26), Great Performers (30), Extra! Extra! (26). **Staff:** David Fox, Richard Lorber, Susan Margolin, Rena Ronson, Olivia Canter, Jack Brandon, Doug Yates, Robert Miller, Michael Spielberg.

Fries Distribution 709-13
6922 Hollywood Blvd., Los Angeles 90028
Fries Frame 3* (25), Fries Frame 2 (20), Fries Frame I (27), The Auto Connection*, Six Guns and Saddles*, Cover Story, Off the Wall, Born Famous*, Howdy Doody's 40th Birthday*. **Staff:** Ave Butensky, Peter Schmid, Dick Askin, Don Golden, Wendy Levin, Tim Newman, Mark Wagenheim, Mike Murashko, Lou Wexner.

Genesis Entertainment 524-28
5743 Corsa Ave., Suite 210, Westlake Village, Calif. 91362
The Best of the National Geographic Specials* (12), The Judge, Wild Wild World of Animals (115), Classic Country (182), World War II GI Diary (25). **Staff:** Gary Gannaway, Phil Oldham, Wendy Phillips, Brian Davidson, Stanley Sherman, Don Springer.

Samuel Goldwyn Co. 739-41
10203 Santa Monica Blvd., Los Angeles 90067
Robin Hood* (13), Explosives III*, November Gold*, Treasure Chest, Explosives I and II, Goldwyn Gold and Gold II, Terrorpix, Power Pack, Six-Pack. **Staff:** Terry Palmer, Steve Barbour, Jack Masters, Jolene Victor, Christie Hawks.

Group W Productions 549-53
3801 Barham Blvd., Los Angeles 91607
BraveStarr* (65), The Wil Shriner Show*, Salem's Children*, Together Again*, LifeQuest*, PM Magazine, Hour Magazine, He-Man and the Masters of the Universe (130), She-Ra: Princess of Power (93), Fat Albert and the Cosby Kids (90), Ghostbusters (65), TVSC, Filmation, Horizon International Television. **Staff:** Edwin Vane,

Gap. Los Angeles room. Moderator: Ted Baze, KGMC(TV) Oklahoma City. Special Guest: Dr. Jay Magidson, Statistical Innovations.

General marketing sessions. Los Angeles room. Moderators: Jerry Marcus, KRIV-TV Houston; Ron Inman, INTV. *The Marketing Dollar: Traditional Uses vs Trade/Promotion Expenditures*. 3:30-4:30 p.m. Panelist: Dan Granger, Sage Group. *Successful Local Sales Promotions*. 4:30-5:30 p.m. Panelists: Gayle Brammer, KRIV-TV Houston; Gene McHugh, WATL(TV) Atlanta; Duane Kell, WKBD(TV) Detroit; Chuck Pittman, Pepsi USA.

Reception, dinner and show. 6:30-10 p.m. Los Angeles room. Hosted by Lorimar-Telepictures. Host: comedian Norm Crosby. A Night of Futuristic Fantasy. 10 p.m.-midnight. Hosted by Claster Television. Entertainment by the Spinners.

Friday, Jan. 9

Washington Public Policy Power Breakfast Club. 7:30-9 a.m. Santa Monica room. Moderator: Shaun Sheehan, Tribune Broadcasting. Panelists: senior congressional and FCC staff.

Session. 9:15-10:15 a.m. Los Angeles room. *The FCC Commissioners Tell All*. Moderator: Dean Burch, Pierson, Ball & Dowd. Panelists: Commissioners James Quello, Dennis Patrick and Patricia Dennis.

Session. 10:45 a.m.-noon. Los Angeles room. *The First-Run Marketplace: Where Is It Going & How Will It Impact Your Future?* Moderator: Les Brown, *Channels* magazine. Panelists: Jamie Kellner, Fox Broadcasting; Sheldon Cooper, Tribune Entertainment; Shelly Schwab, MCA-TV Enterprises; Tony Thomas, Witt-Thomas-Harris Productions; Lucille Salhany, Paramount; Richard Robertson, Lorimar-Telepictures.

Screening suites. Open noon to 6 p.m.

Saturday, Jan. 10

Breakfast session. 7:30-8:30 a.m. *Where the Administration Stands, Breakfast with the Assistant Secretary*. Beverly Hills room. Host: Thomas Herwitz, Fox Television. Guest: Alfred Sikes, National Telecommunications and Information Administration.

Session. 8:45-9:15 a.m. *Localism in Media*. Los Angeles room. Speaker: Robert Mulholland, TIO.

Session. 9:15-10:15 a.m. *The 100th Congress: A Good Vintage for Independents?* Los Angeles room. Moderator: James Hedlund, INTV. Panelists: Representatives Michael DeWine (R-Ohio), Robert Kastenmeier (D-Wis.), Romano Mazzoli (D-Ky.) and Al Swift (D-Wash.).

Session. 10:45-11:45 a.m. *Promotion—The Competitive Edge*. Los Angeles room. Moderator: John Serrao, WATL(TV) Atlanta. Panelists: John Claster, Claster Television; Jim Ellis, Tribune Broadcasting; Herb Altman, Herb Altman Associates; Thomas Kounelis, WATL(TV) Atlanta; Lance Webster, Broadcast Promotion and Marketing Executives.

Promotion awards presentation. 11:45 a.m.-noon. Presenter: Lance Webster, BPME.

Screening suites. Open noon-6 p.m.

Gala studio party. 7 p.m.-midnight. Fox Studios. Hosted by Fox Film Corp.

Sunday, Jan. 11

Program distributors associate members breakfast. (Closed) 8-9 a.m. Pacific Palisades room.

Continental breakfast. 9-9:30 a.m. California lounge.

Session. 9:30-10:30 a.m. *Future Tech: HDTV and Fiber Optics*. Santa Monica room. Moderator: Bob Wormington, KSHB-TV Kansas City. Panelists: Larry Thorpe, Sony Corp.; Hal Protter, WVTV(TV) Milwaukee; Dr. W.E. Glenn, New York Institute of Technology; Karen Mangum, Southern Bell Telephone.

Final session. 10:45-11:45 a.m. *People Meters*. Beverly Hills room. Moderator: Teddy Reynolds, Petry Television. Panelists: Joe Philport, AGB; William McKenna, ScanAmerica; Robert Paine, A.C. Nielsen Co.

The programing being screened at INTV

Acama Films **545**
14724 Ventura Blvd., Suite 610, Sherman Oaks, Calif. 91403

Acama Star I (22), II (23) and III (28), Screamers (13), Martial Arts Theater (44), Acama Film Classics (235), Package of Gold (35), King of Kensington (111), Bill Burrud's Wonderful World of Travel (26), Bill Burrud's World of Adventure (26), The Explorers (13), Body Buddies (65), Boxing (50), Wrestling (50), The Froozles (130), The New Zoo Revue (130), The Houndcats and the Barkleys (26), Hank Williams Jr. Special. **Staff:** William Morrison, James Sowards, John Cosgrove.

Access Syndication **514-16**
12345 Ventura Blvd., Studio City, Calif. 91604

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

Baruch Television Group **735**
2550 M St., Washington 20037

Getting in Touch with Dr. David Viscott*, This Day in Hollywood, A Very Special Arts Story, Everything You Ever Wanted to Know About Taxes But Were Afraid to Ask, NBA Players Association Summer Charity Classic, Stephen King's World of Horror. **Staff:** Ed Baruch, Frank Bean.

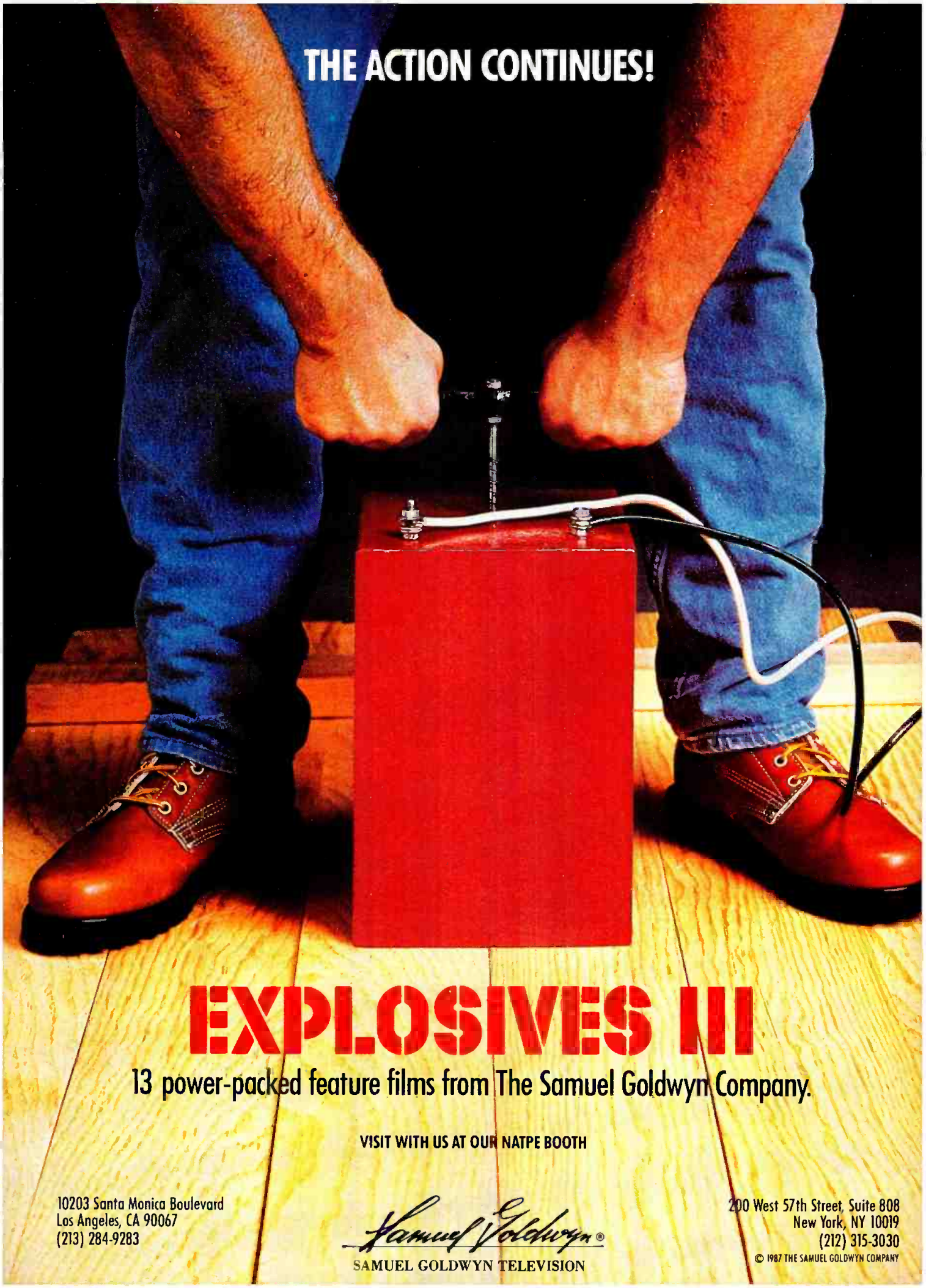
Blair Entertainment **736-38**
1290 Avenue of the Americas, New York 10104

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

Strictly Confidential (52), Strike It Rich (52), Divorce Court (52), Fan Club, Best of the Best, On the Move, SCTV (156), Death Valley Days (130), Cisco Kid (156), Revenge Movie Package (12), Passion Movie Package (15), Road to the Super Bowl '88, NFL Update, Super Stars of the Super Bowl, Strange But True Football Stories, NFL All Time All Pro Teams, Road to the Super Bowl Vignettes, Lollipop Dragon, Beachcombers (130), Keystone Komedies (79), Sports Challenge, Metrophone. **Staff:** Richard Coveny, Guy Mazzeo, Tim Harrington, Linda Prozeller, Leslie Lillien, Kim Breda, Len Giarraputo, Al Lanken, Tony Fasola, Joe Mirabella, Joe Weinflash, Brindell Elias, Linda McMann, Rob Roberson, Sam Fuller, Ken Kagen, Ann Foran, Sherryl Servello, Alan Berkowitz, Howard Levy, Norman Lesser, Michael Weiser, Marlene Rochman. **RPR Productions:** Pete Retzlaff, Andy Rogin, Walter Rolph.

Broadcast Management Plus **717**
Box 708, Auburn, Calif. 95603

Converts Arbitron, Nielsen and Birch computer tapes to floppy diskettes and provides software to allow stations to perform sales and program research on a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Group W TV Sales **733**
90 Park Ave., New York 10016
For Kids' Sake, documentaries and specials. **Staff:** Ed Goldman, Jeffrey Osborne, Deb Zeyen.

Harmony Gold **740-42**
8831 Sunset Blvd., Los Angeles 90069
Shaka Zulu, Vidiots (26), Between Us, Eye on Hollywood (65), Harmony Gold's Animated Classics (10).

Home Shopping Network **726**
1529 US 19 South, Clearwater, Fla. 33634
Home Shopping Networks. **Staff:** Scott Campbell, Jim Bocock, Lowell Paxson, Lori Speer, Bob Knott, Chuck Bohart.

Raymond Horn Syndications **710**
325 W. 45th St., Suite 510, New York 10036
Essence: The TV Magazine, A Tribute to Eddie Robinson, Essence Superstars Specials, Essence Black Minutes, Story of a People: Where Are We Now?, America's Black Forum (52), Escape to Paradise, Nutrition World, Dance Connection, Talented Teens, Boxing, Pressbox. **Staff:** Raymond Horn, Gloria Horn, Chuck Wicker.

Independent Network **756**
11150 W. Olympic Blvd., Los Angeles 90064
Glow (26), Movie Madness (16). **Staff:** Irv Holender, Irving Ross, Marvin Grieve, Dick Perin, Dick Ostrander.

Independent Television Network **745**

INN **534**
220 E. 42d St., New York 10017
Independent Network News Nighttime Edition, USA Tonight Primetime Newsbriefs, INDX News Service. **Staff:** John Corporon, Dennis Gillespie Jr., Barbara Mortimer, Christine Gebhardt.

INTV Marketing **629**

ITF Enterprises **653**
Two Greenwich Pl., Greenwich, Conn. 06830
Late Night Lotto*, Dancin' to the Hits. **Staff:** Thomas Battista, Michael Estivo, Janet Brown, Elissa Dorfsman, Gary Wendt, Karin Huntzinger.

King Features Entertainment **614-16**
235 E. 45th St., New York 10017
King Features Creatures Vol. 1* (10), Fight Back! with David Horowitz* (26), Ask Dr. Ruth* (130), All New Popeye (192), Original Popeye (220), Animated Flash Gordon (24), Cool McCool (20), Beetle Bailey (50), Beatles (39), Barney Google & Snuffy Smith (50), Krazy Kat (50), Perspective on Greatness (26), Hearst Reports (345), The Performers: Marquee Edition (12), The Performers: Vol. II (12), The Performers (15), Blondie (28), Flash Gordon (4), TV Time Capsules (2,000), Hints from Heloise (130), Blondie (26), Flash Gordon (40), The Romance of Betty Boop, Good Housekeeping: A Better Way. **Staff:** Bill Miller, Len Soglio, Chips Barrabee, Steven Weiser, Maureen Smith.

King World Productions **731-32**
1700 Broadway, New York 10019
The Oprah Winfrey Show (46), Little Rascals (71), True Confessions (26), Nightlife (39), Rock 'n Roll Evening News (39), Wheel of Fortune (195), Jeopardy (39), Topper (78), Guns of Will Sonnett & Branded (98), Mr. Food (260), Spotlight Ten (10), The Epics (5), Popcorn Theater (13), Classic Detectives (34), Women of the World, Laugh Machine. **Staff:** Roger King, Michael King, Lee Kiersted, Maryann Catalano, Sidney Cohen.

LBS Communications **550-560**
875 Third Ave., New York 10022
You Can't Take It With You*, Tales from the Darkside (92), The New American Bandstand*, Max Haines Crime Flash Back*, Music Machine* (13), Strictly Business* (52), The Adventures of Teddy Ruxpin* (65), Heathcliff (86), MASK (75), Inspector Gadget (86), Kideo TV, Superfriends (110), The Story of Rock 'n Roll*, Marvin Hagler/Sugar Ray Leonard Pre-Fight Special*, Tales From the Darkside Special*, My Friend Liberty, Your Choice for the Film Awards*, Scary Tales, Test Series*, Marco Polo (10), Canned Film Festival, Hal Roach Colorization Network*, Premiere Screenings I*, Fame (24), What's Happening Now!! (44), Off the Wall, The Judge (150), The Real Ghostbusters*, Hollywood Squares (195), Cover Story (26), This Week in Country Music (52), MGM/UA Premiere Network (24), LBS Premiere Screenings* (18). **Colex Enterprises:** The New Gidget (44), The New Monkees* (44), Dennis the Menace: The Movie*, Three Wishes for Jamie*, Miracle of the Heart, The Canterville Ghost, Gidget's Summer Reunion, It Came Upon a Midnight Clear, Heartstoppers I* (21), Care Bears and Friends at the Movies*, Hope Diamonds (11), Hardcastle & McCormick*, Ghost Story/Circle of Fear* (22), Family (85), Father Murphy (35), Gidget (32), The Monkees (58), The Burns & Allen Show (239), Dennis the Menace (146), Route 66 (52), Father Knows Best (191), The Donna Reed Show (175), Hazel (154), Hawk (17), Joe Forrester (22), Eischied (13), Wild Bill Hickok (113), Jungle Jim (26). **Staff:** Henry Siegel, Phil Howort, Roger Lefkon, Paul Siegel, Tony Intelisano, Fred Petrosino, Mike Weiden, Andrew Holtzman, Caroline Vanderlip, Carl Dietze, Richard Grove, Bill Smither, Tony Vella, Debbie Hirschinger. **Colex:** Mort Marcus, Jack Allen, John Mansfield.

Don Lewis Advertising **712**

Lionheart Television **517**
1762 Westwood Blvd., Los Angeles 90024
Allo Allo* (21), Are You Being Served* (56), Blott on the Landscape* (6), Don't Wait Up* (20), Ever Decreasing Circles* (18), It Ain't Half Hot Mum* (54), No Place Like Home* (28), Stand Up* (66), Three Up Two Down* (12), Eastenders* (200), Howard's Way* (26), Oxbridge Blues*, Coup D' Etat*, Mafia Wars*, MIA: You Can Keep Up Forever*, Britain's Top Guns*, Healing Arts*, Video Ink*, Allo Allo, Are You Being Served?, BBC Stand Up, 66, Dave Allen at Large (51), Fawlty Towers (12), Good Neighbors (29), Mother & Son (22), No Place Like Home (28), Only Fools and Horses (30), Open All Hours (25), Solo (13), Sorry (30), The Two Ronnies (32), Yes Minister (21), Auschwitz and the Allies, Challenge of the Caucasus, MIA's Mafia, The War Game, Edge of Darkness, Elizabeth R, 1915, Palace of Dreams, Six Wives of Henry VIII, Blake's 7 (52), Doctor Who, Dr. Who's Who's Who, Five Doctors Special, K-9 & Co., Great Detectives, Primetime Features (11), Primetime Minis (9), Dramas (6), The Ascent of Man (13), Britain's Top Guns (38), Civilisation (14), Connections (10), The Commanders (7), Great Railway Journeys (7), SOE (8), Beau Geste (8), Great Expectations (12), Gulliver in Lilliput (4), Hound of the Baskervilles (4), The Invisible Man (6), Little Women (9), Oliver Twist (12), Pickwick Papers (12), Prince and the Pauper (6), Prisoner of Zenda (6), Robin Hood (12), Stalky & Co. (6), De Bono's Thinking Course (10), Ken Hom's Chinese Cooking (8), Floyd on Fish (7), Madhur Jaffrey's Indian Cooking Course (8), Whicker's World, All Creatures Great and Small (41), Barbara's Problem Dogs, Great Parks of the World (6), Great Zoos of the World (8), One by One (22), Training Dogs the Woodhouse Way (10), Wildside (52), Zoo 2000 (8). **Staff:** David Friedman, Roy Gibbs, Rich Golden.

Lorimar-Telepictures **502-512**
L-T Media **548**
3970 Overland Ave., Culver City, Calif. 90230
Suddenly Sheriff* (22), It's a Living (26), Mama's Family (25), One Big Family (25), It's a Living* (100), Falcon Crest (127), Knots Landing (128), Dallas (191), The Blue Knight (23), Flamingo Road (37), Ten Speed and Brown Show (12), Mint Edition* (25), 22 Karat (24), Lorimar I (25), Lorimar II (25), Deja-Views (55), Sci-fi Horror (35), Cowboys and Indians (32), Bomba the Jungle Boy (13), Valuetelevision*, Truth or Consequences*, The People's Court, Love Connection, The $1,000,000 Chance of a Lifetime, Superior Court, N.I.W.S., The Comic Strip* (65), Gumby* (33), Silverhawks (65), Thundercats, Down to Earth* (104), Alvin and the Chipmunks (65), Gumby (32), Eight is Enough (112), The Greatest American Hero (42), The New Dick Van Dyke Show/Mayberry RFD (150), More Real People (195), My Favorite Martian (107), Here's Lucy (144), animated off-network prime time all family specials (19), Ultra* (4),

Telepictures 3 (28), Telepictures 2 (27), Telepictures 1 (16), Masters of Fury. **Staff:** Merv Adelson, David Salzman, J. Anthony Young, Barbara Brogliatti, Stephen Ross, Alan Bell, Jay Feldman, Scott Stone, Michael Garin, Michael Jay Solomon, Art Loomis, Karl Kuechenmeister, Rob Barnett, Tom Byrnes, Jeannie Kadow, Peter Kranzler, Mary Martin, Marc Solomon, Peter Temple, Damien Riordan, Mark O'Brien, Dick Robertson, Pat Kenney, Jim McGillen, Scott Carlin, Garry Hart, Dalton Danon, Joe Goldfarb, Jim Moloshok, Bruce Rosenblum, James Engleman, Roslyn Fisch, Leon Luxenberg, Sheldon Saltman, Keith Samples, Gust Theodore, Alicia Windroth, Ed Youngmark, Jeff Pryor, Mark Robbins, Bruce Genter, Jeff Hufford, Maury Lanken, Jeff Schlesinger, Bonnie Adamson, Rosemary Mazzo, Alasdair Waddell, David Peebler, Margo Raport, Stuart Graber, Don Ross.

M&M Syndications **750**
1000 Laurel Oak Corp. Center, Suite 108, Voorhees, N.J. 08043

Malrite Entertainment **651-715**

MCA TV **622-32**
445 Park Ave., New York 10022

Miami Vice* (90), Out of This World* (24), Film Fest I* (22), The Bionic Six* (78), Charles in Charge* (52), Kate & Allie* (96), Bustin' Loose* (26), Universal's Marvelous Ten*, Comedy Challenge*, Simon & Simon (125), Knight Rider (90), The A Team (98), Gimme a Break (136), Black Sheep Squadron (35), Magnum (149), That's Incredible (165), Quincy (148), Buck Rogers (37), Kojak (118), The Rockford Files (125), House Calls (57), BJ/Lobo (86), The Incredible Hulk (85), Emergency (136), Leave it to Beaver (234), McHale's Navy (138), Munsters (70), Harper Valley (52), Operation Petticoat (52), Jack Benny Show (104), Olivia Newton-John, Let's Get Physical, Whiz Kids/Voyagers (52), Street Hawk/The Insiders (52), Universal Pictures Debut Network (33), Universal Pictures Marvelous Ten, Universal Pictures Prestige 13 (13), Universal Pictures Exploitable 13 (13), Universal's Most Wanted List (23), Columbo/McCloud/McMillan Mystery Movies (124), Banacek (16), The Hit List (36), Universal Network Movies 85 (85), Battlestar Galactica (12), Champagne Movies 34 (34), Ninety Minute Movies (49), Universal Grand 50 (48), Universal Star Spangled 33, Universal World Premiere (35), Comedy Festival I (26) and II (26), Universal 40 (39), Universal 49, Universal 52 (52), Universal 50 (46), 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), Baretta (82), Alias Smith & Jones (43), The Six Million Dollar Man (108), Bionic Woman (58), Switch (70), Five Star Mystery (87), Bold Ones (98), Ironside (198), It Takes a Thief (65), Name of the Game (76), Rod Serling's Night Gallery (97), Run for Your Life (85), Rich Man, Poor Man Book 1 (12), Book 2 (22), Best Sellers I (30), II (33), The Deputy (76), Mickey Spillane's Mike Hammer (78), Thriller (67), Men from Shiloh (23), Wagon Train (32), Dead End Kids Movies (7). **Staff:** Al Rush, Robert Harris, Don Menchel, Carl Russell, Shelly Schwab, Mort Slakoff, Chuck Gerber, Don Micallef, Marc Grayson, Lou Friedland, David Brenner, Bobbi Fisher, Ernie Goodman, Richard Nailling, Paul Hoffman, Jim Kraus, Tom Maples, Lin Oliver, Fran Toll, David Darley, Bert Herbert, Jeff McElheney, Bill Trotter, Stephanie Beatty, Karen Volkman, Inger Jensen, Sara Rutenberg, Charlotte Sweet, Bill Smith, Robert Raleigh, Steve Rosenberg, Steve Saltman, Tom Russo, Nadine Tekula, Chris Rovtar, Kate Kelleher, Gerrie Pare, Steve Teamkin, Bill Vrbanic.

MGM/UA Television **540-42**
1350 Avenue of the Americas, New York 10019

We Got It Made* (24), Sea Hunt*, Rat Patrol*, Fame (24), Adventures at Scott Island (26), Adventures of Martin Kane (39), Aquanauts (32), Bat Masterson (108), Bold Venture (39), Boston Blackie (58), Case of the Dangerous Robin (38), Cesar's World (39), Circus Parade (26), Dial 999 (39), Doctor Christian (39), East Side West Side (24), Everglades (38), Favorite Story (78), Harbor Command (39), Hey Landlord (31), Hollywood and the Stars (31), Highway Patrol (156), I Led Three Lives (117), King Diamonds (38), Lee Marvin Show (32), Lock Up (78), Mackenzie's Raiders (39), Man and the Challenge (36), Man Called X (39), Men Into Space (38), Men of Annapolis (39), Miami Undercover (38), Mr. District Attorney (78), My Mother the Car (30), Outer Limits (49), Patty Duke Show (104), Phil Silvers Show (30), Rat Patrol (58), Ripcord (76), Rough Riders (39), Sea Hunt (155), Science Fiction Theater (78), Sports Album (105), Stoney Burke (32), Tales of the Vikings (39), Target (38), The Unexpected (39), The Story Of . . . (28), This Man Dawson (39), Tombstone Territory (91), Troubleshooters (26), West Point (39), Wolper Specials (6), Yesterday's Newsreels (139), MGM/UA Premiere Network*, MGM/UA 2, The Tough Guys (11), UA Showcase 1, 2, 3, 5, 6, 7, 8, 9, 10, 11, UA 17, UA Prime Time 1 and 2, Award Package, Box Office, Premiere, Festival, AAP Features, Chans & Wong, Monograms, The Pink Panther (226), Pink Panther (3). **Staff:** Dick Cignarelli, Rob Corona, Chuck Atkins, Phil Smith, Peter Preis, Robert Horen, Victoria Quoss, Donna Landau, John Rouse, Andrew Bolt.

Monitor Television **536**
342 Madison Ave., Suite 832, New York 10173

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

MTM Enterprises **531-35**
4024 Radford Ave., Studio City, Calif. 91604

Newhart Show, St. Elsewhere, Remington Steele. **Staff:** Joe Indelli, Dick Woollen, Suzanne Hornstein, Tom Straszewski, Jim O'Neill, Laureen Ong, John Bryan, Janet Bonifer, Teresa Garcia, Adene Walters, Tai Shan Jackson, Ann Prather.

MTS Entertainment **728-30**
5150 Rosecrans Ave., Hawthorne, Calif. 90250

The Barbie TV Magazine*, Captain Power and the Soldiers of the Future. **Staff:** John Weems, Gayle Sharon Dickie, Bette Alofsin, Michael Caponi, Gene Garlock.

Muller Media **519**
23 E. 39th St., New York 10016

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

New Century Telecomm. **634-36**
654 Madison Ave., New York 10021

Grey Fox Package* (16), Photoplay* (104), Suzanne Somers*, Sword of Gideon*, Arrest Bulldog Drummond, Blithe Spirit, The Captain's Paradise, Doctor in the House, The Elusive Pimpernel, Genevieve, The Importance of Being Earnest, The Lady Killers, Major Barbara, Oliver Twist, Pygmalion, The Red Shoes, Summertime, The 39 Steps, Waltz of the Toreadors. **Staff:** Robert Morin, Robert Williamson, Steven Orr, Eugene Lavelle, Paul Franklin.

New World Television **723-25**
16 W. 61st St., New York 10023

New World One (18), Highway to Heaven, Monte Carlo, Queenie, Harem, Sins, Crime Story (22), Sledge Hammer (22), Rags to Riches (8), Santa Barbara (500), Courage, Penalty Phase, Something in Common, Easy Prey, Gladiator, family specials. **Staff:** Tony Brown, Joe Middelburg, Monte Lounsbury, Jim Weathers.

Orbis Communications **701-05**
432 Park Ave. South, New York 10016

Hangin' In (110), Great American Adventure (14), Force III, Kidsongs, Matchmaker, Constitution Minutes, NCTV, Viddies, Spiral Zone, Defenders of the Earth (65), Macron I (65), Tales of the Unexpected (90), Platinum 193 (193), Orbis Premiere Movies, War Chronicles (13), Bob Uecker's Wacky World of Sports (12), GEO . . . A Ticket to the World (4), P.O.W. Americans in Enemy Hands. **Staff:** Robert Turner, John Ranck, Brian Byrne, Hilary Hendler, Fran Reiter, David Spiegelman, Frank Hussey, David Goodman, Paul Williams, Neil Russell, Ed Neuert.

Orion Television **617-19**
1875 Century Park East, Los Angeles 90067

Hollywood Squares (260), High Rollers* (195), Cagney & Lacey (103), The Avengers (83), Addams Family (64), Green Acres (170), Mr. Ed (143), The Best of Saturday Night Live (102), Orion III* (20),

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Pappas TeleProductions **752**

Paramount Television **602-612**
1 Gulf & Western Pl., New York 10023

Marblehead Manor* (24), Friday the 13th* (26), Star Trek the Next Generation* (26), Entertainment Tonight, Solid Gold, Leonard Nimoy Star Trek Memories, Brothers* (114), Webster (100), Cheers (121), Family Ties (124), Taxi (114), Happy Days (255), Mork & Mindy (95), Laverne & Shirley (178), Odd Couple (114), Brady Bunch (117), Star Trek (79), Star Trek Animated (22), Love American Style (224), Brady Kids Animated (22), Lucy Show (156), Mission Impossible (171), The Untouchables (114), Mannix (130), Portfolio XII* (26), XI (22), X (20), IX (30), VIII (37), VII (30), VI (30), V (33), IV (38), III (60), II (37), I (44), Special Edition II (40), Special Edition (50), Preview III (20), Preview II (16), Preview I (14), Marquee III (18), II (17), Paramount Action Theater (33), The Untouchables (3), Shogun. **Staff:** Mel Harris, Lucie Salhany, Frank Kelly, Tom Mazza, Meryl Cohen, Kirk Dodd, Howard Green, Helen Ricketts, Emeline Davis, Steve Goldman, Greg Meidel, James Martz, John Nogawski, Kendle Koontz, Joel Berman, Bob Dahill, Ken Solomon, Vito Chrzanowski, Dick Montgomery, Gerry Noonan, Stan Justice, Mark Dvornik, Ed Wilson, Mike Kerans, John Morrow, Don Salem.

Peregrine Film Distribution **719**

Pro-Wrestling This Week **655**

Republic Pictures **527-29**
12636 Beatrice St., Box 66930, Los Angeles 90066

Hollywood Stars* (17), Champions (152), Favorite Holiday Features, John Wayne Classic Westerns (29), Horror Features (35), Mystery-Suspense/Great Detectives (246), Nostalgic Musicals (47), Nostalgic Westerns (396), Paramount Short Subjects (500), Republic Cowboys (162), Republic Serials (71), Roy Rogers' The Great Movie Cowboys (21), Science Fiction (28), Young People's Favorites (8), Press Your Luck (130), Car 54 Where Are You? (60), Bonanza (260), Get Smart (138), High Chaparral (98), African Patrol (39), Animal Secrets (24), Blue Angels (39), Boots and Saddles (39), Byline: Steve Wilson (39), Cameo Theater (260), Captain Nice (15), Captured (26), Commando Cody (12), Continental Classroom (160), Falcon (39), Fibber McGee and Molly (26), Fireside Theater (100), Frontier Doctor (39), Glencannon (39), Golddiggers (22), Grand Jury (39), Great Gildersleeve (39), How to Marry a Millionaire (52), International Playhouse (26), Jim Backus Show (39), Kentucky Jones (26), Klondike (18), Lilli Palmer Quality Theater (36), Loretta Young Show (187), Man Without a Gun (52), My World and Welcome To It (26), Not for Hire (39), Official Detective (39), Outlaws (50), Panic (31), People Are Funny (150), Pony Express (39), Richard Boone (25), Sheriff of Cochise (78), Silent Service (78), Steve Donovan (39), Stories of the Century (39), Stryker of Scotland Yard, Temple Houston (26), Theater of the Stars (17), T.H.E. Cat (26), Third Man (77), This Is Alice (39), Union Pacific (39), U.S. Marshal (78), Walter Winchell File (39), Storybook Theater (5), Betty Boop (100), George Pal Puppetoons (42), Little Lulu (26), Max Fleischer Color Classics (32), Noveltoons (43), Christie Comedies (108), Funny Manns (130), 20 Documentaries (20), Victory at Sea (26), Children's Letters to God, Seven Greatest, Billie Jean King's Tennis for Everyone, Mantovani (38), TVI Acts (198). **Staff:** Russell Goldsmith, Dick Jolliffe, Joe Levinsohn, Vallery Kountze, Lee Wedemeyer, Patricia Fleming, Mickey Georgianna, Terez Kiely, Diana Foster, Lisa Ann Woodcock, Hugh West, Barry Bernard, Jack Donahue.

Hal Roach Studios **702-07**
1600 N. Fairfax Ave., Los Angeles 90049

Hennesey (96), Crossbow (24), Public Defender (65), Colorization Network II (15), Hal Roach Classics Volume I (15), Laurel and Hardy films (26). **Staff:** Regina Dantes, Steven Morley-Mower, Tim Noonan, Mike Russo, Jody Shapiro, Rob Word.

Satori Entertainment **621**
Box 413A, Planitarium Station, New York 10024

Family I (13), Family II (12), Dimension I (15), Dimension II (14), Shock. **Staff:** Ernest Sauer, Gary Conner, Janice Demadona, Cindy Stern, Hank Guzik.

SFM Entertainment **629**
1180 Avenue of the Americas, New York 10036

SFM Holiday Network (12), Jason and the Wheeled Warriors (65), Zoobilee Zoo (65), Photon (26), SFM Children's Theater, Open Season (16), Program Inserts (52), Crystal Light National Aerobics Championship Directions, March of Time (205), Crusade in the Pacific (26), Crusade in Europe (26), Dayan's Israel, The Indomitable Teddy Roosevelt, The Golden Twenties, The Vatican, The Made-for-TV Election. **Staff:** Stanley Moger, Jordan Ringel, Joseph Gerard, Maria Carayas, John Doscher, Ronald Dudelson, Gary Montanus, Mike James, Dave Grimm, Allan Infeld, Cyndy Wynne, Amy Sauertieg, Dianne Brand.

Silverbach-Lazarus Group **625-27**
9911 W. Pico Blvd., Penthouse M, Los Angeles 90035

Fight Back with David Horowitz*, The Adventures with Sir Edmund Hillary* (13), Visual One Movie Package* (30), Full Circle Again*, 16 Magazine Television*, Jackpot Bingo, Cimarron Strip (23), The Littlest Hobo (114), For the Term of His Natural Life (6), Explore (13), Phenomenal World (11), The Best Christmas Pageant Ever, Terror!, The Last Days of Marilyn Monroe, Post-Newsweek Specials. **Staff:** Alan Silverbach, Herb Lazarus, Toby Rogers, James Francis, Ami Hopewitt.

Southbrook Television **649**
444 Madison Ave., New York 10022

Southbrook I*, Primetime One (17), Primetime Plus (15), Primetime 90's (10), Lassie Series (192), Jeff's Collie (103), Timmy and Lassie (156), Lassie TV Movies (15), Lassie Specials (3), Lone Ranger Series (182), Adventures of the Lone Ranger (13), The Lone Ranger Features (2), Lone Ranger Cartoons (78), Sgt. Preston Series (78), Skippy: The Bush Kangaroo (91). **Staff:** Joseph Tirinato, Harvey Reinstein, Margaret McAllen, Stacey Valenza.

Syndicast Services **654**
2 W. 45th St., New York 10036

Young Universe, Up-Front (13), Slim Cooking—Starring Richard Simmons*, Neat & Tidy*, College Football Previews, College Basketball's Top 10, All-Star Wrestling, We the People, The Demon Murder Case, The Third Annual Mrs. Woman of the World Pageant, Christmas Every Day, One Night with You, The 1987 Golden Globe Awards, All-Star Caribbean Cruise, Truck Stop, Lou Rawls Presents the Fourth Annual Black Gold Awards, Thanks For Caring, A Night at the Follies, Korean War Retrospective, Sex Symbols: Past, Present & Future, 1987 Mrs. America Pageant, 1987 Sex Symbols Special, We the People, Television's Greatest Bits. **Staff:** Leonard Koch, Bob Silberberg, Gerry Lepkanich, Terry Paolillo, Bill Madden, Pamela Koch, Bernie Schulman, Vicki Jo Hoffman, Jim Hayes, Steven Hoffman, Beverly Weinstein, Jack Giebel, Gary Villante.

D.L. Taffner Ltd. **631**
31 W. 56th St., New York 10019

Three Apartments* (128), Check It Out (128), Three's Company (222), Too Close For Comfort (129), Three Apartments* (70), Check It Out (66), The Ropers (26), Three's A Crowd (22), Ted Knight Show (22), Danger Mouse (50), Thames Comedy Originals (156), Benny Hill (95), Robins Nest (48), After Benny (40), Man About the House (39), George & Mildred

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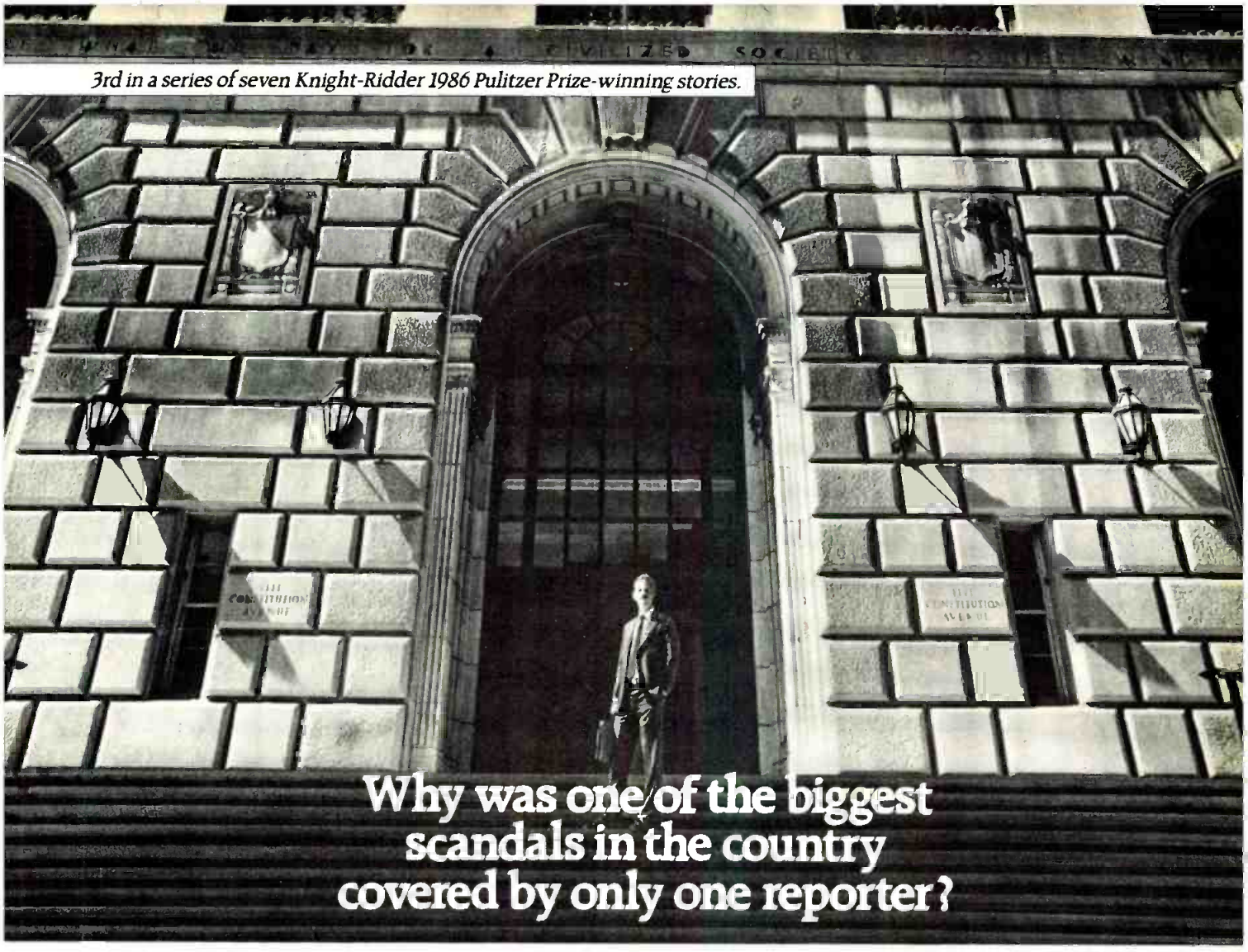

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In Santa Ana, Calif., a mail clerk couldn't keep up with the flood of correspondence. So he took 11,000 pieces of mail, with $800,000 in checks, home.

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TEN 638-40
11111 Santa Monica Blvd., Los Angeles 90025

The New Dream House*, Top of the Pops* (52), Super Rock Presents "The Tube"* (13), 1987 International British Record Industry Awards*, 1987 Montreux Rock Festival I* and II*, B.B. King Live at Nick's, America's Music (13), Sizzle* (12), Ten Prime* (10), Tranzor Z (65), Ten Animated Classics (3), Ten Space Animation (5), No Guts No Glory (6). **Staff:** Drew Savitch Levin, Roger Adams, William Doyle, Arthur O'Connor, Mark Rafalowski, Steve Finch, Lisa Gamboa, Eve Joffee, Andrew Berman, Richard Elliot Hammer, Ellen Ferrera, Elaine Mallon, Paul Green.

Thomas-Gillum Productions 729

TPE 539-43
875 Third Ave., New York 10022

Star Search (52), Lifestyles of the Rich and Famous (52), Entertainment Tonight/This Week (312), You Write The Songs, Runaway with the Rich and Famous*, Lucky Luke*, Challenge of the Gobots, Smurfs, Supermodel of the World, Lifestyles of the Rich and Famous Salutes the World's Best, Lifestyles of the Rich and Famous Salutes the Superstars, Star Search Junior Championships, Dayton International Airshow, animated specials (3), Ford: The Man and the Machine*, Kennedy vs. Hoover*, Key to Rebecca (4), Jenny's War (4), Strong Medicine, Hold the Dream, A Woman of Substance, Sadat, Blood Fued. **Staff:** Al Masini, Noreen Donovan, Phil Flanagan, Mary Jane Hastings, Rick Meril, Cathy Forbes, Frank DiGraci.

Tribune Entertainment Co. 528-32
435 N. Michigan Ave., Suite 1429, Chicago 60611

Geraldo Live!, At the Movies, Ghostbusters (65), GI Joe, Kenny & Dolly: A Christmas to Remember, The Smurfs and the Magic Flute, Geraldo Rivera Specials, U.S. Farm Report, Charles in Charge, Soul Train, What a Country, TV Net (12), Embassy Night at the Movies, Chicago Cubs TV Network, Oscar Special, Hollywood Christmas Parade, Nadia. **Staff:** Sheldon Cooper, Joseph Antelo, Charles Hinds, Jack Devlin, Allan Grafman, Dale Laackman, Peter Marino, Nancy Trainor, Jim Smith, Clark Morehouse, Carol Forace, Anne Rodgers.

Turner Program Services 607-09
One CNN Center, Atlanta 30348

On Parade: Rocky Road, National Geographic On Assignment, Cousteau's Rediscovery of the World, Portrait of America, Color Classic Network One, Color Network Two, One, Premium One, Prime One, Family Fair, Lion I and Lion II, That's Entertainment, Vintage One, Extra Extra, 10 Extra Extra, 10, 13 Tailor Mades, Theater 15, MGM Pre-48's, Warner Brothers Pre-48's, RKO Library, CNN Television, Gilligan's Island, CHiPs, Medical Center, Our Gang, Courtship of Eddie's Father, Daktari, Please Don't Eat the Daisies, Man/Girl from Uncle, Then Came Bronson, Tom & Jerry, Turner-Warner Brothers Cartoons, Popeye, Turner-MGM Cartoon Library, G-Force. **Staff:** Henry Gillespie, Russ Barry, Bob Schuessler, John Walden, Ken Christensen, Bob Rierson, Carol Bomberger, Tom Todd, Karen Louque, Jeff Kinney, David Skillman, Bob Morris, Jack Petrik, Cliff Matis.

TV Guide 547
4 Radnor Corporate Center, Radnor, Pa. 19088

Twentieth Century Fox 501-11
10201 W. Pico Blvd., Los Angeles 90035

Circus (52), That's Hollywood (74), Animal Express (130), Dance Fever (26), Dream Girl USA (25), 9 to 5 (52), $100,000 Pyramid, Small Wonder (24), Miller's Court (65), Expedition Danger (26), Audubon Wildlife Theater (78), Batman (120), Daniel Boone (120), Fall Guy (112), Ghost and Mrs. Muir (50), Jackie Gleason Show (100), Julia (86), Lancer (51), Land of the Giants (51), Lost in Space (83), M*A*S*H (255), Nanny and the Professor (54), Room 222 (113), Trapper John (154), Voyage to the Bottom of the Sea (110), 12 O'Clock High (78), Dynasty (178), Vegas (68), The Ann Sothern Show (190), Movin' On (44), The Untamed World (106), Big 36 (36), Century 5, 6, 7, 8, 9, 10, 11, 12, 13 (220), Century 13 (26), Charlie Chan (20), Fox I, II, III, IV, V and VI (204), Fox Hollywood Theater '86*, Fox Mystery Theater (13), Laurel & Hardy (6), Planet of the Apes (5), Premiere 1 (20), Premiere II (22), Time Tunnel (5), Premium I (7), Premium II (9), Premium Plus (28), Premium III (14), Premium IV (11), MPC 20 (20), Carry On (11), Charles Dickens Animated Classics (8), Hollywood: The Gift of Laughter, The Making of M*A*S*H, The President's Command Performance, Inside Russia, Future Shock, Time of Man, Assassins Among Us, The Cancer Confrontation, Sex Teenage Style, Divorce Kids in the Middle, The Undersea World of Jacques Cousteau, Jane Goodall and the World of Animal Behavior, Fox Movietone News (520), The New Avengers (26), Sara Dane, I Claudius, Wild Times, Roughnecks, The Far Pavilions, Empire Inc., Jamaica Inn, Mussolini & I, Flying Doctors, Spearfield's Daughter, Groovie Goolies & Friends (104), Crusader Rabbit (13), Doctor Doolittle (17), Fantastic Voyage (17), The Hardy Boys (17), Journey to the Center of the Earth (17), Return to the Planet of the Apes (13). **Staff:** Barry Diller, Leonard Goldberg, Jonathan Dolgen, Michael Lambert, Leonard Grossi, Joseph Greene, Tony Bauer, Benson Begun, Michael Doodan, Dennis Juravic, Gary Butterfield, Harry Mulford, Michael Newsom, James Puffer, Ronald Geagan, Al Shore, Victor Zimmerman, Stanley DeCovnick, Gary Carlson, John Garofolo, Steve Leblang, Alan Mehl, Harold Potter, Barbara Van Buskirk, Alan Winters, Wendy Ehrlich, Tanya Neimark, Lark Zonka.

Vestron Television 751

Viacom Enterprises 521-23
1211 Avenue of the Americas, New York 10036

Split Second* (26), What A Country (26), MTV Top 20 Video Countdown (52), The New Honeymooners (69), Bizarre (125), Dempsey & Makepeace (31), We Love Lucy*, The Cosby Show* (182), All in the Family (207), Andy Griffith (249), The Best of the Beverly Hillbillies (168), Bob Newhart Show (142), Cannon (124), Circus (25), Clint Eastwood/Rawhide (217), December Bride (154), Dick Van Dyke (158), Family Affair (138), Family Feud (260), Gomer Pyle (226), Gunsmoke (226), Have Gun Will Travel (156), Hawaii Five-O (200), Hogan's Heroes (168), The Honeymooners (107), I Love Lucy (179), I Spy (6), The Life and Times of Grizzly Adams (37), Marshall Dillon (233), Mary Tyler Moore (168), Millionaire (188), My Three Sons (160), Our Miss Brooks (127), Perry Mason (195), Petticoat Junction (148), The Rookies (90), Trackdown (71), Twilight Zone (168), Wild Wild West (104), You Are There (65), TV Net, Terrytoons (689), Harlem Globetrotters (22), The Alvin Show (26), Viacom Features I through XI, Viacom Movie Greats, Viacom Special Delivery, The Legend Group, GASP, The Exploitables, The Explodables, Thematics, Young and Reckless. **Staff:** Terrence Elkes, Kenneth Gorman, Paul Hughes, Joseph Zaleski, Dennis Gillespie, Paul Kalvin, Toby Martin, Elissa Lebeck, Richard Dorfman, Lisa Merians, Betsy Vorce, Kim Schlotman, Brooks Carroll, Dennis Emerson, Frank Flanagan, David Campbell.

Video Media Marketing 748

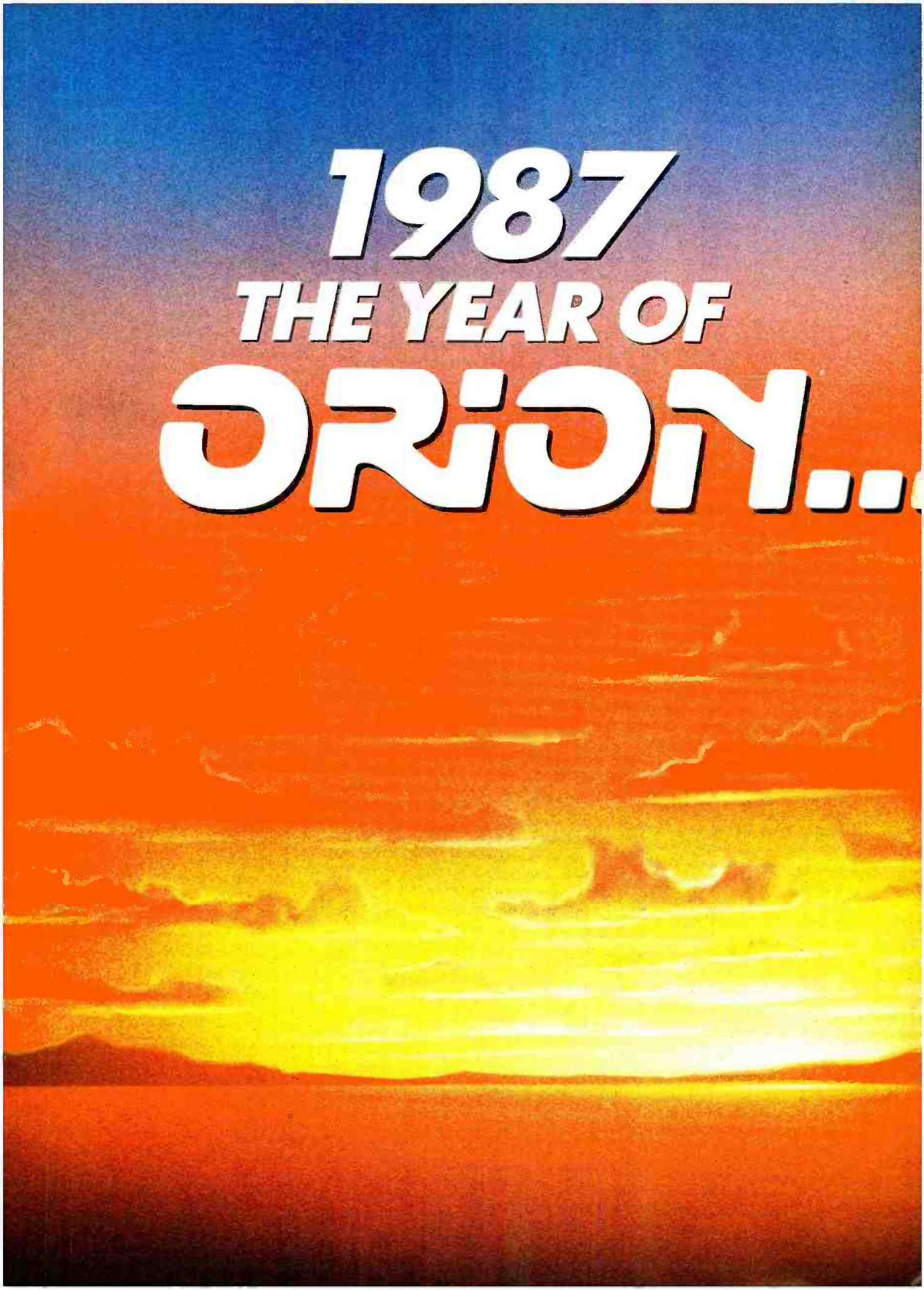
VTS Music 707

Wall Street Journal 525
200 Liberty St., New York 10281

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

Warner Bros. Television 657-59
4000 Warner Blvd., Burbank, Calif. 91522

Bugs Bunny & Friends (100), Porky Pig & Friends (156), TV4* (13), Volume 26 (24), TV3 (13), Volume 25 (24), TV2 (13), Volume 24 (18), 13 Classic Thrillers II (13), TV1 (13), Volume 23 (20), Volumes 13 (25), 14-15 (13), 16 (18), 17 (23), 18 (28), 19 (29), 20 (30), 21 (26), 22 (38), Volume IA (24), The FBI Story, IIA (22), Tarzan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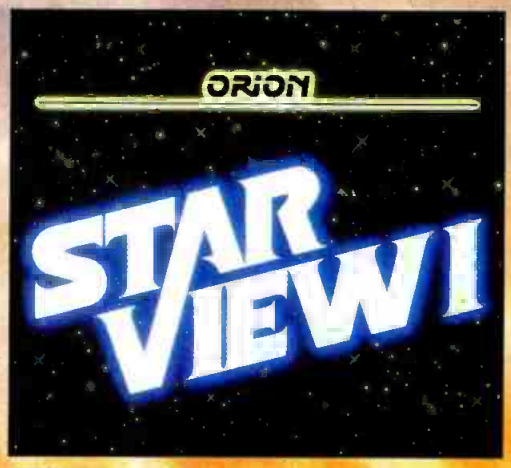

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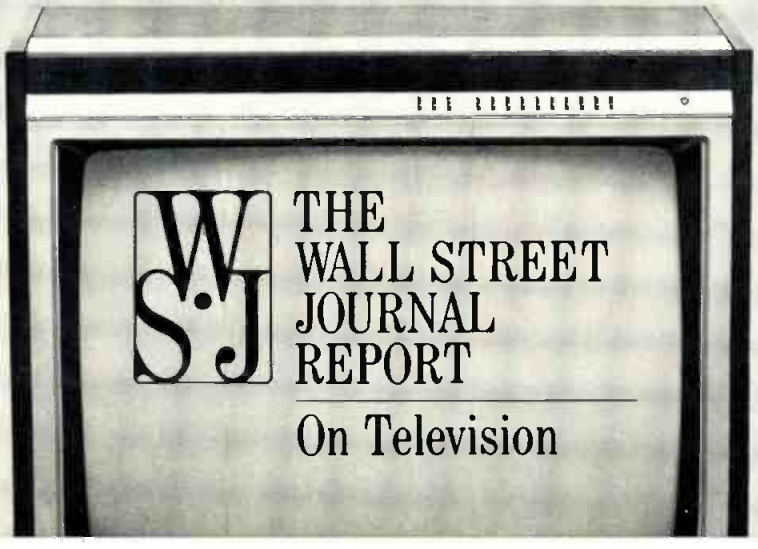

*Source: NSI telephone survey, February 1986.

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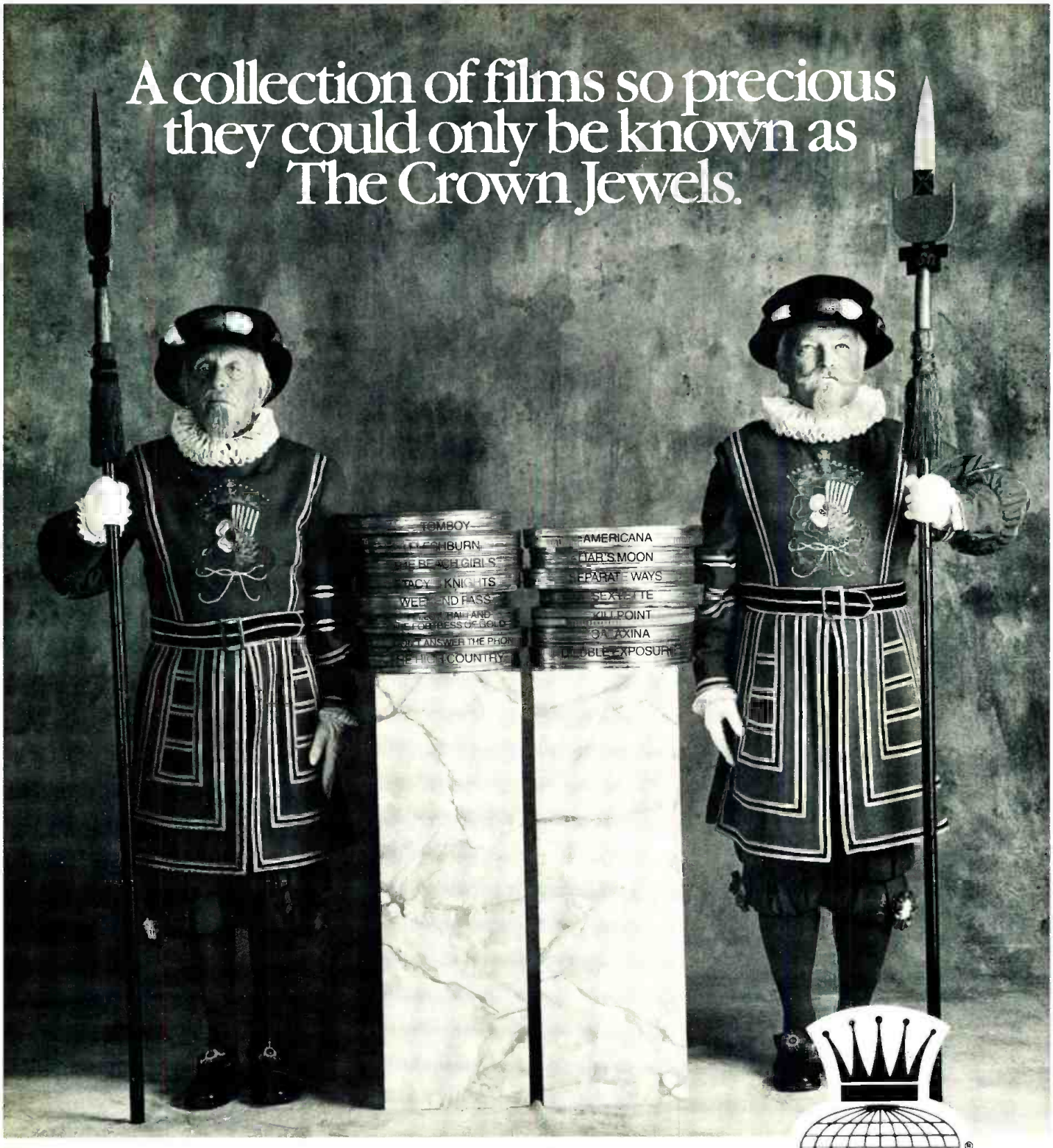

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features (32), Bowery Boys (48), 13 Classic Thrillers (13), Starlight 3 (30), 4 (30), 5 (28), 6 (25), Special Features (17), Hollywood Wives*, V, Bare Essence, Thorn Birds, Pearl, Scruples, Roots, Roots: The Next Generations, Growing Pains*, Night Court, Matt Houston (68), Private Benjamin (39), Dukes of Hazzard (147), Alice (202), Welcome Back Kotter (95), Chico and the Man (88), F Troop (65), Superman (104), Batman/Superman/Aquaman (69), Harry O (44), Wonder Woman (61), Kung Fu (62), The Waltons (221), FBI (234), Tarzan (57), Maverick (124), Phenomenon of Roots, David Wolper Specials of the '70's (30). **Staff:** Charles McGregor, Mauro Sardi, William Hart, Ed Donaldson, Bill Seiler, John Louis, John Laing, Gary Cozen, Paul Simon, Ken Fournier, John Chickering, Dee Eulberg, Dan McRae, Sharon Kneller, Eleanor Liebs, Edwin Markisch, Joe Kivlehan, Louis Marino, Bruce Hoffman.

World Events 513
4935 Lindell Blvd., St. Louis 63108

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

World Wrestling Federation 648-50
1055 Summer St., Stamford, Conn. 06905

WWF Superstars of Wrestling (52), WWF Wrestling Challenge (52), WWF Wrestling Spotlight. **Staff:** Phil Harmon, Joseph Perkins, Basil Devito Jr., Richard Glover.

Worldvision Enterprises 633-37
660 Madison Ave., New York 10021

Hanna-Barbera's Superstars 10* (10), Trivial Pursuit*, The Snorks* (65), The Funtastic World of Hanna-Barbera, Rambo (65), Centurions (65), Chuck Norris Karate Kommandos, The Jetsons (75), Yogi's First Christmas, Throb (24), Starring the Actors (13), Shark's Paradise, Return to Eden (22), The Love Boat II (115), Love Boat (140), Barnaby Jones (177), Little House on the Prairie (216), That Girl (136), Douglas Fairbanks Presents (115), The Fugitive (120), Dark Shadows (780), Doris Day Show (128), N.Y.P.D. (49), The Rebel (76), Ben Casey (153), Combat (152), Wendy and Me (34), People's Choice (104), The Invaders (43), One Step Beyond (94), Annie Oakley (80), Buffalo Bill Jr. (42), Adventures of Champion (26), The Range Rider (76), Man From Atlantis (20), Prime I (10), Prime II (16), Prime III (16), Prime IV (26), Prime V (26), Prime VI (19), Prime VII (25), Prime VIII (20), Saturday at the Movies, Breaking Point (30), Mod Squad (124), Come Along (13), Dickens & Fenster (32), F.D.R. (26), High Road (36), It Pays to be Ignorant (39), Mickey Rooney (17), Next Step Beyond (24), On the Mat (52), One Man Show (26), Take My Word for It (130), Wonders of the Wild (26), Banana Splits (125), World of Super Adventure (129), Discovery (103), Fun World of Hanna Barbera (84), George of the Jungle (17), Harvey/Casper (244), Jackson Five (23), Jerry Lewis (17), Josie & the Pussycats (16), Josie & the Pussycats in Outer Space (16), Kong Kong (26), Lancelot Link (17), Milton the Monster (26), Professor Kitzel (104), Reluctant Dragon & Mr. Toad (17), Smokey the Bear (17), Top Cat (30), Wait Till Your Father Gets Home (48), Against The Wind (13), Holocaust (10), Return to Eden, specials, series, animation, miniseries. **Staff:** John Ryan, Bill Baffi, Burt Rosenburgh, Tim Davis, Kaki Holt, Rita Scarfone, Paul Danylik, Jim Kauss, Jim Thomson, Reggie Jester, Karl Middelburg, Randy Hanson, Brian O'Sullivan, Marty Weisman, Jesse Weatherby.

Also on hand

Arbitron
1350 Ave. of Americas, New York 10019

Staff: Bill Shafer, Ginny Tierney, Max Johnson, Barbara McFarland.

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

Staff: Avra Fliegelman, Dick Thiriot.

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

Carol Burnett and Friends (175). **Staff:** JoAnne Leighton.

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

Terrorvision (52), Pathfinders (13), American Campus Tour, The Louvre, Scotland Yard, The Forbidden City, The Kremlin, The Incas Remembered, Barry Mason—The Songwriter, Lifespan—A Rock Biography, Guys 'n' Dolls in Concert, New Seekers in Concert, Kenny Ball and His Jazzmen, Rollermania, The Truth About Communism, feature films (35). **Staff:** Ken Israel, Joan Israel, Allen Hart, Tom Thuman, Peter Strand, Bill Seymour, Carmelo Tutino.

Hollywood Pacific Studios
6290 Sunset Blvd., Hollywood, Calif. 90028

Alive (130), Fit For Life (130), Musical Reunion (8). **Staff:** Paul Webb, Esther McDonald.

JM Entertainment 775
133 E. 58th St., New York 10022

Kids Are People Too, Mega Rock (12), Flash Point, Pete's Place, In Session, Bourbon Street Parade, Nashville Swing, JME Power Pac (45), Action Plus (18), Premiere Drama Package (6), Action Avalanche Package (5), Thrillvision (3), Avenging Exploitables (6), Music Legends (3), Spring Break Reunion, Kids Are People specials (4), Jockey, Hansel & Gretel, This Day in Hollywood, The Indy Challenge. **Staff:** Jerry Molfese, Brian Molfese, Lydia DeTorres, Mari Kimura.

Katz Communications
1 Dag Hammarskjold Pl., New York 10017

Staff: James Greenwald, Pete Goulazian, Richard Mendelson, Richard Goldstein, Paul Arnzen, Richard Weinstein, Marty Ozer, Michael Colen, Patrick Garvey, Michael Raounas, Susan Ziller Brazell, Cathy Egan, John von Soosten, Serge Valle, Lucille Luongo.

Major League Baseball Productions
1212 6th Ave., New York 10036

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

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

Staff: R.H. Anderson, P.I. Dignam, T.J. Hargreaves, D.R. McCubbin, R.S. Paine, D.B. Woolfson.

Petry Television 558
3 E. 54th St., New York 10022

Television station representatives. **Staff:** David Allen, Harry Stecker, Mike Membrado, Jack Fentress, John Dorkin, Bill Fagan, Richard Kurlander.

Sunbow Productions
130 Fifth Ave., New York 10011

GI Joe (95), Transformers (95), My Little Pony and Friends (65), Jem (101), Super Saturday/Sunday The Inhumanoids (15). **Staff:** Thomas Griffin, Art Heller, Heidi Kahme, Mary Tricoli, Lisa Kaye Klasner, Cynthia Markus, Carole Weitzman, Fred Cohen, Nancy Fogerty, Alex Kapitula, Bridie Blessington, Jerry Kerins.

T.A.P.E.
111 Regent's Park Rd., London NW 1 8UR

Program evaluation, promotion and marketing services. **Staff:** Michael Firman, Patrick Radcliffe, Paul Youngbluth, Dawn Leahy, Tom McManus, Susan Tirsch.

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

For Adults Only, Galaxy 15 (15), Golden $howman$hip 9 (9), Impact 120 (120), Parade (4), Vintage Flicks (24), Westerns (60), The Brave Rifles, Our Time in Hell, Those Crazy Americans, The Black Coin (15), The Clutching Hand (15), Custer's Last Stand (15), Kids Say the Darndest Things (600), 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 (4), Nursery Rhymes (6). **Staff:** Adrian Weiss, Steven Weiss, Ethel Weiss, Laurie Weiss, Beverly Verman, Alex Gordon, E. Melvin Pinsel, Hank Profenius, Alvin Sussman, Marv Gray, Tom Corradine, Gary Willson.

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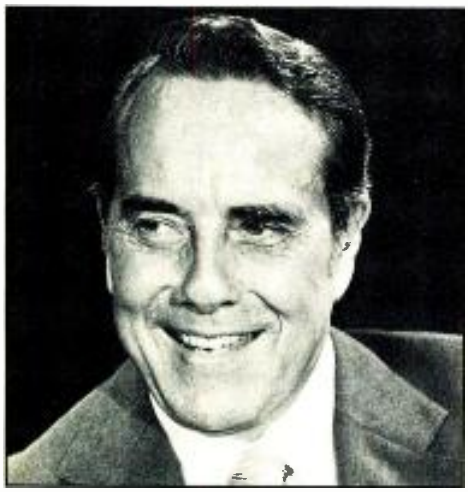
Where Things Stand

Continued from page 80.

ity Leader Robert Dole (R-Kan.) and others, however, protested idea of pulling plug and after some debate, lawmakers agreed to three-day shutdown (July 16, 17 and 18) with live broadcasts resuming on July 21 (BROADCASTING, July 21, 1986). C-SPAN is providing Senate TV coverage on second channel, C-SPAN II, which



Senate's Bob Dole

is carried on 295 cable systems reaching eight million homes. Service is free to cable affiliates but systems carrying C-SPAN (which carries House) may not drop that channel to pick up C-SPAN II.

□

Cable copyright. Most significant action affecting cable copyright came from federal district court, not Congress, as had been expected early in year. On July 31, 1986, district court ruled that gross revenues on which cable systems based their compulsory license payments do not include revenue stemming from carriage of nonbroadcast signals. Ruling had effect of reducing cable systems' license payments by at least 40%.

Hopes for congressional action this year were rooted in negotiations between National Cable Television Association and Motion Picture Association of America over ways to improve method by which cable operators determine compulsory license royalties. Talks collapsed, however, when MPAA board demanded elimination of compulsory license for distant signals by start of 1991 (BROADCASTING, March 10, 1986). Under discussion was proposal for fixed, per-subscriber, per-month payment to replace current percentage system.

On another front, House bill (H.R. 5572) that would establish compulsory license for satellite carriers and permit them to sell scrambled superstation signals to home earth stations (TVRO's) was passed by House Judiciary Committee (BROADCASTING, Sept. 29, 1986), but opposition from broadcasters and lack of time kept measure from being considered by full House and it died at close of 99th Congress. Broadcasters don't like legislation because it expands principle of compulsory license. Association of Independent Television Stations, which waged major campaign to defeat measure, is especially unhappy with bill because compulsory license would apply only to retransmission of independent television signals, not to network affiliates.

Proponents of bill plan to resurrect it, possibly with modification to mitigate concerns of broadcasters. License would require satellite distributors to pay royalty fee of 12 cents per subscriber, per month, for each TVRO subscriber. After four years, statutory rate would be replaced with voluntary one worked out in negotiations between satellite carriers and copyright owner, or through binding arbitration. Sunset provision that eliminates license by Dec. 31, 1994, was reportedly included at insistence of MPAA. Bill also includes cap on number of superstations eligible for compulsory license, limiting license to existing superstations and new ones that reach at least 10% of all cable subscribers.

□

Cable regulation. Basic cable rates were deregulated on Dec. 29, 1986, freeing cable operators to charge whatever market will bear for their packages of basic services. As result of deregulation, industry analysts expect rates to jump anywhere from 5% to 30% this year.

Rate deregulation is part of Cable Communications Policy Act of 1984, which went into effect Dec. 29, 1984. Legislation established national regulatory policy for cable TV, preempting patchwork regulation of municipalities in many areas. In addition to rate deregulation, act requires cable systems to set aside channels for lease to "unaffiliated" companies, bans co-located cable-broadcast television crossownerships and codifies FCC's ban on telephone companies entering cable business in their home towns. It also caps franchise fees at 5% and establishes renewal procedure that doesn't involve presumption of renewal. Bill's equal employment opportunity standards require cable systems to implement affirmative action plans. Bill also prohibits treatment of cable as common carrier.

In implementing most of act, FCC has defined "effective competition" prerequisite for deregulation of basic cable rates as presence of three or more unduplicated broadcast signals (BROADCASTING, April 15, 1985). Standard should result in less than 20% of nation's cable systems' basic tiers still being subject to rate regulation.

FCC also has implemented EEO provisions of act (see "EEO" entry below).

□

Children's television. Discarding its 1974 policy statement on children's television, FCC has held that while commercial TV broadcasters still will be expected to serve needs of children, they will have broad discretion to determine how they do that. Commission won't attempt to mandate presentation of specific amounts (BROADCASTING, Jan. 2, 1984). FCC adopted policy on 3-1 vote. Commissioner Henry Rivera (who left agency in September 1985) dissented, contending FCC's action constituted "rape" of 1974 policy statement. That statement said broadcasters were obligated to provide programing designed especially for children, to schedule it throughout week, to develop more educational and informational programs and to air programs directed to specific age groups.

But U.S. Court of Appeals in Washington affirmed commission's new statement—although using language that Action for Children's Television President Peggy Charren said endorsed ACT's position that broadcasters are responsible for providing programing to assure needs of children are met (BROADCASTING, March 25, 1985).

Legislation was offered in House and Senate that would require commercial television stations to carry at least seven hours per week of educational programing for children. It also would direct FCC to conduct inquiry into production of so-called "program-length commercials" for children. But there has been no action on legislation, nor is any expected. Congress, however, adopted resolution declaring week of Oct. 12, 1986, as "National Children's Television Awareness Week."

□

Communications Act. Other than introduction in 1985 of broadcasting deregulation legislation, there has been no action on issue. There has, however, been increased concern expressed within industry and on Capitol Hill over rapid turnover of station ownership. Turnover is largely result of FCC's repeal of station "trafficking" rule that required licensees to keep radio or television station for three years before selling. Bill was introduced in House last June (BROADCASTING, June 23, 1986) by Representative Al Swift (D-Wash.) to reinstate rule. Legislation did not move but is expected to be focus of congressional attention this year in 100th Congress.

Deregulation measure was offered by Representatives Tom Tauke (R-Iowa) and Billy Tauzin (D-La.) to eliminate comparative renewal process, among other things (BROADCASTING, April 1, 1985). Bill is identical to bill (H.R. 2182) offered in 98th Congress. Broadcasting industry's drive to achieve regulatory relief came to standstill in 1984 after hearing before House Telecommunications Subcommittee laid issue to rest (BROADCASTING, Sept. 24, 1984).

□

Crossownership. FCC Mass Media Bureau was reportedly hoping to present commissioners with rulemaking at meeting Jan. 15 that would propose to drop crossownership prohibition against creation or transfer of AM-TV combinations (BROADCASTING, Dec. 22, 1986). Rulemaking may also ask whether it makes sense to continue prohibition against combined ownership of FM's and TV's in larger markets.

FCC Chairman Mark Fowler once hinted he might be willing to eliminate—or at least grant waivers of—crossownership rules prohibiting ownership of daily newspaper and broadcast station in same market (BROADCASTING, Sept. 30, 1985).

FCC's proposal to drop crossownership rule prohibiting television networks from owning cable systems drew strong support—and not just from networks (BROADCASTING, Dec. 20, 1982). Department of Justice and National Association of Broadcasters supported repeal, and National Cable Television Association and Time Inc. said they wouldn't stand in way. FCC is not expected to address rulemaking soon.

Co-located broadcast and telephone crossownerships of cable systems have been barred by Cable Communications Policy Act of 1984. Law permits co-located newspaper crossownership of cable, however.

□

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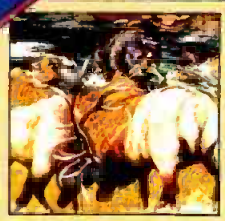


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Where Things Stand

dium is much in doubt these days as DBS forerunners have faltered badly. After planning for five-and-a-half years and spending $140 million, Comsat's Satellite Television Corp. (STC) announced in late November 1984 it would abandon its plans for six-channel national service. And United States Communications Inc., which began offering five-channel service in Northeastern U.S. in November 1983, signed up around 10,000 subscribers before going out of business April 1, 1985. Fatal blow for both ventures came in November 1984 when Comsat and Prudential, USCI's principal backer, could not come to terms on proposed merger.

Nonetheless, several companies with permits for DBS systems are still trying to build and launch DBS systems. All have common problem: financing.

In effort to make DBS more economically attractive to investors, FCC voted last November (BROADCASTING, Dec. 1, 1986) to permit DBS operators to use, under certain restrictions, satellites for fixed satellite service—voice, data and video transmissions.

As of year-end 1986, there were nine holders of DBS permits: STC, which, for all practical purposes, is defunct, Hubbard Broadcasting's United States Satellite Broadcasting, Dominion Video Satellite, Tempo Enterprises, Direct Broadcast Satellite Corp., Advanced Communications Corp., Hughes Communications, RCA Americom and Antares Satellite Corp.

While high-power DBS founders, low-power variety combining cable programing on C-band satellite and more than 1.5 million home earth stations may soon flourish. Low-power satellite broadcasting was born Jan. 15, 1986, when Home Box Office scrambled feeds of HBO and Cinemax and began selling subscriptions to them to dish owners. Other programers are following HBO's lead. Today, several other services are scrambled and available—for price—to dish owners: Showtime, The Movie Channel, CNN, CNN Headline News, superstation WGN-TV Chicago and SelecTV. Superstation WOR-TV New York is also scrambled, but its distributor, Eastern Microwave, feels it must wait for revision of copyright laws before it can offer home satellite subscriptions.

DBS's first casualty was neither STC nor USCI, but Skyband Inc., start-up company backed by Rupert Murdoch. Using SBS III, Skyband had planned to launch nationwide, five-channel service. But early in November 1983, Murdoch pulled plug on venture, citing unavailability of home earth station equipment and programing and need for more powerful transponders that could transmit to smaller dishes. To get out of multiyear contract with Satellite Business Systems, owner of SBS III, Murdoch agreed to pay satellite carrier $12.7 million.

FCC made room for high-power DBS service in June 1982, allocating 500 mhz (12.2-12.7 ghz) and granting construction permits to eight applicants, including STC. But FCC year later also gave green light to USCI, Skyband and any other company wishing to offer broadcast satellite service with fixed Ku-band (11.7-12.2 ghz) satellites (BROADCASTING, June 6, 1983). There is talk of using RCA Americom's Ku-band satellites, Satcom K-1 and Satcom K-3, for satellite broadcasting. Satcom K-1 was launched in January 1986; Satcom K-3 is to be launched near end of decade.

If high-power DBS services get under way, choice of transmission standard will have to be resolved. Trade group, Direct Broadcast Satellite Association (DBSA), which has since merged with Satellite Television Industry Association (SPACE), in February 1986 suggested range of technical standards, including Scientific-Atlanta's B-MAC (multiplexed analog component) video-audio transmission/scrambling format, but FCC decided last fall it will not adopt any technical standards. General Instrument's Videocipher II system, which is de facto standard for scrambling of cable programers' satellite feeds, is another possible choice for DBS users.

□

Equal employment opportunity. FCC has adopted rules implementing EEO aspects of Cable Communications Policy Act of 1984 (BROADCASTING, Sept. 23, 1985). It decided to use processing guidelines to monitor cable EEO compliance. As result, cable entities (and satellite master antenna television operations) serving 50 or more subscribers and having six to 10 full-time employes must have 50% parity with labor force overall and 25% parity in top four job categories; those same types of entities with 11 or more full-time employes must have 50% parity overall and in top four job categories.

Commission also has proposed to ease EEO reporting burdens of broadcasters by exempting licensees with no more than five employes (current ceiling is no more than four) (BROADCASTING, Nov. 18, 1985). It also proposed to change its EEO model program reporting forms to emphasize that FCC's primary concern is EEO efforts, not numbers, and to make them less burdensome for broadcasters. Full-time and part-time employes could be lumped into same table in annual employment reports, instead of separate tables, as required now. Proposed revisions of EEO model program reporting form are, according to FCC officials, aimed at meeting objections of Office of Management and Budget. Four years ago, OMB refused to approve form, objecting to requirement that it be filed routinely at renewal time. OMB had permitted FCC to continue using form through end of November 1985. And without further FCC action (FCC could have rejected OMB recommendation with majority vote), use of form wouldn't have been authorized past then. But FCC said it had rejected OMB's recommendation in adopting rulemaking.

Under current EEO guidelines, stations with five to 10 full-time employes are required to have 50% parity overall with available work force. Stations with more than 10 full-time employes must reach 50% parity overall and in top four job categories, and stations with 50 or more full-time employes receive complete review of their EEO programs.

□

Fairness doctrine. FCC wrapped up proceeding on fairness doctrine by concluding doctrine is not in public interest and, contrary to its intended purposes, inhibits broadcasters from presenting controversial issues of public importance (BROADCASTING, Aug. 12, 1985). FCC said it will continue to enforce doctrine, even though it asserted such enforcement infringes on "fundamental constitutional principles," furnishes government with "dangerous" tool that could be abused and imposes unnecessary costs on broadcasters and FCC.

Commission has proposed to repeal personal attack and political editorializing rules (BROADCASTING, May 16, 1983), but that proposal has reportedly been placed on back burner.

While commission has backed off from action on fairness doctrine, U.S. Court of Appeals in Washington has held, in case brought by Telecommunications Research and Action Center, that fairness doctrine is not statutory obligation imposed by Congress (BROADCASTING, Sept. 22, 1986). Full appeals court bench in December affirmed that decision, although Judge Abner Mikva issued strong dissent (BROADCASTING, Dec. 22, 1986.) In addition, two court cases challenging doctrine's constitutionality are being pursued. In one, Radio-Television News Directors Association and number of media groups are appealing commission's fairness report. They contend commission erred in simply referring matter to Congress; they say commission should have repealed doctrine as violation of First Amendment. CBS is providing principal legal and financial support. But opponents say commission action was not final action and, therefore, was not appealable. Other suit was filed by Meredith Corp., which is appealing commission decision that one of its stations, WTVH(TV) Syracuse, N.Y., violated doctrine. Arguments in both cases were heard in U.S. Court of Appeals in Washington on Sept. 30 (BROADCASTING, Oct. 6, 1986.)

Meanwhile, Senate Appropriations Committee adopted measure that provides funds for FCC in 1987 and bars agency from tampering with doctrine for at least one year. Congress also directed agency to reopen its inquiry with view to examining "possible alternative ways of administering and enforcing the fairness doctrine" (BROADCASTING, Sept. 29, 1986).

□

Federal Trade Commission. 99th Congress adjourned in October without reaching consensus on authorizing legislation for FTC. Both House and Senate passed their own version of reauthorization measure but failed to reconcile differences between two. In September 1985 House passed H.R. 2385 that set FTC reauthorization at $63.9 million, $64.2 million and $64.3 million, for fiscal 1986, '87 and '88, respectively. House bill, unlike Senate version (S. 1078), lifts prohibition on FTC's authority to adopt industrywide rulemakings under unfairness standard, permitting FTC to use unfairness standard for both advertising trade regulation rulemaking and on case-by-case basis. Under Senate bill (which would reauthorize FTC for FY's '86, '87 and '88, and set funding levels at $65.8 million, $66.8 million and $67.8 million, respectively), FTC retains authority to regulate commercial advertising on case-by-case basis for unfair or deceptive advertising. Senate also appropriated additional $3.8 million for one-time consolidation of headquarters offices of FTC in Washington. Both Senate and House measures allow Congress to veto proposed FTC regulations.

□

International telecommunications satellite systems. President Reagan has determined that separate U.S. systems providing international communications satellite service are required in national interest, if restrictions are im-

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- What is the First First-Run Sitcom Available for Stripping?
- What First-Run Sitcom has 110 Episodes in the Can?
- What First-Run Sitcom has Proven its Success in 75% of the U.S. this Summer?
- What Successful First-Run Sitcom has been Renewed for its 7th Season on CBC?
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- Austin - KBVO - 5:00 P.M.
- Macon - WMAZ - 5:00 P.M.

Improved time period share over May '86

- New York - WOR - 11:00 P.M.
- Detroit - WXYZ - 10:30 A.M.
- Houston - KTXH - 12 Noon
- Nashville - WZTV - 11:30 A.M.
- Greensboro - WGGT - 1:00 P.M.

Improved over initial performance

- L.A. - KCOP - 11:30 A.M.
- Atlanta - WATL - 5:00 P.M.
- Green Bay - WXGZ - 11:30 A.M.
- Norfolk - WAVY - 4:30 P.M.
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posed to protect economic health of Intelsat. President acted in November 1984, eight months after State Department, on behalf of Senior Interagency Group, and Commerce Department submitted recommendations on issue to White House. Executive branch agreed restricted service by separate systems should be permitted. And FCC, following inquiry/rulemaking, conditionally authorized seven applications for separate systems. One applicant—RCA American Communications—dropped out.

One of original applicants, Pan American Satellite Corp., has secured Peru as foreign correspondent, and in December, Intelsat board of governors recommended approval of consultation of proposal with Intelsat. Board scheduled Extraordinary Assembly of Parties in March to act on consultation (BROADCASTING, Dec. 15, 1986).

In addition to PanAmSat issue, Intelsat board of governors was confronted with report by its outside auditor indicating possible involvement of Director General Richard Colino and Deputy Director General for Business Planning and External Relations Jose L. Alegrett in financial irregularities. Board rejected two officials' letters of resignation and fired both. Intelsat is conducting ongoing investigation of possible wrongdoing, as is U.S. Attorney for District of Columbia.

□

Low-power television. Latest FCC list shows 394 licensed LPTV stations. Commission has granted construction permits for another 1,605. According to same list, there are now 4,653 translators licensed; commission has issued construction permits for another 622.

New-generation television stations are technically similar to translators, but are permitted to originate programing. (Translators had been restricted to rebroadcasting signals of full-service stations.) In adopting service, FCC estimated as many as 4,000 new stations could eventually be spawned by rules, adding to more than 4,000 existing translators that can rise to LPTV status simply by notifying FCC. LPTV stations have few regulatory obligations and there are no cross-ownership or multiple-ownership restrictions. Stations must observe statutory prohibitions against broadcast of obscenities and lotteries, however, and they have limited equal-time and fairness doctrine obligations. Commission now has 10,713 LPTV and translator applications pending.

Freeze is in effect on major amendments and on new LPTV and TV translator applications (BROADCASTING, Sept. 19, 1983).

□

Multichannel television. Multichannel television (MCTV), otherwise known as MMDS or "wireless cable," has made an appearance in several markets. Using a mix of microwave (2 ghz) channels allocated to the multipoint distribution service, instructional television fixed service and operational fixed service, pioneer MCTV operators are offering multiple channels of cable programing—often in competition with cable systems.

One of best financed systems is in Cleveland. There, Metropolitan Cablevision, with backing from TA Associates, is offering eight-channel service for $18.95 a month. Services are also available, or soon will be, in San Francisco, New York, Washington and Milwaukee.

Growth of MCTV has been retarded by regulatory and financial problems. But, according to MCTV proponents at Microwave Communications Association meeting in Washington last month, chief problem at this point is inability to secure rights to popular cable services like Home Box Office and Showtime. Metropolitan Cablevision had to go to court to win right to offer Showtime.

MCTV was born in regulatory sense in May 1983 when FCC reallocated eight channels from ITFS to MDS, where they would be more readily available for MCTV service. At same time, FCC said ITFS licensees could lease most of time on each of their channels to MCTV operators.

Reallocation of ITFS to MDS has not been boon to MCTV many thought it would be. That's because FCC was swamped with applications for channel, causing processing to grind to halt. To speed awarding of permits, FCC instituted lottery in September 1985.

□

Multiple ownership. FCC Mass Media Bureau is expected to present commissioners with rulemaking Jan. 15 that will propose to permit ownership of 24 radio stations, AM, FM or both (rule currently limits ownership to 12 AM's and 12 FM's). Rulemaking also is expected to include proposals to relax duopoly rules for radio (BROADCASTING, Sept. 30, 1985) and may also contain proposal to drop prohibition against creation or transfer of AM-TV combinations ("Closed Circuit," Dec. 22, 1986).

FCC rewrote rules in 1985 to permit entities to own 12 AM's, 12 FM's and 12 TV's, as long as last don't reach more than 25% of nation's television homes. UHF's are assessed for only half of market's television homes. Group broadcasters who buy interests in stations more than half owned by minorities are able to own up to 14 stations in service, and are permitted to reach 30% of nation's television households through their TV's, as long as two stations in each service are controlled by minorities. Although commission's original order would have dropped all ownership restrictions in 1990, FCC, on reconsideration, eliminated sunsets for TV and radio.

□

Music licenses. U.S. Supreme Court let stand earlier court decision that blanket music licenses for television stations did not violate antitrust laws or restrain competition (BROADCASTING, Feb. 25, 1985). Decision was result of initial suit brought by All-Industry Television Station Music License Committee against American Society of Composers, Authors and Publishers and Broadcast Music Inc. Meanwhile, trial date has been established for May 1987 by federal rate court to establish "reasonable" ASCAP fees for blanket and program licenses for television stations.

Decision is still pending from magistrate with Southern District Court for New York to establish retroactive ASCAP fees for February 1983 to November 1984 and April 1985 to date. Stations argue they should pay only what they have been paying so far—one-12th of 1980 rate (which averaged out to about 1.22% of adjusted gross income). ASCAP argues stations should pay average 1.55% of adjusted gross income retroactively for two periods. In May 1986, U.S. District Court for the Southern District of New York issued order confirming earlier ruling that stations had to pay BMI retroactive fees during 22-month period from February 1983 to November 1984. Ruling said delinquent stations would be subject to interest penalties amounting to annual 9%. Attorney for BMI said stations are complying "slowly but surely." BMI rates are tied to ASCAP rates. For 1985-87, two rates for each year have been established—interim rate and final rate pending outcome of ASCAP fee proceedings. For 1985, BMI fees for TV stations are 61.5% of ASCAP rate (that figure is both interim and final rate). In 1986, stations will pay BMI interim 65% and final 68% rate, and in 1987 interim rate is 68% and final rate is 70%.

■ For radio, All-Industry Radio Music License Committee and ASCAP reached agreement on new music licensing pact in late July that raises annual blanket license rates by approximately 7.5% (BROADCASTING, July 28, 1986.) New licenses (both blanket and per-program) eliminate trade and barter reporting income. Sustaining fee in blanket licenses was also dropped.

New blanket licenses run for five years and are retroactive to Jan. 1, 1986. Settlement for ASCAP provides for no additional payments for 1983 and 1984. (Industry had been operating with interim ASCAP licenses since Dec. 31, 1982.) Rather, it calls for flat 7.5% surcharge fee on station's 1985 payment to ASCAP. As for per-program licenses, terms of existing agreement were extended through end of 1986 with new contract, which runs for four years, taking effect on Jan. 1, 1987.

Latest agreement is result of committee and ASCAP going back to bargaining table last May even though rate court proceeding commenced earlier in year to settle dispute over fees (BROADCASTING, Feb. 24, 1986.) Last August, U.S. Magistrate Michael H. Dolinger signed order approving ASCAP agreement, which effectively dismissed rate court proceeding (BROADCASTING, Aug. 18, 1986.)

In early December 1986, BMI and committee agreed to extend BMI's interim music licenses, which expired Dec. 31, for additional three months (to March 31.) Radio industry had been operating on one-year extension of two-year BMI agreement. Parties plan to meet again this month. Also, committee, with BMI's cooperation, is looking to set up federal rate court with Justice Dept.—similar to one in place for ASCAP proceedings—for determining fees when both sides fail to reach accord.

□

Must carry. With Commissioner James Quello dissenting, FCC voted 4-1 to stay effectiveness of its new must-carry rules, including requirement that cable operators provide free A/B switches to their subscribers (BROADCASTING, Dec. 29, 1986). Implementation of any new rules was delayed until 30 days after agency releases order addressing petitions for reconsideration filed in proceeding. National Cable Television Association, National Association of Broadcasters and Community Antenna Television Association, with endorsement of Television Operators Caucus, had asked FCC to stay, pending reconsideration, A/B switch aspects of rules and provision that would sunset carriage aspects of rules on Jan. 15, 1992 (BROADCASTING, Dec. 22, 1986). Among other things, associations assert-

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ed that hardware involved in implementing A/B switch aspects of rule would cost more than $11 million each month. While FCC also had requests from Turner Broadcasting System and group of cable operators for stay of rules in entirety pending appellate review, agency dismissed all those and issued stay on its own motion. As result, FCC didn't have to justify stay. One source said it might take FCC six months or more to reconsider, depending on how many petitions for reconsideration are filed. Those are due Jan. 12.

FCC's rules, which replace those U.S. Court of Appeals in Washington held to be in violation of First Amendment (BROADCASTING, Aug. 11, 1986), would, among other things, require cable operators to provide subscribers with free A/B switches, enabling them to switch between over-air and cable reception.

All full-power TV stations licensed to communities within 50 miles of principal headend of cable system that can demonstrate they have achieved at least average share of total viewing hours of 2% and net weekly circulation of 5% in noncable homes in county where cable system is located would be eligible for must-carry status. All noncommercial stations within same area would be eligible for carriage without having to meet viewing standards, as would new commercial stations, for period of one year. Public broadcasting translators operating at 100 watts or more and located in cable community would also be eligible. All cable systems would have to carry at least one noncommercial educational station, assuming one is close enough to qualify for carriage. Systems with 20 or fewer "usable activated channels" would be exempt from carriage requirements beyond one noncommercial outlet. Systems with more than 20 but fewer than 27 channels would have to devote up to seven channels for carriage; systems with 27 or more channels must devote up to 25% of their capacity for carriage, and systems with 54 or more channels must carry at least two qualified noncommercial stations or translators, assuming those are available.

In petition for reconsideration, NCTA, NAB and CATA have asked FCC to reconsider ruling to adopt "limited," yet ongoing, signal-carriage rules premised on ones associations recommended early in proceeding. As alternative, they recommended regime under which cable operators could escape limited carriage requirements after five years of adherence to those and A/B switch rules (BROADCASTING, Dec. 22, 1986).

Other cable interests are prepared to challenge rules in federal court on grounds that they are no less violation of their First Amendment rights than old rules were.

□

Network standings. NBC continues to maintain solid lead in prime time race with season-to-date (through Dec. 28, 1986) rating/share average of 18/29, followed by CBS, 15.8/25, and ABC, 14.2/23. Year ago, standings were: NBC, 17.6/27, CBS, 16.7/26, and ABC, 15.2/24. NBC won its first prime time season in 31 years last season and has strengthened network's performance in other dayparts as well. In evening news race, season to date, NBC has slight lead, with average 11.6/22, followed by CBS, 11.5/21, and ABC, 10.6/20. Year ago, news standings were: CBS, 13.2/23, NBC, 11.5/21, and ABC, 11.2/20. In daytime race, through all but last week of fourth quarter, CBS was on top with 6.1/23, followed by ABC, 5.4/20, and NBC, 4.6/17. Year ago: ABC, 6.22; CBS, 5.8/21, and NBC, 4.5/17.

□

Public broadcasting. President Reagan signed continuing resolution H.J. Res. 738, which contains $228 million in FY 1989 funding for Corporation for Public Broadcasting and $20.5 million for Public Telecommunications Facilities Program. However, Office of Management and Budget is submitting proposal with President's Jan. 5 budget that would reduce FY 1988 appropriation by $44 million and FY 1989 appropriation by $88 million to provide FY 1990 appropriation of $132 million, with no new funds to be allotted to CPB for that year ("In Brief," Dec. 22, 1986).

CPB board, following seven-hour unscheduled executive session day before full November meeting, fired CPB President Martin Rubenstein by reported 4-2 vote (BROADCASTING, Nov. 17, 1986), apparently at urging of former CPB Chairman Sonia Landau, who has maintained contact with her four supporters on board (BROADCASTING, Nov. 24, 1986). CPB vice president-treasurer, Donald Ledwig, considered Landau supporter, was elected temporary president by 5-2 vote. Arthur Pankopf, CPB director of legislative affairs and also considered Landau supporter, was elected permanent general counsel in 5-2 vote after 18-month search. William Lee Hanley was elected chairman, and Howard Gutin was elected vice chairman of CPB board. Meeting was first attended by new board member Daniel Brenner and returning board member Ken Towery following their confirmation in final days of 99th Congress (BROADCASTING, Oct. 27, 1986). Board now has three vacancies. Landau announced in special speech at end of board meeting that she will not seek reappointment to board.

CPB on Oct. 24, 1986, sent out 80 requests for proposals (RFP's) for content analysis of Public Broadcasting Service programing. RFP's were due Dec. 5, 1986, and CPB board will address issue at its next meeting, Jan. 22-23. Meanwhile, in response to increased criticism of objectivity and balance in its programing, most notably, nine-part *The Africans*, PBS formed 10-member committee to review policies and standards governing program selection (BROADCASTING, Oct. 27 and Dec. 1 and 29, 1986).

PBS President Bruce Christensen, speaking at annual PBS Program Fair, called for $100 million increase in amount—currently $209 million—spent on national programing by PBS (BROADCASTING, Nov. 10, 1986).

PBS settled $30.1-million insurance claim that arose from Oct. 1984 fire in its Washington headquarters, receiving $18.5 milion cash and agreement to have some of its damaged equipment cleaned and repaired (BROADCASTING, Oct. 13, 1986).

John Jay Iselin, president of WNET(TV) New York for 15 years, announced he will resign, effective June 30. Committee has been formed to select new president (BROADCASTING, Oct. 20 and Nov. 24, 1986).

National Public Radio is considering "unbundling" of programs (allowing purchase on individual basis), and established ad hoc committee at its December board meeting to study issue.

NPR's Susan Stamberg, host of *All Things Considered* for 15 years, left that show to become host of NPR's Sunday *Weekend Edition*, debuting Jan. 18 (BROADCASTING, Sept. 15 and Dec. 22, 1986).

□

Scrambling. Many of major cable programing services scrambled their satellite feeds in 1986, forcing any of estimated 1.5 million-2 million owners of backyard dishes (TVRO's) who wanted to continue receiving them to buy descrambler and pay subscription fee.

Among those that had scrambled at year's end: Home Box Office (HBO and Cinemax), Eastern Microwave (WOR-TV New York), Showtime/The Movie Channel, Turner Broadcasting System (CNN and CNN Headline News) and United Video (WGN-TV Chicago). If all goes according to plans, other major programers—Tempo Enterprises (WTBS[TV] Atlanta), MTV Networks, Disney Channel, ESPN and USA Network—will scramble this year.

Most of pressure to scramble has come from cable operators, who have watched number of homes installing C-band earth stations to receive cable and other satellite-delivered programing for free multiply rapidly over past five years, even in areas served by cable.

Scrambling also creates new business opportunity for cable programers and others: low-power satellite broadcasting or C-band direct. Once major cable services are scrambled, programers or some third party such as cable operator can sell subscriptions to dish owners either in package or a la carte.

Home satellite industry—manufacturers, distributors and dealers of home earth stations—failed last year to persuade lawmakers that legislative intervention was necessary to make TVRO marketplace for scrambled programing more competitive. There was attempt by Senator Al Gore (D-Tenn.) to attach amendment to stop-gap funding measure that would have forced cable programers to make scrambled services available to backyard dish owners through third-party distributors —either cable operators (outside their franchise areas) or other qualified companies—on nondiscriminatory basis, but it was rejected 54 to 44 (BROADCASTING, Oct. 6). Justice Department is investigating allegations that cable operators have conspired with programers to monopolize C-band direct business, preventing it from becoming competitive medium.

Most serious threat to scrambling are efforts to crack General Instrument's Videocipher II scrambling system, which has become cable industry's de facto standard. Some satellite pirates have developed means of modifying home Videocipher II descrambler so they can descramble services they are not authorized to receive. General Instrument hasn't said much about specific attempts to override system's security, but it has given public assurances that it is capable of countering all such systems.

□

Space WARC. U.S. feels it did "well" at first session of two-session conference that is to develop plan for use of space services. Developed and developing countries had difficulty reaching basic agreement throughout five-and-a-

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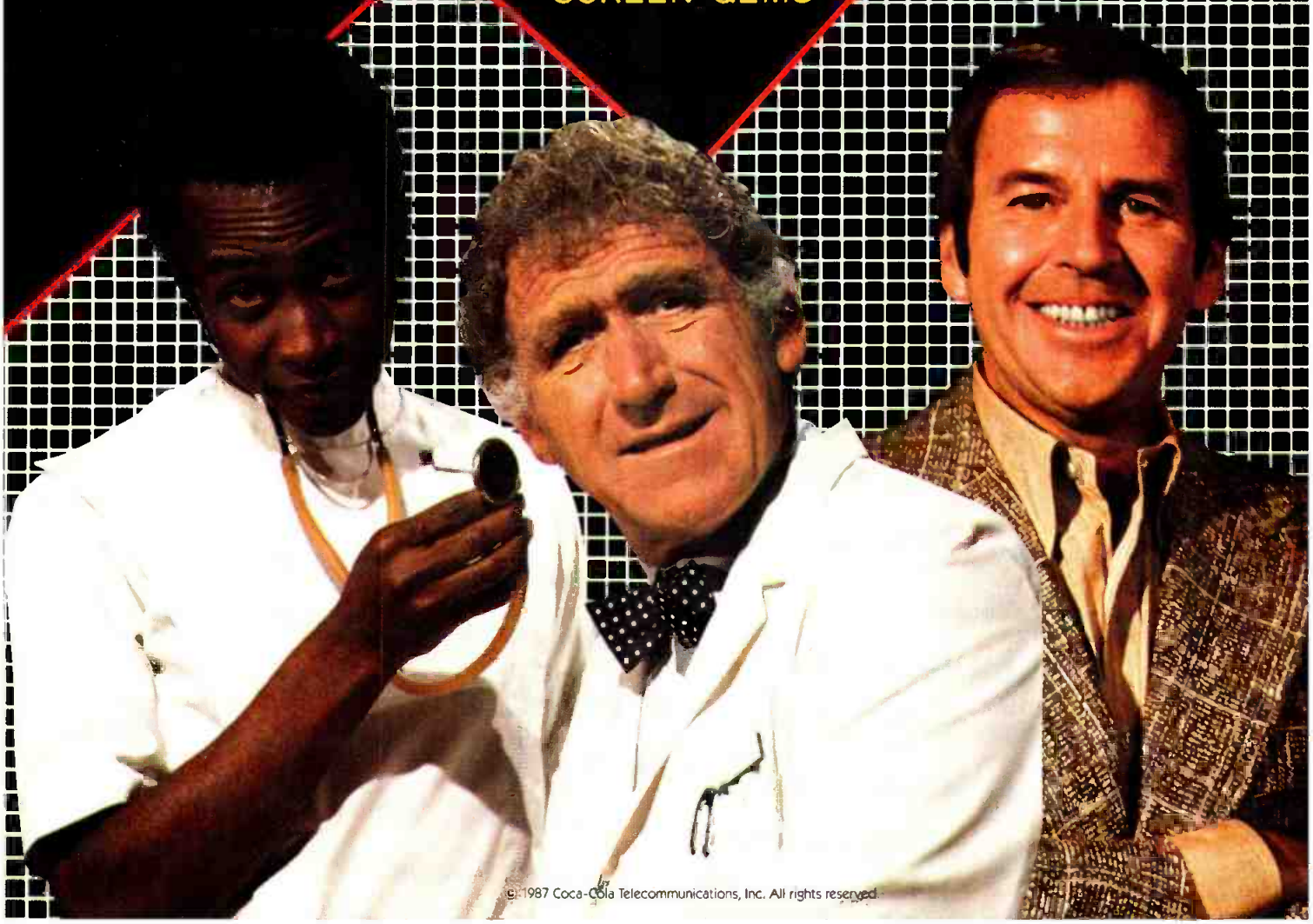

Where Things Stand

half-week session in Geneva in 1985. And there is no chance International Telecommunication Union will be able to fund all of considerable work that remains to be done before second session, to be held in 1988, and to implement principles established in one that ended Sept. 15, 1985.

Conference decided to focus on fixed satellite services. But principal issue was conflict between developing countries, which favored *a priori* approach to planning as means of guaranteeing all countries "equitable" access to geostationary orbit and associated frequencies, and developed countries, which argued such planning was wasteful and inefficient. Result was dual approach, with expansion bands associated with 6/4 ghz and 14/11-12 ghz bands—where no satellites now operate—to be set aside for arc allotment planning and multilateral planning method being devised for use in coordinating requirements in conventional portion of those frequencies. Ambassador Dean Burch, who headed U.S. delegation, said that since expansion bands are not operational in U.S., "there was nothing we had to give up." However, while U.S. accepted planning of expansion bands associated with 6/4 ghz, it reserved its position regarding planning of expansion bands associated with 14/11-12 ghz, on ground that planning those frequencies was unnecessary and wasteful (BROADCASTING, Sept. 26, 1985).

□

Takeovers, mergers and sales. *Home Shopping Network purchases*—Tele-shopping network has completed purchase of eight TV stations (including translators) and has definitive contracts for three more: channel 60 in Chicago; KPST-TV Vallejo, Calif. (San Francisco), and WSJT(TV) Vineland, N.J. (Philadelphia).

■ *RKO*—Proposed sale of RKO General Inc.'s KHJ-TV Los Angeles to Group W has been blocked, at least temporarily, by FCC decision to provide opportunity for settlement of challenges to 13 other RKO licenses (BROADCASTING, Sept. 15, 1986). There is sense that Group W and RKO's deal is being held hostage to settlements for those other licenses. Under proposed deal, RKO would dismiss its application for KHJ-TV's license renewal; Fidelity Television would be granted construction permit for station's ch. 9; Fidelity's stock would be transferred to Group W, and Group W would acquire KHJ-TV's assets from RKO. RKO would come out of deal with $212 milllion and Fidelity with about $95 million. In addition, Group W would pick up about $3 million in Fidelity liabilities.

Parties to settlement negotiations for 13 stations received 45 bids from outsiders (BROADCASTING, Dec. 15, 1986). If top bids in each market were accepted, stations would fetch in excess of $280 million, even though nobody bid for RKO's WHBQ(AM) Memphis.

FCC has approved $387-million sale of RKO's WOR-TV Secaucus, N.J. (New York), to MCA. That station was treated separately since license had been renewed under 1982 law that required FCC to renew license of any VHF operator who moved to state with no V. WOR-TV was previously licensed to New York.

■ *Spanish International Communications Corp.*—Five TV stations and five low-power TV stations have been sold, subject to FCC approval for $301.5 million, to joint venture of First Chicago Venture Capital and Hallmark Cards (BROADCASTING, July 28, 1986). Sale was undertaken after settlement agreement, in which FCC's Mass Media Bureau dropped opposition to stations' license renewal if stations—KWEX-TV San Antonio, Tex.; KMEX-TV Los Angeles; WXTV(TV) Paterson, N.J.; WLTV(TV) Miami, and KFTV(TV) Hanford-Fresno, Calif.—were sold to independent parties. Eight petitions to deny sale have been filed at commission, but lawyers do not expect review of petitions until full commission has reviewed appeal board's approval of initial settlement agreement.

■ *Taft independents*—TVX Broadcast Group has filed at FCC to purchase Taft Broadcasting's five independent television stations for $240 million cash (BROADCASTING, Nov. 24, 1986). Stations are WDCA-TV Washington, WCIX(TV) Miami, WTAF-TV Philadelphia, KTXH(TV) Houston and KTXA(TV) Fort Worth, Tex. It remains possibility that Taft would sell WCIX to another party, possibly CBS, in which case TVX would receive "strike fee" for giving up station and additionally would receive percentage of any incremental money received by Taft. Money to purchase stations is being put up by investment banker, Salomon Brothers, which anticipates bond offering and sale of TVX stock to one or more investors. Whether or not Virginia Beach, Va.-based company calls special shareholders meeting to approve new major investor(s) will depend on "structure of equity," according to TVX President Tim McDonald.

■ *Viacom leveraged buyout*—Planned $2.7-billion LBO is still going forward, despite earlier suggestion by management that deal might be contingent on 1986 closing. Closing is now anticipated probably at end of first quarter. Headed by Viacom president and chief executive officer, Terrence Elkes, group of eight executives said they would pay $37 cash and $7 in exchangeable preferred stock for each of company's 53.4 million shares (BROADCASTING, Oct. 27, 1986). Terms were revised after company's board had rejected initial bid. Others participating in LBO would be several investment banking firms and Equitable Life Insurance Co. Proxy and prospectus material are currently being reviewed by Securities and Exchange Commission. Still unknown is whether counterbid would be made by National Amusements Inc., Dedham, Mass.-based theater owner which currently owns 19.8% of stock—just below 20% limit which triggers certain of Viacom's "poison pill" provisions.

□

TV allocations. Commission is set to rule on proposal to reallocate 28 UHF TV channels in eight top-10 markets to land-mobile radio services and to drop co-channel protection ratios at UHF TV station's predicted grade B service contour from 50 db to 40 db. Television and private radio interests remain split over proposal (BROADCASTING, July 8, 1986). In June 1985 notice on proposed changes, FCC established industry advisory committee to investigate technical issues of spectrum sharing, and group filed 121-page report with commission in May 1986 which reflected deep divisions between broadcast interests, who believe sharing could cause interference to UHF stations at twice level considered acceptable for day-to-day viewing, and land-mobile radio interests, who believe potential for increased interference is small (BROADCASTING, May 12, 1986).

Frequency sharing on 2 ghz and 7 ghz microwave bands was also allowed in recent commission ruling. Frequencies, widely used by television broadcasters for electronic newsgathering and fixed studio-transmitter links, will now be open to cable system operators and cable networks for mobile remote applications. Commission also eliminated mixed allocations in frequencies, setting aside 7 ghz band for fixed links only and 2 ghz band for mobile links.

□

TV stereo. Number of stereo television stations on air has increased to more than 300, with total of at least 375 stations either airing multichannel sound or in final stages of conversion, according to BROADCASTING's count.

At networks, NBC has moved most quickly to embrace stereo, with 34½ stereo hours in morning, prime time and late-night carried each week by five network-owned-and-operated stations and estimated 112 affiliates reaching 81.9% of U.S. TV households. Network has also begun accepting stereo commercials on regular basis. CBS, meanwhile, has quickened pace on stereo, speeding up planned 1988 service to introduce "pass-through" stereo beginning in February 1986 with Grammy Awards. Next stereo special is Super Bowl broadcast this month, followed in February by Grammy Awards. Current tally has stereo at 38 CBS affiliates and its WCAU-TV Philadelphia. There are now no regular stereo broadcasts at network, however, following cancellation of single stereo weekly series. ABC has 38 affiliates in stereo, and has one half-hour weekly show in stereo. PBS, with 37 member stations in stereo, supplied them with more than 36 hours of stereo material last month. Fox Broadcasting is also airing stereo shows. Remainder of stereo stations are independents.

TV receiver manufacturers are eager to see advent of new service. It means they will be able to sell sets with stereo capability as well as set-top adapters to upgrade existing sets for stereo reception. Sales of stereo-ready sets have reached nearly five million since industry tallies began in fall 1984, with new category of stereo-ready videocassette recorders adding another 1.3 million to figure, bringing stereo penetration to at least 7% of Arbitron's 87 million TV households. Additional factor is estimated 10 million stereo-capable TV sets in market. Estimates for 1987 set sales will be released this month by Electronic Industries Association.

Cable operators are also beginning implementation of stereo standard, prompted by cable services, such as Home Box Office, which already provide stereo audio to cable industry. Nation's third largest cable system, American Television & Communications-owned Manhattan Cable TV, implemented stereo service in October 1986. FCC first authorized TV stereo broadcasting in March 1984. At same time, it protected industry-recommended Zenith/dbx system from interfering signals, making it, in effect, national standard. One of original transmission system competitors, Telesonics, headed by Larry Ocker, vice president, engineering, of non-

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commercial WTTW(TV) Chicago, is now involved in lawsuit with Zenith regarding patent infringement on stereo technology. WTTW became first television station in nation to regularly broadcast programing with stereo sound on Aug. 7, 1984, using Zenith/dbx system. NBC's *Tonight* was first regularly broadcast stereo program, starting in July 1985.

Technology that makes stereo possible also makes possible simultaneous broadcast of ancillary broadcast services. Number of stations, including 12 public broadcasters, are offering second audio program (SAP) services, including reading-for-the-blind, Spanish-language soundtracks for syndicated and news programing and audio program guides.

□

UHF-VHF swaps. FCC has approved concept of permitting noncommercial and commercial TV operators in same band to swap channels, without having to expose themselves to competing applications (BROADCASTING, March 17, 1986). Order will permit trades of noncommercial U's for commercial U's and noncommercial V's for commercial V's. FCC officials have said they have no plans any time soon to address related proposal to permit noncommercial broadcasters to swap their V's for commercial U's. But FCC has declined to close out docket because it wants to keep option of approving V-U swaps open in case federal budgetary cutbacks should make them more attractive to public broadcasters ("Closed Circuit," March 17, 1986).

□

VHF drop-ins. More than two years ago, FCC Chairman Mark Fowler directed commission staff to issue further notice of proposed rulemaking on VHF drop-ins looking toward additional protection of existing television service ("Closed Circuit," June 18, 1984). Under original proposal, short-spaced station would have been authorized as long as it provided same protection to existing stations that normally spaced station would and service gains would outweigh losses. Staff, at Fowler's direction, was looking toward establishing criteria that would protect as much established service as possible. FCC official had once said further notice should be ready by end of 1985. But work on item was dropped early last year at direction of Fowler's office. Mass Media Bureau, responding to another directive from Fowler, is said to be working on item again, but no target date has been set for work to be completed.

Staff had finished work in 1983 on original proposal, which was introduced more than five years ago (BROADCASTING, Sept. 22, 1980). FCC has approved four drop-ins: Salt Lake City (ch. 13); Charleston, W. Va. (ch. 11); Knoxville, Tenn. (ch. 8), and Johnstown, Pa. (ch. 8). Nine applications were filed for Charleston drop-in, eight for Salt Lake City, 13 for Knoxville and four for Johnstown. In Johnstown, construction permit has been issued. Other cases are still in hearing.

A LOOK AHEAD TO 1987 IN THE FIFTH ESTATE

What's on the minds of members of the Fifth Estate as 1987 begins? Much, as the stories on the following 30 pages show. What follows are examinations of the issues and trends likely to surface this year in the courts, at the networks, the FCC, Congress, the technology marketplace, cable television, news, radio, public broadcasting and advertising.

Unfinished business of Fifth Estate lies with courts

Issues of First Amendment, fairness doctrine, libel, takeovers, TV deregulation wait for resolution

Congress may pass the laws and the FCC interpret and administer them. But it is the courts that often have the last word on the shape those laws will give to an industry—telecommunications, for instance. And as 1987 dawns, cases are pending in various courts that bear on everything from broadcasters' First Amendment rights to what constitutes the kind of "effective competition" that warrants commission deregulation of the rates cable systems charge to whether the procedures the FCC has adopted to deal with hostile takeovers satisfy the requirements of the Communications Act.

It once seemed too much to expect that the First Amendment rights of a regulated industry would ever be completely resolved. But various broadcast groups, inspired in part by the commission's own conclusion, in August 1985, that the fairness doctrine chills the discussion of controversial issues of public importance and disserves the public interest (BROADCASTING, Aug. 12, 1985), have filed two separate appeals seeking a ruling by the U.S. Court of Appeals in Washington that the doctrine violates broadcasters' First Amendment rights.

In one of the cases, the Radio-Television News Directors Association, backed by 10 other petitioners, said the commission had erred in failing to repeal the doctrine following the inquiry that led to the conclusion the doctrine is "constitutionally suspect." The commission, sensitive to congressional feelings, simply referred the matter to Congress for its review. In the other case, Meredith Corp. is challenging a commission ruling that its Syracuse, N.Y., station, WTVH(TV), had violated the doctrine in connection with a series of editorial advertisements it ran in ' ?2 supporting construction of a nuclear power plant in upstate New York.

The court, which has combined the two cases, is expected to issue a ruling early this year. But it may not address the issue head-on. A number of public interest groups are contending the RTNDA case should be dismissed and remanded to the commission on the ground that the commission's order is not a final one. And one of RTNDA's opponents, Henry Geller, a former FCC general counsel, maintains that the commission should be instructed to consider whether the doctrine could be enforced in a manner that would avoid First Amendment problems; Geller has suggested that the commission review fairness doctrine matters not on a case-by-case basis, as at present, but at license renewal time.

The broadcasters involved also confront the history of the Supreme Court's *Red Lion* decision in 1969 affirming the constitution-

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ality of the fairness doctrine and the reality that courts avoid reaching constitutional issues whenever possible.

But there is a case that throws into sharp relief the question of whether the doctrine is not statutorily required—and therefore is subject to repeal by the commission. Ever since Congress in 1959 amended Section 315 of the Communications Act to ease the equal-opportunities restrictions but added language requiring broadcasters to "afford reasonable opportunity for the discussion of conflicting views," conventional wisdom has had it that the doctrine had been incorporated into the law. But a three-judge panel of the appeals court in Washington, on a 2-1 vote, ruled otherwise in September. And last month, the public interest groups challenging the ruling found themselves a vote short when only five of the full circuit's 11 judges voted for rehearing. But the groups will petition the Supreme Court for review.

Libel cases also influence the shape of First Amendment law. And lawyers for broadcast as well as print media are anxiously awaiting the decision of the full D.C. ciruit in *Tavoulareas v. Washington Post*, more than a year after rehearing. The presiding judge in the case—in which William P. Tavoulareas, former president of Mobil Oil Corp., sued the newspaper as a result of an article alleging he had set up his son in a London shipping firm and then used his influence at Mobil to divert shipping business to him—had vacated the $2,050,000 judgment the jury had awarded Tavoulareas. But a three-judge panel, on a 2-1 vote, reinstated the award in an order laced with language that shook the media.

Among other things, the opinion said the jury had been correct—in determining whether libel had been committed—to consider the newspaper's interest in "hard-hitting, investigative journalism." Such a policy of "sensationalism," the majority said, "is evidence of actual malice," since it "provides a motive for knowing or reckless falsehood." The National Association of Broadcasters and a number of other media groups are supporting *The Post*, fearful that if the panel's decision is allowed to stand, libel plaintiffs will be able to sue with greater chances of success than is now the case.

The cable television industry continues to wage court fights for its First Amendment rights, as well. The U.S. Court of Appeals for the 11th Circuit in September affirmed a lower court's decision that a Utah law barring cable television systems from transmitting "indecent" material violated the First Amendment. The decision was the second by a U.S. court of appeals overturning state or local laws aimed at banning allegedly indecent material from cable television. The other was the 10th Circuit, in Atlanta, in April 1985. However, the state of Utah apparently has not given up its fight. It is expected to petition the Supreme Court for review.

Then, there is the proliferation of cases in which cable systems are insisting they are legitimate First Amendment speakers—"electronic publishers," as they say—and that as a result, communities can exercise no more control over them than over print media. The facts in the various cases vary—in some, the system owner involved is seeking to provide service, in others, to renew a franchise, in still others to sell an operation. In some cases, as in Palo Alto, Calif., and Brookfield, Wis., cable systems complain utility companies are refusing to grant access to their poles. But for the most part, the courts appear to agree with the cable systems' basic First Amendment argument. In the case that has already reached the Supreme Court—it involves the determination of Preferred Communications Inc. tc serve a portion of the city of Los Angeles without first competing for a franchise from the city—the activities of cable systems were said to clearly "implicate First Amendment interests."

However, that did not end the matter. The court said cities have rights, too, and sent the case back to U.S. district court in Los Angeles for a trial that would develop a record on which the court could balance the rights of the cable system against those of the city. (BROADCASTING, June 9, 1986.) In the next 12 months, *Preferred* and the cases like it that are working their way up through the court system should produce a clearer picture of where cable systems' and cities' rights meet.

Those issues are for openers. There are other cases that could affect both the broadcasting and cable industries:

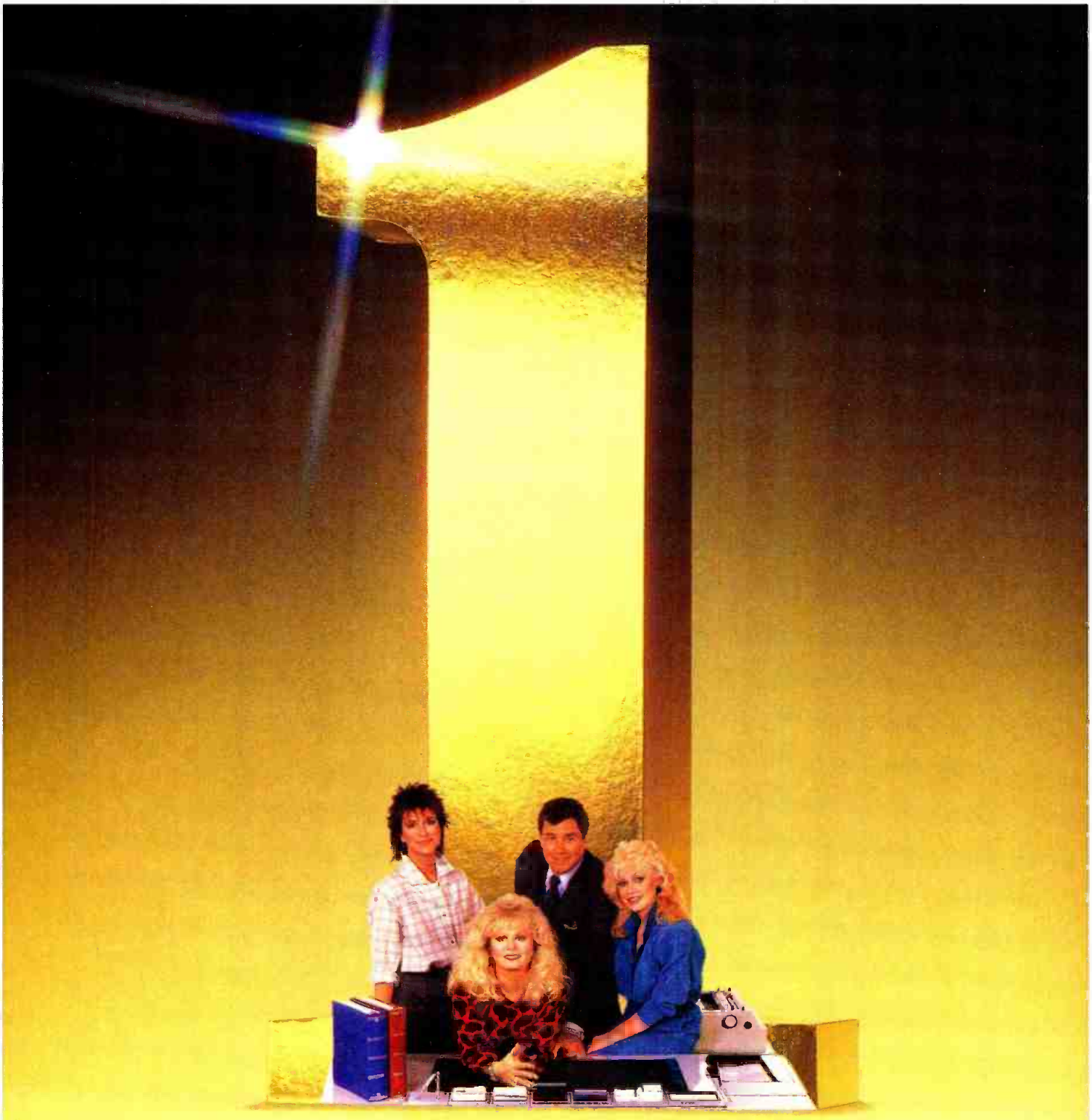
TV deregulation. Action for Children's Television and Black Citizens For a Fair Media, in a case in the U.S. Court of Appeals in Washington, are challenging aspects of the commission's television deregulation order. They are asking the court to reverse the order repealing commercial guidelines as they apply to children's programing, and eliminating the requirement that broadcasters maintain and make public logs of "substantial" public service programing that could be reviewed by parties interested in challenging incumbents at license renewal time. The petitioners maintain that, whatever the ability of adults to distinguish between commercials and programing, children cannot comprehend the nature of advertising and, thus, make such a distinction. As for the logging matter, they say maintaining such logs would not be a burden since broadcasters—subject as they are to competing applications and petitions to deny—routinely keep such records.

Exit polling. Broadcasters and representatives of other media interested in exit polling at elections may find their legal position strengthened in 1987.

At least, the constitutionality of state laws banning exit polling is being reviewed by the U.S. Court of Appeals for the Ninth Circuit. The question is before the court—which heard oral argument on it in September, in Seattle—on appeal by the state of Washington of a U.S. district court decision, in December 1985, declaring a violation of the First Amendment a state law banning exit polling within 300 feet of polling places. The court held that the law was intended to prevent projection of election results and, in its implementation, interfered with constitutionally protected speech. The state law is being challenged by ABC, CBS, NBC, *The New York Times* and *The Everett* (Wash.) *Herald* and they were heartened by an interim opinion of the court in November. It denied a request of the state for a stay of the lower court's judgment through the election, asserting that the state's likelihood of success on its appeal was not good.

Effective competition. One of the major court cases cable television will confront in the new year involves the question of whether a cable system faces the kind of "effective competition" that means its basic services would, under the Cable Communications Policy Act of 1984, be free of local rate regulation. (The act prohibits regulation of rates for all other services.) The American Civil Liberties Union has challenged the standard the commission has established for determining whether such competition exists—three or more off-air television signals. The ACLU makes the economic argument that three off-air signals would not prevent cable systems from raising their rates, and contends the effect would be a denial of service to those unable to afford the higher rates. The U.S. Court of Appeals in Washington will hear oral arguments on the issue on Jan. 22. The court will also consider the challenge of Yakima Valley Cablevision Inc. and Connecticut Cable Television Association Inc., initially raised in a separate case, to the commission's policy of deferring to the courts franchise-fee disputes arising under the Cable Act.

Pole attachment case. The Supreme Court is expected to rule later this year on the constitutionality of the Pole Attachment Act of 1978, which empowers the FCC to regulate the rates that utility companies charge for cable attachments to their poles. The U.S. Court of Appeals for the 11th Circuit, in an opinion that stunned lawyers for the commission and the cable industry, ruled in October 1986 that the act violates the Fifth Amendment prohibition against the "taking" of private for public use without just compensation. However, the Supreme Court agreed to review the *Florida Power Co.* case, and members of the court, in oral argument last month, peppered lawyers for the power companies involved with questions



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challenging the basis for their defense of the 11th circuit's decision.

Copyright royalty fees. The Motion Picture Association of America and eight motion picture companies are continuing their fight with cable system owners over the amount of copyright royalty fees the cable operators should pay. U.S. District Judge June L. Green in Washington last summer, in a case brought by the National Cable Television Association and Cablevision Co., ruled that they had been overpaying, and attributed the overpayment to an erroneous interpretation by the Copyright Office of "gross receipts" (BROADCASTING, Aug. 4, 1986). The copyright owners promptly appealed the decision to the U.S. Court of Appeals in Washington. Oral argument has not yet been scheduled.

The NAB may be the appellant in another case involving cable copyright matters—the decision of a three-judge panel of the appeals court in Washington affirming the Copyright Royalty Tribunal's distribution of cable television royalty fees that were paid into the fund in 1983 (BROADCASTING, Dec. 29, 1986). The broadcasters are focusing on a new element in the case, one involving the distribution of funds paid as a syndicated exclusivity surcharge for the retransmission of broadcast signals that had been denied cable systems until the commission repealed its syndicated exclusivity rules. The NAB had argued that television broadcasters were entitled to 95% of the syndex proceeds—but the court affirmed the CRT's decision to deny them any portion of the fund. NAB officials last week were talking of seeking rehearing by the full circuit or seeking Supreme Court review.

Hostile takeovers. The flurry of activity involving takeovers, attempted if not always successful, of major broadcasting companies led the commission to adopt a procedure for dealing with them. But the Office of Communication of the United Church of Christ and several other parties are asking the appeals court in Washington to reverse the policy statement as contrary to the Communications Act. Essentially, the procedure involves the grant of special temporary authority to an independent trustee, who would acquire the stock of the target company and hold it while the commission conducted a formal review to determine if the takeover would be in the public interest. The commission said it was seeking to satisfy statutory requirements, be neutral in treatment of the contending parties, assure expeditious treatment and accommodate other applicable laws. But the appeal says the procedure denies the public an opportunity to object to the transfer: "Once the trustee is in charge, the existing control group is gone."

Must carry. Certain to join the ranks of major court cases in the new year is the must-carry issue with which the commission is still struggling. The commission two weeks ago stayed the effective date of its new must-carry rules pending action on the petitions for reconsideration it has received. But the controversy surrounding the issue will not easily be stilled. "Everybody will be in court on must carry," said one lawyer. Indeed, Turner Broadcasting System has already filed a notice of appeal with the U.S. Court of Appeals in Washington. TBS contends that any rule requiring the carriage of broadcast signals is on its face a violation of the First Amendment.

As is true of so many other issues, it will be the courts that have the last word on must carry. □

In 1987 more change for the TV networks

Following arrivals of new management in 1986, this year will see introduction of people meters, negotiations for new NFL pacts, worry over ad sales and bottom lines

Last year was seen by some as a watershed for network television, with ownership control changing at two networks (ABC and NBC) and management control changing at all three. And by most accounts, 1987 should prove just as significant, both for reasons stemming from changes at the networks last year, as well as for reasons beyond the control of any of the players involved.

All three networks will be operating with leaner staffs this year, as the result of management reaction to what some have called the softest network economy in 15 years. A total of 2,500 network positions were eliminated. The network sales outlook for this year is sober, the predictions ranging from increases of 3% to 5.5%. CBS has projected an average 3% gain for the networks in 1987 while ABC executives are on the record as saying they'll be grateful to gain that much and aren't sure at this point they'll get it. NBC is a little more optimistic about its prospects and executives there have been buoyed by the strong performance of this year's network scatter market. Robert Blackmore, NBC-TV's senior vice president, sales, said that it's too early to tell how the network will fare this year, but he said that NBC may do a little better than the 3% that many of his peers are predicting for the three-network economy.

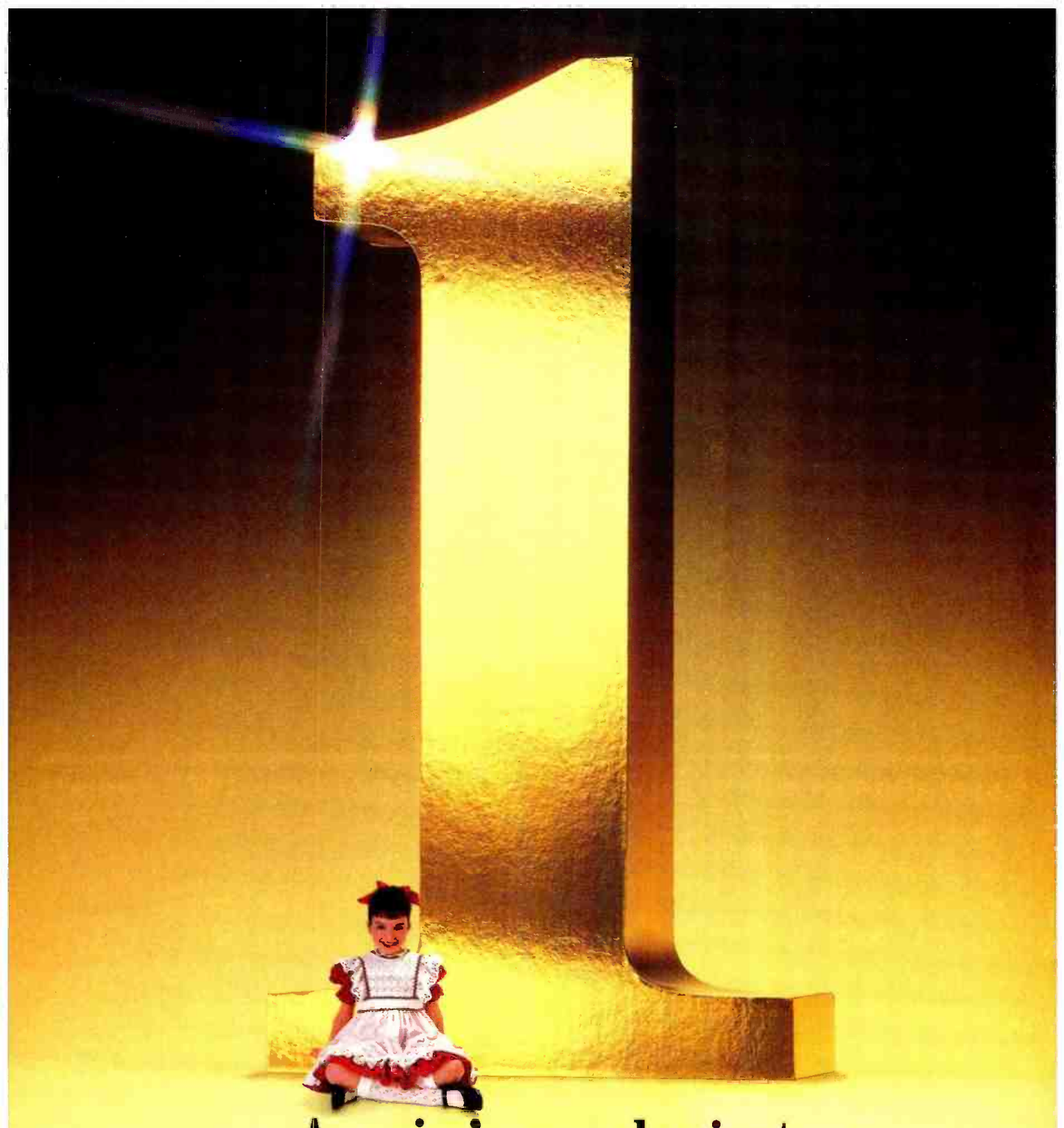
However, others in the business, including agency and network executives, caution that the strong scatter market should not be read as a turnaround in the network economy. It "does not mean the networks have cured themselves," said Jake Keever, vice president, network sales, for ABC-TV. "We're getting these increases on a smaller part of the inventory [about 30% of the total]." Both agency and network executives have noted that the networks sold more upfront and at lower than expected rates and that some of that upfront inventory was used for make-goods.

The bottom line is that the network economy for at least the first three quarters of 1987 is expected to be soft and that a cost-conscious mentality will continue to prevail at all three networks. That mentality is likely to affect much that the networks do, including their negotiations with program suppliers for both entertainment and sports product.

ABC is on the record indicating that its program expenditures for 1987 will remain roughly flat compared to 1986. Both NBC's and CBS's budgets for programing will rise, but to what extent is unclear. But what is clear is that one area marked for cost reduction by all three networks is the right to televise the games of the National Football League. Privately, executives at all three networks have indicated they will pull out of their respective packages, all of which expired at the end of the 1986 season. That stand is being taken seriously by the cable industry, which has put together at least three alternative plans to carry NFL football, should something open up in the next contract period.

The cost tightening at the networks will spread to affiliates in 1987, as all three networks explore altering compensation payments for program carriage. So far, only ABC has formally broached the subject with its affiliate board, proposing an approximate 9% cut in total compensation payments over the next two years. Not unexpectedly, affiliate reaction has been negative, although signals from the network indicate the plan will be implemented over the objections, pretty much as proposed. CBS is expected to put an idea or two on the table for cutting compensation when network executives meet with the CBS affiliate board later this month. Board members have already expressed their reluctance even to discuss the issue, and if CBS persists it will no doubt encounter resistence at least as bitter as that from ABC affiliates. NBC executives admit to having examined the issue, but say it is not an agenda item at this time.

This year will also be the first in which a new methodology will be



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Over there. Not all the action undertaken by U.S. programers will be taking place in the United States in 1987. Several U.S. television interests will begin European ventures the first part of this year, with both entertainment and news offerings.

MTV Networks is now negotiating the start of its 24-hour European music satellite channel, to begin offerings to European cable TV homes in late first or early second quarter. Some 20 hours a week of NBC News programs will also reach European hotels beginning this year, offered by a start-up satellite channel, Anglovision. CBS will continue its efforts to export a dubbed version of the *CBS Evening News with Dan Rather* to French homes via the French terrestrial pay TV system.

CNN, which has made only minor progress trying to bring its 24-hour news service aired to European hotels, cable headends and broadcasters via satellite, will become the new responsibility this year of Turner Broadcasting System troubleshooter, Terry McGuirk, who took over the several-year-long effort late last year.

used to measure television viewing audiences—the people meter—which has caused great anxiety because so much remains unknown about the outcome. Agency executives read with glee initial people meter reports indicating lower audience levels for many network programs. Whether that will hold up once the people meters become the official measurement device is unclear—by that time the Nielsen people meter sample base will have been doubled to 2,000. Privately, some agency executives suggest lower ratings ought to mean lower unit prices, although no one on the network side is conceding that point yet. In fact, network executives are likely to counter that demand for time will continue to dictate prices, not the new method for counting viewers. David Poltrack, CBS vice president, research, put it this way: "If we find [from people meters] that we have been overstating the audience, that doesn't mean that McDonald's hasn't sold hambergers and Chevrolet hasn't sold cars. . . . The fact is, this is not going to change the demand for time."

Perhaps the brightest spot on the network horizon for 1987 will be the fourth-quarter upfront cycle, which will include time for the 1988 Olympics and the 1988 election coverage. Those quadrennial television events should shake the networks out of their doldrums at least temporarily, although no one knows for how long or to what degree. Poltrack predicted that fourth-quarter sales for the three networks may climb 6%, double the activity in the first three quarters. He described that as a "soft" estimate. How profits are affected, he said, will depend on how tight the cost controls continue to be during the year.

"With the real impact of the cost-cutting programs initiated by each network coming in 1987, and further cost-cutting efforts expected, the networks should be able to increase their collective profits in 1987 if the 3% revenue increase is realized," Poltrack said. But he also stressed that since 1987 will be the first year with people meters as the official measurement device, the first under a new NFL pact and the first full year of the new mega-advertising agencies' involvement in network negotiations, it is likely to be remembered more for "the long-term patterns that emerge than the short-term results for the year." □

Resolution of must-carry proceeding tops FCC's 1987 agenda

Also slated for action: regulations on broadcast crossownership, obscenity complaints

Those hoping that the FCC under the chairmanship of Mark Fowler has run out of steam have legitimate cause for disappointment. The roster of major mass media issues expected to come up during 1987, Fowler's sixth year at the agency, includes must carry, ownership regulation and obscenity.

■ How the FCC will finally resolve its must-carry proceeding is likely to remain a mystery for some time. When it voted unanimously to adopt new rules, the commissioners presented a semblance of support for its notion to sunset limited carriage requirements after five years and to require cable operators to provide free A/B switches to subscribers. The perception of unanimity deteriorated once the final order was released. In separate statements, Commissioners James Quello and Mimi Dawson let it be known that they weren't true believers, at least not in the A/B switch aspects. Any consensus for the original ruling has now dissolved into a majority of the commissioners (everyone but Commissioner James Quello) voting to stay the ruling's effectiveness pending further study (BROADCAST-

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ING, Dec. 29, 1986). The FCC has delayed implementation of any new rules until 30 days after it releases an order addressing the numerous petitions for reconsideration expected to be filed by the Jan. 12 deadline. The best guess available was that it could take the agency six months or more to issue its order, giving the industry ample opportunity to offer guidance on a rewrite that would better suit its interests.

■ How far the FCC will go in the ownership rulemaking, tentatively scheduled to be presented at the agency's Jan. 15 meeting, would appear, according to one FCC source, to be a function of how much "heat" news of the pending proposal generates and how enthusiastically it is received by the commissioners. One FCC source told BROADCASTING last month that the bureau was hoping to present the commissioners with a rulemaking that would propose to drop the crossownership prohibition against the creation or transfer of AM-TV combinations. This source also said the rulemaking might question whether it made sense to continue the prohibition against combined ownership of FM's and TV's in the larger markets. (The rulemaking is believed to be considered particularly important to Capcities/ABC and NBC. Without the proposals, those networks would have to sell radio stations they currently own in markets where they also own TV's since they lost grandfathered protection when their licenses changed hands in the Capcities-ABC and NBC-GE mergers. The networks still control the affected radio stations because the FCC granted them 18 months from the time they closed on the transfers to divest. Capcities is supposed to divest by July; NBC by December. Once the rulemaking considering changes in the crossownership prohibitions is out, the FCC may be able to waive the divestiture requirements for the networks pending resolution of the rulemaking.) The rulemaking was also expected to include proposals to permit ownership of 24 radio stations, AM, FM, or both (the rules currently limit ownership to 12 AM's and 12 FM's). In addition, it's expected to include a proposal to relax the duopoly rules for radio.

■ The FCC Mass Media Bureau has now formally asked three licensees—Pacifica Foundation, licensee of noncommercial KPFK(FM) Los Angeles; the University of California, licensee of noncommercial KCSB-FM Santa Barbara, and group owner Infinity Broadcasting, licensee of WYSP(FM) Philadelphia—to respond to allegations that they had aired "obscene or indecent" programing. The licensees have responded. Now it is up to the FCC to decide whether punishment is warranted and how to treat similar allegations in the future.

According to Jerald Fritz, chief of staff to Chairman Fowler, also pending are the issues of how to handle pornography on amateur radio and over multipoint distribution service. Fritz said the agency's new general counsel—Diane Killory—wants to look at the complete picture to make sure whatever actions the agency takes are "legally consistent" and to insure that the agency is taking a "coordinated approach" to the subject matter. Killory is reported to be a perfectionist prone to lengthy deliberations. So how the agency will resolve what its stance should be on pornography may be a while coming.

While it's at it, the FCC may also have to revisit its *Video 44* decision (BROADCASTING, Nov. 10, 1986). In that case, Monroe Communications, a competing applicant for the facilities of group owner Harriscope Broadcasting Corp.'s Video 44, licensee of WSNS(TV) Chicago, noted that early last year, the commission, in refusing to permit an FCC administrative law judge to consider an obscenity issue in the *Video 44* comparative case, ruled that he shouldn't attempt to determine whether material is obscene in the first instance (BROADCASTING, April 21, 1986). (The FCC, citing First Amendment concerns, implied that it would "take appropriate action" only if a licensee had been convicted in another forum of violating the federal obscenity statute.) Monroe, in a supplement to petition for reconsideration, alleged that the Mass Media Bureau's subsequent demands that the three radio licensees defend their programing against allegations of indecency or obscenity were "completely inconsistent" with the policy set forth in *Video 44*.

James McKinney, FCC Mass Media Bureau chief, said the agency is also expected to address a pending petition seeking a rulemaking recommending ownership limitations on cable multiple system operators and to launch a proceeding to determine interference protection for new or modified AM stations. Also, according to McKinney, the FCC is expected to launch proceedings questioning whether it should reinstate syndicated exclusivity and aimed at exploring the pros and cons of cable's compulsory copyright license. □

New Congress expected to mean greater oversight

With Democrats in control of both houses, prospects increase for more activity in communications issues; on the agenda: must carry fin-syn, music licensing, political advertising and cable copyright and ownership questions

A hefty communications and copyright agenda is facing the 100th Congress, which begins its first legislative session on Tuesday. According to industry observers, the return of the Senate to Democratic control, combined with the appointment of a new chairman of the House Telecommunications Subcommittee, should lead to increased oversight of the FCC and the Fifth Estate in general (BROADCASTING, Dec. 22, 1986).

It's anticipated that lawmakers will deal with a host of issues, including political advertising, music licensing, a renewed battle between Hollywood and the broadcast networks over the financial interest and syndication rules, an effort by Hollywood to limit cable ownership and a possible drive by telephone companies to gain entry into information services including cable television. The FCC's new must-carry rules may also fall under congressional scrutiny, even to the point of becoming the new Congress's first order of business. "Given the FCC's demonstrated ineptitude on must carry," said one House aide, "you can expect an outpouring of congressional concern." Exactly what form that outpouring would take, however, was unclear.

Despite a surge in activity, most sources don't expect a rush to judgment on communications issues. There's apt to be "a sorting out of the landscape for the next six months; then we'll see things heat up," said one communications lobbyist. It remains uncertain just how much, if any, congressional action will result in legislation. If anything, the increase in activity will mean more hearings as Senate Democrats re-examine some of the deregulatory policies adopted by a Republican majority for the past six years.

With the Democratic victory in the Senate, Ernest Hollings of South Carolina assumes the reins of the Commerce Committee and Daniel K. Inouye of Hawaii will head the Communications Subcommittee. Communications issues should have a high profile under Hollings, who has a long-standing interest in the area. He served as chairman of the Communications Subcommittee in the late 1970's. A 20-year veteran of the Senate, Hollings is considered an aggressive leader who does not shy away from controversy. He's expected to ride herd on the FCC both in his capacity as chairman of Commerce and as chairman of the appropriations subcommittee with jurisidiction over the agency. International communications policy could come to the fore under Hollings. And the chairman, a strong advocate of public broadcasting, will want to examine developments on that front (BROADCASTING, Dec. 22, 1986).

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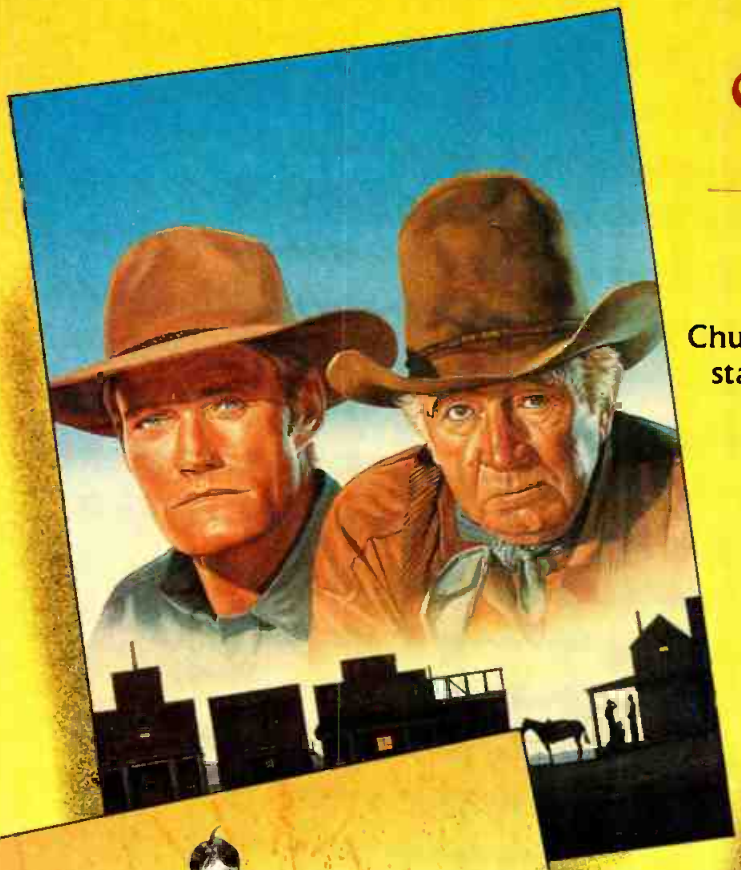

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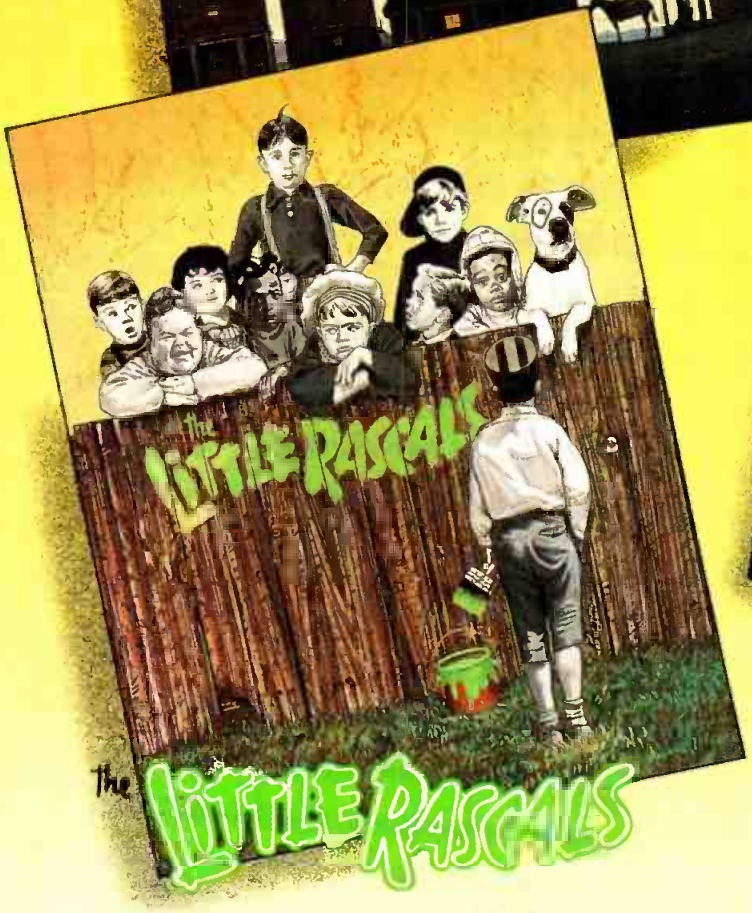

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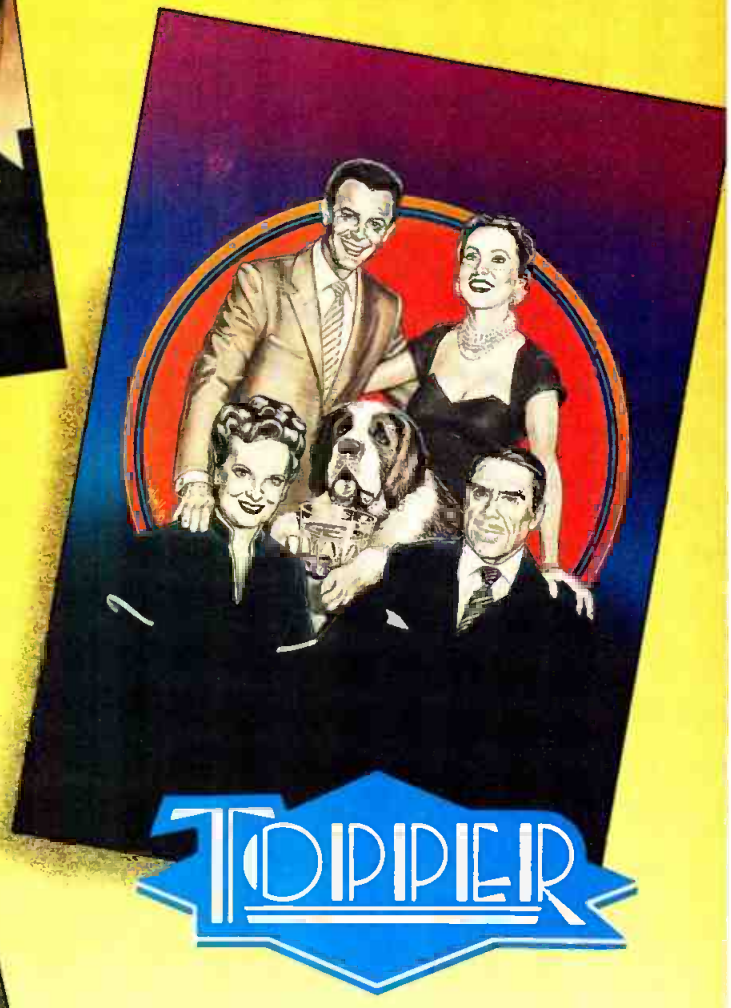

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views shouldn't stray far from Hollings who, most observers feel, will control the subcommittee's agenda (BROADCASTING, Dec. 22, 1986). Furthermore, for the time being, Inouye has other more pressing commitments. He's chairman of the select Senate panel handling the Iranian arms sale scandal.

Hollings, noted one source, also has "other fish to fry," which could detract from the amount of time he'll spend on communications matters. The senator already indicated a strong interest in moving trade legislation. And as a ranking member of the Budget Committee, Hollings should play a key role as Democrats battle the Reagan administration over budget priorities. The demands on Congress are numerous and, more importantly, the overall political climate on the Hill is bound to be colored by the 1988 presidential election. "There's going to be a lot of political jockeying," commented one Hill aide.

Also in the Senate, the Judiciary Committee has a new chairman, Joseph Biden of Delaware. Its Copyright Subcommittee has a new leader as well, Dennis DeConcini (D-Ariz.). Predicted to join DeConcini are Democrats Patrick Leahy (Vt.), Edward Kennedy (Mass.) and Howell Heflin (Ala.).

Two new Judiciary subcommittees are being created and could end up examining issues that affect the Fifth Estate. Leahy is slated to chair a subcommittee on law and technology that, among other things, will look at some of the high-tech communications issues that have surfaced in the last few years. An antitrust subcommittee, chaired by Howard Metzenbaum (D-Ohio), is also in the works. Charges made by the motion picture industry and independent broadcasters that cable is an unregulated monopoly could get an airing before that subcommittee.

In the House, John Dingell (D-Mich.) retains control of the Energy and Commerce Committee, but a new chairman of the House Telecommunications Subcommittee must be chosen. Massachusetts Democrat Edward J. Markey is the leading candidate for the post (BROADCASTING, Dec. 22, 1986). There is a strong possibility the subcommittee's jurisdiction will be altered, but nothing has been finalized. A clearer picture of the parent Commerce Committee and its subcommittees won't emerge until late January or mid-February. (The Republicans, however, are said to have selected Joe Barton of Texas and Sonny Callahan of Alabama to fill their two vacancies on Commerce.)

On copyright, the players are essentially the same, as Robert Kastenmeier (D-Wis.) continues at the helm of the House Copyright Subcommittee. The subcommittee's makeup should remain unchanged, although some additions may be made. There is at least one vacancy on the Republican side and Representative Daniel Lungren (R-Calif.) said he wants to be on the subcommittee. Hamilton Fish Jr., the ranking Republican on Judiciary, is also said to be eyeing a seat on copyright. While there are no immediate openings on the Democratic side, they could occur if members seek other subcommittee assignments. Reportedly interested in a spot on copyright are Democrats Dan Glickman (Kan.), John Bryant Jr. (Tex.) and Harley Staggers (W. Va.).

Kastenmeier's subcommittee is expected to revisit many of the issues that have come before it in the past. For certain, the chairman says he'll reintroduce his so-called superstation scrambling bill (BROADCASTING, Dec. 8, 1986). That legislation would enable satellite carriers to market scrambled broadcast signals to backyard earth station owners. It would create a compulsory copyright license to cover the sale of broadcast signals to dish owners. Because of stiff opposition from broadcasters, Kastenmeier has indicated that his new measure may be modified. (The new Congress can also be expected to keep a close watch this year as cable's rate deregulation kicks in.)

The subcommittee is expected to serve as a battleground for a renewed campaign by television broadcasters to eliminate the current blanket licensing scheme for music rights in syndicated television programing. The broadcasters, led by the All-Industry Television Station Music License Committee, will face off with Hollywood and the music licensing organizations as the broadcasters attempt to pass legislation that would establish a source licensing system in which the music rights would be included in the overall price of the programing. Representative Frederick (Rick) Boucher (D-Va.) will reoffer his source licensing bill but with some revisions.

It's also anticipated that the Copyright Office and Copyright Royalty Tribunal will be the subject of congressional oversight. Because of major cuts in the Copyright Office's budget, the subcommittee may want to look at how well it's functioning. There has been some concern raised about the loss of services provided by the office. And the Motion Picture Association of America is expected to continue its assault on cable's compulsory copyright license. As one House aide noted, MPAA and the National Cable Television Association will probably keep "beating each other up" on the subject but eventually return to the negotiating table to work out their differences. Since Kastenmeier's subcommittee has a broad jurisdiction, it may end up spending considerable time on other matters.

Hollywood's legislative agenda for the 100th Congress appears lengthy. There's some speculation that MPAA will seek support for home taping legislation that would give copyright holders some control over first rental rights of videotapes. It's well known that MPAA is not only concerned about cable's compulsory license but is likely to seek either regulatory or legislative restrictions on the number of cable systems one company can own.

But the motion picture industry may wage an even bigger battle with the networks. MPAA is expected to launch a major effort to insure continuation of the FCC rules and the consent decrees signed with the Justice Department that prohibit the networks from obtaining financial interest and syndication rights in the programs they air but are produced by others (BROADCASTING, Dec. 22, 1986).

There may be some efforts to lift the ban on telephone-cable crossownership as a means of injecting competition into the marketplace. The telephone companies may not be alone in that endeavor. Indeed, the Association of Independent Television Stations says it would like to see the ban removed. There's been some conjecture that cable, in general, will be the target of more congressional oversight. "Everybody likes to take a shot at the guy on top of the mountain," said one Hill aide referring to the series of gains cable has made in Congress, at the FCC and in the courts.

Next year broadcasters may find themselves on the defensive as they guard against attempts to regulate broadcast advertising as it relates to political commercials. The use of negative political ads and the growing costs of campaigns could spark legislation mandating free air time for campaigning. The National Association of Broadcasters is preparing for a major debate on the matter.

NAB is also interested in seeking passage of broadcasting deregulation legislation. But with the House and Senate in Democratic hands, broadcasters expect strings to be attached to any deregulatory moves. The strings may include codification of the fairness doctrine. It's almost certain that there will be a strong desire on Capitol Hill to return to the FCC's old antitrafficking rules. The president's proposal to auction off nonbroadcast spectrum as a means of reducing the federal deficit has NAB troubled and it will likely let Congress know why (BROADCASTING, Dec. 29, 1986).

As for the FCC, the 100th Congress is expected to keep a short leash on the agency. Lawmakers are anxiously awaiting commission action on its policy of granting preferential treatment for women and minorities. Both Representatives Cardiss Collins (D-Ill.) and Mickey Leland (D-Tex.) intend to offer legislation this year to codify the FCC's minority and female preferences, tax certificate and distress-sales policies. FCC Chairman Mark Fowler, who expects to be renominated, would come before the new Senate for confirmation, and some sources believe the Democratic takeover of the Senate reduces his chances of being confirmed. □

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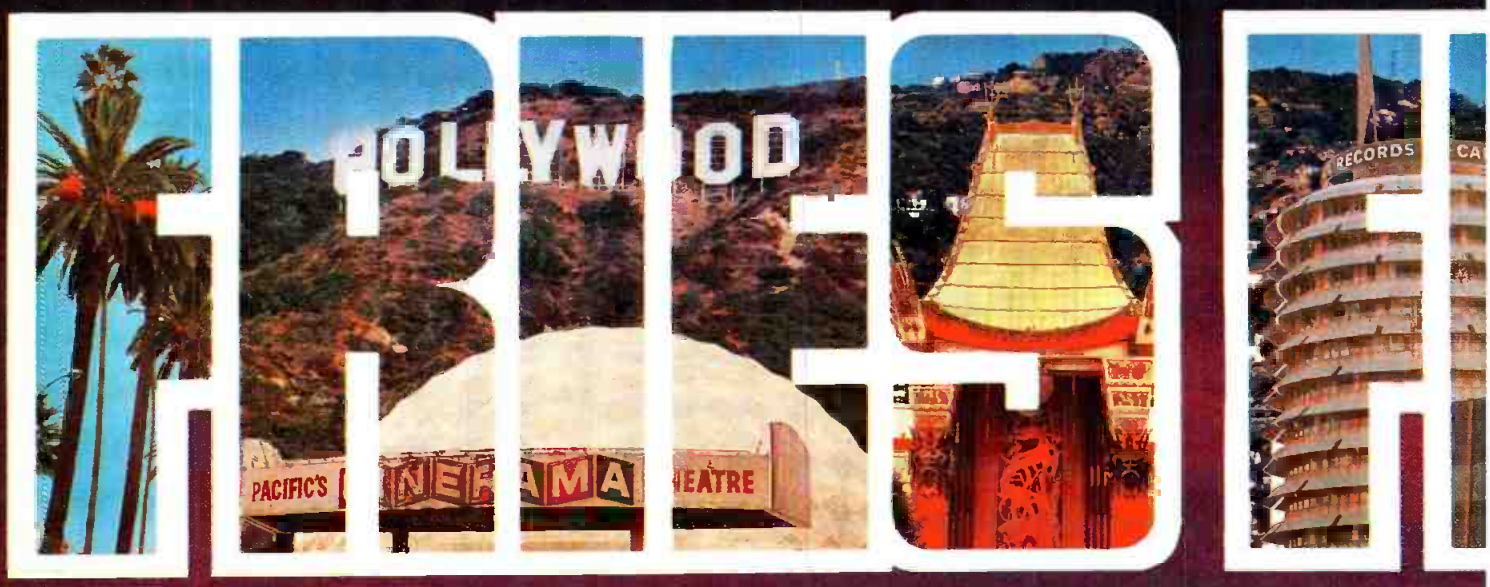

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Small-format video technology pictured for 1987

In the forecast: growing presence of HDTV, stereo sound, satellite newsgathering and digital composite video recorders; Ampex to change hands; Harris to be reorganized

This year will see the industry's most ambitious application of small-format video technology, as NBC implements the bulk of its $50-million-plus purchase of Matsushita's M-II half-inch tape system. By year's end, the network will have taken delivery of more than 1,000 units, spending more than $20 million. Plans call for conversion of NBC program facilities by next fall, with all domestic news operations converted by year end. Each of the network's owned stations will have M-II this year, and network plants will also begin conversion this year as existing Type C one-inch recorders are replaced.

Panasonic Broadcast, Matsushita's U.S. sales arm, will also offer new M-II products at the National Association of Broadcasters' annual equipment show in Dallas next March, including a field edit recorder, a field edit controller and a field audio mixer. A showing of a prototype multicassette cart machine is also possible.

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Rival small-format supplier Sony will continue to speed development of its own advanced half-inch format, Beta SP. To be shown in production format at the 1987 NAB will be a camcorder, portable videotape recorder-player and studio edit recorder. Beta and Beta SP gear will also appear from other manufacturers this year. Ampex will have its Betacam CCD camera and studio edit-recorder ready by first quarter and by next fall, Beta SP products, including camcorder, portable record-player and studio recorder. Broadcast Television Systems (BTS), the Bosch-Philips joint venture, will also begin production of its own Beta SP line by mid-1987.

New digital composite video recorders are likely to make their appearance in 1987. By late fall, Ampex could introduce a stand-alone digital composite recorder to accompany the spot player it first showed in 1986. The company's 4fsc digital composite format is under review this year by the Society of Motion Picture and Television Engineers as a possible industry standard, after simultaneous documentation by Ampex and Sony last month.

Ampex will probably be sold in 1987. The $500-million-plus electronics manufacturer was put up for sale in December by $12-billion parent company, Allied-Signal. A record year for Ampex in 1986 for sales, profitability and cash flow should make it an easier sell. More than a dozen bidders, the largest group Japanese companies, have already surfaced and the company hopes to complete the sale by midyear, with negotiations starting as soon as the next two months.

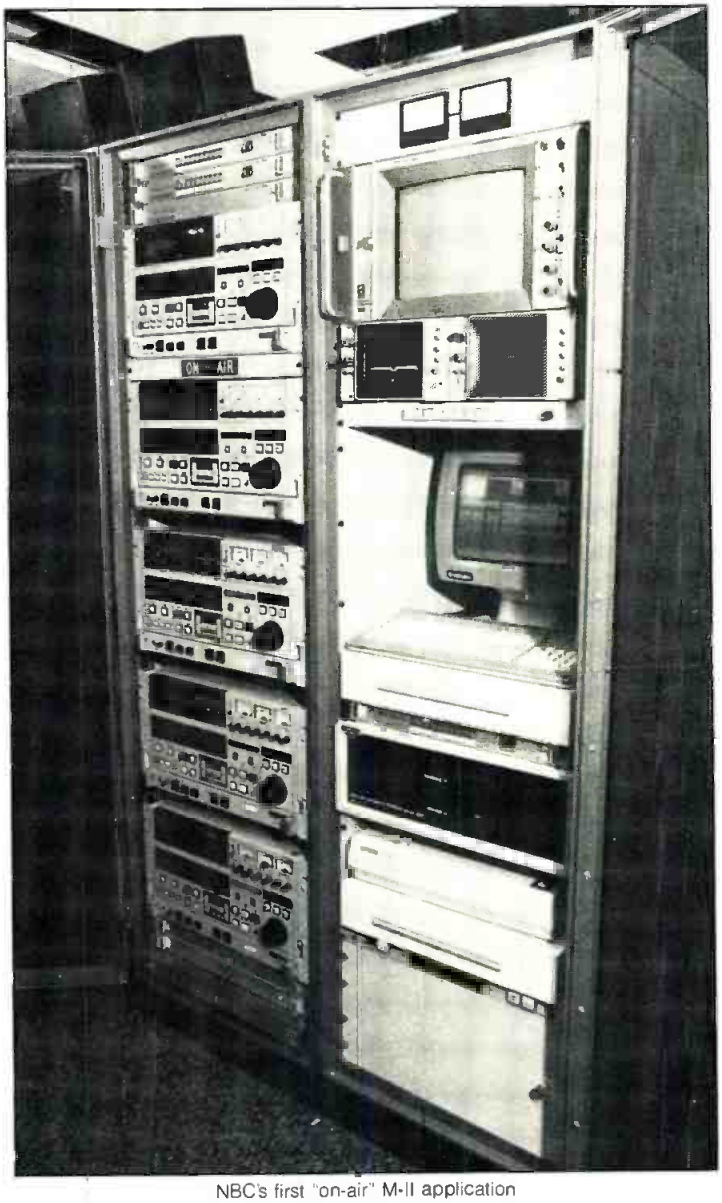
Continuing reorganization this year will be Harris Corp.'s Broadcast Division. Following staff and other changes last fall, the company said it will continue to move toward a "market-driven" organization and away from an engineering-driven one. Product development teams are working to translate the new emphasis into new broadcast product lines.

Stereo sound will establish its growing presence early in the year as part of television's most-watched event, the Super Bowl, this year on CBS in late January. Although only an estimated 7% of U.S. TV households are capable of receiving the stereo service (excluding 10 million-plus stereo-capable receivers), stereo set sales are expected to climb in 1987. Watch for consumer electronics industry estimates of sales early this month.

Some 375 stations are already airing stereo broadcasts or are nearing their final stages of conversion. Broadcast equipment manufacturers are predicting another 200 or more stations may move to the service in 1987.

NBC should stay on top of the stereo scene in 1987, with 112 stereo affiliates at year's end and 35.5 hours a week of stereo programing in morning, prime time and late night. All new NBC programs in 1987 will be in stereo. PBS continues to surpass the stereo offerings of CBS and ABC, providing 37 stereo member stations with 36.5 hours of stereo last month. CBS will probably keep its stereo emphasis on special broadcasts, rather than on series, during the remainder of the 1986-87 season. After the Super Bowl, CBS's February Grammy Awards are to be stereo as well. Capcities/ABC will likely limit its stereo offerings to its 38 stereo affiliates in the first part of the year too, providing only one program in stereo, the weekly half hour *Sledge Hammer*.

Also cable system operators not already offering pass-through broadcast stereo are considering the service, in particular, using the



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enhancement to counterbalance basic rate hikes expected early this year.

Satellite newsgathering will be an important topic for broadcasters this year as more stations begin implementing new Ku-band satellite trucks or contemplate network truck subsidy offers. CBS has the tightest notification requirements for its NewsNet truck subsidy plan, with 1987 purchasers notifying the network by last Dec. 31, and purchasers for 1988 and beyond having a June 30 deadline. Early estimates by the network were for 50 trucks and 50 fixed uplinks to be in operation by 1987.

NBC was completing its Skycom truck subsidy contract last December and will begin looking for responses early this year, at the same time installing the last of its portable uplink packages at 50 affiliate earth stations. ABC will have at least three stations on line for its Absat truck subsidy deal at the start of the year. CNN, with at least 10 or more charter members for its satellite newsgathering service, which includes cut-rate satellite time but no station truck subsidies, also has plans to implement its own fly-away Ku-band dish technology for news coverage early this year.

The big news on the advanced TV beat in 1987 may continue to be high-definition television. This week, NAB and the Association of Maximum Service Telecasters will begin demonstrations of HDTV terrestrial transmissions on the UHF TV band, as well as on the 13 ghz DBS band. Industry members, FCC staff and commissioners, congressional figures and the public are expected to see the demonstrations at several sites in Washington in the next several weeks. Also, next October, HDTV transmission via DBS will be tested by the Canadians in conjunction with an Ottawa HDTV meeting sponsored by the Canadian Broadcasting Corp. (CBC), Telesat Canada and the Canadian government.

On the production front, lack of international standards will not deter a number of European and American producers from using the leading Japanese, 1,125-line, 60-hertz production system for film, commercial and music video products. Among productions scheduled for shooting are theatrical and TV projects from producers David Niles and Barry Rebo. The CBC will continue production of its HDTV mini-series, and Italian broadcaster RAI will release an HDTV film this spring.

Other Europeans are expected to continue development, under the $180-million "Eureka" project, of a 50-hz HDTV system which has a greater degree of compatibility with their existing PAL and Secam TV transmission systems. As a first step, Eureka participants will choose a set of basic HDTV transmission and production parameters this spring.

Also this year, NBC will begin talks with 3,000 engineering and other staff members represented by the National Association of Broadcast Employes and Technicians. NABET and NBC exchanged initial proposals last month. The current contract expires March 31, 1987. Talks open March 3 in San Diego. CBS will also begin negotiations late this year with 1,800 of its broadcast technicians represented by the International Brotherhood of Electrical Workers.

Newsgathering from space, used by broadcasters during last spring's nuclear accident at Chernobyl in the Soviet Union, will raise new questions of national security interests and freedom of the press this year with the release of a report to Congress by the Office of Technology Assessment. The House Committee on Science and Technology is considering hearings on these issues sometime this year. □

Cable at the crossroads in 1987

Basic rates are going up, and system operators need to develop more programing to help boost viewership and check churn

For years, cable operators have been saying they were in the programing business, not the transmission business. In 1986, they apparently started believing it. In 1987, they may start acting like it.

In a speech before the New York Academy of Television Arts and Sciences last February, National Cable Television Association President Jim Mooney said the industry was on the threshold of "the great age of growth in made-for-cable programing." Ever since then, cable operators have been talking publicly about spending more money on programing to boost penetration and viewership. It's now a question of whether they will go out and do it.

While some may question cable operators' willingness, none should doubt their fiscal ability. A provision of the Cable Communications Policy Act of 1984 that went into effect last week takes state and local governments out of the rate regulation business, freeing operators to raise basic cable rates to whatever level they see fit. And it looks as if most cable operators will be taking advantage of the freedom to raise fees significantly this year—anywhere from 5% to 30%.

Partly to mitigate pay cable churn and partly to soften the impact of the basic rate hikes, many cable operators also plan to lower the price of pay cable this year. But not enough to offset completely the basic rate increases. Tele-Communications Inc.'s plan may be typical. By the time the nation's largest MSO is finished increasing basic and decreasing pay, it expects to have boosted revenue per subscriber 6%, to $20 per month.

Even without any rate increases, cash flow will improve for most MSO's as construction winds down and as systems built in the late 1970's and early 1980's, through maturation, become more efficient and profitable. Many MSO's are also counting on substantial increases in cash flow from home shopping—the cable programing phenomenon of 1986. For doing no more than carrying one of the growing number of lucrative home shopping services, a cable operator receives five cents or more for each dollar of merchandise the channel sells to its subscribers.

So far, the operators' interest in programing has taken the form of buying into cable programing companies. During 1986, TCI purchased a one-third interest in American Movie Classics and a small interest in Turner Broadcasting System. TCI was also among the many cable operators that put up money to get the Cable Value Network, a new home shopping service, off the ground late last year and among four that acquired a 10% interest in the Discovery Channel last summer.

But the promise in 1987 is that the large MSO's will help improve the programing schedules of the major basic cable services either by underwriting specific programs or series or by increasing the monthly subscriber fees they pay the services.

Early last summer, TCI Senior Vice President John Sie tried to rally cable operators around the idea of creating a consortium to fund the acquisition or development of "punch-through" programing—drama and sitcoms as good as those on the broadcast networks. Although there was some enthusiasm for the idea early last summer, it seems to be waning. Aside from the legal and structural problems, the programing superfund foundered because of the inherent conservatism of cable operators. While movie studios and broadcasters may be used to risking millions of dollars for unproved programing in the hope of attracting a substantial audience, cable operators are not.

Putting up millions of dollars to bring proved programing to cable is apparently another matter. Spurred by the talk of a programing "superfund," a number of major MSO's have agreed to form a

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consortium to raise enough money to bid on a package of National Football League games during the 1987-88 season. The consortium would select one of the major basic cable programing services to telecast the games on Sunday nights. Superstation WTBS(TV) Atlanta, ESPN and USA Network are still in the running to carry the games.

It's far too early to say whether cable will get a fair shot at the NFL. The broadcast networks, which have divvied up the games among themselves, still prize NFL football highly, even though they lost, collectively, more than $125 million on the games during the just-completed season. Negotiation of the new network contracts is not expected to begin in earnest until next month.

If operators are going to increase their support for basic cable programing in 1987, it will most likely be through increases in subscriber fees. Operators are promising to go along with increases if the cable services provide some assurances that the incremental revenue will be put into quality programing, not the owners' pockets.

One factor that is making operators reluctant to make any additional investment in the programing of the cable services is their lack of control over the services. The operators fear that once they put up the money to improve a network's schedule, the network will turn around and agree to distribution through another competitive medium—multichannel television (wireless cable) or satellite broadcasting. The fear may explain why some operators like TCI are seeking equity (and a measure of control) in cable services.

The operator's control over cable programing was weakened somewhat in 1986 as a result of the congressional and Justice Department inquiries into the operators' role in the scrambling of the programers' satellite feeds and in the marketing of the scrambled feeds to the estimated 1.5 million-2 million owners of backyard earth stations. Congress and the Justice Department have asked a lot of questions. Among them: Have cable operators used their enormous economic power over cable programers to stifle the development of the satellite broadcasting business that grew out of scrambling as a competitor to cable? The threat of legislation and antitrust action is causing operators to keep their distance from programing on the scrambling-home satellite marketing planning.

Scrambling may well have been the biggest cable story of 1986. On Jan. 15, Home Box Office scrambled full time the feeds of HBO and Cinemax and, in making the services available to dish owners, gave birth to low-power satellite broadcasting. During the year, Showtime/The Movie Channel, Turner Broadcasting System (CNN and CNN Headline News) and SelecTV followed HBO's lead, scrambling their signals and offering them for a price to dish owners. In 1987, several other major programers—most notably, United Video (superstation WGN-TV Chicago), MTV Networks, the Disney Channel, ESPN and USA Network—plan to scramble and hop aboard the satellite broadcasting bandwagon.

(Eastern Microwave has already scrambled superstation WOR-TV New York, and Tempo Enterprises expects to scramble superstation WTBS(TV) Atlanta early in 1987, but both carriers feel Congress must amend the copyright laws before they can market the signal to dish owners. United Video, on the other hand, feels it can market WGN-TV to dish owners the way the laws currently read.)

The scrambling of HBO and Cinemax caused the home satellite industry to go into a tail spin from which it is only now beginning to recover. Sales of dishes that were selling at a rate of 85,000 a month in late 1985 plummeted. Today, sales are have leveled off to around 20,000 a month. According to *Satellite Times*, a home satellite trade paper, total sales for the year through November were 236,000 compared with more than 600,000 for all of 1985.

The home satellite industry, which was faced with rapidly declining sales, teamed with dish owners, who were faced with having to pay for programing they were used to getting for free, to press Congress for legislation regulating satellite broadcasting last year. They failed to get any legislation passed, but, in the course of their campaign, they caused Congress to put enough pressure on the cable operators to insure that satellite broadcasting would not be dominated by cable operators. At one point, under pressure from Congress, HBO and Showtime/TMC agreed to end their practice of providing rebates to cable operators for each home satellite subscriber within their cable franchises.

With scrambling a fact of life and the promise of discounted packages of services for dish owners, many believe the home satellite industry has hit bottom and that dish sales will rebound in 1987. Nothing would please the pay cable programers more. The home satellite market has already shown itself to be an important growth market that can contribute greatly to the services' revenue. In 1986, HBO's home satellite sales surpassed all of its projections. At year's end, it counted 90,000 subscriptions, which generated revenue of around $900,000 a month.

The importance of the home satellite market to HBO and Showtime/TMC is greater than it would have been a few years ago because of the sluggishness of the cable market. The growth of the pay services started to tail off as new construction wound down and the number of new cable homes started to dwindle. Now pressed hard by competition from home video, pay cable services and their affiliates have had to hustle to sign up new subscribers and discourage old ones from discontinuing service. In 1986, HBO reported a net gain of just 100,000 subscribers, while Showtime acknowledged a net loss of 200,000.

HBO and Showtime/TMC, in an effort to boost sales, are discounting the wholesale prices of their services. Cable operators are passing some of the savings on to consumers (in part to offset increases in basic fees), but the pay services are also hoping the operators spend more on marketing. Only time will tell whether new pricing strategy pays off.

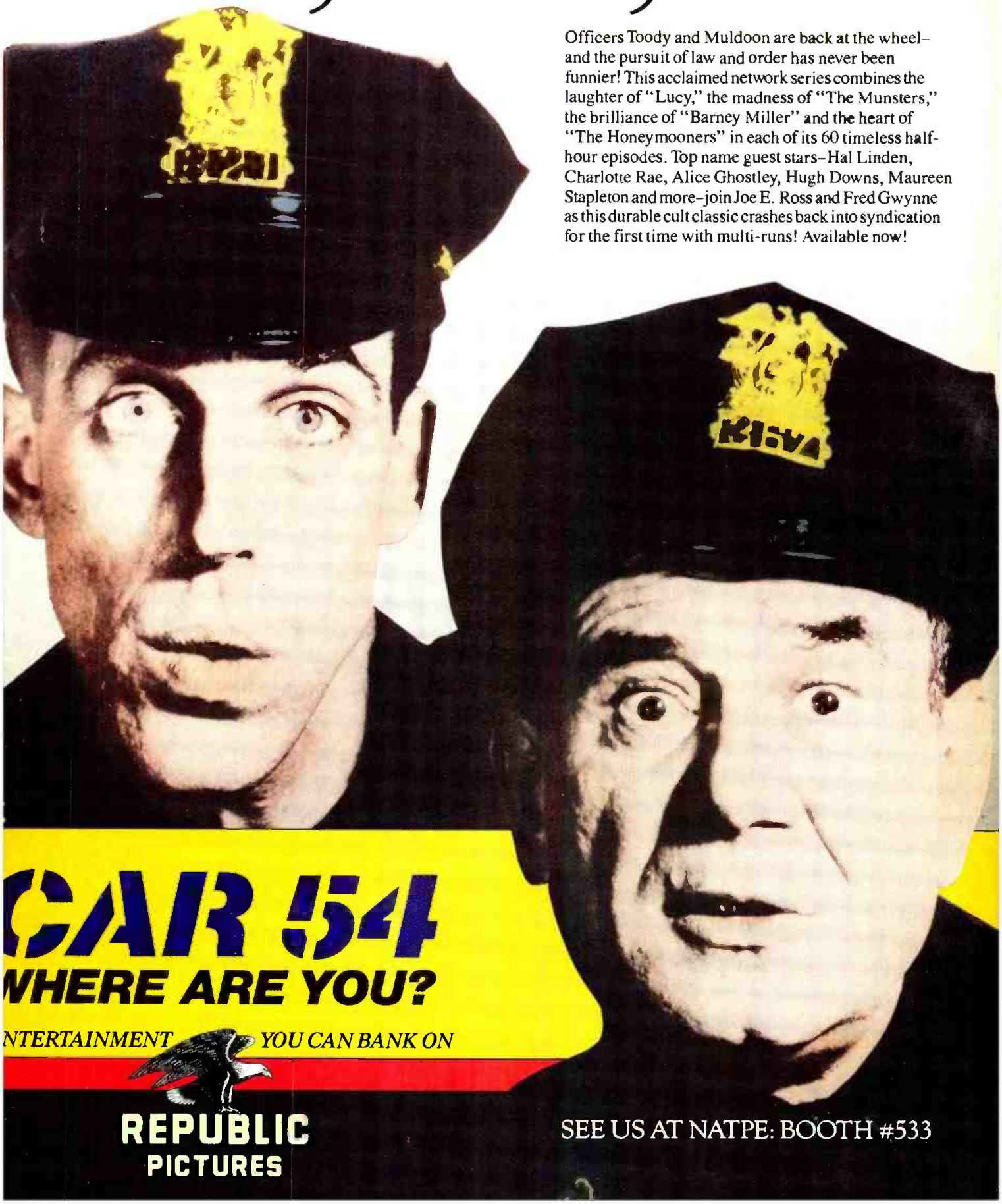
The other big story of 1986 was home shopping—the direct marketing of merchandise over cable channels. The Home Shopping Network proved the concept and, after it went public in May and its stock soared, it spawned a host of imitators. Today, there are several full-time shopping services competing for channel space on cable systems. What's more, basic cable services like Black Entertainment Television and Tempo Television have also jumped aboard the bandwagon with home shopping programs.

Selling by cable became big business in 1986 and it's expected to get even bigger this year. Home Shopping Network said that during the fall of 1986, it grossed, on average, $100,000 a day. As the Christmas buying season hit full stride, it achieved repeatedly gross sales of as much as $3 million a day. Buoyed by the Christmas revenue, HSN is now saying it could top the $1-billion mark in gross sales for the fiscal year ending Aug. 31, 1987.

Another high achiever is the Cable Value Network. It debuted at

Ooh, ooh, ooh!

Officers Toody and Muldoon are back at the wheel–and the pursuit of law and order has never been funnier! This acclaimed network series combines the laughter of "Lucy," the madness of "The Munsters," the brilliance of "Barney Miller" and the heart of "The Honeymooners" in each of its 60 timeless half-hour episodes. Top name guest stars–Hal Linden, Charlotte Rae, Alice Ghostley, Hugh Downs, Maureen Stapleton and more–join Joe E. Ross and Fred Gwynne as this durable cult classic crashes back into syndication for the first time with multi-runs! Available now!



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the start of the Christmas season and immediately began ringing up significant sales. Over the three-day Thanksgiving weekend, it reported average sales of $1 million a day.

Operators wouldn't be discussing the funding of programing if not for the Cable Act of 1984 which freed them from basic rate regulation. As the operators know well, the rules and laws that are made in Washington have a direct impact on their business. This year, in Washington, cable's representatives will be trying to modify the FCC's still tentative A/B switch and must-carry rules, to preserve cable's compulsory copyright license and cable-telephone crossowership restrictions, to head off attempts to limit the size of MSO's and regulate the scrambling of cable programers' satellite signals and the marketing of those signals to backyard dish owners, and to revive FCC regulation of utility pole attachments.

The NCTA will be at the forefront of these efforts. And, in addition, at the request of the NCTA's board, the association will also lead an effort to spruce up cable's public image. The board feels the image, already poor, may suffer this year as rate increases go into effect, especially if consumers don't perceive they are getting more for their money either in terms of more programing or better customer service. In response to the board's direction, the NCTA has already revamped (and renamed) its public affairs department and brought in a new person to head it.

Despite all the programing talk, the basic cable programers know they can't count on infusions of additional cash from operators to support any new programing plans in 1987. They will have to look to advertisers, who account for the bulk (around 70%) of the programers' revenue. And it seems a good bet the advertisers will respond by spending more on cable. Paul Kagan Associates, which monitors the industry's advertising revenues, estimates that national advertisers will spend nearly $900 million on cable this year, up more than 17% from $761 million in 1986.

As NCTA's Mooney suggested, 1987 could be the dawning of the "great age" of cable programing. But programing costs money. If the quality of programing is to improve, operators are going to have to loosen their purse strings and help programers pay for it and, just as important, promote it. Cable programers and cable subscribers will be watching with equal interest to see what happens. □

TV networks plan 1987 news agenda

Coverage of Iran/Contra scandal, summit, bicentennial of Constitution, Pope's planned trip will receive coverage of networks and cable; competition for news at local level, satellite news gathering will be issues

As 1987 dawns, with leaner budgets and new management now in place at the three broadcast television networks, there is a sense of a return to normalcy among network executives. But there is an ongoing "careful oversight of spending," as one network executive put it, as news organizations prepare to launch new informational programs and continue to do the job they know best—focusing cameras and public attention on events around the world. NBC News President Lawrence Grossman said what's ahead for 1987: "There's always the news."

Major "penciled-in events" on the 1987 calendar which "will become issues," said Ed Turner, executive vice president of the Cable News Network, are the annual economic summit of Western leaders, the bicentennial of the U.S. Constitution and Pope John Paul's visits to Poland and the U.S. There will also be the preliminary to the 1988 elections, "which will increasingly occupy our time and energy," said NBC's Grossman, as well as "all the usual international questions and domestic and economic questions—plus all sorts of surprises." Joan Richman, CBS vice president and director of special events, said there will be the planned news reports as well as coverage of "who knows how many untold catastrophes, triumphs and other major news events."

For the time being, however, "the news is trying to unravel what's going on in Washington, but that will continue for a long time, clearly," said Grossman, referring to the next round of investigations in the Iran-Contra controversy, this time by the House and Senate Select Committees. The widening controversy "will take a lot of our winter and early spring," agreed CNN's Turner. It will also take special care in the way the hearings are covered, he said, "so that it does not appear to be a vehicle to destroy the presidency or President Reagan. Rather, it is simply no more and no less than an inquiry by Congress."

As the commercial networks plan their coverage for 1987, Turner predicted the year will also bring "an intensification of competition at the local level, of local stations wanting to develop credentials on national and international stories." There will be "a lot of local satellite coverage of sidebars and local congressmen involved in the Iran hearings" as well as coverage of the Pope's U.S. visit. Turner said, adding that "all the aggressive local stations will be wanting to establish credentials for the conventions in 1988 and for the run there. So I would suspect they will do more political reporting on the national scene."

The changes brought by the proliferation of satellite news cooperatives, a greater number of stations buying satellite newsgathering trucks (and if Turner's predictions are correct, "the finally coming on line" of the fly-away uplink) will continue to enable local stations to follow a story wherever it leads. That is something Ernie Shultz, president of the Radio-Television News Directors Association, thinks may present problems for journalists. There is "a danger that because the technologies are new and because they widen the horizon, making more news available to more people, I fear a reaction by. . . governments everywhere to begin an effort to limit their use," Shultz said.

"I'm afraid that when other countries realize the implications of this [technological] capability, they're going to react in a negative way," although he has seen no evidence of it so far, he said. Should such restrictions occur, the best reaction by journalists would be to educate, to "persuade [governments imposing restrictions] that it is always in their best interest to let the truth get out."

That education process can be practiced in other areas as well, Shultz said. "One of the big things that [journalists] will have to deal with"— at both the network and local station level in 1987—"will be economical problems, budgets, bottom lines. It's going to require some education [of] some people moving into broadcasting who aren't mainline, long-time broadcasters. . .to explain what we do and why we do it and why we do it the way we do." The important thing, Shultz said, is that if new owners don't have a journalism background or background as a broadcaster, "and a sense of how important their product is to the community, other than just a product for sale as a means of attracting advertisers," it is "incumbent upon the journalist, the news director, to sit down with that person and talk about it—how important it is that certain things be done and be done well and be done right." The education process extends to the public as well, he said, adding that "when you explain [to the public] the role that the media plays, then they understand. We just can't assume that they know that going in."

According to Richard Wald, ABC News senior vice president,

Win, win, win!

#1 in Dallas!
WOMEN • 18-34 • KDFW • M-F • 9:30 am • +69% over Donahue/Divorce Court/Hour Magazine[1]

#1 in Detroit!
11 RATING/30 SHARE • WJBK • M-F • 10:30 am • + 38% over lead-in $25,000 Pyramid; beats Sale of the Century[2]

#1 in Houston!
KHOU • M-F • 3:30 pm • 12 RATING/28 SHARE • A top performer in the afternoon, too![3]

#1 in Pittsburgh!
TOTAL WOMEN • KDKA • M-F • 10:30 am • +34% over Sale of the Century/All in the Family[1]

#1 in Philadelphia!
11 RATING/31 SHARE • WCAU • M-F • 10:30 am • +22% over lead-in $25,000 Pyramid[2]

#1 in New York!
WCBS • M-F • 10:30 am • 6 RATING/26 SHARE • Beats Sale of the Century and Sally Jesse Raphael[3]

#1 in Buffalo!
WOMEN 18-34 • WIVB • M-F • 10:30 am • +225% over Sale of the Century[1]

#1 in Dayton!
M-F • 10:30 am • PRESS YOUR LUCK • WHIO • 8 RATING/35 SHARE[1] • Sale of the Century • WKEF • 4 rating/18 share • Let's Make A Deal • WDTN • 3 rating/14 share[1]

#1 in Cincinnati!
M-F • 10:30 am • PRESS YOUR LUCK • WCPO • 6 RATING/31 SHARE[1] • Santa Barbara • WLWT • 1 rating/1 share • Merv Griffin • WXRC • 2 rating/10 share

#1 in Richmond!
TOTAL WOMEN • WTVR • M-F • 10:30 am • +157% over Sale of the Century/Anything for Money[1]

#1 in Indianapolis!
M-F • 10:30 am • PRESS YOUR LUCK • WISH • 7 RATING/29 SHARE[4] • Sale of the Century • WTHR • 5 rating/20 share • Charlie's Angels • WRTV • 2 rating/8 share

#1 in San Antonio!
TOTAL TEENS • KENS • M-F • 9:30 am • +400% over Donahue/Hour Magazine[1]

#1 in Shreveport!
TOTAL TEENS • KSLA • M-F • 8:30 am • +500% over Good Morning America/The Today Show[1]

PRESS YOUR LUCK

A PROVEN WINNER!

Fresh from network success, this fast-paced game show is the ratings winner with a CBS track record to prove it. In key demographic categories–women 18-34, women 18-49, teens and kids–PRESS YOUR LUCK eclipses all major syndicated game shows in a variety of dayparts, and doesn't stop there... Just take a look at how well our "whammy" works against the other competition! It's a winning combination of state-of-the-art graphics, animated characters, and a personable host in Peter Tomarken. PRESS YOUR LUCK and cash in...130 half-hour episodes...successful, flexible and available *now!*

ENTERTAINMENT YOU CAN BANK ON

SEE US AT INTV: SUITE #527-529

REPUBLIC PICTURES

[1]NSI CASSANDRA 7/85 • [2]NSI 12/28/86 • [3]NSI 12/21/86 • [4]NSI CASSANDRA 2/85

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"there is a difference between public policy issues that news will have to deal with and the issues that affect journalism as a practice." As to the latter, "there are a few. Some are perennial and some are relatively new. The newest and the most bothersome are the press restrictions in South Africa." And although "relatively new," the situation in South Africa "falls into the category of the perennial pressures that governments exert against the media in order to manipulate what people know about events in various areas," Wald said, saying "I don't think those things will change."

In addition to news coverage of events and regularly scheduled news programs, the three broadcast networks and CNN are also planning a large sample of documentaries and new ongoing news and information programs. CBS, for example, plans 12 new documentaries for 1987 and will launch its new two-sided morning program in January. The first 90 minutes, beginning at 6 a.m., will be devoted to hard news; the second 90 minutes, with co-hosts Mariette Hartley and Rolland Smith, will be entertainment oriented. At NBC News, there is "a rich plate of specials" ahead, Grossman said, with the network preparing 15 documentaries. In January, the topics will include teachers, the Iran issue and AIDS. NBC is also working on pilots for programs for late night and midday, Grossman said. Also this month, ABC will air a new "hard news show about the field of health and fitness and the things that pertain to it." The half-hour program, to air on Saturdays at 12:30 p.m., has the working title, *The Health Show*, with Kathleen Sullivan as anchor, Wald said.

As CBS's Richman said of 1987: "We expect a very challenging and stimulating year based just on what we know—not to mention what we don't know." □

Radio rolling into 1987

Medium anticipates continuing network sales increases, slight growth for local spot and growing competition in ratings business

Steady network sales growth, due in part to the introduction of new entertainment programs, a greater emphasis on more so-called "urban" artists by contemporary hit radio stations and an intensified battle between Arbitron Ratings and Birch Radio for local audience measurement, are among the major trends expected in the aural medium this year.

Although the broadcasting industry is in the grasp of an uncertain advertising economy, network radio expenditures, which totaled an estimated $383 million in 1986 (an increase of 16% over the previous year), are expected to maintain a double-digit percentage increase in 1987, finishing roughly 10%-12% ahead in sales.

There will be more advertising inventory available from the networks this year because they will be creating more long-form programs and specials, according to Radio Network Association President Bob Lobdell. (The number of regularly scheduled, long-form shows and specials—excluding ABC Talkradio and NBC Talknet daily programing—offered by the RNA member networks now hovers around 50.) Advertising interest in those programs, especially shows targeted to young-adult audiences, is very high because advertisers have found that program sponsorships allow for "excellent promotion and merchandising opportunities," Lobdell said.

And, said Lobdell, additional network inventory will also exist through new network "lineups" (formats) such as Mutual's P.M. network, a nighttime talk/news/music network to be launched by the second quarter; Transtar Radio Networks' AM Only, and Satellite Music Network's Z-Rock 24-hour formats, both of which premiered during the latter part of 1986.

Low double-digit percentage growth is also seen for local spot sales. The Radio Advertising Bureau is forecasting an 11% increase in local billings over 1986 to an estimated $5.87 billion.

However, national spot business is being projected by the rep community to rise only marginally over 1986's lackluster sales year, which is expected to finish only 1% ahead of 1985's total of $900,954,900 as reported by Radio Expenditure Reports. (The RAB is predicting a 5% increase in national spot volume in 1987 to $1.41 billion. That figure encompasses both RER's financial data and a projection for direct station/agency and advertiser business.) In an effort to bolster sales in 1987, the rep industry, through the Station Representatives Association's National Radio Marketing Group, is assembling a marketing "action" plan for agencies and national advertisers. The rep plan is expected to be ready by February.

The radio representation business, in terms of company mergers and acquisitions, should be fairly stable this year compared to previous years. Two companies that were rumored to be considering leaving the business—John Blair & Co. and CBS—gave corporate backing to their individually owned rep companies for continued operations. John Blair & Co., which was purchased last year by Reliance Capital Group Limited Partnership (Reliance LP), owns Torbet Radio, Select Radio Representatives and Blair Radio, and CBS operates CBS Radio Representatives.

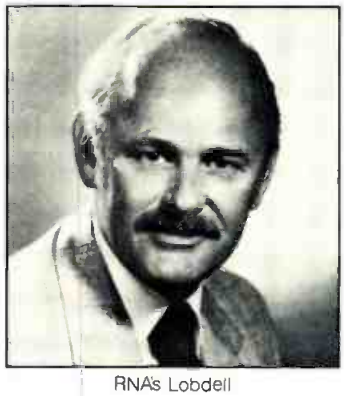
RAB President and Chief Executive Officer Bill Stakelin, in his 1987 forecast to association members in early December, said the current trend among advertisers, agencies and broadcasters to reduce operating costs, consolidate staffs and "carefully" examine new expenditures "will continue" in 1987 (BROADCASTING, Dec. 8, 1986.)

On the local music programing scene, many contemporary hit radio (CHR) stations are expected to emphasize more "urban" dance-club music in their rotation. Contemporary hit and urban contemporary are the two "fresh" formats on the dial today, according to Jeff Pollack, a radio programing consultant based in Pacific Palisades, Calif., who said there is a large amount of new dance music.

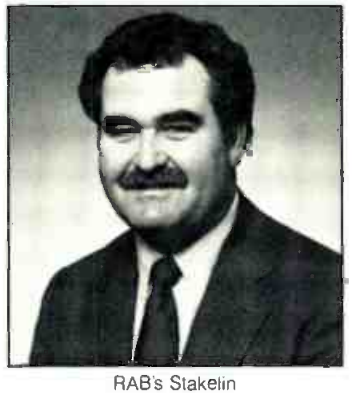
In contrast to CHR and urban, some consultants, including Pollack, are warning against a possible "burn-out" of the current wave of "oldies-intensive" formats (classic hits, album-rock, classic rock, traditional oldies and adult contemporary oldies) in 1987. "There is a tremendous saturation of 1960's and 70's [music] library material that is leading to an over exposure of the same songs," Pollack said.

As for "new age" music, the question of whether the light jazz/instrumental sound can successfully evolve into a full-fledged format is still being debated within some programing circles.

The highly-competitive industry fight between diary methodology-based Arbitron Ratings and telephone methodology-based Birch



RNA's Lobdell



RAB's Stakelin

Stars, stars, stars!

"Hollywood Stars" delivers performance power! This outstanding collection of films from the golden era of moviemaking shines bright with the screen's biggest names: Humphrey Bogart, James Cagney, Gary Cooper, Natalie Wood, Gene Kelly, Barbara Stanwyck, Robert Mitchum and more! A stellar entertainment value!

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ENTERTAINMENT YOU CAN BANK ON

REPUBLIC PICTURES

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Radio for dominance among agencies and broadcasters in local radio audience measurement will continue to heat up in 1987, especially if the National Association of Broadcasters' Radio Audience Measurement Task Force (RAMTF) views Birch as an alternative ratings service in its quest to find more companies to track local radio listening. (The RAMTF and its technical subcommittee are reviewing ratings systems from Audits & Surveys, New York; McNair Anderson, North Sydney, Australia, and Birch Radio, Coral Springs, Fla. Arbitron remains the dominant service for radio.) The RAMTF should adopt a "final position" on Tuesday, Jan. 27, during a meeting at NAB headquarters in Washington. Adding to the present radio ratings situation is the fact that there are several radio group operators whose contracts with Arbitron are up for renewal this year.

In other areas, both Capital Cities/ABC and NBC—as well as other broadcast companies—will be in a "wait-and-see" mode concerning the crossownership of broadcast properties in the same market. The FCC Mass Media Bureau is reportedly hoping to present commissioners with a rulemaking that would propose to drop crossownership prohibition against the creation or transfer of AM-TV combinations. The rulemaking may also question whether it makes sense to continue the prohibition against combined ownership of FM and TV stations in larger markets ("Closed Circuit," Dec. 22, 1986.) Without those proposals, Capital Cities/ABC and NBC would need to sell radio properties in markets where they also own television outlets since they lost their grandfathered protection when ownership changed hands: ABC to Capital Cities and NBC to General Electric. The FCC is planning to examine the crossownership issue on Jan. 15 (see also, page 162).

Also, at a time when AM listening is at an all-time low (the just-released fall 1986 RADAR 34, Vol. 1 report shows AM listening among persons 12 and older, Monday through Sunday, 24 hours, at 27.8%—down from 41.3% in fall 1981 and from 58.5% in fall 1976), the FCC is looking at ways to improve AM service in 1987 by relaxing various regulations. The commission issued a 106-page report on the subject last summer.

The continuing shift to FM listening represents a move among today's radio listeners away from news/talk/information and MOR/big band formats, primarily associated with the AM dial, to a variety of music formats, primarily associated with the FM band. But that trend hasn't prevented the major radio networks from continuing to broaden their news and information services to AM-affiliated stations, particularly by offering more customized and special reports during major news events.

And many of those networks are serving more local news/talk outlets on the AM band, even though overall AM listening has been declining. According to the Radio Information Center in New York, which tracks radio formats nationwide, there were 268 news/talk stations on the air as of November 1986, the majority of which are AM outlets, compared to 149 such stations in November 1985. □

Celebration, hard work ahead for public broadcasting

Among items on 1987 agenda are search for new CPB president, review of program practices and content analysis RFP, continuing funding pressures, beginning of work on satellite replacement and 20th anniversary of Public Broadcasting Act

The turbulence that hit public broadcasting during 1986—including controversy over public television's *The Africans* and infighting among the members of the Corporation for Public Broadcasting board—may subside in 1987, but the effects of that unrest will continue to be felt this year as the noncommercial service attempts to get back on course, find a steady source of income, attract new audiences and get its leadership under control.

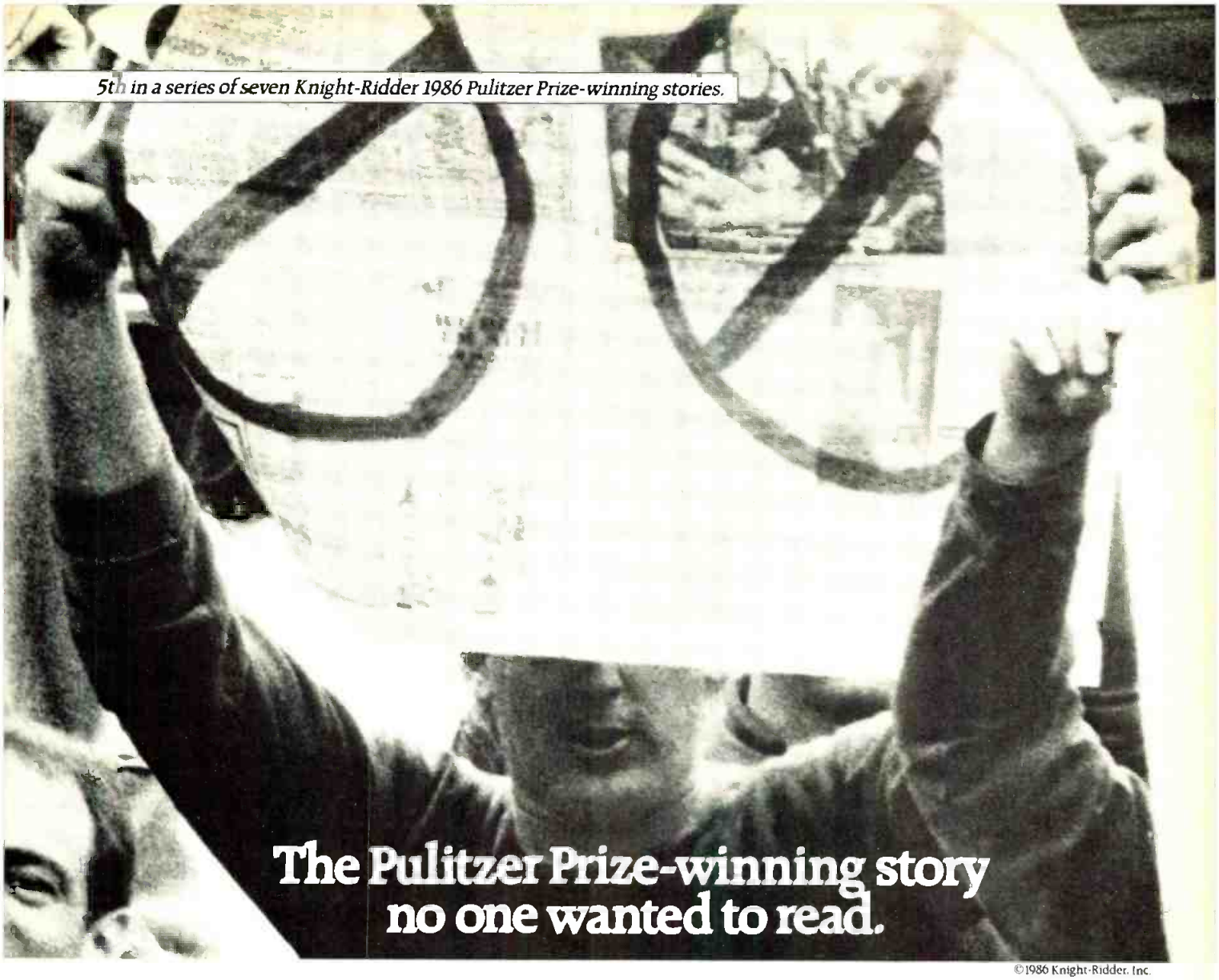
Not much is expected to come of the Office of Management and Budget's proposed CPB funding cuts. OMB's threat to apply part of fiscal 1988 and '89 appropriations to provide $132 million for FY 1990 was called "a transgression of the appropriations process" by National Public Radio President Doug Bennet. And Public Broadcasting Service President Bruce Christensen remarked: "We've been through this process before with OMB." Both leaders felt the federal budget deficit would be a greater factor in future spending cuts than who replaces President Reagan in the White House. "I think that other administrations might have other priorities, but the pressures to constrain federal spending will be there for the foreseeable future," Bennet said.

As for presidential appointments of members of the CPB board, Reagan is expected to renominate Sheila Burke Tate, former press secretary to First Lady Nancy Reagan and currently with a Washington public relations firm, Burson Marsteller. Tate was nominated for one of five spots open on the board in October, but there was too little time to hold her confirmation hearing before the 99th Congress adjourned, and only two nominees, Daniel Brenner and returning Ken Towery, were approved (BROADCASTING, Oct. 27, 1986). With former chairman Sonia Landau out of the running (she was held back by Congress, and eventually announced she was withdrawing from consideration), former board member Harry O'Connor's name is the only one still mentioned in connection with the three positions left unfilled on the board, but the White House has not moved to renominate him since his term expired in March 1986. Board members Richard Brookhiser and William Lee Hanley, the current chairman, are also expected to be renominated when their terms expire in March. At that time, board member Sharon Rockefeller will become ineligible for renomination, having served two five-year terms, and the board will have as many as six spots open out of a possible 10.

There is no sign that Donald Ledwig, acting CPB president (named by a 5-2 vote of the board following the ouster of former President Martin Rubenstein [BROADCASTING, Nov. 17 and 24, 1986]), will be vacating the seventh floor corner office any time soon. New CPB Chairman Hanley said the board currently has no plan for selecting a permanent president, but will probably consider the issue at its Jan. 22-23 board meeting. Hanley pointed out that it took eight months for the board to choose Rubenstein, who served from Jan. 31 to Nov. 14, 1986, and the CPB presidency is not considered a plum job in the broadcasting industry.

The president's position was advertised Dec. 21, 1986, in the *Washington Post*, and the opening was announced in 100 letters to organizations and through CPB's computerized message system to stations ("In Brief," Dec. 29, 1986). Hanley felt Ledwig would be among the candidates for the presidency, and Ledwig himself has said he intends to "submit a resume." When asked whether he thought his lack of network or station experience would hurt his chances, Ledwig replied: "People get places through different paths." Ledwig said that his past two years as vice president-treasurer of CPB have given him experience in broadcasting. "I think I know the system and the people around the country, and I want to meet more of them," he said.

According to Ledwig, under his direction CPB will follow through on commitments made during Rubenstein's tenure. "I'm the acting president, but I'm not delaying decisions," he said. CPB has continued to expedite contracts; it will continue to support the Program Challenge Fund at the $12-million level agreed upon by the board in May, said Ledwig, and the status of the plan to conduct a $1-



Breakfasts all over Kentucky were ruined that Sunday.

Right there, on the front page of Knight-Ridder's Lexington Herald-Leader, was a devastating article about a revered Kentucky institution. University of Kentucky basketball.

In stories as painful to report as to read, correspondents Jeffrey Marx and Michael York told in great detail how some Kentucky Wildcat basketball players had been paid to play.

After games, wealthy Wildcat boosters gave star players "hundred dollar handshakes." There were free meals and free clothes.

These are all serious violations of NCAA rules.

Many fans thought the payoffs were wrong, but the reaction of some was to blame the messenger – the Herald-Leader. Angry fans led a "Trash the Herald-Leader" rally. Several hundred canceled subscriptions.

Marx and York also reported on athletes at other colleges.

A Chicago high school all-American was promised $100,000 if he'd go to one of the Big Ten universities.

A Texas junior college player was offered $50,000 to transfer to a four-year school.

Others said that offers of $10,000 were common.

The series prompted an impassioned debate about under-the-table payments to players. The controversy led to reform. Paying cash to college players, once considered commonplace, even prestigious to some, lost its respectability.

In Kentucky, booster groups were banned from locker rooms. Cars and speaking engagements had to be registered with the University.

Nationally, similar soul-searching and changes took place on many campuses.

Reporters Jeffrey Marx and Michael York worked for seven months and conducted more than 200 interviews to get this story. Their effort won the 1986 Pulitzer Prize for Investigative Reporting.

The editors of the Lexington Herald-Leader knew this would be both an important and a very unpopular series.

Some news organizations wouldn't have risked reporting the story.

But the Lexington Herald-Leader is a Knight-Ridder newspaper.

KR

KNIGHT-RIDDER

We never underestimate the American people.

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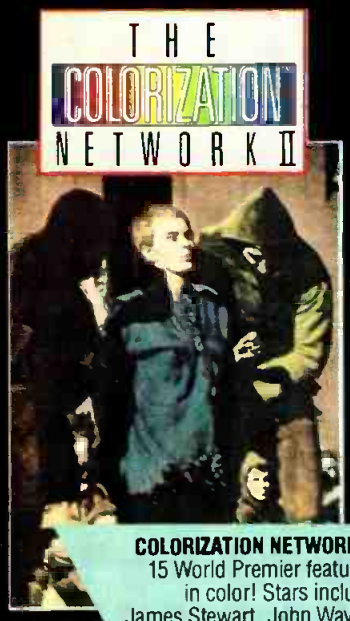

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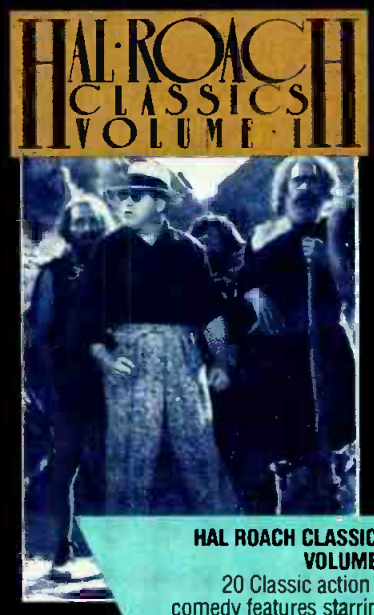

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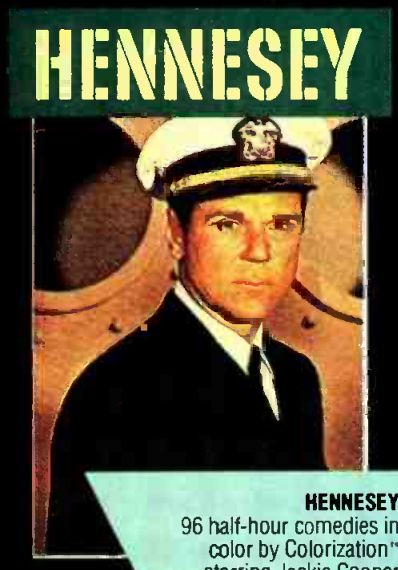

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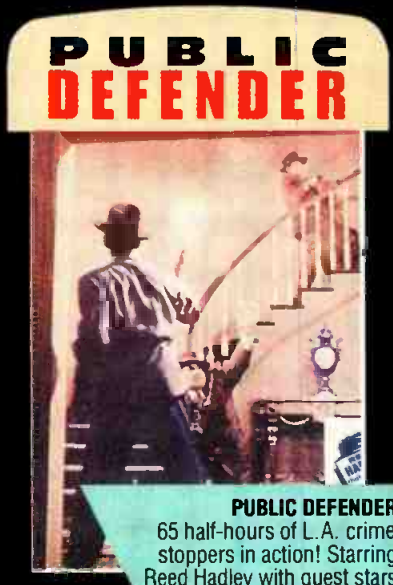

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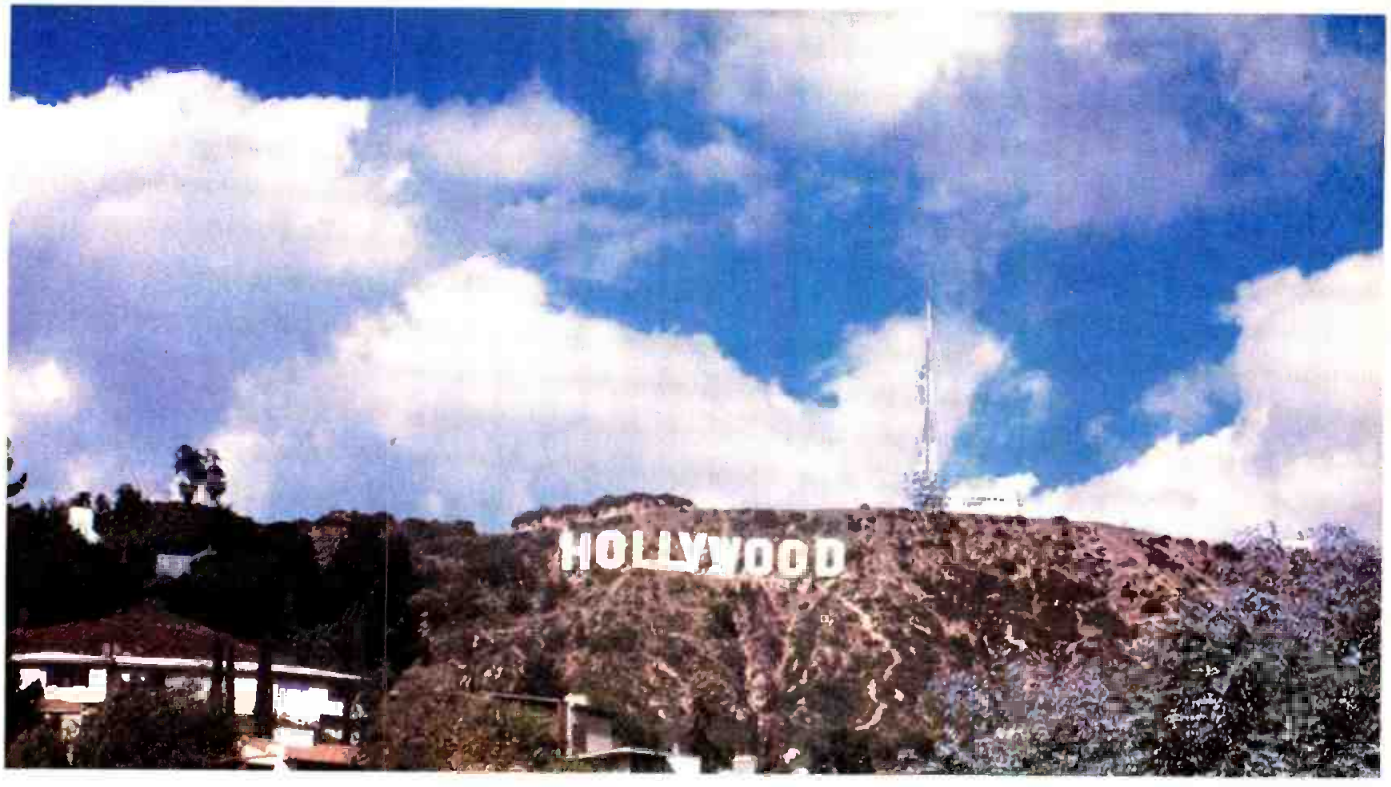

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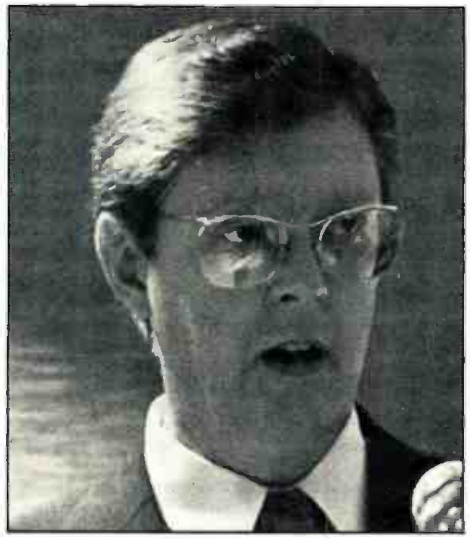
A LOOK AHEAD TO 1987 IN THE FIFTH ESTATE

million advertising initiative will be discussed at the next board meeting (BROADCASTING, May 19, 1986).

CPB's January board meeting had been scheduled for Jan. 8-9, but Hanley said the board, coming off the holidays and several missed meetings, would "serve ourselves much better to prepare, to get our stuff together," and so the date was changed to Jan. 22-23. According to Brookhiser, the earlier date had originally been chosen to accommodate Rubenstein.

The January meeting is expected to contain discussion of the proposed content analysis of Public Broadcasting Service programing, a controversial subject in recent months (BROADCASTING, Oct. 27 and Nov. 3, 1986). CPB's request for proposals (RFP) received six responses by the Dec. 5, 1986, deadline (80 RFP's were sent out to social scientists), and CPB's policy and planning department was to screen the proposals and forward viable ones to the CPB board. Mission and goals committee chairman Brookhiser said he expected the board to review the proposals at its January meeting, and hoped a decision would be made on the issue ("Closed Circuit," Dec. 29, 1986). Board chairman Hanley said of January discussion of the RFP: "I don't know what's going to happen with that, to be honest." He mentioned early in December that the board might wait for PBS to complete a study of its own program practices (BROADCASTING, Oct. 27, 1986) before acting because, he said, the noncommercial system doesn't need two organizations spending money on the same thing.

CPB's Ledwig



PBS's Christensen

NPR's Bennet

According to Bruce Christensen, review of program practices is high on PBS's 1987 agenda, and will be completed in time for the annual public television meeting in April, although hopefully "well ahead" of that date. Christensen did not expect the committee conducting the review to find that the selection process has been biased, but said it is likely to look at "the tensions between diversity and quality." There are cases when PBS "might be willing to accept a program that doesn't necessarily meet quality standards if in fact that program presents a point of view that otherwise you wouldn't have on public television," Christensen said, but "at what point do you say: 'Thanks very much, but the level of your production, even though you've got something important to say, is so inferior to what we have on PBS we simply can't accept it'?" he asked.

The organization does not expect any of its new season programs to be controversial, but neither did it expect the controversy that surrounded *The Africans*. Of its new black civil rights history, Christensen said: "I think it's a wonderful series, and I would be, quite frankly, very disappointed were there much controversy generated by *Eyes on the Prize*."

Christensen expects "a lot of anxiety" to be shown by member stations over the proposed $100-million increase in funds for national programing, but PBS feels there is a great need for $25 million to $30 million to be used for promotion and advertising. "We're not spending very much now," he said, and PBS would like to mount a major ad initiative, using commercial and noncommercial radio and television, newspapers and other media to "let people know what's on public television." The increase would also go toward improving quality and production values of current shows, and research and development for new series and new kinds of programs, Christensen said.

Other issues to be addressed this year are PBS's exclusive underwriting proposal, satellite replacement and the 20th anniversary of public broadcasting as created by the Public Broadcasting Act. "I suspect at least part of the things we'll be doing will be figuring out ways to celebrate that 20 years of public television, and what it's done and what it's delivered to the American people," Christensen said. There are plans for special programing and for thanking people "for all they've done over the last 20 years for public TV."

National Public Radio's agenda is also full for the coming year. NPR President Doug Bennet has asked for CPB's help in reaching NPR's five-year audience-doubling goal; specifically, he would like the amount of money set aside for public broadcasting's advertising initiative to increase from $1 million to $2 million, and he is asking for $500,000 to fund audience building efforts in target markets, which CPB's Ledwig said "looks like a good idea." Bennet would also like "a rearrangement of responsibilities so that there can be one-stop shopping at CPB, so a station can go one place and get a decision and a turn-around." The changes, said Bennet, have been proposed "in the context of the '88 budget, but [NPR] made it clear we're hoping that any '87 discretionary funds could be applied to them as well."

Two new programs will debut on NPR in January 1987: Sunday *Weekend Edition* and *Performance Today*. Bennet said he expects the programs to be "good audience-builders" for NPR, with *Weekend Edition*'s carriage building faster because a path has been broken by the Saturday version. Recruiting is still going on for a new *All Things Considered* co-host ("Closed Circuit," Nov. 17, 1986).

Satellite replacement is "a very high priority" for NPR. The satellite is not expected to fail until 1990, but "we've got to decide now what we're going to do about it," Bennet said. Among considerations are whether to purchase or lease, how to budget the money, and "making sure that the technologies are right."

Obtaining appropriation money for 1990 will be an important

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goal, as well as fine tuning the organization's new business plan, which went into effect in October 1986 (BROADCASTING, June 3, 1985). Bennet called the new plan "vastly better than the system we were working under before, from every point of view—in terms of predictability of funding, flexibility to adjust to new things, ability to take initiatives, the unambiguous station control." NPR's proposed 12.2% increase in member dues has elicited initial negative reaction, but Bennet said: "I feel very confident that we will get through the discussion...as we did last year—we made very large steps in understanding the new business plan and the way the NPR budget works. With that base of knowledge, I think we're now in a position not to just talk about percentage increases but priorities."

The issue of "unbundling"—offering NPR programs or series on an individual basis—is "fairly complicated," Bennet said, and not likely to be resolved within the next year. There are "very tough distributional questions about who should be bearing how much of the burden," he said, and the issue "raises a lot of questions about how you aggregate funds in a way that is efficent for the stations and efficient for preserving the programing and the mission of public radio." □

TV advertising outlook slightly brighter for 1987

Increase could reach into upper-single-digit range, but not in all categories of sales for all categories of broadcasting

There is a general consensus that economic conditions in 1987 will be modestly positive for the broadcasting industry, with real economic growth slightly lower than last year and inflation slightly higher. There is some disagreement as to where interest rates are going, if anywhere, but mergers and acquisitions are expected to continue, although at a reduced rate from the excited pace of the previous two years.

Most economists are calling for the real gross national product to show an increase in the 2% to 3% range, with inflation estimates covering a wider range, from 3% to 5%. The Blue Chip Economic Indicators survey of economists reportedly has published a consensus real GNP gain for 1987 of 2.5%, with pre-tax corporate profits—seen by many as a predicter of future advertising—up 8.3%.

All of these numbers suggest an overall advertising gain in the upper-single-digit range, which is consistent with several recently published forecasts. If they hold true, it might allow broadcasters in general to sustain operations or profits until still better gains are posted in 1988.

Within that upper-single-digit average is some important variation. More than half of the three television networks' revenue is already committed at prices that represent little gain, if any, over the previous year. But a strong first-quarter scatter market (BROADCASTING, Dec. 29, 1986) and a presumably better upfront market affecting this year's fourth quarter will dictate what the final network numbers look like.

Disagreement over the strength of scatter budgets and over the outcome of upcoming upfront negotiations—especially because of the use, for the first time, of people meter data—has led to differing predictions for three-network revenue in 1987. Estimates currently range from 3% to 5.5%, with the difference—at least $200 million—representing the difference between a profit and a loss for at least one TV network.

Kidder Peabody's Fuchs

In the spot market, the unevenness that station owners said characterized 1986 may continue into 1987. Some of the current scatter market excess should spill over to the spot market, but predictions for 1987 are still calling for this year's television spot sales to be up about 7%, an increase slightly less than that posted in 1986.

Local television advertising will vary among markets and perhaps because the variations are so great, total estimates disagree, with predictions ranging from 8% to 14%. Reasons for the spread include different assessments of what the absence of political advertising will mean. Other unknowns include the effect of tax reform and a devalued dollar on the economy. Broadcasting companies are themselves likely to benefit from the new tax law, as are many consumer products companies.

Some affiliates will find their revenue from television network compensation reduced from 1986. Independents, however, are likely to continue wallowing with least action in the industry's doldrums, because of their greater inventory to sell and because of the money due syndicators, much of it for programing signed for when times were better.

Programing continues to be the primary object of attention for those looking at costs. What some operators see as a peaking and gradual decline of program prices runs counter to other marketplace news, such as the recent bidding for *Cosby*. Record prices obtained by the sitcom led Joseph Fuchs, a securities analyst for Kidder Peabody, to say: "The desire to own the best programs is still overpowering. As a result, industrywide program cost increases seem unlikely to drop quickly or dramatically for some time." And in markets where more stations continue to go on air, program prices are on the rise. Said Robert Fransen, general manager of KITN(TV) Minneapolis: "We have been buying movie packages recently, half a dozen, and I would say their costs are escalating a lot...in some cases close to double."

Continued programing cost escalation would not be unwelcome news to program syndicators and producers, whose business is perceived to be under pressure from customers demanding cheaper product; the loss of investment tax credits; increased competition (BROADCASTING, Dec. 8, 1986), and the troubled aftermarket of syndication.

Fuchs's assessment of future programing costs and advertising growth led him to conclude in a recent report that broadcasting "...stock prices and asset value assumptions are at best full, and in some cases excessive." Despite such bearishness, publicly traded broadcasting companies continue to trade at relatively high price-earnings ratios indicating at least current optimism for the relative strength of the industry.

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Getting down to business at KWOW(AM)

Suburban Los Angeles station plans financial news format 24 hours a day

It will be business as usual for KWOW(AM) Pomona, Calif., when it launches a 24-hour financial news and information format in early February.

Dubbed "Money Radio," the proposed radio programing venture will be headed by Edward (Buz) Schwartz and Vera Gold, who purchased oldies-formatted KWOW, soon to be called KMNY, from Wickstrom Inc., for $2.4 million—$1.75 million for the station's assets and $650,000 for 4.7 acres of land—with funds from their newly established California limited partnership. The partnership is looking to raise a total of $5 million in capital from qualified investors with the remaining money to be used, in part, for station operations and the development of programing. (Both Schwartz and Gold also operate a nonprofit investment education organization called *Investors Club of the Air*, which, among other things, publishes a monthly magazine, *Personal Investing*, and sponsors seminars for its more than 13,000 members.) Schwartz will serve as the managing general partner of the Money Radio firm and Gold will be executive vice president of marketing and sales.

The 24-hour business format was based on suggestions from the investment community and from listeners of Schwartz's 90-minute call-in financial advice talk show, also titled *Investors Club of the Air*, which airs on KIEV(AM) Los Angeles each weekday.

According to the Money Radio prospectus, the new format will focus on money, business, the economy and investments. The partners said they may also syndicate KMNY's programs to other radio stations.

Studios and offices of KMNY will be relocated to the Pacific Stock Exchange in Los Angeles, and the station will operate a broadcast booth from the floor of the exchange. The transmitter site and technical staff will remain in Pomona.

Money Radio will open the 6 a.m. drive time period with live or taped telephone interviews with financial professionals in London concerning the closing prices of gold

'Cosby' knocked from first, but NBC still wins

NBC won its 14th consecutive prime time ratings week, the longest streak since ABC's nonseasonal, 14-week stretch from Jan. 8 to April 15, 1979. And NBC did it without any of the top three shows (*Cosby*, seen on Christmas night, was fourth).

The week ended Dec. 28 found NBC scoring a 15.2/27 to CBS's 14.1/25 and ABC's 11.9/21. The battle for evening news went to NBC with a 10.5/22 over CBS's 10.1/21 and ABC's 9.6/20. The HUT level (homes using television) stood at 56.1% for week 14, compared to week 13's 62.4% and last year's 57.7%.

NBC's high-flying *Cosby Show* dropped down to fourth place with a repeat scoring a 22.4/45—the first time this season the program has been upset by regular programing.

Forty-four of the 67 programs and movies aired during week 14 were repeats. NBC broadcast 17, while ABC had 16 and CBS 11. NBC won Monday, Thursday, Friday and Saturday, while ABC took Tuesday and CBS took Wednesday and Sunday.

NBC took Monday with an average of 19.1/29.9. NBC's movie, *Christmas Eve*, and ABC's *Monday Night Football* (New England vs. Miami), both airing from 9 to 11 p.m., racked up a 21.3/33 and a 19.7/32, respectively.

Tuesday went to ABC with a 17.5/29.1, over NBC's 13.3/22.4 and CBS's 12.5/21.3. All programing, except for NBC's *Hill Street Blues* and *1986*, were repeats.

Wednesday went to CBS with a 11.3/26.3. ABC came in second with a 10.3/24.0 and NBC had an 8.8/20.1. The only nonrepeat program for the night was NBC's *You Again?*, which scored a 9.0/21.

ABC ran a two-hour *Love Boat* from 8 to 10 p.m. and its regular *20/20* to give the network a 9.1/17.3 for Thursday. But NBC's regular lineup, all repeats, won the night, scoring an 18.9/36.1.

Friday went to NBC's lineup of *Fast Copy*, *Miami Vice* and *Crime Story*, bringing in a 13.9/26.0 average. CBS broadcast the *Kennedy Center Honors* from 9 to 11 p.m. and took an 11.4/21.2 for the evening.

NBC's lineup pulled in a 16.7/30.9 to take Saturday night. ABC had a special *Closeup*, from 10 to 11 p.m., which scored a 6.7/13. CBS's lineup of *Downtown* and a repeat movie, *Wild Horses*, averaged a 10.3/19.3 overall.

Sunday went to CBS, which broadcast the only nonrepeats for the night, and all three of them ranked in the top 10 for the week: the two-hour premiere of *Outlaws*, *60 Minutes* and the NFL post game show. CBS averaged a 23.9/37.9 for the night.

Rank	Show	Network	Rating/Share
1.	60 Minutes	CBS	24.7/40
2.	Murder, She Wrote	CBS	24.5/37
3.	Outlaws	CBS	22.9/37
4.	Cosby Show	NBC	22.4/45
5.	NFL Wild Card, post-game	CBS	23.3/39
6.	Family Ties	NBC	21.9/42
7.	Monday Night Movie	NBC	21.3/33
8.	Cheers	NBC	21.2/40
9.	Golden Girls	NBC	21.1/38
10.	Moonlighting	ABC	19.7/32
10.	NFL Monday Night Football	ABC	19.7/32
12.	Growing Pains	ABC	18.9/30
13.	Night Court	NBC	18.4/34
14.	Miami Vice	NBC	17.8/32
14.	Who's the Boss?	ABC	17.8/30
16.	Newhart	CBS	17.5/26
17.	Sunday Night Movie	NBC	16.7/26
18.	Hunter	NBC	16.5/31
19.	You Again? Special	NBC	16.4/30
20.	Matlock	NBC	16.4/27
21.	My Sister Sam	CBS	16.3/26
22.	Barbara Mandrell Special	CBS	15.6/24
23.	ALF	NBC	15.4/25
24.	Facts of Life	NBC	14.9/28
24.	Amen	NBC	14.9/27
26.	Crime Story	NBC	14.8/29
27.	Webster	ABC	14.7/27
28.	L.A. Law	NBC	14.6/28
28.	Kate & Allie	CBS	14.6/24
30.	Jack & Mike	ABC	14.3/25
31.	Cavanaughs	CBS	14.2/21
32.	Tuesday Movie	CBS	14.0/24
32.	Amazing Stories	NBC	14.0/22
34.	Mr. Belvedere	ABC	13.7/25
35.	Hill Street Blues	NBC	13.0/21
36.	Our House	NBC	12.9/21
37.	Scarecrow & Mrs. King	CBS	12.3/22
37.	Sunday Night Movie	ABC	12.3/20
39.	Magnum P.I.	CBS	12.2/29
40.	Equalizer	CBS	11.8/27
41.	MacGyver	ABC	11.6/19
42.	20/20	ABC	11.5/22
43.	Golden Showcase	CBS	11.3/21
44.	Kennedy Center Honors	CBS	11.1/21
45.	ABC Movie Special	ABC	10.7/25
45.	Saturday Movie	CBS	10.7/20
47.	Dads	ABC	10.6/19
47.	1986	NBC	10.6/19
49.	Starman	ABC	10.1/20
50.	Mike Hammer	CBS	9.9/23
50.	Sledge Hammer	ABC	9.9/18
52.	Downtown	CBS	9.6/18
53.	Head of the Class	ABC	9.5/22
53.	Wizard	CBS	9.5/16
55.	Perfect Strangers	ABC	9.4/22
55.	Sidekicks	ABC	9.4/10
57.	Gimme A Break	NBC	9.3/22
57.	Simon & Simon	CBS	9.3/18
59.	Fast Copy	NBC	9.2/17
60.	Highway to Heaven	NBC	9.1/21
60.	Spenser: For Hire	ABC	9.1/16
62.	You Again?	NBC	9.0/21
63.	Disney Sunday Movie	ABC	8.9/14
64.	Gung Ho	ABC	8.4/15
65.	St. Elsewhere	NBC	8.0/18
66.	Love Boat	ABC	7.9/15
67.	ABC News Closeup	ABC	6.7/13

*indicates premiere episode

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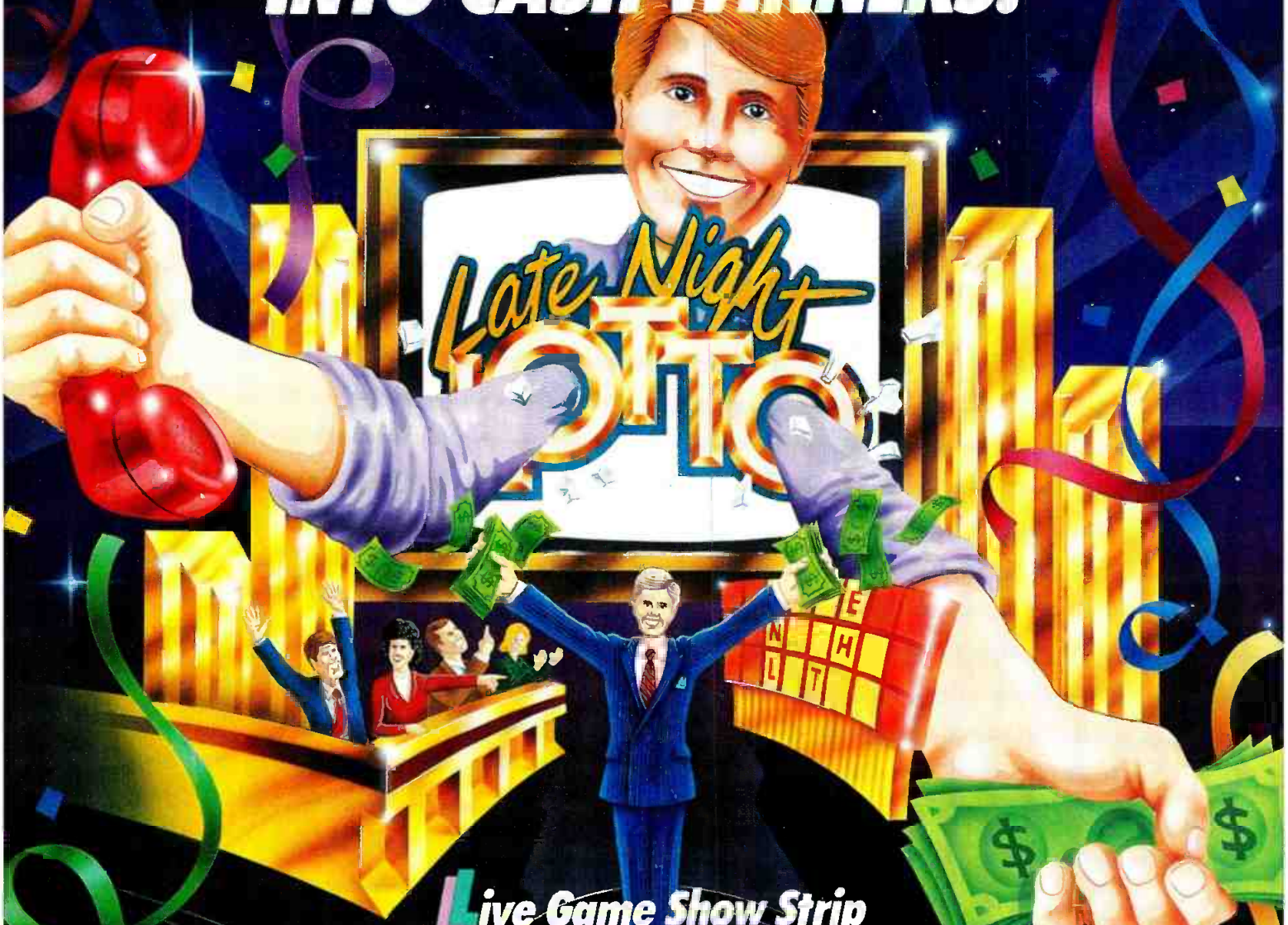

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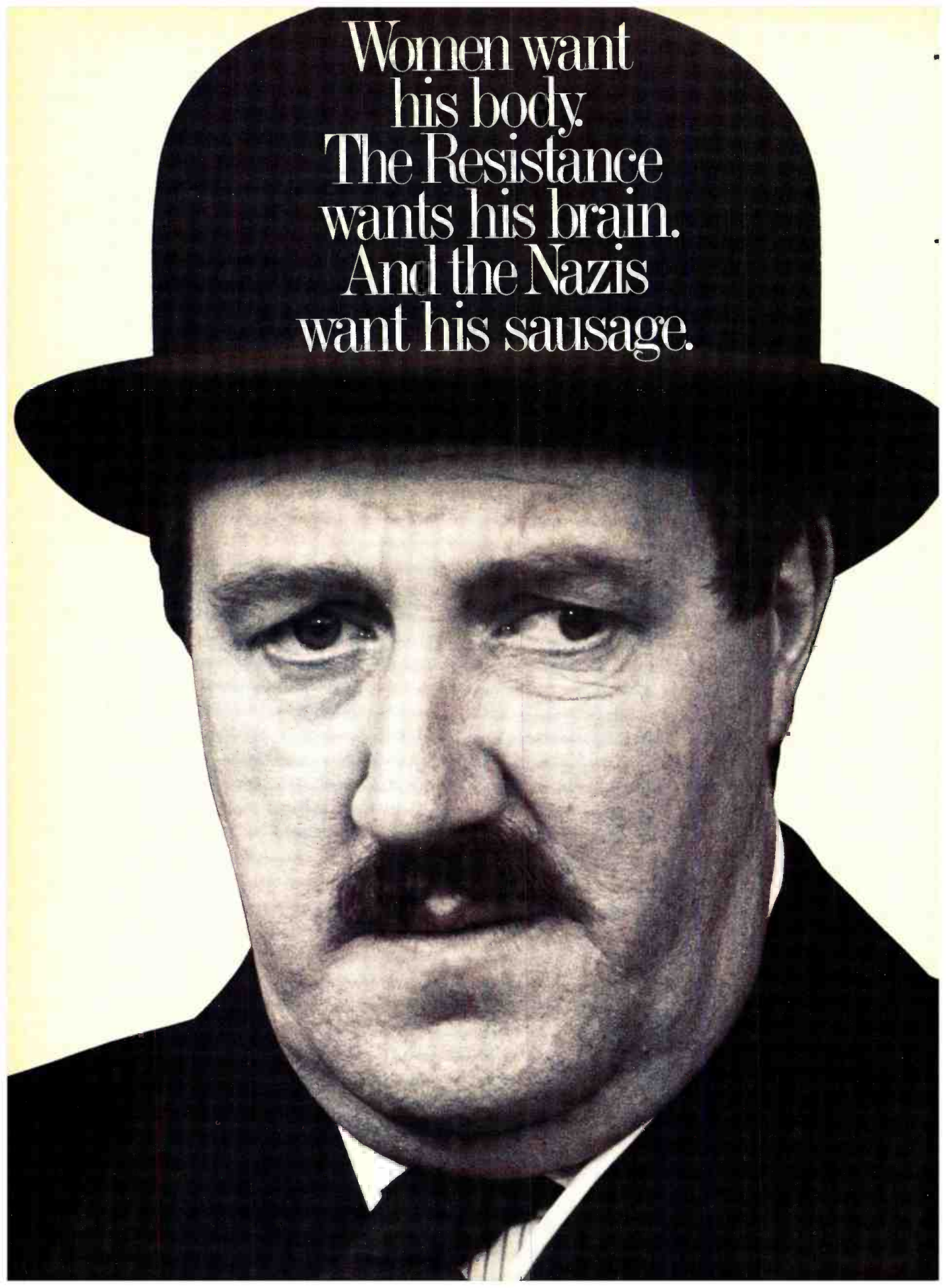
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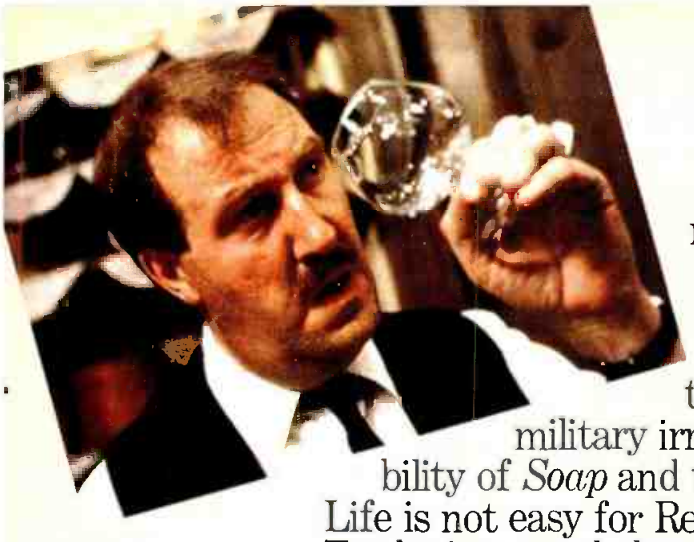

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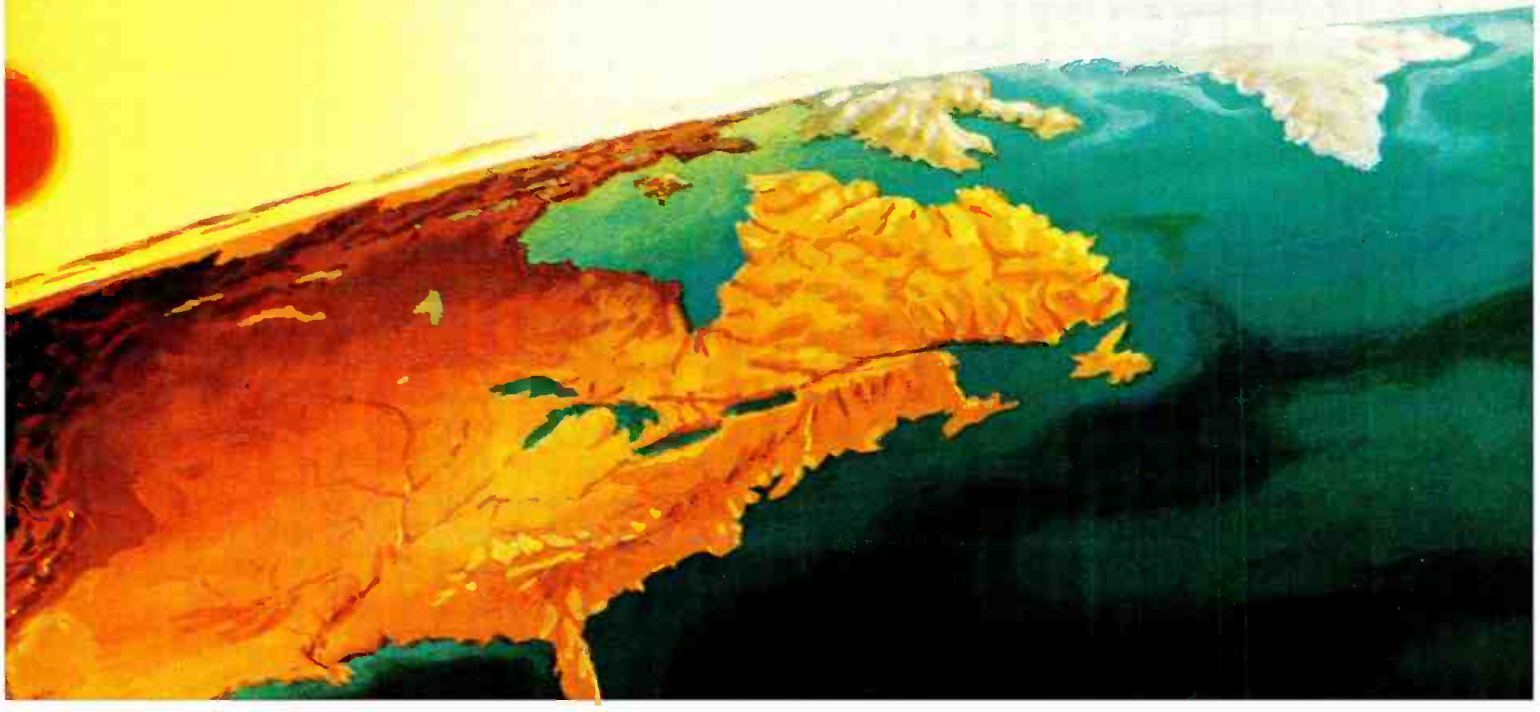

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WSB–Atlanta Fri. 8 p.m. (ABC)	NGS WEBSTER/BELVEDERE	20 14	34 25
WBRC–Birmingham Mon. 7 p.m. (ABC)	NGS MacGYVER	29 21	40 31
WFRV–Green Bay Sat. 7 p.m. (ABC)	NGS LUCY/BURSTYN	21 10	39 19
WJXT–Jacksonville Wed. 8 p.m. (CBS)	NGS MIKE HAMMER	29 14	43 24
KATV–Little Rock Mon. 7 p.m. (ABC)	NGS MacGYVER	28 20	37 30
WKRN–Nashville Sat. 7 p.m. (ABC)	NGS LUCY/BURSTYN	11 6	21 9
WWL–New Orleans Sat. 7 p.m. (CBS)	NGS WIZARD	15 9	29 18
WMTW–Portland Sat. 8 p.m. (ABC)	NGS LUCY/BURSTYN	23 8	38 17
WXEX–Richmond Mon. 8 p.m. (ABC)	NGS MacGYVER	27 18	43 27
WIXT–Syracuse Sat. 8 p.m. (ABC)	NGS LUCY/BURSTYN	18 6	32 9
KJRH–Tulsa Wed. 8 p.m. (NBC)	NGS HIGHWAY TO HEAVEN	14 10	21 16
KAKE–Wichita Fri. 7 p.m. (ABC)	NGS WEBSTER/BELVEDERE	17 10	30 17

Source: ARB/NSI-Nov. 1986

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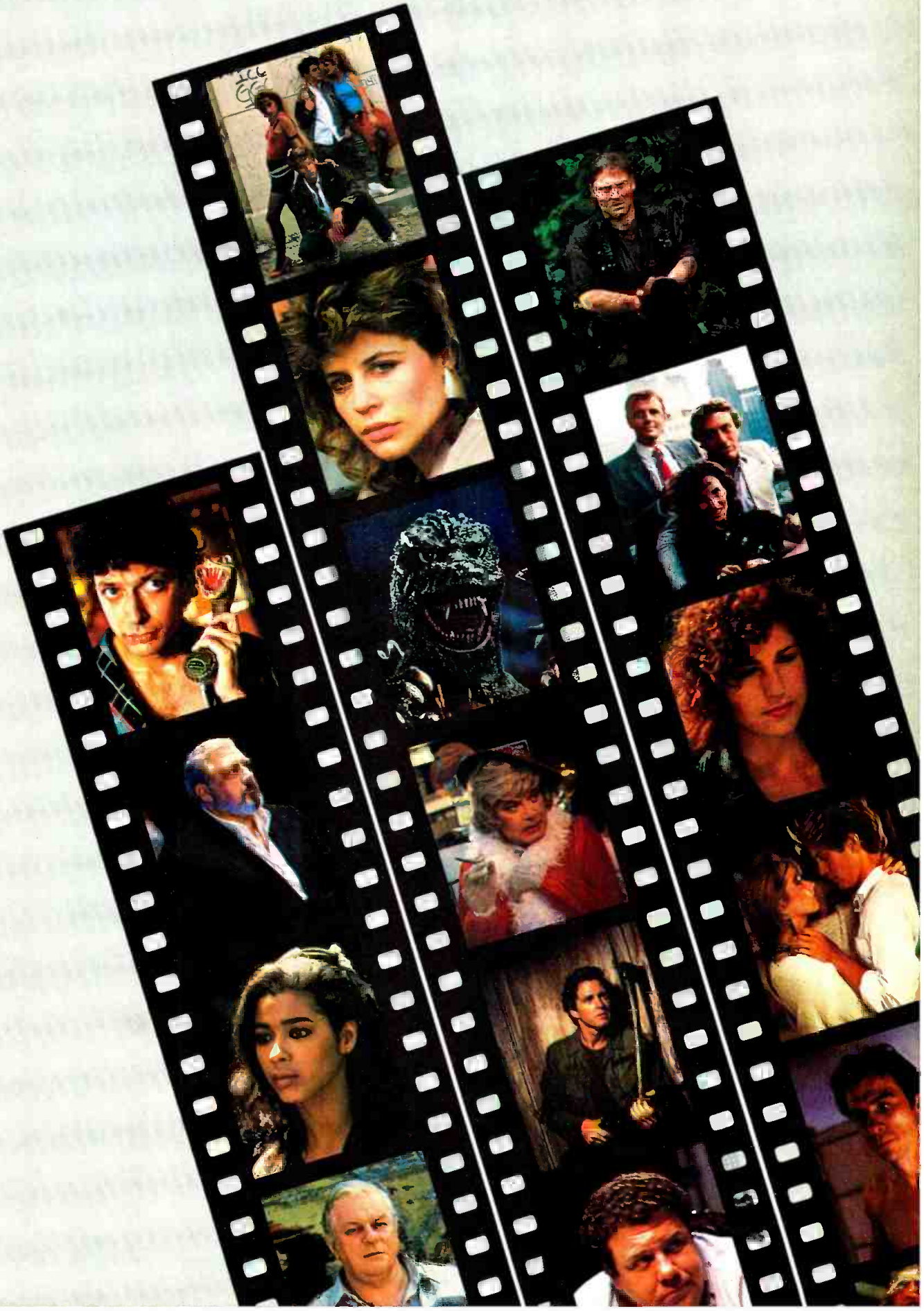

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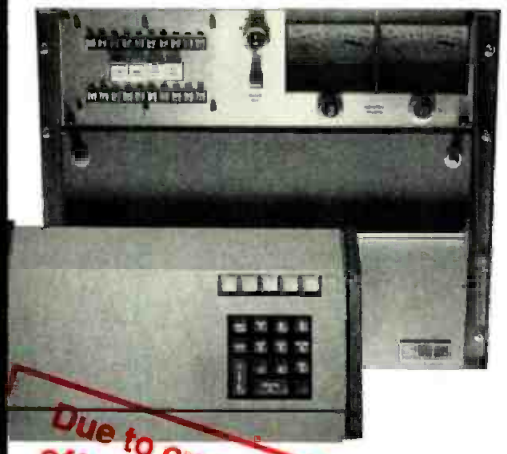

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Suzanne as Alice and hot newcomer, Joe Alaskey, as Ralph Kramden in the hilarious "Honeymooners" comedy sketch.

Suzanne does Dolly!

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Choice," and "The Television Work of Ingmar Berman: A Retrospective." The former will premier recently produced programs, such as the U.S. debut during the 1987 festival of *Open the Box*, a six-part documentary series about "the nature and effects of television," produced by Britain's Channel 4, MOB said.

The Bergman restrospective will include both specials and series that Bergman has done for Swedish television, including "Scenes from a Marriage" and "Face to Face," both staring Liv Ullmann. It will also include "The Blessed Ones" (also known as "The Sign"). □

Syndication Marketplace

Viacom will open bidding for the *Cosby Show* in Tampa-St. Petersburg, Fla., on Jan. 12. Joseph Zaleski, president of domestic distribution, said that no markets will be cleared for *Cosby* either at INTV or NATPE.

Access Syndication reports that it has cleared the pilot week for the first-run sitcom strip, *Honeymoon Hotel*, co-produced by De Laurentiis Entertainment Group and Farr/Silverman, on 71 stations covering 80% of the country. The pilot week of the show, starring Isabel Sanford, was delivered to stations last week, with most airing it this week. In New York, on WOR-TV, the pilot week will air beginning Jan. 26. Recent clearances for the show include WJZ-TV Baltimore, WSBK-TV Boston, WVUE(TV) New Orleans, KPIX(TV) San Francisco, KHTV(TV) Houston and WKBD-TV Detroit. Sales of *Honeymoon Hotel* are on a cash-plus-barter basis with Access retaining one minute. Access also reports that it has cleared *Heroes: Made in the U.S.A.* in 66 markets covering 65% of the country. *Heroes* is a half-hour weekly, hosted by Craig T. Nelson, that looks at what sets heroes,

Sanford

such as Chuck Yeager, apart. Distribution is on a barter basis with four minutes for stations and two-and-a-half minutes for Access. Major market station clearances for the show include WNBC-TV New York, KABC-TV Los Angeles, WMAQ-TV Chicago, KYW-TV Philadelphia, KPIX(TV) San Francisco, WBZ-TV Boston and WDIV(TV) Detroit.

Orbis Communications reports that it has cleared *P.O.W.—Americans in Enemy Hands: World War II, Korea and Vietnam*, in over 100 markets covering more than 75% of the country. The two-hour special, produced by Arnold Shapiro, looks at nine former P.O.W.'s and their stories. Stations will get two runs of *P.O.W.*, the first from Jan. 20 to Feb. 10, and second between May 20 and June 9. Stations that will carry the special include the Fox-owned stations as well as WGBS-TV Philadelphia, KTVU(TV) San Francisco, WXNE-TV Boston, WDIV-TV Detroit and WOIO(TV) Shaker Heights, Ohio (Cleveland). The two-hour special is distributed on a barter basis with 12 minutes for stations and 10 minutes for Orbis.

ITC Entertainment has acquired exclusive television distribution rights to all new theatrical pictures produced by Kings Road Entertainment. ITC recently handled Kings Road's "All of Me," starring Steve Martin and Lily Tomlin. Initial Kings Road Productions included in the agreement are "Rent-A-Cop" (now in production), starring Burt Reynolds and Liza Minelli; "Home Front" (now in post-production), starring Lynn Redgrave and Jon Cryer; "Touch and Go" (now in theatrical release by Tri-Star Pictures), starring Michael Keaton and Maria Conchita Alonso; "The Big Easy" (now in post-production), starring Dennis Quaid, Ellin Barkin and Ned Beatty; "I Was a Teenage Vampire" (now in production), starring Robert Sean Leonard, Cheryl Pollak and David Warner, and "The Night Before" (now in production), starring Keanu Reeves and Lori Loughlin.

All American Television reports that it has cleared *The Entertainment Report*, produced by Group W, in 78 markets covering 71% of the country for its Jan. 19 premiere. Clearances include KHJ-TV Los Angeles, WMAQ-TV Chicago, KYW-TV Philadelphia, WBZ-TV Boston, WDIV-TV Detroit, WEWS(TV) Cleveland, KDKA-TV Pittsburgh and WPLG(TV) Miami. Sales of the daily satellite-fed 15-minute entertainment news package are in exchange for two 30-second spots during station newscasts. All American vice president Carl Menk said that in dry runs of the service, it has come up with scoops two or three days before publications. A host will appear in the *Entertainment Report* segments, but they may also be formatted by stations without one.

Multimedia Entertainment reports that it has sold the January episode of its "Young People's Specials," *Just for Kicks*, on 152 stations covering 94% of the country. The half-hour special concerns a boy who wants to fulfill his father's dream for him to become a football star. Chicago Bears kicker Kevin Butler appears in the special. Distribution is on a barter basis with two-and-a-half minutes each for stations and Multimedia. The "Young People's Specials" are nationally sponsored by Campbell Soup. Stations carrying *Just for Kicks* include WNBC-TV New York, KNBC(TV) Los Angeles, WMAQ-TV Chicago, WPVI-TV Philadelphia and WRC-TV Washington.

LBS Communications reports that it has cleared the 22nd annual *Your Choice For the Film Awards*, a two-hour special produced by KHJ-TV Los Angeles, on more than 100 stations covering over 75% of the country for a March 9-29 window. The show is produced in Hollywood's Cocoanut Grove auditorium. Barter distribution gives stations 14 minutes and LBS 10. Clearances include WOR-TV New York, KHJ-TV Los Angeles, WGBO-TV Chicago, WGBS-TV Philadelphia and KBHK-TV San Francisco.

Muller Media has acquired the North American distribution rights to *The New Three Stooges*, a series of 156 color animated seven-and-a-half minute cartoons. Muller will sell the cartoons for cash. Muller also has acquired "A Boy and His Dog," starring Don Johnson and Jason Robards.

ITF Enterprises is offering *Late Night Lotto*, a half-hour game show that offers home viewers a chance to win prizes between $100 and $5,000. The game in *Late Night Lotto* has players choosing from an available alphabet and filling in a word puzzle. Three puzzles are solved in each show, with the winner of the most money competing with a home viewer for a grand prize. Reg Grundy Productions will produce the show. There will be 52 weeks of first-run episodes of the show fed daily twice (8 and 11 p.m.). Sales are on a cash-plus-barter basis with ITF keeping one minute.

EBD & Associates is distributing *Cookin' Round the Country*, a series of 65 cooking segments hosted by Merle Ellis, either as three-and-a-half minute or 90 seconds for cash. Ellis, author of "Cutting Up in the Kitchen" (which has sold 250,000 copies), has appeared on network and syndicated talk shows and is a veteran of previous syndicated inserts series. The series will present food product information, consumer and cooking tips, and the history of regional foods.

JM Entertainment is offering stations *Flashpoint*, a weekly "infotainment" half-hour series targeted at young adults that will look at fashions and life styles. The series will also feature segments dealing with drugs and alcohol. There will be 26 episodes of *Flashpoint*, sold for two runs on a barter basis with four minutes for stations and two minutes for JM. JM will also offer *Spring Break Reunion*, a two-hour special for July and August, taped in Fort Lauderdale and featuring 20 acts from the 1950's and 1960's, such as Jan and Dean, The Ventures, The Regents, Little Anthony, The Association and The Byrds. Sales are on a barter basis with 14 minutes for stations and 10 minutes for JM.

FCC's avoidance of format issue upheld

Appeals court judges find commission was correct in relying on marketplace regulation of radio programing; Mass Media Bureau approval of WEAM(AM) sale in spite of appeal also found correct

The FCC's reliance on market forces—rather than its regulation—as a means of assuring program-format diversity was affirmed by a three-judge panel of the U.S. Court of Appeals in Washington last week, in an assignment-of-license case in which the panel acknowledged the market was not ideally competitive. The panel also supported the commission rule under which the Mass Media Bureau's approval of the sale was effective immediately, despite an appeal to the commission.

The proceeding, an echo of cases of the 1970's when listener groups opposed, with occasional success, station sales that were to result in changes of format, involves the sale of WEAM(AM) (now WMZQ) Arlington, Va. A Committee to Save WEAM—and preserve its big band programing—had protested a proposed sale to Cardinal Broadcasting Associates, which intended to switch the station to a progressive rock format. And when that deal fell through and the owner, Thoms Broadcasting Co. Inc., sought to sell the station to Viacom, the committee struck again. This time, the deal was consummated, Viacom assumed control on Aug. 1, 1984, and the format switched to country. In May 1985 the commission issued an order affirming the bureau's action.

The FCC has long maintained that diversity of programing is a key element of the public interest it is bound to protect. But in a 1976 policy statement, the commission decided the public's interest in that diversity would be better served through reliance on market forces than through a case-by-case examination by its staff of proposed changes in programing. And the Supreme Court, in 1981, in an opinion reversing a decision of the appeals court, endorsed the commission's position.

The Committee to Save WEAM, however, maintained that that opinion does not apply to the WEAM case because the owner of the station had rejected bids from prospective purchasers who were interested in maintaining the big band format. Some of the would-be buyers were members of the committee. As a result, the committee said the market had been distorted and, consequently, the assumption that the market would function to protect the public interest was, in the WEAM case, untenable.

But the panel, in an opinion written by Judge James Buckley, said that argument is based "on an impractical insistence on an ideal competitive market." And a seller's refusal to deal with a particular buyer can be characterized as a distortion, Buckley added, "only if one insists on a perfectly functioning market." He noted that market imperfections "were explicitly anticipated" both by the commission in its policy statement and by the Supreme Court in affirming that statement. And the refusal by WEAM's owner to accept bids from the committee's members, he added, "is not a sufficient distortion of the market to undermine the assumption that the public interest in format diversity is in the long run best pursued by deferring to the admittedly imperfect market."

The question as to the propriety of the sale being consummated on the strength of a bureau order not yet reviewed by the commission was one on which the panel's unity did not hold. The committee said that since it had filed a timely application that the commission, by law, was required to review, the bureau order could not become effective until that review was completed. Buckley said he believes the committee "has the better part of the linguistic argument" but that the other members of the panel—Ruth H. Ginsburg and Robert H. Bork—"find the statutory language ambiguous and see nothing in the statute or its legislative history" to bar assignment of the license pending final action by the commission. The panel majority, Buckley added, conclude that the commission's rule is permissible, "and see no reason to set aside a practice that has been in effect for more than a quarter of a century."

The panel, in the course of its opinion, indicated it was not holding the commission to a strict standard of exposition of its rationale, or even of the reasoning behind its public interest determination. Both, it indicated, are implied.

As for the reliance on the marketplace approach, Buckley said that, in view of the Supreme Court's endorsement of the commission's approach to the diversity issue and the absence of evidence that the policy statement was not applicable to the market involved, "we hold that the commission is not obliged to restate its rationale for deferring to the market each time it approves the transfer of a license." The statement itself, he said, represents "sufficient articulation" of the agency's reasoning.

As for the articulation of the commission's reasoning in reaching its public interest de-


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termination—or the lack of it—Buckley noted that the commission requires proposed assignees to address the relevant facts of the public interest, convenience and necessity on the application form. And that form—"in conjunction with the FCC's consent to the assignment—and the bureau's discussion of the specific issues raised in the [committee's] petition to deny together provide a sufficient articulation of the grounds for the commission's decision." Buckley said the court would not "require the commission to engage in a formalistic recitation of the specific findings implicit in its ratification of its bureau's analysis." □

Technology

Terrestrial HDTV broadcasting debuts in Washington

Test sponsored by NAB and MST uses Japanese-developed, 1,125-line system to show what associations feel is future of TV transmission

Crutchfield and Keller

A year-long effort to demonstrate the possibilities for advanced terrestrial television will culminate this week in Washington with the first broadcasts of high-definition TV.

The HDTV broadcasts, sponsored by the National Association of Broadcasters and Association of Maximum Service Telecasters, will be carried on channels 58 and 59 from a WUSA-TV auxiliary tower in Washington using Japanese-developed, 1,125-line HDTV technology.

The Japanese system has twice the resolution of the current 525-line NTSC standard and provides better color rendition and digital stereo sound.

The FCC will be the site of one week of HDTV demonstrations beginning Wednesday, Jan. 7, followed by a one-day demonstration on Capitol Hill Jan. 21.

Concurrent demonstrations will also be held throughout the month at NAB's Washington headquarters, and there are plans for two weeks of public viewing of the HDTV broadcasts at Hecht's department store in downtown Washington.

NAB and MST first agreed to work together on the project in 1985, calling for TV industry participation in efforts to enhance the quality of terrestrial broadcasting and maintain the medium's competitiveness against anticipated advances in other television services, such as cable, videocassettes and videodisks. Developers of the 1,125-line system claim such consumer HDTV systems are only several years away.

The NAB-MST project took on added urgency in 1986 when the two organizations and other broadcast interests began fighting an impending FCC proposal to increase sharing in the UHF-TV band with private land-mobile radio in eight of the top 10 markets, at the same time lowering UHF broadcasters' interference protection.

The UHF band, with sizable chunks of vacant TV spectrum, is considered by many broadcasters to be a key to new, and wider bandwidth, television transmission systems.

"Our number-one priority," said Tom Keller, NAB senior vice president for science and technology, "is to show HDTV is a reality and is going somewhere, whether we like it or not."

Keller acknowledged the pressure of the land-mobile sharing proceeding had pushed the demonstrations up in time, but added the project would have gone ahead in 1987 regardless to prevent broadcasters from being caught unaware of advances in HDTV technology.

HDTV test patterns began transmitting last Dec. 5 on the two UHF channels, licensed temporarily as WWHD-TV, following an intensive technical effort by NAB, MST and others. Among those participating in the work have been Japanese national broadcaster NHK (principal designer of the 1,125-line HDTV system), Japanese manufacturer Toshiba and American manufacturers Micro Communications and ITS, which have supplied transmission gear for the effort.

NAB alone has spent at least $50,000 on the project, not including extensive engineering staff commitments such as the more than a year of full-time work put in by project director Ben Crutchfield.

Viewing the presentations, which will run at the FCC during the five mornings between Jan. 7 and Jan. 13, will likely be senior staff members from the Mass Media Bureau, Office of Engineering and Technology and Office of Plans and Policy. FCC commissioners have been invited, but project organizers could not say last week whether any would attend.

Key congressmen and congressional committee staffers are also being invited to view the Jan. 21 evening presentation, to be held in the Senate Caucus Room.

Program material aired for the demonstration will originate as a 25 mhz signal on two modified one-inch HDTV videotape recorders, with the signal encoded through the Japanese-developed Muse bandwidth compression system for broadcast in 8.1 mhz of bandwidth over the two channels.

At the receiving sites set up at the NAB, FCC and later Capitol Hill and downtown Washington, the signal will be received, fed to Muse decoders and aired on large screen HDTV monitors.

At the FCC, for instance, participants will be able to watch both 32-inch direct view and 54-inch rear projection high-definition monitors. For purposes of comparison with today's broadcasting standard, two large NTSC monitors at the FCC will carry the same pictures downconverted from the 1,125-line signal and sent through a simulated NTSC transmission chain.

Program material will include short pieces from NHK explaining the HDTV system, HDTV video of Washington scenes shot last fall by WETA-TV Washington and an HDTV music video produced by Italian broadcasters. Also possibilities are segments from theatrical features transferred from 35 mm film to HDTV.

Accompanying the FCC HDTV demonstrations this week will be two tutorials at the FCC on advanced television systems. Robert Hopkins, executive director of the standards group, Advanced Television Systems Committee, will discuss several new approaches to enhanced TV transmission technologies, including HDTV, improved NTSC and wideband 525-line systems Monday afternoon, Jan. 6. On Thursday morning, Jan. 8, the NHK's chief research scientist on Muse will explain the bandwidth compression system. □

Stock Index

	Closing Wed Dec 30	Closing Wed Dec 23	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N (CCB) Capital Cities/ABC	268 1/2	267 1/4	1 1/4	.46	27	4,318
N (CBS) CBS	127 3/4	129 1/2	– 1 3/4	– 1.35	24	2,995
O (CLCH) Clear Channel	11 7/8	11 3/4	1/8	1.06	17	34
O (INFTA) Infinity Broadcasting	11 3/4	12 3/4	– 1	– 7.84	61	122
O (JCOR) Jacor Commun.	6 1/8	6 3/8	– 1/4	– 3.92		34
O (LINB) LIN	56 1/4	55 1/2	3/4	1.35	42	1,489
O (MALR) Malrite	9 1/4	9 1/4			11	77
O (MALRA) Malrite 'A'	8	8			11	33
A (PR) Price Commun.	10 7/8	10 7/8				106
O (SCRP) Scripps Howard	80	82	– 2	– 2.43	29	826
O (SUNN) SunGroup Inc.	3 1/2	3 1/4	1/4	7.69	35	5
N (TFB) Taft	111	112 1/4	– 1 1/4	– 1.11	90	1,006
O (TVXG) TVX Broadcast	9 1/2	9 1/2			39	55
O (UTVI) United Television	28 3/4	28 1/4	1/2	1.76	27	314
BROADCASTING WITH OTHER MAJOR INTERESTS						
N (BLC) A.H. Belo	51 1/4	52 3/8	– 1 1/8	– 2.14	26	589
A (AAR) Adams Russell	20	20 3/8	– 3/8	– 1.84	16	124
A (AFP) Affiliated Pubs	71 1/8	72	– 7/8	– 1.21	36	1,255
O (ASTV) Amer. Comm. & TV	3/32	3/32				7
N (AFL) American Family	26 3/8	24 7/8	1 1/2	6.03	17	1,054
O (ACCMA) Assoc. Commun.	24 3/4	24 5/8	1/8	.50		236
O (BMAC) Bus. Men's Assur.	26	25 7/8	1/8	.48	15	275
N (CCN) Chris-Craft	18 1/4	19 1/8	– 7/8	– 4.57	8	119
N (DNB) Dun & Bradstreet	106 1/8	106 7/8	– 3/4	– 0.70	25	8,067
O (DUCO) Durham Corp.	41 1/2	41	1/2	1.21	11	235
N (GCI) Gannett Co.	71 7/8	72 3/4	– 7/8	– 1.20	22	5,771
N (GY) GenCorp	72	73	– 1	– 1.36	17	1,609
N (GCN) General Cinema	44 1/2	44 1/2			18	1,620
O (GCOM) Gray Commun.	199	199			34	98
N (JP) Jefferson-Pilot	34	35	– 1	– 2.85	11	1,421
N (BJ) John Blair	12 7/8	12 7/8				104
O (JSON) Josephson Intl.	11	11 1/4	– 1/4	– 2.22		51
N (KRI) Knight-Ridder	46 7/8	47 1/8	– 1/4	– 0.53	21	2,632
N (LEE) Lee Enterprises	23 3/4	23 3/4			19	601
N (LC) Liberty	36 3/4	37 3/4	– 1	– 2.64	15	370
N (MHP) McGraw-Hill	54 1/2	56 1/2	– 2	– 3.53	18	2,747
A (MEGA) Media General	42 3/8	42 1/2	– 1/8	– 0.29	18	596
N (MDP) Meredith Corp. *	30	63	– 33	– 52.38	12	568
O (MMEDC) Multimedia	41	41			-372	450
A (NYTA) New York Times	35 5/8	36 3/8	– 3/4	– 2.06	24	2,882
O (PARC) Park Commun.	28	27 3/4	1/4	.90	26	386
N (ROC) Rollins Commun.	41 1/4	41 1/4			45	602
T (SKHQ) Selkirk	20	20			43	162
O (STAUF) Stauffer Commun.	135	135			22	135
A (TO) Tech/Ops Inc.	26 1/2	26 7/8	– 3/8	– 1.39	4	57
N (TMC) Times Mirror	65	67	– 2	– 2.98	19	4,189
O (TMCI) TM Communications	2 1/8	2 1/4	– 1/8	– 5.55	10	16
O (TPCC) TPC Commun.	1/8	1/4	– 1/8	– 50.00		1
N (TRB) Tribune	58 5/8	59 5/8	– 1	– 1.67	18	2,380
A (TBS) Turner Bcstg.	13	13 1/8	– 1/8	– 0.95	29	283
A (WPOB) Washington Post	152 1/8	154	– 1 7/8	– 1.21	19	1,977
PROGRAMING						
O (ALLT) All American TV	4	4 1/4	– 1/4	– 5.88		4
O (BRRS) Barris Indus	15 3/8	15 3/8			25	136
O (BFTV) Birdfinder Corp.	5/8	11/16	– 1/16	– 9.09	-3	2
O (CMCO) C.O.M.B.	22 1/2	23	– 1/2	– 2.17	38	259
N (KO) Coca-Cola	38 3/8	39 1/4	– 7/8	– 2.22	20	14,812
O (CLST) Color Systems	13	13 1/4	– 1/4	– 1.88		9
A (DEG) De Laurentiis Ent.	12 1/2	13 7/8	– 1 3/8	– 9.58		119
N (DIS) Disney	42 3/8	43 7/8	– 1 1/2	– 3.41	29	5,482
N (DJ) Dow Jones & Co.	39 3/4	40 1/4	– 1/2	– 1.24	28	3,846
O (FNNI) Financial News	10	8 1/4	1 3/4	21.21	166	110
A (FE) Fries Entertain.	4	4 1/4	– 1/4	– 5.88	7	20
N (GW) Gulf + Western	63 1/8	64	– 7/8	– 1.36	18	3,902
O (HRSI) Hal Roach	7 5/8	8	– 3/8	– 4.68		42
A (HHH) Heritage Entertain.	6 7/8	6 3/4	1/8	1.85	7	19
A (HSN) Home Shopping Net.	37 1/2	37 3/8	1/8	.46	85	1,448
N (KWP) King World	13 1/8	13 3/4	– 5/8	– 4.54	24	403
O (LAUR) Laurel Entertainment	4 1/8	3 7/8	1/4	6.45	15	10
A (LT) Lorimar-Telepictures	15 7/8	16 1/8	– 1/4	– 1.55	16	538
N (MCA) MCA	38 1/4	39 7/8	– 1 5/8	– 4.07	17	2,986
N (MGM) MGM/UA Commun.	9 3/8	9 5/8	– 1/4	– 2.59		478
A (NWP) New World Pictures	10 5/8	11 3/4	– 1 1/8	– 9.57	20	113
N (OPC) Orion Pictures	12 3/8	11 7/8	1/2	4.21		118
O (MOVE) Peregrine Entertain.	9	7 3/4	1 1/4	16.12		16
N (PLA) Playboy Ent.	8 3/4	9	– 1/4	– 2.77		82
O (QVCN) QVC Network	16 1/2	21 1/2	– 5	– 23.25		108
O (RVCC) Reeves Commun.	8	8 1/2	– 1/2	– 5.88		99
PROGRAMING						
O (RPICA) Republic Pictures 'A'	7 3/4	8	– 1/4	– 3.12	55	22
O (RPICB) Republic Pic. 'B'	9	9 1/4	– 1/4	– 2.70	64	6
A (RHI) Robert Halmi	3	3			27	56
O (SMNI) Sat. Music Net.	4 1/8	4 3/8	– 1/4	– 5.71		28
N (WCI) Warner	22 3/4	23 1/8	– 3/8	– 1.62	15	2,807
O (WWTV) Western World TV	1 5/8	1 5/8			10	2
O (WONE) Westwood One	25 1/2	26 1/4	– 3/4	– 2.85	39	208
SERVICE						
O (BSIM) Burnup & Sims	3 3/4	3 7/8	– 1/8	– 3.22	-6	59
O (CVSI) Compact Video	4 1/8	4 1/4	– 1/8	– 2.94	41	24
N (CQ) Comsat	29 1/8	29 1/8				527
N (FCB) Foote Cone & B.	48 5/8	48 7/8	– 1/4	– 0.51	12	184
O (GREY) Grey Advertising	89	89			12	107
N (IPG) Interpublic Group	27 1/4	28 1/4	– 1	– 3.53	16	594
N (JWT) JWT Group	29 5/8	29	5/8	2.15	12	268
A (MOV) Movielab	3 5/8	3 3/8	1/4	7.40		5
O (OGIL) Ogilvy Group	29 1/4	29	1/4	.86	13	400
O (OMCM) Omnicom Group	20 1/4	20 1/4			18	115
O (SACHY) Saatchi & Saatchi	32 1/8	32	1/8	.39	15	1,661
O (TLMTB) Telemation	3 1/4	3 1/2	– 1/4	– 7.14	13	14
A (TPO) TEMPO Enterprises	10 1/4	10 3/8	– 1/8	– 1.20	26	58
A (UNV) United Video	7 1/2	7 1/4	1/4	3.44		16
CABLE						
A (ATN) Acton Corp.	2 1/2	2 3/4	– 1/4	– 9.09	-1	14
A (CVC) Cablevision Sys. 'A'	18 7/8	18 7/8			-6	396
O (CRDF) Cardiff Commun.	1/8	1/4	– 1/8	– 50.00		
N (CNT) Centel Corp.	56	55 1/4	3/4	1.35	12	1,549
O (CCCOA) Century Commun.	15	15			300	290
O (CMCSA) Comcast	17 3/8	18	– 5/8	– 3.47	23	370
N (HCI) Heritage Commun.	24 1/2	24 7/8	– 3/8	– 1.50	90	548
O (JOIN) Jones Intercable	11 1/4	11 3/4	– 1/2	– 4.25	27	146
T (MHP.Q) Maclean Hunter 'X'	18 7/8	18 3/4	1/8	.66	26	695
O (RCCAA) Rogers Cable Am.	10 7/8	11 1/8	– 1/4	– 2.24		55
O (TCAT) TCA Cable TV	16 1/2	16 1/2			28	178
O (TCOMA) Tele-Commun.	22 7/8	23 1/2	– 5/8	– 2.65	175	2,198
N (TL) Time Inc.	69 3/8	69 3/4	– 3/8	– 0.53	21	4,354
O (UACIA) United Art. Commun.	17 3/8	17 3/8			82	713
N (UCT) United Cable TV	25 1/4	25 3/4	– 1/2	– 1.94	63	615
N (VIA) Viacom	39 1/8	38 7/8	1/4	.64	37	1,340
N (WU) Western Union	4 1/8	4 1/2	– 3/8	– 8.33		100
ELECTRONICS/MANUFACTURING						
N (MMM) 3M	116 7/8	117 7/8	– 1	– 0.84	19	13,445
N (ALD) Allied-Signal	40	41 1/2	– 1 1/2	– 3.61	-9	7,052
O (AMTV) AM Cable TV	1 5/8	1 5/8			-1	5
N (ANX) Anixter Brothers	14	14			25	509
N (ARV) Arvin Industries	27 5/8	28 1/2	– 7/8	– 3.07	11	446
O (CCBL) C-Cor Electronics	8	7	1	14.28	-4	24
O (CATV) Cable TV Indus.	2	1 7/8	1/8	6.66	-10	6
A (CEC) Cetec	5 1/8	5 1/8			-8	10
A (CHY) Chyron	5 3/8	4 1/2	7/8	19.44	25	54
A (CXC) CMX Corp.	15/16	1 1/8	– 3/16	– 16.66		4
A (COH) Cohu	6 1/2	6 1/4	1/4	4.00	13	11
N (CAX) Conrac	12 1/2	12 3/4	– 1/4	– 1.96	11	82
N (EK) Eastman Kodak	68 3/8	69 3/4	– 1 3/8	– 1.97	57	15,445
O (ECIN) Elec Mis & Comm.	2	2				8
N (GRL) Gen. Instrument	18 3/4	18 3/4				607
N (GE) General Electric	87	87 3/8	– 3/8	– 0.42	16	39,669
O (GETE) Geotel Inc.	1	1			4	3
N (HRS) Harris Corp.	29 7/8	31	– 1 1/8	– 3.62	20	1,202
N (MAI) M/A Com. Inc.	12 1/2	13	– 1/2	– 3.84		544
O (MCDY) Microdyne	4	3 5/8	3/8	10.34	36	18
N (MOT) Motorola	35 3/4	36 5/8	– 7/8	– 2.38	42	4,565
N (NPH) N.A. Philips	41	40 3/4	1/4	.61	17	1,186
N (OAK) Oak Industries	15/16	7/8	1/16	7.14		31
A (PPI) Pico Products	2 1/4	1 7/8	3/8	20.00		7
N (SFA) Sci-Atlanta	10 7/8	10 7/8			19	254
N (SNE) Sony Corp.	20 7/8	21 3/8	– 1/2	– 2.33	12	4,825
N (TEK) Tektronix	67 3/4	67 1/4	1/2	.74	22	1,325
N (VAR) Varian Assoc.	23	22 7/8	1/8	.54	32	490
N (WX) Westinghouse	58	59 3/8	– 1 3/8	– 2.31	15	8,911
N (ZE) Zenith	21 5/8	21 1/2	1/8	.58		500
Standard & Poor's 400	271.31	274.16	–	2.85	–	1.03

T-Toronto, A-American, N-N.Y., O-OTC. Bid prices and common A stock used unless otherwise noted. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by BROADCASTING's own research. **Notes:** * Two-for-one split, Dec. 24, 1986.

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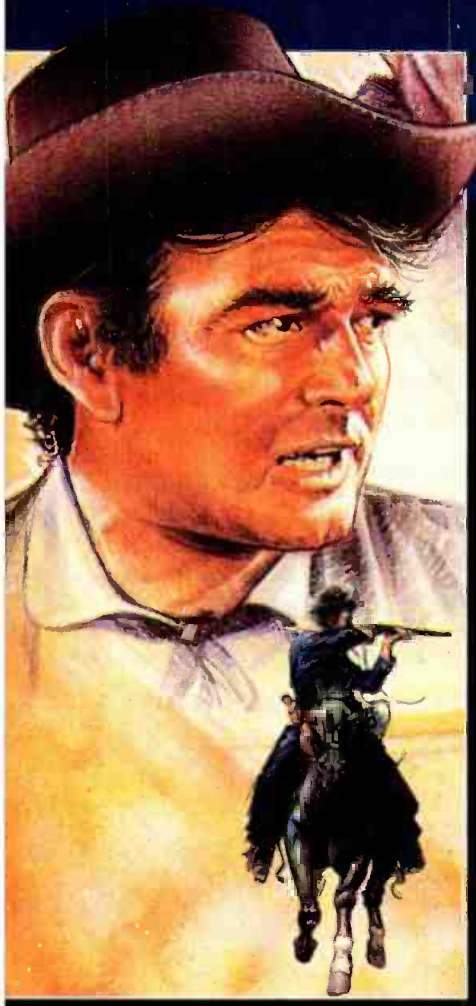

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RIDING GAIN ON RADIO

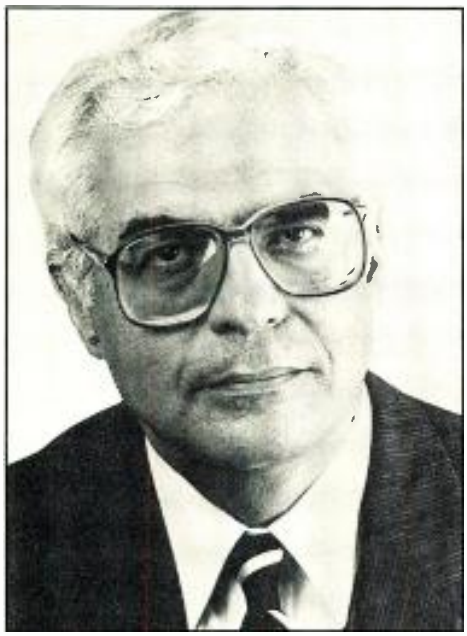
ABC expands entertainment

ABC Radio will expand its entertainment program offerings in 1987 with the introduction of at least three new shows, according to Dick Carr, newly appointed vice president of entertainment programing for the ABC Radio Networks.

Carr, the former Mutual Radio programing executive who assumed his new post in October, said a weekly oldies show centering on hit songs from the mid-1950's through the mid-1960's is on the drawing board for spring. The series, yet to be named, will be produced by the Global Satellite Network, Los Angeles, and marketed in conjunction with ABC Radio. Global produces three weekly programs for ABC: *Rockline*, a 90-minute live rock music/interview show; *Powercuts*, a two-hour rock music series, and *Reelin' in the Years*, a three-hour program focusing on rock oldies of the late 1960's and early 1970's.

Carr told BROADCASTING that ABC Radio's in-house production arm, ABC/Watermark, is planning to develop more programing this year. ABC/Watermark, based in Los Angeles, currently produces two of ABC Radio Networks' mainstay weekly programs: *American Top 40* and *American Country Countdown*. "There will be two additional programs coming from ABC/Watermark," said Carr, adding that one will be targeted for rock stations and the other for adult contemporary. In 1987, said Carr, there will be more of a "balance" between ABC Radio's in-house program production and programs supplied by outside producers.

The ABC programing executive also said four rock *Supergroups Concerts* and at least eight *Music of America* country specials are slated for 1987. Both are returning series produced by Screen Link and Bob Kaminsky Inc., respectively. And *Party America*, a relatively new, two-hour weekly dance music series primarily designed for contemporary hit stations, will continue in 1987, said Carr. The show is produced by Ron Cutler Productions in Los Angeles.


Carr

Tribute to King

Group W Radio is producing a 54-minute documentary on the late civil rights leader, Dr. Martin Luthur King Jr., and will make it available to all major radio networks for distribution prior to King's national birthday observance on Monday, Jan. 19, according to a company spokesman. (King's birthday, Jan. 15, became a national holiday in 1986 and is celebrated on the third Monday in January.) Serving as host for the special, called *Living the Dream: Let Freedom Ring*, is actor Charlton Heston. The Group W spokesman said a 30-minute version of the program will also be made available to the networks.

Additionally, Group W-owned KYW(AM) Philadelphia, an all-news station, is producing a live, five-minute memorial tribute to King at 12:30 p.m. NYT on Jan. 19, which will be offered to stations and networks via Satcom I-R. The tribute will coincide with bell ringing ceremonies throughout the country commemorating King's birthday and will contain an introduction by entertainer Kenny Rogers and closing comments by singer Stevie Wonder.

Plans for Group W Radio's special programing for King's birthday will be unveiled during a Martin Luther King Jr. Federal Holiday Commission press conference detailing the day's events, scheduled to be held in Washington this Wednesday (Jan. 7) morning. The commission is chaired by King's widow, Coretta Scott King.

Last year, Group W spearheaded a similar industrywide, network radio effort for the first national birthday observance in which stations across the country were fed a five-minute excerpted presentation of King's "I Had A Dream" speech simultaneously ("Riding Gain," Jan. 20, 1986.)

Grammy going-ons

MJI Broadcasting, a New York-based radio program supplier, will, for the second consecutive year, distribute Grammy Awards specials. The series will consist of five two-hour shows for five formats—contemporary hit, adult contemporary, album-rock, country and black—that are designed to air the weekend prior to the Grammy Awards presentation on Tuesday, Feb. 24. In addition, there will be a one-hour, live broadcast from backstage of the awards show immediately following the ceremonies. The specials will be produced by MJI in cooperation with Goodphone Communications Inc., Los Angeles, and the National Academy of Recording Arts & Sciences.

Birch client

Birch Radio said it has signed a five-year deal with Bernstein-Rein Advertising, a Kansas City, Mo., ad agency, whereby Bernstein-Rein will use the telephone methodology-based ratings service as its "primary source" for radio audience measurement. Birch presently tracks radio listening in just over 230 markets from telephone interview centers in Coral Springs and Sarasota, both Florida.

Comedy help

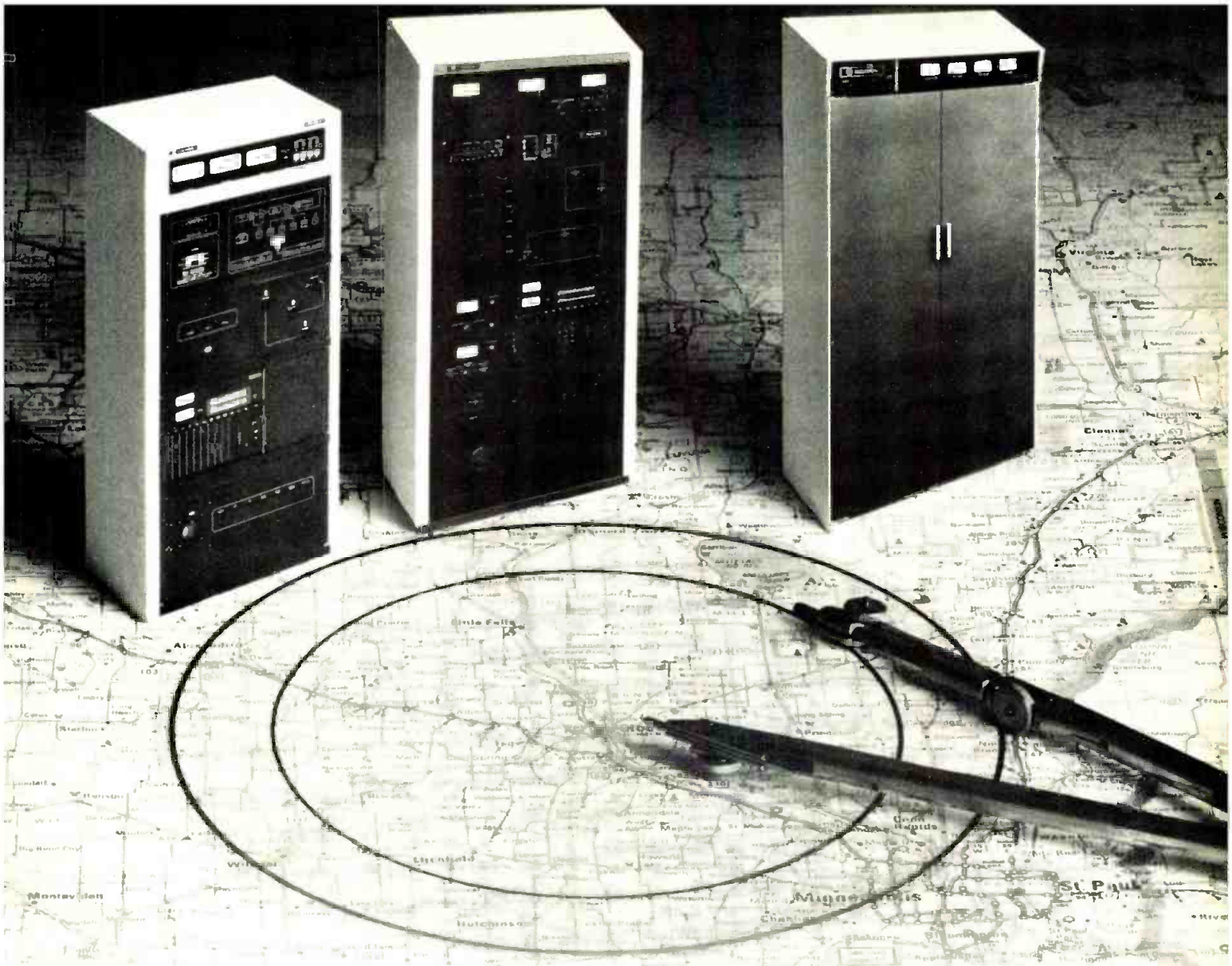
The American Comedy Network (ACN), Bridgeport, Conn., is expanding its weekly "National Features Service" for ACN's 171 affiliates from seven to 10 short-form topical comedy bits beginning today (Jan. 5), according to ACN President Andy Goodman. And ACN, said Goodman, is also sending stations an "affiliate tip" tape each week "showcasing various morning personalities currently using ACN's material, explaining how they use it on the air and what they feel are the most effective ways in general to use comedy on radio."

Additionally, Bob James, vice president-creative director of ACN, is offering stations *The Bob James Movie Moneysaver Review*, which is described by ACN as a 60-second movie review program that will rate films "so listeners will know if a $5 film is worth the price of admission." (The movie review feature is ACN's 11th weekly feature.)

In a related development, the three year-old comedy subsidiary of NewCity Communications Inc. (formerly the Katz Communications-owned radio stations) said it will add New York-based comedienne Nancy Parker to its performers this month.

Playback

Creative Marketing and Communications Corp., a Cincinnati-based radio program supplier, has produced a series of 130 one-minute vignettes about the U.S. Constitution in honor of the Constitution's 200th anniversary this year. The historical series, titled *Under The Constitution*, combines narration by voice-over artist Bob Norris with music, beginning with the drafting of the



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Birthday party

RKO's talk-formatted WOR(AM) New York, the city's oldest station—in terms of continuous call letters and format—will mark 65 years of broadcasting on Feb. 22. The celebration will begin Sunday, Jan. 11, with several weeks of special anniversary programing. Included in the programing, according to Lee Simonson, vice president and general manager of WOR, will be celebrity greetings, highlights from the station's broadcast archives, reminiscences from current and past WOR personalities and reports on the station's history.

The on-air retrospective will culminate with an "Old Time Radio Festival" weekend, slated for March 14-15. Over the two-day period, the station plans to air original radio programs from the 1930's and 1940's. "This nostalgia marathon," said Simonson, will feature "vintage WOR/Mutual radio dramas that were produced in the WOR studios, including *Superman*, *The Green Hornet* and *The Lone Ranger*."

Among the sponsors of WOR's 65th anniversary programing and corresponding promotions will be the *New York Daily News*, Key Food supermarket chain and Flemington Fur Co.

Profit sharing

William Dalton, president and general manager of WXTR-FM La Plata, Md. (Washington), has agreed to hand out $335,000 in bonuses to about 30 employes if they are still at the station when he closes on the sale of the station. (The closing is expected around the end of January.)

Dalton and his wife, Susan, acquired WXTR-AM-FM in June 1981 for $2 million. They have proposed to sell the FM for $14.5 million to Broadbased Communications. They previously sold the AM for $290,000. "Our idea was to somehow share with the people that made it all happen," said Dalton.

In Sync

Canadian colloqium

The Canadian government, broadcast and film industry will host a four-day conference on high-definition television next Oct. 5-8 at Ottawa's Congress Center.

The conference, whose theme is "From Studio to Viewer," will examine a range of advanced TV systems, including HDTV, extended definition TV and improved NTSC, PAL and SECAM, with a focus on delivery systems for the technologies.

Conference organizers, including representatives of the Canadian Department of Communications, the Canadian Broadcasting Corp. and the National Film Board and Telesat Canada, are inviting technical papers between now and March.

Subjects include image quality assessment, new service applications, signal processing, production equipment, distribution, display systems, standards development and strategies for the introduction of new TV systems.

Also scheduled for the meeting is a large-scale demonstration of HDTV transmission via direct broadcast satellite, using Telesat Canada's Ku-band Anik C satellites and Japan's 1,125-line HDTV and Muse bandwidth reduction technologies ("Closed Circuit," Dec. 22, 1986). According to a CBC representative, also under consideration for the demonstrations are simulated 23 ghz band transmissions, tests of cable distribution of HDTV, and possibly, an enhanced, wide-screen MAC broadcast.

Top bracket

CBS News is converting its existing cameras and new Betacam cameras to use the PAG-lok camera-battery mounting system, developed by PAG Ltd. of London. The PAG products to be used by CBS include the PAG-lok camera bracket, two types of batteries, clips for adapting the bracket to other types of batteries and a microprocessor-based battery charger.

Funny papers

AM broadcasters conducting AM signal measurement studies for the FCC must use new metric AM groundwave and field strength curves and graph paper after Jan. 1, and the National Association of Broadcasters is making the material available. A set of all 19 graphs and graph paper costs NAB members $45, nonmembers $60, with 25 supplemental sheets available for $25 (members) or $40 (nonmembers). Discounted packages are available through February.

Gearing up

A new 836TV analyzer for installing, testing and maintaining equipment using the SMPTE-EBU remote-control interface bus is now available from **Tektronix** of Beaverton, Ore. The $6,500 unit can also be used to test Ampex and Sony one-inch Type C VTR's, Sony U-matic decks and Grass Valley Group 100 and 300 production switchers.

□

Broadcast Electronics is shipping its new AS-10 AM stereo modulation monitor, a $4,500 companion to the company's AX-10 C-Quam AM stereo exciter. The product was first introduced by the Quincy, Ill.-based company last spring.

THE KING BROADCASTING GROUP IS PROUD TO JOIN MAJOR MARKET RADIO IN AN EXCITING NEW NATIONAL SALES PARTNERSHIP.

MAJOR MARKET RADIO
AN INTEREP COMPANY

UK spectrum allocation considered

Consulting firm submits study of private spectrum management to UK Department of Trade and Industry

Radio spectrum in Britain should be allocated using market mechanisms, and private "frequency planning organizations" should be established to take over most government spectrum management responsibilities, according to a study now under consideration by the UK Department of Trade and Industry ("Closed Circuit," Dec. 1).

The spectrum allocation proposals were submitted to the department last month by a communications consulting firm, CSP International of New York and London. The report, which has not been made public, is a detailed study of UK radio spectrum allocation from 30 mhz to 960 mhz commissioned by the government in early 1985.

(Similarly in the U.S., a Reagan administration proposal to auction certain segments of radio spectrum, but not including broadcasting, is expected to get a hearing in Congress this year [BROADCASTING, Dec. 29].)

According to a CSP representative, the government could establish new, privately held frequency planning organizations (FPO's) which would manage parts of the radio spectrum under publicly authorized licenses. The quasi-governmental FPO's would in turn sublease spectrum to other users.

Because CSP argues there should be no overall shortage of radio spectrum now or in the future, particularly with technical advances expanding use of existing bands and new ones, competition among spectrum licensees would prevent unacceptably high prices from developing.

The cost of sublicenses obtained by end-users from FPO's would relate to administrative costs rather than be determined by excess of demand over supply, the representative explained.

The proposal would also allow the removal of "detail work," such as issuing licenses and policing thousands of end users from DTI's Radio Regulatory Division. Those responsibilities would go to the new FPO intermediary, with frequency planning run as a for-profit activity, CSP said.

Existing broadcasting arrangements under the BBC or Independent Broadcasting Authority, however, would fall outside the recommended spectrum pricing mechanism, providing a degree of protection to those users from any sudden price increases.

Such broadcasters, however, would still be licensed as FPO's under the proposal, allowing them to lease out available spectrum such as the vertical blanking interval or free channels.

The spokesman added that the introduction of free market principals would be subject to certain limits. Government control would remain, for instance, over such aspects of spectrum management as maintaining international obligations not to interfere with other nations' radio spectrum, as well as establishing international satellite communications allocations.

Government agencies would continue, as well, to police radio interference among the FPO head licensees.

No time frame has been set for the government considerations of the study's proposals, CSP said. DTI legal experts are now considering, for one thing, which aspects of the report could go ahead on an incremental basis without requiring legislation in parliament.

If parliamentary legislation were required, it could add at least another year to the proceedings, and could throw them into further doubt with national elections occuring prior to June 1988. A change of the current Conservative government could also slow or kill the proposals, the CSP spokesman said.

New York-based CSP, which has conducted past studies relating to television distribution, satellite communications, telecommunications and other areas for clients in the U.S., Canada, Europe and the Far East, was

Intermedia

Contributor. National Press Foundation's Distinguished Contributions to Journalism award will be given to Abe Rosenthal, associate editor, columnist and former executive editor of *New York Times*. Rosenthal, who retired this year, will receive award Feb. 25 at black-tie dinner in Washington. Also to be presented at reception is fourth annual Sol Taishoff award, to co-recipients Robert MacNeil and Jim Lehrer, of Public Broadcasting Service's *MacNeil/Lehrer NewsHour* (BROADCASTING, Nov. 24, 1986).

□

Coverage conditions. South African government is tightening restrictions on press coverage of events related to antiapartheid activities in that country. Government said its approval would be required for coverage of some nonviolent protests as well as violent resistence. *The Star*, independent daily in Johannesburg, said new rules would make existing press restrictions, imposed on June 12, 1986, "look enlightened."

□

Strenio on mergers. Merger and acquisition notifications received by Federal Trade Commission are on upswing, according to FTC Bureau of Competition. Although FTC did not have figures broken out by industry, it said that overall number of monthly premerger notifications hit all-time high of 494 in November 1986, compared with record 290 in October 1986 and 187 in November 1985. FTC Commissioner Andrew Strenio Jr., in his first major policy address on antitrust merger enforcement, said FTC, in evaluating proposed mergers, "will not overreach, but neither will we shirk." Strenio claimed that if public begins to believe "that there is neither economic regulation nor an antitrust safeguard against abuses that may occur, then backsliding into reregulation will become all but guaranteed." There have been changes in antitrust merger enforcement in past 30 years, Strenio said, and there will be changes in years to come, but "there will be no change in the FTC's commitment to strong enforcement of existing law."

7th in a series of seven Knight-Ridder 1986 Pulitzer Prize-winning stories.

Most people don't.

To many people, Walter is invisible. They've trained themselves not to see him.

They look the other way when Walter and other street people come into view.

The Philadelphia Inquirer wanted to bring these invisible Philadelphians into sharp focus for its readers.

Walter is a part of that invisible Philadelphia story.

His past is a stranger.

When it rains, he escapes in a box.

At night, he huddles and sleeps on steam vents on several streets in downtown Philadelphia. No one can ever remember seeing him washed and clean.

Many of these street people are a part of the bizarre phenomenon of the 1980s resulting from the deinstitutionalization of mental patients. In city after city, schizophrenics treat their torment daily by dulling their senses with all the alcohol they can get.

Stubble-chinned or bearded, bound in winter in ancient overcoats, they look like they've stepped out of the past. Ragged, Depression-era ghosts on modern streets.

Inquirer photographer Tom Gralish took to those streets to do a photo essay on downtown derelicts. For the first week, he took no pictures. He worked on breaking down their highly developed sense of distrust for outsiders. Then, for five weeks, he shot 60 rolls of film, 2,160 pictures.

Selected photographs ran for more than 10 pages in the Inquirer. This is a fragment of that work.

Tom Gralish won the 1986 Pulitzer Prize for Feature Photography.

His pictures had graphically exposed a social policy which dumps the mentally ill on our cities' doorsteps and streets.

Considering the grim subject, many newspapers would never devote such an extraordinary amount of space to this kind of story.

But The Philadelphia Inquirer is a Knight-Ridder newspaper.

KR

KNIGHT-RIDDER

We never underestimate the American people.

Knight-Ridder, winner of an unprecedented seven Pulitzer Prizes in 1986, is a nationwide communications company with eight television stations, cable systems, business information services and 34 daily newspapers.

also commissioned late last year to conduct a British government-sponsored study examining alternatives to the BBC license fee funding system.

The study was prompted by recommended changes in BBC financing by the so-called 'Peacock Committee' last summer. □

Comsat defends its merger with Contel Corp.

In reply to criticism, company says merger would enhance competition, benefit end-users

Communications Satellite Corp. says its proposed merger with Contel Corp. would enhance competition, benefit end-users and satisfy the requirements of the Communications Satellite Act of 1962, under which it was established. Comsat offered that defense of the proposed merger in replying to criticisms of it that had been filed earlier with the FCC.

Comsat said that the merger with the five-times-as-large Contel would improve Comsat's ability to participate in competitive telecommunications markets and that the merged company would be a stronger competitor in network design and implementation and in the manufacture of telecommunications products. It would also be stronger in marketing, sales, service and maintenance. And the ability of Comsat Laboratories to develop innovative satellites would be enhanced, Comsat added.

For all of that, Comsat said the merger would have an anticompetitive impact in any relevant market, and would not detract from Contel telephone companies' public service responsibilities. The two companies filed pre-merger notification materials with the Department of Justice's Antitrust Division, as required by the Hart-Scott-Rodino Act, and the 30-day waiting period had expired without any word from Justice regarding an effort to block the merger.

As for the Satellite Act, Comsat said the merger would be structured in a way to meet its two requirements: Comsat would be the surviving corporate entity, and the business activities of the merged company would not be inconsistent with Comsat's primary obligations to the two international organizations on which it represents the U.S.—International Telecommunications Satellite Organization and the International Maritime Satellite Organization. Comsat noted, in that regard, that the National Telecommunications and Information Administration had pointed out that the more diverse financial and operational base that would result from the merger would provide Comsat with the flexibility to focus on its jurisdictional activities over the long term.

One thing Comsat wants to avoid is additional regulation. It cited commission decisions holding that Comsat is under sufficient structural and administrative safeguards, and said no additional ones should be imposed on it. Comsat said the detailed structural separation, cost accounting and other FCC-mandated procedures that it follows would not be affected by the merger.

Besides NTIA, Capital Cities/ABC, CBS, NBC, AT&T, the Maine Public Utilities Commission, and ARINC filed comments. But three petitions to deny were filed—by PanAmerican Satellite Corp., MCI and Satellite Transmission and Reception Specialists. □

Changing Hands

PROPOSED

WSYB(AM)-WRUT(FM) Rutland, Vt. □ Sold by Vermont Radio Inc. to Alan Roberts for $2.7 million. **Seller** is owned by Simon Goldman and George Cameron. Goldman owns WJTN(AM)-WWSE(FM) Jamestown, N.Y. **Buyer** is owned by Allan Roberts, former owner of WIIN(AM)-WFPG(FM) Atlantic City, N.J. WSYB is on 1380 khz with 5 kw day and 1 kw night. WRUT is on 97.1 mhz with 1.15 kw and antenna 2,591 feet above average terrain. *Broker: Americom Radio Brokers.*

WLBC-AM-FM Muncie, Ind. □ Sold by Donald Burton to DRMS Inc. for an estimated $2 million to $3 million. **Seller** is original owner of station since 1926. He has no other broadcast interests. **Buyer** is principally owned by James R. Davis and three others. Davis is creator of syndicated comic strips, *Garfield* and *U.S. Acres*. WLBC is on 1340 khz full time with 1 kw. WLBC-FM is on 104.1 mhz with 50 kw and antenna 500 feet above average terrain. *Broker: Cecil L. Richards, Inc.*

KTXZ(AM) West Lake Hills, Tex. □ Sold by SCAN Communications to DFJ Group Inc. for $1,059,750. **Seller** is owned by Neal Spelce, who has no other broadcast interests. **Buyer** is newly formed corporation headed by David Dorin, Joe Capobianco and Fred Altberger. Dorin is former sales executive with Arbitron. Capobianco owns Cross-Country Communications Corp., media consultant based in Westchester county, N.Y. Altberger is financial consultant with WGH Corp., based in Denver. KTXZ is on 1560 khz full time with 2.5 kw. *Broker: Communications Equity Associates.*

KLIZ-AM-FM Brainerd, Minn. □ Sold by Sequell Corp. to CD Broadcasting Corp. for $750,000. **Seller** is publicly traded, Philadelphia-based manufacturer of prosthetic devices. It is headed by Myles Lerman, chairman, and Robert Fine, president. It also owns KJUS(FM) Lincoln, Neb. **Buyer** is owned by Christoher Dahl. It also owns KLGR-AM-FM Redwood Falls, Mont. KLIZ is on 1380 khz full time with 5 kw. KLIZ-FM is on 107.5 mhz with 100 kw and antenna 350 feet above average terrain.

CABLE

System serving Breckenridge, Colo. □ Sold

by Breckenridge Cable Associates Inc. to United Video Inc. for over $6 million. **Seller** is owned by Bruce R. Plankinton, who also has interest in Texkan Communications Inc., Junction City, Kan.-based owner of cable systems in Kansas. **Buyer** is Greenwich, Conn.-based cable MSO owned by Lawrence Flynn. It serves over 50,000 subscribers. System passes 6,000 homes with 5,000 subscribers and 115 miles of plant. *Broker: Daniels & Associates.*

Sawyer continues with CBS News

Contract calls for continued role on '60 Minutes,' anchor post if CBS resurrects 'Person to Person'

Diane Sawyer, *60 Minutes* correspondent since August of 1984, has agreed to a new multiyear contract with CBS News, which includes continuing her role on *60 Minutes*, and involvement in unspecified upcoming CBS projects, CBS News said last week. It is also possible that CBS will resurrect a new version of some old CBS series, such as the Edward R. Murrow interview program, *Person to Person*. Should that project be realized, Sawyer would be considered as anchor, said a source with knowledge of the Sawyer

Sawyer

negotiations. In addition, Sawyer, who has been a substitute anchor on *CBS Evening News* in the past, will continue to do that under her new contract, sharing the job with CBS correspondent, Bob Schieffer, and Charles Kuralt, host of CBS's *Sunday Morning*.

While CBS would not discuss terms of the agreement, CBS News President Howard Stringer was said to be "delighted" that Sawyer was staying with CBS and called her a "valued member of the CBS family" and "one of the bright, shining stars in the CBS News constellation," a CBS spokeswoman said. Sawyer was unavailable for comment last week. Her agent, Richard Leibner, said he would "not discuss details" of the contract. Sawyer stayed at CBS, Leibner said, because of her "respect" for *60 Minutes* and her relationship with its co-anchors and staff, as well as her "closeness" to Tisch, Stringer, *60 Minutes* executive producer Don Hewitt and *CBS Evening News* anchor Dan Rather, he said. □

Bottom Line

Proposed and closed. Unitel Video said it had purchased assets of Reeves Teletape's mobile division. New York-based Unitel said three Reeves trucks would be refurbished at Unitel Mobile in Pittsburgh and then "... positioned at Unitel-Hollywood where they will be used primarily for videotape production on motion picture studio lots and for limited location work." ■ Dun & Bradstreet said it completed acquisition of Majers Corp. ("Bottom Line," Dec. 8). ■ Allbritton Communications Co. sold Trenton, N.J. *Times* to Newhouse Newspaper Group for undisclosed sum. ■ Dow Jones said it completed sale of 19% interest in South China Morning Post Ltd. to News Corp. for $57.2 million. ■ Tele-Communications Inc. said it completed purchase of 55% interest in United Artists Communications for $150 million cash and $268 million principal amount of notes convertible into roughly 15 million class A shares of TCI.

□

Software sales. Telerate Inc., majority owned by Dow Jones and Oklahoma Publishing Co., agreed to purchase 49.6% of its international operations that are currently owned by Associated Press and Dow Jones. Financial information company will pay AP and Dow Jones cash and stock valued at $138.5 million. ■ Times Mirror Co. said it has agreement in principle to sell publishing subsidiary, H.M. Gousha Co., to Simon & Schuster for undisclosed amount. Operations being sold, announcement said, publish "maps, atlases and automotive technical publications."

□

Stock talk. TEMPO Enterprises increased annual dividend from 14 cents to 16 cents. ■ Price Communications announced stock split in form of 25% stock dividend payable Jan. 26 to shareholders of record Jan. 15. ■ Home Shopping Network has declared 100% stock dividend payable Jan. 16 to shareholders of record Jan. 2. Dividend was declared following shareholder approval of increase in number of authorized shares. Authorized common stock was increased from 100 million to 150 million, 60.3 million outstanding after dividend. Class B common stock, whose sole shareholder is HSN chairman, Roy Speer, was increased to 24.2 million, all of which will be outstanding. ■ Meredith Corp. shareholders approved distribution of new class B stock which will have 10 votes—to elect directors and on most other corporate matters—compared to one vote per share of existing common stock. Class B shares have since been distributed on one-for-one basis to holders of common stock. Rules governing transfer and sale of class B stock are similar to those applying to other recently established plans.

Datebook continued from page 42.

nati managers' meeting. Hyatt, Cincinnati.

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

Jan. 28-29—"America's Health Care: How Good? How Efficient?" conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

Jan. 30—Deadline for entries in 19th annual Robert F. Kennedy Journalism Awards for outstanding coverage of problems of the disadvantaged, sponsored by *Robert F. Kennedy Memorial* and *Robert F. Kennedy Journalism Awards Committee*. Information: Sue Vogelsinger, (202) 333-1880.

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

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

Jan. 31-Feb. 4—*National Religious Broadcasters* 44th annual convention. Theme: "Communicating Christ to the Nations." Sheraton Washington. Information: (201) 428-5400 or (202) 628-4831.

February

Feb. 1—Deadline for entries in *American Bar Association's* Gavel Awards. Information: (312) 988-6137.

Feb. 1—Deadline for entries in *Retirement Research Foundation* National Media Awards, for films, videotapes and television programs on aging. Information: Chris Straayer, Center for New Television, 11 East Hubbard, Chicago, 60611; (312) 565-1787.

Feb. 2—Deadline for entries in Achievement in Children's Television Awards, sponsored by *Action for Children's Television*. Information: (617) 876-6620. ■

Feb. 2—*Minnesota Broadcasters Association* sales seminar. Thunderbird motel, Bloomington, Minn.

Feb. 2-6—*National Association of Broadcasters* winter board meeting. Ritz-Carlton, Laguna Niguel, Calif.

Feb. 3—*West Virginia Broadcasters Association* sales seminar. Marshall University student center, Huntington, W. Va. Information: (304) 344-3798.

Feb. 3-4—*Arizona Cable Television Association* annual meeting. Phoenix Hilton, Phoenix. Information: (602) 257-9338.

Feb. 4—*West Virginia Broadcasters Association* sales seminar. West Virginia University's Erickson Alumni Center, Morgantown, W. Va. Information: (304) 344-3798.

■ **Feb. 4**—*Ohio Association of Broadcasters* sales workshop. Radisson hotel, Columbus, Ohio.

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

Feb. 4-8—*International Radio and Television Society* faculty/industry seminar. Roosevelt hotel, New York.

Feb. 5—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

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

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

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

Feb. 11—*American Women in Radio and Television, Washington chapter*, reception for new members of Congress. Cannon Caucus Room, Washington.

Feb. 13-15—*Oklahoma Association of Broadcasters* annual winter meeting with Society of Broadcast Engineers, Oklahoma City and Tulsa chapters. Doubletree hotel, Tulsa, Okla.

Feb. 15—Deadline for entries in 15th annual Clarion Awards sponsored by *Women in Communications Inc.* Information: WICI, Box 9561, Austin, Tex.; (512) 346-9875.

Feb. 15-17—*Louisiana Association of Broadcasters* annual convention. Westin Canal Place hotel, New Orleans.

Feb. 15-20—"The Olympic Movement and the Mass Media," international congress sponsored by *University of Calgary*. Calgary, Alberta. Information: (403) 220-7575.

Feb. 16-22—Video Expo San Francisco '87, sponsored by *Knowledge Industry Publications*. Civic Auditorium, San Francisco. Information: (914) 328-9157.

Feb. 17-18—*California Broadcasters Association* government relations conference. Hilton hotel, Sacramento. Information: (914) 444-2237.

Feb. 17-18—*Wisconsin Broadcasters Association* annual winter convention. Concourse hotel, Madison, Wis.

■ **Feb. 18**—*Texas Cable TV Association* annual membership meeting. Convention Center, San Antonio, Tex.

Feb. 18—Deadline for entries in Roy W. Howard Award, for public service reporting, sponsored by *Scripps Howard Foundation*. Information: SHF, 1100 Central Trust Tower, Cincinnati, 45202.

Feb. 18-19—*Texas Association of Broadcasters* TV Day, Westin Galleria hotel, Houston.

Feb. 18-20—The Texas Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex. Information: (512) 474-2082.

Feb. 18-20—Forum '86, program to "enhance skills of cable public relations professionals, system general managers and marketing managers in media, community and government relations," sponsored by *Cable Television Public Affairs Association*. Sheraton Premiere hotel, Los Angeles. Information: Terry Soley, (213) 410-7310, or Sandi Padnos, (818) 569-7811.

Feb. 19—*Federal Communications Bar Association* luncheon. Speaker: FCC Commissioner Patricia Diaz Dennis. Washington Marriott, Washington.

Feb. 19—Deadline for entries in Edward Willis Scripps

Award, for service to the First Amendment, sponsored by *Scripps Howard Foundation*. Information: SHF, 1100 Central Trust Tower, Cincinnati, 45202.

Feb. 19-20—*Broadcast Financial Management Association* board meeting. Loews Anatole hotel, Dallas.

Feb. 19-21—Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4488.

Feb. 19-21—*Howard University's School of Communications* annual communications conference. Theme: "Leadership and Power Through Communications." Howard campus, Washington. Information: (202) 636-7491.

Feb. 21—*Alpha Epsilon Rho, National Broadcasting Society*, north central regional convention. University of Wisconsin-Platteville, Wis. Information: Jamie Doerge, (608) 342-1180.

Feb. 23-25—Annual *National Association of Broadcasters* state leadership conference, formerly called state association presidents and executive directors conference. J.W. Marriott, Washington. Information: (202) 429-5310.

Feb. 23-25—*Kentucky Broadcasters Association* trip to Washington for NAB's annual state leadership conference (see item above).

Feb. 24—*Broadcast Pioneers* annual Mike Award dinner. Plaza hotel, New York.

Feb. 24-25—*Association of National Advertisers* television and media workshops. Marriott Marquis, New York. Information: (212) 697-5950.

Feb. 24-26—"Sports Issues 1987: Economics, Contracts, Drugs," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

Feb. 25—*National Press Foundation* awards dinner, featuring presentation of fourth annual Sol Taishoff Award to Robert MacNeil and James Lehrer of PBS's *MacNeil/Lehrer NewsHour*. Sheraton Washington hotel, Washington.

Feb. 25-26—*Illinois Broadcasters Association* Washington trip. J.W. Marriott, Washington.

■ **Feb. 26**—"See You on the Radio," seminar on using radio more effectively, sponsored by *Houston Association of Radio Broadcasters*. Luncheon speaker: CBS's Charles Osgood. Westin Galleria, Houston.

Feb. 28-March 2—*Association of Film Commissioners* second annual trade show, "Location Expo '87," to exhibit "location filming advantages that each commission has to offer producers of theatrical feature films, TV movies and mini-series and commercials." Held in conjunction with American Film Market, Feb. 26-March 6. Beverly Hilton, Los Angeles. Information: (213) 275-3400.

March

March 2-3—"First Amendment Values in Space: Freedom of Communications and the New Space Technologies," symposium sponsored by *Catholic University*, Washington, and funded by *Capital Cities Foundation of Capcities/ABC Inc.* CU campus, Washington. Information: (202) 635-5600.

March 2-4—SPACE/STTI convention, sponsored by *Satellite Television Industry Association*. Bally's, Las Vegas. Information: (703) 549-6990.

March 3-4—*Ohio Association of Broadcasters* Ohio Congressional Salute. Hyatt on Capitol Hill, Washington.

March 5—*International Radio and Television Society* annual Gold Medal banquet. Waldorf-Astoria, New York.

March 5—*Television Bureau of Advertising* regional sales training conference. Dutch Americana, Orlando, Fla. Information: (212) 486-1111.

March 5—*UCLA's* fifth biennial communications law symposium. "Following the Footprints: Protecting Film and TV Rights in the World Satellite Marketplace," sponsored by *UCLA School of Law, Communications Law Program*. Beverly Hilton hotel, Los Angeles. Information: (213) 206-0534 or (213) 825-6211.

March 5-8—Athens International Video Festival, sponsored by *Athens Center for Film & Video*. Seigfred Hall, Ohio University, Athens, Ohio. Information: (614) 594-6007.

March 6—Television and ethics conference sponsored by *Emerson College* and *National Academy of Television Arts and Sciences, Boston/New England chapter*. Marriott hotel, Copley Place, Boston. (617) 578-8615.

March 6-8—Sixth annual *Northern California Radio-Television News Directors Association* convention and awards. LeBaron hotel, San Jose, Calif. Information: Darryl Compton, KRON-TV San Francisco. (415) 561-8760.

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

March 10-13—*Audio Engineering Society* convention. Queen Elizabeth II conference center, London. Information: (212) 661-8528.

March 11—*American Women in Radio and Television, Washington chapter*, meeting. "Where Will the Jobs Be in 1997?" National Association of Broadcasters, Washington. Information: Lisa Tate, (202) 628-3544.

March 12-13—*American Advertising Federation* spring government affairs conference. Keynote speaker: Warren Burger, retired chief justice of Supreme Court. Willard hotel, Washington. Information: (202) 898-0089.

March 15—Deadline for entries in 10th annual Hometown USA Video Festival sponsored by *National Federation of Local Cable Programers* and *Fuji Photo Film's magnetic products division*. Awards are made to local origination productions "that address community needs, develop diverse community participation in the production process, challenge the conventional commercial television format and move viewers to look at television in a different way." Information: Julie Omelchuck, NFLCP, 906 Pennsylvania Avenue, S.E., Washington 20003; (202) 544-7272.

March 15-19—Nebraska Videodisk Workshop, sponsored by *Videodisk Design/Production Group of Nebraska ETV Network/University of Nebraska-Lincoln*. UN campus, Lincoln, Neb. Information: (402) 472-3611.

March 16-17—*West Virginia Broadcasters Association* spring meeting. West Virginia Marriott hotel, Charleston, W.Va.

March 17—Presentation of 27th annual International Broadcasting Awards honoring "world's best television and radio commercials, sponsored by *Hollywood Radio and Television Society*. Century Plaza hotel, Los Angeles.

March 17-18—*New York State Broadcasters Association* sixth annual call on Congress. Capitol Hill, Washington.

March 19—*Television Bureau of Advertising* regional sales training conference. Airport Holiday Inn, Portland, Ore. Information: (212) 486-1111.

March 19—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

March 20-22—*Intercollegiate Broadcasting System* national convention. New York Penta hotel, New York. Information: Jeff Tellis, (914) 565-6710; Andy Moore, (803) 782-7413.

March 22-26—*National Computer Graphics Association* Graphics' 87 conference. Philadelphia Civic Center, Philadelphia. Information: (703) 698-9600.

March 24—*American Women in Radio and Television* 12th annual National Commendation Awards luncheon. Waldorf-Astoria, New York.

March 24—*Federal Communications Bar Association* luncheon. Speaker: Tom Brokaw, NBC. Washington Marriott, Washington.

March 24—*Television Bureau of Advertising* regional sales training conference. Meridien, San Francisco. Information: (212) 486-1111.

March 24-26—"How States and Cities Are Coping as Federal Funds Shrink," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

March 25—*Illinois Broadcasters Association* college seminar. Illinois State University, Normal, Ill.

March 25-27—*Virginia Cable Television Association* 21st annual convention. Homestead, Hot Springs, Va.

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

March 25-29—"Television and the New Video Technol-

ogies," sponsored by *Popular Culture Association*. Queen Elizabeth and LeChateau Champlain hotels, Montreal. Information: William Rugg, Oklahoma State University, School of Journalism and Broadcasting, Stillwater, Okla.

March 26—*Television Bureau of Advertising* regional sales training conference. Airport Hilton, Los Angeles. Information: (212) 486-1111.

March 27—*National Association of Black Owned Broadcasters* third annual communications awards dinner. Hyatt Regency hotel, Washington. Information: Lynne Taylor, (202) 463-8970.

March 28-31—*National Association of Broadcasters* 65th annual convention. Dallas Convention Center, Dallas.

March 29-31—*Cabletelevision Advertising Bureau* sixth annual conference. Waldorf-Astoria, New York.

March 30-April 1—Council on Foundations 38th annual conference, including film and video festival. Atlanta. Information: (202) 466-6512.

March 31—*Television Bureau of Advertising* regional sales training conference. Airport Clarion, Denver. Information: (212) 486-1111.

March 31—*Broadcast Pioneers* breakfast. Loews Anatole, Dallas.

April

April 1-5—*Alpha Epsilon Rho, National Broadcasting Society*. 45th annual convention. Clarion hotel, St. Louis.

April 2—*Television Bureau of Advertising* regional sales conference. Airport Hyatt Regency, Chicago.

April 3-4—Cable-Tec Expo, annual show sponsored by *Society of Cable Television Engineers*. Hyatt Orlando hotel, Kissimmee, Fla. Information: (301) 468-3210.

April 7—*Television Bureau of Advertising* regional sales conference. Amfac East, Dallas.

April 7—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

April 8—Ohio State Awards ceremony. National Press Club, Washington. Information: (614) 292-0185.

April 9—*Television Bureau of Advertising* regional sales conference. Marriott North, Columbus, Ohio.

April 10-12—*Oklahoma AP Broadcasters Association* annual convention. Marriott, Tulsa, Okla.

April 14—*Television Bureau of Advertising* regional sales training conference. Sheraton Music City, Nashville.

April 16—*Federal Communications Bar Association* luncheon. Speaker: Supreme Court Justice Antonin Scalia. Washington Marriott, Washington.

April 16—*Television Bureau of Advertising* regional sales training conference. Westin Peachtree Plaza, Atlanta. Information: (212) 486-1111.

April 17—*National Committee on Films for Safety* 45th annual competition of films and videotapes that have as their objective "accident prevention in order to increase safety and health consciousness." Information: Christine Taylor, NCFS, 444 North Michigan Avenue, 28th Floor, Chicago 60611; (312) 527-4800.

April 21—*Television Bureau of Advertising* regional sales training conference. Americana, Albany, N.Y. Information: (212) 486-1111.

April 21—*Scripps Howard Foundation* National Journalism Awards banquet. Cincinnati. Information: (513) 977-3826.

April 21—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

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

April 22-24—*Electromagnetic Energy Policy Alliance* annual meeting and symposium. Westin hotel, Washington.

April 23—*Television Bureau of Advertising* regional sales training conference. Dunfey City Line, Philadelphia. Information: (212) 486-1111.

April 24-26—*Federal Communications Bar Association* annual seminar. Wintergreen resort, Wintergreen, Va.

April 26-29—*Broadcast Financial Management Association* 27th annual meeting. Marriott Copley Place, Boston. Information: (312) 296-0200.

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

April 28—*Illinois Broadcasters Association* membership "phoneathon." Hilton hotel, Springfield, Ill.

April 28—"Religion and Politics in America Today," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

April 29—"How Television Is Transforming Politics," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

April 29-30—*Illinois Broadcasters Association* spring convention and awards banquet. Hilton hotel, Springfield, Ill.

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

May

May 5-6—*Ohio Association of Broadcasters* spring convention. Hotel Sofitel, Toledo.

May 6—*Broadcast Pioneers* George Foster Peabody luncheon. Plaza hotel, New York.

May 8-10—*Texas AP Broadcasters Association* 26th annual convention. Marriott Capitol, Austin, Texas.

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

May 13—*American Women in Radio and Television, Washington chapter*, meeting, "New Advances in Satellite Technology." National Association of Broadcasters, Washington.

May 16-23—Fourth International Festival of Comedy Films, sponsored by *Committee for Culture, Bulgarian Filmmakers Union, Committee for Television and Radio, Bulgarian Cinematography Corp.* and *House of Humor and Satire—Gabrovo*. Gabrovo, Bulgaria.

May 17-20—*National Cable Television Association* annual convention. Theme: "Television Serving America." Las Vegas Convention Center, Las Vegas.

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

May 17-21—Nebraska Videodisk Workshop, sponsored by *Videodisk Design/Production Group of Nebraska ETV Network/University of Nebraska-Lincoln*. UN campus, Lincoln, Neb. Information: (402) 472-3611.

May 21—*Federal Communications Bar Association* luncheon. Speaker: Jack MacAllister, chairman and CEO, US West. Washington Marriott, Washington. Information: Patricia Reilly, (202) 429-7285.

May 21—*Illinois Broadcasters Association* sales seminar. Pere Marquette hotel, Peoria, Ill.

May 21—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

May 25-28—Canadian Satellite User Conference, sponsored by *Telesat Canada*, private commercial corporation which owns and operates Canada's Anik satellites. Theme: "Directions for the Future." Ottawa Congress Center, Ottawa, Canada. Information: (617) 727-0062.

May 26-27—"Gambling in America: Where Are the Lotteries Taking Us?" conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

May 27-30—*International Television Association* international conference. Washington. Information: (214) 869-1112

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

June

June 4-7—*Missouri Broadcasters Association* spring meeting. Rock Lane Lodge, Branson, Mo.

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

June 7-13—Eighth *Banff Television Festival*. Banff, Alberta, Canada. Information: (403) 762-3060.

June 8-10—*NBC-TV* annual promotion executives conference. Peachtree Plaza, Atlanta.

June 9—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

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

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

June 10-14—*Broadcast Promotion & Marketing Executives/Broadcast Designers Association* seminar. Peachtree Plaza, Atlanta. Information: (212) 757-7232.

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

■ **June 15-30**—*American Film Institute* second TV writers' summer workshop. AFI campus, Los Angeles. Information: (213) 856-7743.

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

June 17—*American Women in Radio and Television, Washington chapter*, meeting, "Women as Managers." National Association of Broadcasters, Washington.

June 17-19—*Audio Engineering Society* second regional convention. Tokyo. Information: (212) 661-8528.

June 18—*Federal Communications Bar Association* luncheon. Speaker: FCC Chairman Mark Fowler. Washington Marriott, Washington. Information: Patricia Reilly, (202) 429-7285.

June 18-20—*Maryland/District of Columbia/Delaware Broadcasters Association* annual convention. Sheraton Fontainebleau, Ocean City, Md.

June 18-21—Third annual *NATPE* Production Conference. Opryland hotel, Nashville. Information: (212) 757-7232.

June 18-23—29th American Film & Video Festival, sponsored by *Educational Film Library Association*. Vista International, New York. Information: Sandy Mandelberger, (212) 227-5599.

June 20-22—*Georgia Association of Broadcasters* 53rd annual convention. Peachtree Sheraton conference center, Peachtree City, Ga. Information: (404) 993-2200.

June 23-26—*National Association of Broadcasters* board of directors meeting. NAB headquarters, Washington.

June 23-26—*National Broadcast Editorial Association* annual convention. Seattle Sheraton & Towers, Seattle.

July

July 12-15—*New York State Broadcasters Association's* 26th executive conference. Sagamore Resort hotel, Lake George, N.Y.

July 16-18—*Colorado Broadcasters Association* summer convention. Beaver Run, Breckenridge, Colo.

July 22-24—Cable press tour, in conjunction with *Television Critics Association*. Century Plaza, Los Angeles.

July 25-27—*NBC* press tour, in conjunction with Television Critics Association. Century Plaza, Los Angeles.

July 28—*Television Critics Association* Day, with presentation of TCA awards. Century Plaza, Los Angeles.

July 29-31—*PBS* press tour, in conjunction with Television Critics Association. Sheraton Redondo Beach, Redondo Beach, Calif.

August

Aug. 1-3—*ABC* press tour, in conjunction with Television Critics Association. Sheraton Redondo Beach, Redondo Beach, Calif.

Aug. 4-6—*CBS* press tour, in conjunction with Television Critics Association. Sheraton Redondo Beach, Redondo Beach, Calif.

■ **Aug. 9-11**—*Arkansas Broadcasters Association*

meeting. Royale Vista hotel. Hot Springs, Ark.

Aug. 16-19—*Cable Television Administration and Marketing Society* 14th annual meeting. Fairmont hotel. San Francisco. Information: (202) 371-0800.

Aug. 20-22—*West Virginia Broadcasters Association* 41st annual fall meeting. Greenbrier, White Sulphur Springs, W. Va.

Aug. 30-Sept. 1—Eastern Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta. Information: (404) 252-2454.

September

Sept. 9-12—Radio '87 Management, Programing, Sales and Engineering Convention, sponsored by *National Association of Broadcasters*. Anaheim Convention Center, Anaheim, Calif.

Sept. 16-18—*National Religious Broadcasters* Southeastern chapter meeting. Atlanta. Information: (201) 428-5400 or J. Richard Florence, (305) 737-9762.

Sept. 20-22—*National Religious Broadcasters* Western chapter meeting. Los Angeles Airport Marriott, Los Angeles. Information: (201) 428-5400 or Ray Wilson, (818) 246-2200.

Sept. 24-25—*National Religious Broadcasters* Southcentral chapter meeting. Hyatt Regency, Memphis. Information: (201) 428-5400 or Buck Jones, (901) 725-9512.

Sept. 28-Oct. 2—Video Expo New York, sponsored by *Knowledge Industry Publications*. Jacob K. Javits Convention Center, New York. Information: (914) 328-9157.

Sept. 29-Oct. 1—*Society of Broadcast Engineers* national convention. St. Louis Convention Center, St. Louis.

October

Oct. 5-6—*National Religious Broadcasters* Southwestern chapter meeting. Dallas. Information: (201) 428-5400 or David Payne, (918) 258-1588.

Oct. 5-8—*Electronic Industries Association* 62d annual fall conference. Los Angeles. Information: (202) 457-4980.

Oct. 5-8—HDTV '87 Colloquium, third international conference on new television systems, co-sponsored by *Government of Canada, Department of Communications; Canadian Broadcasting Corp.; National Film Board*, and *Telesat Canada*. Ottawa, Ontario. Information: (613) 224-1741.

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

For the Record

As compiled by BROADCASTING, Dec. 24 through Dec. 30, 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

■ KAAP(AM) Santa Paula, Calif. (1400 khz; 1 kw-U)—Seeks assignment of license from Starbright Broadcasting Corp. to Gold Coast Communications Corp. for $500,000. Seller is owned by William S. Sanders and Claude C. Turner. It also owns colocated KIEZ-FM. Sanders has interest in KHEI(AM) Kihei and KVIB(FM) Makawao, both Hawaii, and KPER(FM) Hobbs, N.M. Buyer is Los Angeles-based group of two AM's and four FM's owned by Jerome P. Maltz. Filed Dec. 17.

■ WTRP(AM) LaGrange, Ga. (620 khz; 1 kw-D)—Seeks assignment of license from Chattahoochie Broadcasting Co. to Thompson Broadcasting Co. for $345,000. Seller is owned by Byron H. Hurst and family, who have no other broadcast interests. Buyer is owned by Larry Thompson and family. It has no other broadcast interests. Filed Dec. 15.

■ KLIZ-AM-FM Brainerd, Minn. (AM: 1380 khz; 5 kw-U; FM: 107.5 mhz; 100 kw; HAAT: 350 ft.)—Seeks assignment of license from Sequell Corp. to CD Broadcasting Corp. for $750,000. Seller is publicly traded, Philadelphia-based manufacturer of orthotics. It is headed by Myles Lerman, chairman, and Robert Fine, president. It also owns KJUS(FM) Lincoln, Neb. Buyer is owned by Christoher Dahl. It also owns KLGR-AM-FM Redwood Falls, Mont. Filed Dec. 22.

■ WUSL-FM Philadelphia (98.9 mhz; 18 kw; HAAT: 830 ft.)—Seeks assignment of license from WFIL Inc. to Tak Communications Inc. for $32 million. Seller is publicly traded, New York-based communications company, which owns five AM's, five FM's and seven TV's and cellular radio operations New York, Los Angeles, Philadelphia, Dallas-Fort Worth and Houston. It is headed by Donald A. Pels, chairman. LIN recently sold three AM's and three FM's to Heritage Communications for $23 million ("Changing Hands," Nov. 10) and KILT-AM-FM Houston ("Changing Hands," Dec. 29), and will have no other radio properties. Buyer is Vienna, Va.-based group of one FM and four TV's principally owned by Sharad K. Tak. It recently purchased three Hawaii TV stations from Shamrock Broadcasting for $50 million ("Changing Hands," Dec. 1). Filed Dec. 17.

■ WPHB(AM) Belton, S.C. (1390 khz; 1 kw-D)—Seeks assignment of license from WPHB Inc. to Robert A. Liverance for assumption of liabilities. Seller has no other broadcast interests. Buyer is former owner of station and has no other broadcast interests. Filed Dec. 15.

■ KIBG(AM) St. Stephens, Wyo. (1550 khz; 2.5 kw-D; 250 w-N)—Seeks assignment of license from Claud M. Pettit and Associates to Wind River Communications Inc. for $14,800. Seller is principally owned by Claud M. Pettit, and has no other broadcast interests. Buyer is owned by Kurt Browell and his wife, Cindy, Scott O'Malley, George Meeks and five others. It also owns KTRZ-FM Riverton, Wyo. Filed Dec. 17.

New Stations

New FM's

■ Trinity, Ala.—Victoria Newman seeks 92.5 mhz; 3 kw; HAAT: 328 ft. Address: 2213 Burningtree Dr., Decatur, Ala. 35603. Principal has no other broadcast interests. Filed Dec. 15.

■ Trinity, Ala.—Morgan Broadcasting Inc. seeks 92.5 mhz; 3 kw; HAAT: 328 ft. Address: 1137 10th Place South, Birmingham, Ala. 35256. Principal is owned by Claude Cleveland and Glen Iris Baptist Church, headed by Jack

LeGrand, which also owns WGIB(FM) Birmingham, Ala. Filed Dec. 15.

■ Trinity, Ala.—R&B Communications Inc. seeks 92.5 mhz; 3 kw; HAAT: 328 ft. Address: 718 Bank St., Decatur, Ala. 35601. Principal is owned by Ronald W. Rose and Joe D. Burns. It also owns WMSL(AM) Decatur, Ala. Filed Dec. 12.

■ Trinity, Ala.—Trinity FM Associates seeks 92.5 mhz; 3 kw; HAAT: 328 ft. Address: 209 Blue Bird Lane, Apt. 1, Decatur, Ala. 35602. Principal is owned by Jenifer Jo Porter and 25 others. Filed Dec. 15.

■ Trinity, Ala.—Moulton Broadcasting Co. seeks 92.5 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 307, Moulton, Ala. 35650. Prinicipal is principally owned by Alton R. Wallace, president, and Billy Hogan. It also owns WHIY(AM) Moulton, Ala. Hogan owns WHOG(AM) Fernandina Beach, Fla., and WDAL(FM) Linden, Ala. Filed Dec. 17.

■ Trinity, Ala.—Beatrice M. Covington seeks 92.5 mhz; 3 kw; HAAT: 328 ft. Address: Alabama A&M U., Hillcrest, Normal, Ala. 35762. Principal has no other broadcast interests. Filed Dec. 15.

■ Trinity, Ala.—John Timms seeks 92.5 mhz; 3 kw; HAAT: 328 ft. Address: 1718 Oak Branch Circle, Macon, Ga. 31211. Principal has no other broadcast interests. Filed Dec. 15.

■ Newberry, Fla.—Robert J. Ardman seeks 100.5 mhz; 3 kw; HAAT: 328 ft. Address: 7729 SW 90th Lane, Gainesville, Fla. 32608. Principal has no other attributable interests. Filed Dec. 17.

■ Newberry, Fla.—Bama Broadcasting Co. seeks 100.5 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 1000, Bushnell, Fla. 33513. Principal is owned by Roberta Roe Johnson, who has no other broadcast interests. Filed Dec. 17.

■ Newberry, Fla.—Scott Miller, Marvin H. Halberstam and Donald E. Rice seek 100.5 mhz; 3 kw; HAAT: 328 ft. Address: Rte. 1, Box 1091, 32669. Principals have no other broadcast interests. Filed Dec. 15.

■ Newberry, Fla.—Ridden Partnership seeks 100.5 mhz; 3 kw; HAAT: 328 ft. Address: 340 Cognewaugh Rd., Cos Cob, Conn. 06807. Principal is owned by Vincent T. Ridikas and Leo Denslow. It has no other broadcast interests. Filed Dec. 17.

■ Newberry, Fla.—Newberry Broadcasting Corp. seeks 100.5 mhz; 3 kw; HAAT: 328 ft. Address: 12210 N.W. 52nd Terrace, Gainesville, Fla. 32605. Principal is owned by Cornelia O. Stern, who has no other broadcast interests. Filed Dec. 17.

■ Goodlettsville, Tenn.—John L. Sinclair seeks 97.1 mhz; 28 kw; HAAT: 201 m. Address: 21 Twin Oaks, Crawfordsville, Ind., 47933. Principal owns WNIS(AM) Portsmouth, and WZZR(FM) Mechanicsville, both Virginia, and cable systems in Hendricks county and Pittsboro, both Indiana, and West Yellowstone, Mont. Filed Dec. 17.

■ Goodlettsville, Tenn.—Richard S. Francis seeks 97.1 mhz; 50 kw; HAAT: 1,043 ft. Address: 1450 Elm Hill Pike, Nashville, Tenn. 37210. Principal has no other broadcast interests. Filed Dec. 17.

■ Goodlettsville, Tenn.—Young Broadcasting Inc. seeks 97.1 mhz; 50 kw; HAAT: 492 ft. Address: 4251 Sidco Dr., Nashville, Tenn. 37204. Principal is owned by H.C. Young, who has no other broadcast interests. Filed Dec. 17.

■ Hondo, Tex.—Radio Medina Inc. seeks 98.5 mhz; 3 kw; HAAT: 300 ft. Address: 1605 Ave. K, Box 447, 78861. Principal is owned by W.E. Berger, who also owns co-located KRME(AM) Hondo. Filed Dec. 15.

■ Hondo, Tex.—Hondo Radio Associates seeks 98.5 mhz; 3 kw; HAAT: 300 ft. Address: P.O. Box 114, 78861. Principal is owned by Jesus S. Dominguez and Sue S. Lee. It has no other broadcast interests. Filed Dec. 15.

■ Hondo, Tex.—DLB Broadcasting Partnership seeks 98.5 mhz; 3 kw; HAAT: 300 ft. Address: 302 North Wilson, Vinita, Okla. 74301. Principal is owned by David L. Boyd, his mother, Leona, and William E. Davis. It has no other broadcast interests. Filed Dec. 15.

New TV's

■ Kansas City, Mo.—Mack D. Blair seeks ch. 32; 5.000 kw vis, 500 kw aur.; HAAT: 643 ft. Address: P.O. Box 690851, San Antonio, Tex. 78249. Principal has no other broadcast interests. Filed Dec. 15.

■ Kansas City, Mo.—T.V. 32 Inc. seeks ch. 32; 5.000 kw vis, 500 kw aur.; HAAT: 780 ft. Address: 4330 Shawnee Mission Pky., Fairway, Kans. 66205. Principal is owned by Robert B. Liepold and Thomas B. Jones. It has no other broadcast interests. Filed Dec. 16.

■ Kansas City, Mo.—Clarence Alfred Moore seeks ch. 32; 5.000 kw vis, 500 kw aur.; HAAT: 878 ft. Address: 7431 E. 89th Terrace, Kansas City, Mo. 64138. Principal has no other broadcast interests. Filed Dec. 16.

■ Kansas City, Mo.—Kansas City Skywave seeks ch. 32; 5.000 kw vis, 1000 kw aur.; HAAT: 1,277 ft. Address: 2520 Grand Ave., 710, Kansas City, Mo. 64108. Principal is owned by Brenda Williams and Linda G. Cooper. It has no other broadcast interests. Filed Dec. 16.

■ Kansas City, Mo.—Victory Media Inc. seeks ch. 32; 5.000 kw vis, 500 kw aur.; HAAT: 1,543 ft. Address: 117200 Glen Arbor Terrace, Kansas City, Mo. 64114. Principal is owned by Dr. Sam J. Walters. Filed Dec. 16.

■ Kansas City, Mo.—Hart and Davis Broadcasting seeks ch. 32; 5.000 kw vis, 500 kw aur.; HAAT: 1,500 ft. Address: 15 W. 99th St., Kansas City, Mo. 64114. Principal is owned by Joan C. Davis, Jim Hart and Lee D. Andrews. It has no other broadcast interests. Filed Dec. 16.

■ Kansas City, Mo.—Mark D. Wodlinger seeks ch. 32; 5.000 kw vis, 500 kw aur.; HAAT: 643 ft. Address: 6439 Wenongo Rd., Mission Hills, Kans. 66201. Principal owns KCLO(AM)-KZZC(FM) Leavenworth, Kans., and WIXI-(AM) Naples, Fla. Filed Dec. 16.

■ Kansas City, Mo.—Vernice Boozer seeks ch. 32; 5.000 kw vis, 500 kw aur.; HAAT: 1,099 ft. Address: 505 Cabin Branch Rd., Capitol Heights, Md. 20743. Principal owns new TV in Roswell, N.M. Filed Dec. 16.

■ Kansas City, Mo.—Mid-Continent Communications Inc. seeks ch. 32; 5.000 kw vis, 500 kw aur.; HAAT: 1,055.4 ft. Address: 4604 East 51st St., 64130. Principal is owned by Robert R. Wheeler, Everett P. O'Neal and Herman A. Johnson. It has no other broadcast interests. Filed Dec. 16.

■ Kansas City, Mo.—Overview Communications Ltd. seeks ch. 32; 5.000 kw vis, 500 kw aur.; HAAT: 1,099 ft. Address: 224 Clearview Rd., Knoxville, Tenn. 37922. Principal is owned by Chuck Hibbs, who has no other broadcast interests. Filed Dec. 16.

■ Kansas City, Mo.—MBG Broadcasting Co. seeks ch. 32; 5.000 kw vis, 500 kw aur.; HAAT: 993 ft. Address: 12611 W. 76th St., Lenexa, Kans. 66216. Principal is principally owned by Larry J. Slavens. It has no other broadcast interests. Filed Dec. 16.

Facilities Changes

Applications

AM

Tendered

■ WPLP (570 khz) Pinellas Park, Fla.—Seeks CP to change city of license to Tampa. Filed Dec. 24.

FM's

■ KIKX (95.9 mhz) El Dorado, Ark.—Seeks CP to change TL; change ERP to 900 w; change HAAT to 550 ft. and make changes in ant. sys. Filed Dec. 24.

■ KMJM (107.7 mhz) St. Louis—Seeks mod. of CP to change TL. Filed Dec. 30.

■ WCYT (96.7 mhz) Rochester, Minn.—Seeks CP to change HAAT to 328 ft. Filed Dec. 30.

■ KDUK (104.7 mhz) Florence, Ore.—Seeks CP to change TL; change ERP to 83.2 kw and change HAAT to 2,104 ft. Filed Dec. 30.

■ WRKZ (106.7 mhz) Hershey, Pa.—Seeks CP to change ERP to 11.2 kw and change HAAT to 928 ft. Filed Dec. 30.

Accepted

FM's

■ KAWA (105.9 mhz) Kingman, Ariz.—Seeks mod. of CP to change TL; change ERP to 24.5 kw and change HAAT to 3,059.2 ft. Filed Dec. 24.

■ KVRE-FM (101.7 mhz) Santa Rosa, Calif.—Seeks CP to change TL; change ERP to 260 w and change HAAT to 1,115.2 ft. Filed Dec. 24.

■ KSDO-FM (102.9 mhz) San Diego—Seeks CP to change TL; change ERP to 10.4 kw and change HAAT to 1,074 ft. Filed Dec. 24.

■ KGB-FM San Diego—Seeks mod. of CP to change TL; change ERP 7.4 kw and change HAAT to 1,074 ft. Filed Dec. 24.

■ WOKD (98.3 mhz) Arcadia, Fla.—Seeks CP to change ERP to 2 kw. Filed Dec. 24.

■ WJYO (107.7 mhz) Mount Dora, Fla.—Seeks mod. of CP to change HAAT to 1,584.2 ft.

■ WQCW (102.5 mhz) Waycross, Ga.—Seeks CP to

FIRST BANKS IS TUNED IN TO INDEPENDENT TELEVISION.

Act III Broadcasting
OF GREENSBORO, INC.

$10,000,000

$6,000,000 SENIOR NOTES
$2,000,000 SUBORDINATED SENIOR NOTES
$2,000,000 JUNIOR SUBORDINATED NOTES WITH WARRANTS

Acquisition financing for
WNRW-TV 45, Greensboro, NC

Lead, Agent, and Merchant Bank

First Bank Minneapolis

HR Broadcasting Corporation, Inc.
Hollywood, CA

$7,500,000

SENIOR NOTES

Acquisition financing for
WCGV-TV 24, Milwaukee, WI
WTTO-TV 21, Birmingham, AL

In participation with **Union Bank**, Agent

First Bank Minneapolis

United Television, Inc.
Beverly Hills, CA

$75,000,000

$25,000,000 REVOLVING CREDIT AND TERM LOAN AGREEMENT
$50,000,000 REVOLVING CREDIT AGREEMENT

Agented by

First Bank Minneapolis

BHC, Incorporated
New York, NY

$19,200,000

REVOLVING CREDIT FACILITY

In participation with
Philadelphia National Bank, Agent

First Bank Minneapolis

■ We are one of the largest and most successful "super-regionals," with assets in excess of $27 billion. ■ Our clients include some of the most successful independent television operators in the country. ■ Our team of industry experts and financial engineers understands the future of independent television and is committed to working with you to meet your financial needs. ■ **We'd like to talk to you during the INTV Show. Call Tom Patterson or Bernard Weiss at the Century Plaza.**

First Banks
Members First Bank System

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change TL; change HAAT to 979 ft. Filed Dec. 24.

■ KHAK-FM Cedar Rapids, Iowa—Seeks CP to change TL; change HAAT to 1,180.8 ft. and make changes in ant. sys. Filed Dec. 24.

■ WHSY-FM (104.5 mhz) Hattiesburg, Miss.—Seeks CP to change HAAT to 984 ft. and make changes in ant. sys. Filed Dec. 29.

■ WMDC-FM (100.9 mhz) Hazelhurst, Miss.—Seeks CP to change HAAT to 285 ft. and make changes in ant. sys. Filed Dec. 29.

■ KBOM (107.1 mhz) Los Alamos, N.M.—Seeks mod. of CP to change ERP to 3 kw.

■ WPCX (106.9 mhz) Auburnoanoke Rapids, N.C.—Seeks MP to change ERP vis. to 1,470 kw and change HAAT to 1,206 ft. Filed Dec. 24.

Actions

AM

■ WBZY (1200 khz) New Castle, Pa.—Granted app. to change hours of service to unlimited by adding nightime service with 2.5 kw; increase day power to 10 kw; install DA-N, change freq. to 1400 khz and make changes in ant. sys. Action Dec. 12.

FM's

■ KTCS-FM (99.9 mhz) Fort Smith, Ark.—Granted app. to change TL. Action Dec. 18.

■ KUBB (96.3 mhz) Mariposa, Calif.—Granted app. to change HAAT to 2,112 ft. make changes in ant. sys. Action Dec. 17.

■ KRBQ (102.7 mhz) Red Bluff, Calif.—Returned app. to change TL; change ERP to 3.24 kw and change HAAT to 1,745.7 ft. Action Dec. 22.

■ WFBQ (94.7 mhz) Indianapolis—Returned app. to change TL; change ERP to 47 kw and change HAAT to 891.5 ft. Action Dec. 22.

■ WSPY (107.1 mhz) Plano, Ill.—Granted app. to make changes in ant. sys. Action Dec. 18.

■ WKYW (104.9 mhz) Frankfort, Ky.—Granted app. to make changes in ant. sys. Action Dec. 18.

■ WMBN-FM (96.3 mhz) Petoskey, Mich.—Granted app. to change TL; change HAAT to 980.7 ft. and make changes in ant. sys. Action Dec. 18.

■ KCLU-FM (94.3 mhz) Rolla, Mo.—Granted app. to change HAAT to 114 ft. Action Dec. 18.

■ *KCLC (89.1 mhz) St. Charles, Mo.—Granted app. to change ERP to 25.5 kw and change HAAT to 219.8 ft. Action Dec. 22.

■ WTGY (94.3 mhz) Cortland, N.Y.—Dismissed app. to change ERP to 3 kw and change HAAT to 328 ft. Action Dec. 16.

■ *WCWT-FM (91.9 mhz) Centerville, Ohio—Granted app. to change TL; change freq. to 101.5 mhz and change HAAT to 193.5 ft. and make changes in ant. sys. Action Dec. 18.

■ WZWW (95.3 mhz) Bellefonte, Pa.—Granted app. to change SL. Action Dec. 16.

■ WSAJ-FM (89.9 mhz) Grove City, Pa.—Granted app. to change freq. to 89.5 mhz; change ERP to 156 w and change HAAT to 125 ft. Action Dec. 18.

■ WMSR-FM Manchester, Tenn.—Granted app. to change TL; change ERP to 100 kw and change HAAT to 1,138 ft.

■ WJLC-FM (97.5 mhz) South Boston, Va.—Returned app. to change TL; change ERP to 100 kw and change HAAT to 980.7 ft. Action Dec. 22.

TV's

■ WQQB (ch. 40) Bowling Green, Ky.—Granted app. to change SL. Action Dec. 17.

■ KREB-TV Las Vegas—Granted app. to change ERP vis. to 2.880 kw. ERP aur. to 288 kw; change HAAT to 2,001 ft. and make changes in ant. sys. Action Dec. 22.

■ WNJU (ch. 47) Linden, N.J.—Granted app. to make changes in ant. sys. Action Dec. 19.

■ KVRR (ch. 15) Fargo, N.D.—Granted app. to change ERP vis. to 27.99 kw, aur. 2.8 kw. Action Dec. 16.

■ WPTO (ch. 14) Oxford, Ohio—Granted app. to make changes in ant. sys. Action Dec. 17.

■ WUJA (ch. 58) Caguas, P.R.—Granted app. to change SL. Action Dec. 17.

■ WEKU (ch. 32) Aguadilla, P.R.—Granted app. to change SL. Action Dec. 17.

■ KTTW (ch. 17) Sioux Falls, S.D.—Granted app. to change ERP vis. to 20.56 kw, aur. 2.05 kw; change TL and change HAAT to 208.6 ft. Action Dec. 16.

Summary of broadcasting as of October 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,856	170	5,026
Commercial FM	3,936	418	4,354
Educational FM	1,254	173	1,427
Total Radio	10,046	761	10,807
FM translators	1,115	766	1,881
Commercial VHF TV	547	23	570
Commercial UHF TV	435	222	657
Educational VHF TV	111	3	114
Educational UHF TV	192	25	217
Total TV	1,285	273	1,558
VHF LPTV	255	74	329
UHF LPTV	180	136	316
Total LPTV	435	210	645
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

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Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General manager, KFUO-AM (daylight Religious) and KFUO-FM (full power commercial classical) in St. Louis, MO. Stations are owned and operated by the Lutheran Church-Missouri Synod. Send resume to: Mr. William Barge, Lutheran Church Missouri Synod, 1333 South Kirkwood Road, St. Louis, MO 63122.

Sales oriented general manager: Upper New York state. Turnaround situation. Experienced. Excellent opportunity. Partnership possibility. Send resume Box P-4.

President, National Federation of Community Broadcasters, Washington, DC. Serves as the chief executive officer, providing leadership and direction. Must be familiar with public radio policy issues. Experience in long range planning, in managing a budget in excess of $250,000, and supervising a professional level staff. Demonstrated experience in raising funds. Ability to address and promote the concerns of minorities and women in all aspects of organizational activities. Send letter and resume to President Job Search, NFCB, 1314 14th Street, NW Washington, DC 20005. Application deadline February 1. AA/EOE.

WNYQ (FM) seeks N.Y. capital district pros for GM, SM. The person we bring in as partner will be a proven leader with integrity, a solid reputation in the market, the spirit of an entrepreneur, and the ability to work a start-up plan. An exciting opportunity. Confidentiality assured. Write: Dennis Jackson, Box 1490, Greenwich, CT 06836-1490. EEO, M/F.

General manager. Initiate Public Radio Station. Experience in fundraising, grantsmanship, working with CPB, NPR, FCC. Salary commensurate with qualifications. Application deadline: February 15 or until filled. Send resume, three confidential recommendations, official transcripts: William R. Rambin, Department of Communication Arts, Northeast Louisiana University, Monroe, LA 71209-0320 EOE/AA.

HELP WANTED SALES

Local sales manager: AM/ FM combo, top-rated, in northeast New York region. Top 50 market, AC/ AOR format. Previous management experience necessary. Aggressive, creative, with proven successful track record. Excellent training and hiring skills needed. Position open mid-first quarter, 1987. Send resume and salary history to: Box M-103. EOE.

Sales manager: Network of three overseas religious format stations is looking for a professional commercial sales manager to promote spot sales. Send resume to: Atlantic Beacon, 897 Hinckley Rd., Burlingame, CA 94010.

Sales star wanted. You'll report directly to the owner. Excellent compensation program as benefits a star salesperson. You must be superb at radio sales. Good list. Career opportunity. Midwest AM/FM. EOE. Resume to Box M-113.

California: Highly successful AM/FM combo, medium market, has sales openings for seasoned professional. Established active list, guaranteed salary, plus commissions, car allowance, bounuses and other company benefits. Send picture and resume to KGEO/KGFM, Box 260, Bakersfield, CA 93302. EOE.

Account executive for contemporary in Indianapolis. Minimum two years experience in agency/direct selling. Resume and cover letter to: Chuck Cunningham WEAG/EAGLE 93, 9292 N. Meridian, Indianapolis, IN 46260. EOE.

Wanted: Sales pro desiring to grow with newer regional country/farm FM moving up! Philosophy and resume' now to: Michael O'Connor, GSM, KZ-100, Box 100, Central City, NE 68826. EOE/MF.

Account executive: Markets only all-live country station seeks highly motivated person to service existing accounts and develop new ones. Are you success oriented? Want to make more money? Tell us why. Grow in one of the country's finest areas. Salary, commission, profit sharing. Sell us first letter. Box P-7.

Sales manager. WORQ 102 FM southeastern Connecticut is still looking for the right person. Lost two finalists to other employment opportunities. Curent manager to assume new responsibilities after pregnancy leave, starting March 1st. Need new manager to oversee strong local sales department and service established account list. Radio experience required; management background preferred. Great opportunity at successful "classical hits" station in healthy marketplace. Future growth potential. Send letter and resume to Karen A. Quinn, VP/Sales, WORQ, P.O. Box 97, Mystic, CT 06355. EOE.

Account executive - Jersey Shore's leading radio station seeks experienced account executive for radio sales position. Self-starter with desire to develop new and existing accounts. We offer generous salary, commission, and benefits package. Send resume to Paula Rowland, Asbury Park Press, 3601 Highway #66, Neptune, NJ 07754.

California....KFIG AM/FM is currently seeking a professional, highly motivated salesperson with experience in direct and agency sales. Draw against commission plus outstanding benefits. Contact Wayne Scholle, Box 4265, Fresno, CA 93744 209—268-8801 EOE M/F.

Top New Jersey FM seeking enthusiastic, goal oriented salespeople. Send resume: Sales Manager, P.O. Box 580, Long Branch, NJ 07740.

Regional sales managers. Growing marketing organization seeking experienced radio broadcast equipment sales person with ability to sell and manage regional rep. network. Salary, commission & expenses. Send resume to: CSI - Marketing, P.O. Box 6135, Lakeland, FL 33807-6135.

Results oriented general sales manager wanted for medium market. Minimum 5 years sales, 2 years management required. Resume and references to Rainbow Broadcasting 8767 E. Girard, Denver, CO 80231. EEOC.

Calif. group owned CHR assemblying the best sales team in California. If you're aggressive and motivated with the desire to be one of the best paid salespersons living in one of California's finest cities, please submit resume, documented salary history and your availability for an interview to: Managing General Partner, Commonwealth Broadcasting, 2550 Fifth Ave., 11th Floor, San Diego, CA 92103. EOE/MF.

Account executive. Southwestern Okalahoma AM/FM combo. Good returns for aggressive salesperson. Experience desired. Call Carolyn Riffel 405—247—6682.

Account executive: Experienced, dynamic, aggressive radio advertising person for number one FM/AM station in prestigious southern California resort market. EOE. Send resume to Mell Hill, KDES/KKAM, P.O. Box 2000, Palm Springs, CA 92263.

Sales manager: Medium market Spanish language station in southern California is looking for highly motivated, energetic sales manager with proven track record. Minimum two years of broadcast experience required. Excellent compensation and benefit package available for right individual. Call B.J. Young 805—488-0901.

HELP WANTED ANNOUNCERS

Telephone talk. Major market station wants personality with provocative, humorous, imaginative telephone finesse. Send resume. EOE. Box M-99.

Morning personality. Our CMA personality of the year is off to bigger and better thirfgs. Can you replace him? Mature, team oriented air personality wanted to join an established news, sports, weather and traffic morning group. Modern country music melds it all together into a show the community has rated #1. WE need a community oriented personality who can keep it #1. To start being our host: Tapes and resume to: Ron Bailey or Buster Pollard, P.O. Box 547, Huntsville, AL 35804. Phone: 205—534-3521.

Announcer: Morning host/operator, principally classical music. Requires: excellent communication skills; attractive on-air style; ability to weave diverse materials together; proficiency with studio equipment; minimum two years' experience programing and announcing classical music; appreciation for other musical forms and public broadcasting. Familiarity with field recording desirable. BA preferred. Salary and benefits competitive. Twin Cities market AM/FM. Resume and non-returnable audition tape to: Personnel Director; St. Olaf College; Northfield, MN 55057. EOE.

HELP WANTED TECHNICAL

Chief engineer: Number 2 man for progressive radio broadcast facility wanted for Phoenix market. Must have knowledge of directional antenna, high power FM, and general electronics and troubleshooting. Will be on call. If interested, contact Robert Reymont, 602—964-4000, days. An EOE employer, a service of Nationwide Communications Inc.

Solid engineer over 25 years all phases of radio. Reply Box 2712, Decatur, IL 62526.

Northeast group operator looking for hands on chief engineer. Must have knowledge of AM directionals, studio construction and maintenance. Must be willing to work. Resume to: Director Engineering, PO Box 482, Newburgh, NY 12550.

HELP WANTED NEWS

News director: to establish and oversee the news department in a new public radio station. Masters degree, or Bachelors and two years experience required. Successful candidate will have studio and remote production skills, and professional on-air voice and delivery. Salary: negotiable to $20,000 with attractive university benefits. Letter, resume, and cassette audition with newscast and two produced features demonstrating production skills to Ed Subkis, WSFP-FM, University of South Florida, Fort Myers, FL 33907. 813-489-9580. Deadline: January 30, 1987.

Afternoon newsperson needed for AM/FM on NH/VT border. Prefer New England/NY resident or someone familiar with region. T&R to: John Palmer, WNHV/WKXE, Box 910, White River Junction, VT 05001.

News producer/announcer. Duties include: producing and anchoring local segments of early morning news magazine program. Co-anchoring and hosting daily, issue oriented phone-in program. News and feature assignments. Requires B.A. in telecommunications, journalism or related field or equivalent experience; 3 years progressively responsible experience in broadcasting news writing, editing, announcing, reporting, interviewing, audio production. Salary $21,252 minimum with university benefits. Application deadline January 15, 1987. Send resume, cassette audition tape (5 minute newscast and other production examples) and writing samples to Curt Gilleo, News Director, WKAR Radio, 283 Communication Arts Bldg., Michigan State University, East Lansing, MI 48824. MSU is an AA/EOE employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Two announcer/producer positions: News (#172) and music (#173) for public station KRWG Radio. News host Morning Edition (M-F, 5-9 am) and reports. Music host classical program and does traffic. Both require 1 year experience and 2 years of education but BA degree in broadcasting or journalism preferred. Both require knowledge and skill in announcing, production, scriptwriting, FCC rules. FCC permit required. Send resume, 3 references, cover letter with position number and 5 minute audition tape to: Personnel Office, NMSU, Box 5273, Las Cruces, NM 88003. Annual salary is $11, 466 plus fringe benefits. Deadline January 30, 1987. NMSU/KRWG Radio is an equal opportunity employer. Women and minorities are encouraged to apply.

SITUATIONS WANTED MANAGEMENT

Ever wish you had another you, someone with your ambition and ability who could team up with you to make things happen? Entrepreneurial broadcaster looking for that same kind of person is ready to meet you. Call me at 915—366-7202.

26 year selling GM (majors) wants to fight S/M market competition instead of freeways for mutually prosperous, happy new year! Box P-2.

General manager: tough competitor. 19 years in management producing winners. Sales oriented, leadership oriented, people oriented, strong promotions oriented, effective management skills oriented. If you want an oriented winner, write Box P-8.

SITUATIONS WANTED SALES

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SITUATIONS WANTED ANNOUNCERS

Experienced broadcaster seeks change. Strong pipes Mature, articulate delivery Enthusiastic PBP. John, 319-326-1158

Experienced, intelligent, creative (currently working) announcer seeking bigger market. All shifts and locations considered Call Andy, 718-979-3171.

SITUATIONS WANTED TECHNICAL

Looking for chief engineer position at a medium or major market radio station(s) have experience with high powered (50 kW/100 kW) major market combo station Worked closely with standards with references to prove it Robert King telephone: 503—222-7440.

Engineer. 7yrs experience AM/FM Licensed and certified. Tim Low, 65 Cod St., Eureka, CA 95501/ 707—444-3675.

See "Innovator" ad under situations wanted, programing.

SITUATIONS WANTED NEWS

Meteorologist, fifteen years nationwide forecasting, complete weather forecasting tools, from nationwide radar observations to local weather warnings for your listening area Quality forecasts, for a low monthly cost. Call Tim Root, 619—549-8008.

Looking to break into radio news. Some non-commercial experience. Tape, including "street interviews", resume, writing samples. Robert Brown - work number - 212—867-7020.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

Innovator with a successful track record in building large audiences with a phenomenal formula is accepting on a per assignment basis a selected number of stations in 1987 who would like to become market leaders. High-tech wizardry is also my expertise from complete station construction to competitive station troubleshooting! Call Bill Elliott 203-481-8120.

Your news/talk or full service AM not going anywhere? ND a purist with no sense of audience? PD opts for talk that offends, turning away the literate? Programing components don't mesh? Time to bring in a professional who knows how to echo the community, with product that informs, entertains, geared to bring in new listeners. 901—794-4695.

MISCELLANEOUS

WNYC Department of General Services - request for proposals. The city of New York, licensee of WNYC-FM operating on a frequency of 93.9 mHz from the World Trade Center in New York City, invites proposals to lease a subcarrier of WNYC-FM. Details of submission requirements and evaluation criteria are set forth in a request for proposals obtainable by writing to WNYC-FM, Manager of Leased Time Department, One Centre Street, NY 10007, or calling 212—669-7738. Application deadline February 2, 1987.

TELEVISION

HELP WANTED MANAGEMENT

Promotion-advertising director. Creativity and knowledge in all aspects of on-air TV radio, print, billboards, media placement, sales promotion required at this Gilmore owned, CBS affiliate If you're aggressive, idea-oriented and can execute, the job's yours at a top-50 market salary. Send printed, writing and tape samples to Ernest Madden, SVP/General Manager, WEHT-TV, P.O. Box 25, Evansville, IN 47701. EOE, M/F.

Development director needed for a public television and radio combo near LA with expanded signal coverage throughout southern California. This is a new position at the stations and the person selected will set up the development effort for both stations. You must have considerable experience in marketing, fund-raising or sales, preferably at a public television and or radio station, plus a BA in business administration, broadcast management, marketing, advertising or a closely related field. Salary range $23,844 to $26,280 depending upon experience. Excellent family benefits package. Letter and resume postmarked by 1 16/87 to Winston Carl, Personnel Officer, KVCR-TV/FM, San Bernardino Community College District, 633 N "E" St., San Bernardino, CA 92410. AA/EOE.

National sales manager. WHNS-TV21, #1 independent in the Carolinas, seeks national sales manager for Greenville-Asheville-Spartanburg market Qualified applicants must have proven national rep. or NSM experience. Send resume and sales philosophy to Doris Friend, Personnel Manager, 521 College St., Asheville, NC 28801. EOE, M/F.

Advertising/promotion manager. 58th ADI CBS affiliate Flint-Saginaw-Bay City seeks promotion-minded, creative, well-organized individual to manage all station promotions, advertising, and PSA's Candidate should have prior TV production experience. Apply to Michael J. Fiorile, VP and General Manager, WEYI-TV 25, P.O. Box 250, Clio, MI 48420. EOE.

Television account executive. Flint-Saginaw-Bay City CBS affiliate looking for top-notch broadcast A/E. Excellent opportunity with room for advancement for highly-motivated individual. Experience preferred. Send resume to Pam Piper, Local Sales Manager, P.O. Box 250, Clio, MI 48420 WEYI-TV is a Television Station Partner's station. Equal opportunity employer

National sales manager: KENS-TV, San Antonio's leading television station has an opening for a national sales manager. Qualifications should include at least two years rep experience or national sales manager's experience. In addition, local sales experience is preferred but not required. Send a complete resume with references to David Sankovich, General Sales Manager, KENS-TV, P.O Box TV 5, San Antonio, TX 78229. No calls, please. Applications must be received by January 23, 1987. KENS-TV is a division of Harte Hanks Broadcasting, and an equal opportunity employer.

General manager—Virginia public television station. Reports to executive vice president and responsible for all phases of day to day operation of main station and two satellites. Experience in related field essential. Send resume and salary requirements to Search Committee-Blue Ridge Public Television, P.O. Box 13246, Roanoke, VA 24032 We are an equal opportunity employer.

Business manager: KRIV-TV, Fox Television, Houston, Texas, is looking for a business manager with 3-5 years broadcast financial experience. CPA or MBA preferred. Extensive supervisory and managerial experience required. Send resume and salary requirements to KRIV-TV, 3935 Westheimer Rd., Houston, TX 77027, Attn: Business Manager EOE.

HELP WANTED SALES

Sales executive. Major MSO seeks enthusiastic and energetic individual to handle start-up cable ad sales operation in SW system. Experience and knowledge of broadcast sales desirable. Salary and excellent benefits. Send resume and salary requirements to. Larry Proffitt, Director of Advertising Sales, Multimedia Cablevision, Inc., Box 3027, Wichita, KS 67201.

Local sales manager wanted for up-and-coming local independent television station Experience required, must be leader and able to bring enthusiasm to sales force. EOE. Box P-5.

Account executive. Group owned CBS affiliate in one of the Northwest's most beautiful capitol cities is looking for an experienced seller to handle a number one list The right person will exceed 40K. Aggressive management to back you and watch you grow. Only those looking to exceed goals and enjoy life need apply. Contact Tony Schmidt, LSM at 208—336-5222.

Retail development manager: KENS-TV, San Antonio's leading television station has a terrific opportunity for a retail development manager. Qualifications should include at least two years experience with major retailer and a thorough knowledge of co-op and vendor support programs. Send a complete resume with references to David Sankovich, General Sales Manager, KENS-TV, P.O. Box TV5, San Antonio, TX 87299 No calls, please Applications must be received by January 23, 1987. KENS-TV is a division of Harte-Hanks Broadcasting and an equal opportunity employer.

Account executive: Northeast CBS affiliate is looking for the right individual to take over established local list. Person considered must be aggressive, personable, professional and have a strong broadcast sales background. Attractive compensation package for qualified individual. Send resume and salary history to Box P-3. EOE.

Local sales manager: NBC affiliate in quality market seeks an innovative, dedicated, aggressive professional possessing excellent motivational and training skills Respond to GSM, WCIV-TV, Box 10866, Charleston, SC 29411. EOE.

HELP WANTED TECHNICAL

Engineer position open immediately at Christian satellite network in Dallas. Maintenance & operation required. Must be people oriented with minimum 5 years experience. HL-79E, Triax, Ampex one-inch, Betacam, TVRO Call John Grable 214—387-4475.

Maintenance engineer with 2-3 years of solid television maintenance and transmitter experience wanted for UHF station in the New York market. Send resume to Box M-107.

Tape maintenance engineer needed immediately to work in major market Mid-Atlantic television station. Those with 3-5 years experience and schooling on TCR100's, need apply. Send resume to Box M-92. EOE.

Director of engineering: Major group broadcasting is seeking a director of engineering for its corporate staff. Position will involve assisting station chief engineers in special projects, capital expenditures and long range planning. Experience as a chief engineer at a television station preferred. If you are currently looking for a new challenge this could be the job for you. Send resume, with complete salary history, to Box P-6.

TV maintenance engineer: Immediate opening for qualified maintenance engineer. Studio and transmitter experience desirable. New stereo facility with Sony betacart, Sony 1 inch, Bosch Telecine, S.A. satellite equipment, and RCA UHF transmitter. Send resume to: Tom Foy, KUTP-TV, 4630 S. 33rd St., Phoenix, AZ 85040, 602—268-4500. EOE.

Maintenance engineer: Georgia public television, a nine-station statewide network, located in Atlanta, Georgia, has one immediate vacancy due to expansion. Incumbent will maintain all electronic and mechanical equipment used in production, transmission and reception of television programs. Orders parts as needed and maintains a large inventory of spare parts. Travels with regional remote production vehicle. Incumbent must have completed technical school in electronics, or completed four college courses in electronics or possess an FCC General Radio Telephone Operators license. Additionally, incumbent must have a minimum of four years experience in the maintenance and repair of a variety of studio and remote television equipment. Equipment to be maintained includes: BVH 2000 Sony VTR's, Ikegami 357 color cameras, CMX 3400 editor, a 6 camera and 4 VTR remote truck, state-of-the-art engineering equipment, Aurora computer graphics and 1680 Grass Valley switchers. Must have the ability to troubleshoot state-of-the-art equipment to the component level. Factory authorized training provided. Salary competitive. Excellent fringe benefits. To apply, contact Linda Hall at 404—656-7006 by January 23, 1987 to request an application for Principal Engineer (maintenance engineer). Completed applications must be postmarked no later than January 30, 1987. AA/EOE.

Television engineer III for public TV station reposted. Requires two years of technical training or ASET degree, plus five years of progressively responsible experience in broadcast TV equipment installation, operation, maintenance; or any equivalent combination of education and experience; FCC Restricted Radio-Telephone permit. Will perform planning and supervisory duties in installation and maintenance of all types of TV studio and transmission equipment; will operate, maintain and repair equipment; train and direct subordinates in operation and maintenance; make recommendations for purchase and procedures. Salary $20,333 minimum (Grade 20) plus benefits. Send resume, names of three professional references to John Ramp, KRWG-TV, Box TV22, Las Cruces, NM 88003. Deadline is January 5, 1987 or until filled. New Mexico State University is an EO/AA employer.

HELP WANTED NEWS

South Pacific: Immediate opening for bureau chief at sister station on Saipan. Daily newscast plus daily feed to main station. Self-starter covering America's newest territory in strategic Pacific Basin. No beginners. Call John Morvant, Guam Cable TV, 671—477-9484. Tape/resume 530 W. O'Brien Dr., Agana, Guam, 96910.

News producer: Experienced news writer, organized and visually conscious. Tapes and resumes to News Director, WJTV, Box 8887, Jackson, MS 39204.

Noon and weekend weather. Experience required. Number-one shop in Southwest. 15-20 depending on experience. Send resume to Box M-105.

Sports director for top rated network affiliate in the South. High energy individual with a strong emphasis on local sports. Must have on camera anchor experience. Send resume and salary requirements to Box M-112.

Sports director needed by Midwest ABC affiliate. Produce and anchor early and late. Monday thru Friday. Must be able to shot and edit. Minimum of two years experience. Send resume and salary requirements by January 15, 1987 to Box M-111. EOE.

Top Northeast station looking for creative, aggressive photographer/editor for state capital bureau. Equal opportunity employer. Rush resume and tape to: Personnel Department, WOR-TV, 9 Broadcast Plaza, Secaucus, NJ 07094.

News director: Qualified news director to direct evening news and special projects/events. Must have 5 years news directing experience and BS degree in broadcasting. People oriented with supervisory experience, well organized and detail oriented. Applicants send resume tape to WJKS, P.O. Box 17000, Jacksonville, FL 32216. 904—641-1700. EOE.

Reporter: Municipal beat/general assignment in Alaska's capital city. Some anchoring. Want to fill by mid-January. Send non-returnable tape to: Terence O'Malley, News Director, KJUD-TV, Juneau, AK 99801. No phone calls, please.

Sports: We're looking for an aggressive sports anchor. Someone who makes sports fun to watch. We're the number one station in this major market. If you're the person we're looking for, rush resume to Box P-1. EOE, M/F.

Executive news producer: Applicant must have a minimum of five years commercial television experience with at least two years in news room management. Successful candidate will have strong producing and people skills, and be able to help create a winning news product. No tapes or calls. Send resume to: Dave Davis, News Director, WTVD-TV, P.O. Box 2009, Durham, NC 27702. A Cap Cities/ABC station. EOE.

Weekend anchor. Report weekdays. Shooting & editing required. No phone calls. No beginners. Tape, resume & letter to ND, WVIR-TV, Box 769, Charlottesville, VA 22902. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

On-line editor: Hollywood post facility has fulltime opening for a video professional with at least two years experience editing on a sophisticated 1" on-line system. Hands-on proficiency with ADO, Quantel DVE, CDL swicthers, and/or Mach One computers is a plus. Ideal candidate will be bright, quick and possessgood client skills. Offering excellent salary and benefits, and a comfortable working environment. Send resume to: Michael Levy, Video Transitions, 910 North Citrus, Hollywood, CA 90038.

Manager on-air production: ABC owned station needs experienced promo producer. If you are the best producer in your market with at least 2 years of news promos on your reel, rush your cassette and resume to Tom Remiszewski, WLS-TV, 190 North State St., Chicago, IL 60601. No phone calls accepted. WLS Television Inc. is an equal opportunity employer, M/F.

Executive commercial producer: Degreed applicant minimum 2 years commercial production experience. Strong organizational, writing and people skills. Must be able to write, shoot and produce commercial from concept to finished product. Qualified applicant send resume and tape to Production Department, WJKS, P.O. Box 17000, Jacksonville, FL 32216. 904—641-1700. EOE.

Independent station has immediate openings for creative individuals. Openings include creative services director and production director. Send tape, resume, and references to Jack McGee, KDEB-TV, 3000 Cherry St., Springfield, MO 65802-2698.

Traffic/operations supervisor. Western Michigan PBS station (new broadcast facilities under construction) has an excellent opportunity for the right person. The ideal candidate will have responsible supervisory traffic/operations experience and preferably experience with a Columbine.IBM System 36 traffic system. Strong communication, interpersonal, and organizational skills. Ability to deal with a number of responsibilities, to respond appropriately to problems, and work effectively under pressure. A bachelor's degree is preferred. Anticipated starting salary range $20,000-$25,000, and excellent fringe benefits. Please send a letter of application and resume to: Dave Wiswell, WGVC/WGVK-TV, Grand Valley State College, Allendale, MI 49401. Review of applicants will begin January 30, 1987 and continue until the position is filled. AA/EOE.

Production manager. Aggressive PBS station is seeking a self-motivated individual for this leadership role. Responsibilities include: Supervision of all production personnel, and remote and studio production; maintain internship program. Must have proven computer editing and directing skills. Thorough knowledge of studio and remote peoduction techniques and the ability to pass such knowledge on to others a must. Resumes with letter of application to: Production Manager Position, WGBH-TV, 44 Hampden St., Springfield, MA 01103. Part of the WGBH Educational Foundation. Closing date: January 16, 1987. EOE.

SITUATIONS WANTED MANAGEMENT

General sales manager: Experienced in every area of television management with outstanding achievement with affiliate-indy station sales and major rep firm - seeks general sales management assignment that matches qualifications and potential. Extensive experience working/supervising all areas of television sales management with major companies. Presently employed. Attending INTV/NATPE! Reply Box M-58.

SITUATIONS WANTED TECHNICAL

Chief engineer 20 years experience including radio desires new challenges in pleasant surroundings. FCC General Class license, SBE Senior certification, certified electronics technician. Please call anytime Dennis Maddox 607—772-0941.

Maintenance engineer. Operations engineer. General radiotelephone license. Experience in major studio and field production. Last job held 20 years with Los Angeles major facility. Experience includes M.C., camera, video, videotape, projection, ENG, live local news to World Series. Currently working top 10 network affiliate. Desire to relocate on more temperate Sunbelt or California market. Impressive credits, references, Emmy nominations. Resume on request. Call Richard Ward 617—233-5316.

SITUATIONS WANTED NEWS

Videographer: News and feature. Current three years at O&O network station. Three years at 100th market and college degree. Looking for broad opportunities with definate advancement Excellent news, engineering and network references available. 312—525-4422.

Broadcast meteorologist available on short notice. Top-notch communicator; strong community involvement; excellent forecaster; specialist in severe weather; AMS seal. Box M-65.

Lawyer; former Peace Corps volunteer, award-winning radio news reporter and sports reporter for major metropolitan daily newspaper; fluent in Spanish; 28; now reporter in cable news. Seeks general assignment news reporting position. For resume and tape call/write Tom, 31 Rockledge Rd., Newton, MA 02161. 617—332-2122.

MISCELLANEOUS

Immediate opportunities available! News, production, and technical personnel, along with management, sales, research, promotion, and public relations. We canvass companies daily for fresh leads nationwide, and our list of availabilities is tops in the industry! Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476. 813—786-3603.

Antonelli sales training package. Improve performance of your local sales staff. Train new people. Developed by Martin Antonelli, President, Antonelli Media Training Center. 20 years in broadcast. Includes 100 page training manual, one hour videotape, prospecting, packaging, selling the independent, much much more. Sold to stations all across the country. 212—206-8063.

Primo People wants sportscasters. If you have the experience and appeal send your tape and resume to Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116. 203—637-3653.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Ithaca College, School of Communications, Department of Television-Radio. School of Communications at Ithaca seeks applicant for the following opening in the television-radio department beginning August 15, 1987. Assistant or associate professor in advertising and public relations. Teach and develop courses in advertising copy and visualization graphics, advertising management and research. Ph.D. or Master's degree with successful teaching and/or professional experience essential. Position is tenure-eligible with rank and salary based on qualifications and experience. Applications should include a current vita and a statement of interest. In order to receive full consideration, applications should be received by January 15, 1987. Address applications to Chair, AD/PR Search Committee, School of Communications, Ithaca College, Ithaca, NY 14850 607—274-3242. Ithaca College is an equal opportunity/ affirmative action employer.

Ohio University's E.W. Scripps School of Journalism seeks applicants for tenure-track broadcast news assistant professor position, effective September 1, 1987. Applicants should have Ph.D. and professional experience. Person will teach broadcast reporting, newswriting, news production, senior-level seminar, graduate classes. Applicants should be able to supervise a unique course that produces a daily "live" cable newscast. Opportunities for research. Salary ($24,000 to $27,000) determined by qualifications. The School's newly remodeled building contains fully equipped broadcast news laboratory. Send resume, three references and professional samples by February 1, 1987 to: Don Shoultz, Search Chair, E.W. Scripps School of Journalism, Ohio University, Athens, OH 45701. Ohio University is an affirmative action employer.

Public relations and broadcasting/mass communication: Term position to begin September 1, 1987. Rank negotiable, Ph.D. preferred, M.A. required plus teaching and professional experience desirable. Public relations position duties include development of a newly established public relations programs and teaching assignments in introductory and advanced public relations, copywriting and other mass communication related courses. Ability to teach in speech communication areas desirable. Broadcasting/mass communication position duties include teaching courses in introduction of broadcasting, radio and TV production and 1 or more of the following areas: public relations, broadcast journalism, media copywriting. Additional responsibilities for both positions include committee work and student advisement. Women and minorities are encouraged to apply. Send letter, vita, transcripts, three letters of recommendation (and tapes exemplifying personal production techniques for broadcast position) by January 15, 1987 to: Fritz Messere, Communication Studies, State University of New York College at Oswego, New York 13126. An equal opportunity employer.

Arziona State University seeks a director for the Walter Cronkite School of Journalism and Telecommunication. Appointment is effective July 1, 1987. Nominees and applicants for the position should possess the following: Academic achievement at the doctoral level is desired; a master's degree is acceptable with exceptional professional background; a record of professional achievement which reflects the highest standard of excellence; a nationally recognized scholar with proven track record in research and publication; previous university experience; superior interpersonal, analytic, oral and written communication skills. (Significant national media achievement may be considered in lieu of university teaching and a record of significant academic research,) the director will be in charge of operations of the school and its 13 full-time faculty and approximately 20 part-time faculty and its 1200 students. the director will fill the position of executive director of the Walter Cronkite Endowment, a fund-raising organization to assist the School in achieving execellence through new programs. The director will be expected to develop and maintain solid relationships with the professions represented by the school's disciplines of journalism and broadcasting. Send resume and references to Dr. Joe W. Milner, Chair, Search Committee, School of Journalism and Telecommunication, Arizona State University, Tempe, AZ 85287. Deadline for applications is January 30, 1987. Arizona State University is an equal opportunity/affirmative action employer.

Two positions in communication, The George Washington University 1: Assistant professor, tenure track, to teach primarily in the areas of communication theory, organizational and small group communication. Ph.D. required. 2: (Anticipated) Assistant professor, tenure track to teach television production and other courses in the area of radio and television. A background in media structure and economics, production aesthetics, criticism and/or scriptwriting helpful. Ph.D. required. Both positions for academic year, summer teaching usually available. Base salary: $23,000 negotiable depending on academic and/or professional experience. Preference to candidates with evidence of successful teaching experience. A record of research and publication (or clear potential to develop one) expected. Letter of application, resume and three letters of recommendation to Dr. Robert Fortner, Department of Communication, the George Washington University, Washington, D.C. 20052. Deadline: February 10, 1987. The George Washington University is an equal opportunity, affirmative action employer.

Graduate assistantships in radio-television master's program available Summer 1987. Thesis/Non-thesis 30 hour option available. Half-time stipends are $7,500 ($625/month x 12), plus tuition waivers. Contact: Dr. Frank Oglesbee, Radio-Television Department, Southern Illinois University, Carbondale, Illinois 62901. 618—536-7555. Application deadline February 15, 1987. AAE/EOE.

Department of Broadcasting, University of Tennessee seeks assistant professor to teach radio and television news courses. Ph.D. in broadcasting and demonstrated success as a teacher and researcher preferred. Distinguished broadcast news professional with masters degree encourage to apply. applicants should have a commitment to research and publications. Salary is negotiable. Send letter, cv, and 3 references by February 1, 1987 to: Dr. Sam Swan, Head, Department of Broadcasting, 295 Communications, Knoxville, TN 37996-0323. UTK is an equal opportunity employer.

The American University School of Communication in Washington, DC seeks graduate assistants to assist in teaching and professional duties while earning a master's degree in journalism and public affairs. This 10 month program begins in September. Program includes Washington internships and a faculty with top professional credentials. For more information write to School of Communication Graduate Journalism Committee-B, The American University, 4400 Massachusetts Ave. NW Washington, DC 20016. An equal opportunity and affirmative action employer.

HELP WANTED TECHNICAL

Maintenance and management engineering positions are now available at major middle East Coast established video production/post facility. Multi format edit bays, film transfer, animation, studios, and mobile capabilities. EOE. Send resume to Box M-50.

Engineer experienced in the design and maintenance of post-production equipment and systems. Florida Production Center (a 17 year-old production and post-production company) is expanding into a new 20,000 sq. ft. facility. A partial list of equipment includes: BVH-2000, BVW-40, BVU-800, CMX-3100, CMX Class-1, Chyron 4100EXB, Ampex ADO, Grass Valley 300 & 1600. Studer A-80 & A-810, Mitsubishi/Quad-eight mixing consoles and other "high end" teleproduction equipment. Send resume to attention of Mr. Ted S. Johnson, President, 150 Riverside Ave. Jacksonville, FL 32202.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Immediate opening for product specialist with growing computer graphics, character generator company in Salt Lake City. Must have four years broadcast/post production experience, two year engineering degree, and character generator knowledge. Product definitions requires creativity and excellent written-verbal communication skills. Marketing/engineering liaison. Good benefits. Send resume with salary history to Quanta Corporation, Personnel, 2440 South Progress Drive, Salt Lake City, Utah 84119.

RADIO AND TV PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303—795-3288.

Ray Hard's "Hardfacts", tantalizing trivia now available in 60 second format. 315 Main Street, Bethlehem, NH 03574, 603—869-3380.

MISCELLANEOUS

3000 government jobs list. $16,040 - $59,230/yr. Now hiring. Call 805-687-6000 Ext. R-7833.

Excellent voiceover talent: radio or TV exclusive to your market. Call now Steve Russell Audio 803—763-SPOT.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723—3331.

Instant cash-highest prices. We buy TV transmitters and studio equipment. $1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 303—665-3767.

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301—845—8888.

Have unused tower needing removal? We will buy and remove. 200 to 1,000 ft. 300 miles from La Crosse, WI. DJ Enterprises. 507—895-2285.

Need immediately: Tube socket for 6076 final for gates FM 5B transmitter, willing to pay reasonable price. Lynn Smith C.E., Foster Communications - San Angelo, TX 915—653-3387.

FOR SALE EQUIPMENT

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215—884-0888. Telex 910—240-3856.

25KW FM-Harris FM25K(1986), Harris FM25K(1983), Sparta 625(1975) McMartin BF 25K (1978)**10KW RCA BTF 10D w/ Moseley exciter** 5KW-Bauer 605B, RCA BTF 5E1, CSI 5000E**2.5 FM-Sparta 602A**1KW FM Syntronics 1.5KW, Transcom Corp. 215—884-0888. Telex 910—240-3856.

10KW AM -RCA BTA 10H-on air**5KW-RCA BTA 5T1-on air**250W-Collins 250G, Transcom Corp. 215—884-0888.

Harris SX-1, 1KW AM, 1985, mint, going up in power, Transcom Corp. 215—884-0888

Quality Media has moved! We have moved to Louisville, Colorado (Denver) to serve you better. Thanks for another 10 million in sales this year. We are growing bigger and better! Our firm policy - no unhappy customers. Call us for a list of satisfied TV station owners who keep coming back. We now specialize in RF and turn-key TV stations, financing, and station brokerage. Thanks again, Bill Kitchen, Quality Media 303—665-3767

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 303—665-3767.

Silverline UHF transmitters new, best price, latest technology, 30kw - $195,000, 60kw redundant - $385,000, 120kw redundant - $585,000. Bill Kitchen, Quality Media, 303—665-3767.

New RCA 110kw UHF transmitter. RCA closeout. Fast delivery. Price: $550,000 - includes tubes. Bill Kitchen, Quality Media, 303—665-3767.

New RCA TTG-30H Hi-band VHF transmitter. RCA closeout. Fast delivery. Price reduced to $125,000. Bill Kitchen, Quality Media, 303—665-3767.

CCA 10Kw FM transmitter: Completely rebuilt, new tubes, new exciter, tuned to your channel. $14,000. Bill Kitchen, Quality Media, 303—665-3767.

Townsend UHF TV transmitter: 110KW, immediate availability. Possible financing. Call Bill Kitchen, Quality Media, 303—665-3767.

Excellent equipment! UHF-VHF transmitters: 110 KW, 55 KW, 30 KW - used; 1 KW AM, 5 yrs old - perfect! Grass Valley 950/955 sync, 1400-12 switcher Laird 3615A; antennas - TX line; much more! Call Ray LaRue 813—685-2938.

Betacam: Sony BVW-3 w/Fuji 14 X 9, including CA-3 + VA-1V adaptors. Excellent condition! price $22,000. Phone 312—442-5719.

Your audio quality won't reach your listeners without quality STL's and exciters. All new guaranteed, reliable, absolutely best quality available for the price. Call Bext, Inc. 619—239-8462.

2 Ampex VPR 2B recorders wC 2B. new AST head, tape path, tracking and interchange set-up at Ampex. Insert and assemble editor built in. Shipping cases, manuals, ext. cards. Inquire: Kirk 818—841-5051.

Blank tape, half price! Perfect for editing, dubbing or studio recording commercials, resumes, student projects, training copying etc. Field mini KCS-20 minute cassettes $6.99 Elcon evaulated 3/4 videocassettes guaranteed broadcast quality. To order call Carpel Video Inc. 301-845-8888 or call toll free, 800—238-4300.

Grass Valley 100 CV switcher. Sony BVW-15. Convergence 204 editor with 4 interfaces, time code reader, and switcher interface. Yamaha MC1204 audio board. All in excellent shape. 919-833-8888

2 Vinten Pneumatic pedestals with Mark IV heads – $10,500 each. Sony BVT 2000 TBC-$7,500. Yamaha 512 12 channel stero board - $1,000. Call Video Brokers - 305—851-4595.

5 Ampex 2 B's with TBC 2B and Tektronix monitoring bridge- $33,500 each. Currently on line, available for inspection and immediate delivery. Call Video Brokers - 305—851-4595.

2ACR-25"s available first quarter of '87, currently on line and in operation, excellent condition. ACR 25 A-$19,500. ACR 25 B-$28,500. Call Video Brokers - 305—851-4595.

Sony BVU 800 video tape machines available January '87. New heads, pinch rollers, new lamps, new side and front panels, completely refurbished - $9,500 each. Deposits of 10% processed on a first come first serve basis. Call Video Brokers - 305—851-4595.

BetaCam outfit complete hard carrying case, batteries, AC adaptor, battery charger and cables. Fujinon 15 to 1 zoom lens. BVW 3-$29,500. Call Video Brokers - 305—851-4595.

Sony 1 inch BVH 1100 A with BVT 2000 TBC, fresh refurb from Sony, 2 available immediately. Call Video Brokers - 305—851-4595.

RADIO

Help Wanted Sales

Radio Sales

Katz Radio-America's largest national radio representative is looking for aggressive salespeople to fill immediate expansion openings in various Katz Radio offices across the country. If you are interested in establishing a solid career in a company which recognizes the potential for growth, please send resume in confidence to:

Bob McCurdy
Vice President
General Sales Manager
Katz Radio

One Dag Hammarskjold Plaza
New York, NY 10017
(212) 572-5208

KATZ COMMUNICATIONS INC
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Katz Radio. The best.

Help Wanted Management

General Manager

N. Calif. Med. Mkt. Regional FM, Co-located Sm. Mkt. AM. Must have radio sales and mgmt. experience. Will carry house account list. Must be able to work as part of 3-person mgmt. team (with GSM and Ops. Mgr.) developing and implementing strategic plan. Resume to Gary Katz, Box 1010, Red Bluff, CA 96080. Please, no calls. EOE.M/F.

Help Wanted Programing, Production, Others

OPERATIONS/PROGRAM DIRECTOR
NEWSTALK NEW YORK

Resume and ratings to Rick Sklar, Sklar Communications, Inc. 100 Park Avenue, New York, NY 10017.

Miscellaneous

NEWS HORIZONS

Fred Walters,
Radio News Programing and Management Consultant.
N. Hollywood, CA
818—506-5793

TELEVISION

Situations Wanted Management

JACK MOFFITT

Available for GM position 19 years independent experience Contact: Beverly Hilton Hotel or call 713—438-9638.

Situations Wanted Management

TV GENERAL SALES MANAGER
(NOW AVAILABLE)

Self starter with leadership and management skills. Extensive background covering local, national and regional sales management - with strong rep experience! General management success with major companies. Currently employed - attending INTV/NATPE!

WRITE BOX M-57

Help Wanted Management

GENERAL SALES MANAGER

New Spanish television station in the Salinas-Monterey market needs professional GSM to lead aggressive sales team. Must have an extensive and successful background in independent TV station in both local and national sales for a minimum of 5 years.

Send resume and salary requirements (no phone calls please) to:

Warren Trumbly
Station Manager
KSMS-TV
46 Garden Court
Monterey, CA 93940

An equal opportunity employer

Help Wanted Programing, Production, Others

ASSISTANT PRODUCTION MANAGER

Background should include 2-3 years Production Management and 2-3 years Producer/Director experience. Responsibilities require familiarity with all aspects of studio and remote production, supervision, and programming coordination. Send resume to Jackie Woods, Personnel Coordinator, WFLD TV, 300 N. State, Chicago, IL 60610

No phone calls please.

An Equal Opportunity Employer

32 WFLD

Help Wanted News

NEWS TALK MORNING DRIVE HOST

Anchor host morning drive News-talk station in New York. Warm, friendly, dynamic with good sense of humor. Fabulous opportunity. You've got to be the best. Cassettes & rating history to:

Rick Sklar
Sklar Communications
100 Park Avenue
New York, New York 10017
EOE

ARE YOU THE NEXT BERNARD MELTZER?

Wonderful opportunity in New York for telephone talk show host who can give advice in all areas of interest to the listening public. You must have that human touch. Cassettes to:

Rick Sklar
Sklar Communications
100 Park Avenue
New York, New York 10017
EOE

CLINICAL PSYCHOLOGIST FOR TELEPHONE TALK SHOW

New York market. Lifetime opportunity. You must be a great communicator, able to hook and hold the audience as you turn each phone call into a fascinating and helpful experience for all listeners. Cassettes to

Rick Sklar
Sklar Communications
100 Park Avenue
New York, New York 10017
EOE

SPORTS TALK SHOW HOST

Colorful and articulate. You can be a former sportscaster, jock or fan. you have a knowledge of New York teams or are a quick study. Cassettes to:

Rick Sklar
Sklar Communications
100 Park Avenue
New York, New York 10017
EOE

Help Wanted News

NEWS DIRECTOR

Very good news operation needs a top News Director to make it better.

This is an affiliated, group-owned station in one of the top medium-sized markets in America. You must be creative, imaginative, organized, have excellent personnel skills and experienced news judgement. Excellent salary for right person.

Please respond to:

Box M-79

EOE **M/F**

Help Wanted News Continued

TV REPORTER/PRODUCER

The Christian Broadcasting Network, Inc., an evangelical Christian ministry located in Virginia Beach, VA, is anticipating an opening for a Reporter/Producer for their television program, The 700 Club. Qualified candidate must have minimum 3 years experience as talent, reporter, field producer or correspondent with television news or magazine program. Position requires some travel for remote assignments. College degree preferred. If CBN's mission excites you, please send resume and audition tape to:

The Christian Broadcasting Network, Inc.
Employment Department - Box PS
CBN Center
Virginia Beach, VA 23463

ALLIED FIELDS

Fellowships

TECHNOLOGY AND SCIENCE JOURNALISTS

Vannevar Bush Fellowships at the Massachusetts Institute of Technology

1987-88 Academic Year

OPEN to writers and broadcasters, staff and freelance, with at least 3 years' experience in reporting technology, science , and medicine to the public.

STARTING 1 September 1987, the fifth group of about 8 Bush Fellows will begin 9-month fellowships at MIT.

STIPEND: $18,000 plus $2,000 relocation allowance.

DEADLINE for applications accompanied by samples of professional work (tape and clippings) and essays about career and main goals for study: 1 March 1987.

PROGRAM includes twice-weekly seminars, auditing of courses, individual research, and workshops with other journalists.

AIMS include increasing journalists' acquaintance with sources, technical background, and policy issues in such fields as basic science, advanced engineering, energy, environment, weaponry, biotechnology and computers.

ADDRESS for application forms: Vannevar Bush Fellowships, MIT E40-373, Cambridge, MA 02139. Telephone: 617—253-3442. Directed by Victor K. McElheny, technology reporter, N.Y. Times 1973-78.

MIT is an equal opportunity affirmative action employer

Help Wanted Sales

TV COMMERCIALS ☆ SALES ☆

We're a well established producer of syndicated TV commercials. Due to the increasing demand for our product, we need to add capable sales people **Immediately** . . . in **California** and **Texas.** We're looking for people with the following qualifications. Experience in 1 on 1 selling to retailers . . . experienced and able to travel extensively 9 mos. per year (willing to enjoy 3 mos. vacation) . . . 26 to 40 yrs. old and preferably single.

If you would like to join our unique and special sales force, who have sold what is undoubtedly the finest package of syndicated TV commercials available, we want to talk to you. CALL COLLECT 203-435-2551.

PS—If you responded to our recent ad, please call again!

MADISON, MUYSKENS AND JONES, INC.
P.O. Box 432/Main Street/Lakeville, CT 06039
An equal opportunity employer

Help Wanted Technical

CONSULTING ENGINEER

Consulting firm has immediate opening for graduate engineer with hands-on R-TV broadcast experience, knowledge of FCC application processes, R/R, and professional engineering registration (or ability to obtain it). UNIX/C familiarity desirable.

JOHN F.X. BROWNE & ASSOCIATES
Bloomfield Hills, Michigan
313—642-6226
Washington, DC
202—293-2020

Radio & TV Programing

Lum and Abner Are Back

. . . piling up profits for sponsors and stations. 15-minute programs from the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737
Jonesboro, Arkansas 72403 ■ 501/972-5884

Employment Services

JOB HUNTING?

If you need a job, you need MedioLine. We give you job listings in news, weather, sports, production, programming, promotion, engineering and sales. For $30 you get a daily report for 6 weeks. Learn more: 312-855-6779. MedioLine, P.O. Box 10167, Columbia, MO 65205-4002.

MedioLine
THE BEST JOBS ARE ON THE LINE

Miscellaneous

VENTURE CAPITAL DEBT FINANCING
For broadcasters
Sanders & Co.
1900 Emery St., Ste. 206
Atlanta, GA 30318
404—355-6800

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Small market, Southwest Missouri. Built 1984, all new equipment. Good programing and base billing established. Motivated seller wants cash offer, or will consider terms from qualified buyer. Call NOW Paul or John. 612—222-5555.

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Due to holiday January 19, advertisements for the January 26 issue are due by noon EST, Thursday, January 15.

AUCTION:
By Order of Foreclosure
Trustee and Secured Creditor

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RADIO STATION WENZ-AM

24 Hour Format (Richmond, Virginia Market)
To Be Sold In Bulk Only
Auction to take place at:
JOHN MARSHALL HOTEL
5th & Franklin Sts., Richmond, Virginia
WED., JAN. 21 at 1:00 PM
FCC Broadcast Specs:
Frequency-1450 kHz AM
Nominal Power 1KW Non-Directional

Terms of Sale: Deposit of 20% of bid price in cash or Certified Check at time and place of sale. For complete terms of sale contact auctioneer.

Inspection: Studio located at 4719 Nine Mile Road, Richmond, Virginia. Tower located on 3.22+/-acres approximately 2 miles north of studio on Lowell Street off of Nine Mile Road. Tuesday, Jan. 20 from 12:00 noon to 3:00 PM or by appointment.

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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. Check, or money order only. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St.: N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

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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.

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Medium mkts to small..Tex, La, Miss, Ala, Ark, Mo...Prices range from $14M cash to $200K with very little down pmt.

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AUCTION:

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RADIO STATION WYNC-AM

Sunrise to Sunset Format
(Yanceyville, North Carolina Market)
To Be Sold In Bulk Only
Auction to take place at:
HOWARD JOHNSONS INN
100 Tower Drive, Danville, Virginia
Thurs., Jan. 15 at 1:00 PM
FCC Broadcast Specs: Frequency-1540 kHz
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Terms of Sale: Deposit of 10% of purchase price in certified funds at time and place of sale. For complete terms contact auctioneer.

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Class A in top 100 market. Features state of the art equipment including a digital network dish and systemation automation. Adult format, Paul Harvey, ABC affiliation. 2,800 square foot studio included. Absentee owner willing to sacrifice. Excellent terms available to qualified buyers. Direct inquiries to FM Radio Station, 3041 Serenity, Lake Orion, Michigan 48035.

Fates & Fortunes

Media

M.G. O'Neil, chairman of board, GenCorp Inc., New York owner of RKO General Inc., retires effective Jan. 1. **A. William Reynolds,** president and CEO, GenCorp, named chairman and CEO. **Jack Heckel,** chairman, GenCorp's Aerojet, La Jolla, Calif., aerospace and defense subsidiary, named president and chief operating officer, GenCorp.

Alvin G. Flanagan, retired president, Gannett Broadcasting Group, Atlanta, elected to board of directors, United Broadcasting Corp., Little Rock, Ark., owner of KARK-TV Little Rock, KDBC-TV El Paso, and WTOK-TV Meridian, Miss.


Flanagan


Beaudin


Reber

Ralph W. Beaudin, general manager, KRKE-AM-FM Albuquerque, N.M., and former group VP, ABC Radio, New York, joins Mitchell Broadcasting Co., Omaha owner of two AM and three FM stations, as executive VP and chief operating officer.

John V. (Jack) Reber, VP, chief operating officer and general sales manager, KHQ-AM-FM-TV Spokane, Wash., named VP and general manager, replacing **J. Birney Blair,** who will continue as president and CEO.

Appointments at Wisconsin TV Network Associates, Madison-based owner of four Wisconsin TV stations: **Jim Matthews,** general manager, WXOW-TV La Crosse, to VP, Wisconsin TV Network Associates, and general manager, WKOW-TV Madison; **Dave Molldrem,** general manager, WKOW-TV, to general manager, WXOW-TV; **Jim Graham,** general sales manager, WTKR-TV Norfolk, Va., to station manager, WAOW-TV Wausau.

Alfred T. Bova, station manager, WVIT(TV) New Britain, Conn., named VP and general manager.

John Broeske, program director and acting general manager, KMJ(AM)-KNAX(FM) Fresno, Calif., named general manager.

M. Keith Jones, controller, WAYY(AM) Chippewa Falls, Wis., and WAXX(FM) Eau Claire, Wis., named executive VP and general manager, replacing **Bob Holtan,** named executive VP and general manager, KFJB(AM)-KTMG(FM) Marshalltown, Iowa, recently purchased by WAYY-WAXX parent, Central Communications Inc. **Marty Green,** general sales manager, WAXX, named station manager.

Craig Eckert, operations manager, Win-Com Communications Group's WNFL(AM) Green Bay, Wis., and acting general manager, WNFL and co-owned WKAU-AM-FM Kaukauna, Wis., named VP and general manager of three stations.

Vera L. Gillespie, national sales manager, KID (AM)-KEZF(FM) Idaho Falls, Idaho, named general manager.

Robert K. Norton Jr., operations manager, KRNA(FM) Iowa City, adds duties as executive VP of parent, KRNA Inc.

Martin Umansky, chairman of board, KAKE-TV Wichita, Kan., resigns after 32 years with station, to independently develop syndication of *Game-O-Names*, viewer participation show.

Stephen O. Meredith, partner, Edwards & Angell, Boston law firm, named to board of directors, Saga Communications, Detroit, owner of two AM and four FM stations.

Alan F. Timpson, controller, RKO General Inc.'s KHJ-TV Los Angeles, joins Hubbard Broadcasting Inc., St. Paul, Minn., as corporate controller.

William J. Tierney, chief administrative officer, Metropolitan Area Communications Commission, Washington county, Ore., joins Viacom Cable, Pleasanton, Calif., as director, government relations. **Anne Brown-Atwill,** community relations manager, Viacom Cablevision of Nashville, named marketing director.

Thomas L. Jackson, Southwest regional sales manager, Concert Music Sales, New York, joins noncommercial KETC(TV) St. Louis as development director.

Jorge Fiterre, acount executive, Telsat Cablevision Inc., Miami, named sales supervisor.

Mark Ryan, accounting supervisor, Shelley Manufacturing Co., Miami, joins WDZL(TV) there as staff accountant.

Shelly Polen, customer service representative, Security Savings Mortgage Corp., Canton, Ohio, joins WOAC(TV) there as assistant bookkeeper.

Marketing

Ray Warren, VP and director, news sales, ABC-TV, New York, named VP and director, Eastern sales.

Ron F. Winerman, media supervisor, Noble & Associates, Springfield, Mass., named director, media planning.


Mayfield

James G. Mayfield Jr., senior VP and director, Anheuser-Busch regional marketing account group, D'Arcy Masius Benton & Bowles, St. Louis, retires after 32 years with company. **Darlene Billia,** VP and group director, research and planning, and **Stephen J. Marlow,** VP and associate research director, DMB&B, New York, named senior VP's and group directors, research and planning. Appointments at DMB&B, creative department, Chicago: **Alan Rado,** senior art director, to associate creative director; **Barbara McLemore,** art director, Grant/Jacoby, Chicago, and **Kathleen Pattee,** art director, BBDO, Chicago, to art directors; **Bridget Penzkowski,** art coordinator, DMB&B, to assistant art director.

Daniel G. McCarthy, general manager, WHO-AM-TV and KLYF(FM) Des Moines, Iowa, joins Viacom Cable, Pleasanton, Calif., as director, advertising sales.

Jean Freelove, broadcast relations coordinator, DDB Needham Worldwide, Chicago, named broadcast relations supervisor.

Bill Dodd, announcer, KMPS-AM-FM Seattle, joins Hunter Barth Inc., Santa Ana, Calif., advertising agency, as broadcast production manager/copy supervisor.

Caroline Sedelmyer, broadcast negotiator, Ketchum Advertising, Pittsburgh, joins HCM/Creamer Inc. there as media buyer.

Kathie L. Reeves, area sales supervisor, Cable AdNet, Fayetteville, N.C., named local sales manager.

Annie Zoller, account executive, Select Radio Representatives, Chicago, joins Torbet Radio there as account executive. **Jan Sibert,** senior buyer and radio planner, Grey Advertising, Los Angeles, joins Torbet Radio there as account executive.

Michael A. Polaschek, general sales manager, WNOL-TV New Orleans, joins WQTV(TV) Boston in same capacity.

Hank Colvert, national/regional sales manager, Pikes Peak Broadcasting Co.'s KRDO-TV Colorado Springs and KJCT(TV) Grand Junction, Colo., adds duties as general sales manager, KRDO-TV.

John Gaston, former sales manager, KLTV(TV) Tyler, Tex., joins KETK(TV) there as co-owner and general sales manager. **Anthony Cruz,** senior account executive, KLTV, to national sales manager.

Claudia Cole and **Amy Grambeau,** account executives, WDIV(TV) Detroit, named group sales managers.

Chris Daley, director, sales and marketing,

Lendmen Group, Virginia Beach, Va., joins WVEC-TV Hampton, Va., as director, marketing.

Marty Wall, from WBMW(FM) Manassas, Va., joins WQHT(FM) Astoria, N.Y., as marketing director.

Chuck Self, account executive, KENS-TV San Antonio, Tex., named regional sales manager.

Debbie Boland, retail sales executive, WGMS-AM-FM Washington, named retail sales manager.

Amy Whiteford, former news director, noncommercial WBGU(FM) Bowling Green, Ohio, and **Rick Worrell,** account executive, WRQK(FM) Canton, Ohio, join WOAC(TV) Canton as acocunt executives.

Bryan Turner, account executive, Christal Radio, New York, joins WINS(AM) there as account executive.

Lori Miller, from Dun and Bradstreet, Albany, N.Y., joins WROW-AM-FM there as account executive.

Warren Anderson, local sales manager, WREX-TV Rockford, Ill., named regional sales manager.

Edward Goldberg, account executive, Seltel, Chicago, joins KDAF(TV) Dallas as account executive.

Valerie Bonney, research director, KDFW-TV Dallas, named account executive.

Cindy Settle, account executive, WRAL-TV Raleigh, N.C., joins WSOC-TV Charlotte, N.C., as local account executive.

Patty Wood, from KFKF-FM Kansas City, Mo., joins KCFX(FM) Harrison, Mo., as account executive.

Programing

Appointments at Lorimar-Telepictures, Culver City, Calif: **David G. Stanley,** senior VP, business affairs, Lorimar-Telepictures network TV group, to senior VP, Lorimar-Telepictures Television; **Julie Waxman,** VP, corporate business affairs, administration group, to senior VP, business affairs, network television group; **Bruce Rosenblum,** entertainment attorney, and **Nancy Reiss Tellem,** assistant general counsel, Columbia Pictures Industries Inc., Los Angeles, to directors, business affairs, network television group; **Roni Mueller,** senior program attorney, ABC Entertainment, Los Angeles, to associate director, business affairs, network television group; **Paul Gendreau,** manager investor relations, Lorimar-Telepictures administration, to director, investor relations.


Henderson

Appointments at Turner Cable Network Sales, Atlanta: **Mark Henderson,** director, marketing, to VP, marketing; **Martin Lafferty,** director, marketing, to VP, direct broadcast sales; **Andy Harrison,** director, Northeast region, to VP, Northeast region; **Doug McGinnis,** director, Great Lakes region, to VP, Great Lakes region; **Julia Sprunt,** director, Western region, to VP, Western region; **Cathy Burrell,** director, Southeast region, to VP, Southeast region; **Hawley Chester,** director, central region, to VP, central region.

Anthony Bauer, VP, sales, Western division, 20th Century Fox Television Syndication, Los Angeles, named senior VP, sales, Western division. **Joseph Green,** senior VP, domestic sales, New York, to senior VP, Eastern division and feature film planning. **Steve Lablange,** director, domestic syndication research, Los Angeles, named VP, research.

Appointments at Viacom Japan Inc., New York-based division of Viacom International Inc., which distributes programs to Far East: **Hiro Kuno,** VP, sales, to president, succeeding **Jiro Sugiyama** who retires and will serve as honorary chairman and consultant to Viacom Japan; **Masao Murata,** VP, finance and administration, to senior VP, finance and administration; **Choji Yagi,** director of sales, replaces Kuno as VP, sales.

William Frazee, from Compact Video Services, Los Angeles, joins Access Syndication, there as VP, operations.


Frazee


Moore

Tim Moore, VP and general manager, WKHQ-AM-FM Charlevoix, Mich., adds duties as VP, programing, of parent, The Midwest Family Radio Group, Madison, Wis.-based owner of nine AM and nine FM stations.

Lisa Demberg, director, creative affairs, Dick Clark Productions Inc., Los Angeles, named VP, creative affairs.

Frank Buquicchio, controller, Orbis Commuications, New York, adds duties as VP, finance. **Rae Schatz,** Midwest media sales manager, Chicago office, Orbis, named VP and Midwest media sales manager. **James L. Blueweiss,** sales representative, R.H. Donnelley Corp., New York, joins Orbis there as account executive.

Keno V. Thomas, VP, marketing, Times Mirror Cable Television, Irvine, Calif., joins ESPN Inc., Beverly Hills, Calif., office, as affiliate marketing director, Western division.

Appointments at The Disney Channel, Burbank, Calif.: **Paul Resch,** project engineer, The Nashville Network, Nashville, to director, on-air broadcast; **Katie Krozelius,** recent graduate, UCLA Graduate School of Management, to manager, sales analysis; **Robert Witkowski,** senior tracking system analyst, Jet Propulsion Laboratory, Pasadena, Calif., to manager, encryption.

John Owen, senior financial analyst, Buena Vista Television, Los Angeles, named manager, financal planning. **Ken Mueller,** financial assistant, CBS/MTM Studios, Los Angeles, joins Buena Vista Television as junior financial analyst.

Vince Calandra, from Fox Broadcasting's *Late Show Starring Joan Rivers*, Los Angeles, joins Paramount Domestic Television there as talent executive, *Solid Gold '87*.

James E. Wilson, affiliate sales manager, Home Sports Entertainment, Dallas, joins New Century Telecommunications there as Southwest sales manager.

Mark C. Di Stasi, independent producer, and **Margaret (Mat) Foster,** former VP, Walizer & Associates, Cincinnati, join Production Plaza, Cincinnati production and post-production facility, as account executives.

Victoria Quoss, account executive, Worldvision Enterprises Inc., Chicago, joins MGM/UA Television, Dallas, as Southwestern division manager, domestic syndication.

Rob Miller, from Capital Sports Inc., New York, joins Fox/Lorber Associates Inc. there as account executive, broadcast syndication sales.

Appointments at Group W's KYW-TV Philadelphia: **Lisa Nee,** senior producer, WCCO-TV Minneapolis, to executive producer, programing department; **Dana Dwinell,** former producer, *Almost Live*, KING-TV Seattle, to producer, *People are Talking*; **Eric Ritter,** director, creative services, WPHL-TV Philadephia, to field producer, *Evening Magazine*; **Scott Firestone,** from Group W's Newsfeed Network, New York, to writer/producer, creative department; **Reggie Wright,** associate program producer, *Evening Magazine*, Group W's WJZ-TV Baltimore, to local production coordinator.

Roger Roebuck, production manager, WAVE-TV Louisville, Ky., named program director. **Tom Kehrer,** senior director, replaces Roebuck as production manager.

Edward J. Fulginiti, program director, WLYH-TV Lancaster, Pa., joins WDAF-TV Kansas City, Mo., in same capacity.

Thomas Wilson, promotion director, WBRE(TV) Wilkes Barre, Pa., named program director.

Jean E. Pavelka, traffic manager, KLTV(TV) Tyler, Tex., joins KETK(TV) there as program director/traffic manager. **David Adan Cantu,** former production manager, WHLL(TV) Worchester, Mass., joins KETK as production manager.

Jonathan D. Wilson, producer and director, noncommercial WCNY-TV Syracuse, N.Y., joins noncommercial KETC(TV) St. Louis, as program director.

Steve Anthony, from WRAL(FM) Raleigh, N.C., joins KLTE(FM) Oklahoma City as program director.

Deborah Lamberton, former producer, National Public Radio, Washington, joins noncommercial WETA-FM there as producer.

Mike Edwards, announcer, WIFC(FM) Wausau, Wis., named program director, co-located WSAU(AM).

News and Public Affairs

Stacy Jolna, senior producer, CNN Special Reports unit, Atlanta, named executive producer.


Perryman

Lee Perryman, from office of director, AP Broadcast Services, Washington, named deputy director, administration, AP Broadcast Services.

Tami Wilson, planner/assignment editor, ABC News, Los Angeles, named Western regional manager, Newsone, ABC's news feed system.

Robert Davis, former news director, WNBC-TV New York, joins Buena Vista Television's *Today's Business*, New York, as news director.

Appointed at Pennsylvania Network, Philadelphia-based news service scheduled to begin operation today (Jan. 5): **Milt Fullerton**, weekend anchor, NBC Radio, New York, **Kathleen Kelly**, freelance correspondent and producer, and **Jan Thomas Pasek**, news director, KYYA(FM) Billings, Mont., to anchors; **Tony Romeo**, afternoon anchor, WKBO(AM) Harrisburg, Pa., to state capital bureau chief; **Ron Corbin**, news and sports director, WSBA(AM) York, Pa., to sports director.

William Dudar, from VizNews, New York, joins Worldwide Television News as New York bureau manager, replacing **Colette Dumez**, named regional executive for Europe, London.

Stacy Scott, producer and host, *Palm Beach*, WPEC(TV) West Palm Beach, Fla., joins S-H Productions Inc., Hallandale, Fla., as host and producer, *Kids' Biz*, nationally syndicated children's television news magazine.

Suzanne Guyette, public relations director, Sebastiani Vineyards, Sonoma Valley, Calif., joins KBHK-TV San Francisco as news and public affairs director.

Appointments at Group W's KYW-TV Philadelphia: **Steve Schwaid**, night executive news producer, to day executive producer; **Andy Denison**, weekend news producer, to producer, 6 p.m. newscast; **Cindy Voron**, producer, 5:30 p.m. newscast, to producer, 11 p.m. newscast; **Margie Walsh**, producer, noon newscast, to producer, 5:30 p.m. newscast; **David Harris**, morning and weekend news producer, to producer, noon newscast; **Scott Gutman**, weekend assignment editor, WCBS-TV New York, to evening assignment editor; **Kelly Neal**, broadcast associate, WCBS-TV, to sports producer; **Howard Joffe**, reporter, adds duties as noon anchor.

Steve Sabato, executive news producer, WTNH-TV New Haven, Conn., joins WPXI(TV) Pittsburgh in same capacity.

Stan Stovall, anchor, KDSK-TV St. Louis, joins WCAU-TV Philadelphia as anchor and correspondent.

Bob Hallinan, former 10 p.m. news producer, KETV(TV) Omaha, joins KMBC-TV Kansas City, Mo., in same capacity.

Mike Day, reporter, WHO-TV Des Moines, Iowa, joins KCCI-TV there as agriculture reporter. He will also serve as weekend co-anchor with **Anne Hawkins**, who adds duties as weekend news editor and producer. **Steve Oswalt**, anchor and reporter, WHO-TV, joins KCCI-TV as statehouse reporter.

John Gordon, announcer, New York Yankee baseball broadcasts, WABC(AM) New York, and **John Rooney**, announcer, CBS Radio's *Baseball's Game of the Week*, join WCCO(AM) and KMSP(TV) Minneapolis as announcers, Minnesota Twins broadcasts. For games covered on both TV and radio, Rooney and Gordon will alternate, with one doing play-by-play for radio and other for TV during first half, and switching seats for second half of game. Rooney will technically be employe of KMSP and Gordon of WCCO. Rooney will continue to appear on *Baseball's Game of the Week*.

Emily Stoller, weather anchor and photographer, KMGH-TV Denver, joins KPNX-TV Mesa, Ariz., as weathercaster.

Michael Osterhage, weathercaster, WEYI-TV Saginaw, Mich., joins WLUK-TV Green Bay, Wis., as weekend weather anchor.

Greg Jarrett, news director and afternoon anchor, KNUZ(AM)-KQUE(FM) Houston, joins KGO(AM) San Francisco, as reporter.

Technology

Joe Saraceni, from NBC's WNBC-TV New York, named technical manager, *NBC News at Sunrise*.

Ken Hermanson, corporate chief engineer, King Broadcasting Co., Seattle-based owner

of three AM, three FM and four TV stations, named VP and chief engineer, broadcasting.

Donna Davis, Northeast sales representative, United Video, Tulsa, Okla., satellite carrier, named director, special markets.

Jacob Weisbarth, head of Jacob Weisbarth & Associates Inc., Los Angeles marketing firm, joins Video Dub Inc., New York videotape duplication company, as sales executive.

J. Thomas MacAllister, sales engineer, Microdyne Corp., Ocala, Calif., manufacturer of satellite communications equipment for broadcasting and cable TV industries, named sales manager.

Jim Burns, former chief engineer, WBBM-AM-FM Chicago, joins RAM Broadcast Systems Inc., Durango, Colo., as engineer.

David Kimm, sound system engineer, Morgan Sound, Lynnwood, Wash., joins Soundcraft USA division of JBL, Northridge, Calif., as sales manager.

Appointments at Wegener Communications Inc., Atlanta distrubtor of broadcast and cable equipment: **Ken Leffingwell,** applications engineer, Scientific Atlanta Inc., Atlanta, and **Lisa Andrews,** operations assistant, Wegener, to sales engineers; **Neil Kohrn,** account manager, to executive account manager.

Whitelaw (Whitey) Wright, marketing manager, customer service, Varian Associates Inc., Palo Alto, Calif., named national service manager. **Paul Sibley,** from Kaiser Engineers, Oakland, Calif., joins Varian as human research manager, instrument division.

A.R. (Tony) Parrish, from Hitachi-Denshi Ltd., Toronto, joins Avinda Electonics Ltd., Mississauga, Ont., video electronics distributor, as sales executive.

David J. Shields, former engineer, ABC News, New York, joins WQTV(TV) Boston, as chief engineer.

Benson F. Justus, chief engineer, KESQ-TV Palm Springs, Calif., joins WBRE(TV) Wilkes-Barre, Pa., in same capacity.

Norman L. Block, former chief engineer, WYZZ(TV) Bloomington, Ill., joins KETK(TV) Tyler, Tex., in same capacity.

Richard Abraham, graphic artist, WLUK-TV Green Bay, Wis., joins KMGH-TV Denver, in same capacity.

Promotion and PR

John Garofolo, director, advertising, promotion and publicity, 20th Century Fox Television Syndication, Los Angeles, named VP, creative services.

Juri Tults, account executive, CRE Inc., Indianapolis public relations firm, named VP, business development.

Charlie Ray, production manager, KTUL-TV Tulsa, Okla., named promotion director.

Steve Riley, former graphic artist, ABC-TV, New York, joins WPXI(TV) Pittsburgh as art director, promotion department.

Lorraine Snebold, promotion manager, WDBJ(TV) Roanoke, Va., joins KDKA-TV Pittsburgh, as audience promotion manager.

Denise M. Stuart, account executive, Schnake Turnbo & Associates Inc., Tulsa, Okla., joins KOTV(TV) there as community affairs director.

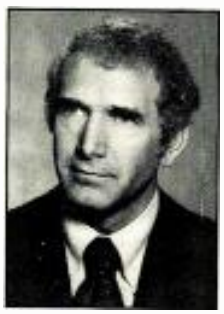
Karen C. Rogowicz, promotion assistant, WBRE(TV) Wilkes-Barre, Pa., named promotion director.

Rebecca Jan Cantu, promotion manager, WHLL(TV) Worchester, Mass., joins KETK(TV) Tyler, Tex., in same capacity. **Carolyn T. Waters,** campaign assistant, United Way, Tyler chapter, joins KETK as director, community relations.

Susan J. Preston, community relations director, United Way of Central New York, Syracuse, joins noncommercial WCNY-FM-TV Syracuse, as director, corporate communications.

Judy Hisa Kaneko, producer and writer, creative services and public relations, KPIX-TV San Francisco, joins KBLX(FM) Berkeley, Calif., as advertising and promotion director.

Allied Fields


Reece

Norval D. Reece, VP, corporate affairs, Group W Cable Inc., New York, joins New York office of Frazier Gross & Kadlec Inc., Washington-based consultant, as senior VP, business development.

Ralph B. Everett, minority chief counsel, U.S. Senate Commerce Committee, named chief counsel and staff director, Commerce Committee. **Thomas W. Cohen,** minority staff counsel, Commerce Committee, specializing in communictions, named senior counsel, communications subcommittee. **Linda J. Morgan,** minority staff counsel assigned to Commerce Committee's surface transporation subcommittee, named general counsel, Commerce.

James A. Smith, engineering manager, KCOP(TV) Los Angeles, named president, Society of Television Engineers, La Cañada, Calif.

Robert Annuziata, president and chief operating officer, Teleport Communications, New York, named president, World Teleport Association there.

William J. Feest, president, Informedia Inc., Los Angeles broadcast consultancy, joins Reymer & Gershin Associates Inc., Southfield, Mich., electronic media reseach firm and consultancy, as manager, client services.

Kevin Delany, former reporter and producer, ABC News, Washington, joins The Executive Television Workshop, New York, as associate. Workshop is service that trains corporate executives for television appearances.

Frank W. Mayborn, editor and publisher, *Temple* (Tex.) *Daily Telegram* and owner KCEN-TV Temple, named to Mass Communications Hall of Fame, Texas Tech University, Lubbock.

A. David Gordon, acting dean, School of Communications, University of Miami, Coral Gables, Fla., joins Emerson College, Boston, as professor and chairman, mass communication division.

Deaths

Majorie Child Husted, 94, retired executive, General Mills, Minneapolis, died Dec. 23 at her home in Minneapolis. Cause of death is not known. Husted joined Washburn-Crosby Co. (later renamed General Mills) in 1924, and that year became voice of Betty Crocker, company's trademark character, in show providing cooking advice on local radio station, WLAJ(AM) Minneapolis (later WCCO[AM]). In 1927, national broadcasting of show began and continued for 24 years with Husted as, Betty Crocker, interviewing Hollywood stars, including Joan Crawford, Jean Harlow and Clark Gable. She reached level of consultant, advertising, public relations and home services, at General Mills, and retired in 1953 as special consultant to officers.

Elsa Lanchester, 84, actress, died Dec. 26 of bronchiopneumonia at Motion Picture and Television Country House and hospital, Los Angeles. Lanchester's film appearances included Academy Award winning performances in *Come to the Stable* and *Witness for the Prosecution*, and title role in *The Bride of Frankenstein*. On television, she appeared on series including *I Love Lucy*, *Nanny and the Professor* and *The John Forsythe Show*. In 1955, she appeared in *The Hallmark Hall of Fame* presentation of "Alice in Wonderland" on NBC. Lanchester was widow of actor Charles Laughton, who died of cancer in 1962.

Milton Rettenberg, 87, pianist and retired attorney, Broadcast Music Inc., New York, died Dec. 24 of stroke at Lennox Hill hospital, New York. Rettenberg attended Horace Mann High School, New York, with classmates that included musicians Yip Harburg and Ira Gershwin. He later studied piano at Institute of Musical Arts, New York. After graduating from Columbia Law School in 1921, Rettenberg began career as professional pianist. He served as staff musician at several radio stations, including WEAF(AM) New York in 1946-1951. He joined George Gershwin in first broadcast performance of two-piano version of latter's "Concerto in F" with Nat Shilkret orchestra in late 1920's. He also made radio performances with band leader Paul Whiteman and singers Billie Holiday and Irene Wicker. In 1940-1967, he served as attorney specializing in copyright infringement for BMI. He would often use piano in courtroom to demonstrate similarities between songs in question and songs in public domain to defend clients. Rettenberg is survived by son.

Paul B. Marion, 68, retired general manager, WTVI(TV) Charlotte, N.C., died Dec. 13 of cardiac arrest at Presbyterian hospital, Charlotte. Before joining WTVI, Marion served 10 years as VP and managing director, WBT(AM) Charlotte. He is survived by wife, Frances, two sons and two daughters.

Harvey Stephens, 85, character actor, died Dec. 22 at Saddleback Medical Center, Laguna Hills, Calif. His television appearances included roles on *Bonanza* and *Perry Mason*.

INTV finds a man to match its mountain

Independent broadcasters have found their champion. He is Preston Padden, whose activities as president of the Association of Independent Television Stations personify that group. Feisty, aggressive and willing to take risks, Padden exhibits the same qualities he attributes to his constituents. His pugnacious style of leadership is suited to an underdog industry used to scrapping for a living.

There is no doubt that Padden has an affinity for polemics—but coupled with a talent for negotiation. Not long after he joined INTV in 1985, an appellate court declared the FCC's mandatory cable television carriage rules (must carry) to be unconstitutional, taking from independents what they consider a vital protection. Jumping to the defense of his members, Padden became a key player in fashioning the joint industry compromise on the rules. He was also outspoken in expressing his industry's objections to a House bill that would grant a compulsory copyright license to satellite carriers enabling them to market scrambled broadcast signals.

For more than 15 busy months Padden has been INTV's chief advocate, having been chosen by the six-member search committee to succeed the retiring Herman Land in May 1985. At the time of his move to INTV, Padden was assistant general counsel at Metromedia's Washington offices. The committee had narrowed its list of candidates to Padden and one other—the other being the "odds-on favorite" to get the job, according to a source familiar with the process. But it was Padden's presentation, the source noted, that swayed the board. "He's very good on his feet; he sold the board."

Since then, the 38-year-old Maryland native has plotted an ambitious legislative and regulatory course. His activism has elevated the stature of independent television in Washington, said Tribune Broadcasting lobbyist Shaun Sheehan, who admires Padden's "willingness to do battle for the independents." That impression is shared by the INTV board, which in October gave Padden a three-year contract. "We have discovered the leadership that not only INTV needs but the entire television industry needs," said Charles Edwards, INTV chairman and executive vice president of Gaylord Broadcasting.

Born in Washington, D.C., Padden grew up in suburban Bethesda, Md., not far from where he now lives with his wife, Barbara, and their three children. He showed no particular predilection toward broadcasting in his youth. While Padden was still a sophomore at the University of Maryland, his father died, and Padden needed a job to stay in school. One of his fraternity brothers was

PRESTON ROBERT PADDEN—president, Association of Independent Television Stations, Washington; b. Nov. 26, 1948, Washington; B.S., economics, University of Maryland, College Park, 1970; J.D., George Washington University, Washington, 1973; part-time switch board operator, WTTG(TV), 1969-73; assistant general counsel, Metromedia Inc., 1973-1985; present position since May 1985; m. Barbara Jones, Sept. 9, 1973; children: Kelly, 9; Jennifer, 6; Joey, 4.

about to quit as nighttime and weekend switchboard operator for then-Metromedia-owned WTTG(TV) Washington (a station later sold to Fox Broadcasting).

Padden sought the job and got it. Eventually the switchboard operator caught the eye of Tom Dougherty, Metromedia's Washington vice president for regulatory affairs and associate general counsel. Originally, Padden had planned to attend law school at the University of Maryland, but Dougherty intervened. "If you go to school here in the city," said Dougherty, "I'll make it worth your while." Dougherty said Metromedia wanted him to hire another lawyer and that he'd keep that job open for Padden. Padden entered George Washington University's law school in Washington. "Every other day," Padden now recalls, Dougherty would come in and say: 'You better get out of law school quick. I don't know how much longer I can hold them off on hiring another lawyer.' " A strong bond developed between the two.

"There's no question about it," says Padden of Dougherty, "He's the best friend I ever had. He taught me almost everything I know. I owe him just about everything."

Following graduation in 1973, Padden took the Metromedia job, remaining with the company until his move to INTV 12 years later. "He was smart and personable," said Dougherty about his protege. "I thought he'd make a good lawyer. He's proved to be both a good lawyer and leader."

Padden's years with Metromedia provided a training ground for the political battles he would wage on independents' behalf. He had represented the group operator before the FCC, the Federal Trade Commission, the courts and Congress. He also gained a familiarity with the business of independent television, although, he says, he's had to work hard at getting up to speed on the marketing side of his job. "That was something I had not had as much exposure to."

It wasn't until INTV began its search for a new president that Padden got the itch to try something new. "I felt awkward about offering myself up for the job although it had occurred to me." But a phone call from Hal Protter (now general manager of WVTV[TV] Milwaukee), who was on the association's search committee and is a former Metromedia employe, helped make up his mind. "He and Kevin O'Brien [then managing WTTG(TV) and also a committee member] convinced me to throw my hat in the ring and became my campaign managers."

INTV membership, now 180 stations, is represented by a staff of 15. "There are times when it's very hectic. We try to do an awful lot with not many bodies," said Padden. It's not uncommon to find him pitching in with the rest of his staff to complete some of the more mundane tasks that are also the stock and trade of industry associations, like putting out a major mailing.

Padden has become an ardent critic of the cable television industry, which he characterizes as an unregulated monopoly, with independent broadcasters at its mercy. He has even suggested INTV might support the telephone industry's drive to become deregulated and offer all types of information services, including cable television. Most recently he's lashed out at cable when some operators began moving broadcast stations to new channel assignments (BROADCASTING, Dec. 22, 1986). As one communications lobbyist put it, INTV has gained a reputation as the "association opposing cable." But despite those confrontations, Padden has earned respect from both sides of the aisle. "He's an energetic, articulate and effective advocate for his constituency," said Jim Mooney, president of the National Cable Television Association.

In his newest position, Padden has found the hours long and eating into time with his family. But he is determined, he says, "never to wake up and wonder when my kids grew up. I try really hard to make sure they don't get slighted."

And what does Padden think about the people whose interests require so much of his time and attention? Independent broadcasters, he says, are "spunky, self-starting entrepreneurs. They're fun people to be around and to represent." More important, he says independents have a good story to tell. "We're trying to bring information and entertainment to the American people free of charge. We're battling all these odds—program prices through the ceiling, music licensing cartels, cable monopolists." It's battling those odds that Padden likes best.

With little fanfare, CBS and ABC have carried network program feeds into satellite era. CBS has nearly finished C-band satellite program interconnection network and Capcities/ABC completed its C-band network in November. At CBS, last of satellite dish installations were on line at more than 190 affiliates by late December, leaving final three-four sites for installation in January. Telephone land lines currently distributing network will be cut early this year. Network is already scrambling some feeds using Videocipher I system and will scramble all feeds as early as first quarter of 1987. ABC had completed installation of receive dishes at virtually all 214 affiliates last November, at same time cutting land lines except for New York to Washington, where fiber optic interconnect is to be in place shortly. ABC has made no decision on whether or how to scramble its satellite signal. NBC completed its switch from land lines to Ku-band satellite interconnect system more than year-and-half ago.

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NBC research showed last week that for first time in almost 20 years, network's evening newscast won quarter. NBC said that its *NBC Nightly News with Tom Brokaw* received 11.8/22 for last quarter, compared to *CBS Evening News with Dan Rather's* 11.6/21, and ABC's *World News Tonight with Peter Jennings's* 10.6/20.

□

President Reagan broadcast New Year's greetings to people of USSR on New Year's Day—but not in manner in which U.S. had hoped. President spoke **over facilities of Voice of America** after Soviet government rejected proposal that Reagan and Soviet leader Mikhail Gorbachev exchange televised New Year's greetings, as they did at start of 1986. Soviet statement announcing rejection of proposal indicated Soviet government feels there is strain in relations between two governments that makes exchange of television addresses inappropriate. Statement said USSR's "initiatives have not been supported by the West" and that situation is moving ...in the direction of whipping up the arms race." White House spokesman Larry Speakes, in Palm Springs, Calif., where President is on vacation, on Wednesday expressed regret at Soviets' position. And in announcing decision to broadcast taped presidential message, he said President hoped Soviets would not jam broadcast.

□

Fox Television Stations Inc. said last week it completed acquisition of WXNE-TV Boston, on Wednesday, Dec. 31, 1986. With completion c Boston deal, Fox owns seven stations in top-10 markets, includin properties in New York, Chicago, Los Angeles, Dallas, Washingto and Houston. Fox also said that Joe R. Robinowitz had bee named general manager, replacing William Knight. Robinowit joins station from *The Boston Herald*, owned by Rupert Murdoc and expected to be divested (he also owns 20th Century Fox Filr Corp. and Fox Stations), where he has served as editor since 198 Prior to that he served at Murdoch-owned papers in New York an San Antonio, Tex.

Done deal. *With two days left in 1986, Jefferson-Pilot Communications Corp. completed the purchase of Data Communications Corp. and its New York-based subsidiary, Mini-Pak Inc., which supplies computer management and information services to broadcast stations, cable systems and advertising agencies ("In Brief," Nov. 17, 1986). Seated, from left: Daniel McAlister, senior VP, Jefferson-Pilot, and Norfleet Turner, chairman, Data Communications. Standing, from left: Russell Schwartz, assistant counsel, Jefferson-Pilot; Edwin Conrad, VP/chief financial officer, Jefferson-Pilot; James Thornton, president, Data Communications, and James Gilliland, attorney representing Data Communications.*

Green light for news. *KCBS-TV Los Angeles, which in December introduced an experimental 7-7:30 p.m. daily local newscast for a five-week trial run (BROADCASTING, Nov. 24, 1986), has announced that it will continue the broadcast indefinitely. (The station had moved back* The CBS Evening News with Dan Rather *to 6:30.) The newscast was to end Jan. 2, but will resume Jan. 12 following a week-long hiatus while the station fulfills a commitment to run pilots for the fall 1987 daily syndicated strip,* Honeymoon Hotel.

According to KCBS-TV, the 7 p.m. news is the first local broadcast of its kind in that time period. A spokeswoman for the station said the news program averaged a 5.4 rating/8 share for Dec. 1-19, beating the 4.6/7 the syndicated series Photoplay *averaged in that spot during November.* Photoplay, *which KCBS-TV removed from its schedule during the first two weeks of December, will remain in the 11 a.m. weekday slot it has occupied since Dec. 15, she said.*

The numbers for the newscast were encouraging for Tom Van Amburg, KCBS-TV vice president and general manager, who initially wanted at least a 5 rating. "The response to date has shown definite audience interest in a complete local news broadcast at an untraditional time," Van Amburg said. "This interest has encouraged us to extend our commitment to the broadcast prior to its scheduled conclusion." The program includes hard news, sports features, a segment of off-beat wire stories and a brief summary of the weather, the spokeswoman said.

□

Public Broadcasting Service's National Narrowcast Service is se for debut today (Jan. 5). Service, three years in development, wi allow PBS to deliver training and information programing directl to business, industry, public agencies, schools and universities NNS was tested in 21 cities last spring by such companies a Chrysler Corp., Aetna Life Insurance and Dow Chemical USA, an relies on microwave, addressable cable and other technologies PBS hopes to have 300 subscribers by May 1. It is offering nin tracks, delivering total of five hours of programs each weekday, a costs ranging from $2,500 to $17,000 depending on track selecte and number of employes at training site. Programing will be pro duced by companies including Time-Life Video, McGraw-Hi Training Systems and Coronet/MTI Film and Video.

□

Woman arrested during live televised drug bust as part of *America Vice: The Doping of a Nation* filed $30-million lawsuit in state distric court in Houston against Geraldo Rivera, Maravilla Production (his production company), Tribune Entertainment (show's syndi cator) and members of county police force. Suit is by Terry G Rouse, who was arrested for possession of quarter-gram of co caine, who charges invasion of privacy, false imprisonment, mali cious prosecution and conspiracy. Prior to drug bust, suit said tha on camera, Rivera referred to Rouse as prostitute and drug deale Judge dismissed cocaine possession charge against Rouse, say ing there was no probable cause showing Rouse was guilty. Rous spent two days in jail before judge's decision.

□

Orbis Communications will sell 65 episodes of *Force III*, half-hou action adventure strip whose first run will be produced live, **for fa 1987.** Producing series will be F/M Entertainment, which ha produced feature films, "Witness," "The Golden Child," "Explo

:s" and "The Hitcher." Writer/producer of series is Edward J. asko, writer/producer of series including *Charlie's Angels*, *True 'onfessions*, *Airwolf*, *The Fall Guy* and *Mod Squad*. *Force III* is bout three Vietnam veterans who are part of special CIA unit ssigned to highly classified and dangerous missions. Each drives pecially equipped hi-tech vehicle, and all three are accompanied y female CIA liaison officer. Sales are for cash.

□

lultimedia Entertainment will offer *The Dom Deluise Show*, first-run tcom **for fall 1987.** Deluise will star as proprietor of Hollywood arber shop located across from movie studio. Regulars in series ill be former football player Bubba Smith, as barber; Australian ctress Maureen Smith, as manicurist; Lois Foracker, as Deluise's rl friend, and Charley Callas, as private investigator who uses arber shop as base. Guest stars will appear in each episode.

□

nited States Catholic Conference has urged FCC to retain "reasonble" main studio rule. "A reasonable regulation requiring broadast licensees to maintain a physical presence in a location accesible to members of their community of license safeguards the ght of the public to receive programing responsive to community eeds and interests, without placing the commission impermissily in the role of content evaluator," Catholic conference said in omments at FCC. Commission's proposal to modify or eliminate ules that require location of broadcast station's main studio with- its community of license and mandate that majority of station's onnetwork programing originate from within community of liense has generally received enthusiastic response from broadasters (BROADCASTING, Dec. 29, 1986).

□

ating service parent companies, **Dun & Bradstreet and Control ata Corp.**, both **announced nonrecurring restructuring charges anned for fourth quarter.** Arbitron parent, Control Data, said it ould take charges of $200 million for costs associated with work rce reductions and facility closings, and would "include reserves r writing down investments." A.C. Nielsen parent company, Dun Bradstreet, said anticipated restructuring charges would "esentially offset the impact of an after-tax gain of approximately 140 million from the sale of the company's technical publishing nit. . . ." Charges will be recorded for "relocations and consolidaons of certain facilities and operations" and voluntary early retireent benefits, expected to be accepted by "about 2% of the work rce. . . . Company retirement was being encouraged because . . . new technologies to its business in recent years, including e shift from manual to automated operations at a number of its, including several Nielsen businesses."

□

ederal Trade Commission ordered John Liberto, owner of mail-order edit company convicted of fraud, to produce radio public service nouncements that warn consumers about potentially deceptive edit services. Liberto ran ads in more than 25 journals and newsapers nationwide for his unincorporated associations—Creditlasters, Quality Publications II and American Financial Serces—which he claimed could secure loans for customers ithout collateral, credit cards or additional credit. Liberto is reuired to place 70 PSA's, each 60 seconds long, on three radio ations that serve Long Island; largest market in which his claims ere made. Court approved FTC order, and Liberto's PSA's will n on WALK(AM) Patchogue, WBAB-FM Babylon and WHLI(AM) Hempead.

□

orporation for Public Broadcasting selected 18 projects for funding first of three fiscal 1987 Open Solicitation funding rounds. CPB vill divide $2 million among eight independent production comanies and 10 public television stations, financing production of 4 projects and research and development of four others. CPB eceived 247 proposals from organizations vying for funds. Proams selected include five public affairs documentary series, two ramas, three performance series and four general cultural speials. Proposals receiving funding for research include children's eries and three cultural series. Deadline for submission of propos-

Schwartz saluted. *Wally Schwartz, former president of the ABC Radio networks and president of Blair Television, was honored with a reception at New York's Waldorf Astoria hotel by the Station Representatives Association in celebration of his retirement. Schwartz (center) was awarded a Steuben crystal eagle by David Allen, SRA president, and president of Petry Television (right), and Jerome Feniger, SRA's managing director.*

als for second Open Solicitation round is Jan. 9.

□

FCC has released text of notice of inquiry seeking comment on constitutionality and advisability of its **practice of granting preferences to females and minorities** in broadcast licensing proceedings and its distress sales and tax certificate policies (BROADCASTING, Dec. 22, 1986). Among specific questions FCC asks: Is demonstrated relationship between minority/female ownership and minority/female-oriented programing necessarily required as matter of law to support constitutionality of those policies; should FCC continue to grant preferences to minorities and women in comparative licensing proceedings, but permit nonminorities and men to overcome such preferences by making showing that they will make equal or superior contribution to diversity, and have application integration proposals actually been carried out? Comments are due May 7; reply comments are due July 6.

□

New NBC-TV show, *Tortellis*, *Cheers* spin-off, **will join regular Wednesday lineup Jan. 28 at 9:30 p.m.** after two introductory episodes, both on Thursday, Jan. 22. *Cheers* episode that night will center on Tortellis, followed by premiere of new program.

□

FCC has **postponed** effective **date** for use of **new AM metric groundwave curves to Feb. 1.**

□

John (Terry) Dolan, conservative activist whose National Conservative Political Action Committee produced commercials attacking candidates that were too controversial for tastes of some radio and television stations, **died last week** after lengthy illness. Spokesman said Dolan, 36, died at home on Sunday (Dec. 28), with immediate cause of death listed as congestive heart failure. *Washington Post* reported he had acquired immune deficiency syndrome (AIDS), but Dolan's doctor, Cesar A. Caceres, said he had no data to confirm that report. Dolan's "NICPAC," as it is called, took credit for major role in defeating reelection bids of seven liberal Democratic senators, and, as result, for Republicans' ability to gain control of Senate. NCPAC's activities involved it with FCC in 1982, when it filed fairness doctrine complaint against 16 radio and television stations that refused to air its political ads. Commission, on 6-1 vote, affirmed right of stations to reject commercials, declaring that independent committees have no affirmative right to broadcast their views (BROADCASTING, April 5, 1982).

□

International Radio and Television Society has named **Allen Neuharth,** Gannett Co. chairman, its 1987 gold medal winner. Neuharth will be honored at dinner banquet at New York's Waldorf Astoria hotel on March 5.

Editorials

Vive la difference

The First Amendment has a new champion at the FCC. Just in time.

As readers are aware, the commission's Mass Media Bureau has sent letters to three broadcast licensees questioning their programing, and citing complaints of obscenity and indecency against them. The FCC itself has been silent on the subject, although, presumably, it must eventually become directly involved with this sensitive issue. Our best guess has been that the five commissioners would invoke some administrative sanction against the three targeted stations and let it go at that.

But now the guard has changed in the FCC's general counsel's office, with Jack Smith exiting and Diane Killory taking over. Those who hoped for a pro-First Amendment posture from the prior occupant were disabused by a memorandum he left behind, excoriating broadcasters for pushing out the limits of the permissible and holding them responsible for a litany of social ills. Killory, on the other hand, came calmly into office with a first intention of studying the law with great care and an inclination "not to cast our net too wide."

If there were but one broadcast station in this whole land we would oppose with all our vigor the censoring of its voice. But there are, instead, 10,046 radio stations, and 1,285 television stations, and even 435 low-power TV stations, not to mention some 8,000 cable TV systems. If ever a case could be made for plurality in programing, it is now. We have great hope that the new G.C. will make it.

Things to come

The Association of Independent Television Stations will meet in Los Angeles this week, bringing with it a number of concerns about the shape of "Tomorrow's Marketplace," the theme of this year's convention.

For the near term, it will be a marketplace without must carry. The FCC's indefinite stay of all parts of its revamped rules, which were to have gone into effect Jan. 15, came as a shock—"an astonishing betrayal," in the words of Preston Padden, the INTV president. Independents had hoped the carriage requirements of the new rules would give them a measure of stability in the cable universe. Not that the stayed rules were everybody's ideal. Indeed, they contained something for just about everyone—including independents—to hate: INTV itself expressed its displeasure with the five-year sunset, among other things. Some smaller independents (banding together as the National Independent Television Committee) expressed their belief that the industry carriage quotas agreed to in the industry compromise, to which INTV was a party, provided them with little security. A refashioned consensus among all broadcasters and cable operators, if attainable, would be preferable to unworkable rules mired in court challenges.

Independents hope it will be a marketplace without wholesale channel repositioning by cable systems. They should be somewhat buoyed by the guidelines recently laid down by the leading MSO, Tele-Communications Inc., which pledged to keep "VHF independents on channels where technically feasible, provided they meet the must-carry viewership standards." Presumably the absence of those standards during the stay will not affect implementation of that policy.

In the "if you can't beat 'em, join 'em" department, the new marketplace will feature Fox Broadcasting's seeming oxymoron: a network of independents, with stations adopting a once-a-week network profile in hopes of improving their financial postures and getting more bang for the increasingly numerous bucks required to program their stations. Also on the programing front, the marketplace will look more like, well, a marketplace, with the burgeoning home shopping phenomenon providing a new revenue stream for independent stations.

Those giddied by the memories of station sales past—KTLA-TV Los Angeles at $510 million being the whoppers' whopper—have been somewhat sobered by the financial difficulties suffered of late by high-profile independent owner Milt Grant and by the disappointing price—about half that asked—fetched by Taft's five TV's. That is not to suggest that the seller's market in broadcast properties has disappeared, only that lenders may be more circumspect in supplying the financial levers necessary to move the mountains of money involved.

That said, many of these concerns are not uniquely those of independents, nor do they imperil a fundamentally sound business. If the predictions of Chuck Kadlec, president of Frazier, Gross & Kadlec, are in the ball park, in fact, the marketplace will see program price caps and increased ad dollars in the latter half of 1987, insuring, says Kadlec, that the "vast majority of independents will survive with increasing market share to keep their revenue growth at or near double-digit levels." Whatever the reality, the new independent marketplace will be busy and exciting for players and spectators alike.

Overdue

The Radio-Television News Directors Association has been trying unsuccessfully to persuade the U.S. Postal Service that the late Edward R. Murrow is worthy of a commemorative stamp. On matters of this kind snow, rain, heat, gloom of night or any excuse will keep the Post Office from action. So far, no stamp.

The RTNDA began its campaign in 1984. Since then commemorative stamps have been issued for, among others, Abraham Baldwin, Alden Partridge, Frank C. Laubach, Lillian M. Gilbreth and other household names, not to mention the 1920's dog sled and the 1933 Stutz Bearcat. That kind of company could use the reflected luster of an Ed Murrow.

Ed Bliss, a Murrow associate at CBS News, has noted that 1987 would be a fitting year for the issuance of a stamp, 50 years after Murrow was assigned to London. If the post office can't move that fast, 1988 will be the 80th anniversary of Murrow's birth.

Perhaps Larry Tisch, the chief executive officer of CBS, can put a word in the ear of his brother, who is the President's choice to be the next postmaster general.

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