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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Feb 16

February 16, 1987

KATE & ALLIE. THEY MAKE IT ON THEIR OWN.



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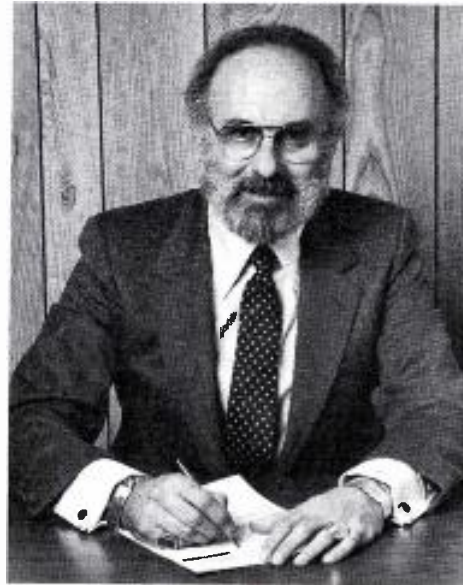
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58th Year 1987
SPECIAL REPORT
Top Fifty Agencies
AT LARGE
John Dingell

Why did Richard Oppenheimer call Americom to sell his four station radio group?

"When we decided to sell our radio group we wanted to sell for the highest price and that's the reason we called Americom. They are specialists and understand the value of radio stations... and I'm not sure Wall Street really does. Their understanding of financing helped us work with the buyer to assure us the closing would be smooth. What can I say, we closed December 30th for \$38,000,000 and \$25,000,000 of that was for a Class A FM and a religious AM in Austin. We're very pleased."

Richard Oppenheimer
President
Capital Cities Broadcasting



Which selling strategy helps you reach your objectives?

1 Confidential Marketing

Minimizes your station's exposure by personally pre-qualifying 15 buyers and selecting the five hottest buyers to review with you before re-contacting them with your station's details.

2 Americom Auction

Involves wide exposure of your property's availability, financial performance and operating information to maximize the pool of buyers and achieve the highest offer from the auction's most aggressive bidder.

3 Negotiated Bid

Your station's sensitive information is handled discreetly but public exposure of its availability is used to increase the pool of buyers to produce the highest possible offer.

Americom offers you a choice of selling strategies and the ability to get financing for buyers.

Americom's Financing Services

Because we work with leading lenders on a daily basis, we can provide you with financing over \$3,000,000 by structuring a loan package that may include senior debt, mezzanine layers and pure equity.

Refinancing: By reviewing your current debt structure, Americom can help you arrange refinancing if you anticipate debt service short falls. Call before your bank eliminates refinancing options.



Radio Station Brokerage & Financing

Broadcasting Feb 16

“At Large” with John Dingell FCC to probe syndicated exclusivity, compulsory license Top 50 advertising agencies

SECOND LOOK □ FCC moves to examine syndicated exclusivity rules and cable's compulsory license. **PAGE 27.**

EARNINGS STORY □ ABC, CBS earnings off for full year. **PAGE 28.**

SECOND THOUGHTS □ MCA TV expected to pull *Miami Vice* from syndication market. **PAGE 29.**

DINGELL AT LARGE □ House Commerce Committee Chairman John Dingell (D-Mich.) discusses license renewal, the public interest standard and must carry. **PAGE 31.**

TOP 50 AGENCIES □ BROADCASTING's survey of the top 50 advertising agencies finds that consolidations affected billings, which showed slight increases in all categories. **PAGE 36.**

NEWS CORP. IN PROFILE □ Rupert Murdoch has transformed his father's company into a worldwide media conglomerate, with newspaper, television and program production interests spread across three continents. **PAGE 42.**

INTO BUSINESS □ Jerry Weintraub, with nearly half a billion dollars in backing, creates TV production, music and concert promotion company. **PAGE 48.**

LOOKING GOOD □ Walt Disney Co. says syndication business was responsible for its record first quarter. **PAGE 48.**

U.S. CANDIDATE □ U.S. is pushing former FCC Chairman Dean Burch for director general of Intelsat. **PAGE 49.**

SITE SETTING □ League of Women Voters announces New Hampshire and Nashville sites for 1988 presidential debates. **PAGE 52.**

SOVIET DISCOVERY □ Discovery Channel reaches accord to air 66 hours of Soviet television. **PAGE 53.**

UN SPOT □ *Amerika* star Kris Kristofferson records PSA for United Nations. **PAGE 54.**

NASHVILLE CATS □ Nearly 1,000 are expected for Country Radio Seminar in Nashville. **PAGE 56.**

AM PUSH □ NTIA study on AM stereo sees production of automatic-switching multisystem receivers as the way to insure the future of the technology. **PAGE 63.**

CONDOM CONSIDERATIONS □ Congressmen question network representatives on condom advertising policies. **PAGE 65.**

MONEY IN THE BANK □ Congress expected to ask USIA at March 3 hearing about agency's unspent funds. **PAGE 66.**

POWERS EXPANSION □ State attorneys general ask FTC for authority to prosecute in any state. **PAGE 67.**

SMPTÉ CITING □ Future technological developments dominate discussion at SMPTÉ show. **PAGE 72.**

TAKING STOCK □ The Capital Group's Gordon Crawford has bet on the Fifth Estate, and won for his New York financial firm. **PAGE 95.**

INDEX TO DEPARTMENTS

Advertising & Marketing 58	Datebook 18	In Brief 96	Programming 53
Business 42	Editorials 98	Law & Regulation 63	Riding Galt 62
Business Briefly 10	Fates & Fortunes 90	The Media 49	Stock Index 68
Cablecastings 6	Fifth Estater 95	Monday Memo 16	Syndication Marketplace . . . 55
Changing Hands 71	For the Record 76	Open Mike 24	Technology 72
Closed Circuit 5			

INDEX TO ADVERTISERS: Allied Satellite Equipment 8 □ Americom Second Cover □ Blackburn & Co., Inc. 70 □ Blair Television 23 □ Buena Vista Television 50-51 □ Chapman Associates 77 □ The Christian Science Monitor 20 □ Classified Ads 81-89 □ Columbia University 10, 24 □ Communications Partners, Ltd. 69 □ Continental Electronics 62 □ R.C. Crisler & Co., Inc. 72 □ Cycle-Sat Satellite Couriers Third Cover □ Dielectric Communications 25 □ Richard A. Foreman Associates 75 □ Michael Fox Auctioneers, Inc. 63 □ Fuji 21 □ Gammon & Ninowski Media Investments, Inc. 76 □ Greenwood Performance Systems 80 □ Heller Financial 71 □ Home Shopping Network 26 □ LBS Communications, Inc. 15 □ MCA TV Front Cover, 7, 9, 11, 17 □ MIP-TV '87 57 □ Professional Cards 79 □ Services Directory 78 □ Howard E. Stark 73 □ Transtar 4 □ Tribune Entertainment 19 □ 20th Century Fox Television 12-13 □ United Press International Fourth Cover □ Wertheim Schroder & Co., Inc. 74

NEW FROM TRANSTAR



Designed like no other format in history... "AM Only"SM has been engineered with all the quality, all the best strategic and comprehensive music research, that has made Transtar formats winners in the most competitive markets in America. But this format is made specifically to win **saleable ratings on AM radio stations**. It is focused on 35 to 54 year olds who use AM every day...AM users in the "Money Demos."

Transtar's "AM Only"SM is for those people who love the great songs by the great artists. The original hit songs by the top performers, from Frank Sinatra to Patti Page, from the Mills Brothers and Nat King Cole to Benny Goodman, Perry Como, Johnny Mathis, Andy Williams, the Crew Cuts and many more... with no "stiffs." It's all music aimed at **saleable** adult demos, all available live 24 hours a day from America's quality satellite network.

Please send me more information on "AM Only"SM today!

Name/Title: _____

Station: _____

Address: _____

Phone: _____

Send To: 660 Southpointe Court, Suite 300, Colorado Springs, Colorado 80906

THE NEXT FORMAT FOR THE MONEY DEMOS.

Available on a market-exclusive basis.

First come-first served.

1-800-654-3904

TRANSTAR

The Quality Satellite Network

Jockeying for position

Believed to be coming up on outside as candidate for FCC commissionership being opened up by departure of Chairman Mark Fowler is Jerry Fritz, now Fowler's chief of staff. He took over presumed lead late last week from Peter Pitsch, chief of FCC's Office of Plans and Policy, who earlier in week was considered man to beat for post. Names still in hat: Ira Goldman, aide to California Republican Senator Pete Wilson, who's being pushed by his boss and by Lew Wasserman of MCA; Craig Smith of Freedom of Expression Foundation; Jack Smith, former FCC general counsel, and Susan Wing of Hogan & Hartson.

AIDS ads

Controversy surrounding condom advertisements on radio and television as part of campaign to stop spread of AIDS will be subject of panel session at National Association of Broadcasters annual convention in Dallas next month. Broadcasters, representatives from public health sector and possibly religious organizations are expected to participate on panel. In related news, NAB has been asked by Department of Health and Human Services whether it would distribute to broadcasters PSA's that department is preparing on AIDS. NAB says it will make decision after it screens spots.

Spreading word

Chances are said to be good that Fox Broadcasting Co. will accept condom commercials for its network. Company executives are considering idea and are expected to give their approval this week. Spots will appear on *The Late Show Starring Joan Rivers* but not in Fox Broadcasting's prime time lineup debuting next spring. Advertisers turned to incipient network after three commercial broadcast networks rejected contraceptive ads. Fox's seven owned television stations are also considering condom commercials, and sources indicated most or all would find such ads appropriate during adult viewing hours.

Runner

Benjamin McKeel, vice president for television, Nationwide Communications, Columbus, Ohio, last week launched

candidacy for chairmanship of National Association of Broadcasters television board. McKeel had been considering running for vice chairman, but changed mind because Margo Cobb, vice president and general manager, WLBZ-TV Bangor, Me., is seeking that post, and no others had announced desire for chairmanship.

Downed by diaries

Independent television's drive to convince advertisers that Arbitron and Nielsen diary systems consistently underreport viewing of independent stations will be subject of presentation at Association of National Advertisers television and media workshops on Feb. 25. INTV will show analysis of ratings from diaries and meters in same 13 markets during November 1986 sweeps. Data will show that diaries in all those markets "grossly underreported" independent stations as compared to ratings generated by meters.

Under way

Joint venture of Coca-Cola Telecommunications and Gulf + Western Entertainment Group (Paramount) for sales of national barter time (BROADCASTING, Jan. 19) moves forward "aggressively" this week, according to Herman Rush, chairman of CCT. Rush and Paramount president of domestic television and video programming, Lucie Salhany, will be in New York this week interviewing candidates to run joint venture. Yet-unnamed barter company will be headquartered in New York, with offices in Los Angeles and Chicago. Rush said that options to acquire share in existing barter company remain alive. CCT and Paramount have reportedly been discussing purchase of Grey Advertising's share of LBS Communications.

New 'USA' version

Look for ABC Radio Network to announce agreement with Gannett Co., Arlington, Va., for exclusive distribution rights to Gannett's audio and scripted news and features service for radio, based on stories appearing in *USA Today* newspaper. Distribution under ABC is expected to begin this summer. Scripted copy will be delivered over ABC Radio's soon-to-be-implemented, high-speed, digital satellite data system (see "Riding Gain," page 62). Gannett's radio service was instituted last May.

Thinking small

Capcities/ABC is looking again at new half-inch video technology, after it decided last fall against buying small format for 1987-88. Network last week received few Sony Beta SP recorders for few weeks of lab and field tests and has already begun measurements of incompatible competing format, Matsushita's M-II. Cost is reportedly one key factor, with network still questioning whether changeover from current three-quarter-inch ENG standard is financially justifiable. NBC, CBS and CNN have already invested widely in half-inch technology.

Home town

Among Atlantans applauding Democrats' decision last week to hold 1988 convention in city were officials of Turner Broadcasting System Inc., whose holdings include Omni Coliseum, site of convention, and office space near Coliseum. According to TBS Vice President Jim Kitchell, who was active in attracting Democrats, TBS will take in more than \$1 million from Democrats' visit July 18-21, 1988, through lease of production facilities at superstation WTBS(TV) and office space and Omni.

TBS's CNN will be in strategic position to cover convention. CNN is moving in June into building next door to Omni. CNN Executive Vice President Ed Turner says proximity will facilitate coverage, which will continue around clock and, he anticipates, account for up to 90% of CNN air time during four days. But what CNN saves in travel expenses and in shipping equipment, he says, will be offset by costs of overtime and live remote feeds from all major hotels.

Shop shape

Lorimar officials confirmed last week that it will ask stations for two minutes of barter time in *Value Television*, in addition to current cash payment, starting in fall. Home shopping program is now on 72 stations, covering 66% of the country, and Lorimar is projecting 85% national clearance by fall. VTV producers are fine tuning its format. Early ratings for program have generally been lower than those delivered by predecessor shows, but stations said more important factor is how much merchandise sells in their markets (VTV affiliates get 5% commission), with first results due in about one month.

Show goes on again in Texas

The 1987 convention of the Texas Cable Television Association, slated for the San Antonio Convention Center this week (Feb. 18-20), is certain to be bigger and better than the 1986 convention.

The reason for the certainty is that there wasn't a 1986 show. Under pressure from the National Cable Television Association, the TCTA agreed to cancel its regular gathering because of its proximity, both in time and location, to the NCTA's annual convention, scheduled for Dallas in March. Organizers of the NCTA set aside some time during the national convention for TCTA activities, but, for all practical purposes, TCTA had no convention of its own last year.

TCTA Executive Director Bill Arnold predicted that attendance for this year's show would be down between 150 and 200 from 1985's 2,150 and he pointed the finger at skipping a year. "It causes you to lose a little bit of momentum," he said. "In this business, out of sight is out of mind."

He said there will be roughly the same number of exhibitors as in 1985—160—but they will be taking less space and bringing fewer people.

Reached in his Austin, Tex., offices last Wednesday, Arnold said he was hoping that the Indian summer weather that has kept temperatures in southern Texas in the seventies will prevail during convention week. The Texas show has always counted on large numbers of on-site registrations, he said, and the better the weather, the greater the number of walk-ins.

The convention starts this Wednesday (Feb. 18) with the TCTA annual meeting and social events, but the convention program and exhibition don't open until Thursday.

Organizers have scheduled a full day of panel sessions on Thursday, starting with a "one-on-one" debate between Steve Effros, president of the Community Antenna Television Association, and Preston Padden, president of the Association of Independent Television Stations. (Padden is filling in for Jack Valenti, president of Motion Picture Association of America, who was originally scheduled to square off with Effros.)

Also on the Thursday schedule:

- Improving cable advertising sales—Don Olson, Heritage Communications Inc.; Mark Repply, Storer Communications Inc., and Terry Reddy, Rogers Cablesystems of Texas Inc.

- An economic comparison of C-band and Ku-band technology—George Johnson, AT&T; Wendell Bailey, NCTA, and Bob Zitter, Home Box Office.

- Pay-per-view services—Ken Krushel, American Cablesystems Corp.; Alan Coleford, Paramount Pictures; Tom Neville, Viewers Choice; Eric Frankel, Warner Brothers Television, and Sheri Herman, United Cable Television.

- TV sets of the future—William Riker,

Society of Cable Television Engineers; Tom Mock, Electronics Industries Association; Vito Bugliera, Zenith Electronic Corp., & Walt Ciciora, American Television and Communications.

- Retention marketing—Woody Woodward, Warner Cable; Sue Ellen Jackson, Heritage Cable; Doug Smith, Dimension Cable of Midland, Tex., and Kathy Lasater, United Cable Television.

- The state of cable regulation—Paul Glist, Cole, Raywid & Braverman; Stephen R. Ross, FCC; Frank W. Lloyd, Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, and Wes Heppler, Cole, Raywid & Braverman.

- Rebuilds versus retrobuilds—Tom Poliss, Communications Construction Group; J.H. Landrum, Mid-Coast Cable Television; Jim Shuttlesworth, Tele-Communications Inc. and Bill Artz, Sammons Communications.

- Local public affairs—Charles Ross, Cable Television Association of Maryland, Delaware and the District of Columbia; Joe Gans, Cable TV Co.; G. Bryan Blow, Ajo TV Service Co.; Bryan O'Hara, Sammons Communications.

- Home shopping—Chuck Price, Cable Value Network; Ginger Smith, Home Shopping Network, and Phil Knudsen, Austin Cablevision.

- Tax reform—Bill H. Sims, John S. Furst and Christopher Carameros, all Coopers & Lybrand.

Hats in the NCTA ring

Bob Johnson, president of District Cablevision Inc., the cable company serving Washington, has written cable systems in the mid-Atlantic states asking for their support of his candidacy for the District 8 seat on the National Cable Television Association board. In the letter, Johnson pointed out that he was vice president of government relations for the association between 1973 and 1976 and an associate director of the NCTA board between 1980 and 1982. In addition to his position at DCI, Johnson is president of Black Entertainment Television, a cable programming service.

In the upcoming election, four seats are up for grabs: three of the nine district seats and the independent/small operator seat held by Roy Sheppard, president of Cable Services Inc., Jamestown, N.D. The incumbent in District 8 (Washington, Delaware, Maryland, New Jersey and Pennsylvania) is Frank Scarpa, president, Community Cable Associates, Vineland, N.J. The incumbents in District 1 (Idaho, Montana, Oregon, Washington and Alaska) and District 9 (all of New England), the other two district seats being contested, are Craig McCaw, chairman and chief executive officer, McCaw Communications, and Steven Dodge, chairman and chief executive officer, American Cablesystems Corp. McCaw is unlikely to run for re-election because McCaw Communications has agreed to sell its cable sys-

tems to concentrate on the cellular telephone business.

NCTA sent out requests for nominations last week, setting a March 3 deadline for their return. Ballots, which will be sent out March 10, will be due March 28. Winners will be named at the board meeting at the association's annual convention, May 17-20 in Las Vegas.

Coming attractions

Plans are under way for a new nationwide cable television service called Movietime, featuring previews of currently released movies and original cable productions, celebrity interviews, "behind-the-scenes footage and Hollywood gossip," personality profiles and news features on the entertainment industry. Additionally, special segments will focus on such topics as entertainment business news, new talent, special effects, foreign films, movie music and "the international film scene." Similar in format to a combination of MTV and *Entertainment Tonight* (with a "slightly younger twist" and longer segments than the latter, according to David Saltman, Movietime vice president of marketing), the channel will be introduced in mid-June.

Alan Mruvka, an independent New York real estate developer who is credited with developing the concept for the service in 1984, is chairman and chief executive officer. Larry Namer, formerly a principal of New Media Management, a Los Angeles-based consulting firm that specialized in "business development for cable TV," Movietime said, is president and chief operating officer of the new service. He was formerly head of corporate development for Manhattan Cable from 1971-81, prior to joining Valley Cable TV in Chatsworth, Calif., in 1981 as vice president and general manager. Both men are also part owners of the service, with other private investors, Saltman said.

Also affiliated with the new service is former National Cable Television Association Chairman Tom Wheeler, now head of Numedia Corp. According to Saltman, Wheeler is heading affiliate sales. And PADCO, a joint venture of Numedia, Tribune Media Services, and a number of multiple system cable operators, developed the computerized graphic display system that Movietime will use to provide free local movie listings for theaters in each area carrying the channel.

Movietime will be a basic advertiser-supported service that will be free to local cable operators and subscribers. Program sponsorships and entitlements are available for charter advertisers, it said. The company is currently negotiating for transponder space on Satcom IV and AT&T's Telstar 303 (through Viacom), although Movietime will "most likely" use the former because it entails "less money," Saltman said. Movietime is also building production studios in Hollywood and has placed bids for satellite uplink

THE PEOPLE WHO ARE BRINGING YOU THIS YEAR'S **#1** FIRST-RUN SITCOM ARE STARTING A TREND.

Charles In Charge Out Of This World Bustin' Loose



#1 First-Run Sitcom

In just three weeks, Charles In Charge has soared to the #1 position of all first-run sitcoms in syndication.
Starring Scott Baio.
Scholastic Productions-Al Burton Productions, in association with Universal Television.
A co-venture of MCA TV and Tribune Entertainment Company.

Cleared 75% U.S.

This delightful half-hour series of fun and fantasy is the Cosby lead-in for the NBC O&Os 1987 checkerboard.
Starring Donna Pescow.
Produced by Bob Booker Productions.
Starts Fall 1987.

Cleared 70% U.S.

Jimmie "Dyn-o-mite" Walker is back in this half-hour of absolutely explosive comedy.
A Golden Groove Production.
A co-venture of MCA TV and Tribune Entertainment Company.
Starts Fall 1987.

MCA TV

Where First-Run Is Always First-Rate
(212) 605-2786

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services. The channel also expects to have electronic news gathering capabilities to cover movie-oriented events in Hollywood.

According to Mruvka, "We initially envisioned a service for the movie industry that could serve the same purpose and enjoy the same success that MTV had. In a sense, we will be to the movies what MTV has been to the music business," he said, adding that "Movietime will be Hollywood's own promotion channel. It will be a cost-effective advertising vehicle compared to other media, because we're reaching the right market segments. It will also be a boon to local exhibitors and theater chains," he said.

'Sonya' on CNN

On March 30, CNN plans to replace its long-running *Take Two* (noon-2 p.m. NYT) with *Sonya Live in L.A.*, featuring talk show host and clinical psychologist Sonya Friedman. A CNN spokeswoman said the new show would be similar to the one it replaces, providing viewers with a mixture of news, informative features and interviews. The principal difference is that the interviews conducted by Friedman will focus on psychological aspects of current issues and topics. Friedman is currently heard twice weekly on the ABC Talkradio Network.

Hands across the waters

Buoyed by their earlier successes, Home Box Office Inc. and England's Television South (TVS) agreed last week to fund equally the development and production of more original programming.

Under terms of the agreement, HBO and TVS said in a joint announcement, the programming would debut on HBO, probably in 1988, and then be released to home video and worldwide syndication.

HBO and TVS, working together on an ad hoc basis, jointly produced *Murrow*, a documentary on the life of CBS's Edward R. Murrow that won the Grand Award at the International Film and Television Festival in New York and three ACE awards from the National Academy of Cable Programming. The duo also co-produced *Mandela*, a documentary on the life of South African black activist Nelson Mandela, which is expected to be seen on HBO in the spring.

Jim Warner, vice president for HBO Enterprises, said HBO and TVS already have a number of projects on the "planning

boards," including mini-series, variety shows and documentaries. "We are positive that this will be a very productive relationship."

AMST logs in

The cable industry last week got broadcast support for the argument that the A/B switch aspects of the FCC's new must-carry rules raise "serious" interference problems.

In comments at the FCC, the Association of Maximum Service Telecasters submitted the results of a study that "show unequivocally that A/B switches will create serious interference" to TV service. "Instead of assuring cable homes of access to local station programming—which is the purpose of the requirement—the commission's switch requirement would impair such access in both cable and other homes and thereby deter over-the-air viewing and work against the goals of diversity and viewer which underlay the commission's decision," AMST said.

The association said that as few as 300 A/B switches widely distributed could cause interference in all television homes in a metropolitan area.

Round the clock

Galavision, a Spanish-language cable television entertainment service, will extend its programming day to 24 hours, effective March 1. The national service currently operates Mondays through Fridays from 12:30 p.m. (Pacific Time) to approximately 2 a.m. (depending on what time the service's last movie ends), and from 8:30 a.m. to about 2 a.m. (PT) on weekends. Galavision's satellite uplink is in Laguna Niguel, Calif. The commercial-free service offers five movies each day, in addition to daily novelas, live sporting events, children's programming, mini-series, music videos, theater and variety shows. It is supported by license fees paid by cable operators based on the percentage of Hispanics in a given market.

According to Juanin Reid, Galavision vice president and director of programming, "The decision to extend Galavision's programming day enables us to meet the demands of the Hispanic subscribers and the cable operators, offering them both better value." Created in 1979 as a pay channel, the service began conversion to a basic service late last year. To date, 15 cable systems have converted from pay to basic, a spokesman said,

adding that Galavision reaches 450,000 Hispanic homes, 96,000 of which are still pay services," he said.

Live captioning

HBO said last week it will use real time closed captioning for the first time in a live boxing match to be televised March 7 (leading the ticket is a bout between Mike Tyson and James [Bonecrusher] Smith). An HBO spokeswoman said the network has not made a commitment to real time closed captioning for all future fights. "We'll see how it goes this time before making a decision on that," she said.

Public affairs affair

About 150 cable industry executives and public relations officials will meet in Los Angeles for Forum '87, the second annual seminar of the Cable Television Public Affairs Association, Wednesday-Friday (Feb. 18-20). The conference will concentrate on skill-building techniques in public affairs. Jim Mooney, president of the National Cable Television Association, will deliver the keynote address and discuss new challenges facing cable: pricing strategies, programming and ways to improve the public's perception of the business.

Following Mooney's address, conference participants will determine final tactics for National Cable Month, the industrywide promotional effort in April. There will be a two-part working session on National Cable Month, dealing with both national and local campaigns. Also, Ed Allen, president of Western Communications Inc., will moderate a discussion on public relations and the bottom line. Other topics at the conference will include crisis management, presentation skills, media placement techniques, community relations campaigns and the media's view of the cable industry.

Taking the younger pulse

Nickelodeon, *USA Today* and the research firm of Yankelovich Clancy Shulman Inc., has begun "Youth Monitor," a study of "young American consumers," ages 6-15, MTV Networks (of which Nickelodeon is a programming service) said last week. It will study a national sample of 1,200 young people, grades one through 10. Among the subjects to be studied are the children's and teen-agers' values and attitudes, whom they consider to be their heroes, what things they think are important to their parents and what issues they care about.

According to Marshall Cohen, MTV Networks senior vice president of research and corporate services: "Today's kids have grown up with television in the home and have seen more advertising than any other generation. They are more important in the home's purchase decisions. They do more family shopping—and at earlier ages. And they control and spend more money than ever before. To be effective today," Cohen said, "marketers need to understand how and why children make choices, and what effect their values and attitudes have on their behavior as consumers. Data about this key demographic is long overdue." The study will be available next spring from Yankelovich.

VALUE!



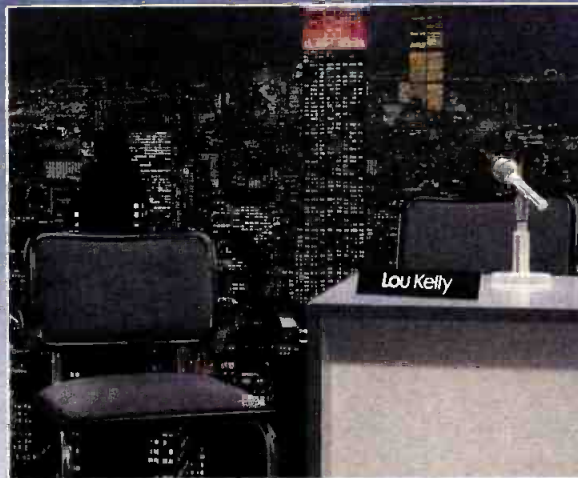
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HEEEERE'S...JOHNNY, JOAN, DAVID AND LOU.



LOU WHO?

Lou Kelly, that's who!

Lou is the host and star of The Lou Kelly Show, a totally breakthrough blend of comedy, music and celebrity interviews.

It's wild, outrageous humor, in the tradition of Mary Hartman, Mary Hartman and Fernwood 2-Night.

It's the take-off you've got to put on. It's the put-on that's ready to take off. In fact, this half-hour late night strip is available for telecasting this June.

No wonder groups like RKO, Chris-Craft/United Television, Gannett, Meredith and TVX have committed New York, Los Angeles, San Francisco, Houston, Minneapolis, Phoenix, Hartford, Portland Or., Salt Lake City and Louisville.

THE LOU KELLY SHOW
13 weeks of outrageous late night programming. Available for a Summer 1987 start.

A dick clark company production

MCA TV

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Advertiser sales: (212) 605-2720/(312) 337-1100

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Business Briefly

TELEVISION

J.R. Simplot Co. □ Retail food chain is set to launch three-week campaign this week in about 45 markets. Commercials will be scheduled in all dayparts. Target: women, 25-54. Agency: Noble & Associates, Springfield, Mo.

RADIO

Roney & Co. □ Financial services company will use spot radio in about 10 markets, including Cleveland and Indianapolis, for four to six weeks starting in mid-February. Commercials will be presented in news, business and financial programs. Target: adults, 35-64. Agency: Baker Abbs, Cunningham & Klepinger, Birmingham, Mich.

Jolt Cola □ Soft drink product with twice as much caffeine as ordinary colas will stage one-week flights in mid-February, early March and late March. Commercials will run in Seattle, Portland,

Ore., and Anchorage in all time periods. Target: adults, 18-49. Agency: Elgin Syferd, Seattle.

RADIO & TV

Missouri Division of Tourism □ Ten-

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One Week, June 1-5

The Business of Magazine Publishing

One Week, June 22-26

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New York, NY 10027

Advantage

Billing numbers. Television Bureau of Advertising reports that combined local, network and national and regional spot television advertising amounted to \$21.6 billion in 1986, 8.1% higher than in 1985. Local advertising rose by 14%, to \$5.7 billion, national and regional spot television by 9%, to \$6.5 billion, and network television by 3.4%, to \$8.6 billion. For fourth-quarter local TV climbed by 14%, national spot by 12% and network by 3.4%.

Going international. Seltel International has been formed to serve as exclusive sales agent in North America for Europe's Super Channel which began 24-hour television satellite service on Jan. 31. London-based company will serve European viewers drama, sports, documentary and news programming. James P. Murtagh, who has been executive with Young & Rubicam International and Canada Dry, has been named senior vice president and general manager of Seltel International, based in New York. Seltel International is separate from Seltel Inc., U.S. television representative firm, although both are subsidiaries of Selkirk Communications, Toronto-based communications firm.

Travel and television. Television Bureau of Advertising and Travel Industry Association of America will hold second annual TIA/TVB Travel and Tourism Commercials Competition. Members of TIA, who work in travel field for profit-making companies or nonprofit organizations, are eligible to participate in competition. Either advertisers or TVB member stations may enter contest with unlimited number of spots between now and July 31. Four awards will be presented at TIA convention in Reno, Oct. 28 to 30. Entry forms are available through TVB at 477 Madison Avenue, New York, 10022.

Still expanding. Lorimar Telepictures Corp. is enlarging its stake in advertising agency field with its acquisition of Poppe Tyson, New York, business-to-business advertising specialist. Seller was D'Arcy Masius Benton & Bowles. Poppe Tyson bills about \$15 million and will be merged into Lorimar's USAdvertising unit. Lorimar also is parent company of Bozell, Jacobs, Kenyon & Eckhardt, with worldwide billings of about \$1.4 billion.

Auto motivated. Awards recognizing best local radio commercials produced for automobile dealerships were handed out at National Automobile Dealer's Association annual convention last week in Las Vegas. That news came from Radio Advertising Bureau's Managing Sales Conference, held last week in Atlanta. RAB co-sponsors awards with NADA. Awards, which go to partnership of dealer and radio station, were given out in three categories. Radio halves of winning teams: best dealer radio commercial of year, WPHD(FM) Buffalo, N.Y. (large markets, population 500,000-plus); KGMG-FM Oceanside, Calif. (middle markets, 100,000-500,000), and KRKT-AM-FM Albany, Ore., (small markets, 100,000 and less). In dealer association category, recognizing excellence in dealer association ads, KOOL-FM was Grand Award winner. Radio Creativity Awards were also given as honorable mentions in each market size category: WCZY(AM)-WORS(FM) Detroit, large markets; WKRS(AM)-WXLC(FM) Waukegan, Ill., middle markets, and WCMR(AM) Elkhart Ind., and WCIL-FM Carbondale, Ill., sharing the honors in small markets.

Back to school. "Radio Sales University" program, first launched for new radio account executives by National Radio Broadcasters Association, which merged with National Association of Broadcasters last year, will see new life this year under auspices of Radio Advertising Bureau ("Closed Circuit," June 9, 1986.) Six, three-day sessions have been scheduled for 1987 with first taking place in Columbus, Ohio, April 10-12, according to RAB President Bill Stakein. Serving as "dean" of university sales program will be Norman Wain, chairman and chief executive officer of Metroplex Communications, Cleveland, who was creative force behind sales university. "The program is designed to combine theory and practice to improve new sales people's skills," said Stakein.

SELL MATES.



KATE & ALLIE
HERE TODAY.
SOLD TOMORROW!

Produced by Reeves Entertainment Group
Distributed by

MCA TV

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SOLD!
WOR/NEW YORK
KHJ/LOS ANGELES

**IT'S
NO RUMOR.
EVERYONE'S
BUYING OUR
SECRET.**

SECRETS
A N D
RUMORS

THE #1 CELEBRITY GAME SHOW CHOICE FOR 1987-88. 25 different stars every week!

Entertainment, not challenges, for your audience.

Secrets and Rumors gives your viewers what they want most:

Entertainment, pure and simple. No bells, whistles or gimmicks. Just nonstop fun and comedy.

Everybody loves a juicy secret.

Each fast-paced half hour takes your audience on location wherever the stars are. Each celebrity bares a deep, dark personal secret (or is it a rumor?) that has everybody guessing.

Harvey Korman leads the action.

Korman, one of television's most popular personalities, keeps the laughs coming as he gets our contestants to decide whether

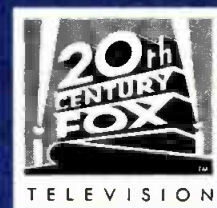
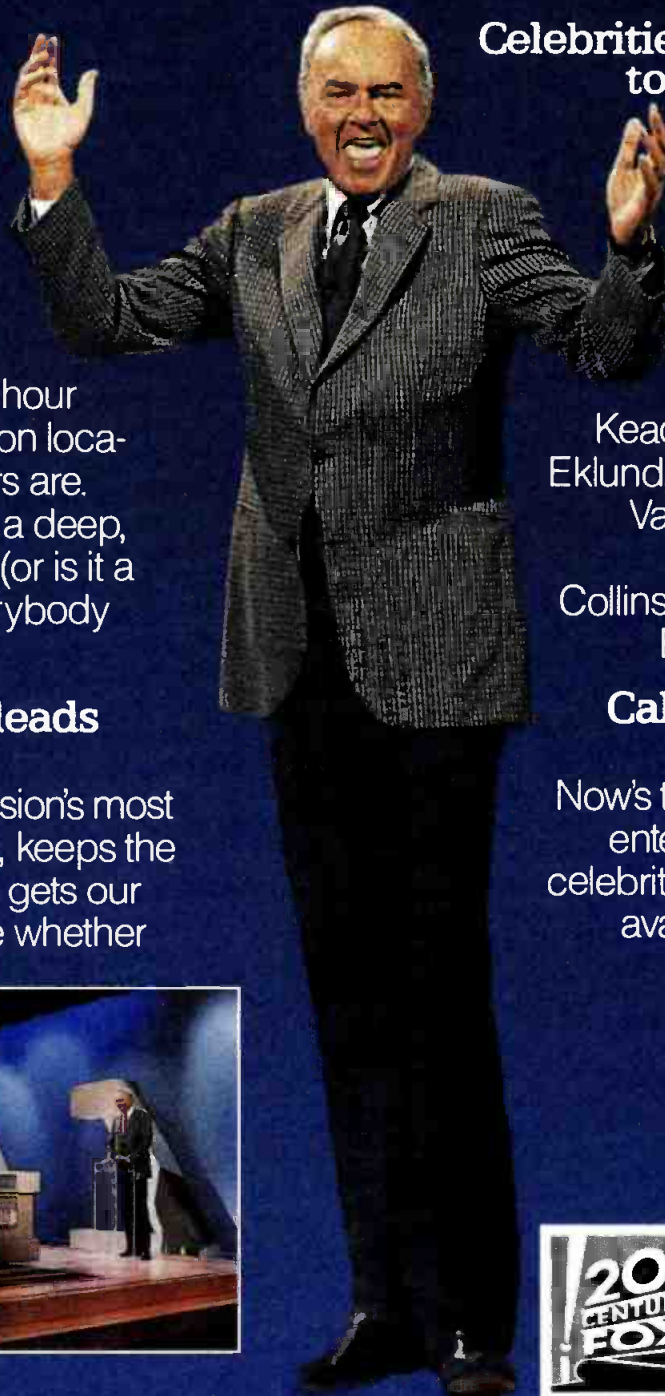
the celebrities are telling the truth — or just spreading rumors. (And, wow — do our contestants have their own secrets to reveal!)

Celebrities who can't wait to tell their secrets.

Your audience will be teased by the likes of Joan Rivers, Tim Conway, Dr. Ruth Westheimer, Vincent Price, Tom Poston, Stacey Keach, Richard Moll, Britt Eklund, James Sikking, Joan Van Ark, Sally Struthers, Bubba Smith, Jackie Collins, Emma Samms and Ed Asner. For starters.

Call now before the secret's gone!

Now's the time to lock in this entertaining, fast-moving, celebrity-filled, half-hour strip, available September '87.



week flight will begin in March in 17 markets and will cost estimated \$2 million for television, radio and print effort. Commercials on TV will be positioned in late news and prime and in drive periods on radio. Target: adults, 25-54. Agency: Kenrick Advertising, St. Louis.

Chick-Fil-A's Chicken fast-food operation will conduct three-week campaign from late March to Easter Sunday (April 19) in 30 television and 50 radio markets. Commercials will be carried in all dayparts. Target: adults, 18-49. Agency: Cargill, Wilson & Acree, Atlanta.

Texas Credit Union Four-day flights will run in February, May and June on radio and in March, April and May on television in six radio markets and 11 television markets. Commercials will run in all dayparts. Target: adults, 25-54. Agency: Lee Hill Advertising, Dallas.

Kindercare Childcare service launches test campaign for one month in three markets (Indianapolis, Jacksonville, Fla., and Oklahoma City) in late February. Radio commercials will be placed in morning drive and Saturday mid-day periods. Television spots will be bought in late fringe and prime periods. Target: working women, 21-35. Agency: Hutcheson/Schutze, Atlanta.

Rep Report

KSAS-TV Wichita, Kan.: To Seltel from Independent Television Sales.

KZFX-FM Houston: To Republic Radio (no previous rep).

KFMY-AM-FM Salt Lake City; WKS-FM Greenville-New Bern, N.C.; WADK(AM)-WDTB(FM) Newport, R.I., and KOKS-FM Denver: To Hillier, Newmark, Wechsler & Howard (no previous rep).

KEDW(AM) San Antonio and KOC(AM) Corpus Christi, both Texas: To Caballero Spanish Media from Select Radio.

WLVH-FM Hartford, Conn.; KJAR(AM) Laredo, Tex., and KBOM-FM Santa Fe, N.M.: To Caballero Spanish Media (no previous national reps)

KMNS(AM)-KSEZ(FM) Sioux City, Iowa: To Christal Radio from McGavren Guild.

WJUK(AM)-WBZ(FM) Eau Claire, Wis.: To Christal Radio from Masla Radio.

KUTW(AM)-KSLY(FM) San Luis Obispo, Calif.: To Katz Radio from Select Radio.

The Fifth Estate Broadcasting

Founder and Editor
Sol Taishoff (1904-1982)

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Phone: 202-659-2340

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Broadcasting & Cablecasting Yearbook

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Continental Europe: Lucassen International, John J. Lucassen, Kamerling Onneslaan 67, 1171 AC Badhoevedorp/Amsterdam, Netherlands. Phone: 31(2968)6226. Telex: 18406 harkie nl. ■ United Kingdom: John Ashcraft & Co., 12 Bear St., Leicester Square, WC2H 7AS London, England. Phone: 01-930 0525. Telex: 895 2387 answer g ashcraft. ■ Japan: Masayuki Hanhara, Yuhari Media Inc., 17-2 Chitosedai 1chome, setagaya ku, Tokyo-157 Japan. Phone: (03) 484-2847. Telex: 02423928.

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Name _____ Payment enclosed

Company _____ Bill me

Address _____ Home? Yes No

City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations Yes No (required)

For renewal or address change
place most recent label here

MY FAVORITE PLACE TO BE



MAPLE TOWN™

**The Happiest Town Around
Is Where You Want To Be!**

- Season's newest, happiest family entertainment!
- In the great tradition of Hollywood's animated classics.



- Irresistible characters... hilarious adventures... enriching tales!



- Ten first-run half hours for April!
- Based on brand new characters from the enchanting world of Tonka Toys.

- Backed with a multi-million dollar national advertising and promotion campaign!



- From LBS Communications—TV's largest and most successful children's series syndicator!



Produced by The Maltese Companies in association with Saban Productions.

*When you're in it
for the long run!*

LBS

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

A broadcast collection commentary from George Stella and Stuart Brenner, SKO-Brenner-American, Oceanside, N.Y.

Who's liable, advertiser or agency?

Broadcast advertising revenues for 1986 have approached the \$20 billion mark (radio and television, excluding network). It's almost irrelevant how small a percentage (less than 1%) of those dollars have to be chased by a collection agency, but the total is quite considerable. So let's consider some of the legal and practical concepts of liability for the payment for advertising time.

Who is liable? The advertiser? The advertising agency? The answer is not always simple; in fact, there is no one answer applicable to all situations and all parties of interest. For years, media, advertisers and advertising agencies have struggled to discern reliable guidelines on this issue from the courts.

The basic legal concepts have long been in place. They hold that any obligation for payment of a debt is based on an agreement that most times is usually expressed and sometimes implied. In advertising, the problem has been in identifying who is making the agreement and who is bound by it. To establish liability, the legal relationship between an advertiser and its advertising agency must be analyzed.

The law provides that a person (including a corporate entity) may empower another to act for it in its name, and, if duly authorized, the acts of this "agent" will be for the account of and binding on the "principal." Assuming there has been a proper delegation of authority, the corollary is that the agent is not liable for its own account when it is acting only as an instrumentality of a known principal.

An "independent contractor," on the other hand, is one who—although engaged by another to perform a particular function—performs that function in a discretionary manner, exercising its own judgment as to how best to fulfill its assigned task. An independent contractor who in turn contracts with others in regard to performance of its commitment to the engaging party is solely liable to such third parties, and the engaging party (the advertiser) has no responsibility toward them.

The distinction between the relationship of principal and agent or independent contractor is not always easily made or determined.

The difficulty is avoided if there is a contract that clearly establishes liability by legal implication from the relationships. The form and substance of the contract vary, and although standardized forms have been developed over the years, except for individual policies that may be imposed by a particular credit grantor there is no mandate as to the use of these forms. In fact, orders are often



George Stella (left) is vice president of the broadcast division of SKO-Brenner-American collection agency, Oceanside, N.Y. He is a member of the New York State Bar and has held sales and sales management positions with WNBC-TV New York, NBC-TV, Petry Television, Katz Communications and Lifetime cable television network. He was also an NBC-TV affiliate relations service representative.

□

Stuart Brenner is chief executive officer of SKO-Brenner-American. He has an MBA in finance and is a member of the Commercial Law League of America.

submitted in letter form, or more likely over the phone, with no specific reference to liability for payment.

As to the standardized forms, historically they have been prepared, adopted and re-adopted in response to experience. By way of example, in the early 20th century, with the advent of advertising agencies as a significant service business, it appears to have been assumed that agencies were "agents" in the classic principal-agent sense; from the 1930's into the 1970's, due to perception that advertising agencies were better credit risks than many of their clients (and apparently with the approval of the agencies), the original American Association of Advertising Agencies order form was promulgated. It provided that the agency was solely liable for payment to media. With the use of that form, the principal/agent independent contractor question (at least as to the issue of responsibility for payment) does not arise.

The perception again changed in the 1970's, when certain sizable advertising agencies failed, and the matter of *CBS v. Stokely Van Camp* established (at least in the state of New York) that absent an overriding contractual obligation, the advertiser had no liability for payment to media. The CBS case involved the following classic situation: an advertising agency (Lennen & Newell) submitted requests for availabilities to CBS for advertising on behalf of Stokely Van

Camp. CBS ran the advertising and billed the agency. The advertiser paid the agency, but the agency did not pay CBS. Instead, the agency went into bankruptcy, and CBS re-billed Stokely Van Camp, which refused to pay. CBS then sued the advertiser.

The Federal District Court in Manhattan (Judge Wyatt), in determining whether the advertising agency was an agent for a disclosed principal (Stokely) or was instead an independent contractor, found that the agency was not Stokely's "agent" and that, accordingly, Stokely was not liable to CBS. Whether the court would have reached the same conclusion had Stokely not paid the advertising agency is a matter of interesting conjecture. The law does provide that if a principal/agent relationship exists, a principal's obligation to a creditor is not satisfied by payment to its own agent. The rigor of the application of such a rule was, of course, avoided by Judge Wyatt by determining that no principal/agent relationship existed.

In making his determination, Judge Wyatt examined carefully the customs and usages of the industry and found that the standard course of dealing involved the media billing the agency and the agency billing the advertiser. Historically, the media looked for payment only from the agency. Despite New York being an advertising and media center, until *CBS v. Stokely Van Camp*, there was, in fact, no definitive precedent in New York law on the question, but only a handful of conflicting lower state court cases.

In view of the CBS ruling, both agencies and media again shifted gears. Media reformulated the AAAA order to attempt to provide for "dual liability" as between advertiser and agency. The defensive response from the agencies typically resisted payment by claiming to be only agents for the advertisers. Unfortunately for media, in my opinion, the disclaimers and "bill to" provisions inaugurated by the agencies were a more effective response than media's dual liability concept.

Dual liability in itself is not a bad idea and the related concepts of joint liability and guaranty/suretyship are well established in law. The fallacy, as we perceive it, is the manner in which dual liability was sought to be created: If an advertising agency is not an agent of the advertiser (as the CBS case holds), any order containing such provision signed only by the agency does not bind the advertiser. Unless the advertiser also signs the order, or in a separate writing, signed by it, accepts responsibility for payment, the advertiser has no payment obligation to media.

Provided there is no overriding requirement, i.e. alienating a valued ad agency, the following are submitted as means of effectively establishing an enforceable dual li-

Clearances
are coming in
fast...Including
Tribune Stations
in New York,
Los Angeles,
Chicago, Atlanta,
Denver and
New Orleans

WE'RE PUTTIN' IT ON FOR A 4TH BIG YEAR!

And no wonder. This half-hour, once-a-week,
music-comedy series is a powerhouse performer
among young adults, teens and kids.
Markets are closing fast. Put Puttin' On The Hits
on your Fall 1987 schedule now.



A Chris Bearde Production in association with
the dick clark company, inc.

Advertiser sales: (212) 605-2720/(312) 337-1100.
Station clearances: (212) 605-2786/(818) 777-5816.

MCA TV

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ability.

■ The order should be submitted pre-endorsed by the advertiser.

■ If the order is signed only by the agency, a separate letter signed by the advertiser agreeing to the dual liability provision must be requested.

■ A letter should be obtained from the advertiser, in the nature of a continuing guaranty of payment of all charges incurred on its

behalf by the agency.

■ A letter should be requested from the advertiser, without language of guaranty, but acknowledging that the ad agency is, in fact, its agent for placement of orders.

The foregoing suggestions do not exhaust the possibilities, but are suggestive of various approaches. I am aware that resistance to such suggestions may be raised by both agencies and advertisers. Advertisers will

seek to avoid creating a liability to media, which the CBS case says they do not otherwise have. Agency resistance will be based on a desire to prevent any direct contact between media and their clients and to avoid disclosures as to their practices with media. If none of the steps indicated, or comparable variations, are taken, the concept of dual liability remains an unenforceable abstraction without effect to bind advertisers. ☐

Datebook

This week

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**—*Media Research Club of Chicago* meeting on "effective planning and buying of network radio," presented by Vance Harrison, United Stations Radio Networks. Chicago. Information: Beth Uyenco, DDB Needham Worldwide, (312) 861-0200.

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—*Cable Television Administration and Marketing Society* first general manager seminar, to be held during Texas Cable Show (see above). Marriott, San Antonio. Information: Linda Dowell, (202) 371-0800.

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

■ **Feb. 18**—"Ethics and Broadcasting: Profits Versus Social Responsibility," seminar to examine compatibility of TV news and network profits, sponsored by *Center for Communication*. Seminar is open to media, closed to public. New York Times, New York. Information: (212) 930-4878.

Feb. 18-19—Fifth Cable Television and Satellite Broadcasting Conference, sponsored by *Financial Times*,

Intercontinental hotel, London. Information: (01) 621-1355.

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 '87, 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. 18-20—*Television Bureau of Advertising* sales advisory committee meeting. Gene Autry hotel, Palm Springs, Calif.

Feb. 18-20—*Cable Television Public Affairs Association* second annual seminar. Keynote speech: Jim Mooney, president, National Cable Television Association. Sheraton Premiere hotel, Los Angeles. Information: John Kroil, (818) 569-7755.

Feb. 19—*Federal Communications Bar Association* luncheon. Speaker: FCC Commissioner Patricia Diaz

Major Meetings

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 Programmes 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.

Oct. 30-Nov. 4—*Society of Motion Picture and Television Engineers* 129th technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles. Future conferences: Oct. 14-19, 1988, Jacob K. Javits Convention Center, New York, and Oct. 22-27, 1989, Los Angeles Convention Center.

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

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

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

■ **Jan. 23-26, 1988**—*Radio Advertising Bureau's* Managing Sales Conference. Hyatt Regency, Atlanta.

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

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

Feb. 26-29, 1988—*NATPE International* 25th annual convention. George Brown Convention Center, Houston.

"At The Movies". A Four-Star Show That Gets Four-Star Audiences.

★ ★ ★ ★ Audience Composition ★ ★ ★ ★

"At The Movies" Vs. Siskel & Ebert*

		At the Movies	Siskel & Ebert	The "At the Movies" Advantage
WOMEN	18-34	27%	22%	+23%
	18-49	37%	33%	+12%
MEN	18-34	18%	13%	+38%
	18-49	32%	24%	+33%

Rex Reed and Bill Harris have only been hosting "At the Movies" since September, but already they're outperforming Siskel and Ebert in the demographics that count the most. Then again, we've always said it could only happen "At the Movies." Contact Tribune Entertainment Company at (212) 557-7800.

*Source: NTL/SON, November 1986 - % of total persons. And the December numbers are even better!

Our Success Shows

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—*American Women in Radio and Television, Washington chapter*, reception for new members of Congress. Cannon Caucus Room, Washington.

Feb. 19—"60 Minutes on 60 Minutes," featuring Richard Salant, former president of CBS News. Symposium on network news sponsored by *Pennsylvania's Annenberg School of Communications*. Annenberg School, Philadelphia. Information: (215) 898-8658.

Feb. 19—*Vermont Ad Club* meeting, featuring John D.C. Little, MIT, on "The Impact of Marketing Variables." Radisson-Burlington hotel, Burlington, Vt.

■ **Feb. 19**—"What's New in the Ratings Game?" drop-in luncheon sponsored by *National Academy of Television Arts and Sciences, Washington chapter*. Speaker: Douglas McFarland, Arbitron. WTTG(TV) Washington. Information: (301) 587-3993.

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* 16th annual communications conference. Theme: "Leadership and Power Through Communications." Blackburn Center on Howard campus and Howard Inn, Washington. Information: (202) 636-7491.

Feb. 19-21—*South Florida Black Media Coalition* third annual communications conference. Doral Country Club, Miami. Information: (305) 579-0021.

Feb. 21—*Alpha Epsilon Rho, National Broadcasting Society*, north central regional convention. University of Wisconsin-Platteville, Wis. Information: Jamie Døerge, (608) 342-1180.

Feb. 21—"A Conversation with Paul Duke (moderator of *Washington Week in Review*)," one in series of lectures sponsored by *WETA-TV Washington*. WETA studios, Arlington, Va. Information: (703) 998-2713.

Also in February

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. 24-25—*Louisiana Association of Broadcasters* visit to Congress. J.W. Marriott, Washington.

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—*Academy of Television Arts & Sciences, New York chapter*, luncheon featuring Stuart A. Hersch, chief operating officer, King World, on "Phenomenon of Oprah." Copacabana, New York. Information: (212) 765-2450.

Feb. 25—*Academy of Television Arts & Sciences, New York chapter*, screening and discussion of Worldnet with Alvin Snyder, director, USIA Television and Film Service. New York. Information: (212) 765-2450.

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. 26—Roundtable discussion about CBS founder William Paley, led by Sally Bedell Smith, *New York Times* reporter. Symposium on network news sponsored by *Pennsylvania's Annenberg School of Communications*. Annenberg School, Philadelphia. Information: (215) 898-8658.

■ **Feb. 26**—Computer graphics seminar, "How Do They Do That?" co-sponsored by *National Academy of Television Arts and Sciences* and *National Computer Graphics Association, Arizona chapters*. VIP Production Center, Phoenix.

Feb. 26-March 6—American Film Market, sponsored by *American Film Market Association*, for international sales of independent English language feature films. Beverly Hilton, Los Angeles. Information: (213) 275-8505.

Feb. 27—Deadline for entries in Edward R. Murrow Award for outstanding contributions to public radio, sponsored by *Corporation for Public Broadcasting*. Information: CPB, (202) 955-5211.

Feb. 27—Deadline for entries in Ralph Lowell Award, recognizing outstanding contributions to public television, sponsored by *Corporation for Public Broadcasting*. Information: (202) 955-5211.

Feb. 27—Deadline for entries in Edward R. Murrow Brotherhood Awards, for "television and radio news production that best promotes human understanding and good relations among people," sponsored by *B'nai Brith Cinema/Radio/TV Unit*. Information: (212) 686-3199.

Feb. 27—*Society of Satellite Professionals, Mid-Atlantic regional chapter*, annual Mardi Gras meeting. Old Iranian Embassy, Washington. Information: (202) 639-8844.

■ **Feb. 28**—*American Women in Radio and Television, southern California chapter*, "Meeting of the Minds." Dynasty set. Warner studios, Hollywood, Calif.

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 1—Deadline for applications for KOMO minority scholarship, sponsored by *ABC Information Radio and ABC Television affiliates*, for western Washington minority students. Scholarship provides up to three nonwhite high school or college students with college tuition for up to one year. Information: (206) 223-4024.

■ **March 1**—Deadline for entries in ninth annual Lowell Mellett Award for improving journalism through critical evaluation, sponsored by *Pennsylvania State University, School of Communications*. Information: Mellett Award, School of Communications, Penn State, 215 Carnegie, University Park, Pa. 16802.

■ **March 1**—Deadline for nominations for "chief executive of the year," sponsored by *International Television Association*. Information: ITVA, 6311 North O'Connor Road, LB-51, Dallas, 75039; (214) 869-1112.

March 1-5—Nebraska basic videodisk design/production workshop, sponsored by *Nebraska ETV Network/University of Nebraska-Lincoln*. UN campus, Lincoln, Neb. Information: (402) 472-3611.

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 3-4—"Three Years After Divestiture—A Second Look at the AT&T Decree and the Status of Competition and Regulation in the Telecommunications Industry," conference sponsored by *American Bar Association, Section of Public Utility Law*. Washington Hilton, Washington. Information: (202) 483-3000.

March 4—*Academy of Television Arts & Sciences*,



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New York chapter, luncheon featuring David Hall, general manager, Nashville Network, Copacabana, New York. Information: (212) 765-2450.

March 5—*International Radio and Television Society* annual Gold Medal banquet, honoring Allen Neuharth, chairman, Gannett Co. Waldorf-Astoria, New York.

March 5—*Television Bureau of Advertising* regional sales training conference. Grosvenor Resort, Buena Vista, 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*, Seigfried 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*. Keynote speaker: Fred Friendly, professor emeritus, Columbia University School of Journalism, Marriott hotel, Copley Place, Boston. (617) 578-8615.

March 6—*Ohio Association of Broadcasters* Youngstown managers' meeting. Youngstown Club, Youngstown, Ohio.

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 6-8—*Women in the Director's Chair* film and video festival. Facets Multimedia, Chicago. Information: (312) 281-4988.

March 7—"Derogulation of the Broadcast Industry: Where Does It Leave the Public Interest?" sponsored by *Listeners' Guild*, Kosciuszko Foundation, 15 East 65th Street, New York. Information: Erika Lieber, (212) 956-4532.

March 9-11—"Racial Diversity-The Media: A Blueprint for Action," conference sponsored by *Institute for Journalism Education*. Westin hotel, Washington. Information: (415) 642-8288.

March 10—*International Radio and Television Society* "Second Tuesday" seminar. Viacom conference center, New York. Information: (212) 867-6650.

March 10—*Ohio Association of Broadcasters* Akron/Canton managers' meeting. Quaker Square, Akron, Ohio.

March 10—*National Association of Broadcasters* "group fly-in," open forum meeting for radio group chief executive officers and presidents. Westin O'Hare, Chicago. Information: (202) 429-5417.

March 10—Deadline for entries in *Center for New Television's* regional fellowship program, film and video production grants in Illinois, Indiana, Michigan and Ohio. Information: (312) 565-1787.

March 10—*Women in Cable, New York chapter*, meeting. "Cable Hardware Showcase." HBO Media Center, New York. Information: Beth Araton, (212) 661-6040.

March 10-13—*Audio Engineering Society* convention. Queen Elizabeth II conference center, London. Information: (212) 661-8525.

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 11—*Electronic Media Marketing Association* meeting. Yale Club, New York. Information: (203) 625-0101.

March 11—*National Academy of Television Arts and Sciences, New York chapter*, lunch featuring John Copron, president, INN, Copacabana, New York.

March 12—Deadline for entries in 26th annual Washington Emmy Awards, sponsored by *Washington chapter of National Academy of Television Arts and Sciences*. Information: Dianne Bruno, NATAS, 9405 Russell Road, Silver Spring, Md. 20910.

March 12—*Advertising Club of Greater Boston* luncheon, in conjunction with American Association of Advertising Agencies, featuring speaker Charlotte Beers,

chairman, AAAA, and chairman/CEO, Tatham-Laird & Kudner, Sheraton-Boston hotel, Boston.

March 12-13—*American Advertising Federation* spring government affairs conference. Keynote speaker: Warren Burger, retired chief justice of Supreme Court. Other speakers include Senator Ernest Hollings (D-S.C.) and John Dingell (D-Mich.). Willard hotel, Washington. Information: (202) 898-0089.

March 13—*Ohio Association of Broadcasters* Cleveland managers' meeting. Stouffers, Cleveland.

March 15—Deadline for entries in 10th annual Home-town 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 15-16—*West Virginia Broadcasters Association* spring meeting. West Virginia Marriott hotel, Charleston, W.Va.

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 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 18—*Academy of Television Arts & Sciences, New York chapter*, luncheon featuring Bruce Christensen, president, Public Broadcasting Service, Copacabana, New York. Information: (212) 765-2450.

March 18—*New Jersey Public Broadcasting Authority* board of commissioners meeting. New Jersey Network, Trenton studio. Information: (609) 530-5252.

March 18-19—*Texas Association of Broadcasters* TV Day. Austin, Tex.

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 21—"Television Syndication: A Practical Guide to Business and Legal Issues," symposium sponsored by *Los Angeles County Bar Association, Intellectual Property and Unfair-Competition Section*. Beverly Wilshire hotel, Los Angeles. Information: David Shall, (213) 468-4375.

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 lun-

cheon. 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 25-27—"Counseling Clients in the Entertainment Industry: Music, Film and Television and Theatrical Production and Financing," sponsored by *Practising Law Institute*. St. Moritz, New York. Information: (212) 765-5700.

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 Technologies," 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 26—*National Academy of Television Arts and Sciences, New York chapter*, luncheon featuring Michael Jay Solomon, member, office of the president, Lorimar-Telepictures, Copacabana, New York.

March 26—"An Evening about Public Broadcasting: How to Participate in PBS Programming," sponsored by *Academy of Television Arts and Sciences*. Directors Guild Theater, Los Angeles.

March 26-28—*Broadcast Education Association* annual convention. Lowes Anatole hotel, Dallas. Information: Louisa Nielsen, (202) 429-5355.

March 26-28—*American Advertising Federation* ninth district conference. Sheraton Inn, St. Joseph, Mo.

March 27—Deadline for nominations for seventh annual Hugh Hefner First Amendment Awards, "honoring individuals who have been involved in the vigorous defense of First Amendment rights," sponsored by *Playboy Foundation*. Information: (312) 751-8000.

March 28—"A Conversation with Susan Stenberg (co-host of National Public Radio's Sunday Morning Edition)," one in series of lectures sponsored by *WETA-TV Washington*. WETA studios, Arlington. Information: (703) 998-2713.

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. Information: (212) 751-7770.

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* annual breakfast, held during National Association of Broadcasters convention (see above). Loews Anatole, Dallas.

March 31—Deadline for entries in 1987 *International Radio Festival of New York*, worldwide competition for radio advertising and programming. Information: (914) 238-4481.

Errata

Corporation for Public Broadcasting board member **Ken Towery** will head search for new CPB president, not board member Dan Brenner, as reported in Feb. 2 issue.

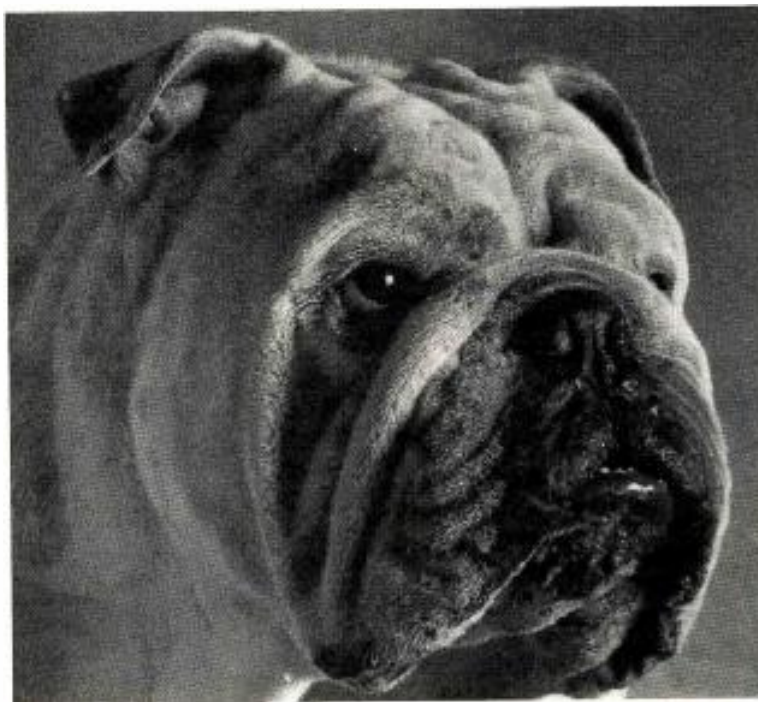
□

To clarify statement in story on home shopping (BROADCASTING, Feb. 9): **Consumer Discount Network** is listed on **American Stock Exchange** under its parent, **Entertainment Marketing**, which trades under symbol EM.

April

April 1—*Academy of Television Arts & Sciences, New York chapter*, luncheon featuring Bob Shanks, executive producer, CBS's *The Morning Program*. Copacabana, New York. Information: (212) 765-2450.

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McCarter fan

EDITOR: Bill McCarter's commentary on public TV ("Monday Memo," Jan. 26) strengthens the universal feeling that he is the number-one man in public broadcasting today. Under his guidance the entire system would blossom and grow.

Someone, please put this guy in charge, and soon!—*Steven Polydoris, president, GN Communications Ltd., Evanston, Ill.*

Face facts

EDITOR: I'm astonished to read about the reluctance of some television stations to accept advertisements from the makers of contraceptive devices.

For more than a decade, network and syndicated programs have shown us, with varying degrees of discretion, men and women in bed doing, or preparing to do, what men and women frequently do there. Clearly the viewing audience knows that these "dramatic couples" will likely have protected themselves from unwanted pregnancies with some form of contraception. That the suppliers of these birth control products are pro-

hibited from advertising seems hypocritical.

Further, those stations that are gingerly accepting condom commercials are doing so only with the proviso that the copy state, in effect, "useful in the prevention of AIDS." May I submit that the airing of contraceptive commercials may be beneficial in slowing an equally prevalent and costly societal ill—unwanted teen-age pregnancies.—*Michael E. Worrall, KENO(AM)-KOMP(FM) Las Vegas.*

Changing mores

EDITOR: Good editorial on broadcasting and condom advertising (BROADCASTING, Jan. 26). For your information, WWMJ(FM) and WDEA(AM) in Bangor/Ellsworth, Me., have decided to accept condom advertising judged to be in good taste. We turned it down about a year and a half ago. But the teen-age pregnancy and AIDS epidemics have changed our policy. We are notifying our national advertising reps, Hillier, Newmark, Weschler & Howard, of this.—*Helen Sloane Dudman, president and general manager, WDEA(AM)-WWMJ(FM) Ellsworth, Me.*

Radio's reply

EDITOR: On behalf of the management and staff of Radio Free Europe/Radio Liberty, I would like to express appreciation for the generally positive coverage of our current endeavors in your Jan. 19 issue.

As the article noted, a new management team is in place at the radios and is dedicated to providing audiences in Eastern Europe and the Soviet Union with the most up-to-date, accurate and comprehensive news and information service available anywhere. It is also dedicated to renewal of antiquated studio and transmitting facilities so that the message we are sending can continue to be heard by the estimated 50 million people who rely on us.

This management is, however, absolutely dependent on the dedication and talent of a multilingual programming staff. I must, therefore, take issue with the suggestion in your article that our news programming people are anything but the qualified professionals I know them to be.

The radios have a proud tradition of partnership involving not only Americans and people from the Eastern Bloc, but a polyglot of nationals from Western Europe and around the world. This partnership extends to our audiences in Eastern Europe and the Soviet Union and is an important and concrete evidence of the free world's continuing commitment to principles of human rights and self-determination. It is a partnership that is renewed daily through the production and broadcasting of quality programs by a staff that is committed to professional standards and principles. To suggest otherwise is

to do an injustice to that staff.—*Gene Pell, president, Radio Free Europe/Radio Liberty, Washington.*

Editors note: Such criticism as was made of the RFE/RL staff came from RFE/RL executives, quoted by name in the article.

Exception taken

EDITOR: In the "At Large" section of your Feb. 2 issue, your editors refer to syndicators as a "school of piranhas circling and waiting..."

I really don't care how innocent you're going to claim the context was because your analogy was ill advised, unwarranted and grossly offensive.

Producers and distributors of television programming are as reputable as any constituency you serve. The big difference is we account for about 50% of your ad pages.

That's a lot of fish.—*Donald Menchel, president, MCA TV, New York.*

Discouraging word

EDITOR: I am wondering how many radio station owners or managers really sit back and listen to their stations, not just for an hour in the morning, or on the drive home, but all day and really listen.

I recently took a 5,500-mile road trip from the Midwest to California and back, and I don't believe the state of radio is good. I believe this is true of large and small markets, live and automated stations.

I went for hours in some cases without a news show or weather forecast; in one case, I even had to try and decipher a weather forecast while music played under it—apparently in an effort to keep the music lovers tuned in. I heard part of a Paul Harvey broadcast the day before, then bits and pieces of a network feed. (This on a live station.) I tried to listen to a weather forecast, for six times, on an automated station that was recorded too low; I heard the murdering of the English language many times; no road reports when I needed them desperately on I-80 in Wyoming—I dug out my scanner for the National Weather Service, finally—and road reports in Nevada on the Donner Pass area that were terribly outdated.

Oh, there are some great stations, in small, medium and large markets still doing their job—news, weather, sports, entertainment—but every time I take a drive, I enjoy radio less.

Sure, many times it's a matter of money, with the economy the way it is and the increasing number of stations, but in many cases, it's a matter of not bothering to have a good station. Many of the things I heard, or did not hear, were not a matter of money; it simply was poor workers, or a "don't care" boss.—*T.S. Storck, president, KTRF(AM)-KSNR(FM) Thief River Falls, Minn.*

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Over 600 UHF Pylon Antennas have been shipped from our Gibbsboro, NJ, assembly/test range and are providing years of trouble-free service with minimal maintenance. These ruggedly constructed antennas are designed for low relative windload and weight. All use a single feed point with high power input ratings. They are available in numerous vertical and horizontal pattern combinations to meet a wide range of broadcast coverage requirements.

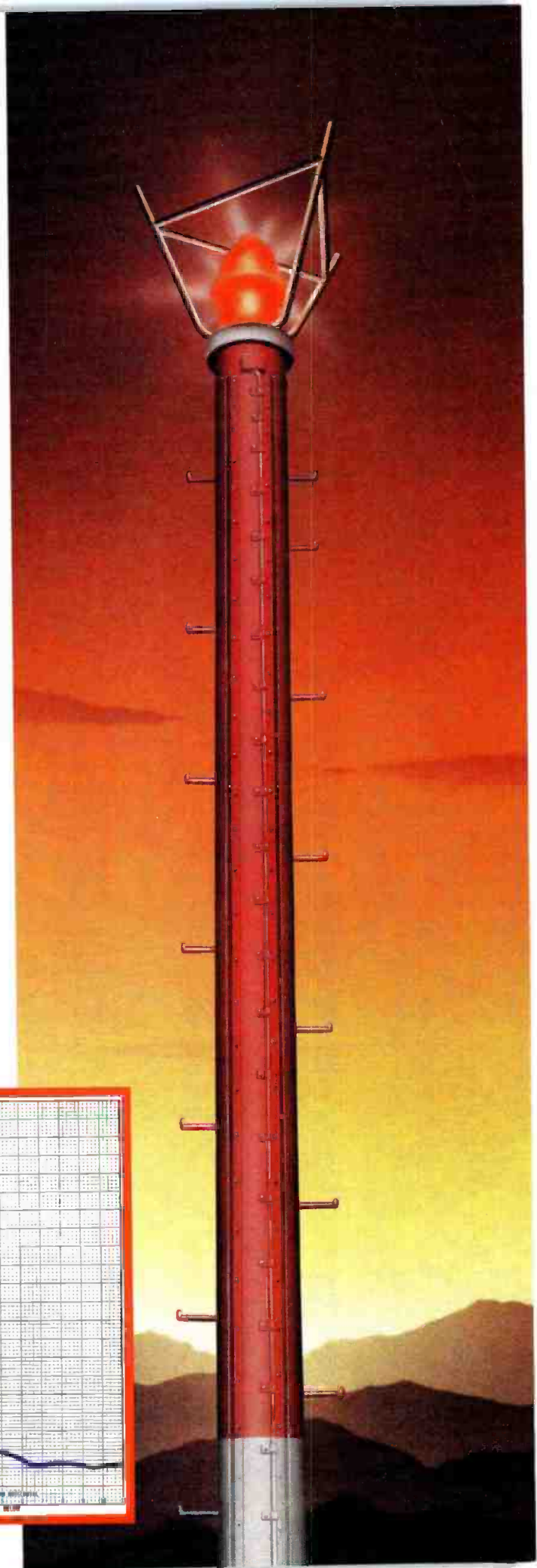
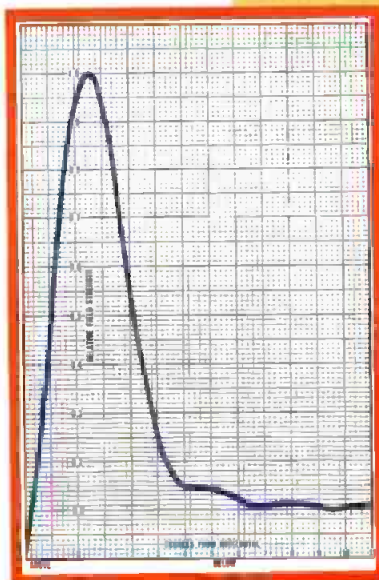
Other broadcast products manufactured by Dielectric include: coaxial and waveguide diplexers; motorized waveguide and coaxial switches; rigid coax and waveguide transmission line and filter products; and custom RF systems with Magic Tee switching for UHF stations.

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Broadcasting Feb 16

Vol. 112 No. 7

TOP OF THE WEEK

FCC goes after cable

It wants syndicated exclusivity back, compulsory licenses dropped; NCTA displeased, will oppose; INTV praises FCC's actions

Apparently positioning itself to provide the cable industry with a marketplace tonic that cable doesn't want to take, the FCC last week unanimously proposed to reinstitute syndicated exclusivity rules and launched a separate proceeding aimed at building a case against cable's compulsory copyright license.

The syndicated exclusivity proceeding, which has been given the form of a combined notice of proposed rulemaking/notice of inquiry (NPRM/NOI), also includes proposals to beef up the network nonduplication rules, which permit affiliates to protect their network programming from simultaneous cable carriage of distant network signals, and to eliminate the mileage limitation in a rule that permits broadcasters to seek exclusivity protection for nonnetwork programming from other broadcasters located within 35 miles. (An FCC staffer said the agency has the option of adopting final rules upon the completion of an NPRM/NOI.)

The FCC's former syndicated exclusivity enthusiastic about the proceeding, has al-

ready gone on record as seeing "no reason" a new rule shouldn't apply in all markets (BROADCASTING, Dec. 15, 1986).

In the text of the proposal, which is not expected to be available for another week or two, the agency is expected to argue that, since 1976, when Congress provided for cable's compulsory copyright license (which allows cable operators to retransmit distant broadcast signals by paying copyright fees set by a government tribunal), there has been a "radical" change in the environment. Among other things, the commission argues that satellite delivery systems have dramatically lowered the costs of importing signals.

Such changes, combined with the presence of the compulsory license and the FCC's repeal of rules governing syndicated exclusivity and limiting importation of distant signals, have, according to the agency, "weakened substantially" the protection afforded copyrighted material. To remedy matters, the NOI/NPRM suggests reinstating, "perhaps in revised form," syndicated exclusivity rules, strengthening the network nonduplication rules and eliminating the mileage limitation on the nonnetwork territorial exclusivity rule.

The FCC added that it might be preferable

Most of the commissioners appeared strongly in favor of the proposals.

Commissioner James Quello, who dissented from the decision to eliminate syndicated exclusivity in 1980, said he was glad the agency was revisiting the issue. "I don't think this should have been eliminated in the first place," said Quello.

Quello expressed concern about eliminating the territorial limits upon exclusivity and suggested seeking comment on extending the limits from 35 to 50 miles. "I'm afraid that if you have total territorial rights, a very large company could lock out everybody in the state," Quello said.

Quello also said cable had originally served the function of delivering TV service to areas that were underserved or unserved by broadcast TV. At that time, Quello said, a compulsory license was "needed." Today, however, Quello believes the license has created an "imbalance" in the marketplace.

Commissioner Mimi Dawson said she was "somewhat persuaded" that Congress "should move toward full copyright liability."

Patrick said all three exclusivity items were about property rights. "Without private property rights, and without the ability to freely contract with respect to those rights,



Fowler: "Designed to begin to make the video marketplace more level."



Quello: "I don't think this should have been eliminated in the first place."



Dawson: "Somewhat persuaded" Congress "should move toward full copyright liability."



Patrick: Competition is the "most efficacious" way to benefit consumers.



Dennis: "Compulsory licenses are an 'imperfect system.'"

rules, which were eliminated in 1980, permitted TV broadcasters in the top-100 markets to protect the exclusivity of nonnetwork programming against distant signals carried by cable systems.

According to an FCC staffer, the instant proceeding is "not likely" to contain a specific new rule. Yet Commissioner Dennis Patrick, who is slated to succeed Mark Fowler as chairman this spring (BROADCASTING, Jan. 9) and appears to be quite

for Congress to revise the compulsory copyright license law itself, "to assign full copyright control over product distribution to the actual producers."

The FCC said the purpose of its compulsory license inquiry is "to determine whether its continuance would serve the public interest and thus whether it [the commission] should make a legislative recommendation to Congress for its modification or abolition."

we cannot have, in my view, a truly competitive and efficiency-optimizing market."

Patrick urged the commenters to keep in mind "the ability of broadcasters, especially independent broadcasters, to compete in a radically altered marketplace wherein a premium is necessarily placed on proprietary exclusive products."

Patrick also said that consumer welfare has been the FCC's primary goal and that competition is the "most efficacious" way to

realize that goal. "Sometimes it may be necessary to impose or add a certain regulation to facilitate competition," Patrick said. "That may be the case today with respect to syndicated exclusivity, but I hasten to add only because the marketplace has been affected very substantially by the existence of the compulsory license."

Commissioner Patricia Dennis said she thought the compulsory license was an "imperfect system" and believed that the inquiry was appropriate. Yet she also questioned whether Section 624(f) of the Cable Communications Policy Act of 1984 (which says, "Any federal agency, state or franchising authority may not impose requirements regarding the provision or content of cable services") prohibited the FCC from imposing syndicated exclusivity requirements.

She also said she was concerned because the FCC's 1980 action eliminating syndicated exclusivity had been preceded by four years of research that had found that the syndicated exclusivity provisions hadn't been used much. "I question whether or not it's a wise expenditure of government funds to resurrect something that was not very much used by broadcasters," Dennis said.

Said Chairman Fowler: "These actions are designed to begin to make the video marketplace more level."

Diane Killory, FCC general counsel, said she believed the FCC has jurisdiction over syndicated exclusivity.

Industry reaction was mixed.

Steve Effros, president of the Community Antenna Television Association, said the cable act prohibited the FCC from taking any action affecting the content of cable TV. Yet Effros believed new rules are a foregone conclusion in the minds of the commissioners. "I'm not being pessimistic, I'm being realistic," said Effros.

Said James Mooney, president of the National Cable Television Association: "We believe that the reimposition of blackout rules is neither within the commission's jurisdiction nor in the public interest. We intend vigorously to pursue our point of view on this subject before the commission and, notwithstanding that the commission has issued a notice of proposed rulemaking as well as a notice of inquiry on syndicated exclusivity, we do not believe the ball game to be over by a long shot."

Preston Padden, president of the Associ-

ation of Independent Television Stations, said that association was "thrilled" by the proceeding. "The fact is that cable can go out and buy programming and get exclusivity," Padden said.

Stanley Hubbard, president and chief executive officer of Hubbard Broadcasting Inc., said the FCC's action gave broadcasters an opportunity to fight for the reinstatement of the right to ownership of private property in America. "The commission has proposed to make it possible for program suppliers and television stations once again to negotiate in an open marketplace for the exclusive right to the use of program product," Hubbard said.

"Every television station, every program producer and every individual who is involved in the production of programming which might be used on television should take this opportunity to let the FCC and the Congress know that the best interests of the American people will be served by providing full copyright protection for broadcasters and program producers. Now is the time for all of us to get busy and do our part to see that this important recommendation is enacted." □

CBS, ABC full-year earnings take a beating

CBS network profits drop by more than half; ABC network posts loss; TVB says three-network revenue up 3.4%

Two out of the three television networks reported severely worse annual results last week. CBS results show that the network's operating profit declined by more than half, to less than \$100 million, while ABC television network had a "substantial" operating loss. The problem for both networks during the 12 months of 1986 was lower ratings, a weak network advertising marketplace, and the cost of certain sports, movie and other programming rights.

If the three-network revenue increase in 1986 came to 3.4%, as reported last week by

the Television Bureau of Advertising, it is likely that NBC accounted for all of the increase. Revenue dropped for both CBS and ABC, according to TVB's numbers, with the former declining 1% to \$2,869,338,100, while the latter's take declined 4% to \$2,577,065,500. NBC, on the other hand, was said to have registered a 15% increase over 1985, to \$3,153,712,900. TVB said total network revenue grew to \$8.6 billion, while nonnetwork television revenue placed nationally or regionally increased 9%, to \$6,545,000,000. The New York-based trade organization said local advertising generated the highest gain, rising 14%, to \$6,515,000,000.

Excluding the ABC-TV network, the rest

of the broadcast groups at both Capital Cities/ABC and CBS performed well. At Capital Cities, the eight owned TV stations, radio networks and ESPN "reported earnings ahead of expectations," while at CBS the four owned TV stations and radio division reported improved profits. Combined with the network results, the broadcasting group of Capital Cities reported a 1986 operating profit of \$519.7 million on revenue of \$3.15 billion. The group's fourth-quarter numbers were \$185.1 million and \$930.3 million, respectively.

The ABC television network suffered an operating loss but showed a paper profit, because management had earlier devalued certain sports and other programming rights. The writedown meant that the expenses attributed last year to those programs for accounting purposes were \$175 million less than they otherwise would have been. Excluding the effects of the writedown, the company said the television network had a "substantial" operating loss. Another management decision that had the opposite effect on network profits was the charge to the network of certain operations and costs previously attributed to corporate overhead.

At CBS, smaller programming writedowns were also taken during the year, but the subsequently lower expenses did not compensate for weak daytime sales, a smaller share of audience and cuts in upfront pricing that affected the fourth-quarter results. For the year, revenue for the CBS/Broadcast Group grew 1%, to \$2.8 billion, while profits fell 31%, to \$250 million. In the fourth quarter, profits almost disappeared, dropping to \$16.2 million on a 3% decline in revenue to \$795.7 million.

As for other operations' results, the pub-

FCC wants to end K and W call letter division

The FCC last week proposed to eliminate the rule limiting assignment of call letters beginning with K to broadcast stations west of the Mississippi River and restricting assignment of calls beginning with W to areas east of the river.

In a press release, the FCC said there was "no public interest justification" for the rule. The agency also said it had observed no problems in cases where waivers of the rule had been granted. It proposed eliminating the same restrictions on calls for low-power television and TV translator stations.

The rulemaking further proposes to permit broadcasters to use any basic call sign (that is, the first four letters, without the service suffix) that's not already assigned to another station in the same service. (The current rule limits use of the same call signs to stations in different services that are commonly owned.) Sharon Briley, a communications specialist for the FCC Mass Media Bureau, said that proposal would require a party wanting the same call as another station in the same market to get the station's written consent. The proposal, according to Briley, also requests comment on how "market" should be defined for the rule.

In addition, the rulemaking proposes a rewrite of current rules to eliminate the risk of losing a call sign to broadcasters who change frequencies in a market or transfer a call to a commonly owned station in the same city.

lishing division of Capital Cities declined 6%, "excluding the acquired ABC publishing operations... principally due to weakness in advertising demand." At CBS Magazines, revenue was relatively flat at \$407.2 million, with group profits improving to \$13.9 million. CBS/Records Group profits doubled to \$162.1 million, on a 21% revenue jump to \$1,489.4 billion.

Capital Cities/ABC as a whole had revenue of \$4.1 billion and net income of \$447.7 million, more than half of that due to net proceeds from required divestitures of broadcasting and cable properties. CBS reported revenue of \$4.75 billion and net income of \$375.1 million, with half of that representing net proceeds from the fourth-

quarter sale of publishing operations.

In the current year, the results for each of the networks' parent companies will enjoy certain benefits. For Capital Cities/ABC, tax rates should drop by roughly 7% in both 1987 and 1988, while at CBS the delayed impact of end-of-last-year cost cutting efforts will show greater impact. Additionally interest costs incurred by the company's recapitalization have been substantially reduced. CBS Chief Executive Officer Lawrence Tisch said "asset dispositions, in conjunction with other internally generated cash, allowed us to reduce our debt level from more than \$1.2 billion at year-end 1985 to less than \$700 million at year-end 1986. In the same period our cash position has

increased from \$120 million to more than \$550 million, largely counterbalancing the remaining debt." But with fewer cost-cutting options in the future and increasing competition, both companies' best hope is still in advertising growth. The Capital Cities' earnings announcement said: "The softness in the demand for national advertising, especially for the television network and consumer and business publications, is expected to continue for the foreseeable future. As a result of these modest revenue growth expectations, together with higher programming costs and the currently disappointing ratings levels at the ABC television network, the company anticipates that earnings improvements in 1987 will be constrained." □

MCA TV pulls 'Miami Vice' from syndication

Syndicator expected to alter marketing plans, perhaps selling it as late-night vehicle or to cable; show's rough going indicative of problems with off-network hours

MCA TV last week changed its marketing plans for *Miami Vice* in syndication, and may delay distribution of the show by selling it to CBS for late-night play or to a cable service. Observers suggested a number of reasons for the change in plans, including the difficulty that syndicators are having in selling hour-long, off-network shows, the soft advertising marketplace, the problems of some independents and the possibility that trendy parts of the show may lose their appeal by the time it debuts in the fall of 1988.

MCA TV is expected to make an announcement on the status of *Miami Vice* tomorrow, Tuesday (Feb. 17). Currently, 90 episodes of the show are being offered for six runs over four years beginning in 1988. Last week, Mort Marcus, vice president of creative services, said MCA TV was looking into other marketing strategies.

Part of the show's appeal—its *au courant* fashion, music and hair styles—could turn into a liability in syndication, observers say, making the series look dated in several years, a condition that hurt Worldvision when it syndicated *The Mod Squad*. How the series will look by fall 1988 is a "legitimate concern" for stations, said John Von Soosten, vice president, director of programing, Katz Communications.

Whatever the shortcomings of *Miami Vice*, according to stations and reps, they are compounded by the problems that syndicators face in getting good prices for hours, or in clearing them at all. Some hours have generated lower ratings than their costs justified. Hours also lack scheduling flexibility compared to half-hours. There is also the sheer number of hour-long series that are available for fall 1987, 1988 and 1989. It is now a buyers' market for hours, according to Dick Kurlander, vice president, director of programing, Petry Television Sales Inc.

A case in point is *St. Elsewhere*, which was originally being cleared by MTM Television Distribution Group for six runs over



four years beginning next fall. MTM recently changed the marketing of that show to two runs over one year, with options to purchase subsequent years, in an effort to get sales moving. Other hours that are having troubles in the market are *Cagney and Lacey* (Orion) and *T.J. Hooker* (Columbia-Embassy). Sources added that prices and/or clearances for other hours debuting this fall, such as *A Team* and *Simon and Simon* (both from MCA TV), also bear the scars of the hour-long market.

Miami Vice also is entering syndication at a time when it is losing its ratings battle with

CBS's *Dallas* at 9 p.m. on Friday. In season-to-date ratings, *Dallas* has a 22/35, compared to *Miami Vice*'s 17.4/28. In October, *Dallas* was beating *Miami Vice* by an 18% margin in the ratings; by January the margin had widened to 30%. For the 1985-86 season, *Vice* ran from 10 to 11 p.m. on Friday and ranked ninth, scoring a 21.3/36. *Dallas* was sixth, scoring a 21.9/35.

One time period that has dried up for hours on affiliates schedules is early fringe. Instead of using off-network hours as a news lead-in, affiliates are turning to talk shows, as well as blocks of court shows and game shows.

The problems some independents are facing spill over onto syndicators, which are having trouble collecting some bills. MCA Inc. has taken a \$50-million writedown for the fourth quarter of 1986 as a result of a downturn in the syndication market.

There has been a cloud over the marketing of *Miami Vice* almost since day one. MCA TV tried to get its first clearance in Miami in early January 1986, but the market was undergoing stresses that discouraged buying. A highly competitive independent market encouraged Taft Broadcasting to put WCIX(TV) on the block and contributed to the Chapter 11 bankruptcy filing of Grant Broadcasting's WBFS-TV. In the affiliate camp, the owners of WTVJ(TV) decided to sell that station first to Lorimar, then, after that deal fell through, to General Electric Property Management and

White paper reverberations

News of the National Association of Broadcasters' intentions to produce a white paper citing cable as an "unregulated monopoly" (BROADCASTING, Feb. 9) has elicited a response from the National Cable Television Association. NCTA President James P. Mooney reportedly sent a letter last week to NAB President Eddie Fritts expressing surprise at NAB's actions when the two industries currently share an alliance on must carry. The letter was said to underscore that cable's principal motivation for a deal on must carry was to put an end to the broadcaster-cable wars of the past. Mooney's letter apparently took note of Fritts's characterization of the white paper as falling "somewhere between a status report and a declaration of war" as reported by BROADCASTING and asked that if the two industries are going to have a war, why there should be must carry in the interim.

Government and scrambling

Government intervention in the backyard earth station market is not necessary at this time. That's what the FCC and the National Telecommunications and Information Administration have concluded in a report to Congress on the issue.

Among other things, the report says that the price of programming for backyard earth station owners is "comparable" to that available for cable subscribers; that the networks are legally entitled to scramble their network feeds; that satellite services, including news and entertainment, are available to households without over-the-air network service, and that the Videocipher II scrambling system is the de facto standard.

The report, which reportedly was being "toned down" last week, also says that 34 of the some 70 satellite cable services have announced plans to scramble their signals and that five premium and four basic cable services have begun scrambling.

An FCC source said that, largely because of last-minute concerns expressed by Commissioners James Quello and Mimi Dawson, the commission's proceeding on the issue was not terminated and the agency staff will continue monitoring the marketplace for the next year and report on its findings quarterly.

This source said the major concern is whether multiple cable system operators have enough clout to determine prices and availability of satellite programming for backyard earth station owners.

Said Jonathan Levy, an economist for the FCC Office of Plans and Policy: "While things seem to be developing in a competitive way, we're not going to make that a final conclusion yet but will continue looking at this for another year and then report to Congress."

The House Telecommunications Subcommittee requested the study last year (BROADCASTING, June 16, 1986).

TOC's public interest pronouncement

Some of the nation's leading television broadcasters have gone on record in support of a revival of the public-interest standard in government regulation. At a meeting last week in Washington, members of the Television Operators Caucus adopted a policy they said reflects their strong belief that the public interest standard found in the Communications Act of 1934 is essential to the business of broadcasting. (The TOC comprises Westinghouse Broadcasting, Post-Newsweek Stations, Tribune Broadcasting, Outlet Communications, Belo Broadcasting Corp., Storer Communications, Multimedia Broadcasting, Cox Enterprises, Taft Broadcasting Co., Gannett Television and Fox Television Stations.)

A statement being prepared will emphasize that the TOC believes "television broadcasters must continue to have a public interest responsibility to present programming responsive to the needs and interests of their local viewers." The TOC chairman, Joel Chaseman, president of Post-Newsweek Stations, said the members feel strongly that it is the public interest standard that makes broadcasting more than just a business. And it is the broadcasters' acceptance of their responsibility to serve their local communities that entitles them to "special considerations," Chaseman said.

In light of recent FCC actions—on must-carry and spectrum allocation matters, for example—the TOC thought it was time to restate its support for the standard. The TOC document is expected to stress that if there were no public interest standard, license renewal challenges could result in good broadcasters being ousted solely on "paper evidence."

Last year, the National Association of Broadcasters joint board of directors issued, "Broadcasters' Public Interest Responsibilities and the Renewal Process," a statement that did not wholly embrace the public trustee concept of broadcasting or take a strong reregulatory stand.

NBC. There was also CBS's search for a station in that market. In the end, MCA TV was unable to clear the show in the market.

Normally, producers rely on syndication revenues to help recover deficits and, eventually, to turn a profit on the show. With network license fees creating deficits of up to \$500,000 per episode, or more, the strip on the backend is critical to the bottom line

of one-hour series. But for *Miami Vice*, a Michael Mann Production in association with Universal Television, syndication of the strip on the back-end of the first run on the network is even more important. The per episode cost of the series runs \$1.2 million, and sources said the license fee paid by NBC for the Friday 9 p.m. series does not cover much more than half of that. □

FCC closes in on RKO

Mass Media Bureau asks ALJ to rule RKO is unfit licensee

RKO General Inc.'s woes have appeared to loom larger: The FCC Mass Media Bureau last week formally asked an administrative law judge to rule RKO unfit to remain a licensee. "RKO has proven itself, over a substantial number of years and in a myriad of contexts, to be institutionally incapable of dealing with the commission in a forthright, candid and truthful manner," the bureau said in a 600-page submission to ALJ Edward Kuhlmann, who is presiding over RKO's qualifications hearing. "RKO, therefore, by virtue of its deceit, concealment, fraudulent activities and manifest contempt for the commission's processes, has forfeited the privilege of remaining a commission licensee."

Fidelity Television Inc., the long-time competitor for the facilities of RKO's KHJ-TV Los Angeles, argued for the same bottom line. "Never has a major broadcast licensee brought such dishonor upon itself or done so much to discredit the broadcast industry," Fidelity said. "To officially excuse RKO in the face of this record, or to minimize the consequences of its misconduct, would do more than perpetuate the presence of an utterly unworthy licensee. It would invite from others the very sort of behavior seen here. Effective deterrence demands strong commission action—action commensurate with the magnitude of the offense."

Added five competitors for RKO facilities: "RKO, having forfeited its position by an overwhelming pattern of misconduct, must be denied renewal of all its licenses."

RKO drew a different conclusion from the record; it asked the judge to find it qualified. "It is significant that the massive record in this proceeding has revealed no misconduct by an individual in the actual operation of RKO's broadcast stations or any failure on the part of the stations themselves to serve their communities of license," RKO said.

On another track, the FCC commissioners met in closed session last week to consider a variety of recommendations aimed at expediting resolution of the RKO litigation. The recommendations came from James McKinney, FCC Mass Media Bureau chief, at the conclusion of his role as RKO mediator (BROADCASTING, Feb. 9). According to Diane Killory, FCC general counsel, the commissioners took no vote but expressed a desire to consider "more general questions" as to how the cases should proceed. "Everybody desires that it be treated expeditiously, but the question is how to do that," added one source.

Before they met, the commissioners received a filing from Future Broadcasting Inc. and Gold Coast Broadcasting Inc., competitors for RKO facilities, challenging McKinney's recommendations. Future and Gold Coast agreed that the litigation should be expedited, but suggested doing that by directing the ALJ's to expedite their RKO renewal cases ahead of all other pending matters. □



Straight talk from Chairman Dingell

Forget E. F. Hutton. The man who can stop all conversation on Capitol Hill is John D. Dingell, the Democratic Representative from Michigan, who holds all the cards and a majority of the votes on telecommunications issues. When Dingell speaks, the entire Fifth Estate listens. This year, he's speaking on license renewal, codification of the fairness doctrine (if necessary), must carry, antitrafficking and other matters that will engage the attention of constituent industries. In this "At Large" with BROADCASTING editors, the chairman sets the stage for those discussions and makes candidly clear from whence he comes on each.

We would like to take as our starting point your address to the Federal Communications Bar Association several weeks back [BROADCASTING, Jan. 19] in which you spoke of a return to regulation in the telecommunications arena.

I didn't so much speak of a return to regulation as I did of the central responsibility of the broadcaster and the basic purpose and thrust of the statute—the duties that are well settled for the broadcasters with regard to the public, and their duties as licensees and trustees of the public airwaves.

Perhaps we just heard it that way; you were very critical of the current FCC...

That is correct.

...for following a course of deregulation, to the exclusion of other

considerations.

I don't think I really addressed it so much from the standpoint of deregulation as I did the failure to keep in mind the basic and important things which I felt had to be addressed. That is, first of all, their carrying forward the statute as it's been on the books since 1934, and the duties that exist there. I tried to keep my foot out of that regulation/deregulation swamp and simply discuss the statutes, but everybody is free to interpret my remarks as they might.

Let's put it this way: I didn't intend to mince words. I did intend to have everybody there understand my position—from broadcasters to members of the FCC.

You said that the FCC "can no longer be regarded as a source of technical expertise and objective empirical analysis of the broadcast industry when it acts solely on a prearranged agenda of eliminating

regulation.”

That’s true.

Regardless of your intent on that occasion, I think it’s fair to say that with a Democratic Senate in addition to a Democratic House, there may be pressure from Capitol Hill for more regulation of broadcasting than we’ve had.

You know, we keep dealing with that. The statute prescribes certain regulatory actions that must be taken by the FCC; the FCC has done everything it could to get out of doing those things. The Congress has met the industry’s concerns where we could by trying to eliminate not only their legitimate complaints about regulation, but regulatory steps that they must take in terms of holding their license or carrying out their responsibilities under the law.

For example, we lengthened the period of the license. We allowed some other changes back in connection with Gramm-Latta when we dealt with it. We made some significant changes in the response that must be made by the licensee in connection with his application for renewal. We eliminated the apprehensions that licensees would have with regard to strike applications, where you have a frivolous application made by somebody essentially for the purpose of shaking down the licensee—or perhaps gambling that in some way the licensee will be compelled either to exceed certain demands by the other party or the other party will get some kind of benefit, perhaps up to and even including getting the license. We tried to eliminate that, while at the same time holding our basic concern that we do need some kind of standard of serving the public interest.

Is that where you segue into consideration of comparative renewal legislation?

It’s pretty hard to tell you where we’re going to have renewal legislation. I’m not saying “comparative,” I’m just saying “renewal” legislation, which would require the individual who holds the license to demonstrate responsiveness to the public interest or to demonstrate that he has behaved in the public interest, or to indicate that he is properly qualified to renew by reason of his service and his holding of that particular license. That does not necessarily mean a strictly comparative renewal. I try to use that word very carefully.

Is that likely to produce a standard more stringent than that one under which the broadcaster operates today?

I don’t really think so. Do you, Mark [Mark MacCarthy, Dingell aide]?

McCarthy: I think the actual standard itself may be no more stringent than right now, but I think it certainly is important to enforce those rules that may be on the books right now, but are not being actually enforced.

Dingell: We have two problems with the FCC on the particular matter you’re raising. The first is the question of whether the standards are being enforced in the proper fashion, and the second is the substantive difference that we have with the broadcasters who seem to feel that they have no duty—at least in some instances—that they have no duty to serve the public interest.

May I share with you a personal dilemma in dealing with this? I have for years been enamored of the public trustee concept, thinking that was the way this industry grew and that broadcasters, who did not begin with a journalistic tradition, did grow up with the public trustee tradition and could be relied upon to perform in a certain way in a civic situation. On the other hand, I’m a believer in the First Amendment...

So am I. I’m a great believer in all the first 10.

...and I would not want to recommend a course that might infringe on broadcasters’ First Amendment rights.

Broadcasters work most diligently to find ways that the public trustee concept or the relicensing provisions would impinge improperly or unfairly on their First Amendment rights. Let me say this: they are straining very, very hard at that, and I’ve got to say, in my view, without a lot of success.

Do you think it will be possible to accomplish what Congressman [Al] Swift [D-Wash.] has in mind—some kind of license renewal reform bill

with a reaffirmation of the public trustee concept?

Well, you should know that what Mr. Swift is doing is being done, first of all, with my full approval—and by the way, he doesn’t have to ask my approval to do this kind of thing, I want to make that perfectly clear. But he has talked to me about what he’s doing, and it happens to comport philosophically with a lot of what I happen to think is the direction that probably the relicensing question or even the initial licensing should go.

I’ve noticed a rather substantial change in the approach of the broadcasters in the last year or so on a lot of the matters that we’re discussing, indirectly or directly. A greater willingness to compromise, a rather greater awareness of the fact that there is a certain responsibility on their part to function in the public interest. And, I think, something of a retreat from the rather pell mell approach to deregulation—or, putting it a little differently, perhaps a recognition that total deregulation is not necessarily in the public interest or even in the broadcaster’s interest.

I have to say that broadcasters are by and large a very decent group of people, and do have a certain sensitivity to the public interest and an honest belief that perhaps maybe they ought not be in a position where they or their competitors would be without any responsibility for the use of these licenses. I suspect there may even be a modest awareness of the fact that political realities require them to move in that direction.

Will fairness be dragged into this debate? Ed Markey [D-Mass., chairman of the House Telecommunications Subcommittee] has called for codification of the fairness doctrine, and we certainly know where you stand on that subject.

I’m not sure, if we’re going to do anything relative to significant changes in licensing and renewals, that we’re going to be able to escape addressing any question that anyone wants to bring up that would be related to these matters—the fairness doctrine, equal time, the personal attack rule and questions of that sort. There’s no really solid parliamentary way of avoiding that.

Do you feel on your own that the fairness doctrine needs to be either codified or recodified?

I think it’s an excellent doctrine and that it works fine.

But it may very well be eliminated by the FCC in the next several months.

Well, to my mind that would be the only argument for codifying or recodifying it. I think it would be fair to observe that the Congress is not going to view that kindly. I think it would be fair to observe that the FCC would do that only at the peril of very substantial displeasure up here.

Now let me remind you that the fairness doctrine and the equal time doctrine are not supported simply by left wing liberals or people who are strong believers in regulation, but they are supported by people who are very much on the right wing and in the center. For example, if you look, you’ll find Americans for Democratic Action and most of the church groups supporting it. AFL-CIO supports it, the National Rifle Association supports it, people as disparate as Phyllis Schlafly and Ralph Nader support it. And I would think that should be a great warning to anybody at the FCC, particularly when you consider that in all probability, you’ll find fairly influential members on both the right and the left, going way to either side, would be highly supportive of this.

I’m not really sure that the FCC would be comfortable in the kind of hearings that would follow that event. Or that they would find that they have the support they might think because of the number of members on both sides of the aisle and from every shade of the political spectrum who would probably have very strong views that would be inconsistent with the FCC’s action, if they were to be silly enough to repeal that provision.

Were a court to strike down the fairness doctrine, would you feel equally chagrined?

First of all, I don’t think that is liable to happen. Certainly it isn’t going to happen without the active connivance of the FCC. Now, I’ve

got to say that the FCC has surprised me on a number of occasions by its great reluctance to defend the historic rulings of that commission. That tends to speak rather poorly of their attention to their duties and to the settled law, what we used to call in law school the doctrine of *stare decisis* [to stand by things that have been settled]. They will take a provision that has been settled for many years and simply proceed to disregard it without any cogent or visible reason for the change. One can always be surprised by a body like that.

But taking that kind of action carries with it certain real perils. There've been a lot of people who trifled with Congress over the years on the assumption they were going to get away with it, but they found that Congress is a very large and immensely powerful, rather slow moving, but absolutely irresistible body when it finally starts moving.

Can you conjure up any circumstance in which Congress might irresistibly be moved to repeal the fairness doctrine?

You mean, where the Congress would be disposed to repeal the fairness doctrine? Absolutely not. Absolutely not. I think the Con-

gress says: "Well, we will repeal all of the protections that the broadcasters have and let the free market reign—repeal their monopoly on a portion of the broadcast spectrum or require them to pay fees for the use of the spectrum." I would think that the broadcasters would then come to the conclusion that they have a pretty fair deal.

Well, it doesn't serve the purposes of our readers for us to argue about it.

I've listened to everybody try to distort the First Amendment to suit their purposes. They come in and they say, "Oh, we're electronic journalists." And I say, "Yes, that is true." But they say, "This is inconsistent with our rights." And I say, "There's nothing in either the fairness doctrine or the equal time provisions of the personal attack rule that prohibits you from doing or saying anything—nothing. You can go out and do anything you like. But it says that if you do them, you have to either put on the air a different view, or you have to give an opportunity to the individual to answer." And I find that to be eminently fair.

If we had all the spectrum we wanted and we weren't observing



gress recognizes both the need and the justice of the fairness doctrine, and is very little disposed to see it changed. And again, I mention that covers all parts of the political spectrum.

All congressmen and senators from all parts of the political spectrum who are the beneficiaries of the doctrine.

Oh, I don't think that's important, I don't think it is. I think you distort the doctrine if you either believe or you make the statement that the congressmen are the beneficiaries of it. The public is the beneficiary of it, not the Congress.

I mean, I think you ought to remember that the Congress is a very important part of government, whether you happen to like individual congressmen or congressmen collectively. And I also will remind you of something else, and that is, that congressmen's adversaries at election time and congressmen's critics also are beneficiaries of both the fairness doctrine and equal access. I have had these doctrines invoked against me more than I have been able to invoke them for my own interests. And I think most other members of Congress would tell you substantially the same thing.

Well, your position is certainly well known, and we have debated it on a number of occasions. If there is one person in America who stands in the way of revocation, I'd think that person is you. And if there is one policy we—"we" being BROADCASTING magazine—most hope will fall by the wayside, it is the fairness doctrine.

What is the reason for that very curious statement and that very curious view?

Because we want pure First Amendment rights for broadcasters.

Well, I'll tell you what, I'd be willing to give it to you if you were to

that the spectrum has been continually going up in terms of price, we might be able to modify that. What I can observe to you, for example, is that there are 12 million to 14 million people in the New York metropolitan area right now, and every one of them would like to have their own television station. And what have you got—12 or 13 channels up there? You'd be hard put to tell me how anybody that wants to start up a channel up there can. And I think you'd be hard put to tell me how the owners of those channels have absolute rights to use them any way they want because the only entity that keeps them from having cacophony is that back in 1927 or 1934, the federal government said to everybody else, "Thou shalt not." Anybody who wants to go out and start up a BROADCASTING magazine just runs out, buys or rents a printing press and a supply of paper, and he's in business. But it doesn't work that way with radio or TV.

Yet there are 10,000 radio stations and 1,200 television stations and perhaps 3,000 newspapers in the country. So the scarcity argument, it seems to us, has long since been eliminated.

Well, to deal with another media issue and one of great moment: Do you anticipate getting further involved in the must-carry situation between cable and broadcast?

I think the FCC has proven definitively its limited competence by the very doubtful behavior they demonstrated on the must-carry matter. They could not accept an entirely rational and workable compromise between industry on that matter, and then they added something that is clearly neither workable nor desirable from anybody's viewpoint, the A/B switch. I hope some day they'll be able to come up with some sort of a rational explanation for that curious behavior; so far it has apparently escaped them the same way it's escaped me. I think it

is urgent in the interest of broadcasting that we resolve that issue.

I think it is urgent in the interest of the public and all the people in industry that it be done quickly and in a workable fashion. And I have no difficulty with accepting the actions and the agreements of industry if they work. And I think that the agreement that industry came up with is largely a workable basis for resolution of it. It may need a little tinkering here to deal with the problems of public broadcasting or minority broadcasting or religious broadcasting or something of that kind. But beyond that, it needs very, very little trifling; it will work splendidly and will absolve industry of what I regard as a major impediment to its success. And I would suggest that if the FCC wants to do something in the public interest, something which carries out its responsibility under the statute, to which they seem to have a distinct allergy, that they should commence addressing something like must carry at an early time, instead of tilting with windmills in other parts of their, quote, responsibility, unquote.

Has the matter of channel repositioning caught your eye?

Not really. Obviously there is a need for a certain amount of review of that kind of thing from time to time, but I have heard no convincing case for any significant changing in that area, at least on the broadcast band. I've heard some muttering about how the cable people propose to do something of that sort, and I have to say that if it is that to which you allude, I have a certain real hostility towards that kind of step, particularly if it's done to benefit the cable people at the expense either of the broadcasters or the viewing public. It appears to be associated less with the listenership than it does to the economic advantage of the cable people, and I've got to say that causes me major troubles.

Cable has succeeded in largely deregulating itself, as you are aware—both from the federal government and from the states and local units of government. I would observe that the quality of cable service has not increased significantly, and I would observe that one thing has increased rather noticeably, and that's the cost of cable. And its responsiveness to the wishes and the will of the people and their elected officials in the communities and states and the local units of government has declined quite startlingly in this period.

Mr. Chairman, it's certainly not our role to argue for the cable medium or any of the media that we cover but I really wonder about such a statement—that there's been little change or improvement in the quality of cable. There was a time when cable did nothing but relay over-the-air broadcast signals. There are now 45 or 50 individual 24-hour-a-day cable channels in this country, a 24-hour news network that by all accounts is a fine journalistic medium; there are three or four premium services; there are weather channels; there's an enormous amount of programming. The whole scrambling issue that has erupted on the scene is because of people in this country wanting to grab cable programming out of the air, not wanting to grab the conventional networks out of the air. So it seems to me that cable has come a long way.

Do you really believe that?

I do indeed.

Well, you're entitled to your view.

Have you a contrary view that's based on watching cable?

Yes sir.

And you don't find that there is an enormous amount of variety?

I represent communities back home that have had cable for years. And all that I can observe with regard to those particular services is that the cost has gone up and the amount of service that a person has gotten per unit of cost has declined rather startlingly, and the number of options he has to exercise to buy the service that he's had some years back has increased significantly, and his net bill has increased, there's more warfare with the city councils and the mayors and the local units of government than there ever was prior to the enactment of the cable deregulation legislation. I get few accolades for cable and many criticisms, both from the elected officials back home and from the viewers.

What do you think of the charges being made about cable being a monopoly? Jack Valenti [of the Motion Picture Association of America] and the independent TV stations have talked about that and there's even been some talk about having the phone companies offer cable service.

The phone companies are monopolies—and the phone companies are regulated. Cable is a monopoly—and cable is not regulated. Broadcasters on the airwaves are a monopoly. They are not regulated.

They are not?

Not in terms of their content. Nor are they regulated in terms of their advertising rates. The basic burden that they must bear is essentially to be relicensed and show at that time that they function in the public interest. In the meantime, while they're on they have to respond to certain things with regard to the fairness doctrine, equal time provisions and the personal attack rule. That's really the only burden the broadcasters are confronted with—aside from staying within the bounds of their licensed wavelengths.

We wanted to touch on minority preferences. I don't know how important an issue that is to you.

Well, minority preferences are always important, and that is going to continue to be an issue before the committee.

Will you move to slow down the FCC and its announced intention or its perceived intention to eliminate such preferences?

We're observing what the FCC is doing on that and have not determined yet what action I would suggest to the committee or what my view would be on that.

In terms of your own agenda for this Congress, can you tell us which items are principal upon it?

Well, we're going to be interested in must carry. We're going to be interested in the commission's actions on fairness and equal time and personal attack. We're going to be interested in license renewal; I think there's hope for some changes with regard to that matter. We're going to be interested in access charges and some of the things that are happening in that area, which appear in some way to be at least close to a breach of understanding with the commission, with regard to the imposition of access charges at the time that that issue was hot. In the short term, we're interested in developing a communications component of the trade legislation. And then there is the antitrafficking issue that Mr. Swift and Commissioner [James] Quello have talked about.

I was going to ask about public television.


Oh, we're going to watch public television and try to see to it that it at least has a climate where it has a chance to grow and provide what I would regard as a very essential public service.

Has there been a change in that climate?

Oh, certainly. The budgetary climate has shifted much to the worse, as I'm sure you can observe. And CPB has in good part been taken over by the know nothings, who are entirely hostile to the purposes of the Corporation for Public Broadcasting. The historic compromise which enabled public broadcasting to achieve support of the federal government has been severely threatened by the behavior of the board of the Corporation for Public Broadcasting.

We have had from time to time, if you remember, to interest ourselves in some of those things. We had to go into National Public Radio when they'd gone into some rather unthinking hands, to help clean up what I felt was a very bad situation, and we had to follow our interests by seeing to it that it remains free of government interference insofar as ideology or philosophy or content in connection with certain recent actions by CPB, and certain actions which appear to impend by reason of the shift in viewpoint on the part of the board of the Corporation for Public Broadcasting.

I was just going to ask you about Dennis Patrick, the chairman-designate of the FCC.

We will have the highest hopes for Mr. Patrick. That doesn't mean that we will not be watching his behavior intensely. 

Admarketing

Advanswers
Media/
Programing

Ally Gargano/
MCA

Ammirati
& Puris

NW Ayer

Backer &
Spielvegel

Ted Bates

BBDO
Worldwide

Bloom Cos.

Bozell, Jacobs,
Kenyon &
Eckhardt

Leo Burnett

Campbell-
Ewald

Campbell-
Mithun

Chiat/Day

Special Report

Cunningham
& Walsh

Daily &
Associates

D'Arcy
Masius
Benton
& Bowles

DDB
Needham

BROADCASTING'S

Della
Femina,
Travisano
& Partners

DFS Dorland

W.B. Doner

Earle
Palmer
Brown

TOP 50

William Esty

Foote, Cone
& Belding

Geers Gross

Grey

Griffin Bacal

HBM/Creamer

HCM

Jordan,
Manning
Case, Taylor
& McGrath

AGENCIES

Ketchum

Kornhauser
& Calene

Laurence,
Charles,
Free & Lawson

Levine,
Huntley
Schmidt
& Beaver

Lord, Geller,
Federico,
Einstein

Lowe
Marschalk

McCaffrey
& McCall

McCann-
Erickson

Ogilvy
& Mather

Rosenfeld,
Sirowitz
& Humphrey

Ross Roy
Group

Saatchi
& Saatchi
Compton

Scali,
McCabe,
Sloves

SSC&B

Tatham-
Laird
& Kudner

J. Walter
Thompson

Tracy-
Locke

Warwick

Wells,
Rich,
Greene

Young &
Rubicam

Top 50 agencies report modest billings gains in 1986

Although 1986 was a lackluster year in advertising, the top 50 Fifth Estate agencies still managed to outperform 1985 as domestic broadcasting-cable billings climbed to almost \$16.5 billion, an increase of 3.6%.

Results of the 35th annual survey by BROADCASTING of the top 50 leading agencies shows television billing in 1986 amounted to almost \$14.59 billion, a gain of 3.6% over the previous year. Radio expenditures by agencies rose to \$1.5 billion from \$1.44 billion, a jump of 4.2% over 1985. Investment in cable television increased only 1%, \$386 million.

Honors for the top spending agency went for the ninth straight year to Young & Rubicam, which spent almost \$1.6 billion in radio-TV-cable. That reflected a relatively modest increase of 5.4%. J. Walter Thompson was again second, with estimated billings of \$1.2 billion, up 4.1%. In third was BBDO with estimated billings of \$951 million, up 3%, followed by Leo Burnett with

expenditures of \$940 million, up 12%, and DMB&B, which rolled up \$833 million in billings, down almost 4%.

The agencies with the largest percentage increase in broadcast billings were Scali, McCabe & Sloves, up 44.8%, and Ketchum Communications, up 26%.

Agencies that lost ground in broadcast billings were DMB&B with a loss of about \$32 million; Bozell & Jacobs, down \$26 million, and Della Femina, Travisano & Partners, down \$22 million.

New to the compilation this year were Ammirati & Puris; Lord, Geller, Federici & Einstein; Griffin Bacal; HCM and Earle Palmer Brown.

Moving out of the listing were Geer Dubois and agencies affected by the numerous mergers sweeping across agencyland last year. Ohlmeyer was absorbed by McCann-Erickson. Bozell, Jacobs, Kenyon & Eckhardt was created out of Bozell Jacobs and K&E. Ally & Gargano acquired MCA Ad-

vertising to form Ally & Gargano/MCA Advertising. An intricate consolidation occurred when Needham Harper Worldwide were joined together to form DDB Needham Worldwide, while BBDO and DDB Needham became sister agencies under the structure of Omnicom.

Y&R was again the undisputed leader in various categories of broadcast-cable advertising activity. The agency led in total broadcast-cable spending; total TV billings; network TV billings; spot TV billings and cable TV billings. DMB&B was tied with BBDO in total radio billings. DMB&B also took top honors for spot radio billings while BBDO emerged as the leader in network radio billings.

The following is a list in alphabetical order of the top 50 billing broadcast-cable agencies based on domestic figures. For the most part, figures were obtained directly from the agencies; estimates were obtained for others from various sources.

31 Admarketing

Television billing for Los Angeles-based Admarketing edged down slightly during 1986, while radio billing, all in spot, almost doubled to \$13 million, giving the firm a 2% increase over 1985. Virtually all the firm's placements are for spot television, with new accounts including Jenny Craig Weight Loss Centers, Burger King (Southern California), Sanwa Foods, Boys Markets and California Closets. Resigned were Cousins Home Furnishings and Presto foods. Other major accounts included AirCal, C&R Clothiers, Standard Brands Stores, Standard Shoes and Circuit City.

19 Advanswers Media/Programing

Combined broadcast-cable billings for this Gardner Advertising Co. subsidiary last year came to \$280 million, up 13.8% from 1985. Total TV billings reached \$256 million (\$180 million was for network and \$76 million for spot), while radio billings totaled \$20 million, \$19 million of which was spent on spot radio. The agency also billed \$4 million in cable advertising—the same as in 1985. Among the new accounts secured by the agency in 1986 were: Binney & Smith, Eveready batteries, the *National Enquirer* and additional product lines from Ralston Purina and Airwick Industries.

28 Ally Gargano/ MCA Advertising

Newly merged Ally Gargano/MCA Advertising posted \$175.9 million in billings in its first year, with \$159.6 million in television, \$7.4 million in radio and \$8.9 million in cable. All of the agency's billings were in broadcast advertising.

Major new accounts include Walden Books, Connor Toys, Oral Research Labs and Thomas J. Lipton. Accounts resigned include MCI, Schlitz Malt Liquor and Frye and Co.

47 Ammirati & Puris

A newcomer to the top 50 agency list this year is A&P which allocated virtually all of its broadcast billings to television. The agency did allot \$2.8 million to cable and \$1.2 million to radio but its heavy spending was in TV—\$63.4 million. Ammirati & Puris had a banner year in 1986, acquiring \$5 million in billings from Chiquita Brands of United Fruit Co. and \$1.2 million from Cadbury USA (candy). The agency reported it had not lost any accounts during the year. Heavy spenders in radio and television advertising in 1986 were BMW North America, Cadbury, Chiquita, United Parcel Services, Schweppes U.S.A. and Pulsar.

15 NW Ayer

This agency's combined broadcast-cable billings for 1986 came to \$374.1 million, up 4.5% from the previous year. NW Ayer posted \$323.8 million in total TV billings—\$231.9 million for network and \$91.9 million for spot. In radio, \$42.1 million was expended, the majority of which was on network radio (\$24 million) while \$8.2 million was channeled to cable television. New accounts captured by NW Ayer in 1986 were: Avon, Citicorp, Citibank, Continental Airlines and Gallo. Accounts resigned included Kraft Dairy Group and ABC News.

17 Backer & Spielvogel

The agency bounced back from a 2.4% loss in combined broadcast-cable billings in 1985, posting a 9% gain in total broadcast expenditures in 1986 to \$338.2 million. The agency

billed \$308 million in television, \$23.1 million in radio and \$7 million in cable. New accounts signed during the past year include: AFA Service Corp. (Arby's restaurants), Campbell Soup's dry soup mixes, North American Philips (Magnavox) and Chicago Hilton & Towers. Accounts resigned during 1986 include Helene Curtis Industries for Finesse conditioner and shampoo. Backer & Spielvogel was purchased by Saatchi & Saatchi last year.

16 Ted Bates

Total broadcast-cable billings for Ted Bates, which has been owned by Saatchi & Saatchi since last August, fell 1.8% from 1985 to \$372.9 million. The agency registered \$333.6 million in TV billings (\$245.1 million for network and \$88.5 million for spot), \$24.3 million in radio (\$18.7 million for network and \$5.6 million for spot), and \$15 million in cable. New accounts for 1987 are Prudential Bache Securities and Xerox. Accounts resigned during the past year, mostly in the latter half of 1986, include: Anheuser-Busch (Michelob), Colgate-Palmolive, Warner-Lambert, General Foods and Commodore.

3 BBDO Worldwide

The agency figured in a two-for-three agency shift with two agencies emerging: DDB Needham Worldwide from the fusion of Doyle Dane Bernbach and Needham Harper Worldwide, and BBDO Worldwide. The agencies have been placed under the umbrella of Omnicom. It's too early to predict the ultimate impact of the mergers but the immediate effect seems negative. Because of apparent conflicts with allied agencies, BBDO lost at least \$100 million in defections by Pillsbury, Stroh Brewery and Quaker Oats. Estimated domestic broadcast billings rose by about 3% to slightly more than

BROADCASTING's top 50 advertising agencies

(All figures are in millions)

Agency	Broadcast/cable Billings	Combined		TV network	TV spot	Total radio	Radio network	Radio spot	Cable TV	Broadcast Percentage agency's		Last Year's rank
		Total TV	TV							Total billings	% change from 1985	
1. Young & Rubicam	1,598.0	1,463.0	1,060.0	403.0	91.0	28.0	63.0	44.0	65	+5.4	1	
2. J. Walter Thompson	1,210.0	1,116.0	738.0	378.0	74.0	23.0	51.0	20.0	70	+4.1	2	
3. BBDO Worldwide	951.0	818.0	494.0	324.0	104.0	31.0	73.0	29.0	72	+3.0	3	
4. Leo Burnett	940.0	895.0	710.0	185.0	30.0	5.0	25.0	15.0	69	+12.0	5	
5. D'Arcy Masius B & B	833.0	707.0	455.0	252.0	104.0	16.0	88.0	22.0	69	-3.9	4	
6. DFS Dorland	720.5	641.1	354.2	286.9	56.1	10.6	45.5	23.3	78	-0.2	7	
7. Foote, Cone & Belding	699.0	618.0	323.0	295.0	61.0	3.0	58.0	20.0	81	+14.0	8	
8. Ogilvy & Mather	688.9	600.4	427.5	172.9	80.0	34.9	45.1	8.5	71	+3.2	6	
9. DDB Needham	675.5	625.5	410.5	215.0	33.9	—	33.9	16.1	54	—	—	
10. Grey Advertising	564.6	506.1	316.8	189.3	34.7	2.9	31.8	23.8	57	+1.0	9	
11. McCann Erickson	512.3	446.1	272.3	173.8	66.2	6.9	59.3	—	64	+4.1	10	
12. Saatchi & Saatchi	465.0	435.0	376.0	59.0	12.0	12.0	0.0	18.0	75	+5.0	12	
13. Bozell Jacobs	413.6	300.6	157.7	142.9	93.5	8.7	84.8	19.5	37	-5.8	—	
14. SSC&B	383.4	326.9	241.2	85.7	51.8	4.1	47.7	4.7	83	-6.0	12	
15. N W Ayer	374.1	323.8	231.9	91.9	42.1	24.0	18.1	8.2	57	+4.5	15	
16. Ted Bates	372.9	333.6	245.1	88.5	24.3	18.7	5.6	15.0	71	-1.8	14	
17. Backer & Spielvogel	338.2	308.0	199.9	108.1	23.2	1.4	21.9	7.0	75	+9.0	17	
18. William Esty Co.	329.0	310.0	220.0	90.0	14.0	3.0	11.0	5.0	65	+8.0	18	
19. Advanswers	280.0	256.0	180.0	76.0	20.0	1.0	19.0	4.0	80	+13.8	20	
20. Campbell Ewald	241.0	193.2	131.7	61.5	40.4	12.4	28.0	7.4	64	+6.0	22	
21. Wells, Rich, Greene	230.0	203.4	132.6	70.8	25.8	7.5	18.3	0.5	59	0	21	
22. Campbell Mithun	223.4	198.7	45.8	152.9	23.2	2.3	20.9	1.5	58	+12.5	24	
23. Cunningham & Walsh	210.0	187.5	112.5	75.0	15.5	4.2	11.3	7.0	68	+19.6	28	
24. Tracy Locke	209.4	166.3	32.0	134.3	40.6	4.0	36.6	2.5	85	+5.0	23	
25. Scali, McCabe, Sloves	192.6	154.6	65.5	89.1	36.8	—	36.8	1.2	45	+44.8	34	
26. Ketchum Communications	190.3	168.3	49.1	119.2	20.7	0.5	20.2	1.3	39	+37.7	33	
27. Lowe Marschalk	185.1	176.1	126.4	49.7	9.0	0.1	8.9	—	57	+6.0	29	
28. Ally Gargano/MCA	175.9	159.6	72.9	86.7	7.4	—	7.4	8.9	100	—	—	
29. Jordan, Manning, Case	175.0	139.0	100.0	39.0	24.0	12.0	12.0	12.0	73	+10.1	31	
30. Della Femina, Travisano	174.7	155.0	66.1	88.9	17.9	1.6	16.3	1.8	67	-11.2	26	
31. Admarketing	162.0	149.0	1.8	147.2	13.0	—	13.0	—	88	+2.1	32	
32. HBM Creamer	148.2	135.8	66.3	69.5	12.4	0.6	11.8	—	62	-25.0	25	
33. Chiat Day	137.0	116.0	52.4	63.6	16.0	1.5	14.5	5.0	44	-28.0	27	
34. W.B. Doner	128.5	97.4	12.9	84.5	28.6	—	28.6	2.5	65	+12.1	36	
35. Ross Roy Group	118.6	88.2	18.4	69.8	29.1	7.1	22.0	1.3	29	+78.0	46	
36. Griffin Bacal	115.1	112.3	28.0	84.3	0.1	—	0.1	2.7	96	—	—	
37. Daily & Associates	115.0	96.0	75.0	21.0	15.0	0.5	14.5	4.0	76	+9.4	37	
38. Bloom Cos.	103.6	73.2	39.9	33.3	30.4	6.0	24.4	0	55	+49.0	45	
39. Tatham-Laird & Kudner	101.6	86.5	58.5	28.0	10.6	6.6	4.0	4.5	43	+4.7	39	
40. Laurence, Charles, Free	95.1	84.1	35.0	49.1	9.2	2.0	7.2	1.8	33	+36.0	43	
41. Lord, Geller, Federico	88.5	79.5	64.2	15.3	6.5	3.2	3.3	2.5	42	—	—	
42. Kornhauser & Calene	85.0	79.0	67.0	12.0	3.0	3.0	—	3.0	70	-1.2	42	
43. Geers Gross Advertising	80.0	75.0	26.0	49.0	4.0	—	4.0	1.0	50	+14.2	44	
44. Rosenfeld, Sirowitz	76.5	70.0	53.0	17.0	4.0	3.0	1.0	2.5	75	-18.0	40	
45. Warwick Advertising	75.2	68.0	57.3	10.7	5.8	3.1	2.7	1.4	63	+28.0	48	
46. Levine, Huntley, Schmidt	74.0	66.0	31.0	35.0	5.0	—	5.0	3.0	60	+37.0	50	
47. Ammirati & Puris	67.4	63.4	26.8	36.6	1.2	—	1.2	2.8	58	—	—	
48. McCaffrey and McCall	61.0	47.5	32.5	15.0	11.0	1.0	10.0	2.5	33	-4.9	47	
49. HCM	46.7	33.9	12.7	21.2	12.8	3.9	8.9	—	25	—	—	
50. Earle Palmer Brown	45.0	35.0	—	35.0	10.0	1.0	9.0	—	40	—	—	

Although many agencies report cable billings in their TV billings, BROADCASTING separates cable figures into another category in this chart. The combined broadcast-cable billings figure is derived from adding the total television, radio and cable categories. Ogilvy Mather's 1985 billings were readjusted to \$667.5 million.

\$950 million. Acquired during the year were Apple Computer and Bumble Bee seafood. Other clients involved in broadcast spending during the year included Lever Brothers, George Hormel & Co., International Multifoods, Polaroid, Time Inc., PepsiCo., Pillsbury, Scott Paper, Visa U.S.A., Gillette, Campbell Soup, Dodge Dealers, E.J. Brach & Sons and Delta Airlines.

38 The Bloom Companies

The Dallas-based Bloom Companies had total broadcast-cable billings of \$103.6 million in 1986, up 49% from 1985, representing 55% of its total domestic billings. Total television billings came to \$73.2 million in 1986, with \$39.9 million earmarked to network and \$33.3 million in spot. Radio totaled \$30.4 million, with \$6 million going to network and \$24.4 invested in spot. As was the case in 1984 and 1985, The Bloom Cos. reported no cable billings in 1986.

13 Bozell, Jacobs, Kenyon & Eckhardt

The subsidiary of Lorimar-Telepictures, into which Bozell Jacobs was merged at the beginning of 1986, posted a slight decline in total broadcast billings for the year. Despite losing the Jaguar and Lee Jeans accounts, the agency added a major Merrill Lynch network television account (\$30 million in billings) that included sponsorships of the Super Bowl and the U.S. Open Tennis Tournament. Other new business came from Revlon, Coleco, De Laurentiis Entertainment and the U.S. Air Force. The firm's total broadcast television billings were roughly split between network and spot, and cable television billings increased 20% to \$19.5 million. Radio billings were down 6%, with most of that invested in network.

4 Leo Burnett

With a tremendous spurt in television advertising in 1986, Burnett lifted its overall broadcast billings by \$100 million to \$940 million. Cable advertising grew substantially—to \$15 million from \$5 million. Radio swelled by \$5 million to \$30 million. Burnett's major account acquisition during the year was Richardson-Vicks. The agency reported no client defections. Radio and TV clients during the year included Allstate Insurance, Beatrice Foods, Commonwealth Edison Co., Heinz, Harris Bank, Keebler Co., Kellogg, Kraft, Maytag, Miller Brewing, McDonald's, Memtec, Procter & Gamble, Pillsbury, RCA Consumer Electronics Division, Salada, Seven Up, Starkist Foods, United Airlines and Union Carbide.

20 Campbell-Ewald

Broadcast/cable billings for this agency were up 6% to \$241 million. Television billings rose 5% to \$193.2 million. Radio billings were up 8% to \$40.4 million. The agency increased its cable billings by about \$1 million to \$7.4 million.

22 Campbell-Mithun

Campbell-Mithun's total broadcast and cable billings were up 12.5% to \$223.9 million. Television billings rose 15.6% to \$199.2 million. Radio billings were off 10%, dropping to \$23.2 million. Accounts added included ConAgra Inc., and Sandoz Nutrition Corp. Accounts resigned included Montgomery Ward.

33 Chiat/Day

This Los Angeles-based agency did not have a good fiscal year 1986. Combined broadcast billings were off about 28% to \$136.9 million. While the company supplied a total broadcast/cable figure, it could not provide a precise breakout by category in the chart on page 37. But one company source suggested that the splits between television network and spot, and radio network and spot were roughly equivalent to last year. However, total television billings, including cable, totaled about \$121 million in fiscal 1986, off almost 26% from the year before. The agency's total radio billings for the period were \$16 million, down by almost half the \$30 million in radio billings it had in fiscal 1985.

23 Cunningham & Walsh

N Wayer acquired most of the Cunningham & Walsh Group last December, including C&W, The Direct Marketing Agency, and Riser, Williams & Young. Ayer is now in the process of consolidating those operations and when that process is completed in the spring, C&W will be fully absorbed and will cease to operate as a separate entity. In 1986, C&W had combined broadcast/cable billings totaling \$210 million, up 19% from the year before. TV billings last year totalled \$187.5 million, up close to 18% over 1985. Radio billings totalled \$15.5 million, up 61%, while cable billings were about flat at \$7 million, compared to \$6.7 million in 1985.

37 Dailey & Associates

In 1986, broadcast billings at Dailey climbed 9.4% over 1985's \$105.1 million to \$115 million. Each facet of broadcast advertising grew at healthy rates over last year, with television up 5% (\$91.4 million to \$96 million), radio up 19% (\$12.6 to \$15 million), and cable up 64% from \$1.1 million to \$4 million. New accounts acquired included Montezuma Imports (Dos Equis beer), Carnation Friskies Buffet and Carnation new products. All of Dailey's major accounts in 1986 bought spot television, and most bought spot radio. Major accounts for the agency include Honda motorcycles and power equipment, Teleflora, Armor All and Carnation.

5 D'Arcy Masius Benton & Bowles

The agency's investment in broadcast-cable fell by more than 3% to a still substantial \$833 million, attributable in large part to a drop in the percentage of allocation to the electronic media. DMB&B spent 77% of its budget on broadcast-cable in 1985 in contrast to 69% in 1986. New accounts landed during the year were General Foods (Louis Rich and Good Seasons), Richardson-Vicks, Wilson Sporting Goods, Upjohn, Kal Kan, Conagra (frozen foods) and Anheuser-Busch. Losses during the year included Beatrice Foods (Country Line Cheese), Procter & Gamble (Pepto-Bismol), Allied Van Lines, Equitable Life Assurance, U.S. Air Force and Blistex.

9 DDB Needham Worldwide

The now-merged company comprising Doyle Dane Bernbach and Needham, Harper Worldwide posted total broadcast billings of \$675.5 million in 1986. Of that figure, \$625.5 million was spent on television—\$410.5 million on network and \$215 million on spot—\$33.9 million on spot radio and \$16.1 million on cable. Among the new accounts assigned during the past year include: Hershey (Luden's cough drops), Hasbro, Anheuser-Busch (Michelob), General Mills (Yoplait yogurt), Eveready Battery, Volkswagen (VW Credit Inc. and Tactical Marketing Association), Frito Lay (Less Salt Snacks and Pepe's Tortilla Chips) and additional product lines from Clariol. Accounts resigned during the past year include: Xerox, IBM, Nabisco Brands, Citicorp (Diners Club/Travelers Check), Binney & Smith (Crayola products division), Procter & Gamble (G.D. Searle), Sears, Roebuck & Co. and Kraft.

30 Della Femina, Trivisano & Partners

Della Femina was acquired by the London-based WCRS Group PLC in the fourth quarter of 1986. The agency's combined broadcast/cable billings came to \$174.7 million, off 11.2%. Television billings totalled \$155 million, down 6%, and radio billings totalled almost \$18 million, down about 40%. Accounts added during the year were USA Network, Life Style Condoms, Finlandia Chese and Antonovich Furs. Accounts resigned included Campus Sportswear and Boof-of-the-month Club.

6 DFS Dorland

The agency suffered a slight loss in domestic billings in 1986 with a drop-off to \$720.5 million in broadcast spending, down from \$722.4 million. During the year Dancer Fitzgerald Sample merged with Dorland Advertising of the United Kingdom and strengthened its international presence. Resigned during the year

were Encaprin, Luvs, Bounty from Procter & Gamble, Yoplait Yogurt and Wendy's (Dancer retains media buying and planning responsibilities for Wendy's). Accounts gained during the year were North American Philips Lighting Co., Northwest Airlines, Nabisco Biscuit Division, Helene Curtis (Finesse hair products), Stauffer Seeds, Mott's USA, *Family Circle* magazine, California Almond Growers and Nissan Foods. Among program sponsors were Procter & Gamble, Nabisco, General Mills, Hanes, CPC International, Toyota, Guild Wine, Royal Crown Cola and Wendy's. Active in participation buys on radio and television were P&G, Nabisco, Florida Department of Citrus, General Mills, Life Savers, Leggs, Cadbury USA, American Cyanamid and Beneficial Finance.

34 W.B. Doner

W.B. Doner increased its television and radio billings by 12% in 1986, with all of the increase coming in spot television and radio and cable. New accounts added by the Southfield, Mich.-based agency included Cub Foods, wdiv-tv Detroit; Bell Atlantic Mobile Systems, Dahlberg Inc., Emhart Home Products (True Temper), North American Philips (Genie and Schick), Turtle Wax, Ohio Art Co., Xerox and Federated (Giant Division). Accounts resigned by Doner were Automobile Association of America, Chattem Inc. and Auto Works. Major television and radio accounts included Eckerd, Vlasic Foods, Standard Oil, Commercial Credit, Isaly-Klondike Co., G. Heileman, Michigan State Lottery, McCormick and Hickory Farms. Cable television billings almost doubled, to \$2.5 million.

50 Earle Palmer Brown

With \$45 million in broadcast-cable expenditures, the agency moves into the top 50 list sector for 1986. EPB is heavy in spot television, having spent \$35 million in that medium last year. Among its new clients during the year were U.S. Air, Roy Rogers restaurants, Big Boy restaurants, Hechinger Corp., Safeway and American Security Bank.

18 William Esty Co.

Total broadcast-cable billings for 1986 were 6.5% greater than 1985, reaching \$329 million. Breaking it down, \$310 million went to television, the majority of which (\$220 million) was for network; \$14 million to radio, mostly spot (\$11 million) and \$5 million to cable. New accounts include the Dole Food Co. and Travelers Health Network. Accounts resigned include Nabisco and Union Carbide.

7 Foote, Cone & Belding

Paced by a new business streak that added a dozen new clients to its roster, FCB wound up 1986 with a billings increase of \$86 million. Contributing to the broadcast-cable surge

was a rise in the percentage allocated to broadcast—81% in 1986, compared to 76% in 1985. The agency upped its investment in cable television slightly—from \$19 million in 1985 to \$20 million in 1986. Foote, Cone noted that \$14 million of the amount devoted to television accrued from syndicated television. Business acquired during the year included new assignments from Kraft, Citicorp, RJR/Nabisco and Colgate Palmolive. New accounts moving into the FCB fold included Ciba-Geigy, Fred Alger Management, Frank's Nursery & Crafts, No Nonsense Panty Hose and Mattel Inc. Leaving FCB in 1986 were Sara Lee, U.S. Telecom and Clairol. The agency's long list of broadcast-cable clients included Armour-Dial, Campbell Soup, Colgate-Palmolive, Denny's, S.C. Johnson, Kimberly Clark, Volume Shoes and Kraft.

43 Geers Gross Advertising.

In 1986, this company had combined broadcast-cable billings of \$80 million, up 14.2% from 1985 and representing 50% of the company's domestic billings. Total television billings for the company reached \$75 million, with \$26 million of that in network and \$49 million in spot. Of its \$4 million in total radio billings in 1986, all of it went to spot, unlike 1985, when the company's \$3 million in total radio billings went to the networks. As in the past two years, Geers Gross also billed \$1 million in cable. Among the major new accounts Geers Gross added in 1986 were Quaker Oats (Puffed Rice, Puffed Wheat and new cereal products), Kraft (Sealtest ice cream, Polar Bars and new snack products), Spring Industries (Wamsutta home furnishings and Pacific bed lines), Marchon Toy Co., Christian Schmidt and Curtice Burns. Of its major accounts, Bass shoes and Schmidt's beer participated only in spot radio, with the company's other major clients buying network and/or spot television.

10 Grey Advertising

Broadcast-cable spending by Grey increased year by \$5.4 million. There were moderate changes as cable drooped by \$2.3 million and television grew by slightly more than \$8 million. Grey experienced considerable activity in account movement both to and from the agency. Major accounts gained during the year included Stroh Brewing, Upjohn Co., Radio City Music Hall, Marine Midland Bank, Quaker State Oil, United Dairy Industry Association, Lazarus Department Stores, Madison Square Garden Network, Rorer Consumer Pharmaceuticals, ABC Entertainment and Bristol-Myers. Lost during the year were Intercontinental Hotels Corp., No Nonsense Fashions, Revlon Inc., Waldenbooks, Northwest Airlines and Kikkoman International.

36 Griffin Bacal

The agency experienced tremendous growth in the past two years through the acquisition of the Milton Bradley and Hasbro accounts, both

active in games and toys. Griffin Bacal reports it invests 95.5% of its budget in television and radio and last year compiled combined broadcast-cable spending of more than \$115 million, qualifying for a place in the top 50 agency ranks. In addition to Hasbro and Milton Bradley, the agency developed billing from American Publishing and Unique Industries (party goods).

32 HBM/Creamer

Broadcast and cable billings for HBM/Creamer were off 25% last year due to its being acquired, last July, by the WCRS Group, PLC, London. In a realignment of the agency's business, the new management transferred most of HBM/C's New York accounts to Della Femina, Travisano & Partners, which WCRS Group also acquired last year. The remaining portion of HBM/C's New York business was dealt to Mike Pedone, former head of that office, who left at the time of the acquisition to form his own agency. In addition, several HBM/C branch offices have closed over the past two years. As a result, HBM/C ended 1986 with combined broadcast/cable billings of \$148 million, compared to about \$197 million the year before. Most of that was accounted for on the TV side, where billings totalled \$135.8 million, compared to about \$180 million a year earlier. Radio billings accounted for the balance.

49 HCM

A joint venture of Paris-based Eurocom and Young & Rubicam, the agency makes the top 50 list for the first time with the 1986 compilation. HCM is heavily oriented toward international business and its domestic broadcast billing accounts for only 25.2% of its total U.S. spending. Among its broadcast sponsors last year were Empire Blue Cross and Blue Shield, New England Lamb Co., Peugeot Motors of America, Beatrice Foods, Jack in the Box restaurants and Jay Foods.

29 Jordon, Manning, Case, Taylor & McGrath

This agency reported a 10% increase in television and radio billings over the previous year, with most of the increase coming in radio and network television. Major accounts added during 1986 included Quaker (Life and Natural cereals), Procter & Gamble's Bounty, Borden's Snack Foods and Upjohn's Haltran. Accounts resigned included Mentholatum Co., Jones Dairy Farm and Kobrand's Beefeater Gin. Other current major accounts include Aetna, Nestle's Crunch, Norcliff (Tums and Oxy 5), Procter & Gamble (Zest and Bounty), Hanes (Underalls), Welch Foods, Fayva Foods and Tonka Toys. Network television billings jumped from \$79 million to \$100 million, while spot TV billings declined 30% to \$39 million.

26 Ketchum Communications

Pittsburgh-based Ketchum Communications reported a 38% jump, to \$189 million, in broadcast billings over last year, mostly in spot television. Radio billings declined. Television accounts added included Melitta, Perche Nol, Tofutti Brands and Acura Dealer Associations. Broadcast accounts surrendered included Stuart Anderson's Black Angus Restaurants, Spoons Restaurants and the Sands Hotel and Casino. Other major accounts include Safeway, Beatrice/Hunt-Wesson, Bell Atlantic, Schering/Tinactin, Pennsylvania Tourism and CertainTeed.

42 Kornhauser & Calene

Billings at Kornhauser & Calene fell 1.2%, from \$86 million in 1985 to \$85 million in 1986. The largest drop for the agency occurred in radio, which fell from \$11 million in 1985 to \$3 million in 1986. Television rose 8% from \$73 million in 1985 to \$79 million in 1986. Cable was up from \$1 million in 1985 to \$3 million in 1986. Major new clients added included Church & Dwight's Arm and Hammer Deodorizer Spray and A&H Dental Care products; Boyle-Midway's Old English furniture polish, Genovese Drugs Stores, and Laura Ashley bed and bath products. Accounts resigned include Purdue Frederick and Palm Bay Imports.

40 Laurence, Charles, Free & Lawson

The New York-based agency's total broadcast-cable billings rose about 36% in 1986 to \$95.1 million. Total TV billings were \$84.1 million, with \$35 million of that going toward network and \$49.1 million going to spot. Radio billings totaled \$9.2 million with \$2 million going to network and the bulk, \$7.2 million going to spot. Cable TV contributed \$1.8 million, up from \$1 million in 1985. Among the clients added in 1986: Air France, Abbott Laboratories, American Tobacco (Pall Mall and Tareyton), Clairol Inc. (conditioners), Drackett Co. (Behold), Thompson Medical Co. (Dexatrim, Sleepinol, NP 27, Sportscreme, Asper Creme and new products) and nine regional McDonald's operators associations. Lost during the year was Del Laboratories.

46 Levine, Huntley, Schmidt & Beaver

The agency had combined radio, television

and cable billings of \$74 million in 1986, representing 60% of its total domestic billings, and a 37% increase in total broadcast-cable billings over 1985. Total television billing was \$66 million (\$31 million in network and \$35 million in spot), with \$5 million spent on spot radio and \$3 million on cable. Among the new broadcast clients added to the agency in 1986 were Maidenform, Wattaburger, Webster Staytuff Bags, Seagram's wines, *Changing Times* and 20th Century Fox. Resigned during the year was New York Air, which merged into Continental Airlines. Among its existing clients, both Subaru and Citizen watches used network and spot television, with the former also buying spot radio. Additionally, both clients sponsored programs, including NFL telecasts.

Biggest spenders

Total broadcast-cable billings
Young & Rubicam—\$1.59 billion

Total TV billings
Young & Rubicam—\$1.46 billion

Network TV billings
Young & Rubicam—\$1.06 billion

Spot TV billings
Young & Rubicam—\$403 million

Total radio billings
BBDO and DMB&B—\$104 million each

Spot radio billings
DMB&B—\$88 million

Network radio billings
BBDO—\$31 million

Cable billings
Young & Rubicam—\$44 million

41 Lord, Geller, Federico, Einstein

Breaking into the charmed list of top 50 broadcast agencies is LGFE, the agency for *New Yorker* magazine for 15 years until it lost the account in 1986. Lord, Geller added accounts in 1986 including Northrop Corp., IBM, Capital Markets and Schieffelin & Co. (sparkling wines). Lost in addition to the *New Yorker* were Jacobs Coffee Co. and Parfums Stern. Among its broadcast-active accounts were Dean Witter, IBM Corporate, WNBC-TV New York and Ann Klein II.

27 Lowe Marschalk

A 13% percent increase in network television billings, to \$126.4 million, gave Lowe Marschalk an overall broadcast billing increase of 6%, to \$185.1 million. New accounts included Ponderosa, Polaner and Chesebrough Ponds (Q-Tips). Other major clients included Stroh, Coke USA, Citicorp, Braun, Nabisco and Coke (Minute Made). Total radio billings declined 21% to \$9 million.

48 McCaffrey and McCall

The agency experienced a 4.9% drop in its total broadcasting-cable billings, from \$64 million in 1985 to \$61 million in 1986. Total television billings were \$47.5 million, with \$32.5 million spent on network TV and \$15 million on spot. Radio billings totaled \$11 million, with \$1 million in network and \$10 million on spot, while cable billings totaled \$2.5 million. As in 1985, M&M's 1986 broadcast-cable billings accounted for 33% of the agency's total billings.

11 McCann-Erickson

The agency showed an increase in broadcast expenditures of more than \$20 million in 1986 as television added almost \$14 million and radio more than \$6 million. McCann did not break out its cable billings for 1986 or 1985, but includes them in its television figure. The agency lost a few accounts last year and picked up a sizeable number. Lost in 1986 were Eastman Kodak, Humana Inc., Swatch and Foster food products. Added to the client list were Air New Zealand, Black & Decker, Equitable HCA Corp. (Equicolor), Eye+Tech, Louisiana Power & Light, Puget Power and RJR Nabisco. Busy broadcast spenders last year were AT&T Communications, Black & Decker, Cosmair Inc. (L'Oreal), General Motors, Hilton Hotels, Mennen Co. and Nestle Corp.

8 Ogilvy & Mather

Broadcast-cable billings for Ogilvy in 1985 have been revised downward to \$667.5 million and on that basis the agency showed a gain of \$21.4 million in 1986. Ogilvy scored heavily in television with more than \$600 million in expenditures. Among the new clients at O&M were Connecticut National Bank, Nationwide Insurance, Ryder Truck Rental and United Technology. Ogilvy handles a long list of broadcast-active clients: American Express, CPC International, Campbell's Soup, Hardee's Food Systems, KLM Royal Dutch Airlines, General Foods, Dial Inc., Kimberly Clark Corp., Shell Oil Co. and Bowery Savings Bank.

44 Rosenfeld, Sirowitz & Humphrey

Broadcast billings for Rosenfeld fell 18% from 1985, from \$93.8 million to \$76.5 million, thanks to the loss of one of McDonald's accounts. Television was down 22%, from \$85.4 million to \$70 million; radio by 40%, from \$5.6 million to \$4 million; and cable television by 12% from \$2.8 million to \$2.4 million. Along with McDonald's, accounts resigned in 1986 included Yugo. New accounts include Thompson Medical, Charles of the Ritz, Luzianne cof-

fee and Chase Manhattan.

35 Ross Roy Group

The agency, which comprises Ross Roy Inc. of Detroit; Gray & Kilgore Inc. of Troy, Mich.; Calet, Hirsch & Spector Inc. of New York, and Griswold Inc. of Cleveland, had total broadcast-cable billings of \$118.6 million, representing 29.2% of its total domestic billings. The agency attributed its 78% increase in total billings (compared to \$66.7 million in 1985) to the addition of Griswold Inc. in September 1985 and Calet, Hirsch & Spector in January 1986. In 1986, Ross Roy Group had total television billings of \$88.2 million (\$18.4 million network and \$69.8 million spot), radio billings of \$29.1 million (\$7.1 million network and \$22 million spot), with \$1.3 million spent on cable. Among the major accounts added to the agency in 1986 were Stroh Brewery Co.'s Sundance 100% natural juice sparklers, Chrysler Credit Corp.; Stanadyne Inc.'s Moen Faucet Group, and W.H. Rorer's Perdiem Fiber Laxative. Lost during the year was Coca-Cola Bottlers of Detroit Inc. Among the agency's existing broadcast clients was K Mart. In addition to network and spot television and network and spot radio, K Mart also sponsored *Liberty Weekend* and *Fifty Years of Life*, both on ABC-TV. Ross Roy's roster of broadcast clients also includes Ameritech Publishing, Sherwin Williams' Dutch Boy Paint, Anchor Hocking, Hoover and Getty Oil.

12 Saatchi & Saatchi Compton

The agency's billings are estimated to have climbed 5% over 1985, reaching \$465 million. Of that figure, \$435 million is estimated to have been spent on television, \$12 million on radio and \$18 million on cable. Last year, Saatchi & Saatchi Company PLC, the parent holding company for Saatchi & Saatchi Compton, went on an acquisition spree, purchasing Ted Bates, Backer & Spielvogel and Dancer Fitzgerald Sample (now DFS Dorland.)

25 Scali, McCabe, Sloves

Broadcast billings reported by Scali, McCabe, Sloves jumped 45%, with most of the increase showing up in the spot television and spot radio categories. New accounts for the New York-based agency included Harris Lanier and Fred Joallier, while dropped accounts included Revlon and Omega. Other major clients include Hertz, Volvo, Sharp, Chase Manhattan, Nikon, Burmah-Castrol and James River. Scali was in the minority of agencies reporting higher billings for spot television than network television, and the agency reported no network radio billings, as opposed to \$36.8 million in spot radio billings.

14 SSC&B

SSC&B witnessed a 6% drop in total broadcast-cable billings from 1985, slipping to \$383.4 million. Of that figure, \$326.9 million was spent on television (down from \$368.9 million in 1985), while radio expenditures rose from \$33.9 million the previous year to \$51.8 million in 1986. Cable billings slipped slightly from \$4.9 to \$4.7 million. New accounts picked up during the past year are: Clarion, Citizen Watch, Sterling International and TAB. Major accounts resigned were Citibank and American Tobacco.

39 Tatham-Laird & Kudner

Tatham-Laird & Kudner posted a gain of 4.7% over its 1985 billings of \$97 million to \$101.6 million for 1986. Accounts gained during the year included Procter & Gamble's Mr. Clean soft cleanser and Metamucil; Nabisco's Blue Bonnet margarine, Fleischman's margarine, and new products from Adolph Coors. Accounts resigned included Continental Bank and the National Dairy Board. Media breakouts: television was up 3% from \$84 million in 1985 to \$86.5 million; radio was down 12% from \$12 million in '85 to \$10.6 million in '86, and cable was up 350% from \$1 million to \$4.5 million.

2 J. Walter Thompson

The agency experienced modest growth during the first three quarters of 1986, but reported a sharp decline in the final quarter. Estimated domestic broadcast billings grew by about 3%. Thompson retained its second-place position behind Young & Rubicam, with an estimated \$1.2 billion in radio-TV-cable spending for the year. New business obtained during 1986 included IBM, North American Van Lines, Swiss Miss cocoa and Godfathers pizza. Thompson's extensive roster of broadcast-active accounts included Eastman Kodak, Eckerd Drugs, Goodyear Tire & Rubber, Lever Brothers, Pepsi-Cola, Scott Paper, Warner-Lambert, Ford Dealers Association, Beatrice Foods, S.C. Johnson & Sons, Kraft, Miller Brewing, Oscar Mayer & Co. and Sears Roebuck.

24 Tracy-Locke

Broadcast and cable billings for Tracy-Locke were up 5% in 1986 to \$209.4 million. Television billings were up 5.4% to \$166.3 million. Radio billings were up slightly, to \$40.6 million, from \$39.2 million a year earlier. Cable billings were flat for the year, at \$2.5 million. Accounts added included Sunbelt Nursery Group, APT Managed Health Care Partnership, Healthmark Centers and Vuarnet France. Accounts resigned included Labatt's Importers and Frontier Airlines.

45 Warwick Advertising

Of its total broadcast-cable billings of approximately \$75.2 million, \$68 million was spent in TV billings, \$5.8 million in radio and \$1.4 million in cable. The company experienced about a 28% increase in its total billings over 1985. Total television billings were split between network (\$57.3 million) and spot (\$10.7 million), with \$3.1 million spent on network radio and about \$2.7 million on spot radio. Among the major broadcast clients added in 1986 were the Joseph Victori Wine Co. (Calvin Coolers) and Rocco Inc. (Shady Brook Farms). The latter used radio spot in the fourth quarter, Warwick said. Existing network and spot television clients included Crafted with Pride in U.S.A Council Inc.; Burlington Industries and Coty/Pfizer. U.S. Tobacco and Benjamin Moore Paint used network television, Jockey International used spot TV and Sterling Drugs and Plough Inc. bought both television and radio.

21 Wells, Rich Greene

Combined broadcast/cable billings for WRG in 1986 were flat at just a shade under \$230 million. Television billings totalled \$203.4 million, also flat compared to the year before, while radio billings were up 22% to \$25.7 million. But the agency lost or resigned most of its cable business. The 1986 figure was only \$509,000, compared to \$6 million in 1985. Accounts added in the year included Oil of Olay and the Pan Am shuttle. Accounts resigned included Max Factor, National Enquirer and Purolator.

1 Young & Rubicam

Once again the Fifth Estate victor among advertising agencies experienced a slower growth pattern during the year. Reflecting the cutback mood at the client level, Y&R's broadcast billings climbed last year by 5.5%, as against 11.8% in 1985. Still the agency's broadcast spending reached a formidable \$1.58 billion. Radio spending dipped slightly to \$91 million from \$91.4 million in 1985 while cable billings dropped to \$44 million from \$48.9. The big gainer was television which rose to \$1.46 billion from \$1.37 billion in 1985. New business from Colgate swelled the Y&R coffers by an approximate \$80 million in billings. Other new clients during the year were Eastman Kodak (videotapes), Boyle-Midway Division food products, TWA, Warner-Lambert (Roloids, Remagel, Efferdent), Kraft, Pillsbury microwave products and Burroughs/Sperry. Resigned during the year were Richardson-Vicks, Oil of Olay, Vick's Cough Drops and Merrill Lynch. Y&R's roster of clients is extensive and in 1986 included: AT&T Communications, Colgate, Dr Pepper, Eastman Kodak, General Foods, Johnson & Johnson, Kraft, TWA, Metropolitan Life Insurance, Montgomery Ward, G. Heileman Brewing Co., General Cigar, Clorox Co., Chevron, Lincoln-Mercury Division of Ford Motor Co.

Murdoch and News Corp.: high-stakes global gamblers

Murdoch-built international media empire extends to newspapers, broadcasting, film and satellite television in U.S., England and Australia; flexible financing feeds corporate appetite that shows no signs of slowing down

It had been a typical atypical fortnight for News Corp. In London, 12,000 people protested outside the company's new printing plant—where technology had displaced the workers being championed by the demonstrators—resulting in 180 injured persons, 162 of them police officers. One week later the printers' union ended its year-old strike, effectively conceding the struggle to the company.

Stateside, the executive editor of the *New York Post* confirmed the paper's plans to begin a Sunday edition, less than 12 months before a deadline to sell the paper as required by the FCC's crossownership rules. Plans for a new magazine covering the movie industry also were announced.

In Australia, the company consolidated its struggle to take over the newspaper chain, Herald & Weekly Ltd. An inquiry by the Australian Broadcasting Tribunal, that country's equivalent of the FCC, into News Corp.'s perhaps illegal foreign control of some broadcasting properties was rendered moot when the company decided to sell its television and radio stations.

Just a few more headlines to add to the 34-year history of a company that has a habit of making its own. Still, not many people know News Corp., except through its managing director and chief executive, Keith Rupert Murdoch.

Certainly no one doubts that the 56-year-old Australian-born businessman has deserved the company's top billing since 1953, when he took over family newspaper interests shortly after his father's death. Murdoch is the ultimate authority of News Corp., controlling just under half the voting shares through direct and indirect family ownership. It is also accepted that his ambition and vision have shaped the company.

Today, News Corp. is the first company to claim ownership of media outlets covering most of the earth's English-speaking population. Its interests include broadcasting and satellite tele-

vision; television, film and home video production and distribution; books, magazines, newspapers and computer software.

The question that comes to the minds of many: Is the company really striving toward some synergy, global or otherwise, or is it just the most international of a number of other large, rapidly growing conglomerations of well-run media properties?

News Corp. is willing to take risks and suffer long-running losses to be the first in markets that others aren't sure even exist. Yet to support those ventures and the company's profitability, the dominant strategy appears to be the profit of individual operations, rather than synergy across continents.

For instance, there have been no plans to distribute the programming of Fox Broadcasting, the company's incipient U.S. television network, to News Corp.'s European television outlet, said Barry Diller, chairman and chief executive officer of News Corp. subsidiary Fox Inc. Nor is there much package selling of Murdoch's magazine properties. Even within closely allied companies there is sometimes little partnership. Fox Film Corp. has ownership or off-network distribution rights for only one of the 10 shows to which Fox Broadcasting is currently committed—News Corp. thereby is largely passing up a right to the "back-end" participation for which the three existing television networks are clamoring.

News Corp. is a large company, with roughly 250 incorporated subsidiaries. One of the company's top officers regularly makes use of an organization chart to remind himself of the internal relationships. The company is organized as four separate groups (see chart, page 45), each with its own operations chief. Although News Corp.

is incorporated in Australia and has held its biannual board meetings mostly in that country or England, the day-to-day corporate headquarters are in New York, in a warehouse-looking building on the East River, pinned in by a highway overpass and the shadow of the Brooklyn bridge.

It is from those New York offices that the company is watched by Murdoch—save for those frequent occasions when he is traveling to or from some other part of the world, along with the company's finance director, Richard Sarazen, and a small group of other executives, who also travel a great deal.

What binds this worldwide enterprise together financially and operationally is the News Corp. weekly report. On Thursday, the first edition of the report arrives with each of the four main groups' weekly financial results on a page, and compared to projected and year-ago results.

By the next day the four-page report has grown to a 70- or 80-page book, with at least one page for each operation—the bigger operations require 10 to 12 pages—describing the reason for any discrepancies, good or bad, with the earlier projections. Sarazen said News Corp. "lives and dies by" the weekly reports. If Murdoch cannot watch each of the company's 10 television channels simultaneously, he can tune in to even the smallest of his operations through the report.

One News Corp. observer described being in the newsroom of *The Sun*, one of the company's four U.K. newspapers, while an editor labored over a page that was holding up the paper's printing and distribution: "He was surrounded by a crowd of people watching him in pity, for everyone knew the late distribution would show up in the numbers and that Murdoch would see it."

The anecdote imputes to Murdoch an imperial authority and willingness to exercise it that News Corp. executives say is misleading. They prefer to emphasize instead the degree to which the managing director and chief executive delegates authority. Whatever Murdoch's role, anecdotes about it proliferate, as chronicled in recent books on Murdoch and the company.

News Corp. is widely perceived as being a foreign company, and technically it is. From an investment point of view it has been slow to make allies here—until last May the company's shares did not trade on a U.S. ex-



Keith Rupert Murdoch: The man at the helm

change. In the past year the company has been trying to improve its visibility, at least among the world's investors, said Sarazen, with results that are positive, to say the least (see chart, this page).

An international "pool" of money

More than half the company's revenue and operating profit is now generated in the United States. News Corp. made its first U.S. media investment, the purchase of the *San Antonio (Tex.) Express-News*, in 1973, the same time Murdoch and his wife, Anna, decided to move their permanent residence to New York. That was followed by the founding of *Star* magazine in 1974, the purchase of the *New York Post* in 1976, of *New York Magazine* in 1977, of some community newspapers in Houston in 1979, of *The Boston Herald* in 1982 and of *The Chicago Sun Times* in 1984 (the latter later sold to comply with the FCC's crossownership rules), the start-up of *New Woman* magazine in 1984 and, a year later, the U.S. edition of *Elle* magazine.

Yet if not for its next three acquisitions, the largest in the company's history, News Corp. might still be largely known as the somewhat controversial Australian-based publisher of some major-market daily newspapers. In 1985 it purchased 20th Century-Fox for \$575 million and 13 magazines from Ziff-Davis for \$350 million. The following year it bought six Metromedia Broadcasting television stations for \$1.55 billion. WXNE-TV Boston (now WFXF-TV) was bought for \$28 million at the beginning of this year.

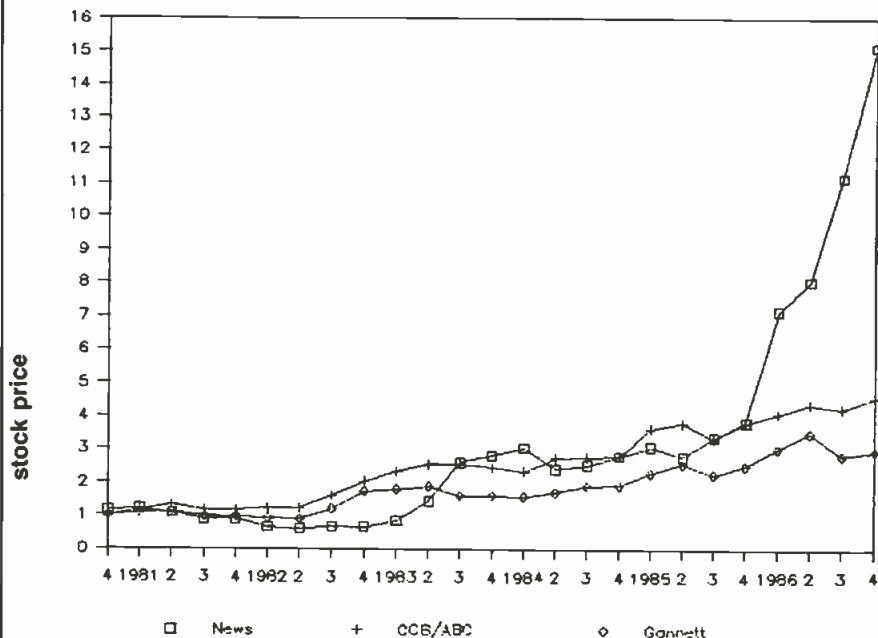
Not pausing for rest, Murdoch has again turned his focus to the Pacific rim, with the purchase of a 54% interest in Hong Kong's *South China Post* for \$162 million—ownership of the remainder may soon follow—and the virtually completed acquisition of Australia's *Herald & Weekly Times Ltd.* for \$1.5 billion (\$800 million to \$900 million, after required and other spin-offs).

Where does the money come from to buy all these properties? The most recent purchases have been accomplished largely on credit, and as of last Sept. 30, News Corp.'s total debt, including certain preferred stock, stood at close to \$3 billion, a total approaching the company's annual revenue. By comparison CBS, which many people considered "burdened" by borrowings at the end of last year, had debt less than one-fourth its revenue.

The burden of debt has not become too heavy for News Corp. because some of its operations, such as its U.K. newspapers, now consistently generate tremendous amounts of cash, and the acquisitions themselves help meet interest payments. Although interest payments in fiscal 1986 doubled to more than \$160 million, they would have been more than covered by the company's cash flow of \$364 million, as estimated by Richard McDonald, a securities analyst for First Boston Corp.

News Corp. is also said to be adept at finding "pockets of debt," one of Sarazen's tasks. Some in the financial community credited him with being able to obtain unsecured bank debt at rates close to prime—theoretically the interest paid by a bank's

No longer down under: News Corp. stock takes off



Each company's stock price for Oct. 31, 1980, serves as index for subsequent prices. Stock is adjusted for stock splits, and News Corp. stock is translated at each record date into U.S. dollars at exchange rate prevailing on that date.

best corporate customers—despite the company's already sizable indebtedness.

Among the company's roughly four dozen banks, some of which have exposure to News Corp. of over \$100 million, those who commented said they are not terribly worried by the company's soaring rate of acquisition. What about the repayment of the principal amount, most of which begins after a three-year "holiday," ending in 1989 when, according to a recent company filing, loan maturities and redemption of preferred shares would amount to a minimum of \$425 million, followed by \$560 million in 1990 and \$1.2 billion in 1991? Sarazen responds that the principal can be renegotiated when the time comes and if interest rates start going up, "We are prepared to swap into fixed-rate debt at a moment's notice. We have lines of credit and standby agreements to do that when we think it is appropriate."

Thus Murdoch and Sarazen have created an "international pool of funds" with no loan covenants restricting cash flow between the continents. The company will borrow through whichever subsidiary bears the highest tax burden—which will then be reduced by that subsidiary's subsequent interest payments. The borrowed funds can then be transferred to whichever subsidiary really needs the funds, often by way of NewsCorp Finance Ltd., a Cayman Islands paper creation that saves the company from paying withholding tax on the interest.

In fact, the only restriction placed on News Corp. by its several dozen lenders is a requirement that the company's borrowing not exceed 110% of the company's net worth—assets minus liabilities—a clause one banker described as having "teeth in it." But even there the company has room to move. Because News Corp. is incorporated

in Australia, it can write up its assets to market value. (Accounting principles generally accepted in the U.S. do not permit the reevaluation of assets in excess of cost.) In 1984 News Corp. reportedly more than quadrupled its assets through such an adjustment. Over a billion dollars of preferred stock that News Corp. had classified as debt in the United States, reducing net worth, was instead classified on the Australia books as equity.

All of this unrestrained financing has been fueling an acquisition spree that, Sarazen said, may soon come to an end: "There should not be any major acquisition for the next few years. I have heard him [Murdoch] say that this is now the time to consolidate. To cause them [properties] to earn more, to work on the operations." Skepticism of such plans is not unfounded, however. Murdoch told a group of bankers in New York that he had no major acquisitions in mind just a few weeks before launching his bid for the *Herald & Weekly Ltd.* Some Murdoch watchers say that the News Corp. chairman is more motivated by doing deals than anything else.

Murdoch interests extend beyond the media, and the company's holdings are spiced with aircraft trading, oil, bauxite and other natural resources, and games management. There is nothing precluding further expansion in other industries, but Sarazen said that if the company makes more acquisitions, at least in the U.S., they are likely to be television stations or "small" magazines. Through board member Stanley Shuman, an investment banker with Allen & Co., News Corp. has scouted independent stations recently.

While other media conglomerates have expanded, few have followed News Corp.'s pace, permitted to a great degree by Murdoch's voting control of the company. That

control allows him to act quickly and daringly, and frees him of the chains that bind other corporate executives, that of more debt and interest, lowering earnings and stock price, creating the potential for takeover. Much has been made recently of News Corp.'s intention to issue additional stock, for the first time in the company's history, to purchase the Herald & Weekly Times Ltd. Clearly it made sense to do so given the stock's recent appreciation.

Although a new stock issue would reduce Murdoch's equity in the company, it would not reduce his voting control, said Sarazen. Because of a complex ownership structure, some of the H&W shareholders who would receive the new News Corp. stock are corporations that will in turn be controlled by News Corp. and Murdoch.

The biggest gamble

The cover of this year's News Corp. annual report, featuring in previous years pictures of the company's products, shows a global map, with stars marking the location of operations.

Murdoch, like many media and advertising executives, talks about the possibilities of global advertising. Some thought last fall that the idea had come to fruition when Gillette bought advertising time on News Corp. television in Europe, the United States and Australia. Although the package buy may have provided some cost saving for Gillette, it looks more like current buys and has few characteristics of global advertising. Under terms of the agreement, audiences in the U.S., Australia and Europe will not all see the same Gillette commercials or the same News Corp. shows, and the placements will not be made centrally but by agency executives and News Corp. management in each area.

Even if News Corp. had decided to keep its Australian TV stations, there is doubt whether multinational advertising could account for an appreciable increment of News Corp.'s television revenues any time soon. Arnold Semsy, senior vice president, director of media and communications for BBDO Worldwide, and the middleman in the Gillette/News Corp. deal, said: "Truly global advertising will be for a select group of advertisers. . . I think he [Murdoch] is building something, but I think he also realizes that each of the entities has to live on its own and be a viable entity both commercially and esthetically."

Semsy said the success of a multinational plan would depend on a "breakthrough show" that could appeal to a diversity of cultures. Joan Rivers guest-hosted a BBC talk show in the U.K. recently but without signs of overwhelming that country.

Even advertiser interest and the correct advertising vehicle will not suffice; there are administrative considerations as well. Advertisers on European satellite television have had difficulty getting the cooperation of various European offices—each of which may be responsible for its own profits and losses—to arrive at a mutually agreeable formula dividing among themselves the cost of advertising or billing for trans-border television service. This problem has hindered the

growth of advertising revenue for News Corp.'s satellite service, Skychannel, and prompted, according to one informed source, the recent departure of that operation's number-one and number-two marketing executives.

Governments place additional barriers in Skychannel's way, said one person familiar with the channel: "It is so mixed up because deregulation is not prompt and clear cut as it is in the U.S. There are always these lingering questions of who is going to get let in on what cable systems and who will be able to use what satellite. Skychannel has to deal with 17 FCC's." The service, which can be easily received only by cable systems, is still locked out of some countries.

Despite these barriers, the satellite service was said to be on the verge of profitability



Sarazen

this year, but its prospects have since been set back, this time by advertising rate competition from a one-month-old, English-language competitor, Superchannel. In its sixth year of operation, Skychannel in fiscal 1986 had losses of \$8.2 million on revenue of \$10.9 million, said First Boston's McDonald. For fiscal 1985 the satellite service posted a loss of \$12.4 million on revenue of \$3.7 million.

The fact that News Corp. pulled out of a planned DBS service in the U.S., Skyband, after less than a year of planning, should not be taken as an indication of resolve for the European service. The company has long carried unprofitable operations, with probably the best-known example being its national newspaper, *The Australian*, a money loser for 20 years before finally turning profitable two years ago. Similarly, News Corp. has owned the *New York Post* for 10 years, all of which were recorded with red ink, it is said.

The common wisdom on Murdoch's motives for keeping the *Post* is that the paper provides prestige and power, despite its unprofitability. Therefore, it is said, News Corp. will not gladly acquiesce to the FCC's requirement that the paper be sold by March 1988, due to the crossownership of co-located WNYW-TV. And if the interior construction being done at the *Post's* sixth-floor executive corridor is any indication, Murdoch and company intend to move in for the long term. Another sign hardly indicative of a

company packing its bags is the aforementioned news that the *Post* is preparing to launch a Sunday edition in April.

How then does News Corp. plan to avoid violating the crossownership rules? (The FCC's planned rulemaking on relaxing the rules applies only to AM combinations with other broadcasting properties and does not include newspapers.) Sarazen would only acknowledge that the company is required to sell the paper within a year "... unless we get another temporary waiver, which we may or may not request."

The required sales of the *Sun Times*, the *New York Post*, *The Boston Herald*, and Murdoch's likely loss of substantial equity and control over his Sydney and Melbourne television stations, all stem from the decision made two years ago to purchase six television stations from Metromedia Broadcasting and establish a network, Fox Broadcasting. They may also be traceable in part to Murdoch's switch from Australian to U.S. citizenship.

Whether News Corp.'s U.S. television strategy will succeed or fail may not be known for at least several years. The financing of the seven television stations, bought for almost \$1.6 billion, has been fortuitous. Interest on most of the borrowed funds has already been reduced from 13% to roughly 7%. This News Corp. did by redeeming most of the \$1-billion-plus preferred stock issue, the remainder of which is expected to be bought in soon.

A year-to-year comparison of the Fox stations' cash flow—the money theoretically available to pay that interest—is almost impossible to deduce using filings provided by Fox to the Securities and Exchange Commission. But Sarazen said the stations were up about 10% in fiscal 1986, at the bottom end of an earlier range the company projected. For the current fiscal year, the company's finance director said the seven stations collectively would again underperform earlier projections, but that the growth would be higher than it was for fiscal 1986.

Estimates by McDonald, who has written the only detailed "sell side" report on the company during the past 12 months, are that the stations have a current cash flow of \$125 million, well in excess of their estimated financing costs, which he put this year at \$91 million. It is possible that some of the cash flow "improvement" was accomplished merely by accounting adjustments made by Fox when it purchased the stations, writing down the value of programing by \$76 million and writing up property, plant and equipment, the expensing of which might take place over more years, by \$68 million.

A more important and real improvement in the stations' operations would be insured by the success of Fox Broadcasting—which people are already referring to as a network but which the company prefers to call a "satellite-delivered, national program service for independent stations." Already there are signs the synergy is working. In Nielsen's November television market surveys, the three-month-old *The Late Show Starring Joan Rivers* show improved upon the previous performance of shows in that time period for all but one of the six stations Fox owned at the time. The better ratings mean

the Fox stations can charge more for their local spots, helping the parent company pay off the show's advertising, administration and overhead costs that the national advertising dollars are not yet covering. A cursory examination of the ratings data does not provide clear evidence of whether *Rivers* is helping the next, or lead-out, show on those stations' respective schedules.

By June, FBS plans to be airing two hours of prime-time programming on Saturday and

three hours on Sunday. Advertising agency executives are most enthusiastic about the second night, which, they think, should get a start with *Jump Street Chapel*, an hour-long action adventure show—a genre which the prime time access rule prevents ABC, CBS and NBC from producing for that time period.

Starting in 1988 an additional night of programming is scheduled to be added each year. While the current batch of shows is

mostly sitcoms, some form of variety show has been considered since day one and Fox would also like to rewrite Oprah Winfrey's success by developing a talk show at one of its owned stations and taking it national. There is also talk about grabbing a piece of the National Football League rights package.

If there is a programming strategy for Fox other than counterprogramming, Diller is reluctant to admit to it: "Anybody looking for



Cowley



O'Neill



Singerman

The News Corp. Ltd. (1953)

1986 revenue \$3 billion; 23,000 employees
Keith Rupert Murdoch, managing director and chief executive

News Australia (1953); Sydney

1986 revenue \$568.8 million; 6,800 employees
Kenneth E. Cowley, managing director

Newspapers: Eight dailies, including *The Australian*. Thirty-three weekly, biweekly and triweekly newspapers. Revenue: \$263.8 million.

Magazines: *New Idea* and *TV Week*. Revenue: \$75.4 million.

Broadcasting: Two television stations, Ten-10 Sydney and ATV-10 Melbourne (covering 42% of Australia's 4.8 million TV homes), and regional radio station. Revenue: \$112.4 million. (News Australia announced last week it will sell Ten-10, ATV-10, its radio station and Festival Records for \$555 million.)

Other: Book publishing, Festival Records Ltd., sheep farming and computer software, plus 50% ownership of Ansett (passenger and freight airline, hotels and restaurants).

News International* (1969); London

1986 revenue \$791.8 million; 6,700 employees
William O'Neill, managing director.

Newspapers: *The Times*, *The Sunday Times*, *The Sun* and *The News of the World*. Revenue: \$641.5 million.

Magazines: Three magazines associated with *The Times* and 50% interest in the European edition of *Elle*.

Book Publishing: Times Books; John Bartholomew & Son Ltd., and 20% of William Collins.

Satellite television: Owns 83.5% of Sky Channel (currently received by seven million cable homes throughout Europe). Revenue: \$10.9 million.

News America Publishing (1973); New York

1986 revenue \$540 million; 5,000 employees
Martin Singerman, chief executive officer

Newspapers: Three dailies: *New York Post***, *Boston Herald****, *San Antonio (Tex.) Express-News* and printing operations. Revenue: \$270.8 million.

Magazines: Twenty magazines and directories, including *New York*, *Star*, *New Woman*, *European Travel & Life*, *Automobile*, 14 professional publications for travel and aviation industries, and a 50% interest in the U.S. edition of *Elle* and *Premiere*, a new magazine covering the movie industry. Revenue: \$266.2 million.

Fox Inc. (1985); Los Angeles

1986 revenue \$1.01 billion; 8,600 employees
Barry Diller, chairman and chief executive officer

Broadcasting: Fox Television Stations KTTV(TV) Los Angeles, WFLD-TV Chicago, WFXT-TV Boston, WNYW-TV New York, KDAF-TV Dallas, KRIV-TV Houston, WTTG(TV) Washington, and Fox Television Network. Revenue: \$334.4 million.

Program production. Fox Film theatrical film producer and distributor; supplier of programming for network television, and first-run and off network syndicator. Revenue: \$673.8 million. Plus 50% owner of CBS/Fox (home video distributor).

Years refer to when operations first began under company headed by Keith Rupert Murdoch. All revenue figures are based on audited information but approximated adjustments have been made in some cases, either for currency translation or to account for certain midyear transactions—including purchase of both Fox Film and Fox TV Stations—as if they had been completed at beginning of the year. Actual News Corp. consolidated results for fiscal 1986 showed revenue of \$2.67 billion. Revenue of 50%-owned entities is not consolidated. Chart includes most News Corp operations. *Includes some separate minority shareholders. **Required to be divested by March 6, 1988, because of crossownership regulations. ***Required to be divested, by Jan. 19, 1989, because of crossownership regulations. O'Neill is replacing Bruce R. Matthews as head of the company's U.K. operations.

a position will try to offer what isn't being offered. We aren't going to break the fourth wall. The programing we have already announced kind of defines what we want to do... [shows] with an edge and probably a little younger, but as time goes on we will probably contradict that."

Whether News Corp. can make Fox Broadcasting a fourth network or whether it will instead join DuMont in the pantheon of network almost-rans may not be known for at least two to three years. Many of Fox Broadcasting's distribution outlets, 99 independent stations covering just over 80% of the country, have fallen on harder times since the network's plans were initially laid. That could work both for the network, by making stations more willing to accept cash-free programing, and more difficult, since the network's lead-in shows could be weaker.

In fact, despite the better-than-guaranteed demographic performance of the *The Late Show Starring Joan Rivers*, which McDonald said already brings in enough advertising revenue to cover its production costs, Fox Broadcasting is a tremendous financial gamble, overshadowing even News Corp.'s Skyband effort, which resulted in an estimated \$20-million writeoff. The investment in Fox is already \$50 million, McDonald said, and losses could mount to several hundred million before a live-or-die decision on the



Diller

work is made.

For fiscal 1987 starting next June, Fox intends to spend \$110 million for production costs plus costs of advertising, overhead, compensation and administration, an amount one report pegged at \$40 million, which Diller declined to confirm or deny.

One thing working in the company's favor is that the FCC's definition of a network does not include Fox, leaving it unencumbered by such regulations as those prohibiting ABC, CBS and NBC from owning network shows or syndicating those shows domestically

after their network run. Granted that luxury, Fox still has ownership and distribution in only one of the 10 shows it has committed to so far, a show for which, Diller said, "nobody would have put up the money. It was an energetic investment."

The Fox chairman explained why the company was currently not pushing back-end participation: "Our first and only real priority is the programs. You start with that... and when you start with that, then it disciplines you. We are interested in the best idea from any source and where those ideas have fallen so far, the ownership and distribution rights have not been available." One observer also suggested that the studios may have insisted on complete ownership and distribution as compensation for producing for what is an admittedly more risky venture than the existing three television networks.

Fox Film Corp.'s own success in providing good ideas to ABC, CBS and NBC has been only modest in recent years—only one show introduced over the past four years, *Mr. Belvedere*, has stayed on long enough to be marketed for syndication. A Fox entry in the current season, *L.A. Law*, has been a rating success so far.

In the business of first-run television, Fox has two of the most successful sitcoms: *Small Wonder* and *9 to 5*. Neither does as well as Fox's off-network, *M*A*S*H*, which still ranks as king of the situation comedies, and which, First Boston's McDonald said, alone is responsible for \$20 million to \$30 million of News Corp.'s cash flow. Certain others among Fox's first-run shows, such as the *\$100,000 Pyramid* and *Dream Girl USA*, have fared less well, but Diller said that in the balance, first-run is profitable for Fox.

Other studios have made special reductions of their earnings because of reduced forecasts for the syndication of their off-network shows and because of current problems collecting money from some independent television station operators. While Fox will also record its collection problems (\$7 million), Diller said it has been conservative on its forecasting of future income and does not currently have to make any revisions: "As soon as we knew what programs we had sold for next fall, whatever excess [costs] in our budgets was not covered [by license fees] we recorded in the first quarter."

The largest revenue producer for Fox is still its theatrical film and distribution arm. Since Diller took over as chairman in late 1984, hired by the studio's previous owner, Marvin Davis, he has cut staff, production and advertising costs, and brought the company back to profitability. Fox plans to produce 10 films in the current year, at an average cost of \$14 million. It previously distributed movies for producers, including Lorimar-Telepictures, but Diller said that, at least in the near future, "we will rely more on what the company generates and owns completely."

The proportion of revenue coming from theatrical exhibition of films has declined, while exhibition on home video and television syndication has increased. News Corp. participates directly in the home video business through a half-interest in a profitable joint-venture, CBS/Fox. First Boston's McDonald estimates that that the joint-venture

The best of Murdoch

The opinions excerpted below are from past interviews with News Corp.'s controlling owner, managing director and chief executive, Keith Rupert Murdoch.

On the facts of ownership:

"If you have one family controlling a block of shares you don't have to worry about what the analysts say about you or what the shareholders want in the way of financial dividends, and you therefore can generate—if you're successful—enough cash flow to handle most of the [company's] growth." *New York Times*, March 2, 1986.

On judging audience tastes:

"It is futile to try to measure what people want to read in their newspapers. Most will tell you what they think that they want, or should want, to read, but not what they'll actually buy and look at. If such polls reflected reality, there would be a boom in literary supplements." *Forbes*, Jan. 30, 1984.

On good taste, in both print and television:

"Sometimes there's a fine line between entertainment and news. If we are good newspaper people and good communicators, we should know enough about public tastes and demands to have some insights into what can be done in entertainment. I might add that I am shocked by what I see on the screen, especially explicit sex, as you sit around the fireplace at home with your kids and watch HBO or other pay systems. There were scenes in "Flashdance," which I watched in a theater with my teen-age daughter, that embarrassed me." *U.S. News & World Report*, May 27, 1985.

On print journalism:

"The problem with American journalism is that they simply don't know how to compete. They go to journalism school, listen to failed editors dressed up as professors. And they go into the world, to 90% or 95% of the newspaper jobs, where indeed they don't compete." *Forbes*, Jan. 30, 1984.

"I don't want to overgeneralize; there are some very good papers out there. But I think the luxury of monopoly, on the one hand, and the influence of journalism schools, on the other, have led to a pretty elitist outlook by a tremendous body of journalists." *U.S. News & World Report*, May 27, 1985.

On the competition:

"You come to the U.S. and you find everyone else is very energetic and a lot are a damn sight cleverer than you. But in England and Europe you can beat them on energy alone... It is definitely easier to do well in Europe than it is in the U.S. This country [the U.S.] takes a lot of staying power." *Business Review Weekly* (of Australia) Aug. 23, 1985.

will produce revenue in the current fiscal year of \$425 million, and that News Corp. would be entitled to \$31 million in profit. Additionally, he said, Fox recently renegotiated its partnership agreement "and royalty payments to Fox [for contributing movies for home video distribution] were effectively doubled."

Investing in the future

The \$1.53-billion offer for H&W at first glance appears to be the outcome of a bidding contest gone berserk. The Australian advertising economy has been weak over the past year, and the target company is much the same entity that fetched only a \$280-million bid from News Corp. seven years ago. Part of the recurrent attraction might derive from the fact that Murdoch's father had been managing director of H&W until his death in 1952.

Yet two other companies were willing to match the News Corp. bid. Sarazen justifies the proposed acquisition: "There are three groups in Australia: us, John Fairfax and the Weekly Herald. The latter is the oldest and has the most monopoly situations in the country. Acquiring them would put us in the position of a becoming a Gannett or a Knight Ridder of Australia. It would make us the dominant group."

A cursory reading of the company's history suggests that News Corp. has a good track record for acquisitions. The *Chicago Sun Times* was bought, along with some real estate, for \$80 million in 1984. The same property was sold—to meet FCC cross-ownership rules after the purchase of co-located WFLD-TV—last year for \$145 million.

Sarazen described some other acquisition coups, saying that News Corp. paid eight million pounds for the *The Times* of London, "which at that time was losing about one million pounds a month. Last year the paper made about 25 million pounds. Ten years ago we paid \$16 million for New York Inc. (then a publicly held company). We attributed \$8 million each to *The Village Voice* and *New York* which were then about breaking even, and nothing to *New West* which was then losing money [and has since been discontinued]. We sold the *Voice* for \$55 million, and we could sell *New York* for \$125 million and have the transaction close within 30 days."

News Corp. had sold little of what it had bought up until last week's announced divestiture, which would likely have been forced upon the company anyway. Despite the good capital gains profits made through trading properties, one of the company's bankers said News Corp. could be even more profitable if "he [Murdoch] wasn't there because then News wouldn't be investing in the future."

Murdoch himself has disclaimed, on many occasions, any strategy for the "future"—not that it would make any sense for him to tell his competitors what that strategy was. One person familiar with both Murdoch and the company agreed: "I don't believe that there is any kind of fit... an overall plan. It is rather I think that you put a foot in here... one in there... and one somewhere else. If you've been putting that foot in the right places, then sooner or later it

might fit together."

Arguing that the company does have "grand strategies" was Sarazen: "Film and television have been on his mind for the last six or seven years. We did take a shot at Warner [Communications]. We wanted the movie studio, not the company, and would

have sold the balance. We had looked at television stations individually in the past and had done our internal study, but we had never made a significant approach to any one. Then when [John] Kluge wanted to sell we lept at it."

Sarazen's remark about Warner recalled

Fifth Estate Earnings

Company	Quarter	Revenue (000)	% change	Earnings (000)	% change	EPS
Am. Cablesystems	Second	\$13,087	3	(\$1,355)	NM	(\$0.12)
Control Data	Fourth	\$903,600	-8	(\$226,200)	NM	(\$5.53)
	Year	\$3,346,700	-9	(\$264,500)	NM	(\$6.48)
Dun & Bradstreet	Fourth	\$825,050	2	\$76,739	6	\$1.01
	Year	\$3,113,506	12	\$339,990	15	\$4.47
Lorimar Telepictures	Third	\$202,769	17	(\$21,740)	NM	(\$0.47)
MCA	Fourth	\$645,367	3	\$21,614	-58	\$0.28
	Year	\$2,441,374	16	\$155,204	3	\$2.02
Multimedia	Fourth	\$100,383	11	(\$4,661)	NM	(\$0.22)
	Year	\$371,799	11	(\$4,661)	NM	(\$0.42)
MGM/UA	First	\$130,997	67	\$2,623	74	\$0.05
Scientific Atlanta	Second	\$126,059	7	\$5,830	25	\$0.25
Tribune Co.	Fourth	\$543,856	6	\$21,358	48	\$0.54
	Year	\$2,029,813	5	\$292,870	136	\$7.26

American Cablesystems had net income of \$26 million in previous year's second quarter. Beverly, Mass.-based MSO said bottom-line results were strongly influenced by recent purchases and divestitures of cable systems. Revenue from "ongoing operations" was up 15%, to \$9.9 million, while operating cash flow before depreciation and amortization for ongoing operations jumped 20%, to \$4.1 million. ■ **Control Data** reported loss in previous year and fourth quarter of \$567.5 million and \$297.9 million, respectively. ■ **Dun & Bradstreet** said Nielsen Media Research reported "solid revenue gain" for year. ■ **Lorimar Telepictures** had net income of \$3 million in previous year's third quarter. Revenue increase came primarily from addition of Bozell & Jacobs, which LT purchased early in 1986; purchase of MGM Entertainment's production facility, and start-up of television station in Puerto Rico. Revenue from network television production declined by \$22.1 million, due to absence of "long form and features" deliveries, compared to 33 hours delivered during same period in previous year. Foreign syndication also declined, by \$5.1 million, while domestic syndication revenue was up \$6 million. Company had operating loss of \$20.9 million, compared to income of \$11.3 million in previous year's quarter, due primarily to previously announced \$37-million income forecast revision. ■ **MCA** had operating income of \$211.3 million, down 2% for year, and \$13.1 million, 82% drop, for fourth quarter. Main cause of drop was company's previously announced \$50-million income forecast revision and bad debt reserve made for television syndication. Television revenue was also down 30%, to \$121.7 million in fourth quarter, but was up 26%, to \$663.6 million, for year. Company received tax credit of \$12.5 million in fourth quarter, primarily consisting of \$17 million for unremitted earnings of foreign subsidiaries, which will later be taxed but at lower rate than previously recorded, and \$9-million adjustment in estimated tax reported earlier this year. Offsetting credits was \$11 million additional tax liability due to recognition of investment tax credit loss. ■ Television program revenue for **MGM/UA** was \$30 million, up from \$1 million in previous year's period, largely reflecting continued production of *Jack and Mike*. Television distribution revenue was down 28%, to \$19.6 million. Company's operating income jumped 33%, to \$18.2 million. ■ **Multimedia** had net loss of \$6.2 million in previous fourth quarter, and net income of \$21.6 million in previous year. Reason for lower bottom line was extra interest expense relating to "recapitalization merger" in late 1985. Interest expense last year tripled, to \$111.9 million. Operating cash flow increased 22% to \$140.6 million for year, and was up 14%, to \$40.3 million, in fourth quarter. Broadcasting cash flow increased 21%, to \$43.9 million, last year, on 11% revenue increase to \$119.3 million. In fourth quarter, broadcasting revenue was up 15%, to \$32.7 million. For year, cable revenue was \$80.9 million, and entertainment revenue was \$54.6 million. ■ **Scientific-Atlanta** said "the company was encouraged by the earnings improvement. However, it cautioned that second-quarter results (for period ending Dec. 31, 1986) reflected a temporary upswing in cable TV industry demand as some cable operators upgraded systems in preparation for deregulation of their industry, which took effect Jan. 1, 1987." ■ Net income for **Tribune Co.** was affected by several nonrecurring items, including sales of cable television division and Los Angeles *Daily News*. Television revenue for year was \$354.5 million. Company said that excluding KTLA(TV) Los Angeles, acquired in December 1985, television operating profit for year and quarter "would have declined, primarily due to higher programming costs." Radio revenue was \$4.1 million in fourth quarter, up 3%, and \$44.9 million for year, up 7%. Entertainment revenue for year was \$66.8 million.

one of two instances in 1984 when News Corp. attempted to purchase a sizable block of stock in both Warner Communications and St. Regis (a timber and paper producer). Although the target companies' managements prevented News Corp. from gaining a controlling interest, neither campaign could be called a total failure.

By selling back its stock in Warner, News Corp. made a reported profit of \$41.5 million—plus the reimbursement of \$8 million in expenses—while in St. Regis, News Corp. made an even quicker \$36.6 million.

Whether there was any motivation of "greenmail" in either campaign may be known only to Murdoch, but his interest in a movie studio seems to have been genuine. Within a year he was on the verge of buying the first half of 20th Century Fox.

Much at News Corp. headquarters gets done by very few. For instance the \$64 million in currency exchange profits recorded last year was not made by rows of wound-up traders glued to their monitors. The "trading room" is sitting on top of Sarazen's desk, a Reuter's terminal at which he glanced every 15 minutes or so during an interview.

He matter-of-factly explained personally generating such gains: "The difference between us and major currency traders such as Citibank, etc. . . . is that they usually have a staff of anywhere between three and 500 people. That means they always have to be trading, just to pay their overhead. We can afford to stay out and wait until a trend is clear."

Sarazen discussed some of the other multifunction executives who work with Murdoch: "We are, I think, perhaps the biggest user of paper in the world. Worldwide contract negotiations are handled, with the help of two or three clerical workers, by Bruce Matthews [who is said to be retiring and will be replaced by William O'Neill] who is also responsible for all of our U.K. operations. Murdoch also gets involved. Another example is that international budgeting is handled by the U.S. treasurer, Jeffrey Leist, who also handles the U.S. budgeting and forecasting."

Most of the company's executives, explained Howard Rubenstein, whose firm handles News Corp. public relations, "are line people whom Murdoch pulls in and out of his orbit."

In addition to those with clearly defined responsibilities, Murdoch also gets counsel from several other executives, including Sir James Cruthers, an Australian broadcasting executive who advises News Corp. on international broadcasting matters. On the business side, as distinct from the editorial side, News Corp. executives have noticeably long tenures.

While Murdoch "orbits," many of his executives seem to be uncertain as to where he will land the company next. Perhaps it will be in orbit—Murdoch has long shown a greater than typical interest in satellite technology—or perhaps, as Sarazen suggested, but few observers believe, the company will concentrate on the bottom lines of the operations it has so far amassed. Whatever it does, it won't be boring if it pursues its atypical course. □

More for more. CMX Corp. said majority owner Chyron Corp., increased holdings to 67.2% through exercise of warrants at book value. Proceeds of \$528,000 would be used by CMX to "fund development of our new random access laser disk-based editor . . . which will be shipped in our third fiscal quarter," company said.

Quarterly quarter. Knight Ridder said it increased quarterly dividend from 22 cents to 25 cents.

Cutback costs. Time Inc. said that company will record layoff expenses approximating \$63 million against fourth-quarter earnings. Of total, \$32 million is allocated to cover reduction of magazine group staff, with \$24 million charged to corporate staff layoffs. Company also said it may sell its SAMI market research subsidiary. Primarily involved in tracking merchandise sales, SAMI recently signed joint venture with Arbitron to develop people meter and commercial tracking business.

Bought out. Majority interest in DIC Enterprises, Los Angeles, has been purchased by group led by Andy Heyward, company chairman, and including Bear, Sterns & Co., Wall Street investment house. DIC was subsidiary of Paris-based Radio-TV Luxembourg, and claims to be first foreign-based animation studio to crack Saturday morning network schedule with *The Littles* (ABC) in 1982 and first-run syndication with *Inspector Gadget* in 1983. Since then, DIC has expanded to production of about 50 half-hours per week, as well as licensing and merchandising of TV program characters.

Weintraub to get into TV production

Music and concert promotion also on agenda for new company that has \$462 million in seed money

Jerry Weintraub, who formed his own Los Angeles-based company, Weintraub Entertainment Group, last July, three months after he was dismissed as chairman of United Artists, has announced he has raised \$462 million to enter all phases of television production and movie making, including development, financing, distribution and marketing. In addition, the company will focus on plays, music recording and music publishing, concert promotion and artist management.

According to reports that were confirmed by company officials last week, the capital to finance the expansion effort came from approximately \$173 million worth of pre-sale distribution and license agreements, a \$145-million credit line from a consortium of lending institutions headed by the Bank of America, \$81 million in Bear Sterns & Co. Inc. subordinated debentures and \$62 million in common stock.

Weintraub, who invested \$11 million of his own money in the venture, structured the voting shares of management's Class B stock to retain majority control of the company. He attracted financing from Coca-Cola, \$14 million; the Wasa group, \$8 million; Hoyts Corp., \$6 million; former AirCal owner William E. Lyon, \$4 million; United States Tobacco Co., \$2.5 million; Cineplex Odeon, \$2 million, and its circuit chief Ted Mann, \$1 million. William Simon, the former U.S. Treasury secretary, also invested \$1 million, and Bear Stearns put up \$500,000. Top WEG executives hold a minority interest worth about \$2 million.

The board of directors will consist of ex-

ecutives from the companies, banks and investment firms that provided the capital, along with Simon. Another member of the executive ranks, former Attorney General William French Smith and his partner in the WEG's outside law firm of Gibson, Dunn & Crutcher, Gerald L. Parsky, will also have seats on the board.

The newly structured company's television division has obtained agreements from NBC for a two-hour movie pilot with Lee Majors and a half-hour sitcom about a famous female athlete who champions women's rights. Another project in development for CBS is a two-hour movie about the life of the late singer, Karen Carpenter. □

Disney magic in first quarter

Syndication business gets credit for company's first quarter, up 50% from quarter year earlier

The Walt Disney Co. last week reported it had achieved its highest first-quarter earnings ever. During an annual stockholders meeting in Anaheim, Calif., company officials said that for the period ending Dec. 31, 1986, revenue rose to \$755.5 million, a 50% increase from \$504.2 million for the quarter a year earlier; net income climbed 159% to \$89.9 million, or 66 cents a share, compared to \$34.7 million, or 26 cents per share, the previous year, and operating income increased 101% to \$186 million from \$92.7 million a year ago.

Michael D. Eisner, Disney's chairman and chief executive officer, told more than 6,000 shareholders at the Anaheim Convention Center that the commencement of domestic television syndication license agreements contributed to the improved operating results. Disney entered the syndication busi-

ness last September, and it was two packages of Disney films, Disney Magic-One and Wonderful World of Disney, that had the greatest impact on operating results in the quarter, he said.

Both Eisner and Frank G. Wells, president and chief operating officer, said the company's strong first-quarter performance and its healthy showing last year should provide the momentum needed to make Disney even more successful in 1987. According to estimates provided by Gary Wilson, executive vice president and chief financial officer, there will

be a 20% return on equity this year.

The stronger the company, the better its chances are of fending off any hostile takeover attempts, according to Eisner. "We feel we will be in a position to manage the company under the auspices of the current board of directors," he said. "As long as we are run well, everybody is going to leave us alone."

Toward that end, shareholders approved two measures that could make it more difficult for corporate raiders to succeed in a leveraged buyout. One will allow the California company to reincorporate in Dela-

ware, where Eisner said more than 60% of the Fortune 500 companies and 43% of the companies listed on the New York Stock Exchange have incorporated. Delaware, he noted, offers some corporate tax breaks and laws that force those attempting to buyout a company to deal directly with its board of directors. Shareholders, after re-appointing a slate of 13 directors and electing a new director, entertainment attorney Irwin Russell, OK'd a second measure that would stagger the terms of Disney's executive board. □

The Media

Burch U.S. candidate for Intelsat chief

Administration hopes former FCC chairman will be chosen to succeed Colino as director general

Former FCC Chairman Dean Burch, who has spent most of his adult life in national politics, has stepped into the larger arena of international politics. Administration officials last week said he would be the U.S.'s candidate for director general of the 112-nation International Telecommunications Satellite Organization. And, with the deadline today (Feb. 16) for signatories to submit their candidates for the job, politicking for the post is said to be in full cry.

The position is open because Richard Colino, the first American to serve as director general, was fired in December in the midst of investigations by Intelsat's outside counsel and by the U.S. attorney's office in Washington into apparent financial irregularities, investigations that are continuing. And if there was any uneasiness on the part of the Reagan administration about asking Intelsat to replace Colino with another American ("Closed Circuit," Feb. 9), it has vanished.

Officials last week said the administration had come to the conclusion that if the U.S. had what it considered an outstanding candidate, it should put the name forward. And as one administration official put it: "Dean Burch is not your run-of-the-mill candidate. He is a man of considerable skill and international reputation." He headed the FCC from 1969 until 1974, and impressed State Department officials with his performance as chairman of the U.S. delegation to the Space World Administrative Radio Conference in 1985. For most of the years between, and since, Burch has practiced communications law as a partner in the Washington firm of Pierson, Ball & Dowd.

There are also those in the administration who say the submission by the U.S. of a strong candidate, as Burch is said to be, would be welcomed by the world organization. They note that the U.S., through the Communications Satellite Corp., owns 24% of Intelsat. What's more, considerable international traffic is routed through the U.S., and U.S. companies make substantial use of the system in other countries. Since the U.S.



Burch

stake in the international organization is so considerable, officials feel the international community is concerned about the U.S. attitude toward the organization it took the lead in establishing more than 20 years ago. "For the U.S. to select a strong candidate for director general," one administration official said, "would indicate the U.S. commitment to Intelsat remains strong."

Politics on the national scale has been a part of Burch's life for a long time. Thirty years ago, while still in his 20's, Burch was an aide to then-Senator Barry Goldwater (R-Ariz.), then helped run Goldwater's presidential campaign in 1964 and later served as chairman of the Republican National Committee for a couple of years. After practicing law for five years in Arizona, he returned to Washington as President Nixon's choice to run the FCC. Five years later, with the Nixon administration crumbling under the weight of the Watergate scandal, Burch again responded to a call from Nixon, this time to serve as a senior aide in the White House. He stayed on to serve President Ford for a few months after Nixon's resignation.

But now, Burch, at 59, is in effect running

for election to an office in his own right. And administration officials feel he has a reasonably good chance of winning. But the picture should become clearer this week. The Intelsat Board of Governors is meeting on a number of items, among them the selection of candidates it will interview at another meeting in March, when it will make its choice. Burch is expected to be among those selected for interviews, and the competition will be known. What's more, the international politicking now going on "is fast and furious," said one in a position to know—and might be bearing fruit.

The U.S. has about 25% of the vote in the system of weighted voting the board employs. And it has been attempting to line up the support of the United Kingdom, which has decided not to offer a candidate of its own. With the U.K.'s 14%, the U.S. would be close to the votes needed to put Burch over the needed two-thirds mark. (The final decision will be made by the Assembly of Parties at its meeting in April. The assembly operates on a one-party, one-vote basis, but it would be expected to endorse the vote of the board.)

But how would the world organization feel about a candidate it would have reason to believe shares the pro-competitive views of the Reagan administration? Third world members of the organization particularly are uneasy about the prospect of Intelsat's being confronted with competition in the form of separate communications satellite systems; they say revenue drained off by the competition would result in higher rates for them. Colino is an American, but the U.S. could not have had a tougher adversary in its efforts to implement President Reagan's policy that the establishment of separate satellite systems is required in the national interest. Burch would not be perceived as likely to take similarly tough positions.

But administration officials see Burch's identification with the pro-competitive philosophy—indeed, the commission took its first hesitant deregulatory steps under Burch's leadership—as a plus. They cite the emergence of technology-driven competition in the international telecommunications field as requiring a new kind of international

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TOP STATIONS

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<i>WKYC</i> CLEVELAND	<i>WTSP</i> TAMPA	<i>KOMO</i> SEATTLE	<i>KOVR</i> SACRAMENTO	<i>KTSP</i> PHOENIX	<i>WVIT</i> HARTFORD
<i>KATU</i> PORTLAND, OR	<i>WCPX</i> ORLANDO	<i>WDSU</i> NEW ORLEANS	<i>WIVB</i> BUFFALO	<i>WCMH</i> COLUMBUS, OH	<i>KENS</i> SAN ANTONIO
<i>WTKR</i> NORFOLK	<i>WAVE</i> LOUISVILLE	<i>WKEF</i> DAYTON	<i>WRGB</i> ALBANY, NY	<i>WTVR</i> RICHMOND	<i>WEYI</i> FLINT
<i>WPEC</i> WEST PALM BEACH	<i>WRRG</i> MOBILE	<i>WLTV</i> JACKSONVILLE	<i>KJEO</i> FRESNO	<i>WFRV</i> GREEN BAY	<i>WOI</i> DES MOINES
<i>WSLS</i> ROANOKE	<i>KGAN</i> CEDAR RAPIDS	<i>WJAC</i> JOHNSTOWN	<i>WNCT</i> GREENVILLE, NC	<i>KTNV</i> LAS VEGAS	<i>KVIA</i> EL PASO
<i>WEEK</i> PEORIA	<i>WCIV</i> CHARLESTON, SC	<i>KMST</i> MONTEREY	<i>KVII</i> AMARILLO	<i>KOLO</i> RENO	<i>KEZI</i> EUGENE
<i>WETG</i> ERIE	<i>KTVL</i> MEDFORD	<i>KETK</i> TYLER	<i>KOTA</i> RAPID CITY	<i>WMBB</i> PANAMA CITY	



WIN, LOSE OR DRAW



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civil servant. Burch himself is said to feel—as do others in and out of the American government—that Intelsat faces a tougher competitive challenge from fiber optic undersea cable than from separate satellite systems. And as one Burch backer put it: "This is no time to take someone out of the old form of a government-owned telecommunications monopoly—but to select someone who can take Intelsat forward." How that sells in Algiers or Paris remains to be seen.

Names of possible candidates for the director general's job have been surfacing and then disappearing over the past several weeks. Among those still being heard last week were those of an Australian, George F. Maltby, of Australia's Overseas Telecommunications Commission; France's Pierre Godiniaux, former chairman of the Intelsat board of governors; Canada's Jean-Claude Delorme, head of Teleglobe, Canada's sig-

natory, and two Brazilians, Pedro Costelo Branco, head of Embratel, Brazil's signatory, and Romulo Furtado, an official of the country's communications ministry. Finland last week was said to have formally submitted a candidate, but the name could not be learned.

The only other American whose name surfaced as a possible U.S. candidate was FCC Commissioner Mimi Dawson. She had lost out to fellow Commissioner Dennis Patrick as successor to Chairman Mark Fowler—despite what appeared to be exceptionally strong support (White House Chief of Staff Don Regan and Treasury Secretary James Baker III)—at about the time the administration was considering running a candidate for the director general's post. So officials discussed the matter with her. However, Dawson reportedly said she felt Burch would be a stronger candidate. □

the March 8 Southern regional primary, or "Super Tuesday." The league did not specify the site in Nashville.

The league did not discuss format in its announcement, but league president Nancy M. Neuman, in a press conference last August in which she discussed the league's determination to proceed with its sponsorship of presidential debates, indicated it was considering departing from the now traditional use of journalists as members of panels that question the candidates—and employing only a moderator (BROADCASTING, Aug. 18, 1986). The Minow-Sloan paper would do the same. Its principal criticism of the traditional format is that the candidates exercise a veto over the selection of journalists. The paper also said journalists, who sometimes precede questions with expressions of their own views, "obscure the focus" on the candidates. Accordingly, the paper favors the "Oregon debate" format, in which candidates speak and question each other, with a moderator keeping time and directing the flow.

The question of how to accommodate third-party candidates in debates during the general election campaign remains a difficult one. The Minow-Sloan paper acknowledged it is particularly difficult if the major parties sponsor the debates. But it said the problem is not insoluble—that other organizations "are free to sponsor debates that include third-party candidates." And all candidates, it added, "are free to accept." In short, it said, "the debates between the major-party candidates should be viewed as a floor; whether that would also be a ceiling would remain an open question."

The paper also suggested that Section 315 of the Communications Act be suspended for presidential campaigns. It noted that a series of FCC decisions since 1975 has interpreted candidate debates to fall within one of the exceptions Congress wrote into the law in 1959. However, it said "there remains some uncertainty" about the reach of the law—that some commentators feel network coverage of candidates through various methods "would trigger the Section 315 requirement that equal time be given to all candidates, including clearly insignificant and fringe candidates." But if the law were suspended, the paper added, the networks should commit themselves "to vastly increased prime time coverage of the issues and candidates in the presidential campaign."

The paper also suggested machinery for implementing the debates proposal. It said the major parties should establish a bipartisan Presidential Debates Organization—along with an Advisory Committee composed of a broad, diverse group—to administer the debates next year. And the PDO would set the time, number and location of the debates well in advance of the 1988 campaign, "preferably in 1987."

"For Great Debates" was prepared for the Theodore H. White Conference on Presidential Debates sponsored jointly by Harvard University's Institute of Politics and the Twentieth Century Fund, a nonprofit public policy research foundation that sponsors studies of a wide range of social and political issues. □

League announces 1988 debate sites

Women Voters, seeking to retain franchise, plans debates in New Hampshire, Tennessee; Minow-Sloan paper urges political party sponsorship

The candidates for the most part remain to be identified, but the locales of the first presidential debates to be planned for next year have been picked. The League of Women Voters last week announced that Manchester, N.H., and Nashville will be the sites of the first two debates the league will sponsor among Republican and Democratic candidates for their respective parties' presidential nominations. The league plans to sponsor two additional sets of debates involving candidates for the major party nominations, as well as debates between the Republican and Democratic presidential candidates once they are chosen.

The league's announcement was not the only piece of presidential debate news last week. A Twentieth Century Fund paper, "For Great Debates," by former FCC Chairman Newton N. Minow and Clifford M. Sloan, called for a series of televised debates between the Republican and Democratic presidential candidates that would be sponsored by the major parties rather than the league. The proposal reflects an agreement the chairmen of the two parties reached in November 1985 at the conclusion of a study by the National Commission on National Elections on ways to improve the process of electing presidents (BROADCASTING, Dec. 2, 1985).

The paper, in calling for an institutionalization of debates as a central element of presidential election campaigns, said party sponsorship "will create a powerful dynamic and momentum in support of debates." It said that because of their relationship to the candidates, the parties could accomplish much of the debate planning well in advance of the campaign—and, to a great extent, commit the candidates to the planning of details." It said neither the networks, which sponsored the first televised presidential debates, in 1960, nor the league, which sponsored debates in 1976, 1980 and 1984, has

the relationship with candidates that would enable them to institutionalize the debates. Minow and Sloan would, however, have the league continue to sponsor debates among presidential primary candidates.

The league has vigorously rejected the suggestion that it bow out of the sponsorship of presidential debates. In its announcement last week, it said, as it has in the past, its series of general election debates will include up to three involving presidential candidates and one involving the vice presidential candidates.

Minow, who served as chairman of the FCC from 1961 until 1963 and is also a former chairman of the Public Broadcasting Service, has first-hand knowledge of the league's role as sponsor of presidential debates. He served as co-chairman of the league's Presidential Debates Steering Committee in 1976 and 1980. He is a senior partner in the law firm of Sidley & Austin and is a director of CBS. Sloan is an attorney who wrote a paper making the argument in favor of major parties supplanting the league as sponsor of presidential debates. He has been named associate counsel by Lawrence Walsh, the independent counsel named to investigate the Iran-contra affair.

Both the league and the Minow-Sloan paper noted that the election next year will be the first in 20 years in which an incumbent President will not be running. The league said "league-sponsored debates will be especially valuable as a source of objective information about the candidates and their positions on a wide range of issues affecting the nation's future." The paper said that since an incumbent will not be running, "the eventual candidates are unknown, and discussion about debates may proceed... without the danger that an identified candidate will raise objections."

The league said its first set of two primary debates—one among Democratic hopefuls and one among Republican—will be held at St. Anselm College, in Manchester, in mid-February, just prior to the primary election in New Hampshire. The Nashville debates will be held in the first week in March, preceding

Discovery Channel to air Soviet television

Cable service was scheduled to begin airing 66 hours of programming Feb. 15

The Discovery Channel, a one-and-a-half-year-old cable programming service now reaching 14 million cable homes, joins with other broadcasters and cable programmers in focusing attention on the Soviet Union this week, offering 66 hours of Soviet television just as it is pulled off Soviet communications satellites.

Discovery planned to retransmit the programming, which is to include everything from news to rock videos, over eight straight days starting yesterday (Feb. 15).

Discovery Channel Chairman and Chief Executive Officer John Hendricks sees this week's initiative as part of the cable service's "mission" to educate viewers about other cultures. Just as foreigners cannot fully understand American culture without watching American television, he said at a Washington press conference last Wednesday, Americans cannot fully understand Soviet culture without watching Soviet television.

"Every day, the state-controlled Soviet television reaches 280 million Soviet citizens," Hendricks said. "It tells them the news of the world. It entertains, it informs, it instructs and it shapes perception. And we Americans know little about this most powerful, far-reaching mass media communications tool."

Hendricks said that Discovery will carry no programming "that is not typical of regular Soviet television fare—no made-for-America specials." He said Americans who are familiar with Soviet television will monitor it this week to make sure the Soviets don't slip in anything special. If they do, he said, Discovery has the right to preempt it.

According to Hendricks, the 66 hours are not intended as counterprogramming to *Amerika*, ABC's controversial mini-series about life in America 10 years after a Soviet takeover, which was also set to debut on Feb. 15. However, he said, *Amerika* "played a part" in Discovery's decision. "We wanted to take advantage of this opportunity and air the programming during a week when interest in the Soviet Union was at a high," he said. "We believe it is programming that complements what ABC is doing."

Discovery is receiving the programming—in both the technical and legal senses—through Orbita Technologies Corp., a three-year-old New York firm that markets hardware and software necessary to receive programming from Soviet domestic satellites.

According to Marina Albee, vice president of operations for Orbita, Orbita will downlink the Soviet television with its earth station at Columbia University in New York. The programming will then be transmitted via microwave to Group W Satellite Communications' facility in Stamford, Conn., which



Albee, Otte and Hendricks

uplinks all of Discovery's programming, she said. (GWSC owns 10% of Discovery.)

Downlinking programming from the Soviet satellite requires special satellite receiving equipment, Albee said. Unlike U.S. domestic satellites, which are in geostationary orbit, the four Soviet Molniya satellites are in highly eccentric polar orbits six hours apart. As they fly over Canada, she said, they take turns relaying programming to the eastern part of the USSR.

To receive programming from the Molnias, Albee said, Orbita had to develop software to track the satellites and to switch from one to the another as each became operational. Orbita also had to develop special decoding equipment, she said, because the Soviets use a modified SECAM standard for their satellite transmissions in which the audio is combined with video.

According to Albee, Orbita received permission last spring from the Soviet government to downlink anything it wanted from the Molniya birds for educational purposes. When Discovery indicated an interest in retransmitting the programming for a week, she said, Orbita return to the Soviets and was given permission.

According to Hendricks, Ken Schaffer, president and founder of Orbita, cooked up the idea of putting Soviet television on Discovery. Schaffer called Discovery just 10 days before the press conference with the idea, Hendricks said. Interested, he said, he and Discovery President Ruth Otte went to Columbia University where an Orbita installation has been used by the Harriman Institute for Advanced Study of the Soviet Union since 1984. After checking out the Soviet programming there, he said, Discovery hired Orbita and began scrambling to put the Soviet week of programming together. Hendricks declined to say how much Discovery is paying Orbita.

According to Otte, Discovery will be telecasting about nine hours of Soviet programming a day—two four-hour blocks (9 a.m. to 1 p.m. NYT and 11 p.m. to 3 a.m. NYT) and the Soviets evening newscast, *Vremya* (8 p.m. to 9 p.m. NYT). Because of the eight-hour-plus time difference, what Americans

see in the morning will be the Soviet's prime time programming and what they will see late at night will be their early morning programming.

All the programming will be retransmitted by Discovery as it is received except *Vremya*, which comes in at about 1 p.m. NYT. The newscast will be recorded so that it can be shown during prime time in the eastern half of the U.S. and so that Orbita has time to translate it and superimpose word-for-word English subtitles on the video.

Discovery will not provide translations of the other programming. However, Otte said, "we will use English subtitles to summarize and explain what is happening in a general sense. For example: 'This is a game show where the goal is... Now they are asking questions about.'"

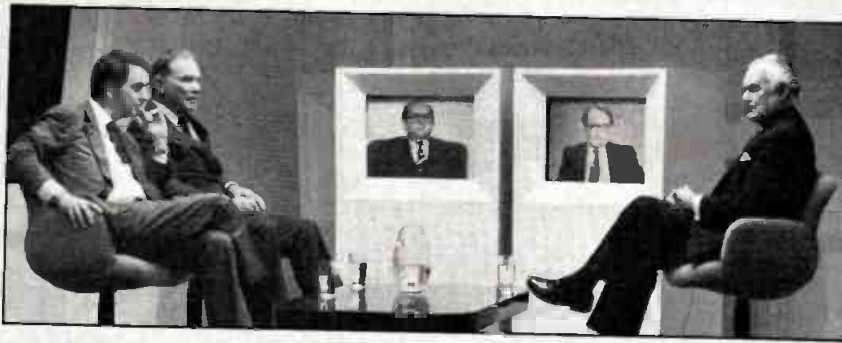
According to Otte, the Soviets' weekday morning programming, which will be shown late at night here, will typically start with a sign-on and a brief exercise show followed by a documentary of some sort and a feature film or concert. On weekends, the mornings are dominated by cartoons and sports programming.

The weekday evening programming, which will be seen in the morning on Discover, includes films, how-to shows and news, she said. On weekends, she said, it may include game shows and music videos.

Hendricks said his reaction to the Soviet television is mixed. "It confirms some stereotypes," he said. "My first impression was the lack of sophisticated graphics capability that we are so accustomed to in American television. I was most intrigued by the news... and what 280 million in the Soviet Union are told about news events in the world and how that compares with our perceptions of the news. I think I was most surprised as most people are by the rock videos."

To give viewers some perspective on the Soviet programming, Hendricks said, Discovery has enlisted several American experts to comment on Soviet media following the Soviet newscast each evening, which normally runs 40 to 45 minutes.

To gauge the reaction of viewers, Hendricks said, Discovery plans to send a ques-



Back in the U.S.S.R. The country's interest in the Soviet Union and, perhaps more important, U.S.-Soviet relations is being piqued not only by ABC's *Amerika* and the Discovery Channel's 66 hours of Soviet television, but by Ted Turner's *Amerika* "counterprogramming," which began last week, and by *Donahue*, which broadcast last week five shows taped in Moscow.

Believing ABC's mini-series "exploits ignorance, fear and paranoia about the Soviet Union," Turner is broadcasting more than 12 hours of counterprogramming without commercial interruption over superstation WTBS(TV) Atlanta throughout this month. The programming was kicked off last Thursday (Feb. 12) week with the broadcast of "Letters from a Dead Man," a Soviet produced film on the after-effects of nuclear war (right). The film was followed by "Breaking the Spell II: A U.S./Soviet Dialogue," a roundtable discussion with (left, l-r) scientist Carl Sagan; retired U.S. Admiral Noel Gayler; Georgi Arbatov, a Soviet spokesman;

Roald Sagdeev, a Soviet scientist, and former Notre Dame President Theodore Hesburgh.

The *Donahue* shows, which were taped the week of Jan. 22, included a look at the life of a Soviet family and the concerns of Soviet teenagers, a report on the Chernobyl disaster including tape from the site, a trip to a Soviet military base and interviews with dissident Jews.

The Turner and Donahue programming has raised the ire of at least one conservative group, the National Conservative Foundation. NCF Executive Director L. Brent Bozell III said last week Turner and Donahue host Phil Donahue are two of a kind. "Mr. Turner's extreme change in ideology [from conservative] is complete," he said. "He can now be considered standard fare for the *Donahue* show and fit company for apologists for the Gulag the world over." NCF spokesman Greg Mueller said NCF purchased an ad in *The Washington Times* last Thursday condemning Turner.

tionnaire to the 25,000 homes that subscribe to Discovery's monthly program guide. Throughout the week, he said, the service may also run a slide inviting viewers to write in with their comments and suggestions. "We are treating this as a weeklong experiment to see how viewers react to their first glimpse of state-controlled TV," he said.

If the response is positive, Hendricks

said, Discovery would consider putting on more Soviet programming, but probably not as much as it will this week.

According to Otte, Discovery is giving every cable system in the country a chance to pick up Discovery this week so it can share the Soviet programming with its subscribers.

She said nonaffiliates had expressed considerable interest in the programming, but that

as of last Wednesday it was too early to say how many would pick it up. She also said that the nation's two million owners of backyard earth stations could receive Discovery directly off the Galaxy satellite.

Hendricks said that Discovery would not offer the programming to broadcast stations, even in areas that aren't heavily wired. "This is exclusive to cable," he said. □

UN offers PSA as 'Amerika' airs

Spot features Kristofferson, star of 'Amerika,' telling viewers of need for peacekeeping force which UN felt not accurately portrayed in ABC series

The United Nations last week filmed what it is calling a 60-second public service announcement showing *Amerika* star Kris Kristofferson delivering a message in the Security Council chambers of the UN, extolling the virtues of the UN peacekeeping forces, comprising military units from member nations. The PSA will be offered free to all local broadcast outlets and the three networks. A spokesman for the UN said it was negotiating with ABC to air the spot during its *Amerika* telecast next week. Kristofferson says, in part, that when warring countries seek to settle their differences, "a special kind of soldier can help. In the Middle East and other trouble spots around the world, peacekeeping soldiers from many nations serve under one flag, the UN flag. More than 700 of them have given their lives in the cause of peace." The PSA is a response to what the UN sees as the disparaging portrayal of its soldiers in ABC's *Amerika*. The UN spokesman said that "close to 100" requests to view or obtain copies of the PSA came in by last Wednesday. But he said he had no assurances from any broadcasters

that they would air the PSA. At deadline, ABC had not agreed to air the tape.

However, ABC said last week it would air a disclaimer at the beginning of each *Amerika* episode (part one was to air yesterday, Feb. 15): "This series is fiction. The institutions and organizations depicted are not intended to bear any resemblance to today's counterparts." An ABC spokesman insisted the decision to go with the disclaimer was not all related to complaints about the show, that it had been made a long time ago and was only being announced now because it took time to figure out the wording of the

two sentences.

Meanwhile, ABC has had success reselling the 36 commercial units that Chrysler Corp. asked the network to resell. Jake Keever, vice president, sales, ABC-TV, confirmed that Volkswagen U.S. picked up 12 units and that others, which he refused to identify, had bought into the program as well. Keever also acknowledged that five additional advertisers, which had purchased no more than two spots each, had pulled out of the show. Keever said the process of plugging those smaller holes was ongoing and that only a "handful" of spots remained un-

Ethnic protest. In a letter to Brandon Tartikoff, president of NBC Entertainment, three Italian-American groups charge that two of the network's programs depict Italians in a "negative stereotypical manner." The Commission for Social Justice, the Coalition of Italo-American Associations Inc. and the Italian American Media Institute said *The Tortellis* and *Blood Vows: The Story of a Mafia Wife*, a two-hour made-for-television movie that aired Jan. 18, "leave us troubled and dismayed."

The groups contend that *The Tortellis*, a spin-off of *Cheers*, portrays Italians "in a loud, crude and buffoon-like manner" and also makes them out to be "uneducated, low-status individuals." *Mafia Wife*, the letter stated, "continues a tradition of Italian-Americans being unfairly depicted as gangsters in the media." The authors of the letter said they were "deeply disappointed" over the programming decisions in light of current NBC series, such as *Cosby*, *Hill Street Blues* and *St. Elsewhere*, that present "positive authentic ethnic portrayals."

An NBC spokesman, responding to the allegations, said: "We are in constant touch with those groups and we will be meeting with them to address their concerns."

Stay Tuned

Production has begun on two new mini-series. CBS announced *Roses are for the Rich*, from Phoenix TV, a four-hour drama about a coal miner's daughter who seeks revenge against a businessman who destroyed her family. No air date was set. NBC said work has started on *Hands of a Stranger* (also four hours), about a New York policeman who nearly destroys his career when he becomes obsessed with finding out the truth about his wife's rape. NBC said the mini-series is scheduled for May.

NBC said it has ordered 13 episodes of Jim Henson's *Fraggle Rock* series for its Saturday morning lineup next fall. The new *Fraggle Rock* series will be a half-hour animated show. A live-action puppet version of *Fraggle Rock* is currently seen on HBO and in

The hit game show, *Wheel of Fortune*, is taking its act on the railroad for a promotional tour stopping at 33 cities along the East Coast on Feb. 12 and 13. The hosts of the program, Pat Sajak and Vanna White, will give away autographed photos, *Wheel of Fortune* game boards, hats and television sets. "Wheel of Fortune Express" departs from Miami at 8:40 a.m. on Thursday, Feb. 12, and arrives in Washington the following day at 5 p.m.

Univision (formerly Spanish International Network) has launched a new one-hour sports magazine program, entitled *Univision en el Deporte*. The program, with host Tony Tirado, will air every Sunday from 5:30 to 6:30 p.m.

A professional's guide to the intermedia week (Feb. 16-22)

Network television—ABC: *Amerika* (part 2), Monday, 9-11 p.m.; (part 3), Tuesday, 8:30-11 p.m.; (part 4), Wednesday, 9-11 p.m.; (part 5), Thursday, 9-11 p.m.; (part 6), Friday, 9-11 p.m.; (part 7, conclusion), Sunday, 9-11 p.m.

CBS: *Miss U.S.A. Pageant*, Tuesday, 9-11 p.m. *Kojak: The Price of Justice*, Saturday, 9-11 p.m.

NBC: "Police Academy" (theatrical release), Monday, 9-11 p.m. *Remington Steele* (two-hour special), Tuesday, 9-11 p.m. *Family Ties* (one-hour special), Thursday, 8:30-9:30 p.m.

PBS: *American Playhouse, A Mistaken Charity* (one-hour drama about growing old), Monday, 9-10 p.m. *Great Performances, December Flower* (drama), Friday, 9-10 p.m.

Cable—WTBS: *Beyond Fear* (five-part Better World Society series about arms control and nuclear war), Monday-Thursday, 11:05 p.m. *Letters from a Dead Man*, (1986 movie produced by the film industry of the Soviet Union, about a nuclear war that is accidentally triggered by a computer error. Followed by a one-hour discussion, moderated by the Rev. Theodore M. Hesburgh, among Soviet and American military experts and scientists.) Thursday, 11:05 a.m.-3:05 a.m.

Syndication/Marketplace

Group W Productions reports that 60% of the stations in the P.M./Evening Magazine cooperative have renewed *P.M. Magazine* for the 1987-88 season. The newly restructured show will continue to be carried on all of the Group W stations, along with KGW-TV Portland, Ore.; KFMB-TV San Diego; WCPX-TV Orlando, Fla.; WBTU(TV) Charlotte, N.C.; WCMH-TV Columbus, Ohio; WYFF-TV Greenville, S.C.; KUTV(TV) Salt Lake City; WSAZ-TV Huntington, W. Va.; WFMV-TV Greensboro, S.C.; WOC-TV Davenport, Iowa, and WIS-TV Columbia, S.C. The show will be sold for straight cash, instead of cash plus one 30-second barter spot. On Sept. 1, responsibility for the show will be transferred from Group W Productions to the Group W Television Station Group.

Blair Entertainment has renewed *Divorce Court* in 15 markets for the 1987-88 season. Station clearances include WCBS-TV New York; WSVN(TV) Miami; WTNH-TV Hartford, Conn.; KMOV-TV St. Louis; WTEM(TV) Albany, N.Y.; KTVU(TV) San Francisco; WSPA-TV Greenville-Spartanburg, S.C.; WUSA-TV Washington; WMG(TV) Macon, Ga.; WCSB-TV Charleston, S.C.; WDHQ(TV) Dothan, Ala.; KMTV(TV) Omaha, Neb.; WFMJ-TV Youngstown, Ohio; WVEC-TV Norfolk, Va., and WHTM-TV Harrisburg, Pa. *Divorce Court* was number one in its time period in 41 of its 137 markets, according to the November 1986 Report on Syndicated Programming.

Tribune Entertainment is offering "Innocence Lost: The Erosion of American Childhood," another Geraldo Rivera special. The program will concentrate on the problems of "runaways and wanderers; family victims; babies having babies; child criminals, and losers and good kids." The special will feature both live and taped segments. It will air on April 20, from 8 to 10 p.m. Distribution will be on a barter basis with 12 minutes for stations and 12 minutes for Tribune.

All-American Television reports clearing the fifth annual *American Video Awards*, a two-hour barter special set for an April 10 to May 10 window, in 60% of the country. The show will be hosted by Casey Kasem, Shari Belafonte-Harper and another celebrity yet to be named, and will feature appearances by Steve Winwood, Peter Gabriel, The Bangles, Wang Chung, Richard Belzer, Tracy Scogins, David Hasselhoff, Diana Canova, Jean Casem, Wierd Al Yankovic and Colin Janes Hay of Men at Work. Among the stations that will carry the show are the Fox Television Stations; KTVU(TV) San Francisco; WTVJ(TV) Miami; KPHO-TV Phoenix; WTV(TV) Charleston, S.C.; WTXN(TV) Waterbury, Conn.; KPTV(TV) Portland, Ore., and WDSU-TV New Orleans. Distribution of the show is on a barter basis with stations getting 13 minutes and All American getting 11 minutes. All-American is also offering six *Smart Money* specials, hosted by Steve Crowley, on a barter basis, beginning in April, with four-and-a-

half minutes for stations and two-and-a-half minutes for All-American. Topics for the six half-hours include "Surviving Tax Reform," "Real Profits," "The New American Dream," "Personal Fortunes" and "Golden Years—Fact or Fiction." Crowley currently hosts *Money Pro News*, produces money reports for *Hour Magazine*, and is money editor for *Good Morning America*.

GGP reports it is withdrawing *Sports Lifestyles*, a weekly half-hour, from the syndication market due to affiliate clearance problems. GGP President Bob Horowitz said that with the networks increasing their weekend sports schedules, stations have less opportunity to play the show. With the show moving around on schedules, sales of national barter time by GGP became difficult, Horowitz said. The last *Sports Lifestyles* show will air in March. There will be a minimum of two *Sports Lifestyles* specials that will begin airing this summer.

Syndicast Services has appointed Program Partners as sales consultant for clearances of *D.C. Follies* and *Slim Cooking*. Program Partners, Alan Zaretsky and Jack Steng, will operate out of Syndicast's New York offices. Syndicast also reports clearing the 4th *Annual Black Gold Awards*, hosted by Lou Rawls, on over 40 stations, including WCBS-TV New York, KTTV(TV) Los Angeles, WLVI-TV Boston, WUSA-TV Washington and WWSW(TV) Cleveland. Among the performers who will appear on the program are Natalie Cole, Deniece Williams and the Mills Brothers. The program is a dick clark production from the Orpheum Theater in Memphis.

Orbis Communications is getting a hand from Bill Mulvey in selling its weekly sports magazine show, *Motorweek Illustrated*. Mulvey was former director of marketing for Capital Cities Television Productions.

To put some marketing muscle behind **Baruch Television Group's** hour talk show, *Getting in Touch*, which is intended for fall 1987, the company has signed a co-selling agreement with Access Syndication. Rich Colbert, president of Access Syndication, said dick clark productions, executive producer of the show, came to Access to beef up the sales force. It was "brought about by the state of the business," Colbert said. "Little guys are finding it extremely hostile out there." He could not confirm clearances, but the number is thought to be low. The producer and distributors are willing to "push the button" for go-ahead even if *Getting in Touch* does not reach 70% coverage of the country, according to Colbert.

Lorimar Telepictures has entered into a venture with Leisure Concepts Inc. for licensing merchandise associated with future and current theatrical movies and television series.

going and that only a "handful" of spots remained unsold in the program. "I'm not saying I got them replaced at the same price, but I got them replaced." But, Keever said. "it will be evened out," in the end. That is the network will, in effect, make as much revenue on the show as if no one had pulled out because those who did are making up the difference by paying a premium above which they normally would have paid for spots they will be buying in other programs. As for the handful of remaining unsold spots in *Amerika*, Keever said he was confident they would be sold.

Meanwhile, ABC News executives are grappling with the kind of program they will present on the network's Feb. 23 edition of *Viewpoint*. Some wonder if the *Amerika* series will still be considered controversial, once it is on the air, despite the pre-broadcast publicity, said Robert Sieganthal, the executive in charge of *Viewpoint*. He said the upcoming *Viewpoint* edition has no specific agenda. But, he said, it may address, in some fashion, how programs, such as docudramas, or the *Our World* format, or perhaps *The Day After*, "relate to the reality" of what is actually going on in the world. "It's a tough subject to grasp," he said. □

Country radio broadcasters Nashville bound

They meet this week to talk about radio's most-programmed format, country music; 900 expected

The radio industry's most widely used program format, country music, will take center stage this week when nearly 900 radio and music industry executives assemble Thursday (Feb. 19) at the Opryland hotel in Nashville for the 18th annual Country Radio Seminar, sponsored by Country Radio Broadcasters. (According to the Radio Information Center, New York, more stations programmed country—2,281—last year than any other format.)

As in previous years, the three-day event will have two keynote speakers. Country singer Barbara Mandrell will keynote on Friday (Feb. 20) morning at 8:30 while country performer Larry Gatlin fulfills that role the following morning. Motivational speaker Patrick O'Dooley will address the closing session on Saturday afternoon.

The CRS will feature 14 workshops including three long-form or "mini" semi-

nars—on management, self-improvement and programming—and two MIPS (Music Industry Professional Seminars). The MIPS panels, entitled "The Country Radio Audience" and "Radio and Retail—The Profitable Synergy," are to be coordinated by the Country Music Association and will take place on Thursday afternoon.

New to the 1987 seminar is a series of "informal" roundtable discussions on Saturday covering 15 separate topics ranging from broadcast law to engineering.

The event will include an exhibit hall housing more than 30 exhibitors in 12,000 square feet of space. Additionally, there will be 25 companies hosting hospitality suites including a number of major record labels.

The CRS will end with a banquet and its usual "New Faces" show composed of rising country performers.

The Country Radio Seminar has been held in Nashville every year since 1970 when only 40 to 45 paid registrants attended, according to CRB executive director Frank Mull. □

Prime time and news go to NBC

NBC took week 20 of the prime time ratings season with a 17.9 rating/28 share, ahead of CBS's 15.6/24 and ABC's 14.1/22. In the same week last year, the numbers ran CBS 18.3/28, NBC 17.7/27 and ABC 14.5/22.

NBC also won the race for evening news with a 12.9/23 over CBS's 12.3/22 and ABC's 11.3/20. A year ago it was CBS's week in evening news with a 14.1/24. That same week, NBC scored a 12.4/21 while ABC had a 12.3/21.

At the two-thirds mark for the 86-87 season the three networks had the following season-to-date standings: NBC 17.9/25, CBS 16.1/25 and ABC 14.2/22. Last year the standings were NBC 17.9/26, CBS 17.0/26 and ABC 15.1/23.

The HUT level (homes using television) was 63.7%, down from week 19's 64.9%. Last year's HUT for week 20 was 65.6%. In total homes, the percentages work out to 55.7 million for this year's 20th week, down from last year's 56.4 million for the same week.

CBS took Monday and Friday, while ABC took Tuesday and Wednesday. NBC came away with the remaining three nights, Thursday, Satur-

day and Sunday.

CBS took the entire evening on Monday, and at 9-11 p.m. the network beat out ABC's movie *Tonight's the Night* (11.9/19) and NBC's *Convicted: A Mother's Story* (17.4/27), with *Newhart* (20.0/30), *The Cavanaughs* (17.4/26) and *Cagney & Lacey* (16.2/26).

On Wednesday night, ABC's *Dynasty* took the 9-10 p.m. slot with an 18.2/28. The network's *Hotel*, seen at 10-11 p.m., had its second highest rating of the season, a 16.3/28, and won that hour, over CBS's *Equalizer* (15.0/25) and NBC's *St. Elsewhere* (13.5/23). NBC took 8-9 p.m. with *Highway to Heaven's* 18.1/28. ABC's evening average was a 16.9/27 compared to NBC's 15.1/24 and CBS's 14.7/23.0.

The battle for Sunday movies pitted ABC's presentation of the theatrical release, "Romancing the Stone," against NBC's *The Two Mrs. Grenvilles*. ABC's offering pulled in a 20.5/31, while NBC's first installment of the two-part movie came up with a 23.4/36. CBS's lineup at 9-11 p.m., the two half-hours, *Designing Women* (14.5/21), *Nothing is Easy* (11.4/17), and the one-hour *Hard Copy* (9.4/15), worked out to an 11.2/17 average for the same two-hour period.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	37.6/54	26.	Valerie	NBC	17.0/25	51.	St. Elsewhere	NBC	13.5/23
2.	Family Ties	NBC	36.4/52	27.	Magnum P.I.	CBS	16.7/25	52.	Colbys	ABC	13.4/19
3.	Cheers	NBC	27.7/40	28.	Facts of Life	NBC	16.6/29	53.	Tortellis	NBC	13.1/20
4.	Murder, She Wrote	NBC	26.6/39	29.	Falcon Crest	CBS	16.5/29	54.	Simon & Simon	CBS	12.9/19
5.	Night Court	NBC	24.9/36	30.	Hotel	ABC	16.3/28	54.	Crime Story	NBC	12.9/22
6.	60 Minutes	CBS	24.4/38	30.	Miami Vice	NBC	16.3/26	56.	Mike Hammer	NBC	12.5/19
7.	Golden Girls	NBC	24.1/39	32.	Cagney & Lacey	CBS	16.2/26	57.	Hill Street Blues	NBC	12.4/18
8.	Moonlighting	NBC	23.7/35	33.	Knots Landing	CBS	16.1/25	58.	Amazing Stories	NBC	12.3/19
9.	Sunday Night Movie	NBC	23.4/36	34.	Hunter	NBC	15.8/28	59.	Monday Night Movie	ABC	11.9/19
10.	Growing Pains	ABC	23.0/34	35.	Tuesday Movie	CBS	15.7/25	60.	Nothing is Easy	CBS	11.4/17
11.	Who's the Boss?	ABC	22.2/33	36.	Saturday Movie	CBS	15.4/26	60.	Stingray	NBC	11.4/19
12.	Dallas	CBS	21.6/34	37.	Mr. Belvedere	ABC	15.2/25	62.	Starman	ABC	11.3/20
13.	Sunday Night Movie	ABC	20.5/31	38.	ALF	NBC	15.1/23	63.	Sidekicks	ABC	11.2/20
14.	Newhart	CBS	20.0/30	39.	Perfect Strangers	ABC	15.0/24	64.	Disney Sunday Movie	ABC	10.7/16
15.	Matlock	NBC	19.7/29	39.	Equalizer	CBS	15.0/25	65.	Outlaws	CBS	10.4/18
15.	227	NBC	19.7/34	41.	20/20	ABC	14.9/23	66.	Sledge Hammer	ABC	10.3/18
17.	L.A. Law	NBC	18.8/30	42.	MacGyver	ABC	14.8/22	67.	Ohara	ABC	9.9/16
18.	Amen	NBC	18.5/31	43.	Easy Street	NBC	14.6/22	68.	Wizard	CBS	9.5/14
19.	Kate & Allie	CBS	18.3/28	44.	Designing Women	CBS	14.5/21	69.	Hard Copy	CBS	9.4/15
20.	Dynasty	ABC	18.2/28	45.	Webster	ABC	14.3/24	70.	Spenser: For Hire	ABC	9.0/16
21.	Highway to Heaven	NBC	18.1/28	45.	Gimme A Break	NBC	14.3/22	71.	Shell Game	CBS	8.8/13
22.	My Sister Sam	CBS	17.9/27	47.	Jack & Mike	ABC	13.9/23	72.	Gung Ho	ABC	8.3/13
23.	Cavanaughs	CBS	17.4/26	48.	Our House	NBC	13.8/22	73.	Dads	ABC	7.9/12
23.	Monday Night Movies	NBC	17.4/27	48.	Remington Steele	NBC	13.8/23	74.	Our World	ABC	7.2/10
25.	Head of the Class	ABC	17.1/25	50.	Scarecrow & Mrs. King	CBS	13.7/23				

*indicates premiere episode

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RAB gets fired up in Atlanta

Crowded panel sessions focus on creativity, communication and selling strategies

The exchange of marketing ideas among radio broadcasters was in full swing last week as sales executives searching for new ways to improve their bottom lines jammed almost every workshop during the Radio Advertising Bureau's seventh annual Managing Sales Conference (MSC) at the Hyatt Regency hotel in Atlanta. Many of them sported red and white jerseys with RAB's "Team 87" logo printed on the front.

"Team Radio: Building For Success" was the conference theme, and the cooperative spirit among the record 1,475 attendees, a record for an MSC, suggested that the Feb. 7-10 meeting fulfilled its mission of promoting a "team" spirit. But that spirit was not to be confined to the sales department. Stressed in a number of panel sessions was the need for sales managers to work with other department heads, especially program directors, in preparing budgets, sales and programing strategies and station promotions. Another theme that surfaced frequently during the convention was the selling of creative ideas and qualitative data directly to client advertisers, rather than the selling of numbers—cost per thousand, cost per point—to timebuyers.

The team players attend the conference were not without captains, particularly ABC Radio Network commentator Paul Harvey, who received a rousing ovation from the crowd during the Sunday (Feb. 8) luncheon (see box, page 59), and RAB President and CEO, Bill Stakelin. "Don't let people convince us we're not growing," said Stakelin, in opening remarks on Sunday morning. "Over the last four years, newspaper's and television's share of the total advertising pie has gone down while radio's share went slightly up," the RAB executive said. The conference's opening session also featured a five-minute videotaped address by President Reagan.

Taking the "team" theme from the local to the national level, Stakelin announced a joint project with the National Association of Broadcasters to improve radio's position among advertisers. The two groups have engaged Bill Moyes of The Research Group, Seattle (BROADCASTING, Feb. 9), to conduct a survey among advertisers. (Moyes conducted the "Megarates" study presented at the NAB convention last year in Dallas and highlighted during last week's RAB meeting.)

If there was one burning issue at this year's gathering, it was sales growth in national spot radio, which was up only marginally in 1986. That issue was addressed during two Station Representatives Association



Harvey (l) and Stakelin

panels on Sunday by the newly formed national spot radio task force, which is part of the SRA's National Radio Marketing Group. (The task force is composed of both rep executives and broadcasters.)

Don Macfarlane, director of marketing for CBS Radio Representatives and chairman of the task force, along with task force members Bonnie Press from Katz Radio Group and Phil Roberts from Masla Radio, outlined a series of steps that the group plans to take at the national advertiser and agency levels to solicit new business. Those steps include preparing three different presentations on using national spot radio—one for advertisers, one for agency planners and buyers and one for the creative community—as well as printing a spot radio "resource book" that will feature, among other things, general programing information.

Addressing the attendees during the Monday (Feb. 9) luncheon was NBC Radio Talknet personality Sally Jessy Raphael, who told the group that one problem with radio broadcasters is that they fail to realize the power of the medium. "To the general public, radio is a big deal. They are in awe of us, but we aren't in awe of us," she said. Raphael also scolded the radio managers for not accepting condom ads as some television stations do, especially since the AIDS problem is reaching epidemic proportions.

Other major speakers during the four-day MSC included broadcast consultant John Parikhal, author Tom Hopkins and economist Ellen Berland Gibbs.

Overall, there were just over 20 workshops and four separate forums. The exhibit floor, which experienced mostly moderate traffic throughout the meeting, housed 24 companies while eight firms hosted hospital-ity suites.

The conference will return to the Atlanta Hilton for its 1988 conference, Jan. 23-26.

Taking care of new business tops list of RAB panelists

"New business is the lifeblood of the sales department of a radio station," said Mark Kaye, vice president, sales, KKQB-FM Houston. "We lose a lot of business from year to year. If we don't pump it in with new business we're in trouble." That sentiment was shared by Kaye's fellow panelists, Roger Dodson, corporate director, sales and training, Great Empire Broadcasting, Wichita, Kan., and Bill Straus, general sales manager, KWL(FM) San Diego, at a panel called "New Business, New Clients, New Dollars."

First, the sales force must be told the definition of new business, said Kaye. "If you're in a new format situation," for example, "make everything new business," he said. Part of defining new business is deciding how long it continues to be a new business, or more to the point, how long to pay the higher commission that sales people earn for bringing in new business. Straus said that he uses a year as a rule of thumb. Dodson said that he "will treat it as new business and pay extra commission for the term of the initial contract. If you write it for two months, then it's no longer new business after that contract expires. If you can get them to be a consistent frequency and reach user for a whole year, I'll treat it as new business for a whole year." It provides incentive for a sales person to sign long-term agreements, he said.

Kaye urged managers to become involved with staff in finding new clients. "If you're going to ask your sales department to go out and find new business," he said, "work with them. It will take a number of calls. Sometimes five, sometimes 10. Don't play 'bid a client' with your sales staff," he suggested, "you know, 'I can get that order in three calls, two calls, one call. You got it.'" He suggested a sales manager might want to put his staff under contract. Included in the agreement would be the number of dollars worth of billing they should be responsible for, the number of calls to be made each week, the number of new accounts on the air each month, and the number of new business calls. "Define what their needs are, work at it together, put it down on paper, then have them sign their name on it. It's a commitment." Hiring new sales people, said Kaye, may also "put a fire under your sales department like nothing else."

Dodson had some words of caution for those seeking new business. "During the last few years," he said, "we have been allowing buyers to set our prices. We are very close to allowing radio to become a commodity item rather than the special one-to-one medium it has always been. . . Someone has suckered us into the cost-per-point game. It's a web

tisers in a special way." Dodson asked if anyone in the group had ever met an "average quarter-hour person. I'm sure they're cute little folks about a fourth as tall as the rest of us... on the average. These mathematical creatures do have some nasty habits, however. They show up at the most inopportune times looking very respectable and provide ample ammunition for the media buyer who is telling you you are not efficient."

Dodson didn't suggest eschewing all data. There is qualitative data, he said, that can be very useful. For example, he said, "if you can say that 75% of carpet buyers are married, and 70% of your listeners are married, which is 17% of the market as a whole, and then if you can say that 7,500 of my listeners plan to buy carpet in the next six months, haven't you really told a story that has usable premise."

According to Dodson, "wherever you have a sales staff using lots of qualitative information being used by the staff, wherever there's lots of creative used by the sales staff in a system for new business, C-P-M and CPP unit rates seem to diminish as an issue in the market." Bill Straus of KWLJ gave some examples of creative selling that attracts new clients and does not rely on C-P-M's or CPP. Said Straus, "When you run out of gross rating points and the client's run out of budget, if your idea is good enough, it will air on your radio station." The creative element, he said, is an "Arbitronic avoidance system." As an example he cited the initial resistance of a Honda motorcycle dealer to his sales pitch: "I don't get your signal [the station's signal did not reach within 15 miles of the dealer]. You've got bad numbers. You're not demographically right for me. I don't particularly like the station." What he did like, said Straus, was creativity. "So that's what we gave him." His answer was a promotion within the commercial. He produced a spec tape, featuring a Humphrey Bogart sound-alike telling listeners that if they didn't go to the dealer they would regret it "maybe not now, but someday" and promising three dollars a mile rebate for every mile listeners drove from their homes to his showroom. The dealer loved them and bought them, said Straus. His advice: "If the guy won't let you move his product, I want to move the guy. If we don't recognize that we're missing the boat."

RAB panel discusses benefits of network affiliation, including compensation and its value as marketing and revenue enhancer

Besides the inherent benefit of compensation (payment to clear programming and spots), networks can serve as both a marketing extension and revenue enhancer for local stations. That was the focus of an RAB Monday morning session, entitled "Beyond [Network] Compensation," where panelists discussed the added profit value from specialized weekly programming.

Network shows are able to attract new clients to the station, said Marty Green, sales manager for country-formatted WAXX(FM) Eau Claire, Wis., which is affiliated with ABC Radio. "We offer a weekend

A good day. "I love advertising," ABC Radio commentator Paul Harvey told an RAB luncheon gathering, stretching the word love to three times normal size as though extolling the true value of a hardware goods advertiser. His audience was hooked, and it happily followed the series of vintage Harvey lines, jokes and vignettes, as if tuned to one of four of Harvey's top-rated radio programs. Through it all was Harvey's upbeat message that "the best of times is now."

He decried what he said was the news media's "emphasis on bad things," and indicated that advertising was a positive force in "telling us all the good things, real and imagined, about their respective products." But citing a series of FTC decisions against advertisers found to have made untruthful claims, he said: "We will discipline ourselves or we will have our wings clipped."

About the running of condom ads, he said the choice should be left to individual stations: "Our industries' diversity fortunately makes it possible for each station management to determine policy in accord with the morals, mores and degree of sophistication of its station's constituency. Which is as it should be."

Harvey cited radio growth figures as indicators of the industry's strength. "Ask my own network which division made money last year," he said, nodding toward James Arcara, president of Capital Cities/ABC's radio division, who was on the dais. Harvey said his goal was to "keep the country sold on itself," and he asked his audience—"you singularly gifted and strategically positioned ladies and gentlemen"—to help.

package of spots to advertisers and, as an added bonus, they get mention in promos for the shows," said Green, who was also panel moderator. WAXX carries, among other things, Mutual's *Lee Arnold On A Country Road*, United Stations' *Weekly Country Countdown* and ABC Radio's *American Eagle* shows.

"Specialized [weekly] programming allows us to go to advertisers for long-term commitments," said Bill Sauer, general sales manager, KIMN(AM)-KYGO(FM) Denver. (KIMN [AM], an adult contemporary/news outlet, is affiliated with the United Stations.)

Sauer stressed the need for a "close working" relationship between station and network, especially when it comes to news. He said customized introductions to newscasts by network correspondents can facilitate sale of sponsorships.

Addressing the "bottom-line" side of network affiliations was Truman Conley, vice president and general manager for country-formatted WCHY(FM) Savannah, Ga. He said "quality" weekly network programming, the majority of which is bartered, can replace at least one part-time air personality, "who may not be that good." Daily overnight programming such as Mutual's *Larry King Show* and AP/WSM's Music Country Network can also save on hiring personalities, Conley said.

"We are affiliated with ABC and receive

album feeds as well as country-gold cuts," he said. Stations that have those kinds of network services, said Conley, can record the feeds directly on carts and, in some cases, save about two thousand dollars on buying records. "National network programming also allows for local tie-ins with advertisers," he said. □

Panelists pitch promotional ideas

How to do creative retail selling, described as "brain selling vs. book selling," was the challenge presented to a trio of sales executives representing small, medium and large markets. "What do you do if you don't have numbers?" asked John Dussling, RAB Midwest regional director. For panelist Denise Shoblom of KFWJ-KBCC Lake Havasu City, Ariz., one answer was simple: nothing. On one sales call, she was faced with a brick wall: a retailer who said he hated the station and its format. "What he wanted was nothing I had," said Shoblom, "so that's what I sold him. I sold him silence, our AM sign-off, 12 hours of silence, and he was happy." That's probably taking creative selling to an extreme she said, but it worked. "If you can find a client's hot button," Shoblom said, you can sell him. "We're from a tiny spot in the middle of the Arizona desert. We don't



(l-r). Green, Sauer and Conley

use numbers to sell radio we sell ideas.”

One advantage to selling in a small market, Shoblom said, was that “many of our advertisers become involved with sponsorships of different features. They feel they are doing a community service.” One example of the public service-promotional tie-ins the station has sold was one to combat low voter turnout, in which the local Ford dealer gave rides to the polls to people who were without transportation.

But imagination and ingenuity are not the sole province of small markets.

Lee Stacey, general sales manager, WVBF(FM) Framingham, Mass., said that in a competitive market like his, a station must be creative as to generate local dollars through station promotions. Some examples from his station were “Thank You for Listening” parties held at local hotels, said Stacey: such parties create hotel advertising which is hard to come by, Stacey said. Hotels “tend to be national chains and it’s hard to get to the local manager and have him spend money. We require an advertising schedule with every hotel that participates.” A fringe benefit, Stacey said, is that the parties also help cut station clutter, occasionally a cause of friction between the advertising and programing departments. With retailers increasingly asking for promotional tie-ins, Stacey said, the parties give the station a chance to let some of its other retail advertisers merchandise their products during the party. The station also invites clients to the party, giving them an opportunity to see who listens to the station. Another promotion that attracts clients is a box seat for Boston Red Sox games offered as an in-store promotion. “We ask a retailer to commit an amount of money on the station in exchange for a schedule, point of purchase material such as entry blanks and a number of promotional announcements. Plus, we give the client a pair of tickets.”

In all its promotions, Stacey stressed, the promotion, advertising and programing departments work together. Other promotions, said Stacey, included a chartered Concord



(l-r) Perk, Taylor, Long and Halberstam.

flight to look for Haley’s comet and a schooner in the Liberty weekend parade of ships.

Kathy Legg, general sales manager, WBAM-FM Montgomery, Ala., representing medium-sized markets, calls her sales strategy “Tailored Creative Selling.” “When you don’t have megareatings, you have to talk about the quality of your audience.” She tries to woo her clients away from quantitative data like “numbers of bodies” to qualitative data about “primary potential buyers.” As an example, she said, station A may have more bodies listening to it, but there are other figures that indicate that “WBAM has the greatest number of listeners who plan to buy a home this year,” which would be of interest to potential real estate clients. “Is it better to have a greater number of bodies, or a greater number of people who plan to buy your product?” Legg asked. “By knowing who the client is trying to reach and what their life style might be, we are able to present our listener profile that is a productive match for the clients needs.”

Selling sports can bring in demographically desirable listeners

While sports advertising continues to oper-

ate in a soft sales climate, there was little doubt among panelists at a Monday afternoon RAB session that sporting events on radio can, in the words of one panel member, both “geographically” and “categorically” target consumers.

“Sports allow advertisers to have a forum for delivering announcements along with ‘aided recall,’” said Jack Perk, sports sales manager for WSB(AM) Atlanta, which is the originating station for Atlanta Braves baseball.

(The Atlanta Braves retain the radio rights.) That recall, said Perk, comes in the form of “tag lines” and promotional spots that identify the product with a team during the game.

“We believe baseball offers radio advertisers programing, promotion and profit value,” added Wayne Long, director of broadcast operations for the Atlanta Braves. “Baseball is the best sport suited to the medium... And if a team plays post-season games, that’s just frosting on the cake,” Long said. He noted that the Braves charge the same rates for post-season play as the regular season.

According to Brad Taylor, account executive for Bozell, Jacobs, Kenyon & Eckhardt’s Atlanta office and who oversees the Valvoline Motor Oil account, sports, in general, delivers the product’s target audience of 18-to-49-year-old males “more than any other programing vehicle.”

After determining primary target markets, the agency, said Taylor, “zeroes in on specific teams and their relationships with stations.” (Both radio and television are used in the media mix for Valvoline.) The key to sports sponsorships is the merchandising and promotion opportunities, Taylor said. This, he said, is an “additional value” to the already-established media value—reach, frequency and gross rating point goals—of the campaign.

Taylor cited a Valvoline promotion with the Boston Bruins hockey club and its 20-station-plus regional network. “Boston was a priority market because of Valvoline’s low market share there, so we try to come up with a unique promotion to help drive distribution [of the product to retailers as a result of higher sales],” said Taylor.

The promotion, which began some two-and-a-half years ago, invites radio listeners to enter the so-called “Valvoline Short-

Taxing situation in Florida. A dozen or so sales executives from Florida radio stations gathered informally during the RAB Managing Sales Conference to discuss a matter of growing concern: the sunset of professional services’ exemption from the state’s 5% sales tax that would affect radio, television and newspaper advertising. According to Dave Pavlock, of WCOA(AM) Pensacola, who led the group discussion, the action would also affect a host of other previously exempt services, from consulting and tape dubbing in the broadcast industry to baby sitting and attorneys’ services.

In its last legislative session, the Florida state legislature voted to sunset its exemption of services from state taxes, under which advertising falls, effective July 1, 1987, but with provisions for review by a commission, followed by review by the 1987 legislature before that date. The action would result in a 5% tax on radio advertising.

At least two of the station executives had received evidence of the disincentive such a tax would provide to advertisers. Both said they had received letters from the Campbell Soup Co. to the effect that it was against the ad tax, and that the stations should fight to derail the tax because “the desire to advertise in Florida would not be as strong.” The stations were also worried that advertisers that continued to buy time under the tax would reduce their buys by the amount of the tax.

Another argument presented was that it is a double tax—that advertising is a cost of business that is reflected in the sales price of the product, which is already subject to sales tax. Stations should put pressure on their local legislatures, said one executive, through their “retail contacts, political contacts, news sources, whatever.” Basically what’s going to happen, said another, is that “you’re going to chop 5% off your gross,” and in some cases “that 5% could be somebody’s profit.”

Handed Challenge" when they stop by the local Valvoline retailer. The participants win a prize if the Bruins score when the opposing team is in a penalty situation. In this way, Valvoline gets several bonus spots per game, said Taylor.

Another value to sports advertising can be sponsor "exclusivity," said David Halberstam, vice president/manager of sports for Katz Radio. Sports is a "different sell" because it involves a higher cost-per-point, longer upfront commitment and special packaging, said Halberstam, who served as panel moderator.

Using all resources for more accurate budget forecasting

The importance of budget forecasting, of communication and cooperation between sales manager and program director in that process and the use of all available research and information resources were the focus of a session on "The Inside and Outside of Revenue Budgeting."

Dave Martin, vice president, radio, Mid-Continent Broadcasting, and formerly program director with RKO, Westinghouse and Bonneville, told his audience, mostly comprising sales and general sales managers, that their most important job "has nothing to do with bringing in revenue." The most important thing, he said, is to forecast a revenue number. "It affects the way you manage your people, your time, the mix of people in your sales staff, everything you do as a sales manager." It is also, he said, the one thing that station executives usually "spend the least amount of time on."

That number, he said, "that you spend five hours doing, you have to live with for 12 months." And so does everyone else at a station, Martin said, since how much they get to spend is predicated on projected ad revenues.

Martin offered this scenario of how the broadcast budgeting process works now: "The general manager calls in the general sales manager and says: 'OK, what we need from you is this amount of money. Now you go back and figure out how we're going to get it.'"

The way the budget process should work, said Martin, includes utilizing a number of resources currently untapped at many stations. One key is communication. The program director should be consulted revenue projections, said Martin, "He only controls your inventory, your acceptance policy for commercials and your your promotion strategy," Martin said, and yet too often, he said, sales managers spend all of their time with traffic and continuity and bookkeeping. In working with the program director, Martin said, strategies should be developed to deal with any eventuality. Plans are needed not just for the worst case, said Martin, but all other cases as well. "The program director is the one person that you want to work closely with to come up with creative ways to merchandise the radio station" if it's a bad ratings period, said Martin. Talk with your chief engineer as well, Martin told his audience. Find out what impact technology will have on the way the radio station is, or should be, sold. For example, in sports broadcasts "low end extenders you can carry



Working together. A variety of tips on how stations can better work with their reps in today's sluggish national spot market were provided at a Sunday panel session. Leslie Schaffer, national sales manager for KNIX-AM-FM Phoenix, said stations not only have to market themselves to advertisers and agencies, but also to their reps "because you are competing [with other stations] for a rep's time." Schaffer suggested instituting a practice of sending rep's both station newsletters and sales "pitch" books—the latter talks about the station's personality and programs.

To secure new business, the focus for stations and reps should be on account contacts rather than on agencies, said Scott Donahue, VP, Eastern regional manager, Select Radio. "Agencies are commissioned on how much of the client's money they spend," Donahue said. Stations should get to know local representatives of national accounts and develop personal relationships with them, added Brad Lusk, national sales manager for KIQQ(FM) Los Angeles.

When setting national spot budgets with reps, stations must look at how "key" radio accounts are being affected in the current "megamerger" era, advised Chuck Hillier, executive vice president, Hillier/Newmark/Wechsler & Howard.

Pictured (l-r) are: Jerry Schubert, president of Eastman Radio who was panel moderator; Hillier; Betty Pazdernik, vice president and general manager, WCZY-AM-FM Detroit; Greg Noack, VP/stations, Katz Radio; Schaffer; Lusk; and Donahue.

in a briefcase can put a play-by-play team on from anywhere in the world practically, and they're very inexpensive."

Another important factor, he said, is using all available sources of information. Rep firms, Radio Advertising Bureau sales kits and research are inside resources at a station that often go unused, he said. "The National Association of Broadcasters and Broadcast Financial Management Association publish benchmarks for both operating and revenue," said Martin. Armed with that information, "a station sales manager can say to the corporate staff person who says: 'You guys should be doing \$2.5 million': According to the NAB figures for a market our size, most stations tend to do \$1.1 million."

A rep can be a supply of information on format trends around the country. "When there's a format change or a new station, talk to your rep about the format," Martin said. "Open up your mind to everything that's around you and take a good look at all the resources you tend to take for granted." The chamber of commerce, state's department of economic development and even *The Wall Street Journal*, all have "great" information available that currently is overlooked, Martin said.

Demographic based rate structure subject of inventory control panel

Redefining the rate card. A rate card based on a station's demographic strength may help stations improve sales, said Ken Mashek, general manager, KNST(AM)-KRQQ(FM) Tucson, Ariz.

Mashek told an RAB Sunday morning

session on inventory control that his salespeople use a "demographic rate card," which sets low- and high-rate parameters per unit, depending on the demographic cell, as "guidelines" when calling upon clients. "The rate card makes a statement to sales people about how low you [the general manager] will go on rates," said Mashek. For example, a contemporary hit station, said Mashek, will have a higher rate for 12-to-24-year-old males, Monday through Sunday, 6 a.m. to midnight, than 25-to-49-year-old males.

Rates can fluctuate week to week depending on the inventory that's available, Mashek said. Due to that possibility, said Mashek, pricing needs to be discussed "upfront" with clients, especially when soliciting long-term contracts. "The system teaches sales people the true art of negotiating," he said.

In response to a question from the audience on last-minute inventory, Mashek said he would not allow the stations to be sold for "anything lower than what they are worth."

Bob Dunn, vice president/radio for Chase Broadcasting, Hartford, Conn. (parent of WTIC-AM-FM Hartford), said stations should know their "preemption status"—priority status of commercial spots within specific dayparts—two to three weeks in advance. Dunn, who moderated the session, said he uses the Columbine software traffic system that assigns commercials a code depending on the daypart and rate.

Fred Schumacher, general manager, KMPS-AM-FM Seattle, stressed the importance of computing a spot availability report each week, showing the amount unsold time within each daypart. □

RIDING GAIN

O N R A D I O

L.A. leader

Los Angeles was the leading radio market for both gross revenue and average revenue per station in 1986, according to a new report, "Investing in Radio 1987," released by Broadcast Investment Analysts, a Washington-based financial broadcast consulting firm. Los Angeles had an estimated gross revenue of \$287.9 million—11.6% higher than New York, which was second with estimated revenue of \$258 million. Seven other markets had estimated gross radio revenue above \$100 million, ranging from Chicago's \$182.3 million down to Boston's \$103.8 million. Average revenue per radio station in Los Angeles last year was just over \$5.5 million, with New York second at \$4.9 million and Houston-Galveston third at just over \$4 million.

Satellite test

ABC Radio will soon begin testing a new digital, satellite-delivered data system, via Satcom I-R, for its affiliates, John Axten,

New high. Although the fate of NBC's radio division remains in question ("In Brief," Feb. 9), the uncertainty has not dissuaded stations from affiliating with the NBC Radio Network. According to Craig Simon, vice president and general manager for the NBC Radio Network and Talknet, the network reached its all-time affiliation high (385) this month with the signing of WSGW(AM) Saginaw, Mich.

vice president of the ABC Radio Network, said last week. "ABC will be able to make available written information on news bulletins and special reports as well as provide hourly billboards for news and sports actuality feeds," Axten said.

Testing of ABC's satellite-delivered data service will begin later this month with Capital Cities/ABC's WABC(AM) New York outlet, said ABC Radio Network President Aaron Daniels. The system is expected to be fully operational by the latter half of 1987.

ABC Radio is composed of six, full-service networks: Contemporary, Direction, Entertainment, FM, Information and Rock Radio, and one program service, Talkradio.

Final action

Reams Broadcasting Corp.'s suit against Arbitron Ratings, alleging that Arbitron "falsely and deliberately" misrepresented ratings for Reams's WOT(FM) Toledo, Ohio, in the spring 1986 book ("In Brief," Sept. 15, 1986) has been dropped. The suit, which was filed in U.S. District Court in Maryland, was seeking a minimum of \$5.5 million in damages. "It is not in our interest to tamper with ratings in any way, shape or form," said Rhody Bosley, vice president of radio sales and marketing for Arbitron, in a prepared statement.

Sign 'em up

Talk-formatted WABC(AM) New York has signed a multiyear agreement with the New York Yankees for radio broadcast rights. WABC has been the originating station for Yankee baseball for the past six years, but Adler Communications, Hackensack, N.J., controlled the rights and the production of the games.

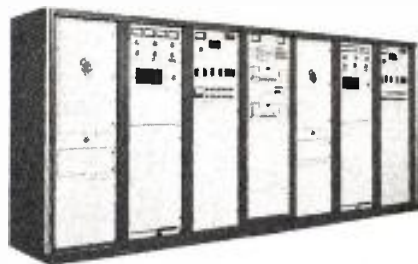
The station also said it has signed two new announcers for Yankee games: Hank Greenwald, former announcer for the San Francisco Giants, for play-by-play, and Tommy Hutton, former announcer for the Montreal Expos, as color commentator.

Jingle jingle

TM Communications, Dallas, is readying a new sales jingle library package for radio stations that will feature 48, 60-second digitally recorded, "contemporary musical images" designed for direct sales solicitation of companies in the top 48 advertising categories. The package, called "Digital Transfusion," will be made available in groups of 12 (spring 1987, fall 1987, spring 1988, fall 1988) to stations on a market exclusive basis.

Fee increase

The American Public Radio board of directors voted to increase FY 1988 affiliation fees an average of 7.6%, generating an estimated \$75,000 to cover the increased cost of providing service in 1988. The increase would work out to a maximum of \$200 to \$1,400 per station, depending on which of the 12 population-based tiers the station fits in.



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NTIA study recommends multisystem receivers for AM stereo

Decision delights Leonard Kahn, producer of single sideband system, dismisses C-Quam producer Motorola

The National Telecommunications and Information Administration's eagerly awaited five-month study of the AM stereo marketplace concludes that the marketplace has "stagnated" and that the production of automatic-switching multisystem AM stereo radios is the only way to get the market moving again and insure the future of AM stereo—a service the NTIA considers vital to the future of AM radio.

According to the 30-page report, which was released at a Washington press conference last Tuesday, "available evidence suggests that multisystem receivers are both technically and economically viable." But, because others disagree, it said, the Institute for Telecommunications Science, NTIA's research facility in Boulder, Colo., will "undertake a thorough and expeditious investigation" to determine whether multisystem radios can be built at a "reasonable cost without inherent unacceptable degradation."

Multisystem radios are capable of receiving the stereo signals of the two surviving incompatible AM stereo systems—Motorola's C-Quam system and Kahn Communications' single-sideband system.

If the investigation bears out NTIA's preliminary finding that multisystem radios are practical, the report said, the NTIA will ask the FCC to protect from interference the pilot tones of the C-Quam and Kahn systems. Such an action by the FCC "could increase receiver manufacturers' incentives to produce multisystem radios," it said.

If, on the other hand, the investigation finds multisystem radios are impractical, the report said, "market forces should coalesce rapidly around one of the competing systems." The report didn't say which system, but NTIA head Alfred Sikes, who presided at the press conference, indicated it would be the C-Quam system.

The ITS will try to complete its investigation within 90 days, Sikes said, so it doesn't contribute to a "further stalemating of the marketplace."

It came as no surprise that Leonard Kahn, president of Kahn Communications, was "delighted" by the NTIA report. Kahn has been unable to persuade any receiver manufacturer to build Kahn-only AM stereo radios and his system has been kept alive by the production of multisystem radios by a few manufacturers like Sony and Sanyo.

NTIA endorsement of multisystem radios will encourage receiver manufacturers to build them, Kahn said. Until now, he said, most manufacturers in AM stereo have built C-Quam-only radios because "Motorola has been running a whispering campaign telling them that its going to be all C-Quam in the

United States."

Motorola has been campaigning against multisystem radios "from the word go" because they fear competition from Kahn, Kahn said. It will continue to campaign against them because of its "corporate ego," he said. The top management, he said, is committed to making its C-Quam system the one and only AM stereo system.

Kahn acknowledged that he would be "in trouble" if the ITS concludes that multisystem radios aren't practical. But the ITS can only come to that conclusion, he said, "if the physics fail and the math falls apart."

Kahn said he has already notified the NTIA that he would cooperate fully with the ITS study.

Officials at Motorola were as dismayed as Kahn was delighted by the report. Aside from the assertion that stereo is important to the future of AM radio, they found little to agree with in the report. Motorola doesn't believe that the government "has to rush in to save AM stereo," Payne said. The marketplace is "not standing still," he said. "It's slowing moving toward" the adoption of the C-Quam system as the national standard, he said.

Encouraging the production of multisystem radios is "absolutely the wrong fix," said Payne. Since 1982, all the major receiver and integrated circuit manufacturers have considered multisystem radios, but most rejected it because of the additional expense and additional space the multisystem circuitry required in the tightly packed radios.

Motorola's Frank Hilbert said the cost of multisystem radios to receiver manufacturers and consumers will be enormous. At the very least, he said, multisystem capability will add \$1 to the retail price of every AM stereo radio. Assuming 50 million AM stereo radios (in combination with FM stereo radios and stereo cassette players) are sold each year, he said, consumers will be paying \$50 million each year for the capability—from which they derive little benefit.

Receiver manufacturers now making C-Quam-only radios will have to spend millions of dollars to retool to make multisystem radios, he said. Each will have to spend more than the \$800,000 that all the Kahn-stereo broadcasters would have to spend to switch to C-Quam, he said.

Hilbert and Payne said Motorola hasn't yet decided whether to participate in the ITS investigation. Both said they had serious questions about the methodologies it would use. Any evaluation of multisystem radios and chips will be somewhat subjective, they said, since it requires someone to decide how much weight to put on the various parameters like distortion, separation, signal-to-noise ratio and pilot-tone reliability and falsing.

The FCC authorized AM stereo broad-

casting in 1982, but, instead of picking one of five incompatible systems as the national standard, decided to let marketplace forces—the interplay of broadcasters, receiver manufacturers and consumers—do the job. Although the marketplace forces have winnowed the number of competing systems to two, the NTIA believes the marketplace is now "deadlocked." In what many might consider an understatement, the report said "the AM stereo marketplace is not working as well as the [FCC] anticipated" in 1982.

"Additional AM stations are reluctant to invest in stereo, in part to avoid making the wrong choice, but mostly due to their belief that there are not enough receivers (and, thus, listeners) available to make the investment worthwhile," the report said. "Receiver manufacturers seem reluctant to produce large numbers of AM stereo receivers because of weak customer demand attributable to some degree to the small number of AM stereo stations. The AM stereo market can be expected to stagnate until this circle is broken."

Motorola C-Quam is clearly in the domi-

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Closing doors. The FCC has shut down the press room at its headquarters in Washington. Edward Minkel, FCC managing director, told BROADCASTING last week that the room, which was equipped with a telephone, a closed circuit TV for monitoring agency meetings and a copying machine, is being retooled as the agency's public reference room for cellular radio applications. Minkel, who made the decision, said space was being reshuffled to house the staff administering the agency's fee-collection program, which is scheduled to start doing business in April. That staff will occupy the old quarters of the cellular reference room in the agency basement.

No new press room, which had served as a working space for reporters covering the agency and for press briefings, has been provided. Minkel said he was discussing possible "reconfigurations" of the Office of Congressional & Public Affairs' remaining space with John Kamp, that office's director, to see whether some smaller permanent space might be made available for reporters. But he said he couldn't promise anything. "It may come out with zero," Minkel said.

nant position. According to Motorola, some 370 stations in the U.S. are broadcasting with the C-Quam system and more than 30 receiver manufacturers are producing C-Quam stereo radios. Motorola claims there are eight million C-Quam-only radios in use today based on the fact that nearly 9.4 million C-Quam integrated circuits or chips, which are the heart of the C-Quam-only radios, have been sold.

By comparison, according to Kahn, about 100 stations are using the Kahn system and no receiver manufacturers are making Kahn-only radios. The handful of receivers manufacturers now making multisystem radios, according to Motorola, has produced no more than 100,000 sets.

That the market has been unable to resolve the AM stereo question despite Motorola's superiority in numbers is due in part to the stubbornness of Kahn's supporters. Although they are relatively few, they include major group broadcasters with stations in major markets, and they are seemingly committed to the Kahn system.

According to NTIA's study, which included a random survey of 1,400 AM radio stations, the AM stereo market "if not stagnant, is growing only slowly." Only slightly more than 10% of the nation's 4,860 AM stations are broadcasting in stereo, it said, and the growth in the number of new AM stations "appears to have slackened in recent years."

Fewer than one-sixth of all receiver manufacturers are now making AM stereo radios and they do not include the feature in all models, the report said. "The number of AM stereo units on the market is also very small," it said. "Accepting Motorola's assertion that the seven to eight million C-Quam compatible receivers on the market constitute about 98% of all AM stereo receivers, such AM stereo receivers add up to less than 2% of the approximately 500 million AM radios in the United States."

The NTIA rejected the notion that the C-Quam system, based on its numbers, is a de facto standard. "While a very strong indicator, market share alone does not necessarily reveal the existence of a de facto standard, especially if most market participants have not yet chosen. . . While it is difficult to specify what percentage is enough to reveal a decision by the marketplace, it is safe to say that 10% of AM stations opting for C-Quam is not sufficient."

The key to widespread introduction of AM stereo is compatibility between AM stereo stations and AM stereo receivers, the



Sikes

report said. With compatibility, it said, some broadcasters who hesitated to broadcast in stereo for fear of picking the "wrong system" would take the plunge. As a result, the production of AM stereo radios may increase and broadcasters who hesitated for lack of radios may also begin broadcasting in stereo, it said. "In short, promotion of compatibility may create a 'bandwagon' effect that, though starting slowly, will gain speed as more stations and manufacturers climb aboard."

And the report said the only way to achieve compatibility is through the production of multisystem radios. Compatibility would result if there were only one system, it said, but the marketplace can't arrive at one and an FCC rulemaking aimed at selecting one as proposed by Texar Inc. last fall (BROADCASTING, Sept. 29, 1986) would cause stations using the system that is not selected "economic hardship," rendering obsolete their transmission equipment, and would be time consuming. "Given the complexity of the issues and the strong interests of the parties, that proceeding will surely be lengthy and any commission decision will trigger requests for reconsideration. For the same reasons, litigation challenging any final commission selection of an AM stereo standard is a virtual certainty."

NTIA said the results of its survey indicate "the availability of multisystem will indeed move the market forward. . . In general, the availability of multisystem receivers would be enough to persuade some stations and manufacturers that have avoided stereo to this point to change their minds.

"Promotion of multisystem receivers would not disturb the existing stereo transmission equipment market," the report said.

"Thus, AM stations [and society as a whole] will continue to obtain the benefits resulting from continued competition in the marketplace. Equally important, promoting compatibility via multisystem receivers would impose no economic penalties upon those stations who have selected currently incompatible transmission systems."

Judging from the report, the burden of proof in the ITS investigation will be on those who contend that multisystem radios are not feasible. "We have received preliminary technical opinions that there are no significant technical barriers to the design and production of multisystem chips and multisystem receivers," it said. "There is also evidence that multisystem chips are not too costly. Thus, Sanyo is marketing samples of its multisystem chips at a cost of approximately \$2.50 apiece. At this price, the cost of this essential component would not appear to price multisystem receivers out of the market."

At the press conference, Sikes said NTIA is committed to do whatever it can to bring AM up to FM. "Our goal is not simply to further AM stereo. Our goal is to see this very valuable national and natural resource—the AM radio spectrum—be given the chance to become a state-of-the-art medium and afford people of this country state-of-the-art service.

"It's awfully hard to compete in a high-tech world if you are relegated a low-tech status," he said. "We see a distinct opportunity to develop AM over time as a high-tech medium. . . to a point that it is similar, in many respects, to FM service."

To that end, Sikes said, the NTIA was petitioning the FCC to launch an inquiry into ways of using additional AM spectrum (1605 to 1705 khz), which is to become available in 1991, to relieve the overcrowding in the AM band that aggravates interference among stations. Sikes said that it is "conceivable" that the inquiry could lead to a recommendation that existing AM stations be moved into the new spectrum.

The report contained some advice for the FCC. It said the FCC "should devote renewed efforts to control excessive" co-channel and adjacent-channel interference. Some of the interference, Sikes said, may be caused by broadcasters operating outside their specified power and modulation parameters.

In response to a question, Sikes said NTIA didn't mean to imply that the FCC hasn't been doing its job in policing the AM spectrum. All it meant, he said, was that enforcement is important because AM stations are particularly susceptible to interference due to crowding and the "natural characteristics" of amplitude modulation.

The NTIA also said the FCC should institute an inquiry about the noise in the AM band caused by electrical and electronic devices. "Among other things, the commission should weigh the costs and benefits of imposing noise suppression requirements on manufacturers of RF-emitting devices and on receiver manufacturers," it said.

Bill Johnson, deputy chief of the FCC's Mass Media Bureau, agreed with the NTIA's assessment that the "litter" in the AM band caused by electrical and electronic devices

needs to be cleaned up. But, he said, judging from reports by FCC field offices, he did not "perceive" that interference from stations operating outside their specified parameters was a problem. If there is a problem, he said, it's that there are too many stations, too close together.

Sikes and the report also endorsed the Na-

tional Radio Systems Committee's voluntary standard specifying pre-emphasis and de-emphasis curves and calling for the limitation of audio bandwidth to 10 khz. They urged broadcasters and receiver manufacturers to adopt the standard that would, if widely implemented, lead to AM radios with at least twice the fidelity of today's radios.

Asked whether he thought the FCC made a mistake in not selecting a standard five years ago, Sikes said he "would prefer to duck" the question.

When pressed, however, Sikes said, "It's clear that we wouldn't all be sitting here" if the commission had picked a stereo standard. □

Congress considers condom commercials

House hears reasons why TV networks won't air spots now but may change their minds; Waxman and Koop say ads are needed in fight against AIDS; Tauke disagrees, feels PSA's, other programing more effective than commercials

Congress entered the debate on condom advertising last week. Witnesses testifying at a House Health and Environment Subcommittee hearing and the subcommittee's chairman, Henry Waxman (D-Calif.), strongly urged the three television networks to accept condom advertisements as part of an effort to educate the public about the threat of AIDS. But representatives of ABC, CBS and NBC said they were sticking with their current policies of not airing condom ads, but added that they were reviewing the issue.

Waxman lashed out at the networks, calling their stand on the matter, "hypocritically priggish." He accused them of portraying thousands of sexual encounters in network programming and in advertising and marketing products using sex appeal, and at the same time being "unwilling to give the life-saving information about safe sex and condoms."

Congressional pressure on the networks appears to be mounting, at least in the House. Several members (Vic Fazio [D-Calif.], Jerry Lewis [R-Calif.], Bill Green [R-N.Y.], Barbara Boxer [D-Calif.], Howard Berman [D-Calif.] and Mike Lowry [D-Wash.]) are planning to introduce a resolution urging the networks to run condom advertisements and public service announcements about AIDS (during selected adult programing) and for the Department of Health and Human Services to develop AIDS PSA's.

Among the witnesses advocating condom advertising was U.S. Surgeon General C. Everett Koop. "The threat of AIDS is so great [that] advertising, I think, is necessary



and would have a positive public health benefit," Koop said.

For those who, "for one reason or another, will not practice abstinence or monogamy," the surgeon general said, the use of condoms is the best method of preventing the spread of the AIDS virus. A good case could be made, Koop said, that if the TV networks "peddle attractive parts of sex, they ought to be willing to peddle other aspects of sex." He also felt the advertisements could help convey the message that condoms must be "properly used" and worn "from start to finish."

A growing number of stations, among them network affiliates, are accepting the ads (BROADCASTING., Feb. 2). Two condom commercials were played during the hearing as examples of what's been done in the area. The networks, however, argue that many viewers will find the ads offensive on moral and religious grounds.

Some viewers, said Ralph Daniels, NBC-TV vice president for broadcast standards, believe condom ads "inherently deliver a

message about sexual permissiveness." Nonetheless, NBC, he said, is "sensitive to the concern about disease prevention," and while "we are continuing our policy that condoms are not acceptable as product advertisements, we are monitoring these arguments and attitudes."

As Alfred Schneider, vice president for policy and standards, Capital Cities/ABC, explained, "It is impossible to separate this product use from the original and long-standing use of the product, which is for birth control purposes."

Schneider and the other network witnesses expressed the view that the decision to air condom ads should ultimately rest with the affiliates, who know best what is appropriate for their market. (All three networks, the executives said, have not interfered with any affiliate's decision to run condom ads.)

"As I have suggested, the local stations are, out of necessity, our weathervanes on issues such as these. We are and will be carefully reviewing and following the attitudes of all of American society with respect



Koop



Daniels, Dessart and Schneider



Tauke



Dannemeyer



Waxman

to this subject," said Schneider. He also said that Capcities/ABC is exploring the possibility of broadcasting PSA's on the AIDS problem.

CBS-owned stations, reported George Dessart, CBS/Broadcast Group vice president for program practices, have been running PSA's in "support of AIDS research." And, he added, CBS has produced several PSA's "which point out how AIDS is transmitted and that it is preventable." These announcements, he said, have already aired and will appear during prime time.

The signals from CBS affiliates have been mixed, Dessart told the congressmen. "Some of our affiliates are convinced that condom advertising would be totally inappropriate in their communities. Such commercials, they believe, would be perceived as intruding upon deeply personal matters and being gratuitously offensive to a large portion of their audience." Some affiliates are worried, he added, that accepting the ads "might be perceived as capitalizing on a disaster." CBS, like the others, Dessart said, will continue to evaluate the situation.

As for the networks' policy at their owned and operated stations: NBC says its stations are currently not allowed to air the ads but that they are evaluating that stand; CBS stations are "trying to come to grips with the issue," and Capcities/ABC stations are "free to accept condom ads."

All three executives cited numerous examples of how the networks have addressed the AIDS issue in news and entertainment programs. "From the time of the first story, until yesterday, CBS News alone has broadcast approximately 500 AIDS-related stories," Dessart said. At Capcities/ABC, Schneider said, a two-hour made-for-television drama tentatively entitled *Daddy*, which is scheduled to appear this spring, will "deal frankly with the issue of unintended teen-age pregnancy, and discusses issues of sexual behavior, contraception and personal responsibility in a frank and candid manner." NBC, Daniels testified, has presented two hour-long news special reports on AIDS in prime time.

But Waxman was not persuaded by their arguments. "How much worse does the AIDS epidemic have to get before you come to the conclusion that you have some leadership role to play?" the congressman asked. Waxman also cited an NBC-*Wall Street Journal* poll that showed that 79% of those surveyed were not opposed to condom ads. NBC's Daniels, however, said the network

"never relies on any single source." Furthermore, other polls have had "quite different results," he said, adding that an *Entertainment Tonight* survey showed 30,000 favoring the ads and 20,000 opposed.

Not all members agreed with Waxman. Representative William Dannemeyer (R-Calif.) expressed serious reservations about an advertising campaign. Because of condoms' failure rate, Dannemeyer felt the ads would be misleading. People, he said, would infer that by using condoms they won't ever get AIDS. Furthermore, the California congressman thinks the commercials will only encourage sexual permissiveness instead of "abstinence and monogamy."

Representative Tom Tauke (R-Iowa) advocated the use of public health messages rather than ads produced by condom manufacturers. "I am not opposed to sending the message. I am concerned about who's sending the message and what's the motivation of that message," Tauke said. He was reluctant to rely on advertisements produced by condom manufacturers who stand to gain from increased use of their product. "They're not doing it because they want to educate but because of the bottom line," he said. □

USIA's unspent funds may be imperiled

Agency faces prospect that in Gramm-Rudman era, \$142 million allocated but not spent may be reclaimed by Congress

U.S. Information Agency officials involved in spending the money that Congress makes available hope to be able to assure Congress that the agency will spend the money that has been appropriated, but thus far not spent, on the \$1.3-billion program to modernize and expand the Voice of America's broadcasting plant. That means \$142.1 million that was left unobligated at the end of fiscal year 1986. Officials also expect to be able to spend \$34 million made available for the program in fiscal year 1987. Still, they may get some tough questions on the management of the modernization program when they appear before the House Independent Operations Subcommittee on an au-

thorization measure on March 3.

Representative Dan Mica (D-Fla.), chairman of the subcommittee, is said to be concerned over what he sees as the inability of the Voice to manage the expenditures efficiently. The money appropriated but not spent—the unobligated funds in the VOA modernization account—provides a tempting target for budget cutters, particularly in the era of Gramm-Rudman-Hollings ("Closed Circuit," Feb. 2). In 1986, \$105.2 million was appropriated, but only \$46.2 million obligated by the end of the fiscal year, on Sept. 30. And with carryover funds available from previous years totalling \$142.1 million, Congress appropriated only \$66 million—out of \$132 million requested—for the broadcast plant for fiscal year 1987. Of that, \$20 million was earmarked for a shortwave station to be built in cooperation with West Germany and \$12 for a television station in West Berlin.

Mica is a supporter of VOA, but aides say he finds it difficult to defend the administration's requests for the agency against a background of substantial carryover funds. Indeed, the funds left unobligated at the end of 1986 represent almost half of the \$300 million that Congress has appropriated for the \$1.3-billion construction program since it was launched in 1983.

But this year, USIA officials suggest, things will be different. Requests for proposals have already been issued for major projects involving the acquisition of 28 500 kw transmitters and initiation of related work in four countries—Morocco (\$59.4 million), Sri Lanka (\$31.8 million), Thailand (\$31.9 million), and Botswana (\$18.6 million, including funds for two 500 kw AM transmitters). The year's agenda also calls for the construction of several AM stations in the Caribbean and Central America for \$12.5 million. Mort Smith, VOA deputy director for modernization, said he expects the purchase contracts to be let by August.

A large part of the USIA's problem in spending the money appropriated for the modernization program has been the difficulty in negotiating the necessary agreements with the host governments. Smith said the necessary agreements have been reached. Still, USIA officials are expected to be questioned closely on the schedule of their expansion and modernization program when they appear before the House International Operations Subcommittee. Aides cite recollections of transmitters that were purchased and stored in warehouses until sites could be prepared. "Knowing the problems of the past," said one staffer, "I wonder if they are proceeding in a prudent fashion."

The degree to which USIA officials satisfy the subcommittee on that point will largely determine the outcome of the USIA's defense of the administration's request for \$90 million for the VOA modernization program in 1988. That money would be used in large part for the start of construction of the stations to house the transmitters, as well as for related work. Smith said the aim is to complete construction in two years, in time to accept the transmitters. But the subcommittee aide said, "With \$142 million [in carryover funds], we aren't going to give them all they want." □

State attorneys general ask for expanded powers from FTC

But advertising associations raise red flag over request

As reauthorization of the Federal Trade Commission proceeds in the Senate Commerce Committee's Consumer Subcommittee ("In Brief," Feb. 9), an issue raised in the first two days of hearings, on Feb. 4-5, is likely to catch the attention of the broadcast advertising world. The issue, proposed as an amendment to the FTC Act, is whether to give state attorneys general the power to prosecute in any state—and thus the right to go outside their own state to take a national advertiser to court.

Senator Howard Metzenbaum (D-Ohio) first proposed broadening the power of states' attorneys when he introduced S. 1313 in the 99th Congress, but the bill died at the end of the year and is not expected to be reintroduced soon. Although the issue was not a major item at the initial FTC hearings, advertising associations are edgy, and want to testify in any congressional hearing where the issue is introduced. There are better ways to track down interstate fraud than with "the helter-skelter deluge of disorganized, disparate flood of heterogeneous cases that legislation such as S. 1313 would loose upon the federal judiciary," Gilbert Weil, general counsel of the Association of National Advertisers, has said.

The attorney general of the state of Tennessee, Michael Cody, testifying on Wednesday, Feb. 4, on behalf of the National Association of Attorneys General, urged Congress to amend the FTC Act to "allow state attorneys general the power to enforce Section 5(a)(1), with respect to 'unfair or deceptive acts or practices in or affecting commerce,'" a change he said would "dramatically increase the effectiveness of consumer protection enforcement, thus benefiting consumers nationwide and supplementing the FTC's efforts." If the state attorneys general were given this broader power, he said, "individual state actions would have multistate or national effect."

Elena Boisvert, business regulation counsel for the National Association of Attorneys General, explained its desire for the change. "We're facing fraud now that is coming onto a national level. It really transcends state borders," she said. For a single state to take on a widespread problem "doesn't do a whole lot of good," said Boisvert. "You have a lot of duplication of efforts. Essentially, it's very ineffective." Boisvert claimed that if attorneys general "could go in under the FTC Act in federal court," they could "make everything more effective, more efficient, reduce overall costs and probably dramatically reduce fraud."

But, according to Dan Jaffe, senior vice president-government relations, Association of National Advertisers, adoption of the proposal would create "regulatory chaos." Granting states concurrent jurisdiction, said Jaffe, would allow any state's attorney general to sue an advertiser over a national ad. That would usurp the FTC's power to regulate advertising on a national level and take

away the states' right to limit the power their attorneys general can have. Giving such a "vast new power" to attorneys general "would lead to legal bedlam," he said. "If for whatever reason some state's attorney general believes that [a national] ad caused trouble, he can then pick and choose among all the district courts in the country and sue in the one that he thinks is going to give him the highest likelihood of effect," Jaffe said. He predicted the change would lead to major expenses for advertisers, who would pass those costs on to consumers, and that "there

will be a firestorm of opposition from the business community because this is going to create this multiplicity of regulatory threats." The advertising associations have spoken out "in strong opposition to this policy," Jaffe said. "Our view is that it would be totally nonproductive."

At the FTC hearing, ANA General Counsel Weil conveyed that view, testifying on behalf of ANA, the American Advertising Federation and the American Association of Advertising Agencies. Referring to the "chaotic regulatory scene that would be created if

Washington Watch

LPTV changes. FCC has amended low-power television and TV translator rules to modify application filing procedures. Under ruling, applicants for new facilities will be limited to five applications per window, there will be no cap on applications for major change applications. Ruling also permits LPTV and translator licensees or permittees displaced by full-power TV, land mobile or other protected service to move to different channel without having to compete with other applicants, "provided that there are no pending applications on the new channel and that operation on the new channel would not interfere with any other pending applications or protected primary services."

□

Number 43. Virginia appears certain to join growing list of states that permit some form of television coverage of their courts. Virginia senate is scheduled to give final approval today (Feb. 16) to two-year experiment that would begin in summer. Senate voted preliminary approval, 24-15, last week, reversing 20-17 vote against experiment three years ago. Measure is expected to win approval in Virginia house, which passed similar bill in 1984 by vote of 78 to 22. Experiment would be conducted in two circuit and two general courts, beginning on July 1, at urban and rural courts. State supreme court would select courts to participate, and supreme court justices would monitor experiment. Virginia would become 43d state to permit some form of television coverage of its courts.

□

Fairness question. FCC Mass Media Bureau has rejected complaint by Illinois Safe Energy Alliance alleging that WGN-TV, WLS-TV and WMAQ-TV, all Chicago, ran afoul of fairness doctrine by failing to provide reasonable opportunities for presentation of contrasting views to ads alliance alleged espoused pro-nuclear point of view. Ads at issue were sponsored by United States Committee for Energy Awareness and Commonwealth Edison and ran between July 1983 and July 1985. Bureau said complaint was "deficient" for, among other things, lacking precise identification of pertinent issues and for failing to provide "sufficient" material to establish that any of alleged issues were controversial at time ads aired.

□

Outtake turndown OK'd. District of Columbia's Court of Appeals has upheld CBS's refusal to turn over outtakes to attorneys for defendants in case involving demonstration in Capitol rotunda expressing opposition to rebel forces in Nicaragua. CBS cameras had covered event, in which some demonstrators were arrested on misdemeanor charges. Superior Court Judge Luke Moore ordered compliance with demand for outtakes, but three-judge panel, several hours after hearing arguments on CBS's appeal, issued brief order overruling court's refusal to quash subpoena. Panel based its decision on court rule specifying that subpoena satisfy strict standard of relevance. Parties had argued First Amendment issue extensively in two hours set aside for argument, but panel did not reach that issue. It said only that trial court had "erred in finding that the defendants had made a requisite showing" in request for outtakes.

□

'Liberty' blocked. Soviet Union is said to have intensified jamming of Radio Liberty, U.S.-financed station that broadcasts to that country in Russian and 11 other languages 24 hours daily. Gene Pell, president of Radio Free Europe/Radio Liberty, linked increase in jamming to cessation by Soviets of jamming of British Broadcasting Corp.'s Russian-language service last month. Pell said RFE/RL engineers confirmed that Soviets had diverted at least eight transmitters that had been used to jam BBC for purpose of blocking RL signals. Despite jamming, RFE/RL says its broadcasts to Eastern Europe and Soviet Union reach estimated audience of 52 million adults weekly.

Stock Index

	Closing Wed Feb 11	Closing Wed Feb 4	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
BROADCASTING						
N (CCB) Capital Cities/ABC	310	301	7	2.31	31	4,986
N (CBS) CBS	147 3/8	147 3/8			28	3,455
O (CLCH) Clear Channel	14 1/4	14 1/4			20	41
O (INFIA) Infinity Broadcasting	14 3/4	14 1/4	1/2	3.50	77	154
O (JCOR) Jacor Commun.	7	7				39
O (LINB) LIN	63 3/4	65 3/8	- 1 5/8	- 2.48	48	1,688
O (MALR) Mairite	11 3/4	12 1/4	- 1/2	- 4.08	14	98
O (MALRA) Mairite 'A'	10 1/2	11	- 1/2	- 4.54	15	44
O (OBCC) Olympic Broadcast	5 1/8	5 1/4	- 1/8	- 2.38		8
A (PR) Price Commun.	11 3/8	10 1/2	7/8	8.33		120
O (SCRP) Scripps Howard	85	88	- 3	- 3.40	30	877
O (SUNN) SunGroup Inc.	3	3			30	4
N (TFB) Taft	118	117	1	.85	96	1,070
O (TVXG) TVX Broadcast	8 1/2	10	- 1 1/2	- 15.00	35	49
O (UTVI) United Television	30	29 1/4	3/4	2.56	28	328

	Closing Wed Feb 11	Closing Wed Feb 4	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
N (BLC) A.H. Belo	54 1/4	54 3/4	- 1/2	- 0.91	27	623
A (AAR) Adams Russell	23 5/8	23 3/4	- 1/8	- 0.52	19	147
A (AFP) Affiliated Pubs	44 1/4	45	- 3/4	- 1.66	22	781
O (ASTV) Amer. Comm. & TV	3/16	3/16				14
N (AFL) American Family	16 1/4	16 1/4			10	649
O (ACCMA) Assoc. Commun.	27	26 1/2	1/2	1.88		257
O (BMAC) Bus. Men's Assur.	28 1/4	27 3/4	1/2	1.80	17	298
N (CCN) Chris-Craft	20 5/8	19 5/8	1	5.09	9	134
N (DNB) Dun & Bradstreet	122 7/8	122 1/8	3/4	.61	29	9,340
O (DUCO) Durham Corp.	43	42 1/2	1/2	1.17	11	244
N (GCI) Gannett Co.	43 7/8	42 5/8	1 1/4	2.93	27	7,045
N (GY) GenCorp	75 3/8	75	3/8	.50	18	1,684
N (GCN) General Cinema	52 1/4	52 7/8	- 5/8	- 1.18	21	1,902
O (GCOM) Gray Commun.	206	205	1	.48	35	102
N (JP) Jefferson-Pilot	35	36 5/8	- 1 5/8	- 4.43	11	1,463
O (JSON) Josephson Intl.	12 3/4	12 3/4				60
N (KRI) Knight-Ridder	53 3/4	55 1/4	- 1 1/2	- 2.71	24	3,018
N (LEE) Lee Enterprises	28 3/4	27	1 3/4	6.48	23	728
N (LC) Liberty	37 1/2	37 3/4	- 1/4	- 0.66	15	378
N (MHP) McGraw-Hill	66 5/8	66 3/8	1/4	.37	22	3,358
A (MEGA) Media General	49 7/8	48 7/8	1	2.04	21	702
N (MDP) Meredith Corp.	32 1/4	33 1/4	- 1	- 3.00	13	611
O (MMEDC) Multimedia	48	47 3/4	1/4	.52	-436	527
A (NYTA) New York Times	43 1/8	42	1 1/8	2.67	29	3,488
O (PARC) Park Commun.	29	27 1/2	1 1/2	5.45	27	400
T (SKHO) Selkirk	20 1/8	19	1 1/8	5.92	43	163
O (STAUF) Stauffer Commun.	135	135			22	135
A (TO) Tech/Ops Inc.	30 5/8	30 1/8	1/2	1.65	5	66
N (TMC) Times Mirror	76 1/8	77 1/2	- 1 3/8	- 1.77	22	4,906
O (TMC) TM Communications	2	2			10	15
O (TPCC) TPC Commun.	5/16	1/4	1/16	25.00		3
N (TRB) Tribune	70 1/8	68 7/8	1 1/4	1.81	22	2,847
A (TBS) Turner Bcastg.	19 1/4	20	- 3/4	- 3.75	43	419
A (WPOB) Washington Post	172 1/2	172	1/2	.29	22	2,241

	Closing Wed Feb 11	Closing Wed Feb 4	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
PROGRAMING						
O (ALLT) All American TV	4 3/4	5 1/4	- 1/2	- 9.52		5
O (BRRS) Barris Indus.	16 3/4	16 7/8	- 1/8	- 0.74	27	148
O (CMCO) C.O.M.B.	25 3/4	26 5/8	- 7/8	- 3.28	43	297
N (KO) Coca-Cola	43	43			22	16,597
O (CLST) Color Systems	14 1/2	16 3/4	- 2 1/4	- 13.43		10
A (DEG) De Laurentis Ent.	12 3/4	12 7/8	- 1/8	- 0.97		122
O (DCPI) Dick Clark Prod.	6 7/8	6 7/8			11	8
N (DIS) Disney	55 5/8	58 1/8	- 2 1/2	- 4.30	38	7,196
N (DJ) Dow Jones & Co.	48 1/4	48	1/4	.52	34	4,668
O (FNNI) Financial News	13	13 1/4	- 1/4	- 1.88	216	144
A (FE) Fries Entertain.	4 3/8	4	3/8	9.37	8	22
N (GW) Gulf + Western	73	70 1/4	2 3/4	3.91	21	4,513
O (HRS) Hal Roach	11 1/2	11 1/4	1/4	2.22		64
A (HHH) Heritage Entertain.	7 7/8	8 3/8	- 1/2	- 5.97	8	22
A (HSN) Home Shopping Net.	36 7/8	38 1/8	- 1 1/4	- 3.27	83	1,424
N (KWP) King World	18 1/8	17 7/8	1/4	1.39	34	556
O (LAUR) Laurel Entertainment	5 1/8	5 1/8			12	12
A (LT) Lorimar-Telepictures	16 5/8	17	- 3/8	- 2.20	16	564
N (MCA) MCA	41 3/4	42 7/8	- 1 1/8	- 2.62	19	3,259
N (MGM) MGM/UA Commun.	12 1/2	12 1/4	1/4	2.04		638
A (NWP) New World Pictures	10 1/4	10 7/8	- 5/8	- 5.74	19	109
N (OPC) Orion Pictures	16 5/8	17 1/8	- 1/2	- 2.91		158
O (MOVE) Peregrine Entertain.	10 1/4	9 1/4	1	10.81		18
N (PLA) Playboy Ent.	9 3/4	9 1/2	1/4	2.63		91
O (QVCN) QVC Network	19 3/4	18	1 3/4	9.72		129

	Closing Wed Feb 11	Closing Wed Feb 4	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
PROGRAMING						
O (RVCC) Reeves Commun.	10 5/8	10 1/4	3/8	3.65		132
O (RPICA) Republic Pictures 'A'	9 1/2	9	1/2	5.55	67	27
O (RPICB) Republic Pic. 'B'	9 3/4	9 1/2	1/4	2.63	69	7
A (RHI) Robert Halmi	3 3/4	3 7/8	-	- 3.22	34	71
O (SMNI) Sat. Music Net.	5 1/8	5 1/2	- 3/8	- 6.81		34
N (WCI) Warner	28	26 7/8	1 1/8	4.18	18	3,455
O (WWTW) Western World TV	1 1/2	1 3/8	1/8	9.09		1
O (WONE) Westwood One	38 1/4	36 1/4	2	5.51	59	312

	Closing Wed Feb 11	Closing Wed Feb 4	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
SERVICE						
O (BSIM) Burnup & Sims	4 1/4	4	1/4	6.25	-7	67
O (CVSI) Compact Video	4 3/8	3 7/8	1/2	12.90	43	25
N (CQ) Comsat	31 1/4	32 3/8	- 1 1/8	- 3.47		566
N (FCB) Foote Cone & B.	56 1/4	55 3/4	1/2	.89	13	213
O (GREY) Grey Advertising	112	112				15
N (IPG) Interpublic Group	35	35 3/4	- 3/4	- 2.09	20	763
N (JWT) JWT Group	32 3/8	32 3/4	- 3/8	- 1.14	14	293
A (MOV) Movielab	7	6 1/2	1/2	7.69		11
O (OGIL) Ogilvy Group	34	35 1/2	- 1 1/2	- 4.22	16	465
O (OMCM) Omnicom Group	24	25 3/8	- 1 3/8	- 5.41	21	137
O (SACHY) Saatchi & Saatchi	38 3/4	38 3/8	3/8	.97	18	2,004
O (TLMTB) Telemation	3	3			12	13
A (TPO) TEMPO Enterprises	9 3/4	10	- 1/4	- 2.50	25	56
A (UNV) Untel Video	8 7/8	8 7/8				19

	Closing Wed Feb 11	Closing Wed Feb 4	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
CABLE						
A (ATN) Acton Corp.	2 3/8	2 3/8			-1	13
A (ACN) Amer. CableSystems	17 3/4	18 1/8	- 3/8	- 2.06	9	166
A (CVC) Cablevision Sys. 'A'	24 7/8	22 3/8	2 1/2	11.17	-8	522
N (CNT) Centel Corp.	64 1/4	60 1/8	4 1/8	6.86	13	1,777
O (CCCO) Century Commun.	18 1/2	17 3/4	3/4	4.22	370	358
O (CMCSA) Comcast	20 7/8	21 1/4	- 3/8	- 1.76	27	444
N (HCI) Heritage Commun.	32 3/8	32	3/8	1.17	119	724
O (JOIN) Jones Intercable	13 5/8	12 3/4	7/8	6.86	33	177
T (MHPO) Maclean Hunter 'X'	19 1/4	19 7/8	- 5/8	- 3.14	26	709
O (RCCAA) Rogers Cable	12 1/8	12 5/8	- 1/2	- 3.96		62
O (TCAT) TCA Cable TV	20 1/4	19 1/4	1	5.19	34	218
O (TCOMA) Tele-Commun.	29 1/2	28	1 1/2	5.35	226	2,835
N (TL) Time Inc.	78 1/8	78 7/8	- 3/4	- 0.95	24	4,904
O (UACIA) United Art. Commun.	21 3/8	20 3/8	1	4.90	101	877
N (UCT) United Cable TV	29 3/4	29 1/2	1/4	.84	74	724
N (VIA) Viacom	44 5/8	44 3/4	- 1/8	- 0.27	43	1,528
N (WU) Western Union	4 3/8	4 3/8				106

	Closing Wed Feb 11	Closing Wed Feb 4	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
ELECTRONICS/MANUFACTURING						
N (MMM) 3M	131	129 1/8	1 7/8	1.45	21	15,070
N (ALD) Allied-Signal	45 1/4	46 3/4	- 1 1/2	- 3.20	-10	7,978
O (AMTV) AM Cable TV						
N (ANX) Anixter Brothers	13 3/4	13 3/4			25	500
N (ARV) Arvin Industries	32 3/8	31 3/8	1	3.18	13	523
O (CCBL) C-Cor Electronics	10 3/4	10 1/8	5/8	6.17	-6	32
O (CATV) Cable TV Indus.	2 1/8	1 7/8	1/4	13.33	-10	6
A (CEC) Cetec	5 3/4	5	3/4	15.00	-9	11
A (CHY) Chyron	6 3/4	6 7/8	- 1/8	- 1.81	32	68
A (CHX) CMX Corp.	1 1/8	1 1/4	- 1/8	- 10.00		5
A (COH) Cohu	7 1/8	7	1/8	1.78	14	12
N (CAX) Conrac	15 1/2	15 7/8	- 3/8	- 2.36	14	102
N (EK) Eastman Kodak	78 3/4	77 1/2	1 1/4	1.61	66	17,789
O (ECIN) Elec. Mis. & Comm.	2	1 7/8	1/8	6.66		8
N (GRL) Gen. Instrument	24 7/8	23 3/4	1 1/8	4.73		805
N (GE) General Electric	99 3/8	100 1/4	- 7/8	- 0.87	19	45,312
N (HRS) Harris Corp.	37 7/8	38 3/4	- 7/8	- 2.25	25	1,524
N (MAI) M/A Com. Inc.	14 1/8	14 1/2	- 3/8	- 2.58		614
O (MCDY) Microdyne	4 1/4	4 3/8	- 1/8	- 2.85	38	19
N (MOT) Motorola	49 3/8	48 1/4	1 1/8	2.33	58	6,305
N (NPH) N.A. Phillips	43 1/2	42 1/4	1 1/4	2.95	18	1,258
N (OAK) Oak Industries	1 1/8	1	1/8	12.50		38
A (PPI) Pico Products	2 1/4	2 1/8	1/8	5.88		7
N (SFA) Sci-Atlanta	14 1/4	15	- 3/4	- 5.00	25	333
N (SNE) Sony Corp.	20 1/4	20 3/8	- 1/8	- 0.61	12	4,680
N (TEK) Tektronix	37 3/8	41	- 3 5/8	- 8.84	12	731
N (VAR) Varian Assoc.	26 7/8	27 7/8	- 1	- 3.58	38	572
N (WX) Westinghouse	61	63 1/4	- 2 1/4	- 3.55	16	9,371
N (ZE) Zenith	22 1/4	23 1/8	- 7/8	- 3.78		514
Standard & Poor's 400	314.14	315.73	-1.59	-0.50		

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

OUR FIRST YEAR 1986

WOODS COMMUNICATIONS CORPORATION

has acquired
WCOV-TV
Montgomery, Alabama
\$4,500,000 Senior Bank Debt
500,000 Subordinated Debt

The undersigned acted as financial advisor
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UNIVERSAL CABLE COMMUNICATIONS, INC.

has purchased the stock of
UCC, INC.
and acquired over 11,900 basic subscribers serving
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2,000,000 Equity Capital

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and assisted in these acquisitions and the above financing.

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every state attorney general in the nation were ordained as a prosecutor under the Federal Trade Commission Act," Gilbert cited a decision by the Court of Appeals for the District of Columbia in *Holloway v. Bristol-Myers Co.* that supports the advertisers' position. The *Holloway* court "pointed out that establishing 200 and more federal district courts as oracles of the FTC Act would make

it impossible to have a centralized source of judgmental expertise and discretion, such as the FTC, to crystallize nationally coherent laws," Gilbert said. "The commission, said the court, must be left as the central and sole authority 'to weigh each action against [its] broad range policy goals and to determine its place in the overall enforcement of the FTC.'" □

Democrats and Peace Council try to sidetrack fairness review

The Syracuse Peace Council and the Democratic National Committee have filed papers in the U.S. Court of Appeals in Washington and at the FCC in an effort to block the commission from reviewing the constitutionality of the fairness doctrine. The SPC and the DNC petitioned the court for rehearing in the *Meredith Corp.* case, in which a three-judge panel directed the commission to determine whether the doctrine is unconstitutional or not in the public interest.

As an alternative to rehearing, SPC and the DNC asked the court to stay its mandate in *Meredith* pending resolution of the petition that SPC's counsel, the Media Access Project, plans to file with Supreme Court seeking review of an appeals court decision in *TRAC v. FCC*. In that case, a split three-judge panel held that the doctrine is not mandated by statute and therefore could be repealed by the commission. The full 11-judge circuit split 6 to 5 in denying a petition for rehearing.

The commission has already invited comments on the constitutional question, setting Feb. 25 as the deadline. But the SPC and the DNC, in a letter to FCC General Counsel Diane Killory, said that until their petition for rehearing is resolved and the court issues its mandate, the commission lacks authority to conduct further proceedings regarding *Meredith Corp.* "It is well established," the letter says, that the court retains jurisdiction over the case until the mandate is issued.

Killory said the commission did not plan to take "substantive action" before the mandate was issued. She also said the commission did not regard its invitation for comments as an interference with the court's jurisdiction. However, she said, "if further research reveals otherwise," the commission would seek the court's approval of the action taken.

The court, in its opinion in the *Meredith* case, did not restrict the commission to determining the constitutionality of the fairness doctrine. It said that issue need not be addressed if the commission, which is seeking ways to scuttle the doctrine, decides that its enforcement would not be in the public interest (BROADCASTING, Jan. 19).

The case stems from SPC's complaint that *Meredith's* WTVH(TV) Syracuse, N.Y., violated the fairness doctrine in 1982 when it carried a series of commercials endorsing construction of a nuclear power plant in upstate New York without providing time for contrary views. The station subsequently carried programming that the commission said satisfied its fairness doctrine obligations.

In their request for rehearing, SPC and DNC say the case does not present "the factual basis" needed for an exploration of the "broad constitutional issues" that the panel invited the commission to consider. "Indeed," the petition adds, "*Meredith* itself did not ask this court for the relief which was

Balanced point of view. As deputy to Jeane J. Kirkpatrick when she was U.S. ambassador to the United Nations, Charles Lichenstein helped burnish his reputation as a member of the conservative wing of the Republican party. But as special assistant to then-FCC Chairman Dean Burch and later as senior executive with the Public Broadcasting Service for five years, Lichenstein developed views that may not be in sync with some of those attending a conference in Washington sponsored by Accuracy in Media in association with the Allied Educational Foundation.

The conference was on "The Media: Law Enforcers and Law Observers." And Lichenstein, participating on a panel, "Nonobservance of the Law: The Case of Public Broadcasting," said the standard of balance and objectivity in political broadcasting is "virtually unenforceable and useless in the real world." He said that is true of commercial as well as public broadcasting, declaring that the FCC's fairness doctrine "is another version of the same pious and unenforceable standard we all say we want to enforce." Lichenstein said the hope of those looking for objectivity and balance lies in "increasing proliferation of vehicles [of communication] and the extent to which these vehicles can accommodate views and public affairs."

A different view—one more in keeping with the views of the conference's organizers—was expressed by Representative Don Ritter (R-Pa.). He backs a proposal by the Corporation for Public Broadcasting to conduct a content analysis of Public Broadcasting Service programming. Ritter noted that legislation establishing a federally funded public broadcasting service says programming on controversial issues is to be produced "with strict adherence to objectivity and balance." He introduced legislation in the last Congress—and plans to reintroduce it in the current one—calling for such a study. Meanwhile, CPB is reportedly in no hurry to proceed. Officials say it will defer the project until PBS completes a study it has begun of its programming policies and practices.

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ordered. The broad sweep of the remand cannot possibly be squared with the panel's assertion that this result guard[s] against premature or unnecessary constitutional adjudication."

The SPC and DNC say they are not arguing that the pendency of the *Meredith* case bars the commission from addressing the fairness doctrine. In fact, they note, the

commission has been directed by Congress "to study and report on alternative administrative schemes by Sept. 30, 1987." But if the commission wants to proceed, they add, "it must do so utilizing proper administrative procedures," not by attempting "to end run Congress and interested parties with an abbreviated, incomplete proceeding encumbered by *ex parte* restrictions." □

KMAS(AM) Shelton, Wash. □ Sold by ABT Inc. to Sound Broadcasting Inc. for \$400,000. **Seller** is owned by Bruce Jorgenson, who has no other broadcast interests. **Buyer** is owned by Harold and Marion Greenburg, Mercer Island, Wash.-based investors with no other broadcast interests. **KMAS** is on 1030 khz with 5 kw day and 1 kw night.

KPRE(AM) Paris, Tex. □ Sold by Sudduth Media Inc. to Ray and Marcia Eller for \$360,734.71. **Seller** is owned by Eugene Sudduth, who has no other broadcast interests. **Buyers**, husband and wife, also have interest in co-located KBUS(FM). **KPRE** is on 1250 khz with 500 w day.

For other proposed and approved sales see "For the Record," page 76.

Changing Hands

PROPOSED

KGOL(AM) Humble, Tex. □ Sold by Humble Audiocomm Corp. to Satellite Radio Network Inc. for \$2.1 million. **Seller** is owned by J.M. Kellar, president. It has no other broadcast interests. **Buyer** is principally owned by John S. Tyler, James W. Rupp and Michael B. Gliner. Tyler has interest in Satellite Music Network. Rupp has interest in Midwest Communications Inc., Minneapolis-based group of one AM, one FM and five TV's. Gliner owns WQCC(AM) Charlotte, N.C., and WIDD(AM) Elizabethtown, Tenn. He also owns nine new AM's. **KGOL** is on 1180 khz with 10 kw day and 1 kw night.

WGUY-AM-FM Bangor, Me. □ Sold by Stone Communications Inc. to Sunspot Broadcasting Co. for \$1 million. **Seller** is owned by Melvin L. Stone and family, who have no other broadcast interests. **Buyer** is owned by John J. Pineau, electronics manufacturer and real estate developer in Hamden, Me. **WGUY** is on 1200 khz full time with 5 kw. **WGUY-FM** is on 100.9 mhz with 3 kw and antenna 484 feet above average terrain. *Broker: Kozacko-Horton Co.*

WLAQ(AM) Rome, Ga. □ Sold by Forrester Broadcasting Co. to Cripple Creek Broadcasting Co. for \$600,000. **Seller** is owned by John T. Lloyd, who has no other broadcast interests. **Buyer** is owned by Randall L. Davis, station's general manager. **WLAQ** is on 1410 khz full time with 1 kw.

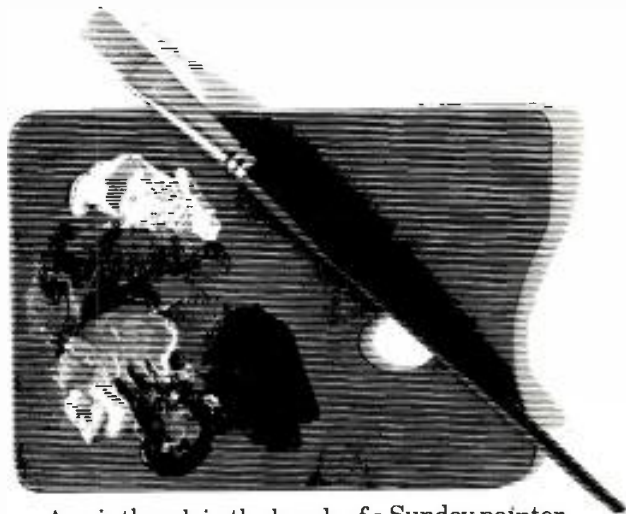
WKHT(AM) Manchester, Conn. □ Sold by Broadcast Management of Connecticut Inc. to Sage Broadcasting for \$500,000 cash and \$150,000 Sage stock. **Seller** is principally owned by Donald Konover. It has no other broadcast interests. **Buyer** is Stamford, Conn.-based group of seven AM's and seven FM's, headed by Gerald Poch. **WKHT** is on 1230 khz full time with 1 kw.

WFNE(FM) Forsyth, Ga. □ Sold by Charles Finey and his son, Fred, to Davis Broadcasting Inc. for \$540,000. **Sellers** recently purchased station ("Changing Hands," Jan. 19) for \$480,000. They have no other broadcast interests. **Buyer** is owned by Gregg Davis, who also owns WOKS(AM)-WXNE(FM) Columbus and WTHB(AM)-WFXA-FM Augusta, both Georgia. **WFNE** is on 100.1 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: The Thorburn Co.*

KGNO(AM)-KDCK(FM) Dodge City, Kan. □ Sold by estate of Julious Denious to William C. Reppart and his wife, Brenda, for \$516,150. **Seller** is headed by Martha E. Muncy, executrix. It has no other broadcast interests. **Buyer** purchased 49% of station last year for \$473,850, for a total price of

\$990,000. They have interest in cable system in Leoti, Kan. **KGNO** is on 1370 khz with 5 kw day and 1 kw night. **KDCK** is on 95.5 mhz with 100 kw and antenna 500 feet above average terrain.

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SMPTE conference takes TV into the next century

HDTV, videotape formats, effects of economics on technological development lead list of topics at San Francisco gathering

The economics of television are shaping the medium's technological development more than ever before, according to TV broadcasters at an engineering conference in San Francisco Feb. 6-7.

How broadcasting can reach the next century most successfully in an unsettled and highly competitive television environment, was a subject of intense debate among the more than 900 engineers and others gathered at the annual television meeting of the Society of Motion Picture and Television Engineers.

Several industry technical leaders, including representatives of Capital Cities/ABC, NBC and several European broadcasters, speaking during a day-long session on the "frontiers of global research," argued for a conservative approach: maintaining the fundamental strengths of current technologies while instituting gradual improvements.

By contrast, key spokesmen from CBS,



Ohkawa, Flaherty, Green, Sherlock, Gougeon and Moffat

PBS, Japan and West Germany advocated bolder engineering strokes aimed at moving more rapidly into television technology's next generation.

The divergence of opinion was most evident during the frequent discussions of prospects for high-definition television, although similar issues were raised by more than two dozen technical presentations on other developing technologies such as digital video recording and videographics.

Another major topic of hallway talk was the news on the meeting's opening day that RCA Laboratories was to be donated by General Electric-RCA to Stanford Research Institute, a Menlo Park, Calif.-based non-

profit research facility (see box, page 74).

The most vigorous supporter for exercising caution in an uncertain broadcast economy was Max Berry, Capcities/ABC vice president of broadcast engineering. According to Berry, television has shifted from the attitude of its early days, when new technologies were "enthusiastically embraced," to today's atmosphere, where such advances are subject to far more "elaborate" fiscal evaluations.

"The technical infrastructure of broadcasting," Berry said, "has to be viewed as a business enterprise responsive to the benefits of rigorous financial administration, in which cost control is a prime element." In coming years, he added, broadcast management will emphasize developments that "translate directly and preferably immediately into improved profitability."

While Berry's talk emphasized seeking improvements to the current system, he advised broadcasters to distinguish between new technology "essential to the survival of broadcasting, and that which could be abandoned in the interest of practicality, or at least deferred until a more favorable business climate exists."

Strongly disagreeing with Berry's approach was Joseph Flaherty, CBS-TV vice president-general manager of engineering and development. "We will face a host of dramatic changes," he advised the conference audience, "and our individual and our collective abilities to meet and manage those changes will largely determine our size and may indeed mark our very survival."

Broadcasters often underestimate the rapidity of technology development, Flaherty argued, adding: "We must bear in mind that the standard of service enjoyed by the viewer today will not be his level of expectation tomorrow. Quality is a moving target and our judgments must not be based on today's performance nor on minor improvements thereto. There's neither time nor money to embrace every minor improvement in production and broadcasting technology. We must strive to make major improvements."

High-definition television, a central debating point throughout the conference, was one such major improvement Flaherty had in mind. Flaherty, long a supporter of Japa-



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WGTO(AM)
Cypress Gardens, Florida
from
Hubbard Broadcasting, Inc.
for
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nese-developed 1,125-line, 60 hertz HDTV technology, suggested that the adoption of such a system was essential to help reduce growing production costs, and if standardized on an international level, would ease worldwide program exchange, increasing market reach and helping to supplement the income of U.S. program producers and syndicators.

Flaherty added that terrestrial broadcasters, with the most restricted bandwidth of any mass communications system to the home, compared to other HDTV delivery alternatives such as cable, videocassette recorders, DBS and videodisk, will have the farthest to go to offer HDTV services. "Will today's terrestrial broadcaster be relegated to a lesser service when HDTV becomes the dominant home entertainment medium," Flaherty asked. "American broadcasters don't think so; they're not going lie down dead."

Also seeking the fostering of international HDTV standards were PBS engineering head Richard Green, who called the present NTSC system "woefully inadequate," and Guy Gougeon of the Canadian Broadcasting Corp., who described an extensive HDTV mini-series production now under way at CBC and argued a "revolution in production is near at hand... [our] experience [with the HDTV system] is very encouraging so far."

Capcities/ABC's Berry argued strongly against any adoption of HDTV technology, however, calling it "basically inappropriate" for the broadcast medium, and "questionable both economically and socially.... There does not appear to be an economically justifiable rationale for involvement of U.S. broadcasters with such an extravagant project."

Berry said broadcasters should instead seek to improve the existing NTSC composite color signal and current technical facilities, which he characterized as the two most important assets possessed by the U.S. TV industry. Two such approaches include methods of prefiltering encoded video devised by U.S.-based Yves Faroudja to reduce flaws inherent to the NTSC system and a Japanese proposal that would improve horizontal resolution while retaining NTSC compatibility, Berry added.

Agreeing with Berry on the advent of improved television systems was Michael Sherlock, NBC president of operations and technical services. While Sherlock acknowledged that viewers in the future will look for improved quality television, widescreen TV, and "even HDTV," he said the "important issue for the audience is progressing to an improved system without making 150 million television sets obsolete."

While an incompatible HDTV service is technically feasible, he argued "a practical business plan matching audience expectation to his ability to pay for it, has not been devised."

Sherlock added that the 1,125/60 HDTV technology would "probably" become a de facto standard for production (NBC itself is preparing to use Sony's 1,125/60 technology for production at the 1988 summer Olympics in Seoul, South Korea). He said: "I just don't think we have to rush in terms of making it a



Sony wizardry. Drawing crowds at the exhibit floor of the SMPTE conference was a Sony demonstration of a new digital 422 serial interface-transmission unit to be used to interconnect digital component equipment, including the company's D-1 digital component videotape recorders. The 216 megabit per second interface, under intense discussion in standards circles because it differs from the 243 mb international standard established last year, was shown for the first time at the conference.

Among system characteristics highlighted by Sony: its use of a single chip transmitter, serial transmission of distances up to 500 meters using standard Belden cables, transmission code suitable for coaxial and fiber optics, allowance for the transmission of multiplexed ancillary signals, reduction in cost and cabling compared to the parallel implementation, and use of a serial signal format is derived from SMPTE's RP-125 parallel format to facilitate conversion to and from parallel.

Among the two dozen other vendors exhibiting at the show were Ampex, Panasonic, Grass Valley Group, NEC, Quantel, Abekas and Pinnacle Systems.

[distribution] service. There's so much more left in NTSC, there's no reason to destroy our plants overnight."

It is possible the incompatible HDTV system might be introduced to U.S. viewers via VCR's or videodisk in the next several

years, Sherlock said, and since such a system would be "in direct competition with free broadcasting as we know it today [and] left alone could create a de facto delivery standard," he argued that U.S. broadcasters should advocate HDTV be instituted in a

\$566,000,000

Major TV Station Transactions Privately Negotiated and Closed in 1986

Orlando	WCPX-TV	\$200,000,000
San Antonio	KSAT-TV	\$153,000,000
Sacramento	KOVR-TV	\$104,000,000
Buffalo	WGRZ-TV	\$ 56,000,000
Rockford	WIFR-TV	
Harrisonburg	WHSV-TV	\$ 40,000,000
Virgin Islands	WBNB-TV	
Quincy	KHQA-TV	\$ 13,000,000

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Shutdown reaction. News of General Electric's donation of RCA Laboratories to the Stanford Research Institute ("In Brief," Feb. 9) broke on the opening day of the SMPTE winter TV conference and appeared to draw mixed reactions from engineering attendees, many of whom had worked at or with the lab during the four decades it has dominated television research.

RCA Labs executives present at the conference spoke positively about the move, and seemed pleased that other GE options, such as closing the labs or merging them with GE's central research facility in Schenectady, N.Y., and reducing staff, were not exercised.

Others were less sanguine about the decision, however, particularly with the 25% job cuts expected after SRI takes over the 1,200-person facility next April. SMPTE conference program chairman Joseph Roizen said the move had put the operation "on the road to oblivion," while Capcities/ABC's Robert Thomas, who worked at RCA during the early days of color TV development, said he "felt a sense of loss" about the move.

Another former RCA executive, Robert Hopkins, executive director of the Advanced Television Systems Committee, said "many feel what GE is doing with RCA [Labs] isn't what they'd like to see happen...but they'd rather have it open." He also added that some are concerned the facility may have difficulty maintaining a high level of television research once GE's initial five-year, \$250-million research contracts are complete.

James Tietjen, director of RCA Labs (more formally known as the David Sarnoff Research Center, after RCA's late leader), later told BROADCASTING GE's decision was an "outstanding solution" that would not only allow the continuance of the labs' work, but would allow GE to gain "cost-effective" research in color television. He said the lab's expected to earn \$85 million in revenues during its first year under SRI, approximately the same level it had earned under GE-RCA, with revenues remaining stable or slightly increasing over the next five years.

GE's \$250-million contract, the majority of which is for television and consumer electronics research, will grow progressively smaller over the five year period, Tietjen explained, with the last years' commitments in the \$25-million-to-\$30-million range.

The anticipated job cuts, which the company said are required to insure a "competitive cost structure" for the labs, will be "reasonably uniform" across all areas of research, Tietjen said, as well as between administrative and research positions.

SRI, a Stanford University nonprofit spin-off based in Menlo Park, Calif., has had some television research in the past, with its best known development the a plumbicon tube providing for single-tube color cameras in industrial applications. The facility, which employs 2,700, mainly in science, engineering research and management consulting, currently conducts little TV research.

"controlled and evolutionary" way that does not disregard current audiences, services and investments.

The majority of European broadcast speakers—most of whom had not supported the 1,125/60 HDTV technology during international studio standardization considerations last year—reiterated their concern about moving forward too quickly on HDTV.

Researchers from the United Kingdom's British Broadcasting Corp. and Independent Broadcasting Authority, and the French research center CCETT, all of whom appeared to have an unusually high degree of agreement about how to approach HDTV, advocated continuing various research efforts on their own or through the European Communities-supported Eureka project, a four-year, \$180-million effort to devise a complete HDTV system compatible with the 50 hz satellite delivery systems many European countries hope to institute during the next several years.

Bryce McCrerrick, BBC director of engineering, during a luncheon talk, said that while the 1,125/60 HDTV system represented a "major step forward," there was still no "fully satisfactory means of transmitting or viewing it at home," and Europeans would continue looking at the possibility of approaching high-definition TV as a series of steps without rendering current systems obsolete.

BBC research head, Bruce Moffat, also reviewed that broadcaster's HDTV research and described its development of a digitally assisted television encoder incorporating motion compensation which could be used for bandwidth reduction with various HDTV transmission systems.

John Forrest, IBA director of engineering, reviewed a variety of signal processing techniques under conversion for HDTV transmission and discussed an IBA-developed image sequence processor that he said could be used to evaluate the relative merits of complex picture processing methods without having to construct hardware for each technique. The system is also being used for a longer term investigation into bit-rate reduction for digital distribution.

The one European broadcaster present who disagreed with the previous panelists was Ulrich Messerschmid of the West German research facility, IRT. Noting that German broadcasters ZDF and ARD had already successfully completed two experimental productions with the 1,125/60 system, he added that "it's necessary sometimes to make a big step [in order to then] make small steps in due course."

But two U.S. television researchers, Jon Clemens of RCA Laboratories and William Schreiber, head of the Massachusetts Institute of Technology's Center for Advanced Television Studies, argued as well that studies of new HDTV techniques should continue. "It's too early to set standards," Schreiber said during a panel ending the day-long session. "There's too much inventing going on."

Other speakers during the day included Masahiko Ohkawa of Japan's NHK, who reviewed the facility's research in new services, including HDTV receivers, high-sen-

\$10,225,000

Straus Communications, Inc.

has sold

WMCA-AM

New York City

to

**Federal Broadcasting of
New York, Inc.**

*The undersigned initiated this transaction and acted as financial advisor
to Straus Communications, Inc.*

WERTHEIM SCHRODER & CO.
Incorporated

January 1987

sitivity image pickup devices and cable applications, as well as preliminary efforts in three-dimensional TV, an integrated digital broadcast system combining all broadcast media with digital audio services, teletext, facsimile and data broadcasting.

Other technologies which broadcast panelists said may emerge before the turn of the century were better CCD devices (charge-coupled devices) for broadcast cameras, robotics for cameras and other studio products, increased automation and self-diagnostics in a variety of equipment, the use of videodisk and solid state recording, higher recording densities in video, overlapping with data recording and the use of fiber optics.

Another conference topic which elicited strong views was video recording formats, with participants discussing the relative advantages of different systems and whether or not their implementation offered significant cost savings or quality improvements.

Both NBC's Sherlock and CBS's Flaherty advocated that one key to future videotape formats was standardization and urged users and manufacturers to work together to insure uniformity in the next generation of small format videotape ("Closed Circuit," Feb. 9).

"We need a standard for digital half-inch component format," argued Sherlock, "the SMPTE should take it up now." Sherlock added that the format could be used to complement the "super high performance" D-1 digital component studio format. Flaherty also expressed support for a standard small-format digital videotape system, noting that the D-1 format's 19mm cassette, designed for high-quality program production, would be too large for certain commercial, promotional and ENG applications.

While SMPTE already has a committee studying the possibilities of future small formats in the 1990's, with digital technology high on the list, no firm directions have yet been established by the group, which has met only once, last December. Its next meeting is in Washington on March 2.

NBC's Steve Bonica and CBS's Bernard Dickens both reviewed their networks' application of incompatible half-inch component analog video formats from Matsushita and Sony, respectively, during a Friday afternoon panel on recording technologies.

From Capcities/ABC, where that network expects to make no major half-inch acquisitions at least before 1989, Berry questioned whether the quality enhancements possible with component analog video technologies were worth the added complexities resulting from working them into composite plants and argued such improvements could be gained by alternative methods.

One crucial advantage to the half-inch, cassette-based system, he acknowledged, was the prospect for reduced operating costs in electronic newsgathering and studio applications.

Also reporting during the session were Ed Engberg of Ampex, who provided the greatest detail to date on the composite digital video format that company has suggested for standardization, along with Sony. Sony's Peter Dare also discussed possible broadcast



Berry

applications for the new R-Dat digital audio tape format soon to be released on the U.S. consumer market.

Graphics technology, which occupied the opening Friday morning session, also saw divergent opinions over whether significant hardware advances were still to be sought in the technology, or whether applications-oriented developments would dominate through the end of the century.

Perhaps most striking was the suggestion by computer graphics pioneer Alvy Ray Smith, formerly of Lucas Films, for the development of an inexpensive video computer that could combine a wide variety of specialized graphics functions and provide near

real-time capabilities.

Now head of Pixar, a development company whose principal investor is Steve Jobs of Apple computer fame, Smith argued the industry is "smack dab in the middle of a computer graphics revolution. It will be 50 years before it starts to play itself out."

Smith's video computer, which he said the company has already developed but which lacks software to make it usable, could incorporate graphics functions into one system which are now dispersed among a number of special purpose units, uses the basic picture element, the pixel, as its natural data tape, provides for raster display, allows for visible memory and has a standard video output. While it would be too costly to provide for functions to be accomplished in real time in the near term, such a unit could provide "broadcast day turnaround," he said.

Arguing that videographics is a maturing industry with the most significant research now turned to the application of techniques, was Aurora Systems founder Richard Shoup. Trends that Shoup sees coming in the next decade are an increasing integration of functions, as well as growing sophistication for small, lap-top computers.

Richard Taylor of Quantel also saw integration on the way, with creative directors performing a wide range of work at a single station, as well as growing correspondence between video and audio post-production functions. Others offering their predictions were Peter Lowten of Pixel Consulting and Liaison, a former researcher at the BBC and Sony; Ed Berlin of Cubicomp, and Carl Rosendahl of Pacific Data Images. □

December 16, 1986

Norman S. Drubner

has acquired

WCOA (AM) & WJLQ (FM)

Pensacola, Florida

from

**Summit Communications of Florida,
Incorporated**

The undersigned initiated the above, assisted in the negotiations and acted as broker for the transaction.

Richard A. Foreman Associates

Media Brokerage & Consulting

330 Emery Drive East,
Stamford, Connecticut 06902
203/327-2800

For the Record

As compiled by BROADCASTING, Feb. 5 through Feb. 11, 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

- WMCF-TV Montgomery, Ala. (ch. 45; ERP vis. 250 kw, aur. 25 kw; HAAT: 303 ft.)—Seeks assignment of license from Life Anew Ministries Inc. to Word of God Fellowship for \$12,800. Seller also owns WLCN-TV Madisonville, Ky. Buyer is nonprofit corporation run by Marcus D. Lamb and family. It has no other broadcast interests.
- KBCP(TV) Paradise, Calif. (CP)—Seeks assignment of license from Butte Creek Communications Co. to Sainte Ltd. for \$60,000. Seller has no other broadcast interests. Buyer is owned by Chester R. Smith and his wife, Naomi. It

also owns KCSO-TV Modesto, Calif., and KREN-TV Reno. Filed Jan. 23.

- WLAQ(FM) Rome, Ga. (1410 khz; 1 kw-U)—Seeks assignment of license from Forrest Broadcasting Co. to Cripple Creek Broadcasting Co. for \$600,000. Seller is owned by John T. Lloyd, who has no other broadcast interests. Buyer is owned by Randall L. Davis, station's general manager. Filed Jan. 28.
- KGNQ(AM)-KDCK(FM) Dodge City, Kan. (1370 khz, 5 kw-D, 1 kw-N; 95.5 mhz, 100 kw, 500 ft.)—Seeks transfer of control from estate of Julious Denious for \$473,850, and option to purchase remaining 385.5 shares for \$1,300 per share. Seller is headed by Martha E. Muncy, executrix. It has no other broadcast interests. Buyer is owned by William C. Reppart and his wife, Brenda. They have interest in cable system in Leoti, Kan. Filed Jan. 28.
- WVUE(TV) New Orleans (ch. 8, ERP vis. 316 kw, aur. 31.6 kw; HAAT: 990 ft.)—Seeks assignment of license from Gaylord Broadcasting Co. to Bumham Broadcasting Co. for \$60 million. Seller is Oklahoma City-based group of one AM, two FM's and seven TV's, principally owned by Edward L. Gaylord. Buyer is Chicago-based group of five TV's principally owned by Peter Desnoes and five others. Filed Jan. 9.
- KRAR(AM) Waite Park-St. Cloud, Minn. (1390 khz; 2.5 kw-D; 1 kw-N)—Seeks assignment of license from KLE Communications Inc. to Kleven Broadcasting Co. for assumption of liabilities. Seller has no other broadcast interests. Buyer is owned by Marguerite Kleven and her husband, Leslie. They are former owners of station, and report it to be for sale. Filed Feb. 2.
- KFMO(AM) Flat River, Mo. (1240 khz; 1 kw-U)—Seeks assignment of license from Simon Broadcasting Co. to Greater Missouri Broadcasting Inc. for \$182,032. Seller is owned by William Simon and family, who have no other

broadcast interests. Buyer is owned by Randall Boesen and his wife, Joan, and Mark Mills and his wife, Janet. It also owns KMMJ(AM) Grand Island, Neb., and KDKD-AM-FM Clinton, Mo. Filed Jan. 28.

- KLNK(TV) Lincoln, Neb. (ch. 45; ERP vis. 766 kw; aur. 76.6 kw; HAAT: 497 ft.)—Seeks assignment of license from Native American Communications Co. to Gordon Broadcasting Inc. for \$2,500. Seller is headed by Wallace Coffey and Frank J. Blythe. Licensee is for-profit subsidiary of NA Public Broadcasting, a nonprofit corporation. Buyer is group of three TV's headed by Robert D. Gordon. Filed Jan. 20.
- WECQ-FM Geneva, N.Y.; WJOZ(AM) Troy, and WKAD(FM) Canton, both Pennsylvania, and WGAB(AM) West Hartford and WLIS(AM) Old Saybrook, both Connecticut. (WECQ: 101.7 mhz; 3 kw; HAAT: 125 ft.; WJOZ: 1310 khz; 500 w-D; WKAD: 100.1 mhz; 500 w; HAAT: 652 ft.; WGAB: 1550 khz; 5 kw-D; 2.5 kw-N; WLIS: 1420 khz; 5 kw-D; 500 w-N)—Seeks transfer of control of 50% of Vanguard Communications from Leonard I. Ackerman to Leonard A. Marcus. for \$200,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Jan. 27.
- WTKO(AM) Ithaca, N.Y. (1470 khz; 5 kw-D; 500 w-N)—Seeks assignment of license from Andrew Lavigne, trustee to Cooney Communications Corp. for \$75,000. Seller has no other broadcast interests. Buyer is owned by Matthew T. Cooney, who also owns WCHN(AM)-WKXZ(FM) Norwich, N.Y. Filed Jan. 29.
- WRTP(AM) Chapel Hill, N.C. (1530 khz; 10 kw-D)—Seeks assignment of license from Leathers Enterprises Inc. to Carolina Christian Communications Inc. for \$311,648. Seller is owned by Lodson L. Leathers. It has no other broadcast interests. Buyer is nonprofit corporation headed by Richard St. John, president. It has no other broadcast interests. Filed Jan. 30.
- KXVQ(AM) Pawhuska, Okla. (1500 khz; 5 kw-U)—Seeks assignment of license from Edward R. Toles to Sunshine Broadcasting Corp. for \$150,000. Seller also owns WSGI(AM) Wichita, Kan. Buyer is owned by Michael Ritze, who has no other broadcast interests. Filed Feb. 2.
- KRXX(AM) Eugene, Ore. (1450 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from KRXX Inc. to McKenzie River Broadcasting Co. for \$187,500. Seller is owned by Richard E. Parker, president. It has no other broadcast interests. Buyer is owned by John Q. Tilson. It also owns colocated KMGE(FM). Filed Jan. 30.
- WTRQ(AM)-WASL(FM) Dyersburg, Tenn. (AM: 1330 khz; 500 w-D; FM: 100.1 mhz; 3 kw; HAAT: 319 ft.)—Seeks transfer of control of Dr. Pepper Pepsi Cola Bottling Co. of Dyersburg Inc. from Carlos H. Bundidge (39% before; none after) to Waymon E. Burks (16.3% before; 55.3% after) for \$825,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Jan. 29.
- KGOL(AM) Humble, Tex. (1180 khz; 10 kw-D; 1 kw-N)—Seeks assignment of license from Humble Audiocomm Corp. to Satellite Radio Network Inc. for \$2.1 million. Seller is owned by J.M. Kellar, president. It has no other broadcast interests. Buyer is principally owned by John S. Tyler, James W. Rupp and Michael B. Gliner. Tyler has interest in Satellite Music Network. Rupp has interest in Midwest Communications Inc., which owns one AM, one FM and five TV's. Gliner owns WQCC(AM) Charlotte, N.C., and WIDD(AM) Elizabethtown, Tenn. He also owns nine new AM's. Filed Jan. 30.
- KPRE(AM) Paris, Tex. (1250 khz; 500 w-D)—Seeks assignment of license from Sudduth Media Inc. to Ray and Marcia Eller for \$360,734.71. Seller is owned by Eugene Sudduth, who has no other broadcast interests. Buyers, husband and wife, also have interest in colocated KBUS(FM). Filed Jan. 28.
- WSYB(AM)-WRUT(FM) Rutland, Vt. (AM: 1380 khz; 5 kw-D; 1 kw-N; FM: 97.1 mhz; 1.15 kw; HAAT: 2,591 ft.)—Seeks assignment of license from Lames Broadcasting Co. to All Communications of Vermont for \$2.7 million. Seller is owned by Simon Goldman and George Cameron. Goldman owns WJTN(AM)-WVSE(FM) Jamestown, N.Y. Buyer is owned by Allan Roberts, former owner of WIIN(AM)-WVPG(FM) Atlantic City, N.J. Filed Jan. 30.
- KMAS(AM) Shelton, Wash. (1030 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from ABT Inc. to Sound

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 Philadelphia: Jack F. Satterfield (215) 525-8767. Los Angeles: Carl J. Fielstra (714) 583-0366.

Broadcasting Inc. for \$400,000. Seller is owned by Bruce Jorgenson, who has no other broadcast interests. Buyer is owned by Harold and Marion Greenburg, who have no other broadcast interests. Filed Jan. 29.

New Stations

FM's

- Vidalia, Ga.—Georgia Radio Fellowship seeks 91.5 mhz; 50 kw; HAAT: 410 ft. Address: 3213 Huxley Dr., Augusta, Ga. 30909. Principal is nonprofit corporation headed by Clarence L. Barinowski, president. Filed Feb. 2.
- Farmington, N.M.—San Juan College seeks 90.9 mhz; 15 kw; HAAT: 282.4 ft. Principal is educational institution headed by James C. Henderson. Filed Feb. 2.
- Klamath Falls, Ore.—Oregon State Board of Education seeks 90.9 mhz; 2 kw; HAAT: 2,260.4 ft. Address: P.O. Box 3175, Eugene, Ore. 97403. Filed Jan. 21.
- Dunbar, W.Va.—West Virginia Rural Radio Co. seeks 94.5 mhz; 3 kw; HAAT: 328 ft. Address: 179 E. Main St., Salem, W. Va. 26426. Principal is owned by Donald Mills, who has no other broadcast interests. Filed Jan. 27.

TV's

- Jackson, Miss.—Mississippi College seeks ch. 51; ERP vis. 5,000; aur. 500 kw; HAAT: 1,177.5 ft. Address: P.O. Box 4254, Clinton, Miss. 39058. Principal is educational institution headed by Dr. Lewis Nobles, president. It also owns WHJT(FM) Clinton, Miss. Filed Jan. 20.
- Jackson, Miss.—Delta Television Ltd. seeks ch. 51. ERP vis. 5,000 kw, aur. 1,000 kw; HAAT: 1,175 ft. Address: 102 Carribean Cove, Clinton, Miss. 39056. Lesia K. Lammons and Raymond L. McGuire, who have no other broadcast interests. Filed Jan. 21.

Facilities Changes

Applications

AM's

Tendered

- WYLS (1350 khz) York, Ala.—Seeks CP to change freq. to 670 khz. Filed Feb. 9.
- KOFY (1050 khz) San Mateo, Calif.—Seeks CP to increase power to 10 kw. Filed Feb. 10.
- KUTY (1470 khz) Palmdale, Calif.—Seeks CP to increase night power to 5 kw; change TL and make changes in ant. sys. Filed Feb. 10.
- WONQ (1140 khz) Orlando, Fla.—Seeks CP to increase power to 10.5 kw. Filed Feb. 9.
- KWDF (840 khz) Ball, La.—Seeks CP to —Seeks CP to increase power to 10 kw. Filed Feb. 9.
- WPGC (1580 khz) Morningside, Md.—Seeks CP to change to unlimited by adding night service with 5 kw. Filed Feb. 10.
- KENN (1390 khz) Farmington, N.M.—Seeks CP to increase night power to 1.3 kw and change TL. Filed Feb. 10.
- WTKO (1470 khz) Ithaca, N.Y.—Seeks CP to increase night power to 1 kw. Filed Feb. 9.
- WEUC (1420 khz) Ponce, P.R.—Seeks CP to change freq. to 650 khz; increase power to 5 kw and make changes in ant. sys. Filed Feb. 10.
- KASY (1210 khz) Auburn, Wash.—Seeks CP to change city of license to Auburn-Federal Way, Washington; increase night power to 10 kw make and changes in ant. sys. Filed Feb. 10.
- WSBI (1210 khz) Static, Tenn.—Seeks CP to increase power to 1 kw. Filed Feb. 9.

Accepted

- KLOM (1330 khz) Lompoc, Calif.—Seeks CP to correct coordinates. Filed Feb. 10.
- New AM (1120 khz) Destin, Fla.—Seeks MP to change TL. Filed Feb. 10.
- WGFN (1410 khz) South Glens Falls, N.Y.—Seeks MP to change TL. Filed Feb. 10.
- WVOZ (970 khz) San Juan, P.R.—Seeks MP to reduce power to 9.6 kw. Filed Feb. 10.

FM's

Tendered

- WEGL (91.1 mhz) Auburn, Ala.—Seeks mod. of CP to change ERP to 3 kw and change HAAT to 213.5 ft. Filed Feb. 6.
- WLPR (96.1 mhz) Mobile, Ala.—Seeks mod. of CP to change TL and change HAAT to 1,146.8 ft. Filed Feb. 4.
- WREZ (103.3 mhz) Montgomery, Ala.—Seeks mod. of CP to change TL and change HAAT to 1,007 ft. Filed Feb. 9.
- KCLQ (107.5 mhz) Hanford, Calif.—Seeks CP to change ERP to 20.3 kw and change HAAT to 784 ft. Filed Feb. 6.
- KKYC (98.9 mhz) San Francisco—Seeks CP to change HAAT to 1,345.6 ft. and make changes in ant. sys. Filed Feb. 4.
- KQIX (93.1 mhz) Grand Junction, Colo.—Seeks CP to change ERP to 100 kw and make changes in ant. sys.
- WBBQ-FM (104.3 mhz) Augusta, Ga.—Seeks CP to change TL and change HAAT to 502.6 mhz. Filed Feb. 4.
- KZZC (98.9 mhz) Leavenworth, Kan.—Seeks CP to change TL and change HAAT to 1,057 ft. Filed Feb. 4.
- KDVV (100.3 mhz) Topeka, Kan.—Seeks CP to change TL and change HAAT to 985.5 ft. Filed Feb. 6.
- KWKS (94.3 mhz) Winfield, Kan.—Seeks CP to change ERP to 2 kw. Filed Feb. 6.
- *KTPR (91.7 mhz) Fort Dodge, Iowa—Seeks CP to change ERP to 100 kw. Filed Feb. 4.
- WMRX-FM Beaverton, Mich.—Seeks CP to change ERP to 2,031 kw and change HAAT to 400 ft. Filed Feb. 6.
- WMKC (102.9 mhz) St. Ignace, Mich.—Seeks CP to change TL and change HAAT to 1,037 ft.
- *KQAL (89.5 mhz) Winona, Minn.—Seeks CP to change TL; change ERP to 1.2 kw and change HAAT to 627.8 ft. Filed Feb. 10.
- WOKW (99.9 mhz) Cortland, N.Y.—Seeks CP to change ERP to 24 kw. Filed Feb. 6.
- WGFN (99.5 mhz) Schenectady, N.Y.—Seeks CP to change ERP to 14.8 kw. Filed Feb. 6.
- WZSH (95.1 mhz) South Bristol Township, N.Y.—

Seeks CP to change TL; change ERP to 50 kw and change HAAT to 492 ft. Filed Feb. 6.

- WMHR (102.9 mhz) Syracuse, N.Y.—Seeks CP to change ERP to 20.1 kw. Filed Feb. 4.
 - *WRPI (91.5 mhz) Troy, N.Y.—Seeks CP to make changes in ant. sys. Filed Feb. 4.
 - WZFX (99.1 mhz) Whiteville, N.C.—Seeks mod. of CP to correct coordinates. Filed Feb. 4.
 - WBBO-FM (93.3 mhz) Forest City, N.C.—Seeks mod. of CP to change TL; change ERP to 87.2 kw and change HAAT to 1,158.8 ft. Filed Feb. 4.
 - WFTN-FM (94.1 mhz) Franklin, N.H.—Seeks mod. of CP to change freq. to 94.1 mhz; change TL; change ERP to 3 kw and change HAAT to 328 ft. Filed Feb. 4.
 - WPAY-FM (104.1 mhz) Portsmouth, Ohio—Seeks mod. of CP to change HAAT to 1,000 ft. Filed Feb. 4.
 - WNCX (98.5 mhz) Cleveland—Seeks CP to change TL; change ERP to 16 kw and change HAAT to 959.7 ft. Filed Feb. 4.
 - WNIR (100.1 mhz) Kent, Ohio—Seeks CP to change TL and change HAAT to 328 ft. Filed Feb. 4.
 - WHOT-FM (101.7 mhz) Youngstown, Ohio—Seeks CP to change ERP to 24 kw. Filed Feb. 4.
 - WTPA (93.5 mhz) Mechanicsburg, Pa.—Seeks mod. of CP to change ERP to 830 w and change HAAT to 623.2 ft. Filed Feb. 4.
 - WCKN-FM (101.1 mhz) Anderson, S.C.—Seeks mod. of CP to make changes in ant. sys. Filed Feb. 9.
 - KTLC (99.3 mhz) Tye, Tex.—Seeks CP to change freq. to 99.7 mhz; change TL; change ERP to 100 kw and change HAAT to 226,744 ft. Filed Feb. 4.
- WNVA-FM (106.3 mhz) Norton, Va.—Seeks CP to change ERP to 900 w; change HAAT to 588.7 ft. and make changes in ant. sys. Filed Feb. 4.

Accepted

- New FM (92.5 mhz) Cordova, Ala.—Seeks mod. of CP to change TL; change ERP to 2.5 kw and change HAAT to 360.8 ft. Filed Feb. 9.
- KURA (104.9 mhz) Ouray, Colo.—Seeks mod. of CP to

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change TL and change HAAT to 6.2 ft. Filed Feb. 10.

■ WPDS (93.3 mhz) Tampa, Fla.—Seeks CP to change TL; change ERP to 98.5 kw and change HAAT to 1,358 ft. Filed Feb. 9.

■ WRAJ-FM (92.7 mhz) Anna, Ill.—Seeks CP to change TL; change ERP to 800 w and change HAAT to 626.5 ft. Filed Feb. 9.

■ KRZZ-FM (95.9 mhz) Derby, Kan.—Seeks mod. of CP to change TL; change ERP to 3 kw and change HAAT to 328 ft. Filed Feb. 9.

■ KLZR (105.9 mhz) Lawrence, Kan.—Seeks CP to change TL. Filed Feb. 10.

■ WEVZ (96.7 mhz) Cadillac, Mich.—Seeks CP to change ERP to 1.7 kw and change HAAT to 442.8 ft. Filed Feb. 9.

■ KSDM (104.1 mhz) International Falls, Mich.—Seeks CP to change freq. to 104.1 mhz; change ERP to 8.5 kw and change HAAT to 158 ft. Filed Feb. 9.

■ KLTJ (106.5 mhz) Liberty, Mo.—Seeks mod. of CP to change TL. Filed Feb. 10.

■ KMAZ (92.9 mhz) Beatrice, Neb.—Seeks CP to change TL; change ERP to 100 kw and change HAAT to 1,400.5 ft. Filed Feb. 9.

■ WCPM (101.1 mhz) Burlington, N.C.—Seeks mod. of CP to make changes in ant. sys. Filed Feb. 10.

■ WSEZ (93.1 mhz) Winston-Salem, N.C.—Seeks CP to change TL and change HAAT to 1,039.7 ft. Filed Feb. 9.

■ KCMA (92.1 mhz) Broken Arrow, Okla.—Seeks CP to change TL; change ERP to 2.25 kw and change HAAT to 375 ft. Filed Feb. 9.

■ KDUK (104.7 mhz) Florence, Ore.—Seeks CP to change TL; change ERP to 83.2 kw and change HAAT to 641.63 ft. Filed Feb. 9.

■ WCKN-FM (101.1 mhz) Anderson, S.C.—Seeks mod. of CP to make changes in ant. sys. Filed Feb. 10.

■ WAVF (96.1 mhz) Hanahan, S.C.—Seeks CP to change TL and change HAAT to 1,445 ft. Filed Feb. 10.

■ KKQV (103.3 mhz) Wichita Falls, Tex.—Seeks CP to change TL and change HAAT to 1,015.5 ft. Filed Feb. 9.

■ WVKS (103.1 mhz) Etowah, Tenn.—Seeks CP to

change TL and change HAAT to 871 ft. Filed Feb. 10.

■ WGLY-FM (103.1 mhz) Waterbury, Vt.—Seeks mod. of CP to change TL; change ERP to 410 w and change HAAT to 899 ft. Filed Feb. 10.

■ WBRF (98.1 mhz) Galax, W.Va.—Seeks CP to change TL and change ERP to 100 kw. Filed Feb. 9.

TV's

Tendered

■ KKTU (ch. 13) Flagstaff, Ariz.—Seeks MP to change HAAT to 1,555 ft., and make changes in ant. sys. Filed Feb. 9.

■ KRWF (ch. 43) Redwood Falls, Minn.—Seeks MP to change ERP vis. 1,220 kw, aur. 122 kw; change HAAT to 547 ft. and make changes in ant. sys. Filed Feb. 9.

■ KLNK (ch. 45) Lincoln, Neb.—Seeks MP to change ERP vis. 339 kw, aur. 33.9 kw, and change TL. Filed Feb. 9.

■ WOST-TV (ch. 68) Block Island, R.I.—Seeks MP to change HAAT to 1,137 ft.; change TL and make changes in ant. sys. Filed Feb. 9.

■ WDJT (ch. 58) Milwaukee—Seeks CP to change ERP vis. to 650 kw, aur. 65; change HAAT to 797 ft.; change TL, and make changes in ant. sys. Filed Feb. 9.

Accepted

■ WCEO-TV (ch. 68) Mansfield, Ohio—Seeks MP to change ERP vis. to 2,500 kw, aur. 250 kw and change HAAT to 1,721 ft. Filed Feb. 10.

Actions

AM's

■ WGRR (960 khz) Prichard, Ala.—Granted app. to operate trans. by remote control. Action Jan. 14.

■ KCFA (1020 khz) Eagle River, Alaska—Granted app. to operate trans. by remote control. Action Jan. 20.

■ KOKY (1250 khz) Little Rock, Ark.—Granted app. to make changes in ant. sys. and reduce power. Action Jan. 27.

■ KPZE (1190 khz) Anaheim, Calif.—Granted app. to make changes in ant. sys. and reduce power to 1.3 kw. Action Feb. 2.

■ KPZO (890 khz) Citrus Heights, Calif.—Dismissed app. to change TL and make changes in ant. sys. Action Jan. 23.

■ WCTT (680 khz) Corbin, Ky.—Granted app. to make changes in ant. sys. and reduce power. Action Jan. 27.

■ WFTW (1260 khz) Fort Walton Beach, Fla.—Granted app. to change TL; reduce power to 1.52 kw and make changes in ant. sys. Action Jan. 22.

■ WMIB (1480 khz) Marco Island, Fla.—Granted app. to make changes in ant. sys. Action Jan. 22.

■ WCKC (1490 khz) Lynn Haven, Fla.—Granted app. to make changes in ant. sys. Action Jan. 22.

■ WRBN (1600 khz) Warner Robbins, Ga.—Granted app. to make changes in ant. sys. Action Jan. 20.

■ KPEL (1420 khz) Lafayette, La.—Granted app. to make changes in ant. sys. and reduce night power to 750 w. Action Jan. 21.

■ WTVL (1490 khz) Waterville, Me.—Granted app. to make changes in ant. sys. Action Jan. 20.

■ WQMR (1160 khz) Skowhegan, Me.—Granted app. to make changes in ant. sys. Action Jan. 21.

■ WBZE (1030 khz) Indian Head, Md.—Granted app. to make changes in ant. sys. Action Jan. 20.

■ WRBR (720 khz) Richland, Miss.—Granted app. to change TL and make changes in ant. sys. Action Jan. 29.

■ WOTW (900 khz) Nashua, N.H.—Dismissed app. to change TL and make changes in ant. sys. Action Jan. 12.

■ WCGR (1550 khz) Canandaigua, N.Y.—Dismissed app. to change freq. to 1310 khz; increase day power to 2.5 kw and add night service with 2.5 kw. Action Feb. 4.

■ WLIM (1580 khz) Patchogue, N.Y.—Granted app. to make changes in ant. sys. Action Jan. 20.

■ WBLV (1600 khz) Springfield, Ohio—Granted app. to make changes in ant. sys. Action Jan. 20.

■ WWII (720 khz) Shiremanstown, Pa.—Granted app. to change TL and reduce power to 2 kw.

■ WEMR (1460 khz) Tunkhannock, Pa.—Granted app. to make changes in ant. sys. Action Jan. 15.

■ KOAL (750 khz) Near Price, Utah—Granted app. to make changes in ant. sys. and reduce power. Action Jan. 12.

■ KALL (910 khz) Salt Lake City—Granted app. to operate trans. by remote control. Action Jan. 14.

■ WTSO (1070 khz) Madison, Wis.—Granted app. to

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make changes in ant. sys. Action Jan. 27.

FM's

- WZBQ (102.5 mhz) Jasper, Ala.—Granted app. to change TL and change ERP to 13 kw. Action Sept. 12.
- KZOU (98.5 mhz) Little Rock, Ark.—Granted app. to change TL and change HAAT to 1,188 ft. Action Jan. 28.
- KBES (89.5 mhz) Ceres, Calif.—Dismissed app. to change freq. to 88.3 mhz; change ERP to 3 kw and make changes in ant. sys. Action Feb. 3.
- KCMJ-FM (92.7 kmz) Indio, Calif.—Granted app. to change ERP to 3 kw and change HAAT to 298.4 ft.
- KKLA (99.5 mhz) Los Angeles—Dismissed app. to change TL and change HAAT to 618 ft. Action Feb. 4.
- WYRS (96.7 mhz) Stamford, Conn.—Granted app. to make changes in ant. sys. Action Jan. 28.
- WASH (97.1 mhz) Washington—Granted app. to change ERP to 26 kw. Action Feb. 4.
- WORZ (101.9 mhz) Daytona Beach, Fla.—Granted app. to make changes in ant. sys. Action Feb. 5.
- WYGO-FM (99.5 mhz) Corbin, Ky.—Granted app. to change freq. to 99.5 mhz; change ERP to 50 kw and change HAAT to 401 ft. Action Feb. 3.
- KCWA (89.9 mhz) Arnold, Md.—Granted app. to make changes in ant. sys. Action Feb. 2.
- WZLX (100.7 mhz) Boston—Granted app. to change SL. Action Jan. 22.
- WPCX (103.1 mhz) Hyannis, Mass.—Granted app. to change freq. to 102.9 mhz; change TL and change HAAT to 310 ft. Action Jan. 22.
- KOPN (89.5 mhz) Columbia, Mo.—Granted app. to change TL and change HAAT to 236.1 ft. Action Feb. 3.
- *WTEB (89.5 mhz) New Bern, N.C.—Granted app. to change freq. to 89.3 mhz and change ERP to 100 kw. Action Jan. 28.
- WJJB (97.7 mhz) Hyde Park, N.Y.—Granted app. to change TL; change ERP to 300 w and change HAAT to 1,030 ft. Action Feb. 4.
- WSUL (98.3 mhz) Monticello, N.Y.—Granted app. to change ERP to 2.5 kw. Action Feb. 4.
- WARY (88.5 mhz) Valhalla, N.Y.—Granted app. to change freq. to 88.1 mhz; change ERP to 42 w; change HAAT to 403 ft. and make changes in ant. sys. Action Feb. 2.
- WKKI (94.3 mhz) Celina, Ohio—Granted app. to change ERP to 1.62 kw. Action Feb. 2.
- WJOJ-FM (107.1 mhz) Milford, Ohio—Granted app. to change ERP to 1.2 kw and change HAAT to 511 ft. Action Jan. 29.
- WMRP-FM (95.9 mhz) Lewiston, Pa.—Granted app. to change ERP to 2 kw. Action Jan. 30.

TV's

- WWKI-TV (ch. 29) Kokomo, Ind.—Granted app. to change ERP vis. 1,480 kw. aur. 148 kw; change HAAT to 774.5 ft.; change TL and make changes in ant. sys. Action Jan. 9.
- KMCT-TV (ch. 39) West Monroe, La.—Granted app. to change SL. Action Jan. 30.
- WVII-TV (ch. 7) Bangor, Me.—Granted app. to change ERP vis. to 316 kw. aur. 31.6 kw and change HAAT to 819

ft. Action Jan. 29.

Call Letters

Applications

Call Sought by

New FM's

- KFRK Family Stations Inc., Hutchinson, Kan
- KUFR Family Stations Inc., Salt Lake City

Existing AM's

- WPNA WBMM Alliance Communications Inc., Oak Park, Ill
- WGDN WJEB Apple Broadcasting Co., Gladwin, Mich.
- KKXO KRXX McKenzie River Broadcasting Co., Eugene, Ore.
- WKXL WSBL Lee Broadcasting Corp., Sanford, N.C.
- WMQX WAIR Evergreen Radio Group Inc., Winston-Salem, N.C.

Existing FM's

- WOLW WXYB Northern Christian Radio Inc., Cadillac, Mich.
- WGDN-FM WGMM Apple Broadcasting Co., Gladwin, Mich.
- KLDZ KJUS Harley L. Lampman and L. Lee Thomas, Lincoln, Neb.
- WMQX-FM WSEZ Evergreen Radio Group Inc., Winston-Salem, N.C.
- KLAK KAFM Stansell Communications Inc., Durant, Okla.
- WBTJ-FM WRJX CR Broadcasting Inc., Jackson, Tenn.
- KMKT-FM KLAK Sunbelt Wireless Co., Denison, Tex.
- KMMX KESI Vision Communications Inc., Terrell Hills, Tex.
- WCDX WZZR Sinclair Telecable Inc., Mechanicsville, Va.
- WEEL-FM WKWK-FM CR Broadcasting Inc., Wheeling, W.Va.

Existing TV's

- KKTU KDBJ KTWO Corp., Cheyenne, Wyo

Grants

Call Sought by

New FM's

- KEJS Barton Broadcasting Co., Lubbock, Tex.

New TV's

- KBGE Gill Communications Inc., Bellevue, Wash.

Existing AM's

- WGTW WCNN Ring Radio Co., Atlanta
- KIVR KBGG New Frontier Broadcasting Inc., Cave Junction, Ga.
- KQNG KIPO John Hutton Corp., Lihue, Hawaii
- KRCD KCLB Good Times Inc., Chubbuck, Idaho
- WYBR WXTA North Star Broadcasting Inc., Rockford, Ill.
- WCGW WJMM Woodaner Broadcasting Co., Nicholasville, Ky.
- WEAN WLKWAppelton Broadcasting Corp., Boston
- WADN WWCC Walden Communications Co., Concord, Mass.
- WJCV WOPY Caleb Communications Inc., Jacksonville, N.C.
- WVEF WPUB Kershaw County Vocational Educational Foundation Inc., Camden, S.C.
- WQLS WUSJ Eaton P. Govan and Berton B. Cagle, Jonesboro, Tenn.
- KZZB KGIC Triplex Communications Inc., Beaumont, Tex.
- KTXC KOCA Noalmark Broadcasting Corp., Kilgore, Tex.
- KRQX KYCX First American Broadcasting Corp., Mexia, Tex.

Existing FM's

- KBGG KBGG-FM New Frontier Broadcasting Inc., Cave Junction, Ga.
- KQNG-FM KIPO-FM John Hutton Corp., Lihue, Hawaii
- KRCD-FM KRCD Chubbuck Community Broadcasters, Chubbuck, Idaho
- WYBR-FM WYBR North Star Broadcasting Inc., Belvidere, Ill.
- KZZB-FM KZZB Triplex Communications Inc., Beaumont, Tex.
- WPHR-FM WJLC-FM Power Broadcasting Inc., South Boston, Va.
- WLZR-FM WBCS-FM Taft Television and Radio Co., Milwaukee

Existing TV

- WFGX WQAC Beacon-Lloyd Broadcasting Corp., Fort Walton Beach, Fla.

Summary of broadcasting
as of January 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,867	170	5,037
Commercial FM	3,946	418	4,364
Educational FM	1,263	173	1,436
Total Radio	10,076	761	10,837
FM translators	1,115	766	1,881
Commercial VHF TV	546	23	569
Commercial UHF TV	454	222	676
Educational VHF TV	110	3	113
Educational UHF TV	187	25	212
Total TV	1,297	273	1,570
VHF LPTV	247	74	321
UHF LPTV	163	136	299
Total LPTV	410	210	620
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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RADIO

HELP WANTED SALES

Sales. Leading central California coast CHR seeks sales professionals with management potential. High commission and bonus incentives for top producers. Resume to G.M. KRQK-FM 1000 So. Broadway, Santa Maria, CA 93454.

Radio sales manager. One of the country's finest small market stations is seeking an experienced radio sales/management pro to lead five person staff. Can you multiply sales through people development? Can you lead independent, ego driven salespeople in a positive way? Is the customer #1 with you? Do you get people to perform by getting to know them? Do you have a successful track record in radio sales management? We offer top pay, incentives, equity opportunities, benefits, excellent working environment and a great product. For more info, or to arrange an interview call 614-387-9343, Mon-Fri 8a-5p., or write to: Robert Kemper, President, WDIF Radio, Box 10,000, Marion, OH 43302. EOE.

Northern Illinois: Sales pro needed immediately by aggressive market leader. Established account list. Two years sales and retail experience necessary. Attractive compensation and benefits. Resume to Tracy Brenneman, WLRZ, P.O. Box 73, Peru, IL 61354. EOE.

Creative, experienced, aggressive sales/morning announcer for single station market near Charleston, WV. Great opportunity, nice area, honest operator. Call Jeff Batten, 304-442-9666.

HELP WANTED ANNOUNCERS

Part-time/relief announcers needed for New York FM radio station. Big band/standards experience preferable combo. Box Q-72.

Greenwich, CT: contemporary MOR needs seasoned afternoon drive personality, team player, with strong production skills for community minded AM. Part-time openings too. T/R: WGCH, Box 1490, Greenwich, CT 06836.

Quality conscious Maryland AM/FM needs afternoon personality. Must have good credentials, references required. Salary commensurate with ability. Only experienced need apply. Kall Krone 301-689-8871.

HELP WANTED MANAGEMENT

Experienced broadcast sales representative. Leading broadcast equipment manufacturer has opening in sales staff. Technical or broadcast background desired. Proven sales ability required. Equal opportunity employer. Send resume and salary history to Box P-24.

Southwest New Mexico's superstar, KSNM 98.7 FM is looking for a strong production person with excellent radio operations and business skills to assume assistant management position. If you have outstanding background and consider yourself more that a production pro respond with resume, tape, and letter outlining your philosophy on developing an exceptional operation. Andy Broman, GM, Box 987, Truth or Consequences, NM 87901.

New broadcast group looking for aggressive general managers to grow with our company. Great opportunity for experienced account executives and sales managers to move into management. EOE. Send resume to: John A. Columbus, Jr., President, CR Broadcasting, Inc., 344 Old Pinson Road, Jackson, TN 38301.

Business Manager: Greater New York City metropolitan area radio station wants experienced, hands on accountant, knowledgeable in broadcast accounting for its management team. Will be responsible for general accounting, credit and collections, cost control, personnel and other related functions. Send resume with salary history in complete confidence to Box Q-73.

General manager for group owned Spanish AM station. Bi-lingual with extensive knowledge of Spanish programming and strong sales oriented person with ability to motivate sales staff. Reply to George Harvey, Family Group Broadcasting, 5401 West Kennedy Blvd., Suite 1031, Tampa, FL 33609. EOE.

General manager: If you are looking for an opportunity to turn your sales and people skills into a piece of the action then read on. Powerful Minnesota AM station near the Twin Cities seeks individual with strong sales background to increase billing and continue strong community relationship. Your ownership opportunity depends upon your performance. Send cover letter explaining why you're right for the job and resume to Box Q-64. Confidentiality assured. EOE.

Growing New England broadcaster looking for GSM. Greenwood training preferred. Must be willing to handle a list and have people skills. If you can motivate and sell, call us. Excellent compensation and benefits. Call Turner Porter, WERZ/WMYF at 603-772-4757. EOE.

General manager: AM/FM combo in major Midwest market. Excellent facilities and ratings. Expanding major market group broadcaster. Strong sales management track record required. GM experience preferred. E.O.E. Send resume with salary requirements to Box Q-61.

Corporate VP-marketing and sales for major market broadcast group to coordinate programs of ten station group in sales recruitment/training and compensation, market positioning, inventory pricing and control, promotional packages, and co-op advertising and sell-in allowances. Requires at least 10 years of demonstrated success in all phases of radio sales and sales management, preferably in multiple markets. Compensation commensurate with experience and qualifications. Send resume with salary history and requirements to Entercom, Suite 908 Two Bala Plaza, Bala Cynwyd, PA 19004. E.O.E.

General sales manager, Fort Peirce/West Palm Beach dominating Class C FM ...looking for highly motivated energetic GSM with proven management track record. Excellent compensation and benefit package. Send resume to: Jack Davis, Southwind Broadcasting, P.O. Box 3032, Fort Pierce, FL 33448.

Sales manager have you got the hot ideas? Can you assemble, organize, direct, motivate, and manage a top notch sales department? Then we want you! Top rated contemporary FM, one of the larger markets in the sunbelt state. Good economy, great place to work, Rush a brief summary of your radio sales management philosophy, resume, references, and compensation expectations to PO Box 876, Fort Smith, AR 72902.

HELP WANTED TECHNICAL

Experienced broadcast sales representative. Leading broadcast manufacturer has opening in sales staff. Technical or broadcast background desired. Proven sales ability required. Equal opportunity employer. Send resume and salary history to Box P-24.

Chief engineer: 50KW FM and 5KW AM. Beautiful southern New England facilities. Winning company. Resume, materials and salary requirements: box Q-19. EOE.

Senior broadcast technician. WOSU-AM-FM of The Ohio State University is seeking a senior broadcast technician to perform preventive maintenance and repair radio studio equipment, AM/FM transmitters and other audio equipment. This individual will align studio and remote equipment to specifications, lubricate electronic equipment, and maintain proper tuning on transmitters and alignment of remote control facilities. Candidates must have extensive experience in electronic and/or engineering and a valid first class FCC license. Experience in broadcasting with technical or military school training, or an equivalent combination of education and experience is required. Starting salary: \$17,040 - \$19,320. to apply, send resume by February 25, 1987 to: Professional Employment Services, The Ohio State University, Lobby, Archer House, 2130 Neil Avenue, Columbus, Ohio 43210. An equal opportunity, affirmative action employer.

Chief engr./operations manager: Carribean. Combo man with on-air experience. 50KWAM directional. Family quarters furnished. Provide references and resume to: Box Q-46. EOE.

New broadcasting company with six radio properties looking for engineer to groom as corporate chief engineer. Need both AM directional and FM experience. Great opportunity to start with small group and grow. EOE. Send resume to: John A. Columbus, Jr., President, CR Broadcasting, Inc., 344 Old Pinson Road, Jackson, TN 38301.

HELP WANTED NEWS

"AP award winning, top rated small market radio station in Maryland seeks experienced newperson. Reasonable salary and benefits. Call 301-475-8937.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

PD needed for forthcoming acquisition of smaller market FM in NE PA. Great opportunity, growing company. T&R: Rick Strauss, WZZO, Westgate Mall, Bethlehem, PA 18017. EOE.

New broadcast group looking for current program director who will become national program director for this six station chain. Will also program one of our facilities. EOE. Send resume to: John A. Columbus, Jr., President, CR Broadcasting, Inc., 344 Old Pinson Road, Jackson, TN 38301.

National operations manager for major network of stations in major cities nationwide. Must be able to find excellent talent, deal with affiliate stations and respond to operational needs inside the company. Travel involved. Should have 3-5 years operations experience in major markets. Send resume and salary requirements to Box Q-86. EOE. M/F.

SITUATIONS WANTED MANAGEMENT

Small market radio sales/station manager looking for opportunity to move up. Energetic and ambitious. Box Q-36.

GM, 34, fifteen year pro. Will increase sales, profits, ratings. Turn around expert, sales, programming, production, can train, proven. Budget minded, bottom line oriented. Box Q-30.

General manager offering 21 years in management as a highly successful performer. management skills include building sales & profits, people motivation, programming, heavy promotions, producing results you can bank on. Excellent credentials. Box Q-28.

General manager with strong sales background and a history of turn-around successes. Partnership dispute forces this Ad. Have increased ratings at present station by 90% and sales for the year by 132%. Experienced in all phases of broadcasting. Box Q-71.

Nebraskan sales oriented, experienced. 20-year career includes 10 selling successfully. One management. Familiar with all phases of radio. Honest. Looking for challenge (but not a hopeless case). Career includes stops of 11 years, 7 1/2 years. Welsch, Carnegie trained. Box Q-5.

With ten years experience behind me, I'm a natural to be your next GM. Currently OM with an advertising and programming background. Great motivator. Likes to get the job done right the first time. Eventual acquisition desirable. Box Q-24.

GM, GSM position. Well rounded broadcaster with programming, sales and management background. Major market experience. Team leader and trainer with 20 years in broadcasting. 409-898-8205.

General manager, 20 years experience, major market radio, proven winner, great money maker. Available beginning April, if you'd like to set up a meeting at the NAB, please call 415-574-7514.

SITUATIONS WANTED ANNOUNCERS

Pro. 20 years experience including Dallas, Chicago and Washington is looking for a stable major market country station that wants to be #1 or stay there. Warm communicator with deep smooth delivery and very strong track record. Chuck Wheeler 318-686-6553.

Opportunity knocking! So why not open your studio doors to a 4 yr. professional with strong business/communications background, First class production and on air performance rated at 4 stars! I'm hardworking creative team player. 1-216-464-6300 Mon-Fri, ask for Chuck.

Black broadcaster seeking change, excellent voice. Lee Crawford, 845 East View Dr., Charlestown, WV 25311.

Three years experience and ready for the next step, daytime. Call Bill, 308-532-3344.

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 stations. Worked closely with P.D. to improve ratings and air quality. Good engineering standards with references to prove it. Robert King, telephone 503-222-7440.

Philadelphia. Top quality chief engineer at 50kw AM/FM in Northeast market seeks to relocate. Ownership change makes me reluctant to consider move. Reply confidentially to Box Q-57.

Professional. Management oriented radio chief engineer, many years experience in major market. SBE & FCC certified, excellent references. Seeking major market chief or medium market group director. Mid-Atlantic or New England only. Box Q-56.

Reliable engineer all phases radio seeking stable positions with staff. Will relocate. Box Q-82.

21 years experience for sale: SBE certified senior broadcast engineer seeks position with manufacturer, consulting firm, or group willing to take advantage of extensive transmitter experience and complete array of test equipment. Box Q-14.

SITUATIONS WANTED NEWS

Looking for work in sports. 4 years experience, play-by-play, sportscasts. Will work in other areas as long as I can be involved in sports. Resume-tape, call Andy 405-360-6795.

I have what you need in an experienced newscaster and more. 914-791-9668.

Veteran ND still looking for station with long-term commitment to quality news and the people who can deliver it. 901-794-4695.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

Looking for an urban PD. Presently employed as asst. PD at the nation's highest rated and most respected urban station in the nation. Seeks on air PDship of black/urban FM in top 100 market, at a station that is committed to winning and that will provide full promotional support. Experience includes working in both urban and CHR formats as well as AC. Extensive knowledge of programing, music, promotions as well as research. If you're looking for someone who possess maturity, leadership and people skills then let me take your station to the top. Let's talk. 504-346-7525.

Program director. I have a winning style with A/C, A/C hybrid, and CHR formats. I am community oriented, promotion oriented and a team player who perceives air-talent as career position requiring guided preparation and commitment. I compose quality copy and production. I have 11 years experience, 7 in successful medium market programing (also top 10 market experience). Ready to relocate and commit. Mark Hammond 408-757-3414.

Held hostage: Creative talents being held hostage in Pittsburgh, PA. Promotion/production/on-air. Jerry "DJ" Strothers 412-244-TV72.

TELEVISION

HELP WANTED MANAGEMENT

Florida UHF needs veteran manager experienced in station start-up operations and network affiliations. Great opportunity to build one right. Box P-81.

Local sales manager-KUSI-TV: San Diego's fastest growing independent looking for LSM. Must understand the local direct approach and have good retail background. If you've demonstrated success in these areas and want to live in the finest city in America, send a resume to: Andy Feldman, GSM, KUSI-TV, 7377 Convoct Ct., San Diego, CA 92111.

Small video production company seeks unit manager. Send resume and salary history to: Box Q-50.

Business manager: Leading Southeast affiliate seeks take charge, hands-on individual, experienced in all phases of television broadcast accounting and automated systems. Candidate should possess strong supervisory and communication skills. Accounting degree preferred. Send resume, complete with salary history in confidence to Box Q-74.

General sales manager: If you're looking for position of opportunity and challenge with an independent station in top 50, we want to hear from you. Only strong qualifications of successful sales management with independent station will be considered. This is one of a station group with outstanding opportunity for advancement. Respond Box Q-60. EOE.

Assistant director/operations: Needed by major university telecommunications Center. Responsible for daily coordination of facilities, program distribution, and the department heads in production, engineering, art, teleconferencing, and financial affairs. Will also serve as executive producer/director. Expected to direct operation in the director's absence and represent the center at state, regional and national meetings. Minimum requirements: BA/BS and 5 years of commercial/public television production and management experience. For complete job description and application submit resume no later than March 13 to: Marshall E. Allen, Telecommunications Center, Oklahoma State University, Stillwater, OK 74078-0585. OSU is an affirmative action/equal opportunity employer.

Local/regional sales manager for Sunbelt group owned affiliate, top 100 VHF. Position requires leadership, training, and organizational skills. Minimum two years TV sales management experience preferred. All replies will be confidential. Send resume and track record to Box Q-68. EOE.

Executive director. The West Virginia Educational Broadcasting Authority is seeking an executive director. Nominations and applications must be postmarked on or before March 9, 1987. Qualifications: The candidate should have extensive experience in executive leadership, demonstrated administrative ability, knowledge of budget preparation, experience in and knowledge of broadcasting and an understanding of the problems of minorities. The candidate must be familiar with FCC rules and regulations and must possess a bachelor's degree from an accredited university. Responsibilities: The executive director will deal extensively with the state legislature and other state agencies and will be responsible for supervising a duplex microwave interconnection system, the activities of three public television and eight public radio stations and represent the authority at national agencies dealing with public broadcasting. Salary negotiable, depending on experience. Applications should be submitted to: Board Chairman, West Virginia Educational Broadcasting Authority, Suite B424, Building #6, Capitol Complex, Charleston, WV 25305. No phone calls, please. AA/EOE.

HELP WANTED SALES

Account executive: 3 years sales experience with proven track record in broadcast. Must have strong presentation skills/weekly travel. Send resume to: Adams Communications, 2242 N. Great Neck Rd., Virginia Beach, VA 23451.

National sales manager. Top 40 market, top-ranked, group owned NBC affiliate in the South, is looking for an NSM with a future. We're looking for intelligence and communication skills; 3-5 years of experience in handling large, ratings-oriented agencies; travel 15-20 weeks yearly. Income commensurate. Send resume in confidence to Box Q-39. Deadline: Monday, 2/23/87. An affirmative action employer.

Local account executive for stable Southwest market, college town, network affiliate. One to two years experience needed. Send resumes to Box Q-40. An EEO employer. Deadline is February 20, 1987.

Account executive. Strong aggressive affiliate seeking an experienced sales professional. We market our station; we don't just sell spots. You must have solid TV sales and presentation skills, plus experience in the use of tools such as consumer research, lifestyles data, AID, and other support tools. Qualified and seriously interested applicants write Local Sales Manager, P.O. Box 2658, Norfolk, VA 23501. EOE, M/F.

Aggressive, professional, experienced TV sales account executive needed immediately at leading independent television station in west Texas. Send resume to: Richard Mansell, LSM, KJTV34, Box 3757, Lubbock, TX 79452; or call 806-745-1134.

Account executive: WPMT-TV is looking for an aggressive salesperson to compliment a strong local sales staff. If selling for a strong independent in the 44th market interests you, send a complete resume to Walt DeHaven, LSM, WPMT-TV, 2005 S. Queen St., York, PA 17403. EOE.

Sales manager: Market leader, affiliate station in the Sunbelt. Looking for an aggressive sales manager to motivate sales team. Experience in vendor and co-op programs a must. Candidates should have a good working knowledge of budgeting and forecasting, must possess strong leadership skills. Send resume to Station Manager, WTVM Television, P.O. Box 1848, Columbus, GA 31994. An equal opportunity employer.

HELP WANTED TECHNICAL

Chief engineer, or assistant for established affiliate. Knowledge of studio, ENG, EFP, transmitter essential. Replies confidential. EOE. Box Q-38.

Maintenance engineer: Well established independent UHF in top 50 market has need for transmitter and studio maintenance engineer. Excellent opportunity for advancement. The market is one of the 10 most livable cities in USA. Send resume to Chief Engineer, WDRB-TV, Independence Square, Louisville, KY 40203. EOE.

Transmitter/maintenance supervisor. Must have hands-on UHF abilities and be able to take complete responsibility for transmitter. Townsend experience desirable. On the southeastern Connecticut coast. Contact Chief Engineer, Steve Ellis, WTWS-TV-26, 203-444-2626, 216 Broad St., New London, CT 06320.

WTOG-TV in St. Petersburg/Tampa is seeking a maintenance engineer supervisor with 2-3 years recent management experience with one year supervisory experience preferred. Must have strong technical background with hands-on experience, to component level troubleshooting in all areas of a broadcast facility. Will be in charge of maintenance staff, consisting of five engineers. Scheduling shifts, ordering parts, inventory control, training of personnel and hands-on maintenance. Send resume to: Mark Greenleaf, 365 - 105th Terrace NE, St. Petersburg, FL 33702. EOE, M/F.

Maintenance engineer with 3-5 years experience on broadcast equipment maintenance. Sound knowledge of analog and digital electronics and the ability to apply said knowledge to the repair of all broadcast equipment. Applicant must be self starter and work well with others. Must maintain highest level of equipment performance and adhere to current FCC standards. Component level troubleshooting of all associated equipment, as well as routine maintenance and repair of all broadcast equipment. Send resume to: Mark Greenleaf, 365 - 105th Terrace NE, St. Petersburg, FL 33702. EEO, M/F.

Maintenance engineers: Silver King Broadcasting of NJ, part of America's fastest growing broadcast group, has immediate openings for engineers to maintain UHF transmitters and studio equipment. One position is based in Suffolk Co., NY, the other in Newark, NJ with some travel to transmitters in Manhattan. Experience in the repair of VPR-2, BVU-800, cameras, satellite receivers and UHF transmitters desired. SBE certification preferred. Occasional tower and ladder climbing. Contact Chief Engineer, WHSE/WHSI, 390 West Market St., Newark, NJ 07107. 201-643-6800. Equal opportunity employer, M/F.

Small Midwestern town needs chief engineer in June for 100,000 watt remote controlled CBS outlet on Channel 10. Excellent equipment, good working conditions, outstanding fringe benefits. Write qualifications and salary requirements to Kay Melia, KLOE AM-TV, Box 569, Goodland, KS 67735.

HELP WANTED NEWS

Producer. KWTW in Oklahoma City is looking for a producer to help us build on our strong #1 position. Must have degree and 2 years experience. Send tape, resume and references to Billye Gavitt, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. 405-843-6641. EOE, M/F.

Producer/executive producer needed for top 50 station. Live news experience required. Send resume and salary requirements to: Personnel Manager, WPEC-TV-12, P.O. Box 24612, West Palm Beach, FL 33416-4612. Equal opportunity employer, M/F.

News producer: Need at least 3 years experience producing hard news. Must be familiar with live ENG and SNG. Need take charge person who can write well, motivate and inspire. Tapes and resumes to Bob Courtney, Assistant News Director, WBRZ-TV, P.O. Box 2906, Baton Rouge, LA 70821. EOE.

Noon anchor reporter. CBS station in Sunbelt needs noon anchor/reporter. Two years experience and broadcast communications degree preferred. Resume and tape to Roy Hardee, News Director, WNCN-TV, P.O. Box 898, Greenville, NC 27835-0898. EOE.

Aggressive ABC affiliate needs director for 3 main newscasts. Will be responsible for helping create and maintain on-air look. Will work in and for the news department. Require at least 3 years experience directing live newscasts and knowledge of advanced production equipment and techniques. Send tapes (with director audio on newscasts) and resumes to Jeff Bartlett, News Director, KTUL, Box 8, Tulsa, OK 74101.

Assignment editor: WTEN-TV, Albany, New York, needs assignment editor. People skills and desk experience a must. Send resume to Executive Producer, WTEN-TV, 341 Northern Blvd., Albany, NY 12204.

Small Midwest ABC affiliate has the following openings: Co-anchor, general assignment reporter, news photographer. Tape, resume to: News Director, KDUB-TV, One Cycare Plaza, Dubuque, IA 52001.

Anchor: We're looking for a strong anchor to join our team. Successful candidate will also report 3 days a week. If you're a strong, comfortable communicator, then let's talk. Top 40's market. Send resume to Box Q-63. EOE, M/F.

Women and minorities who have worked in public broadcasting news and public affairs are invited to apply for designated fellowships in Kiplinger Midcareer Program at Ohio State. Fellows receive full tuition plus \$14,400 stipend for one calendar year earning master's in journalism. Fellows produce documentaries for television or radio. Information and applications: Call or write John Wicklein, Director, Kiplinger Program, OSU School of Journalism, 242 West 18th Ave., Columbus, OH 43210. 614-292-2607; 292-6291.

News director. Upper Midwest small market affiliate looking for an experienced news person to lead a young professional staff. Requirements include background in all phases of a television newsroom. Must be a strong motivator and must possess excellent management skills. Include salary requirements with resume. Box Q-55.

Weekend sports anchor, 3 days reporting sports. Must have one year experience. send tape and resume to Terry Keegan, Box 1200, Mitchell, SD 57301. 612-996-7501.

News photographer. Must be experienced with professional portable video cameras and their use in news and documentary production. Must also be familiar with related equipment such as lights, recorders, and microphones. Experience with editing a definite plus. Willing to work nights and weekends when necessary. Send tapes and resume to: Executive Producer, WNED-TV, Dept. B, Box 1263, Buffalo, NY 14240. An equal opportunity employer.

News leader in top 30 Sunbelt market seeking an anchor to work with female anchor on two daily newscasts. Must have strong on-air ability and good writing and reporting skills. Send resume and salary requirement to Box Q-85.

News producer. Must be excellent writer, good organizer and able to get along well with people. Position requires ability to produce major newscasts utilizing state of the art equipment. Minimum two years experience in hands-on newscast production required. Successful applicant will demonstrate track record of excellent independent decision-making ability. Contact Perry Boxx, News Director, KOCO-TV, P.O. Box 14555, Oklahoma City, OK 73113. EOE.

Charleston bureau chief and Huntington weekend anchor/producer positions available in top 50 market. Bureau chief: Highly motivated with abilities in anchoring, leadership and human resources management. Weekend anchor/producer: Highly motivated individual with experience anchoring, reporting and producing. Degree in journalism or equivalent experience. EOE, M/F. Resume/tape to: Bill Cummings, News Manager, WSAZ-TV, Box 2115, Huntington, WV 25721.

News director: Unique cable news start up to provide community with first truly local television news. News director responsible for all hiring, editorial, anchor, etc. Two to three years experience including one year news room management. (Managing editor, assignment editor.) Salary low 20s, excellent benefits/perks package. Resume only (no calls) to Director of Operations, P.O. Box 1709, Council Bluffs, IA 51502. EEO/AA employer, M/F.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Director for Sunbelt affiliate in mid-50 market. Central dynamics directing and technical directing experience for fast news show required. Knowledge of DVE and still store preferred. Good client relations and commercial posting experience required. Please send resume to Box Q-20. Equal opportunity employer.

Associate broadcasting specialist: To develop, plan, produce, write, direct and assemble television and other media programs. Good studio and lighting skills necessary. Requires appropriate B.A. and 1 to 2 years experience. Approximate starting salary \$17,000-\$19,000. Send letter and detailed resume postmarked by February 28, 1987 to: Educational Communications Division, Attn: Dolores Baran, 6459, University of Wisconsin-Milwaukee, P.O. Box 413, Milwaukee, WI 53201. Women and minorities are urged to apply. An equal opportunity (M/F) affirmative action employer.

Southwest VHF independent seeks production manager with strong administrative skills. Supervise producer/directors as well as control room staff. Should have solid directing background, familiarity with sports production and promotion. Minimum 5 years management experience. Send resume and salary history to Box Q-32.

Director of broadcasting. WYES-TV, a PBS affiliate, seeks an aggressive, creative individual with strong programming background and effective managerial skills. Duties include program development, budget formulation and administration, programing and production contract negotiation expertise and an extensive programing strategy, evaluation and purchasing background. Requires comprehensive, working knowledge of all FCC, CPB and PBS policies and procedures, supervision of programing-related personnel and ability to offer cogent input into long- and short-range station goals. If you have an eye for quality and 3-6 years experience, we've got that chance you've been waiting for. Fedex confidential letter of application, resume and salary requirements to: Stanton Frazar, CEO, WYES-TV, 916 Navarre Ave., New Orleans, LA 70124, by March 15th.

Production manager: Experienced, organized leader for strong, active department in medium market Midwest affiliate. Good people skills; EOE. Send resume and salary requirements to Box Q-43.

Graphics design director. WXYZ-TV, Detroit, seeks director of graphics design responsible for design & implementation of all station graphics for use in news, programing, sales and advertising. Candidate must have 5 years experience (incl. supervisory) in a net. affil., hands-on knowledge of electronic graphics systems (pref. Paintbox & Chyron), set design & print production techniques. Formal art education preferred.. Send resume & reel to Personnel Director, WXYZ-TV, P.O. Box 789, Southfield, MI 48037. An equal opportunity employer.

PM Magazine co-host. Number one station in this top 50 market looking for dynamic personality with creative ability in story/feature producing to work with female co-host. Prior PM Magazine experience preferred. Send resume/audition tape to Human Resources Mgr., WSAZ-TV, Box 2115, Huntington, WV 25721. EOE, M/F.

Medium market, Midwest, network affiliate looking for 1988 NPPA Photographer of the Year. Minimum 3 years experience. Resumes only to Box Q-67.

Medium market station looking for aggressive, take charge producer/director with minimum three years directing experience. Position calls for experience in commercial production with emphasis on news directing. EOE. Send resume and salary requirements to Box Q-62.

Leading Southwest independent with expanding local commercial production department is looking for creative director-writers with ability and experience in working with low budget advertisers. Salary \$20,000 - \$25,000- range. Applicants will be asked to submit sample commercial copy and/or videotape at a later date. Box Q-80.

Programing director: Chas. area ABC affiliate is seeking individual with supervisory experience, knowledge in purchasing & scheduling, ascertainment, FCC required filings & budgeting. BS degree or equivalent experience required. Send resume to: Personnel, WCBD-TV, P.O. Box 879, Charleston, SC 29402. EOE, M/F.

WVL-TV in New Orleans is seeking an electronics graphics assistant. Position requires 3 years hands-on experience in electronic graphics. Will be in charge of building graphics and pre-production sequences for 3 daily newscasts as well as other responsibilities. Strong illustration and design background is required. We are a state-of-the-art facility equipped with the following: 3 Grass Valley switchers and DVE's, 2 Chyron 4100's, Qualtel Paintbox, and a CubiComp Picture-Maker. Excellent benefits. Send tape and resume - no phone calls, please - to: Wally Rodriguez, Graphics Director, WVL-TV, 1024 N. Rampart St., New Orleans, LA 70116-2487.

Television production manager: Cox Cable, San Diego, has a sunny opportunity for an innovative, highly skilled individual with experience in all facets of television production. Join the largest cable television system in the US, and serve this fast-growing community as a television production manager in charge of all local origination programing. Responsibilities include: Day-to-day operation of the production studio, scheduling and coordination of all production activities, equipment, crew and talent, selection, assessments, and training of subordinate employees, "hands-on" production, development and assessment of local origination programing and a high-level of community contact. Requirements: 5 years hands-on production experience, 2 years supervisory/management experience, proven track record in TV production, BA in radio/TV/film or equivalent. Send resume and salary requirements to: Paula Schultz, Cox Cable, San Diego, 5159 Federal Blvd., San Diego, CA 92105-5486. EOE, M/F/H (only resumes with salary requirements will be considered.)

News promotion producer. NBC affiliate. On-air TV, news promotion experience a must. Strong creative, copy and production skills required. Tape/portfolio required. Send resume/tape to Marketing, WDSU-TV, 520 Royal St., New Orleans, LA 70130. EOE, M/F.

SITUATIONS WANTED MANAGEMENT

General sales manager: Presently employed looking to link your sales philosophy with mine for profit. I've got the track - NSM, LSM, TV sls. rep. I need a receptive engine in your station management. Box Q-65.

Energetic, hardworking: Looking for station/operations management. Position at a station with commitment to local programing as a profit center. Currently SM - have four years experience managing small stations - strong production background. Ready to be challenged. Ready to make move. Box Q-84.

SITUATIONS WANTED TECHNICAL

Network operations engineer available now: 8 years master control, satellites, videotape experience. Consider anything secure. Great references. Mary 818-359-2491.

27 years experience as broadcast engineer. Nineteen as chief or equal. Built both VHF and UHF transmitters. Effective communicator. On time and on budget. Full information first contact. Box Q-3.

Available immediately. Maintenance/operations engineer. 20 years experience, Hollywood and Boston. Excellent credits and references. ENG, EFP, camera, videotape and video. World Series to major drama productions. Prefer Southwest or California location. Television or related field. Richard Ward 617-233-5316.

Hands-on chief with 15 years experience wants to move back to East Coast. If you are a TV station or production company, let's talk. Box Q-54

SITUATIONS WANTED NEWS

Attention teens and 20's! Black female anchor/reporter. Aggressive, articulate and beautiful. Experienced and smooth on-air. Call 616-375-8532.

Sportscaster with on-air experience and 2 years of producing at NYC network looking to land on-air job. No market too small or too large. 212-724-6189.

Meteorologist, with AMS seal and plenty of Monday-Friday experience at network affiliate, seeking position in larger market. 912-598-0071.

Looking for news director or executive producer? Top-ten producer ready for next step. Strong news and management skills, ability to teach as well as lead. Box Q-58.

Can get to the heart of any story and draw people out. Female reporter, 26, journalism degree attractive. Light but solid experience, disciplined and dedicated. Relocatable. Mariana 213-276-1329.

Hard working, fast learning college grad. seeks entry-level position as an administrative/desk assistant in any market. Will relocate. Dawn 509-747-3600.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Computer graphics designer with broadcast paint systems needs home in facility or station. Hire, rent, or lease me and my system(s). New York tri-state or neighboring areas (also Fla.) 914-693-8198 or 212-807-4357 Arthur.

MISCELLANEOUS

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 video tape, prospecting, packaging, selling the independent, much, much more. Sold to stations all across the country. 212-206-8063.

Primo People: Hosts, interviewers, entertainment critics and reporters we need you. Send tape and resume to Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

News, sports, production availabilities. From major market to entry level - our list of exciting career opportunities is tops in the industry! Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476. 813-786-3603.

ALLIED FIELDS

HELP WANTED INSTRUCTION

TCU journalism assist. prof. Expanding department in heart of southwest communication industry adding faculty. Experience and/or education preferred in combination broadcasting/advertising/public relations. Teach on course in basic writing/editing and specialties. Advise students. Help department keep close ties with Dallas/Fort Worth professional practitioners. Accept normal share of administrative duties. Ph.D. required. Tenure track. Begin August 17. Applications accepted until position filled. Contract: Dr. Jack Raskopf, Journalism Dept., Box 32390, Texas Christian University, Fort Worth, TX 76129. TCU is an EEO/AAF employer.

Missouri College seeks teacher of communications with managerial skills. Specialty in television, with ability to teach oral communication. A Ph.D. with professional television experience preferred; master's degree with experience possible. Duties: supervise cable television station and production of local programming; teach oral communication, television production, television programming, and non-media courses. Student advising, participation in college affairs, and scholarly activity expected. Ten month, tenure-track appointment available August 1987. Rank and salary open. Send letter of application, vita, credentials, including transcripts, and names, addresses, and telephone numbers of four references to: Dr. Ray Malzahn, Dean, School of Arts and Sciences, Missouri Southern State College, Joplin, MO 64801-1595. Application deadline March 1. Affirmative action equal opportunity employer.

Wanted: Outgoing, take-charge teacher to help develop a high school broadcast journalism curriculum for Sylvania Schools, a suburban school system near Toledo, Ohio. Applicants must have Ohio teaching certification in journalism or comprehensive communications. Teaching responsibilities include two, one-semester broadcast journalism I and II classes and a year-long production class. Applicants should be able to operate broadcast equipment. Additional responsibilities: coordinate the development of a television studio and broadcast quality programing. Person will report to the school's director of public information regarding cable/community access television. Two paid aides work under the teacher's direction. Depending on teaching experience and degree, salary will range from \$15,896 to \$32,873. A supplemental contract will also be awarded. Excellent fringe benefit package. Start 1987/88 school year. Please send resumes: Public Information Director, Sylvania School, P.O. Box 608, Sylvania, OH 43560.

North Texas State University: Chair, radio/television/film. Senior appointment for scholar in radio, television, or film with demonstrated administrative abilities. Teach in primary area of interest. Salary competitive. Application deadline: March 13, 1987, or until filled. Appointment effective Fall, 1987. Send letter of application, resume and references to Dr. Gerry Veeder, Search Committee Chair, RTVF, Box 13108, North Texas State University, Denton, TX 76203-3108. An affirmative action equal opportunity employer.

The University of Wyoming. Department of Journalism and Telecommunications is currently accepting applications for the position of assistant professor of telecommunications. This tenure track position will start September, 1987. Responsibilities include teaching introductory as well as advanced courses in broadcast production, international broadcasting and mass media. Will teach writing courses in the area of broadcast and direct internships and master's degree theses. A Ph.D. or equivalent is required. The appointee must have a strong commitment to research. The person filling this position should possess both a theoretical and strong practical background in radio and television production. The University of Wyoming is located in Laramie, a community of about 25,000 situated within a few miles of two scenic mountain recreational and cultural opportunities and the surrounding Medicine Bow National Forest offers excellent outdoor recreational choices. Send application letter, vita, references and other supporting materials to: Frederic Homer, Acting Department Head, Journalism and Telecommunication, University of Wyoming, Box 3904, University Station, Laramie WY 82071. Application deadline is March 20, 1987. The University of Wyoming is an affirmative action equal opportunity employer.

HELP WANTED SALES

Sales representatives, television broadcast equipment. If you want to be your own boss, NTSC has a limited number of exclusive territories open. You can receive credit for all sales in your territory. You sell, we handle all billing, ordering and provide product availability. Only established salespersons with track record dealing with television stations will be considered. National Television Systems, 800-531-5143, 800-252-8286.

Immediate sales positions. Western broadcast audio equipment manufacturer has openings in various sales positions. Background and experience in selling radio broadcast equipment and direct sales telemarketing capability are needed. Equal opportunity employer. Send resume and salary history to Box Q-83.

HELP WANTED TECHNICAL

Expanding N.Y.C. post facility seeking chief engineer. Responsible for daily operations, troubleshooting, maintenance, knowledge to component level. Familiar w/CMX, ADO, GVG. Salary commensurate w/exp. Good apply/nice people. Box Q-9.

HELP WANTED NEWS

Internships: Spend six months interning with crack professional journalists in the Illinois statehouse pressroom as a part of Sangamon State University's one-year MA public affairs reporting program. Tuition waivers and \$2,640 stipends during internship. Applications due by April 1. Contact Bill Miller, PAC 429a, SSU, Springfield, IL 62794-9243. 217-786-6535.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Facility manager for Pittsburgh-area production and post-production facility. This is a hands-on, client-oriented position requiring organization, attention to detail and follow up. Send resume to: Madeline Kramer, TPC Communications Inc., Production Plaza, Sewickley, PA 15143. Phone: 412-771-4700.

The American Chemical Society has two openings for experienced broadcast writers; one in radio and one in television. Both positions require a strong background in high volume deadlines and the ability to interpret technical and scientific topics for lay audiences. Interviewing skills are essential as well as the ability to edit and operate various broadcast equipment. The radio writer will be expected to write and produce creative and marketable public service announcements and radio programs. The television writer will be responsible for researching, writing and producing scientific news references for use in commercial newscasts. A degree in science and journalism in desired. Nonreturnable audition tapes or broadcast transcripts are desired. Cassette or 1/4" for audio: 3/4", VHS or Beta for video. Mid-March hire date. Travel required. Salary in upper \$20s. Resume to Marvin Coyner, American Chemical Society, 1155 16th St., NW, Washington, DC 20036.

Videotape editor: Growing Pittsburgh-area production and post-production facility seekig experienced editor familiar with CMX and Grass Valley editing systems. Send resume to: Madeline Kramer, TPC Communications, Inc., Production Plaza, Sewickley, PA 15143. 412-771-4700.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Expert, creative media writer (audio/video/print) available for selected projects. Broadcast credits and publications in dramatic, documentary, and instructional formats. Strong background also as producer/director. Box Q-41.

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.

The Dolly Dimples Hit Parade, one hour weekly radio show for children will capture a large audience. Parents will thank you. Write Dolly Dimples, Box 53, Wantagh, NY 11793 when to pick it up on satellite. 516-781-7826.

Radio. Take-off with aviation's newest and hottest half hour. For high-flying profits (remember Top Gun): Hangar Talk, P.O. Box 15113, North Hollywood, CA 91615-5113. 805-254-7851.

EMPLOYMENT SERVICES

Government jobs \$16,040 - \$59,230/yr. Now hiring. Call 805-687-6000. Ext. R-7833 for current federal list.

MISCELLANEOUS

Comedy material: jokes, stories, bits, routines, more. Professional, proven, topical, terrific. 3 trial issues -- \$10. One year -- 12 issues -- \$35. Giant DJ package -- \$25. Payable: Comedy Master Monthly, Box B, 1115 Bellevue, Reading, PA 19605.

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.

Wanted, five (5) transmitters 55 or 30 kw for channels 22, 23, 48, 55, 62. Used or new sent bids to Carlos Ortiz, P.O. Box 1975, San Benito, TX 78586.

Used 1-5kw UHF transmitter, tunable to channel 32. Contact Raymond at 505-883-1300.

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), CCA 2500DS (1972) **20KW FM-CCA 20000D (1973), Harris FM 20H3 (1973) **10KW FM RCA BTF 10D w/ Mosley exciter **5KW FM-Elcom Bauer 605B.**3KW FM-CCA 3000DS **2.5 FM-Sparta 602A. Collins 831D2. Transcom Corp. 215-884-0888. Telex 910-240-3856.

50KWAM Continental 317, RCA BTA 50H **10KWAM-RCA BTA 10H-on air**5KWAM-CCA 5000D, RCA BTA 5T1-on air**250 Collins 250G, Transcom Corp. 215-884-0888. Telex 910-240-3856.

Harris SX-1, 1KWAM, 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, 60kw redundant, 120kw redundant. Bill Kitchen, Quality Media, 303-665-3767.

New RCA 60kw UHF transmitter. RCA closeout. Fast delivery. Price: \$325,000 - includes tubes. Bill Kitchen, Quality Media, 303-665-3767.

New RCA TTG-30H HI-band VHF transmitter. RCA closeout. Fast delivery. Price reduced to \$85,000. 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.

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.

Macom MA-2G 2 Ghz microwave system, complete with 4' dishes, Bogner ENG antenna, audio. Brand new. Cost 40K. Consider trade. Maze Broadcast, Inc. 205-956-2227.

Paltex ABR-t AB edit system for Sony 5800/5850 w/time code, cables. Less 50 hrs use Cost 15K. Sell \$6500. Maze Broadcast, Inc. 205-956-2227.

Crosspoint 6150BK master control switcher, less 50 hrs. use. Cost, 11K. Sell \$5500. Maze Broadcast, Inc. 205-956-2227.

Cel EFX-1 digital effects with TBC, freeze frame & store. Less 50 hrs use. Cost 10K. Sell \$6,000. Maze Broadcast, Inc. 205-956-2227.

Sony BVH 1000A \$17,000: Microtime 2020 plus TBC w/Image X \$2,900; Phaser II TBC/Frame Sync \$3,900; Ikegami 730 \$4,750. Call for list 213-876-4055.

Abekas A-52 digital effects systems. Currently on air. Avail. April '87. \$27,500. Maze Broadcast. 205-956-2227.

NEC TT-8000 1" VTR systems, 3 avail. with TBC's, slomo. Low hours. Very exc. condition. Best offer. Must sell immediately. Let's talk. Maze Broadcast. 205-956-2227.

Radio equipment, all new, best pricing! ADC, Andrew, Audio Technica, audio cable, AudioPak, Belar, Beyer, Cablewave, Canare, ClearCom, Crown, Electro Voice, Fartronics, Fidelipac, Gentner RF, JBL, Jampro, Leader, Luxo, Marli, Moseley, RTS, Revox, Scala, Sennheiser, Shure, Sony, Stantron, TFT, Tascam, Telex, UREI and more!! National Television Systems, 800-531-5143, 800-252-8286.

TV equipment, all new, best pricing! ADC, AMP, Amphenol, Andrew, Anvil, Belar, Belden, Beyer, Cabbage Cases, Cablewave, Cambridge, Cine 60, Clearcom, Comark, Comprehensive, Conrac, Crosspoint Latch, Crown, Datatek, Dielectric, Dynatech, Electrohome, Fartronics, For.A, Gentner RF, Hedco, Ikegami, ITE, Jampro, Kings, Laird, Leader, Lenco, M/A-Com, Magni, Mathey, Micortime, 3-M, Moseley, O'Connor, Panasonic, Peter Lisand, Porta Brace, Porta-Pattern Q-TV, QSI, Quickset, RTSm Scala, Sennheiser, Sierra Video, Sigma, Sony, Stranton, TFT, Tektronix, Telemet, Tele-script, Telex, Vertex, Videotek, Vinten, Wiko, Winsted, Ziemark, and more! National Television Systems, 800-531-5143, 800-252-8286.

New and used broadcast towers. Custom designed for your needs. Call Tower Design and Fabrication for a quote. 314-687-3932.

Hitachi FP-Z-31 camera systems. (4) Less 50 hours use. 2-ENG, 2 studio. Complete with 15:1 lens, CCU's, cable., mounting, etc. \$29,900 package. Maze Broadcast. 1-205-956-2227.

RCA TP-66 16mm Telecine refurbished \$11,995; RCA FR-35B 35mm telecine low hours \$16,000; RCA TP-7B slide Telecine \$4,500; Eastman PD-1 multiplexer \$2,500; GE 240 camera \$2,000; RCA TK-27 & 28's: accepting film cameras, editing, and other film gear as part trade. International Cinema Equipment, 6750 NE 4th Ct. Miami, FL 33138 305-756-0699. TLX 522071.

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 evaluated 3/4 videocassettes guaranteed broadcast quality. To order call Carpel Video Inc. 301-845-8888, or call toll free. 800-238-4300.

Copper! For all your broadcast needs. #10 ground rods, 2, 4, 6, 8" strap, fly screen, counter poise mesh. 317-962-8596. Ask for copper sales.

Sound ideas sound effects library! Over 4,000 sound effects at 15 I.P.S. stereo! Toned voice slates for easy access. Cross-reference catalogs. Call Wilson Tennant, William Cook Adv., 800-523-6028.

RADIO

Help Wanted Management

Director OF STATION RELATIONS

One of America's leading producers of nationally networked radio programming has a rare opening

If you're interested in sales, aggressive, and well-connected in the Top 50 markets, you may be just what we need for our Director of Station Relations

As a department manager, you'll be highly organized, self-motivated, and able to direct others.

The telephone will be your best friend. And, sometimes you'll travel to the major markets

Strong salary + incentives + benefits + + + for the right person. Hurry, the need is now!

Rush a resume to Box Q-59

For fast Action Use BROADCASTING'S Classified Advertising

Help Wanted Sales

GENERAL SALES MANAGER KWIZ AM/FM

Orange County (near L.A.)

Contact: Bill Weaver, GM

KLOK-FM

77 Maiden Lane

San Francisco, CA 94108

415-788-2022

EOE

Help Wanted Programing, Production, Others



WASHINGTON, D.C.

is searching for a Programming Professional with the skills to carry on WLTT-FM's leadership as one of America's most successful Adult Contemporary stations.

We are looking for stable and documented experience in people management, research, music and marketing. If you are an efficient and effective communicator and willing to move to this exciting city, send your resume and a brief letter today to:

**Jim Keating, V.P.,
General Manager
WLTT-FM
5912 Hubbard Drive
Rockville, MD 20852**

WLTT is owned and operated by CBS Inc., an equal opportunity employer.

Situations Wanted Management

SUCCESSFUL GM

Selling my profitable FM in 350,000+ midwest market. At 40, I'm too young to retire. Experienced all phases: sales, financial analysis, first phone. Pragmatic, dedicated, hard worker. Available this summer.

Box Q-88

Situations Wanted Programing, Production, Others

HELD HOSTAGE

Creative talents being held hostage in Pittsburgh, PA. Silver tongued promotions/production/on-air person. Very community oriented person.

Jerry "DJ" Strothers
412-244-TV72

TELEVISION Help Wanted Programing, Production, Others

New Hampshire Public Television Position Vacancies

Special Projects Producer/Director - Responsible for generating program ideas, research, writing, field production, editing and directing primarily for specials, program series, pilots, pledge drives and occasional on-going programs. Preference given to those who can produce strong content with style, creativity and good pacing as well as technical knowledge.

Program Producer/Director - Responsible primarily for the success and growth of weekly feature magazine show, with shared responsibility for producing and editing; supervise staff of 5. Must have flair for strong bookings and storytelling techniques, leadership skills and firm technical knowledge.

Minimum Qualifications: Bachelor's degree and three years of relative experience; demonstrated script-writing ability and ability in all areas of EFP. Salary range: \$19,570 - \$30,400, commensurate with experience but normally not to exceed \$21,950.

Videographer - Creative, energetic person primarily for weekly magazine program as well as program series, specials, public affairs, and news. Must understand lighting, sound recording and editing; have high standards and a good eye for composition and memorable shots. Minimum qualifications: Two years technical school specializing in video tape production and two years experience or Bachelor's degree in television related field and experience or high school graduate and 4 years experience. Salary range: \$16,220 - \$25,090, commensurate with experience but normally not to exceed \$18,170.

Send resume and demotape
by March 6, 1987 to:

Cynthia Fenneman
NHP-TV
Box 1100

Durham, New Hampshire 03824

NHPTV is located on the seacoast 60 miles north of Boston and anticipates completion of a new broadcast center in May 1987. EE/AAO employer

Help Wanted News

TV NEWS PRODUCER

With minimum 5 years daily news broadcast experience to include strong writing/reporting skills; tape editing know-how; good visual sense; able to tie a newscast together and oversee production from assignment to post-production. Individual must have good people-to-people skills and enjoy challenge of living and training staff of state-owned TV station in English-speaking Caribbean. Not interested in vacation-seekers. Minimum 6-month contract with cost of living benefits. If you measure up, send resume and tape of recent news stories you produced/wrote to: R. Stokes c/o Louisa Martin, Greycom Int'l, 777 Third Avenue, NY, NY 10017.

Help Wanted Management

MANAGER, ENGINEERING & CAPITAL BUDGETS

WMAQ-TV, a leader in broadcast innovation for almost 40 years, offers a unique opportunity for an exceptional individual to play a leading role in continuing that innovative tradition. This NBC O&O seeks a manager who will handle the planning, design and implementation of the technical facilities for its new building. In addition, this manager will be responsible for the on-going direction of the Master's Control area and will administer the engineering department's Capital Purchasing Program. We need an experienced and highly motivated manager who wants a chance to make a significant and lasting contribution to WMAQ's next 40 years.

To be considered you must have substantial and broad experience in technical operations, construction, and maintenance. Demonstrated knowledge of and experience with advanced technologies (including KU and other satellite technologies) is essential. Prior experience with a broadcast facilities design and construction project is required. You should have a BSEE or equivalent broadcast experience and a General Class FCC license.

If you have exceptional administrative, interpersonal and managerial skills, preferably in a unionized environment, in addition to these technical qualifications, we'd like to hear from you.

Please send your resume and cover letter, including salary requirements, to Constance Holmberg, Manager, Personnel.



NBC
Merchandise Mart Plaza
Chicago, IL 60654

NBC/WMAQ-TV is an equal opportunity employer.

SEEKING CREATIVE ADVERTISING AND BROADCASTING PROMOTION EXECUTIVE

Growing broadcast group seeks indiv. to create and direct advertising and promotion campaigns including billboards, radio, television and newspaper ads for each of its radio and TV markets, hands-on person sought. New York based but travel to various (15 or so) markets involved. Candidate should be quick, creative and bright and have ability to originate and do artwork, design, implement and execute entire campaigns. Exc. Oppr. for right person to do creative broadcast advertising ideas for general managers. Corporate environment. Work with, not for, general managers. Free-lance applicant may be considered, but employe status pref. Sr. mgmt will fully support creative director in each market. M/F; EEO. Please send pertinent details and resume to P.O. Box 96, Rockefeller Center Station, New York, New York 10185.

Help Wanted Technical

SuperStation WTBS

TELEVISION ENGINEERS

Turner Broadcasting System, the leading news, sports and entertainment system in satellite communications, has career opportunities for engineers with broadcast maintenance experience. These positions demand an extensive background in television engineering. Turner Broadcasting System offers an excellent benefit and compensation program. Send resumes to:

Jim Brown, Engineering
Turner Broadcasting System, Inc.
1050 Techwood Dr., NW
Atlanta, Georgia 30048-5264
TBS is an equal opportunity employer.

SATELLITE COMMUNICATIONS ENGINEER

Extensive travel with a transportable earth station for distribution of television signals nationwide. Experience: broadcasting engineering (general class license); truck driving; satellite communications Will train. Send resume & photograph to: American Uplinks, Inc., P.O. Box 699, Idaho Springs, CO 80452.

ALLIED FIELDS

Employment Services

JOB HUNTING?

If you need a job, you need MediaLine. We give you job listings in news, weather, sports, production, programming, promotion, engineering and sales. For \$37.50 you get a daily report for 6 weeks. **1-800-237-8073** (In Missouri 314-442-3364). MediaLine, P.O. Box 10167, Columbia, MO 65205-4002



LOOKING FOR A JOB? No one looking at you?

BROADCAST TALENT AGENCY can help you compile many of the tools you need to get the radio job you want. For FREE information, send a self-addressed stamped envelope to:



Broadcast Talent Agency

73-255 El Paseo, Suite 9
Palm Desert, CA 92260

For Sale Equipment

FOR SALE

Ampex ADO-3000. Complete with perspective and rotation options. Purchased new in 1983 for \$192k, asking \$98k. Call Jeff Van Pelt - 512-473-2020.

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

Help Wanted Sales

Experienced Broadcaster Sales Representative

Leading broadcast equipment manufacturer
has opening in sales staff. Technical or broad-
cast background desired. Proven sales ability
required. Equal opportunity employer. Send re-
sume and salary history to Box P-24.

Miscellaneous

VENTURE CAPITAL DEBT FINANCING

For broadcasters
Sanders & Co.
1900 Emery St., Ste. 206
Atlanta, GA 30318
404-355-6800

Consultants

INVESTMENT BANKING MERGERS & ACQUISITIONS PUBLISHING AND BROADCASTING

THE OPPORTUNITY:

- Elite, small N.Y. investment bank, leader in its field
- AVP in mergers & acquisitions group
- Identify and develop leads for publishing and broadcasting deals

QUALIFICATIONS:

Respond **ONLY** if you are:

- Aggressive, hands-on, self-starter. Highly intelligent. A natural salesperson.
- Knowledgeable and interested in the publishing and broadcasting fields.
- Prepared to develop leads from numerous cold calls.

**COMPENSATION \$60K PLUS
UNLIMITED TOP BONUS POTENTIAL**

Send resume in strictest confidence to:

Box Q-70

Our employees are aware of this advertisement.

NEED FCC ACTION?

Contact

BROADCAST MEDIA LEGAL SERVICESSM
a service of McCabe & Allen

FOR IMMEDIATE LEGAL ASSISTANCE CALL

1-800-433-2636

(In Virginia, call 703-361-6907)

QUALITY, FLAT FEE LEGAL SERVICES

AMEX MC VISA CHOICE

Wanted to Buy Stations

On behalf of a client we are seeking to
acquire profitable radio station with
revenue in the range of two to thirty
million dollars. Contact: Faulk Interna-
tional, 2 Wall St., New York, NY 10005.

For Sale Stations

SOUTHWEST

AM with Class C FM in college
town - good reputation, strong
positive cash flow. \$1,050,000.

**BILL WHITLEY
(214) 680-2807**

CHAPMAN ASSOCIATESSM
nationwide media brokers

INVESTMENT BANKING MERGERS & ACQUISITIONS PUBLISHING AND BROADCASTING

THE OPPORTUNITY:

- Elite, small N.Y. investment bank, leader in its field
- VP in mergers & acquisitions group
- Identify and execute deals in publishing and broadcasting

QUALIFICATIONS:

Respond **ONLY** if you are:

- Aggressive, hands-on, self-starter. Highly intelligent. A natural salesperson.
- Presently working as an investment or commercial banker, or as a media broker, with an exceptional track record.
- Knowledgeable and interested in the publishing and broadcasting fields.
- Prepared to travel 10 weeks a year; develop leads from cold calls.

**COMPENSATION \$120K PLUS
UNLIMITED TOP BONUS POTENTIAL**

Send resume in strictest confidence to:

Box Q-69

Our employees are aware of this advertisement.

HAWAII

Excellent profitable operation. Less than
10X cash flow on terms to qualified buyer
with \$750,000 down.

CALIFORNIA FM

Turnaround with excellent potential in
Central Coast market. Terms to quali-
fied buyer with \$600,000 down.

Box Q-87

Help Wanted Management

VICE-PRESIDENT MARKETING

Film House, the leading producer of television campaigns for radio stations, is looking for a superstar to become Vice-President of Marketing. The Vice-President of Marketing, based in Nashville, will be responsible for management of the sales department, as well as for group and major market sales.

He or she should have extensive knowledge of and experience in all areas of radio marketing, including the workings of the television, print and outdoor mediums. Candidates should be able to deal confidently at the highest levels of a major market radio management, and adept at finding creative solutions to marketing problems. Knowledge and experience in all areas of radio station operations are a must, as are sales management experience and an understanding of radio from a national perspective. This job calls for an energetic, ambitious and extremely savvy professional.

If you're looking for an important and exciting new career with a great group of people in a fascinating business, call or write today; Tony Quin, Executive Vice-President, Film House, 24 Music Square West, Nashville TN 37203. Candidates will be reviewed in strictest confidence.



24 MUSIC SQUARE W. NASHVILLE, TN 37203 (615) 255-4000

Help Wanted News

NEWS ANALYST/CONSULTANT MARKET RESEARCH

- Are you an over-achiever?
- Do you want to consult with top executives?
- Are you a news expert?
- Can you consult with highly talented staff and make things happen?

If you, SRI Research Center may have an opportunity for you to team with 400 associates serving some of America's leading companies and service organizations. Due to growth, our broadcasting division has need of a news professional to interpret market research results into meaningful, directed action plans to help clients grow and prosper. You will write market research reports, present data and work with clients on-site to see your recommendations become reality. Analytical and writing skills important. Long term commitment to client success is essential. If you feel you have the talent...act now!

SRI OFFERS:

- Excellent salary plus performance incentives.
- A company currently growing at a rate of 60% annually.
- Association with a group building a world-class organization.

CALL: Dr. Gale D. Muller or Laura L. Burklund
PHONE: 1-800-228-2271 outside Nebraska
1-800-247-0350 in Nebraska

Monday - Friday 8:00 a.m. - 5:00 p.m.
(or leave message after 5:00)

SRI RESEARCH CENTER

For Sale Stations Continued

The Holt Corporation

POTENTIAL TV NETWORK AFFILIATE

ADI rank just below 150...attractive Southern market. Real estate and some equipment. \$500,000 cash. Call Bernie Fuhrmann in Allentown.

Washington:
703-698-8824

Allentown:
215-865-3775

Atlanta:
404-859-0301

For Sale Stations Continued

RELIGIOUS BROADCASTERS

AM with authority to dramatically increase power day and night. Fine dial position in 81st ADI, MO. Would make dominant religious facility. Turn-key at \$800K.

Also, FM's, Combos, Indy and network TV.

John Mitchell or Joe Miot
MITCHELL & ASSOCIATES
 Box 1065 Shreveport, LA 71163
 318-868-5409 318-869-1301

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

AM/FM
Small Market
just south of New England
\$400,000
includes Real Estate

8 Driscoll Dr., St. Albans, VT 05478
 802-524-5963

Serving the USA JAMES MARTIN & ASSOCIATES

Broadcast Brokers

Acquisitions • Financing • Appraisals

Call Jim Martin: (614) 889-9747, 889-2659
 Suite 1000, 65 E. State St.
 Columbus, Ohio 43215

P.E. Meador & Assoc. MEDIA BROKERS

AM-FM-TV-Appraisals

P.O. BOX 36
 LEXINGTON, MO 64067 KANSAS CITY, MO.
 816-259-2544 816-455-0001

IMMEDIATE SALE:

Full time, 1kw AM, 1400khz in Vidalia, Louisiana - Natchez, Mississippi. Details: Jack Lazarus 601-445-5429. Bids start at \$40,000. Time limit.

CALIFORNIA CLASS B FM

- Serves market of 125,000 population
- In path of growth from Bay Area
- Very profitable
- Growing revenues
- Growing market
- Owner/operator or absentee OK
- Reasonably priced

Reply Box Q-81

AUCTION:

For Secured Creditor

Commercial Video Production and Production Vehicles

Fairview Video, Inc./2609 Egypt Rd.
Norristown, PA (just northwest of Philadelphia)

Tues., March 3, 1987 at 11:00 AM

Large quantities of commercial quality video equipment.

Terms: Cash or Certified Check in full at auction. Immediate removal required.

For auction catalogue or illustrated brochure contact:

Michael Fox Auctioneers,

Executive Offices • 3835 Naylor's Lane inc.

Baltimore, Maryland 21208 • 301/653-4000

The Holt Corporation

WHY TRUST A BARTENDER WHO DOESN'T DRINK?

We have been major brokers for over 20 years.. and also own and operate five FM and four AM stations.

Holt offers reality, not blue sky..because we live in the real world of broadcasting every working day. If brokers who are afraid to put their money where their mouths are ever made you stop and wonder about what they are really selling...then it is time to talk to the brokers who are also broadcasters.

Now, as for the past two decades, the only brokerage company to call is the Holt Corporation.

Washington:
703-698-8824

Allentown:
215-865-3775

Atlanta:
404-859-0301

THE ISLANDS

Class B FM in beautiful, solid broadcasting market. Priced to sell quickly at \$1,600,000.

RANDY JEFFERY
(305) 295-2572

CHAPMAN ASSOCIATES
nationwide media brokers

NEEDED NETWORK VHF'S MARKET SIZE 75 -125

Hogan - Feldmann, Inc
MEDIA BROKERS • CONSULTANTS
P.O. Box 116
Encino, California 91426
Area Code (818) 980-3201

CLASS A FM

Small market S.W. MO. Built 1984, all new equipment. Everything paid for. Seller wants cash offer, or trade for stock in private or public group broadcaster or trade for medium or large market station in Minn., ND, SD, Wis., IA, MT. Call Paul or John 612—222-5555.

- FM in SE Texas. \$240,000 Terms.
- TV top 5 market, ideal for home shopping. \$45 million.
- 50,000 watt ERP plus fulltimer. Western Maryland. Positive cash flow. \$1.75 million. Good terms.

Business Broker Associates
615—756-7635, 24 hours.

LPTV Station For Lease

Honolulu, Hawaii.
Good coverage.
Excellent terms.
212-370—1300

Urgent - CP expiring
10kw AM
South's Fastest Growing Area
800,000 Market
Don Kern 504—566-1667

PA — OHIO — W. VA
Radio & TV stations
For sale now!
Ray H. Rosenblum, Broker
Phone: 412—836-0399

NORTHWEST COMBO

Best FM/AM in market; underdeveloped; positive cash flow; some real estate included. Price reduced to \$1,350,000/terms available. Contact: The Montcalm Corporation, 311 Norton Building, 801 Second Avenue, Seattle, WA 98104. 206—622-6236.

SUNNY FLORIDA

50,000 watt AM daytimer in Jacksonville. Cash price lowered to \$500,000. Top 100 market. Beautiful East Coast. 8 acres, plus nice building. Great place to live and work. Must sell immediately. Call Art Dees, 615—546-0993 or write P.O. Box 709, Jefferson City, TN 37760.

ALASKA FM/AM

Great history in the market; motivated sellers. Price reduced for quick sale. \$1.1 million/terms. Contact: The Montcalm Corporation, 311 Norton Building, 801 Second Avenue, Seattle, WA 98104. 206—622-6236.

MIDDLE TENNESSEE

1000 watt AM daytime, fully equipped on the air. Outstanding potential. Real estate. Contact: Dolores J. Wyatt 615—748-2952.

Class III AM

in growing area 40 miles from Atlanta. Profitable. Great cash flow. I need to move to operate my station in larger market.

Box Q-17

Fates & Fortunes

Media

Michael Kakoyiannis, general manager, WNEW-AM-FM New York, named senior VP of parent, Metropolitan Broadcasting Corp.

Frank Oxarart, president, Select Radio, New York, joins WMCA(AM) New York, as general manager.

Steve Pontius, general sales manager, WBBH-TV Fort Myers, Fla., named VP and general manager.



Pontius



Fleming

David P. Fleming, partner in Washington communications law firm, Dow, Lohnes & Albertson, joins Multimedia Inc., as VP and general counsel, Multimedia Cablevision and Multimedia Broadcasting. He will be based at Multimedia Cablevision headquarters, Wichita, Kan.

Paul E. Danitz, director, sales, and acting general manager, KTAR(AM)-KKLTV(FM) Phoenix, named VP and general manager.

Stephen E. Stewart, operations manager, WBNS-AM-FM Columbus, Ohio, joins WSPD(AM)-WLQR(FM) Toledo, Ohio, as VP and general manager.

Daniel C. DeVany, producer, noncommercial WETA-FM Washington, named general manager.

Carey Barnaby-Merz, general sales manager, Heritage Communications Inc.'s WIL-AM-FM St. Louis, named general manager, co-owned WBBF(AM)-WMJQ(FM) Rochester, N.Y.

Richard F. McGeary, general sales manager, KGIL-AM-FM San Fernando, Calif., named general manager.

Thomas M. Girocco, general manager, WSPD(AM)-WLQR(FM) Toledo, Ohio, named VP, broadcasting, for parent, Commonwealth Communications Services Inc.

John Proffitt, general manager, KERO-TV Bakersfield, Calif., and corporate VP of parent, McGraw-Hill Broadcasting Co., named station manager, co-owned WRTV(TV) Indianapolis.

Robert Thomson, director, government affairs, Moor McCormack Resources Inc., Stamford, Conn., joins Tele-Communications Inc., Denver, as VP, government affairs.

Mitchell Freedman, president, Subscriber Development Associates, Princeton, N.J.,

which provides contract cable sales for cable industry, joins Empire Communications Inc., Littleton, Colo.-based multiple cable systems operator, as VP, administration. **Robert Beaupre**, VP and national sales manager, Subscriber Development Associates, joins Empire Communications as VP, sales.

John E. Hayes, VP and general manager, KLAS-TV Las Vegas, joins WTVB-TV Buffalo, N.Y., as station manager.

Michael S. Sims, Northwest region senior VP, Group W Cable, Bellevue, Wash., joins Warner Cable Communications Inc., Dublin, Ohio, as senior VP, operations, division I. **Terry D. O'Connell**, director, sales and marketing, national division, Warner Cable, named senior director, sales.

Richard A. Hoffstein, corporate controller, Continental Cablevision, Boston, named VP and corporate controller.

James (Jay) Butler, cable consultant, Barron & Associates, Houston, joins Times Mirror's Kerrville, Tex., system as general manager.

Ron Knowles, operations manager, KQZY(FM) Dallas, joins KIXI(AM)-KLTX(FM) Seattle as operations manager.

Manny Munoz, radio division controller, LIN Broadcasting Corp., St. Louis, joins WAVY-TV Portsmouth, Va., as business manager.

John Grandon, accountant, National Bank of Detroit, joins WMTG(AM)-WNIC-FM Dearborn, Mich., as controller.

Larry Burden, director, traffic operations, KBHK-TV San Francisco, named director, operations. **Laurel Gier**, traffic supervisor, named manager, traffic and sales service.

Lucille Archibald, business manager,

KGU(AM) Honolulu, joins WABC(AM) New York as assistant business manager.

Angela R. Molsenko, recent graduate, Michigan State University, East Lansing, joins non-commercial WNIT-TV South Bend, Ind., as broadcast traffic manager.

Marketing

Thomas F. Maxey, executive VP, NW Ayer Inc., New York, named president, international division.

Tom Murphy, VP and creative supervisor, McCaffrey & McCall, New York, joins Bergelt Litchfield Inc. there as senior VP and creative director.



Murphy



Peterson

Nadeen Peterson, executive VP and creative director, Saatchi & Saatchi Compton, New York, named executive VP and executive creative director.

Jim Spero, media director, DDB Needham, Los Angeles, joins Bozell, Jacobs, Kenyon & Eckhardt Inc. there as senior VP and media director. **Scott Fraser**, creative director and general manager, Grey Direct, Minneapolis, joins Bozell, Jacobs, Kenyon & Eckhardt/Direct there as VP and managing director.

Wendy W. Hagen, VP and management representative, DDB Needham, Washington, joins The Earle Palmer Brown Companies there as senior VP and management supervisor.

Charles Newman, VP and creative director, Bon Advertising, Louisville, Ky., joins Gouchenour Inc., Orlando, Fla., advertising agency, as senior VP, creative.

Ron Stanford, broadcast producer, DDB Needham Worldwide, Washington, named VP.

Carole S. Cohan, executive VP and head of broadcast production, Saatchi & Saatchi Compton, New York, joins McCann-Erickson there as head of broadcast production.

Rosalia Barnes, account supervisor, William Esty Co., New York, named VP and account supervisor.

Appointments at SSC&B Lintas USA, New York: **Mark Tarczynski**, senior account supervisor, Grey Advertising, New York, to VP and management supervisor; **Sharon M. Treacy** and **Patrick J. Keough**, account supervisors, to VP's and account supervisors; Lin-

Best wishes. The National Association of Broadcasters joint board, meeting in Laguna Niguel, Calif., (BROADCASTING, Feb. 9), passed a resolution hoping for the recovery of Frederick Hirsch, president and general manager of WDME-AM-FM Dover-Foxcroft, Me. Hirsch has been in critical condition in the intensive care unit of the Eastern Maine Medical Center in Bangor, Me., since a Jan. 3 skiing accident. The accident, which took place on Squaw Mountain, Greenville, Me., left him paralyzed from the chest down. The text of the resolution: "Whereas Fred Hirsch is one of the outstanding and most respected independent community broadcasters and serves our national association as state legislative liaison chairman and a member of the executive board of the Maine Association of Broadcasters, now, therefore, the joint board of the National Association of Broadcasters expresses its heartfelt love, concern and support during this time of recovery."

da Brandt, from Bristol Meyers, New York, to VP and associate media director; **Ellen Berka**, **Oksana Glass** and **Ellen Politi**, assistant media directors, to VP's and assistant media directors.

Kate Caldwell, associate research director, **Greg Miller**, creative director and **Don Sommerfield**, account group supervisor, D'Arcy Masius Benton & Bowles, Chicago, named VP's.

Gerald Baldwin, VP and media director, Jeffrey Martin Inc., New York, joins Synchronal Media Inc., New York direct marketing firm, in same capacity.

Rayna Brown, former VP and director, human resources, Needham Harper Worldwide, New York, joins Omnicom Group Inc. there as personnel planning director.

Appointments at CRE Inc., Indianapolis: **Roger Dobrovodsky**, senior art director, to associate creative director; **Mark Gause**, art director, to senior art director; **Don Zeigler**, production coordinator, to traffic/production coordinator.

Stephen K. Zartarian, VP and media director, McKinney Inc., Philadelphia, joins Lewis, Gilman & Kynett Inc. there as media manager.

Appointments at Hillier, Newmark, Weschler & Howard: **Clarence Johnson**, regional manager, St. Louis, to regional manager, Chicago; **Cheryl Collins**, from Cable Adnet, St. Louis, to regional manager there; **Craig Iwasko**, from Select Radio, Minneapolis, to regional manager there.

Lori Misicka, account executive, MMT Sales Inc., Los Angeles, named team sales manager there. **Nick Alivernia**, from Adam Young, St. Louis, joins MMT Sales there as account executive. **Jerry Mazza**, buyer, Wells, Rich, Greene, New York, joins MMT Sales, Houston as account executive.

Robin Sloan and **Nick Leonardo**, account executives, CBS Radio Representatives, New York, named team managers.

Myles Fuchs, manager, advertising sales, Financial News Network, New York, named director, advertising sales, Eastern region. **Jeanne Wigand**, account executive, named manager, advertising sales.

Debra A. Knight, manager, government sales, broadcast division, Harris Corp., Quincy, Ill., named district sales manager, radio, Florida and Georgia territory.

Kenneth J. Lamerias, account executive, Capital Cities/ABC National Television Sales, New York, joins International Broadcast Systems Ltd., Dallas, as sales manager. **Vincent Joseph Turco Jr.**, account executive, McGavren Guild, New York, joins International Broadcast Systems there as account executive.

Kris Slocum, research analyst/research supervisor, Baker & Spielvogel, New York, joins HCM there as research supervisor.

Tia Sahni, design manager, Technicon Instruments, New York, joins Nash Direct there as art supervisor.

Steven Xenakis, research supervisor, FCB/Leber Katz Partners, New York, named associate research director.



Art story uncovered.

Portraits of 12 black journalists will be unveiled tomorrow (Feb. 17) at the National Press Club in Washington. The exhibition, "Gallery of Greats: Black Journalists..." is being co-sponsored by the Miller Brewing Co., Milwaukee, and



the National Association of Black Journalists. Three broadcasters are included in the collection. Malvin R. Goode (r) was the first black member of the Radio-Television News Directors Association and, in early 1960's, became the first black TV correspondent at ABC News, where he covered the United Nations debate during the Cuban missile crisis. He is now a consultant to the National Black Network, New York. Clarice Tinsley (l), Peabody award-winning reporter, is an anchor at KDFW-FM Dallas. Charlayne Hunter-Gault has been a correspondent for PBS's *MacNeil/Lehrer* news reports since 1978. The artist is Bryan McFarlane of Brookline, Mass., who is artist-in-residence on the faculties of Northeastern University, Boston; Massachusetts College of Art, Boston, and Andrews University, Berrien Springs, Mich. The collection will be on display at the Press Club through Feb. 21.

Judy Foster, library director, Abt Associates Inc., Cambridge, Mass., joins Ingalls, Quinn & Johnson, Boston as business information specialist.

Laura Jurkowski, team coordinator, Seltel, New York, named personnel manager.

Donald F. Garvey, account executive, John Blair & Co., New York, joins ABC Radio Networks there in same capacity.

David Botsford, from J. Walter Thompson, Atlanta, and **Judy Soulen**, from KKB Inc., Atlanta, join Cargill, Wilson & Acree Inc. there as account executives.

Michael Kerrigan, national sales manager, WMOD(TV) Melbourne, Fla., named general sales manager.

Philip M. Johnson, senior VP and general sales manager, WCIB(FM) Falmouth, Mass., joins WOCB(AM)-WJFK(FM) West Yarmouth, Mass., as senior VP, sales and marketing.

Dennis Arnold, account executive, WDZL(TV) Miami, named local sales manager.

Ed Herbert, from WHL-TV Johnson City, Tenn., joins WTVR-TV Richmond, Va., as local sales manager. **James E. Cosby Jr.**, account executive, WTVR-TV, named regional sales manager.

Gordon Brown, regional sales manager, KOIO(FM) San Francisco, joins KHTT(AM)-KSJO(FM) San Jose, Calif., as local sales manager.

Paula Schnelder, account executive, WNBC(AM) New York, named national sales manager. **Bill Burns**, general sales manager, WHTG-AM-FM Etonville, N.J., and **John Page**, account executive, WERA(AM) Plainfield, N.J., joins WNBC as account executives.

Mary Ann Hjelprin, advertising manager, Petrie Sports, Madison, Wis., joins WISC-TV there as retail development/sales support specialist.

Karen Hoover, art director, Carson's Furniture Manufacturing, Columbia, S.C., joins WIS-TV there as graphic artist.

Maureen Lloyd, account executive, WVTM(TV) Milwaukee, joins WISN-TV there in same ca-

capacity.

Pamela S. Kozubal, account executive, WJRT-TV Flint, Mich., joins WMAR-TV Baltimore as account executive.

Barbara Rockefeller, presentation writer, ABC-TV sales development, and **Yvonne Barton**, from Capcities/ABC's WMYT(FM) Detroit, named account executive, co-owned WPLJ(FM) New York.

Vanessa Garrido, national sales assistant, KNIX-AM-FM Phoenix, joins KMEQ-AM-FM there as account executive.

Marty Brown, account executive, WXII(TV) Winston-Salem, N.C., named account executive, Greensboro, N.C., sales office.

Patti Palmer, sales manager, 3M National, Minneapolis, joins WSUN(AM)-WYNF(FM) St. Petersburg, Fla., as account executive.

Programing

Robert W. Pittman, former president and CEO, MTV Networks Inc., New York, forms Quantum Media Inc., production company, with offices in New York and Los Angeles. Pittman is 50%-partner in company with MCA Inc. **Mark Mitzner**, former senior VP and chief financial officer, MTV Networks, joins QMI, New York, as executive VP and chief financial and administrative officer. **Dick Williams**, VP, promotion, EMI America Records, Los Angeles, joins QMI there as executive VP and general manager, music division.

Patrick W. Williamson, president, The Coca-Cola Co.'s Columbia Pictures International Corp., New York, named executive VP, Coca-Cola's Entertainment Business Sector.

G. Todd Hardy, VP, general counsel and secretary, Group W Cable Inc., New York, joins Satellite Broadcast Networks, New York-based supplier of TV programs to satellite dish owners, as executive VP, business and corporate affairs. **Susan J. Cantanzaro**, new services coordinator, Group W Cable, joins Satellite Broadcast Networks as manager, corporate services.

Leonard Grossi, executive VP, MPC Produc-

ers Inc., Los Angeles subsidiary of 20th Century Fox Corp., named senior VP, administration and operations, television division, 20th Century Fox. Other appointments in television division: **Alan Winters**, director, strategic planning, to VP, administration and strategic planning, domestic syndication; **Stanley DeCovnick**, director, business and sales administration, to executive director, contract administration and technical operations, domestic syndication; **Ed Greenberg**, director, operations, to executive director, contract administration, international syndication.

Harriet Brown, VP, development, The Larry Thompson Organization, Los Angeles, and **Judy Painick**, director, development, MGM/UA Television Productions, Los Angeles, named VP's, development, MGM/UA Television.

Dick Kurlander, director, programing, Petry Television's station group, New York, named VP and director, programing.



Auerbach

David Auerbach, VP, comedy, Viacom Productions, Los Angeles, named VP, dramatic development.

Michael Samuel, corporate secretary, MCA Inc., Universal City, Calif., named corporate VP. **Sara Rutenberg**, assistant general counsel, MCA TV, New York, named director, business affairs.

John Byers, VP, creative affairs, Columbia Pictures, Los Angeles, joins United Artists Pictures Inc., Beverly Hills, Calif., as VP, production.

Ed Madison, staff producer/director, *Lifestyles of the Rich and Famous*, syndicated TV series, joins CBS-TV, Los Angeles, as West Coast field producer/director, *The Morning Program*.

Heidi Wall, director, program development, Silver Chalice Productions, London, joins Harmony Gold, Los Angeles, as VP, programing. **Aideen Leonard**, manager, international sales, Harmony Gold named director, international sales.

Richard C. Spingola, former VP, finance, Media Home Entertainment, Los Angeles, joins J2 Communications there as VP and chief financial officer.

Ben Manilla, production director, Radio Today, New York radio production company, named VP, programing. **Mark Humble**, production assistant, named production manager.

Jane Livingston, producer, Fox Television, Los Angeles, joins MTV Networks' VH-1, New York, as executive producer.

Gina Ferguson, manager, telemarketing, Showtime/The Movie Channel, Dallas, named director, telemarketing. **Denise M. Baddour**, regional marketing manager, Atlanta, named director, Southeast region. **Earl Harrison**, division manager, Warner Lambert Co., Houston, joins Showtime/TMC there as director, South central region.

Milt Hoffman, executive in charge of produc-



Gang's all here. Richard Carlson (center), director of Voice of America, is shown with members of his new management team ("In Brief," Feb. 2). Sid Davis (l), former head of NBC News's Washington bureau and later senior correspondent for NBC News, is director of programs, and Robert L. Barry, foreign service officer who is former ambassador to Bulgaria and has served in USSR and Yugoslavia, is deputy director of VOA. Barry previously served at VOA as head of its Soviet division, 1973-75.

tion, and **Greg Fields**, head writer, Paramount Domestic Television's *Solid Gold*, Hollywood, named producers, *Solid Gold '87*.

Appointments at Group W's *Hour Magazine*, Hollywood: **Kevin Fortson**, assistant production manager, KTLA(TV) Los Angeles, to production manager; **Carol Uchita**, production assistant, to talent associate; **Stephanie Mordory**, recent graduate, California State University, Northridge, to contract coordinator.

Gailya Melchoir, freelance writer and producer, joins CCR Video Corp., Los Angeles, as director, program development.

Mark Dempsey, director, national sales, Tempo Enterprises Inc., Tulsa, Okla., joins The Travel Channel, Denver, as director, national accounts. **Michael Hanafee**, former Western regional representative, ESPN Inc., Los Angeles, joins The Travel Channel there as sales director, Western region. The Travel Channel, New York-based division of TWA Marketing Services Inc., premiered Feb. 1.

Lee A. Jackoway, VP, syndication sales, Multimedia Entertainment, Nashville, joins Coral Pictures Corp., Miami, as U.S. sales director.

Brett Paine, producer/director, Third Avenue Productions, subsidiary of KIRO-TV Seattle, named executive producer. **Alesia Massengale**, corporate assistant, named production coordinator.

Doug Kennedy, from Gateway Video Productions, Pittsburgh, joins The Editorium there, production firm, as general sales manager and producer.

Alan Bolno, account executive, consumer sales division, Lifetime Cabletelevision, New York, joins CAV Communications Corp. there as account executive.

Ken Kohl, manager, news and programing, KOMO(AM) Seattle, joins KFI(AM) Los Angeles as program manager.

Bailey L. Dwiggin, former VP and general manager, Jefferson-Pilot Teleproductions, Charlotte, N.C., joins WTVR-TV Richmond, Va., as program and operations manager.

Ken Anthony, music director, KSJO(FM) San Jose, Calif., named program director.

Bruce David Klein, promotion director, WLIG(TV) Riverhead, N.Y., named program director.

William Press, producer/director, WTVJ(TV) Miami, joins WDZL(TV) there as production manager.

J. Michael Brooks, from WZYP(FM) Athens, Ala., joins WGKX(FM) Memphis as afternoon announcer.

Jay Donovan, from WTMA(AM) Charleston, S.C., joins WTNV(AM) Watertown, N.Y., as morning announcer.

Rob Johnson, from KGGI(FM) Riverside, Calif., joins WVKX(FM) Gallatin, Tenn., as morning announcer.

Mike Casella, independent advertising and marketing consultant, joins WEZO(FM) Rochester, N.Y., as afternoon announcer.

Bruce Bradley, 9 a.m.-noon announcer, KMOX(AM) St. Louis, named afternoon announcer.

News and Public Affairs



Lewine

Al Lewine, director, news contract administration for NBC News since 1979 is retiring effective Feb. 27 after 30 years with the network. His responsibility has been to represent NBC in contract negotiations with the agents of NBC News on-air personnel and technicians. **Bob**

Jamieson, correspondent, NBC News, New York, named anchor, *Before Hours*, morning news program produced in cooperation with *The Wall Street Journal*, scheduled to premiere March 2.

James R. Hood, deputy director, Associated Press Broadcast Services, Washington, joins United Press International there as VP/broadcast services.

Bill Lynch, director, operations, MacNeil/Lehrer Productions, New York, producer of *MacNeil/Lehrer NewsHour*, named VP.

Ellen Fleisher, general assignment reporter, and **Terry Baker**, executive news producer, WNBC-TV New York, named assistant news directors.

Mike Barry, sports anchor, ABC's *Good Morning, America* and *World News This Morning*, named sports anchor, co-owned KGO-TV San Francisco.

Bob Saunders, news director, WRKT(TV) Cocoa Beach, Fla., joins South Carolina Network, Columbia news service, as anchor and reporter.

Catherine Sebold, reporter, WQDR(FM) Raleigh, N.C., joins WGER-FM Bay City, Mich., as news director.

Daniel H. Beegan, reporter, Associated Press, Washington, named news editor, Milwaukee.

Appointments at KRON-TV San Francisco:

Greg Lyon, investigative reporter, to executive producer, 6 p.m. newscast; **Joan Williams**, producer, 11 p.m. newscast, to producer, 6 p.m. newscast; **Jay Martinez**, from KTUV(TV) Oakland, Calif., to assignment desk assistant; **Bill Pivrotto**, assistant editor, engineering department, KRON-TV, to on-line editor.

Appointments at KIRO-TV Seattle: **Nick Walker** and **Karen O'Leary**, reporters, to morning anchors; **Larry Rice**, weathercaster/reporter, KMPH(TV) Visalia, Calif., to weathercaster/reporter; **Tim Healy**, sports director, KTSP-TV Phoenix, to weekend sports anchor/reporter; **David Rockwell**, editor/photographer, KTVA(TV) Anchorage, to editor; **Sandy Henderson**, graphics operator, KIVI(TV) Nampa, Idaho, to graphics producer.

Wayne Josel, Washington correspondent, WBW-TV Topeka, Kan., joins WGME-TV Portland, Me., as news assignment editor. **Tom Andrews**, sportscaster, WSPA-TV Spartansburg, S.C., joins WGME-TV as weekend anchor.

Kari Shull, director, WITN-TV Washington, N.C., joins WAVY-TV Portsmouth, Va., as producer, 11 p.m. newscast.

Michael S. Butzgy, news producer, WNCT-TV Greenville, N.C., joins WSET-TV Lynchburg, Va., in same capacity. **William K. Diehl**, retired professor of journalism, Marshall University, Huntington, W. Va., joins WSET-TV as commentator. **Jeff Brooks**, production assistant, WSET-TV, named news photographer/editor.

Mike Conway, reporter, anchor and producer, WKEF(TV) Dayton, Ohio, joins KAKE-TV Wichita, Kan., as Hutchinson, Kan., bureau chief.

Beverly Burke, general assignment reporter, WMAR-TV Baltimore, named anchor, noon and 6 p.m. newscasts. **Frank DeFilipo**, free-

lance political commentator, joins WMAR-TV as political reporter and analyst. **Brad Bell**, from Maryland Public Television, Owings Mills, Md., joins WMAR-TV as general assignment reporter.

Ann Ervin, noon anchor, KGAN(TV) Cedar Rapids, Iowa, named 10 p.m. anchor.

Jim Hoffer, reporter, WLYH-TV Lancaster, Pa., named anchor.

Mary Nissenson, anchor and reporter, WABC-TV New York, joins WBBM-TV Chicago as correspondent.

Bob Pompeani, sports reporter/producer, KDKA-TV Pittsburgh, named weekend sports anchor.

Susan M. Standley, afternoon anchor, KLOK (AM) San Jose, Calif., joins KNBR(AM) there as South Bay, Calif., bureau chief.

Joe Sullivan, from KWVL(TV) Waterloo, Iowa, joins KYTV(TV) Springfield, Mo., as meteorologist.

Cheryl Jones, meteorologist, The Weather Channel, Atlanta, joins WAGA-TV there in same capacity. **Jim Shuler**, from WSB-TV Atlanta, joins WAGA-TV as correspondent.

Technology

W. Thomas Ollver, senior VP, Home Box Office Inc., New York, joins International Cablecasting Technologies Inc., Beverly Hills, Calif., manufacturer and distributor of sound systems for cable television, as president and chief operating officer.

M.H. (Sonny) Chaffin Jr., VP and general manager, Tektronix Development Co., Beaverton, Ore., joins Sony Corp. of America, New York, as VP, advanced technology group.



Chaffin



Delaney

Leo Delaney, product manager, Mitsubishi Electric Sales America Inc., Cypress, Calif., named VP, product planning and development.

David Sullivan, president, Aerowave Ltd., Denver, joins Denver Uplink Teleport as president. **Robert Ducaj**, VP, Aerowave, joins Denver Uplink Teleport in same capacity.

Richard Sirinsky, VP and general manager, AF Associates, Northvale, N.J., joins CMX Corp., Santa Clara, Calif., manufacturer of computer video and audio editing systems, as VP and director, sales.

Tom Anderson, director, sales, Vidicopy, Sunnyvale, Calif., videotape duplication facility, named VP, marketing.

Thomas R. Meyer, product manager, Dynair Electronics Inc., San Diego, named director, engineering. **James S. Meek**, product specialist, named product manager.

John Powell, financial director, Marconi Space Systems Ltd., Portsmouth, England, named financial director, Marconi Communication Systems Ltd., Chelmsford, England.

R. Bland McCartha, division manager, applications marketing, Ampex Corp., Redwood City, Calif., named director, audio-video systems division.

Kevin Keithly, chief engineer, Video Video, Scotia, N.Y., production/post-production facility, named production manager.

Phil Hendershot, Southern regional sales manager, Diamond Electronics, Lancaster, Ohio, named manager, marketing support for closed circuit TV products.

Wally Wurz, chief engineer, KMBC-TV Kansas City, Mo., retires after 25 years with station.

Promotion and PR

Brad Turell, VP, entertainment, Rogers & Cowen Inc., Los Angeles, joins Fox Broadcasting Co. there as VP, publicity.



Turell



Neil

Nancy A. Neil, publicist, The Nashville Network, named manager, public relations.

Amy Bertram Celnicker, account supervisor.



Signing off from the weather tower. Robert (Bob) Clausen (r), long-time weathercaster for KIMT(TV) Mason City, Iowa, will retire on March 1 after a 46-year career in broadcasting. Clausen started as a part-time announcer for KGLO(AM) Mason City. He worked there on and off during the 1940's between attending college and a tour with Armed Forces Radio in Europe during World War II. He eventually joined KGLO(AM) full time and became the station's program director. When KIMT went on the air in 1954, Clausen became its chief weatherman. During the station's first decade, Clausen would give his weather reports from the "Shell Weather Tower" (above). According to KIMT's Sharon Radloff, "People even today comment on his 'climbing' the tower."



Two for the money. New consultancy specializing in broadcast station acquisition has been established by Robin Martin and Erwin Krasnow. It's Deer River Group, with headquarters in Washington at 2000 L Street N.W. Martin, chief executive officer, is broadcast owner with long association in New York State; Krasnow, general counsel, is partner in Verner, Liipfert, Bernhard, McPherson and Hand. Consultancy offers complete program in station-cable buying, from finding properties to investment banking services.

public relations division, Bozell, Jacobs, Kenyon & Eckhardt Inc., Los Angeles, joins Paramount Domestic Television there as director, publicity.

Michael S. Baxter, marketing director, Splashdown USA, Houston, joins Hit Video USA there as press and public relations director.

Nanci Orgel, manager, affiliate marketing services, ABC-TV, New York, joins Viacom Enterprises there as manager, domestic and international television promotion.

Alan Winnikoff, account executive, The Lip-pin Group, New York, named VP. **Lindajo Loftus**, former publicist, Lorimar-Telepictures Inc., Culver City, Calif., joins The Lip-pin Group, Los Angeles, as account executive.

Karen Brace, recent recipient of masters degree, Boston College, joins Ingalls, Quinn & Johnson Public Relations, Boston, as account specialist. **Betsy Cohen**, paralegal, Heron, Burchette, Ruckert & Rothwell, Washington law firm, joins Ingalls, Quinn & Johnson as account coordinator.

Allied Fields

Gerald S. Knapp, senior VP, CableData, Sacramento, Calif., provider of computer services to cable industry, named president.

James A. McKenna Jr. has announced move of his law office to suite 810, 3 Bethesda Metro Center, Bethesda, Md., 20814. McKenna was co-founding partner of McKenna, Wilkinson & Kittner, Washington communications law firm, which was dissolved last month.



Nielsen

Louisa A. Nielsen, manager, educational programs and satellite services, George Washington University's instructional television fixed service station, Washington, joins Broadcast Education Association there as executive director.

Mary C. Summerfield, director, business planning and development, CBS/Broadcast Group, New York, joins Worldwide Media Group Inc., New York firm specializing in development of commercial media serving investors and marketing companies, as senior VP.

Sarah Mott Lawrence, special assistant to director, Office of Congressional and Public Affairs, FCC, named chief, news media division. **Cynthia L. Work**, deputy chief, policy and program planning division, FCC's Common Carrier Bureau, and **Mary L. Brown**, former assistant to chief, Common Carrier Bureau, named acting legal assistants to FCC Chairman Mark Fowler.

Tom Weber, TV production director, Southern European Broadcasting, Vicenza, Italy-based network of Armed Forces Radio and Television Service, named internal information manager, AFRTS, Los Angeles. **Lawrence J. Marotta**, associate director, corporate quality control, ABC-TV, Los Angeles, joins AFRTS there as manager, TV production.

Named to NBC Affiliate Promotion Committee, which works on promotional campaign strategies and objectives for network and its affiliates: **Bruce Bryant**, KPRC-TV Houston, chairman; **Marnie Blount-Gowan**, WSTM-TV Syracuse, N.Y.; **Chris Cook**, KTVV(TV) Austin, Tex.; **Jim Corboy**, WMAQ-TV Chicago; **Greg Giczi**, WNDU-TV South Bend, Ind.; **Carolyn Lawrence**, WSMV(TV) Nashville; **Bruce Lindgren**, KRON-TV San Francisco; **Judy McDonald**, WOTV(TV) Grand Rapids, Mich.; **Charmaine Meyer**, WSVN(TV) Miami; **Steve Rich**, KBJR-TV Superior, Wis.

James McElveen, former director, public affairs/administration, National Cable Television Association, Washington, joins Corporation for Public Broadcasting there as senior writer/speech writer.

Lindsay A. Schnyder, station manager, KOTE (AM)-KKZZ(FM) Lancaster, Calif., joins Programming Consultants Inc., Albuquerque, N.M., as VP and general manager.

Dana Bate, air personality, WQXR-AM-FM New York forms independent communications study program there.

L.W. (Duff) Kliewer, Southeast regional manager, Signet Cablevision, Grosse Pointe Park, Mich., joins Donald A. Perry & Associates Inc., Gloucester, Va., cable brokerage, as associate.

Steve Affens, news photographer, WJLA-TV Washington, named "photographer of the year" by White House Photographers Association for second straight year.

Jeff Johnson, director, research projects, Malrite Communications, Cleveland, joins Alan Burns & Associates, Silver Spring, Md., consultant, as associate.

Michael J. Brochstein, former VP and sales manager, Blair Television, New York, joins Media General Broadcast Services Inc., New York, as senior VP and media director.

Jim Spaeth, group manager, strategic planning and research, General Foods, New York, joins ScanAmerica, New York research firm, as VP and director, marketing.

Walter E. Bartlett, president and CEO, Multi-media Inc., Cincinnati, elected chairman, board of trustees, University of Cincinnati.

Deaths

Louis M. Sepaugh, 84, retired vice chairman and general manager, WJTV(TV) Jackson,

Miss., died Jan. 25 of liver and kidney failure at Hinds General hospital, Jackson, Miss. Sepaugh began his broadcasting career in early 1930's as station manager, KRMD(AM) Shreveport, La. In 1938, he formed WSLI(AM) Jackson, in partnership with Standard Life Insurance Co. He started operations of WSLI-TV Jackson in 1954. WSLI-TV later merged with WJTV(TV) Jackson. In early 1940's he was one of founding members of Mississippi Broadcasters Association. He is survived by wife, Frankie, and son.



Burke in 1966

Michael Burke, 69, former CBS executive, died Feb. 5 of cancer at St. Vincent's hospital, Dublin.

After his graduation from University of Pennsylvania, Philadelphia, in 1939, Burke played professional football for Philadelphia Eagles. During World War II he was member of Office of Strategic Services detail that parachuted behind enemy lines in France. After two years as general manager, Ringling Brothers Barnum & Bailey Circus in 1954-56, he joined CBS-TV as executive in charge of new business expansion. He was instrumental in CBS's underwriting of Broadway play, "My Fair Lady." In late 1950's and early 1960's, he served in various positions for CBS in Europe. He was named VP, CBS Inc. in 1962. Burke returned to New York to become chairman and president of New York Yankees major league baseball club after CBS bought team in 1966. In 1973 Burke left Yankees and CBS to become president, Madison Square Garden Center, and president, New York Knicks of National Basketball Association and New York Rangers of National Hockey League, where he served until his retirement in 1981. He is survived by three daughters and son.

Joseph J. Bassett Jr., 58, former station manager, died Jan. 29 of kidney failure at Shady-side hospital, Pittsburgh. Bassett worked 15 years at Dynamic Broadcasting, then owner of WAMO-AM-FM Pittsburgh, leaving as executive VP in 1973 to become president, KKAR(AM) (today KTSJ(AM)) Pomona, Calif. In 1976 he moved to San Diego where he sold advertising for KMJC(AM), KYXY(FM), and later, independently. He is survived by his wife, Alice, three sons and two daughters.

John A. Curtis, 77, founder and retired chairman and CEO, National Instructional Television, Washington, producer of educational TV programs, died Feb. 5 of cancer at his Potomac, Md., home. He is survived by his wife, Betina, son and three daughters.

Andrew Yacevich, 48, director, engineering, WTEN(TV) Albany, N.Y., died Jan. 29 at his Troy, N.Y., home, of injuries following automobile accident. He is survived by wife, Barbara, two sons and daughter.

L.A. (Speed) Riggs, 79, tobacco auctioneer featured on Lucky Strike cigarette commercials during *Your Hit Parade* on radio and later TV in 1937-1969, died Feb. 1 of congestive heart failure in Goldsboro, N.C.

Capital's Crawford: taking stock of the Fifth Estate

If you are part of the publicly traded Fifth Estate, there is a good chance that Gordon Crawford has decided to buy between 5% and 10% of your company at one time or another. Over the last 16 years Crawford has persuaded The Capital Group, one of the country's largest money management firms, to invest a disproportionate part of its \$35 billion of assets in the securities of media and entertainment companies.

Crawford said Capital's current communications holdings include 8%-10% each of American Television & Communications, Cablevision, Comcast, Heritage Communications, LIN Broadcasting, Orion Pictures, Rogers Tele-Communications (both Canadian parent and U.S. subsidiary), Tri-Star Pictures, United Cable TV and Warner Communications. Other major holdings include Affiliated Publications, Cellular Communications, Gulf + Western and Knight-Ridder. Those investments are made on behalf of individual investors in the firm's mutual funds and large accounts such as pension funds investing in the firm's "institutional" funds.

The 40-year-old Crawford has helped shape the firm's investments since he became its media and entertainment analyst 16 years ago. He described his choice of following the communications industry as "serendipity," a combination of an opening for that position and an interest in movies—broadcasting was added a little later. Several years ago Crawford became the first research analyst ever named to The Capital Group's board of directors.

Crawford got a misdirected start toward a business career by majoring in classics at Wesleyan University, but he got back on course at the business school at the University of Virginia. His father, Morris Crawford Jr., was chairman of the Bowery Savings Bank of New York; his older brother, Duncan, works on Wall Street.

The New York native almost moved back there after graduating from the University of Virginia, at Charlottesville, Va. In fact, he and his wife, Dona, a high school classmate, were "just about ready" to move into a Manhattan apartment for which they had applied two years earlier. "Then this funny little outfit, The Capital Group, came from California to interview me at Charlottesville in February," Crawford recalled. "It was cold, and they flew my wife and me out to Los Angeles where the weather was perfect and where we went out to posh restaurants on Wilshire Boulevard.... It got my attention."

Crawford also was impressed with the employe-owned organization and its unusual way of doing things: "In most organizations you feel like you have to switch from analyst



GORDON CRAWFORD—senior vice president, Capital Guardian Research Corp., Director of Capital Group, Los Angeles; b. January 21, 1947, New York; BA, Classics, Wesleyan University, Middletown, Conn., 1969; MBA, Finance, University of Virginia Graduate Business School, 1971; chartered financial analyst, 1979; media and entertainment analyst, the Capital Group, Inc. 1971; vice president, 1974; senior vice president, 1979; director, 1982; m. Dona Drescher, Dec. 17, 1966; children—Jeffrey, 19; Brett, 15.

[following one or two industries] to portfolio manager [in charge of managing all of a fund's money], but titles here mean nothing. If you are like me and like to do research you can have as much money and as much prestige and, over time, rise in importance and influence by dint of your overall contribution to the company."

Crawford is an indefatigable researcher. "I have called on the Tom Murphys and Steve Rosses or Don Pelses and by talking with them over and over again one begins to calibrate the man," said Crawford. "I think managements are critically important to understand." People tend to take or return Crawford's calls because of the clout of the Capital Group's considerable assets.

"I think I have had a successful career," Crawford said, "because I have made a lot of money for our clients and I have had a real good time." Another advantage, he added, is that he has been following "an extraordinary part of the economy."

During any given week he talks on the phone with the managements of 10 to 15 companies and with the investment banks' "sell side" securities analysts, so named because by giving Crawford free advice on securities to buy or sell, they hope to "sell" to Capital their firm's trading desk. Crawford has twice been named by the "sell side" analysts as one of the top 10 institutional or "buy side" analysts, selected from among hun-

dreds of colleagues. He also attends industry events and visits companies here and abroad, roughly one out of every five weeks. He is often at work at 7:30 a.m., to stay in touch on California time with an already active New York stock market.

One "sell side" analyst, John Reidy of Drexel Burnham Lambert, said that Crawford stands out because after deciding what Capital should do with its money, he then makes those views known, helping to bolster the price of the stock. "He is good in conveying his thinking and knows how to sell the street on his ideas, as well as listening to theirs."

In the stock market of the early 1980's and in particular among media stocks, picking those with gains has not been a forbidding task: "I have had some bad calls outside of the media area, but not a whole lot within," said Crawford. He has also been nimble in getting his firm's substantial investments out before problems have arisen, as he did with Warner before it announced a crushing write-off of its investment in Atari. Capital subsequently went back into Warner, buying 11 million shares at between \$9 and \$14 per share. Adjusted for splits, Warner currently sells for roughly \$27. Another example of making the correct call before a downturn, Crawford said, was when Capital sold its cable stocks just before they "caved in" in 1981—due to concerns about franchise bidding and pay subscriptions. The firm then proceeded to buy major positions in virtually every major publicly traded MSO in the following two years, a strategy that has been well rewarded.

In general Capital does little in-and-out trading, however, and typically settles in for the long haul, sometimes lasting 10 years, as was the case with MCA and Capital Cities: "What I am really trying to do is find companies that I think are substantially undervalued and can hold for a long time."

Shortly after the announcement of the merger of ABC and Capital Cities, Capital sold its large position in the latter, part of the firm's current strategy of being heavily weighted in cable and cellular stocks, while staying away from broadcasting and advertising. "I would say in the last two or three years we have quietly exited the scene," Crawford said, motivated by several concerns about both industries. The networks, he said, were and still are facing a long-term irreversible trend of audience fragmentation, "and I think it matters because we are in a worldwide trend toward disinflation." That, combined with the fact that the stocks had earlier been so "fabulous," led to the sell decision. Still, he wryly remarked, "I don't think any of us would have any problem inheriting a VHF television station. I think we will wait on the stocks until people quiet down." That is Gordon Crawford talking, selling everyone else on what he figured out years ago. ■

RKO General Inc. has announced agreement in principle with competitors for its WRKO(AM)-WROR(FM) Boston. Under agreement, Professional Communications Partners Inc. and Commonwealth Broadcasting Group, competitors for facility, would pay about \$25 million, with RKO getting 70% and remaining competitors dividing remaining 30%.

Long-standing relationship between Milt Grant and program syndicators took turn for worse last week when counsel for syndicators in Grant Broadcasting Systems bankruptcy case filed motion requesting replacement of Grant with court-appointed trustee. Motion claimed GBS President Grant; GBS Chairman Sidney Shlenker and other directors with mismanagement, copyright violation and "self-dealing." Syndicators allege that GBS "made a duplicate copy of a program licensed to one Grant subsidiary [station] and caused such duplicate to be aired by a Grant subsidiary not covered by such license." Motion also alleges that GBS has failed to return all program prints to syndicators in cases where contract had been terminated, and that some checks sent to syndicators were unsigned. Other reasons syndicators cited for appointment of trustee for three-station group included failure of GBS "insiders" to disclose millions of dollars in assets that might be available to pay debts; failure of GBS attempt to draw upon \$31.5-million bank credit until company had defaulted on bank

Winds of change. Richard Brookhiser has declined White House renomination to the seat he has filled on the board of the Corporation for Public Broadcasting since 1981. The board is also losing Sharon Rockefeller, a former chairman and member for 10 years, who will no longer be eligible to serve (she has been nominated for a spot on the Public Broadcasting Service board), and CPB Chairman William Lee Hanley, who is expected to be renominated and reconfirmed. All three terms expire March 26; leaving the CPB board with six of its 10 positions unfilled. President Reagan recently nominated Sheila Burke Tate, senior vice president at Burson-Marsteller, a Washington public relations firm, for a Republican seat (BROADCASTING, Feb. 9).

Board meetings are likely to be less colorful without Brookhiser, an editor at the National Review, who often peppered discussion with literary references and dry remarks. As chairman of the Mission and Goals Committee, Brookhiser spearheaded CPB's drive to conduct public television content analysis, a proposal not well received by members of PBS and the subject of disagreement between the Republican and Democratic factions in Congress and on the board (BROADCASTING, July 28 and Nov. 17, 1986). The board's disagreements were not the principal reason for Brookhiser's decision to withdraw, however. "I wasn't tired of the dissension—dissension doesn't bother me," he said. Rather, Brookhiser said he would like to spend more time on outside pursuits and was hesitant to make another five-year commitment. "I had a feeling that I wasn't going to accomplish a hell of a lot on the board. . . . It seemed as if I'd reached a point of diminishing returns," he said.

The issue of content analysis had been on the board's back burner since Dec. 5, when its request for proposals drew seven replies. The CPB research staff has forwarded its recommendations to Acting President Donald Ledwig, and both will report to the Mission & Goals committee at the board's Jan. 5-6 meeting in Seattle. The board is also waiting for the results of a study the Public Broadcasting Service is conducting into its own program practices (BROADCASTING, Oct. 27).

It's uncertain which, if any, of the remaining board members will take up the task of championing content analysis, but Brookhiser believes there are others who share his concerns. "The ostrich-like attitude of public broadcasting about balance and objectivity has got to end for their own good," he said.

Brookhiser will be in Africa during CPB's March 5-6 board meeting. Unless the board holds another telephonic meeting, his five years of service have essentially come to an end.

agreement, and "dissipation" of \$22.5 million in working capital raised in previous fund raising. Other actions cited included payments by group owner to law firm, one of whose partners was GBS director. Motion also said that GBS had committed itself to more than \$200 million of programming payments without telling program syndicators it intended to make assets of all three stations serve as collateral for company's bondholders. Syndicators also filed separate motion objecting to proposed settlement of claims between GBS and Viacom.

Management of Heritage Communications Inc. and Tele-Communications Inc., last Friday increased by two dollars, to \$34, their per-share offer for 26.1 million shares outstanding of HCI. Revised offer came several days after lawsuit, filed by Richard Amdur, New York-based investor, claimed that initial \$26 cash and \$6 of TCI stock for each Heritage share was inadequate. Some observers think threat that special committee of Heritage directors would receive competing bids—or may have already received other offers—may also have motivated revised offer. Extra \$2 is in TCI stock, with \$26 cash remaining same. Since announcement of bid two weeks ago, roughly one-fifth of stock has turned over while price hovered near \$32 until Friday's announcement.

Consortium of cable operators seeking National League Football package has formally incorporated as Cable Football Network Inc. Operators participating include American Cableystems, American Television & Communications, Cablevision Industries, Cablevision Systems, Centel, Colony, Comcast, Continental, Cox, Daniels, Falcon, Heritage, Multimedia, Newhouse, Palmer, Prime II Management, Rogers, Sammons, Scripps Howard, Storer, Tele-Communications, Telecable, Times Mirror, United Cable, United Artists and Warner. Sports Television International, founded by Jim Spence, former executive vice president, ABC Sports, is acting as consultant to CFN in talks with NFL. Meanwhile, talks between three broadcast networks and NFL got under way last week, but no agreement had been reached by last Friday (Feb. 13).

Cable Football Network, consortium of cable operators, is prepared to bid for television rights to package of National Football League games in 1987 and beyond, but, according to Bill Daniels, chairman of Daniels & Associates, neither it nor any other non-broadcast entity has legal right to do so. Speaking at Annenberg School of Communications seminar in Los Angeles last week, Daniels said Sports Broadcasting Act of 1961 gave professional sports leagues exemption from antitrust liability to pool their television rights and sell them to broadcast television only. Broadcast networks have used narrowness of exemption to maintain "stranglehold" on NFL, he said.

FCC has launched notice of inquiry to consider alternatives to fairness doctrine enforcement, as it had been directed to do in appropriations legislation. FCC does not endorse specific proposals, but it provided "illustrative" list of possibilities, including, abandoning current case-by-case consideration of fairness complaints in favor of considering them only at renewal time; placing experimental moratorium on enforcement; permitting broadcasters to rely on contrasting viewpoints provided by other stations in market, and replacing doctrine with "access" time requirement under which stations would have to devote time for regular discussion of controversial issues by interested parties. Comments will be due 45 days after publication of notice in *Federal Register*. FCC is supposed to report to Congress by Sept. 30.

In filing responding to petitions for reconsideration of new must-carry rules, **Association of National Advertisers has asked FCC to adopt "permanent" carriage regulations.** "They are essential to assure the continuance of a healthy, competitive environment for the purchase of advertising," ANA said. ANA also said it didn't believe that A/B switches alone offer adequate alternative to permanent carriage regulations.

Special Committee of Viacom International directors said last week that competing bid for company by National Amusements Inc. ("Top

of the Week," Feb. 9) was not superior to existing LBO proposal from Viacom management and other investors. Meanwhile, National Amusements gave no indication last week whether rejection of friendly offer would lead to hostile tender for Viacom shares.

Former CBS newsman **Bill Moyers**, now with Public Broadcasting Service, **withdrew proposal for three-minute, weekday series, Moyers: Philadelphia Journal**, after stations were unable to agree on how to fit program into schedule. Series was to have run from May 25 to Sept. 17 and was to consist of "bulletins" from Constitutional convention of 1786, based on diaries, letters and other accounts.



On Monday, Feb. 9, **The Oprah Winfrey Show** featured town meeting-style show from Forsyth county, Ga., all-white county that was site of marches by blacks. Winfrey's questions to all-white audience concerned segregationist beliefs and their reaction to media coverage by media. Audience was almost uniformly upset with media's portrayal of county as racist. Some said they felt media were portraying blacks as superior. Winfrey's questions to audience included requests for explanation of difference between blacks and "niggers," term used by number in audience. She also asked whether audience watched *The Cosby Show*, and was answered with loud applause. Production of show went off without hitch, according to show's publicist.

House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) is convening **hearing on fairness doctrine March 3**. It will be first hearing for Markey as chairman of subcommittee. Massachusetts Democrat has already said he believes it's time to "legislate in favor of the fairness doctrine" (BROADCASTING, Feb. 9). All FCC commissioners have been invited to testify along with representatives of broadcasting industry. Markey, in interview with *Boston Globe* last week, also indicated interest in establishing some sort of policy on presidential debates and that it will be topic of hearings.

Last year's **leveraged buyout of Storer Communications** figured in **arrest of three securities trading executives last week** in New York. Three were accused of insider trading by government informant, who previously worked at investment banking firm, Kidder Peabody & Co. Informant said he passed information on Storer LBO bid to arbitrage at Goldman Sachs & Co., which then bought Storer stock. In return for information, Goldman Sachs trader passed information relating to that firm's investment banking activities to arbitrageurs at Kidder Peabody. Storer example was one of two made public by U.S. district attorney's office, although others, covering year-and-a-half period ending January 1986, were said to exist.

Trading in Home Shopping Network was halted last Friday morning due to **order imbalance with excess of sellers**. At 12:26 p.m., stock resumed trading at \$32, down 2½ from previous day's close and down from \$38 at beginning of week. No explanation of stock's decline was available from company.

Northwestern Mutual Life, Milwaukee, confirmed last week that it is **sponsor of ABC's Amerika** series. Company bought in last December, before Chryslers pullout, purchasing eight spots for \$1.3

million, spokesman said. That works out to about \$162,000 per spot, less than average \$175,000 some at network have said spots were commanding.

Late last week, **FCC denied Orbita Technologies permission to downlink Soviet programming** from Molniya satellites on behalf of Discovery Channel, which planned to rebroadcast Soviet programming to cable subscribers this week (see story, page 53). According to Common Carrier Bureau Chief Albert Halprin, Orbita's request for permission came in Friday afternoon, too late for required Intelsat coordination. Nonetheless, **Discovery Channel** spokesman said late Friday that **reception and rebroadcast of programing would begin as scheduled yesterday** (Feb. 15). It's Orbita's contention, he said, that it doesn't need FCC permission. Halperin said if Discovery goes ahead, Orbita and Group W Satellite Communications, which distributes Discovery to cable systems, would be in violation of FCC rules.

Jules Bergman, 57, ABC News science editor. New York, died Feb. 12 in his Manhattan apartment. Autopsy was ordered to determine cause of death. Bergman, Columbia University graduate, joined WFDR(FM) New York in 1950 as newscaster after short periods at *Time* and CBS News. He was later named assistant news director. He went to ABC News in 1954 as news writer, specializing in scientific stories. In 1961 he was named ABC's first full-time science editor. In that position, Bergman covered all 54 manned U.S. space flights, from Alan Shepard's mission on Mercury 3 in May 1961 to Challenger disaster in January 1986. He also covered several medical stories and issues including development of transplant surgery, new cancer treatments, swine flu controversy and legionnaire's disease mystery. In 1978, Bergman was correspondent for ABC News documentary, *Asbestos—The Way to Dusty Death*. He is survived by his wife, Joanna, two daughters and son.



Front liners. *Seventy-six communications professors from colleges in 29 states were given a real-world view of the broadcasting business at the 15th annual Faculty/Industry Seminar of the International Radio & Television Society, held Feb. 4-8. Participants accompanied station and rep firm account executives as they made their pitches at ad agencies and media buying services. They then used what they had witnessed to improve their own performance in a mock sales competition rated by professional buyers. The professors said their impressions of TV and radio time sales as "cut throat," "hard sell" and "dog eat dog" were mitigated by seeing the salesmen in action.*

The conference also featured panels on the people meter, satellite technology, cable, breaking into the industry and minority constituencies.

Brandon Tartikoff, president of NBC Entertainment, speaking at the IRTS newsmaker luncheon, said former NBC Chairman Grant Tinker's decision to produce programming for CBS was necessary for the success of Tinker's new production company. Tartikoff said he told Tinker: "We don't want your first show, we want your first hit."

The society's annual Frank Stanton Fellowship for distinguished contribution to broadcast education was awarded to Dr. Robert McGaughey III, of Murray State University, Murray, Ky. McGaughey is pictured (above right) with Richard Harris, 1987 IRTS seminar chairman and president of Group W Radio (center), and Dr. Peter Pringle, recipient of the first award in 1974.

Editorials

A majority of one

John D. Dingell remains a remarkable public figure. The Michigan Democrat, chairman of the House Energy and Commerce Committee, strides across the telecommunications policy stage as a veritable colossus, the gatekeeper on all legislation affecting the Fifth Estate. What Big John says goes, and what he says no to doesn't stand a chance.

Whether you think one person should exercise such power depends largely on whether he's with you or against you. In the matter of the fairness doctrine, Dingell is set in concrete; he ranks that policy just after the Ten Commandments in its permanence. As to broadcasters' rights under the First Amendment, our editors are still stunned by the statement he made in an interview three years ago (BROADCASTING, March 5, 1984):

"Go over to the Capitol for me, would you, please? Between the House floor and the gallery is a staircase, and there's a huge picture at the head of it. It's the signing of the Constitution of the United States....Go over and look at it, and then come back and tell me how many television cameras and how many radio microphones you find in it. And then tell me that the founders had in mind radio or TV when they drafted the Constitution and the first 10 amendments."

Last week, in an interview similarly conspicuous for its candor, Chairman Dingell made clear that his intractability on fairness is no passing fancy. He is, however, indicating flexibility on the matter of license renewal, but at a price: the reimposition of a public trustee concept that may in the long run prove easier to talk about than to live with. He's death on the Fowler FCC and its penchant for deregulation and downright contemptuous of its actions on must carry. How he feels about cable should keep Jim Mooney awake nights. As to his remarks about the Corporation for Public Broadcasting: well, readers shouldn't be denied the pleasure of coming upon them fresh (see "At Large," page 31).

It's tempting to assign John Dingell to one category or another, but it would be a mistake to do so; notwithstanding his attitude, you can work with him. It may yet be possible to move him—from the 18th to the 20th century in his opinion of the electronic media. All who occupy the Fifth Estate should make it their business to try.

Progress report

Three weeks ago, a handful of television stations decided to break with tradition and accept condom advertising, most citing the prevention of the spread of AIDS as the reason. Since then, that handful has grown as more and more stations, with the support of their group owners, have joined the battle against the disease. It is a decision this page championed and applauds. Much has been done; more needs to be.

It is the right time for NBC and CBS—and all group owners—to join with ABC in giving the executives at their owned stations the freedom to choose for themselves whether or not to carry condom ads. On the network front, it may be the time to accept condom ads as well—although that decision is complicated by the reluctance of some affiliates to join the crusade.

Last week, in the face of congressional urging, the networks said they are sticking to their current policy of rejecting condom ads, but that they are reviewing the issue. We urge them to move swiftly. For the broadcasting industry at large, this is a time to be on the leading edge, not the trailing edge.

When east was east

Just when you thought *every* rule at the FCC had gone under the magnifying glass, comes news of the commission's desire to eliminate the K and W call letter distinctions that, for the most part, have served to separate the country geographically—K calls west of the Mississippi, W calls to the east. The commission, finding "no public interest obligation" to the present rules, proposes their elimination.

This page has enthusiastically applauded the FCC's deregulatory course and lauds its examination of every corner of its rules. But the prospect of some day finding a WCBS(FM) in Denver or a KING-TV in Charleston, S.C., leaves us saddened. (Even the exceptions to the existing custom—KDKA in Pittsburgh, WOAI in San Antonio, Tex., for example—have the ring of legend to them.) The proposed change may be only parochial, but it seems to us that a basic tenet of Fifth Estate life is being rewritten.

Our guess is that more will agree with this editorial than will come forward to oppose the FCC's taking this deregulatory action; as is true of many things in life that are not really missed until they're gone. But the FCC can as easily decide that holding on to K and W *does no harm* to the public interest. This is a time for the executioner to stay his own hand.

Taxing situation

In its search for revenue, the state of Florida, lacking an income tax and working within the confines of a balanced budget requirement, decided last year to sunset the professional services exemption from its 5% sales tax. As a result, a host of such services, including those provided to advertisers or others by radio, television and print media; to clients by agencies and reps, and to their constituencies by program producers and distributors, will be forced to pony up to Florida 5% of their revenue. If that were not reason enough for concern, service providers, like retailers, will be required to act as tax collectors, with all the bureaucratic responsibilities—translation: more paperwork—that collection entails.

The sunset represents an estimated \$2.8 billion in new revenue, a tempting sum to any state legislature. And legislatures in other states are searching for new ways to broaden their tax bases. According to the American Advertising Federation, North Dakota, Washington, Nebraska and Colorado have bills pending that are similar to Florida's sunset, and there are rumors of others in Illinois, Indiana, Oklahoma, Texas and elsewhere. Look out.



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